



CREATIVE CURRENT

The Association of National Advertisers' convention in New York last week dropped a bright dye into the stream of advertising. It's the same dye that was in large measure poured during the AAAA convention only weeks earlier. It has also been sprinkled into the same stream by many advertising leaders.

The result of it all is the marking of a strong and swift current. Color that current—*creatively*.

Top management is certainly still concerned with the deep, deep green sea of investment, but there is a growing interest with the creative current and its levels.

Perhaps because the blue chips are getting bluer, management is beginning to realize that the commercial not only sells, but its creative quality is an external reflection of the corporation.

That's the trend, and because of it broadcast advertising will get even better. The whole body of advertising will be healthier because of more vigor in its creative exercise than of control by legislative and regulative pills.

The Westinghouse dedication to creative quality and levels in its current campaign—which brings this appliance giant into the high-ticket item fight with \$6 million in tv—is its trump in the struggle for higher competitive ranking and profits in an industry buffeted and plagued by socio-economic tribulations for 25 years.

The high cost of hoisting its ranking and profits through the use of broadcast advertising is, of course, not a creative expense alone. That's why the SPONSOR special in this issue examines all of the Westinghouse story.

Sam Elber

LETTERS

Research Pays Off!

I am impressed with the painstaking attempts at in-depth reporting of major industry stories and developments. I have even found that your SPONSOR "Spotlight" section, on moves of various industry people, is much more up to date than it has ever been.

As a radio broadcaster, I am, of course, particularly interested in your coverage of this medium. I think your coverage of the various buying approaches is very helpful. Again, the detailed research on the story, (such as the one on "Yoo-Hoo," SPONSOR, May 4) is what makes it so valuable to the broadcaster.

The greatest service you have performed for the advertising agency, the advertiser, and, of course, for the radio broadcaster, lies in your inclusion of radio figures in your analyses of large-budget expenditures by various products. Last year, I was quite put out by a series of analyzing spending by major product groups, which only listed television. I am glad to see in your current "Tobacco" article, that radio has been fairly represented.

Keep up the good work.

MARK OLDS

*General Manager
WINS Radio
New York, N.Y.*

Storz: Radio Leader

If possible, I would appreciate receiving five or six tearsheets of "SPONSOR's Report" relative to the death of Mr. Todd Storz, president, Storz Broadcasting Company, as the article appeared in the April 20 issue of SPONSOR.

The copies would be used for members of the family and we would prefer receiving the pages not folded.

ROBERT H. STORZ

*Chairman of Board
Storz Broadcasting Co.
Miami Beach, Fla.*

• On the sad occasion of Todd's funeral in Omaha, many people remarked about how appropriate it would be if someone were to express publicly the extent of Todd's

dramatic influence in the radio industry.

We should have known that SPONSOR would say it, and you did say it very well.

As a friend of Todd and an admirer of his ability and imagination, I wish to thank you personally for the fine editorial in the April 20th issue of SPONSOR.

ROBERT E. EASTMAN

*President
Robert E. Eastman & Co.
New York, N.Y.*

ED NOTE: To all those who have written to us following our tribute to Todd Storz, we want to express our thanks.

Thanks from Bud

A little late, but nevertheless sincere thanks for a great job of reporting.

I can't ever recall so much favorable reaction to an article in a trade publication. We are hearing from people all over the country, and each has something nice to say about the SPONSOR story on "Anheuser-Busch."

You are to be congratulated for handling a difficult job in a fine and professional manner.

We, at D'Arcy, are most appreciative of your thoughtful consideration and cooperation.

HARRY K. RENFRO

*Vice President
D'Arcy Advertising Co.
St. Louis, Mo.*

Radio on the Move

Just a brief note to let you know how much I enjoyed your Publisher's Report in the May 4 issue entitled "Radio on the Move." We are making a point of drawing this to the attention of our agency and client friends here.

While I'm on the subject, I might add that your article on page 18 entitled "Admen Eye Detroit Radio Rating Entry" was quite factual, but I would like to point out that the call letters of our station in Windsor, Ontario, are CKLW and not CKIW.

KEN A. BAKER

*Vice President, Radio
All Canada Radio and Television
Toronto, Ont., Canada*