

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

ABC-TV FIRST IN THE BEST PLACES*

	ABC-TV	NET Y	NET Z
COUNTIES	20.6	16.3	15.9
COUNTIES	18.8	18.1	18.6
COUNTIES	16.9	20.5	19.3
COUNTIES	14.7	18.5	17.0

Nielsen National TV Index, average audience rating, 2 weeks ending Nov. 6, 1960. Sun. 6:30-11:00 PM, through Sat. 7:30-11:00 PM.

In the best markets, the A and B counties, ABC-TV is FIRST. (See chart above.) In these markets (in the A counties alone each central city has a population of 100,000), over 67% of all household expenditures are made.

ABC-TV first in the younger households.* In the younger families where the head of household is under 40, ABC-TV has a rating 23.0, network Y has 17.2 and network Z has 17.1.

ABC-TV first in the larger families.* In families of five or more, ABC-TV has a rating of 25.5. Network Y has 17.6 and network Z has 16.8.

Whatever you sell. ABC-TV is your best buy

1960: IT WAS THE PUBLIC AFFAIRS YEAR

Top news stories and developments of the past year are covered in a year-end review

Starts page 29

Tv: its image was brightened

The newsmakers of the year

Radio: big issue was single rate

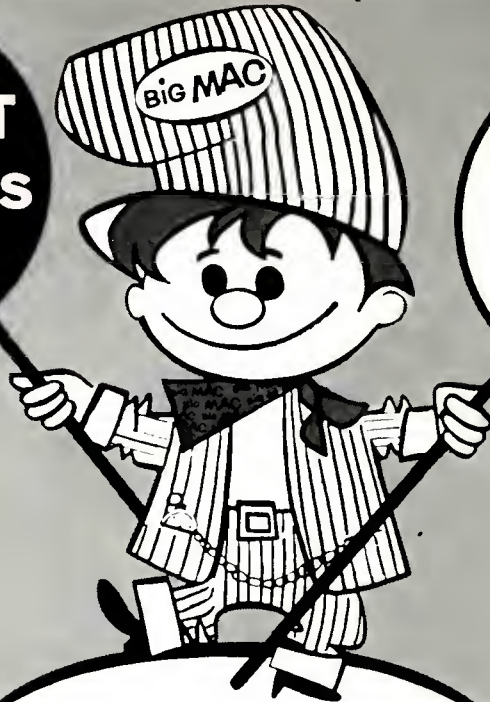
Clients: focus on ad 'ethics'

Film/tape: era of ups & downs

Local radio results in 1960

It's the
BIGGEST
45 MINUTES
IN
BUFFALO

MON. thru FRI.
5:15 - 6 P.M.
ON
WBEN-TV



Get
aboard
the

BIG MAC SHOW



Food, toys, candy, clothing — all youth-inspired items plus merchandise for adults get effective exposure in this new WBEN-TV late-afternoon entertainment package.

Youngsters revel in the kiddie acts, circus features and adventure segments. Adults enjoy the nostalgia of seeing big names of a bygone day.

From Warners' 2000-plus

library of famous featurettes, 210 are professionally integrated into daily programs of interesting variety.

THE BIG MAC SHOW can do a big job for you in Western New York. With back-to-school planning and holiday promotions coming up, *now's the time to make your move.* A good place is the **BIG MAC Show** on Ch. 4 — where your dollars always count for more.

get the facts
in our new

BIG MAC

brochure . . . from

HARRINGTON, RIGHTER & PARSONS

National Representatives

or write



WBEN-TV

The Buffalo Evening News Station

CH.
CBS in Buffalo

Affiliated with WBEN Radio

4



How important is the 2nd?

Just as important as one's 2nd shoe is Michigan's 2nd TV market... that rich industrial outstate area made up of LANSING-FLINT-JACKSON and 20 populous cities... 3,000,000 potential customers... 684,200 TV homes (ARB March '60)... served exclusively by WJIM-TV for 10 years.

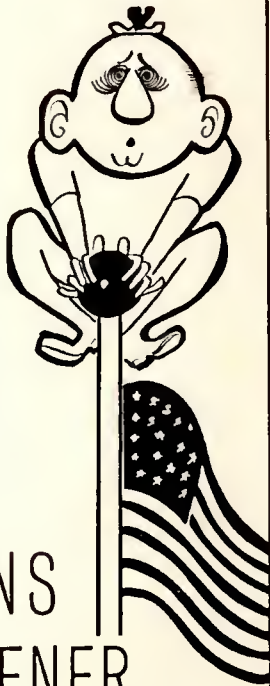
WJIM-TV

BASIC



Strategically located to exclusively serve LANSING... FLINT... JACKSON
Covering the nation's 37th market. Represented by Blair TV. WJIM Radio by MASLA

BALANCED
PROGRAM-
MING . . .



MEANS
LISTENER
LOYALTY

KTRH is Houston's powerful radio voice for 60,000 square miles . . . blanketing over 80 counties . . . serving 1,087,100 radio households including more than 4,000,000 people as:

- The news and information station
- The variety station
- The network station
- The family station

KTRH

50,000 WATTS — 740 KC

—CBS—

HOUSTON, TEXAS

Represented by Peters,
Griffin and Woodward, Inc.



SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

1960—a public affairs year

- 29** There was a host of radio/tv developments this year, but few will deny the most important was tv's public affairs accomplishment. This and other trends and stories are covered in SPONSOR's year-end report
- 30 Television:** 1960 saw public affairs prominence; ABC's rise to equality; spot tv up, web flexibility chafing; FCC option time cut
- 30 Newsmakers:** Capsule report on twenty-three men, who during this year, have made headlines in the radio and television industry
- 32 Radio:** Top five stories for '60 include single rate issue, CBS drop of soap operas, NBC in black, Chrysler's fm network ad buy
- 34 Agencies and advertisers:** Among year's innovations were new fee system at OBM, drive for truth advertising, media dept, upgrading
- 36 Film and tape:** Year of expansion for taped commercials, programs, post-'48 features, foreign film market, national spot film
- 38 Washington:** Tighter reins on stations by FCC; moves toward licensing networks, FTC monitoring of commercials are highlights

Radio Results—yearly roundup

- 39** A compilation of 1960's most effective radio campaigns, presented in capsule case history form and arranged in alphabetical order

FEATURES

- | | |
|---------------------------------|-----------------------------------|
| 58 Film-Scope | 60 Sponsor Hears |
| 26 49th and Madison | 21 Sponsor-Scope |
| 62 News & Idea Wrap-Up | 72 Sponsor Speaks |
| 10 Newsmaker of the Week | 50 Spot Buys |
| 62 Picture Wrap-Up | 72 Ten-Second Spots |
| 70 Seller's Viewpoint | 16 Timebuyers at Work |
| 48 Sponsor Asks | 69 Tv and Radio Newsmakers |
| 12 Sponsor Backstage | 57 Washington Week |

Member of Business Publications
Audit of Circulations Inc



SPONSOR PUBLICATIONS INC. combined with TV. Executive, Editorial, Circulation and Advertising Offices: 40 E. 49th St. (49 & Madison) New York 17, N. Y. Telephone: MURRAY Hill 8-2772. Chicago Office: 612 N. Michigan Ave. Phone: SUPERIOR 7-9863. Birmingham Office: 3617 8th Ave. South Phone: FAIRfax 2-6528. Los Angeles Office: 6087 Sunset Boulevard. Phone: HOLLYwood 4-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U. S. \$8 a year, Canada & other Western Hemisphere Countries \$9 a year. Other Foreign countries \$11 per year. Single copies 40c. Printed in U.S.A. Address all correspondence to 40 E. 49th St., N. Y. 17, N. Y. MURRAY Hill 8-2772. Published weekly by SPONSOR Publications Inc. 2nd class postage paid at Baltimore, Md.

©1960 Sponsor Publications Inc.

THE X-15
IS THE
PACESETTER
IN JET TRAVEL

It established the record for the fastest
manned flight - 2150 miles an hour



wsai

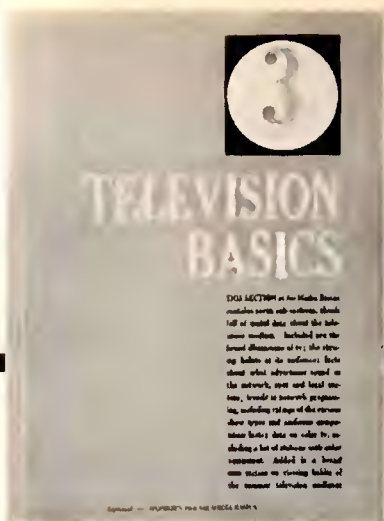
IS CINCINNATI'S

PACESETTER

RADIO STATION

WSAI provides Cincinnati's most complete news service. It is the only Cincinnati radio station with radio-equipped mobile news units . . . it was the first Cincinnati station to use "beeper" reports . . . the first to editorialize . . . the first and only Cincinnati station to "review" the newspapers. In Programming . . . In Popularity . . . In Productivity . . . WSAI is Cincinnati's **PACESETTER** Radio Station.

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WSAI - Cincinnati; WPEN - Philadelphia; WALT - Tampa



TELEVISION BASICS

Here's a "must" booklet for everyone involved in television.

Get your own copy and one for everyone in your department. You'll be referring to its useful data all year round.

Included are sections on the broad dimensions of tv; on audience viewing habits; on network trends; on advertising expenditures—network spot and local; on color tv and stations presently using color equipment. There's a brand new section too, this year, on the viewing habits of the summer television audience.

FILL COUPON—WE'LL BILL YOU LATER

Price Schedule

1 to 10.....	40 cents each
10 to 50.....	30 cents each
50 to 100.....	25 cents each
100 to 500.....	20 cents each
500 or more.....	15 cents each

SPONSOR READERS SERVICE • TELEVISION BASICS

40 E. 49th Street, N.Y. 17, N.Y.

NAME.....

FIRM.....

ADDRESS.....

QUANTITY.....

**ORDER
YOUR
REPRINTS
NOW**

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Editor and Publisher

Norman R. Glenn

Executive Vice President

Bernard Platt

Secretary-Treasurer

Elaine Couper Glenn

EDITORIAL DEPARTMENT

Executive Editor

John E. McMillin

News Editor

Ben Bodec

Managing Editor

Alfred J. Jaffe

Senior Editor

Jane Pinkerton

Midwest Editor (Chicago)

Gwen Smart

Film Editor

Heyward Ehrlich

Associate Editors

Jack Lindrup

Ben Seff

Walter F. Scanlon

Michael G. Silver

Ruth Schlanger

Diane Schwartz

Contributing Editor

Joe Csida

Art Editor

Maury Kurtz

Production Editor

Lee St. John

Editorial Research

Elaine Johnson

ADVERTISING DEPARTMENT

Sales Manager

Arthur E. Breider

Eastern Office

Willard Dougherty

Southern Manager

Herb Martin

Midwest Manager

Paul Blair

Western Manager

George Dietrich

Production Dept.

Barbara Parkinson

CIRCULATION DEPARTMENT

L. C. Windsor, Manager

Readers' Service

Barbara Wiggins

ADMINISTRATIVE DEPT.

S. T. Massimino, Assistant to Publisher
 Laura O. Paperman, Accounting Manager
 George Becker; Michael Crocco; Syd Guttman;
 Hermine Mindlin; Wilke Rich; Irene Sulzbach;
 Dorothy Tinker; Flora Tomadelli

Why WWLP bought Warner's "Films of the 50's"

Says Buzz Sawyer, "I'm willing to

give more to get something better."

"In purchasing these Warner's Films of the 50's, I am in the process of changing our film amortization schedule. I am buying fewer features for the money, but will be getting longer mileage out of the stars and titles. It has been my opinion for a long time that I would rather telecast a great feature ten times, than a 'B' or 'C' rated feature twice.

"For any Film Manager to watch this Seven Arts' package being telecast by its competition, would be a hard thing to justify to himself, his sales staff, and his own management. As you may gather, we think the buy we made is not only good business, but greater programming."

BUZZ SAWYER, Film Manager, WWLP, Springfield, Mass.



Warner's Films of the 50's... money makers of the 60's



**SEVEN ARTS
ASSOCIATED
CORP.**

NEW YORK: 270 Park Avenue • YUkon 6-1717
CHICAGO: 8922-D La Crosse, Skokie, Ill. • ORchard 4-5105
DALLAS: 6710 Bradbury Lane • ADams 9-2855
LOS ANGELES: 11358 Elderwood St. • GRanite 6-1564

For list of TV stations programming Warner's Films of the 50's see Page One SRDS (Spot TV Rates and Data).





The Longest Night of the Year

This was headquarters on judgment day. More than 68,000,000 Americans had taken part in the nation's largest and most important audience participation program. The returns were just starting to come in.

Nowhere had participation been more spirited than here in Central Ohio where WBNS-TV was born and raised. The record-high voter turn-out was a climax to the record interest in our coverage of the primaries, conventions, the four great debates and the major political rallies down to "the last hurrah."

On the issues closest to home, WBNS-TV took a strong editorial position. Through on-the-screen films and narrative, we supported bond issues for metropolitan parks, safer grade crossings, adequate sewage disposal and improved recreation facilities. Our advice did not go unheeded. Proponents of these measures give WBNS-TV credit for a major assist in their overwhelming passage.

This is gratifying proof WBNS-TV can sell good ideas as well as good merchandise to an alert, informed community. This advertising axiom bears repeating: *"If you want to be seen in Central Ohio — WBNS-TV."*

WBNS-TV

CBS TELEVISION IN COLUMBUS, OHIO

*Affiliated with The Columbus Dispatch and
WBNS Radio. Represented by Blair TV. 316 kw*

SELL

over **1,000,000**

NEGROES

WITH

SPEIDEL

**The 3
Speidel stations**

serve 87% of South
Carolina's total Negro
Market . . .

plus parts of Georgia
and North Carolina

Speidel's simple formula
for success:
Specialized programming
to a special audience.

See Group Listings
for combination rates.



Representatives—
National—Bob Dore Associates
Southeastern—Dora-Clayton Agency

WOIC

5000 W - 1470 K C
COLUMBIA, S. C.

WPAL

1000 W - 730 K C
CHARLESTON, S. C.

WYNN

250 W - 540 K C
FLORENCE, S. C.

**NEWSMAKER
of the week**

Amid plans for a continual broadening of its functions, the Advertising Research Foundation has elected its managing director, Alcuin W. Lehman, as president and member of the board. It also named its first chairman from the ranks of media, Arthur Hull Hayes, president of CBS Radio. ARF will disclose a "basic research program" within 60 days.

The newsmaker: When Alcuin W. Lehman discloses details of the Advertising Research Foundation's new and comprehensive "basic research program" sometime next February, he will be speaking as president (a new post) of ARF and as a member of the board of directors. He was just elected to those posts, although as managing director since 1944 he has filled the top job for 16 years.

The "basic" program will be "research into methods of research, and the understanding of research, that has a fundamental relationship to all advertising problems."

The new ARF studies will be designed for long-range influence on the industry, will "accomplish something that no individual company, agency or organization could do," according to Lehman. This, he indicated, is the kind of research that ARF is designed to accomplish — "correctly designed studies forthrightly reported."

The air media have grown in importance at ARF in direct proportion to their emergence as a leading advertising force, Lehman noted.

In 1952, when ARF was reconstituted as a tri-partite membership organization (advertisers, agencies, and media people on the board), only directors from the first two categories could be chairman. Last year, that rule was amended and Arthur Hull Hayes, president of CBS Radio, was elected vice chairman. Last week he became chairman. Others elected at the meeting: Frank W. Mansfield, Sylvania, vice chairman; Lyndon O. Brown, D-S-F, treasurer; and five new directors—Robert E. Kahl, Borden Foods Co.; Peter Langhoff, Y&R; A. Edward Miller, *McCall's*; Edwin I. Sullivan, Meredith Publishing Co., and James M. Wallace, N. W. Ayer.

Reporting on 1960 activities, Lehman told SPONSOR that ARF had doubled its services over 1959, with a record amount of literature and reports supplied to its members. "In the areas of radio, television and print, we started more than 60 different consultations in 1960," he said. "That's about \$4 million of research under the guidance of ARF. We have also devised new criteria for marketing and advertising research, and created new procedures whereby these criteria are made workable and effective." Alcuin W. Lehman is happy to follow in the footsteps of the educator, Alcuin, at Charlemagne's court. ▀



Alcuin W. Lehman

BEN FRANKLIN

could have been "The Mr. Big" of WPTR

Because Ben wouldn't run "formula radio" any more than he ran a formula publication. We believe his concept (like that of WPTR) would be to create the type of responsible broadcasting that would serve its community best. The transmission of news, the intelligent interpretation of news and the courage to take stand on issues is GRASS ROOTS RADIO AT ITS BEST. This is WPTR.

WPTR originated "Action — Central News"—it has a minimum of 48 newscasts every day—it pioneered "radio editorials". "Public opinion polls" are among its regular features. It delivers more public service time to its area

than any other radio station in this 2,000,000 plus market. People trust it.

Perhaps it's why WPTR has more local advertising than the next 3 stations combined; more total advertising than the next 2 stations in the market put together.

WPTR 50,000
PEOPLE PEOPLE WATTS
ALBANY, TROY, SCHENECTADY

The Dominant Station in the market according to Pulse. Right up there with Hooper, too. For full details - see your EAST/man. Foster & Creed, in New England.



DUNCAN MOUNSEY EXEC. V. P. OF WPTR
A division of SCHINE ENTERPRISES

1ST IN TOLEDO FOR 33 YEARS! WWS RADIO FPD

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

CALL KATZ

by Joe Csida

Sponsor backstage

Air media's latest notable achievements

I had hardly managed to get rid of the taste of the postage stamp I affixed to the envelope in which I dispatched my last column to the SPONSOR offices, when I found myself watching another television program supporting the theme I'd discussed: The increasing willingness of sponsors to be identified with controversial and otherwise disturbing shows. It took a real social awareness, I'd said, for advertisers to present programs like "The Harvest of Shame" (the plight of migratory workers) on *CBS Reports*, and/or the re-evaluation of the incidents surrounding the U-2 episode on the *NBC White Paper*.



But Sunday night (4 December), at 10 p.m., Bayer Aspirin, Gerber's Baby Foods, Quaker Oats, and New England Mutual Life Insurance participated in one of the most disturbing hours I have ever witnessed.

My daughter Carol is 23 years old and happily, married, and my son Joe is 14 and doing well in Roslyn High School and on the soccer team and a bright, happy, well-balanced young man. And I have often thanked the Lord for the fact that they have turned out normal and healthy. I doubt that any parent, lucky enough to have his or her kids grow up sound and nice people, ever felt otherwise. And I doubt that any parent so blessed ever really appreciates or understands what it must be like to have a 13-year-old daughter practicing prostitution, or a 14-year-old boy hooked on junk. This show Sunday night on NBC TV made you understand it.

It was called "Something Special"—and it was. Robert Young was the host, and such performers as Tennessee Ernie Ford, Nat Cole, Arlene Francis, Art Linkletter, Dave Garroway, Sam Levenson, Janet Blair, Garry Moore, and four little Negro children called "The Little Angels" entertained and talked with and about a 14-year-old junkie and a 13-year-old whore, and all manner of other emotionally disturbed and sick children. The entertainers entertained in the sense that they sang songs, like Nat Cole doing *Kemo, Kimo*, etc., but the entertainment seemed oddly inappropriate, sandwiched as it was between Reginald Rose's jolting words about these unspeakably unfortunate children.

Demonstrating social conscience

I almost had a feeling of guilt at the very thought that I was watching an entertainer doing his work, surrounded by the pathetic spectacle which Rose's facts slashed into my consciousness. Item: *There are more than one million emotionally sick children in this country, and there are less than 250 child psychiatrists to attend*

(Please turn to page 15)

CREATIVITY . . . wfmy-tv creates sales in the nation's 44th market*

This fabulous pearl and gem necklace is the product of someone's unusual ability . . . creativity. Here in the Industrial Piedmont, greater sales are the product of the creativity of WFMY-TV. WFMY-TV is the one station in the area with proven ability

to create greater sales and profits for you. To sell the nation's 44th market* (44 counties, 17 cities) . . . where 2.3 million customers have 3.2 billion dollars to spend . . . call your H-R-P rep today.

*Source: Television Magazine, 1960 Data Book



wfmy-tv

GREENSBORO, N. C.

NOW IN OUR 12TH YEAR OF SERVICE

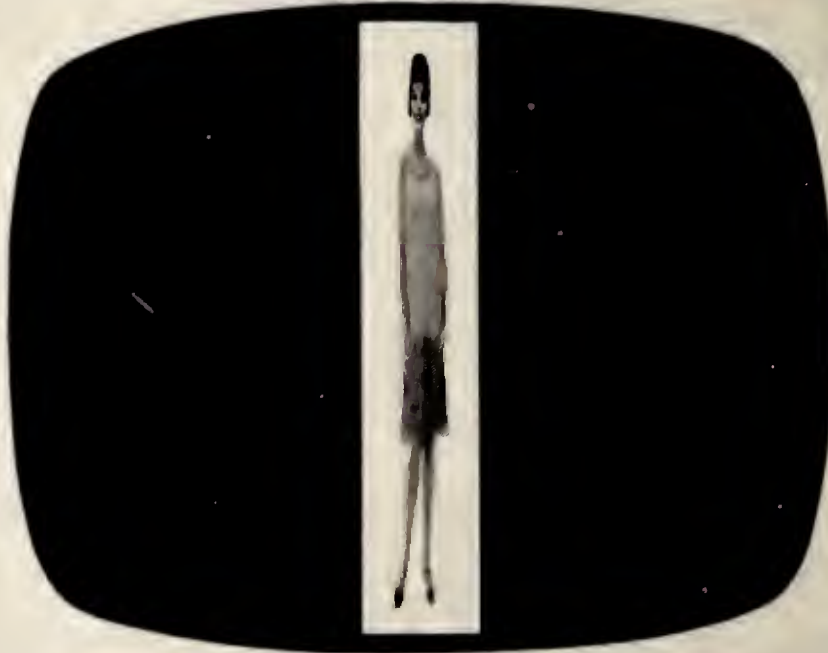
Represented by Harrington, Righter and Parsons, Inc.

New York Chicago, Los Angeles, San Francisco Atlanta, Boston Detroit





WON'T SHRINK



WON'T STRETCH



ALWAYS STAYS THE SAME

In TV too...

Film does the impossible!"

Like to show something that doesn't happen—really can't happen? Want to show the "No!"—thus emphasize the "Yes!"? Chemstrand Nylon did it brilliantly . . . visually squeezed a whole selling sequence into a few film frames.

Adaptable! . . . That's the way it is with film!

Film, and film alone, does three things for you: (1) gives animation—crisp, exciting; (2) provides the optical effects you've always required for high-polish commercials; (3) assures you the coverage and penetration which market saturation requires.

For more information, write
Motion Picture Film Department
EASTMAN KODAK COMPANY
Rochester 4, N.Y.

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

or **W. J. German, Inc.**

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

ADVERTISER:

The Chemstrand Corp.

ADVERTISING AGENCY:

Doyle Dane Bernbach, Inc.

PRODUCER:

Transfilm-Caravel, Inc.



Sponsor backstage (Continued from page 12)

them. Item: *In this coming school year we will graduate less than 50 new child psychiatrists.*

Maybe it was writer Rose's and director Dick Schneider's intention to create an unease, to state it mildly, with the talented offerings of the performers. Intention or not, unease it created. Whether it succeeded in raising money for the American Child Guidance Council (which was its purpose), I don't know. But I'm sure it made every parent like me, the lucky ones of us, realize how lucky we are, and more than ever determined to give our kids all the love and security we are able to give them. And if it did that, it did something worthwhile.

Again, however, I make the point that the advertisers I mentioned above, must be lauded for buying participations.

It was hardly calculated to create the happiest and most congenial selling atmosphere in advertising history. More and more, as I indicated in the piece prior to this, American advertisers, agencies, networks, and stations demonstrate a most praiseworthy social conscience. And I intend to keep on encouraging it, to whatever small degree these words have such effect.

Valuable source for station managers

It was just two columns ago that I said a word or two about J. Leonard Reinsch and the excellent job he did, directing President-elect Jack Kennedy's radio/tv campaign. Leonard dropped me a note, the gist of which was merely that he was just lucky to have such a telegenic, bright, and excellent candidate to work with.

Sure, just like Leonard is lucky to have written the best book available on radio station management. That's only because *Harper's* has such excellent typesetters. Seriously, in 1948 Leonard wrote a book called "Radio Station Management," which at the time, was called the best thing of its kind ever done. Now, with a substantial assist from Elmo Israel Ellis, the manager of programming and production at Cox station WSB in Atlanta, Georgia, and program consultant to stations WHIO in Dayton, Ohio, and WSOC in Charlotte, North Carolina, Leonard has updated the book, and it has just been published in a second revised edition.

As Sol Taishoff, editor-publisher of our esteemed contemporary, *Broadcasting* magazine, points out in his foreword to the volume, the job was much more than one of updating. In the 12 years since the original edition was published radio broadcasting has undergone some incredibly extensive changes. Leonard and his second edition collaborator, have not only kept up with those changes as observers, but much more important, as actual and highly successful practitioners.

The six Cox stations, of which Leonard is the executive director, are not only extremely profitable operations, but achieve their profitability while doing outstanding public service jobs in each of the communities they serve.

If you are not now a station manager, but your ambitions lie in that direction, you cannot afford not to read this well-conceived and executed book. And if you are now a station manager, even a successful one, you'll find it a fascinating source for checking your own operation against the procedures outlined in such absorbing detail in Reinsch's and Ellis' work.

YOU MISS

1
2

THE SIX
BILLION DOLLAR
**WHEELING-
PITTSBURGH**
MARKET WITHOUT

WW

WW

CBS

50,000 WATTS RADIO

A

ONLY 50,000 WATT NETWORK STATION IN AREA

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

Timebuyers at work

Ruth Clinton, Gardner Advertising, Inc., New York, calls attention to the importance of devoting thoughtful consideration to station programming as well as ratings, coverage, and audience composition if the best possible radio buy is to be achieved. "Although station program fact sheets and personality profiles are most helpful, radio is an audio medium, and the buyer has to use his/her ears as well as eyes to get the complete story," observes Miss Clinton. "The rep is a great help in making it possible for the timebuyer to become acquainted with the sound of a station and determine if the station's personality is right for the client's sales message. The use of tapes by the rep in making his sales presentation is an excellent introduction for the buyer to a particular station's personality. Then, for further education, it's most advantageous for the buyer to be able to pick up the phone, call the rep, and by means of a special arrangement, listen to the programming on that station or on competing stations in its neighborhood. This way," Miss Clinton concludes, "one can act with optimum efficiency."



Howard Webb of Ralph Allum Co., New York, maintains that highest cost efficiency buys can best be achieved through selection of several good radio stations in each market, as opposed to purchase of only the top-rated outlet. "Granted the No. 1 station will reach a high percentage of the market's audience as time goes on," Webb says, "but it is possible to reach the bulk of the audience more rapidly and with a lower cost-per-1,000 by buying a number of stations. Of course it's considerably easier, and readily justifiable to select the highest-rated station automatically. In addition to the fact that the mechanical processing requires a great deal more time and effort for a multi-station buy in each market, extensive analysis is necessary to get the best possible



buy." And along these lines, Webb reminds that because of the constant change in audiences, "It's a good policy to take a new look at stations every time you buy. I find the representatives extremely helpful in keeping me up to date on significant developments regarding both stations and markets, so I find it advisable to notify all of them as far in advance of an upcoming campaign as can be managed."



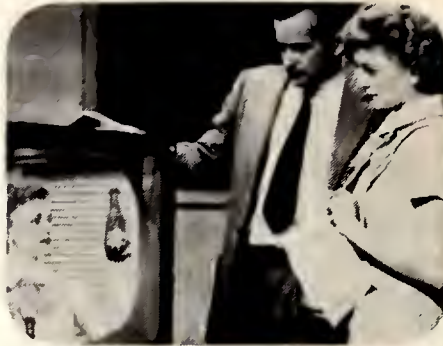
VIDEO TAPE is the shape of QUALITY TV commercials. TODAY

The tremendous impact of the tape revolution on the creation, production and economics of TV is being felt increasingly in all areas—from network and spot commercials to dramatic shows and other programming, at both national and local levels. Here, on the next page, are some of the pleasantly surprising things you can expect when you turn to tape to shoot your next commercials . . .

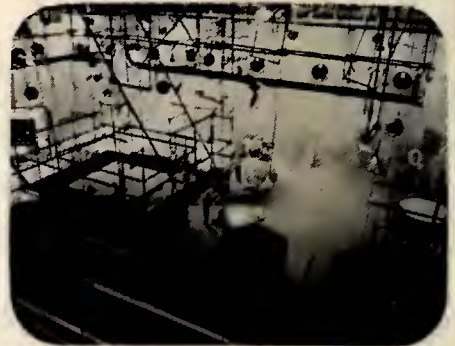
6 proved ways "SCOTCH" BRAND LIVE-ACTION VIDEO TAPE brings new quality and savings to your TV commercials!



The picture "lives" on "SCOTCH" BRAND Video Tape . . . says to the viewer, "It's happening right now!" The extraordinary visual presence of video tape, its real authenticity of sounds, provide a new dimension of believability to commercial or show.



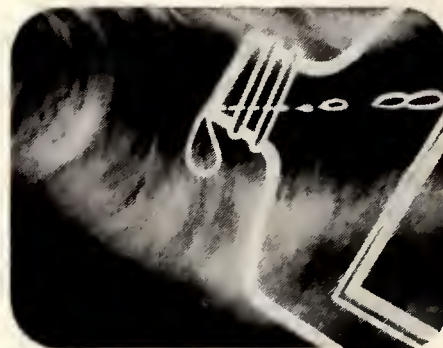
Immediate playback—in a matter of seconds—tells the producer, director, performers, camera crew whether this "take" is the one to keep, or whether a second will add worthwhile values of lighting, focus, pacing and delivery. No processing wait.



Tape saves days because of the uninterrupted work schedules it makes possible. You complete assignments in less time, then go on to the next without the distraction of unfinished business. It helps schedule talent, studios, crews efficiently.



Fast editing is a video tape feature. Its amazing flexibility lets you make last-minute changes. Sight or sound tracks can be erased and redone speedily. New scenes can be inserted and complete rearrangement of elements effected at the last moment.



Special effects machines used in video tape recording make possible an unlimited selection of effects. Wipes, match dissolves, pixie and giant people, combination of animated cartoons and live-action people, zooms, supers—video tape does them all.



Speeds up approvals. Client approval of commercials can be had the same day taping is made! When tape is the medium, the men who make the client's decision can be on the scene to give their approval when enthusiasm is high. No processing delay!




"SCOTCH" BRAND Video Tape has ushered in a new TV age! Along with audible range and instrumentation tapes, it was originated and pioneered by 3M. And it is through continuing and pioneering research that 3M is known and recognized as world leader in the development, manufacture and distribution of quality magnetic tapes.



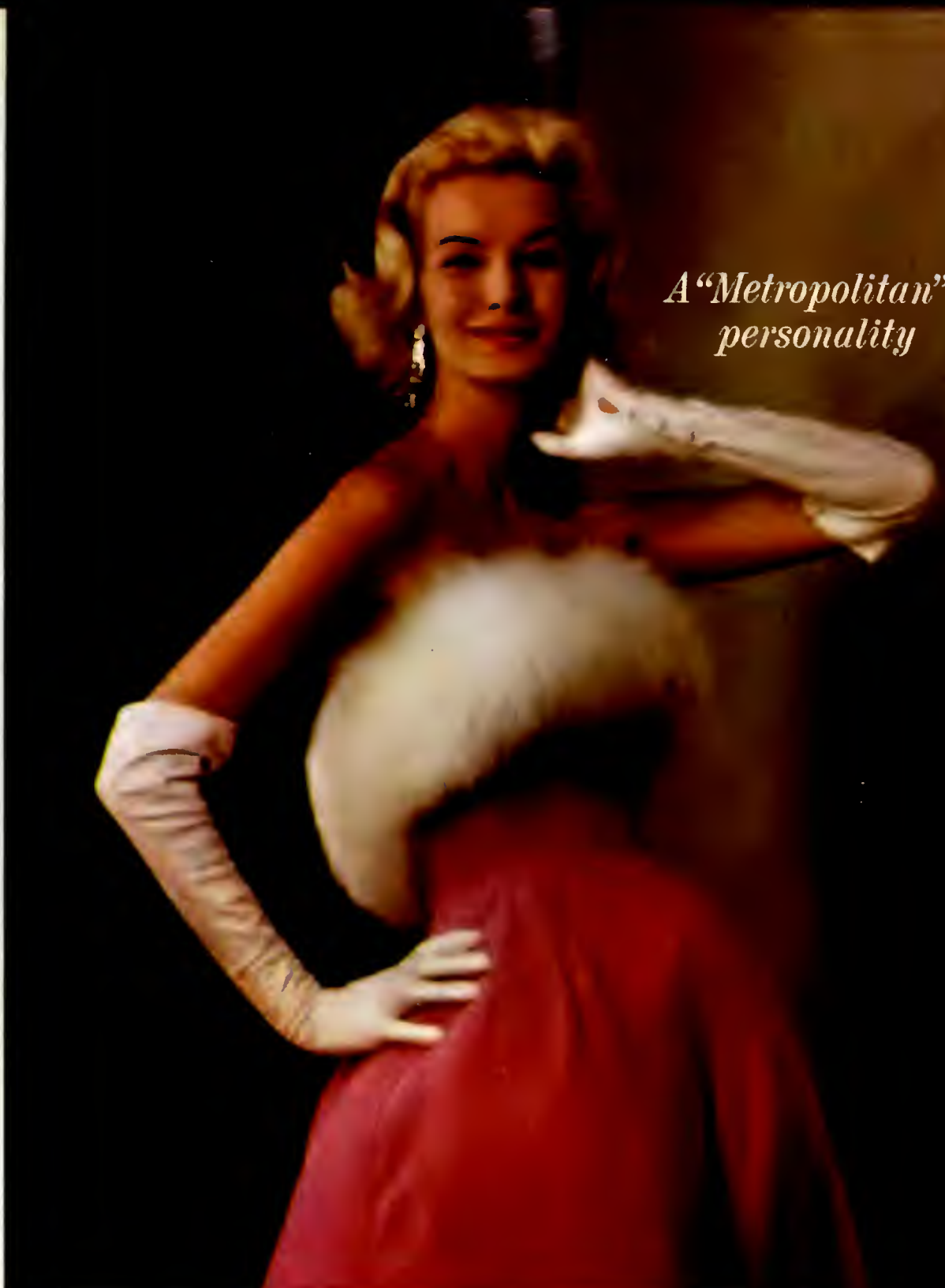
Send for: "The Show Is on Video Tape," a new booklet of case studies on the taping of network commercials, drama programs, and local "spectaculars." Enclose 25¢ in coin to cover mailing and handling costs. Write 3M Co., Box 3500, St. Paul 6, Minnesota.

"SCOTCH" and the plaid design are reg. T.M.'s of 3M Co., St. Paul 6, Minn. Export: 99 Park Ave., New York. Canada: London, Ontario. © 1960 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY 
... WHERE RESEARCH IS THE KEY TO TOMORROW



GOWN BY SCAASI, PHOTOGRAPH BY PETER FINK



*A "Metropolitan"
personality*

In the congenial mood of the festive holiday season, each member of the Metropolitan family...Television, Radio, Outdoor and International Advertising...wishes you joy in the New Year.

METROPOLITAN BROADCASTING

TELEVISION: WNEW-TV, New York; WTTG, Washington, D.C.; KOVR-TV, Sacramento-Stockton, Calif.; WTVH, Peoria, Ill.; WTVP, Decatur, Ill. **RADIO:** WNEW AM-FM, New York; WIP AM-FM, Philadelphia; WHK AM-FM, Cleveland **OUTDOOR ADVERTISING:** FOSTER & KLEISER, in Ariz., Calif., Ore., and Wash. **INTERNATIONAL:** WRUL Worldwide Broadcasting
home office: 205 East 67th Street, New York 21, New York



MICROPHONES

— a type for every requirement

Check your microphone requirements, today. Do you have one for each purpose — remotes, announce, interviews, boom, general purpose? Use the handy order coupon to order any microphones you need.



FINEST QUALITY MICROPHONE

Standard microphone of the industry, the RCA 77-DX offers full range frequency response with a choice of three pickup patterns. Available in a satin chrome finish for radio and a low gloss gray for TV, it will offer years of rugged dependable service. **\$180**



PERSONAL MICROPHONE Ideal for Remotes

Wherever a small inconspicuous microphone is needed the BK-6B can be used. This 2.3 ounce unit offers excellent reproduction for every speech application both in the studio and in the field. **\$82.50**



HIGH-FIDELITY UTILITY MICROPHONES

General purpose BK-11A microphone is the modern version of the very famous 44-BX. It is ideal for every studio use, especially live music pickup. The BK-11A is an economical high performance unit designed for years of rugged service. **\$125**



NOISE-REDUCING BOOM MICROPHONE

Here is the highly directional BK-5A microphone for TV boom use. Its pickup pattern effectively reduces noise while offering full range highest quality pickup of the desired source. The BK-5A is also an excellent choice for control room use. **\$165**



COMMENTATOR MICROPHONE

The BK-1A is a fine microphone for interviews, panel shows, and all general announce work. Its rugged construction and insensitivity to wind and mechanical vibration make the BK-1A ideal for outdoor remotes. **\$75**

ORDER NOW BY MAIL!

Order any of these five microphones for prompt delivery. Send check or money order with your order and microphones will be shipped prepaid. Mail your order to RCA, Audio Sales, Broadcast and Television Equipment Division, Building 15-6, Camden, N.J. Use coupon below.

RCA, Audio Sales, Broadcast and Television Equipment Division, Dept. NB-264
Building 15-6, Camden, N.J.

Please send the units checked. Check enclosed

77-DX BK-6B BK-11A BK-1A BK-5A

Send to _____

Address _____

City _____ Zone _____ State _____

Enclose remittance with order and save shipping charges.



The Most Trusted Name
in Electronics

RADIO CORPORATION OF AMERICA

SPONSOR-SCOPE

26 DECEMBER 1960

Copyright 1960

SPONSOR
PUBLICATIONS INC.

Do you know on what front the big tv battle will be fought in 1961?

Some of the keener minds on Madison Avenue say it will be between the agencies and the networks about who has the bigger say-so over the quality factors in programs and the designation of nighttime periods for certain types of programing.

In forecasting this issue these admen pose a somewhat squirmish question: Granted that the networks had a right to take the reactions to the tv scandals as a mandate to monopolize program scheduling, but has the showing of the current season convinced anybody that they can carry out this trusteeship all by their loneselves? Or, can they use the cooperative guidance of the creative facilities of people who not only have experienced backgrounds but the responsibility of administering millions in client billings?

Two other points they make: (1) It's not a question of editorial control but showing a willingness to glean from any outside source things that suggest spark and excitement; (2) it's time that the financial people had less to say about programs and that more of the element of gamble be injected in programing ideas and personalities.

◆

Action in national spot tv buying and avail-calling the past week was not quite up to the level of the previous week but it had encouraging overtones for 1961.

The activity in the two leading buying centers included:

NEW YORK: Sterling's Fletcher's Castoria and/or Dr. Caldwell's Laxative (Brown & Butcher), 3 minutes a week, 13 weeks; American Home's Beefaroni (Y&R), 1-3 minutes a week in children's shows, 13 weeks; Vitalis (DCSS), fringe minutes; Chase & Sanborn instant (JWT); expansion of markets and schedules for Lever's new cleanser, Reward (JWT); renewals for Dristan (Tatham-Laird) and much of the Ford list (JWT).

CHICAGO: Campbell's Franco-American gravies, Kellogg's Gold Medal macaroni and spaghetti and Pfizer's animal health products, all out of Burnett; Kitchens of Sara Lee (C&W); Johnson's Stride and Mars candy (NL&B).

◆

Reps deem this a good omen for 1961 and hope that the account shapes up as a bellwether for others: Alberto-Culver (Compton) has begun its transition from network back to spot tv.

Ever since A-C left Wade, where its \$11 million budget was in network, reports have been heard that the company was mulling a return to spot.

Last week Compton put the finishing touches to a 26-week buy in 20-odd tv markets, with the schedules to start 2 January.

◆

Comes the year end and there's a flurry of some sort among midwest advertisers: this time it's for what's available in sports.

The inquirers and the character of their inquiries:

General Mills' Wheaties (Knox Reeves): information on all professional, collegiate and high school sports broadcasts, schedules, availabilities and prices in about 50 markets for both radio and tv.

Drury's Beer (MacFarland, Aveyard): various types of sport for a possible spot radio schedule in Drury markets.

Miller Brewing (Mathisson, Milwaukee): sports availabilities in tv, also an interest in news franchises.

Radio's biggest customer, R. J. Reynolds, remains in the fold for 1961 in every dimension: number of stations and money.

It started issuing renewals last week, with a very small fraction of the over 500 stations involved losing out because of discovered infractions of Reynolds taboos on product protection and conflicts.

The checking of tapes and logs as requested by Esty will continue into the latter part of this week.

Here's something that would brighten the spot tv picture.

Confirmation wasn't obtainable from the advertiser's agencies but the report persisted last week that P&G's spot expenditures next year will be considerably increased by its discontent over network station clearances.

One thing that P&G, which is especially squeamish about pressure tactics, wasn't happy about: the fact that its agencies had to resort to their personal influences to get clearances for certain P&G programs.

Looks like Reach, McClinton will be running into a little difficulty in placing the barter section of a new spot radio campaign on Isodine and Isodettes.

Several stations that have deals with the barter merchant involved have made it clear to their reps that, according to their agreement with the merchant, any account that had been a cash customer was not eligible for barter.

The cash side of the campaign: five-week schedules in three states.

Other national spot radio activity: Hills Bros. coffee (Ayer) a saturation flight in January and renewals from L&M (DFS) and Ford (JWT).

Pall Mall (SSCB), according to reports in tobacco circles, will go for sports in a big way during 1961, thereby taking a leaf out of the book of its major competitors.

As a matter of fact it's unloaded a batch of year-end money in the Bowl games.

(See 19 December SPONSOR-SCOPE for Pall Mall's new strategy in radio.)

An interesting tobacco trade explanation of how Pall Mall came to replace Camel as the No. One brand: when smokers found filters were not to their liking they turned to the oldest king-size on the market—Pall Mall (27 years).

R. J. Reynolds, which has no king-size brand, still has three out of the five top brands, which run about as follows: (1) Pall Mall, (2) Camel, (3) Winston, (4) Luck Strike, (5) Salem.

Significant turns in media strategy for two of the beer giants:

FALSTAFF (D-F-S): it's pulling out of syndication—it's got Coronado 9 in 70 markets—and putting an equal amount of money into spot announcements. Has been tied in with syndication for seven consecutive years. Also a top regional investor in sports.

BUDWEISER (D'Arcy): last week asked for availabilities for a massive spot radio campaign with starting dates the first months of next year.

Ford Motor won't make any attempt to assess the results of the controlled media test it's now conducting until at least next May.

In this over-all study of media effectiveness, Ford has blocked off certain markets for exclusive use of a specified medium. For instance, there are eight markets without network tv, another eight using syndicated shows only and a third octette without any tv whatsoever. For some markets the medium is radio only.

With income from spot tightening, CBS affiliates in some quarters are putting the pressure on the network for a couple of relationship revisions.

The gripes: (1) it's not fair to ask a station to take local cut-in announcements unless the compensation is equal to a minute or 20-second at the local card rate, because that cut-in money might have gone otherwise for spot; (2) the rule on no station breaks for specials should be rewritten so that affiliates won't be deprived of delivering the time to spot customers under contract.

There's a possibility of these matters being aired when the affiliates meet with CBS people in New York several days before the May NAB convention in Washington.

CBS at that time may also reveal what the rates will be for affiliates who subscribed to its proposed closed-circuit news service.

Lever's media department contributed its own year-end bit of cheer to company salesmen with the statement that its nighttime network shows as a group reached more tv homes per week than the stable sponsored by P&G.

The Lever quintet: Jack Benny, Candid Camera, Checkmate, Price Is Right and Have Gun-Will Travel. All but one of these is on CBS TV.

If there's any pattern of thinking that's emerging from the networks' contemplation of program schedule for next fall it's this: a trend toward revitalizing the hour-long anthology drama, but with some new trimmings or concepts.

While this category of entertainment hasn't come off so well rating-wise in comparison with other dramatic forms during the past two or three seasons, web executives feel new approaches can boost audiences.

The protagonists of this revival recall that tv's greatest shining moments came from such series.

DuPont last week listened to programing and time pitches from CBS TV and NBC TV in its quest for a 52-week series which would serve as an umbrella for all its products.

The chemical giant probably won't make a decision on the show or which agency, BBDO or Ayer, will administer it until after the first of the year.

DuPont's Show of the Month is due to fade with the 6 April broadcast.

ABC TV's latest study, which purports to match the media profile to the market profile, shows that on the average it's reaching not only most of the younger homes with larger families but the countries with the largest population.

The study is based on all network nighttime viewing as measured by the first November 1960 NTI and deals with the average over-all ratings within each group.

The basic premise for these breakdowns are an average weekly viewing level which gives ABC TV an 18.6, CBS TV, 17.9 and NBC TV, 17.4:

I. Age Groups:	..	UNDER 40	40-54	55 & OVER	
ABC TV		23.0	19.3	14.3	
CBS TV		17.2	18.0	18.3	
NBC TV		17.1	16.2	18.8	
II. Family Size:		1-2	3-4	5 OR MORE	
ABC TV		13.5	18.6	25.5	
CBS TV		18.0	17.9	17.6	
NBC TV		17.2	18.0	16.8	
III. County Size:		A	B	C	D
ABC TV		21.6	18.8	16.9	14.7
CBS TV		16.3	18.1	20.5	18.5
NBC TV		15.9	18.6	19.3	17.0

National advertisers who have been given to complaining that they can't get the tv markets they want (outside of the fall season) had better at this moment look for another alibi.

In the major markets, particularly, not a few local advertisers who took holiday hiatuses have let their expiration dates go by, which has served to make available some very choice time.

Word of this has got around to agencies on both Madison and Michigan Avenues with the result they're moving on business that wasn't set to go until the latter part of January.

The sudden spurt has in some markets caused this swing-around in complaints: station managers who prodded their reps recently about the lack of January new business were saying last week they're afraid they won't be able to handle all the business.

Only four of the 15 top agencies in spot tv for 1960 put better than 20% of their entire billings in that medium: Bates, Benton & Bowles, Compton and Cunningham & Walsh.

Here's a comparison of spot tv billings vs. total billings for that 15:

AGENCY	SPOT TV BILLINGS	TOTAL BILLINGS	% SPOT TV BILLINGS
TED BATES	\$47 million	\$130 million	36%
J. WALTER THOMPSON	45.8 million	275 million	17%
BENTON & BOWLES	35 million	140 million	25%
BBDO	30 million	220 million	14%
COMPTON	24 million	80.7 million	30%
YOUNG & RUBICAM	23 million	230 million	10%
McCANN-ERICKSON	21 million	219 million	10%
N. W. AYER	20 million	137 million	15%
LEO BURNETT	18.4 million	115 million	16%
FOOTE, CONE & BELDING	14.8 million	89 million	17%
CUNNINGHAM & WALSH	14.5 million	60 million	24%
LENNEN & NEWELL	13.8 million	85 million	16%
DANCER-FITZGERALD-SAMPLE	12 million	97 million	12%
WILLIAM ESTY	11.3 million	75 million	15%
KENYON & ECKHARDT	10.2 million	95 million	11%

Note: For all 15 agencies ratio of spot tv to total billings is 17%.

(See 19 December issue for other breakdowns of agencies' billings for '60.)

McCann-Erickson's research department has an answer to this question which has been perplexing the SRA for years: why does it ignore national spot radio in estimating the billings of various media?

The research department's answer via SPONSOR-SCOPE: (1) the SRA has from time to time changed the basis of collecting and estimating radio billings; (2) the figures haven't been consistently available from the SRA; (3) the SRA's tallies have been higher than those eventually disclosed by the FCC.

SRA's rejoinder: the records will show that none of this is so. In any event, its figures at times may have been late but they've always been available.

Seemingly getting to be a bonanza for independent research firms: testing tv copy for both advertisers and agencies.

Agencies used to do it themselves but with the spread of tv the testing of platforms and individual commercials have become too big and complex.

For other news coverage in this issue: see Newsmaker of the Week, page 10; Spot Buys, page 50; News and Idea Wrap-Up, page 62; Washington Week, page 57; SPONSOR Hears, page 60; Tv and Radio Newsmakers, page 69; and Film Scope, page 58.



LET YOURSELF GO KPRC-TV, HOUSTON and enter an entirely new world of advertising where every commercial is transportation to sales results you had not dreamed of. This proud insignia, the KPRC-TV channel number, is borne by every KPRC-TV advertiser. It proclaims a degree of quality, engineering and good taste unmatched on the TV sets of the world. Kings, diplomats, princes and connoisseurs have been enchanted by the graceful "2". You will be too!

KPRC-TV availabilities include programs, minutes, chainbreaks, and ID's. Prices range from about \$90 to \$1100. Ask your Edward Petry man for a demonstration.

KPRC-TV, HOUSTON, TEXAS *(An Affiliate of the National Broadcasting Company)*

"Courtesy of Mercedes-Benz Sales, Inc."

WSYR-TV

WSYE-TV

DOMINATES
CENTRAL NEW YORK



WSYR-TV ALONE DELIVERS 44,287
MORE HOMES THAN ITS COMPETITOR

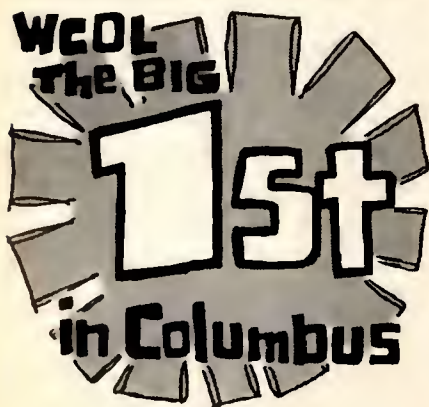
WSYR-TV AND ITS SATELLITE,
WSYE-TV, DELIVER 73,089 MORE
HOMES THAN ITS COMPETITOR

* All figures NCS No. 3 weekly circulation

WSYR-TV



Get the Full Story from HARRINGTON, RIGTER & PARSONS



Pulse tells our story! (Aug. '60) From 8 a.m. to 6 p.m., Mon.-Fri., WCOL is rated first in total audience in every quarter-hour! Audience Composition shows that in this same period — 8 a.m. to 6 p.m., Mon.-Fri., WCOL reaches more adult women listeners than the next two highest rated stations, combined! Need we say more?

24 hours a day broadcasting
1230 am 92.3 fm

p.s. The HOOPER Three Month Average Report (July-Sept., '60) tells another fantastic WCOL success story.

The Capital Station

mbus 15.

Represented by:

Robert E. Eastman & Co., Inc.

49th and Madison

Amen!

I don't have "intelligence, experience and maturity," but I attended the ANA Convention at the Homestead and can say "Amen" to your "Commercial Commentary" in the 5 December edition of SPONSOR.

I'm sending a copy to those at our table to let them see that some folks in the broadcasting industry don't approve of such fiascos.

W. T. Clawson
dir., adv. & promo.
Harris-Intertype Corp.
Cleveland

• Harris-Intertype Corp. includes Gates Radio, an important equipment supplier. Mr. Clawson sent copies of the "Commercial Commentary" column he mentions to Graham Byrum, Avondale Mills; Lee Epley, Chrysler Airtemp; Richard B. Mather, Pratt & Lambert; and C. F. Toll, Sherwin Williams. They and their wives were sitting with Mr. and Mrs. Clawson at the recent ANA dinner.

Appreciative

We, here at Barnes Chase Co., were all very, very delighted by your "New Timebuyer Survey" in the 5 December issue, and with the listing of Barnes Chase under "Chosen as Top Media Shops."

Personally, I found the comments of others most interesting, as well as enlightening.

Marion Vilmure
media director
Barnes Chase Adv.
Los Angeles

The commercials request

I have known since last February that I would be General Chairman (with program responsibility) of the AAAA Southwest Council annual meeting in New Orleans next 15-18 February.

During this time, I have been filing program ideas as I came across them — now it's time to go to work!

I have a Young & Rubicam ad headed "17 Award Winning Commercials" in which they point out how many awards they won in the first American Tv Commercials Festival

and Forum which was supported by SPONSOR.

Are these prize winners available on a single roll of film for use at a convention such as ours? If so, is it a complete program in itself with preface and closing remarks by the judges? How long does the composite film run, if it exists, and has it had much or any exposure to convention groups?

Ray Ackerman
vice chairman
Southwest Council of the
American Assn. of Adv.
Agencies, Inc.
Oklahoma City

• Answering Reader Ackerman's questions in the order they occur: 1) The reel is available as a 35-minute program, complete with program notes, introductory remarks for your program chairman, and examples of how advertising clubs have promoted their programs based around this reel. 2) Yes, the commercials winners have been exposed to convention groups, having been screened at the AFA, ANA, both national and western region 4A meetings this year, as well as by some 50 ad clubs.

Additional information was forwarded Reader Ackerman by Wallace A. Ross, director of the American Tv Commercials Festival.

On the head

Congratulations are in order to Bud Neuwirth, WIP, Philadelphia. He definitely hit spot radio's major problem ("Seller's Viewpoint." SPONSOR, 12 December).

I am sure many of us in the selling end of radio sincerely hope that the agencies evaluate Bud's words and wisdom.

Richard J. Kelliher
eastern sales manager
Adam Young Inc.
N.Y.C.

Basics

Please send a copy of your excellent *Air Media Basics*. Our agency seems to have misplaced it.

Russel H. Hare
Jysson-Murray Adv., Inc.
Lansing, Mich.

• Copies of SPONSOR'S 14th annual *Air Media Basics* are available on request at a nominal cost.

HITCH YOUR SELLING TO AIR MEDIA BASICS AND WATCH YOUR SPOT ZOOM

1960 AIR MEDIA BASICS \$2.00

REPRINTS	1 to 10..... 40 cents each
TIMEBUYING BASICS	10 to 50..... 30 cents each
TELEVISION BASICS	50 to 100..... 25 cents each
RADIO BASICS, FM BASICS	100 to 500..... 20 cents each
	500 or more..... 15 cents each

To Readers' Service, SPONSOR, 40 E. 49th Street, N. Y. 17
Please send me the following:

<input type="checkbox"/> '60 AIR MEDIA BASICS ISSUE <input type="checkbox"/> TIMEBUYING BASICS <input type="checkbox"/> TELEVISION BASICS <input type="checkbox"/> RADIO BASICS, FM BASICS	NAME..... FIRM..... ADDRESS.....
---	--

MEDIA BASICS **1960 AIR MEDIA BASICS**
MEDIA BASICS **1960 AIR MEDIA BASICS**
1960 AIR MEDIA BASICS **1960 AIR MEDIA BASICS**
1960 AIR MEDIA BASICS **1960 AIR MEDIA BASICS**
MEDIA BASICS **1960 AIR MEDIA BASICS**
BASICS **1960 AIR MEDIA BASICS**
1960 AIR MEDIA BASICS **1960 AIR MEDIA BASICS**
MEDIA BASICS **1960 AIR MEDIA BASICS**
BASICS **1960 AIR MEDIA BASICS**
1960 AIR MEDIA BASICS **1960 AIR MEDIA BASICS**
1960 AIR MEDIA BASICS **1960 AIR MEDIA BASICS**
1960 AIR MEDIA BASICS **1960 AIR MEDIA BASICS**
1960 AIR MEDIA BASICS **1960 AIR MEDIA BASICS**

Focus on Florence

See a picture of old Southern vivacity
blended with the modern point of view.

Florence represents the fifth largest
single-station market in the nation.



Florence, South Carolina

Channel 8 • Maximum power

• Maximum value

*• Represented nationally
by CBS Tv Spot Sales*

A Jefferson Standard station
affiliated with

WBT and WBTW, Charlotte





THE PUBLIC AFFAIRS YEAR

Some people will say that tv recovered its image; others (less charitable) will say it recovered its conscience. But few will deny that the outstanding radio/tv development of 1960 was the public affairs accomplishments of the tv industry and the advertisers who support it.

The trigger was the presidential election, and its prologues but, while the material was there, it could have been done with less scope. Nor was politics the sole factor. Public service sponsorship in general was clearly on the rise.

Tv's inherent drama grabbed the headlines but the business was stirred by other news stories and trends in 1960. For a rundown of the most important, see the following nine pages.

Year-end report on radio/tv	
TELEVISION	Page 30
NEWSMAKERS OF THE YEAR	Page 30
RADIO	Page 32
AGENCIES & ADVERTISERS	Page 34
FILM & TAPE	Page 36
WASHINGTON	Page 38
RADIO RESULTS	Page 39

Television's brightened image

TOP 5 STORIES OF THE YEAR

1. **Debates—spotlight on public affairs**
2. **ABC's rise—three networks a reality**
3. **Spot up — but web flexibility chafes**
4. **Daytime tv — the selling upheaval**
5. **Option time—FCC makes some cuts**

On Monday, 22 August, 1960, CBS President Frank Stanton sat in the gallery of the U. S. House of Representatives and watched the Congress vote unanimously to suspend House rules and approve the Senate-passed suspension of section 315 of the Communications Act—the controversial “equal time” rule.

It was proper that he should be there, because the House's action was the fruition of his five-year advocacy of a television Great Debate between the major parties' presidential candidates. His presence was also symbolic of television's new dual role: a major news-making as well as news-reporting medium.

Ironically, the final spur to Congress' action may have come from the tremendous publicity given to competitor NBC's convention coverage and Robert Sarnoff's timely invitation to a Presidential debate. The legislators were impressed by tv's growth as a news medium, from its immediacy to its on-the-spot analysis to its ability to bring the news to life. Local stations and independent station groups, as well as the three networks, gave admirable convention coverage to their home cities, a fact that no elected official can overlook.

The 315 suspension and the convention coverage were the catalysts for tv's top story of 1960—the presidential candidates' face-to-face confrontation. There is debate as to whether they were “debates,” but significantly tv's top story was also the nation's top story of 1960, and it provided a complete reversal of 1959's gloomy and suspicious image of tele-

NEWS-MAKERS OF THE YEAR

New presidents for NAB and ANA; two



LEROY COLLINS

The Governor of Florida was named as NAB president to succeed the late Hal Fellows after coming into national prominence via radio and tv as chairman of the Democratic National Convention



ROSSER REEVES

The top executive of Ted Bates agency took public issue with FTC Chmn. Earl Kintner in newspaper ads, charging FTC with wrongly “tarring” Colgate for visual elements in a tv commercial

vision as a catch-all for fixed quiz shows, a whipping boy for government probers and the nation's eager press.

The most important aspect of this story is yet to come, for since the campaign more public affairs programs than ever in tv's history have been placed in prime time—and they are attracting sponsors. Advertisers at both the national and local levels are getting on the bandwagon. (Gulf Oil with \$1 million for NBC's *Special New Reports* has entered the field of prime time public affairs shows, liberated from the Sunday "intellectual ghetto," and sponsored by such firms as Bell & Howell, Philip Morris, Firestone, General Electric, Esquire, Schick, and others.)

The reporting in evidence in the last quarter of 1960 indicated a more mature attitude toward the problems facing the nation by the various news staffs. NBC's challenge to CBS for network news leadership has spurred a reorganization at Columbia, and ABC gives all signs of going for broke after fresh news talent under its new chief of news and public af-

(Please turn to page 51)



NEWSMAKER OF 1960: Dr. Frank Stanton checks monitor in Chicago before start of first debate, fruition of a five-year effort to suspend Sec. 315. With him (standing l-r) are Leonard Reinsch, Cox Stations, Democratic advisor, CBS' Don Hewitt, (kneeling) Lou Dorfman

agency presidents and a network chief make 1960 headline news



FRANK STANTON

The president of CBS, led the fight to suspend Sec. 315—the "equal time" rule. With the "debates," television's image started its transformation from 1959's "scandals" to '60's public service



PETER ALLPORT

The new president of the ANA was elected at the Hot Springs, Va. conclave at a time when advertisers were concerned with increasing possibility of government regulation. He joined ANA in 1945



DAVID OGILVY

The iconoclastic, pace-setting president of Ogilvy, Benson & Mather took over Shell Oil on a fee rather than a standard 15% commission basis. Formula: costs plus 25% of costs for profit



Photo courtesy of TelePrompTer Corp.
 ABC's coverage of Patterson-Johansson fight in June reached an all-time audience high of 62 million people

1960 YEAR-END REPORT

Single rate is top radio issue

TOP 5 STORIES OF THE YEAR

1. **SRA comes out for single rate**
2. **Spot moves closer to \$200 million**
3. **CBS drops soaps; NBC in the black**
4. **Chrysler's QXR buy a break for fm**
5. **Standard billing forms proposed**

Radio, after a decade of media dominance by tv, is finishing 1960 with quite a healthy glow. Spot may well break its billings record again, as it inched further toward the \$200 million mark, and at least one network will have been in the black for an entire year by the end of the first quarter of 1961.

Biggest single story of the year probably was SRA's August letter to all tv and radio stations, coming out in favor of a single rate. The year

NEWSMAKERS OF THE YEAR: They were in the forefront of



OLIVER TREYZ

The ABC TV president led his network's fight to make three national networks a reality—and succeeded, reaching the top of the ratings (November Nielsen). Most successful innovations came from ABC



HERBERT O. MANELOVEG

This former station researcher became BBDO's media director, heading a unit which supervises the placement of some \$200 million annually in time and space. He's been with the agency 16 years



LARRY WEBB

As managing director of Station Reps. Assn., Webb sparked SRA's 1960 decision to come out for a single rate in August, via a letter unanimously approved by members to all U.S. stations

also saw the first major national breakthrough for fm, and attempts to to standardize billing and contract forms.

Spot radio continued to pick up ground in its journey to the \$200 million annual billing mark. SRA's head Larry Webb estimated last week that 1960's billings will hit "around \$190 million, or a 1% increase over 1959." Spot billings have been increasing steadily for the past five straight years. FCC's 1959 official total of \$188,143,000 was a record.

All station representatives, however, were not optimistic about a booming fourth quarter. A general business slowdown had curbed spot radio business somewhat, they said.

Webb estimated last October that the first eight months of 1960 saw \$125,725,000 in business, 0.7% better than the same period in 1959.

Some trouble spots in local radio noted by the reps:

- A trend toward concentrating spot radio money in major markets, to the marked detriment of the smaller ones. New York alone received 14% in 1959; the top markets received 41%.

- The placing of major market money on o&o stations (plus an oc-

casional top independent). The FCC 1959 totals show that the 19 o&o's received more than 12% of the revenue, and reps said that this share is rising.

In summarizing spot radio activity for 1960, reps also agreed on these other trends:

- Fewer basic 52-week campaigns, with a continuing increase in the number of "fights."

- More in-depth buying. A newer approach is for the sponsor to buy a market — rather than a station — in depth.

The top spot advertisers for 1960, in terms of billings, according to a sales executive of a leading rep house, are American Tobacco, Ford, R. J. Reynolds, and Ward Baking with Continental Baking (Wonder Bread) developing into a leader this year.

The dual-rate issue streaked across 1960 (as it has since 1958) and again failed to settle.

In August, SRA sent recommendations for a single rate to all radio and tv stations. "In the interest of broadcast advertising's further growth and development, SRA wishes to recommend a single rate policy for all spot broadcasting—one rate: a like

(Please turn to page 52)



FAMILIAR to radio audiences for many years were 'Ma Perkins' (above) and 'Young Dr. Malone,' two of the 'last of the CBS soaps' dropped this fall to make way for news format



network growth; high-level media decisions; government crackdown



FREOERICK W. FORD

The successor to John C. Doerfer as chairman of the FCC accelerated the trend toward stronger controls over broadcasting, including much stricter weighing of license renewal applications



OAN SEYMOUR

Gaining stature for broadcast marked the move of Seymour to highest management echelon with appointment to the executive committee, one of many JWT changes this year



BOB RAINS

As manager of Paul H. Raymer Co.'s Detroit office, Rains was instrumental in evolving fm's biggest news story of 1960—52-week, \$126,000 QXR network campaign to Chrysler Imperial div.

Clients: focus on ad 'ethics'

TOP 5 STORIES OF THE YEAR

1. Agencies, clients foster ad 'ethics'
2. Agency media units are reorganized
3. OBM jars ad patterns with fee plan
4. Gain in public service sponsorship
5. Top 10 air shops put 73% in radio/tv

A sometimes desperate, always earnest striving for advertising morals and ethics—and common sense—keyed the 1960 activity of advertising agencies and their clients.

Beleaguered by pronouncements from the Federal Trade Commission, the Advertising Federation of America, the Assn. of National Advertisers, and the American Assn. of Advertis-

ing Agencies, among other such influence-molding groups, agencies and sponsors were hard pressed to come up with advertising practices which fulfill a responsibility to the public and adhere to tenets of good taste and honesty—yet sell merchandise or services successfully.

The formula, they find, is more simply stated than practiced. The year

was full of news of the pro and con fray: Ted Bates purchased six full-page advertisements in three cities to counter a Federal Trade Commission statement about Colgate copy claims; cigarette companies cooperated with the FTC in a joint effort to tone down their filter claims; a sanction by the American Dental Assn. of the ingredients in and effectiveness of Procter & Gamble's Crest toothpaste convinced consumers and boosted its sales share from 14.5% in August to 18% in September.

Advertising ethics: Advertising committees formed and re-formed in an effort to encourage "truth in advertising" and to deflect the many potshots lobbed at advertising. Jack Cunningham and the AFA developed a Truth Book, urging cooperation with federal and city agencies as well as with local Chambers of Commerce.

One of the more specifically blue-printed moves, and one which remained pretty much under wraps un-

NEWSMAKERS OF THE YEAR: FTC's Kintner tackles ad ethics,



JACK L. VAN VOLKENBURG

Emerging from retirement, the 32-year ad veteran became the top executive of the new M-E Productions, McCann's corporation concerned with programming development, negotiations



JOHN W. KLUGE

Metropolitan Bcstg. Corp.'s pres. negotiated in MBC's biggest station buying year. Acquisitions: KMBC-AM-TV, Kansas City; WRUL, Worldwide Bcstg.; KVOR, Stockton; WTVH, Peoria; WTVP, Decatur



EARL KINTNER

The FTC chairman, despite clashes with Ted Bates and other agencies, pursued a program of monitoring radio and tv stations for allegedly false and misleading ads; fought payola and plugola



REORGANIZATION of media sections keyed agency activity, as at Fitzgerald, New Orleans, where stratified assignments, screenings allow more time. (L-r) Don Harris, v.p., dir., med. plans; Boyd Seghers, asst. bdcst. dir.; H. E. McDonald, med. rsch. v.p.; Peter Pih, mgr., med. rsch.

til late fall, was the McCann-Erickson "commando" plan of Frank White, vice chairman of the board. More than 100 people work under his direction to validate advertising claims—pictorial as well as written—and to encourage "intellectual honesty."

Media regrouping: This year saw a great deal of new thinking and action in the reorganization of agency media departments. Many shops are heavying up on the quality as well as the number of people, filling in chinks to give more solidity and depth. They're stratifying new positions of authority, giving more precision to planning and strategy and unifying the work of media executives

with that of other key divisions.

The trend is for account-creative-tv and radio-media to work more closely together toward the over-all marketing-advertising goal of each individual client. Among the changes: Donahue & Coe has added a media manager and three supervisors. Lennen & Newell added six assistant media directors responsible for account contact to relieve directors of detail and necessary distractions. Cunningham & Walsh expanded from three to five decision levels, adding four key people in executive capacities.

One of the major media moves of the year was the appointment of Herbert D. Maneloveg as media di-

rector at BBDO, a promotion following a sequence of 16 years' association in which he started with the agency as a station researcher.

The more sophisticated agency is also pushing to the foreground a middleman of considerable mystery for the past few years: the media analyst. This man, or woman, bridges the gap between research and buying, and has a growing say in verification of media facts and figures and how these affect a buying decision.

Public service campaigns: One of the most imaginative and exciting agency-advertiser developments of the year was the maturity with which they are conceiving and using public service programing, particularly on the tv networks.

The most public service-conscious advertisers of the year invested untold amounts of time and money to bring the political conventions and the election returns to the American public. And the broadcast industry, in effect, was co-sponsor of this gigantic political show by contributing some \$20 million worth of time and facilities.

Major convention sponsors on the television networks included Westing-

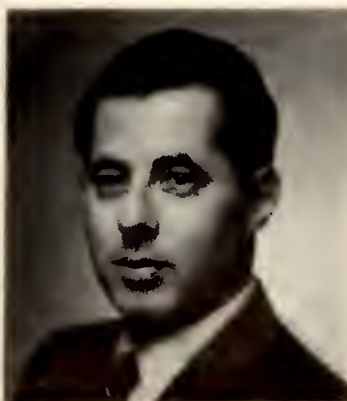
(Please turn to page 53)

tv pro Bergmann moves to Revlon, agencies broaden media functions



LEE RICH

Media's role expanded as Rich took on a new Benton & Bowles post as v.p. for both media and programing, merger of two vital advertising phases under centralized authority for maximum effect



THEODORE G. BERGMANN

One of the busiest advertising-tv spots became the new job for 30-year-old Bergmann as he became advertising v.p. at Revlon after resigning the presidency of the Parkson agency



E. K. HARTENBOWER

A major NAB worry of 1960 was content of movie commercials on tv, reflected in warning by E. K. Hartenbower, chairman of Tv Code review board. He is v.p. and gen. mgr. of KCMO, Kans.



ADMEN picked season's best tv commercials at American TV Commercials Festival in N.Y.

1960 YEAR-END REPORT

Film and tape in an era of ups & downs

In many ways 1960 was a year of crisis for the film and tape industry.

Tape use grew by leaps and bounds in tv commercials, and taped programs came into the spotlight in syndication for the first time. But important tape commercials producers, after getting their feet wet, hastily withdrew.

Post-1948 feature films began to move in quantity to stations. There were some organizational shifts by distributors to gain access to packages. But there was no revolution in feature film buying, contrary to some expectations.

For the first time a professional council of admen reviewed tv com-

mercials by advertising standards, making awards and citations for excellence, exhibiting the best according to product or service.

A flurry of syndication mergers took place: in trade marriages a partner with programing or personnel hitched up with another with financing. Many new syndication sales chiefs appeared at the top—mostly rising from within their own ranks.

A bright spot in syndication's revenue picture was the expansion of foreign telecasting: more channels on the air meant a substantial increase of demand for U. S. tv film series.

An important tv tape breakthrough was the perfection of Intersync as an

NEWSMAKERS OF THE YEAR: Important changes affect tv's



ROBERT KINTNER

NBC's president saw his network rise to the top in audience and prestige for its convention coverage and news shows, the result of long-range backing of news chief Bill MacAndrews and others



FREDERIC W. ZIV

A fable came true when Frederic W. Ziv's syndication company merged with United Artists TV, forming Ziv-UA. A Ziv merger, famous possibility in trade circles for a decade, finally happened



CLAIR M. McCOLLOUGH

The president of the Steinman stations, the effective leader of the NAB during the interregnum, was keynoter of the Chicago convention and broadcaster of the year in 1960, as he was in 1959

TOP 5 STORIES OF THE YEAR

1. Tape grows but some producers exit
2. Post-1948 features flow in quantity
3. First Tv Commercials Festival
4. Syndicators reorganize
5. Film registers overseas sales boom

editing device by Telestudios and other producers. There was a constant increase in the use of video-tape for commercials, but two producers abandoned tape: Elliot, Unger & Elliot, and Filmways. RCA, which suffered from the considerable head start of Ampex in the sale and delivery of tv tape recorders, began to stage a comeback. Taped programs like these attracted national attention in syndication: NTA's *Play of the Week* and Screen Gems' *Medicine 1960*.

In the feature film field, Seven Arts Associated was formed to distribute post-1950 Warner Bros. features. Screen Gems got off to a fast start

with its post-1948 Columbia Pictures, selling 275 to the five CBS o&o's. CNP entered the feature film distribution field. Features were used in new ways as programing: stations sold many as pre-holiday specials to beer, toy, and perfume advertisers, and ABC TV opened a new door for old classics with its *Silents Please*.

Syndication mergers occupied the headlines on several occasions. In addition to the Ziv-UA combination, Javelin (Heritage) became part of ITC. New distributors, like PTI, appeared on the scene. A new group of sales, programing, and administrative managers and chiefs appeared: William Andrews of ITC, John Burns of

MGM-TV, Erwin Ezzes of UAA, Hal Golden of MCA, Daniel Curtis, Carl Lindeman, and Herbert Schlosser, all of CNP, and Jim Victory of CBS Films.

A major surprise of 1960 was the vitality shown by national spot programing, hitherto used mostly by children's advertisers such as Kellogg's. The biggest new national spot user was Studebaker (D'Arcy), with Filmway's *Mister Ed* in 115 markets. A holiday national spot program buyer was Shulton (Wesley), using five half-hours in a pattern that showed great ingenuity. Budweiser (D'Arcy) purchased national rights (except New York) to NTA's *Third Man*.

The circle of syndicators with network clients continued to grow: ABC Films, CBS Films, CNP, Sterling, and Ziv-UA made network sales and became listed among the film houses that can no longer be classified as syndicators only. Filmways made its first move into tv program production, and other commercials producers attempted to do likewise.

The laurels for originality in programing were hoarded by comedy and animated programs. On the networks, *The Flintstones*, on ABC TV
(Please turn to page 54)

news role, film financing, NAB leadership, radio, commercials



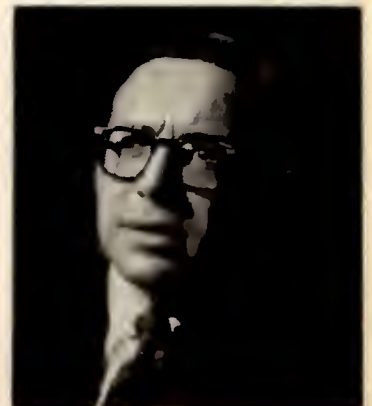
GEORGE B. STORER

The president of the Storer Stations announced that he will form his own national sales organization, following the lead of Westinghouse. Peter Storer, now at WSPD, Toledo, will be gen. mgr.



ARTHUR HULL HAYES

As CBS Radio president, Hayes gave the final go-ahead to drop CBS' long-standing soap operas in favor of news-feature format. Hayes also was first broadcaster to be named chmn., ARF, this past year



WALLACE A. ROSS

Wallace A. Ross directed tv's first professional trade show for commercials. Spots were exhibited and compared according to products and services on nationwide level for the first time

Washington: more controls on radio/tv

TOP 5 STORIES OF THE YEAR

1. Tighter FCC reins on stations
2. Choice of Gov. Collins to lead NAB
3. Easing political broadcasting rules
4. Moves toward licensing networks
5. FTC monitoring of commercials

The FCC has been shifting toward stronger controls over broadcasting since the hearings under Rep. Oren Harris began in late 1957. The forced resignation of John C. Doerfer as chairman of the FCC and the succession to that post of Frederick Ford this year was, however, a turning point. Since then the trend has accelerated to an uncomfortable degree.

Although the resignation of John Gwynne as FTC chairman was entirely his own idea, assumption of command by Earl Kintner brought a similar turning point to that agency in the past year.

Kintner (1) began his harder policy with a program of monitoring radio and tv stations for allegedly false and misleading ads, (2) began making ad agencies parties to complaints, and (3) threatened to make the ad media parties.

The FTC was also spurred by the Harris hearings, especially in the fields of payola-plugola. Also under Kintner-Ford, the two government agencies greatly increased their cooperation and exchange of information, so that the regulatory pressure

was vastly increased in that way.

The FCC began a monitoring program of its own and, ironically, the same Congress which had been scolding the agency for lack of regulatory toughness, sharply slashed the requested monitoring funds from \$300,000 to half that figure. The cut was initiated by Sen. Warren Magnuson (D., Wash.), chairman of the Senate Commerce Committee, who had often chided the FCC for not demanding more money to keep closer tabs on industry practices.

Despite Magnuson's fears of censorship, the FCC went steadfastly ahead with its monitoring program. And, despite the reduced funds, the FCC's monitoring was on a much larger scale than the FTC's.

The year also saw the FCC vote unanimously that it has the power (and the duty) to consider over-all station performance when weighing license renewal applications. The commission did reaffirm, however, its inability to consider whether any specific program should or should not be aired, except when obscenity, gambling, etc., were involved.

The FCC moved toward cancella-

tion of the first license in a generation—that of National Airlines' subsidiary, Public Service Television, for Miami tv channel 10. It also declared Boston channel 5 vacant, though permitting the *Boston Herald-Traveler* to reapply.

Other illustrations of the fact that license renewals may no longer be taken for granted were (1) proceedings against two stations for allegedly unfair or fraudulent contests, (2) a cease-and-desist order because of profanity on the air, and (3) provision for license renewals for periods shorter than the automatic three years to permit check-ups on stations which haven't met the FCC's new tighter standards.

The FCC adopted rigid new rules on sponsorship identification. These would have called for an identification even on a single new recording. However, Congress passed a bill establishing a "rule of reason." The old practice of buying product and service plugs is still out the window, and the rules are still much more restrictive than they were.

As 1960 came to an end, the FCC proposed strong new controls over sales of stations. The proposal, if it is adopted, will force owners to hold radio and tv stations for at least three years before they can sell, barring only emergencies such as death and bankruptcy.

Allocations, both radio and tv, were still very much in the picture throughout 1960.

Collapse of negotiations with the military for more vhf tv channels made transfer to an all-uhf tv system very much more likely. The FCC started rule-making looking toward permitting new vhf stations at mileage separations shorter than now required. These would be permitted only in large markets with fewer than three vhf stations—perhaps less than a dozen.

The FCC also started the ball rolling toward abolishing the clear channels in radio. The proposal is to put additional stations on these channels which are now occupied by a single station at night. As the year came to a close there was still some chance that at least a few of the clear channel stations might be preserved and

(Please turn to page 55)



A **SPONSOR**
ANNUAL SECTION

1960 RADIO RESULTS

AS A SERVICE to advertisers and agencies using spot or planning to, SPONSOR reprints the best capsule case histories of 1960, selected from its regular features "Radio Results" and "Tv Results." This first part of the annual round-up comprehensively documents 32 radio advertising campaigns and illustrates how the medium is most effectively being used on the local level in the United States.

RADIO RESULTS

AUTOMOBILES

SPONSOR: Costello-Kunze Ford AGENCY: Wm. F. Geisz, Advertising

Capsule case history: Since Costello-Kunz Ford decided to drop its advertising in both St. Louis papers in favor of WIL, the auto agency has moved from a relatively obscure position in the market's Ford Dealer's organization to the No. 1 position in 10 months. Now in its 18th month on WIL, sales have tripled with a saturation approach: a weathercast every half hour, day and night, around the clock, seven days a week. This nearly \$100,000 annual buy constitutes 100% of its advertising, and has proven to be the most effective and profitable way of selling its cars in St. Louis. The saturation concept began when Costello-Kunz, together with WIL, staged a Cavalcade Parade of 100 new cars, which the station covered as a special promotion. WIL followed the Cavalcade from the time it hit the Missouri state line, right to the C-K showrooms. Use of saturation on WIL during this period sold C-K and its agency, Wm. F. Geisz, on radio, and the advertising was switched completely to WIL.

WIL, St. Louis

Weathercasts

AUTOMOBILES

SPONSOR: Volkswagen of New England AGENCY: Direct

Capsule case history: On 17 October this year Volkswagen of New England staged a Volkswagen Mileage and Run Contest and promoted it on WMAS, Springfield, with 40 one-minute announcements per week for four weeks. Listeners were asked to send their estimates of how many miles the Volkswagen truck would travel on one tank of gas. The first prize, for the nearest estimate, was 500 gallons of Mobilgas; second prize was 250 gallons. Additionally, there were 25 consolation prizes. On the day of the contest WMAS broadcast a special remote from the starting point and followed it with over 40 pickups direct from the truck during the 16 and one half hours the contest was in progress. After the contest, Volkswagen ran another 40 spots per week for two weeks using the results to promote sales. Result: Ralph D. Jones, Inc., Springfield's Volkswagen dealer, reported it as an outstanding promotion, bringing hundreds of people to the showroom.

WMAS, Springfield, Mass.

Announcements

AUTOMOTIVE SUPPLIES

SPONSOR: Goodyear Service Store AGENCY: Direct

Capsule case history: Goodyear Service Store of La Crosse, Wisconsin, bought a schedule of announcements on WKBH, also of La Crosse, to promote its "Hog Wild Sale" on farm tires. According to I. E. Stratton, store manager for Goodyear, WKBH was used for two primary reasons: "One, we had to have a strong signal to reach the large farm area. Two, Jack Martin, the station's farm director, is practically Mr. Farmer in this area, and I know that he's must listening for the farm families surrounding La Crosse." Shortly after the campaign got under way, customers came from not only La Crosse, but from Sparta, Ettrick, and Bangor. Other business was attracted from Iowa border towns such as Hokah and Rushford as well as Minnesota communities. "It's seldom that any source of advertising can be pinpointed for the success of a retail promotion," Stratton said, "but I feel that WKBH was mostly responsible." Goodyear plans to use WKBH in its next special promotion.

WKBH, La Crosse

Announcements

BAKERIES

SPONSOR: Charles Haas & Sons Bakery AGENCY: Direct

Capsule case history: "There is more money to be made if you use radio," Charles Haas, owner of Charles Haas & Sons Bakery, hotel and restaurant supplier, discovered when he purchased a spot campaign on WEBR, Buffalo, some three years ago. Haas wrote his first letter congratulating WEBR on the excellent job it had done for the bakery almost one year after his spot schedule got under way. In that period Haas reported gross sales had increased approximately 16% and he was highly pleased. However, he was skeptical as to how long the situation would last. Haas continued his schedule and in his next letter wrote, "Not only has our success continued, but it has gained momentum. A check of our books for the past two years discloses current monthly sales to be almost double those of comparable months in the period preceding our entry into radio. Radio has done an outstanding job, and we plan to continue using it. We know now that the medium can sell a special audience."

WEBR, Buffalo

Announcements

RADIO RESULTS

CLOTHING

SPONSOR: William-Dickie Manufacturing Co.,
B&J Department Store

AGENCY: Direct

Capsule case history: The Williamson-Dickie Manufacturing Co., Fort Worth, manufacturers of work and casual clothes, had a problem in introducing its "Guaranteed Work Pants" to the Asheville, N. C., area. W-D wanted to get its line carried by the B&J Department Store, and offered the store co-op money for a radio campaign. One hundred spots were placed on WISE, Asheville, partly e.t.'s and partly live. "We started in February trying to sell the highest-priced work clothes B&J ever sold," Lloyd Prichard of W-D reported. "With business at the lowest ebb of the year in Asheville, we honestly didn't expect much in the way of retail sales. We were content to think we could tell the Dickie story to future buyers of work clothes." However, to W-D's surprise, sales skyrocketed, and the store came up with 165% reorders on the basic stock. "The results were outstanding, and we certainly plan to move more merchandise on WISE," Prichard said. "It opened the market to us."

WISE, Asheville

Announcements

DEPARTMENT STORES

SPONSOR: Blumstein's Department Store

AGENCY: Metlis & Lebow

Capsule case history: Metlis & Lebow Corp., advertising agency, wanted to reach New York's Negro audience for Blumstein's Department Store, and placed a schedule on station WLIB. The short campaign sold both agency and advertiser on WLIB as "the most efficient and effective way for us to sell to this market." The announcements produced for Blumstein's the most successful promotion the store has ever had, according to Sanford H. Metlis, vice president of the agency. A careful check by the outlet's sales force showed that sales directly attributable to the station exceeded all other sales combined tracable to other media used during the same period. With this reaction, when the executive of Blumstein's called the agency to find out the amount of money that had been spent on WLIB he was certain that the original budget must have been at least doubled. Blumstein's now uses WLIB for the major part of its advertising allocation to reach Negroes in the New York area.

WLIB, New York

Announcements

DISCOUNT CENTERS

SPONSOR: Davega

AGENCY: Weiss & Geller, Inc.

Capsule case history: Davega, an old line appliance retail chain whose operations for the past few years have been rather static, was recently purchased by new management. Merchandising was revamped somewhat to transform the stores into general discount centers. Radio was added with WMCA carrying the major effort, using 37 five-minute newscasts weekly on the station, along with two other major New York stations. Sales within a matter of weeks jumped many times over the previous period last year, and officials attributed this increase primarily to radio. The chain's most recent event was its annual salesathon, when d.j.'s Herb Oscar Anderson and Bob Callab made personal appearances to give out records and sign autographs. Fans jammed the aisles and cash receipts for a single day hit one of the store's all-time highs, in spite of almost continuous rain throughout the day. The original 13-week test campaign has been renewed, and Davega is planning continued use of the station.

WMCA, New York

Newscasts

FACTORY OUTLETS

SPONSOR: Joyce Bedding Co.

AGENCY: Direct

Capsule case history: "How long has this been going on?" was the reaction to a recent radio campaign on WNDU, South Bend, by Martin Seuss, manager of the local outlet of the Joyce Bedding Co., a regional factory sales outlet in this area. The Joyce Co. had been using only newspaper ads for its special sales until a salesman from WNDU convinced Seuss to try radio just as an experiment. The manager placed half of his budget with the station using 55 one-minute on-the-spot interview type commercials on ROS for a four-day period. The remainder went into ad space in the local South Bend newspaper. During the promotion, he had all his clerks check where each customer had heard of the sale, to make sure of the source. A compilation of the reports at the end of the sale period showed that 70% of the customers came because of the WNDU advertising, and showed that radio's cost was favorable in these special campaigns. Consequently, Seuss has decided to use radio in all his future promotions.

WNDU, South Bend

Announcements

RADIO RESULTS

FARM MACHINERY

SPONSOR: Whitesel Bros., Inc.

AGENCY: Direct

Capsule case history: Whitesel Brothers, Inc., of Harrisonburg, Va., one of the Shenandoah Valley's largest farm machinery suppliers, has been sponsoring *Trading Post* with Wip Robinson on WWSA, Harrisonburg, for the past-three years. At approximately the same time Whitesel began its radio campaign it opened a branch outlet in Staunton, one of the three major cities which comprise the market area. "Wip Robinson deserves a lot of credit for making this new branch a success," said J. Wilson Lee, secretary and treasurer of Whitesel. "Often strangers come to our stores and request to see equipment Wip advertisers, and in most cases a sale is easily made." In one year Whitesel sold 191 hay elevators. As proof of the continuing response to Robinson's *Trading Post* a listener from Nearby Charlottesville heard Robinson mention used balers for sale on the company's program and without even examining the equipment, placed an order. Whitesel Bros. has been sold on WWSA radio WWSA, Harrisonburg, Va. Programs

FOOD PRODUCTS

SPONSOR: Quaker Oats Co.

AGENCY: Clinton E. Frank, Inc.

Capsule case history: As a result of the Second Annual Aunt Jemima Self-Rising Flour Gospel Singing Contest conducted by WWRL, 40,750 Aunt Jemima packages were sold by grocers all over metropolitan New York. During the contest, which ran for nine weeks, more than 500 contestants—soloists, groups and choirs—were heard on Fred Baar's *Gospel Time* program, 10:30-12:30 p.m., and "Doc" Wheeler's *Gospel Caravan*, 12:30-2:30 p.m. Listeners were invited to vote for their favorites, but the gimmick was that each vote "must be accompanied by a 'guarantee' label from Aunt Jemima's Self-Rising Flour." The finals were held at Faith Temple, and 3,000 people paid the admission price—two "guarantee" labels from the package—to cheer their favorites home. The winning group received a recording contract with Savor Records; second prize: a Stereo radio-phono combination, third: a tape recorder. The contest proved one of Aunt Jemima's most successful Negro promotions. WWRL, New York Programs

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 games 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 Programs

FOOD PRODUCTS

SPONSOR: Strawberry Advertising Comm.

AGENCY: Direct

Capsule case history: Local growers watched the sale of their strawberries increase from less than 1,000 crates a day to just under 6,500 in the New Orleans market alone, at the peak shipping season, through the efforts of George Shannon, WWL's farm director. Although an important part of the area's agricultural economy, the New Orleans market was unaware of the local berry season or the fine quality of these berries. Growers simply had no demand and buyers could name their own prices. Shannon, working with the executive secretary of the Strawberry Advertising Commission, helped create a whole new market in New Orleans. He traveled, wrote copy, collected money and even delivered berries. WWL was the only radio station used in New Orleans and the original expenditure was only \$1,000. Today, two years later, the farmers represented by the Strawberry Advertising Commission are so satisfied by results of the radio campaign they have increased the budget 20-fold. WWL, New Orleans Announcements

RADIO RESULTS

FOOD PRODUCTS

SPONSOR: Weldon Farm Producers, Inc.

AGENCY: Direct

Capsule case history: Recently Weldon Farm Products, Inc., was able to measure results of print and radio campaigns, and radio was the most effective. Campaign was a special two-week promotion for Alba nonfat milk, and since the newspaper advertising featured a coupon, it was assumed that print would outdraw. Newspaper advertising, in one of New York's leading morning papers, brought 7,522 responses. Radio schedule, on Dr. Carlton Fredericks' *Living Should Be Fun* program on WOR, New York, brought 8,019 responses when the advertiser had to cancel the promotion at that point because it was unable to handle the volume. Had it continued, the radio schedule would undoubtedly have pulled several thousand more, based on the daily response to each announcement. The advertiser carefully studied the results of the campaign. Placements in print and radio were comparable, in cost and exposure, and proved to Weldon that broadcast was the better medium for advertising.

WOR, New York

Announcements

HARDWARE & APPLIANCES

SPONSOR: Vaughn's, Inc. (55 stores of all types)

AGENCY: Direct

Capsule case history: Vaughn's, Inc., dealer in hardware, washers, ranges, televisions, air-conditioners, home freezers, and refrigerators, decided to stimulate business with a saturation schedule on KXYZ, Houston. Vaughn's purchased a two-week schedule during the month of May, which was "the most effective advertising that we have ever done," said Claude Vaughn, its president. "Within this two-week period we actually received more results per dollar spent than ever before." Following the dealer's two-week concentrated effort, the company took a hiatus and purchased four newspaper ads spread over a two-week period, but did not get the results that it received on KXYZ. In fact, Vaughn's was still making sales as a result of its KXYZ advertising during the newspaper campaign. "Needless to say, this was a very happy experience," Vaughn said. "We will certainly continue to use KXYZ in all future advertising campaigns. No other advertising has ever given us these kind of solid results."

KXYZ, Houston

Announcements

HOME PRODUCTS

SPONSOR: Culligan Water Conditioning Co.

AGENCY: Direct

Capsule case history: Radio has proven it can sell for any product, and for the Culligan Water Conditioning Co. of Chinchille, Pa., radio has really paid off. The water conditioning company is currently running a spot announcement campaign on WGBI, Scranton-Wilkes Barre, Pa., to promote the Culligan automatic water softener. In view of the fact that the product has a limited market, since it is only useful to residents of hard water areas, Culligan was skeptical as to radio's effectiveness. Shortly after the schedule got underway, Ed Smallacombe, owner of Culligan Water Softener Co., told WGBI, "I have sold a large number of water conditioning units and am convinced of WGBI's pulling power. I did not anticipate such results, but now intend to stay with my radio campaign." As a direct result of the campaign he has renewed his present schedule on WGBI and is now a regular radio user. "Radio today can effectively market a great range of products."

WGBI, Scranton-Wilkes Barre

Announcements

HOME PRODUCTS

SPONSOR: Scheurer Engineering

AGENCY: Direct

Capsule case history: Selling air-conditioners and heat pumps to the modern farmer is not as hard as it seems, as Scheurer Engineering of Wichita Falls, Texas, proved with a heavy radio schedule throughout the winter. Scheurer is the local distributor and wholesaler for Carrier air-conditioners and heat pumps. Because of the firm's large distribution area, which is predominantly rural, Scheurer needed area coverage to reach the farm audience. It decided to place a schedule on KWFT using Roddy Peoples' *Farm Reports*, 7:15-7:30 a.m., Tuesdays and Thursdays beginning 5 January of this year. Advertising was calculated to promote mail from rural areas and rural heat pump dealers. Results were almost immediate: Carrier room air-conditioner sales jumped 30% over the same period the previous year and its summer-winter combination units increased 30% to 40%. Scheurer Engineering is well satisfied with results and renewed its schedule this month on the *Farm Reports* show.

KWFT, Wichita Falls

Programs

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 campaign 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

MUSIC STORES

SPONSOR: Walker's Music Store

AGENCY: Direct

Capsule case history: Walker's Music Store, Omaha, which sells records, radios and phonographs, placed a two-day weekend schedule on KBON to promote its record department. No other radio advertising was used. Schedule was for twenty 30-second spots on Friday, 15 on Saturday. Spots pitched a sale on all long-playing albums at \$3.09, and a 45 r.p.m. single record or album for one cent when purchased with another single record or album at regular price. Results: Over 1,200 customers bought records in the store the first day alone, and total sales increased many times over a normal weekend not only on records, but on radios and phonographs as well. "For the purpose of planning future promotions we tried, as best as we could, to measure advertising," Store owner Jack Walker reported. "We'd say seven out of 10 people heard about the sale on radio. Certainly the bulk of our advertising budget will go to KBON in the future. We know how effectively it reaches Omaha."

KBON, Omaha

Announcements

OFFICE EQUIPMENT

SPONSOR: Branham's, Inc.

AGENCY: Direct

Capsule case history: Last October, Branham's, Inc., which sells office equipment in Oklahoma City, bought a schedule of four announcements per day, Monday through Saturday, on KTOK. Since Branham's sought a special audience, it was decided to use a gimmick to build interest. Each spot mentioned the names of three sales people who were old employees and who were well known to customers over the years. Psychology behind the campaign was to attract the attention of old customers who had not visited the store in recent years as well as new customers in a business where personalized service is important. The radio spots would also serve as a good reminder to active customers. Results: Don Branham reported that "our October volume increased 30% over the year before, and fully two carloads of steel files were sold from our store because of the KTOK schedule. In addition, the campaign served to boost our salesmen's prestige as well as their morale."

KTOK, Oklahoma City

Announcements

REAL ESTATE

SPONSOR: Best Trailer Coach Co., Inc.

AGENCY: Direct

Capsule case history: The mobile home industry has made marked inroads in the American economy over the past few years, especially in the West and South. In the South, the Best Trailer Coach Co., Inc., the largest distributor of trailer coaches there, used radio to promote a grand opening in Houston. The coach company purchased a schedule of announcements on KXYZ to promote its weekend opening. It was the first time in the mobile home industry that such an event was held. Best reported an overwhelming response, which the company credited "directly to the medium of radio, and especially KXYZ." Potential customers came in from Baytown, Anahuc, Conroe, Freeport, La Porte, and the Richmond-Rosenberg area. An estimated 7,000 to 8,000 people attended the opening. Of importance to Best was the fact that not only did the general public attend but also the trailer buyers. "It was a terrific asset to us and the industry. No other medium could have produced these results."

KXYZ, Houston

Announcements

RADIO RESULTS

REAL ESTATE

SPONSOR: Blue Ridge Shores, Inc.

AGENCY: Direct

Capsule case history: To sell lakefront lots ranging in price from \$2,000 to \$12,000 per does not require a mammoth advertising campaign. Blue Ridge Shores, Inc. of Louisa, Va., a subsidiary of American Realty Co. of Springfield, Mass., accomplishes it with an average of three one-minute spot announcements per week on WSVa, Harrisonburg, Va. The realty firm utilizes no other radio in the area. In the 12 weeks Blue Ridge has been on WSVa it is already 50% sold out. The company originally estimated it would take at least three years to sell the entire tract. WSVa has not only brought people to Lake Louisa from nearby towns, but the majority drive from Harrisonburg more than 60 miles distant. Blue Ridge queries each customer as to where he heard of Lake Louisa. Although figures are not available, only the medium receiving the greater number of replies retains the account. Blue Ridge has purchased a schedule using the same spots to run for the rest of 1960.

WSVA, Harrisonburg

Announcements

REAL ESTATE

SPONSOR: Carl J. Grant Realty Co.

AGENCY: Direct

Capsule case history: Boone Nevin of WHBQ says, "When within two hours after a commercial is heard the advertiser closes a sale for \$25,000, it's almost like instant sales." Actually, it comes pretty close to being just that. The Carl J. Grant Realty Co. of Memphis decided to concentrate all its radio effort on Sunday in order to bring buyers into its subdivision just outside the city. Grant placed a schedule of 10 one-minute e.t.'s on WHBQ exclusively. Said Nevin, "After the first spot on the *Jack Darnell Big Time Show*, a car bearing Mississippi plates drove up to the model home. The potential customer had just transferred to Memphis. While driving in on Highway 61 with his family he heard the spot and drove directly to the development, signed the contract, toured the development and deposited a binder. All this in two hours. The firm feels the \$25,000 sale was well worth the cost of the spot: under \$10. Where other media, with larger budgets, failed, radio delivered immediately.

WHBQ, Memphis

Announcements

REAL ESTATE

SPONSOR: Terry Corp.

AGENCY: Direct

Capsule case history: The Terry Corp., having completed eight model homes for its real estate development in the Tidewater, Virginia, area, decided to bring it to the attention of the people in this area with an advertising campaign on WAVY of Norfolk. Since the one important factor in selling homes is getting people to look, it required big exposure. WAVY came up with an advertising campaign that delivered just that. On opening day people came not only from the immediate area but from distant points to examine the homes. A careful check on the number of people was made by the Terry Corp., and there were over 5,000. Also important to the Terry people was that WAVY attracted a caliber of people that had the money to buy and were not just window shopping. Usually openings of real estate developments bring more viewers than buyers, but WAVY produced a high percentage of sales for them. Terry placed the remainder of its campaign with WAVY.

WAVY, Norfolk

Announcements

RESTAURANTS

SPONSOR: Vonachen's Junction

AGENCY: Direct

Capsule case history: Vonachen's Junction, a prestige restaurant in Peoria, Illinois, nationally known for its railroad motif, has capitalized for the third consecutive year on the popularity of sports in central Illinois. The restaurant purchased fifteen 10-minute preview programs of local high school football broadcasts over WIRL, Peoria. The broadcasts were spread over a two-month period. Following the first preview program, Vonachen noted a marked number of customers who came to the restaurant and commented on the WIRL programs. At the conclusion of the 15 broadcasts, the restaurant reported that "never have we received so many compliments nor had so many people tell us about the programs. Although we do not have a heavy advertising schedule during the year, these WIRL football preview shows really paid off." Proof of the result and interest and its good sponsor identification is demonstrated by the fact that Vonachen's has reserved the show for next year.

WIRL, Peoria

Programs

RADIO RESULTS

SHOPPING CENTERS

SPONSOR: 163rd St. Shopping Center

AGENCY: A. I. Saltzman

Capsule case history: The 163rd Street Shopping Center of Miami wanted a promotion that would attract virtually the entire buying population of the area, and the A. I. Saltzman Agency and WQAM gave it exactly that. All WQAM's d.j.'s broadcast remote from a booth in the Center in an around-the-clock "Wake-A-Thon." There was no set length for the broadcast and the d.j.'s competed in prizes for the one who could stay on the air the longest. The listener who guessed the total number of hours the d.j.'s would broadcast from the booth won a vacation in Jamaica, and over 5,000 went to the Center's stores for entries. Schedules were purchased individually by the merchants to announce the promotion—about 20 spots per day for five days prior and two days after it began. Results: More people than the Center had ever seen came to see the d.j.'s and shopped in the stores. The "Wake-A-Thon" lasted five full days—and produced one of the Center's all-time highs in business volume.

WQAM, Miami

Announcements & Special Broadcast

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, Kansas, to run prior to their three-day grand opening. As part of the situation 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

TOYS

SPONSOR: A. B. Charles Hobby Shop

AGENCY: Direct

Capsule case history: A. B. Charles Hobby Shop purchased a schedule of 14 one-minute announcements on WCAE. To create interest and merchandise the campaign, WCAE officers suggested a contest that had never been tried in Pittsburgh. The idea was to capitalize on the common complaint of children at Christmastime of "Why can't I play with my electric train like my Dad does?" To combat Junior's problem, WCAE's contest gave away electric trains at Christmas to five lucky dads. Using a series of teaser announcements, d.j. Tommy Shafer invited listeners to "Give Dad his own electric train for Christmas—nominate your dad. Response was far greater than both WCAE and the hobby shop expected. In only three weeks' time, and in the midst of busy holiday preparations, 5,304 nominations were received. Sales-wise, store business increased many-fold over the previous year. "I've never spent so little for such a great return," owner Ed Charles told the station.

WCAE, Pittsburgh

Announcements

TV SETS

SPONSOR: Knapp T.V., Atlanta, Ga.

AGENCY: Direct

Capsule case history: Knapp T.V. sells only tv sets, no other appliances. Radio has been the only medium which has consistently been building store traffic and producing results. Saturday, 26 Nov., was probably the fastest sell to date as a result of its radio schedule which is carried exclusively on WAKE. An Atlanta resident driving back from the Tech-Georgia game with his family was tuned in to 1340 k.c. He heard a Knapp T.V. commercial featuring a special color tv promotion guaranteeing delivery and installation by 9 p.m. that night. The listener drove directly to the Knapp store. Time elapsed between announcement and actual \$795 sale: 18 minutes. Knapp's continuing three-year success with radio can be attributed in no small way to the annual character voices which WAKE produces. Knapp T.V., as a result of the WAKE, Atlanta, success, recently opened a Birmingham store. Exclusive medium being used in the market, with equal results: radio (WYBE).

WAKE, Atlanta

Announcements

What's ahead for radio programming in 1961?

Bill Schweitzer, programming and promotion director, WEBR Buffalo

A completely new concept in radio programming originated here in Buffalo about two months ago. WEBR's entire programming structure is based on a "sing along" format.

WEBR devotes a large percentage of its airtime to playing numbers



"Sing Along" music; audience participation is proven attraction

from "sing along" albums. Because at this time there is not yet enough first rate "sing along" numbers to fill out more than approximately 50% of WEBR's programming day, other selections which match in mood, spirit or nostalgia the "sing along" albums will round out the musical structure.

In my mind, the greatest value of our "sing along" format is that it enables our audience to actually participate in the WEBR programming, and so achieve a closer identity and rapport with the station. "Sing along" selections constitute happy, wholesome, well-accepted music with mass appeal—and something entirely new as a radio format. This, and its very simplicity, made us feel that WEBR would have majority appeal programming with its new format.

As the originator of "sing along" as a complete programming format, I am particularly pleased to see that it is catching on at stations all across the country. WMNI, Columbus, has already adopted it and WMIL, Milwaukee, is planning to do so. We supplied these two stations with information and material through their rep. Also WABC, New York, ran "sing along" programming for two whole days as a special promotion. Commercial Recordings in Dallas

jumped on the band wagon by waxing a series of "sing along" station breaks.

A heavy promotion campaign, selling the concept as fun radio, continually adds to the local excitement and meshes with programming details. Numerous half-page ads are placed in local newspapers. In addition, we had published elaborate tabloids that were recently included in the Sunday *Courier-Express* circulation (380,000). These tabloids, designed with a Gay '90's motif, contained lyrics to some 200 "sing along" numbers. They were designed for listeners to keep and use to sing along on WEBR when (or rather if) they were called on the telephone. This will enable listeners to actually sing along on the air, and *this* is the crux of promotions.

Most of the half-page ads featured the lyrics of the "sing along song" for today, and photos of the recording artists. All the ads played heavy on the theme: WEBR 960 Sing Along Radio.

In addition, 50,000 table mats on the "Sing Along Club," containing a large coupon were distributed to every major restaurant in Buffalo and western New York. Station identification promos were cut by Mitch Miller for WEBR as well as a half-minute congratulatory message to the station by Mitch.

Recently we inaugurated a contest at WEBR based on Roulette Records' new waxing "Dominick the Donkey" by Lou Monte. Each time the number is played (and we play it numerous times a day) a card is pulled with a listener's name on it (they are asked to send in names on postcards). Each winner receives copies of the platter. At the conclusion of the contest, a "grand winner" will receive \$100 worth of toys, which will be delivered by Santa riding on a donkey named Dominick instead of a reindeer.

Having originated the idea, I was gratified to learn that deejays in a

number of stations picked up variations of the contest: WJZ, Baltimore, WLOB, Portland, Me; WORC, Worcester, Mass; WICE, Providence, and WCOP, Boston.

Manning Slater, general manager, KRAK, Sacramento

To the time-honored music and news format, KRAK had added a third programming entity. To our way of thinking, the programming of the future will be music, news, and community service.

Naturally, a fundamental component of community service is news—news which is comprehensive, fast-breaking and accurate. Consequently, KRAK has joined the Mutual Broadcasting System to supplement our own news coverage. Thus KRAK schedules at least two complete newscasts each hour. Our non-network news is almost completely local and regional.

But, of course, full community service must go much farther than good news coverage. At KRAK, we have adopted the magazine concept of service programming. We schedule numerous special reports and features to appeal and aid various segments of our listening audience. In addition to weather and time checks, we also program traffic reports, skiing conditions, fishing reports, gardening tips, household and beauty hints for



Expanded news formats and emphasis on information of all types

the ladies, sports schedules for the men, bowling news, etc.

KRAK's music policy has also been extensively revived to conform to our community service approach. On 10 October, 1960 KRAK changed from being a so-called formula station relying on hit records to its cur-

rent format, built around the single idea of "easy listening." Music is essentially selected for its nostalgic value, but liberally sprinkled with current selections without the rock 'n' roll beat. Audience composition studies of the total market determine the degree of nostalgia KRAK programs.

Irv Schwartz, vice president & general manager, KUDL, Kansas City, Mo.

We believe that a strong trend in "modern" radio programming today,



Strong d.j.'s returning because audiences identify with personalities

and the format of the future is the "human sound."

Declining is the frantic, mechanical sound favored by so many of the formula stations.

KUDL's programming is, we feel, indicative of the new sound taking hold across the country. KUDL programs popular music by actual survey as many stations do, but includes a more comprehensive choice of selections for a wider range of audience appeal.

The format is built around strong personality deejays. Whereas most formula stations relegate their deejays to the role of an impersonal voice, KUDL features the warmer, person-to-person approach. Our air personalities have distinct individual characteristics, and listeners are able to spend much longer time with their air "friends," with whom they are able to identify.

Emerging is a trend to the return of the disk jockey as an effective personality. However, unlike in the days of "old" radio, he is now integrated more conspicuously into the modern production and program format. At KUDL the disc jockey is being utilized as a showcase salesman.

Because so many stations have adopted the hectic, mechanical sound, individual operations can quickly lose their identity unless they program for more day-long staying power and continued tune-in appeal for the listener. While the production should be equally tight, it must now be en-

hanced with more creativity and supplemented by such programming distinction as exclusive vignette features; on-the-air personalities; and more comprehensive-appeal promotions, and services.

For example, KUDL pioneered the new editorial approach in Kansas City a year and a half ago. These are one minute capsule features on subjects of community interests in which the station usually takes a stand and tries to effect positive action.

To sum up; the combination of the

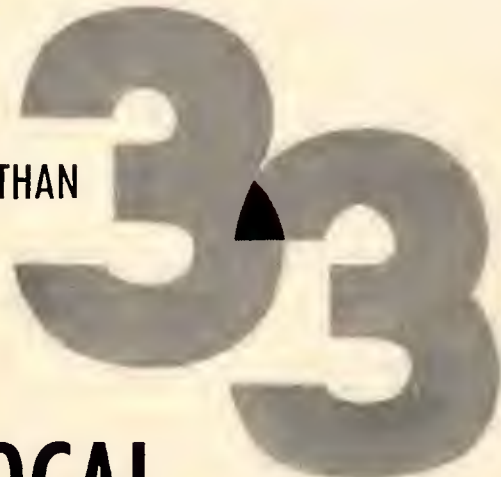
modern, smooth, fast-moving tight production with a less frantic, more warm and human approach produces a more believable sound—more appealing to listeners and more effective for advertisers.

This "human sound" will more and more be heard on stations across the country.

Robert S. Richmond, vice president, WMEX, Boston

If you're wondering where the melody went—the almost forgotten
(Please turn to page 56)

MORE THAN



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 Pat Sheffer

THE QUINT CITIES

DAVENPORT } IOWA
BETTENDORF }

ROCK ISLAND } ILL.
MOLINE }
EAST MOLINE }



PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVES



RADIO BASICS

AM & FM

You'll find comprehensive data on in and out of home listening, SPOT and network trends, set production, seasonal changes, hour by hour patterns and the unique and growing auto audience.

It should be on every desk of every one in your shop who is in any way involved in the purchase of radio time. They're so reasonably priced you just can't afford to be without them.



**ORDER
YOUR
REPRINTS
NOW**

**FILL COUPON
WE'LL BILL YOU LATER**

Price Schedule

1 to 10.....	40 cents each
10 to 50.....	30 cents each
50 to 100.....	25 cents each
100 to 500.....	20 cents each
500 or more.....	15 cents each

SPONSOR READER SERVICE • RADIO BASICS

40 E. 49th Street, N.Y. 17, N.Y.

NAME.....

FIRM.....

ADDRESS.....

QUANTITY.....

*National and regional buys
in work now or recently completed*

SPOT BUYS

TV BUYS

Standard Brands Inc., New York: Going into approximately 45 markets with schedules for Instant and Regular Chase & Sanborn coffees. Runs are for 13 weeks, with a two or four week hiatus in some markets in March, using day and night 60's, 20's and I.D.'s. Buyer: Helen Davis. Agency: J. Walter Thompson Co., New York.

Scott Paper Co., Chester, Pa.: Twenty-four markets get schedules on Soft Weve bathroom tissue in January. Late and early evening minutes are being bought for 13 weeks, five to eight per week per market. Buyer: Marie Barbato. Agency: J. Walter Thompson, N. Y.

General Foods Corp., Jell-O Div., White Plains, N. Y.: Extending current schedules of day 60's to run up until Spring, in about 50 markets. At the same time, it is switching its commercials from live to film. Buyer: Peter Scott. Agency: Foote, Cone & Belding, New York.

Simoniz Co., Chicago: Placements on its waxes begin late this month in reportedly 45 markets. Ten-week schedules are for day and night minutes. Buyer: Peter Van Steeden. Agency: Dancer-Fitzgerald-Sample, New York.

Colgate-Palmolive Co., New York: Schedules for Halo shampoo start 3 January in about 100 markets. Prime time I.D.'s are lined up for 52 weeks, three to five per week per market. Buyer: Bob Lazatera. Agency: D'Arcy Adv. Co., New York.

Pepsodent Div., Lever Bros Co., New York: Campaign for Stripe toothpaste begins in January in about 25 markets. Most placements are for 13 weeks, day and late night minutes and 20's. Buyer: Frank Marshall. Agency: J. Walter Thompson Co., New York.

Continental Baking Co., Inc., Rye, N. Y.: New activity on Hostess Cup Cakes with a number of top markets lined up for 52 weeks. Daytime minutes and 20's are set to start early January. Buyer: Art Goldstein. Agency: Ted Bates & Co., New York.

RADIO BUYS

Canon Mills, Inc., New York: Its White Sale promotion starts 26 December in about 15 markets. Day 30's and 20's will be scheduled for two weeks. Buyer: Derrick Dyatt. Agency: N. W. Ayer & Son, Philadelphia.

Glenbrook Laboratories, Div. of Sterling Drug Inc., New York: Campho-Phenique schedules begin early January in selective markets. Placements are for 52 weeks, light frequencies of day and traffic minutes. Buyer: Bob Hall. Agency: Thompson-Koch Co., New York.

(Continued from page 31)

fairs, James Hagerty. Each network has scheduled at least one hour weekly in prime time for public service programming, and is turning back a half hour every third week for local station public service shows.

ABC's elbow room: Top intra-industry story of 1960 was ABC's successful bid for elbow room and its revolutionizing of network tv selling (with its effect on spot tv selling). ABC, for the first time, took over the No. 1 spot in largest average audience per (7:30-11 p.m.) minute—in the November Nielsen national ratings. Although CBS expected to regain the lead in December, blaming political pre-emptions for a "distorted" rating picture, there was no doubt that three networks were a reality.

Most network selling innovations, which will have a long-range effect on it and the spot medium, originated with ABC. The rise of spot carriers was led by American's 14 hour shows (involving 13 hours) sold that way for the fall of '60. NBC TV had eight spot carriers involving seven hours; CBS TV five shows involving three and a half hours. Total—27 shows, 22½ hours on nighttime network tv.

Another ABC TV innovation, which may have a long-range effect on network and spot selling, is the 30-second commercial permitted within nighttime shows. *The Roaring Twenties* has recently been added to *Stagecoach West* and *Naked City* on the list of programs which have, in effect, seven commercial positions instead of six. They are spotted this way: one following the mid-show station break and the other as a floater in the first half hour.

The extension of spot carriers was also the final push that knocked the sponsor virtually out of the picture as far as program control was concerned. On the fall schedule this year, only 19 shows in 18 time periods were controlled by agencies and their clients (13 shows on CBS, three on NBC, three on ABC). This was only 15% of all programs on nighttime web tv.

And the figures showed the strength of network tv. Latest totals from Television Bureau of Advertising for the first nine months of the year show network gross time bill-

ings at \$494,396,640. This is a 9% increase over the comparable period in 1959.

Trouble spot: Spot television seems to be gearing for a big sales push in 1961. Industry sources report several of spot's best clients leaning toward less spot and more network purchases. The increasing flexibility of network selling—spot carriers, split networks, scatter plans, cross-plugs, spreads and "snakes"—has put spot's paper work jungle in a cold agency spotlight, and made the network buy even more of a media glamor boy for big and small advertisers alike.

Spot tv's gross time billings for 1960 were up, but the boom may have lost its sizzle. Nine-month totals stood at \$445 million, a gain of 8.5% over 1959's first three quarters. Last year at this time, the figure was \$449 million, a gain of 23.8% over the similar period in 1958. Under N. C. Rorabaugh's new method of computation (which delivered the '60 figures), 1959's \$449 million becomes \$410 million.

Network tv affiliates cried out over spot carriers in 1960, but were not very successful in getting concessions from the networks or support from the agencies. Their plea: as network selling becomes more flexible, station selling becomes more rigid.

They suggested an increase in the number and size of station breaks between and within network programs, specifically: additional minute breaks between commercial network shows in daytime instead of conventional 20- and 10-second breaks; affiliate selling of daytime minutes adjacent to unsold web shows; middle breaks in hour-long shows when such breaks do not harm the program content—or, eliminating middle breaks and substituting 40 seconds before and after such programs; two 20-second spots between nighttime shows, and the sale of unsold minutes on a two-week recapturable basis.

Media directors reacted negatively. They said that in view of the difficulty of clearing time and the increased cost of network shows, it would not be practical to lessen the desirability of these shows by increasing the amount of commercial time on a local basis at the expense of the network advertiser who, after all, makes valuable adjacencies possible in the first place. Over-commercialization would,

in the long run, affect the size of the audience and hurt the advertisers, the networks, and the station.

To the stations' advantage, however, the concept of product protection died a little more in 1960. Typical of off-the-record agency opinion of the practice: "Many agencies use the fable of product protection to freeze out the competition. But everyone loses. The networks lose because of look-outs; the sponsors lose because the next time it's they who are locked-out. Back-to-back product protection is feasible and necessary, but the degree to which protection has been carried is unrealistic and cannot be maintained."

One station group will take its sales into its own hands. George B. Storer announced late in the year that he will form his own national sales organization, following the lead of the Westinghouse stations. His target date is 1 July 1961. Two offices will be opened, in New York and Chicago, with Peter Storer, now managing director of WSPD, Toledo, as general manager.

Daytime doings: 1960 saw a general upheaval in daytime television selling techniques, and the effect was to bring a lot of advertisers back to the medium who had deserted it (it was in bad shape as late as the summer of '60). Sales plans—including spreads, "snakes," scatter plans, cross-plugging—all favored the advertiser, and helped the smaller budget clients get network exposure.

ABC permitted 30-second commercials within a program, and the others followed this lead. NBC allowed the use of a 30-second commercial (alongside the opening and closing billboards) and four commercial breaks in the quarter-hour period. This was to accommodate Colgate, which put all of its daytime web tv business (seven quarter hours a week) on NBC. Colgate's nighttime web tv is all on CBS.

ABC permitted 30-second commercials without total purchase of the quarter hour (an NBC requirement). However, the major sponsor must use the third minute in another stanza of the same program series if he takes advantage of ABC's latest daytime plan. The 30's are split around the final credits. CBS permitted 30's in daytime, but only where a sponsor splits his regular minute announcement into back-to-back 30's or 40-20.

And more "flexibility" news was made by NBC when it became, in September, the first network to make it possible for an advertiser to buy a daytime regional network when it sold Beech-Nut the eastern half of the network.

On option time: In mid-September, the FCC cut one half hour of option time from each segment of the broadcast day. Despite early publicity, most agency and tv men expect hardly any change in network-affiliate relationships when the new times (ABC and CBS have chosen 8:30-11 p.m. as their prime evening option time) go into effect on the first of the year.

Most observers stuck with the thesis that it will be cheaper for affiliates to stay with the networks during prime option times than to program locally. Advertisers have been assured by their agencies that:

- No advertiser who now has a show on the air will find himself without clearances when the rules go into effect, or next fall, or indeed through the fall of '62 (when the new Administration may be ready to take further action, perhaps on the "anti-trust" aspects of option time).

- There will not be any substantial amount of prime time made available to local advertisers because of the ruling.

- There is absolutely no prospect of any wholesale or even noticeable dropping off of markets to the point where in non-option time it would be impractical to use the networks.

- The competition for official option time periods will be just as tough as ever, based not on their official status and guaranteed clearances, but on their obvious choice times.

Other sections of the FCC ruling require that networks provide 17 weeks' notice to an affiliate before pre-empting option time when said affiliate has a firm, written contract for the time on a spot basis (eight weeks' notice had been required).

Also, affiliates may reject network programs as "unsatisfactory or unsuitable or contrary to the public interest," even after a series has started, and may substitute a program which it feels "is of greater local or national importance." (Previously, a station could only reject a network program when the series was first offered; could only pre-empt for an "outstanding" local program.)

RADIO

(Continued from page 33)

charge for like services," the recommendations said.

Stiffest agency action was announced by N. W. Ayer in June when it threatened to bypass station representatives and make its own deals directly with stations unless the reps got their stations to adopt single rates. Ayer annually bills \$30 million in spot radio; \$19 million in spot television. SPONSOR found that:

- An increasing number of stations were going in for one rate to all (chiefly the strong stations in a market). Problems in making the switch: explaining to local advertisers, restructuring discounts, worrying about the rival stations.

- Some admen felt a strong definition of exactly what is "national" and what is "local"—and holding to it would solve the dilemma. A merchant who owns and operates his own local retail store would qualify for local. All others—national.

The new look for network radio is "what we are, not what we were." The networks are programing short segments of news and features, feeding their affiliates regularly scheduled bits and pieces of hard news, human interest, sports and variety, with the network always available for special programs of any length from a football game to a concert to the inauguration of 20 January.

Last to shed its soap operas was CBS, which ended the reign of *Ma Perkins*, *Young Doctor Malone* et al this fall. This makes the network programing concept, originally adapted by Mutual in June 1957, unanimous. Each network, however, is still trying to uphold its own particular image, NBC with *Monitor*, ABC with *Flair*, etc.

The CBS move is the final death-knell of network radio as we have known it for four decades. "CBS just died harder than the others, but the demise has been inevitable for the last five years," said one media v.p. of a top 10 shop in N. Y. early in the fall.

ABC's biggest program innovation this year was *Flair*, a 55-minute program of 11 five minute vignettes. "The stations can split up all 11 of these quickies and slot them anytime in their local programing between one and four p.m.," said a network spokesman. ABC will continue with

its morning *Breakfast Club*, moving into news five minutes before every hour from 7:55 a.m. to 10:55 p.m., five days a week.

ABC also scored a punch of its own with its coverage of the Patterson-Johannson heavyweight championship fight last June. The fight drew the largest audience in network radio history, some 62 million people. Robert Pauley, ABC vice president in charge of the radio network, negotiated for the rights to the fight with TelePrompTer. The price was \$200,000, one of the largest amounts spent for the rights to a single broadcast event in radio's history.

It looks as if network radio is headed for better times under the new programing approach, by supplying less programing with intended lowering of operation costs.

In the black, and smiling, as it emerges from its first completed year of news and service programing, is NBC. Early in January the network cut out all soaps and variety shows and began news-on-the-hour, news analysis, sports, special events plus monitor programing plan. At the time, NBC also announced it would continue full compensation for its affiliates for these services. Starting in April NBC's good financial fortune began coming to the fore.

In spite of a "bad first quarter financially, the next three quarters of 1960 would put us in a profit position," Bill McDaniel announced. In June he stated the network was in the black. As of June 1, he said, there is "as much network business on the books as the network showed for the entire year of 1959," and this year will be "the first time we have shown a profit in eight years."

In October McDaniel was able to announce that the network would be in profit for the first quarter of 1961.

In November, he announced that NBC had 47% of all sponsored network time and over 50% of network advertising dollars.

Also showing a profit for the last six months of 1960 was CBS. The network anticipates "higher returns" next year. ABC and MBS remain in the red but ABC anticipates a profit in 1961 as does Mutual.

1960 also was witness to the continued growth of fm, including the medium's big national breakthrough. What is considered the largest single fm buy was made this fall by Chry-

ler & Imperial division, Chrysler Corp. on the QXR network (20 stations) plus seven other fm outlets across the country.

Through its agency, Young & Rubicam, Chrysler bought a five-minute news analysis show across the board on a 52-week basis. It is called *The Imperial Press Club*. Tapes originated from the Overseas Press Club in New York. The deal represents \$123,000 broken down as follows: \$76,000 for time, \$30,000 for talent, \$17,000 for production. The transaction was handled by Paul H. Raymer Co., Detroit, manager Bob Rains.

A study last summer for Heritage stations in five major markets, conducted by Alfred Politz Media Studies, indicated that 30.3% of all U. S. homes are now fm equipped. The study also pointed out that fm families lead the nation's average in incomes, higher education, professional occupations, and buying power.

These households, Politz noted, listen to fm 3 hours and 22 minutes on a weekday as compared to RAB's reported average for am radio of one hour and 59 minutes.

The "paper work jungle" was penetrated on several fronts in 1960. For one, SRA announced new, simpler, standardized contract forms for use by station reps, in October. This common billing form has been adopted by many of SRA's members to date, with an increase expected after the first of the year.

Last May the SPONSOR Standard Spot Practices Committee proposed a new standardized billing form for radio/tv spot. A flood of favorable reaction poured into SPONSOR offices shortly after the proposal was announced. To date the billing form has been adopted by nearly 150 stations in 38 states. The billing form is not intended to be a statement but is to be used for time charges only. Heading the six-man committee was Ralf Brent, former v.p. and sales director, WIP Philadelphia, now v.p. Metropolitan Bdcstg. Corp.

Among radio's other highlights in 1960 were:

- Storer Broadcasting's option to buy WINS, N. Y. from Gotham Broadcasting Corp. for a reported \$10 million.
- The formation of the Negro Radio Association.


In late July Storer signed an option to buy WINS from Gotham (Elroy

McCaw) for \$10 million.

The \$10 million price is over 20 times higher than the \$450,000 McCaw paid for the station when he bought it in 1953 from Crosley Bdcstg. The highest previous radio price was \$7.5 million for WNEW in 1957.

The Storer option agreement filed with FCC, provided for a \$100,000 down payment on WINS which Gotham will keep should the deal fall through. The option will stand until mid-1962.

In November, a deal was closed for WMGM, N. Y. by Crowell-Collier Bdcstg. Corp. which topped the WINS price by \$1 million. Principals in this sale were Robert M. Purcell, president, Crowell-Collier Bdcstg. and Lawrence Tish and Arthur Tolchin of Loew's Theatres Bdcstg.

The Negro Radio Association was organized by charter members representing 37 radio stations and groups whose programing caters to Negro listeners. Francis M. Fitzgerald of WGIV, Charlotte was elected chairman of the new organization at its first meeting in Washington. Stated aims: to promote studies of Negro programing, improve it, develop Negro broadcasting talent. 

AGENCIES & CLIENTS

(Continued from page 35)

house, Mutual of Omaha, 20th Century-Fox, Avco Mfg., Du Pont, Thomas J. Lipton, Brown & Williamson, Cowles Magazines, Bristol-Myers, Field Enterprises, B. F. Goodrich.

A gaining number of blue-chip advertisers are using television and network programs to carry to the public their "institutional" or "educational" messages. The television "special" has evolved as a format ideally suited to this kind of marketing tactic.

As of October, the three television networks were carrying 300% more sponsored public service programing than in the previous year—encompassing the broad category of information, education, and service.

Among those in the front ranks: Aluminium, Florists Telegraph Delivery Assn., American Machine & Foundry, Ralston, and some 11 others for this winter season.

Agency compensation: There were varied reverberations from the switching of the Shell Oil Co. account from J. Walter Thompson to Ogilvy, Benson & Mather, hitting at all levels

of advertising and broadcast. Tv and radio are affected deeply because there'll be a possible loss of some \$4 million in broadcast to print.

But broader and more long-range implications are shaking observers as they contemplate David Ogilvy's establishment of a fee system, rather than the time-honored pattern of setting agency remuneration at 15% of media costs. The compensation plan developed by him and by Cyril Martineau, manager of the giant oil firm's advertising department, provides for an annual set fee which returns a 25% profit to OBM over and beyond all out-of-pocket costs.

Commissionable media funds are tabbed and at the end of the year either refunded by the agency to the client for the difference above the set annual fee or, if the commissions are less than the figure agreed upon, they are added to by Shell.

Ogilvy has come in for a lot of overt criticism about the move, but there are many admen who side with him in thinking he has taken a realistic approach to the problem of agency remuneration in an era of rising costs and slimming profits for agencies.

Many accounts and their agencies, in sub rosa fashion, have evolved intricate—and highly personal and secretive—formulas by which they do business together. Most have implemented the rigid 15% system in some way, but none has developed such a pinpointed formula as Ogilvy and talked about it to the entire industry.

The move, in SPONSOR's view, portends greater study of the agency-client compensation plan and further exploration into new methods.

Account shifts: Shell's agency switch was the year's most dramatic. Shiftings of accounts settled down a bit in the second half of the year after a flurry of activity which saw: Pepsi-Cola from K&E to BBDO; Revlon from LaRoche to Warwick & Legler; Chrysler, with Dodge cars, from Grant to BBDO, Dodge trucks from Ross Roy to BBDO. Desoto-Valiant from BBDO to N. W. Ayer. These are typical of major changes.

Top 50 agencies: The biggest ad agencies, representing the biggest national advertisers, spend more on broadcast media than their smaller sister shops. This is one conclusion of SPONSOR's year-end analysis of the top 50 advertising agencies in terms

of broadcast billing and the relation of air dollars to total ad dollars.

Among the findings: The top 10 shops this year spent an average of 73 cents in every advertising dollar on tv and/or radio, contrasted with an average of 53% of total billings in air media for the top 50 agencies.

These 10, with their estimated 1960 air media expenditures: J. Walter Thompson, \$151.4 million; Young & Rubicam, \$112.7 million; Ted Bates, \$105 million, tied with McCann-Erickson; BBDO, \$92.5 million; Benton & Bowles, \$75.1 million; Leo Burnett, \$65.6 million; Dancer-Fitzgerald-Sample, \$62 million; William Esty, \$60 million; N. W. Ayer, \$57 million.

These huge expenditures and their growth rate are of deep concern to agency management on several levels: in terms of over-all agency profit, of constant concern because of the fast-rising costs of media and servicing; as related to the cost of broadcast, particularly, because it takes highly trained and expensive agency personnel to make effective air decisions and to watch-dog that choice, especially in the case of network television.

Rising salaries: Television programming pros, negotiators, producers need to be increasingly sharp in their knowledge as well as their instincts to counsel on tv investments and to protect them later on. Agencies are paying, in many instances, astronomical prices to get these top people. This pattern is holding true also for executives of media departments. These two facets of agency costing this past year have been tackled with more urgency than ever before.

Agency changes: Management changes in advertiser corporations were matched in intensity and long-term significance within the advertising agencies servicing them. Among the major agency moves of the year:

- The election of 27-year-old John Peace to the presidency of William Esty Co., the third in its 30-year history and a typical industry "nod" to young, vigorous, and alert men in the industry. The move also marks emergence of a media pro to the top ranks of agency management.

- Naming of 39-year-old Paul C. Harper, Jr., to the presidency of Needham, Louis & Brorby, the second in the agency's 36-year history.

- The switch for Lee Rich of Benton & Bowles from v.p. in charge of

media to v.p. in charge of media and programming, a new post which blends the medium and the vehicle and makes for more centralization of authority.

- The upping of David C. Stewart to succeed William B. Lewis as president of K&E.

- A series of management shifts at J. Walter Thompson, with George Reeves, Chicago manager, becoming executive vice president and remaining in the Midwest; with the election of the Detroit executive, William D. Laurie, Jr., to the board and the subsequent effect of tying the branch offices more closely to New York as well as enhancing them with additional stature; the naming of Dan Seymour, broadcast v.p., to the executive committee. Earlier in the year, Norman H. Strouse succeeded Stanley Resor as chief executive officer on Resor's relinquishment of active leadership after 44 years.

Advertiser changes: Marketing and media changes are implicit in many client management moves of the year. Typical among these:

- The election of W. Rowell Chase as executive vice president for Procter & Gamble, broadcast's largest advertiser. Mr. Chase rose from advertising department ranks, an origin more typical of today's top corporate planners than ever before.

- The appointment of broadcast pro Theodore C. Bergmann, 13-year tv pioneer, as vice president in charge of advertising for Revlon, Inc.

There were shake-ups aplenty in every phase of agency and client operation, even more for certain of these companies in such specific product areas as automotives and soaps.

Economic effects: Management plans were in flux, subject to fast change, for many reasons—some economic, others political, still others more directly and personally related to the specific industry or its people. Many businesses were experiencing so-called "summer" doldrums throughout much of the year because of a general pre-election business slowdown and because of a "Let's wait and see who gets elected" attitude.

The automotives were particularly affected by this stagnation, made even more complicated because of the reluctance of the farmer—who buys perhaps as much as a third of Detroit's product—to commit himself financially in an election year. ■

FILM & TAPE

(Continued from page 37)

(Screen Gems) was being carefully watched, while in syndication new programs included CBS Films' *Deputy Dawg* and *Brothers Brannagan*, CNP's *Funny Manns* and *Jim Backus*, UPA's *Mister Magoo*, and UAA's *Mel-O-Tunes*.

Stations started to threaten film companies as producers and distributors of syndicated shows. Three of the nation's leading film stations—WPIX, New York; KTTV, Los Angeles, and WGN-TV, Chicago—made great progress in program production and sales, using both film and tape.

The year did not witness as many mergers in the commercials field as did 1959. Nevertheless important new affiliations were made, such as Robert Lawrence-RKO.

Syndication was definitely enjoying an overseas boom. Additional channels on the air and increased use of U. S. tv film by existing channels spelled good business for U. S. distributors. Especially active markets included Canada, Australia, Japan, Germany, and Latin America. The networks also made more investment in overseas broadcasting operations.

National advertisers became bigger syndication buyers in 1960, especially in the tobacco and automotive fields, where national spot, regional, and local syndicated shows were used in support of other media.

A wave of public affairs shows became "hot" sales properties in syndication in 1960, one of the most unexpected developments of the year.

One of the real accomplishments and permanent contributions of 1960 was the initiation of a series of annual tv commercials festivals along professional lines. A council of advertising and broadcast leaders selected commercials for awards and citations according to their product, service, or special excellence. An unusual aspect of the festival, directed by Wallace A. Ross and presented in cooperation with SPONSOR, was the formation of a council of 50 judges to review the commercials. For the first time commercials were examined according to professional standards by agency, advertiser, production, and station men. ■

WASHINGTON

(Continued from page 38)

perhaps be permitted to go to "super-powers" of up to 750 kw, as compared to the present maximum of 50 kw.

And at year end, the FCC and some figures in Congress were becoming more convinced that all or a major part of tv must shift over to the uhf bands. Congress voted \$2.25 million for construction of an experimental uhf station in New York City to prove whether uhf can work in what is considered the most difficult locality for that service. The belief here is that if the experiment works, the die will be cast for all-uhf, at least east of the Mississippi River.

POLITICS: The Great Debates were a highlight feature in 1960, but what it will mean in terms of future political freedom for broadcasters was still a question.

Congress permitted free time for presidential and vice presidential candidates without the need to give time to splinter parties, or even to give time to other major party candidates. This authorization was for 1960 only, and it made possible the Kennedy-Nixon debates. It also made possible programs featuring the four major candidates separately without measuring the minutes.

Almost as important was the fact that broadcasting was operating for the first time under the permanent relaxation of the Sec. 315 ("equal time") provisions—exempting news, panel, and documentary programs from the requirements.

The consensus was that broadcasting did itself proud along both lines, and there is no fear of any Congressional move to withdraw the exemption. The Great Debate idea would have to be renewed, however, and this is a different situation. Democrats, who control Congress, might not be too anxious to pass another such bill which would give the Republican 1964 presidential candidate such a forum to combat Kennedy—and free.

NAB: The death of Harold Fellows left NAB to be guided by a committee for much of the year. Florida's retiring Gov. LeRoy Collins takes over in January. Already NAB lobbying strategy has changed, and it may change more.

During the FCC programing hearings, Fellows testified to the effect

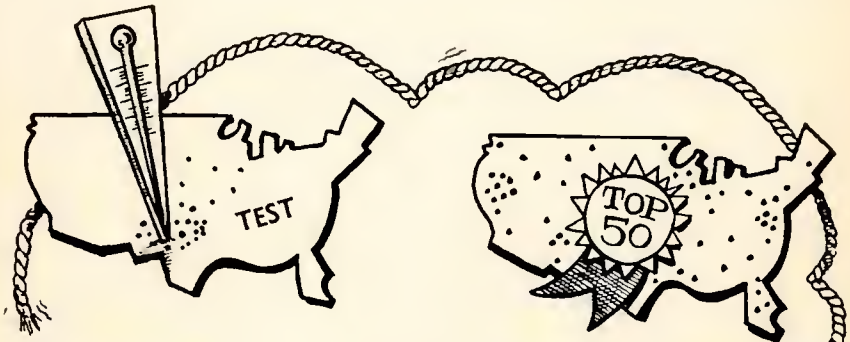
that the FCC *does* have the power to consider over-all station performance at license renewal time. This was a major switch.

Hiring of a leading Democratic politician might mean a further change. The strategy behind the Fellows testimony was obviously to the effect that this particular battle was already lost and that NAB should concentrate on keeping the trend toward FCC control at a minimum.

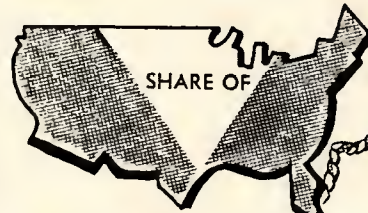
NETWORKS: The Harris Committee battle for direct FCC network

licensing and regulation seemed to have no end, was not settled in '60, and was given a top priority once again for 1961. But the FCC had already tightened the screws on the webs, all by itself. At year end, more was in the cards.

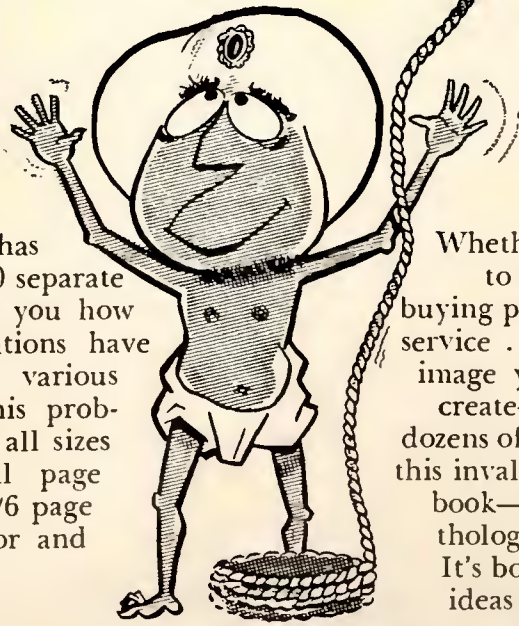
The FCC voted 4-3 to cut a half hour from network option time. The three dissents were not against the cut, but were against permitting any option time at all. Since Commissioner King was on the side of the half-hour cut, the new commissioner to be appointed as soon as President-



want
to talk
market?



SPONSOR has assembled 80 separate ads showing you how different stations have tackled the various phases of this problem. Ads in all sizes from a full page down to a 1/6 page in both color and black and white.



Whether you want to talk markets, buying power, public service . . . whatever image you want to create—you'll find dozens of examples in this invaluable source book—the only anthology of its kind! It's bound to spark ideas of your own.

YOU'LL BE SEEING IT SOON

▶ SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

elect Kennedy gets around to it might well spell the complete end of this network practice.

The same decision greatly expanded the rights of tv affiliates to refuse network programs, and although the webs protested the affiliates already had such rights by contract if not by law, the FCC action was a clear hint that the affiliates had better become more active in this area.

The so-called Doerfer plan, under which the webs would each devote prime time to public service or cul-

tural programing, was one of his last proposals as chairman. An opponent of excess regulation who knew the ball was bouncing the other way, Doerfer made no bones of the fact that adoption of such a plan might remove some of the regulatory pressure.

The webs did as they were advised, but the forced resignation of Doerfer for alleged over-familiarity with Storer and the succession of Ford to the chairmanship voided any advantage from such voluntary action.

In another action, the FCC outlawed representation of non-owned stations by networks. Questions of programing, programing monopoly, etc., are still bound up in the FCC's programing hearings. ◆

SPONSOR ASKS

(Continued from page 49)

art of conversation has replaced it!

In my opinion, *talk* is what's new in radio programing.

Here at WMEX we experimented with a solid three-hour talk show, and it has become an outstanding success. When I say success, I mean people listen. The latest Pulse ratings reveal that the non-music *Jerry Wil-*



Talk programs will gain greater acceptance in 1961

liams show has more listeners than almost all other Boston radio stations combined during its time period—an average share of audience of 45%! Commercial acceptance has been overwhelming, too.

The show's format is simple. It is unrehearsed and every facet of local, national, and international issues are explored. Guests are invited to appear and after discussions with Williams, listeners phone in and comment, argue and discuss the subject matter. They agree or disagree without being disagreeable. Just to be on the safe side, Williams screens all calls by means of an electronic device which delays all voices for seven or eight seconds.

This all talk show has grown to such proportions that it is the most widely quoted show in New England, in my judgment. Interesting too, is the fact that the show is what might be termed "serious." For example, show folks rarely appear. The emphasis is on government, civic, health, education, and political personalities.

We have found people are eager to express themselves and the intelligence displayed by the so-called "masses" would surprise our programing and advertising people!

Who knows maybe "talk" will reverse music-and-news emphasis. ◆

**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.

To cover the big markets in Nebraska through TV, you've almost got to reach Lincoln-Land. And to reach this big, rich market, you've almost got to use KOLN-TV.

Here's why: KOLN-TV is the only station that really covers the area. Latest Nielsen credits the station with 57,000 Lincoln-Land homes during prime 6 to 9 p.m. viewing time.

And KOLN-TV's cost-per-thousand figures for night-time network shows might happily surprise you. Ask Avery-Knodel for the facts on KOLN-TV—Official Basic CBS Outlet for South Central Nebraska and Northern Kansas.

**KOLN-TV DELIVERS THE
MAXIMUM AUDIENCE IN NEBRASKA***

Gunsmoke 69,700 homes
 Father Knows Best . . . 77,700 homes
 6:00 p.m. News . . . 76,000 homes
 10:00 p.m. News . . . 64,000 homes

*February Lincoln MSI

The Felzer Stations

- WKZO-TV — GRAND RAPIDS-KALAMAZOO
- WKZO RADIO — KALAMAZOO-BATTLE CREEK
- WJEF RADIO — GRAND RAPIDS
- WJEF-FM — GRAND RAPIDS-KALAMAZOO
- WWTV — CADILLAC-TRAVERSE CITY
- EOU-TV — LINCOLN, NEBRASKA

KOLN-TV

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

WASHINGTON WEEK

26 DECEMBER 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

The complicated series of sales and trades aimed at putting ABC into station ownership in Boston and San Francisco instead of Philadelphia and Boston has survived its first complete court test.

The Westinghouse appeal on grounds of alleged violation of the RCA-NBC consent decree with respect to the Philadelphia-Boston exchange between RKO and NBC, fell by the wayside.

The Supreme Court by a 6-3 vote held that it shouldn't consider the case. This is not a decision, but refusal to hear means that the lower court verdict stands. In this case the lower court refused to interfere. Only two of the three dissenting votes favored hearing arguments; the third wanted to affirm the action of the lower court.

There was still nothing whatever on a possible new member of the FCC: the incoming administration, as far as could be learned, hadn't even begun to consider the post on a decision-making level.

For whatever straw might be considered in the wind respecting the regulatory philosophy of the new administration, some thought has been given to the FTC. Here two posts are open.

It is quite clear that present chairman Earl Kintner can have a full 7-year term on the FTC if he will be willing to step down from the chairmanship. People close to Kintner say he is, however, insisting on the chairmanship or nothing.

The FTC situation is different from that of the FCC. With only one opening at the FCC, a Democrat will be appointed. With two openings at the FTC, both Republican at the moment, the administration can appoint only one Democrat. Which is how reappointment of Kintner would be possible, if the new administration approves of his activities.

It is not expected that he will be permitted to retain the chairmanship, however.

Kintner has earned a reputation for tough enforcement, but he also has solid backing for reappointment from the advertising industry. And it is this record which apparently appeals to the new administration enough to elicit the reappointment offer.

In the first hearing since the elections casting any light on the subject, grave doubt was cast on the amount of ground broadcasting may have gained by the "Great Debates."

Hearing was before the House Campaign Expenditures subcommittee, rather than before a Commerce group. It is the latter which has direct authority over the FCC, and through the FCC over broadcasting. Nevertheless it was still noteworthy that four out of five Congressmen expressed reservations, and the fifth was silent.

NBC's Robert Sarnoff appealed for an end to the Sec. 315 political equal time requirements and pointed to broadcasting's performance during the recent elections. CBS's Frank Stanton filed a letter to the same effect. Sarnoff indicated that the resulting enlarged broadcast coverage could shorten campaigns, the topic of immediate interest to the subcommittee.

Noting that a presidential candidate might not want to debate, but that pressure could be brought on him to do so, Rep. William C. Cramer (R., Fla.) said the networks might be controlling campaigns. Rep. Samuel L. Devine (R., O.) was worried about a capable man who can't debate well. Rep. Leo W. O'Brien (D., N.Y.) spoke of a local candidate being "blackmailed" into going on a program.

FILM-SCOPE

26 DECEMBER 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

CBS Films and N. W. Ayer in New York have worked out one of the most inventive program patterns seen in some time to use syndicated *Rendezvous* as local support for Michigan Bell Telephone Company.

Here's what Michigan Bell's situation was: they were enjoying every-other week benefits from Bell Telephone Hours on NBC TV, but lacked a program for the in between weeks.

This is what they did: they bought *Rendezvous* for five Michigan markets in those 26 weeks of the year not covered by the Bell Hour, in effect using regional syndication to close gaps in weekly network coverage.

Markets are WWJ-TV, Detroit; WOOD-TV, Grand Rapids; WPBN-TV, Traverse City; WLIX-TV, Jackson, and WNEM-TV, Saginaw; start dates are mid-January.

Rendezvous is a dramatic anthology with unusual stars for a syndicated series; its selection came after a careful search by conservative-minded telephone officials with a serious concern for the effect of tv programing on their corporate image.

Incidentally, the show was also picked last year on the West Coast by Shilling Division of McCormick for much the same reasons.

Michigan Bell will select from 13 episodes initially made for CBS TV and from 26 others added for syndication.

Looking back at year's end, 1960 was a year of crisis and change for the film, tape, syndication, and commercials fields.

Despite expressions of discontent and pessimism, many bright and encouraging tendencies appeared during the year, such as these:

- Tape was being used more widely in programs and commercials.
- Post-1948 feature film distribution finally got into high gear.
- Foreign tv film sales were really booming.
- National spot film programing staged a comeback.
- More and more syndicators entered the circle of network suppliers.
- Stations became more important as syndication producer-distributors.
- National advertisers—especially tobacco and auto companies—made their heaviest expenditures in syndication to date.
- Comedy, animated shows and sports were the year's new program vogue.
- The industry had its first commercials festival run entirely according to professional advertising criterion.

Nevertheless, the underside of the coin made its presence felt too, and factors like these served at times as dampers on optimisms:

- Several tape commercial producers exited the medium.
- The long-touted post-1948 feature film revolution didn't come off.
- Caution rather than speculation characterized program investments.
- A few buyers held their breath to see what 1961 business conditions would be like, putting off commitments in the meantime.

Added up, 1960's leading trends showed that companies still plowing exhausted soil were in real trouble—but that ingenuity, the ability to size up unprecedented situations and move on them quickly, and flexibility (still one of syndication's real strengths) could still be put together for profits, sometimes in defiance of all the accepted rules.

Insiders who use Falstaff (D-F-S) as a bellwether to foretell syndication's direction are confronted with a dismal report: Falstaff will take its \$3 million out of regional syndication entirely.

Falstaff's syndication expiration is understood to be set after last playdates of MCA's Coronado 9, at which time **the entire budget will be put into spot.**

Although some of the money will probably end up in announcements within local syndicated shows, the biggest sufferer would be MCA, which has had Falstaff as a regional syndication client with but a single year's exception since 1953.

The accuracy of Falstaff in the past as an indicator of syndication trends was shown in its switch from a detective series to a western and then back to a detective series over the seasons.

Cushioning the blow for MCA to some extent is its involvement in new deal also worth \$3 million: Studebaker's 115-market national spot deal on Mister Ed, which MCA negotiated for Filmways.

As of last week Studebaker cleared time through D'Arcy in New York at national rates in 106 markets, mostly between 7-8 p.m.

The Studebaker-Lark deal is important to watch for several reasons: (1) **the revival of national spot film programming by an adult advertiser,** (2) **the rise of automotive spending in syndication,** and (3) **the emergence of Filmways as a new syndication production house.**

Screen Gems stole a march on its competitors by bringing out its new syndicated show, Tallahassee 7000, just before the holidays.

What may be the only new syndication entry for January, the show racked up four nice station deals immediately: WCBS-TV, New York; KABC-TV, Los Angeles; KGO-TV, San Francisco, and WTVT, Tampa.

The series, probably held to 26 episodes, is getting a lift from its briefness since a 26- and 13 pattern fits neatly into January to September schedules.

In production on and off for a year or so, the series stars Walter Matthau and is produced on location in Florida.

Statisticians will note that **it's the fifth show with numbers in its title in Screen Gems' current portfolio;** the other four are: Rescue 8, Route 66, Playhouse 90, and Showcase 39 (Ford re-runs).

Automobile dealers are going for new sports shows in a big way.

ITC's Javelin Productions reports three dealer buys of its Golf Tip of The Day in the first two weeks of selling and a total of 42 U. S. sales altogether.

The dealers are: Valiant (N. W. Ayer) in Washington, D. C. on WRC-TV; Ford in Norfolk on WAVY-TV, and Lex Mayer Chevrolet in Columbus, O. on WBNC-TV.

The series also made a sweep of Canada; see FILM WRAP-UP, p. 66, for details.

Stations are using strip programming to deliver some remarkable CMP's.

WNTA-TV, New York, for example, which kicks off syndicated episodes of NTA's Play of the Week, last week registered **costs-per-thousand of \$2.25 for homes and \$1.14 for adults**—based on ARB's 27.5 seven-night gross cumes for the Rashomon episode and a \$400 spot rate.

Even more startling than the cost efficiency of strip programming is its **manifestation in quality programming where premium rates are often expected.**

Robert Klaeger will be back at Transfilm again.

He becomes senior v.p. of the Transfilm-Caravel organization as a result of the merger of that company and his Klaeger Productions.

SPONSOR HEARS

26 DECEMBER 1960

Copyright 1960

SPONSOR
PUBLICATIONS INC.

As far as Madison Avenue is concerned, the first Nielsen of the season to get really sharp scrutiny will be the first December report.

No longer will the figure boys be able to speculate what the returns might have been were it not for the election preemptions and, as the Street puts it, everybody will be able to separate the good prospects from the misfires.

What makes the selling of public affairs programs tougher and tougher is not the potential ratings but the fact that the advertiser is barred from seeing the finished product in advance or even knowing what is on the planning boards.

The producers of such fare say that's the only way they can work and that a sponsor approaching public affairs programming must learn not to become jittery over a few letters of criticism or complaint.

A good case in point was CBS TV's refusal to let Campbell and Heinz take an advance peek at Harvest of Shame. (These canners had heard that the CBS Reports show might reflect untowardly on the canning industry.)

Not that they're discouraged, but these sellers of documentaries frequently wonder whether the corporate mind is quite ready for boldly linking itself to programming with a point of view.

A major non-package goods account in tv is headed for a reshuffling of its products for the first time in many years.

The net result of this move: the budget would be split between two agencies whereas, heretofore, the ratio's been somewhere around 80-20.

What miffs the prospective loser especially: for years it handled the account at an appreciable loss.

A rep would have to be around the business a long, long time to be able to recall when timebuying in the leading agencies of the day was carried on by one or two persons.

Contrast these timebuying pioneers and the number of timebuying personnel these same agencies contain nowadays:

J. Walter Thompson: Linnea Nelson vs. 46 today.

Young & Rubicam: Hubbell Robinson and Jack Latham vs. 42 today.

BBDO: the late Ned Midgely vs. 17 today.

Dancer-Fitzgerald-Sample: George Tormey and Bob McNell vs. 26 today.

Benton & Bowles: Earl Jederle vs. 53 today.

McCann-Erickson: Bill Dekker vs. 21 today.

Compton: the late Leonard Bush vs. 23 today.

N. W. Ayer: Frank Barton vs. 20 today.

Bates: Al Toranto vs. 45 today.

Foote, Cone & Belding (then Lord & Thomas): John Hymes vs. 14 today.

The insular character of P&G seems to be undergoing a metamorphosis.

For example: company speakers when they do get out reveal less and less of the utterly slide-rule approach and lean more and more toward a business philosophy with social overtones and the public service concept.

Tv and radio NEWSMAKERS



Bill Michaels (left) and **Terry H. Lee**, (below right) play lead roles in Storer Broadcasting's major management move, 1 January. Michaels, v.p. and managing director of Storer's Detroit station, WJBK-TV, has been named regional v.p. for Detroit and Cleveland. Lee, v.p. and managing director of the company's Atlanta property, WAGA-TV, has been appointed to a

similar post for Atlanta, Toledo, and Milwaukee. Michaels, who has been managing director of WJBK-TV since 1954, joined Storer in 1953 when the company purchased KABC in San Antonio. His broadcasting career began as a sportscaster in 1940. Later, he moved into sales and progressed through sales manager and station manager in 1946. Ten years later, he was named a Storer Broadcasting v.p., and, last year, was elected to the company's board of directors. Lee has been managing director at WAGA-TV, since September, 1959, after serving Storer in similar capacities at WITI-TV, Milwaukee, and WVUE, Philadelphia. He joined Storer in 1958, coming from KOVR-TV, Stockton-Sacramento, where he held the post of president.



Daniel M. Curtis has been appointed director of sales for California National Productions. He succeeds H. Weller Keever who resigned a few months ago. Curtis joined CNP as an eastern field salesman in 1952. In 1953, he was moved to the Chicago office and thence to appointment as central sales manager. Less than a year later, he became eastern sales manager and, in 1958, was named national and regional sales manager. A native of Bridgeport, Conn, he is a graduate of Syracuse University.

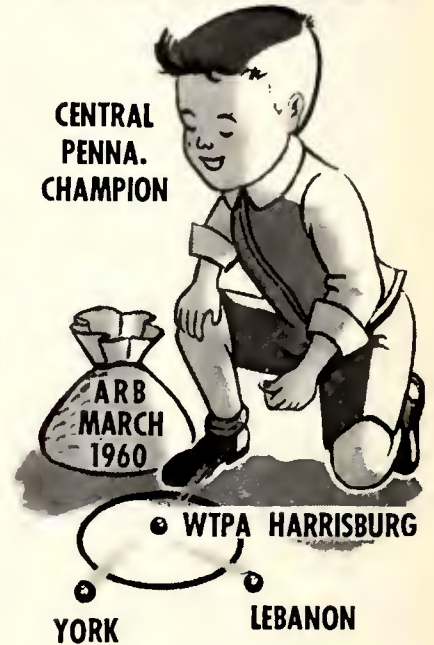


Norman Williams has been appointed account executive on the New York City staff of Blair Television Associates. He comes to Blair from the radio and television division of Triangle Publications, where he had been a member of the sales staff of station WNHC, New Haven, Conn. Prior to joining the staff of WNHC, he was in the executive training program of the U. S. Rubber Co. Williams majored in business administration at Pace College and Columbia University, following a term of military service.



ONE WAY TO GET ALL THE MARBLES

**CENTRAL
PENNA.
CHAMPION**



If you want to get the greatest share of audience and more total homes (at the best possible cost) in these 3 important Central Pennsylvania communities, buy Harrisburg's No. 1 station, WTPA.

With an overwhelming superiority in the Capital City,* WTPA's

- Million watts of power
- Full ABC schedule
- Paramount and '61 for '61 movies
- Top rated Syndicated shows
- Superior public service

delivers sign on to sign off in these markets more homes than the 3 other stations combined.

Get all the facts from the "best reps in the business," Harrington, Righter & Parsons!

March 1960 ARB



HARRISBURG, PA.

NEWS & IDEA WRAP-UP

NEW STATION CONCEPTS, devised by WTAR, Norfolk, were demonstrated to advertisers, agency men by (l-r) station's John Pepper, v.p. operations; Robert Lambe, pres.-gen. mgr.; Dallas Townsend, CBS newsman; Frank Batten, pblshr. Norfolk newspapers; Ben Holmes, v.p., Petry



GRASS-ROOTS CAMPAIGN staged by KPIX, (S.F.), consisted of Dance Party sponsored by Sebastopol Optimist Club for scholarship fund. Here, party host Dick Stewart (back to camera), and station gen. mgr. Louis S. Simon (far l) chat with Sebastopol Mayor-O. E. Dickinson (c)



Watch for a third giant oil company to follow in the footsteps of Texaco and Gulf in resting their major tv undertakings on news and news specials.

Gulf's Project '61 series (NBC TV), which teed off 30 December, will hit the air in synchronization with the news breaks.

General Mills, as it once did with the *Lone Ranger*, will be sponsoring two weekend installments of its new kid show, *Pip the Piper*.

The schedule: 12:30 Sunday and Saturday on ABC TV, with each a different chapter.

Pip's being taped in color, even though the present broadcasts are in black and white. General Mills' contract with the producer is for five years and the company was to have a series on tap in the event color viewing has become the thing among millions of homes by that time.

DOING MOST ABOUT IT—the weather—is WDSU-TV's (New Orleans) feminine weather envoy, who supplied reprints of station's weather campaign in N. Y. during recent snowstorm, to Sam Tarricone, media supvsr. DCS&S (I), Bob Hemm, Blair-TV salesman



Incidentally, under the deal with the producer Pip becomes the property of the miller at the end of five years.

Pip the Piper agency: DFS.

Campaigns:

- **Unitone Corp.**, Inwood, L. I., readying test campaign in three markets for new deafness product. Radio will be used. Agency: Pace.

- **Noxzema Chemical**, Baltimore, Md., to introduce its new makeup—Cover Girl Pressed Powder and Cover Girl Liquid Makeup—via net tv and spot radio, early next month. Agency: Sullivan, Stauffer, Colwell & Bayles.

Thisa 'n' data: Richard Hudnut has been granted an injunction prohibiting a firm known as DuBarry of Hollywood from using the trade name and trade-mark, "DuBarry." . . . An advertising committee to help business concerns with their observance of the 100th anniversary of the Civil War, has been formed in Washington, D. C. . . . **Hallmark** distributed

to the press copies of the libretto *The Golden Child*, a December special.

PEOPLE ON THE MOVE: Harold F. Temple, president of P. Lorillard, elected chief executive officer . . . H. Walton Cutshall, Eastern Air Lines' v.p. and sales manager, mid-western division, Chicago, promoted to new post, director of advertising, N.Y.C. office.

AGENCIES

Tatham-Laird has created a new modus operandi for nine of its senior executives. Their new titles: management directors.

Each director will be assigned one or more accounts and work closely with the complete agency account group. Chief responsibility: make sure that the other directors of the company, either collectively or individually, are brought into work on the account wherever their talents and judgments can be most useful.

Top brass will be pitching in on

day-to-day work involved on accounts, rather than just passing final judgment on the decisions of others—such as is the case in a plan board type of operation.

The new management directors: Arthur Tatham; Kenneth Laird, president; George Bolas, Charles Standen and Hal Frazee, vice-presidents; Harry Barnhart, deputy creative director; Robert Hayes, senior supervisor, N.Y. office; Jerome Birn, executive copy director; and Harold Jensen, executive art director.

Wexton's Larry Schwartz foresees a surge in new business for small, creative agencies, in the coming years.

His reasoning: "clients can no longer tolerate the kind of 'mass-mind', the group hand-holding and group-thinking that characterizes the 'advertising factory.' Nor can clients look for sound advertising judgment from agency men so shuttered in ivory towers that their selling instinct has atrophied and research has become a crutch."



HIT 'N WIN! For picking top 10 WNBC-TV (N.Y.) shows, Wm. Wilson (l), wife cop \$500 and trip to Rome from NBC v.p., WNBC AM&TV gen. mgr., Wm. Davidson on 'Family' show starring Carol Knox (l)

PINAFORE PANEL, daughters of Campbell-Ewald staffers who chose best doll of 300 dressed by female employees, are twins Patsy (l), Betsy (second from right) Mixer; Cindy Malsom (c); Karen Hume



WORST COLLECTION of loud gift ties, requested by KIBG, Catalina, listeners, provokes d.j. Joe Niagara to hold ears. Station donated Xmas gifts to L.A. Cancer Clinic for auctioning at rummage sale



Schwartz spoke before the League of Advertising Agencies in New York City, last week.

Agency appointments: Molly Pitcher Wines, to **Western Advertising** . . . Prince Macaroni to **Bauer & Tripp**, Philadelphia . . . Brown's Airport Enterprises to **Rose-Martin** . . . Elanco Products, Indianapolis, division of Eli Lilly & Co., to **Henderson**, Greenville, S. C. . . International Tuna Fish Association to **Theodore R. Sills**, for its Frozen Tuna.

They were named v.p.'s: Wilson A. Shelton, head of creative services, to executive v.p., Compton . . . **Garth E. Kauffman**, at William Esty . . . **Donald E. Leonard**, at Fuller & Smith & Ross . . . **Kelso Tager**, at New York office, McCann-Erickson.

PEOPLE ON THE MOVE: **John N. Jackson** from executive v.p., Wesley, to senior account executive, Chirurg & Cairns, Boston office . . . **Harmon O. Nelson** from broadcast director, Fuller & Smith & Ross, to broadcast director-western division, L.A. office, MacManus, John & Adams . . . **Dale Armstrong** to publicity and public relations department, Ted Bates . . . **John D. Kilpatrick** from account group, Edward H. Weiss, to account executive, Clinton E. Frank, Chicago . . . **Stewart Garner** from film production supervisor, D'Arcy, to tv production supervisor on the Listerine Antiseptic account, Lambert & Feasley . . . **John W. J. McCrosky** from JWT to account executive, Needham, Louis and Brorhy . . . **Harry C. Schaack** from the Brass Rail, Inc., to associate merchandising director on the Best Foods-Division of Corn Products Co. account, Lennen & Newell . . . **Malcolm C. Choate** to director of media and research, Culver, Boston.

Anniversaries: **Krupnick**, 25 years . . . **Gumbinner**, with American Tobacco account, 35 years.

Social note: Gumbinner celebrated its 35 year relationship with American Tobacco by hosting a luncheon party for top execs of both firms at New York's Hotel St. Regis.

Merger: Presba, Fellers and Pres-

ba, with C. Wendel Muench, both Chicago. New name: Presba-Muench, Inc.

Change of name: **Kennedy/Walker, Inc.**, Beverly Hills, Calif., to **Kennedy, Walker & Cox, Inc.**

New quarters: **Ketchum, MacLeod & Grove** from Pittsburgh to Four Gateway Center, Pa.

TV STATIONS

Cowles Broadcasting has been merged into Cowles Magazines, Inc.

The new company will be known as Cowles Magazines and Broadcasting, Inc.

The merger, according to company president Gardner Cowles, "is part of a long-range plan of diversification which in the past few years had led Cowles Magazines, Inc., into various fields of activity."

Station properties involved: KRNT radio, KRNT-FM and KRNT-TV, Des Moines; and WHTN-TV, Huntington-Charleston, W. Va.

Television continues to be the favorite advertising media for the nation's petroleum companies.

According to TvB, the gas and oil men spent \$29,987,440 in gross time billings (net and spot) in the first nine months of 1960. Last year, for the same period, the tab came to \$23,552,711.

Ideas at work:

• **WWJ-TV**, Detroit, observed the 10th anniversary of its program, *Milky's Party Time*, 17 December, by having the day proclaimed *Milky Day*. Detroit's Mayor, Louis C. Miriani, went along with the idea by appearing on the show, in person, to present *Milky* with the key to the city.

• **KCMT**, Alexandria, Minn., gave away a three bedroom home as grand prize in its recent *Get Out the Vote Contest*. The contest: viewers were asked to estimate the combined total vote cast for all candidates for Governor of Minnesota. To facilitate the contest entries, entry boxes were placed in a number of area community places.

This 'n' data: CBS and the New York Football Giants have been granted an injunction in their suit against the Circle Bar and Grill, Wayne, N. J. (for having charged admission for the privilege of viewing a pro football game, last month, which was not broadcast in the metro area) . . . The World Federation for Protection of Animals, The U. S. Humane Society and the Legion of Decency, have drawn up a cooperative action agreement against the "increasing" violence and brutality in tv and motion pictures . . . WNEW-TV, N.Y.C., personality, Fred Scott, left 11 December for Panama City, Ecuador and Peru to represent the Ideal Toy Corp. as goodwill ambassador and to distribute toys to needy youngsters.

PEOPLE ON THE MOVE: **Bob King** from general manager, KSWO-TV, Wichita Falls, to v.p. and general manager, WTVP, Decatur, Ill. . . . **R. L. Cochrane** to general sales manager, KXTV, Sacramento, Calif. . . . **Gordon H. Ritz** from manager Time magazine, Minneapolis-St. Paul, to staff assistant to the general manager and station manager, WTCN Radio and TV, Minneapolis-St. Paul . . . **Frank Fee** from sales staff, KHJ-TV, L. A., to account executive, KNXT and the CBS Television Network, Hollywood.

Kudos: **KOMO-TV**, Seattle, Wash., local sales manager, **Paul R. Swimelar**, voted Man of the Year by the Seattle Executives Association.

Power increase: **KELP-TV**, El Paso, Tex., to 250,000 watts.

RADIO STATIONS

A hope for the sellers of spot radio: agency media people in Chicago reported last week that clients were expressing re-newed interest in radio.

The number of accounts requesting radio information from media departments, they say, is about 75% higher than this time last year.

Two Chicago radio stations are trying out a new type of commercial programming sponsored by the same local savings bank.

The sponsor: Chicago Federal Sav-

ings (Klau-Van Pieteron-Dunlap) bought time on WMAQ, and WGN, to air its new series, a two-minute capsule report entitled *Your Money and You*.

Over WMAQ, the sponsor is slanting its message to the housewife during the noon hour, while WGN is going out after both men and women during the early evening hour.

Ideas at work:

• **WIP**, Philadelphia, is offering some listener the chance to win part ownership in a soon to-be-released motion picture with the station's current contest. The idea: several times during the day the station broadcasts the garbled speech of a man with his mouth full of dental instruments. Listeners are then asked to submit their contributions as to what the man might be saying. The most imaginative entry will win a \$100 share in the U.S. ownership of the new British film, "*Dentist in the Chair*." The best 250 contributions will win two tickets each to a private pre-release showing of the movie.

• **KBON**, Omaha, Neb., brightened the Christmas of an area listener by giving away \$1,000 worth of merchandise in the town's largest department store during the station's Christmas contest. To qualify, listeners were asked to identify a mystery object. Clues were aired during the broadcast hours and some 5000 entries were received before the object was identified.

• **WIBG**, Philadelphia, provided the Salvation Army with 99 loaves of bread during a recent contest. Listeners were asked to send along a letter telling why he wished to donate Freihofer Bread and to whom. The writer of the winning letter received a transistor radio and 99 loaves of Freihofer bread to her charity choice, the Salvation Army.

• **WHEB**, Portsmouth, N. H., inaugurated its own Breakfast Club. To qualify, for membership, listeners were asked to send in remains of their breakfast (to determine what folks eat—and to provide humorous comment for the announcer-host, Howie Promer). New members received coffee and other gifts.

PEOPLE ON THE MOVE: Frank Smith to West Coast sales manager, KORL, Honolulu . . . Elliot M.

Sanger, executive v.p. and general manager, WQXR, New York City, to general manager, The New York Times International Edition, Paris . . . Earl Steil to sales manager, WJJD, Chicago . . . Joseph A. Grady from operations manager to assistant station manager, WHAT, Philadelphia . . . Terry Mason to manager, KXLY, Spokane, Wash. . . . James Grau to promotion and advertising manager, WNEW, New York City.

Station aquisition: KCFI, Cedar Falls, Iowa, sold by Jane A. Roberts to Donald Blanchard and Harry Campbell for \$100,000. Sale brokered by Hamilton-Landis.

Call letter switch: WARL, Arlington, Va., to WAVA-AM-FM.

Happy birthday: WWDC's personality, Art Brown, celebrating 25 years in radio, this month.

Exploitation: WRCV, Philadelphia, is promoting its big band sound via colorful ads in newspapers and trade magazines.

New quarters: WERE-AM-FM, Cleveland, moved into a new modern design building at 1500 Chester Ave.

NETWORKS

NBC Radio and the National Auto Dealers are getting together in a public service campaign to promote safe driving.

NBC's part in the plan involves the broadcasting of spot announcements emphasizing highway and driver safety, over its coast-to-coast program *Monitor*.

NADA member dealers will extend cooperation to their nearest NBC station by pre-setting pushbutton radios on new cars to the frequency of the local NBC'er.

Net tv sales and renewals: Hanes Hosiery, Winston-Salem, N. C. (N. W. Ayer), bought sponsorship of CBS TV's live coverage of the Kennedy Inaugural Ball . . . 7-Up (JWT) has renewed ABC TV's *Guestward Ho!* through May.

PEOPLE ON THE MOVE: Joe Charles Friedman from copywriter,

program promotion and merchandising department, to assistant manager of program promotion and merchandising, CBS Radio . . . Arthur Hull Hayes, president of CBS Radio, elected chairman of the board of directors of the Advertising Research Foundation . . . Robert O'Connor from sales staff, Mutual Broadcasting, to account executive, CBS Radio.

REPRESENTATIVES

Edward Petry disclosed a total of 259 citations, medals, plaques, and other honors were earned recently by the radio stations it represents.

The firm noted that the Petry-represented stations, taken together, have won more honors for news coverage, quality programing, and public service than perhaps any other comparably-sized group.

This symbolizes, Petry pointed out, a high level of quality for the group he represents.

Petry is also branching out: in his St. Louis and San Francisco operations.

Personnel moves involved in the expansion program: Junius Zolp from tv department, Chicago, to manager, St. Louis office; and Rollin P. Collins from radio department to tv division, Chicago.

Jack Stahle, general sales manager of KGO, San Francisco, joins the company's tv sales staff in San Francisco.

John Blair is readying itself for the growing use of spot radio, in the coming year, by expanding its two separately-staffed radio sales divisions.

New sales staffers: Emmett Heerd, from CBS, and Jerry Gibson, from Robert Eastman, in the New York office.

Robert Dwyer, a Blair man since 1954, was assigned to augment the staff specializing on the Blair Group Plan.

Rep appointments: KRML Radio, Carmel, Calif., to Bolling . . . Eckels Co., New England radio/tv rep. appointed by Bolling to represent its list in that area . . . Bowman Dairy, to North Advertising for its Bow-Cal . . . KCMC-TV, Shreveport-Texas-

kana, to **Blair Television Associates** . . . KCMJ, Palm Springs, Fla., to **United Spot Sales**, for San Francisco representation . . . WBSM, New Bedford, Mass., to **Foster and Creed**, for New England representation.

FILM

Ziv-UA's *Sea Hunt* will be seen in over 100 markets for the fourth straight year.

Latest renewals, to assure airing in at least 104 markets next season, include Carling's and International Latex on KDKA-TV, Pittsburgh; People's Natural Gas on WJAC-TV, Johnstown; L&M and Sterling Beer on WHAS-TV, Louisville, and stations WHDH-TV, Boston; WLIX-TV, Jackson; WBRZ-TV, Baton Rouge; WFBC-TV, Greenville; WANE-TV, Ft. Wayne; WLW-D, Dayton; WCTV, Tallahassee; WCSC-TV, Charleston; WDBO-TV, Orlando; WTVH, Peoria; WTVP, Decatur; WSB-TV, Atlanta, and WVEC-TV, Norfolk.

Sales: Seven Arts Associated's post-1950 Warner Bros. package to WJAR-TV, Providence; WTMJ-TV, Milwaukee; WMTW-TV, Portland; KVAR-TV, Phoenix; WBAY-TV, Green Bay; and WSBT-TV, South Bend, total sales grossing \$250,000 . . . KHOU-TV, Houston, purchased NTA's *61 for '61* package for just under \$100,000 . . . WCAJ-TV, Burlington, took a group of 20 Seven Arts Associated features . . . ITC-Javelin Production's *Golf Tip of the Day* to WGN-TV, Chicago; WHDH-TV, Boston; WMAR-TV, Baltimore; KPLR-TV, St. Louis; CKLW, Detroit; WKRC-TV, Cincinnati; WSPD-TV, Toledo; KPRC-TV, Houston; WLW-I, Indianapolis; WBNS-TV, Columbus; WAVY-TV, Norfolk, and WRC-TV, Washington . . . WTAE, Pittsburgh, purchased 101 *Mister Magoo* cartoons.

Time clearances: Studebaker-Lark (D'Arcy) has cleared time for its *Mister Ed* series on WNBC-TV, New York; WNBQ, Chicago; KYN-TV, Cleveland; KRCA, Los Angeles; WFCN, Minneapolis-St. Paul; WFIL-TV, Philadelphia; WBZ-TV, Boston; WXYZ-TV, Detroit; WBAL-TV, Baltimore; WSB-TV, Atlanta; KSBW-TV, San Francisco; WLW-T, Indian-

apolis; WCKT, Miami; KDKA, Pittsburgh; WFAA-TV, Dallas; KHOU-TV, Houston, and other stations.

International: International Film Distributors of Panama sold 22 post-1948 Paramount Pictures features to the Australian Television Corporation Ltd. network.

Research: Ziv-UA's *Sea Hunt* had a 50.5% share of audience over a five month period, in a special 55-market study.

Trade notes: **Filmaster** has sold two million \$2 par value shares of stock . . . **Sterling Television** had a 27% increase in net income for the six months ending 30 September over the previous year.

PEOPLE ON THE MOVE: **Arthur Zeiger** to MGM-TV as assistant director of business affairs on the East Coast . . . **Leonard Hammer** takes over post of eastern division sales manager of UAA.

PUBLIC SERVICE

The New York stations (both tv and radio), plus the networks, came through in quick and expert fashion in covering the details of the disastrous Brooklyn-Staten Island air crash.

CBS TV transmitted the first live picture from the Brooklyn scene two and half hours after it put on the first bulletin and NBC TV was doing the same about 20 minutes later.

Other coverage highlights of the event:

- **CBS TV** that night did a half-hour special on the catastrophe via *Eyewitness to Witness*.

- **WABC Radio** aired a half-hour documentary, *Today's Air Disaster*, featuring on-the-spot eye-witness reports within hours after the crash.

- **WINS**, brought first-hand reports from the scene in both Brooklyn and Staten Island via beeper phone.

- **WNEW Radio** set up a Brooklyn Fund with a \$1000 starter to aid those who suffered loss as a result of the crash. At press time, they had raised nearly \$5000.

Public service in action: Some 80

national advertisers who are planning to use net tv on a regular schedule in the first six months next year, have agreed to give support to the Advertising Council public service campaign . . . **KATZ**, St. Louis, began a new series of radio biographies of great Americans of Negro origin . . . **WSB Radio**, Atlanta, Ga., conducted a Radio News Clinic showing how the station writes, reports, edits and broadcasts all types of news, for the benefit of an audience of 150 business people, civic leaders, news leaders and ministers . . . **WOW-TV**, Omaha, presented *The Autumn Years*, a locally produced hour-long documentary on the care of the aged . . . **WTVJ**, Miami, is running a round-the-clock campaign to spur South Floridians into making Christmas a happy one for some 10,000 Cuban refugee children in the area.

More public service in action: **KQV Radio**, Pittsburgh, Pa., has set up a system to advise the public of any changes in the normal operating hours of the area's schools, due to inclement weather, etc. In addition, a special code has been worked out by the station and the schools to insure the reliability of all information . . . **NBC** newsmen will go to Detroit, 9 January, to appear before the Economic Club to discuss Great Decisions of 1961 . . . **WKNB Radio**, West Hartford, Conn., went into action when they learned that the Windsor Locks fire alarm was not operating properly and began airing periodic warnings calling attention to this situation and explaining the alternate warning system to be used during the emergency . . . **KOIL**, Omaha, Neb., is promoting safe driving during the holiday season by paying money to safe drivers. The idea: traffic monitors keep an eye out for, and jot down, the number plates of cautious drivers. The license numbers are then aired during the broadcast day and evening. If the owner of the car mentioned calls the station, he receives a \$10 safe driving award.

Kudos: **WINN Radio**, Louisville, Ky., recipient of Public Interest Award from the Louisville Safety Council . . . **WWJ**, and **WWJ-TV**, Detroit, Michigan, recipient of the Michigan Cancer Foundation's public service awards for 1960.

The seller's viewpoint

The rise in public affairs programming on tv (see pages 29 & 30 in this issue) spotlighted the networks' operation in this field, but local tv stations are becoming more active, also. Exactly what this can mean to the local sponsor is explained here by Joseph M. Higgins, general manager of WTHI-TV, Terre Haute, Ind. As Higgins points out, public affairs is not only a rewarding job for broadcasters but is highly appreciated in the community and is an effective way of improving the image of both broadcaster and station.



Local 'image' shows good bet for national clients

Merging of the "corporate image" and "station image" through sponsorship of locally produced public service programs is taking place more and more—mainly on the local and regional level. There are some national advertisers who are moving in this direction, but far too few.

The concept that all broadcast media is local has led radio and television stations to program more and more locally produced information shows patterned after various network shows. It is obvious to station operators in smaller markets that this is the way to build station loyalty and be a strong voice in the local community. In turn local and regional advertisers are building their image by sponsoring these shows. And the successes derived by these non-national clients should be indicative of the course national advertisers and their agencies should take.

Today's "image" developing programs are created by diligently searching for outstanding talent and by scheduling features truly designed for the community. Such factors produce quality public service shows wherein the client receives top flight sets, professional talent and, most importantly, an over-all desire on the part of management to produce quality performance—all to the client's benefit.

Such painstaking development is not accomplished overnight, of course. We spent many hours in the building of programs and personalities which would reflect the local people. However, once the spadework was done we realized, as other broadcasters did, that it is not only more fun than daily administrative chores, but the efforts are appreciated by the community. The end result is simple: the desired "image" of advertiser and station is projected.

Locally our regional advertisers are maintaining a favorable climate with a variety of programs. During the Christmas season musical shows featuring individuals, duos, quartets, choral groups from high schools, churches, colleges, and other groups have been scheduled. At Eastertime

many of the same type programs are featured.

Throughout the year discussion programs on local, area, and state topics fill the bill. The old reliable panel shows featuring dominant and colorful personalities build the corporate image of Terre Haute industrial groups. This same programming will accomplish the goal for national advertisers if given the chance.

Admittedly many of these shows went sustaining for several seasons, but with confidence, trust, and believability proven the corporations shared with the station in building its image. Now almost all public service or "image" shows are sponsored by local concerns.

Our station personnel know the daily habits of our people. We recognize when controversy is "hot" enough to air. We know what talent is required. This is where top management plays an all important role. The personalities involved "just left the club," or were at last night's political rally, or at last week's wedding reception, or are plain neighbors. You are always within close contact of every situation. As these needs and wants continue to develop and expand, both corporation and station will benefit immensely. But the most benefit to such a merger goes to the public.

Broadcasters have proven that objective public service programs demonstrate beyond any doubt of a knowledge of the wants and needs of the community they serve. Broadcasters also know the kind of sales message delivered from their studio that will have the greatest impact to accomplish the corporation image. Local and regional advertisers have shown what success can be attained through these programs.

With the advent of more nationally sponsored, locally produced public service shows, I believe, the mutual image goal of advertiser and station can be served with distinction and efficiency.

SPONSOR SPEAKS

Well, it was a better year

Two years ago, when SPONSOR editors sat down to prepare our regular late December wrap-up issue, we reviewed the events of 1958, and called it a "rough year."

A year ago, summarizing the fateful happenings of 1959 (remember Charles Van Doren?) we called it, with considerable truth, an "explosive year."

Today, looking back on 1960, we can find no such colorful adjectives to characterize the past 12 months.

But as you will see, in reading the summaries of agency, advertiser, tv, radio, tape, and film activities in 1960 (pages 29-37), it was definitely a better year in every way.

Financially, of course, practically every phase of the business showed gains, even though some were slight.

Network and spot tv, spot and local radio will go into 1961 with cheerfully rising sales curves.

But the industry's main cause for satisfaction about 1960 does not lie in the area of sales and billings.

In our opinion, the best things that have happened in the last 12 months have had to do with the climate and the image (we hate that word, too) of radio and tv.

In programing, and in commercial content, there have been tremendous strides made in correcting old abuses and setting higher goals.

The Great Debates and the sizable increases in public affairs programs and program sponsorship have been very heartening.

Equally satisfying have been the energetic efforts of broadcasters, agencies, and advertisers to improve the quality and content of commercial messages.

We particularly want to applaud the work of the NAB's Code Boards, and the ANA and AAAA code committees for vigorous attention to commercial excesses. And we are proud that 1960 saw the first highly successful American Tv Commercials Festival, which was SPONSOR-backed.

Reviewing 1960 we see no cause for complacency or industry self-satisfaction. We all have an obligation to make 1961 a year of far greater progress and greater accomplishments.

But at least we can honestly say that radio and tv advertising are in much healthier shape than they were a year ago. Yes, 1960 has been a better year. ■

10-SECOND SPOTS

Season's Greetings! And in that spirit, may we reproduce what an impartial panel (10-Sec's editor and his bartender) has adjudged *The Best of 1960*:

Where there's slogans: Anheuser-Busch is in court trying to prevent the Freewax Division of Chemical Corp. of America from using "Where there's life, there's bugs!" as an advertising slogan. Too close, says Budweiser, to "Where there's life, there's Bud!" Freewax says it took the line from a John Gay poem of 1770. "While there is life, there's hope (he cried)." Freewax would settle for "Where there's life, you'll find bugs!" Budweiser still objects. *How about: "There's a bug in your future"—or, "We're bugmen, not lawmen!"*

Influence of tv dept.: A SPONSOR staffer has a 20-month-old cousin, Jenifer Grant, who sits in front of the magic box at news time and answers back. Whenever the tv says, "Lunumba," she shouts, "Kasavubu." Whenever it says, "Mboya," she says, "Nkrumah" (and vice versa to both). What NBC wants to know is: *when they say, "Huntley," does she say, "Brinkley?"*

UNusual: We know an adman who solved the traffic problem in New York during the monumental UN sessions with its Heads of State winging all over town. He hired a big, black limousine, got himself a homburg, and rented four motorcycles (with drivers dressed in black jackets, blue pants, boots and blue helmets). His final items were a siren, a little American flag and a little blue, white and green one his wife whipped up on the sewing machine. Police stopped traffic for a week wherever he sped, and *his office was picketed for three days by a group that wanted him to get out of Lithuania.*

Uncomfortable piggyback: Late the other night a N. Y. channel ran the picture of Fugitive #1 along with a recorded announcement in which his mother pleaded, "Please call the FBI and give yourself up. Please, please do this for me." Then followed a quick ID: *"Promise her anything, but give her Arpege. . . ."*

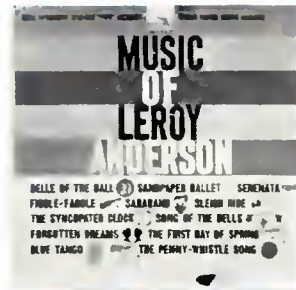


'Twas
the month before
Christmas at ARB, when someone
asked what our greeting would be . . .
to all of the friends we've accumulated,
from sponsors to stations whose programs
we've rated. We thought about cards or the
usual gift, but none of the ideas gave us a lift.
So, after discussion of good and of bad, we
decided to settle on this little ad. It isn't
the best in copy and art, but the feeling
behind it is the greatest part. We
sincerely extend to all those
who may see . . . these
large . . .

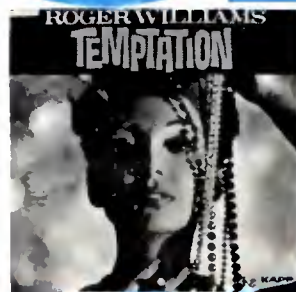
Season's Greetings from ARB



MUSIC TO



SELL BY!



WDOK 1260 AM 102.1 FM



CLEVELAND'S NO.1 INFLUENCE

WDOK, 1515 Euclid Ave., Cleveland 15, Ohio • MAIn 1-2890 • TWX: CV 158
Fred Wolf—President & General Manager
National Rep.: H-R Representatives, Inc.—PLaza 9-6800