

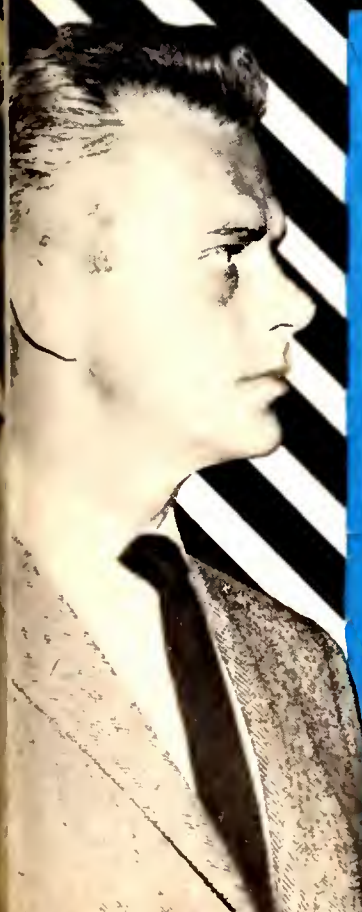
SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

HURRY! A few markets still open.

See the Ziv man in yours for complete information on

"THIS MAN DAWSON"



starring
KEITH ANDES

as Col. Frank Dawson, Chief of Law Enforcement.

SPONSORED BY

- **AMERICAN TOBACCO**
in 11 markets
- **HOOD DAIRY PRODUCTS**
in 6 New England States
- **SEGO MILK PRODUCTS**
in 7 Western markets
- **WIEDEMANN BREWING CO.**
in Cincinnati, Dayton, Columbus
- **HOUSEHOLD FINANCE**
in Philadelphia, Albany, Schenectady
- **STANDARD OIL OF INDIANA**
in 5 Mid-Western markets

WRCV-TV Philadelphia • KLZ-TV Denver
KSTP-TV Minneapolis-St. Paul • WSB-
TV Atlanta • KIRO-TV Seattle • WTVJ
Miami • KWTU Oklahoma City •
WXEX-TV Richmond-Petersburg • KSL-
TV Salt Lake City • WTMJ-TV
Milwaukee

... AND MANY OTHERS!



FOOD GIANTS BEGIN SWITCH TO RADIO

Major food chains drop media prejudices in drive for fast turnover, more store traffic

Page 31

What makes a local tv news show 'hot'

Page 36

Eight reasons why radio/tv commercials fail

Page 40

ARB gets set to measure total tv viewing in U. S.

Page 42

DIGEST ON PAGE 2



**When KOB-TV says "go out and buy it"...
people go out and buy it!**

The Albuquerque Division of KSTP, Inc.

KOB

TELEVISION
Channel

4

ALBUQUERQUE, NEW MEXICO
Serving and Selling the Surging Southwest
Represented by Edward Petry & Co., Inc.



Tough nuts to crack call for "AutumnAction"

Fall promotion plans for your product got you up a tree? Don't bury the problem and wait till winter. If yours is a big-ticket item, health or food product, consider these facts about ABC's great "AutumnAction" promotion . . .

1. Your commercial is next to editorials on your *type* of product, to build listener "wants" — leaving all your commercial time for selling *your* brand. You get support in other time spots, too.

2. You get ABC's "4-Most" Marketing Plan, a complete, coordinated merchandising package, covering all market groups essential to the successful promotion of your product.

That's "AutumnAction" in a nutshell. And all for the lowest cost per thousand in any national medium. (You can continue your campaign to Christmas at a discount for the extra period.) For full information on "AutumnAction," write or call:

ABC RADIO NETWORK

7 W. 66th St., New York 23, N. Y., SUsquehanna 7-5000

A reprint of the above illustration, suitable for framing, is available on request.

A BIG NEW MARKET IN THE GROWING SOUTH!



MERIDIAN MISSISSIPPI

This fast-growing, changing market has now mushroomed into one of the South's new metropolitan areas. A highly diversified economy makes the Meridian, Mississippi area a stable, steady market.

Covering 29 key counties in Mississippi and Alabama, plus a surprisingly low cost, makes WTOK-TV one of the nation's most efficient media buys.

- \$427,311,000 RETAIL SALES
- \$601,297,000 EFFECTIVE BUYING INCOME
- OVER 100,000 TV HOMES
- \$200,000,000 CONSTRUCTION PROGRAM



Maximum power 316,000 watts

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Food boom turns chains to radio**
- 31** Food chains begin to do about-face in advertising approach as radio proves it can hypo sales, bring housewife into store on off-days
- Chicago agencies up air budgets**
- 35** SPONSOR check of top midwest shops shows big gains in radio/tv billings with Chicago emerging as new ad center for certain types of products
- What makes a hot local tv news show**
- 36** Recent survey by H-R's promotion director indicates that the 15-minute length, guests, local and regional news make for high program ratings
- Why Lite Diet pre-sells its tv on the road**
- 38** This bread company road-tests its tv campaign among franchise dealers, builds enthusiasm for 100% tv by merchandising results to its route men
- 8 reasons why commercials fail**
- 40** TAR uses pre-test techniques in researching radio/tv commercials; finds that "upper-middle-class admen" make eight kinds of common mistakes
- ARB's set to catch all tv viewing**
- 42** The American Research Bureau's new "nationwide concept" aims at measurement of all programs on all stations in all tv markets of U. S.
- Fewer inquiries sell more Iowa pre-fabs**
- 44** Too big a response to radio campaign made it impossible to sift out good prospects, so this Shenandoah builder revamped schedule, upped sales
- Radio won shelf space for Wipe Away**
- 45** Back to word-of-mouth selling, this time via radio, was strategy the James Austin Co. used to battle cleanser giants on supermarket shelves

FEATURES

- 70** Film-Scope
- 24** 49th and Madison
- 54** News & Idea Wrap-Up
- 4** Newsmaker of the Week
- 54** Picture Wrap-Up
- 50** Radio Results
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- 72** Sponsor Hears
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- 14** Timebuyers at Work
- 86** Tv and Radio Newsmakers
- 69** Washington Week

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

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This is about Iowa

Nine hundred eighty-seven miles and one split second by co-ax west of this scene is Iowa. Have you ever considered how unlike Manhattan Iowa looks?

And how much like the inside of a New Yorker's head the inside of an Iowan's head looks?

Perhaps you have never smelled the fragrance of new-mown hay tedding on rolling acres, or watched the clean steel of a plow slipping through Iowa's fertile black soil. Dvorak, after visiting Iowa, made powerful music for his New World Symphony from such ingredients. We, with a television station to grind, are more interested in powerful buying power; we prefer to listen to the music made by the seasonal finale—the clunk of hard ears of corn hitting a backboard—the hiss of a thresher spewing kernels of wheat for tomorrow's bread. Iowa's 34.8 million acres of tillable

soil produce, among an abundance of other things, something like ten percent of the nation's food supply, and contribute to the high per capita wealth of Iowans.

Yet agricultural Iowa is considerably less than half the story. Personal income derived from agriculture accounts for about 25% of the total; income derived from manufacturing, trades, services and other sources, accounts for the rest.

We adduce these fascinating data to suggest that (1) Iowans are neither exclusively farmers nor exclusively manufacturers; (2) they *are* exclusively people. The wonders of communication in general and television in particular have made Iowans as aware of new products and new ideas as the most sophisticated cosmopolite.

WMT-TV covers over half of the tv families in Iowa, and dominates three of Iowa's six largest cities.

WMT-TV

CBS Television for Eastern Iowa

Mail address: Cedar Rapids • National Repr.: The Katz Agency • Affiliated with WMT Radio; KWMT Fort Dodge

CLUB 21

..... a teen-age
DANCE SHOW

with a **72%**
ADULT AUDIENCE

February and May ARB rates
WPTA's Club 21 (Sat. 10:30)
consistently a top adult inter-
est program. COST PER THOU-
SAND \$1.94 (1 × CLASS B
NAT'L. RATE)

WPTA

Fort Wayne with
Unique Programming
that SELL\$

PROMENADE 21

Tues. 10:30—The new adult
square dance show

FUN N' STUFF

Mon.-Fri. 6:00 — Top rated
children's show featuring Pop-
eye (Feb. ARB)

TOM ATKINS REPORTING

Mon.-Fri. 7:15 — Number 1
early evening news (Feb. ARB)

Ask the man from
YOUNG TV CORP.

WPTA Channel 21

NEWSMAKER of the week

A dynamic tradition returned to CBS this week after an absence of three months. The name: William S. Paley. On Wednesday, Bill Paley sat in on a network board meeting. The next day he was in on a CBS TV programing plans session. When the giants return, confidence rides their coat-tails.

The newsmaker: Fifty-eight-year-old Bill Paley, who has taken up the chairmanship, reigns again at CBS. He was taken ill in June, underwent an operation, recuperated in Biarritz. Now he's back.

For CBS network, it is a cheering sign. For about 31 years, Paley has guided the network through many a crucial period, and this season—with ABC snapping at its heels—could be another crucial one.

If one thing has marked this man as a leader (and it wouldn't be Paley himself who is shy and humble without reason) it is a harbaric courage that has permitted him to cut out of the pack creatively and still make more money for his property than many who remained on the well-laid trail. From the beginning, when he became president of CBS in 1928, this trait has been indelible.

Coming to broadcasting by the somewhat improbable route of the cigar business (he was president and secretary of Congress Cigar Co. from 1922 to 1928), he has continually demonstrated a flair for showmanship. Having pioneered air media through one era when making a selection of a radio singer was the criterion of a network executive (He introduced Bing Crosby to radio) he now leads the way in an era when such a selection may involve an outlay of millions.

Not only does Paley possess an instinct for what the public needs to satisfy its heart, but he has shown throughout his broadcast career a knowledge of what that public needs to feed its intellect. CBS, today, ranks as one of the greatest news organizations in the world—in point of personal power and depth. Lowell Thomas was a Paley "find"; so was Murrow. The courageous—and sometimes controversial documentaries—the public affairs programs have all been indications of Paley's personal tastes.

Paley fell into CBS through an investment his family had made in United Independent Broadcasters—an investment, incidentally about which they had many qualms. For broadcasting, it was a fortuitous accident. What evolved, after Paley's entrance on the scene, is the largest and richest broadcasting operation in the world. It wasn't accomplished without mistakes or without battle royals. But Paley handles both equally well. Now that he's back, the ad world is braced for pyrotechnics, knowing Paley can supply them. ▼



Bill Paley

NEWSMAKER STATION of the WEEK

WSBA

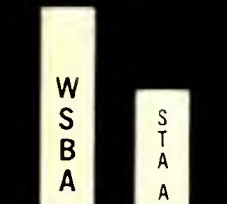
YORK—LANCASTER—HARRISBURG, PA.

**NUMBER ONE RADIO STATION IN THE
PENNSYLVANIA DUTCH MARKET**

Now...

**Number One Station in 4-County
Metropolitan Area PULSE—
July 1959, 6 A.M. to 6 P.M.**

**Number One in York, Harrisburg,
Lancaster: HOOPER**



HOOPER, MARCH '59



robert e. eastman & CO., inc.

national representatives of radio stations

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

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

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

DALLAS:
211 North Ervay Bldg.
Dallas, Texas
Riverside 7-2417

ST. LOUIS:
Syndicate Trust Bldg.
915 Olive St.
St. Louis, Missouri
CEntral 1-6055

LOS ANGELES:
Taft Building
1680 N. Vine St.
Hollywood, Cal.
HOllywood 4-7276

DETROIT:
Book Building
Detroit, Mich.
WOodward 5-5457



TODAY THE EFFECTIVENESS OF A RADIO STATION IS MEASURED BY THE AMOUNT OF GOODS IT SELLS. And in Sacramento, KXOA sells more goods because it reaches, influences and appeals to more people. The unique KXOA "Sound" coupled with extensive news coverage and promotional activities has made KXOA *the* station in the prosperous Sacramento Valley. Rated first (Pulse, Mar-Apr. '59 and Hooper, June-July-Aug. '59) KXOA sells more of everything, including tobacco, because it reaches and influences more people.

KXOA—First in Sacramento, California's Capital

KXOA

REPRESENTED NATIONALLY BY DAREN F. McGAVREN CO., INC. MEMBER, CAL-VAL GROUP

SPONSOR

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Gilda Gomez

POINT OF SALES

“Through consistent use of WRC Radio
—every week for almost five years
—Woodward & Lothrop has been able
reach and *sell* the important income-producing
segment of the Washington area.”

(signed) George R. Titus,
Advertising Director, Woodward & Lothrop

Further proof—right to the point
—that WRC’s “Sound of Quality” is heard
and heeded —throughout the nation’s capital.

WRC

NBC Owned • 980 in Washington, D. C.
Sold by NBC Spot Sales





SOCKO!!!

Even the marshall bit the dust on the night of August 15th! The night that WGN-TV telecast the game between the Chicago White Sox and the Kansas City Athletics. / This illustrates again how WGN's policy of programming for Chicagoans pays off in top audiences — a policy which continues to bring results to our advertisers.

TIME: 9:00 — 10:00 P.M. (ARB Rating)	
WGN-TV	20.3
Network X	16.2
Network Y	7.1
Network Z	3.7

TIME: 10:00 — 11:00 P.M. (ARB Rating)	
WGN-TV	19.6
Network X	13.2
Network Y	6.5
Network Z	3.7



CHANNEL 9

441 N. Michigan Avenue • Chicago 11, Illinois

k-TOP

IN THE

WIND

OF KANSAS

WINS

NO. 1

**BIGGEST SHARE
OF AUDIENCE**



**in the rich 22 county
Northeast Kansas Market**

LOWEST COST
per 1000 homes
64¢ (avg.)

40.4 MORNING

42.3 EVENING

Latest Hooper

41 QUARTER HOURS 1STS

MORE THAN

ALL OTHER STATIONS COMBINED

Latest Pulse

ON **k-TOP** YOU'RE
ON
TOP!

1490 ON THE DIAL

Sponsor
backstage

TIO—A statesmanlike start

I believe that all of us who know even a few of the broadcasters on the Clair McCollough-C. Wrede Petersmeyer Television Information Committee expected a sound, businesslike handling of the big job of setting up a program to present a true image of television. We expected it, and got it. We got more, in fact. The program of the Television Information Office, which the Committee released Monday, 7 September, was not only businesslike and sound, but showed a high degree of statesmanship. (Before proceeding, I think I should name the full committee, since all of them no doubt contributed to this fine document in one fashion or another. Members are: station men Roger Clipp, Lawrence Rogers, John Hayes and Willard Walbridge; network executives Ken Bilby, Mike Foster and Charles Steinberg; and sitting in for the NAB, president Harold Fellows.)



Sound criticism will get action

The statesmanlike quality of the paper was apparent in a number of most important respects. First, the recognition on the part of the Committee that it can only supplement, not replace, the efforts of individual stations and networks in presenting television's true image, and that that image is, always has been and always will be the programs the nation's telecasters present to the people. Second, the recognition of the need to communicate in an organized manner with "significant groups of the general public—particularly those articulate groups who are critical of the medium."

Possibly the most statesmanlike aspect of the entire program, however, is this paragraph:

"... the purpose of establishing adequate communication should not be to abort or preclude criticism. This is neither possible nor desirable in a democratic society. On the contrary, informed criticism serves a healthy and vital function. Informed criticism is helpful, rather than prejudicial. The medium can grow only if it is responsive to the opinions of informed groups and individuals..."

I read "responsive" to mean that the group will give serious consideration to the criticisms leveled at television programs by informed persons, be they newspaper or magazine writers or editors, politicians, educators or whoever and, where justified, make an effort to transmit the criticism to the broadcaster involved. I do not read "responsive" to mean that the Television Information Office will run screaming to a network or station programmer every time a cantankerous, frustrated or ill-informed critic says he doesn't like a program. The job in such cases, of course, is to attempt to properly "inform" such critics.

This task, too, the TIO seems to be approaching most soundly. It clearly states that its function is to *inform*, and says further:

Is advertising keeping up with the customers?

The brain that can find a lost meson or send a monkey into space is going to get pretty fidgety if it tunes in advertising that was aimed at a less informed and more naive generation.

But mental maturity isn't confined to a few thought leaders any longer.

The number of persons, ages 5 to 24, who are in school has risen from 26 million to more than 45 million since 1940. During the same period, the percentage of people over 25 who have completed four years of college has nearly doubled. And it is estimated that by 1970 there will be 11 million college graduates in this country.

If advertising hopes to sell to the consumer of the "Grown-up Sixties", it needs to do a little growing up on its own hook.

In the Sixties, more than ever before, advertising that talks down to people will wind up beneath their notice.



We work for the following companies: ALLSTATE INSURANCE COMPANIES • AMERICAN MINERAL SPIRITS CO. • ATCHISON, TOPEKA & SANTA FE RAILWAY CO. • BROWN SHOE COMPANY • CAMPBELL SOUP COMPANY • CHRYSLER CORPORATION • COMMONWEALTH EDISON COMPANY AND PUBLIC SERVICE COMPANY • THE CRACKER JACK CO. • THE ELECTRIC ASSOCIATION (Chicago) • GREEN GIANT COMPANY • HARRIS TRUST AND SAVINGS BANK • THE HOOVER COMPANY • KELLOGG COMPANY • THE KENDALL COMPANY • THE MAYTAG COMPANY • MOTOROLA INC. • PHILIP MORRIS INC. • CHAS. PFIZER & CO., INC. • THE PILLSBURY COMPANY • THE PROCTER & GAMBLE COMPANY • THE PURE OIL COMPANY • THE PURE FUEL OIL COMPANY • STAR-KIST FOODS, INC. • SUGAR INFORMATION, INC. • SWIFT & COMPANY • TEA COUNCIL OF THE U. S. A., INC.



LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

“ . . . Betty Clarke is a marvelous sales woman to produce the results she did during a short-term campaign. And, three weeks later, we wonder when we will stop getting direct results. ”

Woman-to-woman is the best way to sell women. That's how WFDF's Betty Clarke does it on her daily PARTY LINE show from 2:00 - 2:30 P.M. For proof of success, check the quote from Mr. John Cole, Director Radio-TV for THE BUCHEN COMPANY, Chicago. He refers to a FAMO Recipe Booklet offer made during June that continued to draw mail response almost a month after the schedule ended. He adds, "of course we're delighted" and "slightly amazed."



These "amazing" results are not unusual for Betty's sponsors. They are, in fact, her stock-in-trade. That's why, we say, "if what you sell appeals to women, get on the PARTY LINE for direct sales now."

The Katz Agency can give you a full account of how Betty's listeners use on-the-air phone calls for lively question and answer sessions on household problems. And the Katz man can also tell you about the limited availabilities for Fall. We suggest you call early.

WFDF

5 KW at 910 on the dial for Flint and all of Northeast Michigan.

Represented nationally by the KATZ Agency.

" . . . a program designed to meet these broad objectives should be informational not propagandistic or sloganeering; affirmative, not negative. Television need not, and should not, engage in quarrels with rivals or critics. Rather, it should speak out confidently, temperately and responsibly. It should base its case on facts, presented with impact and conviction."

I find that a statesmanlike declaration. Television's critics in any area must respect such an approach. They will respect and be influenced by television's case if the TIO executes this function precisely as the program planners stated it in the foregoing. The only danger I see in this area is a possible—not probable, only possible—tendency to do something like this:

In the Statement of Convictions and Beliefs section of its program, the Committee said:

" . . . Television is a mass medium . . . Most of its programing efforts, therefore, must serve the desires and interest of the great majority of the American people . . ." That's fine, and true to be sure. That also may give an unduly cynical and overzealous future worker for the TIO, what he considers a justification for defending a shabby and shoddy program on the grounds it delivers a solid rating or comes in at a low cost-per-1,000. I believe any such effort would be a serious mistake, and a blow to the over-all story of fine, responsible programing of all kinds which television delivers. In brief, I would hate to see the fine words of the TIO program planners used as a specious defense of the small minority of shows in bad taste which find their occasional way onto the tube.

Don't omit radio!

In the Evaluation of Special Projects phase of the program an interesting point is made concerning print advertising.

"Budgetary reasons," says the document, "preclude large-scale national print campaigns at this time. However, print campaigns, based on the totality of television service, should be designed to acquaint selected groups with programs of interest to them."

Print campaigns in a project of this kind are always dangerous unless a tremendously large budget is at hand. If one newspaper or magazine is used, and others who consider themselves competitive are not, the ones neglected often resent it. That resentment is sometimes, of course, shown by an arbitrarily antagonistic and negative treatment of the offender's pitch. With a limited budget the TIO might be well advised to spend no money on print advertising.

A good deal may be accomplished in the print area, I believe, by an effort to persuade stations and networks who are supporting the TIO to carry appropriate TIO messages in a relatively small portion of their printed advertising.

The program, as I've indicated, is a fine job. It overlooked just one item: The use of radio to help sell the TIO story. If print advertising and mailings are worthy of consideration and discussion, so surely is radio. Or maybe the fellows meant to include it in the sentence which said: ". . . The TIO should keep all news media fully informed with data it develops concerning the industry." If so, fine. Only I hope they'll use radio beyond that point.

But all in all, the program is a fine piece of work. We'll be rooting for its successful execution.

(See also Sponsor Speaks, 12 September.)

Get off to a good start

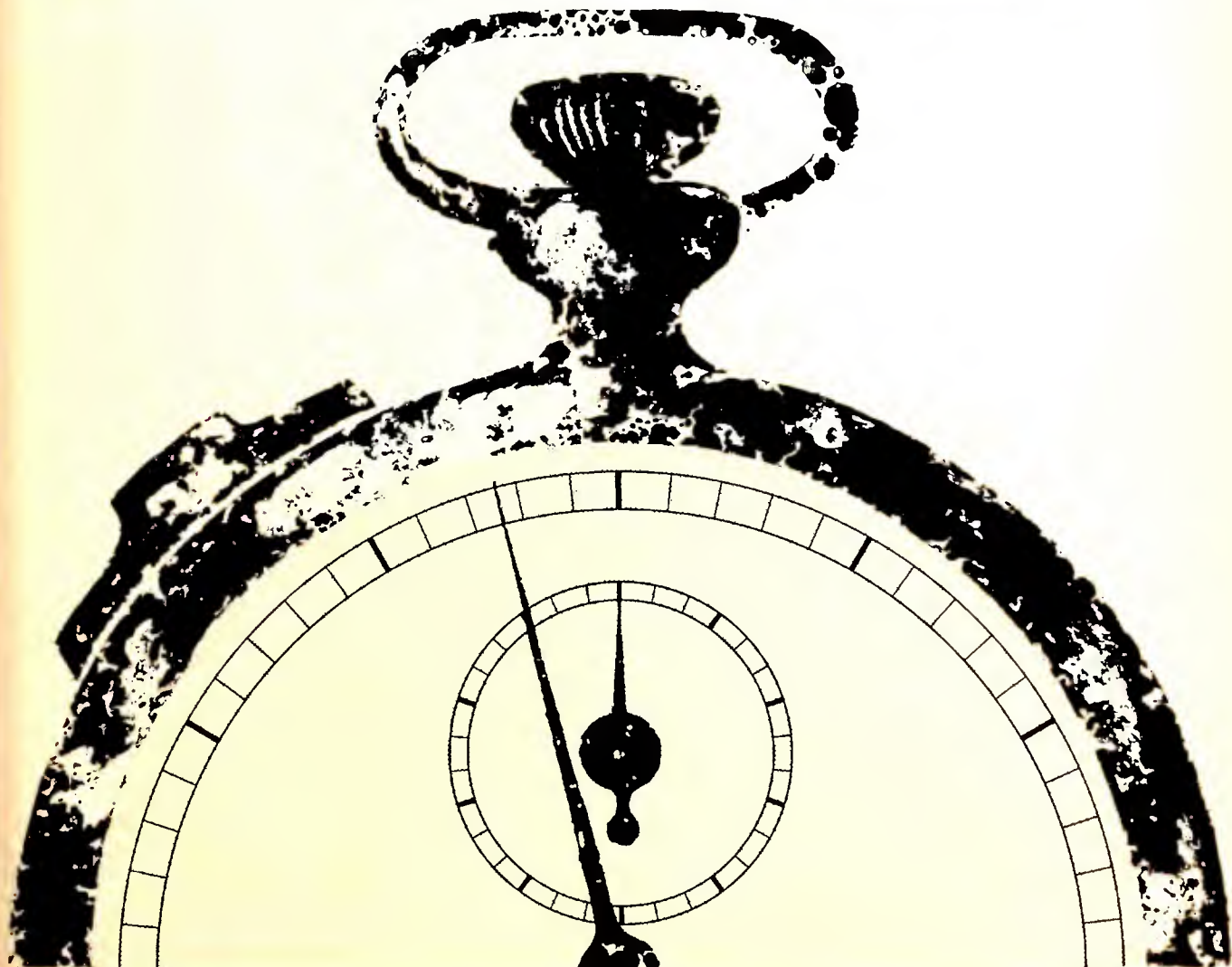
Jumping the gun in a rating race is not only legal—but highly necessary. For sponsors who move into audience promotion first, with force, usually have the best chance of ending up high up.

That's why so many major sponsors have already scheduled audience promotion campaigns in TV GUIDE magazine. A partial list: S. C. Johnson, Westinghouse, General Foods, Equitable Life Insurance, Du Pont, General Electric, Coca-Cola, Lever Brothers, General Mills, Firestone, Viceroy, Kraft, Herbert Tareyton, Ford, Kodak, Bell Telephone Co., Plymouth, Frigidaire, Armstrong Cork Co., Esso.

Why don't you join them? This will be a highly competitive season; audience direction is a must. Remember, TV GUIDE households are the equivalent of a 17 rating, and the 26,000,000 readers of this magazine will be exposed to your advertising every day all week. Talk to them about your product as well as your program. It's good for business.



7,250,000 circulation guarantee effective Oct. 31, 1959



WPTF

Raleigh-Durham



**has Greater
Food SALES
than the 12th
Metropolitan
Market**

**28th Radio Market - WPTF
\$541,043,000**

**28th Metropolitan Market
\$193,673,000**

**12th Metropolitan Market
\$479,519,000**

**NATION'S
28th RADIO
MARKET**
NIELSEN #2



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

R. H. Mason, General Manager
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Timebuyers at work

Hope Martinez, Batten, Barton, Durstine & Osborne, Inc., New York, who buys for Lucky Strike and Hit Parade, feels that a new kind of radio programming is emerging. "Rather than new, say different, improved, even revitalized. Stations aren't so much breaking away from formula radio as they are reshaping the basic format to suit their own needs and talents.

One of the features of this tailor-made programming is the maturation of news shows. There are more news shows, and they're of a consistently high level. No longer does a station devote its one mid-day newscast to a detailed description of the county dog show."

Hope also finds that music programming is also undergoing a change for the better. "Gone is much bash, clash and tingle, wheezy, wind-tunnel type recording.

It's being replaced by higher quality, wider-range appeal music. Most stations, aiming to attract new business, have gone to considerable effort to make the advertiser aware of the increased trend toward quality programming, and the fact that radio's appeal is not limited to a teen-age audience, but reaches a large and important segment of the consumer market.



Virginia Burke, Gardner Advertising Co., Inc., New York, who buys for No-Cal and Excelsior frozen foods, has found that station merchandising is important for the grocery product advertiser. "Merchandising can make the difference in the choice of station. Many food advertisers who operate on a low budget need the extra mileage

that point-of-purchase displays can provide. In-store displays, stunts and publicity extend his budget, give his campaign an added dimension and result in increased consumer awareness of his product." Virginia believes that, in some instances, it will pay off for the client to use the station that features top-flight merchandising techniques rather than a competing station which may have a higher rating. "This is particu-



larly so when the advertiser is introducing a new product or aiming at increasing his distribution. Premiums and contest tie-ins along with a hard-hitting merchandising package are certain to have an energizing effect on sales and distribution. More than an adjunct, merchandising is often the basic foundation of the campaign itself."



**BLANKET
COVERAGE**



plus
beautiful
merchandising

W·I·T·H SELLS YOUR PRODUCT ON THE AIR AND IN THE STORES!

You get the selling power of Baltimore's liveliest, most intimate station... plus the selling power of the nation's greatest merchandising station. Write, phone or wire for details on these sales-proven merchandising plans:

- FEATURE FOODS • SPOTLIGHT DRUGS
- COMMUNITY CLUB AWARDS • CHAIN STORE PLANS

THE COMPLETE SELL . . . ONLY ON

WITH

Tom Tinsley, *President*

Radio Baltimore

R. C. Embry, *Vice President*

National Representatives: Select Station Representatives in New York, Boston, Philadelphia, Baltimore, Washington; Clarke Brown Co. in Dallas, Houston, Denver, Atlanta, New Orleans; Daren F. McGavren Co. in Chicago, St. Louis, Detroit and on West Coast

LONG PLAY IN NASHVILLE

WSM-TV
SUPERIORITY
Series



4. Showmanship



Music for Attracting Audiences

At WSM-TV, showmanship is more than a word. It is implicit in each minute of telecasting. No set is too expensive, no costume too elaborate, no rehearsal too time consuming . . . if it is needed to complete the desired effect . . .

This flair for showmanship is a continuing theme in each WSM-TV symphony of sales. Ask Hi Bramham or any Petry man how much it can add to yours.

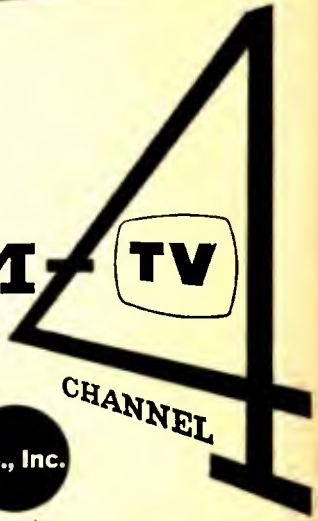
WSM-TV

Nashville, Tennessee

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

SPONSOR-SCOPE

19 SEPTEMBER 1959

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SPONSOR
PUBLICATIONS INC.

The national spot tv boom is reaching out to smaller markets in gratifying fashion.

A check among reps by SPONSOR-SCOPE this week shows that while stations in such markets are far from sold out their billings are beginning to benefit by the decided upswing in national buying.

Outlets in the lower-rung markets are being helped in two respects: (1) more advertisers are including them in their network links, and (2) the stations are buying better features and tv films in which to insert minute announcements.

Noted a rep: "If the small stations are smart enough to control their overhead, the national and regional business coming to them the last quarter should give them a tidy profit on the year."

The eruption of new radio/tv spot business came with a bang from two directions this week: the cigarette field and Detroit.

OUTBURST NO. 1: Liggett & Myers' new king-sized filter, The Duke (of Durham), out of McCann-Erickson, using about 2,000 tv and radio spots per market through the last quarter of 1959. The campaign opens with Boston, Cincinnati, and Atlanta (12 September), moves to New York and Chicago, and then breaks in Philadelphia, St. Louis, Cleveland, San Francisco-Oakland, Los Angeles, and Washington. Tv will get minutes, 20's, and I.D.'s.

OUTBURST NO. 2: Substantial radio schedules from Dodge, DeSoto, and Mercury. Ford Dealers also are buying heavily in tv, via JWT, in addition to the mammoth spot radio campaign coming out of the factory. Chevrolet, too, is due for an avalanche of spot radio.

P.S.: The Duke will also get a network assist from Laramie, Black Saddle, and the Untouchables, the first on NBC and the latter two on ABC TV.

Watch for Duke's competitors to step up their own schedules—something that customarily happens after a newcomer brand has had its first saturation fling.

Replies coming in to a SPONSOR questionnaire indicate that Carnation may be the biggest spender in Negro radio.

The accounts most frequently mentioned in the answers from Negro stations rank thus: (1) Carnation; (2) Royal Crown Hair Products; (3) Budweiser beer; (4) Coca-Cola; (5) SSS Tonic, Pet Milk; (6) Arta Skin Tone Cream; (7) Wrigley Gum; (8) B.C. Headache Powder; (9) Pepsi-Cola, Stanback; (10) Schlitz.

(A comprehensive study of the Negro radio market will appear in the 26 September issue.)

Y&R (Chicago) has run into difficulty trying to place a 2½-minute radio commercial that the agency has cooked up for American Bakeries.

Stations object that: (1) the long-runner, even though it's all music, won't ease the gripes about the over-commercialization of radio; (2) acceptance could start a rush toward multi-minute commercials; (3) rate cards don't provide for 2½-minute spots.

Says Y&R: The 2½ minutes consists of an original pop tune, with only one minute of actual sell—and that's the lyric. Also, if stations won't take the 2½-minute version, they can have as an alternate a minute announcement with just the lyric.

Buying plan for American Bakeries: three or four stations in each of 24 top markets for at least 10 weeks.

You get this gripe even from veteran timebuyers: **tv ratecards keep getting ever more complicated and harder to figure out.**

Adding to these woes is the tendency of some stations to **add a new plan with new ground rules for any piece of business that's up for bidding.**

Tv advertising's a business where you start planning next summer's replacements even before their winter predecessors get on the air.

It's happening at **JWT**. That agency has gone huddling in Hollywood with a producer who **will furnish one of its next summer replacements.**

Quite a contrast here with the old system in air media of waiting until March to shop around. **Apparently the stakes are getting too big.**

Notice how much of the cold-remedy broadcast business emanates from the Midwest. Here's a quick and updated rundown:

Miles Laboratories (Wade): Alka-Seltzer and a new cold remedy, Aridan.

Gillette Thorexin (North): annually spends over \$1 million in tv alone.

Ponex Co.'s Dexyl (Keyes, Madden & Jones): sporadic, but active.

Whitehall's Dristan (Tatham-Laird): an easy \$6 million in air media.

Grove's Bromo-Quinine (Gardner, St. Louis): a consistent — if not topnotch — spender.

Here's another Midwest bonanza:

The toiletries business, especially hair dressings, has flocked back to tv this season with pocketbooks wide open. And **Chicago alone will account for about \$30 million** from that field in air media expenditures, thus:

Alberto-Culver (Wade): at least \$10 million in network tv and \$3 million in spot tv.

Toni Co. (North, Clinton E. Frank, Tatham-Laird): \$10-11 million dispersed among network tv, spot tv, and spot radio.

Helene Curtis (McCann-Erickson, E. H. Weiss, Gordon Best): around \$9 million in network and spot tv, with Enden Dandruff Shampoo getting a hefty share of the budget in the battle with Alberto-Culver's RinseAway.

P&G's Pace (Burnett): about \$2 million.

Auto suppliers continue to turn to air media to support their customers.

Thus **U.S. Steel (BBDO)** is contributing its bit to the excitement over the new fall models with a **special**; at the same time, obviously, it's putting in a good word for the steel industry's contributions to Detroit. **Alcoa (F&S&R)** is contemplating a **special** with similar customer focus, with the aluminum used in engines the incidental angle.

And now **Monsanto's Saflex (NL&B)** has bought radio time in **12 markets** to ballyhoo the advantages of **safety glass** found in the new cars—something that **Libby-Owens-Ford (F&S&R)** is also doing via participations on ABC TV's **Bourbon Street Beat**.

A major quest for tv availabilities on Madison Avenue this week came from Norman, Craig & Kummel for Colgate's Vel detergent: 80 rating points a week via night and day minutes in an extensive list of markets.

The agency has asked for this protection: that **Vel commercials be separated from competitive products by at least a half hour.**

Other spot tv activity: **Lipton Tea-hot (Y&R), nighttime minutes** for five weeks, starting the second week of October, in over 40 markets; **Ward Bread (Grey), 50 spots** or so a week for 11 weeks; **Welch Candy (Chirurg), 26 weeks** of kid show schedules in 20 markets.

In Chicago NL&B is buying minutes and 20's for the 15 October-31 December span in 20 markets in behalf of **Lever's all**; and **Wade is lining up midwest and southern stations for a One-A-Day vitamin campaign** that starts 10 Oct.

To come out even on the years tv budget, Colgate is trying (through Bates) to find a co-supporter of the Millionaire for six broadcasts during the last quarter.

The asking price per program is \$36,700 net.

NBC TV was put through the ringer before it was able to accept General Cigar's order for alternate weeks of *The Deputy*.

The star, Henry Fonda, at first didn't spark to the idea of having a cigar company as a sponsor; then MCA, agent for the show, scowled at taking a 13-week contract when Kellogg, the other account, has obligated itself for 26 weeks.

Incidentally, Bayuk's sports bill—time and programs—on NBC this season will run between \$9.5-10 million. It's loaded with every sport but tennis.

Chalk up Corn Products, which sponsors an hour of *Riverboat* on alternate weeks, as juggling the most complicated commercial schedule of the season.

Only two of the 12 products associated with the show are fed to the full network.

Because of the rugged list of regional feeds and local cut-ins, the agency of record on the series for Corn Products—Lennen & Newell—has one man working full time on just this chore.

The other agencies involved: Guild, B&B; Donahue & Coe; McCann-Erickson.

Apparently tv set owners weren't as upset as newsprint critics about the quality of summer programing: the hours spent viewing per home this July were only a mite under the year before.

Anyway, that slight margin was in keeping with the drift downward in set usage which began the first part of this year.

With Nielsen as the source, here's a March-July comparisou of daily average set usage over the past three years:

YEAR	MARCH	JULY
1959	5 hours; 40 minutes	4 hours; 4 minutes
1958	5 hours; 52 minutes	4 hours; 10 minutes
1957	5 hours; 26 minutes	3 hours; 55 minutes

Considering the fact that tune-in drops off 30% in the summer, the live programs among the replacements did pretty well this summer when compared to their predecessors' audiences in March.

Here's such a comparison of ratings, based on ARB's national reports, with the live programs distinguished from film by asterisks:

SUMMER SHOW	WINTER SHOW	JULY '59 RATING	MARCH '59 RATING	JULY AS PCT. OF MARCH
Andy Williams*	Garry Moore	16.9	23.8	71.0%
Dave King*	Kraft M. Hall	14.5	22.4	64.7
Perry Presents*	Perry Como	16.9	32.0	52.8
Summer Night Music*	Lawrence Welk	5.6	16.2	34.6
Summer Chevy Show*	Dinah Shore	15.5	25.2	59.5
Brenner	Gale Storm	13.6	23.0	59.1
Frontier Justice	Danny Thomas	15.4	37.3	41.3
Jos. Cotten Show	Ann Sothern	18.4	23.7	78.4
Spotlight Playhouse	Red Skelton	12.3	33.7	36.5
21 Beacon St.	Ernie Ford	17.5	30.0	58.3
Lawless Years	Could Be You	7.1	17.3	41.0
Western Theatre	The Thin Man	8.2	23.3	35.2

Stations with local rod and gun shows have a good prospect for business at the New York office of BBDO.

It's on the lookout for that type of participation in behalf of Remington Arms.

The next big technical breakthrough in tv: Introduction of a tv tape whose pictorial fidelity on the viewing screen is superior to the present live image.

The implications of this for both programing and commercials are—as can well be imagined—enormous.

The SRA's board of directors this week will debate the advisability of a new formula for releasing estimated national spot radio billings for the first six months of 1959.

One format that will come under consideration: **Breaking the figures down** by classification—i.e., the first 50 markets, the first 100 markets and so on.

Prophets in the realm of tv specials see these trends and formulas taking definite shape:

- 1) **More special events**, like national contests and award hoopla.
- 2) **Advertisers latching onto a prize piece of talent** and sticking to it for a single or twice-annual fling over a period of years—a la Chrysler and Fred Astaire.

Cigarette sales since the first quarter have been moving at a rate that indicates that the margin of increase for the year will be closer to 5% than 4%.

A 5% increase would put the total somewhere around 48 billion smokes.

A goodly share of the continuing sales climb is attributed to the marked increase of the pack consumption among women.

They're starting to switch bets even before a new show has a chance to get started: 7-Up (JWT) has pulled out of Adventures in Paradise and transferred the money to a bigger piece of the Untouchables.

The agency saw some of the Paradise show, then decided that prospects with its other two programs, the Alaskans and the Untouchables (ABC TV), were even better.

Newspapers are going the way of radio and tv in one respect: **They're furnishing agencies with coverage maps.**

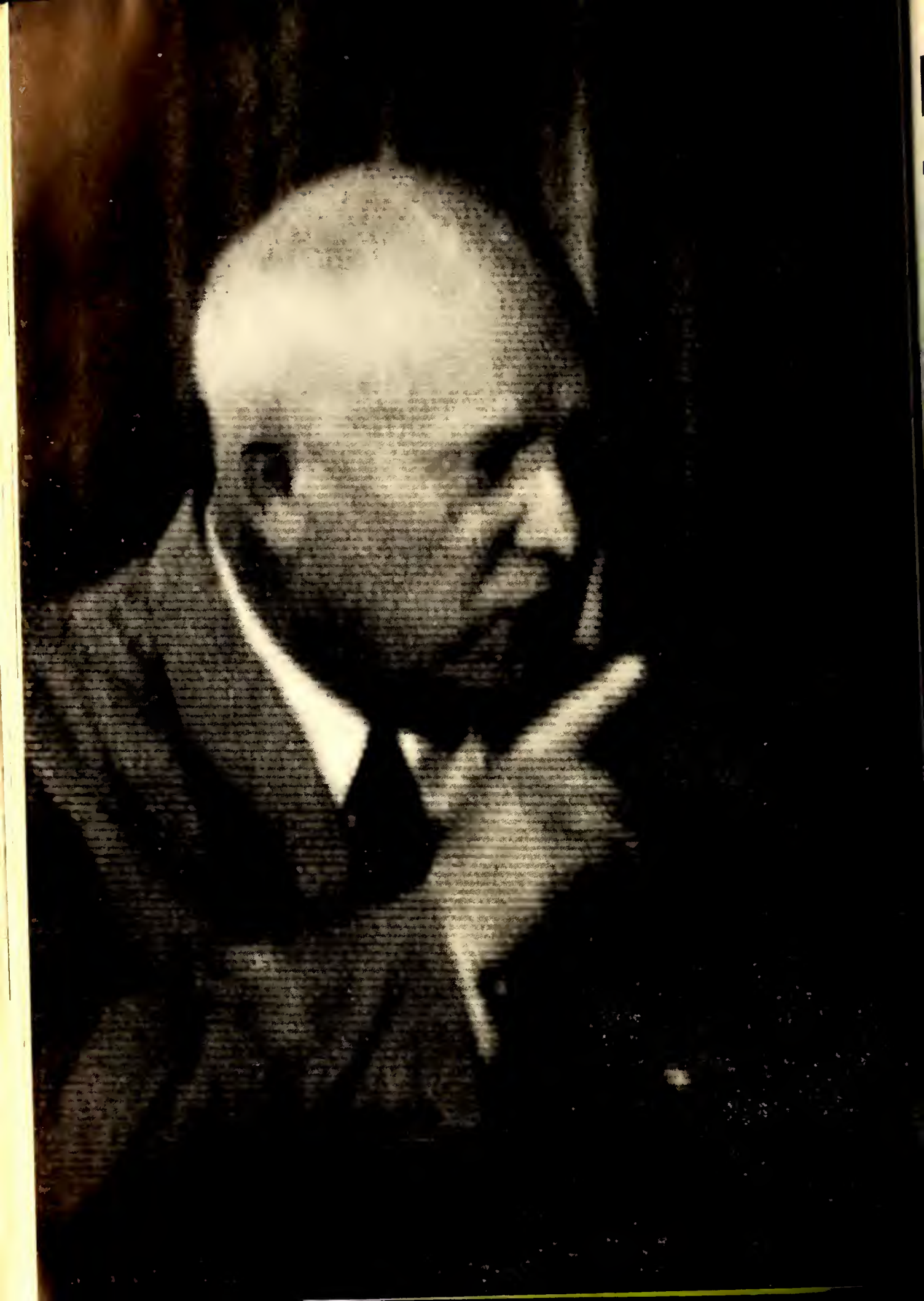
The drawings, which will be keyed in with the circulation figures, will show the various types of influence zones, number of families in each town and county with over 2,500 families, etc.

Pillsbury (Burnett) isn't letting any grass grow under it in the mounting competition with Duncan Hines and General Mills for dominance in the cake mix market.

It has just announced a new line of cake mixes, for which Burnett is placing heavy spot tv schedules.

Curious twist about the Burnett role: It's also loaded with products from P&G, which, of course, is the proprietor of Duncan Hines mixes.

For other news coverage in this issue, see Newsmaker of the Week, page 4; Spot Buys, page 48; News and Idea Wrap-Up, page 54; Washington Week, page 69; SPONSOR Hears, page 72; Tv and Radio Newsmakers, page 86; and Film-Scope, page 70.



KHRUSHCHEV'S THIRD VISIT

When Mr. Khrushchev set foot on American soil for the first time, you were two long steps ahead of him.

Thus far, you know more about him than he does about you. You have seen him in different moods and circumstances. You know how he walks and talks and laughs and looks. And on the basis of this eyewitness experience you have been able to form an impression of how he thinks.

Your first meeting with him was on the memorable **FACE THE NATION** interview in the Kremlin, broadcast over the CBS Television Network on June 2, 1957.

The decision to present this broadcast was an extremely important one for electronic journalism. For it was clearly predictable there would be people who would consider that enabling Mr. Khrushchev to face our nation was a propaganda victory for the Communist world. It was decided, nevertheless, that the American people, in Thomas Jefferson's words, could be "safely trusted to hear everything true and false and form a correct judgment between them."

It was an event that was acclaimed *almost* without exception as the most useful, enterprising and extraordinary achievement in the history of electronic journalism.

Your second searching look at Mr. Khrushchev occurred only last July when all the television networks brought you his rough and tumble tour of Moscow with Vice President Richard M. Nixon. Though you might have read every word in your newspaper that passed between Mr. Nixon and Mr. Khrushchev—you could never have understood them so clearly as when you observed every gesture, expression and inflection of their voices.

During the next week you will have a third opportunity to penetrate the nature and personality of the leader of the Communist world.

As Mr. Khrushchev travels through our cities and towns and factories and farms, we hope he receives as clear and objective an impression of us as we will receive by reading our free newspapers and watching him on our free television screens.

Whatever comes of this historic visit, network television will make its unique contribution by providing the kind of information and understanding that can only result when people can see for themselves.

CBS NEWS will report Mr. Khrushchev's visit fully on 35 regularly scheduled network news broadcasts. The network will also break into its schedule with special broadcasts whenever important events demand immediate coverage.

Seven of these special broadcasts will be sponsored by the Firestone Tire and Rubber Company as part of a series of 14 that began with the President's recent visits with the heads of state in Europe and will conclude with his projected trip to Moscow.

In joining forces with CBS NEWS, Firestone can be confident that it is working with the most experienced and celebrated news organization in television today.

By helping the American people become an eyewitness to history, Firestone is one of a growing number of important American companies who recognize that good citizenship and good business can proceed from a single act of sponsorship.

THE CBS TELEVISION NETWORK 



OUR MUSIC IS THE MOST!

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

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

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

Express yourselves, truth-seekers. A small bundle of loot placed on WBT covers the nation's 24th largest radio pod.** Coll CBS Radio Spot Soles for the Word.

*Pulse 25 county area 1959 (March)
 **A. C. Nielsen Co.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
 JEFFERSON STANDARD BROADCASTING COMPANY

49th and
 Madison

Stout-hearted rebel

Your forthright criticism of tv's worst weakness "Must tv be lousy in the summer?" (Commercial Commentary, SPONSOR, 29 August) clearly and succinctly states the case.

"Nine months pregnancy, three months of bed rest" a graphic description of the giant medium of the winter, and the puny, vulnerable, collapsed pigmy of the summer!

Ours is a small market, but we have had the temerity to insist on a "no repeats" policy in our purchase of syndicated material. Reluctantly our film suppliers have acceded to our position. However, it has been to little avail, since our three network affiliation still loads us up with rehash during the summer. The situation is made the more acute since ours is a single station market. Viewers frequently comment on the date they last saw the program being repeated!

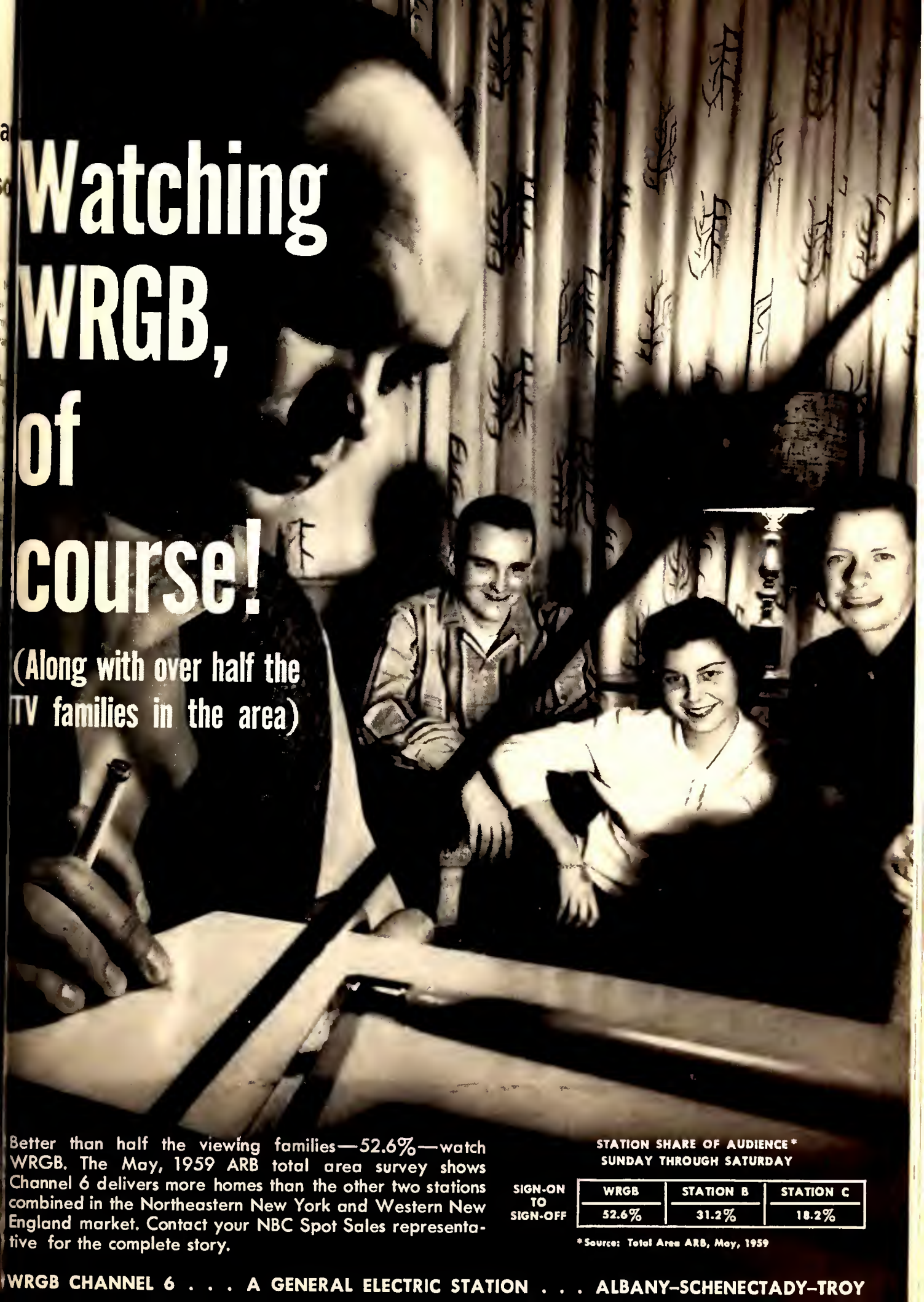
We are seriously considering refusal of summer network repeats, even if we must operate with a curtailed schedule. We are sure that fewer hours of first run material will better serve the public interest.

Rex G. Howell
 pr. KREX-radio-tv
 Grand Junction, Colo.

Q.E.D.

In your 22 August Sponsor Backstage column, titled, "Who Said Radio's Dead?," you cite the "untiring and zealous efforts of radio men"—and list everybody but Mutual Network personnel. It is for this I raise my battle standard.

When others weasel-worded on radio for fear of offending their tv brethren—Mutual zeroed in its artillery to pound round after round of radio propaganda to advertisers and the consumer public. Mutual metamorphosed itself into a SERVICE NETWORK, emphasizing the local



Watching WRGB, of course!

(Along with over half the
TV families in the area)

Better than half the viewing families—52.6%—watch WRGB. The May, 1959 ARB total area survey shows Channel 6 delivers more homes than the other two stations combined in the Northeastern New York and Western New England market. Contact your NBC Spot Sales representative for the complete story.

STATION SHARE OF AUDIENCE*
SUNDAY THROUGH SATURDAY

SIGN-ON TO SIGN-OFF	WRGB	STATION B	STATION C
	52.6%	31.2%	18.2%

*Source: Total Area ARB, May, 1959

WRGB CHANNEL 6 . . . A GENERAL ELECTRIC STATION . . . ALBANY-SCHENECTADY-TROY

THE BIGGEST SHOW IN WEEKEND Radio!

STARRING



N

LOUIS
YE

OF "STEVE ALLEN SHOW"



Q

LOUIS
QUINN

"ROSCOE," ON
"77 SUNSET STRIP"



B

JIM
BACKUS

"MR. MAGOO"

ON

KLAC-57

VARIETY RADIO

LOS ANGELES

9:00 AM TO 6:00 PM EVERY SAT & SUN

ENJOY "TOPS IN NON-FRANTIC POPS" ON THE
NATION'S NO. 1 PERSONALITY STATION

MORTIMER W. HALL, PRESIDENT • RICHARD WESTMAN, VICE PRESIDENT • MORTON SIDLEY,
GEN. SALES MANAGER • REPRESENTED NATIONALLY BY: ROBERT E. EASTMAN & CO., INC.

identities and local impacts of its affiliated stations.

ABC-Radio said we were wrong—and spent millions on entertainment programming. It only proved how right we were by doing a change-about in its scheduling and emulating the news-heavy programming concept we established with our "Operation Newsbeat" formula in June, 1957.

NBC-Radio is now quietly canvassing its affiliates with the idea of going completely into the service format—on a subscription basis.

CBS-Radio presented its affiliates with its P-C-P plan—a large cut-back in entertainment programming and option hours for its affiliates.

Mutual has shouted radio's benefits for many, many years. It has returned many advertisers to network radio. This week, for example, one such client—Christmas Club a Corporation—not only signed for this year, but insisted on signing for 1960—to guarantee air-space. This client formerly used television.

If any organization, other than RAB, and any people, other than Kevin Swcency's constantly fighting army, have done pro-radio-jobs and lead in those jobs, they are the Mutual Network and its employees.

Harold Gold,
dir. pub. rel.
Mutual Broadcasting
System, Inc., N.Y.C.

Good show

The brevity of this note is hardly a measure of our appreciation for the excellent spread you gave Wilson & Co. in the 8 August issue of SPONSOR.

We feel that you did a particularly good job of highlighting the significant results of this unique advertising activity and were quite thorough as well. In fact, we have received quite a good reaction not only from the Wilson organization but from others who became interested in the subject because of your article.

Let me extend a most sincere note of thanks to you on behalf of both Wilson & Co. and K&E for a job extremely well done.

John L. Baldwin, v.p.
Kenyon & Eckhardt Inc.
Chicago



24.1 (Latest measurement*)

22.1 (Average for 1 Aug.)

21.0 (Average for July)

17.2 (Average for April—June '59)

15.7 (Average for Jan.—March '59)

15.2 (Average for Oct.—Dec. '58**)

Growing by leaps and bounds!

Perhaps not so fast in the formative months. But now the average share of audience for ABC Daytime Television is really sprouting. In fact, the final Report for August was 24.1! ABC Daytime has added weight, too. The 770,000 homes delivered in October, 1958, have more than doubled to 1,650,000. Good size for a growing network, but nowhere near *full* growth!

(For good measure, the cost is only \$7,200 per quarter hour, lowest in network television. No wonder sponsor buys have shot up, too!)

daytime
ABC TELEVISION

Source: National Nielsen Ratings, Average Share of Audience, Mon-Fri, 1-4 PM, All Rated Programs. *Average for 11 August. **Includes "Day in Court" at 11 AM.

MIAMI
WGBS

WHEELING
WWVA

CLEVELAND
WJW

DETROIT
WJBK

LOS ANGELES
KPOP

PHILADELPHIA
WIBG

TOLEDO
WSPD

MILWAUKEE
WITI-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

YOU KNOW WHERE YOU'RE GOIN

Any way you look at it . . . A Storer station is a cinch for increased sales. Take the case of the Big Three Buyers of airtime: Colgate, Procter & Gamble and Lever Brothers. Between them and their advertising agencies, hundreds of research people are employed. They microscopically examine everything they buy. And all three buy consistently on Storer stations, Radio and TV. What better guide to best results? What better proof that you know where your sales are going when you buy Storer? You can bet your bottom media dollar, with Storer they're going up!



Famous on the local scene . . . yet known throughout the nation • Storer Broadcasting Com

**STORER
STATIONS**

RADIO

PHILADELPHIA

WIBG

50,000 watts—First, by far
in Philadelphia

DETROIT

WJBK

WJBK-Radio is Detroit

CLEVELAND

WJW

Wonderful, just wonderful!
Tops in network—Tops in local

WHEELING

WWVA

Only full-time CBS
Network Station in
Pittsburgh-Wheeling area

TOLEDO

WSPD

It only takes one
to reach ALL Toledo

MIAMI

WGBS

50,000 Watts—CBS
ALL South Florida

LOS ANGELES

KPOP

Covers the
2nd largest market

TELEVISION

DETROIT

WJBK-TV

Ch. 2—CBS
Your "Must" Station
to Cover Detroit

CLEVELAND

WJW-TV

Top News—Top Movies
CBS Programming

TOLEDO

WSPD-TV

1st in Toledo
Covers 2,000,000

ATLANTA

WAGA-TV

More Top Movies
More News—More Coverage

MILWAUKEE

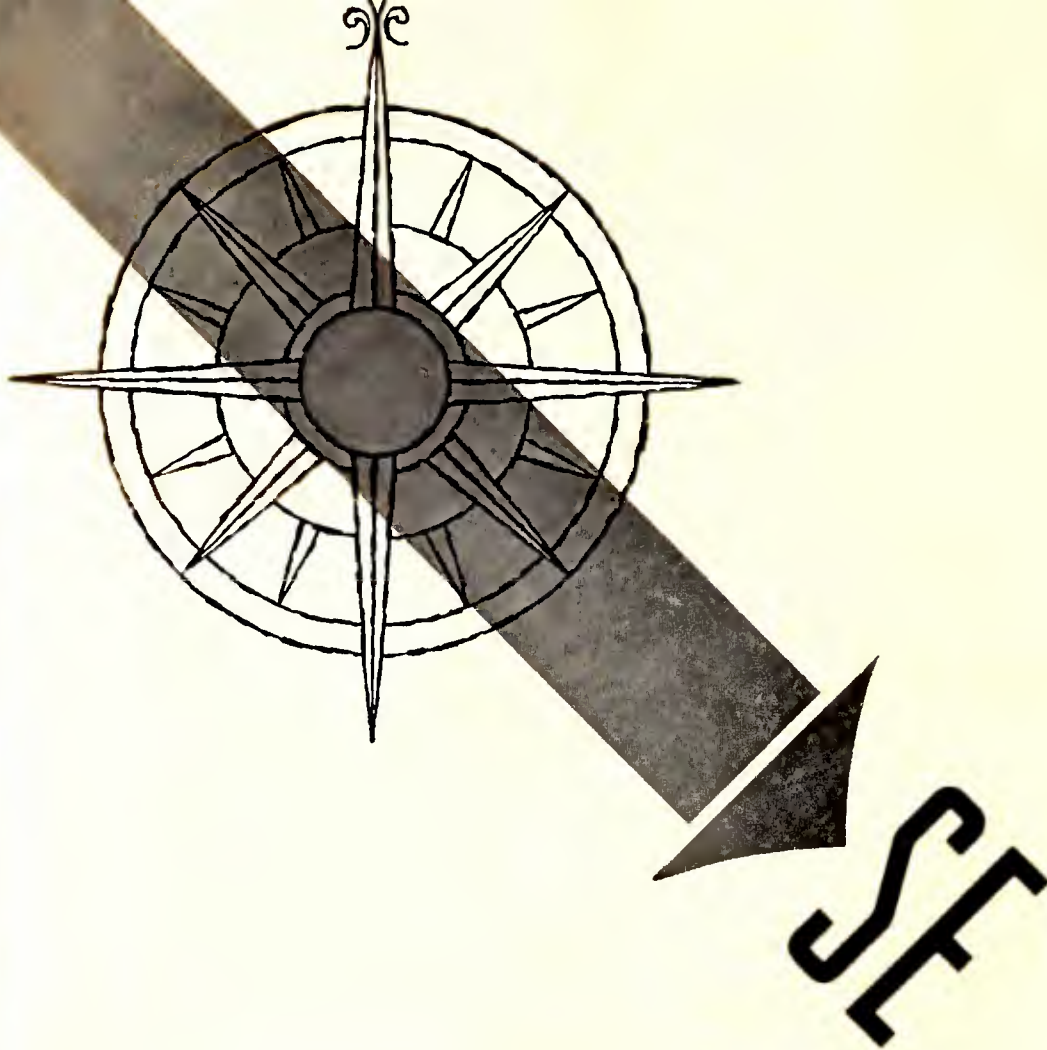
WITI-TV

CBS Programming
Top Movies

**CLEVELAND
WJW-TV**

**DETROIT
WJBK-TV**

WITH STORER



**CHARLOTTE-WBTV RULES ABSOLUTE
AS FIRST TELEVISION MARKET
IN ENTIRE SOUTHEAST
AS MEASURED BY N.C.S. # 3**

The Charlotte-WBTV television market totals 632,070 homes. Its nearest competitor in the Southeast, Atlanta, has 579,090.

WBTV's set count exceeds that of the second Charlotte station by 43%—delivering 189,380 more television homes!

Buy WBTV as your first, biggest step to television coverage of the Southeast. Contact CBS Television Spot Sales or WBTV for the full fabulous coverage and dominance story.

COMPARE THESE SOUTHEAST MARKETS!

WBTV-Charlotte	632,070
Atlanta	579,090
Louisville	509,480
Birmingham	587,800
Memphis	453,240
Charlotte Station "B"	442,690
Miami	434,800
New Orleans	380,020
Nashville	366,560
Norfolk-Portsmouth	337,580
Richmond	311,680

**FIRST, BIGGEST STEP
TO TV COVERAGE
IN THE
SOUTHEAST**

CHANNEL
3

WBTV

CHARLOTTE

FOOD BOOM TURNS CHAINS TO RADIO



➤ Giant food chains drop old-hat media prejudices in expansion drives for more traffic and turnover

➤ Today all majors are using radio for high-speed "deadline" selling, though local patterns may vary

America's giant food chains, faced with a marketing revolution and the acute growing pains of a mushrooming \$50 billion industry, are discarding old-hat ad tactics and outmoded media prejudices in their fiercely competitive drive for more store traffic and faster turnovers.

That's the net of a special SPONSOR study in the use of radio by such mammoth companies as A&P, Safeway, Kroger, and other big leaders in the food marketing field.

Modern food store marketers, almost without exception, are using radio in important ways. Grocery men, whose affection for local newspaper advertising bordered on infatuation, are breaking with the past and are seeking new, fast radio patterns for more aggressive selling of their products.

In all fairness, it can't be said that radio's breakthrough has yet turned into a rout. But an examination of what the chains are doing—on a lo-

cal and national level—shows clearly that their exploration of radio's water has passed far beyond the toe-dipping stage.

SPONSOR, in an effort to find out the size of the food chain involvement, checked a sampling of food store specialists and radio sales professionals. All admitted a sizable increase in food marketers' radio usage, and believed that the increase would be even greater if it were not for certain inherent factors in the chain picture:

- *Local option.* Most of the giant food chains rest advertising responsibility on sales managers or admen at the local or regional level. Only two chains—A&P and Safeway—are truly national in character, with distribution and store locations in every section of the country. Others are all regional, giving them a local char-

RADIO'S BEST CUSTOMERS: THE 18 FOOD CHAIN GIANTS

COMPANY	HQ. & DIST. AREA*	NO. OF STORES*	SALES (000)**
A & P	New York, N.Y. National ¹	4,175	\$5,094,741
SAFEWAY	Oakland, Calif. National ¹	1,996	2,225,352
KROGER	Cincinnati, Ohio 20 states-S., Midwest	1,478	1,776,175
AMERICAN	Philadelphia, Pa. 8 states-N.E., Mid-Atl.	961	874,767
NATIONAL TEA	Chicago, Ill. 19 states-N.E., S., W., Midwest	760	794,162
FOOD FAIR	Philadelphia, Pa. 8 states-N.E., S., Mid-Atl.	340	600,964
WINN-DIXIE	Jacksonville, Fla. S., Ind.	450	588,569
FIRST NATIONAL	Somerset, Mass. 7 states-New Eng.	631	531,521
GRAND UNION	E. Patterson, N.J. 11 states-N.E., S.	450	503,713
JEWEL TEA	Melrose Park, Ill. Ill., Ind.	183	446,558
COLONIAL	E. Point, Ga. 11 states, S., Midwest	445	437,132
ACF-WRIGLEY	Oklahoma City, Okla. S., Midwest	152	347,516
LOBLAW	Buffalo, N.Y. N.Y., Ohio, Pa., W. Va.	200	261,099
RED OWL	Hopkins, Minn. 6 states, Midwest	151	199,545
SUPER VALU	Hopkins, Minn.	165,178
THRIFTMART	Los Angeles, Calif.	162,990
PENN FRUIT	Philadelphia, Pa.	46	161,604
H. C. BOHACK	Brooklyn, N.Y. NYC area	183	161,404

* Distribution and store data: *Food Topics*.

** Stores-sales figures: *Fortune* magazine, Aug. 1959.

¹ *Food Topics* designation of national distribution: a chain having stores all over the U. S. and in every section of the country.

acter and approach. Thus ad patterns vary enormously.

- *Lack of know-how.* Many of these local people still look upon radio as an unfamiliar medium and one which should supplement traditional newspaper "catalogue" advertising. They're print-oriented.

- *Tradition has a strong hold.* Food chains, more than most businesses, tend to go along with the attitude that what was good 50 years ago is still good today. They're sparking their operations with new buildings, new products, new merchandising devices. But advertising has tended to trail behind new and progressive developments in these other areas.

- *Price is king.* Chain store management is collectively convinced that price is the determinant in a housewife's selection of a food store. Yet radio (and other) research has documented the importance of such factors as store location and accessibility, cleanliness and order in product stock, reliability and honesty of store management, courtesy of employees.

The food chains in the vanguard of radio advertising are turning their backs on some of these old approaches and modifying them with new applications to radio advertising. These are characteristics of food chain radio usage as it is today:

- They prefer announcements and—in the case of programs—short news shows.

- Announcements feature live copy, usually with national brand or house brand merchandise plugged with an "institutional" slogan identifying the chain and its stores.

- Commercials are peaked for high-traffic shopping days—Thursday and Friday.

- Schedules are concentrated during the daytime hours starting with early morning and ending by 7 p.m.

- Radio is a special favorite for "deadline" selling—a heaviest-up campaign of a Saturday so perishables won't remain in stores over the weekend, a special offer of a unique buy or over-stocked condition, etc.

Despite the savvy of an A&P, Safeway or Kroger in using radio advertising, these chains have a long way to go in maximizing their radio investment. This is the opinion of radio salesmen, particularly the na-

ional-level salesmen with station representative firms. They contend that food chains are backward in their broadcast patterns, and make four strong recommendations:

1) Food chains should deviate from their peak-up pattern of slotting announcements only before peak buying days. They should schedule copy on soft days especially, to level

shopping center to save the two pennies. But the conviction that the store where she shops is a good store with fair pricing and a variety of stock will wed her to a one-super-market habit.

4) There's little consistency or continuity in chain store advertising because there's little or no central control. This makes for inefficiency

trade deals, under-the-table exchanges of shelf space and display positions for air time.

The lack of central control and a single, over-all advertising and marketing direction has fostered this merchandising melee. And it has concentrated most negotiations at the local level between store manager and station manager. The rise of single-

LOCAL SCHEDULES STRESS SATURATION

Company	PROGRAMS PER WEEK		ANNOUNCEMENTS PER WEEK										PER WEEK TOTAL NO. of Units Prog. & An.
	No. of Stations Used	No. of 5-Min. Programs	PARTICIPATIONS					BREAKS					
			By Length (Seconds)					By Length (Seconds)					
			10	20	30	40	60	10	20	30	40	60	
PHILA.*													
A & P	4	6	1	5	19	97		2	3		3	7	147
ACME FOOD ¹	6	11		20	8	50			6			8	109
FOOD FAIR ²	5		3		3	115						14	140
PENN FRUIT ³	1					24							24
NEW YORK**													
A & P	8	12	2	18	13	46			29	25		21	179
BOHACK	3	(+5 15 min.)	2	11		2	7		8	13	5		51
DAITCH-SHOPWELL	4			4		12							16
FOOD FAIR ⁴	7	3	3	7		29		21	17				87
GRAND UNION ⁵	6	1		45	19	35		1	36				143

* Broadcast Advertisers Reports, week ending 11 April 1959. ** Broadcast Advertisers Reports, week ending 1 May 1959. ¹ Co-op with Pepsodent, S&H, Dove, Tvi-Nut, Colonna, Griffin. ² Co-op with Pels Naphtha, Gold Square, Continental Wax. ³ Co-op with Top Value. ⁴ Co-op with Merchants, Starling. ⁵ Co-op with Palisades.

out store traffic and to make off-days more productive.

2) Few chains or stores have devised identifying jingles or other radio devices which set them apart from their competition. They use transcriptions only infrequently with imagination . . . or with success.

3) Item advertising will be with us for a long time. But, ask the reps, why not a concerted attempt to help develop a store image or a store personality? A 2¢ differential on coffee will not convince a woman shopper that she should go eight blocks out of her way to another

and waste, and for confusing ad patterns which may even contradict each other from area to area. The absence of a broad marketing and advertising outline fosters a hit-or-miss, wheel-and-deal effort which waters down any advertising effectiveness.

This lack of cohesiveness and central control is a big factor in the general wheeling and dealing which goes on with food chains. The chains tend to make their store managers or district managers autonomous. And with few exceptions these men have succumbed to the lures of ever-more-improbable merchandising plans,

rate stations, however, is encouraging a broader view and a sectional advertising sweep.

Henceforth, most radio stations had two rates—a local rate for the local stores operated by an A&P or Food Fair—and a national rate for advertising placed by Food Fair or A&P headquarters. Now, as an increasing number of radio stations offer a single retail rate to the food stores, there's a trend for major regional and national chains to place a certain amount of all-store advertising through advertising agencies and through station representatives.

HOW 7 FOOD MAJORS USE SPOT RADIO¹

COMPANY	NO. OF STATIONS	NO. OF ANNOUNCEMENTS				NO. OF PROGRAMS	
		10 sec.	20 sec.	30 sec.	60 sec.	5-min. prog.	15-min. prog.
A & P ²	8		42		1777	678	
SAFEWAY	3				216		
KROGER ³	15	52	93	120	1592		78
FIRST NATIONAL	6				390		
GRAND UNION	3		340		82		
COLONIAL ⁴	2				222		
LOBLAW	1					43	

¹ Spot radio pattern source: RAB from data supplied by radio reps showing spot activity for the 4th quarter, 1958. ² Includes advertising for A&P foods and A&P stores. ³ Kroger stores & Cleveland div. ⁴ Albers Super Market and Stop & Shop stores combined.

Thus, so-called spot radio, that business placed through reps, has taken on the character of "local" spot radio. Most major reps have branches in all top buying centers, where most food chain headquarters are located. The ideal blending of a food chain ad campaign, in the opinion of one rep, is the working together of two advertising professionals—the rep and the agency—and the two local-level experts, the station manager and the store manager.

The biggest drawback to this central planning and buying has been the double-rate system. This obstacle is being removed as an increasing number of stations establish a single retail rate. This enables the station and the rep to attract more headquarters business.

The advantages of central ad buying and one-source control of air schedules—to work with local schedules—as outlined by experts interviewed by SPONSOR, include these:

- *An integrated plan* offers consistency and continuity, important to the success of any ad effort, and it also brings favorable discount advantages in costing.

- *Central control* can anticipate buying trends and can also make

some. Outstanding annual food promotion events—and there are hundreds of them—can be coordinated city by city without duplication of effort and the resultant waste of manpower and time.

- *The headquarters staff* can plan ahead for the movement of high-profit items, which it wants to push, and for its own house brands. If, for example, headquarters made a very good deal in buying cases of salt, it could move the salt fast and over a broad region by scheduling air announcements to push it and then alerting store managers to increase their orders for salt shipment.

- *Central control* is also better equipped to cope with the problem of co-op advertising monies supplied by national advertisers on behalf of their branded merchandise.

These are some of the possible pluses which would be gained by almost all of the 3,200 food chains in the country. According to *Food Topics*, leading food industry trade paper, the technical distinction of a food chain is one with four or more stores. These 3,200 such chains represent 26,800 stores (for a listing of the 18 top food chains, the number of stores they operate and their annual sales, see chart, page 32).

The chains have distinct similarity in their approaches. (See charts on this and preceding page: spot radio patterns for fourth quarter of '58 for several major chains, as compiled by Radio Advertising Bureau; and local radio patterns for two major markets, Philadelphia and New York, as recorded by Broadcast Advertisers Reports.)

Most of the major chains prefer long copy—60 seconds—because it gives them a chance for item copy as well as an institutional sell. Kroger, in a three-month period, carried the heaviest radio weight with 15 stations and 1,857 announcements, 82% of which were a full minute.

The BAR reports go into considerably more detail because they include all food chain business, whether placed locally with the station, nationally with the rep, or cooperatively with other clients. Thus for the measured week period these high-frequency totals appeared: In New York—A&P used a total frequency of 179 (programs plus announcements); Grand Union, 143; in Philadelphia—A&P scheduled 147 units (program and announcements) with Food Fair close with 140.

Typical of the kind of cooperation
(Please turn to page 84)

Chicago agencies up air budgets

▼ Burnett, NL&B, Wade, Tatham-Laird, Clinton Frank, FC&B, Meyerhoff report increases in radio/tv billing

▼ SPONSOR check shows Chicago developing fast as ad center for pens, cereals, dog food, vacuum cleaners

SPONSOR editors, checking top Chicago agencies here this week found radio/tv billings at most shops running well ahead of 1958 and signs of an important air media renaissance in the Windy City.

Not only are major agencies reporting increases of up to 10% in radio/tv placements but Chicago seems to be emerging as an ad center for certain types of products.

Among agencies which admit radio/tv billing increases are Leo Burnett (with 60% of budgets in air media compared to 57% a year ago), Needham Louis & Brorby, Wade, Tatham-Laird, Clinton E. Frank, Foote Cone & Belding, and Arthur Meyerhoff. A SPONSOR rundown of Chicago shops shows these significant items:

Foote, Cone & Belding is up in spot radio and spot tv, a hopeful sign for station representatives, since this agency has always been heavily oriented toward network tv. FC&B's big spot accounts are Dash Dog Food (Armour) in radio and S. C. Johnson in tv. They also have some spot for Papermate and Kool Aid.

Tatham-Laird's big increase (perhaps tops for all Chicago shops) has been due to the spot tv introduction of Mr. Clean, plus heavy spot placements for the Dristan account which the agency acquired last spring from Bryan Houston.

At **Wade**, the increases have been lead by many additional buys for Alka Seltzer (Miles). Alberto-Culver, already big in tv, will use the medium to introduce its Command (a hair tonic for men).

North Advertising, one of the most substantial Chicago broadcast

billers is still a major contender. It does 70% of tv network buying for Toni, and produces all Toni's net tv shows except *The Verdict is Yours* produced by T-L. Thorexin, Gillette's cough syrup and cold tablets, is a big spot tv user, through North, during fall and winter months.

Clinton E. Frank's rise as an air

media power owes a great deal to its acquisition of Bissell from Burnett last spring. Hamilton Beach, another Frank account is introducing a new "hat box" vacuum cleaner, with substantial air billings.

At **Arthur Meyerhoff**, Wrigley has boosted its tv budget, Pam Dry Fry will be holding its own in spot markets this fall. Mrs. Grass' Noodle Soup is going national via spot radio and Spraysol, the aerosol-packaged artificial sweetener will be introduced with spot tv.

Keys Madden & Jones report over increases in client broadcast budgets. Raleigh Cigarettes are pushing coupon premiums via spot and
(Please turn to page 76)

MOST CHICAGO AGENCIES are located near point where Michigan Boulevard crosses Chicago River. Four (Burnett, D'Arcy, NL&B, RMc&P) are in Prudential Building shown here



TV NEWS:

Here's what makes a hot local show

➤ The longer-length program, interviews, emphasis on local and regional news can help ratings, study shows

➤ Master's thesis by H-R promotion chief isolates the elements of good news shows by relating them to ratings

What makes a local tv news show stand out above the run-of-the-mill variety?

There are certainly a lot of opinions around on the subject, but probably few connect with anything resembling facts.

A recent study, by-passing the guessing route, has come up with answers based on something you can

put your finger on. Ratings, to be exact.

What the study does—and what, apparently, nobody has ever thought of doing before—is find out what station management and production factors are common to high-rated shows. To pin the facts down even firmer, the study also finds what factors are common to low-rated shows.

The result is an objective look at what is really a pretty complicated subject.

Some obvious, but some surprising answers, too, were produced. For example, stations are advised not to go overboard on elaborate equipment or a large news staff. The study also concluded that 15-minute newscasts are preferable to five-minute lengths.

Other conclusions:

- News on the quarter hour is not a good idea. High-rated shows usually start on the hour or half hour.

- Local and regional news have more appeal than national and international developments. At least for local shows, anyway.

- Interesting guests help provide a ratings fillip.

- Don't be afraid to editorialize.













The study is a master's thesis done at New York University's Graduate School of Business Administration. This is not an ivory tower production, but a job turned out under highly professional auspices. The "student" who did the thesis is Donald

DON'T KICK OFF TV NEWS SHOWS ON THE QUARTER HOUR

news show time periods	5:45	6:00	6:15	6:30	6:45	7:00
NO. HIGH-RATED STATIONS	0	10	0	6	1	0
NO. LOW-RATED STATIONS	1	8	5	3	1	4

FACT THAT ONLY one high-rated tv news program started on the quarter hour while seven low-rated stations did so, made Donald G. Softness, H-R promotion director, conclude that quarter-hour kick-offs tend to decrease viewing. Softness did study for master's thesis at New York Univ.

A BIG TV NEWS STAFF WILL NOT ASSURE GOOD RATINGS

size of news staff	1	2	3	4	5	MORE THAN 5
NO. HIGH-RATED STATIONS	 0	 0	 6	 3	 4	 1
NO. LOW-RATED STATIONS	 3	 6	 3	 2	 3	 5

STUDY OF EARLY evening local news programs showed size of news staffs on high-rated strips slightly larger than on low-rated ones. However, the high-rated shows tended toward moderate-sized staffs. The low-rated shows were apparently not helped when big staffs put them together

G. Softness, director of promotion, publicity and advertising at the H-R rep firm. He did the work while in that post. The professorial stamp of approval and the academic advice came from Dr. Darrell B. Lucas, who was technical director of the Advertising Research Foundation for 15 years and knows market research like nobody's business.

There were two major steps to the study: First, a questionnaire was sent to about 200 television stations. Second, the answers were tabulated according to whether each station's news show (specifically, its early evening strip) fell in the high- or low-rating category.

Returns totaled 51, of which 40 proved to be usable. The 40 contained, as it turned out, a good balance between high- and low-rated news shows. The usable questionnaires reflected also a good geographical cross section and represented both large and small markets.

There were 43 questions in the questionnaire, many of which did not pan out. In other words, they did not show any significant correlation between high- and low-rated shows.

Pulse ratings were used in all cases. (The complicated job of tabulating, cross-tabulating, making breakdowns and the like was done by Miss Inge Jacobson, director of network operations with the Pulse organization.) The definition of high rating and low rating was accomplished by averaging news program ratings in (1) two-station markets and (2) three- and four-station markets. Stations in each group which rated above average were considered high rated; low-rated stations were similarly defined.

There were 15 questions which produced meaningful answers. Here is what they showed:

Time period: Only one high-rated news show started on the quarter hour while seven low-rated shows began at that time (see chart). Theorized Softness: "Probably the reason for this is that radio news traditionally was programed on either the hour or half hour and audiences are simply habitually unaccustomed to tuning in the news at times other than these."

Length of show: While some five-minute news shows were high-rated and some 15-minute shows low-rated,

the general tendency was for the longer show to do better. Obviously a number of factors are at work here, but Softness pointed out that "short periods of news presentation tend to discourage the use of film and remotes and encourage talk."

Number of news and photo services: Softness found that subscribing to a large number of news and photo services was no guarantee of high ratings. He said, "Most of the high-rated programs appear on stations which subscribe to few services. On the other hand, stations which have low-rated news subscribe to more news services than higher-rated news stations."

One explanation of this is that subscribing to these services either reflects or pushes the station into greater reliance on national news. As indicated earlier in the story, local and regional news do the best job in attracting audiences.

News-gathering equipment: There was no significant difference between low- and high-rated stations when it came to comparing their basic news-gathering equipment, such as still and

(Please turn to page 78)



DUGAN ROUTE MEN get tv story in shirtsleeve sessions like this one conducted on slate by Mogul Williams & Saylor's Bill Conover

WHY LITE DIET PRE-SELLS ITS TV ON THE ROAD

➤ Bread company sells newest campaign by explaining to route men prior tv testing among franchise holders

➤ Builds enthusiasm for 100% tv schedule in N.Y.C. which emphasizes 60's and I.D.'s in 50-50 day, night split

This week Lite Diet bread winds up the road test and gets its tv campaign underway in New York City.

The campaign, specifically for the Dugan franchise in the New York area, has been tested in 120 different ways around the country for 120 different franchise holders. Results of this testing convinced Mogul Williams & Saylor, Inc., agency for Lite Diet, that they should sink 100% of the New York budget into it. By SPONSOR estimate, the cost of this nine-week push of 77 spots per week (60's and I.D.'s) will be \$70,000.

Two things are vital to Lite Diet:

- *Brand awareness* in the face of a bewildering confusion of bread names; and

- *Impression on the housewife* simultaneous with the arrival of a Dugan route man in her block. (About 1,100 Dugan trucks cover a 50-mile radius of New York in addition to the 230 routes serving stores.)

To achieve these objectives, Lite Diet spots have been scheduled in afternoon and nighttime slots in this pattern: WRCA-TV (I.D.'s in *Paar, Movie 4*, daytime); WABC-TV (I.D.'s in *Class AA,A,C*); WNEW-TV (eleven 60's in daytime, late night, *Class A*); WOR-TV (eighteen 60's in daytime, 6-7 p.m., 9-10:30 p.m.); WPIX (thirteen 60's in daytime and nighttime).

The 50-50 split between daytime and nighttime exposures reflects a pattern that has worked for the company before. "I'd like to put all of the money into daytime," says Mogul

account supervisor Bill Conover, "and give even more support to our route men. But I don't dare. At this point, the kids and Pop are important in getting us the strong brand recognition we want."

Also high on the list of reasons for 100% tv concentration and the soft-sell approach are FTC strictures on diet bread advertising.

"It is vitally important to us," says Conover, "to avoid any conflict with the FTC's view that diet bread advertising should not contain direct claims of dietary benefits. A jingle provides us with an ideal substitute for detailed claims, and allows us to appeal to the consumer in a completely ethical manner. Lite Diet's brand image of a slim and chic woman does the rest."

The tv pattern Lite Diet is using has resulted in 26% of the company's franchised dealers using tv as their only advertising medium; 48% use it in combination with other media.

Use of tv, however, is a relatively new thing for Lite Diet franchise holders, who have tended to be conservative in the use of their advertising allotments (two-thirds of the royalty they pay the company goes back into their own advertising and promotion).

"We were reluctant to recommend tv," says Conover, "considering it beyond our reach, until the former advertising manager of a franchise baker in Lubbock, Texas took the bull by the horns two years ago."

Conover credits Bill Keith of

Mead's Fine Bread Co. in Lubbock with getting the whole thing started. "He wanted to look as big as his competitors," says Conover, "and he felt he could do it with full concentration in tv. We tried to talk him out of it, even told him he couldn't sustain a spot campaign of sufficient strength. But he wanted to try."

"He started with what seemed like too heavy a schedule," Conover recalls. "He bought a package which totaled twenty 60's per week, and ran it for four weeks. In order to do this, he had to dip into advance allotments. He would really have been in the soup but for one thing—sales in Lubbock doubled."

"Moreover, they showed no signs of slacking off, so the schedule was cut back to ten 60's per week for the next four weeks. Sales dropped 10% and held at that level."

"His next move was to cut back to five spots per week, then to five per week on an alternate week basis. The new level became a plateau; sales stayed at that level."

"This was a valuable lesson for us," Conover points out. "It showed what a daytime-nighttime tv pattern starting out heavy, then cutting back, could do. But then we were concerned that the case might be just a single market instance. It wasn't long before we got our answer."

First to follow the Lubbock exam-
(Please turn to page 80)

MERCHANDISING TO EMPLOYEES, Dugan's White Plains (N.Y.) depot mgr. Joe Chismadia dispenses tickets to tv shows



INSTITUTE FOR ADVERTISING RESEARCH FINDS CLUES



1. Does theme have meaning?



2. Are elements compatible?



3. Are you hitting the market?



4. What's your "image"?

TESTS SHOW 8 REASONS

- ◆ Chicago research firm says 9 out of 10 radio/tv commercials are not as effective as they should be
- ◆ IAR uses pre-test techniques to spot 8 kinds of common mistakes made by "upper-middle-class" admen



JAMES WITHERELL, director, Institute for Advertising Research, Chicago, Illinois

According to James Witherell, director of Chicago Institute for Advertising Research, the reason for the ineffectiveness of many radio/tv commercials is not the one given by Horace Schwerin in the 20 June SPONSOR.

Schwerin, you may remember, blamed "me-tooism" for the drop in commercial power, but Witherell claims it's the "upper-middle-class" tastes of the nation's admen.

Says the IAR head, "Most of the bright men and women in advertising are 'upper-middle'—a class that constitutes only 12% of our population. The bulk of all product buying is done by 'lower-middle' and 'upper-

lower' groups which account for 65% of the population. The few are talking to the many."

To spot the errors made by the "upper-middles" in planning radio/tv commercials, IAR is now conducting pre-tests for a number of top agencies and advertisers, using motivational research techniques. IAR, which was formed last April, is an outgrowth of Social Research Inc., has strong University of Chicago ties.

According to Witherell, IAR has found that most radio/tv messages fail on one of eight counts, and uses eight check points in pre-evaluation research on story boards, suggested copy, finished films, recordings and tape. He suggests, "See how your own commercials measure up in these eight areas." (See pictures above.)

1. *Does your theme come through and have meaning for the audience?* Example: In a tv commercial for men's wash-and-wear shirts, a young housewife held up a shirt and said, "My Jim is going places and I plan to go with him."—as much as to say,

TO COMMERCIAL EFFECTIVENESS IN THESE 8 QUESTIONS



5. Is involvement quick?



6. Will they "daydream"?



7. Are symbols appropriate?



8. Is a spot durable?

WHY COMMERCIALS FAIL

"We're mobile. We're moving ahead." IAR *evaluation* showed most housewives are realistic about their husband and his talents. The tv gal's cool, efficient approach to wash-and-wear shirts—tying them to her husband's success—left most viewers unmoved. They had no such hopes for their husbands.

2. *Do the formal elements—scenery, action, people—say the right thing? Are they compatible with the product.* Example: A tv spot for an antacid showed two men meeting on a street corner. The smaller man asked the bigger for a tablet. He couldn't find one, searched frantically through his clothes until he was in complete disarray. When he did locate the tablets he took two himself, gave one to the smaller man. IAR *evaluation* showed viewers were irritated by too much frenzy. Only a negative impression was left. "Giving the little man one tablet was ungenerous."

3. *Does your copy appeal to the right market?* Example: Beer com-

mercial showed men drinking while bowling. IAR *evaluation* showed this setting was excellent since bowling is a friendly, democratic, working class activity, which associates well with beer. But not all settings are as successful.

4. *What's your present "product image?" Are you trying to change or heighten it?* Example: Candy commercial used well-known announcer and rational factual themes. IAR *research* showed most viewers, before seeing commercial, considered candy bars warm, friendly, youthful. Rational approach of commercial made product seem sterile, strange, unfriendly. It changed a favorable image to an unfavorable one.

5. *Does your commercial "heat up" interest quickly and get fast viewer involvement?* Example: Pancake mix commercial showing two men on street discussing mixes on a cold winter day. IAR *research* showed people considered the situation so unrealistic they merely wondered why the product was shown in this

way, rather than in kitchen. Reactions to the commercial were cool.

6. *Are people going to "daydream" about your commercial? Will they want to own what you're selling? Or will they daydream about the wrong things?* Example: In a beer commercial animated animals were used to deliver product story of refreshment, relaxation and fun. IAR *research* showed audience joined in the gay lively spirit of this commercial, emotionally and physically. They dreamed about vacationing, relaxing, enjoying themselves, drinking beer. Rich fantasy should increase the possibility of product purchase. But much commercial fantasy does not.

7. *Are your symbols appropriate?* Example: A man in a white coat with test tube and beakers was shown in a cake mix commercial. IAR *evaluation* showed the audience was embarrassed by symbols connected with patent medicines. They were not the type of symbols appropriate to consumer attitudes toward cake mixes.

(Please turn to page 66)

ARB's set to catch all tv viewing

➤ Final details emerge on firm's most ambitious plan to date: to scan viewing on all stations in all markets

➤ Core of service is comprehensive 'sweep' in which all U. S. counties are sampled in the spring and fall

Though announced some time ago, the details of the American Research Bureau's "nationwide concept" of tv audience measurement are only now beginning to emerge.

Some improvements have been made in the original plans and some edges have been trimmed. It is clear now that ARB, under the lash of competition from A. C. Nielsen, has set in motion one of its most ambitious undertakings.

ARB is offering to agencies and stations nothing less than a measurement of all viewing everywhere in the U. S. This means, specifically, viewing data (1) for every tv program—

network and local (2) on every tv station (3) in every market in the U. S. The video business has never been regularly supplied with data of such scope before.

Core of this new service is what ARB calls the "sweep." This involves getting viewing data by sampling homes in every U. S. county in the spring and fall every year. ARB is preparing to kick off its first sweep this November. This massive sampling will permit coverage—but not program—information by county.

The sweep is ingeniously interlocked with ARB's syndicated services to give out three kinds of data:

• *The local service:* Semi-annual sweeps will measure all local viewing simultaneously. They will catch a number of small markets not measured during other times of the year.

• *The network service:* The hefty samples in each sweep will spew out a large amount of extra detail for tv network users.

• *The coverage service:* A combination of information from two sweeps will give ARB data for annual coverage studies. ARB has been in the coverage business before with its minor-market "Abilene-to-Zanesville" reports, but present plans call for its first national study.

There will be no change in ARB's basic measurement method. The diary will continue to be the source of all syndicated viewing data. All sampling, including that for the sweeps, will be based on telephone homes.

One feature of particular interest to tv buyers and sellers is the promised speed-up in delivery of reports. ARB has turned to automation, is now equipped with the newest Univac, an electronic computer with an enormous appetite for information. It will tabulate, interpret and print all regular ARB reports. This fantastic machine can turn out a local market report from punch cards in 12 minutes.

In pre-Univac times ARB reports came out as late as seven weeks. This maximum delay will now be four weeks, with some reports ready in five days.

Perhaps the most impressive part of ARB's new operation is its local tv coverage. Fully 245 markets will be measured at least twice a year. This minimum frequency is assured by the semi-annual sweeps. In about 165 of these markets the frequency will vary from three to 12 times a year, depending on importance of the market and demand for reports.

Starting this month, ARB will provide the buyer with the following:

• Full coverage area reports in every market. This data will be in terms of homes reached.

• The 165 markets will contain, in addition, one-week/four-week metro ratings. Like the homes-reached data this will be by quarter hours.

NATIONWIDE 'SWEEPS' ARE KEY TO ARB'S NEW TV MEASUREMENT

Key feature of ARB's expanded service are semi-annual sweeps which will sample homes in every U. S. county. This widespread viewing measurement technique will interlock ingeniously with each one of ARB's three syndicated services. Here's how:

Local service:

Sweep will measure viewing in all 245 video markets including 80 not measured during other times of the year. County-by-county sampling assures full coverage reports in all tv areas

Network service:

Numerous samples used in sweeps will provide a large amount of extra detail for web clients, such as homes reached on each station, data by census and farm regions, qualitative data

Coverage service:

Material from two sweeps will provide facts for annual coverage service. Data to be like NCS figures—by county or cluster and by each station. Maximum cluster size: two counties

- Audience composition and viewers-per-set for the full coverage area rather than the metro area.

- The coverage study will enable ARB to report station circulation totals in the full coverage area. Four figures will be given: (1) total homes able to receive the station, (2) net weekly circulation, (3) average daily nighttime circulation, (4) average daily daytime circulation.

- Day-part data for each station in terms of homes reached and share of metro ratings.

- Cumulative totals for multi-weekly shows.

- A map showing each county covered in the report.

For the convenience of agency buyers, the complete local market picture disclosed by each sweep will be collected in an Agency Summary Report book. ARB makes the point that this is more than a collection of reports from 245 individual markets. Since it involves simultaneous measurement of local viewing everywhere in the U. S., the summary report can be the foundation of national spot strategy discussions and all varieties of comparisons. About 80 small markets will be reported only in the summary report.

For network users, ARB will be able to offer vastly larger samples because of the county-by-county sweeps semi-annually and the full tv area sampling also in use during other times of the year. Network sweep samples will come to 30,000 homes. During other times of the year, effective sample size will still be massive—5,000 to 20,000—depending on the number of local market reports that month.

Among the data network clients can get:

- Homes-reached total on each station for all shows.
- "Qualitative" audience data covering age, sex, education, family income and occupation of household head.
- Audience flow by both families and individuals.
- Farm and non-farm breakdowns.
- Total audience per program for the top 50 and top 100 markets.
- Breakdown by census regions.
- Program audience by local time.
- Seasonal viewing trends.
- Trends by program type.

(Please turn to page 66)

THESE ARE MAIN ELEMENTS OF ARB'S LOCAL MARKET SERVICE

A Homes reached for full area plus metro ratings

THE HOMETOWN TELEVISION AUDIENCE				November 1959 Friday					
TIME	PROGRAM	STATION	Homes Reached	Metro Rating		M	W	C	VPS
				4 wk.	1 wk.				
5:00 PM	Sollday Closeups	WBBB	9,200	4.1	4.1				
	Early Show	KAAA	49,200	22.4	23.4	14	28	58	2.3
	American Bandstand	WZZZ	38,300	10.9	9.5	7	35	58	2.0
	Sets In Use			37.4	37.0				
5:15 PM	Sollday Closeups	WBBB	10,800	4.4	3.6				
	Early Show	KAAA	35,600	18.9	18.9	14	30	56	2.3
	American Bandstand	WZZZ	44,000	11.0	8.6	7	35	58	2.0
	Sets In Use			34.3	31.1				
5:30 PM	Sollday Closeups	WBBB	14,500	4.8	4.1				
	Early Show	KAAA	36,200	18.6	19.2	17	30	53	2.3
	Mickey Mouse Club	WZZZ	30,000	7.8	8.0	7	33	60	2.1
	Sets In Use			31.2	31.3				
5:45 PM	CBS News - D. Edwards	WBBB	19,300	7.8	8.0	36	57	7	1.9
	Early Show	KAAA	37,000	19.0	19.2	17	29	54	2.3
	Mickey Mouse Club	WZZZ	28,500	7.4	8.0	7	32	60	2.1
	Sets In Use			2	35.2				

B. Station circulation à la coverage services

STATION	WBBB	KAAA	WZZZ
Tv homes potential	93,800	117,500	110,300
Net weekly circulation	88,600	94,200	92,800
Avg. night circulation	70,600	90,000	86,700
Avg. day circulation	50,600	43,000	47,300

C. Cumulative ratings for multi-weekly programing

TIME	STATION	PROGRAM	Rating	Homes
7:00 A.M.	WZZZ	God Is The Answer (5)	1.9	5,300
7:15 A.M.	WZZZ	Kartoon Time (6)	13.8	23,700
8:45 A.M.	WZZZ	Watch And Win (5)	10.7	16,400
9:00 A.M.	WBBB	Cash On The Line (5)	17.2	25,600
9:00 A.M.	KAAA	Foreign Legionnaire (6)	6.6	9,100
9:30 A.M.	KAAA	Morning News (5)	13.5	32,400
10:30 A.M.	KAAA	Romper Room (5)	14.1	20,700
11:00 A.M.	KAAA	Our Miss Brooks (5)	8.2	15,000
12:00 Noon	KAAA	Noon News: N Show (5)	16.6	31,400

Prime new feature in ARB's local market service is combining of homes reached for full coverage area with one-week/four-week metro ratings in about 165 markets. Station circulation data is new but the cumulative ratings are not



CHANGE IN BLUEPRINT for copy, scheduling was needed to raise quality, lower number of inquiries according to Perfection Homes mgr. Buck Jones (r.), sales manager Dale Priest

FEWER INQUIRIES SELL MORE IOWA PRE-FABS

When you're getting landslide reaction to your radio schedule, should you pull copy and revise your copy media approach?

Perfection Homes in Shenandoah, Ia., a firm specializing in pre-fabricated homes, did. The company went on KMA last June with a modest schedule of forty 60-second announcements per month. End of the month inquiries reached an unexpected high of 500 and sifting out qualified prospects became virtually impossible.

"With only 10% closeable prospects," says manager Buck Jones, "we knew we had to move fast. We didn't feel a cut-back was the answer. Instead, we switched approach."

With his agency, Karl Reinemund of Omaha, Buck studied the situation. Main concentration of spots was in a woman's show at 8:30 a.m. Says Jones, "The fact that women will do just about anything Bernice Currier asks them to is fine for a packaged goods sponsor, but not for the qualified response we needed."

The strategy planners decided to cut back on announcements in the woman's show (to two per week), heavy up on a late afternoon d.j. show (four per week) that would catch both men and women, add a spot following a farm service pro-

gram (three per week), add a Saturday 3 p.m. spot.

"We clamped down on copy, too," says Jones. "made it clear just who it was we wanted to hear from." Examples of the switch:

- "Dream home" copy was brought down to earth. The old copy approach: "A Perfection Home means convenient and luxurious living at a tremendous savings." The new: "But maybe you have ideas for your home that are *different*. If so . . ."

- Catch-all audience hookers such as "designs for the newlywed, the large family, the retired couple" were eliminated. Revised copy stresses quality of material, variety of floor plans, etc. Phrases like "so easy to care for," "own your own home instead of paying rent" are also out.

- Free brochure, which brought the inquiries, was offered in both old and new copy, but new copy was tagged, "Better yet, come to Shenandoah and visit the display room."

With this strategy, Jones was able to get inquiries down to 275 in July, 250 in August and at the same time increase the percent of closeable prospects to 50-60%. Now, Jones sees prospects of \$1 million worth of business based on the furor radio is kicking up in Shenandoah. ◆

How radio

◆ Regional cleanser fights giants with local-personal approach to housewives

◆ Strategy nets increase in orders and stocking by Pittsburgh supermarkets

Getting a regional cleanser on the supermarket shelf in the midst of a big-time cleanser battle is quite a feat. But that's what the Austin Co. did for its Wipe Away. Their technique: Radio strategy aimed at the housewife and designed to win her confidence.

A product of the James Austin Co., Wipe Away is the outgrowth of a home-made cleaning solution originally sold through a small Pittsburgh grocery store owned by James Austin, father of Harry Austin, Sr., who heads the present company. The formula for the cleanser was devised by the wife of James Austin, and the product sold first over the counter at the Austin store, then was handled through jobbers and dealers.

Word-of-mouth had carried distribution as far as Chicago when the giants moved into the marketing picture. With Lestoil battling Colgate's Genie and Lever's Handy Andy (see SPONSOR, 20 June 1959), v.p. and ad manager Harry Austin, Jr. launched a series of big-gun ad campaigns against the opposition.

"Results were negligible," he says. "We tried a combination of media. We tried tv saturation. We tried everything we could think of—and at enormous expense, in Pittsburgh, Johnstown, Altoona and Wheeling over a 10 months' period. There was no perceptible increase in sales over the entire period. So it was obvious we were on the wrong track."

How do you sell a lesser known brand name to a housewife who's being bombarded with big-time competition? The answer? Fight the battle on the local level with a highly

won shelf space for Wipe Away

personalized selling approach.

"It took a lot of searching, but we finally came up with the right answer for us," says Austin. "A format that says, in essence, Austin products and Wipe Away, in particular, can be trusted."

"The device was simple—an afternoon radio segment which invited listeners to phone in a household problem, or a solution to one, at a time when she was occupied with her own household tasks and most likely to be interested in sharing her problems with other housewives."

Specifically, Austin bought a 30-minute segment of the Monday-through-Friday *Davey Tyson* show on WAMP in Pittsburgh. The segment was framed with all the excitement values of on-the-spot news coverage (i.e. a two-way telephone

conversation between Tyson and a housewife, complete with FCC-mandated phone beeps), carried all the trappings of a full-scale promotion.

With a sharp eye to their merchandiseability by supermarkets, Austin bolstered its radio campaign with these devices:

- Prizes in the form of certificates redeemable at any grocery store for one quart of Wipe Away.

- Homemaker get-togethers with Austin at supermarkets.

- Weekly drawings, good for \$25 worth of groceries.

- Product identification throughout the 30 minutes. Every phone call is answered with the phrase, "Hello. Austin's Liquid Wipe Away."

Austin's new advertising strategy worked much to the surprise of some of the company executives. Dubious

at first about the effectiveness of such a simple solution to a tough problem, they checked it out on several fronts. Here's what they found:

(1) The weekly drawings drew 10,000 cards—a reaction that was merchandised to supermarkets still reluctant to go along with the project. (Drawings were limited to a four-week period.)

(2) Sales increases, measured in the first six months, in the following leading supermarket chains: Thoro-fare Markets—69%; A&P—46%; Kroger—34%.

Austin cites other examples of increases in trade recognition—among them a 700% sales gain in a tough-to-crack chain.

A switch in media strategy was all it had taken to make Wipe Away a household word.



EXPERIENCED CYNIC is wooed to local cleaner battling national competition in Pittsburgh. Here, WAMP's Davey Tyson whittles resistance

Is tv tape effecting long-term

Four representative stations that have used tape extensively in the past year tell SPONSOR the cost and time factors to be considered

Douglas B. Grant, *v.p. in charge of tv operations, WMT-TV, Cedar Rapids*

We are able to effect economies at both ends of our operating schedule with video tape. But, this probably is offset by the cost of tape and operating expense of the recorder.

Economy was not the primary reason for our decision to invest in video tape equipment. We saw it as a possible substitute for building additional studio space, and we hoped to attract new business by the use of video tape. Our experience in the six months since we installed the recorder makes us optimistic on both counts.

Furthermore, we have noticed a definite improvement in the quality of our live camera work. We can take more time to polish up local commercials, and we can lavish more attention on sets and props because we're not fighting tight schedules and logged studio space.

There is a psychological advantage when programs are video taped. Production and technical personnel seem to be just a little more careful when they know they'll have to review their errors on play-back. Our experience indicates that contrary to some re-



Economies, but probably offset by vtr costs

ports, instead of encouraging sloppy production and repeated takes, video tape tends to tighten up production with the very first run-through. Because we were the first station in Iowa to install video tape, our equipment has attracted a lot of the attention from agencies and potential advertisers.

Already we have earned the respect

and netted a healthy broadcast contract from one of our leading department stores. It is precisely in this area of local retail advertising where we hope to make the greatest inroads. When one of them recently opened a new store, we moved in remote gear and taped 18 five minute programs from all five floors of his new building. After the initial broadcast schedule, we intend to cut up their video tape into one-minute and 20-second announcements, and freshen them up with new sound tracks for another round of showings. We covered the entire store and taped all 18 programs using existing store lights in one 15-hour session. It would have taken days to do the job on film and our tapes were perfect broadcast quality throughout. The savings on the job of this magnitude are obvious. But, more important to us, we demonstrated to a leading retailer that television can no longer be ignored by the aggressive modern department store and video tape is the tool that accomplished it.

John Reynolds, *gen. mgr., KHJ-TV, Los Angeles*

At KHJ-TV, our two tape recording machines have effected a long-term savings in manpower not only by reducing the number of people necessary to operate the station at certain times, but also by liberating sufficient manpower during other periods to produce custom tape pilots, commercials, and the station's own promotion, sales and program needs.

With Hollywood being a major production center, local and national advertisers have always demanded a high standard of live commercial production. Tape techniques have permitted KHJ-TV to reduce the costs of servicing such clients by furnishing maximum facilities at mutually convenient times. Polished taped commercials are produced for incorporation in participating shows and repeated as often as desired.

An expected long-term saving will result from not requiring connecting audio and video lines from stations originating regional programs in near-by markets. The high cost of Telco facilities for shared programs will be reduced when originating sta-



Has reduced our over-all costs tremendously

tions record on video tape and transmit the tape by mail.

The cost of local remotes is greatly reduced by simultaping whole program segments or commercial portions for repetition at later dates and times in those cases where advertisers desire a "double exposure" or "tape worm" style of programing.

While the intensity and changeability of live programs and commercials do not presently allow taping entire days in advance of telecast, KHJ-TV makes current savings in overtime and extra crew charges by pre-taping many sizable segments such as Saturday night from midnight until eight in the morning, the *Oscar Levant Show* and several heavy production shows that occur back-to-back, plus sign on and sign off segments daily.

For the long term, then, we at KHJ-TV look to a further lessening of cost of actual on-the-air operation and increased revenue from our video tape facilities.

Robert Smith, *director of programing, WOR-TV, New York*

If one judges only the current amount of video tape now being used by WOR-TV, there is no question of its efficiency and economy. But the proof of the economy picture lies in the station's plans for increased use of video tape in its future program operations. The week of 14 Septem-

ADAM YOUNG'S 60 MARKET REPORT SHOWS:

savings?

ber, we will inaugurate eight new shows, all of which will be using video tape integrated with our filmed presentations.

The same planning is being brought to the preparation of commercials. Because of the new and lesser costs of video tape production, new business is being attracted to the field of tv commercials. Small advertisers now find that astronomical budgets are no longer necessary for the effective and imaginative presentation of



Tape use is efficient, economical and flexible

their product on television. Literally hundreds of thousands of dollars which formerly went into the maintenance of live studios and live crews for on-the-air production are being saved in the tape operation.

Because we are accenting the matter of savings here, we will merely mention that video tape allows for a much more relaxed, flexible and well-planned production on every level. Even hot news, as shown in the recent special presentation of Bill Rosensohn, boxing promoter, in his "side of the story" feature, was a video tape operation prepared in advance and timed for the most advantageous showing.

Our two Ampex machines now permit WOR-TV to operate with one live 40-hour-a-week crew. New shows featuring personalities such as Herb Sheldon, Joe King and Claude Kirschner will shortly be put on video tape. Again there will be short-term and long-term savings.

In addition, and as a valuable premium, the advance production of video tape allows for a more relaxed and well planned program on the part of talent.

Video tape has proved itself to be
(Please turn to page 52)

Spot and network radio are not one medium



Adam Young

Don't judge spot radio's capacity to make money for you by experience you may have had or are now having in network. They are not one medium—they're *two*. They're different. One is more effective than the other. The evidence is in our newest report, "Spot Radio '59—A 60 Market Appraisal."

In the pages of editorial attention given our report, *one* key implication to advertisers has not been sufficiently underscored:

Network and spot radio can no longer be regarded as two "equal", "take your choice" facets of one medium.

First let's see what network radio sells: Its biggest claims are cheapness and ease of buying. Next is an elusive 'prestige' spun largely from derogating programming on non-network stations, although most of their affiliates use it (some quite effectively) during non-network hours to maintain higher audience levels and better community acceptance.

But while networks may be "cheap",—the Report shows—they fail to cover all the markets you want. (Note defections from network to independent status). While they may offer ease-of-buying, their affiliates in the aggregate fail to provide *audience*. And while networks hold out 'prestige', they fail to provide advertising impact. In short, network can not deliver effective saturation of all major markets.

Only spot lets you choose the *best*-performing station in each and every market . . . gives you absolute flexibility of market, station, time period, campaign, length, type and number of announcements.

It's all in the book.

1. In 39 out of the first 60 markets, the modern independent supplies the number one audience.
2. Average impact per market shows both the leading and second independents running ahead of affiliates.
3. The popularity of affiliated stations varies sharply from market to market and a number of important areas are simply not covered by network stations.

Yes, it's all in the book. Haven't gotten yours yet? Write or phone today. Ask for "60 Market Appraisal." Shows Metro Area and Advertiser Area plus market data for each of the top 60 markets. Also, gives Concentration Factor*; average audience of *all* major stations; ideal penetration for each market; comparison of stations against ideal penetration, all data you'll find useful in your work.

*Concentration Factor—a new dimension: % of Advertiser Area's retail sales, population, etc., within metro county area.

ADAM YOUNG INC.

Representing all that's modern and effective in radio today

NEW YORK (3 E. 54th St.) • ATLANTA • CHICAGO • DETROIT

LOS ANGELES • ST. LOUIS • SAN FRANCISCO

Affiliated with: Young Television Corporation & Young Canadian Ltd.

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

General Foods Corp., White Plains, N. Y.: Schedules in women's shows start fourth week in September in about 50 southern markets for Calumet Baking Powder. Run is for 26 weeks; minutes, three to five per week in each market. Buyers: Pete Bardach and Jacques Van Sluys Maes. Agency: Foote, Cone & Belding, New York.

Peter Paul, Inc., Naugatuck, Conn.: About 25 markets getting schedules for Mounds and Almond Joy starting 27 September for nine weeks. Prime and fringe minutes and 20's are being used. Buyer: Herb Werman. Agency: Dancer, Fitzgerald & Sample, N. Y.

Standard Brands, Inc., New York: Kicking off flights for Chase & Sanborn instant and regular coffees in about 43 markets. Day, early and late night minutes and some chainbreaks are being placed for 13 weeks, about 14 per week per market. Buyers: Carrie Senatore and Dick Macaluso. Agency: J. Walter Thompson Co., New York.

General Foods Corp., Minneapolis: Introducing a new hot cereal product in West Coast markets using day and night chainbreaks, to start 28 September on an in-and-out basis through next April. Other activity begins about presstime for its frozen pizza in selected Northeast markets, with day and night minutes for six weeks. Also a new advertising strategy is being tested for Bisquick in Omaha, where Wednesday and Thursday schedules only are being used to hit the housewife on shopping days. Buyer: Phil Archer. Agency: Knox Reeves Adv., Inc., Chicago.

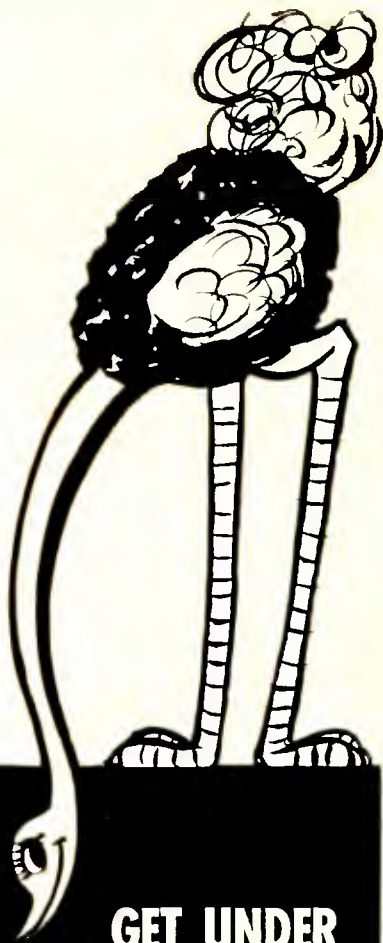
Chunky Chocolate Corp., Brooklyn, N. Y.: Flights start this month for Chunky, Bit-O-Honey and Kit Kat candies in about 35 markets. Day and night minutes, five to 10 per market per week, are being placed for 18-22 weeks along with kid show participations for 13 and 26 weeks. Account is split among agencies, depending on markets; Mary Lou Benjamin buys at Grey A.A.; Mike La Terre buys at J. Walter Thompson Co., both New York.

The Nestlé Co., Inc., White Plains: New schedules being set in about 49 markets for Decaf and Nestea. Decaf flights start late this month for nine weeks using late night minutes; Nestea, 5 October for eight weeks, day and some fringe nighttime I.D.'s. Nestea frequency ranges from six to 16 per week per market. Jane Podester buys on Decaf; Enid Cohen on Nestea. Agency: McCann-Erickson, N. Y.

RADIO BUYS

Tetley Tea Co., New York: Campaign for its teas starts 28 September in top Eastern markets. Placement is for six to seven weeks, daytime minutes and I.D.'s. Buyer: Art Topal. Agency: Ogilvy, Benson & Mather, Inc., New York.

Cities Service Co., New York: Fall flights for its gasolines and oils begins 30 September for five weeks in about 50 markets, with traffic hour minutes ranging from 50 to 175 per market per week being set. Buyer: Mary Dowling. Agency: Ellington & Co., N. Y.



GET UNDER THE SURFACE . . .

for market facts in the

San Antonio area.

The cost per 1000 is

lower on KONO radio . . . per

1000 men . . . per 1000

women . . . per 1000 families.

For facts and figures

call your

KATZ AGENCY
REPRESENTATIVE

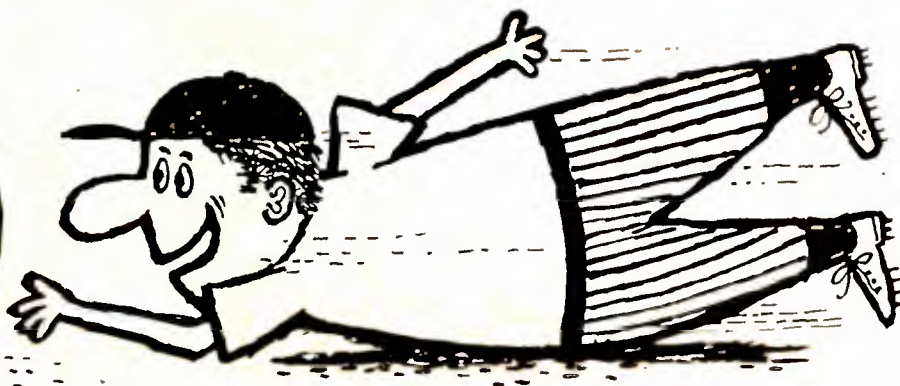
5000 Watts • 860 KC

KONO

JACK ROTH, Mgr.

Radio

SAN ANTONIO, TEXAS



AD MEN!

The party's on Joe, Larry and Tony! WIN A GRAND IN OUR WORLD SERIES *Scoreboard* CONTEST!

You've dished out lots of contest prizes yourself. Now it's your turn to be on the receiving end of the money. \$1,000.00 Cash!

Simply forecast the score of the forthcoming World Series, in accordance with the rules printed below. You may use the scorecard on this page, or any old office form. The Contest is open to all advertising agency personnel; all client advertising personnel (including marketing, research, brand managers); and all network personnel. One winner — one prize! \$1,000.00 in cash! One entry to a customer, please.

KEL-O-LAND TV

103 counties, 246,000 tv homes

KELO-TV Sioux Falls, plus boosters:
KDLO-TV Watertown-Aberdeen-Huron
KPLO-TV Chamberlain-Pierre-Valentine



JOE FLOYD, President
EVANS NORD, General Manager

Represented by H-R

WLOL AM/fm

Minneapolis-St. Paul

The Twin Cities' Livewire Station!
Topping All Independents!



LARRY BENTSON, President
WAYNE 'RED' WILLIAMS, Sales Manager

Represented by AM SALES

KSO Radio

Des Moines and Central Iowa

Radio on the GO!

Now topping three network stations!
Most quarter-hour gains of all stations!
And you still get that low, low cost
per mmmmm.



Phone **TONY MOE**
at KSO or contact H-R Reps.

CONTEST RULES:

The \$1,000.00 cash prize will be awarded to the entrant forecasting nearest correctly the total runs scored by both teams combined in the entire Series. In the event of ties, the nearest correct total Series score of each team will count. Should there still be tying entries, the tie-breakers will be, in this order — the nearest correct number of games played as shown on your scoreboard; and the nearest correct scoring, game by game.

Mail your entry to **WORLD SERIES CONTEST**, in care of WLOL RADIO, Minneapolis 2, Minn. Entries must be postmarked no later than September 28, 1959.

WORLD SERIES CONTEST

c/o WLOL RADIO, Minneapolis 2, Minn.

Please check my World's Series scoreboard, and send me the "grand."

	1	2	3	4	5	6	7	Total
AMERICAN LEAGUE								
NATIONAL LEAGUE								

My Name.....

Position.....Company.....

Address.....

RADIO RESULTS

FOREIGN CARS

SPONSOR: C. W. Upchurch & Co.

AGENCY: Direct

Capsule case history: The boom in foreign cars has not been catapulted by word-of-mouth as most foreign car importers and magazines claim. Radio advertising has played a highly important role and, for C. W. Upchurch & Co. of Charlotte, N. C. importers of Mercedes-Benz, Renault Dauphine and Peugots, radio has been one of the most effective sales media the company has ever used. In the summer Upchurch & Co. purchased a spot schedule in WSOC's Hornet baseball broadcast. Upchurch's commercials were delivered live by Bill Snyder, Charlotte's leading play-by-play sports broadcaster. "We feel that the increase in business is a direct result of Bill Snyder's excellent handling of our spots, as we have not advertised in any other media," wrote v.p. A. McNeil Upchurch, "Our sales have shown outstanding increases over previous months," he continued. "I can most heartily recommend Bill Snyder and Hornet Baseball to any business as a sure-fire sales stimulus."

WSOC, Charlotte

Announcements

FURNITURE

SPONSOR: Stone Bros. Store

AGENCY: Direct

Capsule case history: A KWKW Spanish-language weekend promotion hit the jackpot for the Stone Bros. Store, furniture dealers in Los Angeles. The promotion was staged from the store over a three-day period and attracted an estimated 750 persons to Stone Bros. Normally the average number of prospective customers, mostly Latin-Americans, visiting the store on a weekend is about 135. During the three-day period, the station did 10 hours of remote broadcasting from the store featuring its top personalities, and this was supplemented by a series of 50 spot announcements. Cost of the promotion was under \$2,000 including time, talent and spots. Yet total sales, as reported by store manager Lou Butler, amounted to an estimated \$37,000 as compared to an average weekend total of about \$7,500. "This weekend promotion by KWKW was highly successful," Butler told KWKW. "It kept our cash registers ringing and we are already planning another promotion."

KWKW, Pasadena

Announcements and program

AUTOMOTIVE REPAIR

SPONSOR: Guaranteed Motor Exchange

AGENCY: Direct

Capsule case history: Guaranteed Motor Exchange, Norfolk, placed all its advertising on WRAP, Wilmington, when it started in business. Initially, one daily quarter-hour program was scheduled. The immediate response promoted an additional weekly half-hour musical program on Sunday. Business continued to grow, and the schedule was expanded to include another quarter-hour daily music show at the end of the third month. Then, five 5-minute daily newscasts were purchased. The entire schedule currently covers five hours and 35 minutes of GME sponsorship a week and represents 95% of its advertising budget. Owner and manager Bob Ellington told the station, "I knew that WRAP could do the job the first day I opened. As business increased, my budget on the station increased accordingly. From nothing to a \$300,000 business within a year deserves more than acknowledgement. WRAP will always get the major share of my business because it reaches a buying audience."

WRAP, Norfolk

Programs

APPLIANCES

SPONSOR: Doubleday Hill Electric Co.

AGENCY: Direct

Capsule case history: Doubleday Hill Electric Co. of Washington, D. C., purchased a test campaign on WMAL to advertise Sunbeam electric appliances. One of Washington's leading husband-and-wife shows, *Jerry and Jimma Strong* carried the campaign. Since the majority of the housewives in that area live outside the city and must come many miles to make a purchase selling such a highly competitive product presented a problem. The program is aired from 10 a.m. to 3 p.m., Monday through Friday and is aimed exclusively at housewives. The campaign ran for four weeks exclusively on WMAL using minute announcements. At the conclusion of the schedule Doubleday counted 623 Sunbeam Electric Mowers and 261 gasoline powered Sunbeams sold. "This represents considerable volume on just two items," stated a Doubleday executive. "And it proves to us that Daytime radio, though lower in price can be very effective in getting us the sales reaction we want."

WMAL, Washington, D. C.

Announcements

SPONSOR
THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

VARIETY
for buyers and sellers of radio advertising
U.S. RADIO

PRINTERS' INK
28  **BROADCASTING**
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO DAILY-TELEVISION DAILY

the editorial

Whee!



TV repair racket to Pentagon reorganization . . . child molestation to federal aid to education -WWDC has been airing its views editorially on these and other controversial topics for a year and a half. Actually, we were pioneers in this now popular field—in keeping with our position as Washington, D. C.'s most-listened-to station.* The reactions and results have been most gratifying, not only from the trade press but even more importantly from many of the groups and individuals under whom we have managed to light a few fires.

P.S. Similarly satisfactory results are assured for straight commercials!

**Metropolitan Washington 5-county Pulse - month after month*

WWDC

Radio Washington

REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

Survey Proven... Again!

The **SUMMER** report
repeats the **WINTER** Story

WNEM-TV dominates the 443 competitive quarter hours by taking 70% hands down.

WNEM-TV 312*
Stations "F"
and "L" 131
—
443

*NSI—July, 1959

ST

The one dominant force is
5,
of course!

In the Great Saginaw Valley and
the Metropolitan Hub of Flint—
Saginaw—Bay City—Midland:

See your **Petryman**



CENTRAL STUDIOS AND OFFICES
5700 Becker, Saginaw, Michigan
NATIONAL SALES OFFICE AND STUDIOS
Bishop Airport, Flint, Michigan

WNEM-TV

SPONSOR ASKS

(Continued from page 47)

efficient and flexible, allowing for imaginative production, better program timing. Without question, it represents a major economy development in the field of telecasting.

William D. Pabst, gen. mgr., KTVU,
San Francisco

Our experience during the past year of operating with two Ampex VR-1000 units has shown that while occasionally the availability of tape equipment will effect a savings in engineering personnel overtime, it does not necessarily mean a long-term savings in operational payroll.



*Vtr has not
accomplished
long-term
savings for us*

When KTVU invested more than \$100,000 in video tape equipment, we did not see it as an economy measure. We installed tape units as another station production facility to generate additional income and contribute to more flexible, dynamic and up-to-the-minute programing.

KTVU has found the benefits of video tape are chiefly production flexibility. The facility invites local advertisers to create more-or-less elaborate commercials for their San Francisco campaigns that heretofore were economically prohibitive. This is the area in which video tape generates the income to pay for itself. It is not only the payment by the advertiser for the use of our tape recording facilities, but the combination for that and the air time he schedules for his commercials that pay the video tape bill for us.

We've used tape successfully day-in and day-out to broaden our programing concepts. KTVU currently has scheduled a nighttime variety show—with top ratings in the market—that couldn't have been done on the same scale without tape equipment. Our autumn sports programing couldn't have been as complete—and as commercially attractive—without vtr.

No, video tape hasn't effected a savings—but it has added enough income to encourage our even greater use of this channel 2 facility.

YOU CAN'T MISS

with the
"BIG CHEESE" in Wisconsin
Not only 3 1/4 million people
but 2 million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

IMPACT!

57.8%

**BIGGEST SHARE OF AUDIENCE
IN AMERICA IN MARKETS
OF 3 OR MORE STATIONS***

Once again, KROD-TV proves that it is America's best TV buy with an overwhelming share of audience in a competitive, 3-station, 3-network, all-VHF market. (*ARB, July 1959)
See your Branham man for full details.

4 **CBS**

KROD-TV
EL PASO, TEXAS

Darrance D. Raderick, Pres.
Val Lawrence, V.-Pres. and Gen. Mgr.
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY



"Super Scooper" in the
**MARKET
ON
THE
MOVE!**

**TAMPA -
ST. PETERSBURG**

A giant "Super Scooper" of International Minerals & Chemical Corporation dredges the mineral so vital to national defense — phosphate — from extensive reserves in central Florida, *this country's richest source.*

In 1958 alone, 4,547,406 tons of this important mineral were shipped from the MARKET ON THE MOVE — TAMPA-ST. PETERSBURG.

Dynamically progressive . . . dynamically profitable as a buy for you . . . is the STATION ON THE MOVE, WTVT . . . first with 48.6% of total share of audience (latest ARB) . . . with highest rated CBS and local shows! Of the top 50 shows: **WTVT has 37**, station B has 9, Station C has 4.

WTVT
station on the move . . .

TAMPA - ST. PETERSBURG



The WKY Television System, Inc.

WKY-TV WKY-RADIO
Oklohomo City Oklohomo City

Represented by the Katz Agency

NEWS & IDEA WRAP-UP

GIANT CANDLE of red and yellow neon (KYA transmitter tower) blazes into sky to announce every victory for San Francisco Giants. Tower, on Candlestick Point, overlooks site for the new Giants' ball park



PRECARIOUS PERCH provided bird's eye view of county fair for WKMI's (Kalamazoo) Vince Ford, D.j. spent six days aloft, aired his program, played games via p.a. system, gave out odd prizes to onlookers at pole base

Manischewitz Wine Co. (through Gumbinner) is putting roughly \$1 million into a radio/tv campaign designed to make wine drinking more fashionable.

The copy, heavy on highball and on-the-rocks drinking, substitute "with your favorite mixer" for the vodka suggestion in print ads.

Schedule: 10, 20 and 60-seconds in 100 tv markets; 60s in 30 radio markets.

Print budget: \$250,000.

Campaigns:

- **International Shoe**, the account that went into tv for the first time last year with such a big splash is continuing with the medium this year. The company is currently in a back-to-school push for kids. Agency: Krupnick & Associates, St. Louis.

- **American Bakeries** is starting its campaign this week, to run through December, via three and four

ON HAND for Balaban fall planning session, (l to r) Wm. T. McKibben, asst. to v.p., Mrs. Irene Runnels, group mdse. dir., Mary Anne Greiner, Mary Wurth and Mrs. Grace Cook arrive to present new radio ad approach



RIGHT IN THE MIDDLE of pretty girls is spot Paul Hedburg, WTCN, Minn.-St. Paul prefers at Minnesota State Fair. Station did remotes, special reports from fair grounds



top radio stations in 24 markets. Agency: Y&R.

• **F. H. Snow Canning Co.**, for its Cap 'n Snow is launching the biggest ad program in its history—via a "Musical Clambake" on top radio stations in major cities, including the West Coast. The campaign: Three and one-half hours of popular music Wednesday and Saturday nights. Agency: Daniel F. Sullivan, Boston.

• **National Biscuit Co.** will make its most extensive use of network tv this coming season via adding seven new shows to the company's present lineup of six. The new shows, on NBC TV: *Wagon Train*, *Concentration*, *It Could Be You*, *Dough Re Mi* and *Queen For A Day*. On CBS TV Nabisco will sponsor *Sky King* on Saturday mornings.

• **Mission Pak**, Los Angeles, is making a \$350,000 saturation buy of tv and radio spots in California markets for four weeks beginning 15 November. All but 10% of the budget will be allocated to the Los Angeles and San Francisco markets. Agency:

Stanley Pflaum Associates, Beverly Hills.

Strictly personnel: **James Coogan**, to advertising manager and **Raymond Apy**, sales promotion manager for Texaco, Inc. . . . **Charles Foote**, to director of advertising for the State Farm Insurance companies . . . **Claude May**, assistant advertising manager for the International division of Max Factor . . . **Leonard Rutstein**, to advertising manager of Exquisite Form Brassiere, Inc.

AGENCIES

Richard Lockman, senior v.p. and head man on Revlon and Esquire accounts at Mogul Williams & Saylor, called for creative account men who will "prod their tv departments."

In a speech this week to the admen's post of the American Legion, he gave these examples of what the

account men can do for the tv department:

• Call attention to uses of tape for testing commercial ideas—a device MW&S has used to woo a number of print advertisers into tv. He added that tape made at a station for a few hundred dollars does not necessarily preclude the possibility of the finished commercial being produced on film.

• Plug for more "entertainment" in commercials, particularly in view of the record number of specials and one-hour shows being planned which could make the commercials concentrating only on "products claims, demonstrations and package shots look like a one-color line drawing in the corner of the biggest display sign on Times Square."

Agency appointments: **Thomas J. Lipton Co.**, for its tea and instant tea advertising billing about \$3.5 million, from Y&R to SSC&B. Y&R will continue to handle Lipton's line of soup mixes . . . **CBS TV**,



LUCKY KEYS for lucky winners sent thousands of WITH, Baltimore listeners on treasure hunt for keys to new Chevie station wagons. Six clues a day were aired on 1/4 hr.



BOWTIES AND BOATERS boomed "Old Fashioned Bargain Days" at Syracuse stores, gave shoppers an earful as well as eyeful of WHEN-AM-TV's traveling barber shop four

32 BIRTHDAY CAKES went to sponsors of WAPI's (Birmingham) popular *The People Speak* as show celebrated 5th year. Shown here are (l to r) cake-carriers Bob Luckie, pres. Robt. Luckie Advtg., local "Miss People Speak," Dottie Brennan and station's Dave Campbell, emcee



billing \$2 million, from McCann-Erickson to **BBDO**, which resigned the \$1.5 million ABC account . . . Clairol. for one of its two new hair coloring products, to **Doyle, Dane, Bernbach** . . . Flexees, billing \$600,000 for its line of swimwear and foundation garments, from Durand Advertising to **Doner & Peck** . . . The California Bankers' Association, to **Dancer-Fitzgerald-Sample** . . . The Pearson Pharmacal Co., Miami, to **Hume, Smith, Mickelberry**, also of Miami . . . Crawltrak Toy Co., to **Kitzif-George-Wemhoener Ad-**

vertising, new St. Louis agency . . . Benioff's, San Francisco and Oakland, for a tv spot campaign, to **Bernard B. Schnitzer**, San Francisco.

New name: Mogul Lewin Williams & Saylor, New York, to **Mogul Williams & Saylor**.

New agencies: Frederic and Diane Papert and William and Marcella Free joined forces last week to form **Papert & Free, Inc.**, at 375 Park Avenue, New York . . . **Evans Young**

Wyatt, new agency at 5635 Yale Blvd., Dallas.

Acquisition: By **John W. Forney, Inc.**, Minneapolis, of the Minneapolis office of **Bruce B. Brewer & Co.**, bringing total billings of the Forney agency into the \$4 million category.

Thisa 'n' data: First buy out of the newly-opened New York branch of **Miller, Mackay, Hoeck & Hartung** (Seattle agency) is a package of six I.D.'s per day in the World Series on WRCA, New York, for Bardahl . . . **Fred Niles Studios**, in Chicago, is out to spur midwest tv production via an "Operation Exposure"—a talent revue for Chicago talent buyers to prove that "there is talent in Chicago."

On the personnel front: **Vincent R. Bliss**, former president of Earle Ludgin & Co., Chicago, to the executive staff of Campbell-Ewald . . . **Gene Accas**, elected v.p. for network relations at Grey Advertising . . . **Alvin Sarashan**, to creative director of the Los Angeles office of Kenyon & Eckhardt . . . **A. L. Chopp**, to director of the Chicago office and **George Paneff**, to general manager of the new midwest operation of Norman, Craig & Kummel . . . **Douglas Burch**, media director, Reach, McClinton & Co. . . . **Roy Passman**, associate media director, J. M. Mathes . . . **Fred Brogger**, to program supervisor of Lennen & Newell, Beverly Hills . . . **Thomas Alvarez**, media director, Ingalls Associates, Boston.

Resignation: **William Peterson**, as v.p. in charge of West Coast radio and tv for Cunningham & Walsh.

STATION WDAM-TV

NOW CHANNEL 7

NBC — ABC

Hattiesburg-Laurel, Mississippi

**THE ONLY TELEVISION STATION
IN THIS PROSPEROUS AND
FREE-SPENDING MARKET**

*Per capita Retail Sales In Hattiesburg:
133% Above the Average in Mississippi
40% Above the Average in the U.S.

*Source: Sales Management

NOW REPRESENTED NATIONALLY BY:

WEED TELEVISION CORPORATION

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

FILM

Ziv-TV's selling success in the current season is reflected in its production budget for the next 12 months: \$21 million.

This represents an increase of \$4.5 million over the previous year's record expenditure. New schedule calls for **four network shows and eight in syndication**. It was two and six last year.

Purchase: Bonded Tv Film Service has been acquired by **Industrial**

FIRST

RIGHT

DOWN

THE

LINE



IN

RATINGS

PRESTIGE

AND

COMMUNITY

SERVICE



**FOR 39 YEARS
THE UNDISPUTED LEADER
IN
OKLAHOMA CITY
RADIO
930 K.C.
INDEPENDENT
MODERN
PROGRAMMING**

Owned and Operated by
The WKY Television System, Inc.
WKY-TV, Oklahoma City
WTVT, Tampa-St. Petersburg, Fla.

Represented by the Katz Agency

**CALL YOUR KATZ MAN FOR
THE AUDIENCE & COVERAGE FIGURES**

Enterprises, Inc., for an undisclosed sum.

Library addition: Flamingo has taken over a package of 30 feature films, valued at \$16 million, mostly foreign, like *The Little World of Don Camillo* and *The Last Bridge*.

Sales: ABC Films reports *Jim Bowie* and *Meet McGraw* are sold in 72 and 24 markets, respectively. Most recent sales on *Jim Bowie* are to KGO-TV, San Francisco; WMCT,

Memphis; WPST-TV, Miami; WWJ-TV, Detroit; WABG-TV, Greenwood; KOMO-TV, Seattle, and WLVA-TV, Lynchburg. Sponsors in the above markets include Sigler Heating in Lynchburg and Harvey Motors in San Francisco. *Meet McGraw* sales last week were to WVEC-TV, Norfolk; KFJZ-TV, Ft. Worth; KTTV, Los Angeles; WDSU-TV, New Orleans; KICU, Bakersfield; WABG-TV, Greenwood; WBRC-TV, Birmingham; KNOE-TV, Monroe, and KGNC-TV, Amarillo.

Programming: UAA has assembled a third package of children's programs, the *Big Mac Show*, comprising 210 reels of Warner Brothers featurettes . . . Sterling Television has released for syndication a second series of *Bowling Stars* re-runs initially seen on ABC TV. There are now 52 half-hours available.

Sports: Max Cooper of Chicago has installed \$150,000 worth of videotape equipment in Havana for his *Winter Tv Baseball* series. The 90-minute tape show has already been sold to WWJ-TV, Detroit; KBTW, Denver; KTTV, Los Angeles; WBKB-TV, Chicago; KRON-TV, San Francisco; WOR-TV, New York; KDKA-TV, Pittsburgh; WISN-TV, Milwaukee; KHOU-TV, Houston; KLOR-TV, Salt Lake City, and WRVA-TV, Richmond.

Production: Douglas Morrow will write and Philip N. Krasne's California Studios will produce three pilots: *Kitty Hawk* starring Kathleen Crowley and Herbert Marshall, *It Happened In Sun Valley*, and *Mother's The Governor of Texas*, starring Constance Bennett.

More sales: Sterling Television's *Bowling Stars* sold to WXIX-TV, Milwaukee; KTTV, Los Angeles; KOIN-TV, Portland; KFYZ-TV, Bismarck; KKTU, Colorado Springs; KFBB-TV, Great Falls; KSHO-TV, Las Vegas; KBES-TV, Medford; KREX-TV, Grand Junction; KTVB, Boise; WGEM-TV, Quincy; KTBC, Austin; WPIX, New York; KSWS-TV, Roswell, and WTVH, Peoria.

Commercials: Charles H. Wasserman to MPO Television as staff director. Mr. Wasserman is president of the Screen Directors International Guild.

Promotion: Dr. Frances Horwich of ITC's *Ding Dong School* was in New York last week to promote the program and her new book . . . Two Ziv stars appearing on the cover of a recent Life magazine were Bill Lundigan of *Men Into Space* and Gene Barry of *Bat Masterson*.

Additional sales: Ziv's *This Man Dawson* now sold in 103 markets. Latest sales are to Standard Oil of Indiana in Kalamazoo, Indianapolis, Pittsburgh-Joplin, Mason City, Cape

KOLN-TV OUT-PULLS 24 OTHER TV STATIONS in cost-per-order results!

TATHAM-LAIRD INC
Advertising

64 EAST JACKSON BOULEVARD
CHICAGO 4, ILL. • HARRISON 7-3700

June 4, 1959

Mr. A. James Ebel
Station KOLN-TV
Lincoln, Nebraska

Dear Jim:

We're happy to announce that KOLN-TV has won the 1959 Butter-Nut Coffee Flower Seed Promotion Contest.

Thirty-four radio and twenty-five television stations participated in this contest and KOLN-TV delivered the lowest cost per flower seed order.

Please extend our congratulations and appreciation to the members of your station who contributed to making this promotion a great success.

Sincerely,

William B. Lierle
Broadcast Manager

WBL/uw

The letter speaks for itself. If it's results you're after, make sure you reach Nebraska's other big market — Lincoln-Land — through the one station that

really covers it. Avery-Knodel will give you all the facts on KOLN-TV — Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER
COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representatives

KOBY GETS ACTION



IN SAN FRANCISCO . . . audiences respond to KOBY's musical formula. From New York to San Francisco, advertisers know that KOBY motivates the market!

If your favorite tune is "Tappy Days are Here Again," played by thousands of ringing cash registers . . . then it's time you called your Petry Man. He'll show you the rating facts and give you the big reason to buy KOBY in San Francisco!

KOBY / 10,000 watts
San Francisco

Sit in with your **PETRY Man**

in Greenville, Miss.—WGVM

Mid-America Broadcasting Co.

When in Denver, Stay at the Imperial Motel
—1728 Sherman Downtown

FOUR TIMES YOUR MONEY'S WORTH

In Shreveport, one of America's fastest growing markets, you get a lot more for your money when you specify KTBS-TV, Channel 3. All Nielsen surveys show KTBS-TV the dominant station in a market over four times larger than Shreveport's metropolitan area in population and income. Here is coverage that really counts — 1,318,600 people with \$1,661,784,000 to spend.

Ask your Petry man for the story on the FULL Shreveport market. You'll find KTBS-TV not only gives you your money's worth, but more, lots more.



NBC
ABC E. Newton Wray, Pres. & Gen. Mgr.

Girardeau and Eau Claire. Other sponsor sales were to Bay Area Rambler dealers in San Francisco. Mike Persia Chevrolet in Houston, and Fuller Ford in San Diego; also, Sun Oil in Richmond, Advance Homes & Lumber in Davenport, Case Tractor in Oklahoma City and Redd Pest Control and Bevis Construction as Jackson co-sponsors. Station buyers were: WJM-TV, Milwaukee; WTVY, Dothan; WNCT, Greenville; WAPI-TV, Birmingham; KFVR-TV, Bismarck, and WSOC-TV, Charlotte.

Progress report: ITC's report on its first year of activity include the following facts: That it now provides 1,200 hours of domestic programming a week and 188 half-hours a week abroad: That its syndicated series were sold in the following numbers of markets: *Cannonball*, 105; *Sgt. Preston*, 95; *Jeff's Collie*, 167; *Brave Stallion*, 102, and *Ding Dong School*, 75: And that sales plans for next year entail at least four new shows within six months.

Strictly personnel: Howard S. Meighan, of Videotape Productions, to Europe to promote the use of video-tape for educational purposes.

NETWORKS

The Tv Networks figure they'll rebate between \$3—3.5 million for time preempted to cover the odyssey of Premier Khrushchev in the U. S.

At the same time they expect quite a pick up in viewing, especially in the daytime, because of the many break-ins of his journey.

ABC TV's Ollie Treyz, just returned from a Far East trip, urges that the U.S. State Department help the American tv film ease Japanese trade barriers.

Treyz contends that this extra foreign income is necessary to improve the standards of American tv film in terms of investment.

Entry for American tv film via free markets would also serve to bring the American viewpoint to most areas of the free world.

Augmenting Treyz's statements in a press meeting AB-PT president Leonard Goldenson made this strong recommendation:

WHEELING 37* TV MARKET

*Television Magazine 8/1/58

One Station Sells Big
Booming Ohio Valley

NO. 13 IN A SERIES:
CHEMICALS



With the deep salt wells supplying the essential brine, and the broad Ohio River furnishing economical transportation facilities, a rich, thriving chemical industry has arisen in the bountiful WTRF-TV area. Typical is the Columbia-Southern Chemical Corporation at Natirum, W. Va., just south of Wheeling. Here more than 1,000 employees are engaged in the production of chlorine, caustic soda, chlorinated hydrocarbons, ammonia and titanium tetrachloride. The more than \$5 million annual payroll dollars help make the WTRF-TV 39-county area a *super* market for alert advertisers.

For complete merchandising service and availabilities, call Bob Ferguson, VP and General Mgr., at CEdar 2-7777.

Notional Rep., George P. Hollingbery Company



The networks, tv film producers and talent people organize themselves a sort of "Eric Johnston" office which would work through the State Department to gain them free and open competition throughout the world.

The time to do it, urged Goldenson, is now, in anticipation of 100 million tv homes that are bound to come in countries outside of the Western Hemisphere.

Regional buys in network tv continue to mount:

H-A Hair Arranger's commitment for the alternate week of *Trouble Shooters* on NBC TV is limited to a lineup west of Pennsylvania.

Marlboro, which has the alternate week of *Trouble Shooters*, will absorb the bill for the eastern leg the second week.

H-A, a kink remover, is a newcomer to network tv.

The North Dakota Broadcasting Co. signed an agreement last week to affiliate all its tv stations with ABC TV.

The stations involved: KXJB-TV, Valley City; KBMB-TV, Bismarck; KCJB-TV, Minot, and the recently-purchased KXGO-TV in Fargo-Moorhead.

Net tv sales: *Black Saddle*, to begin its second season on ABC TV Friday, 2 October, 10:30-11 p.m. for L&M (McCann) and Alberto-Culver (Wade) . . . **General Cigar** (Y&R) joins **Kellogg** (Burnett) on

The Deputy, NBC TV Saturdays, 9-9:30 p.m. . . . *Jubilee U.S.A.* moves to a new time period 3 October—10-11 p.m. on ABC TV for Massey-Ferguson (NL&B).

Promotion: For *Holiday With Chevalier*, Sunday, 27 September, 5:05-6 p.m. on **CBS Radio**, the network is sending to agencies and the press, straw hats and samples of the sponsors (Chesebrough-Pond's) products.

Thisa 'n' data: The sixth annual convention of the **CBS Radio Affiliates Association** meets this coming week (23-24 September) in New York, featuring Arthur Godfrey and Frank Stanton as guest speakers . . . **Edgar Bergen** will host the six **Rexall** tv specials planned for this season, beginning with *Strawberry Blonde* on NBC TV Sunday, 18 October.

New affiliate: WQDY, Calais, Me., and WMOA, Marietta, O., to NBC Radio.

Here are network radio's leading advertisers during the four-week period ending 9 August, according to Nielsen:

ADVERTISER	NO. OF B'DCSTS	TOTAL HOME B'DCSTS DELIVERED (000)
Reynolds, R. J.	358	125,372
Liggett & Myers	377	118,950
Time	185	89,767

Midas	169	86,998
General Foods	171	79,027
Ex-Lax	157	66,228
Lewis Howe	124	60,344
American Tel. & Tel.	237	58,504
Chevrolet	136	43,619
Socony-Mobil	116	35,220
Amer. Motors	88	33,038
General Mills	88	33,038
Armour	79	32,392
Grove Div. (B-M)	88	31,161
Hudson Vitamin	104	25,863
Sterling Drug	64	24,931
Greyhound	80	24,581
Bristol-Myers	37	23,587
CBS Electronics	50	23,393
Firestone	48	22,898

RADIO STATIONS

The National Association of Fm Broadcasters held their first convention in Chicago this past week end.

Among the prominent speakers: Arthur Bellaire, of BBDO; Arno Johnson, JWT authority on population trends; and Arthur Politz.

Another speaker: T. Mitchell Hastings, Jr., pres. of the Concert Network, noting that with some 16 million fm sets in U. S. homes, "it's up to the FM Broadcasters to furnish the factual ammunition to prove fm's purchasing power to advertisers."

Radio obviously didn't take a back seat to tv in covering the arrival and travels of Premier Khrushchev this week.

In New York and Washington, for

WGR-TV

Selling the Buffalo-Niagara Falls market

REPEAT ORDERS in the nation's 14th market, as anywhere else, are the best evidence of television's selling ability. WGR-TV, NBC in Buffalo, is proud that 25 national and 21 local advertisers, who have used the station continuously since it started in 1954, have renewed for 52 weeks of 1959.

These, and newer advertisers, will get even better sales results in 1959, as WGR-TV continues to provide better service for more viewers in the mighty and prosperous market known as the Niagara Frontier.

For best results in Buffalo from America's most powerful selling medium, call your Petry television representative about availabilities on WGR-TV—this year celebrating its fifth anniversary.

NBC • CHANNEL 2



AIM



. . . to point a weapon at some object, someone's intention or design, the direction of effort at some purpose. Case in point: if your aim is to sell products in the central 24 counties of Wisconsin (over 1/3 of the total) you'd better aim straight for WSAU-Television. No other station can give you the needed coverage in these 24 counties, and at a really low cost. LESTOIL hits 92c per thousand homes reached with their present schedule - verified by the latest ARB Area Report.* Have WSAU-Television's close-at-hand representatives shoot the full information over to you on rates and ratings NOW!

*ARB Area Report, March, 1959

WAUSAU • WSAU-TV • WAUSAU

Represented by THE MEEKER CO., INC. and HARRY HYETT (Mpls.)

Don't make the same
mistake twice—
BUY
NEGRO RADIO
THIS TIME!

Mistakes can be costly! This time remember this **PROVEN** fact! You best sell to Negroes *with Negro Radio*. It's true some read papers and magazines and some watch TV, but *95% of all Negroes listen to radio!* Rounsaville Radio programs 100% to Negroes *with Negro* performers. All six Rounsaville stations are Number-One Rated by *BOTH* Pulse and Hooper! Get the facts on the tremendous rise in income, increase in population, standard of living and best of all—the **BUYING POWER** of the Rounsaville Negro Markets . . . \$824,219,000 *AFTER* taxes in the Rounsaville coverage area! Experience is the best teacher. Experience Rounsaville Radio—one of the oldest and largest in Negro Radio!



Personal Letter

Don't be misled that Negroes will buy anything. Negroes are intensely loyal to products in which they believe. One vital fact is that they *do believe* what they hear on their own radio. And with believability comes sales. So, no matter what your budget for these six important markets . . . a proper part **MUST** go to Negro radio or you're missing this market! Try Rounsaville Radio—you'll see!

ROBERT W. ROUNSAVILLE,
Owner - President

**FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS**

- WCIN** 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!
- WLOU** 5,000 Watts — Louisville's only all Negro-Programmed Station!
- WMBM** 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!
- WVOL** 5,000 Watts — Nashville's only all Negro-Programmed Station!
- WYLD** 1,000 Watts—New Orleans' only full time Negro-Programmed Station!
- WTMP** 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!



**ROUNSAVILLE
RADIO STATIONS**

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA
ROBERT W. ROUNSAVILLE **HAROLD F. WALKER**
 Owner-President V.P. & Nat'l Sales Mgr.
JOHN E. PEARSON CO. **DORA-CLAYTON**
 Nat'l Rep. Southeastern Rep.

instance, full news staffs and loads of equipment, including mobile units, were put to use.

More than nine out of 10 of the "blue chip" advertisers in 1958 used radio during the first half of '59, according to a special tabulation by RAB.

The figures: Of the top 100 eligible advertisers, 90.6% used either spot, network or both forms of radio during the January-June period—a 5.6% net increase in the number of leaders using the medium as compared to the first nine months of '58.

Ideas at work:

- **Pay attention to the rings:** Going along with the trend of designating a week or a day as a time to do something special, WMCA, New York, is currently airing a promotion to get listeners to "Be Kind To Public Telephones." The station, claiming that nobody ever answers public telephones, has a mystery caller dialing the booths, offering \$100 to anyone answering "there's nobody here but us listeners."

- **Snowballs in September:** Last week saw 22,000 people scrambling on the beach at Oceanside, Cal., as **KUDE** dropped hundreds of snowballs from a plane. Each plastic ball was worth a prize—ranging from stereo hi-fi's to rubber footballs. Station carried on the snowballing promotion for a week.

- **An apple for the teacher:** Now that school has started, **KOIL**, Omaha, is giving youngsters a chance to show appreciation to their teachers via asking them to send to the station the name of their favorite instructor. Each day **KOIL** sends a d.j. to one of the classrooms to deliver a 20-pound basket of fruit to the teacher.

- **Add to daffodils:** Rotund d.j. Rex Miller, of **KLIF**, Dallas, who smothers the scale at 280 lbs., has started a crusade to lose 70 lbs. The listener coming closest to Miller's exact poundage on 1 December will receive the d.j.'s new weight in silver dollars.

Station acquisition: **WGGO**, Salamanca, N.Y., to the James Broadcasting Co., operators of **WJTN**, Jamestown and **WDOE**, Dunkirk, both in N.Y.

- **SPRINGFIELD**
- **DECATUR**
- **CHAMPAIGN-URBANA**

"Where Mid America
Lives and Buys..."

NEW 59th*

METROPOLITAN MARKET

NEW GRADE "A"



OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV



**Nearly 1/4 of Oregon's
buying families watch**

**KVAL-TV
KPIC-TV**

The only clear-picture in the Eugene - Springfield - Roseburg market is on **KVAL-KPIC**. One order to your Hollingbery man or Art Moore and Associates (Portland-Seattle) covers both stations.

KVAL-TV Eugene **13**
NBC Affiliate Channel

KPIC-TV Roseburg • Channel 4
Satellite

GO PLACES WITH GEORGE PIERROT

WWJ-TV's COLORFUL GLOBE-TROTTER

Bold, imaginative programming once again gives you a winning showase on WWJ-TV, Detroit.

From 5:00 to 5:55 P.M. every weekday, famed impresario George Pierrot entralls a huge family audience by presenting renowned travelers in person, relating their exciting adventures and showing exclusive color films of far-away places.

Ratings, renewals and audience composition prove you can really go places with George Pierrot. A limited number of availabilities are still open. *Phone your PGW Colonel today.*

Detroit, Channel 4 • NBC Television Network

WWJ-TV



NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.
Associate AM-FM Station WWJ
Owned and Operated by The Detroit News

YOUR TICKET TO SALES

14.3

Cumulative Rating

5.9

Average Quarter Hour Rating

*ARB, Detroit, July, 1959

**CHECK ✓ and
DOUBLE CHECK ✓✓**

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

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

WTHI-TV

CHANNEL 10 • CBS-ABC



**TERRE
HAUTE
INDIANA**

Represented Nationally
by Bolling Co.

Watching habit
in Fresno
(California)

KMJ

first station in Fresno

KMJ-TV
Fresno, California

The Katz Agency
National Representative

This 'n' data: WJIM, Lansing, is featuring free helicopter rides as part of its 25th anniversary celebration . . . WERE, Cleveland, one of the few independents having a newsmen on the press plane covering Khrushchev's visit . . . The exclusive world-wide marketing rights for the sound effects, jingles and commercial aids libraries of Standard Radio Transcriptions, Inc., have been obtained by **MP-TV Services, Inc.**, affiliate of Radio Recorders of Hollywood . . . **WIST**, Charlotte, N. C., begins editorializing this week . . . **The Ivy Broadcasting Co.** has formed the Syracuse University Football Network, to provide game broadcasts for its N.Y. stations . . . The Old Colony Trust Co. (BBDO) will sponsor the Harvard College football games this season via **WNAC**, Boston.

Station staffers: **Joel Fleming**, promoted to a v.p. of Radio Ithaca . . . **Jack Cosgrove**, sales manager and **Norman Page**, regional sales manager, **WTCN**, Minneapolis-St. Paul . . . **Joe Klaas**, general manager, **KITO**, San Bernardino . . . **Thomas Papich**, general manager, **KFOX**, Long Beach . . . **Warren Ward**, general manager, **KSON**, San Diego . . . **Philip Brestoff**, sales manager, **KABC**, Hollywood . . . **James Simons**, to take over as acting general manager of newly-acquired Crowell-Collier's **WISK**, Minneapolis-St. Paul . . . **Gerald Jones**, general manager, **KASK**, Ontario, Cal. . . **Robert Miller**, program director, **WERC**, Erie . . . **Robert Dickey**, account executive, **KDKA**, Pittsburgh . . . **Merle Block**, to promotion director, **KFI**, Los Angeles.

TV STATIONS

So that advertisers won't be diverted into other media by reports that spot tv in the major markets is sold out TvB will compile and circulate weekly lists of availabilities.

The initial step in the project: Induce the stations in several top markets to cooperate in furnishing the data on the qui vive.

Next requirement: Distribute the lists to agencies and advertisers before it's become completely dated.

National and regional food and food products advertisers spent more in tv during the first six months, '59, than in all other media combined.

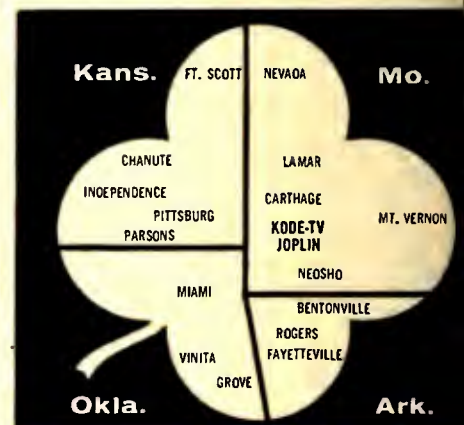
According to TvB, this classification spent \$148 million in total tv gross time billings January through June—a 24.4% increase over the \$119 million spent during the first half of '58.

The breakdown of investments by food and food product advertisers in tv during this six-month period:

- In spot tv, \$89.8 million—up 36.9% over the \$65.5 million spent in the like period, '58.
- Network tv totalled \$58.2 million—a 9.6% increase over 1958's six-month total of \$53.2 million.

On the road: This year's "Snak Wagon" promotion by **KTVW**, Seattle-Tacoma resulted in something quite unexpected—a travelling road show. The reason: Ventriloquist Rod James, helping to deliver tv snaks to residents of Western Washington, was swamped by youngsters. Thus the impromptu roadshows were set up, with total esti-

This four-leaf clover
is worth looking over



Missouri's 3rd TV Market
151,400 TV HOMES*

Lucky **KODE-TV**, Joplin, Mo., is 28% taller, 29% more powerful than the nearest competition. And **KODE-TV** covers: • a 4 state area • 151,400 TV Homes • 669,800 people with \$776,919,000 buying power.

KODE-TV CHANNEL 12
JOPLIN, MISSOURI CBS-ABC

Rep. by Avery-Knodel • A member of the Friendly Group
*TV Mag., June '59



MGM
adds to the
big new picture
in
CHARLOTTE

Ask yourself, where else in the Carolinas can you find so potent a line-up of audience builders? NBC, ABC, Paramount, Warner Brothers—plus the best of MGM, all on Charlotte's WSOC-TV! With this program strength your choice of stations for selling America's 25th largest tv-homes market becomes clear. Buy WSOC-TV...one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta; WHIO and WHIO-TV, Dayton

mated attendance at 5,000 for the 15 trips.

Thisa 'n' data: **WOW-TV**, Omaha, held ground-breaking ceremonies last week for its new radio/tv building . . . **Kudo:** **Salty Brine**, of **WPRO-TV**, Providence, presented with the "Golden Mike" award of the American Legion Auxiliary for the best non-network children's program.

On the personnel front: **Sam Johnston**, to general manager, **WTVN-TV**, Columbus, O. . . **Eugene Reilly**, to v.p. in charge of sales for **Trendex** . . . **Richard Gurley, Jr.**, assistant sales manager, **KDKA-TV**, Pittsburgh . . . **John Burk**, assistant sales manager, **WJZ-TV**, Baltimore . . . **Bruce Bloom**, publicity director, **WCAU-TV**, Philadelphia.

TV COMMERCIALS

(Continued from page 41)

8. *How durable will your commercial be? How many times can it be repeated and still hold interest?* Example: Story board for a ready mix product used animation to show a variety of foods that could be prepared with it. Eventually, the cartoon character was hidden behind a mountain of food. *IAR evaluation* showed this commercial could stand many repeat viewings before women got the whole message. Women did not

become bored, but wanted to see more and more of the good food they could get with the product.

Says Witherell: "The probabilities are that if these elements are handled properly, the advertiser's tv commercial will need less budget, less frequency, yet have a more powerful effect."

"The answer is not to send your copywriter back to school but to give him the guidance of research that reveals the things he needs to know about his market, his product and his immediate audience. There's nothing the matter with the tv and radio copywriter and art director that a little information won't cure."

ARB

(Continued from page 43)

• Time period audience composition.

As for the coverage study, in adding this to its service, ARB is pitting itself against Nielsen on all fronts. ARB coverage data will resemble NCS in format; (1) by county or cluster, showing data for each station, (2) by station, showing circulation for each county or cluster.

The following information will be provided: homes able to receive each station; homes viewing during the day once more weekly; homes viewing during the evening once or more weekly.

In addition, there will be each station's share of gross viewing hours during Monday-through-Friday day-

time periods and Sunday-through-Saturday evening periods.


About 700 of the 3,000-odd U. S. counties will be reported individually. The others will be clustered but present plans provide that no cluster will contain more than two counties.

In its sampling operations, ARB is going about it as follows:

In metropolitan areas, ARB's target is a minimum of 300 diaries placed over a four-week period. To get the one-week/four-week figures, ARB mails out enough diaries to place 50 during each of three of the four weeks. For the fourth week, the figure is 150. Thus, the single-week metro rating is based on a minimum of 150 homes, while the four-week rating is an average of a minimum of 300 diaries, each one recording viewing for a week's period. Since three of the four weeks have fewer homes in the sample, the figures must be weighted. Due to this, "effective sample size" is actually estimated at 240.

In non-metropolitan counties enough diaries will be mailed to insure recovery of at least three during each of the four weeks, or a total of 12 homes. These homes are combined, with proper weights, with the metro data. Together, they give full area homes-reached figures in the local reports. In some cases the addition of non-metro to metro samples will bring the sample size for individual markets up to 500 homes, which is higher than the 400 minimum set by the Advertising Research

(Please turn to page 74)



100% wash'n curl

nbc

by *Canolin*

6,000,000 eyes/ears — listen/watch Green Bay's Channel "5". This is why in June, July and August Wash'n Curl showed a 400 percent increase over sales in March, April and May. Their schedule ran exclusively on WFRV!

Wash'n Curl's remarkable increase in sales, authenticated by a wholesale drug firm dramatically proves the effectiveness of Green Bay's quality station!

Another sure proof of . . . the best cost per million

INCREASE

wfrv green bay 5



YOU CAN LEARN TO OPERATE AN AMPEX IN 15 MINUTES

Six Quick Aids to Easy TV Tape Recording . . . You can learn to operate an Ampex Videotape* Television Recorder in less time than it takes to smoke a cigarette. These six features, for instance, make recording simple, fast . . .

- **JUST THESE BUTTONS TO PUSH**—*Record, Stop, Rewind, Fast Forward and Play.*
- **TAPE TIMER**—*records in hours, minutes and seconds . . . not footage. Lets you back up tape for any desired cue-in time.*
- **CUE TRACK**—*lets you locate, identify and cue commercials and programs.*
- **TAPE SPEED OVERRIDE**—*makes it easy to synchronize with another video or audio recorder.*
- **AUTOMATIC BRAKE RELEASE**—*speeds threading and splicing.*
- **FULL WIDTH ERASE**—*Automatically erases tape.*

Of course, to be an "expert" — to learn maintenance as well as operation — takes one week. Ampex trains your maintenance supervisor (over 436 so far!) at the factory. And he is then qualified to train as many others as you like.

Write, wire or phone today for an Ampex representative — or ask for the new, fully illustrated brochure describing the new Ampex VR-1000B. Whatever you want to know about the advantages and profits in TV tape, get the facts from Ampex.

AMPEX HAS THE EXPERIENCE



*TM AMPEX CORP.

934 CHARTER ST. REDWOOD CITY, CALIF. EMerson 9-7111

Competitors say, "It can't be done!"

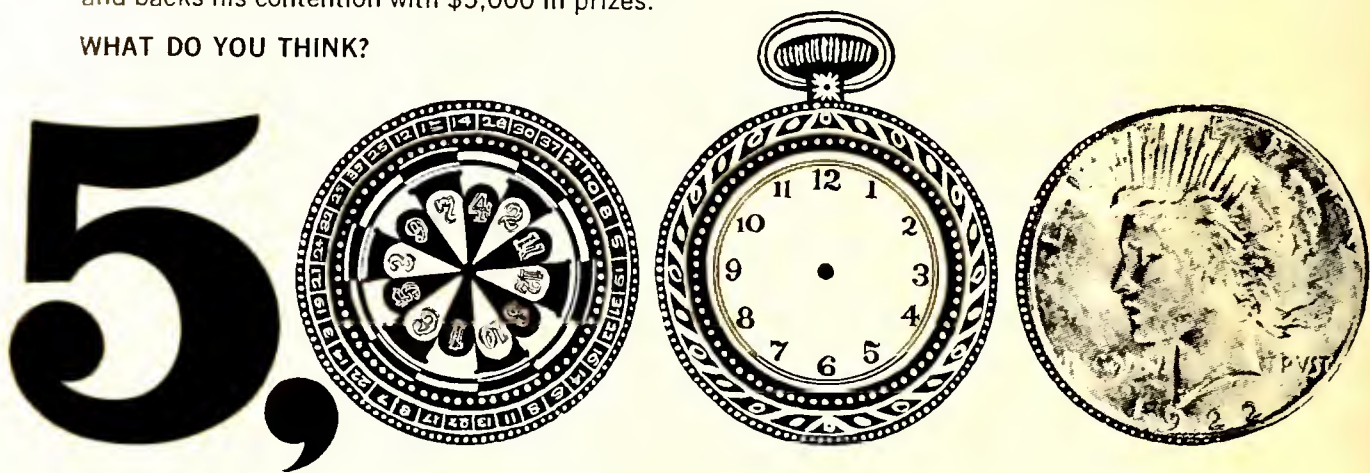
Frank Headley of H-R Television, Inc. says, "I think it can be done!"

Ollie Treyz of ABC says "It might be done!"

Ashley L. Robison of WHYZ-TV says, "IT WILL BE Done!!"

and backs his contention with \$5,000 in prizes.

WHAT DO YOU THINK?



DOLLARS SAYS WE CAN BEAT THE ODDS !

WHYZ-TV DULUTH BETS 5,000 DOLLARS IT BEGINS OPERATION IN SEPTEMBER

All Timebuyers and Media Executives Eligible for Prizes

in Airdate Contest. Win vacations to Bermuda — Las Vegas —

Florida and valuable merchandise prizes. RULES: 1 All agency timebuyers, account executives and their

assistants may enter the contest. 2 Fill out coupon below. 3 You may enter as many times as you like, but please

use a separate post card or letter for each entry. 4 List the date, hour, minute and second between Sept. 20th and

28th, inclusive, you think WHYZ-TV will hit the air with its test pattern. 5 Keep a record of your estimate. 6 Run off

for ties. 7 Decision of judges final. Winner will be announced in the trade papers. 8 Mail entry to:

WHYZ-TV

CHANNEL 10 316,000 watts BASIC ABC National Representative: ~~HR~~ **HR** Television, Inc. 310 W. 12 Street

DULUTH, MINN.

CLUES — THE FOUR WALLS FOR THE CENTER PORTION OF THE BLDG. FOR THE TRANSMITTER AND PROJECTION ROOM ARE ERECTED. ROOF COMPLETED SEPTEMBER 2, AND FLOOR POURED SEPTEMBER 4. SCHEDULED DELIVERY — GENERAL ELECTRIC FULL POWER 316,000 WATT TRANSMITTER, SEPTEMBER 10, 1959. GENERAL ELECTRIC STUDIO EQUIPMENT, SEPTEMBER 20, 1959. STAINLESS 800 FT. TOWER INSTALLATION TO BEGIN SEPTEMBER 10TH. MICRO-WAVE INSTALLATION BEGAN AUGUST 28, 1959.

TEAR OFF AND MAIL

MY ESTIMATE FOR THE TIME OF THE FIRST TEST PATTERN TELECAST ON WHYZ-TV

IS: _____

DATE _____ 1959, HOUR AND MINUTE _____ A.M. _____ P.M. SECOND _____

NAME _____ ADDRESS _____

CITY _____ AGENCY _____

WASHINGTON WEEK

19 SEPTEMBER 1959

Copyright 1959

SPONSOR
PUBLICATIONS INC.

President Eisenhower has made it official: He has signed into law the bill granting exemption from the political equal time requirements of Sec. 315 of the communications act bona fide newscasts. Also news interviews, documentaries and special events, including but not limited to political conventions.

The broadcasting industry will probably hold off on popping the champagne corks because of this milestone, however. It now has a "watchdog" subcommittee of the Senate Commerce Committee to look over its collective shoulder.

Sen. Warren Magnuson announced formation of the subcommittee to receive and probe complaints about how broadcasters handle their newscasts under their newly won freedom. When fears were expressed on the floor during consideration of the bill Eisenhower has now signed, Magnuson assured the Senate that a close eye would be kept on broadcasters.

It will be three sets of eyes. Sen. Ralph Yarborough (D., Tex.) as chairman and Sens. Gale McGee (D., Wyo.) and Hugh Scott (R., Pa.). Magnuson said the job to be handled by the threesome will consist of insuring freedom, fairness and impartiality in the treatment of the news.

As a Congressional session which in advance seemed loaded with probes of the broadcasting industry came to a close without any such performances, investigations seemed to be piling up for the future.

First on the list was the House Commerce Legislative Oversight subcommittee look at the warmed-over stew of the tv quiz shows, now tentatively set to begin Oct. 6 and to conclude within a week.

Rep. Wright Patman told the House that a subcommittee of his Small Business Committee is hard at work sifting allegations that tv prime time is foreclosed to small business advertisers.

Over at the Federal Trade Commissions, probers look more and more deeply into co-op ad deals for evidence of discrimination in favor of some customers and against others.

Patman told the House that a subcommittee under the chairmanship of Rep. Charles H. Brown (D., Mo.) has been talking to ad agencies, broadcasters, and small and big business in an effort to get to the bottom of charges that broadcasters make "big business firms their preference customers."

He told Congress that it has never paid to advertise as much as it now does on tv and that if small business is discriminated against in this medium a serious disadvantage is opposed.

Patman did not promise public hearings, though he did not foreclose them. He said the subcommittee "is swinging into more detailed research and investigation," that it is preparing to talk to advertisers, agencies and broadcasters on a much bigger scale.

FTC chairman Earl W. Kintner told the local Ad Club that if big advertisers who give ad allowances on a big scale think there's somebody breathing down their necks, they're quite right. Under scrutiny, he revealed, are 63 such companies.

The FCC has ruled against the NAB in the Association's efforts to legalize "teaser" announcements on radio-tv.

The FCC says the law clearly states that sponsors and those who pay for programs must be clearly identified, and at the time of broadcast.

FILM-SCOPE

19 SEPTEMBER 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

MCA is now at an all-time high of new programs simultaneously on sale in syndication: There are three new shows in its current sales push.

Each of these three new shows has gotten off the ground with a major beer regional: Coronado 9 with Falstaff and both Shotgun Slade and Johnny Midnight with Ballantine.

Add MCA therefore to the list of syndicators that appear to be **doubling their business of last year at this time** (FILM-SCOPE, 12 September).

Simultaneously, MCA's new aggressive sales efforts regarding Canadian television have started: A new sales office will be opened 1 November in Toronto.

The new unit—MCA International, headed by ex-CBC men Peter McDonald and Gunnar Rugheimer—anticipates a second-station boom in Canada plus demands for more Canadian-produced programs.

Some syndication advertisers appear to prefer re-runs of known performances over investments in new and untried film programing.

Rexall, for example, has just bought fourth runs of Matinee Theater in Detroit on WWJ-TV, through Wilson, Lloyd and Cacharski.

The full hour series is in color and will be telecast locally as Rexall Color Theater; the 26 hour episodes are syndicated as Camp Theater by CNP's Victory Program Sales division.

Ballantine is banking on its two-show syndication strategy again for next year by using alternate weeks of both MCA's Johnny Midnight and Shotgun Slade.

Earlier this year Ballantine sold off half its sponsorship of Ziv's Highway Patrol in order to buy alternate weeks of Ziv's Bold Venture.

Thinking behind the move was this: **To virtually double its coverage and circulation with two shows in different time periods delivering commercials and cross-plugs.**

When Johnny Midnight goes on the air in 26 cities January 1960, mostly in time periods now occupied by Bold Venture, Ballantine through Esty will complete transfer of its syndication affiliations from Ziv to MCA; the shift starts as Shotgun Slade replaces Highway Patrol shortly in 36 cities.

Hollywood motion picture companies have been generally stymied this season in trying to break into syndication.

Nevertheless the majors have been able to do some tv films business with the networks.

Note in this regard the similar pattern of these two companies:

- United Artists sold Troubleshooters and Dennis O'Keefe to the networks, but as of last week had yet to close its first syndicated deal.
- MGM-TV made another sale on Thin Man for network re-runs, but it too failed to show progress into programing sold in syndication.

The reason why motion picture companies have been able to make network but not syndicated sales may be this: **They don't have regional and station sales forces in enough depth to penetrate syndication's selling complexities.**

Note that on the other hand companies with syndication experience have been breaking into the network market: Both Ziv and CNP have expanded network sales this season.

You can expect this as the next major change in Screen Gems' syndication sales strategy: an attempt to bolster its regional business.

While Screen Gems has lured many small and medium-sized regional film buyers, it hasn't lured the mammoth film users.

It's no secret that getting the 30-to-60 markets type of buyer is an objective of highest priority for the new Screen Gems administration.

Next syndication entry by Screen Gems is understood to be Brothers January.

Meanwhile, last week the New England area was sold off by Screen Gems on Manhunt to Cott beverages for Boston and four other cities.

The perennial plan to bring off-Broadway talent to tv on a regular basis will be revived when WNTA-TV has its try at the idea this season.

For the first time the off-Broadway program idea will have this new twist: The shows will be video-taped by a tv station, making possible (1) local strip programming nine times a week and (2) eventual syndication of the tapes.

Block syndication programming appears to be able to attract specialized audiences such as children much more successfully than diversified programming does.

Kellogg, for example, discovered in New York through a Leo Burnett study last year that an early evening strip on one station was best as an outlet for its national spot shows, namely, WPIX, at 6:30 p.m.

Now the breakfast food sponsor has renewed two of these shows, Huckleberry Hound and Superman, and has put on the new Quick Draw McGraw as a replacement for Woody Woodpecker.

Background of Kellogg's buying pattern is WPIX's specialization in children's shows from 5 to 7 p.m. daily; other advertisers in the syndication block are sponsors Heide Candy through Kelly, Nason with Sgt. Preston, Ward Baking using a Clutch Cargo strip through Grey Advertising, and some dozen regular participation buyers.

COMMERCIALS

New York City will make another bid for added production business when the Filmways-Warner Brothers studio opens next month.

The new facilities, said to be the largest outside Hollywood, will be the first built to specifications calling for both film and video-tape production systems.

In addition to its use as a commercials production unit, the new studio is expected to be utilized for tv programs, and theatrical features.

Business anticipated by the new studio is estimated at between \$5 and \$10 million the first year.

Musical commercials are rolling along at present at what may be an all time high production rate.

Music Makers, for one, reports doing three to four times the volume last week of a comparable period in 1958.

Two of the factors behind the music boom in commercials are:

- Music in more commercials and more scoring and original materials in commercials using it.

- Special commercials to go along with special programs. Incidentally, two one-minute commercials made for advertisers such as Delco and Rexall will be adapted to 60 second versions for spot use.

SPONSOR HEARS

19 SEPTEMBER 1959

Copyright 1959

SPONSOR

PUBLICATIONS INC.

This appears to be the first big year for Broadway press agents in tv. The obvious door-opener is the avalanche of network specials.

A new breed of accountmen is evolving in the rep business.

You hear more and more about this younger generation attending night sessions at New York colleges. Some are even taking memory courses.

Looks like one of the leaders in the tv syndication field will show a \$900,000 deficit for the first eight months of this year.

The reasons are manifold: Cancellations, paltry sales of new properties, and expensive pilots that went sour.

Among the big innovations that CBS TV has on tap for next year is a three-hour political special.

It also plans to set aside 10-11 Tuesday nights for news specials and open 9-10 Sunday nights to specials of a certain type and quality.

As Ruppert Brewery continues to shop around for a new agency, the basic cause of its split with Compton becomes more evident.

Ruppert's version: We just couldn't get the right copy angle. Compton's retort: We tried hard to get them to accept the right copy platform.

Reps with stations in the smaller markets are noting the increasing tendency among their stations to try to save money in communications.

Example: answering a wire requesting availabilities by letter.

The reps say this penny-pinching can be costly in the long run.

CBS TV's programing high command appears to be debating the advisability of debuting the new Lineup series with an episode showing an inoffensive adult being put through a sadistic rignarole by a gang of teenagers.

Agencymen involved in the series also are a little queazy about the episode highlighting a young girl dope pusher.

The switch of the CBS TV account (\$2 million) from McCann-Erickson to BBDO last week had nothing to do with service—but rather a long-simmering resentment against a specific nabob in the agency.

The network blames his attitude for the inability of its sales people to get a proper hearing on numerous occasions with regard to both tv and radio.

Executive v.p. James Aubrey is credited with bringing the thing to a head.



Now...pick an effect from more than 150 possibilities!



Here's the ultimate in convenience for selection and presentation of program effects—the all new RCA Special Effects System. Key circuitry for each effect is contained in plug-in modules. Any ten effects may be pre-selected—simply plug ten modules into the control panel. Each module has illuminated symbol showing the effect it will produce. Slide an effect out—slide another in—it's just that easy. You get just the right effect to add that extra **SELL** to your programs and commercials.

SIMPLIFIED CONTROL—Push-buttons put effects selection at your fingertips. Push the buttons below the illuminated symbol and you are ready to go "on-air." Wipes and transitions are controlled by a standard fader lever for simple foolproof operation.

UNLIMITED VARIETY—The complete complement of 154 special effects includes wipes, split-screens, picture insets, block, wedge, circular and multiple frequency patterns. In addition, the system will accept a keying signal from any camera source to produce a limitless variety of effects—inset letters, drawings, trademarks; self-keyed video insets, and traveling mattes.

THE BEST EFFECTS WITH LESS EFFORT—Mix color and black-and-white. Enjoy exceptionally clean transitions... the most exciting effects ever conceived! And get them with the least amount of effort possible.

Ask your RCA Broadcast representative for complete information. Or write to RCA, Dept. YC-264, Building 15-1, Camden, N. J. In Canada: RCA VICTOR Company Ltd., Montreal



Tmk(s) ®

RADIO CORPORATION of AMERICA

BROADCAST AND TELEVISION EQUIPMENT, CAMDEN, N. J.

ARB

(Continued from page 66)

Foundation in its list of standards for broadcast ratings.

While at first glance the non-metro county sample size seems low for coverage data, which will be reported by county or county cluster, it has been pointed out that (1) all non-metro counties will be clustered and (2) coverage reports will be based on two sweeps. That means, of course, that the minimum sample size per non-metro county cluster for coverage

purposes will be 48 homes. In the more important metro areas, coverage data will be based on considerably greater samples.

The ambitious plan to sample every U. S. county requires that ARB have telephone book information covering all areas. This, ARB does not have at present, but it is working toward that goal. In the meantime, ARB technicians have developed substitute procedures. Eventually, ARB will have what may be considered, with appropriate weights, a random sample of the entire U. S. population of

telephone-television homes. Homes to be contacted will be selected by the interviewer, by means of a table of random numbers, from a random line in a random column on a random page in a telephone book selected randomly from areas within each county.

The term random here is not used in the sense of haphazard but in the strict statistical meaning of the word.

Probability sampling, of course, is not new to ARB, nor to other rating services, and there is nothing new in its use here. The new problem is that ARB has to analyze scores of telephone books in the U. S.

Some of the old sampling problems of ARB's remain. The limiting of the sample to telephone homes means the ignoring of millions of homes, particularly among Negro and other low income groups. The number of people who fail to return diaries may introduce a bias into the ARB sample. These are moot points, however, and ARB is proceeding on the assumption that there is no significant difference between viewing of (1) telephone and non-telephone homes and (2) those who return and do not return diaries. ▀

Ask the man who gets around...

WDBJ is one of the best buys in television . . .

anywhere!



WDBJ-TV covers 53 counties . . . where there are over 400,000 television homes, \$2 billion in retail sales. You can buy into this rich market economically and effectively, for WDBJ-TV furnishes highly rated shows at comparatively low cost to you.

For example, THE EARLY SHOW, best features from MGM, WB, UA, etc., has an

average daily rating of 14.7. It delivers viewers for only 95 cents per M on a 5 Plan; 75 cents per M on a 10 Plan.* Powerful sales-producing merchandising support provided, too!

It will pay you to take a closer look at THE EARLY SHOW and other "best buys" offered by WDBJ-TV.

**all cpms based on March, 1959 NSI*

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV  **7**
CHANNEL

Maximum Power • Maximum Height

ROANOKE, VIRGINIA

**STANDARD
Super
SOUND EFFECTS**

Now available exclusively through
MP-TV SERVICES INC.

An affiliate of

**RADIO
RECORDERS**
7000 Santa Monica Blvd.
Hollywood, California

The accepted leader for 25 years,
STANDARD RADIO SUPER
SOUND EFFECTS, JINGLES,
AND COMMERCIAL AIDS,
are now added to Radio
Recorders AUDIO AIR
CHECK for a complete service to
broadcasting and allied industries.



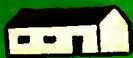
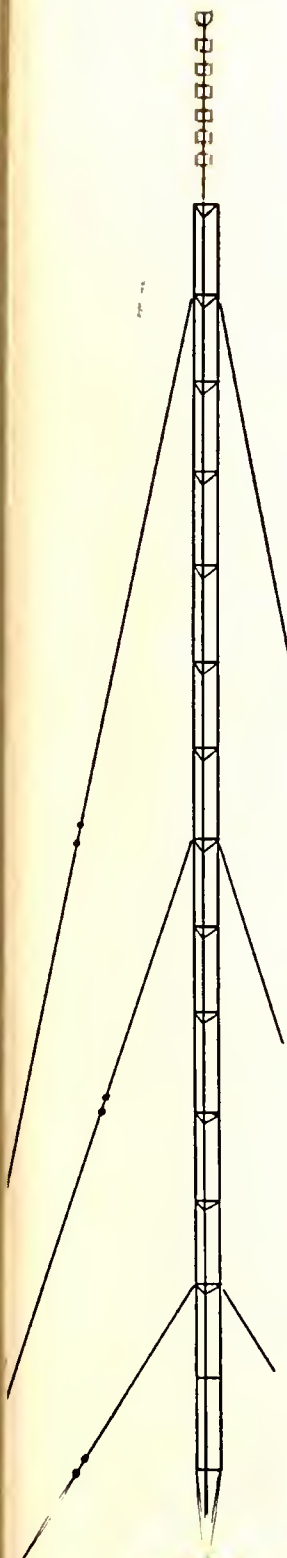
FOR
INFORMATION
Hollywood
3-3282

Highest
tower
in the south

WLOS-TV IS THE MONARCH OF ALL THE SURVEYS!

NO MATTER WHAT MEASUREMENT SURVEY YOU PICK, YOU'LL FIND WLOS-TV REIGNS SUPREME IN THE RICH, 62-COUNTY, SIX-STATE CAROLINA TRIAD!

According to NCS #3, only WLOS-TV delivers all of this billion-dollar-plus market. It has the highest total circulation, including the largest nighttime weekly circulation. ARB credits WLOS-TV with airing 7 of the Triad's top 10 programs. And Nielsen shows WLOS-TV in first place in daytime television every day of the week. Have your PGW Colonel show you what WLOS-TV can do for your clients in the Carolina Triad!



*towering new force in
Southeastern TV*

abc WLOS-TV

Unduplicated ABC in
Greenville • Asheville • Spartanburg

WLOS AM-FM

Represented by: Peters, Griffin, Woodward, Inc. • Southeastern Representatives: James S. Ayers, Co.

CHICAGO AGENCIES

(Continued from page 35)

net tv. Revere is introducing a new line of tape recorders. Presto products are in spot for the first time, and Congoleum-Nairn is building minutes for a big push in 15 major distribution markets.

As a result of summer buying Chicago has emerged as a product center for some new categories. The former meat capital of the world has diversified its interests and substantial Chicago billings are now in such lines as:

1. Vacuum Cleaners

Sunbeam has just introduced a new item to its line, a Sunbeam vacuum cleaner. Introduction was on the West Coast but the product will come across the country market by market between now and November. Currently, Graybar distributors on the Coast are handling the buying of tv time (at local rates), but when the item becomes national it will probably be rotated on *What's My Line*, with other Sunbeam products. Sunbeam's agency is Perrin-Paus, Chicago. The company may also intro-

duce a new can opener and a hair dryer to the Sunbeam line.

Eureka Vacuum Cleaner has a Chicago agency, Earle Ludgin & Co., Eureka, not a national air media advertiser, is heavily print-oriented, but Ludgin produces some radio and tv commercials for dealer co-op use.

Hoover Vacuum cleaner is one of Leo Burnett's oldest accounts. (Hoover's introduction of the electric floor scrubber is the reason why Burnett resigned Bissell last spring; Bissell's Shampoo Master was too competitive.) Hoover, previously an in-and-out user of spot, now is a heavy contender in the spot tv picture with the new floor scrubber getting the play.

Hamilton Beach (as previously mentioned) is pushing a new "hat box" cleaner through Clinton E. Frank.

2. Pens (fountain and ball point)

Sheaffer (BBDO, Chicago) is conducting a spot tv campaign in 29 midwest markets, introducing a new popular priced line. They're using 29 stations in the north central region in flights of four weeks each through Christmas.

(Please turn to page 78)

PEPSI-COLA's Dollar Buys More on WKOW-TV

"The merchandising effort made on our behalf by WKOW-TV's Merchandising Department has added greatly to the effective impact of our spot schedule. Personal calls on dealers, a detailing of our program in merchandising letters, and the window display at the downtown studio have aroused retailer interest and support. This 'plus' service is greatly appreciated.

H. H. Levenick
Pepsi-Cola Bottling Co.
Madison, Wisconsin

"Thank you, Mr. Levenick, for this opportunity to prove that WKOW-TV sells best where they buy more."

Ben Hovel
General Manager
WKOW - WKOW-TV



WKOW
MADISON, WISCONSIN

TV-abc

RADIO - 10 KW - 1070

"NATURALLY, I LISTEN TO KFWB"

"When surfing, I thrill to the coordination and speed. When listening to radio, I want the same zest and personal pleasure... so naturally, I listen to KFWB."

The KFWB audience gives you more men, women, children, more everybodies than any other Los Angeles station. Buy KFWB first and fast in Los Angeles.



6419 Hollywood Blvd., Hollywood 28 / HO 3 5151
ROBERT M. PURCELL, President and Gen. Manager
JAMES F. SIMONS, Gen. Sales Manager
Represented nationally by JOHN BLAIR & CO.

Interview: Gene Fitzgerald

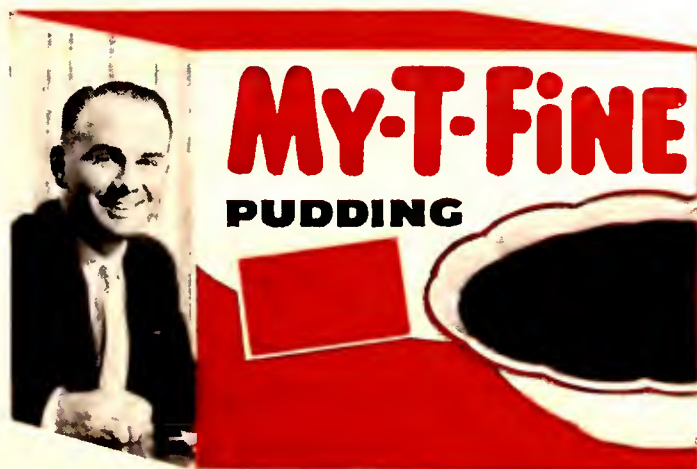
Penick & Ford Advertising Manager tells why he chooses
 WLW TV Stations and WLW Radio for My-T-Fine Puddings and Swel Frosting Mix



"The WLW Stations take the cake for offering advertisers the big 3 in broadcasting —PROGRAMMING, AUDIENCE, PROMOTION!"



"This programming has helped give us a mighty fine position in the market and the loyal program audience helps create a loyal brand consumer."



"And for the cherry on the cake, we welcome the Crosley Stations practical promotion and merchandising help."

Call your WLW Stations' Representative . . . you'll be glad you did! The Dynamic WLW Stations

WLW-I
 Television
 Indianapolis

WLW-D
 Television
 Dayton

WLW-C
 Television
 Columbus

WLW-T
 Television
 Cincinnati

WLW-A
 Television
 Atlanta



Crosley Broadcasting Corporation a division of **Arco**

Papermate (FC&B) is currently in spot tv market with a back-to-school push.

Parker T-Ball Jotter (Tatham-Laird) is another heavy Chicago contributor to spot tv.

Eversharp (Compton, Chicago) is not currently in tv because of a limited budget. Agency reports hopes, however, for a spot tv pre-Christmas campaign.

3. Cereals

Kellogg (Burnett) is one of the reasons for Chicago's "cereal saturation." This major account introduced two new products this summer: Concentrate, an adult-type cereal, and OK for kids (it's shaped like O's and K's). Kellogg, of course, is a spot tv leader.

Quaker Oats used four Chicago agencies—Clinton E. Frank, John W. Shaw, JWT, Baker, Tilden, Bogard.

Little Crow Milling (Edward H. Weiss), manufacturers of Coco-Wheat, are not big spenders but do use some spot tv.


General Mills and Malto Meal, though handled by Minneapolis agencies (Knox Reeves and Campbell-Mithun) are considered Chicago

business when they buy radio and tv, both network and spot.

4. Dog Foods

General Mills' Surechamp handled by Tatham-Laird, Armour's Dash by FC&B, Morrell's Red Heart by John W. Shaw, Quaker's Ken-L-Ration by JWT and Wilson's Ideal Dog Food by K&E support Chicago's claim as the "dog food ad center of the world." All except Wilson's Ideal are big tv users.

In addition to these four significant product categories of Chicago ad accounts, SPONSOR has learned of important new tv activity upcoming by such midway-based companies as the Kitchens of Sara Lee. Sara Lee (handled by Cunningham & Walsh) was in and out of tv last year when a packaging change made all their tv film commercials obsolete. This year, however, Sara Lee plans to spend close to half a million in spot tv plus a hefty chunk in spot radio.

Chicago's present status as an air media center seems higher than it has been since the late 1930's, when the NBC sales team under Niles Trammel made the Windy City a prime factor in national radio sales. 

TV NEWS

(Continued from page 37)

newsreel cameras and mobile units. "It is apparently how this equipment is used, rather than the amount of it, that has a bearing on the relative popularity of the news programs produced," Softness wrote in his thesis. Moreover, he thought that "stations stressing elaborate photographic equipment might tend to develop a concomitant bias which would lead them to venerate photos for their own sake, rather than keeping them secondary to the true ideal of selecting news stories for their interest and audience appeal."

Size of news staff: The average size of the news staff at high-rated stations turned out to be slightly larger than at low-rated outlets. While no high-rated station had fewer than three people, only one of this group had more than five. On the other hand, five of the low-rated stations had more than five (see chart). The conclusion is clear: a large news staff is no guarantee of a show with audience appeal. It must be pointed out, however, that all but one of the high-

TRANSCONTINENT...

Servicing and Selling



TRANSCONTINENT TELEVISION CORPORATION

Offices: 15 East 47th Street, New York City, PLaza 1-3030 • 70 Niagara Street, Buffalo, MOhawk 2600

rated stations which had three on their news staff were in two-station markets. This is primarily because (1) the market is small and easy to cover and/or (2) there is less competition.

Rewriting the news: Practically all stations, no matter what their ratings, rewrite news off the ticker. Two low-rated stations were the only exceptions. It is obvious to Softness, however, that the skill in rewriting is what makes the difference.

Integrating sports into regular newscast: Taking only 15-minute shows into account (since it is difficult to divide smaller-length shows into separate segments), Softness found that five of the high-rated stations integrated sports into the regular newscast, while three didn't. Among the low-rated group, one integrated and four didn't. Softness guessed that viewers might prefer all kinds of news integrated. At any rate, the questionnaires seemed to indicate that integration of sports into regular news was a factor in high ratings.

Share of local, regional and na-

tional news: The tabulation revealed a trend toward higher ratings where newscasts stress local and regional events. For an unexplained reason, this was particularly noticeable in five-minute programs.

Straight news vs. commentary: The amount of commentary on local tv news shows turned out to be "almost negligible." Softness commented that "television stations will never attain the prestige and status of newspapers as a news medium until they are prepared to interpret, comment, and even editorialize on the news."


Camera time on, off newscaster: A clear-cut relationship was found between the amount of time the camera was on the newscaster and the rating. The high-rated programs showed a greater percentage of time spent on newsfilm and stills than on the newscaster himself. The explanation was obvious: stations that take advantage of video's inherent advantages of sight, sound and motion will get more viewers.

Guest interviews: A tabulation of questionnaires showed better ratings among programs that had a guest

interview format or had a relatively high percent of guest interviews. This was particularly true in two-station markets, where, apparently, interest in local names drew viewers in appreciably larger numbers.

Commercial delivery by newscaster: Most stations do not have the newscaster deliver the commercial. However, there was no evidence that it will hurt ratings if he does, since there seemed to be a slight indication that viewers preferred shows where the newsman does his own commercials.

There are obviously a number of audience-attracting factors that can't be measured by a questionnaire. The initiative of the station staff in digging up and covering exciting local events, the personality of the newscaster, the style in which the news is written, etc., are all key elements in pulling in an audience.

The study is not intended to imply that a formula can be devised to assure high ratings for local news shows. But it does provide valuable help to both station and agency in building a successful format. 

COAST TO COAST

The Markets of America

Buffalo, N. Y. WGR-TV, WGR • Rochester, N. Y. WROC-TV

Scranton-Wilkes-Barre, Pa. WNEP-TV • Harrisonburg, Va. WSVA-TV, WWSA

San Diego, Calif. KFMB-TV, KFMB • Bakersfield, Calif. KERO-TV



REPRESENTED BY EDWARD PETRY & CO., INC.

LITE DIET

(Continued from page 39)

ple was Mrs. Bohnet's Bakery, franchise holder in San Antonio. "General manager Gus Bohnet had been using a little tv, plus some newspaper and getting very little for his money. At the suggestion of his advertising manager, Lew Purnell, he decided to try all tv in heavy doses a la-Lubbock. This time, we were not nearly as reticent to go along with it. and in September of last year the first "tv-only" schedule was placed on KENS-TV: twenty 60's, 20 I.D.'s per week, equally distributed between daytime and nighttime."

"Sales climbed steadily," Conover reports, "particularly to January. 1959 when Mrs. Bohnet's Lite Diet Bread showed a 50% gain over '58, and double the sales of '57 when we were buckshotting."

With sales running higher than predicted, advertising allotments increased, and Bohnet is now able to maintain a 26-week spring cycle and 13-week fall cycle.

Success stories such as this soon had other Lite Diet franchises asking about tv. So many have now put all their money in television that the

Mogul agency has a big responsibility to deliver filmed spots that will move bread.

In making the spots, however, the agency keeps in mind the importance of identity between tv, radio and print. "Thus," says Conover, "the jingle talks the same language as the ad, the jingle lead-in on tv is the same as the one in the radio spots, and the visual is duplication with live actors of the drawings in the print ads."

In general, Conover does not recommend scattering over several media. He notes that, where it is done for Lite Diet, a Wednesday-through-Saturday concentration is often the most optimal, but results have never been particularly satisfactory.

On the other hand, Conover cites these examples where two media used in combination have worked successfully:

• *Tv plus newspapers.* This combination has worked well in Columbus, Ohio where small weekly newspaper ads are balanced against an average of thirty 20-second tv spots per week on WLW-C—all in the daytime. In Fort Wayne small weekly ads are used in combination with an

average of thirty 60-second spots on WANE-TV—daytime and nighttime.

• *Radio plus newspapers.* This combination has produced results for the New England Baking Co., franchise holder in New London-Providence-Norwich. Small weekly newspaper ads are run along with an average of sixty-five 60-second spots per month on WNLC.

"In spite of the success of these combinations," Conover says frankly, "I still prefer, when money allows, to buy all spot tv. It not only provides better brand awareness, but it enables us to pinpoint the housewife at one time, work on her with the whole family present at another, and—*equally important*—merchandise our advertising to the route men."

One way of doing this is by familiarizing them with the spot pattern and the reasons for it. Conover has been making personal calls on Dugan depots in the New York area, catching the men as they come off of their routes or are loading their trucks, giving regular chalk talks (see picture page 38). As Conover sees it, "If the house-to-house delivery men know that there's a strong possibility the women on his block have seen one or more Dugan commercials within the hour or afternoon, it increases the possibility of his mentioning the bread, talking it up, keeping it well stocked in his truck."

Another strong merchandising device Lite Diet uses with its drivers are ample supplies of tv tickets in stock at each depot. Where possible, tickets are obtained for shows Dugan's Lite Diet spots are running adjacent to.

While this gimmick is pretty much confined to use in New York, Conover feels tv offers many advantages for whipping up enthusiasm among the delivery force (not only with retail drivers, but wholesale deliverymen as well).

Says Conover, "We have found a way to use tv that works, and we intend to prove our point as often as we can from market to market." If Dugan's Lite Diet is a household word in 10 weeks—as Conover expects—the point will be well proved.

If all goes well, the initial nine-week push will be followed by a lighter schedule with eventual concentration in daytime hours, in line with the pattern borne out by two years of road testing.

WJPG

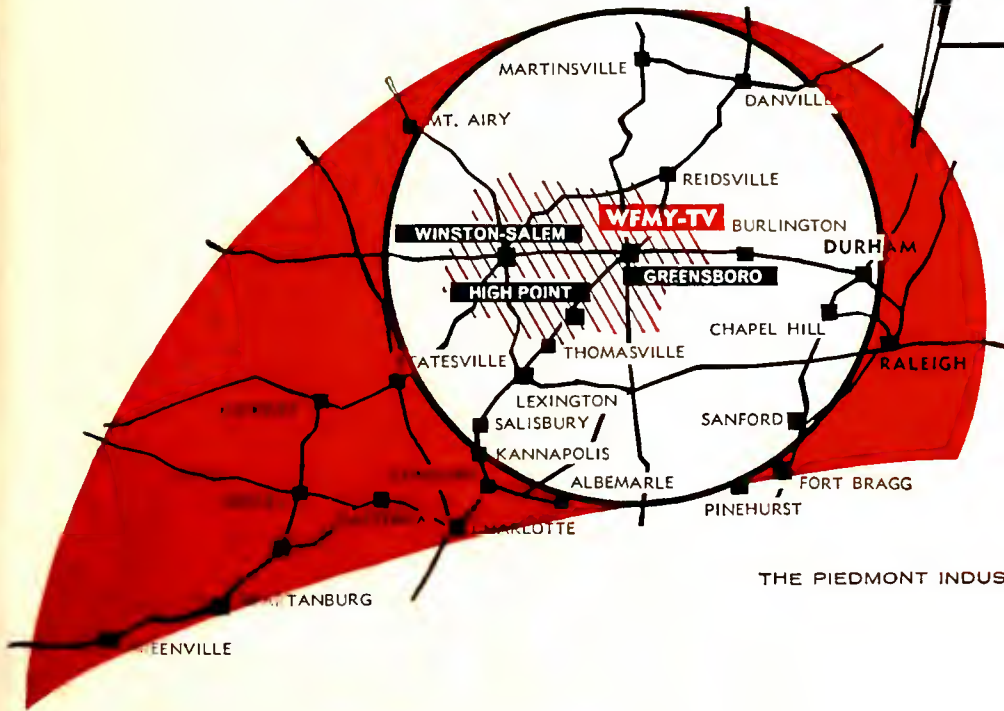
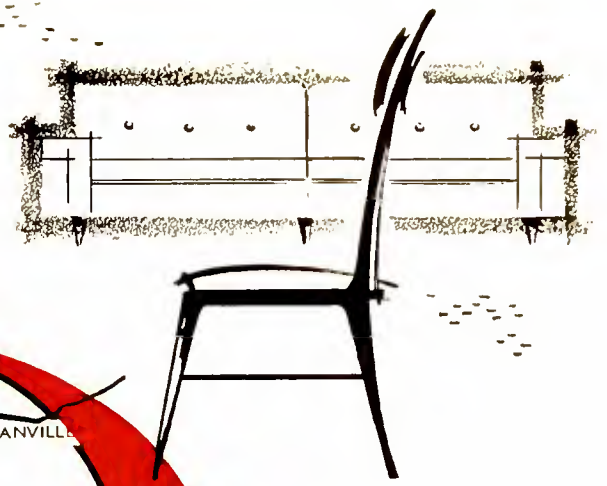
5000 WATTS
GREEN BAY,
WISCONSIN

The brightest sound
in Green Bay radio...
The new WJPG
programming formula

SPORTS MUSIC and NEWS

NOW REPRESENTED
NATIONALLY BY
**Weed
Radio
Corporation**

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



THE PIEDMONT INDUSTRIAL CRESCENT

the **FURNITURE** industry . . .

creates buying power in the **Piedmont Industrial Crescent!**

The South's giant furniture industry is **another reason why** WFMY-TV . . . located in the heart of the industrial piedmont . . . is the **dominant selling influence** in this \$3,000,000,000 market. WFMY-TV serves . . . and sells . . . in this heavy industrial 54-county area where 2,250,000 people live, work and buy.

wfmy-tv

GREENSBORO, N. C.

"NOW IN OUR 10th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit



1

**reason
why**

SPONSOR

**tops all
impartial broadcast
trade paper
surveys of
agency / advertiser
readership**

six out of
every ten copies of
SPONSOR

go to
readers
who buy
or influence
the buying of
radio/tv time.

SPONSOR
is written
for them.

through

SPONSOR
they get
what they need
to keep fully
posted every week.

WSBT-TV**... SOUTH BEND, INDIANA'S
DOMINANT STATION****JOE WEEKS...Man of the Hour**

The South Bend television area gets its early evening news from WSBT-TV and newscaster, Joe Weeks. As head man of one of America's highest rated 6:00 o'clock news shows, Joe Weeks is indeed a man of the hour.

A veteran with over 25 years broadcasting experience, he's a nationally-known network announcer, sports writer and author. Joe Weeks' abundant experience and first hand knowledge of the national and international news front is backed up by a talented 11 man news department. Talent, staff and the newest technical equipment make **6 O'Clock News** the completely dominant show in this time period.

Full sponsorship or spot participations are still available. Last fall the **6 O'Clock News'** average rating was 23.4! Reach the big 15 county WSBT-TV market with this top-rated show. Penetrate an area which has Effective Buying Income of \$1,613,896,000!

Latest ARB report gives WSBT-TV 47.8% of sets in use, sign on to sign off. Get free market data book and presentation on Joe Weeks from your Raymer man or this station.

WSBT-TV**SOUTH BEND, INDIANA • CHANNEL 22****ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE****FOOD CHAINS***(Continued from page 34)*

which results from the working together of four units—station, station rep, store and a headquarters agency—is the 52-week spot program buy of A&P through Paris & Peart, New York, on WHDH, Boston.

Last October, A&P signed for a special, tailor-made radio campaign which provided for 29 five-minute news shows weekly plus three four-hour remote broadcasts from a local A&P store each week. This bulk package offered A&P a total advertising-merchandising effort for the Boston metropolitan area. The news segments, aired five times daily during the week and four times on Saturday, gave the added plus of program identification.

The remote broadcasts, originating in a new, sponsor-identified mobile unit, helped build store traffic and added the intangibles of pleasing the crowd and associating the A&P name with a well-known local personality.

With this kind of effort, a store image and customer loyalty are built at the same time actual merchandise is moved off the shelves. There are many examples of radio's specific success in food tasks assigned.

Kroger, at an outlet in Illinois, sold 80 crates of strawberries in a day and a half. An Oklahoma Safeway store used radio to pull traffic for its opening, and more than 6,000 persons in a town of only 18,000 visited the site. A&P, which does not issue trading stamps, has a big battle on its hands in competing with stores which do. In Scranton, the divisional sales manager reported after a campaign of 650 minute announcements in a 13-week period that his group had regained the loss recorded when Grand Union offered Triple S stamps.

It's the contention of radio men, especially those operating at the national representative level, that these specifics can be multiplied, and at the same time given dimension, as the major chains move toward retaining ad agencies and placing cohesive, integrated schedules through a central source, while maintaining strong local schedules as well.

Thus buying, they say, would lead to quality improvement in production and copy techniques. And added professionalism, in their opinion, would mean greatly compounded sales results.

In the fabulously wealthy Green Bay-Fox River Valley market of Wisconsin, **WLUK-TV** is the most powerful TV station. From its new half million dollar power plant and tower overlooking Green Bay, **WLUK-TV** beams the great ABC shows into more than 435,000 TV homes. That's more than 1,500,000 people in 53 counties. They like 'LUK on eleven!

WLUK TV | @ | CHANNEL 11

SERVING GREEN BAY AND THE FOX RIVER VALLEY
JOSEPH D. MACKIN GENERAL MANAGER

EXTRA. Capture the market on **WLUC-TV**, Channel 6, Upper Michigan's only TV station. One buy can get both **WLUK-TV** and **WLUC-TV**.

Represented nationally by George P. Hollingberry. In Minneapolis see Bill Hurley.



IN GREEN BAY **WLUK-TV** IS THE "GINCHIEST" *

* like
the
most,
man!



you
gotta
have
LUCK

STEP UP TO KJEO-TV RESULTS



We think you'll agree,
any station's ratings are
meaningless if there are
no availabilities.

But like KJEO'S 60% of the top
syndicated shows in

**Fresno, California's
\$600,000,000 market**

and 8 out of 10 of the top movie
hours in this important 3-station
area,

you stand to get the
top result-getting
availabilities on KJEO

Source: July 1959 Nielsen



J. E. O'Neill — President
Joe Drilling — Vice President
and General Manager
W.O. Edholm — Commercial Manager
See your H-R representative **H-R**

Tv and radio NEWSMAKERS



John S. Hansen has been named manager of KPTV, NAFI Corp.'s tv station in Portland, Ore. He is currently local sales manager of KCOP, Los Angeles. A native of Turlock, Cal. and a graduate of the University of California, Hansen formerly was general manager of KABC, Hollywood and general sales manager for KGO, San Francisco. Earlier in his broadcast career, Hansen was both research chief and promotion director for ABC's Western Division for radio and tv. KPTV is an ABC TV affiliate.

Franklin A. Tooke has been appointed v.p. in charge of the Cleveland area for the Westinghouse Broadcasting Co. He is currently gen. mgr. of WBC's Boston outlet, WBZ-TV. Tooke has spent nearly all of his 25 years in broadcasting with Westinghouse stations, beginning with WOWO-WGL, Ft. Wayne in 1935. He was transferred to KDKA, Pittsburgh in 1942; then to KYW, Philadelphia; then to gen. mgr. of WOWO, and, in 1952, back to KYW as gen. mgr. James Allen takes over as gen. mgr. of WBZ-TV.



Robert M. Riley moves to KTTH, Little Rock as sales manager. For the past two years he has been national sales manager for WMBD-TV, Peoria. Prior to that, he was national sales manager for WMBD radio. Riley began his broadcasting career in 1941 with KCKN, Kansas City, as an announcer. In 1948, after a three-year tour in the Merchant Marine as chief radio operator, he joined WMBD, Inc. He was named "outstanding young man of the year" by the Peoria Junior Chamber of Commerce in 1955.

Joel Fleming has been promoted to v.p. of Radio Ithaca, Inc., owners and operators of WTKO. For the past year he held the post of WTKO station manager. Fleming moved to Ithaca from Reading, Pa., where he served as sales manager of the *Reading Record* newspaper. Prior to that, he was an advertising executive in both New York City and Philadelphia agencies. During the earlier years of his broadcasting career Fleming was an announcer for ABC Radio. He graduated from Penn State College.



WHOOSH



Finest way to speed to Europe . . . that's KLM! Fast flights whisk you non-stop across the Atlantic. Friendly flight attendants treat you to world-famous Royal Dutch service—the most thoughtful, attentive service you'll find anywhere! Contact your travel agent or KLM office. KLM Royal Dutch Airlines, 609 Fifth Avenue, New York 17, New York.

40 YEARS



THE WORLD'S FIRST AIRLINE

WHOOSH . . . you're in Europe before you know it! **WOW** you're treated royally on Royal Dutch Airlines! **GO** KLM non-stop to Europe . . . and beyond!

SPONSOR SPEAKS

The cause of all mankind

In the midst of all the hoopla and hullabaloo about the Khrushchev visit, we have been reading a little pamphlet by Norman Knight, president of the Yankee Network Division of RKO General Inc.

It is titled "The Cause of All Mankind" and contains the remarks which Norm Knight made this summer at New Bedford, Mass., when he received the Heritage Group's Freedom Book Award.

His thesis is the danger of American apathy to the communist menace. It is a subject which deserves sober thinking these days when the glad hand of fellowship seems to be extended to our communist guests.

All of us are anxious to have international tensions reduced. All of us, beyond question, are for peace and for understanding between nations.

But we must be careful lest our enthusiasm for Mr. K's visit blind us to the fact that Communism stands violently against our American traditions and what Ben Franklin once called "The cause of all mankind."

Norman Knight quotes Franklin's words: "Without freedom of thought there can be no such thing as wisdom; and no such thing as public liberty without freedom of speech; which is the right of every man."

These are American, not Communist beliefs. Let's be certain that we don't toss them away in a wave of hospitable *gemutlich*.

Is this a radio record?

Out in St. Louis this month, 125,000 people gathered for the KMOX water ski show and band concert in Forest Park.

As Bob Hyland, station manager, says, this is a thrilling tribute to the power and impact of radio.

We're curious as to whether this is also a radio record, the largest crowd ever gathered by a single station promotion. We'd be interested in hearing from our readers about this.



THIS WE FIGHT FOR: *More trips to the grass roots by advertiser and agency personnel. It is impossible to understand local markets, unless you go out and see them for yourself.*

10-SECOND SPOTS

Aphrodisiac: From a survey of New York families by Teachers College of Columbia University—"28 per cent of the adults feel that television occasionally helps them better understand their mates; 26 per cent report that television dramas sometimes stimulate sexual desires."

Achtung! Rege Cordic, a.m. d.j. at KDKA, Pittsburgh, got a letter reporting the following tale: Seems the writer was in at his neighborhood garage having a radio installed in his German-made Volkswagen. When the last wire was connected and he turned on the set, out of it came a German song with German words. For about two minutes, the fellow stood pop-eyed, firmly convinced that he could only pick up German stations in his German car. Then Cordic came on the air, announced he had just played the pop German import, *Morgen*.

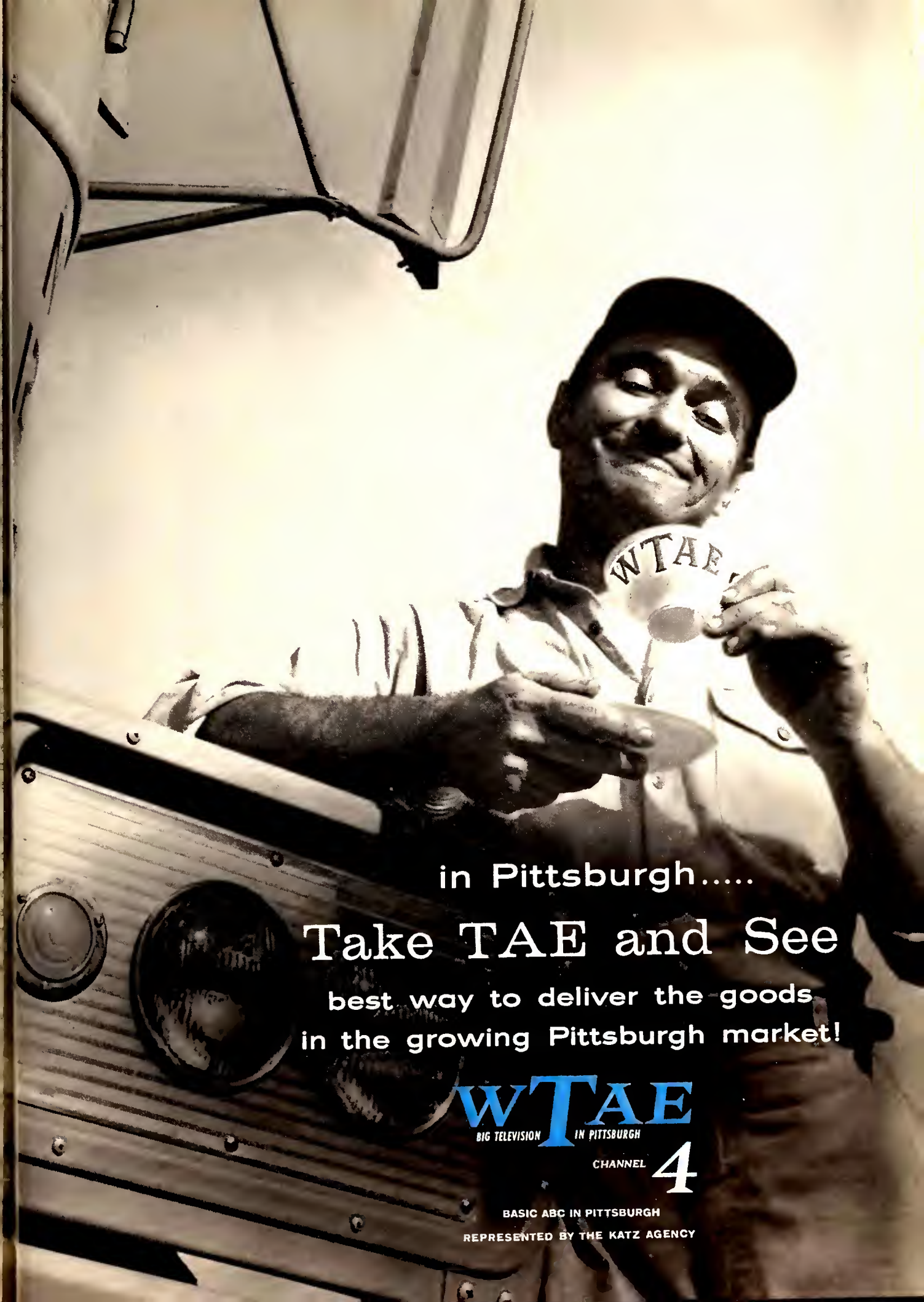
Definition: Scott Muni, WMCA, N. Y. C., defines "Diplomacy" as the ability to say, "Nice doggie" while reaching for a rock.

Sacrilege: In the agency screening room, rushes on a new series of tv commercials were being viewed. "With our sales problem," said the client, "something's got to be changed." From the rear of the room came a small reply, "What about the product?"—William Carrere.

Precisely: One of the d.j.'s on *Milkman's Matinee*, all-night show on KBON, Omaha, kidded the Weather Bureau, suggested listeners set their thermometers to exact temperatures just as they'd set their watches to the exact time. Omaha Weather Bureau's next teletype to the station reported temperature 65 $\frac{3}{8}$ degrees.

Audience composition: In Mineola, N. Y., a woman, filing a separation suit against her husband, claimed he made her watch tv from a sheet spread on the floor—to save wear and tear on the furniture.—*TV Guide*.

Mysterious East: In New York, WINS is employing a bicycle-powered rickshaw with driver to carry salesmen around town on agency calls. *No parkee, no tickee.*



in Pittsburgh.....

Take TAE and See

best way to deliver the goods
in the growing Pittsburgh market!

WTAE
BIG TELEVISION IN PITTSBURGH

CHANNEL **4**

BASIC ABC IN PITTSBURGH

REPRESENTED BY THE KATZ AGENCY

SHOWTIME

Music by the headliners from the nation's finest theatres, restaurants and night clubs.

MON. thru SAT. at 6:10 p.m.

NEW YORK • HOLLYWOOD • KANSAS

Just Fine Music!

FOR TOREY!

Tuneful wake-up news, weather, ...to start your

Torey South and Ol' Gus

EACH MORNING MONDAY through

KMBC-980 On Your

A Radio Spectacular

"SHOWTIME ACROSS"

Radio **KMBC-KFRM**

"Personalities Plus"

SHOW YOU...

HOW TO WIN the \$6½ BILLION KANSAS CITY MARKET

BUCKET WALTERS'

KMBC RADIO 980 on the dial

TUNE TIME

•Tops in Music
•Latest News

In Kansas Our Twin Transmitter **KFRM**, 550 Kilocycles

Swing Your Dial...

EACH WEEKDAY EVENING AT 7:30

SAY IT WITH MUSIC

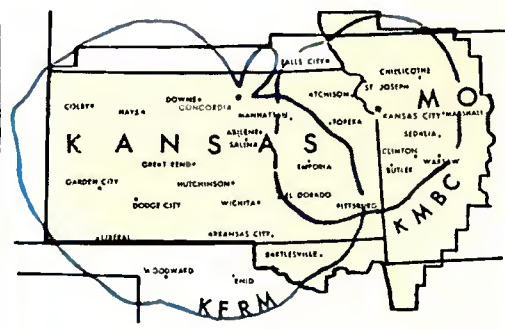
Relaxing music all evening long plus baseball scores on the half hour from 7:30 till 11:30

The "secret" (we're not keeping it too well!) is TOP personalities plus TOP news and market coverage and the musical magic of the TOP 10,000 tunes. We call this "secret" TOPularity—the new concept in radio programming—the unique kind of "soft" sell that wins the hard cash of friendly customers for advertisers on KMBC-KFRM.

(Shown here are ads from a current newspaper series of our continuing campaign to publicize KMBC-KFRM TOPular personalities and programs to listeners.)

Only KMBC-KFRM provides single-package coverage of the entire Kansas City Trade Area—Kansas City, the nation's 17th largest metropolitan market, plus western Missouri (via KMBC), and the entire state of Kansas (BONUS coverage via KFRM). Let us help you sell nearly four million persons with annual buying power exceeding \$6½ billion!

Check with your P-G-W "Colonel" right away for availabilities on KMBC-KFRM Radio.



*KMBC-KFRM coverage corresponds almost exactly to the Kansas City trade area as defined by the 10th District Federal Reserve Bank. The Kansas City Metropolitan Area, according to Sales Management "Survey of Buying Power, 1959" now ranks 17th in the nation.

FIRST IN KANSAS CITY!

KMBC RADIO NEWS

980 ON YOUR DIAL

22 NEWSCASTERS

LIVE AT 5:55 a.m. to 11:55 p.m.

FARM SELECTION Programs

Monday thru Saturday 5:30 to 7:00 a.m.

PHIL EVANS America's veteran

TOM COSEL Kansas City's TOP Sportscaster!

SAM MOLE Hear "DINNER BELT ROUND UP" MUSIC-NEWS-MAN...

In Kansas City the Swing is to

KMBC-TV



Kansas City's Most Popular and Most Powerful TV Station

and in Radio the Swing Is to

KMBC of Kansas City — KFRM for the State of Kansas



DON DAVIS, President
JOHN SCHILLING, Executive Vice
GEORGE HIGGINS, Vice Pres. &
ED DENNIS, Vice President
MORI GREINER, Television Manager
DICK SMITH, Radio Manager



PETERS. GRIFWOODWARD.
Exclusive National Represent...