

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



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BOSTON
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PHILADELPHIA
CINCINNATI
CLEVELAND
PITTSBURGH
ST. LOUIS
SAN FRANCISCO
LOS ANGELES
MINNEAPOLIS
MILWAUKEE

*Only on WXEX-TV, Richmond's
#1 Merchandising station*

EXpeditionary force: seven full-time merchandising specialists who give you more exposure, more push, selling power per ad dollar because they work with the stores to sell your product. Here's how: Community Club Awards. In-store food and drug displays. Demonstrations, sampling, couponing. Window displays. Food merchandising bar. Calls on jobbers, wholesalers, retailers.

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**Richmond and
Central Virginia**

WXEX-TV

3-STATION MARKET MYSTERY

Tv's oldest headache—allocations—snatches the spotlight as FCC deadline approaches

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Is pre-testing tv copy more hope than fact?

Page 36

Radio rates high with blue-ribbon advertiser panel

Page 40

New data on web show power: TV Basics

Page 45

WSIX-TV

Tops Them All In
The Nashville Area

LEADING IN . . .

6 out of TOP
***10**
3 out of TOP 5
SHOWS

*Source Jan. 1960 Nielson Report

★ **WSIX SELLS WITH TOWER HEIGHT**
2049 ft. above sea level . . . none taller
permitted in this area by CAA.

★ **WSIX SELLS WITH POWER**
316,000 powerful watts . . .
maximum — permitted by FCC.

★ **WSIX SELLS WITH EFFICIENCY**
Maximum coverage and low cost per
thousand make WSIX-TV your most
efficient buy in the rich Middle Tennessee,
Southern Kentucky, Northern Alabama
TVA area.

(X) CHECK THESE FACTS:*

- (X) TV Homes—370,700
- (X) Population—1,965,500
- (X) Effective Buying Income—
\$2,155,868,000
- (X) Retail Sales—
\$1,585,308,000

*Source Television Magazine



WSIX
TV 8
NASHVILLE

TV 8 LAND OF THE
CENTRAL SOUTH

Represented by: Peters, Griffin, Woodward, Inc.

© Vol. 14, No. 15 • 9 APRIL 1960

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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PEOPLE work - play - LIVE by RADIO!



WHO Radio Holds a Big Lead in Total Radio Audience in America's 14th Largest Radio Market, Sign-On to Sign-Off!

RADIO'S a family affair in the vast 93-county area called "Iowa PLUS!" Yes Sir, here in "Iowa PLUS"—as in few other markets in the country—thousands of high-income families *WORK, PLAY, LIVE* by RADIO!

These families recognize and demand *mature* radio. They know WHO Radio fills the bill. WHO Radio is, and has been for 36 years, *aggressive, alert, alive!* WHO is radio at its sparkling best; offering the finest in entertainment, news, sports, and special features.

The 93-county area Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total radio listening audience—first place in every quarter hour surveyed

—the balance being divided among 88 other stations!

See that your announcements reach "Iowa PLUS"—the "cream" of Iowa's tremendous radio audience! Your PGW Colonel has the details on Iowa's *only* big-audience station!

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

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

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc. Representatives

**In February
NBC Television
reprogrammed
its afternoon
lineup. Here
are the dramatic
results,
according to
Nielsen.***

Fact...
*the big
daytime trend
is to NBC.*

*Average rating
up 22%...from 7.6 to 9.3*

*Average share of audience
up 10%...from 33.5 to 37.0*

*Average homes per minute
up 24%...from 3,193,000
to 3,956,000*

Fact...
*NBC's morning
leadership continues.*

*21% greater share
of audience than the
second network.*

*87% greater
share than the
third network.*

Fact...
*NBC's afternoon
audience increased 29%*

*Every time period
from Queen For A Day
at 2 pm to Adventure
at 4:30...up in
share of audience.*

*The Loretta Young
Theatre... up 63% over
the former program.*

look what's happenin



Fact...
 NBC wins half
 of all top-rated
 15 half hours.
 NBC.... 6 half hours
 Net.#2... 6 half hours
 Net.#3... 0 half hours
 Every NBC program
 except one reaches more
 homes per average minute
 than any program on
 the third network.)

Fact...
 Six of NBC's seven
 audience participation
 programs out-pull competing
 programming on both
 of the other networks.
 NBC Average... 4,100,000
 Homes Per Minute
 Net.#2 Average... 3,700,000
 Homes Per Minute
 Net.#3 Average... 2,500,000
 Homes Per Minute

Fact...
 NBC leads in
 overall average
 program share.
 NBC.... 37.0
 Net.#2... 36.7
 Net.#3... 23.2

**NBC
 TELEVISION
 NETWORK**

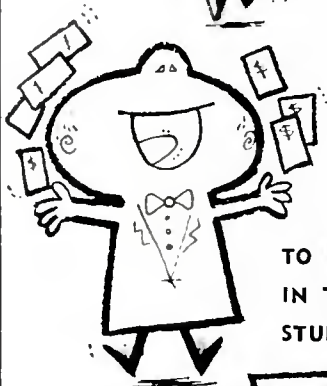
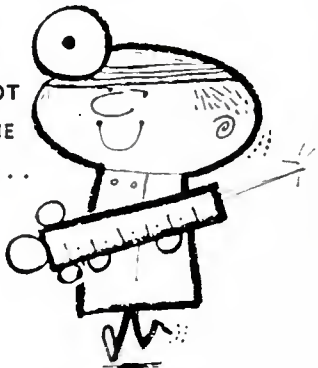
in broad daylight!



*NTI Average Audience, 10 am-1 pm
 and 2-5 pm Mon.-Fri., including
 NBC sustaining ratings.
 Feb. I and Mar. I, 1960.

WHEN

SALES
NEED
A SHOT
IN THE
ARM . . .



TO BRING
IN THE
STUFF . . .



THAT
KEEPS THE
BIG MAN
HAPPY . . .



WHY
KEEP
SEARCHING
WHEN . . .

WALB-TV

CH. 10 — ALBANY, GA.

*is the only primary
NBC outlet between
Atlanta and the Gulf . . .
in a \$740 million market!*

Represented nationally by
Venard, Rintoul & McConnell, Inc.
In the South by James S. Ayers Co.

NEWSMAKER of the week

Clair M. McCollough, chairman of a three-man policy committee to direct NAB until a new president is named, the week delivered the keynote speech at the NAB Convention urging stations to regulate themselves in cleaning up business practices regarding vague and changeable station rate cards.

The newsmaker: Clair M. McCollough was the center of attention at the NAB Convention's first day of meeting. He has been named to receive the 1960 NAB distinguished achievement award. Following the death of Harold E. Fellows last month and until a new NAB president is named, he was the spokesman of the NAB for the trade and the public.

Mr. McCollough's keynote speech made three main points. First, stations must regulate themselves to clean up certain business practices; second, they must endeavor to build a better appearance before the public, and third, they should be more willing to see the accomplishment of the NAB itself.



Clair M. McCollough

It was only the first of these points that the NAB policy committee chairman developed in any detail. He asked whether stations were selling or bartering. If they were really selling, he cautioned against continued rate manipulation, trade deals and rate cutting—or the absence of any rates at all.

He also warned NAB members not to underestimate the organization. "You could pay your dues for the rest of your life and still owe money on the obligation," he said.

Trade observers at the NAB meeting were aware of the tentative nature of Mr. McCollough's position as policy chairman. His address could not, of course, commit the NAB to new policies until a new president is named.

Mr. McCollough's broadcasting career commenced in 1929 at WGAL, Lancaster, and he has been identified with Pennsylvania stations ever since. He founded the Pennsylvania Broadcasters Association in 1932, and has served the NAB repeatedly for 20 years of committee assignments and as convention chairman.

In 1955 he was a key figure in planning and launching TvB. He is also chairman of TIC which organized TIO last year.

Native of Pennsylvania, Mr. McCollough has contributed effort on behalf of civil defense, the Red Cross and The National Conference of Christians and Jews. He resides with his wife and daughter in Lancaster.



INTRODUCING...
The new WTCN Gopher Twins. They'll Bring you Exciting News of WTCN in the months ahead.

Watch for the WTCN gopher twins... call your Katz man for availabilities in the Twin Cities on WTCN radio and television.

WELCOME



TWIN CITIES
wtcn TELEVISION AND RADIO

ABC STATIONS FOR MINNEAPOLIS • ST. PAUL
Represented Nationally by the KATZ Agency

PRIME TIME FEATURES TOPPLE NETWORK GIANTS!

WPRO-TV
KNOCKS OFF
"WAGON TRAIN",
"THE PRICE
IS RIGHT"

"MOVIE OF THE WEEK"
(7:00 P.M. Wednesdays)
took 68% of the audience
with a March 9th Trendex
rating of 41.1 against
highly-touted "Wagon
Train" (24% share and a
rating of only 14.1).
Against "The Price is
Right", "Movie of the
Week" zoomed to
a 45.1 Trendex.

Here's perfect proof that
alert promotion combined
with potent programming
pays off in the rich
Southern New England
market. Get your share!
Call Blair or Gene Wilkin
at PL. 1-9776.

WPRO-TV Providence

Represented by Blair TV

Capital Cities Broadcasting Corporation

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THE POWER OF PEOPLE, not machines, or technology, or formula, but interested, thinking, warm-hearted and loyal people are selling your products and services every day at the Balaban Stations. Nothing sells people like people and at Balaban, we've got people... the right kind... the right amount to sell for you. Meet just a sampling of our key personnel.

WIL
St. Louis
KBOX
Dallas
WRIT
Milwaukee

THE BALABAN STATIONS

in tempo with the times
John F. Box, Jr.,
Managing Director
SOLD NATIONALLY BY
ROBERT E. EASTMAN

THE MOST EXPERIENCED FLAGSHIP STATIONS IN THE NATION

nothing sells people like
people

Ken Vogt
Programming, WRIT

Parker Daggett
Gen Sales Mgr., WRIT

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Asst. to the Vice Pres., St. Louis

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Program Dir., KBOX

Milton Katsch
Central Auditor, St. Louis

Johany Borders
Production, KBOX

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Asst. Exec., WIL

Larry Clark
Programming, WRIT

Bernie Strachota
Gen. Mgr., WRIT

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News, KBOX

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Asst. to Gen. Mgr., WRIT

Ralph Clark
News, WIL

Bill Jenkins
Prod. Asst., WIL

Lloyd George
Sales Mgr., KBOX

John F. Box, Jr.
Managing Director
The Balaban Stations

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News, KBOX

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Programming, WIL

Guse Chase
Night News Ed., WIL

Earl Burnam
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Programming, WIL

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Sales Coordinator, KBOX

Clark A. Webber
Programming, WRIT

Bud Coe
News, WIL

Reed Farrell
Programming, WIL

Don Ingram
Programming, WIL

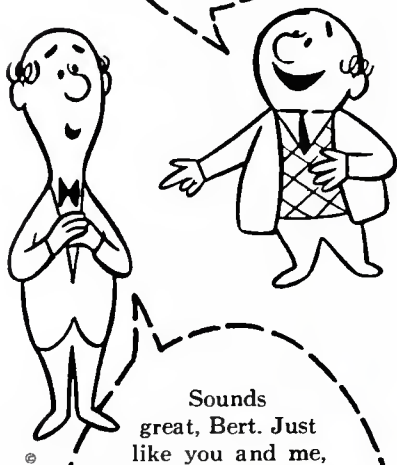
Robert Whitney
Group Program Dir., St. Louis

Paul Barr
News, WIL

Stanley N. Kaplan
Asst. to the Vice Pres., St. Louis

Commercial commentary

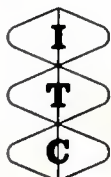
Attention advertisers!
 Piel's Beer is sponsoring INTERPOL CALLING, starring Charles Korvin as Inspector Paul Duval on New York's WPIX, Sunday nights at 10:30. Now Interpol's story, which the public has been reading about in Reader's Digest and other magazines and newspapers, comes to television . . . presented by Piel's.



Sounds great, Bert. Just like you and me, INTERPOL CALLING and Piel's make a sure-fire selling combination. And if I may make one small pun, both Duval and Piel's always keep their heads . . . in any situation.

'INTERPOL CALLING'

the new television series that Bert, Harry, Blitz-Weinhard, Pfeiffer's, Labatts, Miller High Life, Santa Fe Winery and so many other kinds of advertisers are buying, buying, buying!



INDEPENDENT TELEVISION CORPORATION

488 Madison Ave. • N. Y. 22 • PLaza 5-2100
ITC OF CANADA, LTD.
 100 University Ave. • Toronto 1, Ont. • Empire 2-1166
© 1960 PIEL BROS., BROOKLYN, N. Y.

Shakespeare's first stand

Here in New York we are hicks and rubes about an awful lot of things and one of them is the matter of editorializing by radio and tv stations.



That, I am sure, is partly the reason why the maiden editorial on WCBS-TV two weeks ago, an eight-minute speech by station manager Frank J. Shakespeare, Jr., against proposed off-track betting legislation, stirred up comment along Madison Avenue and in our press.

Most of us in the business know that dozens of stations around the country have been editorializing for years. I myself have a desk drawer crammed with choice examples of radio and tv editorials.

But somehow it took the WCBS-TV effort—a network flagship station taking sides on a hot local issue—to wake up us New Yorkers.

Not that the Shakespeare screed was wholly a rip-roaring success. Personally, watching him at home, I thought the CBS mouthpiece seemed a little self-conscious and solemn, and his editorial somewhat thin, uninspired and not fully convincing.

Five nights later Robert W. Dowling, chairman of the Citizen Committee for Legalized Off-Track Betting, took advantage of the station's offer of free rebuttal time and blasted what he called "Shakespeare's Comedy of Errors."

Since then I've had a chance to study both scripts and I must say that Dowling's seems both far more factual and far more persuasive even though I myself lean toward the CBS position.

But of course it was not the merit, or lack of it, in a single editorial which makes the WCBS-TV project exciting. What stimulated most of us was the sudden realization of the almost incredible possibilities, problems and implications of the editorial approach.

How CBS set up its ground rules

If you are a station manager who tapes and broadcasts editorials as a regular part of your weekly stint (See SPONSOR, 5 March, page 34), you are of course familiar with the need for rigid editorial ground rules.

But few of the rest of us, I suspect, have ever had to think through what is involved in this unique station activity.

That is why I was fascinated to see recently a CBS inter-office memo, dated 7 January, 1960, which set down "Rules and Guidelines for Editorials on CBS-owned stations."


The memo, a directive from the CBS Editorial Board, states firmly that editorials on CBS owned stations "should be broadcast with considerable regularity and frequency" and that "there need be no uniformity of editorial views among the various CBS stations."

It then details a number of editorial rules, some of which are the most unique for the industry. For instance, CBS owned stations



WAVE-TV Gives You 28.8% MORE HEADACHES!

(headaches your products can soothe, that is!)

 In any average week, at least 28.8% more people watch WAVE-TV than any other TV station in Kentucky, from sign-on to sign-off. And ALL these extra families of course have their share of headaches, sweet teeth, yens for new automobiles, etc.!

WAVE-TV gives you *much lower costs per 1,000* than any other TV station in Kentucky.

These are FACTS. Ask us (or NBC Spot Sales) for the *proof*.



CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
NBC SPOT SALES, National Representatives

**THE TOP
STATION
IN WESTERN
NEW ENGLAND**

**WWLP
CHANNEL
22
NBC
SPRINGFIELD, MASS**

TOP RATINGS*

TOP COVERAGE*

TOP MERCHANDISING*

**PLUS
BONUS COVERAGE**

**WRLP channel 32
BRATTLEBORO, VT.
GREENFIELD, MASS., KEENE, N.H.
* G.P. HOLLINGBERRY HAS DETAILS**

Commercial commentary (continued)

- 1) May not editorialize on industry subjects or national subjects which have no special local issues.
- 2) May take a stand on local issues, but may not support specific candidates.
- 3) May not have editorials delivered by on-the-air news personalities or announcers who are primarily connected with commercials or entertainment programming.
- 4) Should present editorials of sufficient length to "present the logic and evidence behind their conclusions." Editorial spots are taboo, and, says the board, "only rarely should an editorial be less than five minutes long."

Most significant of all, the CBS program board, though noting that "the concept of 'equal time' does not apply to editorials," directs that CBS-owned stations must "make every effort to search out opposition to their partisan editorials" and provide opportunities for on-the-air replies.

New horizons and new editorial headaches

I think that almost anyone reading these rules and the rest of the thoughtful CBS memo (prepared for the editorial board by director of special projects, Richard D. Heffner) will immediately spot some of its revolutionary implications.

In the first place, it goes far beyond the free press, free speech principles on which our newspapers and magazines are operated.

It sets up for radio and tv rules of fair play which print media have never felt obligated to follow. (Can you imagine the Hearst press offering free space for rebuttals on its editorial page?)

It provides a new concept of public interest operation ("The primary purpose of presenting CBS station editorials . . . is to serve the public interest by stimulating thinking and decision-making about important public issues.")

And finally, by imposing on managers of CBS-owned stations a duty to have and express opinions on local issues, it considerably broadens the functions of broadcast station management.

A few weeks ago, columnist Walter Lippmann sneered that "a tv station is not like a newspaper—it is like a printing plant." The CBS directive (and similar directives by Westinghouse and others) would spell the doom of the printing plant notion.

All in all, editorializing seems to open up endlessly exciting vistas on the radio/tv horizon.

But now let me, as an editor, throw in some words of caution.

Watching the Shakespeare effort, I was forcibly struck with the fact that there is a great deal of difference between the desire to editorialize and the ability to prepare a tv editorial.

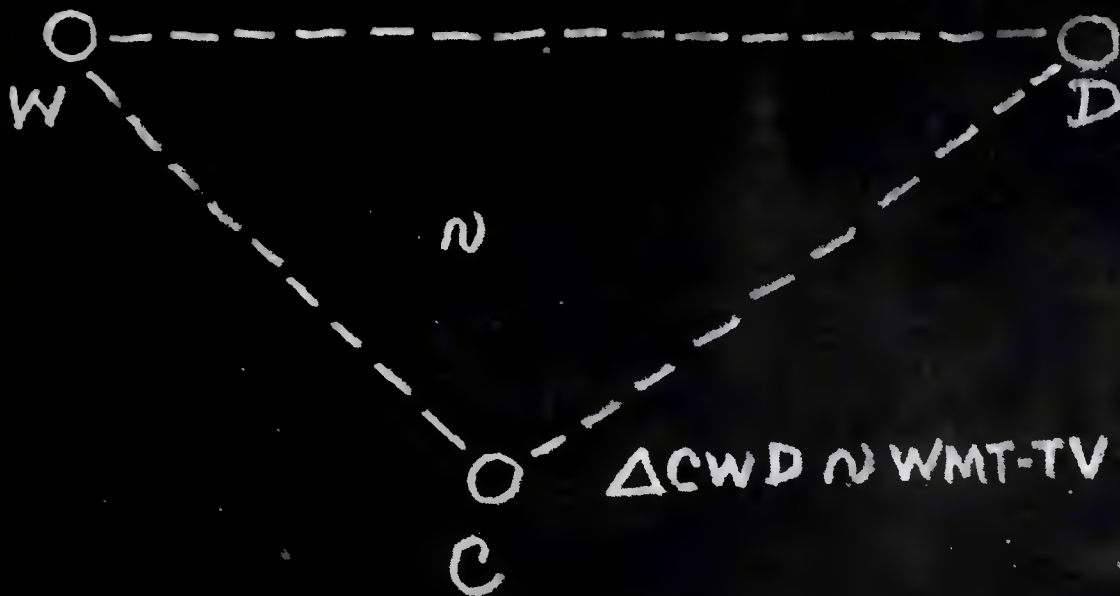
As a matter of fact there are no traditions, no great models for tv editorials, such as we have in newspapers and magazines.

CBS insists that its editorials be fair, accurate and "effective." But the truth is—there are probably not 10 people in the country with the new, specialized talents to guarantee such effectiveness.

I think that on-the-air editorializing is great—as an idea. I agree with Heffner who says that station editorials must not be gimmicks or promotion stunts.

I'm sure that there are dozens of sincere broadcasters who look on editorializing as an important kind of public service.

But what I want to know, kids, is—where are your editors?



Congruent Triangles of Eastern Iowa or Geometry Made Difficult

There's a triangle in Eastern Iowa formed by three of Iowa's six largest metropolitan areas—Cedar Rapids, Waterloo, and Dubuque.

There's a television station in Eastern Iowa formed by programs it carries and rejects, faces turned to its public by personalities, sap drawn from roots it has growing in communities it serves. Its artistic and commercial success is a result of congruence of style with area.

In evidence we offer some immodest pragmatism:

No matter what survey you subscribe to, WMT-TV leads in all time periods from 9 a.m. until sign-off in share of audience, Sunday thru Saturday. In station totals, WMT-TV enjoys substantial dominance from 6 a.m. until sign-off, Sunday thru Saturday.

Q (if we may say so) E D.

To the people of the Twin Cities and the vast Northwest WCCO Television has become a habit . . . a routine . . . a way of life. They have taken Channel 4 into their homes like a member of the family for they know they can depend on Channel 4 to give them the type of day-in and day-out programming that suits them and their needs.

It is a habit with housewives to always include Randy Merriman and Arle Haeberle in their daily lives.

Kids storm their television sets each afternoon to watch Axel, Bozo and Clancy the Cop.

People of the Northwest have learned to depend upon the Dave Moore News and the Dear Montgomery News on Channel 4 because they know it is the complete news, unaltered by sensationalism and bias. Channel 4 News is also the only place in Northwest television where the viewers find a thought-provoking editorial upon which they can pause and reflect. They know only Channel 4 gives them the news in depth . . . the type of newscasting that fits their way of life.

Channel 4 is a sports fan's haven. Northwest people not only get all the scores and sports features on the Dick Enroth, Rollie Johnson and Don Dahl sports programs, but here is where

AFFILIATED WITH THE



CBS TELEVISION NETWORK

... they find **live telecasts** of all types of sporting events . . . more than on any other television station in the area. The whole family knows that through its affiliation with the **CBS Television Network** is assured of the **finest in television fare**.

These are but a few of the reasons why WCCO Television is **The Difference Between Good and Great in Twin City Television**. These are not idle boasts . . . but facts which are proven month-after-month by Nielsen. In fact, just taking the past year (March '59-February '60) Nielsen shows **WCCO Television commanding an average 43% share of the total audience** from 10:00 AM to Midnight, seven days a week . . . a record virtually unmatched in any other station market.

It all goes to prove we Northwest. Call and learn how you, too, can sell your products in the Northwest.

WCCO Television is a Way of Life in Peters, Griffin, Woodward, Inc. and can depend on WCCO Television product in the **Minneapolis-St. Paul market**.





Day in, day out . . . year after year, the Triangle Stations have compiled a record of continuous service to the community unmatched by any other broadcaster in America.

▲ "Studio Schoolhouse"—America's oldest program of in-school instruction by a commercial station . . . continuously broadcast on WFIL, Philadelphia, since 1943 and on WFIL-TV since 1948.

▲ "University of the Air"—America's oldest and largest continuously run adult education program in commercial television . . . now in its 10th year on the Triangle Stations.

During 1959, Triangle Stations contributed \$4,931,000* in time for public service announcements and programs, and more than \$361,000 out-of-pocket expenditures for public service.

*One-time national rate

**COMMUNITY
LEADERS
SINCE 1922**

TRIANGLE STATION

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WBNF-AM • FM • TV**, Binghamton, N. Y. / **WLYH-TV**, Lebanon-Lancaster, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **KFRE-AM • TV • KRFM**, Fresno, Cal.
 Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York
 Regional Offices: 3440 Wilshire Blvd., Los Angeles 5 / 6404 Sharon Rd., Baltimore 12

SPONSOR-SCOPE

9 APRIL 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

As the fall selling season on the tv networks moves into high gear, this phenomenon is quite manifest: an emotion-charged resentment among important agencies against CBS TV for its allegedly arbitrary attitude toward advertiser and program acceptance.

The core of the gripe: CBS TV has interpreted the Justice Department's "grant" of program responsibility as freedom (1) to force the network's own programs on its steady customers and (2) to oust long-term advertisers because of their products.

The net results of this sort of dictation, contend these agencies, can be these:

- Program costs will be much higher than obtainable in the open market.
- Creative latitude for the medium will be more constricted than ever, since the independent producers will have no course but to direct their talents elsewhere.
- Advertisers will insist that, if the network is to assume all this responsibility, there be escape-hatches from floundering network-controlled programs, say, after the first three or four telecasts.

But with all this the agencies wryly concede: We're in a sellers' market and, until the network proves wrong as a judge of program quality, there isn't much we can do.

(See "Tv program control—where is it headed?", page 35, 2 April SPONSOR.)

CBS TV's behavior has spawned the credo among some of its older clients that unless the weight of a General Foods can be swung, a time franchise no longer means anything on that network.

Included in the dispossessed—at the moment—are American Tobacco, which was in two CBS shows last season, and Pharmaceuticals, which had two shows of its own.

When Pharmaceuticals, deprived of its Thursday 9-9:30 p.m. niche after spending \$30 million with the network over seven years, offered to buy into a CBS-owned show for the fall, it got a response that was anything but encouraging.

El Producto (Compton) is buying minutes and chainbreaks adjacent to tv sports at the rate of three a week for six-seven weeks, beginning 1 May.

Other spot tv campaigns that broke the past week: Helena Rubenstein's Colorlift (OBM), 17 weeks at the rate of three-five a week; Scott Paper (JWT), Dual Filters (Gumbinner); Arm & Hammer Sal Soda (Brooks, S, F&D).

Cunningham & Walsh asked for availabilities around shows with appeal to primary and high school children for an unnamed account.

Two tv aficionados—Minute Maid (Bates) and Maxwell House (B&B) — are back in spot radio.

Maxwell's limiting itself pretty much to the smaller market, but with Minute Maid it's a widespread deluge, using 50 to 100 spots a week (ROS). The orange drink's starting date: 9 May.

Spot can look to Ford for considerably larger expenditures next season.

Network-wise the company will confine itself to more of Wagon Train, the Alfred Hitchcock series, Ernie Jones and several Leonard Bernstein specials. Roughly, that adds up to about \$20 million. This is still \$4-5 million less than went for network time and programing during 1959-60 season.

The plan is to pour this difference, and more, into fast moving and big spot flights on the part of both the factory and the Ford dealers.

ABC TV stole the razzle-dazzle side of the NAB convention in Chicago this week. The network accomplished—via its meeting with affiliates Sunday—its objective in space (1) impress them with the new season's program schedule and (2) whoop 'em up to renew enthusiasm in clearing for and promoting ABC's wares.

Among the highlights of this rally:

- **Henry J. and Edgar F. Kaiser showed up**, along with Y&R president **George Gribbin**, to assure the affiliates they've got a winner in Kaiser's newcomer series, **Ho Kong**. Remarkd the elder Kaiser: he was against the idea of keeping the sponsor out of the program, because the sponsor was important to the teamwork of making his show a success.

- **Leonard Goldenson revealed that Ollie Treyz in one day had racked up \$89 million in billings and Goldenson predicted that ABC by 1970 would gross \$1 billion a year.**

- **Treyz, himself, credited a huge part of the network's success to its system of selling participations in nighttime programs. To illustrate what this concept can lead to, he said that The Untouchables this fall will be converted from a total spot carrier to an exclusive property of Liggett & Myers on alternate weeks. (L&M has a similar arrangement on ABC's new hour show, The Islanders.)**

- **Ralston Purina's Jeffrey Baker said his company had become so favorably disposed to documentaries that it would sponsor another, Expedition, this fall on ABC.** NBC TV also held a session with its affiliates and the news that scored most excitement; it had weaned away all of **General Mills' daytime business** from CBS TV.

For more on Convention notes, see WRAP-UP, page 64, and NEWSMAKER OF THE WEEK, page 8.

Clair R. McCollough, chairman of the NAB policy committee, made a comment on his keynote speech to the convention that many broadcasters deemed quite timely.

Observed McCollough: the basic dangers of the industry are "rate manipulations, trade deals, downgrading the competition in our own media and kindred activities."

Bosco's participation in Corn Product's alternate sponsorship of Dennis the Menace won't affect the beverage's expenditures for spot tv.

It'll still be in that medium at the rate of **\$2 million a year.**

Why **Bosco (Donahue & Coe)** has a strong affinity for spot: the personalities all over the local kid shows make the product's sales results their personal concern; hence treat the sell as a continuing responsibility.

Spot radio has another hefty year-round customer that's asking stations for longer end rate, namely, L&M cigarettes out of DFS.

The question put to reps the past week: ask your station (pre-selected in each case) how much higher they can go above the **260-time frequency**, because we're figuring around 10 spots a week for 52 weeks.

L&M's estimated prospective radio markets: between 300-400.

The switch this week of the Edison Electric Institute account (headed for \$1 million) from F&S&R to Compton poses an interesting development in the relationship between public utility accounts and their agencies.

In time past the utilities looked to their public relations firm's connections to look out for their legislative and regulatory commission pressures.

Today this concern has become part and parcel of administrating the utility's general advertising.

This twin-headed responsibility for influencing—Washington as well as the consumer—puts the agency knee-deep into politics and it's courting trouble if it doesn't get the right reading.

SPONSOR-SCOPE *continued*

Another first for CBS TV: this fall it will have three advertisers co-sponsoring a half-hour program.

It's the repeats of *Father Knows Best*. **Already committed:** *Scott Paper*, which controls the reruns by virtue of a contract with Screen Gems.

Scott is also, with *Lever*, on *Bringing Up Buddy*, likewise CBS, for the fall.

R. J. Reynolds will spend about the same money for net tv as it did last season (\$25-26 million) but it will have three new shows.

Holdovers: *I've Got a Secret*, *Wagon Train*, *Lawman* and *77 Sunset Strip*.

New: *The Flintstones* (ABC TV) and two to be selected.

ABC TV's newest assault on a piece of NBC TV daytime business involves Brillo.

The account's billings with NBC amounts to about \$1 million a year.

Highlight of ABC's come-with-us pitch: We'll give you more commercial minutes for the money, even if there's no advantage in total audience delivered.

One of ABC TV's latest statistical flourishes: it's got about as many stations with top audience ranking in the top 25 retail markets as the other webs combined.

The rank is based on the average ratings for an entire week from 7:30 to 10:30 p.m. and, with the latest ARB local and latest NSI as the source, the comparison simmers down to this:

NETWORK	ARB			NSI		
	1ST	2ND	3RD	1ST	2ND	3RD
ABC TV	13	4	8	12	10	3
CBS TV	11	8	6	12	9	4
NBC TV	1	13	11	1	6	18

With all the strides that ABC TV has been making, CBS is still running a million homes ahead of it per average minute of nighttime viewing.

The first March national Nielsen posts these averages: ABC, 9,249,000 homes; CBS TV, 10,277,000 homes; NBC TV, 8,730,000 homes.

A price for the Summer Olympics has been settled on by CBS TV: \$740,000 per quarter.

The package involves broadcasts over 18 days, much of it at night and 34 minutes of commercials. A likely repeat sponsor, *Renault* (Kudner).

The relationship of increased average viewing to increased billings has been on somewhat of a seesaw in network daytime tv the past two years.

Note these ratios as derived from LNA-BAR and Nielsen data:

YEAR	DAYTIME BILLINGS	PLUS MARGIN	AVG. DAY VIEWING HRS.	PLUS MARGIN
1957	\$157,000,000	—	90,640,000	—
1958	172,500,000	9%	99,325,000	10%
1959	203,100,000	18%	110,508,000	11%

Incidentally, 50% of all tv homes watched the medium before 6 p.m. each week-day on the average in 1959.

Just to bring you up to date on the amount of time spent before the tv set in the average home.

According to Nielsen, it was exactly the same this February as it was for February 1959: 5 hours and 52 minutes. This is 7 minutes under the January average.

SPONSOR-SCOPE *continued*

The tv network spot carriers mushroom—there'll be at least 24 hours of them at night this fall—while the ratio of full sponsorship of hour and half-hour program keeps drifting the other way.

Mark this comparison of the number of shows fully sponsored by a single advertiser as of each first February Nielsen for the past three seasons.

SEGMENT	1958	1959	1960
Full hour	15	9	13
Half-hour	52	53	37

The appearance of the product's package—principally because of the relation of tv to the supermarket shelf—has become so important that package improvement, say agency marketers, has begun to compete with the advertising budget.

In discussing the situation these marketing men inject this wry note: too much concentration on the package can lead to neglect in other directions—like the product itself and the product message.

Sports in network tv have taken on an added premium value for next season—witness the competition now going on for events among the networks—for these reasons:

1) The audiences racked up by the Winter Olympics dramatically demonstrated the strides made by sports as a viewing attraction.

2) Sports have a big edge over entertainment specials in cost-per-1,000, coming in on the average of \$2 CPMPCM as compared to an average of \$8 for specials.

3) Both CBS TV and NBC TV will be carrying far less entertainment specials.

Here's a network-by-network breakdown of estimated sports revenue (time, rights, production and cable costs included) for the coming season:

NBC TV		ABC TV (Cont'd)	
EVENT	PACKAGE PRICE	EVENT	PACKAGE PRICE
Major League Baseball	\$7,600,000	Game of the Week	\$2,750,000
Pro Basketball	7,000,000	Post Fights	1,500,000
Pro Football (Balt., Pitts.)	4,500,000	All-Star Golf	1,450,000
World Series	3,600,000	All-Star Football	375,000
All-Star Games (2)	1,200,000	Bing Crosby Golf	250,000
Rose Bowl	700,000	Miscellaneous	3,000,000
Sugar Bowl	700,000	TOTAL ABC TV	\$21,925,000
Hialeah-Monm'th Races (10)	500,000	CBS TV	
National Champ Football	400,000	NFL Games	\$7,500,000
National Tennis Singles	350,000	Bsbl. Game of the Week	6,000,000
Liberty Bowl	300,000	Sunday Sports Spectacular	1,500,000
Blue-Gray Game	250,000	Masters Tournament	450,000
National Open Golf	250,000	Triple Racing Crown	425,000
NIT Games (2)	250,000	Orange Bowl	400,000
Pro Bowl	250,000	Cotton Bowl	350,000
Senior Bowl	250,000	Blue Bonnet Bowl	250,000
East-West Game	200,000	Gator Bowl	250,000
Pre-Game Sports Shows	200,000	PGA Tournament	250,000
Miscellaneous	1,500,000	Copper Bowl	200,000
TOTAL NBC TV	\$30,000,000	Holiday Bowl	200,000
ABC TV		Miscellaneous	1,500,000
Sat. Night Fights	\$7,040,000	TOTAL CBS TV	\$19,275,000
NCAA Football	5,560,000	GRAND TOTAL	\$71,200,000

For other news coverage in this issue, see Newsmaker of the Week, page 8; Spot Buys, page 61; News and Idea Wrap-Up, page 62; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 74; and Film-Scope, page 56.

total RADIO



WWJ makes it easy for Bengal fans to enjoy every daytime game during the 1960 season. Located near the middle of the dial at 9-5-0, and with power that blankets Detroit and southeastern Michigan, WWJ garners a tremendous audience for the baseball games and adjacent programming.

Another facet of WWJ's Total Radio concept—another reason to call your PGW Colonel today.



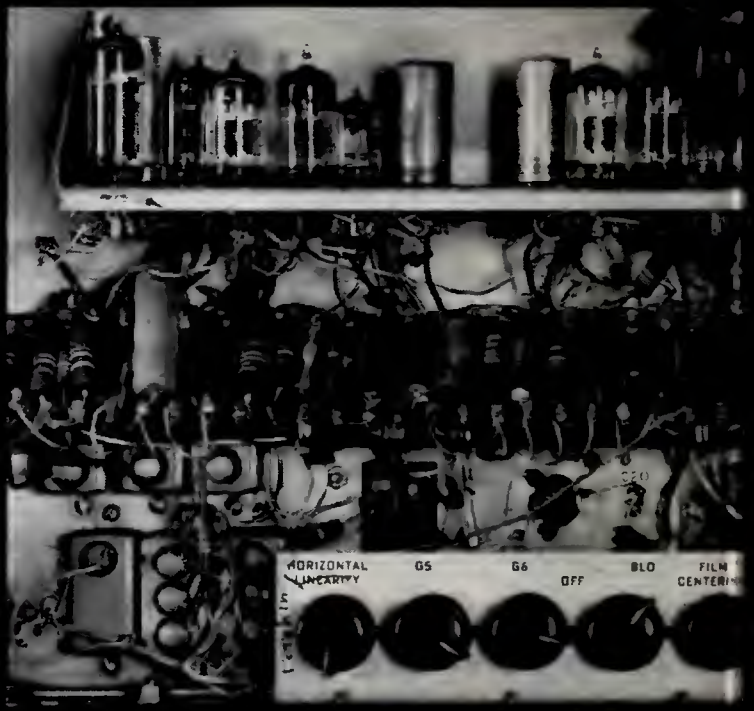
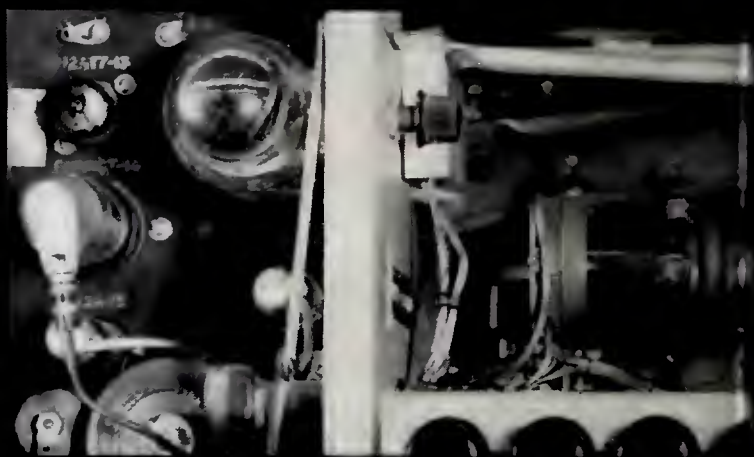
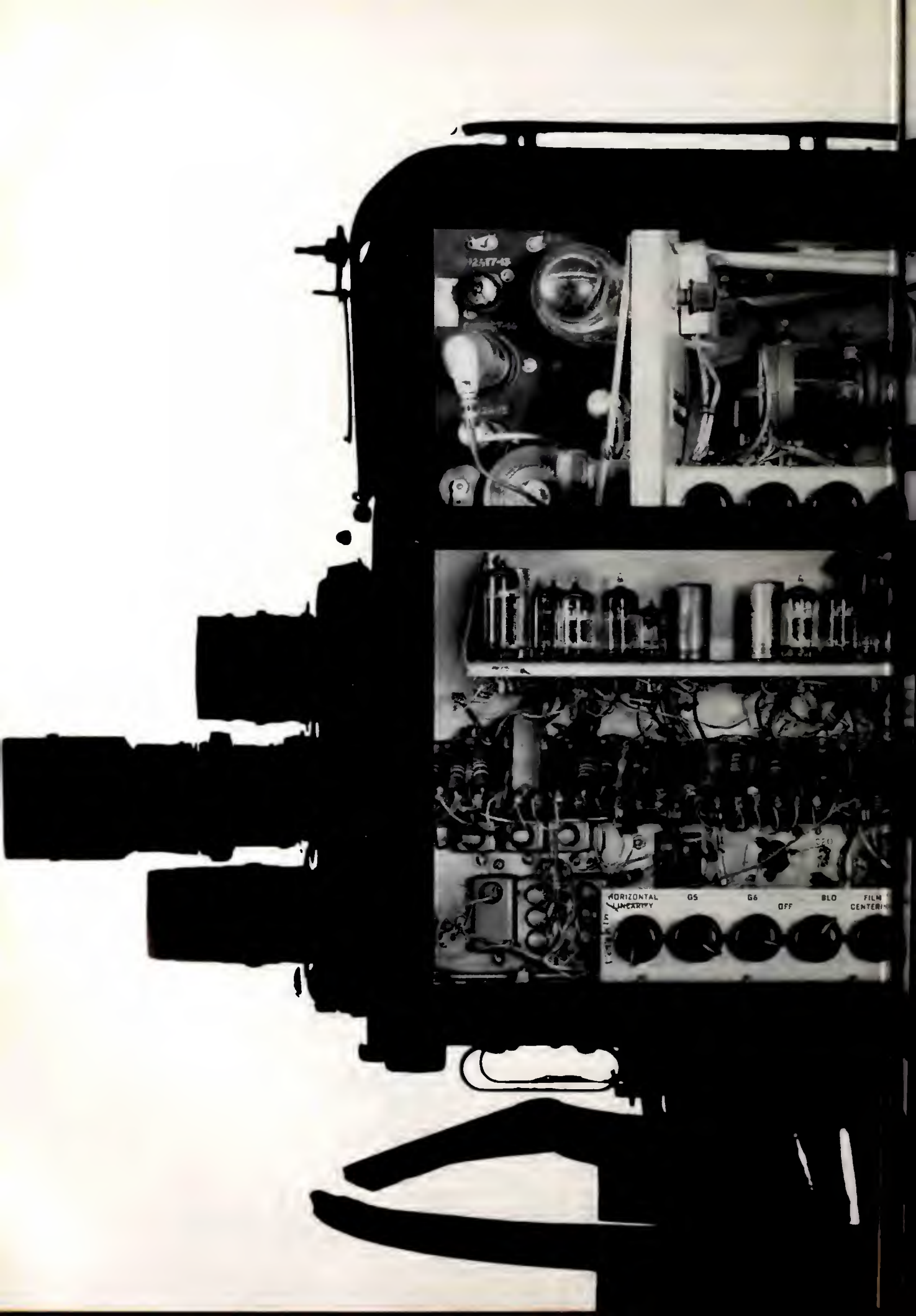
TOTAL RADIO FOR THE TOTAL MAN

WWJ AM and FM
RADIO

Detroit's Basic Radio Station

NBC Affiliate

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC. • OWNED AND OPERATED BY THE DETROIT NEWS





What makes it tick?

The *business* of television is as complex as the electronics that make it possible. As complex, in fact, as the public's expectations of television.

Since early January, KMOX-TV has been broadcasting a weekly experimental program called "Inside KMOX-TV." Its purpose is to foster real rapport between station and audience, leading to fuller understanding by the public of station policies, programming and problems—and *fuller continuing understanding by the station of what the public wants and expects from television.* The audience is invited to submit questions by mail (constructive criticism is welcomed!), and those questions which reflect widespread interest are answered on camera by station executives . . . frankly and forthrightly. (Sample questions: Why do the commercials appear to sound louder than the surrounding programs? Why do you no longer carry hockey? Why do you carry girdle advertising?)

Giving viewers a *look inside*, so that they will know "what makes it tick," is an attempt to stimulate broad public interest, and a sense of participation, in the affairs of the medium. Such participation can be of incalculable value in shaping television's role for the future.

CBS Owned
Channel 4, St. Louis

KMOX-TV

Spots That Bring Sales

KCRA is programmed to deliver a receptive, upper-income audience. The news department has 12 qualified, full-time newsmen . . . the sports department covers everything from sports car races to the Sacramento Solons baseball games, with NBC to add the national events . . . music is chosen for melody, and presented by six long-established personalities . . . sound programming, plus the services of a full-time merchandising department that produces real results. What's more, KCRA limits spots to three minutes per quarter hour, including promos and public service announcements, so your sales message has a full opportunity to do a job. Call your Petry man for instant availabilities.

KCRA
"Radio One"
 NBC
 —Sacramento—

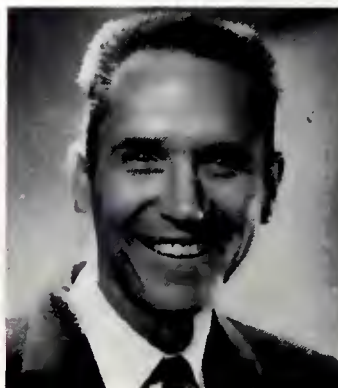
Represented by
 —Edward Petry & Co., Inc.—

Reps at work

Thomas A. Taylor, Peters, Griffin, Woodward, Inc., Chicago, thinks that, "like the weather, everyone complains about radio ratings, but no one does anything about them. I don't believe anyone in the industry would stand up and say that ratings alone can tell either the buyer or seller the best buy for an advertiser. The secret of success then lies in measuring and interpreting the other characteristics of a station—type of programming, type of audience, station image, exact coverage, ability to influence its audience—and matching them to the advertiser's product and objective. Sure, it's challenging—to advertiser, agency, station and rep alike. But radio has become big because it can sell products and ideas everywhere, any time, economically. 'Idea men' in the coming years will be rewarded handsomely for new concepts in programming, new ways to measure, new ways to use the medium. We're entering an era of unlimited opportunity for everyone concerned with radio. And we at PGW accept the tremendous challenge. Radio will fulfill its promise if it is used and measured creatively."



Robert W. Jensen, Forjoe & Co., Atlanta, feels that only by strict adherence to the personal attention and service call aspects of the work, can representatives do a complete job. "Not many reps are concerned with helping an advertiser or agency once a schedule begins," Bob says. "They allow a schedule to continue to run



the same manner without making any new suggestions when new times and programs become available. Service calls are few and far between, and when a salesman does make a call, often it's for other purpose than good will. Rather than thinking of a 13-week contract as only that, I look at it as a potential continuing schedule for as long as the station has the ability to sell the advertiser's product or service, and I do everything possible to better his schedule after it's started." Bob thinks another area for rep improvement would be better market analysis. "Since no two markets behave exactly alike, any contribution a rep makes from factual sources helps an agency and advertiser tremendously and in the long run, the rep. Personal attention today is essential."



Horatius made things happen in Rome . . . and

WPEN
RADIO
MAKES
THINGS
HAPPEN
IN
PHILADELPHIA

WPEN is the first station in Philadelphia to "review" the daily newspapers. This exciting concept was originated by the Consolidated Sun Ray Stations. WPEN, again, is first in Philadelphia with this challenging feature broadcast four times daily. We were the first station to editorialize — we are the first with "Newspaper Critic". In Public Interest . . In Exciting Listening . . In Sales . . WPEN Makes Things Happen In Philadelphia.

WPEN

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

CONSOLIDATED SUN RAY STATIONS
WPEN, Philadelphia . . . WSAI, Cincinnati . . . WALT, Tampa







The Churchill Memoirs

FIRST OF A SIGNIFICANT SERIES
OF ABC TELEVISION
PROGRAMS IN THE PUBLIC INTEREST

"It is my earnest hope that pondering upon the past may give guidance in days to come, enable a new generation to repair some of the errors of former years and thus govern, in accordance with the needs and glory of man, the awful unfolding scene of the future."


With these words, Winston Churchill concludes the preface to his memoirs.

And from these words the most ambitious project in *visual history* takes inspiration: ABC's television presentation of this pageant of the fateful years from 1919 to 1949.

To meet so immense a challenge, historical film footage—much of it never shown before—has been gathered from allied and axis sources. Cameramen have girdled the globe to film special interviews with the history-makers of our time. For this series, President Eisenhower, former President Truman . . . many German, Italian, Japanese and Russian leaders have added their eye-witness testimony to the record.

But dominating the stage, giving the vast scene immediacy, color, dynamic import . . . are the words, the voice, the presence of the greatest of all living history-makers . . . The Right Honorable Winston Spencer Churchill himself.

The program, with special musical score by Richard Rodgers, will be brought to the American television public next fall in a series of 26 half-hour episodes.

Pridefully, it takes its place in the array of public affairs programs creating the significant look of ABC Television in 1960. 

WATCH ABC-TV IN '60
(more people will)

from a proud past
comes a...
**FUTURE
UNLIMITED!**



Everywhere you look in Montgomery you see progress. This new \$1,500,000 airport with the longest paved runway in the Southeast is only one example of this area's vast growth. Expansion means opportunity... an opportunity to expand your sales in a million market. And WSFA-TV covers the area like no one else can.

WSFA-TV

NBC / ABC MONTGOMERY - CHANNEL 12



Represented by Peters, Griffin, Woodward, Inc. The Broadcasting Co. of the South
WIS-TV Columbia, South Carolina

New, exciting
Kvii
music

1150
DALLAS



Joie de vivre



**49th at
Madiso**

Woman's world

Just finished reading your very clever "Timebuyer X and Those '73 Your Men'" (12 March). In relation to your answer, "Sponsor Says No To Clarice"—if you have received a minimum of 273 cancellations for subscriptions, *Cherchez les femmes!*

Mrs. Z & Y
Greenwich, Conn.

From Fmdom

On behalf of all FMDom, the concert network and WHCN-FM, in particular, thank you for all those wonderful words under your 5 March "Sponsor Speaks."

Quite a few FMers won't be FMer (kindly excuse) next time they approach a potential sponsor on the subject of FM advertising. Your message was right on target!

Are reprints available?

Amleto Ciccarelli
sales mgr.
WHCN-concert network
Hartford, Conn.

Note: SPONSOR is usually happy to grant such requests for reprinting privileges. Provisions accompany this permission:
1. Requests must be in writing.
2. Credit must be given to SPONSOR.
SPONSOR reprints many of its articles and has back files on a large number of them.

Open season

Thanks for a very fine "Commercial Commentary" (SPONSOR, March) regarding the recent M. Luce article in *McCall's*.

1960 seems to be open season on radio/tv.

I think there is little use to take arms against this sea of critics, however. I believe that the industry should correct those errors that have

WNJR
1st in new york
dec. negro pulse
(BASED ON U.S. CENSUS)

men made and attempt to improve
 their product. Most of us have always
 been doing just that. (Unfortunately,
 Mrs. Luce belongs to that fraternity-
 sorority of national publications
 that are building circulation on con-
 demnation of radio and television—
 and greater distribution of maga-
 zines of sex and suggestion.)

I hope that we can all work to-
 ward one end in the broadcasting
 business—fine entertainment, aggres-
 sive news and public service, and
 quality programming.

Joel Fleming
v. p.-mgr.
WTKO
 Ithaca, N. Y.

Two sides of the coin

the bitter with the sweet.

We were most impressed to see our
 vice president in charge of radio for
 the Detroit office of PGW. Bill Bryan,
 credited in your "Who's Who in Mo-
 tor City Radio/Tv?" (SPONSOR, 19
 March).

Bill's a great guy. However, for
 the record, the article noted that he
 has been with Petry since 1944. Dear
 Sir, he has been with PGW.

As always, the issue of SPONSOR
 lives up to your usual high standards.

Robert H. Teter
v. p., radio
 Peters, Griffin, Woodward, Inc.
 N. Y. C.

Bullseye!

Paul Miller's article ("The Seller's
 Viewpoint," 12 March) hits right at
 the heart of a situation peculiar to
 many markets, including Erie.

It is to be hoped his thought-pro-
 voking comments will reach the eyes
 of clients and agencies that are guilty
 of overlooking point-of-sale areas in
 their campaigns.

Of equal importance is the frustra-
 tion of a manufacturer's representa-
 tive or distributor in a point-of-sale
 area who gets no credit for the suc-
 cess of an ad campaign because all
 sales are credited to his more fortu-
 nate colleagues located in a distribu-
 tion center.

I wish I had said it first!

Paul Whittingham
marketing mgr.
WICU
 Erie, Pa.

Of course, there's *another* Personality Station . . .



Hieronymus Bosch 1450?-1516? *The Ship of Fools—Dutch School*

. . . but it just doesn't compare with

K-NUZ — the NO. 1* BUY in HOUSTON

. . . at the lowest cost per thousand!

MUSIC! NEWS! PERSONALITIES! FACILITIES!

*See Latest Surveys for Houston



24 HOUR MUSIC and NEWS



National Reps.:
THE KATZ AGENCY,
 INC.

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

IN HOUSTON
 CALL DAVE MORRIS
 JACKSON 3-2381

WCTV-land



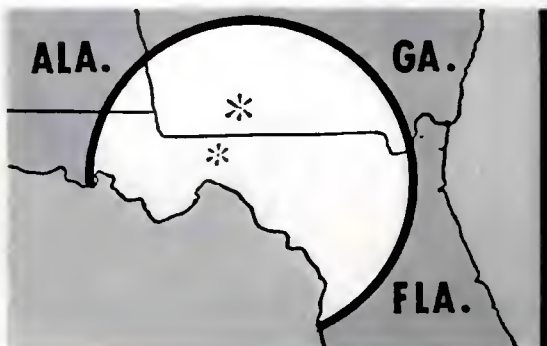
Florida State News Bureau photo

LAND OF *Year-Round Good Living* AND YEAR-ROUND SPENDING, TOO!

The 52 county Tallahassee, Florida — Thomasville, Georgia area, served exclusively in its entirety by WCTV, is far enough South to afford its happy citizens year-round good living yet far enough North to permit it to escape the feast-or-famine business climate sometimes resulting from tourism.

This means high-level year-round spending - - - Tallahassee actually stands fifth in the U. S. in retail sales per household*. That's why so many leading brands place strong, long-term spot schedules on WCTV. Get the full story from Blair Television Associates.

* Annual Survey of Buying Power, 1959.



WCTV

TALLAHASSEE

THOMASVILLE



*a John H. Phipps
Broadcasting Station*



BLAIR TELEVISION ASSOCIATES
National Representatives



AS FCC DEADLINE
 on allocation proposals nears,
 ABC TV is preparing claims
 that 4,000,000 tv homes in these
 dozen markets are deprived
 of three-net service

THE 3 STATION MARKET MYSTERY

Quiz scandals and payola notwithstanding, No. 1 problem, says new FCC commissioner, is tv allocations

How public can be best served within present framework perplexes nets, advertisers, engineers and FCC

When Frederick W. Ford stepped in as new FCC chairman the other week, he named as the No. 1 headache facing the Commission: television allocations.

To the average person who has followed the quiz show revelations, payola investigations and the Com-

mission's own brush with scandal, allocations must have seemed an odd choice for post position. But the fact is, whatever the complicated allocations problem lacks in sensational news copy, it more than makes up for in significance both to the advertising industry and the viewing

public. It is tv's oldest and most nagging migraine, and now it's back in the spotlight again.

For some idea of what share of the spotlight it's now grabbing, here is what has been happening and what's about to happen:

- 19 April is the day the FCC has set for receiving filings of allocation proposals on the question from interested parties, and the interested parties, including the networks, are currently at work on these. An undisclosed party has just requested an extension on the 19 April deadline, but, at SPONSOR presstime, the FCC had not yet acted on the request.

HERE'S THE POSITION AMST TAKES

1 ASSOCIATION of Maximum Service Telecasters favors any "sensible" approach to problem—so long as the viewing public doesn't lose. Interference in radio is bad; in tv it's intolerable

2 IS THE ALLOCATIONS problem as critical as some make it?. According to Nielsen and TvB, 94% of U.S. tv homes have choice of three channels; average tv home receives five signals

3 CITES RECENT CASE of adding third station to a market and adversely affecting 19 other tv stations. To advertiser, means reduced circulation that might make tv less attractive

• At the NAB Convention in Chicago, the allocations enigma received considerable attention, was a principal topic under discussion at a meeting of The Association of Maximum Service Telecasters.

• ABC TV, in a continuing six-year fight for more tv stations in major two-station markets, is preparing a new plan for filing that will accomplish this without, according to the network, upsetting or interfering with any current tv service.

• Commissioner Ford is trying to

negotiate with the military for some of their vhf channels, but is not too optimistic on the outcome. If the military doesn't come through, his Commission faces finding some other solution because, according to Ford, there is irresistible pressure for more tv service.

The current allocations problem emerged about six years ago, when it became apparent uhf was no match for vhf. The problem must be solved taking into account demands that any new vhf drop-ins dare not adversely

affect existing stations, and that there be no channel changes for existing stations. Further tangling this briar patch is the fact that while everyone in the industry is anxious to bring about more tv service, their proposed methods are often conflicting.

The problem in a capsule is this: Why, with tv homes nearing the saturation point, are there still major markets in the U.S. where viewers cannot see all of the net shows that are being telecast? Why do some markets have three or more stations while some with many more tv homes have only one or two stations?

It is a mystery that would not worry a New Yorker or Angeleno where seven tv stations can be received, but it might bewilder a seer in the Raleigh-Durham area where nearly a quarter million families are able to receive only two channels.

To the national advertiser, it causes concern as well. If he happens to be sponsoring a net show that is squeezed out of some major markets, his commercials aren't getting exposure there.

But there is another facet to the mystery. If the addition of a third station to one of these two-station markets interferes with the reception of the adjacent outlets, then the national advertisers on all the stations have cause for alarm—as do the set-owning families.

Behind this thorny problem are these facts: At present there are 14 vhf channels and 70 uhf. But uhf receivers are relatively few compared to vhf, and production of uhf sets has been declining for five years. So the uhf channels (14 to 83) are used much less than vhf. But the military now has claim to many vhf channels outside the tv band; if FCC could persuade it to make some of them available to commercial tv, then the problem would be well on the way to solution.

Since this doesn't appear likely, the FCC sees itself faced with about three alternatives (and these are the same that have been bootied about for years): (1) switching to all uhf; (2) dropping in new vhf stations with the risk of interference; (3) continuing the present mixture of

ABC TV VIEWS PROBLEM THIS WAY

1 NET IS FILING new proposal which it claims would not adversely affect any existing stations and would give people in all areas full choice of all net programming now being aired

2 MORE THAN 4,000,000 tv homes in a dozen major markets still are not getting three-net service, that a number of markets with third station approved for years don't have station yet

3 SWITCHING CHANNELS, and in some cases reducing mileage are bases of plan. As it is now, ABC TV claims, some advertisers suffer losses, public misses many service programs

f and uhf but adopting a device to courage use of uhf.

On the latter measure, Sen. John store (D), R. I., has introduced a l giving FCC authority to take the p. The step would be: require tv manufacturers to make all-channel sets that can receive vhf and uhf. is estimated this would add \$15 \$25 to the cost of a set (less as it comes mass-produced). Since the erage set lasts about seven years, the end of that time, all sets would e "omni-spectra." It still is a seven- ar solution to a problem nearly ice that old.

Meanwhile, ABC TV, which has cently outgrown its "third network" g but is still without outlets for me of its high-rated programs in vo-station markets, is urging that a mited number of short-space tv sta- ons be assigned to major two-sta- on population centers of the U. S. his network points out that more an four million tv homes are being eprived of full choice of three-net ervice in these major markets: rand Rapids-Kalamazoo, Louisville, yracuse, Rochester, Birmingham, aleigh-Durham, Charlotte, Provi- ence. Jacksonville, Wheeling-Steu- enville. An average of 65% of ABC TV's programs, the net claims, are ot carried in these markets. A urther—and stronger claim when he common weal is considered—is hat viewers in these areas during the onth of December were not able to ee 60% of public service and special elecasts presented by all three net- works.

Another question in the "Three- Station Market Mystery" is raised by ABC TV: Why have third channels not gone on the air in markets to which FCC allocated new vhf stations back in 1957? The markets named: Miami, Terre-Haute, Davenport-Rock Island-Moline, Louisville, Lake Charles-Lafayette, Tampa-St. Peters- berg and Beaumont-Port Arthur.

"You can't pour three quarts of milk into two quart bottles," Julius Barnathan, ABC TV vice president, told SPONSOR. "The basic need for a quick solution to the allocations problem is to serve the public better. "Our country is synonymous with competition and freedom of choice.

And anyone who has invested in a tv set certainly is entitled to choose from all programs offered the show he wants to see.

"As for advertisers who can't get enough exposure in two-channel mar- kets—well, their circulation goes down and their costs go up. The ABC TV plan encompasses many facets. In some markets, de-intermixture would help, for example. But the point is that the whole plan we're going to propose to FCC has been carefully worked out by engineers. It will protect all existing stations from interference. It would utilize the 12 channels that now exist.

interference with existing outlets, and the cutting off of service to rural and fringe areas that occur with mile- age shortening. Actually, we're not concerned with how many pick up sta- tions compete in a market—just so the public has good service. But once you open the door to experiments and make exceptions in one market or another, there is the danger of de- stroying the whole tv set-up."

What is the present tv set-up? AMST reports this on the basis of A. C. Nielsen Co. and Television Bureau of Advertising surveys:

- 98% of the U. S. land area re- ceives television. Better than 86% of

THREE POSSIBLE CHOICES FACE FCC

- 1** ***MOST EFFICIENT** solution would be if FCC could beg, bor- row or steal from the military additional channels. This would permit adding new stations without interference to present ones*
- 2** ***SWITCH TO** all uhf (but uhf use and set production have been declining), or just dropping in vhf's. Degrading, as in latter case demands tricky engineering or interference would result*
- 3** ***CONTINUE** present mixture of u and v, but insist set manu- facturers make all-channel sets (cost per unit, \$15 to \$25 more). So it might be licked in seven years, average life of set*

"The basic solution," Barnathan went on, "is switching channels. In some cases the answer would lie in reducing mileage."

As deeply concerned with the same problem, but opposed to most past ABC TV proposals, is the Association of Maximum Service Telecasters, Washington, D. C., representing some 150 member tv stations across the country.

"We're in favor of any reasonable and sensible approach to the alloca- tions problem," AMST executive di- rector Lester W. Lindow told SPON- sor, "so long as the people don't lose. But we do get very much concerned where proposals are made that create

all homes have television service.

- 94% of tv homes in U. S. have a choice of three stations.
- 81% of U. S. tv homes have choice of four stations.
- The average U. S. tv home has a selection of five signals.

On the basis of such findings, AMST is not at all sure the situation is quite as critical as it is painted by some interested parties. But they, too, would like to see all-service coverage everywhere.

"This will take," Lindow contin- ued, "a solid plan carefully worked out by engineers" (AMST engineers have been engaged in this for years).

(Please turn to page 73)



PRE-TESTING IS USUALLY DONE AT TWO LEVELS: with agency people at stages in commercial production and with consumers after rough film or animated storyboard is completed. Milton Guttenplan, v.p., Mogul, Williams & Saylor, demonstrates jeep set-up for production test

Tv copy testing: fact or hope?

- ✔ Most agencies and advertisers involved in heavy tv investments strive to predict results in copy testing
- ✔ Many interesting new techniques are evolving, but adpros say a successful formula is more hope than fact

With many millions of dollars earmarked for television—and even more in the offing—one of the industry's most pressing problems today is how to get the most from a tv commercial sales message.

Every ad agency in the country and every tv advertiser, agree that the best possible way to maximize the dollar investment in tv is to pre-test commercials. But they don't agree on how this can be done.

The many methods developed to date have provided partial answers. But partial isn't enough, as one adman commented, when—for example—a \$1 million tv campaign can rise or fall on the strength of the commercial. Admen don't expect total answers or, in the words of Milton Sherman, manager of the communications research department at MARPLAN, an affiliate of McCann-Erickson, “an all-purpose answer.”

But they have to approach a more complete answer than they think is now available.

Pre-testing of television commercials has evolved into two general practices: viewers' evaluation of a rough commercial and of a finished one. The limitation to testing a rough film or an animated storyboard—the most prevalent forms—is evident in the word “rough” itself. A “finished” commercial blends all of the audio and visual elements for a total psychological effect on the viewer, taking into consideration all of the marketing and sales strategy. A “rough” or “semi-finished” commercial omits many subtleties which may make a desired viewer impression.

Yet an advertiser who tests a completed or finished commercial, runs the risk of having his total investment

t, either by scrapping the film or
 or by airing a sales message
 rich in the pre-testing indicated a
 k of the desired consumer response.
 Somewhere between these two ex-
 ames—a \$300 rough commercial
 d a \$10,000 finished one—lies an
 ea which most agencies and re-
 archers are trying to explore.
 hey're looking for one thing: *A
 oduction technique which permits a
 st commercial to include the de-
 red components of a finished com-
 ercial without the same high cost.*

Sherman says evolution of such a
 chnique would benefit the adver-
 ser, the creative writer and the re-
 archer. Its advantages for the client:
 ore opportunity to try out his
 rategy or to evaluate the potential
 ffect of his message"; the writer:
 ore opportunity to take his crea-
 vity to the intended public at vari-
 us stages of development"; the re-
 archer: "more opportunity to con-
 tribute information during the forma-
 ve stages of advertising."

His organization is developing an
 xperimental plan "directed at the
 pecific problem of determining at
 hat stage of 'finish' a commercial
 an be adequately pre-tested." Some
 of the questions which he thinks
 ight be answered in such an analyti-
 cal study appear on page 38.

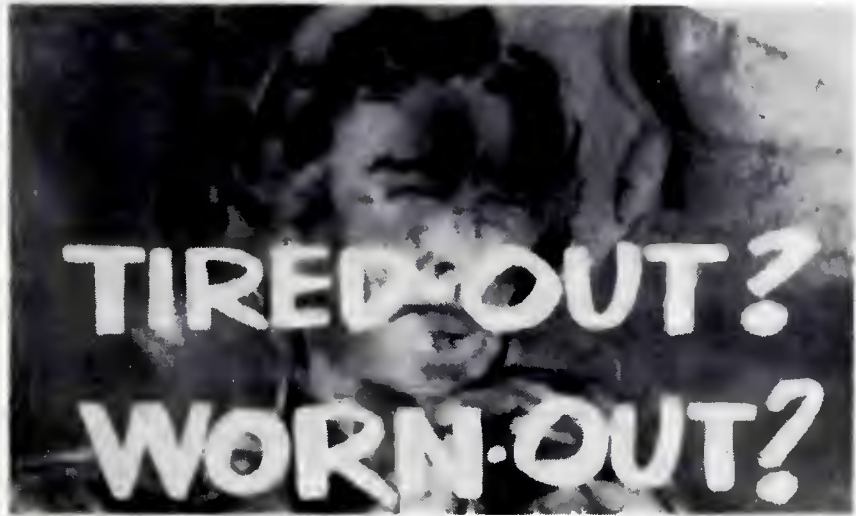
Most agencies, of course, are
 quipped to pre-test all kinds of copy
 n some fashion. Some conduct all
 uch testing within their own shops
 and with their own people. Others
 arm out the entire project to an
 ndependent research organization.
 Still another group plans and directs
 he project with a staff executive but
 etains outside firms to do the actual
 field work or testing.

Most pre-testing is done with a
 "captive" audience of respondents or
 panelists, usually in what is an at-
 tempt at duplicating a viewing situa-
 tion. Some copy tests, however, are
 made on the air—for example, a
 split run of a tv commercial cut into a
 network show in different test cities.

SSCB's effort in attempting to pre-
 dict the outcome of a video commer-
 cial is typical of the imagination and
 effort that are being put into testing
 throughout the advertising industry.
 The agency recently opened at its
 New York headquarters a \$150,000

FIRST STEP: rough commercial

"BEFORE" TEST SITUATION shows moving storyboard rough prepared by SSCB for Nytol (Block Drug) in agency studio for test-showing to viewers



SECOND STEP: consumer testing

ACTUAL TESTING is done with viewers, as with this Schwerin Research group, or with panels, interviews. Goal: to duplicate viewing situation



THIRD STEP: finished commercial

"AFTER" SEQUENCE for the Nytol rough shown above appears in the finished commercial, revised on the basis of consumer interviews done in field



QUESTIONS ABOUT TV "ROUGHS"

Milton Sherman, communications research manager at MARPLAN, an affiliate of McCann-Erickson, outlines the following questions regarding "rough" commercials, which he feels should be answered by an acceptable pre-testing technique.

1. *Which form of commercial "finish" (rough filmed commercials or animatic film strip with synchronized sound) will most closely predict the performance of a fully produced commercial? And which form is the most suitable for various product or corporate commercials?*

2. *What content factors create response and reaction differences between various forms of "finish?" For example:*

A. Which demonstration techniques and devices can be used in various pretest forms of "finish"; which cannot?

B. Can a personality be projected through various forms of commercial "finish?" Can a rough filmed or animatic presentation create consumer identification for the characters in the commercial situation?

C. Can the various forms of commercial "finish" approximate the fantasy or setting for the product story? Can they convey the quality of impression for the product? Can the situation be perceived as a total and integrated experience?

3. *Can these factors, and others that may be discovered, be compensated for, or can we assess the contribution which they make to a fully produced commercial, and thereby provide certain guide lines for pre-test forms of "finish"?*

4. *Can the meanings and associations of visual elements be communicated in various forms of commercial "finish"? Which symbolic elements (demonstrations of appliance performance, particular product innovations and features) receive full meaning and understanding, and which do not?*

5. *Can the richness of semantic variation be communicated in pre-test forms of commercial "finish"? Is there a short-circuiting of the visual and audio inter-action?*

6. *Can forms of "finish" be adapted to particular product or corporate objectives? Can these pre-test forms be used as reliable experimental and exploratory technique?*

studio and "laboratory" in which commercials for its tv clients (billings some \$36 million a year in television) are pre-tested.

Tim Healy, v.p. and director of research for the agency, supervises the "pre-measured selling power" technique of testing. The new commercials, called Sound-A-Ma, are shot in the studio in rough form from the standard storyboard and are then taken to a consumer panel for reaction analysis.

This device also enables the agency to pre-test components of the commercial before the final "rough" is tested. Most shops attempt at various times during the development of a commercial idea to test some of the creative approaches—visual components, how the visual and audio synchronize or complement each other, props and settings, etc.

Mogul, Williams & Saylor, for example, maintains a miniature junk studio set-up which it takes on location for test shots. Milton Guttenplan, agency v.p. and account supervisor, pre-tests creative content and then turns over the final version to his agency's research subsidiary (Research Analysts, Inc.) for consumer testing.

Testing the creative aspects of a commercial serves several purposes, Guttenplan explains. "First of all, taking the camera and a monitor to the client's factory or showroom can see for himself some of the difficulties in setting up and producing a commercial. It also, of course, offers great advantages in saving time as well as money—time spent in elaborate testing and money spent in outside research, studio rental, cast salaries and production personnel."

He took his two-man crew, for example, to the candy factory of Baci to set up some sample commercials which involved 200 pounds of candy. On-the-scene framing of the saved transport of the product, second-hand explanations to the client and rehearsal time in the studio. Says Guttenplan: "We work this out in such a fine detail that seldom do we need more than 15 minutes of camera rehearsal before we put our final commercial on tape or film."

The talking storyboard — Sound
(Please turn to page 72)



PRE-TAPING huddle presided over by W. B. Doner producer-director Bob Bleyer (r), who maps out tv decorating show plans with Firth consultant-m.c. Guy Cornell (c) and Doner a.e. Fred Tobey. Firth/Doner crew taped 10 half-hour shows in hectic four-and-one-half-day period

Firth's local level tv partnership

- ◆ Carpet company gives retailers, who tie to half-hour decorating show, a lot of leeway in selling on video
- ◆ After test, markets respond with sales hikes up to 119%, program moves into nine-market spring campaign

A multi-market, modest budget tv vehicle that lends itself to close local-level tie-in. That's been the elusive goal of many a carpet manufacturer. Some have tried and failed, others haven't felt it was worth bothering, and the group has more or less resigned itself to a steady diet of print. Firth Carpet and its agency W. B. Doner hit on such a tv plan about a year ago, tested it in two divergent types of markets—with extremely fa-

vorable results—and are now putting it to work in nine markets, with more to come. It's a half-hour 'how to' home decorating show, known as *Spotlighting You*, which had its trial runs in Baltimore and Kalamazoo on a live basis. After the spring, 1959, cycle over WMAR-TV, Baltimore, area sales were up 49% over the previous spring. Also the series produced 4,000 written requests for the free decorating book offered on the show.

To make doubly sure of the new format's effectiveness, Firth added Kalamazoo, a "less sophisticated" market to the fall, 1959, trials. When the figures were in after an eight-week run on WKZO-TV there, Firth's sales showed a whopping 119% jump over the fall of '58. Meanwhile, back in Baltimore which underwent its second cycle in fall, '59, this time over WBAL-TV, Firth sales were up 20% over the same period a year earlier. And another 3,000 requests for booklets streamed in.

That was enough for Firth and Doner; it was time to branch out. Here are the stations firmly in the spring lineup at press time: WMAR-TV, Baltimore; KLZ-TV, Denver; KRNT-TV, Des Moines; WWL-I(TV), Indianapolis; WKZO-TV, Kalama-

zoo; WPST-TV, Miami; KFSD-TV, San Diego; KING-TV, Seattle and WRC-TV, Washington.

Though the shows are created by a national advertiser for exposure in several markets, their destiny is shaped to an unprecedented extent at the local level. In each new market the first step is to sell distributor and dealers on the show. They are invited to see sample films and discuss them with men from Firth and Doner. Once the distributor decides he's willing to split time and merchandising costs with Firth, it's up to him to line up dealers. Each show is devoted to one of them, who not only chooses the Firth line to be featured on the first 90 seconds of the three-minute live commercial, but receives the remaining 90 seconds for institutional advertising. ("With 30 to 40 Firth lines, each in 10 colors from which to choose, and about 90 retailers doing the choosing, we write commercials by the millions," exclaims Doner a.e. Fred Tobey.)

Continues Tobey, "In keeping with the local level emphasis, we assign the Firth commercials to women's program personalities from the stations we use. Those gals usually have a large loyal following which we are glad to reach, and they are most helpful with mentions and occasional interviews on their own shows."

The participating retailer is urged to help put the show over with print ads, placement of Firth's special show promotion cards in his window and out on the floor and prominent display of the carpets featured.

Even station selection is determined largely at the distributor-dealer level. "They know local conditions, so we usually go along with their preference if the availabilities are right for us," Tobey explains.

Spotlighting You is usually scheduled in the 1-4 p.m. period on the rationale that by 1 p.m. most women have completed their housework and for the next three hours, more or less, their school-age children will be out of the house. Highest priority goes to 1:30-3 p.m., considered most likely to find the ladies at leisure.

However, for adjacency to effective women's programming, Firth is willing to go into other time slots. In Miami and Washington, for instance, (Please turn to page 72)

RADIO GETS BOOST FROM SALES VIP'S

▼ Mennen, Red Heart, Taystee, Northwest and Cities Service executives plug radio's place in marketing

▼ "No sentiment about it," says Bain, "we're 80% in radio because it upped our sales 24% in year

Highpoint of the fifth annual National Radio Advertising Clinic, which the RAB staged last week on successive days at the Waldorf-Astoria in New York and the Sheraton-Blackstone in Chicago, were five unusually frank and meaty talks on radio's place in modern marketing campaigns.

According to agency media and account men who attended the day-long sessions, there was more solid genuine sales enthusiasm generated for radio at this year's RAB get-together than at any industry meeting in recent history. And credit for a rising belief in what Raymond C. Keck of Cities Service Co. labelled the "tremendous resurgence in radio" belonged in large part to the five client spokesmen who talked on "The Radio Campaign."

Leading off on the blue-ribbon advertiser panel was Robert Llewellyn, advertising manager, American Bakeries Co. of Chicago which last year invested \$500,000 in a spot radio campaign with a minimum of 60 spots per week in 33 U. S. markets.

Prime marketing consideration in Taystee's use of radio was the medium's ability to target housewives with frequency. "The average housewife buys bread three times a week," Llewellyn noted, "and any medium we used had to reach Mrs. Housewife often."

A second important consideration in the Taystee media plan was the ability of American Bakeries' agency, Y&R, to come up with top flight commercials. Six variations of Taystee's "Breakfast in Bed" theme were recorded with the best musical talent available (Taystee spent \$27,000 plus

residuals for the six recordings).

The commercials themselves provided Taystee with a valuable marketing bonus. Albums containing the six songs were distributed to grocery and interested listeners, and in St. Louis alone the bakery distributed more than 1,000 copies.

Ray Keck, advertising manager of Cities Service, also stressed the marketing considerations which had dictated his company's continuing shift to radio. (\$1 million in spot radio in 1959, and radio increases due this year.)

"We have found in the oil business," said Keck, "an increasing need to reach motorists at strategic buying times. That's why 70% of our budget now goes into radio and outdoor."

Cities Service concentrates its spot buys in four drive periods per year and goes after drive time periods (6:30-9 a.m. and 4-6 p.m.) on Wednesdays, Thursdays and Fridays, with eight-second reminders in weekend schedules.

F. J. Torrence, advertising director of John Morrell & Co., makers of Red Heart Dog foods, emphasized that the fiercely competitive nature of the pet food industry put a premium on smart, economy-minded media buying.

"We have 3,000 competitors," said Torrence. "The average grocery store stocks at least 15 brands of dog food and I've counted over 50 brands and sizes in some big supers."

"This means we've got to reach our prime target, housewives, efficiently and economically and with great continuity. A heavy radio campaign is our best answer—and we believe in using it week in and week out."

William G. Mennen Jr., v.p. in charge of sales at the Mennen Co., described the highly successful spot campaign which Mennen ran from July to November 1959 in 75 markets. "Four weeks after the spots started, five of our largest St. Louis drug wholesalers reported a 50% increase in Mennen deodorant sales, with a 50% increase in Foam Shave and a 50% increase in Quixana," said Mennen. Only radio was used to push these products.

Mennen's 1959 campaign in spot radio was directed at the male market. "We found it the most efficient way to reach men — including our own salesmen," said Mennen. He disclosed greatly expanded radio schedules in the coming year, for both Mennen's men and teen-age lines.

Gordon M. Bain, hard-hitting sales rep. for Northwest Orient Airlines, fought chuckles from the audience at the RAB Clinic when he disclosed that there was "absolutely no sentiment in our use of radio." Northwest spends 80% of its ad budget in radio because it has "brought us sales increases of \$20 million in 1958, and even more in 1959. As long as it continues to produce for us, we'll pay with it."

Bain emphasized that an airplane ticket is a "perishable commodity" and that airline advertising must have extreme flexibility to meet emergency conditions. "Our advertising agency (Campbell-Mithun) boasts that they can change radio in 24 hours — and sometimes we make them do it."

As proof of radio's result-getting power, Bain described a new flight scheduled by Northwest out of Chicago for Seattle at 6 a.m. Until radio advertising pressure was put behind the flight it was operating at 20% of capacity. Within a week after radio spots started it was running 85% full, and has remained at this figure even after special radio promotion it has been discontinued.

Northwest's radio commercial was one of eight chosen as "most effective" at the RAB awards luncheon, and received a gold plaque. Other winners: Adweiser (D'Arcy), Coca-Cola (McLann-Erickson), Ford (J. Walter Thompson), Nescafe (William Esty), Pepsi-Cola (Kenyon & Eckhardt), Schlitz (JWT), Winston (Esty). ▀



ROBERT LLEWELLYN, advertising manager, American Bakeries Co., Chicago, Ill.

WILLIAM G. MENNEN JR., v.p. marketing; The Mennen Company, Morristown, N.J.



RAYMOND C. KECK, advertising manager, Cities Service Company, New York



F. J. TORRENCE, advertising director, John Morrell & Company, Chicago, Ill.

GORDON M. BAIN, v.p. in charge of sales, Northwest Orient Airlines, St. Paul, Minn.



SPOT RADIO WILL HELP BUILD



A CITY WILL RISE from this 8,000-acre tract of raw land in Boca Raton, Fla., mapped out by Centex city planners. Included: a modern industrial

- ◆ City-builder, Centex, spends more than 65% of budget on spot radio to promote University Park opening
- ◆ Builder tops off saturation campaign with 120 spots on 9 stations opening day, draws crowd of 5,000 to site

Centex Construction Co. builds cities, and radio helps to populate them.

Within 10 years, the 8,000-acre tract of raw land at Boca Raton, Florida, pictured above, will yield to the guiding hand of master builder Tom Lively, Centex president, a city of 40,000, complete with schools, parks, churches and industry. But first Lively must find buyers for the 10,000 homes he proposes to build there, and in order to do so he counts on a big assist from spot radio.

Centex has built several similar projects across the country and has found a more important place for

radio in each successive venture. From this experience the company has developed a two-phase advertising technique.

The objective of the first phase is to build a large audience for opening day ceremonies, for the larger the opening day crowd, the bigger the base for future sales. The objective of the second phase is simply to keep the company message in the public mind until all the houses have been purchased. The plans for promoting the University Park development in Boca Raton called for 35% of the budget to go to radio in the second phase of the campaign, but in the

just completed first phase, radio share was better than 65%. The result: opening day crowds surpass all expectations, as nearly 5,000 potential home-buyers swarmed into the project.

The campaign, planned by Centex and its agency, Glenn Advertising, Dallas, was calculated primarily to reach the tourist, including many tired couples, with plans to settle in Florida, who represent nearly 80% of the Centex market.

In planning a campaign aimed at the tourist in the Boca Raton area, says Tom Lively, "there are unique circumstances that have to be taken into consideration. Most tourists aren't 'dial-switchers.' They'll stay pretty much to one station. And what with the tremendous car rental down here, you want to get your spots in traffic time. But in this vacation land, that's from sun-up to sun-down. Traffic time is sun time."

Since Centex planned to begin

FLORIDA CITY HERE



ark, planned by industrial consultants Bennett & Kahnweiler, and a 10,000-home residential section, populated in large by a radio recruited citizenry

ampaign just one week before opening day, the schedule called for heavy saturation on nine stations covering the Florida Gold Coast: 50 minute announcements each were aired on WGBS, WQAM and WINZ in Miami; WFTL, WWIL and WLOD, Fort Lauderdale, and on WPOM, Pompano Beach, WBDF, Delray Beach, and WVEAT, West Palm Beach. This phase of the campaign reached its climax on opening day when an additional 20 spots were played. The nine-station schedule continued for another two weeks, closing out phase one.

For this kind of a saturation schedule the agency created three sets of 10 commercials, with each set dated by the pitch, "Go to the Grand Opening on —or "Grand opening today," and finally, "Drive out and see it now." In this manner the commercials were always timely, retained their impact. Following Lively's precepts, the spots ran from sun-up to sun-down and there were enough in each

group to provide for variety, cancel risk of antagonizing the non dial-switching tourist. The agency also felt that it couldn't tell the whole story of University Park in one minute so that the information on one spot complemented rather than duplicated the information on the next.

The spots themselves contain some hard-sell. "In Florida," explains

Lively, "you're literally competing with a dream," which reasoning results in the radio pitch, "Here in University Park you'll realize your life's dream."

Centex knows that radio is doing a job for it because so many people come out to the site so well informed. Another plus offered by radio was the on-site interviews conducted with opening-day spectators by stations WPOM, WBDF, and WWIL. These stations dispatched mobile units to cover the event as a news story, had the interviews edited and on the air within an hour of when they were recorded.

SCALE MODEL of University Park community in central rotunda of sales building was seen by more than 5,000 visitors on opening day



University Park has now been launched and is in phase two of its development. In phase two the real-estate sections of newspapers get a larger share of the budget, but radio, with a third of all ad expenditures, will still be depended on to bring in residents for the 10,000 homes designed and built by Centex. ◆

AN INDUSTRY IN ACTION

Since 6 October, 1959, when the House Committee on Legislative Oversight opened its hearings on quack show rigging, tv and advertising have been under the most severe attacks in their histories. During the same period all branches of the business have been taking energetic steps to correct abuses and tighten controls—yet a recent SPONSOR poll of broadcasters, advertisers and agencies disclosed that few know what has been done and accomplished. To present a clear chronological record of accomplishments, SPONSOR began in its last issue the story of "An Industry in Action." Chapter One outlined the actions taken by the National Association of Broadcasters, Columbia Broadcasting System, National Broadcasting Company, American Broadcasting Co., and the Association of National Advertisers. Chapter Two deals with the work of the American Association of Advertising Agencies and the Advertising Federation of America.

The AAAA Record

The American Association of Advertising Agencies, numbering 339 agencies and including most of those placing important tv business, began action on the tv-advertising crisis shortly after the first of the year.

11 January—AAAA announces step-up in self-regulation procedures. Previously the Association's machinery for dealing with objectionable advertising (the AAAA Interchange) had called for an agency whose material had been cited by fellow members to "take corrective action or not, as it sees fit, including calling the criticisms to the attention of the advertiser concerned."

Under the new regulations, an agency is given specific responsibility for taking corrective action, and if it does not do so, is reported to the AAAA Board. The Board may then request the member to resign.

19 January—AAAA issues a new agency guide, "Interpretation of the AAAA Copy Code With Respect to Tv Commercials."

Significantly, the new guide says, "Since the AAAA code was written, the medium of tv has arrived and grown to great stature. And the nature of the medium has brought many special problems of public responsibility for those who prepare tv commercials."

The new AAAA "Interpretation" stresses that "Tv commercials are guests in the viewer's home," and em-

phasizes the need for good manners, as well as the usual safeguards against false, misleading copy.

2 February—AAAA Chairman Robert M. Ganger, addressing the ANA, says, "A Code is a necessary platform for voluntary self-regulation. . . . We have seen in the motion picture field, and we are beginning to see in the case of the NAB Tv Code, that codes can exert an important persuasive influence."

"The AAAA Copy Code has been of great help to agency people. Perhaps it can become increasingly important in other fields of advertising."

Ganger announces that 158 offices of 126 AAAA agencies are now participating in the Association's "Interchange" which gathers and reports complaints regarding any commercial that is in "bad taste, manifestly misleading, or otherwise objectionable to the public—objectionable even though it may not be in any respect illegal or contrary to law."

In concluding, Ganger promises full AAAA cooperation with "all segments of the advertising industry in any other step to advance the cause of voluntary self-regulation."

The AFA Record

The Advertising Federation of America, largest advertising association in the world, represents 50,000 individuals in all branches of the business, 135 advertising clubs, 18 national advertising associations.

7 January—AFA counsel Morton Simon, testifying before FCC, presents nine specific recommendations for dealing with crisis. Recommendations include issuance of FCC guide on tv advertising practices, retention of present legal concepts on false, misleading advertising, avoidance of new legislation or censorship industry machinery of self-regulation program of consumer education.

5 February—AFA Mid-winter Conference in Washington joins 318 men, 300 Congressmen and Federal executives for exchange of views.

AFA president James S. Fish announces plan for advertising self-regulation to be administered in cooperation with Better Business Bureaus and merchant groups.

12 February—AFA releases details of self-regulation plan. "Bill of Specifics" includes immediate cooperation between local ad clubs and AFA in setting up ad codes and machinery for preventing false, deceptive advertising. Advertising which comes under "grey area" of poor taste, to be referred to National AFA Ethics Committee.

11 March—AFA issues status report on program, lists policing actions taken in Cleveland, Worcester, Dallas, Pittsburgh, other cities.

30 March—AFA outlines to ad clubs specific machinery for establishing "Ethics Committees" and "Advertising Panels" to prepare and police local advertising codes.

New audience data on tv web shows

Revised ARB format gives detailed viewer composition via 14-way breakdown of male, female age groups

With next season's show buying period now underway, ARB provides some interesting audience composition figures for advertisers seeking detailed market data.

This information comes from the Bureau's December national report, which represents a summary of the rating

firm's new format for audience composition data, which ARB began providing in October and which contains a more detailed breakdown than was hitherto available (see chart below).

Some of the chart's highlights:

- The biggest group of nighttime network viewers, in most cases, are

in the over 49 bracket. The older women like such show categories as variety, situation comedy, and drama; the men, variety and western.

- The women in the so-called young buying group (18-29) are more active tv viewers than the men, and prefer drama, mystery and variety. Young men, on the other hand, prefer western and mystery.

- Teens don't show any great variation in viewing habits either by program category or by sex.

AUDIENCE COMPOSITION OF MAJOR NETWORK SHOW TYPES

Type	No. Shows	under 6	6-12	13-17	18-29	30-39	40-49	over 49
WESTERN	24							
Male		6	19	12	17	21	18	24
Female		7	16	10	18	21	18	22
VARIETY	12							
Male		4	8	8	12	18	16	25
Female		5	10	10	21	23	22	32
SITUATION COM.	15							
Male		9	20	10	11	14	13	21
Female		9	27	13	19	22	19	27
ADVENTURE	14							
Male		8	16	12	16	21	17	22
Female		6	16	10	20	23	19	21
MYSTERY	13							
Male		3	10	11	17	21	17	21
Female		4	11	11	23	23	21	21
DRAMA	8							
Male		3	8	9	14	20	15	22
Female		4	10	9	22	25	20	27

Source: ARB, December, 1959, nighttime. Number of viewers per 100 homes

1. THIS MONTH IN NETWORK TV

Specials scheduled during four weeks ending 6 May

PROGRAM (NETWORK)*	COSTS	SPONSOR, AGENCY, DATE	PROGRAM (NETWORK)*	COSTS	SPONSOR, AGENCY, DATE
T&T Bell Telephone Hr. (N)	\$275,000	AT&T, N. W. Ayer, 4/29	Ninotchka (A)	\$275,000	General Mills, BBDO; Westclox, BBDO; 4/20
Art Carney (N)	225,000	AC/UMS; Brother/Campbell-Ewald; 5/6	Our American Heritage (N)	250,000	Equitable Life Ins., FC&B, 4/10
BS Reports (C)	57,500	Bell & Howell, McCann; Goodrich, BBDO; 4/21	Jack Paar Show (N)	275,000	Elgin, JWT, 4/26
Arthur Godfrey (C)	290,000	Greyhound, Grey; Sara Lee, C&W; Sears, Burnett; 5/6	Playhouse 90 (C)	150,000	American Gas, L&N; All State, Burnett; R. J. Reynolds, Esty; 4/22, 5/2
Hall of Fame (N)	250,000	Hallmark, FC&B; 4/10	Pontiac Show (N)	275,000	Pontiac, MacManus. J&A 4/16
Job Hope Show (N)	320,000	Buick, McCann, 4/20	Princess Margaret's Wedding (A)	90,000	Yardley, N. W. Ayer, 5/6
Invitation to Paris (A)	250,000	Renault, Kudner, 4/27	Rexall Show (N)	230,000	Rexall, BBDO, 4/24
Frances Langford Show (N)	230,000	Rexall, BBDO, 5/1	Show of the Month (C)	275,000	OuPont, BBDO, 4/21
Merry Lewis Show (N)	260,000	Timex, Ooner & Peck, 4/15	The Royal Wedding (N)	110,000	Frigidaire, OFS, 4/24, 5/1, 5/6
Maesters' Golf Tournament (C)	225,000	American Express, B&B; Travelers Finance, Y&R; 4/9; 4/10			
BC Drama (Mark Twain) (N)	225,000	Purex, Weiss, 4/22			

Networks: (A) ABC TV; (C) CBS TV; (N) NBC TV.

2. NIGHTTIME

COMP A

	SUNDAY			MONDAY			TUESDAY			
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
6:00		Small World Olin-Mathleson (D'Arcy) D-F \$30,000	Meet The Press Manhattan Shirts (Daniel & Charles) 1-L \$6,500							
6:30		Twentieth Century Prudential (R McC) D-F \$35,000	Saber of London Sterling (DFS) My-F \$28,000 Hall of Fame (6:30-8) ●		D Edwards Amer Home (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$8,500††	No net service	D. Edwards Am. Home (Bates) alt Carter (DFS) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††	
7:00	Broken Arrow Mars (Knox-Reeves) W-F \$45,000	Lassie L'Appell Soup (RBD) A-F \$37,000	Overland Trail (7-8) Standard Brands (Bates) P. Lorillard (L&N) W-F \$34,500 (hr.)	John Daly News suat	No net service	D Edwards Amer Home (repeat feed)	News Texaco (repeat feed)	John Daly News suat	D Edwards Am. Home alt Carter (repeat feed)	News Texaco (repeat feed)
7:30	Maverick (7:30-8:30) Kaiser Co (Y&R) Drackett (Y&R) W-F \$78,000	Dennis The Menace Kellogg (Burnett) Best Foods (4/17 S) (GB&B) Se-F \$36,000	Overland Trail P&G (B&B) Warner Lam. (Lambert & Peasley)	Cheyenne (7:30-8:30) Ralston (Gard.) Am. Chile (Bates) Hitchie (K&E) W-F \$82,500	Kate Smith Show Am. Home (Bates) V-L \$27,000	Riverboat (7:30-8:30) Sterling (DFS) Noxema (SSCB) Simonize Quaker Oats W-F \$82,000	Bronco (alt wks 7:30-8:30) Bm & Wmsn Hagger Simonize Quaker Oats W-F \$82,000	No net service	Laramie (7:30-8:30) L&M (Mc-E) Sunshine Bliscuits (C&W) Colgate (Bates) W-F \$65,000	
8:00	Maverick	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800	Sunday Showcase (8-9) various sponsors ●	Cheyenne Johnson & J (Y&R) Armour (FCB) P&G (B&B)	The Texan Brown & Wmsn (Bates) alt All State (Burnett) W-F \$37,000 Playhouse 90 (8-9:30) ●	Riverboat Stand. Brands (Bates) Sunshine Blse. (C&W)	Sugarfoot (alt wks 7:30-8:30) P&G Carnation, Gen Mills W-F \$82,000	Dennis O'Keefe Oldsmobile (Brother) Se-F \$38,000	Laramie Miles (Wade) Simonize (5/3) (Y&R)	
8:30	Law Man R. J. Reynolds (Eaty) Whitehall (Bates) W-F \$41,000	Ed Sullivan	Sunday Showcase Royal Wedding (8-9) ●	Bourbon St. Beat (8:30-9:30) Bm & Wmsn (Bates) L-O-P (FSR) P&G (B&B) A-F \$80,500	Father Knows Best Lever (JWT) alt Scott (JWT) Se-F \$30,000	Wells Fargo Amer Tobacco (SSC&B) alt P&G (SB&B) W-F \$47,000	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) W-F \$40,000	Dobie Gillis Pillbury (Burnett) alt Phillip Morris (Burnett) Se-F \$37,000	Ford Startime (8:30-9:30) Ford (JWT) V-L \$230,000 (average)	
9:00	The Rebel L&M(DFS) alt P&G (Y&R) W-F \$42,500	G. E. Theatre Gen Electric (BRD) Dr-F \$51,000	The Chevy Show Dinah Shore (9-10) Chevrolet (Camp-EI) V-L \$185,000	Bourbon St. Beat Isodine (R-Me) Reynolds Metal (L&N) Van Heusen (Grey)	Danny Thomas Gen Foods (B&B) Se-F \$47,500	Peter Gunn Bristol-Myers (DCS&S) alt R. J. Reynolds (Eaty) My-F \$38,000	The Rifleman Miles Lab (Wade) Ralston-Purina (GB&B) P&G (B&B) W-F \$38,000	Tightrope Pharmaceuticals (Parkson) alt Am Tob (SSCB) My-F \$30,000	Ford Startime	
9:30	The Alaskans (9:30-10:30) L&M, Armour A-F \$77,500	Hitchcock Presents Rristol-Myers (Y&R) My-F \$30,000	The Chevy Show	Adv. In Paradise (9:30-10:30) L&M (Mc-E) A-F \$80,000	Ann Southern Gen Foods (B&B) Se-F \$40,000	Alcoa-Goodyea Theater Alcoa (FM) alt Goodyear (Y&R) Dr-F \$39,000 Hall of Fame (9:30-11) ●	Colt .45 Whitehall (Bates) Bm&W (Bates) W-F \$18,000	Red Skelton Pet Milk (Gardner) alt S. C. Johnson (FC&B) CV-L \$52,000	Arthur Murray Lorillard (L&N) alt Sterling (DFS) V-L \$30,000	
10:00	The Alaskans 7-Up	Benny alt Cobel Lever (JWT) VC-L \$47,000	Loretta Young Toni (North) alt Warner Lam (Lam & Peasley) Dr-F \$49,500	Adv. In Paradise Reynolds Metal (L&N)	Hennessey Lorillard (L&N) alt Gen Foods (Y&R) Se-F \$30,000	Steve Allen (10-11) Plymouth (Ayer) CV-L \$125,000	Alcoa Presents Alcoa (FSR) Dr-F \$35,000	Garry Moore (10-11) Kellogg (Burnett) P-P-G (BBD) CV-L \$109,000	M Squad Am Tob (SSCB) A-F \$31,000 Jack Paar (10-11) ●	
10:30	Johnny Staccato Alberto-Culver (Wade) A-F \$11,500	What's My Line Kellogg (Burnett) Sunbeam (Perrin Paus) Q-L \$39,000	No net service	Ted Mack G The Original Amateur Hour Pharmaceuticals (Parkson) V-L \$23,000	June Allyson DuPont (BBD) Dr-F \$44,000	Steve Allen	Keep Talking Mutual of Omaha (Nozell & J) Q-L \$18,000	Garry Moore Polaroid (DDB) S. C. Johnson (NL&B)	No net service	

● Specials, see page 45

††Cost is per segment. Prices do not include sustaining, participating or coop programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercials or time charges. This chart covers period 9 Apr.-6 May. Program types are indicated as follows: (A) Adventure, (An) Audience Participation, (C) Comedy, (D) Documentary, (E) Entertainment, (F) Fiction, (G) Game Show, (H) History, (I) Interview, (J) Juvenile, (K) Kids, (L) Lifestyle, (M) Music, (N) News, (O) Outdoor, (P) Personality, (R) Reality, (S) Sports, (T) Talk, (V) Variety, (W) Western, (X) Xmas, (Y) Youth, (Z) Zebra.

GRAPH

9 APR. - 6 MAY.

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY			
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
News Texaco (C&W) N-L \$6,500††		D Edwards Amer. Home (Bates) alt Phillip Morris (Burnett) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††		D Edwards Parliament (B&B) alt Amer. Home (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††				
		No net service			No net service	No net service				
News Texaco (repeat feed)	John Daly News sust	D Edwards Amer. Home alt Phillip Morris (repeat feed)	News Texaco (repeat feed)	John Daly News sust	D Edwards Parliament alt Amer. Home (repeat feed)	News Texaco (repeat feed)				
Wagon Train (7:30-8:30) Ford (JWT) W-F \$78,000	Steve Canyon sust	To Tell The Truth Carter (Bates) alt Tom (North) Q-L \$22,000	Law of The Plainsman Amer. Tob. (SSCB) P&G (B&B) Midas Muffler (Weiss) Sterling (DFS) W-F \$30,000	Walt Disney Presents (7:30-8:30) Mars (Knox-R) Hill (Ayer) A-L \$94,000	Rawhide (7:30-8:30) Parliament (B&B) W-F \$80,000	People Are Funny Greyhound (Grey) Glenbrook (Mc-E) Q-F \$24,000	Dick Clark Show Booch-Nut Lifa Savers (Y&R) Mu-L \$14,500	Perry Mason (7:30-8:30) Colgate (Bates) Parliament (B&B) My-F \$80,000	Bonanza (7:30-8:30) L&M (Mc-E) RCA (JWT) Miles (Wade) W-F \$78,000	
Wagon Train R. J. Reynolds (Esty) Nat'l Bisc. (Mc-E)	Donna Reed Campbell (BBDO) alt Johnson & J (Y&R) Se-F \$38,000	Betty Hutton Gen Foods (B&B) Se-F \$45,000 Show of Month (8-9) ●	Bat Masterson Sealtest (Ayer) Hill Bros. (West Coast) W-F \$38,000	Walt Disney Presents Canada Dry (Mathes) Derby (Mc-E) Ward Baking (Grey)	Rawhide Colgate (Bates) Pream (B&B) Nabisco (Mc-E) Wr)ley (EWRR)	Trouble Shooters Phillip Morris (Burnett) A-F \$39,500 Royal Wedding (7:30-8:30) ●	John Gunther's High Road Ralston (GB&B) Dr-F \$31,000	Perry Mason Sterling (DFS) Gulf (Y&R) Hamm (C-M)	Bonanza segs open	
Price Is Right Lever (OBM) alt Sossids (NC&K) Q-L \$21,500	The Real McCoy's P&G (Comotom) Se-F \$39,000	Johnny Ringo S. C. Johnson (NLB) alt P. Lorillard (L&N) W-F \$36,000	Producers' Choice Bris-Myers (Y&B) alt R. J. Reynolds (Esty) Dr-F \$11,000	Man From Blackhawk Miles (Wade) alt R. J. Reynolds (Esty) W-F \$38,000	Hotel D'Paree Carter (SSCB) L&M (DFS) W-F \$43,000	Specials (8:30-9:30) various sponsors ●	Leave It To Beaver Ralston (GB&B) Se-F \$30,000	Wanted Dead or Alive Birn & Wmsn (Bates) Kimberly-Clark (FC&B) W-F \$39,000	Man & Challenge R. J. Reynolds (Esty) alt Chemstrand (DDB) A-F \$36,000	
Perry Como (9-10) Kraft (JWT) Mu-Y-L \$125,000 Bob Hope Show (9-10) ●	Pat Boone Chevrolet (Camo-E) Mu-Y-L \$61,000	Zane Grey S. C. Johnson (B&B) General Foods (OBM) W-F \$45,000	Bachelor Father Whitehall (Bates) alt Am Tob (Gumbinner) Se-F \$42,000	77 Sunset Strip (9-10) Am. Chicle (Bates) Whitehall (Bates) My-F \$85,000	Desilu Playhouse (9-10) Westinghouse (Mc-E) Dr-L \$80,000	Specials Art Carney (8:30-10) ●	Lawrence Welk (9-10) Dodga (Grant) Mu-L \$45,000	Mr. Lucky Lever (OBM) alt Birn & Wmsn (Bates) A-F \$43,000	The Deputy Kellogg (Burnett) alt Gen Cigar (Y&R) W-F \$39,000	
Perry Como	Untouchables (9:30-10:30) Armour (FCB) 7-Uo (JWT) L&M (Mc-E) DuPont (BBDO) My-F \$80,000	Markham Schlitz (JWT) alt Renault (Kudner) My-F \$39,000	Ernie Ford Show Ford (JWT) TV-L \$42,000	77 Sunset Strip H. Ritchie (K&E) R. J. Reynolds (Esty)	Desilu Playhouse (9-10) ● Arthur Godfrey	Masquerade Party Hazel Bishop (Donahue & Coe) alt Block Drug (Grey) Q-L \$18,000	Lawrence Welk	Have Gun, Will Travel Whitehall (Bates) alt Lever (JWT) W-F \$40,000	World Wide 60 (9:30-10:30) sust	
This Is Your Life P&G (B&B) L-L \$52,000	Untouchables Colgate (Bates) Ritchie (K&E) Carnation (EWRR)	Revlon Revue Revlon (Warwick & Legler) TV-L \$175,000	You Bet Your Life Pharmaceuticals (Parkson) alt Lever (BBDO) Q-L \$53,000	Robert Taylor's Cap't of Detectives P&G (B&B) My-F \$45,000	Twilight Zone Gen Food (Y&R) Kimberly-Clark (FCT) A-F \$36,000 Playhouse 90 (9-10:30) ●	Cavalcade of Sports Gillette (Maxon) (10-cone) Mo-L \$55,000	Jubilee, U.S.A. (10-11) Massey-Ferguson (NL&B) Mu-L \$20,000	Gunsmoke L&M (DFS) alt Soerry-Rand (Y&R) W-F \$42,000	World Wide 60	
Wichita Town P&G (B&B) W-F \$38,000	Take Good Look Dutch Masters Cigars (EWRR) alt open Q-L \$36,000	Revlon Revue CBS Reports (10-11) ●	Lawless Years Alberto Culver (Wade) W-F \$28,000	Black Saddle L&M (Mc-E) alt Alberto Culver (Wade) W-F \$38,000	Person to Person Carter (SSCB) alt All State (Burnett) L-L \$3000 (gratis)	Jackpot Bowling Baruk (Werman & Schorr) Sp-L \$3,000	Jubilee, U.S.A. Carter (4/9, 4/23) (SSCB)	No net service	Man From Interpole Sterling (DFS) A-F \$25,000	

ama, (F) Film, (I) Interview, (J) Juvenile, (L) Live, (M) Misc, (Mu) Music, (My) Mystery, (N) News, (Q) Quiz-Panel, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western. †No charge for repeats

L preceding date means last date on air, S following date means starting date for new show-or sponsor in time slot.



Intimate View of the Population Explosion

Two years ago the alert readers of these pages backed us into a corner. One of our advertisements featured a young mother and infant at peace with the world watching television. Something was missing — mother's wedding ring! We heard about it.

To quell the tempest it was necessary to quote Dr. Harry Ezell, an O.B. well-known in these parts: "In the period immediately following childbirth, many young mothers find shoes, girdles and wedding rings to be physically uncomfortable. So in the privacy of their own homes, they take them off."

In closing the case we present the happily married mother, *her ring* and her two healthy examples of Central Ohio's own population explosion. You will be astonished to learn that nearly 700,000 babies have arrived in Central Ohio since World War II. To keep this growing Central Ohio family informed and in good humor is our responsibility at WBNS-TV.

Baby-tending may keep our Central Ohio girls housebound, but don't think they're provincial. Channel 10's supply of 5,000 World Affairs news maps was oversubscribed in short order by a deluge of quarters from 51 counties and 233 communities.

WBNS-TV programming reaches the after-school and after-work audiences with equal success. This program balance requires a sure native understanding of Central Ohio where we were born and raised.

With such a direct line available to such an attractive market, time buyers wrap it up in these ten words: "*If you want to be seen in Central Ohio — WBNS-TV.*"

WBNS-TV

CBS Television in Columbus, Ohio

Recipient of the Gold Medal Award for Best Children's Program in the Midwest region by TV-Radio Mirror Magazine.



3. DAYTIME

COMPARA

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
10:00									
10:15		Lamp Unto My Feet sust			Red Rowe sust	Dough Re Mi sust		Red Rowe sust	Dough Re Mi sust
10:30									
10:45		Look Up & Live sust			On The Go sust	Play Your Hunch sust Colgate		On The Go sust sust	Play Your Hunch Culver, Colgate Sterling alt Colgate
11:00									
11:15		FYI sust			I Love Lucy sust Lever alt sust	Price Is Right Congol Sterling alt Whitehall		I Love Lucy sust Gen. Mills alt sust	Price Is Right Lever alt Nabisco Stan Brands
11:30									
11:45		Camera Three sust			December Bride sust	Concentration Culver alt Lever Ponds alt Lever		December Bride sust Scott alt sust	Concentration Frigidaire Lever alt Alberto Culver
12N									
12:15	Johns Hopkins File 7 sust			Restless Gun Best Foods Beech-Nut	Love of Life Dumas Milner alt sust Amer Home Prod alt Nabisco	Truth or Consequences Miles P&G	Restless Gun Dusbarne Beech-Nut	Love of Life Gen. Mills alt Gold Seal Amer Home	Truth or Consequences Whitehall alt Nabisco Culver alt P&G It Could Be You
12:30									
12:45	Bishop Pike sust			Love That Bob Ex-Lax, Johnson & J. Staley, Toni Melmac, Lever, Westgate, Borden Simonize	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Whitehall Ponds alt P&G	Love That Bob Borden, Beech- Nut, Minute Maid, Best Foods, Knomark	Search for Tomorrow P&G Guiding Light P&G	AL Culver alt Miles P&G alt Helms (L 4/19)
1:00									
1:15	College News Conference sust			About Faces Beech-Nut Knomark Sunbeam	No net service News (1:25-1:30) sust	No net service	About Faces Beech-Nut Sunbeam	No net service News (1:25-1:30) sust	No net service
1:30									
1:45			Frontiers of Faith sust		World Turns P&G Nabisco alt Carnation	No net service		World Turns P&G Sterling alt H. Curtis	No net service
2:00									
2:15	Easter Program (4/17; 3-3:30) sust		NBA Pro Basketball Anheuser-Busch & regional	Day In Court Renutzit, Best Foods, Sterling Block, Whitehall Duke	For Better Or For Worse sust	Queen for a Day sust P&G	Day In Court Simonize, Toni Johnson & J. Borden, Gen. Mills, Block Beech-Nut	For Better Or For Worse sust Gold Seal alt sust	Queen for a Day sust Alberto Culver alt Block
2:30									
2:45	Passover Services (4/10; 3-3:30) sust		NBA	Gale Storm Armour War-Lam Borden, Toni Sterling	Art Linkletter Lever S. C. Johnson Van Camp	Loretta Young sust	Gale Storm Drackett, Sterling Borden, Durkee Lever, Gen. Mills Toni, Westgate	Art Linkletter Scott alt Toni Kellogg	Loretta Young sust
3:00									
3:15	Open Hearing sust Campaign Roundup (4/17 Sat; 3-4:30) sust	Sunday Sports Spectacular (3-4:30) Schlitz alt sust	NBA	Beat The Clock Min Maid, Coty Knomark, Ex-Lax Block, Sunbeam Simonize	Millionaire Colgate	Young Dr. Malone sust Lever	Beat The Clock Lever, J&J, Red Ball, Simonize Beech-Nut Mel- mac, Renutzit	Millionaire sust	Young Dr. Malone sust Sterling alt sust
3:30									
3:45	Championship Bridge (L 4/10) No. Amer. Van Lines	Sports Spectacular		Who You Trust? Lever, Armour B-Nut, Sunbeam Block, Knomark Toni, Simonize Red, Borden	Verdict Is Yours sust Amer Home alt sust	From These Roots sust sust	Who Do You Trust? Sunbeam, Ex-Lax Block, Simonize Whiteball Peter Pan, Lever	Verdict Is Yours Sust alt alt D. Milner Scott alt Toni	From These Roots sust Lever alt sust
4:00									
4:15	Campaign Roundup	Sports Spectacular Masters Golf Tournament (4-5:30) ●		American Bandstand Best Foods, Gen. Mills, Lever, Elgin	Brighter Day P&G Secret Storm Amer Home Prod	Comedy Theatre sust sust	American Bandstand Welch, Borden Best, Lever, Coty, Gen. Mills	Brighter Day P&G Secret Storm Gen Mills alt Scott	Comedy Theatre sust
4:30									
4:45	Campaign Roundup (4/10; 4:30-5) sust	Face the Nation sust	World Champ. Golf Phillies alt Gem Razor Sp-F \$50,000	Amer. Band. Positan Armour, Keepeake Goodrich	Edge of Night P&G H. Curtis alt S. C. Johnson	Adventure Thea. sust	Amer. Band. Toni, Hollywood Candy, Keepeake Northam War, Elgin, Goodrich Positan	Edge of Night P&G Sterling alt Armstrong Cork	Adventure Thea. sust
5:00									
5:15	Matty's Funday Mattal	Conquest sust	World Champ. Golf	American Bandstand co-op			American Bandstand co-op		
5:30									
5:45	Lone Ranger Gen Mills Breets	College Bowl Gen. Electric	Time-Present Kemper Ins.	Rin Tin Tin Sweets Gen. Mills Bosco, Kool Aid			Rocky & His Friends Gen Mills Bosco, Sweets Kool Aid		

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH

The network schedule on this and preceding pages (48, includes regularly scheduled programming 9 April 6 May, inclusive (with possible exception of changes made by the networks after presstime). Irregularly sch

GRAPH

9 APR. - 6 MAY.

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY		
NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Dough Re Mi sust		Red Rowe sust	Dough Re Mi sust Nabisco		Red Rowe sust	Dough Re Mi sust sust alt Bm & Wmsn		Heckle & Jeckle sust Gen. Mills alt sust	Howdy Doody Nabisco alt sust Continental Baking
Play Your Hunch sust Colgate		On The Go Lawry's alt sust Supp-Hose alt S. C. Johnson	Play Your Hunch Warner Lam alt Colgate Miles alt Heinz		On The Go sust sust alt S. C. Johnson	Play Your Hunch Colgate alt sust Sterling alt Colgate (4/15 S)		Mighty Mouse sust Colgate alt sust	Ruff & Reddy Borden Gen Foods
Price Is Right Frigidaire alt Sterling Heinz		I Love Lucy Armstrong alt sust U. S. Steel alt Simonize	Price Is Right Culver alt Lever Miles alt sust		I Love Lucy sust Gerber alt Kodak	Price Is Right Lever alt Ponds Stand Brands		Lone Ranger Gen Mills sust	Fury Borden Gen Foods
Concentration Miles Nabisco alt Brillo		December Bride sust	Concentration sust alt Lever Heinz alt Whitehall		December Bride sust Simonize alt sust	Concentration Miles alt Ponds Lever alt Bm & Wmsn		I Love Lucy sust	Circus Boy Miles alt sust
Truth or Consequences Helms P&G	Restless Gun Drackett, Sweets Westgate Beechnut, Hill Simonize	Love of Life Quaker alt Lever Amer Home	Truth or Consequences Stan Brands (L 5/5) P&G	Restless Gun Simonize, Sweets Drackett Best Foods Borden	Love of Life Lever (wkly.) Gen Mills alt Stand. Brands	Truth or Consequences Frig. alt Congo P&G alt Whitehall	Lunch With Soupy Sales Gen Foods	Sky King Nabisco	True Story sust Sterling Drug
Could Be You Whitehall alt sust Congol, Block (L 4/20), Heinz (5/4 S)	Love That Bob Armour, Sterling Drackett, Min. Maid, Dursharme Toni, Block	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt Nabisco P&G	Love That Bob Beech-Nut, J&J Drackett, Armour Gen. Foods Melmac	Search for Tomorrow P&G Guiding Light P&G	Could Be You Stand Brands alt Frigidaire P&G alt Whitehall			Detective Diary Sterling Drug sust
No net service	About Faces Ex-Lax Sunbeam Simonize	No net service News (1:25-1:30) sust	No net service	About Faces Best Foods Beechnut Hills Bros. Simonize	No net service	No net service	No net service	Saturday News sust	Mr. Wizard sust
No net service		As the World Turns P&G Pillsbury	No net service	The Shroud of Turin (4/15; 1:30-2) sust	World Turns P&G Quaker alt Gen Mills	No net service			
Queen for a Day sust P&G	Day In Court Knornark, Gen Fds, Lever, Gen Mills, Drackett J&J, Block, Best Foods, Sunbeam	For Better Or For Worse Toni alt sust Dumas Milner	Queen-Day Congoleum alt sust P&G alt Heinz	Day In Court Lever, Armour Drackett, Toni Beech-Nut Simonize, Ex-Lax	For Better Or For Worse Lever alt sust	Queen for a Day sust alt Nabisco P&G alt sust			Baseball Game of Week (4/17 S) Falstaff, Colgate State Farm Ins Gen Mills Sp-L \$6,000,000*
Loretta Young Nestle alt sust Frigidaire alt sust	Gale Storm Beech-Nut, Gen Mills, Best Fds Drackett, Borden Lever, J & J	Art Linkletter Kellorg Pillsbury	Loretta Young Nestle (4/21 S) alt sust Heinz alt sust	Gale Storm G. Mills, G. Fds Coty, J&J, Min Maid, Simonize	Art Linkletter Lever Bros Bauer & Black alt Armstrong	Loretta Young sust			
Young Dr. Malone sust Heinz alt sust	Beat The Clock Johnson & J. Cov Gen, Food Drackett, Red Ball Restonic	Millionaire Simonize alt Stand. Brands Quaker Oats sust alt	Young Dr. Malone Miles Culver alt sust	Beat The Clock Beech-Nut, Lever Armour, Sunbeam Drackett, Red Ball, War-Lam	Millionaire Colgate	Young Dr. Malone sust Sterling alt sust			
From These Roots sust	Who You Trust Drackett, Toni Peter Pan, Lever Beech-Nut, Arm mour, War-Lam	Verdict Is Yours Sterling alt Lever sust alt Amer. Home	From These Roots Lever alt sust Stand. Brands alt Nestle (4/21)	Who Do You Trust? Drackett, Gen Foods, Peter Pan Beech-Nut, Renu zit, Whitehall	Verdict Is Yours Gen Mills alt Simoniz sust	From These Roots sust Lever alt sust			
Comedy Theatre sust	American Bandstand Lever, Gen Mills Beech-Nut, Welch Gen Fds, Armour Hollywood, Cand	Brighter Day P&G Secret Storm Rem. Band Amer Home	Comedy Theatre sust	Amer. Band. Gen Fds, Welch Gen Mills, Lever Toni, Best Foods Bordens	Brighter Day P&G Secret Storm Amer Home Prod alt sust	Comedy Theatre sust	Natl.-Amer. League Baseball (4/16 S) critique		
Adventure Thea sust	American Bandstand Northam-Warren Keepsake, Elgin Toni, Old London Restonic	Edge of Night P&G Pillsbury	Adventure Thea sust	Amer. Band. Positan, Armour Alberto Culver, Keepsake Northam-Warren	Edge of Night P&G Amer Home alt Sterling	Adventure Thea sust	Sp-L \$2,750,000*		NBA Basketball (various times) Anheuser-Busch (% Reg.) Bayer (% Net)
	American Bandstand co-op			American Bandstand co-op Princess Marg Wedding (5-7-30) ●				Masters Golf Tournament (5-6) ●	
	Rocky and His Friends Gen Mills Bosco, Sweets Kool-Aid			Rin Tin Tin Gen Mills Bosco Kool-Aid					

These are package prices and include time, talent, production and cable costs.

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

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

How much merchandising support should an agency give a radio/television advertiser?

Agency merchandising services for clients, and their proper relationship to advertising, is appraised by three representative agencies

John P. Warwick, v.p. in charge of operations, Warwick & Legler, Inc., N. Y.

The only answer that makes sense to me is—a *sensible amount*. A sensible amount from the agency standpoint would, of course, be relative to



A sensible amount, depending on particular client's needs

the size of a particular client's appropriation, the nature of the client's business, the over-all agency service being rendered to the client, the depth of the agency's staff, etc.

From the client's standpoint, a sensible amount should be related to these same factors as well as the depth of the client's own marketing staff and what would be "fair" to expect and require of the agency.

Every client-agency relationship is an individual case and the answer to "how much?" cannot often be measured in terms of dollars, number of manhours, number of people, number of different services, etc. The "how much?" must be individually considered in each relationship and this can best be done when both parties sit down together and take a *sensible* viewpoint.

In a sense, the question you ask pre-supposes that there is a commonly accepted list of marketing services. I don't believe this is necessarily true.

If 10 advertising managers or marketing managers were to make a list of marketing services that they expect from their agency, no two lists would be exactly alike. What might be important to one company, might

not even be mentioned by another. This is another reason why each relationship is special unto itself.

The same thing that will make one agency superior to another in its creative work can also make an agency more valuable in its marketing contributions. The agency business still is, and we hope always will be, a business of ideas. If I were a client, I would not look exclusively for breadth and scope of marketing services; I would look for bright marketing ideas. A 250-page looseleaf marketing presentation might make for interesting reading and lead to an intelligent advertising viewpoint. But a sharp, imaginative packaging idea or related item promotion or a hot premium or a unique discount structure idea, etc., might give my sales a "shot in the arm" and could be spelled out on a half a page.

In a nutshell, I believe an agency should offer each client a sensible amount of marketing service, depending upon the needs and conditions and the most important part of the marketing service should be imaginative marketing ideas.

Robert L. Haag, senior v.p., Kastor Hilton Chesley Clifford & Atherton, Inc., N. Y.

Much of the material created by agencies for support in all areas is wasted. This should not lead us to invalidate the purpose, but rather to question the means of fulfillment.



Properly conceived, merchandising is integral part of campaign

Properly conceived and utilized marketing support becomes an important part of the integral program.

A program can miss because of poor timing. The broker was not

given sufficient notice and the effort of his force has already been committed to the product of another manufacturer. At the retail level, timing can also be decisive. The retailer must have promotional material far enough ahead to include it in his own program.

There are many factors, each of which may be the key, that must be considered at the inception of the planning of a successful back-up program. The type of trade, the physical size of the product, duration of the promotion, weight of advertising and the competitive market are but a few.

The selection of the right type of material is equally complex. First must be acceptable to the retailer. Then specific knowledge and consideration must be used to insure its acceptance at the local level. My personal experience has been that the most successful promotions have occurred when the retailer had a hand in the design and production of the point-of-sale materials to be used by him.

Today's competitive marketing conditions mandate that a campaign be given every available marketing assistance. Our promotional support has continuously proven beneficial. If many fail, the techniques are spurious, not the concept. Failure is in methods and should not result in less emphasis on the value of well-planned, pertinent, coordinated agency marketing support.

Clifford W. Davis, senior v.p., director of advertising, Lennen & Newell, Inc., New York

At Lennen & Newell we believe the maximum merchandising support for a client radio and tv campaigns is a "must" to ensure effective returns on our clients' investment.

By merchandising we mean:

1. Tell and sell the client sales force and trade about the program. It stands to reason that client salesmen must be proud of their association

campaign?

on with a program and convey this enthusiasm to wholesalers, brokers and retailers.

2. Tie-ins with every phase of current client marketing effort, including point-of-sale, special offers and seasonal promotions.

3. Establish sponsor identity—build an association in the consumer's mind between the sponsor's prod-



Maximum support of spot and net campaigns is essential

ct and the program by using program personalities whenever possible.

Maximum merchandising support a "must" for clients' spot campaigns as well as for network shows.

We have high regard for local station merchandising personnel, and are aware of the steady demands that are made on them by every client who buys time. Recognizing this, we provide each station with a practical working kit that contains glossies, mats, news items, feature ideas, interview suggestions and practical and expensive displays and other material which will make a national campaign more meaningful at the local level. We even include a memorandum from the merchandising director of the agency to the women's editors and feature editors of local papers giving story outlines for features based on our programs.

The local client distributor is informed that his local stations have been provided with a working kit, and we urge him to cooperate with their merchandising departments.

Each station is asked to provide us with written reports on their activities. These reports are carefully read, tabulated and discussed with the client in preparation of future merchandising campaigns.



You Can't Score From there, HANDSHOE

You have to Buy Broadcast IN Lexington to reach the 149,500 homes in the prospering 30-county Lexington retail trading area. The five Lexington Broadcasters consistently and dominantly influence 559,200 people in making \$445,793,000 in retail purchases and \$104,334,000 in food purchases. Buying Cincinnati or Louisville won't get the job done in Central Kentucky. Get your share of \$657,165,000 c. s. i. by buying Broadcast IN Lexington . . . the only way to reach this rich, growing 30-county trading area.

You Have to Buy LEXINGTON to Cover the Rich, Growing 30-County Central Kentucky Market

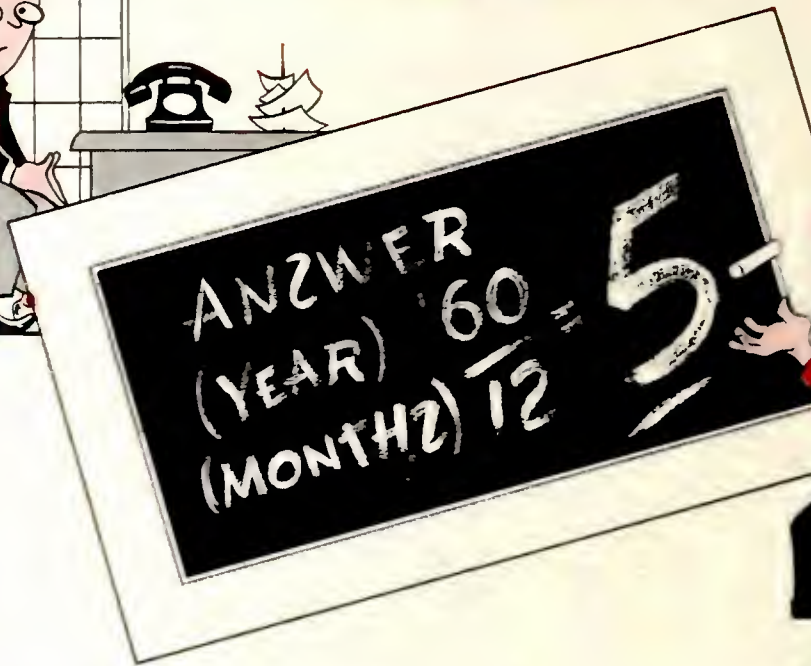


Get the Facts

FROM THE FABULOUS FIVE IN LEXINGTON
WBLG ★ WLAP ★ WVLK ★ WKYT-TV ★ WLEX-TV

PROBLEM?

LIKE: WHAT'S THE BEST MAINE CHANNEL BUY IN 1960?



Agencies and Clients agree..

IN BANGOR, MAINE

"Your Best Buy is 'ABI"

Our Reference: Any ARB

Represented by: George P. Hollingbery Co

New York, N. Y.

Kettell-Carter, Inc

Boston, Mass.

WABI-TV
CHANNEL 5

MEMBER OF THE

Hildreth Stations

wabi ^{AM} TV

BANGOR

wagm ^{AM} TV

PRESQUE ISLE

wpor

PORTLAND

HORACE A. HILDRETH, PRES
WALTER L. DICKSON, V. P.



WASHINGTON WEEK

9 APRIL 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

Rep. Oren Harris (D., Ark.), chairman of the House Commerce Legislative Oversight subcommittee, has turned the broadcasting industry practically inside out, without the passage of a single bill by Congress.

It appears this week that he will continue adding fuel to the broadcasting fire, and chances grow stronger as the days pass that **no major legislation inspired by his probes will be enacted into law.** At least not for another year.

The regulatory agency ethics bill could still make it this year, but probably only if the Senate Commerce Committee will give up its own vested rights to full hearings and due deliberation. Another possibility with this idea which cuts across committee lines lies with the Senate Judiciary Committee. That group has already held hearings on its own ethics measure and has thus far come up with **nothing but disagreement.**

Probably some non-controversial subcommittee report recommendations could make it through the adjournment rush this year if Harris decides to spin them out of what amounts to an omnibus legislation thus far slated to be considered as a package. Such as **strengthening FCC powers to forbid payola and plugola and making quiz rigging a crime, new laws for which the FCC has asked.**

Harris is pushing his network regulation bill, which includes a tightening up of rules on sales of stations to prevent so-called trafficking. Three short days of hearings have been set, 12-14 April, with ABC d.j. Dick Clark and payola due to shoot back into the limelight about 21 April.

Three days couldn't begin to accommodate the flood of witnesses who will wish to testify on those controversial matters. And further hearing days, in light of the new payola proceedings, probably couldn't be set for much before mid-May. **Congress aims at adjournment in the first few days of July,** so the legislators will not miss the political conventions.

If the other matters are spun off so they can be considered separately, the lack of any real opposition could well permit passage even in an adjournment rush. **Network regulation could have no chance this year,** and any other of the many Harris subcommittee recommendations which are permitted to wait for disposition of the station sale-network regulation bill would obviously also die on the vine.

Unless Congress goes into a special fall session, which is unlikely, we are now in the last and frantic half of this second year of the 86th Congress.

The FCC by a 3-2 vote refused to pull back its horns about its strict sponsorship identification interpretation, but by a 5-0 tally voted to permit broadcasters to have their say about it.

Bartley was the non-voting Commissioner in both cases. Hyde and Lee voted for suspension of the dictate which the broadcasting industry so ardently desired. **The industry may file its objections until 2 May.**

The deadline for filings on the FCC's proposals to add radio stations to the clear channels brought the expected opposition and support.

Network filings seemed to throw the balance on the side of duplication. CBS radio said it would not oppose, though not liking the idea. NBC radio said need in presently unserved areas outweighs the likely losses. ABC said it would support a modified idea.

FILM-SCOPE

9 APRIL 1960

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A rundown of especially active shows in the week of the NAB convention be taken as an indicator of the sales and programing climate this year in syndication as a whole.

Only these two shows to be introduced in recent weeks are chalking up sales:

- CNP's **Blue Angels**, sold in around 60 markets to Conoco (B&B).
- Ziv's **Home Run Derby**, now sold in 112 cities.

Much business is coming out of these shows that were introduced some months ago:

- ITC's **Interpol Calling** has registered 1.25 million in sales, and is in 83 domestic markets plus a number of areas overseas.
- Ziv-UA's **The Vikings** has reached the 124-market mark.
- CBS Films' **Robert Herridge Theatre**, sold in Australia (ABC) and Canada (CBC) both network deals, and is negotiating in Britain (BBC).
- CNP's **Pony Express**, reportedly sold to an additional regional client for its entire run (previously the sponsor used varied shows in each city).

The re-run market has also been active; Ziv's Highway Patrol repeats have been in 132 cities. (For details on all sales, see FILM WRAP-UP, p. 64.)

Sam Cooke Digges and Robert F. Lewine, administrative and programs chief respectively, of CBS Films, will also cover network sales responsibilities until such time new CBS Films sales v.p. is named.

On the syndication side, Jim Victory will handle local and regional sales.

Three Stooges shorts have scored ratings successes for two consecutive years and Screen Gems released additional shorts for a third year this week.

It was at the 1958 NAB convention that the first 78 Three Stooges shorts were released; 40 more were added in 1959. The new release of 72 brings the total up to 190 shorts.

Currently 165 stations are telecasting the shorts; most of the original users also broadcast the second package last year.

Typically the Three Stooges appear locally in Monday-through-Friday strips between hours of 5 and 7 p.m., but some stations have worked out other play patterns which have been successful.

Here are 10 latest ARB ratings for Screen Gems' Three Stooges:

CITY	RATING	STATION
Chicago	13.4	WGN-TV
Cincinnati	26.0	WCPO-TV
Cleveland	22.5	WEWS-TV
Miami	12.2	WTVJ
Milwaukee	20.1	WISN-TV
Minneapolis-St. Paul	19.5	WCCO-TV
New York	19.3	WPIX
New Orleans	15.8	WDSU-TV
Seattle-Tacoma	30.9	KOMO-TV
Washington	18.8	WTTC

The syndication business the past six months has been like a revolving door in this respect: more and more regional advertisers kept changing the syndicators that supply them.

Of course, many regional spenders are still buying from the same syndicator they've been with for several seasons, but note this listing of where the money was spent **this year as compared to the year before:**

REGIONAL ADVERTISER	LATEST SYNDICATION BUY	LAST YEAR'S BUY
Ballantine	Shotgun Slade (MCA) and Johnny Midnight (MCA)	Highway Patrol (Ziv) and Bold Venture (Ziv)
Blue Plate Foods	Shotgun Slade (MCA)	Cannonball (ITC)
Conoco	Blue Angels (CNP)	Whirlybirds (CBS Films)
DX Sunray	Grand Jury (NTA)	N. Y. Confidential (ITC)
Lucky Strike	Lock-Up (Ziv) and This Man Dawson (Ziv)	S. A. 7 (MCA)

Popeye cartoons after three years on the air are maintaining ARB ratings of 15 or more in 133 cities according to a recent UAA study.

UAA also discovered that Popeye and Warner Bros. cartoons in some markets are actually **doing better at present than two years ago.**

Here are markets where a marked increase or steady level has been shown:

CITY	STATION	NOV. 1957 ARB	FEB. 1960 ARB
Columbus	WBNS-TV	13.9	19.1
Providence	WPRO-TV	19.5	24.9
San Diego	KFSD-TV	15.5	18.4
Spokane	KREM-TV	18.7	19.7
South Bend	WSBT-TV	14.9	17.4
New York	WPIX	14.9	14.3
Los Angeles	KTLA	12.0	11.5

COMMERCIALS

You can expect an open letter shortly from a major commercials producer attacking the present price and bidding system in commercials.

It's understood that he will make some proposals to remedy the alleged evils of **loss-selling to some clients and price-padding with others**—abuses that supposedly arise from the bidding system.

Wallace Ross predicts that at least 1,000 commercials will be entered in the First American Commercials Festival next month.

One unexpected emphasis came out of an analysis of the first entries and the traffic of application requests: **A large number of advertisers are entering their own commercials, or asking their agencies to do so.**

Entries for the festival **close the week of 18 April**; the festival takes place 18-20 May in New York and will feature a collection of Commercials Classics of the past ten years in addition to competitive screenings of current commercials.

There are two entirely different effectiveness patterns in commercials using the "tradition" approach.

A Schwerin study of beer commercials reveals that **appeals based on traditional quality are relatively ineffective unless they are supported by an up-to-date statement of specific consumer benefits.**

SPONSOR HEARS

9 APRIL 1960

Copyright 1960

SPONSOR
PUBLICATIONS INC.

Don't be surprised if the McCann-Erickson empire goes off into an entire new direction of diversification and acquires things with capital assets.

What this would lead to: converting the combine into a public corporation and making the stock available to public investors.

Gillette's deal for the NCAA games with ABC TV sort of pulled the rug from under Schick (B&B).

Schick had a quarter of the football series last season and it had another option going with NBC TV for this fall.

The lemon section of the Sunkist Growers account has been listening to agency bids.

It represents a small segment of the \$3 million spent by the cooperative, but the agency making the lemon pitches figure that with this foot in the door the whole thing might be lured away from Foote-Cone-Belding.

History note: It was the late Albert Lasker, as owner of the agency from which FCBC derived, who sparked the organization of the citrus cooperative.

Colgate's Florient (Street & Finney), according to reps, is practicing one of those more-for-the-same-money deals come renewal time.

The product's been using I.D.'s in "C" time, but extension of schedules, say the reps, conditioned on bettering the time and at the same money. In other words, a material increase of rating points.

Any time you hear that a certain giant account is unhappy and looking around for another agency, take it with a big grain of salt: it's just exerting pressure.

What usually results: the top people on the account are fired and a new team's brought in to service it, and even the agency's president personally rolls into action as the No. 1 spare plug. From the viewpoint of the client, the purpose has been achieved.

The foreign car could turn out an appreciable plus for fm listening.

Motorola has interested foreign car dealers in Akron in pitching fm receivers to the buyers and is backing up the test with a schedule of fm-casting five nights a week for 30 days.

For oldtimers in radio, Gerald Carson's "The Roguish World of Dr. John B. Brinkley," just published by Rinehart, will recall those first commercial years of the medium when an assortment of charlatans manned mikes until the FTC chased them off the air.

The kingpin of the humbuggers was this Dr. Brinkley, who used a Kansas franchise to run tail goat-gland operations for rejuvenation and, when given the heave from that bailiwick, repaired across the border to a Mexican 50,000-watter.

Swept off with the gland-man were soothsayers and peddlers of nostrums who hauled by mail from the gullible mounted into the millions.



KCMO...50,000 watts of Farm Newspower

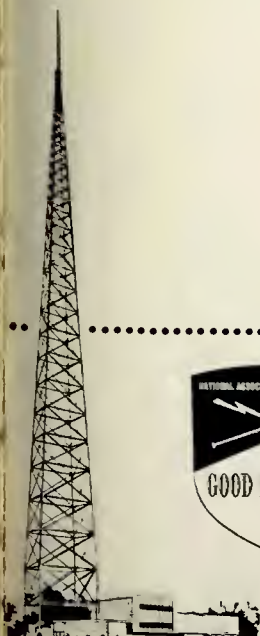
KCMO's farm newspaper starts wherever the news is breaking . . . in a Kansas wheat field . . . a Missouri livestock feed lot . . . or a Congressman's office in Washington, D. C.

Its objective: Deliver today's farm news accurately, completely and instantaneously. There's no room for error nor omission—millions of dollars will be invested by Mid-America's nearly 200,000 farmers on the strength of the news they receive. That's why KCMO's Director of Agriculture, George Stephens, and Market Reporter, Paul Pippert, are so well listened-to by farmers. Farm-born and reared, these men are career farm journal-

ists—skilled professionals who know what makes news on farms today, and how to get all of the story behind the story. And, behind them are the far-reaching news-lines and special facilities of CBS and KCMO's world-wide network.

This special kind of newspaper develops a big, strong audience that takes KCMO-sponsored 'round the world farm tours . . . raises better calves under the rules of a KCMO-sponsored contest . . . and takes pride in buying the products featured on KCMO.

Put your Mid-America farm money on KCMO—get the newspaper that only KCMO can deliver.



Among those using KCMO's farm newspaper right now to gain a bigger share of the market for their products are:

- | | | |
|-------------------------|----------------------|----------------------------|
| Ford Tractor | Ralston-Purina Chows | Murphy Products Co. |
| DX Sunray Oil Company | Quaker Oats Company | DeKalb World Seed Co. Inc. |
| Massey-Ferguson Tractor | | Colonial Poultry Farms |

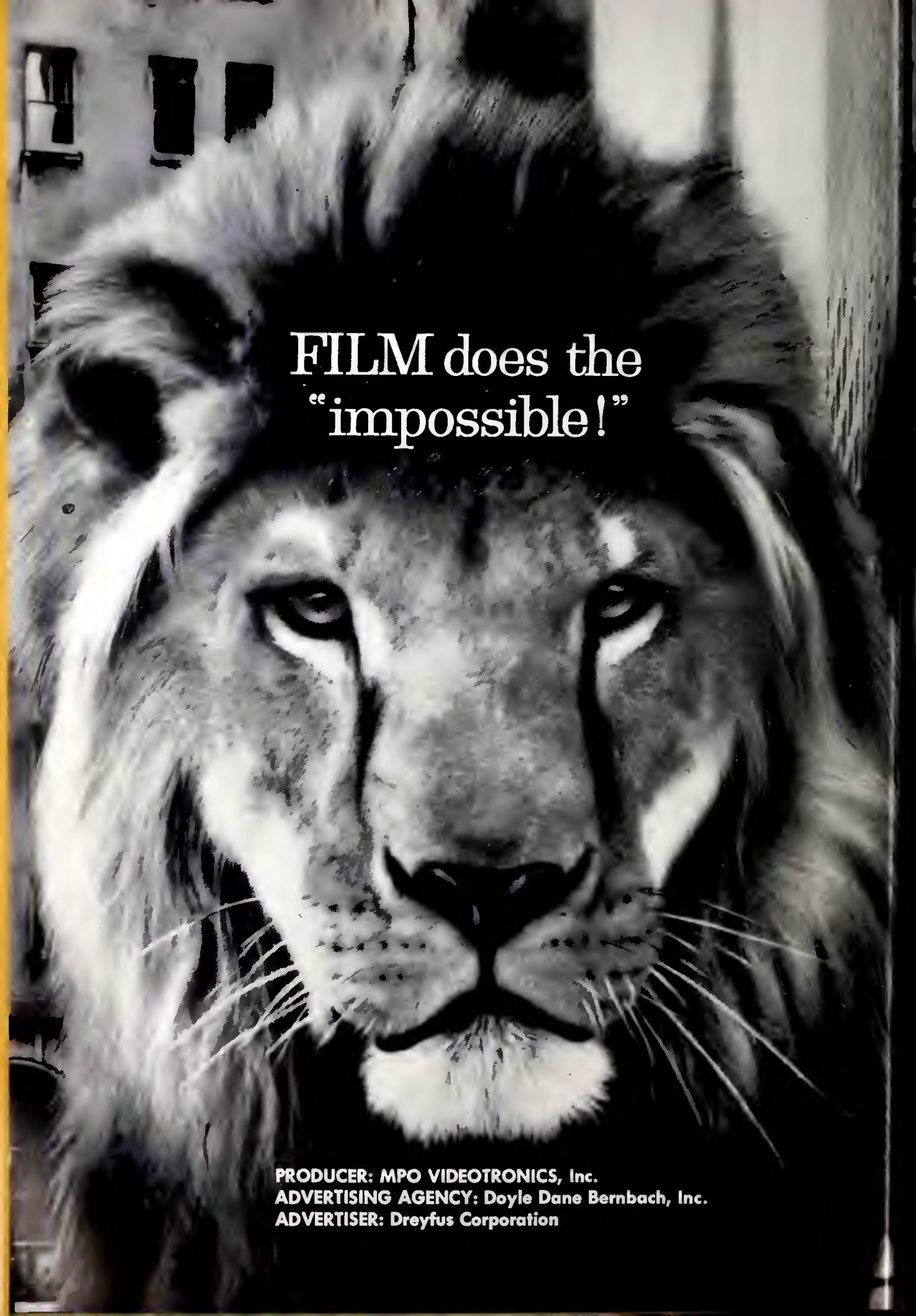
KCMO • Radio • Television / Kansas City, Mo.

The Tall Tower at Broadcasting House
CBS Radio and TV

Represented nationally by Katz Agency

Meredith stations are affiliated with BETTER HOMES AND GARDENS and SUCCESSFUL

E. K. Hartenbower, Vice President and General Manager
R. W. Evans, Station Manager — Radio
Sid Tremble, Station Manager — TV



FILM does the
"impossible!"

PRODUCER: MPO VIDEOTRONICS, Inc.
ADVERTISING AGENCY: Doyle Dane Bernbach, Inc.
ADVERTISER: Dreyfus Corporation

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

General Foods Corp., Jell-O Div., White Plains, N. Y.: Campaign to introduce Swans Down Cream Puff & Eclair Mix kicks off latter half of this month in about 60 markets in the Eastern, Western and Central states. Schedules are for four weeks using early and late night minutes, six to 12 spots per week per market. Buyer: Louis Fox. Agency: Young & Rubicam, New York.

Texas Oil Co., New York: Texaco schedules start second week in April in about 85 markets. Night minutes and 20's are being set for four weeks. Buyer: Bill Santoni. Agency: Cunningham & Walsh, New York.

Procter & Gamble Co., Cincinnati: New schedules for Charmin Tissues begin this month, run through the P&G contract year. Day and night minutes of varying frequencies are being used. Buyer: Merrill Grant. Agency: Benton & Bowles, New York.

Family Products Div., Warner-Lambert Pharmaceutical Co., Morris Plains: Going into 20 markets this month with a campaign for Bromo Seltzer. Schedules are for nine weeks, fringe night minutes. Buyer: Hal Davis. Agency: BBDO, New York.

Thomas J. Lipton Div., Lever Bros. Co., Hoboken, N. J.: Lipton's ice tea campaign starts second week in April in 23 markets and expands to about 60 markets by the end of June. Beginning schedules, in the Southern markets, run for 20 weeks, later ones range from six to 10 weeks. Depending on market, buys are for day minutes, night minutes or both. Buyer: Bob Anderson. Agency: SSCB, New York.

Mister Softee, Inc., Runnemede, N. J.: Placing schedules to start week of 15 April in about 40 markets for its ice creams. Minutes in kid shows and prime time announcements, wherever possible, are being lined up for six to eight weeks. Buyer: Ed Papazian. Agency: Gray & Rogers, Philadelphia.

RADIO BUYS

General Foods Corp., Maxwell House Div., Hoboken, N. J.: Campaign starts second week in April for Regular Maxwell House Coffee. The top markets pick up eight-week schedules of traffic and day minutes. Buyer: Peter Berla. Agency: Ogilvy, Benson & Mather, New York.

J. A. Folger & Co., Kansas City: Renewals and new schedules begin around mid-April for Folger's coffee. Minutes and chainbreaks will run for four weeks. Buyer: Frank Martin. Agency: Cunningham & Walsh, New York.

Bristol-Myers Co., New York: Placing a test campaign in seven Western markets for Trig to start 18 April. Day and traffic minutes and chainbreaks are being set for five weeks. Another five-week run starts in August. Buyer: Tom Hill. Agency: BBDO, New York.

It's how it happens that you
millions of other viewers can
(and remember)—the lion
King Wall Street.

Some with so many other commercials,
some rich with optical
tricks... others, live with animation.
As a matter of fact, it's film
makes both high-polish commercials
and animation possible
assures you of coverage and
attraction world-over.

For more information, write
Eastman Picture Film Department
IMAN KODAK COMPANY
Rochester 4, N.Y.

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

W. J. German, Inc.
Agents for the sale and distribution
of Eastman Professional Motion
Picture Films, Fort Lee, N.J.,
Chicago, Ill., Hollywood, Calif.



NEWS & IDEA WRAP-UP

SHE'S YAR to Mike McGreevey (l) and Darren McGavin, stars of NBC TV's "Riverboat" series. The boat they're admiring, modeled after the series' "Enterprise," is a new cut-out toy made from an improved wet-strength paper bag being test-marketed by American Cyanamid Co.



Bristol-Myers has found a home for Peter Gunn—this season on NBC TV.

The series' fall slot: Monday 10-11 p.m. on ABC TV. Agency record for Gunn: DCS&S.

Campaigns:

- **The Rolley Co.'s** Sea and suntan lotion is making its first move into national network tv this summer as part of the biggest consumer campaign in its history. The promotion will be spearheaded by Jack Paar on the *Jack Paar Show* and Dave Garroway on *Today* throughout June and July via the full NBC TV line. Agency: Foote, Cone & Belding.

- **Technical Ventures Co.**, Detroit manufacturers of *Blue Chip*, a stock market game, will launch an intensive national advertising and promotional campaign to promote this new parlor game. The campaign to begin shortly, will center around spot tv. Agency: J. H. Altman & Detroit.

LOCAL NEWS is real popular in U.S. According to PGW window display on Park Ave. Slides in map center project variety of local news, change each six months.



FM DAY, proclaimed in Chicago by Mayor Richard Daley (c), joined (l-r) Lloyd Garrison, v.p., NBC; William Drenthe, general manager, WCLM, who accepted proclamation in behalf of NAB, Nat'l Assn. of FM Broadcasters.



Financial report: At a meeting of Association of Broadcast Executives of Texas, in Dallas, W. Stanley Rich, sales training director for **Roche Chemicals** revealed that the company's volume in 1959 was \$16 million.

Favorites: ARB's Best Liked TV commercials for January shows **Heinz Beer** once again in the top spot. Runners-up: **Maypo**, **Pilsener**, **Burgermeister Beer**, **Jello**, **Geige**, **Kelloggs**, **Mr. Clean**, **Kaiser Mill** and **Wrigleys Gum**

FTC proceedings: **Arthur Murray, Inc.**, has been charged with using deceptive promotional schemes as a decoy to get customers, and with selling dance instruction courses through deception and coercion . . . **Psycho Manufacturing Co.** has denied FTC charges of violating the trust laws. The auto seat cover manufacturer was charged with monopolistic exclusive dealing contracts with its retail dealers, and illegally fixing their resale prices.

Strictly personnel: **Daniel Van Dyk** elected chairman and **Herman Johnson**, president and chief executive officer of **Hazel Bishop** . . . **Robert Smallwood**, reelected chairman of the **Tea Council** . . . **Joseph Lewis**, to director of brand promotion for **The Toni Co.** . . . **Paul Garrity**, to v.p. of marketing for **Landers, Frary & Clark**, **New Britain, Conn.** . . . **William Martin, Jr.**, to director of advertising and sales promotion for **Congoleum-Nairn** . . . **Henry Hayden**, to assistant advertising director for **Mutual of New York**.

AGENCIES

ARB's Kevin Sweeney warned the radio people and the reps at a sideshow session at the **NAB Convention** to beware of agencies who are "enemies" of radio.

He took a particular swipe (by having girls walk down the aisle with bowls of apples) at **Burnett**, saying that it spent but 1.7% of its billings on radio and had a research director

who contends you can't reach the mass market with radio.

Sweeney urged his listeners to counteract the enemy by going over their heads to clients.

However, he singled out **Esty, Ayer, C&W** and **SSCB** as good friends of the medium.

Benton & Bowles, agency of record on the show, is passing up a renewal for the fall of **This Is Your Life (P&G)**.

NBC TV, which controls the program, is now offering it for the Thursday 10:30 p.m. period at \$47,000 gross.

Agency appointments: **Edison Electric Institute**, for its **Live Better Electrically** program billing about \$2.5 million, from **F&S&R to Compton** . . . **Alitalia Airlines**, to **Gardner** . . . Five divisions of the **Union Tank Car Co.**, billing \$250,000, to **Earle Ludgin & Co.**, **Chicago** . . . The **Washington D. C. Rambler Dealers' Association**, to **Geyer, Morey, Madden & Ballard** . . . **Glamorene, Inc.**, manufacturer of



RAISING MONEY for Radio Free Europe radio/TV campaign are presidents (l-r) **Harold Goldenson, ABC**; **Robt. Sarnoff, CBS**; **Frank Stanton, CBS**; **Don McGannon** (not shown), pres. **Westinghouse Broadcast** is chairman of the campaign committee



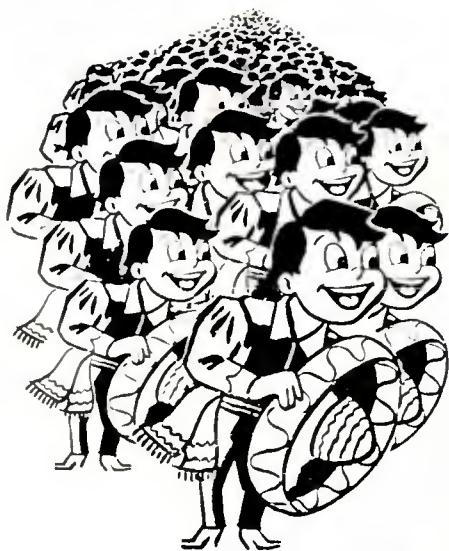
SEVEN UP (and all models) selected by **WTAE-TV (Pitts.)** to distribute two-color, four-page promotion tabloids for "Interpol Calling," featuring authentic story-line captions, and 11 dramatic scenes from series



BUCKLES AND NELLIE—a piano-playing pig and dancing hen, put forth their que show biz talents on **WMT-TV's (Cedar Rapids)** live-action filmed commercial series



MEMBERSHIP DRIVE for new **KEX (Portland, Ore.)** Careful Commuter Club to promote traffic safety, finds d.j. **Lee Smith** and models inviting motorists to pick up club bumper stickers



95,000 MEANS A LOT!

If you're looking over your sales chart, don't overlook the 95,000 Spanish-speaking American citizens in Central Arizona. They work and earn American money, but you can't reach them through your English advertising alone. They think in SPANISH.

That's why they listen to the only radio station in Central Arizona that programs all Spanish—KIFN.

Get your share of this profitable market. Sell them in Spanish over KIFN!

We translate your sales message free. Production spots available.

HARLAN G. OAKS
San Francisco
Los Angeles
San Antonio



NATIONAL
TIME SALES
New York City
and Chicago

THE BERNARD I. OCHS CO., Atlanta

Glamorene rug, upholstery and oven cleaners, to **Duney, Hirsch & Lewis**, New York . . . **Leonet Corp.**, manufacturers and distributors of **Magic Tan**, with a planned tv and radio campaign, to **Mohr & Eicoff**, New York . . . **E. Regensburg & Sons**, for **Admiration and Medalist Cigars**, to **Heineman, Kleinfeld, Shaw & Joseph** . . . **Jeanette Glass Corp.**, to **Allied Advertising Agency**, Cleveland . . . **Donrey Media Group's Nevada Network division**, to **The Melvin Co.**, Las Vegas.

Merger: The **Stanley L. Cahn Co.** and the **George Avis Co.**, both of Baltimore, have consolidated to form **Cahn-Avis Co.** with offices at 1 East 24th Street.

New office: **Fuller & Smith & Ross** this week opened a New England service office, housed with **Ingalls Associates**, Boston, and located at 137 Newbury Street.

They were named v.p.'s: **Bruce L. Newman**, at **McCann-Erickson (U.S.A.)** . . . **Sy Radzwiller** and **West Woodbridge Jr.**, at **Ted Bates** . . . **Barron Boe** and **Herbert Ericson**, at **BBDO** . . . **Keith Dresser**, at **Geyer, Morey, Madden & Ballard** . . . **David Savage**, at **Lynn Baker**, New York . . . **Robert Ban**, at **Klau-Van Pietersom-Dunlap** . . . **Robert Rhein**, at **Stone & Simons**, Detroit . . . **Thomas Covey Jr.**, at **The Bresnick Co.**, Boston.

Admen on the move: **James Wickersham**, named president of the **SCI Division of Communications Affiliates** . . . **Donald Grawert**, to tv creative director at **Campbell-Mithun**, Minneapolis . . . **Bernard Klein**, to head the newly-created industrial division of **Wade Advertising**, Los Angeles . . . **Croswell Bowen**, to director of information and editorial services at **Compton** . . . **Gene Vaslett**, to business manager of the **Los Angeles, Hollywood, San Francisco and Houston offices of FCB** . . . **Joan Saltalamachia**, to

media-merchandising supervisor **Honig-Cooper & Harrington**, San Francisco . . . **Dr. Julian Andork**, to account research supervisor **FCB**, Chicago . . . **Elizabeth Gdenegger**, to media director **Stern, Walters & Simmons**, Chicago . . . **William Casey** and **Peter Grunhaus**, to account executives at **John W. Shaw Advertising**, Chicago . . . **John Burnett**, to account executive at **Tracy-Locke Co.**, Dallas.

Add to agency moves: **William Hillenbrand**, to executive v.p. **Lambert & Feasley** . . . **John Burdick**, to creative director of **Compton** . . . **Dr. Harvey Queen**, to director of research at **Mogul Williams & Sayre** . . . **Henry Norman**, to the marketing department at **BBDO** . . . **Louis Kennedy**, to media supervisor at **K&E** . . . **William Nolan**, to merchandising director for **Fox Cone & Belding**, San Francisco.

FILM

The importance of proper merchandising in the successful use of tv film was underlined this week in **CBS Films'** award to **Carling Brewing** for its handling of the **Phil Silvers** series.

Carling was the recipient of the 1959 merchandising trophy awarded by **CBS Films**. It used 358 pieces of point-of-sale material on behalf of **Phil Silvers**.

Sixty-two persons in the **Carling** organization or its agencies will receive an award plaque.

Carling is the sponsor of **Phil Silvers** repeats in 62 markets.

Sales: **Ziv's Home Run Derby**; **Salinas Chevrolet**; **WSYR-TV**, Salinas; **Municipal Auto Sales** in **Miami**; **Francis Motor Car** on **WPTC**, Miami; **Haberle Congress Brewery** **K & L** (Budweiser distributors); **Ketchikan**, **Juneau**, **Sitka**, **Kodiak** and **Nome**: **WPSD-TV**, **Paducah**; **KRNT-TV**, **Des Moines**; **KLYD-TV**, **Bakersfield**; **KJEO-TV**, **Fresno**; **WDAF-TV**, **Kansas City**; **WEAR-TV**, **Pensacola**; **KVIP-TV**, **Redding**; **KPRC-TV**, **Houston** . . . **Dennis Menace** (Screen Gems) sold on **Granada TV Network** and **Associated Rediffusion** in **Great Britain**. **Ziv-USA's The Vikings** to **Kern's Broadcasting** on **WBIR-TV**, **Knoxville**; **KXLF**

WNJR

1st in new york
dec. negro pulse

(BASED ON U.S. CENSUS)

announcing

New York City, May 18-20

the
1st
american
TV COMMERCIALS
festival & forum

FOR THE FIRST TIME
a national, professional appraisal of the
250 outstanding television advertising messages
of the year (a retrospective group
from the past 10 years also)

selected by a tv commercials council of
advertising men from all sections of the country
advertising directors of major corporations
agency creative directors, copy chiefs,
marketing and tv production heads

**APRIL 18 DEADLINE FOR ENTERING FILM,
VIDEOTAPE OR LIVE COMMERCIALS
SEND FOR ENTRY FORMS AND RESERVATION FORMS
TO ATTEND SCREENING AND LUNCHEON FORUMS**

Wallace A. Ross Festival Director

AMERICAN TV COMMERCIALS FESTIVAL AND FORUM

40 E. 49th Street New York 17, N. Y.
MU 8-2772

Butte; WJRT, Flint; WCYB-TV, Johnstown City; WKYT, Lexington; WISN-TV, Milwaukee; WCOV-TV, Montgomery; WSJV-TV, South Bend, and KSPG-TV, Tulsa.

More sales: ITC's *Interpol Calling* to Commonwealth Edison on WGN-TV, Chicago; Piel's Beer on WPIX, New York; Pfeiffer Beer in Detroit and Grand Rapids; Krey Packing in St. Louis; Sealy Mattress in Pittsburgh; Renault in San Francisco; Miller High Life and Pine Crest Realty in Miami, and First Federal

Savings and Loan in Orlando; other Interpol Calling advertisers include Blitz-Weinhard Brewing, Labatt's Brewing, Restonic Mattress, Competition Motors and Santa Fe Wines . . . Ziv's *Highway Patrol* re-runs to stations in Kansas City, Las Vegas, Youngstown, and Corpus Christi.

Programs: Flamingo Films will produce a series of cartoons based on *The Nutty Squirrels* recording characters . . . Telefeatures has acquired distribution of 52 *Pow Pow* cartoons in color.

Strictly personnel: Steve Kraus named general manager of Screen Gems (Canada), Ltd. . . . UAA accounts executives William A. Worth and Bates Halsey to its national sales division . . . Jack Cron announced his resignation from Bernard L. Schubert.

NETWORKS

Network tv gross time billings January increased 10.9% over the like month a year ago, reports TvB.

The figures, as compiled by L. BAR:

- 1) **Total billings** for the three networks in January were \$57,756,000 against \$52,076,179 in January 1959.
- 2) **Nighttime billings** for the first month of this year were \$40,496,900 up 20% over \$33,754,900 for January 1959.
- 3) **Daytime billings** this January were \$17,259,284 a decline of 5.8% for January 1959's \$18,321,279.
- 4) **ABC gross billings** for January were \$13,227,680, up 24.2%; **CBS**, \$23,578,557, up 6.5%; and **NBC**, \$20,950,030, up 8.6%.

Network tv sales: Albert Culver (Wade) for *Johnny Staccato*, on ABC TV Sunday, 10:30-11 p.m. . . . California Packing Corp. (McCarr) to participate in *Laramie* and *Riptide* on NBC TV starting in May. Simoniz Co. (Y&R) to participate in daytime *Sugarfoot/Bronco* on ABC TV . . . Yardley of London (Ayer) to sponsor *Princess Margaret's Wedding*, 6 May, ABC TV.

(For more on network tv sales. Tv Basics, page 45, this issue.)

Network radio sales: ABC Radio reports 33 new or renewal orders in the first quarter, showing a marked increase over the like period last year.

The just-released Nielsen Cost Per Thousand report covering January-February 1960 period shows ABC TV as the network delivering the greatest number of homes per dollar invested.

The CPMPKM picture:

NETWORK	JAN.-FEB. 1960
ABC TV	\$2.78
CBS TV	3.17
NBC TV	4.17

47th TV MARKET IN THE NATION

\$2,000,000,000 IN RETAIL SALES

WOC-TV serves the largest market between Chicago and Omaha . . . Minneapolis and St. Louis. 438,480 TV homes; almost \$3 billion in effective buying income; over \$1 billion gross farm income.

And to help you get the maximum number of these dollars WOC-TV specializes in effectively co-ordinating and merchandising your buy at every level—the broker, wholesaler, direct salesman, key buyer as well as the retail outlet.

Further proof of aggressiveness—WOC-TV offers the greatest amount of local programming—over 33 hours each week.



THE QUINT CITIES
 DAVENPORT } IOWA
 BETTENDORF }
 ROCK ISLAND } ILL.
 MOLINE }
 EAST MOLINE }
 PETERS GRIFFIN, WOODWARD, INC.
 EXCLUSIVE NATIONAL REPRESENTATIVES

PRESIDENT Col B J Palmer
VICE-PRES & TREASURER D D Palmer
EXEC VICE-PRESIDENT Ralph Evans
SECRETARY Wm D Wagner
RESIDENT MANAGER Ernest C Sanders
SALES MANAGER Paz Shaffer



Your PGW Colonel has all the facts, figures and other data as well as day by day availabilities. See him today.

POT PROMOTION ON KVTV DRAWS RECORD-SETTING ICE CAPADES MAIL ORDERS



NO MATTER WHAT  IT IS....

MORE OF YOUR SIOUX CITY CUSTOMERS ARE WATCHING KVTV

Things looked bad for the Ice Capades Show in Sioux City last February. Winter storms and flu hit the area at the same time, and the wrong time. But mail orders from surrounding counties saved the day. People came from as far as 150 miles from parts of four states. The 10 Ice Capades shows drew near-capacity houses in spite of the weather and flu! The majority of the promotion budget was spent on a television spot schedule on KVTV Channel 9. As Bill Hawkins, promotion director for the Harmon-Laughlin Enterprises stated: "With things against us the way they were I give TV, especially KVTV, a lion's share of the credit for saving the show." More proof that no matter what time it is - day or night - more people in the Sioux City area watch KVTV.



KVTV

CHANNEL 9 • SIOUX CITY, IOWA
CBS • ABC



PEOPLES BROADCASTING CORPORATION

- WGAR Cleveland, Ohio
- WRFD Worthington, Ohio
- WTTM Trenton, New Jersey
- WMMN Fairmont, West Virginia
- WNAX Yonkton, South Dakota
- KVTV Sioux City, Iowa



THE
BIG
STATION
IN
SHREVEPORT,
LOUISIANA

Represented by


The Original Station Representative

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

**WE KNOW OF A TOP FLIGHT
TV-RADIO PRODUCTION ADMAN
WHO BELONGS IN A TOP QUALITY
NEW YORK AD AGENCY . . .**

This young out-of-town adman has an unusual depth of agency and broadcasting experience in radio-tv production, copy, time buying and account management. His strong point is tv and radio production and his stack of awards bear this out.

His thorough background in advertising, broadcasting and theatre makes him a good bit more valuable than most of his contemporaries. If you'd like us to put you in touch with this out-of-town "find," just give me a call.

Alfred d. Markim
Vice president
 N.T.A. Telestudios
 1481 Broadway
 New York, N. Y.
 LO 3-1122

Thisa 'n' data: NBC has filed an application with the FCC for the reinstatement of call letters **WNBC-AB-FM-TV** for its New York stations . . . **New affiliate:** **KNTV**, San Jose, to **ABC TV**.

Financial report: For **AB-PT**, net earnings for last year increased 49% —\$7.9 million as compared with \$5.3 million in '58. The record gross income was \$287.9 million, up 18% over the \$244.8 million for 1958.

Network personnel notes: **Stephen Mann**, to sales manager of **ABC's International Division** . . . **Richard Rector**, to commercial producer and **William Hallahan**, assistant commercial producer for **CBS TV** production sales.

RADIO STATIONS

The National Association of Fm Broadcasters, at their meeting during the **NAB Convention** this week, adopted a tripart plan for promoting the medium.

The plan, in brief:

- 1) All member stations contribute the equivalent in money of three spots a day.
- 2) Direct a "Discover Fm Radio" campaign at listeners, fm manufacturers and dealers.
- 3) Celebrate the first week in May as **Fm Week**.

The Broadcasters' Promotion Association, in a survey of radio promotion practices made during **October and November of 1959**, came up with these findings:

- 1) Seventy-five percent of the stations reporting affiliation with a tv station said that the promotion department was combined with tv's.
- 2) For all stations reporting promotion, publicity and merchandising department, the average number of people assigned to these functions was **3.2**.
- 3) **Smaller stations report an average of 1.5 people assigned to combined promotion, publicity and merchandising activities:** medium size stations, an average of 2.9; and large stations, 4.4.
- 4) **Stations devote an average of 2.6% of gross revenues to audience promotion, 2.0% to sales promotion, and 1.1% to merchandising.**

5) **Audience promotion shows low percentage of 0.1** and a high of 12.0%; sales promotion ran from 0.05% to 8%; while merchandising ranged from 0.05% to 5%. 6) **Newspapers average 23.8% the promotion budget:** trade magazines, 19.4%; outdoor advertising, 14.7%; direct mail, 13.2%. and sales presentations and sales aids, 10.7%. 7) **Eighty-seven percent of the promotion managers report directly to general management of the station.** The remaining 13% are under sales jurisdiction.

Ideas at work:

• **They bark in key of WINS**, New York, is looking for singing dogs. Owners are being asked, via on-the-air promotions, to bring their dogs to station's studio for auditions. Winner receives movie camera and a recording of dog performing. **WINS** is also asking listeners to send in old battered up watches so that they can be donated to children's classes for use as educational toys. Owners of the most interesting beat-up watches and the running most inaccurately will receive new ones.

• **Bringing the station into the store:** **WPTR**, Albany-Schenectady, Troy has built a broadcasting studio in Frear's department store. This will give the public a chance to see the d.i.s. housewives' show and "Action Central" newsroom first hand. To further merchandise the idea, Frear's plans to include a radio in every store-wide promotion, window display tie-ins announcing the station, store-wide elevator cards, and the **WPTR** call letters next to Frear's in all newspaper advertising.

Radio station acquisition: **WSB**, Great Barrington, Mass., to **J. L. Dowd** for \$122,000, brokered by **P. H. Chapman Co.** . . . **WAXX**, Chipewa Falls, Wis., to **Jack and Debra Holden** for \$106,000, brokered by **Hamilton-Landis & Associates** . . . **KUKO**, Post, Tex., to **Galen Gilbert** for \$50,000, brokered by **Hamilton-Landis & Associates** . . . **WINE-AM-FM**, Buffalo, to the **McLendon Corp.** with a change in call letters planned to **WYSL**.

New quarters: **Standard Rate Data Services, Inc.**, last week opened

Pacific Coast office at 2975 Wilshire Blvd., Los Angeles.

new former: WYFM, Charlotte, N.C., will be on the air sometime next week. Station's advertising director: William Vaughn.

Financial report: Storer Broadcasting holds its annual stockholders meeting 12 April to report (1) total advertising revenues increased substantially over 1958—radio by 7%, TV by 11% and (2) earnings after taxes were \$5.3 million, up 218% over 1958.

Miss 'n' data: KTAC, Tacoma Wash., will air all 154 games of the new Tacoma Giants this summer for King Brew, Puget Sound National Bank and United Pacific Insurance Another business note: Standard Oil of Indiana (D'Arcy) sponsor 120 newscasts per week on WGN, Chicago.

Awards: Joseph Wolfman, sales coordinator for the Balaban Stations, awarded outstanding salesman of 1959 by the Sales Executive Club, San Diego . . . Paul Greenwood, account executive at KWIZ, Orange County, presented with the National Sales Executive Club statuette for distinguished salesman's award . . . WFB, Hollywood, awarded with a resolution from the City Council commending it for outstanding public service in the fight against narcotics.

Broadcasting personnel at network and independent stations throughout the U.S. last week via special closed circuit videotaped broadcast heard top industry officials kickoff a nationwide campaign to stimulate public awareness and interest in Radio Free Europe.

Among the participators: Robert Knoff, NBC president; Frank Stanton, CBS president; Leonard Goldenstein, AB-PT president; Donald McInnon, WBC president and chairman of broadcasters for RFE; Gordon McLendon, McLendon Stations president; and William Murphy, Campbell Soup board chairman. (See picture, page 63.)

Station staffers: Ben Hoberman, general manager of KABC, Holly-

wood . . . Harold Neal, Jr., to general manager, WABC, New York . . . Art Holt, to general manager of WYSL (formerly WINE), Buffalo . . . Dale McCoy, Jr., to general manager of KAKE, Wichita . . . Gerald Quick, to director of local and regional sales for WIS, Columbia, S. C. . . . Dominic Quinn, to program manager of KDKA, Pittsburgh . . . Richard McCann, to director of community relations at KBON, Omaha . . . Merle Block, to promotion director of KPOP, Los Angeles . . . Fulton Wilkins, to account executive at KSFO, San Francisco.

TV STATIONS

Here's how tv promotion people spend time and money, according to a survey by Broadcasters' Promotion Association during October and November of last year:

- 1) The average tv station allocates 3.6% of its annual gross revenues to the general promotion area.
- 2) Audience promotion is the greatest activity at stations, averaging 2.2% of gross station revenues.
- 3) Some 80% of the stations with up to a 300,000 set count have full time promotion managers; 97% at stations with from 301,000 to 700,000 set count; and 100% with stations above 700,000 set count.
- 4) The average tv station promotion department includes three full time people.
- 5) Newspapers get an average of 38.5% of promotion's money, and trade magazines, 25.3%

This past week's output from TvB:

• Daytime and late night national and regional spot tv billings showed the greatest relative increases in 1959 over 1958. Gross time billings last year in the daytime were \$223,495,000 compared with \$182,730,000 in '58 while late night gross billings totaled \$75,702,000 in '59 compared with \$55,878,000 the year before. Nighttime billings in 1959 were \$306,406,000 against \$273,162,000 in 1958.

• Food products represented the largest product class in national and regional spot tv billings in '59. The figures of the top categories:

PRODUCTS	1959	CHANGE
Food	\$165,725,000	(+13)
Drug	53,478,000	(+20)
Cosmetics & toiletries	52,512,000	(+12)
Ale, beer & wine	47,840,000	(+ 8)
Household cleaners, waxes, cleansers, polishes	45,165,000	(+52)

• Among individual brands, here are the largest users, with gross time billings, of national and regional spot tv:

Lestoil	\$17,627,120
Duncan Hines mixes	7,209,170
Maxwell House coffee	6,082,340
Kellogg cereals	5,953,660
Mr. Clean	5,796,130
Alka-Seltzer	5,729,760
Texize household cleaner	4,611,480
Wonder bread	3,865,090
Robert Hall	3,836,490
Anahist cold remedies	3,812,430
Folger's coffee	3,722,440
Avon cosmetics	3,677,040
Colgate Dental Cream	3,629,920
Coca-Cola	3,544,560
Dristan cold remedies	3,542,570
Cheer	3,333,470
Profile bread	3,181,840
Viceroy	3,125,610
Post's cereals	3,106,540
Vick's cold remedies	3,061,510
Clorox	3,027,260

• And, this analysis by time of day and type of activity during 1959:

TIME OF DAY	AMOUNT	%
Day	\$223,495,000	36.9
Night	306,406,000	50.6
Late night	75,702,000	12.5
	\$605,603,000	100.0

TYPE OF ACTIVITY	AMOUNT	%
Announcements*	\$460,706,000	76.0
Programs	80,385,000	13.3
I.D.'s	64,512,000	10.7
	\$605,603,000	100.0

*includes participation

The raking-over that tv and radio has been getting in Washington may have something to do with this:

Woodlawn residence, a dormitory for University of Chicago students, began a series of lectures on modern communications with this lineup of top brass scheduled to speak before the relatively obscure group:

Jim Beach, ABC TV v.p. in

charge of central division sales in Chicago; **Clark George**, CBS TV v.p., Chicago; **Ed Shuriek**, executive v.p., Blair-TV, New York; **Pete Cash**, TvB; and **Don Tennant**, Leo Burnett v.p., to name just a few.

The lectures, which began last week, will run through 10 June, open to the public free of charge.

Zenith Radio Corp. has completed arrangements with **RKO General** for the latter to conduct a **three year trial run of subscription tv in Hartford, Conn.**, using Zenith's "over-the-air" Phonevision system.

It is contemplated that, after FCC authorization, the test will be conducted over WHCT, which RKO General has contracted to purchase from Capitol Broadcasting, Inc.

Ideas at work:

- **To teach wife appreciation to husbands:** **WKTV**, Utica-Rome, N. Y., recently conducted a "Deserving Wife" contest. The idea: station asked men viewers to write why they felt their respective wives deserved a night out. The prize: six nights out for dining and dancing. Station also provided the baby sitters. Results: some 900 letters and cards were received.

- **Flood news:** **WOW-TV**, Omaha, last week presented a special half-hour documentary dubbed *Rivers on the Rampage*. The program featured the best film taken by station newsmen covering the Platte Valley floods.

This 'n' data: Convention sidelight — **John McMillin**, executive editor

In New York City
WLIB
 has MORE
 Negro programming
 than ALL other
 stations combined

of **SPONSOR**, while in Chicago covering the NAB Convention last week, appeared as a panelist on the *At Random* show, **WBBM-TV**, Saturday, midnight to 3 a.m. . . . TvB reports that **insurance companies upped their tv use in 1959 by 44%** . . . Sports note: **KPLR-TV**, St. Louis, will telecast 40 Cardinal baseball games this season . . . **WAVY-AM-TV**, Norfolk-Portsmouth-Newport News, has had its newsmen travel some 12,000 miles during the past 30 days to cover the area's news events . . . Anniversary note: **WTVT**, Tampa-St. Petersburg, this week celebrates its fifth birthday.

Kudos: **KREM-AM-TV**, Spokane, seven first place awards out of nine radio and tv news categories in the annual event sponsored by Theta Sigma Phi and judged by members of the NBC news department . . . **WBBM-TV**, Chicago, awarded a "Special Citation" for outstanding news film coverage in the "News Pictures of the Year" competition sponsored by Encyclopedia Britannica, the University of Missouri School of Journalism and the National Press Photographers Association . . . **WSTV, Inc.**, cited in three separate awards for outstanding safety record last year at the Annual Safety Awards Banquet sponsored by the Jefferson County Industrial Safety Council, the Steubenville Chamber of Commerce, and the Industrial Commission of Ohio.

On the personnel front: **Virgil Evans**, to assistant general manager of **WCSC, Inc.**, Charleston, S. C., and national sales manager of **WCSC-TV** . . . **Edward Sheaffer**, to director of continuity acceptance of the Triangle Stations . . . **Ed Dunbar**, to head the national sales office of **KNDO-TV**, Yakima . . . **Leonard Traube**, to director of information services and advertising for **WCBS-TV**, New York . . . **Herb Homes**, to executive producer of **WPIX**, New York . . . **Bill Bailey**, to operations manager of **KVII-TV**, Amarillo.

W N J R
 1st in new york
 dec. negro pulse
 (BASED ON U.S. CENSUS)

REPRESENTATIVES

Adam Young this week formally opened its southern company, **Southern Advertising Representative, Inc.**

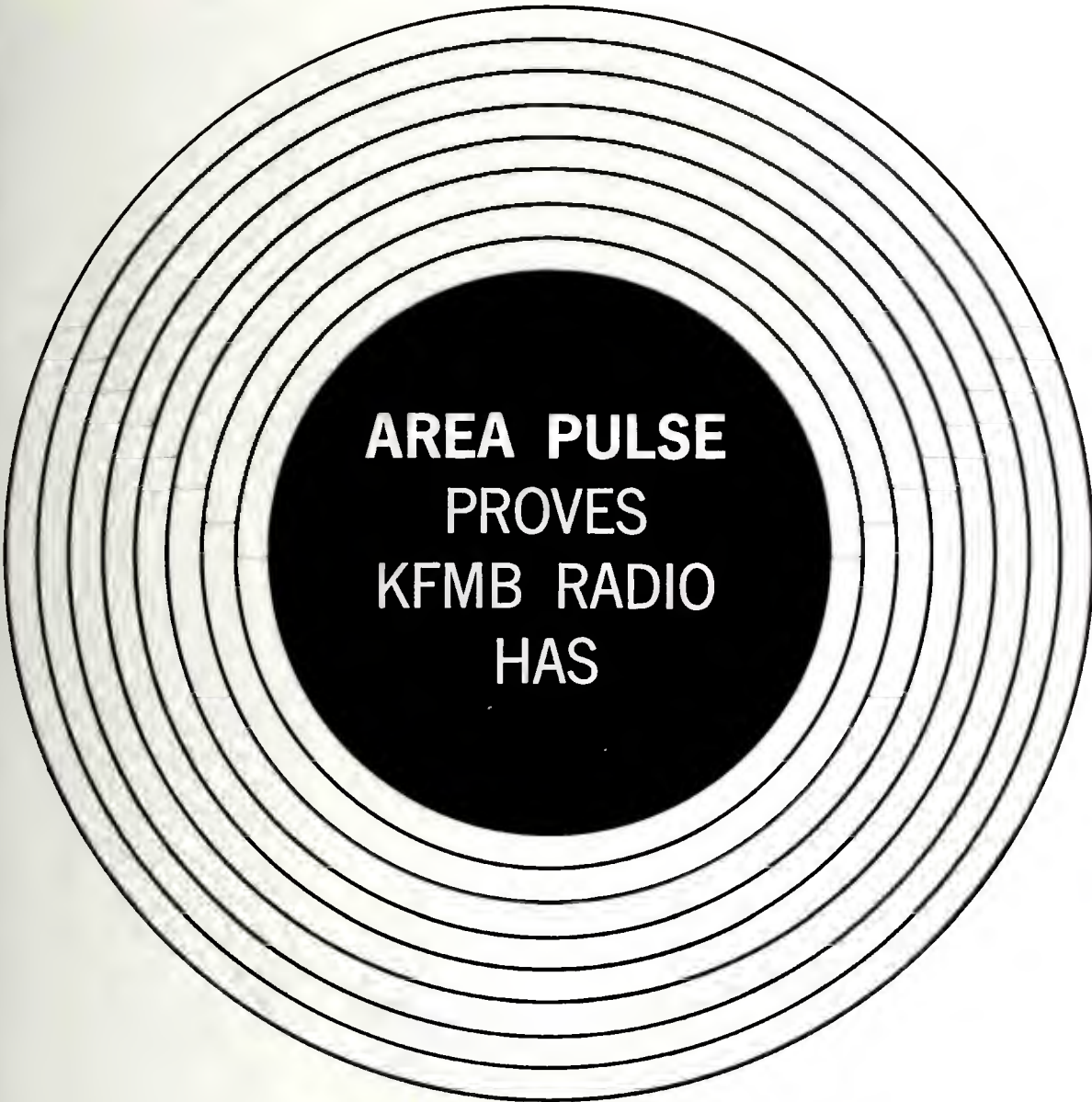
Unlike other Young companies, **SAR** will operate on a regional basis only, with its sales territory embracing a 15-state area.

Hal Parks, formerly eastern sales manager of Young Tv, will head the new company. Headquarters are located at 1182 West Peachtree Street, Atlanta.

Rep appointments: Cascade properties (**KIMA-TV**, Yakima; **KEPR-TV**, Pasco, Wash.; **KBAS-TV**, Ephrata, Wash.; and **KLEW-TV**, Lewiston, Ida.) to **Young Tv** . . . **WMAK**, Nashville, to **George Hollingbery Co.** . . . **WEAN**, Providence, to **Kettell-Carter**, Boston, New England representative.

This 'n' data: **PGW's Chicago office** has installed video tape facilities . . . **New quarters:** **For Joe Co.** this week moves to 230 Park Avenue, New York . . . **Kudos:** **Harry Smart**, v.p. and midwest sales manager of **Blair-TV's Chicago office** honored by **WBNS-TV**, Columbus, O., as Chicago's "first" tv station rep.


Rep appointments — personnel: **Alfred Parenty**, promoted to eastern sales manager at Young Tv . . . **Stanley Bloom**, to director of marketing at **CBS Radio Spot Sales** . . . **Robert Barrett**, to assistant director of sales development and research at **George P. Hollingbery** . . . **G. Thompson**, to account executive for **CBS Radio Spot Sales, Chicago** . . . **Peter Yaman**, named sales representative for **TvAR** . . . Four new v.p.'s at **Avery-Knodel:** **John Tommey**, for radio, New York; **Thomas White**, for tv, New York; **Roger O'Sullivan**, for radio, Chicago; and **Raymond Neihengen**, for tv, Chicago . . . Executive staff realignment at **Intercontinental Services, Ltd.:** **Harry Engel, Jr.**, to president and general manager; **Walter Staskow**, executive v.p.; **Jeanette Sytsma**, v.p. and treasurer; and **John Barton**, v.p. and sales manager.



**AREA PULSE
PROVES
KFMB RADIO
HAS**

**THE BIGGEST AUDIENCES* IN
FOUR** SOUTHERN CALI-
FORNIA COUNTIES, BURSTING
WITH NEARLY 2,000,000
PROSPEROUS PEOPLE***!**

*Pulse Area Survey, Nov., '59 **San Diego, Riverside, Orange, Imperial ***Sales Management Survey, May, '59

KFMB RADIO  SAN DIEGO

A TRANSCONTINENT STATION

Represented by



The Original Station Representative

FIRTH

(Continued from page 40)

the show is on 9:30-10 a.m. Points out Firth director of merchandising John Tharrett. "We welcome the continuity produced when the female broadcaster doing a local show urges her viewers to stay tuned for *Spotlighting You*, and a few minutes later the same woman delivers our live commercial."

Whereas the show was entirely live during its testing stage, all of the current version but the commercials is on film. Guy Cornell, Firth's decorator consultant, acts as m.c., assisted by mistress of ceremonies Tykie Casey, active in West Coast tv. Each show revolves around a particular home decorating theme—use of art objects, lighting, care of furnishings, how to decorate at various budget levels, etc.—is discussed by guest experts and housewife panelists.

Midway in the half hour the scene shifts to the station for the three-minute live commercial. When the show resumes, Tykie Casey passes on a hint or two about care and use of the carpet and turns the show over to Guy Cornell. Discussion continues

and the panelists ask questions of the visiting experts and Cornell, often picking up considerable free advice as to decorating approaches that would suit their particular coloring, type of homes, size of family.

Toward the end, Cornell presents the panelists with new hats. "It adds a great deal of color and excitement to see the ladies opening hat boxes, spilling tissue paper all over the place and trying on their new hats," he says. Then he sums up the main points brought out on the show, Tykie Casey pitches viewers on the free Firth decorating book and that's the show.

The Firth/Doner crew taped (for subsequent filming) the current series of 10 half hours out in San Francisco over a four-and-one-half day period. "I want to tell you that was hectic," agency producer-director Bob Bleyer hastens to add. "That's all the time that was available at the studio we used, and I still don't see how we did it. We selected San Francisco as our base of operations, because out there most of the people talk without a noticeable accent, so we could readily recruit guests whose voices will fit in anywhere the shows run." ▶

TV COPY TESTING

(Continued from page 38)

A-Matics—adopted by SSCB strive for a total effect, explains Healy. "I try to duplicate the viewing situation and this calls for a blending of sound and picture with movement rather than still shots." But bridging the gap between the real viewing situation and a synthetic one is the problem copy testers face.

Robert Aledort, research director of Erwin, Wasey, Ruthrauff & Ryan says it's "a little like trying to learn how to hit a golf ball without having a ball. The most important component in tv commercials is the total effect—yet how can you get a total effect without a finished commercial? That's the nut of it."

And how measure response to even a partial effect? "Such factors as believability and comprehension, two criteria usually used in determination of a successful selling commercial are only two drops in a big river. Reactions to a commercial also occur as a result of what you *don't* say as well as what you *don't* show!" says Aledort.

He and his associates agree that reactions to television commercials are psychologically complex, and it is this hurdle of omission in pre-testing which they're trying to sidetrack and overcome.

The best known independent company which pre-tests commercials is Schwerin Research Corp. It has long list of pre-test clients, for programs as well as for commercials and for both rough and finished commercials. The Schwerin technique normally frequently provides for 350 persons to attend screenings in the company New York theater, where they are given detailed questionnaires covering "hidden" points of inquiry.

Results of the tests—phrased in terms of index points measuring "selling power"—can then be translated into action by the agency and client in (a) revising certain portions of a commercial or (b) taking an entirely new tack.

In a recent case, Schwerin tested five rough commercials for a new instant food product. A different copy point was featured in each, but the demonstration technique (a stand-up, announcing situation) was the same in all. Indexing maximum identification and success at 100 for one of the copy points, the company



NO, THIS IS "KNOE-LAND"

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

JUST LOOK AT THIS MARKET DATA

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

KNOE-TV AVERAGES 75.9% SHARE OF AUDIENCE

According to November 1959 ARB we average 75.9% share of audience from Sign On to Sign Off 7 days a week.

KNOE-TV

Channel 8
Monroe, Louisiana

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

Photo: Selig Manufacturing Co., Monroe, Louisiana. Manufacturers of quality upholstered furniture.

anked two other points at zero, the her two at 50. Thus only one of e roughs was really validated in rms of suggesting final, finished mmercial production.

Schwerin seems to do the most ntinuous pre-testing of television mmercials, but there are many oth- companies in the field. Among em: Amro Research, New York; rke Market Research, Cincinnati; stitute for Motivational Research (r. Ernest Dichter), Croton, N. Y.; tional Research Service, New York; ychological Corp., New York; onion Research, Princeton, N. J.; an C. Russell Marketing Research, ew York; Social Research, Chicago; niel Starch & Staff, New York.

Another company, Communica- ons and Media Research Services, c., Peekskill, N. Y., this week in- oduced its new closed circuit tv ating service which attempts to pre- t effectiveness. William Capitman, esident of the firm, introduced his vice to admen in Los Angeles this st week, explaining that the tech- que "provides an opportunity to easure directly the effect of com- mercials or television shows on sub- quent purchase behavior and view- g habits."

Still another phase of the pre-test- g problem has yet to be resolved: o pays for it? Agency profit mar- ns, already slim, could "evaporate o nothingness if we were to pick all pre-testing tabs," said one ency executive vice president. hat's why testing is really done ly in crucial situations, largely en a completely new idea, a new oduct or a new campaign theme is ing considered. But even limited ating costs from \$300 to \$500 for a igh commercial."

The practice generally has been for e agency to provide the strategy d know-how as part of the client vice. But all out-of-pocket expense well as a portion of the overhead r technical equipment, studios, .) is billed to the advertiser.

There's no standard operating pro- dure, however, and there's a clamor om both sides of the advertising ace—agency and client—to set ne rules by which the pre-testing sts are affixed.

One fact is sure, though, comment- a research chief: "Research is not eap, and the best kind of research

is outright expensive. The key to suc- cessful pre-testing is in the careful, professional pre-planning and set- ting down of client objectives. A re- searcher can't write copy, but he can explain to a writer if his creative idea has been successful or not—and why. Most of the worth of any research project hinges on the strategy and the creative planning of the researcher."

This means, as the increase in cli- ent demand for pre-testing of tv copy grows, that the researchers themselves will have to be more experienced and higher-priced. Agencies will be com- pelled to add technical equipment to their facilities. And these add up to a still bigger tv investment for adver- tisers, but one which must be made, admen agree.

"After all," commented one, "it sounds exhorbitant to spend—say— \$3,000 testing a commercial idea. But if that idea keys a \$400,000 campaign, the money is cheap insurance!"

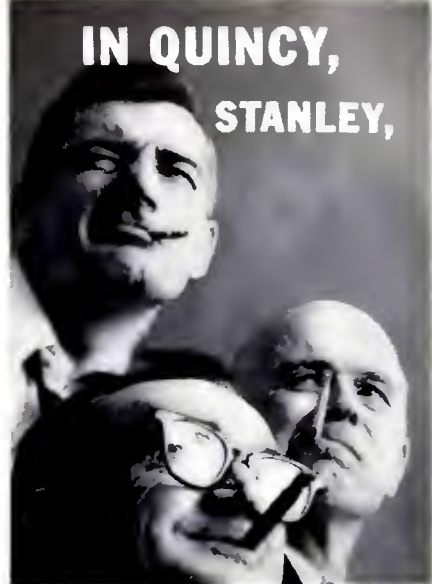
MARKET MYSTERY
(Continued from page 35)

"The most sensible way to solve the problem is through additional spec- trum space to be obtained from such non-commercial broadcast groups as the government. But we'd better be careful about dropping in extra sta- tions; radio interference is bad enough, but in tv, interference be- comes intolerable."

As for the advertising industry, such interference could be very seri- ous. If tv circulation were reduced by it, AMST points out, agencies would no longer find tv quite as attractive a medium. "And it can hap- pen," Lindow said. "Quite recently in attempting to add a third station to a two-station market it resulted in adversely affecting 19 other stations."

A box score of the number of tv stations in U. S. markets would go something like this: there are 14 mar- kets with four or more channels; 59 markets that offer a choice of three channels; 67 two-channel markets, and 124 markets with only one tv channel. The two-channel markets, many of considerable size, are chief bones of contention.

So the long-time struggle goes on —round after round, year after year. Whether 1960 will be the year of solution is questionable. But one safe bet: the eyes of the industry will be on FCC starting 19 April.



**IN QUINCY,
STANLEY,**

WTAD

IS THE MOST!

- MOST COVERAGE!*
- MOST PROGRAMMING! CBS (Of course)
- LOWEST COST PER THOUSAND OF ANY OTHER MEDIA IN THE MARKET!

*NCS #2—Pulse Oct. '59

WTAD
QUINCY, ILLINOIS



See Branham Co. National Representatives

A Part of Every
Community Project*

While serving a single station market, WTHI-TV fulfills its public service responsibilities in a way that has gained for it the appreciation and support of its entire viewing area... a circumstance that *must* be reflected in audience response to advertising carried.

* Five full ½ hours of local public service programming each week.

WTHI-TV
CHANNEL 10 CBS-ABC
TERRE HAUTE
INDIANA

Represented National Advertising Co.

YOU KCAN'T KCOVER TEXAS without KCEN-TV



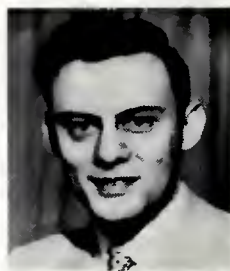
WATTS UP, DOC?

We're the only maximum power 100,000 watter in in the Waco-Temple market! (And our antenna is 833 feet up!)



BLAIR TELEVISION ASSOCIATES
National Representatives

Tv and radio NEWSMAKER



William H. Schwarz joins Peters, Griffin, Woodward as manager of program services. His work will entail counseling PGW's stations in all areas of program activity. Schwarz' previous posts in programming were as program director with both KDKA, Pittsburgh, and WCCO, Minneapolis, where he created *Minnesota Minutes*. Schwarz started his career as a producer at CBS, remained there 14 years, producing and directing many television shows. He was also executive producer with KYW, Philadelphia.

Harold L. Neal, Jr., takes over as general manager of WABC, New York. He comes from WXYZ, Detroit, where since 1943 he held a variety of posts including staff announcer, promotion manager, assistant sales manager and director of sales. In 1956 he was named general manager of that station. Neal is currently a member of the board of directors of the Michigan Association of Broadcasters. In his new capacity at WABC he succeeds Bob Hoberman, who is joining KABC, Hollywood, as general manager.



Charles Keyes has been appointed general manager of KVII-TV, Amarillo. He has been in the broadcasting industry for nine years, having started his career with KCBD-TV in Lubbock, Texas. Two years later, he joined KWTW, Oklahoma City and in 1957 he became commercial manager of KOCO-TV, in the same city. Keyes was made general manager of that station in 1958, remaining in that capacity until March of this year, when he moved to the Trigg Vaughn station. KVII-TV is an ABC outlet.

Leonard E. Hammer has been named director of the newly created National Sales Div. of United Artists Associated. This department will follow up and assist stations in obtaining full sponsorship for its present and future features. Hammer joined UAA in 1957 as station sales coordinator. Before that, he was account executive for WABC-TV, New York and account executive for syndicated properties at MCA-TV. Hammer was with Adam Young in 1949, heading its television activities in N. Y. He hails from Washington.



BEELINE® RADIO

delivers more for the money



Kern County Administrative and Courts Building

Beeline station radio broadcast markets are fertile with sales potential. For example, in Bakersfield — the city of KERN — retail sales are even greater than in Erie, Pa. (with almost 3 times more population) and San Bernadino, Calif. (almost twice as much!).*

Kern County, with Bakersfield its county seat, produces a quarter of all the State's oil . . . is the third largest agricultural county in U. S. . . . is important in mining, food-processing, metal fabrication and as a distribution center.

The most effective way to beam your radio message into the thriving Bakersfield market is on KERN, the Beeline station in Bakersfield.

As a group, Beeline stations give you more radio reach than any combination of competitive stations at by far the lowest cost per thousand. (Nielsen & SR&D)

*See Management's 1959 Survey of Buying Power



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO.,
NATIONAL REPRESENTATIVE



The seller's viewpoint

Isn't it time for you to take "a good long look" at your research on individual markets? Yes, says, W. Thomas Hamilton, general manager, WNDU-TV, South Bend, Indiana. Most agency timebuyers, Hamilton believes, are still using outdated market information in planning campaigns. Unless a buyer is equipped with the latest statistics, he is ignoring a vital responsibility to his clients—to provide them with effective, accurate information. Perhaps you have an opinion that wants airing; send it to "The Seller's Viewpoint."



LET'S TAKE ANOTHER LOOK AT THE RECORD

The year-end roundup and things-to-come editorial comments by a variety of agency personnel offered a recurring theme, as we moved into the 1960 season, that there would be "more market research," "a closer look at individual markets" and the inevitable "maximum exposure in markets for minimum costs."

If there ever was a time for agencies to take a good long look at their market-by-market expenditures for their clients and match them up with the coverage and cost of their coverage, I would like to suggest an old bromide that used to stare at me from the back of my boss's desk every time he called me on the carpet. "DO IT NOW."

Timebuyers for the agencies have a heavy responsibility to their clients to select the markets that will give the best coverage and cost-per-1,000 buys. But many agency timebuyers, for one reason or another, are not equipped with the latest information on market coverage situations.

In a business with the quicksilver quality of tv, timebuyers cannot justify market buys based on obsolete market figures. Moreover, unless their research is reasonably current, they cannot possibly recommend market buys which would provide an accurate consumer-product relationship for their clients.

For example, in South Bend we have a three-station market, a uhf island with all network services. Three years ago a rating survey deprived the three stations in this market of 70,000 tv sets because of vhf coverage from Chicago, Ill., and Kalamazoo, Mich., both of which stations give only Grade B signal strength in most of the South Bend-Elkhart market but do not provide one iota of local coverage for the communities in this market.

Three years later—despite the continuing growth of the market, an amazing increase in all-channel set sales, concentrated local programming for the local communities in the market, increasing public service, elaboration and re-

finement of equipment, techniques and services—timebuyers are still determining the potential of this market without taking a single one of the above factors into consideration. They continue to buy Chicago and Kalamazoo because that's what the survey told them three years ago.

If the agencies are too busy to research markets themselves, I would think they would at least update the information on which they base their market buys.

If they want facts, I would like to supply some. These are not my figures nor my statements, but I think they will bring out the fact that what might have been three years ago "ain't necessarily so" today.

The McCaffery Co., Westinghouse distributor in South Bend: "Our tv set sales are running 95% all-channel and 5% vhf. Eighteen months ago, LaPorte County was practically all vhf set sales. Now the situation is completely reversed and vhf has become almost a nonentity. Radio Equipment Co., the Philco distributor in the Indiana-Michigan area: "In LaPorte county, which was nearly all vhf 18 months ago, we sell practically no vhf sets. That area is almost completely uhf."

The important aspect in these comments is that in LaPorte County the agencies, based on a Nielsen report over three years ago, do not credit the three uhf stations with a single tv set; yet the three South Bend stations are the only ones who program specifically for these areas. Obviously, if the all-channel set sales have increased that much, people are watching the three South Bend stations that program for them and give them the local recognition they cannot possibly get from the Chicago and Kalamazoo stations who are actually credited with coverage.

These are the reasons I feel that timebuyers and agency research people should follow the editorial theme of their year-end statements and take another look at the market-by-market picture as it is right now.

Revised Station Index for **Nov.-Dec. 1959**

BI-MONTHLY RADIO REPORT

for eight weeks
October 5 - December 6

Atlanta Area

WSB RADIO FIRST IN AUDIENCE 92% OF THE TIME

*—with 17 stations operating
in the Atlanta area!*

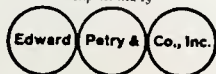


"White Columns" on Peachtree, the home of WSB Radio

WSB Radio

The Voice of the South / Atlanta

Represented by



Latest Nielsen on Atlanta reveals a handsome bonus being shared by WSB Radio advertisers. This station's audience was up 18% in the morning, up 10% in the afternoon. Nighttime dominance over the field was more marked than ever!

Of total quarter-hour periods measured WSB Radio was first in audience 464 times. Station No. 2 led 28 times and Station No. 3 was first 6 times.

In March WSB Radio enters its 39th year of service to the South. And for each consecutive year this station has been the overwhelming favorite of Southern listeners. Certainly your advertising in Atlanta belongs on WSB Radio.

Associated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Petry. Associated with WSOC/WSOC-TV, Charlotte; WHIO/WHIO-TV, Dayton.

SPONSOR SPEAKS

A cause for the whole industry

No other branch of American society is more often called upon to support worthy causes than is the radio/tv business. No other industry responds more generously with time, money, and hard work. Sometimes it seems as if the demands on broadcasters were never-ending and even a little bit unfair.

But the announcement last week by Leonard Goldenson, Frank Stanton, Robert Sarnoff, and Don McGannon of a special and unprecedented drive by the industry in behalf of Radio Free Europe, is an entirely different kind of appeal.

Radio Free Europe is not merely a great crusade for truth and freedom, which in 10 years has constantly and courageously challenged Soviet power, and given hope and comfort to the subjugated peoples of the satellite countries.

Radio Free Europe is a constant symbol and reminder of the power of broadcasting as a force for good in the world. It is broadcasting in the firing line, broadcasting throwing all its might into the realities of the Cold War, broadcasting as our first bulwark of defense.

Because of this, the industry's plan for a special \$10 million drive in behalf of Radio Free Europe deserves energetic support by every radio/tv man. The drive for RFE funds will extend from 24 April to May 8. It will employ every one of the air media techniques which has revolutionized modern marketing. And its success in soliciting contributions from millions of Americans will do much to silence the cynics and scoffers who doubt our industry's importance.

Clarify the free plug rules

We say this respectfully. But as we go to press, the FCC has not yet acted to clear up the confusion and dismay produced by their rulings on phonograph record announcements, and we think they should act and act quickly.

Broadcasters, and we have talked to many of them, have legitimate complaints. The FCC interpretation imposes absurd burdens on stations who genuinely want to obey the law.



THIS WE FIGHT FOR: *Constant efforts by all advertisers and agencies who are using air media to see that their commercials are not only honest and truthful, but are also in good taste.*

10-SECOND SPOTS

Direct action: The following letter was received at WSB-TV, Atlanta from a rabid fan in the "Pope Club."

"One afternoon I got a little mad at Bluto for beating up Popeye. I got my brother's air rifle and shot Bluto. The tv repairman said my aim was very good because I shot the screen right in the middle. The screen shattered into a million pieces. My sister ran and told my mother and she sat down and cried. I am very sorry I was so naughty and I am trying very hard to be good."

Kookie? In Billings, Mont., there is a station with call letters KOOO. *Music to comb your hair by.*

Suggestion: *TV Guide* reports that a tv owner in Reading, England, says her retriever dog got sick while watching a televised medical program about a dog with rabies. *We know how he feels; we watch Buferin commercials.*

Tv's Godiva: *The Jack Paar Show* got another scissors-on-tape treatment from NBC TV the other night while Paar was in England and Aylene Francis held down the N.Y. front. Guest Julie Wilson tucked her dress between her legs, did a handstand, and the dress slipped. *When Jack's away, the guests still play.*

Heading: From an ABC Radio Release—*THIS IS ZSA ZSA, NEW A-WEEK SERIES SPOTLIGHTING THE NOTABLE GABOR, MAKE ITS DEBUT MARCH 21. Exquisite Form Brassiere To Sponsor. Mad for each other.*

Payola: Following release was sent by "Hardwick," d.j. at KVI, Seattle—"Seattle dee jay 'Hardwick' has openly admitted today acceptance of payola from his wife, Ruth. It happened on Mar. 21st at Virginia Mason Hospital. Explains Mrs. Hardwick, 'As payment for 3,466 mentions on the air that I was pregnant I have just presented him with a 7 lb. 4 oz. new girl. . . .' Try that on for size, Mr. Congressman.

Heading: From N. Y. *Herald-Tribune*—*NO VIOLENCE BEFORE 8 P.M. ON BRITISH TV. Hold that punch; it's only 8:40.*

ORDER YOUR OWN
PERSONAL COPY OF
SPONSOR
SENT TO YOUR
HOME



If you're getting your copy by way of the routing slip you're probably getting it late. If you can't find time at the office to read SPONSOR properly then do what many of our other readers do, order your own personal copy mailed to your home.

Don't wait for a pass along copy . . . pages clipped out . . . dog-eared . . . weeks late. Keep posted, and really on top of the significant news, trends, and problems of the week, by regularly reading the one book tailor-made for radio/tv buying.

Keep up-to-the-minute on tv/radio developments by entering your own subscription, and having SPONSOR sent to your home where you can read it at your leisure.

MAIL THIS HANDY CARD TODAY 
We'll take it from there, and bill you later.

SPONSOR 40 EAST 49 ST. NEW YORK 17, N. Y.

The Magazine Radio/TV Advertisers Use

Enter my personal subscription to SPONSOR, and bill me later.

1 year \$8 2 years \$12

Name _____
 Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

This is my Home Address Office Address

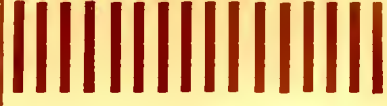
FIRST CLASS
PERMIT NO. 47613
New York, N. Y.

BUSINESS REPLY MAIL
No Postage Stamp Necessary if Mailed in the United States

5¢ POSTAGE WILL BE PAID BY

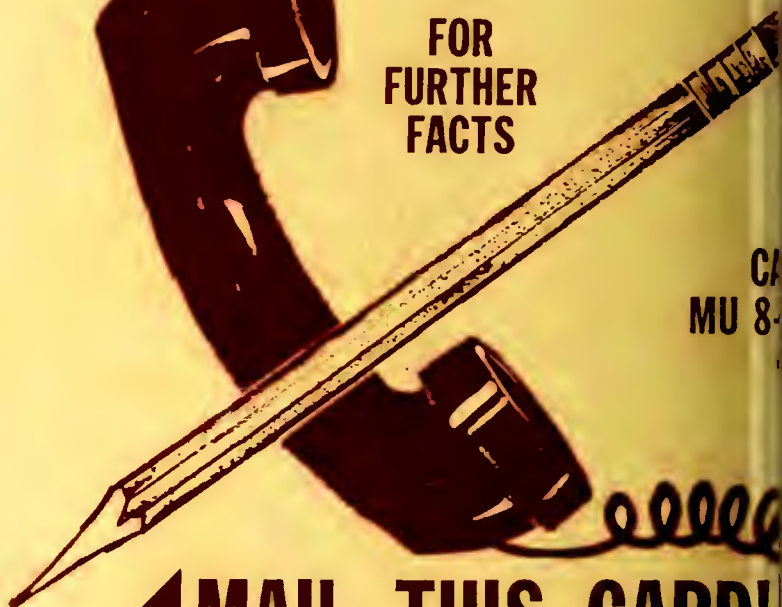
SPONSOR

40 East 49th Street
New York 17, New York



GOT A RADIO/TV QUERY?

FOR
FURTHER
FACTS



CALL
MU 8-

MAIL THIS CARD!

Our Readers' Service Department is ready and eager to assist you. This is one of the many services available to you with your subscription to SPONSOR.

This department is maintained to help furnish subscribers with detailed and useful information on every phase of radio/tv advertising culled from the pages of SPONSOR and other sources. This department maintains a complete index of all the articles published by SPONSOR together with an updated research file of industry statistics.

REPRINTS? BACK COPIES? Readers' Service will do its best to assist you with your needs at economical cost.

Next time you have a question, give us a call, or jot down your request on the attached card. A Readers' Service representative will be glad to help you.

SPONSOR

40 EAST 49 ST.

NEW YORK 17, N. Y.

The Magazine Radio/TV Advertisers Use

AS A SPONSOR SUBSCRIBER PLEASE FURNISH ME WITH THE FOLLOWING INFORMATION:

Name _____
Company _____
Address _____

Our Readers' Service Department is ready and eager to assist you. This is one of the many services available to you with your subscription to SPONSOR.

This department is maintained to help furnish subscribers with detailed and useful information on every phase of radio/tv advertising culled from the pages of SPONSOR and other sources. This department maintains a complete index of all the articles published by SPONSOR together with an updated research file of industry statistics.

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Next time you have a question, give us a call, or jot down your request on the attached card. A Readers' Service representative will be glad to help you.

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

5¢ POSTAGE WILL BE PAID BY

SPONSOR

40 East 49th Street
New York 17, New York

FIRST CLASS
PERMIT NO. 47613
New York, N. Y.



WGAL-TV

the response market

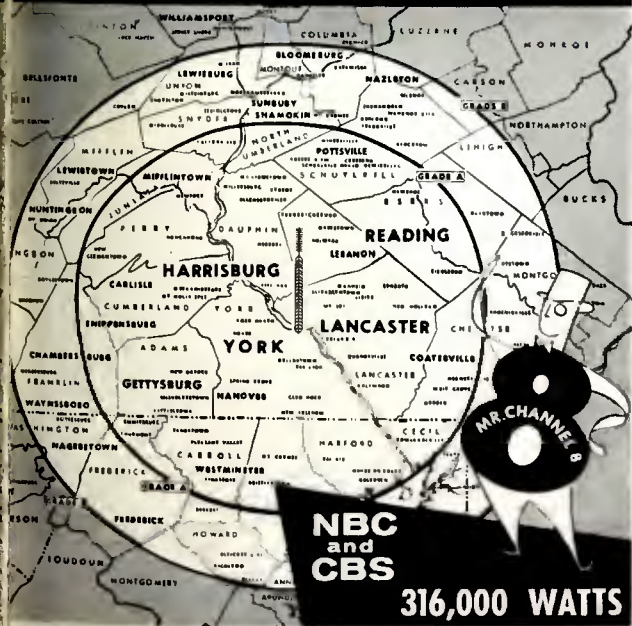


THE BETTMANN ARCHIVE

\$7,015,583,000

effective buying income

MULTI-CITY TV MARKET



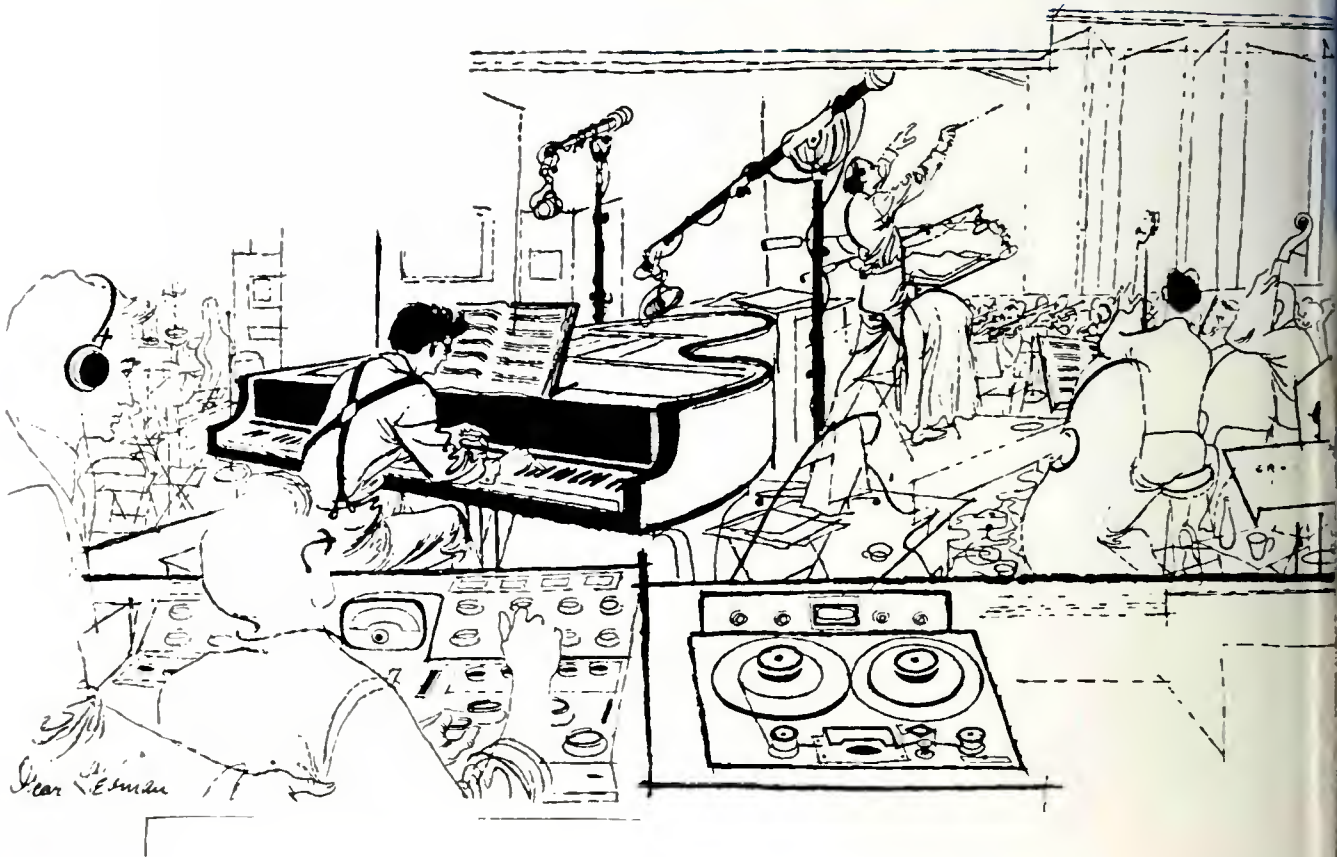
The WGAL-TV market is a great market of plenty. Multi-city, prosperous, stable, this is a *response* market for your product or service. WGAL-TV reaches the people who go out to *buy*, for its audience is greater than the combined audience of all other stations in its coverage area.

(See ARB or Nielsen surveys.)

WGAL-TV
Channel 8
Lancaster, Pa.
NBC and CBS

STEINMAN STATION
 Clair McCollough, Pres.

the first 10 years



When WDOK began broadcasting in April, 1950, it resolved then to become an important factor in the Cleveland broadcasting scene.

It had excellent equipment and played the world's greatest music. But, WDOK had an additional asset — the most devoted broadcasting pioneers whose aims were to make WDOK a vital part of the community, not only by providing fine and wholesome entertainment, public service features and accurate news but — over-all, to present better musical programs.

WDOK has proved this point throughout the ten years as shown by audience loyalty, praise newspapers, public service awards, and interest shown by institutions and private enterprise.

To prevent any loss of air time, WDOK recently installed its second AM transmitter — the most modern high-fidelity transmitter available, both in dependability and performance.

Yes, a broadcasting station has to have something "special" to excel in Northeastern Ohio. We think that we have demonstrated that we have won "Better Music for Northern Ohio" — 1260 on your radio dial in Cleveland with 5,000 full-time watts.

FREDERICK WOLF, GENERAL MANAGER
THE CIVIC BROADCASTERS, INC.
1515 EUCLID AVENUE, CLEVELAND, OHIO

WDOK

Represented nationally by Broadcast Times Sales, Inc.