

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

WKBW

IS
FIRST IN BUFFALO

RECEIVED
JUL 25 1960
WILLIAM S. HEDGES

NEW TV TREND: SPONSORED PUBLIC SERVICE

Upcoming season will see 300% more client-backed shows of this type than ever before

Page 29

Spot radio plugs get new life via 'featurettes'

Page 34

New interest in radio's 'last word'

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SPONSOR'S semi-annual story index

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DIGEST ON PAGE 4

HOOPER RADIO AUDIENCE INDEX

MONTHS: MAY—JUNE, 1960

CITY: BUFFALO, N. Y.

SHARE OF RADIO AUDIENCE

TIME	RADIO SETS- IN-USE	WKBW	STA. "B"	STA. "C"	STA. "D"	STA. "E"	STA. "F"	STA. "G"	STA. "H"	OTHER AM & FM	SAMPLE SIZE
MONDAY THRU FRIDAY 7:00 A. M. - 12:00 NOON	16.5	29.9	29.8	6.6	8.4	11.4	2.9	1.3	6.9	2.9	5,945
MONDAY THRU FRIDAY 12:00 NOON - 6:00 P. M.	13.2	39.1	15.2	7.0	7.6	10.7	4.1	1.6	10.9	3.8	7,187
SUNDAY DAYTIME 10:00 A. M. - 6:00 P. M.	15.1	40.2	7.1	8.8	4.6	16.3	2.1	4.2	11.7	5.0	1,900
SATURDAY DAYTIME 8:00 A. M. - 6:00 P. M.	15.8	37.7	13.3	7.3	12.0	5.3	5.7	1.7	12.3	4.7	2,332
MONDAY THRU FRIDAY 6:00 P. M. - 10:00 P. M.	11.9	35.5	9.9	8.6	7.3	18.5	8.2		11.2	4.3	4,857

and PULSE AGREES

WKBW is No. 1

29% AVERAGE SHARE
OF THE AUDIENCE

April 1960 PULSE (Buffalo) Mon-Sun 6:00 A. M. - 12:00 MIDNIGHT

WKBW — BUFFALO — 1520
50,000 WATTS • Clear Channel

Represented by
AVERY-KNODEL

In these days of confusion . . .

. . . concerning "single," "national," "local" and "retail" rates, and flying charges and counter-charges of "rate-cutting" and "deals," the KSTP Gold Seal remains—as it has for 32 years—your pledge of honesty and integrity in the commercial operation of Radio and Television.



RADIO
50,000 WATTS

KSTP

TELEVISION
CHANNEL 5

MINNEAPOLIS • ST. PAUL

Basic NBC Affiliate

KOB AM-TV

W-GTO AM

Albuquerque, New Mexico

Cypress Gardens, Florida

Edward Petry & Company, Inc., National Representatives

After 3 Years, Ratings Are Healthier Than Ever!



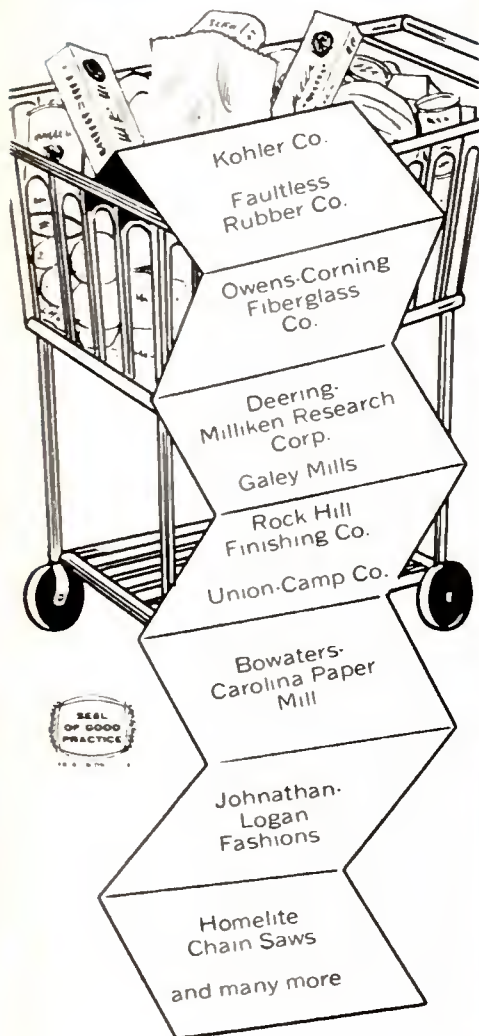
These heavy audience favorites keep growing stronger every year. After three years, U.A.A.'s Popeye and Warner Bros. Cartoons tip the scales with a hefty ARB Average of 15.1 and 12.8 respectively. And this includes every market — *regardless of station, time period or competition* — for which ratings are available. Weigh these facts carefully. And keep your ratings healthy for years to come with Popeye and Warner Bros. Cartoons.

U.A.A.
UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 247 Park Avenue. MU 7-7800
CHICAGO 75 E. Wacker Dr. DE 2-2030
DALLAS 1511 Bryan St., RI 7-8553
LOS ANGELES 400 S. Beverly Drive. CR 6-5886

© u.a.a.


all these "eggs"
in one
**SUPERMARKET
BASKET!**



Industry means payroll power, so if you're "shopping" for a rich market . . . you've found it in the Spartanburg-Greenville-Anderson SUPERmarket where sales are directly influenced by the broad coverage of WSPA-TV. From its centrally located tower on Paris Mt. near Greenville, WSPA-TV is a potent force in the buying habits of over 1-1/2 billions of payroll dollars in this fastest growing of all markets.

AM FM - TV

WSPA-TV
SPARTANBURG, S. C.

CBS in the  Piedmont
Channel 7
National Representatives:
GEORGE P. HOLLINGBERY CO.

© Vol. 14, No. 30 • 25 JULY 1960

SPONSOR
THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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- New tv trend—sponsored public service**
- 29** Brightest spot in the 1960-61 program season will be sharp rise by number of informational and cultural shows backed by clients
- Giant-size radio for Coke of N. Y.**
- 32** Bottler dominates medium in region with \$1.6 million annual outlay embracing 40 stations; all-media push launches 12-ounce size
- Spot radio gains with 'featurettes'**
- 34** Eleven sales by Adam Young firm of spot-and-program vignettes show appeal of plan; agencies and advertisers praising the am idea
- Is your tv show reaching buyers?**
- 36** Trendex documents industry suspicion that when women are "involved" in tv show selection they buy more of the sponsor's merchandise
- Tv commercial stunt takes unforeseen tack**
- 37** Midwestern viewers may think they're seeing parachutist's average jump but behind-the-scene look at commercials reveals different story
- New interest for radio's 'last word'**
- 38** New areas of prime time are emerging as surveys show increase in night-time shopping and driving to market; admen call for stiffer research
- SPONSOR'S semi-annual index**
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SPONSOR • 25 JULY 1960

Some allegedly overheard comments about television

(with a very transparent device at the end)

We've been peering over shoulders with our ear to the ground and slightly dampened finger to the wind while keeping a weather eye peeled on the horizon, and wish to report the following items.

- A lady, seeking public alms, described her plight: "My baby has no bed to sleep in." "Tch, tch," said the case worker, "how do you manage?" The lady answered, "We have to use the box the television came in."

- Two well-heeled gentlemen were waiting for a train. Said one, "The television commercial I want to see is one where the forces of evil—all those ugly bacteria—overwhelm the medicine. Man—think of the bacteria they'd sell."

- Man watching tv: "Can't stand those short commercials somebody's thought up. Hardly give you time to get the refrigerator door open, let alone find a bottle opener."

- Sign in a grocery: We don't handle Brand X.

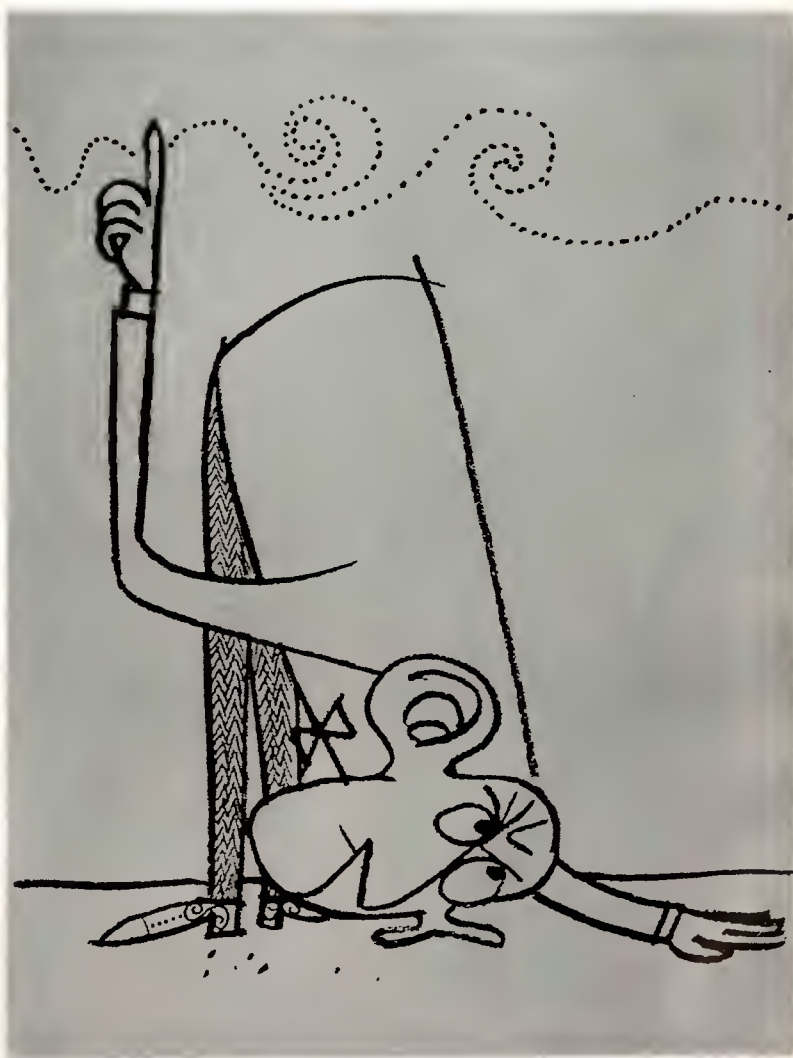
- Overheard at the Katz Agency: "More than half of Iowa's 775,950 tv homes are in the WMT-TV area."

- Overheard in three consecutive ARB's: "An average of more than half of the tv

homes in the WMT-TV area are tuned to WMT-TV."

- Overheard at CBS: "WMT-TV, Channel 2, is CBS Television for Eastern Iowa."

- Overheard at the post office: "Why don't they say mail address Cedar Rapids?"



IN MASON CITY,
MARION,



THE PLACE TO BE IS
KGLO-TV

KGLO TELECASTS ALL
OF THE TOP 15
ONCE-A-WEEK SHOWS!
AND 8 OF TOP 10
MULTI-WEEKLY SHOWS!*

* Telepulse Report

KGLO-TV

MASON CITY, IOWA

one of the

FORWARD

GROUP



Branham Co. National Reps.

NEWSMAKER of the week

Last week, Edward H. Little, a legendary figure in the advertising industry relinquished the helm of the Colgate-Palmolive Company. With his retirement, the leadership reins of America's seventh biggest advertisers passes into the hands of George H. Lesch, a man almost unknown in radio or tv.

The newsmaker: George H. Lesch, who was named to the top post of chief executive officer of Colgate-Palmolive, succeeds a dynamic predecessor, Edward H. Little. In his new post Lesch will have final responsibility for an advertising budget which last year gave over \$46 million to television. Whether or not he will exercise the same scrupulous supervision over air media expenditure as did his predecessor, was a much-debated question along Madison Ave. last week. Lesch himself grew up in the international end of Colgate-Palmolive.

Lesch, who just last April was elected company president, began his career with Colgate-Palmolive in the company's home office accounting department in Jersey City back in 1932. Four years later, he became a member of the European auditing staff. Later, in 1939, Lesch gained much of his executive know-how when as office manager of the company subsidiary in Mexico he was able to observe and participate in all phases of the company operations. Five years ago he was elected president and general manager of the corporation's Mexican subsidiary. In 1957 Lesch became president of Colgate-Palmolive International as well as a vice president and a director of the parent company.



George H. Lesch

The 51-year-old chief executive officer succeeds a man whose keen insight into the potential of advertising earned for him the name "America's greatest salesman." His intense interest in tv and radio inspired him to study minutely every concept of the media.

During the last 22 years, under Little's leadership, the company's sales totaled more than \$7 billion.

The 79-year-old retiring advertising man who remains as chairman of the board—expressed faith in the ability of his successor when he said, "Despite the fact that our business is one of the most competitive in the world, I am certain that under his leadership, the company will continue its growth and progress, and within the next few years will reach the \$1 billion dollar mark in annual sales which we have set as our goal."

RESERVED FOR

Nielsen Coverage Service



'61

NCS '61—RADIO & TV



NCS '60—CANADA RADIO & TV



NCS '58 TV



NCS '56—RADIO



NCS '56—TV



NCS '52—RADIO



NCS '52 TV

for complete radio and tv coverage facts

NCS '61 will separately report all U. S. counties including some 20 city areas in Alaska and Hawaii. NCS '61 will provide basic broadcast media data, coordinated with 1960 U. S. Census data and capable of being combined to meet any media or marketing requirement.

Since 1952, Nielsen Coverage Service has had industry-wide acceptance as the authentic and detailed source of tv and radio media-market information . . . county-by-county. Now NCS '61 is being readied by a permanent staff of coverage specialists and expert technicians in time for tie-in with the 1960 U. S. Census.

NCS, produced with proven techniques for maximum usefulness, is the only service providing authoritative coverage facts in complete county-by-county detail on:

SET OWNERSHIP

Total homes . . . tv homes . . . radio homes
(from the 1960 U. S. Census of Population)

STATION CIRCULATION (daily, weekly, daytime, nighttime)

Each tv station . . . VHF or UHF
(including direct or wire-line service)

Each radio station . . . AM or FM
(including out-of-home listening)

Total radio use, county
by county

FOR ALL THE FACTS

Send for complete information on NCS '61 and find out how you can take advantage of substantial "multi-media" and "prompt purchase" discounts.

CALL . . . WIRE . . . OR WRITE TODAY

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 5-0021

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400

0404

MORE THAN

33

HOURS

of LOCAL programming

EACH WEEK

This is the PLUS factor that makes WOC-TV more exciting — more interesting — *more effective* than the competition. Yes, more local programming for homemakers, for sports fans, for youngsters . . . all this in addition to NBC, top ABC shows and the best of the syndicated shows.

These are the people that buy products in the nation's 47th TV market. More than 2 billion dollars in retail sales ring on the retailer's cash register. Over 438,000 TV homes are within the 42 counties of WOC-TV's coverage area.

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.

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



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 Pao Shaffer

THE QUINT CITIES

DAVENPORT } IOWA
BETTENDORF }

ROCK ISLAND } ILL.
MOLINE }
EAST MOLINE }

PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES



NB

New, exciting

KviiG music

1150 DALLAS



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IN CENTRAL WEST VIRGINIA

* Clarksburg * Fairmont * Morgantown



YOUR
PRODUCT'S
BEST
FRIEND
IS

The FRIENDLY Group's

WBOY-TV

A SHOPPER TOPPER STATION

CHANNEL
12



IN CLARKSBURG:
Roger Garrett—MAin 4-7573
IN NEW YORK:
Lee Gaynor—OXford 7-0306
Represented Nationally: Avery-Knodel, Inc.

In Television too, a station is known by the companies it keeps! Here at WBOY-TV our sponsor list reads like the "Who's Who" in local and national advertisers. Yes, Iron City Beer, Lever Brothers, Ford Dealers, Gulf Oil, Carlings Beer, Domino Sugar, Carnation Milk, Hope Natural Gas, Procter and Gamble and U.S. Rubber are just a few of the firms who buy BOY to tell and sell 150,000 TV families in the heart of Central West Virginia—families with almost ONE BILLION DOLLARS TO SPEND.

Member The FRIENDLY Group



John J. Laux, Managing Director

WSTV-TV

CHANNEL 9

The lowest cost television bridge to the Upper Ohio Valley's Five Billion Dollar retail market. The best of CBS and ABC. Plus Shopper Topper Merchandising.

John J. Laux, Exec. V-P. — AT 2-6265

Represented by Avery-Knodel, Inc.

STEUBENVILLE-WHEELING

KODE-TV

CHANNEL 12

28% taller and 29% more powerful. Tells and sells 152,000 TV homes who spend 750 million annually. The best of CBS and ABC. Plus Shopper Topper Merchandising.

D. T. Knight, General Manager — MA 3-7260

Represented by Avery-Knodel, Inc.

JOPLIN, MISSOURI

WRGP-TV

CHANNEL 3

More to see on Channel 3 with NBC. Dominates the key corners of Tennessee, Georgia and Alabama where over a million people spend 800 million dollars.

Harry Burke, General Manager — OX 8-1505

Represented by H-R

CHATTANOOGA, TENNESSEE

WRDW-TV

CHANNEL 12

Newest member of the FRIENDLY Group serving over a million people with 721 million dollars to spend. The best of CBS and ABC Networks.

Robert E. Metcalfe, Managing Dir.—TA 4-5432

Represented by Avery-Knodel, Inc.

AUGUSTA, GEORGIA

WBOY-TV

CHANNEL 12

A captive audience of 150,000 TV homes with a spendable consumer income of almost One Billion Dollars. The best of NBC and CBS. Plus Shopper Topper Merchandising.

Roger Garrett, General Manager—MAin 4-7573

Represented by Avery-Knodel, Inc.

CLARKSBURG, WEST VIRGINIA

“Action speaks loudest!”

Speaking of sales . . . nothing speaks *clearer* than high-speed television action. And CBS Films has three of the fastest-moving action shows in all syndication:

NAVY LOG . . . the U.S. Navy at war and in peace, in 102 half-hours of adventure on the high seas. A favorite on network television for three years, *Navy Log* is repeating that success in scores of markets coast-to-coast.

THE GRAY GHOST . . . the daring deeds of Colonel John S. Mosby (of Mosby's Raiders), and the ideal action show to tie-in with the forthcoming Civil War Centennial celebrations. Stars Tod Andrews in 39 half-hours.

U.S. BORDER PATROL . . . the adventures of the nation's most mobile law-enforcement agency, battling crime on land, sea and in the air, along 6,000 miles of United States border. Richard Webb stars in 39 half-hours.

Want to turn up sales volume? Let one of these action-charged series do the talking for you.

CBS FILMS 

“. . . the best film programs for all stations”

*New York, Chicago, Los Angeles, Detroit, Boston, St. Louis,
San Francisco, Dallas, Atlanta. Canada: S.W. Caldwell Ltd.*





Sponsor backstage

Convention: Best radio/tv coverage yet

Since I write this on 10 July, and leave in the morning for Los Angeles, it is almost impossible for me to come up with a column on anything but the television/radio coverage of the political conventions. All kinds of exciting and interesting news have already been trickling back from L.A., but to me the most fascinating rumor is that which says that my old fellow VIP'er and European traveling companion Leonard Reinsch has a better than even chance to become national chairman of the Democratic Party to succeed Paul Butler. Butler has already said he will resign right after the Party picks its candidate, and the talk is that the top men in the Party favor Leonard for the spot. Leonard certainly needs no buildup here. He has been one of the leaders in the broadcasting industry for many years, while at the same time serving the Democratic Party in countless important ways. He has, as a matter of fact, been working out in L.A. for the past several weeks in his capacity as executive director of the Democratic Convention, and from all reports has done his usual excellent job in this difficult task. This corner, and all of Leonard's friends are rooting for him to get the big job. The Party certainly could not find a better man.



The Conventions this year promise to make for the kind of viewing that few Americans will be able to resist. In 1948, it's estimated that approximately 10 million people watched the Convention telecasts, but this year the conservative guess is that 10 times that many, or a hundred million, will tune in at one time or another. The Convention radio and tv coverage on the three networks alone will cost roughly \$20 million, and most of this will be picked up by such sponsors at Westinghouse (CBS); RCA, Cowles Magazines, Lipton Tea, Brown & Williamson, B. F. Goodrich (NC); and DuPont and 20th Century Fox on ABC.

Bigger budgets and new techniques

It's impossible to guess how many more millions of dollars will be spent by local tv and radio stations and, in turn, their sponsors. WNEW in New York, and WFIL in Philadelphia, are just two random, but good examples of the extra costs local operations are taking on. The New York station is signing two former governors of New York State, Herbert Lehman and Averell Harriman as commentators, and additionally will have a full staff of newsmen covering the convention. WFIL, along with other Triangle stations, is sending a staff of 10 men to Los Angeles to cover the sessions.

Including the six cameras, which will operate for the three-network pool, there will probably be some 60 or 70 cameras around the Sports Arena, the various prospective candidate's hotels, etc. Apart



BACKGROUND

Edward R. Murrow returns—with a major innovation in news programs. Every Sunday he and crack CBS News correspondents abroad examine the week's most significant news in a 25-minute international "conference call." The objective: to impart fresh insight into the meaning of the news. In all radio, Edward R. Murrow is the kind of company you keep . . .

ONLY ON CBS RADIO

Sponsor backstage

from local station personnel, the three webs will have over 1,000 people at the conventions, including reporters, editors, technicians, and others. All of the networks have spent months preparing special facilities and handling procedures. NBC, for example, is very proud of an electronic editing procedure it has developed. This setup enables a news editor to pick the picture he wants to transmit from four monitors, instead of the 28 from which the editor had to make his selection at the Conventions four years ago. NBC will have 32 cameras on the scene, but these will be channeled to a preset control room where an experienced news director will pass a given four on to the news editor at any one time.

NBC's technicians have also developed a little gadget which figures to eliminate one of the more annoying little regular occurrences at previous Conventions. This is a Sync Signal Phase Shifter, which eliminates the roll-over on your receiver at home, which generally occurs, when shifts from one remote location to another are made. You're also likely to get your Convention coverage this year with far better audio than ever before. NBC has an audio preview device, which permits the editor to hear the sound from camera on location before he puts it on the air. And CBS has a new Transit-talkie, which they claim has about four times the power for delivering a clear, interference free signal of the Walkie Talkies used four years ago. CBS also has its *Eyewitness* camera, which is completely self-contained and self-powered. The camera itself only weighs four pounds, but you're likely to see a number of back-weary cameramen toting these little boxes, because the battery and its housing, which the cameraman wears on his back, weigh 15 pounds.

All in all the three networks have probably moved 75 to 100 tons of equipment to Los Angeles for the Democratic Convention, and will move much of it to Chicago when the Republicans get together on 25 July.

Nets relying on veteran news analysts

None of this, of course, would mean very much unless first class reporters, editors, analysts, etc. utilized all this equipment. And here, in what is a mark of television and radio's stability in the important public affairs areas, we have top and experienced veterans on all three of the networks. ABC's team will be led, of course, by the very able John Daly; Walter Cronkite will be in the anchor slot, and Ed Murrow and Howard K. Smith will be leading analysts for CBS; and the recent Emmy award winners Chet Huntley and David Brinkley will lead the NBC teams. There is no doubt in my mind that beginning tomorrow evening and running through this entire week, then resuming 25 July in Chicago and running through that week, a hundred million Americans will have a closer, more intimate, more detailed, more thoroughly analyzed and explained look at their Government's most important election than any people anywhere on earth have ever had, or are likely to have for quite some time. And here and there a kindly critic may condescend to utter a word or two in praise of one or another of the broadcaster's efforts. But on that same day, or the day after, you can count on reading at least one fiery piece on the horrible shortcomings of television programing in these United States.



Ma Perkins

Her story is the oldest, continuous daytime drama in radio, but Ma Perkins is as up-to-date, as freshly confident as the youngest face in Rushville Center. Her point of view, her newest adventure always hits home, no matter where home is across America. Sponsors find her sales message hits home too. In all radio, Ma Perkins is the kind of company you keep . . .

Only
On CBS
Radio



To tell you
more about **SPOT**
and the Stations
and Markets we represent



PETERS, GRIFFIN, WOODWARD, INC.

*...and these are the fine Radio Stations
and Markets we represent:*

EAST, SOUTHEAST

		FREQUENCY	WATTS
WCBM	Baltimore	680	10,000
WWJ	Detroit	950	5,000
WDRC	Hartford	1360	5,000
WHIM	Providence	1110	1,000
WLOS	Asheville, N. C.	1380	5,000
WCHS	Charleston-	580	5,000
WPLH	Huntington, W. Va.	1470	5,000
WCSC	Charleston, S. C.	1390	5,000
WIST	Charlotte	930	5,000
WIS	Columbia, S. C.	560	5,000
WSIX	Nashville	980	5,000
WPTF	Raleigh-Durham	680	50,000
WRVA	Richmond	1140	50,000
WDBJ	Roanoke	960	5,000

MIDWEST, SOUTHWEST

WHO	Des Moines	1040	50,000
WOC	Davenport	1420	5,000
WDZ	Decatur	1050	1,000
WDSM	Duluth—Superior	710	5,000
WDAY	Fargo	970	5,000
WIRE	Indianapolis	1430	5,000
KMBC	Kansas City	980	5,000
KFRM		550	5,000
WMBD	Peoria	1470	5,000
KFDM	Beaumont	560	5,000
KRYS	Corpus Christi	1360	1,000
WBAP		820	50,000
WBAP	Ft. Worth—Dallas	570	5,000
KTRH	Houston	740	50,000
KENS	San Antonio	680	50,000

MOUNTAIN AND WEST

KBOI	Boise	950	5,000
KHOW	Denver	630	5,000
KGMB		590	5,000
KHBC	Honolulu—Hilo	970	1,000
KPOP	Los Angeles	1020	5,000
XEAK	San Diego	690	50,000
KIRO	Seattle	710	50,000

Pioneer Station Representatives Since 1932

PETERS, GRIFFIN, WOODWARD, INC.

NEW YORK
ATLANTA

CHICAGO
DALLAS

DETROIT
FT. WORTH

HOLLYWOOD
SAN FRANCISCO

BOSTON
ST. LOUIS

*Most significant tv and radio
news of the week with interpretation
in depth for busy readers*

SPONSOR-SCOPE

25 JULY 1960

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SPONSOR

PUBLICATIONS INC.

Hicks & Greist has chosen a novel way of composing a market and station list for its Powerhouse Candy Bar account.

The stratagem: Reps have been asked to submit a list of radio stations that have the strongest teen-age appeal in the respective markets. The buys will be chosen from these entries.

Reps' reaction: the method may be confusing, but at least they're in there pitching for the business from the start.

Planters (Kemper) is lining up availabilities for a dual product campaign which will take off after 1 September.

There'll be separate campaigns around kid shows for the peanut butter and minutes also during the daytime for Planters Peanut's cooking oil. Run: 6-8 weeks.

Other spot tv placements and calls out of New York: Bristol-Myer's Sal Hepatica (Y&R), fringe minutes for three weeks, starting at once; Timex (Doner), I.D.'s prior to the gift buying season; Avon (Dreher), 20's and minutes in fringe time; Golden Press (Wex-ton), 2-3 week saturation flights, beginning toward the end of August; American Chicle (Bates).

Cities Service (Ellington) will use prime 20's for 13 weeks at the rate of 5-6 a week, effective 5 September, in six markets.

The three soap giants will be pouring out a lot of spot tv money during the next six months for market testing new products alone.

Lever by itself has four in addition to Hum (JWT), liquid detergent, on the shelf for unveiling. P&G has four and Colgate, two.

Look for the national campaign committees to make greater use than ever of the five-minute segment on nighttime network tv this fall.

Citing how well this device worked out in 1956, the networks have been encouraging the committees to put the emphasis of their buying on the final five minutes carved out of a regularly scheduled program, instead of preempting a lot of half-hours.

However, there's one big difference between 1956 and 1960 in terms of programing convenience. Four years ago the shows had a large live contingent, whereas this fall they'll be paltry and far between.

Faced with the stiff problem of editing five minutes out of a half-hour film show, the networks are suggesting that the five-minute carve-out be restricted to hour film fare.

Taped shows will pose no difficulty, provided the producers get adequate notice.

NBC TV's sales sees the next two weeks as desperately important in disposing of the remaining fall inventory.

There can't be much selling, even to the bargain-pickers, after the first week in August because advertisers must have the next several weeks to promote the new campaign to their trade and get the commercials under way.

As far as nighttime is concerned, NBC is at least 40% unsold. The competitive situation: All but a minute on Aquanauts and half of Person to Person is sold on CBS TV, while on ABC still available are these: all of Walt Disney and Bugs Bunny, lots of Winston Churchill, and pieces of Hong Kong and the Roaring 20's.

Where to look for merchandising excitement this fall: the battle of the new electric shaver models between Schick (B&B) and Norelco (LaRoche).

Norelco's putting the bulk of its tv money into weekend spot tv blitzes in over 100 markets, while Schick—which has allocated \$2.5 million for the drive—is making CBS TV's Face the Nation the main spearhead of its promotion.

Norelco will also be buying network tv. The spot campaign, which starts 17-18 September, will run through New Years, with a four-week layoff before the elections.

For a lot of oldtimers the retirement of E. H. Little as Colgate's chief executive officer last week this thought might have been evoked: here goes the last of the three autocrats that figured prominently in the rise of air media.

The other two: George Washington Hill, president of American Tobacco, and Francis Countway, president of Lever Bros.

To each you might ascribe this epitaph: he quickly recognized the value of a new advertising tool but made sure that he himself dictated how it best could be used.

(For details on the top level changeover at Colgate see NEWSMAKER, page 6.)

Credit tv with taking a sideline of the hosiery business out of obscurity and skyrocketing it into an important position in the softgoods field.

The item: the supporting nylon hose, whose leading brand is Supp-Hose (Mojud), now a multi-million-dollar spender in tv.

New angle: Supp-Hose (via Daniel & Charles) will resume its seven-week flights in October at the rate of 12 spots a week, using this time 40 markets. It will be back in the spring for a similar splurge, continuing also with the Jack Paar show.

The article's market has expanded from the upper-middle-aged group and new mothers to all types of workers who spend a great deal of the day on their feet.

Mojud boasts of the fact that it's the only brand on the soft goods field that's promoting itself a la International Latex.

P.S.: Burlington Hosiery (Donahue & Coe), which also turns out a support brand, is also taking a look at spot tv for the fall.

The 1960 graph on the average hours of viewing per day per home is maintaining its upward course: Nielsen reports that the May average was also up over last year.

A comparison of May for the past three years:

YEAR	AVERAGE VIEWING HOME
1958	4 hours; 14 minutes
1959	4 hours; 27 minutes
1960	4 hours; 28 minutes.

Now that P&G's got its cake mix (Duncan Hines) dominating the field it's turning much of its merchandising weight toward making something out of the salad oil business.

It's trying to find out how best to penetrate that market via copy tests being made with the newly introduced Crisco Oil (Compton) in four markets.

Interesting marketing sidelights on the latest P&G product burst:

- The drift toward salad and all purpose oils has been increasing in momentum the past several years, with Kraft making especially heavy strides.
- For economic reasons the manufacturer of such a product has to be a big user of oils to start off with.
- The sell must accent the fact that the oil can also be used for cooking.
- Brand currently dominating the market are Wesson, Snowdrift and Mazola, with the olive oil brands also an important factor.

SPONSOR-SCOPE *continued*

Despite a hard pitch from ABC TV, H. J. Heinz has decided to renew its daytime alliance with NBC TV: in fact, it's going from four to five quarter hours a week.

The contract, placed with Maxon, will run around \$3 million a year.

To bring you up to date on what the average advertiser is spending for a nighttime half-hour on the tv networks:

ABC TV, \$57,000, 130 stations; CBS TV, \$68,000, 175 stations, NBC TV, \$69,000, 175 stations.

Outside of ABC TV, there's no way of arriving at an average daytime expenditure per quarter-hour. The discount and other variables are too great. For instance, on NBC TV the span can be anywhere from \$23,000 to \$7,500 per quarter-hour.

Because of the way ABC TV's discounts and program prices are geared, the average cost per-quarter hour can be calculated at \$8,400, time and talent.

Average daytime hookups: ABC TV, 100 stations; CBS TV and NBC TV, 150 stations.

It looks as though CBS TV will fall far short of its goal of \$3 million in sponsorship billings from the Summer Olympics.

With 11-16ths sold up to this week the tally is around \$1.5 million. In its drive to clear off the Olympics shelf CBS TV has introduced something new for that network: it's offering the balance in a package of four commercial minutes. The price depends on where the minutes are placed.

The current sponsors: Lorillard, a quarter; Wheaties, an eighth; Sandura, a sixteenth and Atlantic Refining, a quarter on 35 eastern stations.

The Olympics start in Italy 25 August.

Come the end of December and both ABC TV and NBC TV will be locked in stiffer sales competition than ever to replace a lot of dropouts from their spot carriers.

These spot carriers are loaded with strictly seasonal accounts, many of them advertisers who in previous years put the major part of their chips on selective spot.

Say some agency people: this situation portends a marked buyers' market for the spring seasonals.

What nudged Brillo (JWT) into making that night and day dispersion deal with ABC TV: SOS' heavy use of nighttime in network and spot.

In addition to a daytime quarter-hour (that is, three minutes a week), Brillo will participate in spot carriers. It had been spending \$1 million a year for daytime only on NBC TV. The billing at ABC TV will run about \$1.25 million.

Interesting for the record is the fact that as the tv networks have expanded their night-time competition these two things have taken place:

- 1) The spread between the top-rated and bottom-rated shows has become narrower.
- 2) The number of shows in the middle range (15-30% of the audience) have relatively become greater.

Using the Nielsen second March reports for each of the years, you get this rating trend picture for evening program:

RATING LEVELS	1957	1958	1959	1960
Over 30	22%	9%	7%	7%
15-20	57%	71%	73%	69%
Under 15	21%	20%	20%	24%
No. Programs	130	128	123	130

Note: Tending to throw the trend off in 1960 is the fact that all the networks were filling in the marginal time; meaning, unusually low-rated shows.

Latest sharp tilt in tv network prestige and standing: NBC TV's capture of top audience place in the coverage of the Democratic convention.

The margin of difference over CBS TV, former kingpin in such sweepstakes, was somewhere around 40%. That is, according to Arbitron.

What the smash success of the Huntley-Brinkley team is expected to lead to at CBS TV News: a measure of change in style among the network's big news guns. Less treating of everything as highly portentous and serious and more salting of events and the people in them with human and puckish perspective.

A tipoff as to how much CBS is concerned by this popularity switch: it's asking in many quarters just what was it that went wrong and gave NBC the edge.

Talk about marathon presentations, McCann-Erickson International appears to have set a new record.

The entire story of its world-wide operation, as now being pitched to prospects, runs four and a half hours.

Judging from the say-so of accountmen in New York agencies, the beer industry has been enjoying a record first six months.

The increase in barrelage is expected to show at least 3% over the initial six months of 1959, which was also a record half.

Spot tv was on the receiving end of a couple sharp cutbacks last week, both out of the Bates shop.

The dimensions of the retreat: Colgate Dental Cream to virtually a rateholding position; Carter's Pills in a clean sweep. Arrid was affected on those schedules where it alternated with the pills.

The dentifrice schedules are due back in the fall, but there's an impression the Carter pullbacks may have this motivation: remodeling the commercials as a result of the FTC critiques.

This is a sort of telling week between Nielsen on one side and CBS TV and NBC TV on the other: they're meeting to try to iron out their differences over a new contract.

Commitments run out at the end of this month, but the two networks are still entitled to the first July reports, due next month, which will show the new 50-market ratings and the audience count based on total U. S. homes.

Should the negotiations fall through, the duo will have to do their fingerpointing from Arbitron solely.

A rep thinks he has evolved a way for taking his radio stations off the spot when they're offered a schedule at local cardrate by the distributor of a national product.

By arrangement with his stations, the rep is immediately advised by phone that such an offer has been made.

The rep then contacts the agency on the product. He points out that the agency will be adding its commission—usually 17½%—to the local rate, making the total billing just about what it costs to buy the time at the national rate.

If the agency reacts negatively, the rep quickly gives the station the signal to go ahead and pick up the business at the local rate.

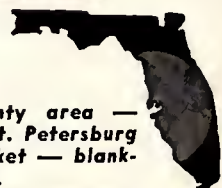
For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 51; News and Idea Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 78; and Film-Scope, page 56.



IMPACT!

in the land of Profitunity!*

*The busy 28-county area — including Tampa-St. Petersburg Metropolitan Market — blanketed by WFLA-TV.



On June 3, this station, as a public service, televised a controversial, two and one-half-hour public hearing before the Hillsborough County Commissioners—the first time live cameras had been permitted in such a meeting.

The people spoke out—some dramatically, others with stumbling voices, unskilled in oratory. The pros were heard, and the cons. Experts were called and presented their crisp testimony. The commissioners listened and asked and made their decisions.

Public reaction was immediate! Calls flooded our switchboard. Letters of appreciation poured in. Clubs and civic organizations acknowledged this telecast to be an unprecedented performance of public service. City and County officials thanked us.

This is typical of the dynamic programming of WFLA-TV—and its impact in the land of Profitunity! So, if you want sales impact in this big, busy market—if you want *results* as well as ratings—spot your product on the sales powerhouse of Florida's west coast — WFLA-TV!



"Informed citizens are the guardians and spirit of Democracy."

PRESIDENT
DWIGHT D. EISENHOWER



wfla-tv CHANNEL **8** **CB**
TAMPA - ST. PETERSBURG



HALF A BILLION \$ FOOD MARKET?

POPULATION 3,179,000

FOOD SALES \$541,043,000. Exceeds the twelfth metro market.

DISTRIBUTION Most food sold in the WPTF market is distributed from Raleigh warehouses (A & P, Colonial Stores, Winn Dixie and Piggly Wiggly serve 215 supermarkets from Raleigh).

Twelve major wholesalers and jobbers, 17 food brokers, representatives of most major food manufacturers, plus offices and warehouses or processing plants for Swift & Co., Armour, Wilson Co., Kraft Foods, Jesse Jones, Continental Baking, Ward Baking, American Bakeries, and many others are in Raleigh.

AD COVERAGE WPTF Radio is the only single mass medium that reaches all of this major food market. Over 50% of the homes in the area listening to WPTF (NCS#2).



WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham
and Eastern North Carolina

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

PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Timebuyers at work

Lou Kennedy, media supervisor at Kenyon & Eckhardt, New York maintains that the modern agency need is for a balance of talents. "We are not playing numbers, numbers, who's got the numbers? The most important thing about the placement of a selling message isn't merely the fact that so many people will be watching or listening. To do the total job, every broadcast buyer should be completely familiar with the material he is placing plus the other facets involved in the over-all advertising campaign. Regular sessions must be held where the total creative marketing objective is exposed and discussed. In such planned broadcast buying, the biggest buys and even the smaller ones are all based on complete knowledge of the product. You can tell the difference,"



says Kennedy, "when each and every timebuyer is as familiar with the over-all objectives as he is with rating reports, rate cards, and this week's lead story in SPONSOR. Timebuying then becomes in and of itself a creative adjunct to the total marketing concept necessary to the performance of an outstanding analytical media operation."

Harvey Schulman, Monroe Greenthal Co., New York, finds there's a fair amount of talk these days about the "local rate" situation. "It's something I contend with almost every day. The agency work for has many motion picture clients and purchases spot radio schedules for them. When our clients request spot radio campaign



for upcoming releases we go out and ask for availabilities from the station reps. At this point the reps are asked if their stations have local rates. The answer, usually mumbled, '95% of our stations are one rate, or if they do have local rates they cannot be purchased from New York.' Next, the client compares the national rates with the local prices. In a majority of cases the campaigns can be purchased at a considerable saving

the local rate, and as a result most usually are. However, we are constantly approached by reps who urge us to buy saturation campaigns on a national level. The solution lies with the reps. They ought to work it out so short-term campaigns can be bought nationally, but at rates that compare favorably with the client's local one-



..... cum laude!"

WNEM-TV
for outstanding
excellence
in **AMERICA!**



WNEM-TV

. . . the only Television Station to win the distinguished SCHOOL BELL AWARD in Michigan . . . now joins 5 community-minded colleagues in receiving the National Education Association's coveted SCHOOL BELL AWARD for America!

Conferred upon WNEM-TV, Channel 5, in recognition of outstanding excellence in Education reporting and programming.

Another outstanding FIRST for WNEM-TV . . . Eastern Michigan's award-winning FIRST VHF Station!

WNEM-TV

serving **FLINT • SAGINAW • BAY CITY • MIDLAND**



Penobscot Bldg.
DETROIT



SPOT YOUR SPOTS WHERE THEY'LL BE SEEN!

in the **NORFOLK
PORTSMOUTH
NEWPORT NEWS
HAMPTON Market**

VIRGINIA'S **1** TV
No. **1** MARKET

THIS MEANS
WVEC-TV

Look at these random % of audience

77 SUNSET STRIP @ **59.4%**
STATION "A" 28.0% STATION "B" 12.6%

SHOCK THEATRE (LOCAL) **50.5%**
STATION "A" 23.7% STATION "B" 25.8%

MAVERICK @ **50.2%**
STATION "A" 30.9% STATION "B" 18.9%

3 STOOGES (LOCAL) **49.6%**
STATION "A" 21.9% STATION "B" 28.5%

HAWAIIAN EYE @ **41.2%**
STATION "A" 26.0% STATION "B" 32.8%

BOURBON ST. BEAT @ **53.0%**
STATION "A" 17.7% STATION "B" 29.1%

CHEYENNE @ **37.9%**
STATION "A" 32.2% STATION "B" 29.8%

WYATT EARP @ **37.1%**
STATION "A" 34.7% STATION "B" 28.4%

BLACK SADDLE @ **51.6%**
STATION "A" 28.2% STATION "B" 20.0%

Source ARB March '60

Adjacencies do open up occasionally
Represented by **THE KATZ AGENCY**

49th and Madison

So wrong, it's funny

Your cover ad of July 18 was indeed an eye opener. It called to my attention (for the first time) that KONO had been "clobbered" in the last Hooper rating. According to the claim of the McLendon Organizations we are no longer in business.

If the picture painted by Mr. McLendon were true, I wonder why I'm so happy? KONO Radio has been first in all of the following categories for three years: Ratings (Hooper and Pulse), business (local and national), respect and admiration of the community in every phase of our operation.

To get down to the basics of this question, the following are the Hooper ratings for McLendon and KONO:

May-June, 1960: KONO—morning, 31.6; afternoon, 33.1. McLendon—morning, 27.9; afternoon 30.4. June-July, 1960: KONO—morning, 35.6; afternoon, 32.3. McLendon—morning, 28.0; afternoon, 34.7.

As you might well imagine, I'm thinking of canceling my subscription to *Playboy* and depending entirely for the humor in SPONSOR magazine.

Jack Ross
pres.-gen. mgr.
KONO
San Antonio

Branching out

On 18 July one of the nation's largest newspapers, the *Miami Herald* (second largest in advertising carried, second largest in news print carried) begins sponsorship of a most unique radio program: *Miami at Night*. With this, the *Miami Herald* will also sponsor WCKR's *All Night News Service*. The gross price of this contract is close to \$60,000.

This program has a unique approach for a newspaper to advertise itself on radio. The commercial contents, and the way the program will

be handled, both musically and by the personality, makes this program worthy of recognition in the industry. It is most unusual, you will agree, that a newspaper will spend this kind of money on a radio budget, so you can well imagine how effective the program must have been to convince the management of the *Miami Herald* to go ahead with WCKR's *Miami at Night*.

Pardon us if we feel that we might well have started a trend for other newspapers to follow.

Alan Henry
station manager
WCKR
Miami

Quote you?

We would like your permission to reproduce pages 33 and 34 ("Commercials: admen pitch the year's best") from the 28 May 1960 issue of SPONSOR magazine.

Our affiliates in Canada, Henri Burley & McDonald, won one of the tv awards at the first annual Tv Commercials Festival Luncheon on May 20, and we would like to incorporate the pages in a four-page promotional piece.

Florence K. Watt
Henri, Hurst & McDonald, Inc.
Chicago

• SPONSOR is happy to grant reprint permission and requires only that such permission be requested in writing and proper credit be given this publication.

Congrats!

The article on the *Steel Hour*, as appeared in the June 27th issue of SPONSOR, was most gratefully received by all concerned in our organization and we're quite appreciative of the attention given to the story. Your writer did a thorough, probing and thoughtful job on a subject that surely had many complications.

James E. Hagen
United States Steel Corp.
N.Y.C.

They loved us in
 Atlanta
 Baltimore
 Boston
 Chicago
 Cincinnati
 Cleveland
 Columbus
 Dallas-Ft. Worth
 Des Moines-Ames
 Detroit
 Houston
 Indianapolis
 Kansas City
 Memphis
 Miami
 Minneapolis-St. Paul
 Nashville
 New York
 Omaha
 Philadelphia
 Pittsburgh
 St. Louis
 San Antonio
 Washington, D. C.

	Average Share of Audience *
ABC-TV	37.1
NET Y	34.5
NET Z	28.4

ABC Television 

*Basis: Nielsen 24 Market TV Report, 3 network share of 24 market audience, 2 weeks ending July 10, 1960, 8-10:30 P. M., Monday through Sunday



(Just a matter of Relativity)

• WBTV-CHARLOTTE IS FIRST TV MARKET IN ENTIRE SOUTHEAST WITH 596,600 TV HOMES

• WBTV DELIVERS 43% MORE TELEVISION HOMES THAN CHARLOTTE STATION "B"***

**Television Magazine - May 1960*

***NCS #3*



JEFFERSON STANDARD BROADCASTING COMPANY

WBTV

CHANNEL 3  CHARLOTTE

Represented nationally by CBS Television Spot Sales

LET'S COMPARE MARKETS

WBTV — CHARLOTTE	596,600
ATLANTA	576,300
MIAMI	510,800
MEMPHIS	486,800
LOUISVILLE	459,400
BIRMINGHAM	429,400
NEW ORLEANS	384,800
NASHVILLE	346,000
NORFOLK-PORTSMOUTH	341,500
RICHMOND	273,900

NEW \$25 MILLION TV TREND

—Sponsored public service programs up 300%

TV networks report exciting rise in sales of sponsor-backed information and public service programming with 14 advertisers already signed

This week, as fall tv schedules at ABC, CBS, and NBC assumed final shakedown status, SPONSOR editors spotted and plotted a healthy and exciting new trend in tv programming that seems bound to have a profound influence on the medium's future.

Beginning in October, the three tv networks will have over 300% more advertiser-paid-for programs of an informational, educational, and public service nature than ever before in tv history.

SPONSOR estimates of advertiser investments in this type of network programming for the coming season range from \$23 to \$25 million, and according to John

8,362,000 SAW 'EXPLOSION'



THAT CREATIVE public service programming can reach substantial audiences is shown by record of Population Explosion on CBS TV. Program was seen in 7,031,000 homes on original showing, 8,362,000 homes on expanded repeat. Four CBS Reports reached a "selective audience" of 19 million unduplicated homes.

Karol, v.p. for special projects sales at CBS TV the possibilities for expanding this sponsored public service market are "still untapped."

With the spate of specials declining from the 1959-60 flood level, and with some critics complaining that the fall fare of regular entertainment shows looks like the "same old tired western, action and adventure formula" the emergence of serious sponsored programming looms as easily the brightest spot on the new tv spectrum.

Reasons for the upswing of adver-

tiser interest in informational, educational documentary, and other public service shows seem threefold:

- *More creative programming* by network packagers
- *More creative selling* by network sales departments
- *More creative buying*, especially by top level executives in advertiser and agency organizations.

Last fall's quiz scandals and widespread criticism of television's program imbalance undoubtedly stirred feverish activity in serious program

building at all three of the networks.

The so-called "Doerfer agreement" last winter, under which the three nets agreed with the ex-FCC chairman's request to schedule at least an hour a week of public service programming in prime evening time, focused executive attention on the problem.

But the rise of documentaries and other types of informational shows as a major factor in sponsored tv, owes as much to new creative selling methods and high-level policy buying by agencies and advertisers as to any other pressures.

This fall 14 major corporations will have substantial investments in public service network tv, and the list seems likely to grow.

At ABC, Bell & Howell which last year co-sponsored *CBS Reports* with Goodrich, has purchased a \$950,000 public service package which calls for five one-hour, and 10 half-hour informational programs and co-sponsorship of a half-hour Sunday night series based on the memoirs of Sir Winston Churchill.

Also at ABC the "Doerfer agreement" structure will see a weekly half-hour documentary titled *Expedition* which will be sponsored two out of each three weeks by Ralston Purina. Each third week the program will be produced (and undoubtedly sponsored) locally. Advertiser investment in this show may top \$1,750,000.

CBS TV, which leads all three nets with more than \$15 million in sponsored public service billing (time and talent), has seven separate projects on the books.

CBS Reports which last year scored with *Biography of a Missile* and *Population Explosion*, has been expanded to 26 full hours for the season (compared with nine in 1959-60). The network has a commitment from Olin Mathieson for a substantial number of these documentaries, and may have the whole series sold before this issue of SPONSOR is published.

Last year, the first four broadcasts of *CBS Reports* reached an average audience of 8,315,000 homes and a total unduplicated audience of 19,580,000 homes. CBS points proudly to the fact that this "selective audience" tops the circulation of *Life* magazine on a per homes per broad-

KEY FIGURES IN NEW TV TREND



BUYER

Typical of high level corporate management okaying tv public service sponsorship is Charles H. Percy, pres. Bell & Howell Co.



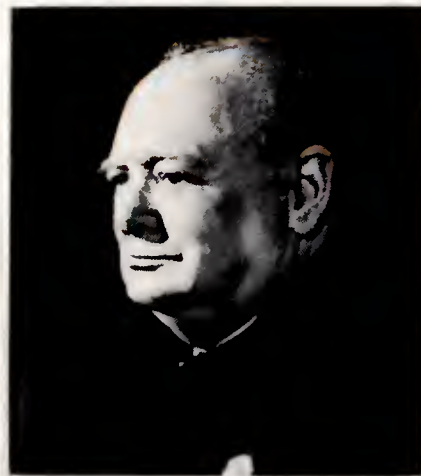
SELLER

Specialized selling of public service time and program packages for CBS-TV is headed by John Karol, v.p. for special projects.



PRODUCER

Veteran producer-specialist in the field, Irving Gitlin, left CBS this past spring to head the public service development at NBC TV



TALENT

Expanding public service programming demands new talent, even famed Sir Winston, whose memoirs will be on ABC TV

ast basis, and the combined circulation of quality magazines—*Time*, *Newsweek*, *Fortune*, *National Geographic*, *Atlantic*, *Harper's*, *U. S. News and World Report*.

At the network, production of *CBS Reports* is under a department of CBS News headed by Fred Friendly. Program costs per episode are \$100,000 with time costs ranging from \$110,000 to \$120,000.

Eyewitness to History becomes a weekly half hour. Sponsor is Firestone which is showing as much enthusiasm for this "News Story of the Week" show as it ever did for its much lamented *Voice of Firestone* program. The tire company's investment in *Eyewitness* is estimated at \$5,000,000.

Face the Nation, another weekly half hour has been sold to Schick for a special Christmas drive following the Elections, at an estimated \$750,000. Another "Doerfer agreement" program, *Face the Nation* will be locally produced (and available for local sponsorship) one week out of every four.

Tomorrow, an eye popping new science series, produced with the help of Massachusetts Institute of Technology (MIT will be celebrating its 100th anniversary in 1961) will present four hour-long programs built around such subjects as "machines that think" and "life on other planets." American Machine and Foundry has purchased two of the four shows, plus a repeat of one, at an estimated \$800,000.

Twentieth Century which has become as much a Prudential landmark as Gibraltar, will be back as a weekly half hour under the same sponsorship. The package represents a \$1,200,000 expenditure, with the insurance company getting substantial by-product benefits. This past year, Prudential men arranged 40,000 outside showings of *Twentieth Century* programs.

Completing the CBS TV roster are two *Leonard Bernstein-N. Y. Philharmonic* series, a group of four children's concerts sponsored by Shell, and three or four regular concerts under the Ford imprimatur. The Shell deal figures at \$650,000 while the Ford sponsorship will probably top \$1,500,000.

1960-61 PUBLIC SERVICE SHOWS

	Program	Description	Sponsor
ABC	<i>Churchill Memoirs</i>	26 half hours	Bell & Howell (*)
	<i>Expedition</i>	Weekly half hours	Ralston & local
	<i>Public Service Specials</i>	Five one hours, ten half hours	Bell & Howell
	<i>CBS Reports</i>	26 full hours	Olin Mathieson (*)
	<i>Face the Nation</i>	Weekly half hour	Schick (*) & Local
CBS	<i>Eyewitness to History</i>	Weekly half hour	Firestone
	<i>Tomorrow</i>	Four full hours	American Machine & Foundry (*)
	<i>Children's Concerts</i>	Four full hours	Shell
	<i>Bernstein Concerts</i>	3 or 4, 90 min.	Ford
	<i>Twentieth Century</i>	Weekly half hour	Prudential
NBC	<i>Project 20</i>	Two full hours	Purex (*)
	<i>American Heritage</i>	Seven one hours	Equitable
	<i>Omnibus</i>	Six one hours	Aluminium (*)
	<i>NBC Opera</i>	Four programs	Florist Telegraph
	<i>Bell Science</i>	Four full hours	Bell Telephone

(*) Partial or additional sponsorship available.

Activity at NBC TV centers around the return of *Omnibus* as a regular feature with Aluminium Ltd. of Canada already signed for six programs at \$200,000, and the scheduling of seven full hour *American Heritage* shows under the sponsorship of Equitable Life for a \$1,800,000 tab.

Another NBC sponsor, Purex, will back two *Project 20* nighttime public service specials and seven daytime specials, supervised by Irving Gitlin, who joined NBC this spring as executive producer, creative projects, NBC News and Public Affairs, after 14 years at CBS. The Purex appropriation for these 12 programs will top \$450,000.

Also on NBC TV will be an esti-

mated four new programs in the Bell Science series (cost \$1,200,000) and four full length operas sponsored by Florist Telegraph Delivery service (\$450,000).

Not included in these listings are a number of other program series at each of the three networks which might be considered as "sponsored public service" under a looser definition of the term. For example, the *Hallmark Hall of Fame*.

However, for a clearer picture of the new trend, we have limited our listings to those given above.

One other large segment of sponsored public service deserves mention nevertheless. This is the Convention-campaign-Election coverage which has

already attracted 14 advertisers, and has been topped by the Westinghouse expenditure of \$6,000,000 for the CBS TV package.

All in all, the surge toward more sponsored public service programming seems well established on the networks and reports from tv stations indicate a pickup on the local level too.

Behind these increases lie some significant new developments in tv sales techniques. John Karol, who this past winter was transferred from his long-time post at CBS Radio to the newly created job of v.p. special projects at CBS TV, explained the new strategy to SPONSOR.

"First, this type of informational programming is attracting new advertisers to tv. Our prospect list is not the Top 100 tv advertisers but the Top 100, or 500 American corporations, in terms of sales and assets. And many have never been in tv before.

"Second, we realize that in selling these programs, we have a different kind of sale. We must get through to top-level policy making executives at both client and agency organizations. Men who are concerned with over-all public relations and corporate image building, not merely with responsibility for low-cost-per-1,000 tv buying.

"Third, we stress the *selective audience* for these shows, not merely box car numbers. We estimate that the potential audience for public service programming is at least 40% of all tv homes—and it is the upper 40%—the decision makers—that they reach."

Typical of the comments of advertisers who agree with this type of tv thinking are those of Peter G. Peterson, exec. v.p. Bell & Howell: "Such programming is unusually selective in reaching our best prospects . . . and we feel that the scope of our ABC special public service programs offers us a combination of in-depth and prestige documentary programming unlike anything ever done on television."

With such enthusiastic support from leading advertisers and with network and stations geared to more energetic sale efforts, SPONSOR looks for the sponsored public service field to expand with almost the same mushrooming speed as has tv sports. ▼



TV BEEFS UP bottler's high-powered introduction of 12-ounce bottle to the New York market. As in year-round radio campaign, N.Y. Coke aims appeal primarily at youth market.

GIANT-SIZE RADIO FOR COKE OF N.Y.

- ▶ Bottler dominates medium with \$1,600,000 spread over 42 area stations in '59; notches record sales year
- ▶ Current \$100,000-a-week campaign, launching 12-ounce bottle, brings in tv, print to show new package

The Coca-Cola Bottling Co. of New York doesn't leave much spot radio time for competitors in the current \$100,000-a-week campaign introducing the 12-ounce bottle to its region.

Though radio accounts for only a third of the outlay in this drive, launched 27 June and expected to run well over six weeks, the world's biggest bottler is still dominating the medium. Radio expenditures continue at about the same rate as last year when New York Coke poured in \$1,600,000 or 80% of that ad budget.

Radio dominance is a strategy mainstay for this supplier of over 18,000,000 people via 17 plants in a three-state area where it ranks first in total sales. It maintains year-round barrages over a 40-station lineup in the city and neighboring New Jersey, Long Island, upstate New York, and Connecticut communities. Tv and print were added for the present all-

out campaign to lend visual dimension to introduction of the new package size, and it is not unlikely that when this phase ends, they will drop back to minority status.

In 1959, with 80% of its ad budget in radio, New York Coke had a banner year. Sales were at a record high with \$32 million gross, \$3.5 million after taxes. Other success trappings: a stock split; a 4% stock dividend in addition to regular dividends, and forward strides toward admission to the New York Stock Exchange.

New York Coke's spot radio investment, though limited to the New York region, is equal to that of the 16th place advertiser in RAB's list of 100 top spenders in the medium last year, most of which are national accounts. The bottler's heavy use of radio goes back to 1952, so over the years it has built seniority and therefore greater assurance of choice time-slots. "There are only a certain number of prime

ours, and the combination of New York Coke's radio buys and related brand protection allowances leaves Pepsi with little to choose," points out Stuart D. Watson, board chairman of New York Coke's agency, McCann-Marschalk.

Coke's radio spots, mostly 60's and 30's, range from nearly 100 exposures a week via some New York City stations to a minimum of 30 in the smallest outlying sections, with the average at about 60. They are aimed primarily at teenagers, but the entire family is of significance in the buying strategy. Early morning and 5-7 p.m. slots are utilized during the week, with exposure extending later into the night over weekends.

The bottler is on nine major stations in New York City. In addition there is a strong pitch to certain ethnic groups there over WWRL (Negro and Spanish); WHOM (Spanish); WEVD (Spanish and Jewish); WLIB (Negro); and WNJR, Newark (Negro). Coke looks toward improved

sales among the many who show a preference for the 12-ounce bottle now that it's entering the field. A Spanish-language version of the jingle has been created to aid this cause.

Outlying communities, in addition to receiving signals of New York stations, are exposed to the Coke message over the local outlets. In Long Island, stations in Riverhead, Patchogue, Huntington, Freeport, and Hempstead carry the commercials. The New Jersey lineup includes Asbury Park, New Brunswick, Trenton, and Paterson.

With so lengthy a station lineup and so formidable a spot schedule, New York Coke falls heir to a rich and varied fortune in merchandising assistance from the stations. There are billboards, mailings to the chains, and provisions are made for extensive in-store display. And in some of the smaller communities Coke is publicized on highway posters, at teenager dances, on the backs of benches at bus stops, and on Top 40 record

sheets. McCann-Marschalk officials visit all of the stations in order to make the most of available merchandising.

For the tv portion of its "king-size" bottle campaign, New York Coke is on six stations in the city which deliver a total of 65 spots a week. In prime time the bottler utilizes 20-second spots, while 60's are used in conjunction with the local youth market programs. The prime time spots are at their heaviest frequency Wednesday through Friday, in keeping with the shopping pattern. The youth market program spots are spread over the entire week.

New York Coke and its account people at McCann-Marschalk are firm believers in use of the jingle on radio and tv. Estimates are that last year's radio jingle hit the air over 90,000 times. A new jingle has been developed for the king-size Coke campaign which occupies the major portion of the e.t.'s and provides voice

(Please turn to page 46)

LAUNCHED in New York is Coke's 12-ounce bottle, held by Stuart D. Watson, bd. chmn., McCann-Marschalk. Seated (l to r) at kick-off dinner, DeSales Harrison, bd. chmn., Coca-Cola Bottling Co. (Thomas Div.); James T. Murray, bd. chmn., N. Y. Coke; Lee Talley, pres. Coca-Cola Co.



Spot radio gains with 'featurettes'

- 11 sales by Adam Young firm of spot-and-program vignettes show appeal and plus value of the device
- Under-two-minute combination of message and program featurette praised by spot agencies, advertisers



PRESENTATION by Adam Young of latest radio spot-vignettes (interrupted briefly for photography) at Wesley Assoc. Participating in session (l to r): Steve Machinski, exec v.p., Young; Joe Knap, media dir., and Jay Perine, a.e., both of Wesley; and Don Chapman from Young

Concentrating on an idea that is not entirely new in radio spot, but giving it a specialized drive by its new creative services division, the Adam Young firm, station representative, has come up with a sales record for "spot featurettes" that seems to prove the appeal of spot-and-program combinations.

Eleven radio advertisers so far are using the Young vignettes, and more are under consideration by national agencies and advertisers.

A SPONSOR check revealed considerable enthusiasm by timebuyers and ad managers for the plus values they are deriving from having their an-

nouncements placed within a "program frame."

The Young vignettes, which run two minutes or less, employ standard program elements, available at nearly all stations. They are designed to establish "instant" favorable environment for the spot—an answer to the often thorny problem of how to integrate spots with the short-duration music and news programming prevalent today. The programming portion of each vignette is geared to attract the audience segment appropriate for the advertiser, thus "setting them up" for the spot.

Shulton, finding this added dimen-

sion to spot quite attractive, has purchased schedules of featurettes for its Old Spice line of men's toiletries: Bronzetan (both Wesley Associates) and Ice-O-Derm (Ralph Allum).

"With the Old Spice jingle a popular and easily recognized signature for Shulton's men's line, we were looking for a way to get increased impact on the consumer's ear," says Jay Perine, Shulton a.e. at Wesley. "The featurettes offered just such an opportunity."

The Old Spice promotion is centered around human interest and local color, appropriately enough titled. "The Spice of Life." The featurettes are currently scheduled on 14 stations in as many markets and Wesley is reportedly giving favorable consideration to expanding the series to many of its other markets.

Perhaps the Shulton story best demonstrates the flexibility of the plan. During the warmer weather, Shulton uses it to promote its sun lotion, Bronzetan. For Bronzetan the feature part of the spot concerns itself with weather and travel tips. The format here is more closely allied to a public service presentation, for the travel tips include suggestions on inviting vacation areas, describe the best routes to get there, offer safety hints and so forth. In addition to the regular commercial, Bronzetan gets a billboard at the opening and closing of the featurette.

Joe Knap, media director at Wesley, feels that the extra impact and mileage added by the featurettes makes them well worth the small premium. He also feels that these "spots" could be merchandized just like regular programs.

The Ice-O-Derm schedule ran through the spring. "We were quite impressed with it and so was the client," says Kennett McMath, a.e. and v.p. at Ralph Allum. "They're a terrific advantage to the advertiser."

In this case, Ice-O-Derm was primarily interested in a young adult audience. The feature, tailored to suit, bears the title "Tops-in-Pops." The advertiser was billboarded as present-

ing a top-hit tune, and also received billboard credit along with running its commercial. McMath points out that this all serves to build up and get off the commercial as well as get the product name mentioned several additional times.

While Ice-O-Derm is taking a sum-

turettes, "a real good value." The buyer feels it's as worthwhile as sponsorship of a small program. The feature is entitled, "Champion Spark Plugs Sports Flashes," thus getting the product name right up front. The content is designed to be specifically attractive to males, and is also pub-

how Don Chapman, creative services director at Young sums up the format. The featurettes open with a billboard which tells the audience what's coming and who is bringing it to them. This alerts the targeted audience segment that something of particular interest to them is on its way.

HOW ADVERTISERS ARE USING SPOT VIGNETTES

ADVERTISER & AGENCY	FEATURETTE TITLE	FORMAT
SPRING CIGARETTES (Lennen & Newell)	<i>Spring-time & Temperature</i>	With Spring jingle as background opening billboard states that time and temperature are presented by Spring. They are followed by Spring spot
OLD SPICE (Wesley Assoc.)	<i>Spice of Life</i>	Opening billboard connects Old Spice with "Spice of Life." About 20 seconds of human interest story material precede spot and billboard
COUNTRY CLUB MALT BEER (John Shaw, Chicago)	<i>Great Moments in Negro Music</i>	Billboard is followed by music of all-time Negro greats designed to attract Negroes without alienating others. It's followed by spot and billboard
ICE-O-DERM SKIN CREAM (Richard Allum)	<i>Tops-In-Pops</i>	Account is billboarded as sponsoring one of three top popular records, for young adult appeal. After record comes spot and closing billboard
SCHILLING COFFEE (Beaumont & Holman)	<i>Hi Neighbor</i>	Spot is preceded by invitation to audience to vote for best neighbor, specifying reasons. Prize goes each week to neighbor judged best
CHAMPION SPARK PLUGS (J. Walter Thompson)	<i>Sports Flashes</i>	Insures close attention to spot by the male audience to which it is addressed by preceding it with latest news from the world of sports

mer hiatus, all current indications point to picking up the "Tops-in-Pops" program in the fall.

Champion spark plugs first started using the featurettes in the fall of 1959 on one or two stations, and has been expanding since. Bob Gorby, timebuyer at Champion's agency, J. Walter Thompson, calls the fea-

lic service in nature, thus performing a dual service for the advertiser.

Other advertisers who have purchased featurettes include Country Club malt beer, Piels beer, Newport cigarettes, Spring cigarettes, Schilling coffee, and Kiwi shoe polish.

"Capture their attention—slam 'em with the e.t.—then ease off." That's

Then follows the program material itself filling anywhere from 10 seconds to a minute, depending on the type of material selected for the advertiser. The transcribed commercial comes next, and at its completion the final billboard reminds listeners of the advertiser who brought them the
(Please turn to page 46)

Is your tv show reaching buyers?

- Trendex introduces system of correlating program selectors and sponsor identification with purchasing
- Long-held suspicion that sales are better when women are 'involved' in tv program is documented

A major step designed to put "ratings in the perspective where they belong" and to depart from the numbers game is being appraised by agency people and advertisers as they examine results of a new Trendex survey of brand purchase.

The above quote is from the re-

search organization's vice president in charge of sales, Eugene L. Reilly. He contends that this new survey of program selectivity and sponsor identification in relation to purchase points to one way in which buyers can do what they say they want to do—get away from the numbers.

The special Trendex study indicates the following:

- That homes in which women were the primary factor in the selection of a tv program—ranging from westerns to dramas—had a 52% better buying record for the sponsor's product advertised on that same show than did homes where women were not the decisive persons in program selection.

- That sales ranged 50% higher in homes where some member of the household could identify the sponsor than in the homes where there was not this company or brand identification.

The implications of these figures may document what many advertisers

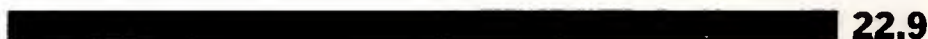
HOW PRODUCT PURCHASING RELATES TO PROGRAM SELECTION AND SPONSOR IDENTIFICATION ON VIDEO

Percent of households viewing show which purchased products advertised

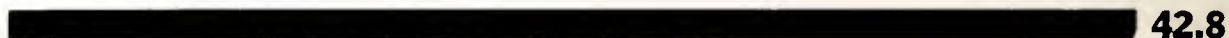
Where there was a female selector for the program:



Where there was a non-female selector for the program:



Where there was correct sponsor identification:



Where there was incorrect sponsor identification:



A Trendex survey of five tv programs in 305 homes during June 1960 uncovered the above information. Female selector means there was a viewing home in which an adult female by herself or in conjunction with others chose the program. There were 143 female selector homes in the test; 162, non-female. Sponsor identification refers to either sponsor's name or brand. There were 69 correct sponsor identification homes. Incorrect identification refers to misidentification and "don't know" answers. There were 236 of these homes.

nd agencies have long suspected: hat a preference for a certain show elates directly to (a) sponsor identification and then to (b) sales.

The "female selector" factor is unrelated to audience composition. For example, a Western may have a 60% male and a 40% female audience. But if the person in the household who influences the tune-in to that western is an adult woman, who therefore controls much of the family buying power, the advertiser may well be more interested in who selects the show than who watches it.

Trendex calls this process "involvement" of the viewer in the program. And it's this "involvement" which leads to patterns which indicate a dramatically higher record of product sale in the household where a woman selects the program and where the respondent can identify the sponsor. This is the assertion of Mr. Reilly, and it's one which is claiming the attention of buyers as they seek data apart from pure "head" or "nose" counts.

Trendex surveyed 305 homes by telephone last month to check for these data on five programs (the composite results are shown in the adjacent chart): if the specific program had been seen on television, if an adult woman or adult man had the primary influence in the selection of the program, whether the home could correctly identify the sponsor.

The answers to these questions were correlated with answers to a further question: What was the brand last purchased (in the product class of five advertisers surveyed)?

The conclusions, says Mr. Reilly, show an overwhelming purchase advantage among the households where a woman was the primary influence in the tune-in to the specific program and in those homes where sponsor identification was high.

Three of the five individual program surveys which were averaged into these composite figures show the following:

Breakfast food: Sponsoring a western, this product found 12% more sales among the female selector viewing homes (19.0%) than among the non-female selector homes (8.6%). And the product was reported as the
(Please turn to page 76)

'CHUTIST JUMPS—CAMERA ROLLS



TENSE MOMENTS in Lee Wright's fall are caught above in stills from Champlin Oil's filmed spot. Above he's shown about to jump, then futilely trying to reach release ring with left hand. Below, only 750 feet from ground, he catches ring with right hand, 'chuting safely rest of way

TV COMMERCIAL STUNT TAKES UNFORESEEN TACK

Midwestern tv viewers are currently seeing a close grapple with death in a new one-minute spot—though most of them don't know it.

The commercial, created and produced for Champlin Oil & Refining Co. of Ft. Worth, by its agency Tracy-Locke, is one of a year-old series featuring sports stars from the Midwest, and tying in with the company theme, "A Great Name in the Great Plains."

Unique thing about it is that for the first time, the facial expressions of a parachutist during his descent have been captured on film.

But the startling and completely unexpected development concerns what happened when sky diver Lee Wright lived through some terrifying moments during his fall because he couldn't reach his release ring.

The adventure-packed drama began the second Wright jumped from a small cruising plane at some 3,500 feet. A special harness and system of

braces supported the movie camera attached to his chest, which was positioned to focus sharply on his face all during the fall.

Plans called for Wright to drop about 1,500 to 2,000 feet before opening his parachute, but when the time came and he reached up with his left hand to pull the release ring, he found he couldn't overcome the inertia of his fall.

The production crew below watched with mounting terror, as he plummeted toward the ground, struggling to bring his left arm up.

Then, with less than 750 feet of altitude left, Wright managed to work his right hand up to the ring. In another moment the chute billowed out above him and the crew below breathed a chorused sigh of relief.

Accompanying the Champlin spot is the narrated line . . . "adventure mirrored on his face," but viewers who look closely will see much more than just adventure there. ▀

New interest in radio's 'last word'

➤ New areas of prime time emerging as surveys show increase in nighttime shopping and driving to market

➤ Admen recognize am's ability to deliver final ad message but wait for improved out-of-home measurement

Radio's acknowledged ability to deliver a precious last advertising message to the consumer before she shops is getting more attention these days from admen. But, so far, the weight of this quality has not had much impact on agency buying practices.

While agency men are not overlooking the importance of shifting shopping habits, long-established time-buying habits—particularly the entrenched emphasis on cost-per-1,000—still hold sway. The lack of solid factual out-of-home measurement is cited as the big drawback to change.

Admen concede the point that reaching a woman just before she shops is bound to have some effect on which product is chosen. But they are not sure exactly what, and want

to see more definitive research on the subject. There are also some weary comments that they are tired of sifting through some marketing studies that seem superficial and sometimes spurious; and they want to see radio presentations that tell them what they *don't* know, backed up by facts.

There is little doubt that a new way of life is emerging in this country which has greatly affected shopping and buying habits. With more money, more married working women, shorter working hours and more leisure time, new interests have altered established value scales and time schedules.

Of particular interest to media men and advertisers are the evolving shopping patterns, evident in study after study, that will set the trend for the decade of the 1960's and beyond:

- Later shopping hours with heavy emphasis on evenings.

- Greater impulsiveness in buying, less brand loyalty and more in-store decisions.

- Fewer shopping trips per week and the concentration of buying into fewer hours.

- A breakdown of "categories." Couples shop together; men buy groceries, women buy gasoline.

- More and more travel to the stores by automobile.

A spot check of agency timebuyers reveals a willingness on their part to accept the conclusions of recent shopping studies but no rush to alter the usual buying patterns. Most are not ready to switch from the cost-per-1,000 and prefer to buy, as one put it, "any time during the day, with emphasis on the 8 a.m. to noon hours." For gasoline and automobile clients they stick to "prime driving times."

"You can't blame the timebuyer," Stanley Bloom, director of marketing at CBS Spot Sales, advised. "As soon as he gets to know his business he's moved up to some other post. The new man plays it safe and buys the

ADMEN STRESS NEED FOR IMPROVED MEASUREMENT



FRANK M. KEMP, v.p. and media director of Compton (at right), and Bud She-rak, v.p. in charge of research at K&E (left), acknowledge radio's "last word" quality but deplore lack of factual out-of-home measurement. They also criticize some marketing studies, questioning research standards. According to Kemp, however, "there is no reason to doubt radio has a big selling point in the 'last word.'"



SOME RESULTS OF "SUPER VALU" SHOPPING STUDY

% OF CUSTOMERS BY DAY AND HOUR

	Mon.	Tues.	Wed.
Total day	11.96%	11.76%	16.88%
9-12	2.44	2.10	2.52
12-3	2.28	2.35	3.12
3-6	4.21	4.52	6.10
6-9	3.03	2.79	5.14
	Thurs.	Fri.	Sat.
Total day	15.73%	21.42%	22.25%
9-12	2.66	3.89	7.26
12-3	2.94	2.94	6.50
3-6	5.02	6.78	8.49
6-9	5.11	7.81	—

HOW CUSTOMERS GET TO THE MARKET

	All Stores	City Stores	Suburban Stores	Country Stores
AUTOMOBILE	91%	84%	98%	94%
WALK	7	15	2	5
PUBLIC TRANSPORTATION	2	1	—	1
	100%	100%	100%	100%

HOW FAR CUSTOMERS TRAVEL TO SHOP

	City Stores	Suburban Stores	Country Stores
WITHIN ¼ MILE	22.3%	6.0%	7.2%
¼ TO ½ MILE	29.6%	9.0%	14.1%
½ TO 1 MILE	23.8%	27.6%	23.2%
1 TO 2 MILES	16.1%	25.5%	20.1%
2 TO 4 MILES	4.7%	20.6%	7.8%
OVER 4 MILES	3.5%	11.3%	27.6%
	100.0%	100.0%	100.0%

This section of Progressive Grocer's survey of Super Valu super markets shows heavy shopping on Wednesday, Thursday and Friday nights, and on Saturday. Also, the overwhelming statistics of automobile travel over all other methods. The six Super Valu stores included in the study are in and around Minneapolis. Pioneer report covered 12 weeks in '57.

numbers, certainly not qualitatively.

Who, then, should educate the time-buyer? Bloom conceded that it should partly be the function of the representative firm's salesman, but he is in turn hampered by the lack of qualitative out-of-home research to match with the marketing surveys.

Presentations such as Radio Advertising Bureau's "precious last word" study are very helpful, Bloom said. This report points to radio's mobility in conquering the "forgetfulness factor" (consumers forget up to 40% of incidental information they've just learned in 20 minutes, up to 64% in nine hours) by getting in the last selling message. RAB's conclusions:

Supermarket customers get the last word from radio 61.6% of the time; 23.8% from television, 11.9% from

newspapers and 3.2% from magazines. Service stations customers hear it 61.3% from radio, 15.7% from tv, 17.8% from newspapers and 4.2% from magazines.

"All things being equal, there is no doubt that radio has a big selling point here," declared Frank M. Kemp, vice president and media director of Compton Advertising. "If valid shopping samplings could be equated with explicit out-of-home figures, then we would certainly have a doubly good reason for putting announcements on the air."

But all things are not equal, according to Kemp. "The last word may not always be the decisive word. There are other factors like a good tv demonstration or a magazine spread. Therefore, unless high standards of research are met it would be foolish

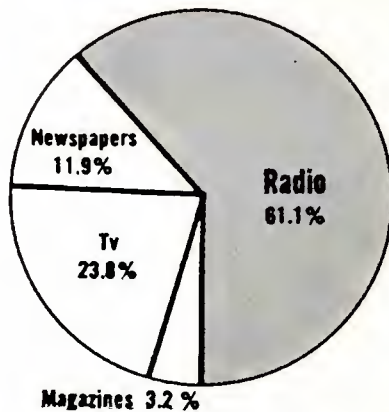
to give up a 10 rating for a three. Some of the store traffic studies seem reasonable and valid," he added, "and out-of-home measurements are also a real factor in media decisions. But they must be more factual. We can't buy on faith."

One of the most respected studies is *Progressive Grocer's* pioneer report on the Super Valu stores. The magazine's comprehensive study of six supermarkets in and around Minneapolis shows that 15% of the customers for an entire week shop between 3 and 9 p.m. on Friday, and 37% of the week's total from 3 p.m. on Friday to 6 p.m. closing on Saturday.

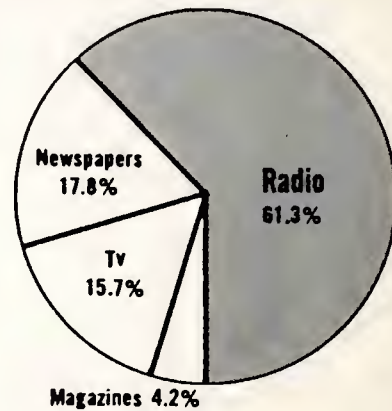
These are the customers at whom an advertiser in that area would aim his last word via radio. Would he reach them? *Progressive Grocer* counts a weekly average of 91% who

WHO DELIVERS THE PRECIOUS LAST SELLING WORD?

SUPERMARKET CUSTOMERS



SERVICE STATION CUSTOMERS



Radio Advertising Bureau figures show radio's ability to deliver the "last word" to super market and service station customers. RAB notes that "people forget fast . . . up to 40% of incidental information they've just learned in 20 minutes, up to 64% in nine hours, suggests radio to reach greater number of shoppers

drive to the market in automobiles.

Shopping times are changing for other types of stores, also. *Home Furnishings Daily* reported recently that "the most significant current trend in the spread of night store hours is that developing with rapid expansion of discount super market department stores all over the nation.

"The pattern of five, six or even seven night openings a week is likely to spread in the next year in view of the continual mushrooming of these discount, self-service stores in all quarters of the country. The typical 10 a.m. to 10 p.m. schedule of these enterprises is regarded as one of the major selling points—appealing to customers during non-working hours."

To alert marketing men to the swiftly changing consumer picture, E. B. Weiss, director of merchandising at Doyle Dane Bernbach, has produced "The New Era of the Sophisticated Shopper," a report published by his agency. He reminds them that "we are definitely and clearly in an era of night hour retailing. Probably half of the country's total retail dollar is spent after 4:30 p.m.," he concludes, and cites the following examples of night volume:

1. Autos: 50% of total deals

closed after 4:30 p.m.

2. Food outlets: minimum of 35% of volume done after 4:30 p.m.

3. Major appliances: 30 to 40% of volume after 4:30 p.m.

4. Shopping centers: 30 to 65% of volume at night.

5. Major city department stores: 10 to 20% of week's gross at night.

6. Highway merchants: 60% of volume at night.

7. Chains—Robert Hall, "mill,"



E. B. Weiss of Doyle Dane Bernbach, author of a report which alerts admen to the new shopping trends, especially night purchasing

discount types: about 35% at night.

8. Department store branches, drug and variety stores: "big" to "huge" volume at night.

The Weiss report's message should be clear to media men: Radio has new prime time to sell and car radio is seeking recognition in the top rank of advertising salesmen. Why then don't the agencies pay more attention? The answer takes us back to the original bugaboo, the weakness in out-of-home measurement techniques.

"The 'last word' selling argument is familiar and theoretically it makes sense," asserted Bud Sherak, vice president in charge of research at Kenyon & Eckhardt. However, radio's own vastness is its weakness. It has omnibus coverage; everybody tunes in. But at any one time it is difficult to know whom you are reaching.

"We cannot explore new territories until out-of-home measurement is improved," Sherak stated. "I'm sure that in the near future enormous strides will be made through mechanical devices and the fact that we are steadily learning more about how to measure everything."

Issued every 6 months

1ST HALF, VOLUME 14 JANUARY THROUGH JUNE 1960

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<i>News</i> maker: Herbert L. Barnet, pres. Pepsi-Cola Co.	12 Mar.	p. 6
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Foreign cars, food markets, work clothes, music stores	2 Apr.	p. 56
Sewing machines, sports equipment, insurance companies, tire chains	30 Apr.	p. 52
Home appliances, food products, cleaners, mobile homes	28 May	p. 52
Food, farm products, tires, automobiles	27 June	p. 52

Spot Radio

Spot radio: it looks solid in '60	27 Feb.	p. 31
SPONSOR proposes new standard billing for radio/tv spot	21 May	p. 33
Agencies, reps praise standard billing form	28 May	p. 42

RATINGS

Is numbers research on the run?	9 Jan.	p. 29
<i>Sponsor Asks</i> : What do you think of the sampling technique of rating services?	16 Jan.	p. 53
Brewing: the battle of the ratings	20 Feb.	p. 41
Rating service subscriber pattern in top 20 agencies	20 Feb.	p. 42
<i>Seller's Viewpoint</i> : Fred M. Thrower, WPIX,	19 Mar.	p. 72
Ghost audience stuffs ballot box (WZIP)	23 Apr.	p. 47
Ad agencies mull over ARB coverage study	14 May	p. 39

REPRESENTATIVES

<i>NewsMaker</i> : John J. Wrath, pres., Headley-Reed	6 Feb.	p. 6
What can you get out of a grass-roots trip? (McGavren)	6 Feb.	p. 6
<i>Sponsor Asks</i> : What are your tips on selecting a station representative?	13 Feb.	p. 50
Blair's spoof sells seriously	27 Feb.	p. 34
<i>Sponsor Asks</i> : How much should an agency tell a rep about a campaign?	5 Mar.	p. 44
<i>Sponsor Asks</i> : Should a representative ever bypass a timebuyer?	16 Apr.	p. 46
How Blair-Tv cuts paperwork 75%	4 June	p. 43
Reps: caught in the dual rates wringer	13 June	p. 35
Rep turns tables, takes on local sales for day	27 June	p. 39

RESEARCH AND SURVEYS

Is numbers research on the run?	9 Jan.	p. 29
Is confusion about areas fouling up radio buying? (Adam Young)	9 Jan.	p. 40
75% of station research goes into agency wastebaskets (SPONSOR)	5 Mar.	p. 38
New out-of-home radio data spark new buyer questions	2 Apr.	p. 40
New data from TPI, Sindlinger	16 Apr.	p. 42
Ad agencies mull over ARB coverage study	14 May	p. 39
Are two-minute spots in the cards for video (P&G)	14 May	p. 46
New daytime tv facts for buyers (TvB)	21 May	p. 40
Color tv's edge in commercials: part II	4 June	p. 38
<i>Seller's Viewpoint</i> : Dorothy L. Allen, NTA	4 June	p. 80

Chesty (Foods) sports pile up chips	30 Jan.	p. 42	What cars are buying in net participations	27 June	p. 33
Toledo tv sparks big turnover turnover (Pepperidge Farn)	13 Feb.	p. 37	Animation scores a breakthrough	27 June	p. 43
Why they moved to net tv (No. Amer. Van Lincs)	13 Feb.	p. 40	Spot Tv		
Should you marry your co-sponsor? (Weimar Packing Co., Nickles Baking Co.)	20 Feb.	p. 40	New summer rate cards for spot tv	5 Mar.	p. 32
Man-Tan zooms to \$1,800,000 tv budget	5 Mar.	p. 40	SPONSOR proposes new standard billing for radio/ tv spot	21 May	p. 33
Noodles hot in tv spot (Pa. Dutch Egg Noodles)	12 Mar.	p. 38	Will discounts aid summer spot tv?	21 May	p. 37
Tv whiz: kids' hobby kits (ITC Model Craft)	19 Mar.	p. 39	Agencies, reps praise standard billing form	28 May	p. 42
Talking-mug plugs hike beer sales (Utica Club)	26 Mar.	p. 44	Are spot carriers fair to spot tv?	23 Apr.	p. 35
Full-page real estate ads on tv	2 Apr.	p. 39	How Blair-Tv cuts paperwork 75%	4 June	p. 43
Firth's (Carpet Co.) local level tv partnership	9 Apr.	p. 39	Spot tv shows a 12% gain	13 June	p. 42
Puritan's (menswear mfr.) tv drive wins dealers. Dads	16 Apr.	p. 34	Tv Basics/Comparagraph		
Renault snow romp ups sales 20%	23 Apr.	p. 45	They're not axin' 'em like they did (net shows)	16 Jan.	p. 45
The fabulous spot tv story of Pick-a-Pop (Franwill, Inc.)	30 Apr.	p. 40	Comparagraph: 16 Jan.-12 Feb.	16 Jan.	p. 46
Resort strikes local gold with year round tv (High Point Inn)	14 May	p. 41	More agencies, clients buy net tv	13 Feb.	p. 43
Tv scores in campaign for Westinghouse's new type bulb	21 May	p. 45	Comparagraph: 13 Feb.-11 Mar.	13 Feb.	p. 44
Rayco upgrades image via spot tv	28 May	p. 46	Viewing trends at halfway mark	12 Mar.	p. 47
Newsman's soft pitch hikes SuperBlue sales (Gillette)	13 June	p. 44	Comparagraph: 12 Mar.-8 Apr.	12 Mar.	p. 48
Why Steel backs live tv drama (U. S. Steel)	27 June	p. 46	New audience data on tv web shows	9 Apr.	p. 45
Tv Networks			Comparagraph: 9 Apr.-6 May	9 Apr.	p. 46
Here we go again, boys (re: political conventions)	23 Jan.	p. 31	How occupation affects viewing	7 May	p. 45
Summer net tv: new deals ahead	13 Feb.	p. 35	Comparagraph: 7 May-3 June	7 May	p. 46
Final roundup of how tv nets fared in '59	20 Feb.	p. 35	Suddenly it's summer: web's lineup	4 June	p. 45
What's ahead on net tv?	12 Mar.	p. 35	Comparagraph: 4 June-3 July	4 July	p. 46
Forecast of next fall's net-tv show schedule for prime-time	12 Mar.	p. 36	Tv Results		
Highlights of new CBS TV commercials rules	19 Mar.	p. 41	Motion picture theatres, department stores, florists, shoe stores	30 June	p. 50
Network tv: bets are now placed	7 May	p. 33	Bakeries, record companies, movie houses, autos	20 Feb.	p. 48
They're locking up schedules on prime time (chart)	7 May	p. 34	Frozen food, movie theatres, food, ladies' apparel	19 Mar.	p. 52
Are tv nets bullying clients?	4 June	p. 33	Building supplies, bakery products, restaurants, dry cleaning	16 Apr.	p. 48
			Food products, flowers, coffee, games	14 May	p. 56
			Food, cookware, discount stores, dairies	13 June	p. 82

FEATURETTES

(Continued from page 35)

program material and urges them to be on the lookout for subsequent featurettes of the same type. "Part of the beauty of the vignettes is that while they pull in the desired audience, they run for too short a time to alienate other listeners," adds Dick Kelliher, eastern sales manager for Young.

Programing for the featurettes is selected on the basis of the kind of product advertised, the approach taken by the advertiser in his transcribed announcements, and individual market conditions. Young's creative services department is building a central file on how it handles various situations for which it develops featurettes. This way, as new requests come in directly or by way of branch offices, there is a backlog of material to aid in creation of appropriate responses to new queries on how to spotlight radio spots.

At Young they see the featurettes as a holster to public service programing, and to the spot radio medium in general. On the public service side, as the station repre-

sentative's executive v.p. for radio, Steve Machinski puts it, "The featurette's short duration makes it a natural for public service presentations such as news flashes, time, weather, etc. This gives advertisers an attractive opportunity to tie in with public service presentations, thus upgrading their image."

As for the featurettes' boost to spot radio, Young officials see them as bringing in advertisers anxious to be identified with a "program," however brief. And radio salesmen at Young are finding their reception at agencies more enthusiastic now that they have tapes and production to show in addition to ratings and availabilities.

Additional vignettes are in various stages of development at Young. To a detergent manufacturer they've suggested use of a "Household Hints" tie-in. They're working on a "Laugh Time" feature for a cigarette advertiser to include a joke or two by a popular personality who will introduce his stint and identify the sponsor. Another vignette on the planning boards at Young involves an automotive products company. The "programing" portion is to consist of "Safety Hints" for motorists. ■

COKE

(Continued from page 33)

over accompaniment for the filmed tv spots. Its lyrics delve into both the refreshment provided by Coke and the added advantage of the larger bottle for those with a "long thirst."

Nearly all of the radio spots are fully transcribed because the jingle is the single most important ingredient of the creative approach. There are exceptions, however, where a shortened version of the jingle is employed in order to make room for the personal touch by some of the more dynamic radio personalities.

New York Coke has great expectations on the outcome of its king-size bottle campaign. Advertiser and agency look back with satisfaction on the successful introduction of the 26-ounce "family-size" bottle back in 1956. With spot radio providing the main advertising punch, New York Coke developed the greatest share of 26-ounce business in the Coca-Cola family. A similar success with the 12-ounce bottle holds great promise, since that's the most popular soft drink bottle size and the bottler has been leading in total sales without using it. ■

NOW...real power for your Baton Rouge lineup!

Famous old "28" (UHF) hangs up his suit after winning every laurel in his league (including 25 out of 26 national merchandising campaigns in which he competed). His replacement is a husky young slugger wearing a big red "9" (VHF). This "9" reaches all of "28's" loyal fans, PLUS a huge new bonus market. Now "9" serves 268,400 homes in the Central Gulf Area.

WAFB TV 9 BATON ROUGE
CHANNEL 9 LOUISIANA  

*goes farther — sells more — in one of
the nation's fastest-growing markets*

WAFB TV—first in TV in Baton Rouge—is a 9-inning hustler, draws all-time-record attendance of loyal fans. And what fans! Annual retail sales (\$270,882,000) 77% above the Louisiana average and 45% above the U. S. average! Food sales (\$53,187,000) 61% above the state, 19% above the national! Furniture/appliance/household sales (\$17,851,000) 107% above Louisiana, 80% above the U. S.!

Why not have "9" in your lineup right from the start! Call Blair TV Associates for a quick rundown.

What are your nominations for revivals of

Rollo Hunter, v.p. dir tv radio, *Erwin Wasey, Ruthrauff & Ryan, Inc., N. Y.*

In network television, the past is as recent as the show that folded last week. At its most distant, it stretches back only a little more than a decade. Looking back through the fabulous fifties, we find scores of shows which might be refreshing to view tonight. Maybe we remember them too vividly in their original context—when audiences were less sophisticated and techniques were less developed—but the



Ernie Kovacs is back, but missing are Burns & Allen, Martin & Lewis, Gleason

basic ideas behind many could well be revived. At least, it's nice to reminisce.

To curb the temptation here toward pure nostalgia and personal taste, we should do a little categorizing. Let's start with an early period revered throughout the industry, the Chicago school. It's possible to enjoy Dave Garroway weekday mornings, it's possible to catch Jack Haskell occasionally, but it's been a long time since it was possible to see *Garroway At Large*. On that show they didn't know the word "format," and they had guts. They also had taste. The combination resulted in rich, easy entertainment. We could see more today. It was delightful to see two-thirds of Kukla, Fran and Ollie back with *Garroway* this month. Burr Tillstrom's magic still works. Fran Allison should have been along.

One category leaps out from the missing list of shows gone but not forgotten. Comedy. Many of the departed ones seem worthy of revival. Perhaps this means that good comedy is an important missing vitamin in our high-cholesterol, low-talent diet of westerns and more westerns. For ex-

ample, it would be great to see—just as they were—Wally Cox as *Mr. Peepers*, Burns and Allen, Martin and Lewis, Buddy Hackett and Carol Burnett in *Stanley*, and such great comedy gangs as supported Jackie Gleason and Sid Caesar. It's encouraging that Ernie Kovacs is back. Now maybe somebody will make room for the genius of Herb Shriner.

There were so many more. A few giants from other classifications—*Studio One*, *Voice of Firestone*, and *Robert Montgomery Presents*.

With all the lumps tv has taken, some justified, this young industry has created thousands of hours of programming worth seeing again. Above all others, personally I'd like to see again those fascinating close-ups of Frank Costello's hands during the Kefauver hearings.

Tom De Huff, tv producer & tv account supv., *Cunningham & Walsh, Inc., N. Y.*

I think—that before going into specific shows, tv generally lacks regularly-scheduled informative programs, high-calibre dramatics, musical varieties and experimentation.

It's depressing to think that a show



Would like special such as 'The Moon and Sixpence' regularly scheduled

like *Wide Wide World*, for example, had to be suspended. Besides being extremely well-produced, it provided an area of palatable education sorely needed to offset the ubiquity of westerns and whodunnits.

As for most of today's dramatic efforts, the bulk of the so-called dramatics being mass-produced in Hollywood can't compare to a show like *Producer's Showcase* for over-all production quality and dramatic material. *Playhouse 90*, one show that

does compare and one of the few non-specials to receive an Emmy award, should return to its former weekly schedule.

It's significant that the majority of Emmy awards went to specials. Why couldn't the same effort, talent and enthusiasm applied to such one-shots as *The Moon and Sixpence* and *The Turn of the Screw* be applied to a regularly-scheduled program?

The same can be asked about musical variety shows. In this area, I'd like to see the old *Garroway At Large* program revived. Nobody expects a Bing Crosby or a Fred Astaire to wear thin and jeopardize their popularity by appearing on a regular weekly basis. However, there is enough top talent around that could be obtained on a twice-yearly basis and mixed throughout the year for a weekly or twice-monthly show. Multiple sponsors and multiple production teams for such programs would stimulate competition and quality.

Going as far into television's past as 1953, I think an excellent choice for revival is *Hollywood Screen Test*. This was a show on which young, fledgling talent performed opposite seasoned professionals. A program similar to *Hollywood Screen Test*, which discovered such stars as Jack Lemon, Grace Kelly, and Patricia O'Neil, would be a refreshing lift out of the ruts in which tv found itself.

On the whole, I think television would do well to regain some of its early swashbuckling flavor. It's not so ancient that it needn't continue to experiment as legit theater still does and always will do.

Jim Bealle, v.p.-tv director, *Kenyon & Eckhardt, Inc., New York*

To decide which tv shows would be welcome if they were brought back to the air, you must define the purpose for their return: personal entertainment, excellence and excitement of the medium, or client exposure.

WSBT-TV**... SOUTH BEND, INDIANA'S
DOMINANT STATION**

tv shows?

Taking first things first, namely client advantage, it is a major loss that, today, specials seldom achieve actual special status. "Event viewing," represented by shows like the *Ford Fiftieth Anniversary Show*, *Peter Pan*, *Cinderella*, *Our Town* and *Annie Get Your Gun*, would go a long way toward pumping life into this or any other tv screen.



Classics were
'Ford Fiftieth
Anniversary
Show,'
'Peter Pan,'
'Our Town'

Fulfillment of tv's purpose, on the other hand, hits a recurring four-year high this fall with the political campaigning and Election night returns. But if you are professionally interested in the medium, you wish *Wide, Wide World* and *Omnibus* again were competing for the Sunday afternoon audience, or, preferably, with tape's present efficiency, you would like to see these shows providing a wonderful free ride for the viewers' imaginations in prime time.

When your kids were kids, *Kukla, Fran and Ollie*, *Time for Beanie* and *Howdy Doody Time* were entries that probably never turned out a juvenile delinquent during their runs.

For the public's personal entertainment: How long has it been since you really laughed at a tv show? Maybe some of the excitement was engendered by seeing great comedy for free. But wouldn't everyone like to see Berle forget his lines for the first time. Gleason play five parts, Jerry ruin Dean's song by leading the band astray, and Gobel mistake an Italian actress for a beach ball?

Such are some of the shows we could welcome back. These and 20 others like them could form a nucleus for a good network!



ERNIE BANKS ON WSBT-TV . . . (South Bend Banks on WSBT-TV, Too)

The booming bat of Ernie Banks was silent. But only long enough for the Chicago Cubs' slugging shortstop to be interviewed by WSBT-TV's Sports Director, Jim Wilson.

The Banks-Wilson filmed discussion is one of a series of interviews with sports greats that are standard features of WSBT-TV's "Wilson on Sports" (Mon.-Fri., 5:45-6:00 P. M.). This is the top rated sports show in the 3-station South Bend Market. It constantly rates over 20; has an adult audience divided equally between men and women.

With highly rated local shows and popular CBS programs, WSBT-TV delivers Indiana's richest Metro Area . . . per household income is \$7553! See your Raymer man for details about the 17 county WSBT-TV market and for remaining availabilities on "Wilson on Sports."

WSBT-TV



South Bend, Indiana • Channel 22

Ask Paul H. Raymer • National Representative

Unequal Time for the Delegates from Corinthian

When the smoke clears away from the political conventions in Los Angeles and Chicago this summer, someone may well point out that Corinthian's "delegates" were seen and heard in their home areas more than the candidates.

The reason is simple: They went as electronic reporters, complete with cameras and mikes, curiosity and zeal.

In the first major TV-group effort of its kind Corinthian is fielding a 14-man team for convention coverage.

Why go to such expense, when national coverage is on tap at the flick of a CBS switch? Because we want *local* and *regional* coverage to complement CBS's superb national coverage. Because we want to tell an intensive story of our respective state delegations. Because we want to view national events with local eyes.

Each Corinthian station news director, working with his own cameraman, saturated with knowledge of local political situations, interprets events for his specific local audience. Through video tape, sound on film and voice over silent film, we provide audio-visual coverage; through on-the-spot reporting via telephone we fuse TV and radio into one electronic medium. And, at a time when the conventional pattern of convention coverage is to sell station breaks as commercials, we're integrating them with special political reports.

In a special sense, Corinthian is playing politics for all it's worth—the politics of intensive, explicit local news coverage. This is not group journalism. *It is individual station journalism through group organization.*

Our five TV and two radio stations thus achieve even greater identification with their regional audiences—and vice versa.



Responsibility in Broadcasting

THE CORINTHIAN

National and regional buys
in work now or recently completed

SPOT BUYS

RADIO BUYS

Texaco, Inc., New York: Weekend traffic minute schedules begin the last week of July for two and three weeks in western markets. Buys are for 10-12 spots per week per station. Buyer: Dan Borg. Agency: Cunningham & Walsh, New York.

Parker Bros., Inc., Salem, Mass.: Preparing the Christmas campaign for its game line, in 50-75 markets. Day minute schedules to reach the housewife, who, its research shows, is responsible for 80% of its sales, start in November for six weeks. Frequency is 15-20 per week per market. Contact is exec v.p. Frank Browning. Agency: Badger and Browning & Parcher, Inc., Boston.

TV BUYS

Brown & Williamson Tobacco Corp., Louisville: Activity continues on the new Kentucky Kings all-tobacco filter cigarette, with the market list now at about 50. New placements of prime time I.D.'s start 1 August for 52 weeks. Buyer: John McCormack. Agency: Ted Bates & Co., New York.

Procter & Gamble Co., Cincinnati: About 15 markets get Oxydol schedules this month. Night minutes are placed through the P&G contract year. Buyer: Dick Doherty. Agency: D-F-S, New York.


Revlon, Inc., New York: Campaign for Hi & Dri begins this month in a number of top markets. Day and night minutes are being scheduled for six weeks. Buyer: Betty Nasse. Agency: Grey, New York.

General Electric Co., Cleveland: A \$1 million dollar budget covering all media has been set for the fall campaign for its light bulb line. In tv, a four-week promotion begins 19 September on 269 stations in 125 key lamp markets. About 100 spots will be used in each market over the period. Animated commercials have an Electiontime humor theme featuring Mr. Magoo. BBDO, Cleveland, handles the account; Dick McGinnis is the account supervisor.

Wildroot Co., Inc., Div. of Colgate-Palmolive Co., Buffalo: Placing runs of fringe night minutes in scattered markets for Vam Hair Formula. Schedules start this month, length depends on market. Buyer: Eileen Greer. Agency: Ted Bates & Co., New York.

Helene Curtis Industries, Inc., Chicago: Introductory campaign for its new hair spray, Gay-Top, starts this month. Schedules of day and night minutes are being used in about 10 midwestern markets. Agency: Edward H. Weiss & Co., Chicago.

United States Time Corp., New York: Its back-to-school promotion for Timex watches starts 22 August for two weeks. Schedules of prime time I.D.'s, 10-15 per week per market, will run in 55 markets. Buyer: Carol Hardy. Agency: W. B. Doner & Co., New York.



KOTV
TULSA (H-R)
KHOU-TV
HOUSTON (CBS-TV Spot Sales)
KXTV
SACRAMENTO (H-R)
WANE-TV
FORT WAYNE (H-R)
WISH-TV
INDIANAPOLIS (H-R)
WANE-AM
FORT WAYNE (H-R)
WISH-AM
INDIANAPOLIS (H-R)

ATIONS

RADIO RESULTS

MAGAZINES

SPONSOR: *McCall's Magazine*

AGENCY: Donahue & Coe

Capsule case history: To boost subscription sales of *McCall's* magazine in the Washington, D. C., area, WTOP personality Bob Kelly was on the air for three successive Sundays, 8:15 to 12 noon, pitching 16 issues for two dollars. Results: 661 new subscriptions. Total cost to *McCall's* was only \$378. With this kind of success, it bought a second schedule on Kelly's Sunday show for eight weeks, using 12 announcements per show. This time Kelly's selling brought 1,305 subscriptions, with phone calls and mail coming not only from the Washington, D. C., area, but from as far as Jacksonville, Fla., upstate New York, and parts of West Virginia. Even weeks after each schedule, requests for subscriptions continued. Total direct sales from the two campaigns on the Kelly show was 1,966 and *McCall's* reported that it was one of its most successful promotions from every standpoint. The outstanding number of WTOP orders reduced the cost-per-subscription for the schedules to only 68 cents.

WTOP, Washington, D. C.

Announcements

SHOPPING CENTERS

SPONSOR: One Stop Shopping Center

AGENCY: Direct

Capsule case history: A Northwest Kansas retailer won a citation from the Kansas Association of Radio Broadcasters for the most outstanding single radio campaign. The newly won radio account, Williams Brothers' One Stop Shopping Center of Atwood, Kansas, retailers in food, wearing apparel, and hardware, decided to consolidate their three-store segments under one roof. In an effort to promote the reorganization and create store traffic, Williams Brothers purchased a heavy schedule on KXXX, Colby, Kan., to run prior to their three-day grand opening. As part of the saturation campaign the store arranged for a special half hour remote program from One Stop featuring the singing team of Doc & Esther. "This is the greatest number of people I have ever had in my store at any one time," said Glenn Williams, manager for the shopping group. We did more business during the three-day grand opening than in any comparable month a year ago. KXXX was exactly the impact we needed.

KXXX, Colby

Announcements

MILLINERY

SPONSOR: The Millinery Mart

AGENCY: Direct

Capsule case history: The Millinery Mart of Scranton, Pa., specializing in moderately priced and better ladies' hats for over 20 years, and known throughout the entire area, recently purchased a spot radio campaign on Scranton WGBI to advertise a special clearance sale of winter hats. In 1959 The Millinery Mart promoted a similar sale exclusively in local newspapers. This was the first time radio had been used by the millinery shop. Immediately after the campaign got underway, the millinery shop showed substantial increases over the 1959 sale. "I credit this increase to radio and especially to WGBI," said Fred Michel, owner and operator of the shop. "We are more than pleased with the results received," he continued. More importantly, The Millinery Mart had such remarkable results from the promotion that Michel purchased another campaign and is planning continued use of WGBI for special promotions. "It showed that not only does radio reach more people, it sells better.

WGBI, Scranton-Wilkes Barre

Announcements

FINANCE

SPONSOR: General Finance Co.

AGENCY: Direct

Capsule case history: The familiar cry of play ball has a happy ring for the General Finance Co. of South Bend, Indiana. General co-sponsors the White Sox baseball game broadcast on WNDU. The tremendous public interest in the White Sox in the Michiana area (Michigan-Indiana) that WNDU covers has given the firm a consistent sponsor identification and enabled it to build a strong year-round campaign over WNDU. Throughout the year, General uses a series of time signals daily and a five-minute news show six times a week. Dick Trinkman, v.p. and general manager of General, says: "In five years we've grown from one office to four in this area largely because of co-sponsorship of the White Sox broadcast and our other WNDU advertising. The total long-term loans outstanding is more than 10 times what it was before we used WNDU. In 1959 alone we had a 20% growth over the previous year and the future prospects indicate that with WNDU support our growth will continue.

WNDU, South Bend

Not for Sale

WWDC EDITORIALS

Resisting revenue rigorously, we devote at least ten choice time spots a day to WWDC Editorials. Comments like these are worth more than gold:

(TV Repair Racket) "I would like to thank you for the extraordinary editorials on the television service problems. It is only because of dedicated men such as yourself, in the face of great odds against a cause, that justice wins out in the end."

N. R. S., President TV Engineering Firm

(Mental Health) "... these editorials fully disclose the amount of research that you must have done in connection with this most important subject and ... point up the problem most vividly and dramatically. May I also say that I feel Station WWDC is rendering a real public service in bringing this important matter and the circumstances attendant to a proper solution to the listening public."

L. S. B., Mayor Local Community

(Education) "Your editorial on vandalism is excellent. It will be forwarded to the school officers for their use. Thanks for the help on this and other school projects."

C. F. H., Superintendent of Schools, Washington, D.C.

(Home Repair) "May I congratulate you for your fine effort toward the elimination of abuses in this very important field of our housing economy. I feel certain your editorial has done much to alert home owners ... against the abuses we are all endeavoring to stamp out."

R. F. C., Assistant Commissioner, FHA

(Mental Health) "I would also like to take this opportunity to congratulate you and the members of your staff for the splendid contribution you are making to the entire metropolitan area community by bringing to the public attention the problems currently facing local governments in the area of mental health. Keep up the good work!"

J. R. F., House of Representatives, U.S. Congress

(Education) "... thanks for your fine editorial on our expanded Summer Program. ... we feel that your WWDC Editorials are such an excellent example of public service broadcasting that we are sending a letter of commendation to the Federal Communications Commission."

C. T. W., Superintendent of Schools, Area County

(G.I. Cold War Bill) "I sincerely appreciate your support of the measure and will continue to work for its passage ... may I commend the news staff of your station for its coverage of this and other important issues of the day."

Senator R. Y., U.S. Senate

(Parking) "... I am indeed grateful that you have taken the time to prepare such an excellent presentation of our efforts to provide short-time parking facilities for those persons who come to Union Station to transact railroad business."

M. H. L., Manager Terminal Company

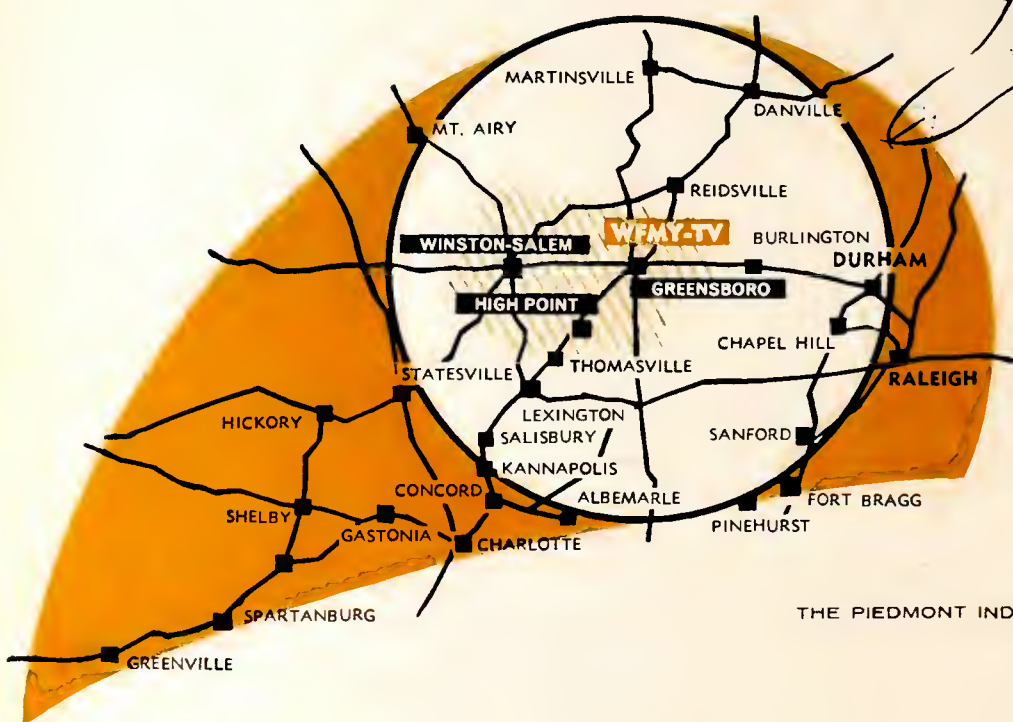
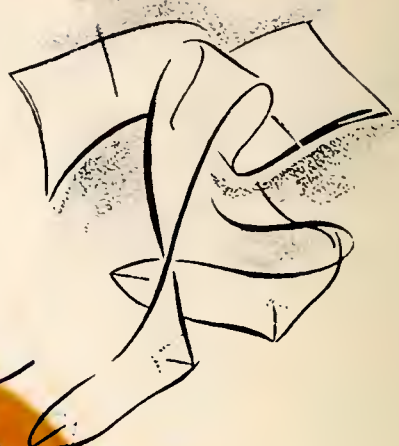


WWDC Radio

... the station that keeps people in mind

WASHINGTON, D.C.—REPRESENTED NATIONALLY BY JOHN BLAIR & CO.

And in growing Jacksonville, Fla.—it's WWDC-owned Radio WMBR



THE PIEDMONT INDUSTRIAL CRESCENT

the **HOSIERY** industry . . .

creates buying power in the Piedmont Industrial Crescent !

The South's gigantic hosiery industry, creating unlimited disposable income, makes the piedmont market a must buy. And WFMY-TV . . . located in the heart of the piedmont . . . is the **dominant selling influence** in this \$3,000,000,000 market. WFMY-TV serves . . . and sells in this heavy industrial 54-county area where 2,250,000 people live, work and buy.



wfmy - tv

GREENSBORO, N. C.

"NOW IN OUR 11th YEAR OF SERVICE"

Represented by Harrington, Righter and Parsons, Inc.
New York, Chicago, San Francisco, Atlanta, Boston, Detroit



WASHINGTON WEEK

25 JULY 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

Voiding of the Public Service Television license for tv channel 10 in Miami hit hard, and at a time when Washington appeared set to go to sleep for the summer.

The same thing was done with Boston channel 5, but WHDH, Inc., will be permitted to re-apply. Public Service Television has been labeled unacceptable as an FCC licensee.

However, the two cases were similar in one chilling aspect. In each case, the FCC went beyond the recommendations of its specially selected hearing examiner. This was another indication that **the Commission has the hatchet out in earnest for those it deems violators.**

The sweeping Miami channel 10 decision not only found Public Service disqualified because of unethical pressures on commissioners, it also disqualified two losing applicants, North Dade Video and WKAT, Inc. **This left the sole remaining applicant, L. B. Wilson, Inc., to grab the prize by default.** However, Wilson was pointedly given only a four-month license.

In the Boston case WHDH, Inc., Herald-Traveler subsidiary, and losing applicant Massachusetts Bay Telecasters were given demerits for contacting then-chairman George C. McConnaughey. Thus handicapped, they will vie again with DuMont and Greater Boston TV for the channel.

Nobody would deny that these actions are quite significant to the station operators concerned, and to their rivals. But the significance extends far beyond this. The decisions are symptomatic of the new FCC get-tough, crackdown policy.

Applicants will be required in the future to bend over backwards to avoid any impression of favor-seeking or off-the-record presentations. The FCC, perhaps even more importantly, will go as far as it thinks it has the legal power to go in ordering stations to operate "in the public interest."

Meanwhile, there is evidence that some in Congress who were outspokenly in favor of such an FCC attitude stiffening are now having second thoughts.

Exhibit A would have to be the tough time the FCC had in getting just half of the money it asked to set up a monitoring unit. Along with that half, the Commission got a lecture where it counts on **avoiding any semblance of censorship.** The language was right in the money bill.

Next development aimed at showing a wavering in Congressional ranks will be Senate consideration of a House-passed catch-all bill providing, among numerous other things, for suspension of station licenses and/or fines for violations of the Communications Act and FCC regulations.

Although these are the only two provisions which disturb the industry, the bill contains such other things as criminal penalties for payola, plugola and quiz rigging which makes it possible for the FCC to act against station employees and program packagers. On the credit side, it reverses the FCC and **permits stations to accept records, payment of remote expenses, props, etc., without demanding sponsorship identification.**

Prospects are that the Senate Commerce Communications subcommittee under Sen. Pastore will **decide against giving the FCC power to suspend station licenses for up to 10 days.** The fines of up to \$1,000 per day, amended by the House to apply only to "repeated and willful" violations, will likely remain in the bill, however.

FILM-SCOPE

25 JULY 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

You can expect Carling's to drop CBS Films' Phil Silvers and move into another comedy—a new one from another syndicator—in quite a few of its 63 markets.

A Carling exit from CBS Films would be a painful repetition of a pattern of departing regional clients at the CBS film arm, following closely on the heels of terminations of massive deals by Conoco, Continental Baking, and Amoco.

However, CBS Films has made up for this lost ground with business in new areas. Its first network deal, Angel to CBS TV, and big regional sales to Blue Plate Foods (Brother Brannagan) and Lay's Potato Chips (Deputy Dawg).

Brown & Williamson (Ted Bates) is looking for half hours for expansion of its regional buy of Ziv-UA's Case of the Dangerous Robin.

The B&W objective: Alternate weeks in 100 markets for its new brand Kentucky Kings. This B&W regional was initially for 32 cities.

MCA's Shotgun Slade will go into a second year of production and starts off with the important East Coast Ballantine regional to its credit.

If Ballantine's four-year affiliation in the past with Highway Patrol is any precedent, the same advertiser's connection with Shotgun Slade, now for a second year, may also be a long one.

You can add Jax Beer (DCS&S) to the list of advertisers who have renewed for a second year of Screen Gems' Manhunt.

The Jax renewal is for 13 southern markets.

Jax, which came back into syndication last season after several years absence, appears to be back to stay, hence the importance of the renewal.

Tv film programming is taking off in a number of new directions.

Hence, keep your eye on these program areas:

- **"Documentary:"** CNP has hired Allen H. Miner to produce Western dramas based on actual events and shot in factual, newsreel style.
- **Cartoons:** Robert Lawrence Animation jumps into the programming field for the first time with Toy Box Time, a color series of four segment half-hour episodes.
- **Sports:** Heritage Productions will use sports and entertainment stars on its new five minute series, Golf Tip of the Day.

The UA influence on Ziv-UA policies is beginning to be felt.

In a new production deal signed with independent producer John Robinson's Libra Limited for a contemporary action series, there is a break with the Ziv tradition of producing all shows from within the house.

Note that the use of independent producers has been a UA specialty and its first use by the combined Ziv-UA force marks a new production philosophy for the Ziv-UA company.

Programers are discovering something about animation that the producers knew long ago: it's very helpful to start off with a music track.

At least two animated series this year have started off from hit recordings, to which animated visuals are added later.

UAA's Mell-O-Tunes, for example, uses famous children's records for character inspiration, and Flamingo is deriving its Nutty Squirrels Tales from a recently successful novelty recording.

Incidentally, Nutty Squirrels Tales, produced by Transfilm-Caravel (a sister subsidiary to Flamingo in the Buckeye family) has **gotten off the ground with 15 station sales.**

These include WGN-TV, Chicago; WTVN-TV, Columbus; WKBN-TV, Youngstown; KHSL-TV, Chico; KVOS-TV, Bellingham; WNEP-TV, Scranton, and KYTV-TV, Springfield.

There are 150 Nutty Squirrel Tales of six minutes length.

There are already 1,985 post-1948 films released for tv, according to BIB figures, and still none of the long-heralded commotion has taken place.

These post-1948's comprise almost one-fifth of feature films now ready for tv. For the record, there are now **9,200 feature films in current release by 45 distributors**, as reported in the latest Tv Feature Film Source Book.

David Wolper and Sterling Television have formed a new company, Wolper-Sterling Productions, which will produce 12 hour long specials and a half-hour series.

City National Bank of Beverly Hills and Irving Trust of New York financed the new production company.

Wolper's Race For Space show was denied network booking and was shown as a national spot special recently.

Sterling, which also distributes AMF's bowling show, Hearst Metrotone News, and Time, Inc. tv properties, sold its Silents Please to ABC TV last week and Fremantle International has also negotiated its sale to the Australian Broadcasting Commission for simultaneous premiere.

David Stone, film buyer in New York for the Australian network, noted that in certain cases programs are being bought for Australia even before their U. S. air dates.

Ampex's largest sale to date to an individual station was its \$900,000 share recently of \$2 million worth of broadcast equipment for WFAA-TV and radio in Dallas.

The southwest station ordered three Ampex Videotape recorders, six Marconi cameras, and a \$250,000 mobile tape recording cruiser.

The backbone of WFAA-TV's tape operation is its **massive coverage of regional football for Humble Oil.**

A mobile unit covers Southwest games and then edits the tape for broadcast requirements while on the road en route back to the station.

RCA has shipped 118 tv tape recorders so far, of which 65 went to domestic broadcasters or producers.

Next to NBC, which ordered 12, RCA's best customer has been Reeves Sound Studio, which took eight. (For a list of RCA tape installations, see FILM WRAP-UP, p. 64.)

SPONSOR HEARS

25 JULY 1960

Copyright 1960

SPONSOR
PUBLICATIONS INC.

It still looks as though there'll be no decision on the NAB presidency until after the national elections and somebody outside the industry will get the job.

The prevailing view: it would be smart politics to wait until then and see what figures in the limelight are available, although the choosing committee had already six prospects under consideration—all non-industry.

Around Radio City last week they were referring to Bob Kintner as the crew-cut version of Joe Culligan.

Kintner was wearing a black patch over his left eye as the result of an operation.

One cause for suspicion that the Pabst account's leaving JWT Chicago:

The agency has been unable to get a client decision on various options it has taken on tv network sports series.

Radio stations that have linked themselves to regional networks are getting some angry buzzing from their regular reps.

It seems that some of the regionals are selling their groups in segments instead of the whole smear and at special rates.

Argue the reps: how do you expect us to get the full card rate for your station if they can buy it at reduced rate from a regional network?

The reps, naturally, are also miffed by the fact that this broken-field type of selling by the regional does them out of commissions.

Often you judge how some one is moving along in a big organization by the frequency his name is mentioned within company walls and on the outside.

At the moment in CBS TV there's one such newly suggested star on the ascendancy: he's Spencer Harrison, who started his CBS career in the legal department.

Speaking of training-grounds, you have to give the No. 1 spot to Y&R's program department when you compile an executive roster of the business.

Such Y&R alumni include: Pat Weaver (McCann-Erickson International); Dan Seymour (JWT); Don Stauffer (SSCB); Rod Erickson (now operating his own enterprises); Hank Booraem (Ogilvy, B&M); Ev Meade (OB&M); Tom Lewis (LaRoche); Hubbell Robinson (freelance producer); Harry Akerman (freelance producer).

In reaching out for new business the agency with a petro-chemical account carries a particularly big handicap.

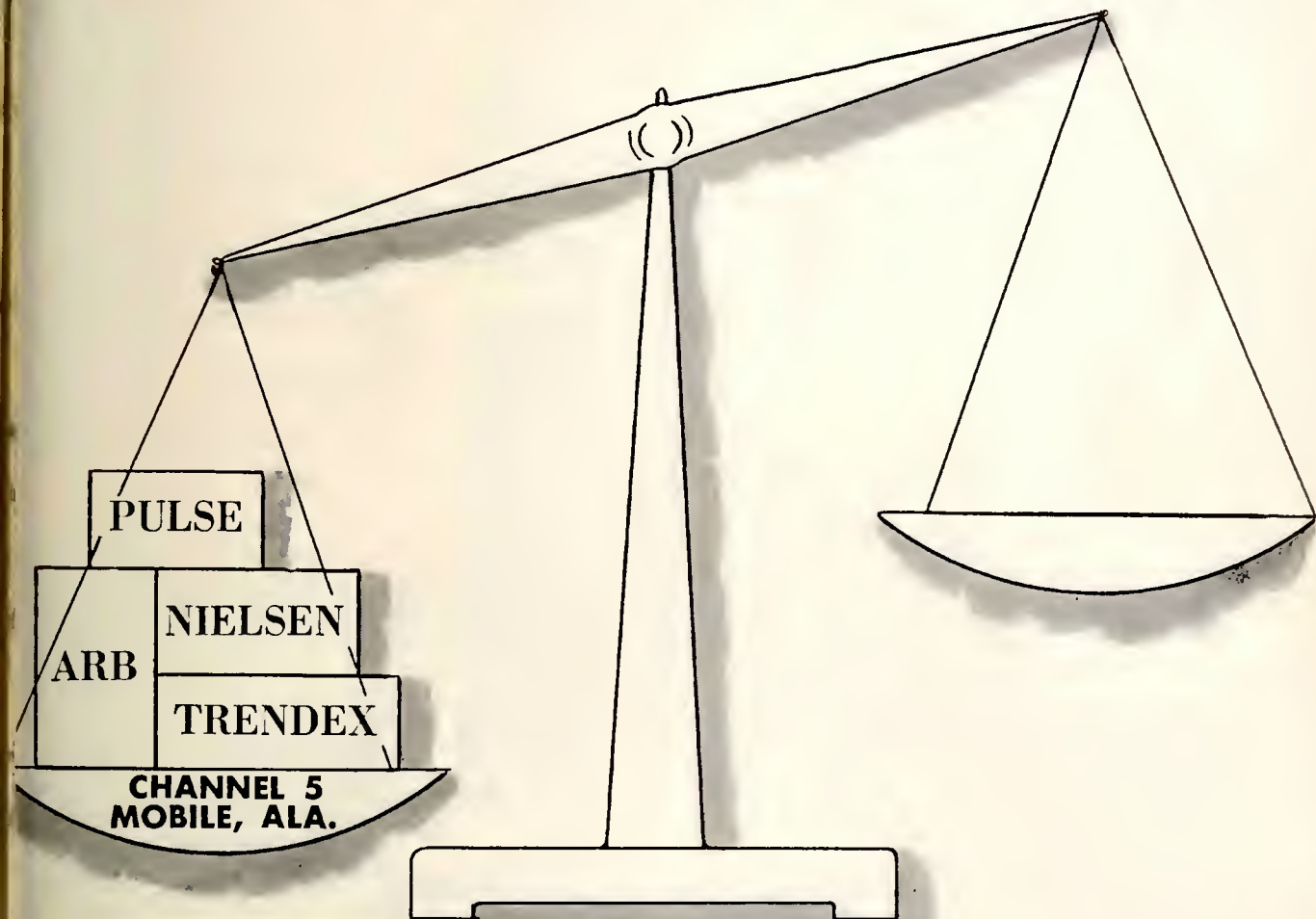
By virtue of the fact that the petro-chemicals keep expanding their product areas an agency can be barred from going after as many as 10 different categories of accounts.

In other words, presiding over a giant petro-chemical's ad budget has both its shining assets and its frustrating liabilities.

On The Gulf Coast

THE BIG ONE

Takes the *Measure*



WKRG-TV

CHANNEL 5 MOBILE, ALA.

*Call Avery-Knodel, Representative,
or C. P. Persons, Jr., General Manager*

NEWS & IDEA WRAP-UP

THIS IS THE LIFE? Maybe for Jean Morris, but for Bob Jones, 'on camera' might be more comfortable. The two WFLA-TV, Tampa, station personalities appeared with others at local skating rinks in behalf of Florida West Coast Babe Zaharias All Sports Week Cancer Drive



24-DAY WALK-A-THON staged by WINS, N.Y., to raise money for the National Multiple Sclerosis Society, finds d.j. Murray Kaufman setting out with models (l-r) Lynne Galvin, Naomi Brosset, Lori Redding. Walk will cover N.Y.C., Sullivan and Nassau Counties, parts of N. J.



The day has ended when a soap or bleach manufacturer can exclusively tie in with automatic washer makers to include a sample in the machine.

P&G has settled a complaint on this score by the FTC to desist not only from such exclusive agreements but paying washer salesmen 75¢ or \$1 for pushing P&G's products.

Westinghouse Electric will utilize part of its \$6 million convention and election package to promote two public service tv series.

The programs, produced by Westinghouse Broadcasting, are *Reading Out Loud* and *Lab 30*. Each will get two 90 second institutional promotions during prime evening time. Scene clips and mention that the series are available free of charge are facets of the announcements.

Campaigns:

- Remington Rand Portable Typewriters (Compton) and RCA

MYSTERY MAN REVEALED! He's tv's Art Carney, star of NBC TV's 'Masquerade Party' Mr. X contest. Here exec producer Herb Wolf (l), sponsor Block Drug's ad director Fred Plant pose with prize Triumph sports car



Victor (Grey) records have joined in a nationwide promotion "Be A Hit at School." Consumers are offered a free 45 rpm record made exclusively for the promotion and featuring teen age idols. All they must do to obtain the disc is to go to their Remington dealer and try out one of the new portables. A contest, entry blanks reading "I am typing this on a Remington Portable" is part two of the promotion—in 25 words or less "I enjoy listening to your records because . . ." Companies will use print and NBC TV's *Bonanza* to advertise the promotion.

- **H. J. Heinz Company** will offer students an inflatable full-color world globe in return for cash and labels from its condensed tomato soup. The promotion which will put the "whole world" in children's hands, will be advertised extensively with emphasis on point-of-sale materials. The offer will be highlighted in eight Heinz-sponsored daytime tv programs coast-to-coast, during August and September. Agency: Maxon.
- **The Clark County (Nevada)**

Fair and Recreation Board has planned an advertising campaign for its new public service to appear in the Los Angeles area. The service will make free reservations for motel rooms in Las Vegas. Radio, tv and other media will be used under the \$100,000 budget. Agency: The Melvin Company.

• **The Barcolene Company** is making heavy use of tv to introduce its new product Jet Starch. It is presently being distributed in major markets on the Eastern seaboard and middle Atlantic states. Agency: Siltan Brothers, Callaway, Inc.

Thisa 'n' data: Timex, in commenting on the future of its industry's business said, "television watching has made people watch-watchers and wearers. Children, who in previous years drove parents frantic by their disregard for time, are now becoming punctual, even though the reason is to 'get home in time' to view their video favorites" . . . **Charles E. Hires Co.** will put its canned beverage into national distribution . . .

Kudos: Dempsey-Tegeler & Co. was awarded a Citation of Excellence for its radio advertising from the First Advertising Agency Group, Dallas . . . **Atlantic Refining Co.** and its agency N. W. Ayer, were honored by the Phillies, Red Sox, Pirates and Yankees for 25 consecutive years of baseball advertising.

Acquisition: U. S. Tobacco Co. has purchased **Lummis & Co.** of Philadelphia, manufacturers of canned nuts and packaged nut products.

Strictly personnel: William K. Eastham, named executive vice president, Boyle Midway division of American Home Products . . . **David Gutterson**, to general manager and advertising director, L P Laboratories . . . **John D. Tobin**, named advertising and sales promotion manager, Seven-Up Bottling Co., Chicago . . . **Douglas K. Burch**, appointed media director, P. Lorillard Co. . . . **Ruben R. Schoenberg**, named mid-western manager, Landers, Frary & Clark . . . **Albert Carroll**, ap-



NOT QUITE CONVENTIONAL, but colorful, is KDKA-TV parade in Pittsburgh, promoting station's Convention coverage. Models: Sheila Singer (on donkey); and (l-r) Nikki Socora, Linda Glasser

TEACHER OF THE YEAR award for \$1,000, initiated by KIMN, Denver, goes to Mildred Snow—blind teacher-counselor—for her work in assisting blind and near-sighted children. Beside her (l-r) Dr. Edw. Muelhausen, principal, Eiber Elementary School; Cecil Heffel, station owner; J. M. Kyffin, asst. superintendent Jefferson County Public Schools



NEW LIGHT for 'The Grotto,' KFMB (San Diego) show hosted by Geoff Edwards (l) and aired from studio 17½ ft. below ground, is presented in form of huge bulb by Mr. and Mrs. Bob Lee of Hollywood



IN PHOENIX
& SAN DIEGO

THE
DIALS
HAVE
STOPPED
TWISTING...
THEY STAY
WITH
KBUZ
& KSDO

The first word in fine music with high rated audience acceptance. KBUZ,* Phoenix and KSDO,** San Diego have located the adult audience and keep them listening to your clients' message with full-time fine radio.

KBUZ Phoenix AM and FM
KSDO San Diego AM
THE GORDON BROADCASTING CO.

*Sold notionally by Broadcast Time Sales
**Sold notionally by Doren F. McGavren & Co.

pointed special products manager, Pepsodent Division of Lever Brothers . . . Charles T. Woods, named director of market research, Kitchens of Sara Lee . . . Leonard Mayer, named director of market research, Amesco Toys.

AGENCIES

Apparently all marketing men don't consider "what is good for P&G is good for all companies in marketing."

Stuart D. Watson, McCann-Marchalk chairman last week, speaking before the N. Y. Merchandising Executives Club, termed the above an "erroneous theory."

Watson's theme was *Marketing Organization in the Sixties* and his major point was that the decade would find marketers dealing more with specifics and less in theories.

He also discussed (1) what are profit and loss responsibilities of various segments of the marketing departments and (2) how allocations should be handled for new product developments.

Agency appointments: Five Pepsi-Cola bottling companies in the greater Boston area to BBDO; Oneida Ltd. Silversmiths Sterling Silver and Stainless steel Flatware Divisions to BBDO from JWT . . . KOMO-TV, Seattle, to McCann-Erickson office in that city . . . Monarch Wine (Manischewitz) to Grant, from Gumbinner billing \$1 million; Pernaglas Division of A. O. Smith Co., to Grant billing \$1.5 million . . . Lesli Professional Home Facial Kits to Mohr & Eicoff.

New Setup: Ralph Head, former BBDO marketing director, has organized **Ralph Head Affiliates**, offering marketing services.

Change of name: Rothhardt & Hass Agency, Chicago, currently billing \$2 million, has been bought out by **Robert Hass** and will go under that name.

Anniversary Note: Kraft, Smith & Ehrig, Seattle, celebrated its 34th anniversary.

Admen on the move: Arthur B. Modell, to senior vice president, executive committee and plans board,

SELLING
POWER+
for
Kansas City's
MILLION+



CHANNEL 5
station with the
tall tower
KCMO-TV

Ray Ellingsen

PHOTOGRAPHY

can give
your
photographic needs
the kind of
attention
you like
. . . backed by
experience
and artistry!

Simply call
DElaware 7-7249
or write to
12 E. Grand Ave.
Chicago

proposed charges and countercharges have raised questions in the minds of many. The need for a resolution was weighed by a panel of distinguished guests on a recent WBBM-TV program. This is but one example of the provocative local fare Chicagoans look for—and expect—on CBS Owned WBBM-TV. People who value their time find more that is worth watching on WBBM-TV. Which is why time is so precious on Channel 2, Chicago's top-rated television station for 60 consecutive Nielsen reports.

WBBM-TV, CHANNEL 2 IN CHICAGO—CBS OWNED



ORGANIZED LABOR—CRUSADE OR RACKET?

Kastor Hilton Chesley Clifford & Atherton . . . To v.p.'s at SSCB: **Hernine Lueders** and **Norman B. Mullendore** . . . To v.p.'s at Leo Burnett: **Louis A. Kennedy** and **Raman W. Stultz** . . . **John Freeze**, to v.p. Y&R, Hollywood . . . **Roland G. James**, to v.p., Geyer, Morey, Madden & Ballard . . . **Maxfield S. Gibbons**, appointed v.p., Ketchum, MacLeod & Grove . . . To v.p.'s and account group managers at Klau-Van Pietersom-Dunlap, Milwaukee; **Eugene E. Cooper** and **John D. Fin-**

ley . . . **Julian L. Watkins**, rejoins N. W. Ayer in an executive capacity . . . **Walter Mayer**, appointed media director, Wade Advertising, Los Angeles . . . **Philip Wolf**, named radio and tv director, Eisaman, Johns & Laws, Hollywood . . . **Arnold Leeds**, to tv executive producer, DCS&S . . . To group supervisors at DCS&S: **Robert S. Morton** and **Sam Tarricone** . . . At Campbell-Mithun: **Bob Thompson** to media research and analysis supervisor; **Bob Zschunke** to associate media director.

More about personnel: Norman Kranz, named project chief for the SCI Division of Communications Affiliates, Chicago . . . **Robert F. Agne**, appointed director of marketing research, Harold Cabot & Co., Boston . . . **Fred Barrett**, retired BBDO v.p. in charge of media, joined Business Development Associates . . . **Thomas M. Vincent**, to Ogilvy B&M as account executive . . . At Earle Ludgin: **Albert C. Mullen** and **Howard L. Ballard** to account executives . . . **Melcon Tashian** to SSCB from Grey . . . **Norman R. Erickson** to research manager, Zimmer, Keller & Calvert, Detroit . . . **Harry Stoddart**, appointed tv group head on Ford at K&E . . . **Betty Mandeville McGarrett**, to broadcast department, OB&M . . . **Frank Stull**, to account executive, C&W Chicago . . . **Nelson O. Argueso**, named treasurer, SSCB.



YOU'RE ONLY HALF-COVERED IN NEBRASKA

IF YOU DON'T USE KOLN-TV!



This is Lincoln-Land — KOLN-TV's NCS No. 3. Figures show percentages of TV homes reached weekly, day or night.

KOLN-TV DELIVERS THE MAXIMUM AUDIENCE IN NEBRASKA*

Gunsmoke 98,000 homes
Father Knows Best . . 86,500 homes
6:00 p.m. News . . . 84,400 homes
10:00 p.m. News . . 74,400 homes

*November Lincoln NSI

The Folger Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN-TV — LINCOLN, NEBRASKA

You can talk about TV markets in Nebraska until you're blue in the face; but when all's said and done, you'll come up with just two big ones—the extreme East and Lincoln-Land.

In the East, you must choose from the three top TV stations covering the area. In Lincoln-Land it's no contest; KOLN-TV is the station, hands down. Latest Nielsen credits KOLN-TV with 65,500 TV HOMES during prime 6 to 9 p.m. viewing time. Compare this figure with that of ANY Omaha station!

Ask Avery-Knodel for all the facts on KOLN-TV—the Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.



KOLN-TV

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

FILM

An example of how a program concept can create the machinery to put it into syndication was provided in Boston this week.

The Frith Corporation was formed to distribute *Fashion Firsts* syndication's first fashion news series. It has a cooperative advertising plan for national advertisers.

The show recently completed a successful 39 week local run on WHDH TV, Boston, sponsored by the Back Bay Association.

In syndication the show will probably be sponsored locally through the Fashion First Advertisers Association in 15 markets.

Julian Smith, board chairman of Smithcraft, is president of Frith which acquired the tv show from Parsons, Friedmann & Central, Inc. of Boston.

Sales: CNP's *Blue Angels* to the Storer stations, WJBK-TV, Detroit; WITI-TV, Milwaukee; WJW-TV, Cleveland; WSPD-TV, Toledo, and WAGA-TV, Atlanta, and also to WABC-TV, New York . . . Office Films' *Greatest Headlines of the Century* to WTVJ, Miami; WFMJ-TV, Youngstown; KOMO-TV, Seattle; KYW-TV, Cleveland, and KRCA-TV, Sacramento . . . *Medicine 1960* to KING-TV, Seattle, to Associate

**"The Sound of Music over the City of Angels"
ON THE ALL NEW**

KGBS Los Angeles

**50,000
WATTS**



THE NEW **KGBS** now covers all the Southern California market with ten times the power... delivers more buying families per dollar invested than any other station in Los Angeles! New call letters to match **KGBS** style programming: smooth, familiar music balanced by news reports, weather

and traffic briefs
...every spoken

word creatively scripted, tastefully delivered! Still holds the same "action" spot at the center of the dial

-1020- now attracting more attention than ever

with one of the largest audience promotion campaigns Los Angeles has ever seen. National Sales Representative:

Peters, Griffin, Woodward, Inc., in Los Angeles:

Dale Peterson, DUnkirk 8-2345—**KGBS**, 338 S. Western Avenue, Los Angeles 5, California. **Another Great Storer Station...** in Los Angeles.

In CLEVELAND

nothing
sells
like

BEAUTIFUL MUSIC



RADIO WJW

the **STORER** station
backed by 33 years
of responsible broadcasting

CALL KATZ or
National Sales Offices:

625 Madison Ave., New York 22
230 N. Michigan Ave., Chicago 1

Grocers, Inc. for the first six shows with option for the remaining six; the series will be telecast monthly starting in September . . . MGM-TV's *Pete Smith Specialties*, which included 101 theatrical shorts, started syndication sale with purchase by WSPT-TV, Miami.

International sales: CBS Films reports a 45.2% increase in international business for the first five months of 1960 compared to 1951. Sales increase in individual areas or countries included the following: Europe (continental), 45.5%; Japan, 159%; Australia, 56.9%; Canada, 50.9%; Latin America, 44.6%, and United Kingdom, 15.2% . . . MGM-TV's *National Velvet* sold to the CBC in Canada and to four stations in Australia . . . Sterling's *Silents Please* sold to ABC (Australia) for September start.

Promotion: Victor & Richards' *Top 10 Dance Party* reports receipt of the following number of post cards in a contest for the syndicated teenage show: 12,480 cards to WTVD, Durham; 10,129 cards to WJBF-TV, Augusta; 6,155 cards to WLIX-TV, Jackson-Lansing; 5,625 cards to WDEF-TV, Chattanooga; and 5,031 cards to WHBQ-TV, Memphis . . . Screen Gems' *Father Knows Best* won the Freedom Foundation Medal for "24 Hours in Tyrantland," a film specially produced for a U. S. Savings Bond Drive and financed by the AFL-CIO.

Commercials: MacLaren Advertising of Toronto used Ampex Videotape recorders at Meridian Films for a closed circuit presentation of advertising plans for its client, Imperial Oil . . . Keitz & Herndon of Dallas, commercials producers, have incorporated with Lawrence F. Herndon as president, R. K. Keitz as executive vice president, Thomas R. Young as v.p. . . . Mel London appointed executive producer of the eastern division of Wilding, Inc. . . . *Felix the Cat Creations*, producers of the tv film animated series of the same name, has formed a commercial film cartoon division at 355 Lexington Avenue in New York. . . . WANE-TV, Ft. Wayne, produced 23 commercials of minute length within six hours from a remote in a new **Paterson-Fletcher-Northcrest** store,

moving to seven different sections of the store; results were so good that only four spots had to be redone, and this was accomplished during the six hour session. Slides and price supers were inserted from the studio during the remote taping process.

Programs: M & A Alexander Productions of Hollywood has completed production on 70 of the 100 *Q. T. Hush*, *Private Eye* cartoon segments at Animation Associates . . . **Heritage Productions** is negotiating for production and distribution rights to *Freedom From Fear* and has placed *Golf Tip of the Day* in distribution; both are five minute series . . . **Robert Lawrence Animation's** first production venture in programming is *Toy Box Time*, a series of half hours composed of four segments each.

Strictly personnel: Russell Karp named contract negotiations director of Screen Gems . . . **Ernie A. White** joins GAC's sales development department . . . **Wynn Nathan**, former MCA TV Ltd. v.p. and board member, has formed his own new company, a tv producer's representative . . . **Herb Pearson** appointed executive v.p. of Heritage Productions . . . **Charles E. Norton** named manager of Ampex International video marketing department. . . . A number of **NTA personnel** will move from West Coast to New York assignments when the NTA home office is moved back to New York within 90 days.

NETWORKS

The sale of Groucho Marx this week to Lorillard (L&N) and Toni (North) last week could turn out one of NBC TV's more significant moves of the season.

Why: it precludes NBC affiliates in two-station markets from taking the *Untouchables* live just because the Marx show was unsponsored.

Part of Toni's deal: transfer of Toni's daytime business from CBS TV to NBC. Toni had been trying to get an alternate half-hour on CBS but the powers-that-be at that network couldn't deliver.

(For background on that *Untouchables* threat to clearance of the Ernie Ford Show see 18 July SPONSOR-SCOPE. page 22.)

THE KANSAS CITY STAR.

THURSDAY, JUNE 9, 1960.

WDAF TAKES A STAND

STATION BEGINS POLICY
OF EDITORIAL COMMENT.

Lack of City Leadership Criti-
cized in First of the Radio-
TV Series.

WDAF-TV and WDAF radio
last night began a new policy
of commenting editorially on
the news. The first editorial
in the present city adminis-
tration, was written by Bill
Mullish, newsmen and read
by Jim Condon on television and by
Chris Condon on radio follow-
ing the 10 o'clock newscast.
The editorial was preceded
by an introduction:

"This is not a newscast, but
an expression of opinion by
WDAF-TV and radio." The
text of the editorial:

"Kansas City continues to
attempt to operate its multi-
billion dollar business with

Another Addition to Our Proof Book

Editorializing is not now a new concept in the communications industry. But it is new in the Heartland—*news*, in fact, to the "Kansas City Star", which reprinted our first effort in its entirety.

WDAF will continue to editorialize whenever the community well-being is a matter of concern. It's tailor-made to our policy of delivering interesting, informative, provocative radio to the *listeners* in our big 6-state area.

How is our policy of radio-to-be-listened-to paying off? Ask your Christal man to see our bulging "proofbook" of thoroughly satisfied advertisers.



WDAF 610 RADIO • SIGNAL HILL • KANSAS CITY, MISSOURI

REPRESENTED BY HENRY I. CHRISTAL CO., INC.



BUY THE SUPERLATIVE STATION

in Shreveport Louisiana



KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

E. Newton Wray, Pres. & Gen. Mgr.
Represented by The Katz Agency, Inc.

Top 3 AP Awards to WTAR & WTAR-TV

WTAR-TV & Radio again have been cited by the Associated Press as best in Virginia in state and local TV news, women's TV news, and comprehensive radio news . . . making 27 AP awards received in the past 8 years by these stations for superior news broadcasting!

This record is representative of the quality standards—in material, personnel, programs, equipment, and operating policy—that have made WTAR-TV and WTAR Radio the most influential broadcast media in the Tidewater area!

The best customers, and more of them, tune to these stations.

WTAR-TV : **WTAR**
Channel 3 : RADIO
: 790 Kc.

Norfolk, Virginia

Represented by Edward Petry & Co., Inc.

NBC TV last week released its annual survey of color facilities available on all tv stations.

The highlight of this report:

- Three hundred and sixty-seven stations, or 70.6% of the 520 U. S. stations, are now equipped to rebroadcast color.

- The 367 station represent 97.8% of total homes.

- Of the 486 stations with network affiliation 354 (72.8%) can rebroadcast color.

- Comparable percentages for network affiliates with color equipment: NBC TV, 95.8%; CBS TV, 92.7% and ABC TV, 47.5%.

- Affiliates able to originate any type of local color programing: NBC, 52; CBS, 34; ABC, 24.

(For list of stations equipped to broadcast local, both network and independent, see SPONSOR's MEDIA BASIC issue, due 1 August.)

Aluminium (JWT) is finding it hard to get a decision from NBC TV as to whether Sunday afternoons will be available next season for its six Omnibus specials.

NBC would prefer that Aluminium go on Saturday nights.

NBC TV color schedule will amount to over 1,000 hours during 1960, 50% above last year's 720 hours.

Starting in September the *Jack Paar Show* will be broadcast in color four nights a week. In addition, there will be seven other color hours a week.

Perfection of RCA's new 4401 Image Orthicon tube, which requires no greater lighting for color than for black-and-white, is a main factor in the expansion plans.

Network tv sales: Block Drug Co. (SSCB) has purchased sponsorship in *Riverboat*, NBC TV hour-long series . . . General Food's Jell-O (FC&B) will sponsor the *Little League World Series* on 27 August, ABC TV . . . Purex will sponsor 12 specials on NBC TV during the 1960-61 season—five nighttime and seven daytime . . . Peter Paul, Curtis Publishing, Dow Corning, Miles Laboratories, and Ex-Lax have purchased 134 quarter hours of the ABC TV daytime program schedule . . . Speidel has signed for full sponsorship of the *Jackie Gleason*

HIGH RATED LOCAL PROGRAMMING



MILWAUKEE



witi

CBS NETWORK

-tv

TV Capital of Wisconsin

TOP AVAILABILITIES IN THE LARGEST FILM LIBRARY IN THE MARKET!
CALL BLAIR
Television Associates

the **STORER** station backed by 33 years of responsible broadcasting

DAREN McGAVREN

and

KDWB

(Minneapolis - St. Paul)

join together to tell one of the great radio stories of 1960!

McGavren is loaded down with exciting facts about KDWB and the great, growing market it serves. McGavren will be calling for an appointment to show you the "Rocketing Ratings" story of KDWB. McGavren is ready to tell you about the "sound" salesmanship of KDWB. He will show you how you can get increased sales in the Twin Cities.

McGavren KNOWS the Minneapolis-St. Paul Market . . . and he has only the FACTS about radio in the Twin Cities. Call McGavren to buy KDWB.



KDWB



DAREN F. MCGAVREN CO., INC.

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

UNIQUE



FOR FARM NEWS!

The only station in this rich agricultural market with a complete farm department!

WOW-TV
Channel **6** Omaha
call **6** Blair-TV
A MEREDITH STATION 

BEST WAY TO EMBRACE THE NEW YORK NEGRO COMMUNITY...

"LIB"
it up!



When it comes to reaching the enormous Negro Community of greater New York, time buyers sum up their strategy in three little words: "LIB IT UP"

The reasons are simple. Whether you sell a LIBation or appeal to the LIBido only WLIB can do the effective job.

WLIB

Hotel Theresa, 125th Street & 7th Avenue, New York 27, N. Y.

EMBRACES THE ENTIRE NEGRO MARKET IN GREATER NEW YORK

Special to be aired on CBS TV in October.

Network personnel notes: Howard G. Barnes, appointed director of programs, administration, CBS TV, Hollywood . . . At ABC TV: William C. Seaman to director of program services; George Patrick to manager of daytime program services; Richard Mumma to commercial co-ordinator . . . Richard J. Raburn, appointed controller, NBC.

RADIO STATIONS

The suburban stations with strong community orientation continue to come up with somewhat different selling approaches.

Take as the latest case the Herald Tribune radio group which rings New York: it's offering a plan which gives the same sponsor triple five-minute expose daily on community service programs.

The airing time: early morning, noon and late afternoon. There's no extra cost for the taped show for the other two times it's used.

Noted the group: the tripling up gives the local sponsor maximum community identity with a particular species of service.

Ideas at work:

- **Key, key, where's the key:** For 10 days, WIP, Philadelphia, listeners lurked the city's streets, portable radio in hand. The idea: the station hid a key, somewhere in the city, and broadcast clues as to its whereabouts. Winner received a sports car.

- **Management flux:** the *Kroger Grocery Boy Show*, aired on WING, Dayton, is handing out bundles of groceries to its audience. The idea: each day a Kroger store manager is named "Manager of the Day" and his name is mentioned on the air twice during the morning. Lou Swanson, WING Grocery Boy, contacts listeners who have submitted entry blanks and asks them to identify the day's manager. Winners receive \$25 certificates redeemable in produce.

- **Covered by Yogurt:** To mark Dannon Yogurt's (Zlowe) sponsorship of the conventions on WOR, New York, the station had a model distributing a pair of promotion buttons on Madison—one urging conven-

tion listening on WOR, the other reading "Go Yogurt."

- **Roving reporters:** KLUE, Longview, Texas, is distributing "Private Eye" membership cards to its listeners. The idea: card-holders can compete for the best news or special events story of the week. Winners receive cash prizes.

- **Public scalping:** KISN, Portland, Ore., d.j. Mike Western, got his trimming in the picture window of the station's studio. Record spinner's been so busy with his off-the-air production work for the sales staff that he hasn't been able to make it to his barber. His buddies thought this a swell way to make it up to him.

- **Music's man of the year:** The Better Music Broadcasters association named Arthur Fiedler "Man of the Year" in music. WCRB, Boston, a member of the association, presented the award on "night at Pops" in that city. Fiedler has been conductor of the orchestra for 31 years and received a 31-year-old bottle of wine and a motor scooter to commemorate the occasion.

Thisa 'n' data: WSB, Atlanta, held

MEMO FROM WHEN-TV

Candidates for both parties have been selected in Los Angeles and Chicago.

All parties in Syracuse have agreed on one candidate, however, and there is no need here to wait for November and the results of a balloting contest.

WHEN-TV is the choice of Democrats and Republicans alike all over Central New York. There is a bandwagon seat for you with the station that is first in news, first in entertainment and first on the dials of its countrymen.

WHEN YOU WANT TO SELL SYRACUSE

WHEN-TV

CBS IN CENTRAL N. Y.

A Meredith Television Station affiliated with Better Homes & Gardens and Successful Farming Magazines

KCMO KCMO-TV | KPHO KPHO-TV
Kansas City | Phoenix


KRMG | WOW WOW-TV | WHEN
Tulsa | Omaha | Syracuse

Nationally represented by The Katz Agency



WAVE-TV Viewers Have 28.8% MORE WRECKS!

(therefore need new automobiles today, NOT tomorrow!)

 From sign-on to sign-off in any average week, at least 28.8% more families watch WAVE-TV than any other television station in Kentucky. All this extra *viewing* just automatically means extra *buying!*

WAVE-TV costs less per 1,000 than any other station around here. Much less! Don't just sit there and *doubt* it. Ask us or NBC Spot Sales for the proof!



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



AE LOVES CB

EVEN MORE THAN OLIVES OR LEMON TWISTS

This AE may not know all he could about bridge, but he knows about bridge players . . . About their fantastic loyalty to the game . . . and to the show they refer to as "our show"—Championship Bridge. 10,000,000 bridge players watch the show. They write thousands of letters of thanks to stations carrying "their" show. Their profile looks like many others except for a bulge from fatter billfolds. And they watch with unheard of interest. Avid. Our AE's client likes this interest. So does his comptroller. So does our AE who sold them the show. He likes being a hero.

For a completely one-sided story, write or wire Walter Schwimmer, Inc., 75 East Wacker Drive, Chicago, Illinois.

CHAMPIONSHIP BRIDGE



"Championship Bridge with Charles Goren" resumes on ABC-TV Sunday, October 16. Minute announcements are available either on a 13/26 week or 26/26 week basis.

a milking contest in one of the city's shopping centers . . . **KDKA**, Pittsburgh, now aiding golfers, motorists and shoppers by announcing waiting times on the public golf courses, traffic conditions, and best-buys in food . . . **WCPO**, Cincinnati, conducting teen-age dances during the summer months from Ault Park . . . **KIMN**, Denver, sponsored a "Teacher of the Year" contest — \$1,000 awarded to the teacher and \$500 to the student submitting the winning letter . . . **WPAT-AM-FM**, New York, has opened a midwest sales office in Chicago . . . **KATZ**, St. Louis, a full-time Negro independent, received the highest ratings for the 6 p.m. to midnight time slot in the July Pulse . . . **KHOU-TV**, Houston, supplied free tapes of the Presidential Far East trip to **KHUL-FM**, which ran one-hour after the tv exposure . . . Pet Milk? Third annual Grand Ole Opry Talent Contest aired on 200 **Keystone** stations . . . **KPOJ**, Portland, Ore., distributed 5,000 fans to office workers to tie in with a recent station promotion . . . **WFEA**, Manchester, N. H., distributed accumulated profits to 14 participating members of its Pension and Profit Sharing plan . . . **Business notes:** Amoco Gas purchased exclusive broadcast rights for two Giant football exhibition games on **WCBS** New York; Hygrade Foods has signed for quarter-sponsorship of U. of Washington's sports broadcasts on **KING**, Seattle.

Station acquisitions: **WWIL**, Fort Lauderdale, purchased by William A. Roberts for \$400,000. Transaction handled by W. B. Grimes & Co. . . **C-B-T**, a Rollins Broadcasting subsidiary, buying **WCHS-AM-TV**, Charleston, for approximately \$3 million.

Kudos: **WPKM**, Tampa, recipient of the U. S. Army's award for outstanding public service in cooperation with the third army's enlistment program . . . **Mary Jo Tierney** awarded the AFTRA Award for "Best Radio Woman Performer" for hostessing *For Women Only*, **WTCN**, Minneapolis-St. Paul.

Station staffers: **Norman W. Lott**, thus, to general manager, **KDFW**, Palm Springs . . . **Jack Macdonald** to promotion director, **KVI**, Seattle . . . **Sidney Arthur**, named commet



AE LOVES CB

EVEN MORE THAN CANCELLED CONFERENCES

Account Executives are not always Right. There is usually a research director or a marketing manager or a media buyer or a client to point up this fact. But once in a while they luck out. Like the other day when three different clients had regional problems. AE suggested Championship Bowling, market-by-market. Each client said fine, knew it was the top filmed sports show for six straight years. Research blessed the audience profile, marketing applauded the merchandising potential, and media knew the cost per thousand is fantastically low. They all said, "AE, you are Right." AE's wanting to avoid a persecution complex, write or wire, Walter Schwimmer, Inc. 75 East Wacker Drive, Chicago, Illinois.

CHAMPIONSHIP BOWLING



"Championship Bowling" can be bought as an hour show or a half hour show every week, or as a half hour every other week, nationally or in selected markets.

al manager, WXFM, Elmwood Park, l. . . **Ed Forester**, to sales staff, NBC, New York . . . **Don Benet**, commercial manager, WKRL, Billings . . . **H. Malcolm Stuart**, to account executive, QXR Network . . . to account executives at WPAT-AM-M: **William Codus**, **Winston Kirby**, and **Leonard Levitt**.

REPRESENTATIVES

David E. Cassidy has joined **RKO General** as assistant to the vice president in charge of broadcasting, **Hathaway Watson**.

Cassidy's background includes stints with the Bolling Company as Los Angeles managers, Radio TV Reps. and manager of John E. Pearson's Los Angeles office. He will make his headquarters in New York.

Rep appointments — stations: **GHL**, Billings, Mont., and **WVEC**, Hampton, Va., to **Devney-O'Connell**. Capital City Group stations **WOL**, Washington, **WNAV**, Annapolis, and **DOV**, Dover, Del., to **Breen & Ward**. . . **WKAN**, Kankakee, Ill., to **Radio-Tv Reps**. . . **WLYN**, Lynn, Mass. and **WTSA**, Brattleboro, Vt., to **Kettell-Carter** for New England . . . **WVAN**, Caribbean, to **Pan American Broadcasting** as international rep.

Correction: **KCMJ**, Palm Springs, United Spot Sales for national representation. **JALCO** will continue to represent the station in Los Angeles and Southern California.

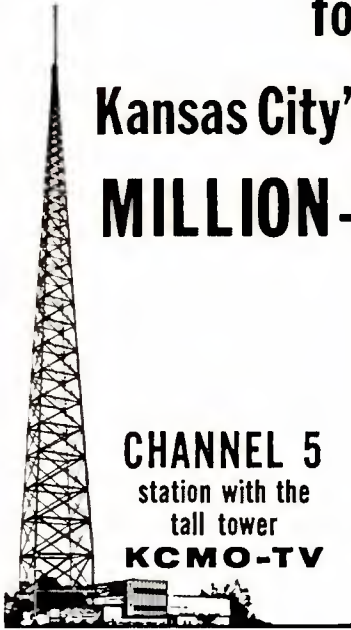
New Office: **George P. Hollingery** has opened its eighth branch office in Dallas with **George L. Pettett** as manager.

Rep appointments — personnel: **James** named v.p.s at **Trand Associates**: **David N. Simmons** for radio programming and marketing; **Buddy Larke** for sales, publicity, and promotion . . . To the sales staff of **Harington, Righter & Parsons**; **Jay Valters** and **Dick Gardner**. . . **Peter Kadetsky**, to account executive, **Kettell-Carter**.

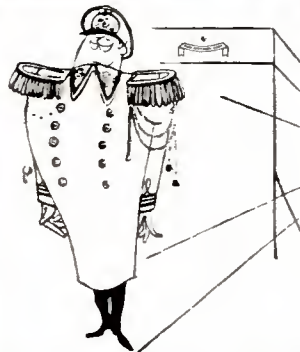
TV STATIONS

Deals at work:
• **Mass inoculation:** **WJAR**

SELLING POWER+ for Kansas City's MILLION+



CHANNEL 5
station with the
tall tower
KCMO-TV



INTRODUCING THE NEW DRYDEN-EAST HOTEL

39th St., East of Lexington Ave.
NEW YORK

Salon-size rooms • Terraces • New appointments, newly decorated • New 21" color TV • FM radio • New controlled air conditioning • New extension phones in bathroom • New private cocktail bar • Choice East Side, midtown area • A new concept of service. Prompt, pleasant, unobtrusive.

Single \$15 to \$22 Suites to \$60
Special rates by the month or lease

Robert Sarason, General Manager
ORegion 9-3900

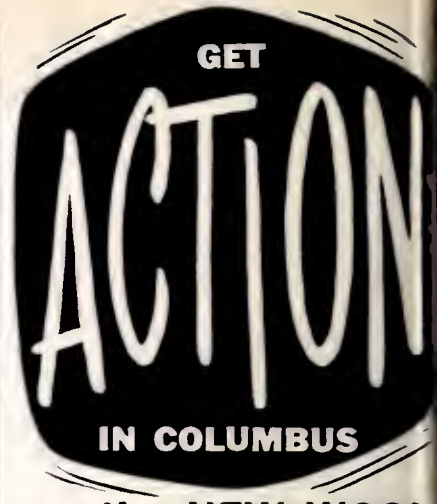
TV-AM, Providence, held a free polio clinic and broke the world's record for mass inoculation. Within eight hours, 11,108 shots were administered by hypo-spray injection guns. Remote cameras showed viewers the method used for the mass injection and radio interviews were broadcast from the clinic. All Rhode Island stations cooperated by urging listeners to attend the clinic and help stop the near epidemic.

• **Independents Day:** WTTV, Indianapolis, hosted a breakfast for advertisers, agencies and the press, and submitted its "Declaration of Independents" presentation. The idea: by using closed circuit tv and live dialogue, the station demonstrated to its guests the value of placing spot money on the independent tv station. A booklet, including coverage and marketing information, major attractions of the station, and a summary of the presentation was presented to all guests.

• **Timebuyers tested:** WCHS-TV, Charleston, tested timebuyers throughout the nation as to their CHQ (Charleston Quotient, of course). Typical question — In WCHS-TV Land, George Washington: 1) crossed the Delaware 2) did not sleep here 3) helped salvage Braddock's defeat 4) is program director. Part II of the contest—in 10 words or less "Why WCHS-TV is a Good TV Buy." Winner received a long weekend for two at a posh hotel, all expenses paid, plus baby-sitter fees.

• **Special screening:** WMT-TV, Cedar Rapids, ran a special "closed circuit" showing for the city's younger members. The idea: parents whose kiddies' bedtime comes earlier than *The Four Just Men* feel that their offspring are missing something—the Rath "Knuckles" and "Nellie" commercials. Hence—the special showing.

This 'n' data: WXYZ-TV, Detroit, prepared a booklet to supplement its free tv courses for political candidates . . . WLOS-TV, Greenville-Asheville-Spartanburg, N. C., to celebrate its recent high ratings, treated local children to animal rides hired from a traveling circus . . . CO-OP Industries sponsored the telecast of the largest local soapbox derby over WAKR, Akron . . . Taft Broadcasting announced that net earnings for the first fiscal quarter, showed an 18.7% in-



on the **NEW WCOL**

ACTION: Client purchases spot package . . . WCOL prepares "fluff proof" taped commercials . . . sales message is single spotted delivered during "selective programming", rated **FIRST** in 60 segments from 9 a.m. to midnight (Pulse, Hooper, Nielsen)
REACTION: People listen . . . people hear . . . people buy!
MORAL: Get greater sales action through listener reaction, on the **NEW WCOL!**

THE NEW
WCOL
THE
1230 AM
92.3 FM

CAPITAL STATION
COLUMBUS 15, OHIO
24-hours-a-day-broadcasting



Represented by:
robert e. eastman & co.

IN GREENVILLE— S. C.'s 1st MARKET WFBC LEADS

• **IN LENGTH
OF SERVICE**

Established 1933

Ask us or
EVERY-KNODEL
for the facts about our leadership

WFBC

5,000 WATTS — 19 HOURS DAILY
GREENVILLE, S. C.
Offered with WORD, Spartanburg,
S. C., as the **PIEDMONT GROUP**
AFFILIATED WITH WFBC-TV

YOURS FREE

AS A SPONSOR SUBSCRIBER



Our apologies to

Atlanta, St. Louis, Boston,
Dallas and some other cities!

The new 5-City Directory, just off the press, contains more than 1900 listings, and 36 pages.

It's the recognized tv/radio guide to 5 cities where 93% of all national spot business is bought.

The 1960 directory is substantially bigger than any of its predecessors. You will find it more useful, and we hope you will forgive us if your city is not included.

If you're a SPONSOR subscriber drop us a note and we'll send you a 5-City Directory with our compliments.

If not, the price is 50¢ each . . . 40¢ in quantities of 5 to 10 . . . 30¢ for 10 or more.

If you're not a subscriber, enter your subscription now by using the form shown on this page. We'll send you, as a bonus, not only the 5-City Directory but also the 220 page 1959-60 Air Media Basics including Radio Basics, Tv Basics, Timebuying Basics, and much more.



Sponsor Publications Inc.
40 East 49th St., New York 17, N. Y.

Send me _____ copies of Sponsor's 5-city directory.
 Enter my subscription to Sponsor for one year at \$8.00 and send me FREE the 5-CITY DIRECTORY & AIR MEDIA BASICS.

NAME _____
 TITLE _____
 COMPANY _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

KRON is TV in SF



San Franciscans are sold on KRON-TV

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE •
• CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



crease over the same period for 1961 and declared a cash dividend of 10¢ per share . . . **Kudo:** WPST-TV, Miami, recipient of the Civic League of Miami Beach Public Service Award.

On the personnel front: Peter Kenney, appointed station manager, WRC-TV, Washington . . . Mel Levine, named assistant to the general manager, WCAU-TV, Philadelphia . . . Richard Beesmyer, to sales manager, KNXT, Hollywood . . . Maggie Stair, to national sales coordinator, WWL-TV, New Orleans . . . Thomas R. Nunan, Jr., to Crosley Broadcasting as director of marketing communications . . . Richard C. Dreiffuss, to program director, WSAZ-TV, Huntington, West Va. . . Robert D. J. Leahy, to manager of business affairs, WSUN-AM-TV, St. Petersburg . . . Bob Reed, to program-production manager, WPTA-TV, Fort Wayne . . . James M. Henneberry, to director of advertising, sales promotion and public relations, WIC Springfield, and WCHU, Champaign . . . Claude Donica, to account executive, KVOO-TV, Tulsa.

TRENDEX

(Continued from page 37)

"last-purchased" in its type by 110% more homes which could correctly identify the sponsor (25.0%) than among those which couldn't (11.9%).

Facial tissues: Sponsoring western, this item tabbed sales 62% higher in the female selector homes (62.5%) than in the non-female (38.4%). Sales were 115% greater in the homes correctly identifying the sponsor (83.3%) than in those which didn't (38.7%).

Toothpaste: Sponsoring a half-hour drama, this toiletries product netted a 50% sales gain in the female selector homes (42.0%) over the non-female (28.0%), and a 25% increase in the homes correctly identifying the sponsor (44.0%) than in those which didn't (35.0%).

As Mr. Reilly noted to buyers over the country in a recent letter: "This demonstrates, we feel, the importance of a media buying factor about which little was known before this: involvement in the selection of tv program by a potential purchaser may result in a dramatically high purchase rate of the product advertised on that program."



those who live on air...

In the last three decades advertisers and their agencies have spent billions of dollars on air. A lot of people depended on it. A lot of goods were moved.

For those who live on air SPONSOR serves a function no other publication can match, for SPONSOR is the most definitive study of air in the broadcast industry. It is the news of air—the plans of air—the progress of air—the thoughts of air—the very life of air—delivered to you every week—52 weeks a year.

For almost every man who's gotten anywhere in air reads SPONSOR. The man who wants to get there faster reads SPONSOR *at home*—because the very chemistry of broadcasting—the factors that make it move

and earn its salt are just much too important for light reading on a routing list.

If you live on air—read SPONSOR at home. Read it on A time, B time or C time but make sure it's *free* time at home. At the price of only \$8 a year you can have 52 issues of this most *useful* publication in the field at your side—to see, study, tear out and file. It's the best investment you'll ever make. Order your home subscription today.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

You Reach 1,433,000 Negroes Thru ROUNSAVILLE RADIO!

Rounsville Radio programs to a positively receptive audience of 1,433,000 Negroes with an annual cash income of \$24 million dollars! They spend 80% of it for consumer goods—name brand, quality products. But the ONLY way to get your share of this buying-power is through the medium preferred by 95% of all Negroes—Negro Radio! And, in six important metropolitan markets Negro Radio is Rounsville Radio! Any budget you make for these markets must include Rounsville Radio or you completely miss this \$824,000,000 consumer group! Get the facts about Rounsville's six number-one rated stations! Call Rounsville Radio in Atlanta, John E. Pearson or Dora-Clayton in the Southeast today!



Personal Letter

To understand the Negro today is to know why Negro Radio is so singularly effective as a sales medium. Rounsville Radio is more than dominant with the Negro—it is a daily necessity! Proof of our Know-How is the Negro's quick, loyal response to products advertised on Rounsville Radio. Let us tell him about your products. Rounsville Radio is one of the oldest and the largest broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

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

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's only all Negro-Programmed Station!

WLOU 5,000 Watts — Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts—Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts — Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts—New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts—Tampa-St. Petersburg's only all Negro-Programmed Station!

Buy One or All—Discounts With Two or More!



ROUNSAVILLE RADIO STATIONS

PEACHTREE AT MATHIESON, ATLANTA 5, GEORGIA

ROBERT W. ROUNSAVILLE Owner-President

HAROLD F. WALKER V.P. & Nat'l Sales Mgr.

JOHN E. PEARSON CO. Nat'l Rep.

DORA-CLAYTON Southeastern Rep.

Tv and radio NEWSMAKERS



Perry S. Samuels has assumed his new post of general manager of WBNY, Buffalo a station of the Straus Broadcasting Group. The newly appointed manager who, until this time, was account executive with WMCA, New York, started in the industry as an announcer. His announcing career included stints with WGAY, Silver Spring, Maryland, WPAZ, Pottstown, Pennsylvania, and WKBS, New York. In 1956, when Samuels joined WMCA he was responsible for development of retail and national accounts.

Richard E. Nason has been named general manager of KFRC Radio, San Francisco, an RKO General station. He comes from CKLW, Detroit, where he was radio sales manager. Prior to that, Nason held the post of general manager of WGBI, Scranton-Wilkes-Barre, and of the West Virginia Radio Corp. He has also served as assistant to the president of WJIM-AM-TV, Lansing, and as account executive at KABL, Oakland-San Francisco. During W.W. II, Nason served as a combat correspondent.



Walter E. Bartlett, who has been acting general manager of WLW-C, Columbus since early June, has been appointed general manager of the station. He had been sales manager since 1958, after a three-year stint with the *Indianapolis Times* as general advertising manager. Earlier, Bartlett was a sales executive with WLW-C for two years. He started his career as national sales representative for the *Columbus Citizen* (now the *Citizen Journal*). Following that, he joined the radio station for the first time.

Archibald Foster has been elected to the executive committee at Ted Bates. He has been with the agency since 1954 and currently serves as a director, senior vice president and account group head. Before joining Bates, Foster was associated with Cecil & Presbrey Advertising as a vice president and member of the executive committee. In 1946, he was a junior account executive with A. W. Lewin Company. Foster joined Bates first as an account executive and three years later was appointed v.p.





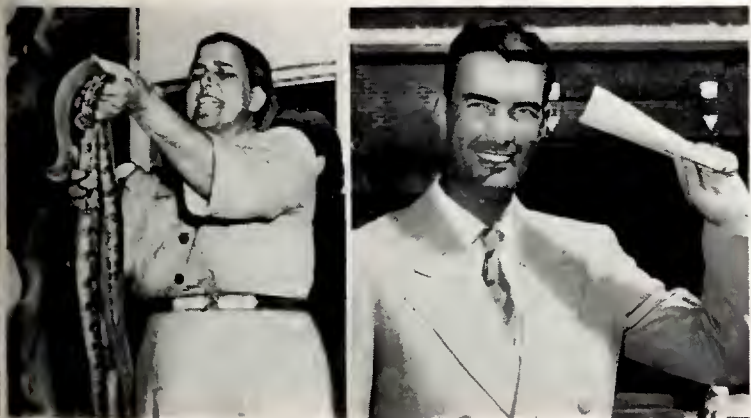
Lake spent over 100 days in Alabama's Kilby Prison observing prison life — and the prisoners themselves — firsthand. His reports sparked appointment of a special commission of the Alabama legislature which is bringing about a complete revamping of the Alabama penal system.



Lake stayed on the "Phenix City" story continuously for six-and-a-half months . . . from the time of the murder of the Alabama attorney general nominee and the calling out of the national guard to the final indictment of 1500 persons and the demise of "America's Wickedest City."

Former City Editor of The Birmingham News . . .

Ace Reporter for Miami Herald



(Left) While reporting on a snake-handling cult which had come into Alabama, Lake observed snake handlers demonstrating their faith by handling live copperheads. Two worshipers were killed . . . and Lake's stories helped lead to new state laws designed to prevent such rites.

(Right) Lake carried on a one-man crusade and appeared before the pardon and parole board 14 times and secured the assistance of "The Court of Last Resort" on behalf of Ellis Fewell, sentenced to 30 years imprisonment for murder. After seven years Lake finally won a full pardon for Fewell.

CLANCY LAKE

named News Director for WAPI & WAPI-TV



Clancy Lake, the man who shocked America with his coverage of the Phenix City cleanup . . . The man who spent 3 months in prison to report on conditions in the Alabama Penal system . . . The man who

worked seven years to free a convicted murderer he knew was innocent. . . . has now turned his news reporting abilities to broadcast news and it is with pride that WAPI and WAPI-TV announce his appointment as News Director.

WAPI

TELEVISION AND RADIO, BIRMINGHAM, ALABAMA

WAPI-TV Represented nationally by Harrington, Righter & Parsons

WAPI-Radio Represented nationally by Henry I. Christal

The seller's viewpoint

Watch out for the salesman from the discount station, the one who works with a "rubber card and can always offer a 'deal,'" warns Gordon Davis, general manager of WIND, Chicago. He draws a clear, detailed picture of the common-type techniques and pitches most often used by the salesmen whose station is suffering a drop in audience. Among them: reduction of rates and placing some spots in traffic time, but many others on a floating basis. "The best stations don't sell on price, Davis concludes, they sell on value."



MEMO TO A YOUNG TIMEBUYER

You have only one responsibility: Do the best job possible for your client. Make the best buy. Get him a schedule of spots that'll make his sales soar.

But you wish it were as easy to do as it is to say. They swarm all over you—the nice guys from all the reps and all the stations. They offer proof positive that they represent the dominant stations, that their sales response is unmatched, that each is a "best buy."

And out of the hundreds who call upon you, a minority group begins to emerge: The salesmen with the under-the-table rate, the ones who work with a rubber card and can always offer a "deal."

Of course, a red flag should go up when this happens, but these salesmen too are nice guys. No horns on their heads. And they've got facts and figures and a basketful of "bonus spots" and a flurry of audience percentage figures to throw at you. And they also tell good stories and they're good fun over a martini—and why shouldn't you listen?

You should, only recognize that you're talking to a salesman from a discount station. He's selling you on your own hopes, he's selling you a story which will sound great when you report it back to the client, but he isn't selling you what you most need: A better-than-average chance to make your client's sales soar.

Beyond that, all his protestations to the contrary, he's probably not selling you a good "deal" by any yardstick.

Who makes these kinds of pitches? In case after case they're usually from stations whose audiences have dropped in this highly changeable medium, but which could not lose face by reducing rates. Their management is often well-known in the trade, their faces appearing on industry committees, symbols of business and moral rectitude.

But they're in trouble. Expenses keep rising, audiences dropping; their only recourse is to sell on a "deal" basis.

Why do you buy any station? Because of a guarantee of a certain number of advertising impressions per dollar

spent. Or because the station has a quality of audience and programing which you think has response value for your client. Perhaps, too, the station has a unique community-involvement story which could deliver a certain kind of audience to you. But you should never buy alone on price, and if you do, you should very carefully check the nature of the buy you have made.

For after such a buy is made, a small voice must whisper in the buyer's ear: "Yes, but are you still getting the lowest price?" Already, our industry has spawned the apocryphal story of one timebuyer describing to another the terrific buy he had made on a station, only to find the second buyer had gotten the same package at a lower price.

Of course, there's a gentleman's agreement involved when the salesman tells you he'll make a special deal. The agreement is that you don't look too closely at what you get. You have a suspicion that the station which sells below its published rates could be suspected of violating other broadcasting practices, too, but you don't ask. You know you can brag about the spots you got in traffic time, but you're willing to overlook the others to be scheduled by the station on a floating basis. He knows you'll report "terrific bonus spots," but he also knows you won't say that they were scheduled at 3 a.m., or at 11:30 p.m. on fm.

He knows—since in a way you're obligated to him because of the tremendous deal he set up for you—that you can't insist too much on product protection.

He also knows that you'd never tell your client that some, if not all, of your spots are back-to-back-to-back-to-back.

The under-the-counter deal you get for the salesman with a rubber rate card is the same as the deal you get when you buy a non-name appliance from a store which sends it out in a plain, unmarked crate. They'll deliver the goods to you all right (at a slight charge), but whether they can deliver the goods *for* you is another matter.

The best stores and the best stations don't sell on price. They sell on value.



**Tops in
sports
add to the
big new picture
in
CHARLOTTE**

ALL STAR BASEBALL
WORLD SERIES
FIRST IN SPORTS
(local)
NCAA FOOTBALL
ROSE BOWL
EAST-WEST BOWL
SUGAR BOWL
BLUE-GREY BOWL
SENIOR BOWL
PRO ALL STAR
FOOTBALL
PRO FOOTBALL
CHAMPIONSHIP
BILL SNYDER SPORTS
(local)
CHAMPIONSHIP
BOWLING
RACING AT HIALEAH
PRO BASKETBALL
WORLD
CHAMPIONSHIP GOLF

Take the strongest local sports programming in the Carolinas; team it up with the stand-outs of both NBC and ABC. It figures — another winner in the format that's changing things in Charlotte television. Here in America's 25th largest television homes market you can get more for your advertising dollar on WSOC-TV.... One of the great area stations of the nation.

WSOC-TV

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

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

SPONSOR SPEAKS

Ominous note in the platform

Madison Avenue, America's No. 1 whipping boy, came in for the usual amount of flogging by the speakers at the recent Democratic Convention in Los Angeles.

Even though ex-adman Chet Bowles stands high in the Party councils, no one was particularly surprised when Key-noter Church lambasted the Administration for its Madison Avenue "barrage of bland ballyhoo."

But a much more ominous note (for broadcasters and advertisers too) was struck by a phrase in the Democratic platform which scored "the exploitation of sadistic violence as popular entertainment."

Apparently Democratic policy makers (at least some of them) intend to focus attention on a criticism of tv that is already pretty widespread.

Both FCC Chairman Ford, and responsible NAB leaders have called on the industry to do something about the excessive crime and violence in tv programing.

We urge action on this problem now, before it becomes an even more serious political issue.

Radio programing in the '60's

Philip K. Eberly of WSBA, York, Pa., in a recent speech before the Pennsylvania Association of Broadcasters spelled out in detail what we have been saying about the importance of programing in the decade ahead.

Said Mr. Eberly, "Programing in the '60's, more than at any time in radio's short history, must perform a greater service for the listener, and at the same time be more resultful to the advertiser."

Pointing out that "to serve the advertiser best is to serve the listener first," he called for a greater production of new program ideas, and offered some practical suggestions—"Don't turn down, without consideration, any idea, even from your janitor . . . keep in touch with your listeners . . . re-examine your programing constantly and try always to improve it. . . . Don't go in for adulterated imitations of your competitors' programs . . . sharpen up your own ideas . . . put as much showmanship into public service programing as into any other type."

This is healthy advice for both radio and tv programers.

10-SECOND SPOTS

Captive audience: When the warden of an Ohio jail threatened to black out the telecast of a major sports event unless the inmates produced a missing club, the prisoners responded by coming up with a dozen clubs, files, saws, and numerous other blunt instruments.—*TV Guide*

Out-of-home listening: It seems that during the warm months the buzzards down in Uvalde (Texas) make their homes in tv antennas.

One tv cable corporation, plagued by the birds, decided to take action and piped the audio section of KONO-TV, San Antonio up onto the roof.

The buzzards no longer roost, but fly in lazy circles over the antennas, probably in search of leftovers from the *Untouchables*.

Research: A radio farm director was in town complaining about his hard luck the other day.

It turns out he had developed a great way of saving money by teaching animals how to live on nothing.

To demonstrate his theory he bought a horse and began to teach it by gradually reducing its ration of oats. But just when the horse had learned, it died.

Re repeats: Tv's memory is so-so. In spring, winter and fall. But during the summer, It has total recall. —Will Conway


Politics: CBS newsman Douglas Edwards in Los Angeles to cover the Convention, discovered one day last week that he was driving in the wrong direction. He pulled over to the side and engaged in this exchange with a nearby patrolman:

"Am I allowed to make a U-turn here, officer?"

"No," replied the policeman. "The only place you can make a U-turn is where there's a sign saying so."

Then after a brief pause he added: "And we don't have any signs like that in Los Angeles."

Easy listening: *TV Guide* quotes Sam Lutz, Lawrence Welk's personal representative, as describing the Welk show as "the only tv show you can watch while you're reading the paper."



"Are you serious? I wouldn't consider buying the competition!"

That's what so many of our steady advertisers say. Who needs wasteful duplicate coverage, when WING in DAYTON delivers more audience than any other Dayton station ever has! Get the FACTS from your East/Man or General Manager Dale Moudy.

robert e. eastman & co., inc.



national representative

TIMEBUYERS...

write a caption for this picture and WIN \$25 CASH! Deadline August 7. Winning caption will appear in August 22 issue. Give your entry to your East/Man. or mail to WING, Talbott Bldg., Dayton 2, Ohio.

This Month's Caption Winner: Roy Terzi, Dancer, Fitzgerald. Sample in New York.



WING *in* **DAYTON**

AIR TRAILS stations are WEZE, Boston; WKLO, Louisville; WING, Dayton; WCOL, Columbus; and WIZE, Springfield, Ohio.

NOW! NEW! Stories that begin where
OFFICIAL POLICE ACTION LEAVES OFF!



"The Case of the
DANGEROUS ROBIN



★ STARRING **RICK JASON** AS ROBIN SCOTT... "NEGOTIATOR" EXTRAORDINARY
with JEAN BLAKE as Phyllis

EXPOSING FRAUDULENT INSURANCE CLAIMS!

HIS MISSION: Saving fortunes for insurance firms!

HIS CREDO: Recover the loss . . . leave the culprit to the law!

He knows more about the underworld than any man alive!

A hazardous game with MILLIONS OF DOLLARS at stake!

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