

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

*Handwritten notes in cursive script, including the word "WAKY" and "REC WAKY".*

19 1962

F.D.C. CENTER

LOUISVILLE	WAKY	"B"	"C"	"D"
7-12 A.M.	33.5	21.5	17.2	7.3
12-6 P.M.	43.6	21.2	8.1	11.7

*Small printed text, partially obscured by a star symbol.*



NATIONS FASTEST GROWING ADVERTISING GROUP

**COMPARABLE COMPANION—WMAK, NASHVILLE**

## FALL NETWORK TV: WHEELS BEGIN TO TURN

Early-bird preview of next season indicates possible trends in war dramas, nurses' series

Page 27

## McCann-Erickson: how it looks at spot radio/tv

Page 31

## 73 bright young men—today: Part II

Page 36

## The astonishing growth in fm stereo stations

Page 40

DISCUSS ON PAGE

"next to KONO-tv...

- this is the best way to cover the area"



San Antonio's



Channel 12

"Covering the area" means REACHING THE PEOPLE. KONO-TV, ABC, leads with 43% share of audience, while others trail with 30% and 27% ... 6:00 PM to Midnight (Mon. thru Sun. average) ARB November '61.

Get the "Inside Story" on San Antonio Television



THE KATZ AGENCY, INC.

National Representatives



# IT TAKES TWO

to cover Michigan!  
Just as important as that other hand 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... 821,000 TV homes (ARB November '61)...served exclusively by WJIM-TV for over 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



## The Embassy of Panama

His Excellency Augusto Arango,  
Ambassador of Panama  
to the United States,  
on the patio of the Embassy . . .  
another in the WTOP-TV series  
of the Washington diplomatic scene.



Represented by TvAR

**POST-NEWSWEEK  
STATIONS** A DIVISION OF  
THE WASHINGTON POST COMPANY





Reception Room of WDBJ-TV. New building is one of the largest and most modern in the South. Finest technical equipment . . . 316,000 watts e. r. p. — CBS affiliate.

## WDBJ-TV Brings You the News About Pithsome Western Virginia!

The robust, fast-growing Western Virginia market keeps making news with its stepped-up industrial expansion. Blanket this market with WDBJ-TV, Roanoke, now reaching over 400,000 TV homes of Virginia, N. Carolina, W. Virginia — in counties with nearly 2,000,000 population. For thorough coverage, you're right to use Roanoke's WDBJ-TV.



2 New In-Town Motels and 3 big shopping centers are being built in Roanoke this year. Many new industrial plants boost prosperity of WDBJ-TV coverage area. Above: New Holiday Inn.

Ask Your PGW Colonel For Current Availabilities

# WDBJ-TV

Ch. 7



ROANOKE, VIRGINIA

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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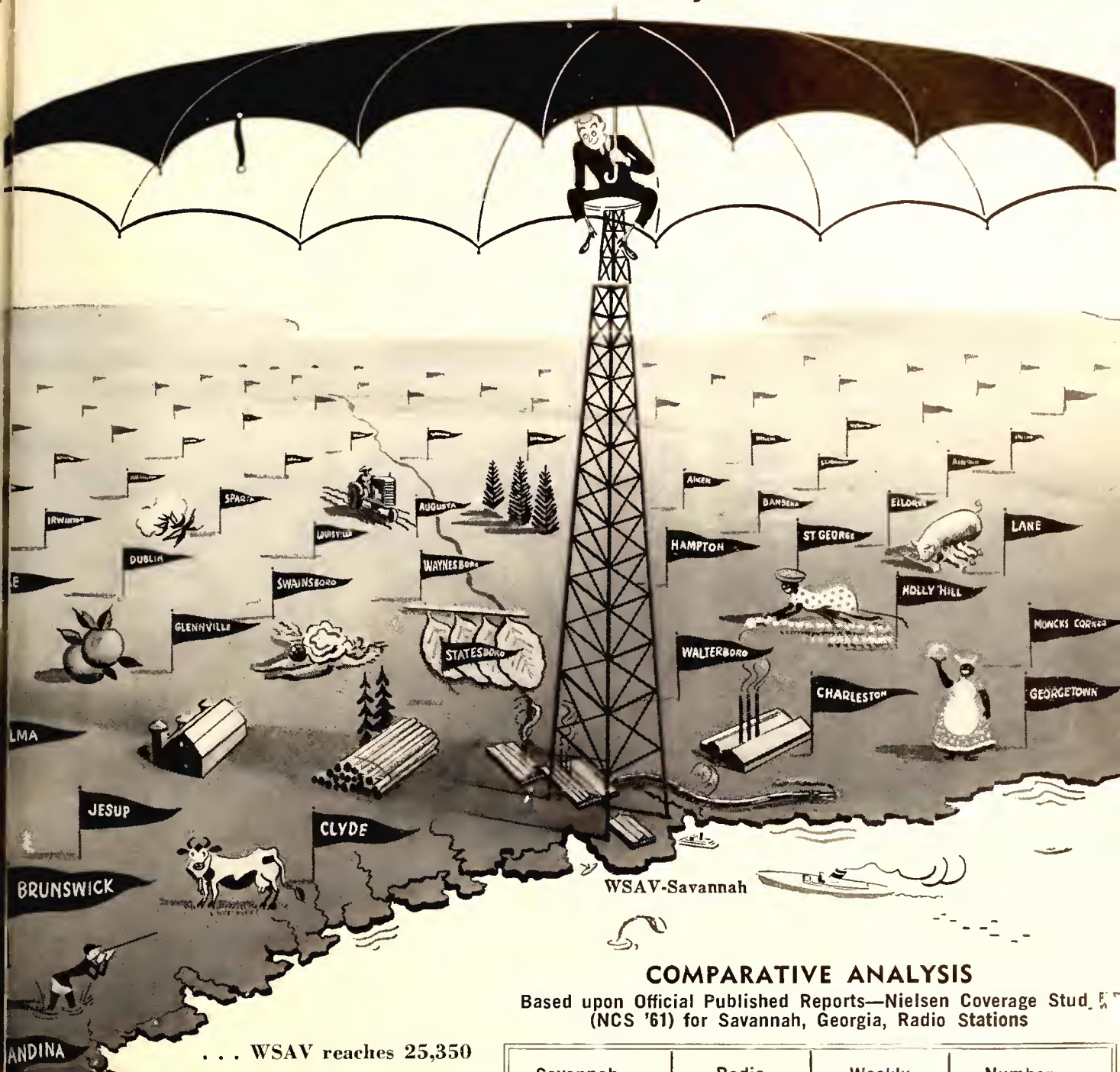
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# WSAV covers more homes than any other Savannah station!



... WSAV reaches 25,350  
more radio homes than its  
nearest competitor.

ASK YOUR EAST/MAN TO SHOW YOU THE  
COMPLETE NCS REPORT

## COMPARATIVE ANALYSIS

Based upon Official Published Reports—Nielsen Coverage Study  
(NCS '61) for Savannah, Georgia, Radio Stations

Savannah Station:	Radio Homes:	Weekly Audience:	Number Counties:
WSAV	113,340	51,480	23
Station "A"	48,640	14,320	3
Station "B"	75,610	22,040	12
Station "C"	49,570	22,750	3
Station "D"	53,540	13,460	5
Station "E"	87,990	43,960	16

It's **630** in Savannah  
**WSAV Radio**



630 kc.  
5,000 watts  
NBC Network  
represented by  
**eastman**



For Action,



Romance,



Adventure,



Thrills,



Spectacle,



Realism,

## 'Leave It To Beaver'

Going into its sixth boffo season this Fall

Whatever it is that little boys are made of, Beaver Cleaver sure has it—and in big amounts. For five straight seasons now, he's been winning kids, charming adults, enriching sponsors.

Of course, ABC doesn't just leave it to Beaver in the family fun department.

Other long-run, big-fun hits (likewise first in their time periods\*) are *Ozzie & Harriet*,

now going into its eleventh season, *The Donna Reed Show* (fourth season), *The Flintstones* (third season).

In other programming categories, but also top-rated in their time periods, are ABC's *Cheyenne*, *Rifleman*, *Ben Casey*, *Naked City*, *The Untouchables* and *Target: The Corruptors*.

For success in network television, leave it to **ABC-TV**

\*Source: Nielsen 24 Market TV Report, week ending Feb. 4, 1962.

Average Audience, all commercial programs, Mon. thru Sun., 7:30—11 P.M.



19 February 1962

# SPONSOR-WEEK

## METRO BECOMES A REP

Metro Broadcast latest of station groups to rep self; specialized sales approach could lift its list to 20

The flow of business and commissions away from conventional "reps" and toward special "house reps" was accelerated this past week by Metropolitan Broadcasting's announcement that it would create Metro Broadcast Sales to represent its own stations.

Four other groups which did the same in past months had been Westinghouse, Storer, ABC, and RKO General, costing the reps about \$50 million in annual billings.

The Metro move involves around \$8-10 million annually in rep billings. The shift has less drama but more implications than some of the other changes. For one thing, WNEW Radio, New York, has been handling its own representation since last June, taking some sting out of the latest news from Metro.

But Metro Broadcast Sales makes it plain it will take on other stations and will be out to get them, stating it'll make available its "specialized services to a limited number of stations that are compatible and non-competitive" with the Metro ones.

H. D. "Bud" Neuwirth, v.p. and director of Metro Broadcast Sales, emphasized that special treatment

of stations would be a unique feature of the new organization, which has been developed under the supervision of John W. Kluge, president and board chairman of Metromedia.

Neuwirth's contention is that the big list of 25 or so stations usually assigned to a rep salesman is too cumbersome to be sold effectively. Metro will have specialists handling one or two stations each. He felt that only such individual attention would make the added expense of self-representation worthwhile. Neuwirth noted that WNEW Radio, New York, billed twice in January 1962 under "house" representation what it had done in January 1961 under outside handling.

To keep the "big list" from forming at Metro no more than five additional stations will be taken on for representation on either the tv or radio side. There will be a contractual condition in representation agreements, Neuwirth stated. Metromedia at present has six tv stations and four radio stations of its own.

Chief loser among the reps in the new set-up is the Blair organization, which will relinquish WHK Radio, Cleveland; WTTG (TV), Washington, D. C.; KOVR (TV), Stockton-Sacramento; WTVH (TV) Peoria; and WTVP (TV) Decatur, between 1 May and 1 July, at the expiration of respective current contracts.

WIP, Philadelphia, ends its con-  
(Continued on page 10, col. 3)

## CBS outbids ABC— \$8 mil. for McCoys

CBS TV will take over from ABC TV The Real McCoys in the fall for two more years. The series will appear on Mondays at 8:30-9 p.m.

As part of an \$8 million package negotiated through the William Morris Agency, CBS TV will get five years' backlog of production for use as an afternoon strip, Mondays through Fridays, plus the two new years not yet exposed.

Informants reveal ABC TV refused to match the offer because of star Walter Brennan's option to do only 12 episodes next season and then no more afterwards. Production unit is Brennan-Westgate/Marterto.

## NET TV BILLINGS UP 9% TO \$679 MIL.

Network tv gross time billings were up 9.2% in the first 11 months of 1961, reaching \$679.1 million, according to LNA/BAR figures released by TvB.

The networks ranked as follows: CBS TV, \$252.8; NBC TV, \$252.2, and ABC TV, \$174.0 (all millions). Since the year before rises for the 11-month period were ABC TV, 21.0%; NBC TV, 11.1%, and CBS TV, 0.8%.

November for November, CBS TV was up 12%, ABC TV 11.9%, and NBC TV 4.7%.

TvB reports that the 1962 figures will be revised when ready, providing for horizontal contiguity rate structures.



H.D. 'Bud' Neuwirth

## NL&B's HARPER URGES MEDIA SELECTIVITY

(Chicago): Paul C. Harper, president of Needham, Louis, and Brorby, urged more selective use of broadcast media in an address before the Broadcast Advertising Club of Chicago last week.



"What may be a solid market for one man's product can be a wasteland for another man's product," Harper said. "A broadcast buy that works for one product can fall on deaf ears when it tries to carry another product. I believe buckshot media buying is over and the day of the rifle is here."

Harper stated that increased broadcast advertising costs have made greater buying precision a necessity. He also pointed to other factors that are squeezing the broadcast dollar harder than ever before: lessened coverage due to inter-media competition, competition within individual media for attention, and competition by a larger number of brands than ever before.

Harper criticized the idea of one mass market and uniform mass media.

Harper said "We differ 100%" with the idea that "network television buying should be done on a completely non-selective basis with little or no reference to program content or to the probable appeal generated by such programming."

(Continued on page 62, col. 1)

## CBS skyscraper for '64

CBS has released the plans for its 38-story headquarters building in New York, to occupy the east side blockfront of Avenue of the Americas between 52nd and 53rd Streets.

Occupancy is for 1964. Designer was the late Eero Saarinen.

## CBS steals NCAA from NBC and ABC

CBS's surprise \$10.25 million offer for NCAA football tv rights for two years last week took the games away from ABC and NBC, which had them during the last four years and were thought to be the principle contenders for 1962-63.

It's estimated CBS will ask \$40,000 a minute for the package, which is worth \$10 million a year including time.

ABC previously paid \$6 million for bi-annual rights and charged about \$30,000 a minute.

CBS was the dark horse in the NCAA bidding; it wasn't openly known they were even interested.

## NBC: slow motion & 'freeze' for electronic tv news

NBC has developed special slow-motion and "freeze-frame" techniques for its tv systems in news coverage of orbital shot attempts.

The technique is an adaptation of motion picture techniques to electronic tv systems.

## CBS: RECORD SALES, PROFITS IN 4th QTR.

CBS reports that its sales and profits for the fourth quarter of 1961 were the highest of any quarter in its history.

Net sales were \$134.8 million and consolidated net profits were 9.4 million compared to \$128.0 and \$7.7 in 1960.

Consolidated net sales for the year were \$473.8 million, \$9.2 million more than 1960 and the highest in CBS history. But net income was 5% lower than 1960. The respective income figures were \$22.0 and \$23.2 million.

Net earnings per share for the fourth quarter were \$1.08, compared to \$0.89 last year, but per share earnings for the year were \$2.55, under \$2.69 in 1960.

## Metro becomes a rep

(Continued from page 9, col. 2)

nection with Petry 1 March, followed by WNEW-TV, New York, 1 July.

KMBC-AM-TV will depart PGW on 1 May and 1 April, respectively.

The oddity of the Metro structure is that sales specialists are being retained for the principal stations—much like the national sales managers the stations formerly had.

Neuwirth said that he had one acceptable station and national sales manager in mind and he would be willing to represent the stations and hire the man, all at once.

Regional offices are now operating in Chicago, Philadelphia, Detroit, St. Louis, San Francisco, and Los Angeles; headquarters in New York are temporarily at the Hotel Chatham.

H. D. "Bud" Neuwirth, v.p. and director, will operate out of New York, along with eastern sales manager John W. Doscher.

Junius Fishburn, national sales co-ordinator for WNEW-TV, Thomas Tilson, midwest tv sales manager, and Richard Kelliher, midwest radio sales manager, will be in Chicago at 400 N. Michigan Avenue.

William S. Dallmann will head the Philadelphia office at 19th and Walnut Streets. William L. Lauer is in charge of the Detroit offices at 1410 Fisher Building. Richard Schutte will head the San Francisco branch at 155 Montgomery Street, and George Diederich the St. Louis office at 915 Olive Street.

Permanent headquarters have been newly set up at 3600 Wilshire Boulevard under Richard Drummy for the Los Angeles area.

Seven station groups now represent themselves. They are: ABC, CBS, Metropolitan, NBC, RKO General, Storer, and WBC.

Among station groups which continue to deal with established rep firms are Balaban, Capital Cities, Corinthian, Cox, Crosley, Friendly, Keystone, Meredith, Newhouse, Scripps-Howard, Time, Triangle, etc.



because  
Atlanta is  
different...

THE IMPORTANT STATION...  
THE DYNAMIC NEW  
FORCE IN ATLANTA  
TELEVISION

*WAGA-TV has "New Force" programming to fit that difference...*

Now PANORAMA NEWS rates No. 1\* with adults 6-6:30 pm... the EARLY SHOW is now first in total homes reached 5-6:00 pm, Mondays thru Fridays. Check closely... NOW WAGA-TV is Atlanta's efficient buy!

\*Nielsen, November 1961

**waga tv 5**  
A STORER STATION  
represented by Storer Television Sales

## SWEZEY OF NAB CODE ON RESPONSIBILITY

(Buffalo): Robert D. Swezey, director of the code authority of the NAB, urged advertisers to share with broadcasters the responsibility for honesty and good taste.

Swezey said that he shared author John Kouwenhoven's statement that much criticism directed at advertising should properly be levelled against society as a whole.

Swezey noted that "the percentage of commercial material in broadcasting is a great deal less than in newspapers and magazines. And yet its impact on the public is such that it is the subject of much more discussion and complaint."

## Al Jaffe going to RAB as promotion director

Alfred J. Jaffe, managing editor of SPONSOR, will become director of promotion for RAB on 12 March.

Jaffe came to SPONSOR almost 10 years ago, in June 1952. He has edited Air Media Basics, Negro Radio issues, and farm tv/radio sections. He was named special projects editor in July 1958 and during the winter of 1959-60 he supervised the editing of CANADIAN SPONSOR. He became managing editor in April 1960.



Al Jaffe

Before 1952 Jaffe was a partner in Design Master Studios and from 1947-49 was a free lance writer. A member of the Brooklyn Eagle staff from 1943 to 1947, Jaffe did reporting and rewrite and was assistant night city editor.

He is a graduate of Temple University and of Columbia University's Graduate School of Journalism.

## Schick marketing to add co-op ads

Schick Incorporated, which has sold directly to retailers for the past three years, is adopting the policy of appointing a limited number of distributors throughout the country.

Such a policy has been utilized by one of Schick's competitors in the electric razor field, Norelco.

William N. Brown, newly appointed v.p. of marketing for Schick, stated that much more dealer and distributor assistance would be possible under the new arrangement.

For one thing, Brown, noted, Schick would embark on an expanded national advertising program. "In addition, there will be heavy promotional support as well as an extensive cooperative advertising plan," he stated.

## CFTO-TV, TORONTO, TO ABC INTERNATIONAL

ABC International has been appointed sales representative for CFTO-TV, Toronto, said to reach more Canadian tv homes than any other station in the country.

The station is the first signed by ABC International in North America. It already has five stations in Central America and five more in South America, plus two in Japan, and one each in Australia, the Philippines, and Lebanon.

## New buyers in smaller cities are half of spot radio

About half the national spot radio advertisers buying in certain markets smaller than the top fifty are buying those markets for the first time, according to a study by PRO for RKO General NSD.

The study, not necessarily typical of national tendencies, is based on a study of recent orders placed through PRO (Prestige Representation Organization).

## FCC HITS BILLS ON CLEAR CHANNELS

Congressional bills which would interfere with the FCC's intention of putting new radio stations on any of the 25 clear channels have been opposed by six of seven FCC commissioners, testifying before the House Commerce Communications Subcommittee.

Chairman Newton Minow, reflecting the majority view, said such bills would put Congress "into the frequency allotment business."

Commissioner Robert E. Lee, who opposed the ruling said it would only foster "peanut whistles" that may never be constructed.

## Young-Tv 'guesstimate': tv spot up 7% in '61

If a researcher were to examine the upward or downward tendencies of about 75 markets for the past three years he might be able to estimate in advance of the official figures just what 1961 gross national spot tv billings would come to.

That's exactly what Young-Tv's director of research, Marvin Roslin, has done. He predicts a 7% rise in 1961 to \$491 million over the final FCC figure of \$459 million for 1960.

Large gains in some Western and Southern cities were anticipated. Ranging from 23% to 10%, Roslin's estimate is that these will be up, in percentage order: Spokane, Decatur, Kansas City, Hartford, Greenville, Norfolk, South Bend, Chattanooga, Richmond, Roanoke, Buffalo, Dallas, Los Angeles, Oklahoma City, Atlanta, Chicago, Cleveland, Seattle, Salt Lake City, Pittsburgh, San Francisco, Houston, Memphis, and Miami.

Losses were anticipated by only five of 76 markets covered. These ranked up to 25% for Las Vegas, 5% for El Paso, and 2% or less for Youngstown, Amarillo, and Wichita.

The Young-Tv figure projects \$32 million more in national tv spot in 1961 than 1960.

# VOL.3-"FILMS OF THE 50's"- NOW FOR TV

FORTY-ONE OF THE FINEST FEATURE MOTION PICTURES  
PRODUCED BY WARNER BROS. FROM SEVEN ARTS  
VINCENT PRICE • FRANK LOVEJOY • PHYLLIS KIRK • CAROLYN JONES

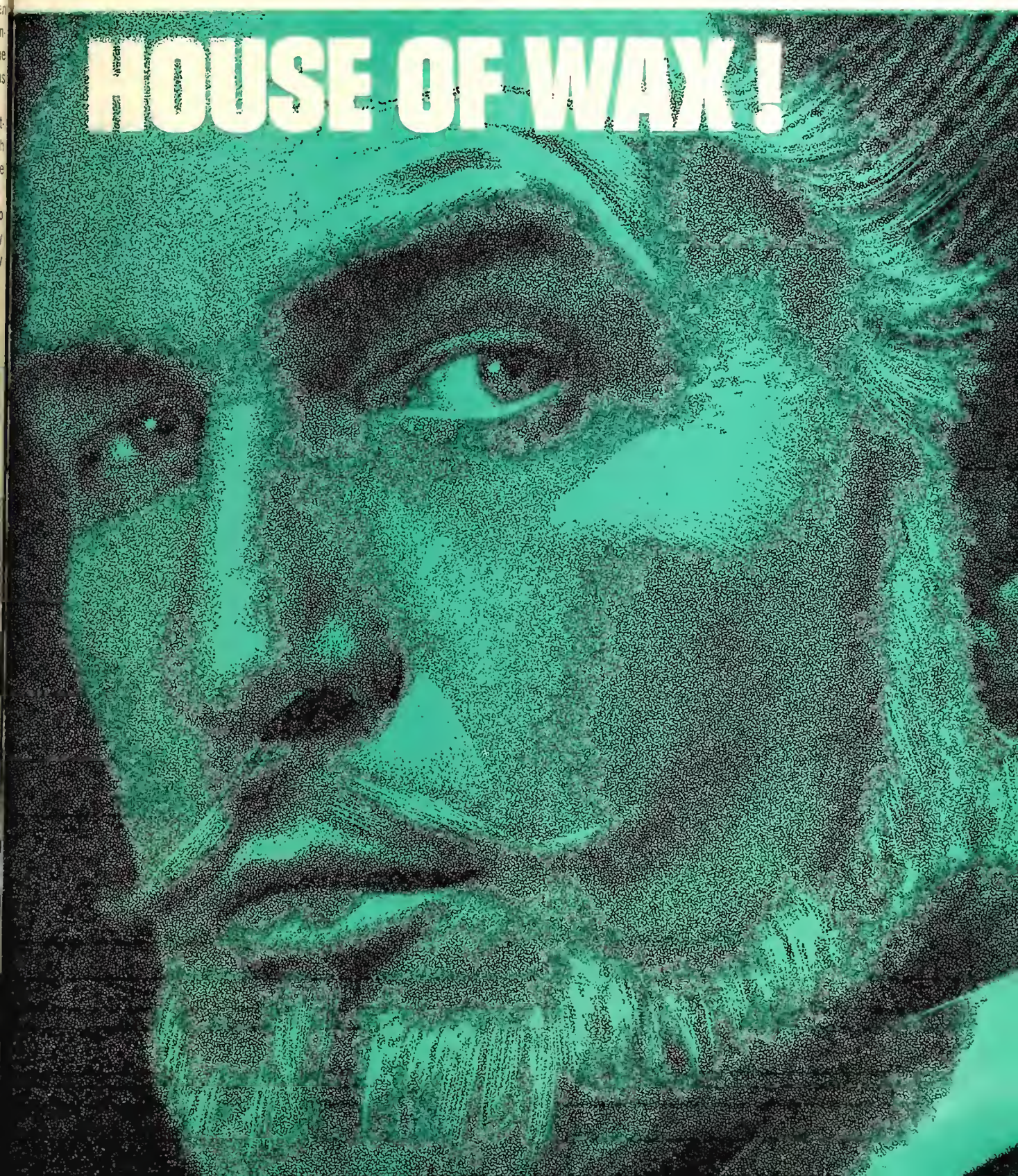


**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charlestown Drive ADams 9-2855  
L.A.: 232 So. Reeves Drive GRanite 6-1564 - STate 8-8276

For list of TV stations programming Warner Bros. "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

# HOUSE OF WAX!



A GIRL NAMED DINAH / A MAN NAMED JACK / THE FUN OF SINGING ALONG AND SATURDAY NIGHT



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

**WIES / A CIRCUS IN DENMARK AND KHRUSHCHEV AND BERLIN**



**LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD**



## Once upon a time....

*there was a little mouse who had no home. One cold winter night, he found his way into a church. And he liked it there very much, because it was nice and warm and safe. So he decided to stay. When the children came to Sunday School, they were delighted to see him. And he soon became their pet. They even gave him a name — "Timothy Churchmouse"!*

*Before very long he grew to be so popular, that his fame spread and spread . . . until one day he became the star of a Sunday School program on WLW-I. And there he lived happily ever after!*

"Timothy Churchmouse" is just one of the many WLW-I public service programs. WLW-I devotes over 25% of its air time to more than 150 public service accounts, for which it has received 50 awards and citations in only 4 years on the air. This is a public service broadcasting record and another example of the Crosley Stations' fine tradition of service . . . of their warm and friendly spirit that has made them good neighbors in their communities.

Our pride and our privilege.

# WLW-i Indianapolis

TELEVISION

reaches over 3 million people in 63 Indiana and 13 Illinois counties

The other dynamic WLW Stations

**WLW-T** WLW-C WLW WLW-D WLW-A  
 Television Television Television Television Television  
 Cincinnati Columbus Radio Dayton Atlanta

Crosley Broadcasting Corporation

by Joe Csida

## Sponsor backstage

### Paulucci and Freberg: tv's unique combo

If everybody in America is not eating chow mein or egg foo yong at least once a day, it certainly will not be the fault of Jeno Paulucci and Stan Freberg. Jeno is the president of the Chun King Corp., and Freberg hardly needs to be identified, except for the benefit of the stray reader who may have just returned from 10 years in the interior of Tibet. Freberg is one of our sharpest satirists and humorists—both as writer and performer—and as the creator of some of the most chucklesome and effective commercials ever done in radio and television.



Paulucci and Freberg will have to rank as the most potent sponsor-talent combination of the decade, at least until such time as evidence indicating any other pair rates the title.

Stan told me the date that he first started to create commercials for Jeno and his Chinese food line, but I don't recall exactly when it was. I do recall that Stan told me that he promised Jeno a substantial increase in sales of the Chun King products and Jeno told him that if he achieved the promised increase he (Jeno) would personally harness himself to a rickshaw and ride Stan down Sunset Boulevard.

Stan delivered the promised increase and one evening was called to his door to find Jeno and rickshaw at the curb ready to take him for the ride.

Freberg and Paulucci have been riding together for several years since.

Paulucci and Chun King, substantially due to the effectiveness of the zany Freberg commercials, have climbed from a \$700,000 television spot user in 1961 to a television budget of over \$3 million this year.

### A sponsor's wire to Minow

Just last week the Italian Chinese-food king cooked up an exciting little newspaper-tradepaper dish when on 31 January he sent FCC chairman Newton Minow a lengthy wire protesting what he considered to be network practices which discriminated against smaller television advertisers and favored the companies Paulucci referred to as giants.

He claimed that a small advertiser like himself has to pay almost twice as much for network television time as the big corporation because the big fellow got discounts up to 60%.

He also claimed that the only half-hour shows an advertiser like himself is ever offered by the networks are shows which the big advertisers have rejected.

(Please turn to page 50)



IN THE RICH ROCHESTER N. Y. MARKET  
THERE ARE ONLY **2** TELEVISION STATIONS...

# WROC-TV is No. 1

CLEARLY THE DOMINANT STATION

*Here's why!*

WROC-TV DELIVERS...



- THE MOST HOMES
- AVERAGE 1/4-HOUR
- 9 A.M. TO MIDNIGHT
- 7 DAYS A WEEK

WROC-TV.. AVERAGES 53.3% OF TV HOMES  
STATION B.. AVERAGES 46.7% OF TV HOMES

*Plus* WROC-TV carries the FIRST 9 Top Shows:

	SHOW	RATING	
No. 1	Sing Along with Mitch	45.25	Channel 5
No. 2	The Price Is Right	43.0	Channel 5
No. 3	Dr. Kildare	40.5	Channel 5
No. 4	Walt Disney's World	40.25	Channel 5
No. 5	Perry Como	39.75	Channel 5
No. 6	Dick Powell	38.25	Channel 5
No. 7	Bonanza	36.75	Channel 5
No. 8	Saturday Night at the Movies	36.0	Channel 5
No. 9	Hazel	35.0	Channel 5
No. 10	Checkmate	34.0	Station B

November, 1961 ARB

**FLASH!** NEW STUDIOS...  
NEW FACILITIES  
TV-RADIO-FM  
**OPENS MARCH, 1962**

# WROC

Formerly WVET-  
Rochester, N. Y.

**TV CHANNEL 5**  
Basic NBC  
ABC Affiliate

Represented by EDWARD PETRY & CO., Inc.



## Untrumped honor

In meaning and significance the coveted Seal of Good Practice is an unexcelled honor in broadcasting. WPIX-11 is singularly proud in being the *only independent TV station in New York* whose high commercial standards and practices has merited this emblem of the conscientious broadcaster. It is also *your* guarantee that *this* television station measures up.

*where are your 60-second commercials tonight?*



# SPONSOR-SCOPE

19 FEBRUARY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

What may turn out to be the No. One problem for agencies highly active in spot tv when the fall rolls around is the mounting resistance of stations in key markets to acceptance of piggyback commercials.

From the way agencies have been cottoning to these piggybacks (two products in the same clip), this type of commercial could by the end of the year equal in number the minute commercials with a single product.

Particularly strong in opposition to the piggyback are some of the station groups. They realize that the proliferation of the piggyback stems from the advertiser's urge to squeeze in two brands for the price of one but the group's basic objection is of another stripe: a surfeit of piggybacks can easily lead to overcommercialization.

Cited among the accounts that have of late made quite a thing of piggybacks are Alberto-Culver, International Latex, Scott Paper, and Lestoil. In fact, Alberto-Culver is basing its tv drive for the coming year on the wide use of piggybacks.

Where the spot objection is not especially acute: two products of the same family that are integrated without a curtain, like Chase & Sanborn's regular and instant coffees, or, when a single voice-over speaks for two products, also without blackout.

Historical note: credit Bates with the origin of the piggyback. It did it with M&M candy and Uncle Ben's rice about five years ago.

(For background see, "Piggyback: is it legitimate or chiseling?" 12 June 1961 SPONSOR.)

ABC TV has introduced a nighttime participation sales wrinkle for the 1962-63 season that seems to have disturbed the national sales managers (who have to sell spot) of some of the network's affiliates.

The cause of the frowns on these sales executives' brows: the sale of a 30-second spot to Lestoil in the Sunday Night Movies.

The national sales managers are nurturing this hope: that the 30-second sale was just an isolated case and that it was made to round out into an even segment a 90-second participation sale in the Movies to Brown & Williamson (Bates).

For nighttime network tv it's a novelty all the way around. Price for the 90 seconds was 150% of the minute and, for the 30-second spot, 50% of the minute rate.

The Lestoil sale has evoked this bit of soliloquizing among reps: if it's got down to 30's, can 20's, or even 10's, be far behind?

The independent rep field has had another substantial nick taken out of its billings domain by Metropolitan Broadcasting's establishment of its own rep organization a la Westinghouse, Storer, RKO General, and ABC.

Trade estimates of the over-all billings loss to the independents from these five groups: \$70-75 million a year.

Metropolitan's national time sales setup will be known as Metro Broadcast Sales, with H. D. "Bud" Neuwirth as v.p. and sales director.

(For details on this development see SPONSOR-WEEK, page 9.)

Berkshire Mills (OBM), a steady user of tv since 1959, is depending largely on the medium to tell about its new stocking weave called Ultrason that's treated with ultrasonic sound waves.

It's using fringe minutes and prime 20's.

(For other spot buys see page 48.)

Madison Avenue media people have been on the receiving end in mounting measure of a type of interrogation that should be of interest to sellers of spot radio.

Seller organizations have taken the initiative by having expert interviewers ask key mediemen about their thinking and attitude toward radio—or, what they're doing about radio.

The apparent objective is not to treat such inquiry as a research project but rather as an effort to obtain material for a reevaluation of sales approaches and the gathering of facts as the buyer would want them.

There may be food for meditation for sellers in what the chief media analyst in a top-rung agency told one of these interviewers.

Among other things, the analyst observed that one of the basic problems that the national user of the medium has to contend with is a lack of worthwhile and up-to-the-minute data processed through a central source à la the TvB. He added that most agencies care about radio and some agencies carry on their own studies of the medium at intervals but they're most loath to pass on this material to the competition.

His inference: spot radio can best pursue its battle for the national advertising dollar by finding out what the buyer needs in information nowadays and setting up a modernized facility for collecting and dispersing this information.

Two accounts—R. J. Reynolds (Esty) and du Pont (BBDO)—provided national spot radio with somewhat of a hypo last week.

The more significant of the two was Reynolds, and that because of the added millions it will eventually mean to the industry. The Reynolds buy was for the introduction of its new king-size nonfilter—Brandon—in New England. It involves sturdy schedules and multi-stations, starting this month. (Spot tv's also in the picture.)

Du Pont's plunge in behalf of Dacron men's wear affects 60 markets. It will run for four weeks, with a March start.

(For details on both campaigns see SPOT RADIO BUYS, page 48.)

Chicago ad-dom has become the battleground of the new shampoos.

It will be an interesting bit of competition to watch, not so much because of the similarity of products but the introduction timing. The contestants:

**Helene Curtis' Suave shampoo (Campbell-Mithun).** Capitalizes on Curtis' oldest retail brand name. Launching will be accompanied by what Curtis terms a "tv avalanche," which includes all its commercials on three NBC TV nighttime shows and sizeable spot schedules in 50 markets.

**Alberto Culver's VO-5 shampoo (BBDO).** In addition to its network tv participation, there'll be spot schedules in 30 markets.

According to Curtis estimates, the retail sale of shampoos comes to about \$175 million annually.

It's General Mills' (D-F-S) plan to continue the Rocky & His Friends spot strip for next season in 50-odd markets.

The deal in reprise: the station buys the cartoon from the producer on the basis of five a week and General Mills contracts for 10 of the 15 weekly commercial minutes.

Considering the impact of the compact on their over-all sales, the tire and auto accessories people did fairly well by tv in 1961.

According to the TvB, the 1961 billings figure for the category (when they become available next month) should show a 10% increase over 1960. TvB estimate for that year for the groups was \$15.4 million, which covered both network and spot.

The intense competition among the anti-freezes had much to do with the hike.

Dancer-Fitzgerald-Sample still has hopes of inducing one of the tv networks to plot out three mid-evening five-minute news strips a week for General Mills.

The sequestering of the five-minutes, obviously, would have to be done at the tail end of 60-minute shows.

A possible stumbling block: To make the show pay for itself the network would have to continue the pattern of six commercial minutes on the long show. With a minute of commercial added for the news program, commercial content for the hour will be upped to seven minutes.

Comedy seems to have taken the stiffest rejection from network tv during this season: of the 16 newcomer situation comedies only three are being held over for next season. Other comedy casualties: Steve Allen and Bob Newhart.

The breakdown of survivors vs. casualties for the 1961-62 season by type:

CATEGORY	CONTINUING IN THE FALL	CASUALTIES	% CASUALTIES
Situation comedy	3	13	81%
Adventure	0	5	100%
Suspense-crime	3	3	50%
Western	0	1	100%
Anthology drama	3	3	50%
Audience participation	0	2	100%
Others (includes news)	4	3	43%
<b>TOTAL</b>	<b>13</b>	<b>30</b>	<b>70%</b>

That buy of CBS Radio-Arthur Godfrey by Standard Knitting Mills (E. H. Weiss) is strictly predicated on the belief that Godfrey can sell men's and boys' knit underwear with a facility akin to his selling fruit juice, magazines, ukeleles, etc.

The schedule's for 26 weeks. Standard's going all out to merchandise the campaign, using the personality, in-store merchandising, and newspaper ads.

Marketing sidelight that dictated daytime and Godfrey: most underwear for men as well as the boys are bought by women.

There'll be quite a score for ABC TV out of American Tobacco come the new season.

American will be on that network four nights a week via Our Man Higgins, Cheyenne, Going My Way and a show yet to be scheduled for 9:30 Thursday nights.

BBDO is credited with spearheading the buy.

The tobacco company has yet to act on its two NBC TV options.

Even though the tv networks have found the introduction of new daytime serials quite risky, there's no getting away from the fact that the soap opera is by far still the best daytime staple.

Here's a breakdown of performance of daytime tv by program type based on the NTI for the four weeks ending 3 December:

TYPE	NUMBER	AVERAGE %	AVERAGE AUDIENCE
Soap opera	9	8.6	4,033,000
Audience participation	16	5.4	2,533,000
Tv film reruns	6	5.3	2,486,000

ABC TV's Ollie Treyz is telling Wagon Train prospects that the network has been assured all the clearance it wants for the show this fall.

Facing NBC TV is the task of clearing 90 minutes for the Virginian, which plays opposite Wagon Train.

Tv rep salesmen with medium-sized markets are citing this more and more as a reason for reduced billings: the stiff residuals that the advertiser has to pay under the new SAG code.

Buyers, they say, are telling them that the client would like to use more markets but his bills for commercial residuals keep eating more deeply into his spot budget.

Aside from the designation of the new Lucille Ball show for 9 o'clock Sunday, Lever doesn't appear to be in any hurry to lock up its nighttime needs for next fall.

It doesn't have to pick its Saturday options on CBS TV until some time in March. One show it'll definitely renew is Candid Camera.

ABC TV is still trying to get into the Lever picture, but there still exists that feeling of slight against the network over limiting the bowout from the Calvin and the Colonel contract to Whitehall.

Bates has to come up with another nighttime network tv proposal covering the 1962-63 cycle for Colgate. The one it originally pitched wasn't acceptable.

Incidentally, under the new allocation NBC TV will have to share Colgate's daytime billings with CBS TV. It had been all NBC's.

Looks like the cleaning wax business spent last year for tv about twice what it poured into the medium for 1959.

The TvB's total figure from the category is expected to be in the neighborhood of \$21 million. In 1960 the estimate was \$16.9 million and for 1959, \$10.8 million.

All the important wax brands are in tv, except one, Beacon, whose strategy continues to be two-to-three-inch newspaper ads scattered around food sections.

Stereo sales have been really hopping so far this year around Chicago.

A check by SPONSOR-SCOPE's bushbeater in that market showed that stereo sales in January alone exceeded those of October, November, and December combined.

Evidently they'll buy the equipment if they're fed enough stereo fare.

NBC TV's making promotional hay over the circumstance that its daytime schedule delivers over 4 million homes per average commercial minute.

The source it cites is the I and II January NTI. Also claimed is this: the average is the highest in network history and is 10% higher than a year ago.

Network's top daytime average is Concentration, with 5,586,000 homes.

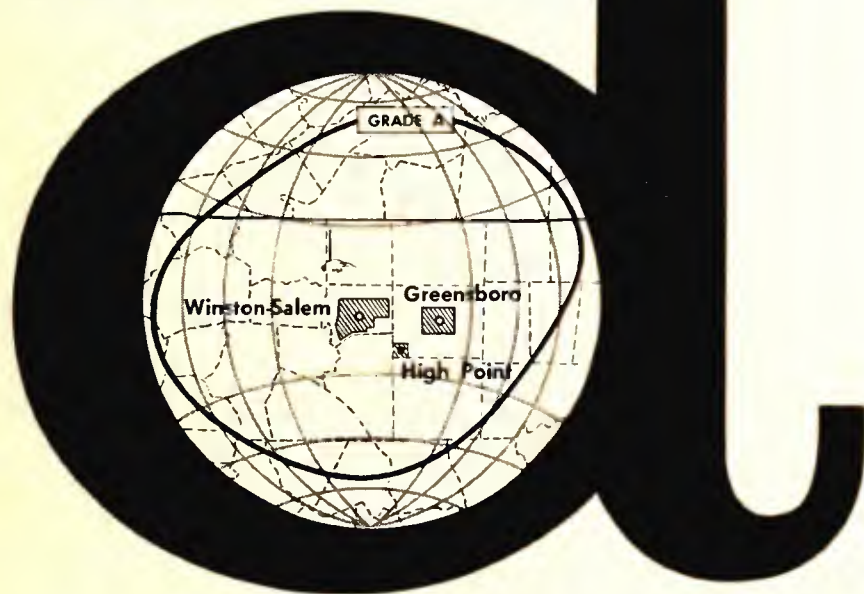
According to reports out of the West Virginia Broadcasters Assn., radio has a new source of competition to worry about.

It's something that's called Turnpike Radio, operated through an electronic device that makes it possible for motorists to tune in a Muzak-type service as they travel along future "wired" thruways and interstate highways.

The WVBA has asked the NAB to find out whether this poses a threat to radio stations a la tv cable systems.

**For other news coverage in this issue:** see Sponsor-Week, page 9; Sponsor Week Wrap-Up, page 62; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 68, and Film-Scope, page 56.

North Carolina's Grade A World



CORNERS THE BIG MARKET

WINSTON-SALEM  
GREENSBORO  
HIGH POINT

exclusively providing City Grade coverage strength to the state's top metropolitan area, heart of WSJS' rich 33-county Piedmont market.

Call Peters, Griffin, Woodward, Reps.

**WSJS** TELEVISION  
NB MST CHANNEL 12  
WINSTON-SALEM / GREENSBORO / HIGH POINT

# 555/5<sup>th</sup>

## NL&B media story

In the 8 January issue of SPONSOR you carried a very complete story on Blair Vedder and our media department titled, "NL&B's illustrious trainee." We would like to have your permission to reprint it for distribution among our employees, clients, etc. Of course, full credit will be given to your good publication. . .

I have always been somewhat bothered by publications that devote much time to thorough research for a feature story, followed by fine writing and then come out with a substantial spread without a by-line.

The addition of a name, even though it may be an alias, at the top or the bottom of a story adds so much to it, at least in my opinion. However, I presume you must have good reason for treating these SPONSOR stories-in-depth otherwise.

Harold A. Smith  
vice president  
Needham, Louis and  
Borby, Inc.  
Chicago

## No tv wasteland in Australia

I read Richard P. Doherty's article in the SPONSOR issue of 5 February

with considerable interest ["By what standard should U. S. tv be judged? —Doherty"].

Unfortunately, it is obvious that Mr. Doherty has never been to "Down Under Land," Australia where there is no tv wasteland!

The most highly developed public use of tv outside of the U.S.A. certainly doesn't exist in England nor does it exist in Japan.

I would only have wished that Mr. Doherty had visited Australia and viewed Australian television before writing his article. In fact, acting on behalf of Television Corporation Ltd., Network in Sydney for whom we are the U.S.A. representatives we extend a cordial invitation to Mr. Doherty as well as any other American tv executive to visit our facilities.

Just write, phone or cable our station, TCN Channel 9 in Sydney, that you are coming and they will have a welcoming committee to greet you at the airport!

Charles Michelson  
president  
Charles Michelson, Inc.  
New York

**THE BIG BOYS GO** where the buyers are . . . to the naturally rich Ark-La-Tex market. That's why major national companies are investing heavily here in distribution facilities, plants, and retail outlets. Their customers (over 1,000,000 in the area . . . 281,000 in metropolitan Shreveport) not only spend wisely . . . they choose wisely the TV station they believe in. In case you're not sure which one, ask Harrington, Righter and Parsons to give you the figures.



United Gas Corporation headquarters  
Libby-Owens-Ford Glass Plant

Piggly Wiggly operators' warehouse  
Sears new department store

## Advertising and computers

"Advertising enters the age of computers" in the 29 January issue is the most outstanding exposition I have seen of the complex art of using computers for media selection. It is so good in fact that I would like all of our communications sales representatives to have a copy of it.

Thomas D. Robertson  
communication coordinator  
IBM  
Chicago

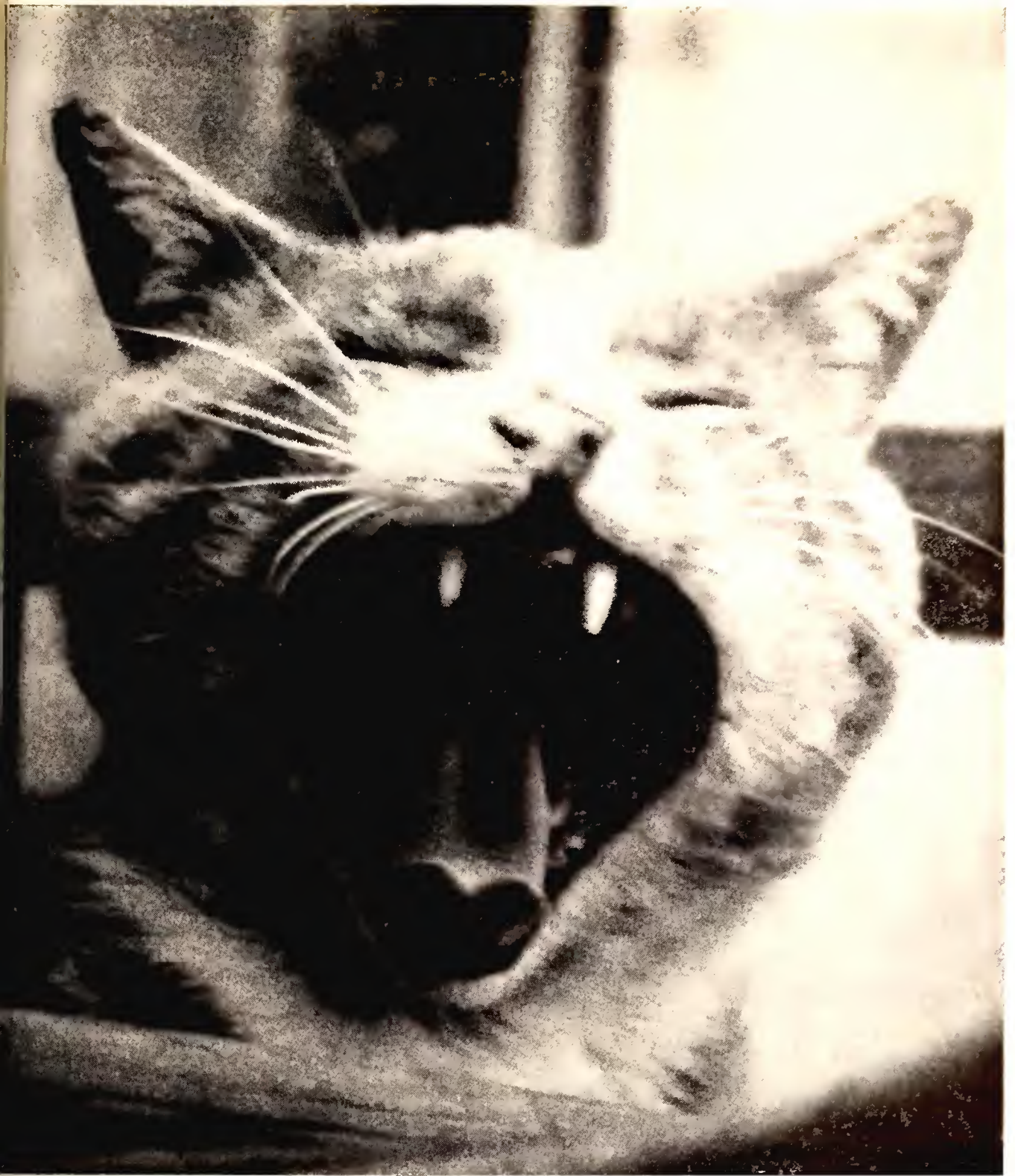
## Madison Ave. navigation

In reading my copy of your 5 February issue, I am in accord with the radio commercial manager from a midwestern radio station on his article. "The art of station navigation on Madison Avenue." His problems must be multiplied every time he makes a call, because I noticed from the picture on page 40, his presentation is on North and South Carolina

Bernie Whitaker  
national sales manager  
WRAL-TV  
Raleigh, N. C.

● SPONSOR respectfully acknowledges Whitaker's shrewd geographical observation. However, the station man explains that he was studying data from his representation on another market when the photograph was taken.





**Boredom** is the costliest sin in advertising. Only advertising in the consumer's interest... delivered in an interesting way...can change a yawn to a yen for the product you sell.

**YOUNG & RUBICAM**, NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO • LOS ANGELES • HOLLYWOOD • TORONTO • MONTREAL • MEXICO CITY • SAN JUAN • CARACAS • LONDON • FRANKFURT



VIDEO HOUSE, INC. PRESENTS

**OUT  
OF THE  
INKWELL**

**100 ANIMATED 5-MINUTE CARTOONS IN FULL COLOR AND BLACK AND WHITE, CREATED BY MAX FLEISCHER, PRODUCED BY HAL SEEGER AND DIRECTED BY MYRON WALDMAN, WITH THE VOICES OF LARRY STORCH**

and featuring some of the most refreshingly new and highly entertaining characters...

**KOKO KOKETTE KOKONUT and MEAN MOE**

... all delightful creations, animated in real photographic backgrounds to the fantastic delight of every kind of audience. That's why we honestly believe that "Out of the Inkwell" is definitely out of the ordinary.

**MEET MAX FLEISCHER**, a pioneer of the cartoon industry. Creator of Betty Boop and Bouncing Ball, and producer of Popeye. His inventions, mechanical improvements and production refinements have made animation history.

**MEET HAL SEEGER**, who started with Max Fleischer 25 years ago and has a long and successful career in cartoon animation, eventually founding his own studios which turn out the commercials for the Campbell Kids, Lucky Strikes' "Remember How Great" and many others. In addition, he was the technical animator and consultant for RCA, G. E. and the U. S. Army.

**MEET MYRON WALDMAN**, 20 years head animator at Paramount. Myron assisted Max Fleischer with Popeye and Betty Boop. He includes among his credits Casper the Ghost, comic strip "Happy the Humbug" and over 200 other animation credits.

**MEET LARRY STORCH**, popular personality of television, motion pictures and nightclubs, who lends his great talent for mimicry and voice creation to the "Out of the Inkwell" characters.

**MEET WILLIAM ANDREWS**, PRESIDENT OF VIDEO HOUSE, INC., formerly Vice President of Syndication, ITC, and Sales Executive with ZIV Television Programs, who now brings you his wide experience in syndication with this quality product.



**VIDEO HOUSE, INC.**  
48 W. 48 ST., NEW YORK 36, N. Y. CI 6-2425

# Fall tv: wheels begin to turn

**Early-bird view of network schedules—look for war epics, nurses, houseboats, more comedy, experimental variety, a 90-minute western**

**W**ho said westerns were on their way out? There'll be a weekly 90-minute one this fall.

Who thought situation comedy had been stretched the limit? The red carpet is elastic this fall.

Who contended doctors were a single season's fancy? They're not only back, they've got competition from nurses this fall.

And just who predicted that the relative demise of the private eye would diminish the glow of prime time crime? Richard Diamond & Co. may be less in evidence than in any recent season, but there are more lawyers, more criminal psychologists, and more red-blooded American youths on the make for adventure this fall.

As the networks came up for air from the FCC hearings last week, the seasonal scramble for agency/advertiser interest in pilots was on in earnest. And although February fog still obscured the total picture, SPONSOR uncovered some vital keys to the 1962-63 schedules:

- Block programing will be stronger than ever. With 7:30 programs setting the pace, most evening schedules are developing along lines of sustained-mood philosophy, or, as one observer puts it, "Once you have found 'em, never let 'em go."

Sunday, Monday, Tuesday and

## Some faces nets are pinning 1962-63 hopes on



**FAMILIAR, BUT** playing new roles in competitive network picture this fall: Red Skelton, in expanded CBS show; Gene Kelly, star of ABC's 'Going My Way'; Jack Webb, producing 'True' for CBS; Dennis Weaver, hosting CBS's 'Tv Tonight'; Lucille Ball, with new CBS comedy series; Jack Paar, in hour NBC show

Wednesday on CBS TV, for example, should, for the most part, be relatively "happy nights," with variety and comedy shows occupying some 90% of available time periods. Friday night, too, is a case in point.

Although the Friday ABC TV lineup is still far from final. CBS

and NBC TV are pretty well set. And CBS's *Rawhide* triggers an evening of action (*Route 66* and a new hour-long *Alfred Hitchcock Presents* follow) while NBC's *International Showtime* reflects that network's evening-long mood, with *Sing Along With Mitch*, a new situation comedy

called *Viva Judson McKay*, and the new hour-long *Jack Paar Show*, direct opposites to the CBS fare.

• Hour-long shows, rather than waning as was often predicted this season, will increase both in number and type. Two video perennials—the above-mentioned Alfred Hitchcock

## Here's the tentative television network schedule for 1962-63,

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
7:30	COMBAT (Adventure)	DENNIS THE MENACE (Situation comedy)	WALT DISNEY'S WONDERFUL WORLD OF COLOR (Anthology)	CHEYENNE (Western)	TO TELL THE TRUTH (Quiz-panel)	THE YOUNG MEN (Adventure)	ROOEO, U.S.A. (Adventure)	No network service	LARAMIE (Western)	WALTER... (We...)
8:00	•	ED SULLIVAN SHOW (Variety)			I'VE GOT A SECRET (Quiz-panel)			•		
8:30	SUNDAY NIGHT FEATURE MOVIES (Film)	LUCILLE BALL SHOW (Situation comedy)	CAR 54 WHERE ARE YOU? (Situation comedy)	THE RIFLEMAN (Western)	FATHER KNOWS BEST (Situation comedy)	THE PRICE IS RIGHT (Audience participation)	THE WORKERS (Comedy)	RED SKELTON SHOW (Comedy)	DICK POWELL SHOW (Anthology)	GOING W... (Cor...)
9:00			BONANZA (Western)	BEN CASEY (Drama)	DANNY THOMAS SHOW (Situation comedy)	THE ELEVENTH HOUR (Mystery-crimes)	THE NEW BREED (Mystery-crime)			
9:30		G. E. THEATRE (Anthology)	•	•	ANDY GRIFFITH SHOW (Situation comedy)	•	•	JACK BENNY (Comedy)	EMPIRE (Adventure)	OUR HIG... (Situ...)
10:00		CANOID CAMERA (Audience participation)			OUPONT SHOW OF THE WEEK (Anthology)	ALCOA PRESENTS (Anthology) alternates with	TV TONIGHT (Variety)	BELL TELEPHONE HOUR (Variety) alternates with		
10:30	ROOSEVELT (Documentary)	WHAT'S MY LINE? (Quiz-panel)	BELL & HOWELL SCIENCE SERIES (Anthology)	•	OINAH SHORE SHOW (Variety)	•	•	NEWS PROGRAM	NA... (Mys...)	

• New shows  
THOUGH PROGRAM selection and slotting are far from complete, this SPONSOR Comparagraph is based on discussions with network programmers

and the long-running Red Skelton—are being given expanded formats, while all three networks have either scheduled, or are in the process of scheduling, both established and new hour-length westerns, mysteries, adventures, anthologies, comedies and variety shows.

• The trend away from primitive violence (i.e., series in the vein of ABC's *Untouchables*) is more than compensated for by the trend toward psychological violence, with much more action being centered in courtrooms and hospitals, less in tommy-gun duels with Elliot Ness.

• While the present season's casualties aren't fully determined, most estimates indicate they'll be higher than in '60-'61. ABC, in particular, will be wearing a newer face. That network started the 1961 fall schedule with 11 new programs against CBS's 10, NBC's 13. Announcement

**showing new programs, probable holdovers from current season**

DAY	THURSDAY			FRIDAY			SATURDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
MONDAY									
TUESDAY									
WEDNESDAY									
THURSDAY									
FRIDAY									
SATURDAY									
SUNDAY									

and industry observers. Trend addicts take note: CBS is emerging with a "happy" image, NBC with a "dramatic" image, ABC with a measure of each.



'THE VIRGINIAN,' starring the late Gary Cooper, was one of Hollywood's early successes. Now NBC is turning Owen Wister classic into ambitious 90-minute western, Wednesdays

recently of an intended cancellation of both *Bus Stop* and *Adventures in Paradise* has prompted industry observers to estimate a more wholesale slaughter than ABC officials are letting on.

• There is every prospect for a wider variety in entertainment. Although no revolutionary program concepts dot the horizon, several chancy innovations are in store. In the area of live drama, no appreciable change is seen, with random

specials more or less its channel. The informational programs, on the other hand, should not only equal this season's giant stride, but in both number and frequency pass it.

• Program costs will be 3 to 5% higher, but none of the networks anticipate client problems. The 1961-62 bonanza of minute participations in prime time, with full-time sponsorship in sharp decline, is expected to grease the new season's wheels.

As of this writing, the most settled



DOCUMENTARY highlighting career of Franklin D. Roosevelt is major ABC project for '62-'63. ABC's concentration on WW II is borne out by fall entries 'Combat' and 'Battle Zone'

schedule belongs to CBS, the most problematic to ABC. Perhaps the best way to apportion each of the webs' potential is to take an overall look at what they're currently showing, or about to show agencies, with pilots in various stages of progression.

ABC TV. Thus far, ABC's biggest gun of the new season is the hour-long *Going My Way* starring Gene Kelly, and slotted for 8:30-9:30 Wednesday following *Wagon Train* which moves from NBC. A comedy-drama, *Going My Way* takes both its name and mood from the successful Paramount film of some years back.

Particularly interesting in ABC's projected lineup is the tentative scheduling of two World War II dramas, with none (thus far) scheduled on either of the competing networks. The two, both hour in length, are *Combat* and *Battle Zone*. ABC programmers see a definite revitalization of public interest in war drama, as demonstrated by the success of books such as Cornelius Ryan's "The Longest Day." Some feel they're on the ground floor of a new direction in tv programming.

Another hour-long ABC entry is *Rodeo, U.S.A.*, a contemporary adventure series starring Jack Lord. Apparently the "contemporary western" motif will be under close scrutiny for trend possibilities, too, with NBC also scheduling one, *Empire*, in its Tuesday night lineup.

In the half-hour area, ABC currently is pushing five: *The Workers*, a situation comedy (film) starring John Astor; *The Human Thing to Do*, a live comedy show starring Woody Woodbury and produced by Ralph Edwards; *Hooray for Love*, a comedy-drama series portraying the married life of a college group in a houseboat colony, with Daryl Hickman; *Our Man Higgins*, a situation comedy in which Stanley Holloway is cast as an English butler to an American suburban family; and a combination live action/animation series called *Philbert*, which Warner Brothers is readying.

Also on tap: the half-hour Roosevelt documentary, announced late last year, with Charlton Heston providing the voice of F.D.R.

(Please turn to page 49)



**McCANN-ERICKSON MEDIA** execs discuss buying practices: (l to r) John Morena, manager of broadcast services and media planner; Kelso Taeger, vice president, manager of media department; H. Nevin Gehman, vice president of media services div.; Robert Coen, manager of media research dept.; Al Sanno, media planning director, and John Curran, broadcast supervisor. Mc-E moved from group system to functional structure

### Inside the top 10 spot agencies: 3. McCANN-ERICKSON

## WHAT Mc-E SAYS ABOUT SPOT

- McCann-Erickson's media department hails broadcast spot for its flexibility and other prime advantages
- More new products, greater competition, less shelf space, among marketing problems affecting media plans

**M**cCann-Erickson, which is far from a formula house, stood in fifth position in broadcast media expenditures last year. It spent approximately \$39.2 million in spot in 1961. It allocated \$26 million to spot tv, \$13.2 million to spot radio.

McCann-Erickson is an operating company in the vast and resplendent complex that is Interpublic, Inc. Marion Harper, Jr., who is at the helm of Interpublic, describes McCann-Erickson as a "pure" advertising agency—a formidable institution dedicated to the creation of advertising matter. Total agency billings last year came to about \$205 million of which \$83

million went into radio/tv.

"In the next 10 years ad volume will increase two-and-a-half times," Harper recently declared. "We'll be billing more than \$1 billion if we just go along with the increase. But that would mean we'd be standing still. The management of larger agencies can't afford to stand still. Growth is their commitment."

H. Nevin Gehman, vice president of the media services division of Mc-E, told SPONSOR that the agency's spot buying philosophy is to buy at the best cost-per-1,000 possible within the marketing conditions that are pre-established—type of audience, time,

environment, reach, and other factors.

Robert Coen, manager of media research at McCann-Erickson, agrees with Gehman, and adds: "Broadcast spot, in particular, is one of the facilities or forces that we have at our disposal for deploying and planning of media strategy."

Speaking in measured tones during the preparation for the third in a series of articles on the top 10 spot buying agencies in America, Coen told SPONSOR: "It is probably difficult or possibly even incorrect to have a single all-encompassing philosophy about the methods by which it [broadcast spot] should always be employed. For example, in certain circumstances, it may be the primary or even exclusive force to use under the circumstances that then prevail. In other situations, it may fulfill an entirely different function. Flexibility is its greatest characteristic."

The selection of media to use is the responsibility of media planners



## Mc-E's Gehman expresses himself on—

**RADIO STATIONS:** 'There are too few that are making any real contribution as communications forces in the communities and areas they serve in terms of offering the type and variety of programing that can be classed as stimulating or challenging to a listener.'

**SUMMER RATES FOR SPOT TV:** 'The rates should be approximately reduced by the reduction in sets-in-use as compared by Nielsen for each summer period. Tv could attract more short-term summer users.'

**CRITERIA FOR REPS:** 'A station rep should provide service and possess integrity. He should understand the situation and furnish data in keeping with the objectives of the campaign.'

at McCann-Erickson. Gehman explained that supervisors advise and coordinate analytical work in developing recommendations with the aid of buyers. In planning spot campaigns, buyers work on individual budget allocations for markets to reach desired rating point pressure levels. The timebuyer is responsible for execution of the approved spot broadcast media plan which involves rep contact and station selection, Gehman said.

Computers have no place in buying today, the media experts said. In radio the agency buys packages rather than fixed position. In television, the decision on availabilities frequently has to be made on the phone with no time to make a run and compare a series of alternatives. Use at the moment for machines is to evaluate a schedule after the fact, to analyze weight delivered in different markets, to allocate costs and to prepare estimates, the agency said.

Asked how the agency apportioned a budget in various media, the reply was: "The effort is to do a balanced and effective job in one medium, before adding another."

Mc-E buyers are specialized—buying either broadcast or print, Gehman said. He revealed that the organization has been changed recently from a group system to a functional organization which makes for greater depth of expertness in each medium, greater

uniformity in operational procedure, greater control over manpower, less duplication of work and better training and evaluation of personnel.

Does Mc-E's media department coordinate with the marketing department? The media head said, "we have no marketing department as such." He said the agency's media planners were responsible for collecting and evaluating all marketing information that has media implications.

"Review by the media planning unit of each account's plan insures that this is done," Gehman said. "The media planner is a member of the product group on his account. Media is represented on the marketing plans board."

Since television is purchased primarily for its reach characteristics, radio is not considered for the additional reach offered, but for the added and better distribution of frequency of commercial impressions against the market segments already reached by television, Gehman declared.

Nor is fm being overlooked at Mc-E, "especially in regard to those products that can take advantage of the higher income households reached by fm stations." Among Mc-E clients who have used fm are Buick and Magnavox. Mc-E researchers are now pulling together a great deal of information about the commercial possibilities of fm.

There are mixed feelings among Mc-E media staffers as to which media is "easiest to buy." Prevailing opinion is that broadcast is "easiest." Since so much money is going into tv spot carriers, sponsor identification—as traditionally measured—has dropped, according to Gehman.

Gelman was asked his thinking about going "beyond the numbers in buying." His ready reply was that in radio he attempted to relate the programing format of a station to the commercial environment and audience characteristics it offered for a particular product. "The same holds true of spot tv, in this case in terms of selecting the most appropriate program adjacencies." Gehman said.

Asked what was the agency's basis for discriminating in choice of rating services, media staffers put it thusly: "1) Reliability, 2) usefulness: speed of reporting, completeness of data, number of markets, ease of format, etc."

In the media department's opinion some of the big marketing changes of recent times which have increased media plans problems were: more and more new products; greater competition; less shelf space; steady decrease in personal selling, and fewer real points of difference between brands in a product class.

"All this adds up to greater need for pre-selling the consumer and jumping over distribution," Gehman



explained. "Also, there are the suburbs and the sharp increase in teenage and older age population. And the increase in discretionary income."

Replying to the question as to why the agency buys so many spot carriers on network when spot tv is so much more flexible, the Mc-E media chieftain said: "A program still provides an environment for an advertiser; then there's the need for minute commercial length; there's the merchandising prestige of the show, and a broad national base at economical cost. We will sometimes use a combination of several network shows and beef up reach and frequency in key markets with spot."

What influence do clients and their local sales reps have in selecting

media or local stations? Occasionally they give opinions and specific considerations the agency should explore, the agency indicated. "Our job is to recommend according to facts and situations as we know them in relation to objectives. Also, it depends on distribution setups, etc.," Gehman said.

What criteria does Mc-E use in judging a station representative? Service and integrity, Gehman insisted. There's also the ability for the station rep to understand the situation and furnish data in keeping with the objectives of the campaign, according to Gehman. But, above all, integrity is the most important factor, he reiterated.

Mc-E media staffers said they know

the four-week cumes for spot tv for average market situations in terms of different rating point levels. They also know the four-week cumes for network tv, but not market by market.

Is sponsor identification measurable and worth measuring? The agency indicated it has never been really able to evaluate the true meaning and thus the value of a Trendex sponsor identification figure.

Asked to comment on the fact that network places as many commercial impressions in smaller markets as larger markets and that network ratings are inverse to the size of the market potential, Gehman responded:

"The nature of the beast makes it almost always true that you'll get a

## **How the McCann-Erickson media services division operates**

**BASIC STRUCTURE:** McCann-Erickson formerly used the group system. It now uses a functional structure.

**TOP ECHELON:** At the top of the media services division is H. Nevin Gehman, vice president. Under him is Kelso Taeger, vice president and manager, media departments. Robert Coen is manager of media research.

**PLANNING SECTION:** One of the two basic groups is the planning section with four media planning directors: Al Sanno, Bill Fricke, Thaddens Kelly and John Crandall. Reporting to them are four media planners: John Morena, John Horvath, Bill Frame and Bill Pellenz. Responsibility for media plans and account service rests with them.

**SERVICES SECTION:** Other basic group is the services section which takes in broadcast, consumer print, business publications, outdoor and international media. Morena is also manager of broadcast services. Reporting to him are three broadcast supervisors: John Curran, Jay Schoenfeld and Larry Bershon. Sy Goldis alternates from broadcast to print. There are also eight broadcast buyers: Mike Shor, Judy Bender, Virginia Conway, Helen Burgert, Joe Grauda, Joe Kilian, Phil Stumbo and Ethel Melcher. Supervisors and buyers continue their responsibility to planners on their account assignments.

**PLANNING UNIT:** The media planning unit within the Media Services Division works two ways, (1) as a review board and (2) as a strategy board. Planning unit chairman is Gehman. Taeger is vice-chairman. Other members of the group are Coen, Crandall, Frame, Fricke, Horvath, Kelly, Morena, Pellenz, Sanno and Richard Briggs, outdoor media manager.

higher rating in smaller markets. The solution is to beef up major markets, if the weight is sub-par, with other media."

Is the relative ease of buying network hurting spot billing? The agency said figures show that the gap between network and spot dollars has been closing during the last 10 years, but current data show it is beginning to open up again.

When asked if there have been any changes in the factors influencing buying over the past three years, the agency said yes, citing (1) greater availability of spot carriers; (2) development of the Tv County Rating Indicators by the Mc-E media research department, and (3) the

## TOP 10 SPOT BUYING AGENCIES

**THIRD** in a series of stories on the spot buying practices and policies of leading agencies. The first two were concerned with Ted Bates and Young & Rubicam. The current one deals with McCann-Erickson. In upcoming issues, SPONSOR will relate the practices and thinking of Compton, J. Walter Thompson, Benton & Bowles, William Esty, Leo Burnett, BBDO and Dancer-Fitzgerald-Sample.

growth of ABC to make a three-network race and additional daytime competition.

Coen emphasized the close working relationship between media research and the media department in the broadcast area at Mc-E. He was notably bullish on the extensive use being made of the Mc-E Tv County Rating Indicator, an exclusive index which spells out the average rating level a station has in each non-rated county the station covers.

Explained Coen: "Knowing the metro or home county rating for a particular station, we can apply the TvCRI data to each non-rated county

in the market and establish a specific rating level for each county. Thus we are in a position to measure audience density of different stations in each county of a market and compare how the audiences of different stations are distributed throughout the market. We can now also better define a station's market in terms of 'effective' coverage."

Coen revealed that the TvCRI was first developed at Mc-E for the agency's tv planning needs and has proved to be a reliable tool "which has greatly increased our ability to clearly identify the variations in advertising weight delivered by individual stations or combinations of stations." The tool was developed by means of data processing equipment. Information for every tv station for every county is on file in tabular form. With this tool, Mc-E can do a more accurate job in the following general areas: (1) planning network station lineups; (2) evaluating tv spot purchases; (3) relating tv advertising weight to sales territories; (4) integrating tv and print advertising; (5) defining markets for new product introduction and market testing, and (6) allocating advertising costs.

Coen said experimental work is now underway "which favorably indicates that some form of Radio County Indicator can also be developed" which will give complete definition of popularity variations for area stations; a realistic individual station base for the projection of metro ratings, and reliable "share of audience" estimates for stations outside the major markets regularly surveyed.

Mc-E does not have any plan to use 30- or 40-second commercials at the moment. Those using prime spots consider 20's sufficient. Gehman declared.

How should 30- and 40-second spots be priced in relation to 20's? Gehman replied: "30's—133%; 40's—150%."

Media staffers were favorably disposed toward pre-emptible rates for certain spot announcements. "Since there can be such a great difference in prime time ratings there is no reason an advertiser should be asked to pay the same rate for a 25.0 rated  
(Please turn to page 51)

# HOW NBC

Fromm's fact-packed memos provide conversational openings for o&o salesmen in their client talks

**A** steady barrage of "conversation pieces" (see opposite page) from the office of Bill Fromm, director of new business and promotion, is proving "useful sales ammo for our salesmen," says NBC Spot Sales.

Sent out bi-weekly in brief memo form (one, two or three paragraphs), the "conversation pieces" aim to provide sales personnel with new, interesting data that can be brought into play in talks with buyers or in correspondence with agency and client prospects.

Fromm says he gets much of his material from SPONSOR and other broadcast publications, but supplements it with information from newspapers, weeklies, government publications and other sources.

According to Fromm, the "conversation pieces" have to stand up to the test of relevancy and importance, like any other material written for salesmen. "The measure of success to date has been the favorable comments of the men and the many occasions in which points of information have been incorporated into sales correspondence."

An important bi-product has been the increased awareness of NBC Spot Sales research and sales development personnel to locate and report on new and useful sales points.

Fromm's "conversation pieces" cover both radio and tv and range over a wide variety of subjects. One memo, for example, points out that "Washington is the No. 1. Market in average family income, averaging almost \$10,000 a year. This is higher than any other metropolitan area in the country."

Another discusses "Newspaper Spot," the new spot print plan introduced by the New York *Daily News*.

The entire series of 1961 "conversation pieces" is currently being distributed by NBC.

# EMPLOYS RADIO 'TALK PIECES'

## INTERDEPARTMENT CORRESPONDENCE

TO All NBC Spot Salesmen (Radio) DATE June 23, 1961  
FROM Bill Fromm SUBJECT CONVERSATION PIECE

### MUSICAL BOOKENDS?

Between the time stores opened their doors this morning and the time they close up shop tonight, about 50,000 new radio sets will have been purchased by families across the country.

## INTERDEPARTMENT CORRESPONDENCE

TO NBC Spot Salesmen (Radio) DATE July 14, 1961  
FROM Bill Fromm SUBJECT CONVERSATION PIECE

### REMEMBER RADIO'S "GOOD OLD DAYS"?

Television hadn't climbed out of the cradle yet in November 1950 and radio was going great. That year Pulse reported that the average Home-Using-Radio from 6:00 AM - 12 Noon was 22.7%.

What happened after TV grew up? Today, gentlemen, this figure has increased to 28.2% ... a gain of 24% over the 1950 level.

The ten years of TV haven't hurt daytime radio listening ... it's only hurt what some advertisers think of radio listening.

## INTERDEPARTMENT CORRESPONDENCE

TO All NBC Spot Radio Salesmen DATE December 1, 1961  
FROM Bill Fromm SUBJECT CONVERSATION PIECE

### NIGHT SHOPPING SPREADS

Sears, Roebuck recently ran a full page ad in newspapers promoting the fact that customers could 'phone at 2 AM if they wished ... to order anything from a refrigerator to stockings. Safeway in some cities has stores operating 24 hours a day. May Company and other department stores feature 5-nights-a-week shopping.

Around-the-clock shopping gives the radio advertiser a significant advantage ... a longer period of time to get in "the last word".

BF:pm

## INTERDEPARTMENT CORRESPONDENCE

TO All NBC Spot Salesmen (Radio) DATE June 30, 1961  
FROM Bill Fromm SUBJECT CONVERSATION PIECE

### RADIO COVERS THE CITY AND THE SUBURBS

Is that product you're talking about sold in department stores? Last year 42% of Abraham & Straus sales were made in the suburbs of New York; Lord & Taylor .. 40%; Gimbel's .. 41%; Arnold Constable .. 66%; S. Klein .. 67%; E.J. Korvette .. 67%.

## INTERDEPARTMENT CORRESPONDENCE

TO All NBC Spot Salesmen DATE October 6, 1961  
FROM Bill Fromm SUBJECT CONVERSATION PIECE

Advertisers are talking about -

1. the decline of newspaper prestige. Poor editorial and smut advertising tarnish the medium's reputation; which reflects detrimentally on the legitimate advertising.
  2. the deteriorating quality of newspaper audience. Newspapers are losing younger people, who are not developing the habit of daily reading. Metropolitan newspapers are losing the suburbanites.
  3. the disadvantages of newspaper retail rates. The lower rates and discounts offered to retailers enable department store and food chains to bury national ads by dint of sheer size and frequency.
- Source: Ernest Jones - MacManus, John & Adams  
John Bowers, Ford Motor Co.

## INTERDEPARTMENT CORRESPONDENCE

TO All NBC Spot Radio Salesmen DATE September 14, 1961  
FROM Bill Fromm SUBJECT CONVERSATION PIECE

### BOATS ARE BOOMING

Last year total sales in the boating industry hit \$3 billion ... up half-a-billion over 1959 and \$1 billion over 1958. Typical are sales of outboard motors which reached 540,000 last year bringing the total to a phenomenal 6,000,000 users. We can count on increased advertising expenditures by manufacturers of boats, boating equipment, boating apparel, boating insurance, fishing gear and anything else that's related to the aquatic life.

And WNBC ... the only New York station that covers the Annual Boat Show and provides complete marine weather forecasts ... is a logical place to initiate a radio campaign.

NBC CONVERSATION PIECE MEMOS are issued bi-weekly by Spot Sales' new business and promotion office. Covering both radio and tv, they give newsy items for talks with agencies, advertisers

# 73 BRIGHT YOUNG MEN—TODAY

Here now is a report of what has happened in the careers of those reps, station and network men tagged as "bright young men" by industry pros two years ago

Last week, SPONSOR presented the first part of a two-part story recapping the developments in the careers of those client and agency people spotlighted two years ago in "73 Bright Young Men."

This week, SPONSOR tells what has

happened over the past two years to those station, rep and network men examined in the 1960 story.

Among the young and progressive sellers of the broadcast media singled

out by discerning industry people as "well worth watching" two years ago, a number have since moved up in their own spheres at a healthy pace.

Take, for example, the station rep groups.

At Daren F. McGavren, youthful Ralph Guild is not only an executive vice president, but now serves as sales manager in the New York office. His duties have broadened out to embrace, as well, the supervision of radio sales for all the company's offices.

Frank Boehm was vice president and director of research, promotion and advertising for the Adam Young companies when he was spotlighted as a "rising young star" in the industry two years ago. He resigned his post there in July 1961 to join the new National Sales Division of RKO General as director of research and promotion. (RKO's own rep shop set-up—National Sales Division—officially began to function last October).

After five-and-a-half years with the Young outfit, according to Boehm, this move was based largely on his firm belief that "broadcasters will more and more wish to control their own destinies in both programing and sales." This development, says Boehm, was hastened by the pressure of public, advertiser, and government opinion.

At Peters, Griffin, Woodward, George Kupper has enjoyed some important status changes during the past two years. In mid-1960, he became colonel-in-charge of PGW's New York client, WPIX (TV). Similar in function to agency account supervisory work, says Kupper, this position endows him with complete responsibility for liason work between this client and PGW's nine other offices.

Last August, Kupper was assigned similar responsibilities with the com-

## Progress has been made by these reps



FRANK BOEHM

Boehm, who was research, promotion and adv. dir., Adam Young, joined RKO General's own rep shop as research, promotion director



RALPH GUILD

Daren McGavren's exec. v.p. now serves as New York office sales manager and supervises the company's radio sales in the U. S.



JOE HOGAN

Less than two months ago, Hogan was named assistant sales manager for eastern television stations for Katz, Chicago



GEORGE KUPPER

In mid-1960, Kupper was appointed colonel-in-charge of Peters, Griffin, Woodward's New York City client, station WPIX (TV)

pany's newest client—WAST (TV), Albany, N. Y. These assignments were added to his previous client responsibilities with the Wometco-owned WLOS-TV, Greenville—Asheville—Spartansburg.

Dramatic increases in salary kept steady pace with Kupper's added work load. According to Kupper, his billings have increased 30-40% since fall 1960, and in September 1961 he was paid the "highest incentive commission over paid to a New York PGW office colonel."

Since he was singled out as one of the "bright young men" in the indus-

try, Kupper has experienced advancement of a more personal nature. Active in civic work in his home community, Kupper was elected mayor of the Incorporated Village of Port Washington, North, on Long Island.

Kupper's ultimate business goal is one which he set for himself seven years ago: he is anxious to attain management in broadcasting, preferably in the station representation field.

For Joe Hogan, nominated by shrewd observers to the "young men well worth watching" list for his work as tv salesman out of The Katz

Agency's Chicago office, the current SPONSOR story broke at a most opportune moment. Less than two months ago—on 26 December as a matter of fact—Hogan was elevated to assistant sales manager for eastern television stations for Katz, Chicago.

At the networks, the well-worth watching young men have been making progress also during the past two years. At ABC, Don Coyle has become president of ABC International Television, Inc. Coyle joined ABC in 1950 as a research writer and has been credited by a network spokesman as the man responsible for mak-

## Here are some of the network men and what they are doing now



**JULIUS BARNATHAN**

Just last month, Barnathan, ABC v.p. for affiliated tv stations, made news when he was elected president of ABC o&o tv stations



**BERT BRILLER**

Briller, now ABC TV v.p. in charge of sales development, was promoted to this post from director sales development in January 1960



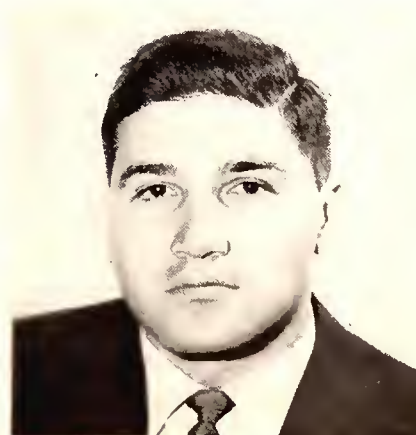
**ALAN COURTNEY**

A night programing v.p. at NBC TV two years ago, Courtney left NBC for MCA, where he is now v.p., MCA-TV national sales



**DON COYLE**

Coyle, who joined ABC in 1950 as a research writer, was moved up from v.p. to president of ABC International Television, Inc.



**FRED PIERCE**

Last July, Pierce former ABC manager of network tv research was promoted director of television research at that network



**CARL LINDEMANN, JR.**

At NBC, Lindemann made three moves during past two years. In June 1961, he was appointed to v.p. of special projects news

ing ABC International (now a separate subsidiary) "truly a pioneer in international tv."

Coyle now spends most of his time in foreign countries looking over possible investments and making sure the ABC affiliates are performing well.

Manager of research for ABC TV since July 1959, Fred Pierce moved up to director of tv research at that network in July 1961. Another ABC man—Julius Barnathan—made news just last month when he was elected president of the ABC o&o tv stations. He was formerly network v.p. for affiliated stations and net tv research.

Bert Briller, still another young pro at ABC, was promoted to vice president in charge of sales development at ABC TV shortly after the SPONSOR story appeared in January 1960. Extensive travel, giving presentations in major cities where advertisers and agencies are active, is now very much in the picture for the youthful network man. Briller's jaunts often take him to the Coast where he calls upon such Hollywood producers as Warner Bros., 20th Century-Fox, Four Star, and Revue.

Additional responsibilities now under Briller's province include a direct mail campaign to VIP's on ABC's increased news, special events and public affairs programming. Another expanded job is to gather and distribute information on program scheduling and advertising purchases for sales

guidance.

At NBC, Carl Lindemann, Jr., has made three important moves during the past two years. In April 1960 he was made vice president, program sales; in October 1960 he was made vice president, programing California National Productions (an NBC subsidiary); and in June 1961 he was named vice president, special projects news.

Another NBC-er, Robert D. Kasmire, who was in the corporate planning unit of NBC's department of planning and research two years ago, was coordinator of corporate information in January 1960. This promotion moved Kasmire into the corporate affairs department where he reports directly to Lester Bernstein, vice president in charge.

Kasmire's work there is basically involved in corporate public relations, assisting in the preparation of public statements and documents relating to NBC's activities and public image. He also carries out or assists in periodic special public relations assignments for NBC management.

Still another NBC man—Alan Courtney—moved up from night programing v.p. to administrative v.p. of tv programing after the first SPONSOR story appeared. Late in November 1960, however, he left NBC for MCA where he is v.p., MCA-TV national sales. The first SPONSOR story, says Courtney, was largely responsi-

ble for channeling a bit of helpful industry attention his way.

Among the station men cited as being heavily endowed with business potential two years ago, there is also a record of progress. In Providence, R. I., Joseph Dougherty, general manager of WPRO-TV, was named a vice president of the parent company, Capital Cities Broadcasting Corp., on 31 January 1960.

Aside from making the 35-year-old station man an officer of the company, this position added the responsibility of community relations and contact to that of operating WPRO-TV.

Dougherty, who joined WPRO-TV on 1 May 1959, also carries a heavy load of civic responsibilities. During his two-and-a-half years there he has served as chairman of the radio-tv committee for the United Fund; vice-chairman of the United Fund publicity committee; a member of the citizens executive committee for urban renewal (by mayoral appointment). He is currently weighing a request by the mayor to be chairman of the committee on minority housing. Recently, Dougherty became secretary-treasurer of the Rhode Island Broadcasters Assn.

Dan Hydrick, who was general manager of WGH, Norfolk, Va., at the time the SPONSOR story broke, left his position there in December 1960—after six years—to join Metro

## These three station men have also moved up in past two years



RALPH BEAUDIN

In March 1960, Beaudin left KQV, Pittsburgh where he was v.p. and station manager to take on managerial duties at WLS, Chicago



JOSEPH DOUGHERTY

General manager of Providence, R.I., station WPRO-TV since 1959, Dougherty was named a v.p. of Capital Cities Broadcasting in 1960



DAN HYDRICK

Hydrick left his general manager post at WGH, Norfolk, to be assistant to Metro Media's Kluge and is now mgr. of KBOX, Dallas

Media in New York as assistant to John Kluge, president.

After a successful tenure in New York, Hydrick joined John Box and the Balaban Stations to head the group's Dallas station, KBOX. As general manager, the youthful broadcaster is responsible for continuing and expanding the station's community service, audience and sales.

In March 1960, less than two months after he was declared one of the "bright young men" in the business, Ralph Beaudin left KQV, Pittsburgh, where he was a vice president and station manager, for Chicago to take on similar responsibilities at WLS. The station, whose history dates back to 1924, has turned out to be quite a challenge to Beaudin, its new president.

As a metropolitan station, WLS was practically written off the media books by most agencies which considered it only a farm station, says Beaudin. By 2 May 1960, however, after much research, study and talent hunting, the "new" WLS—tailored to suit modern-day listening demands—hit the air. The station has since made a spectacular comeback.

Reports of other station men pointed out as "comers" show that James E. Allen (a former SPONSOR editor) is still general manager of WBZ-TV, Boston; Clark George, v.p., CBS television stations division, is still general manager of WBBM-TV, Chicago; and Jack Schneider still manages the CBS o&o WCAU-TV, Philadelphia.

Since taking over the Chicago station, Clark George has been active in community activities. He has chaired a number of charity fund drives, among them the Radio, Television and Newspaper Committee for the 1960 Crusade of Mercy.

George currently holds membership in the Chicago Assn. of Commerce and Industry, the Chicago Better Business Bureau, the Chicago Federated Advertising Club, as well as a number of other civic organizations. He was honored by the Advertising Executives Club of Chicago as Advertising Executive of the Month in February 1960.

In Philadelphia, WCAU-TV manager Schneider is making a substantial  
(Please turn to page 60)



NEWSPAPER ADS shown above were clipped from one Orlando, Fla., newspaper the day before WLOF-TV aired an editorial defending tv against attacks charging bad taste in commercials

## 'PEOPLE WHO LIVE IN GLASS HOUSES...'

*The tv editorial below was delivered over WLOF-TV, Orlando, Fla., on 16 January and is one of a series of five different editorials weekly aired by the station. Joseph L. Brechner, president of the station, told SPONSOR the editorials tackle a wide variety of subjects. Recently Brechner took a stand against right-wing political extremism. The editorial which follows is entitled "People Who Live in Glass Houses."*

**W**hen we tv people get tired or confused, we sometimes seek inspiration by turning to our favorite newspaper to read letters to the editor. One man complains in a letter about loud television in hospitals. He wonders whether "we as a nation have really reached the point where we cannot exist without our gadgets even for a few days of rest." Fair question. Then he adds incongruously, "and what about the minority who think that 90% of the tv fare is drivel of the worst tripe?" To which the editor adds: "We agree with your last statement."

We yell "foul." But we keep read-

ing anyway, suckers for more. And we get it good and hard: "If you are enjoying good health the drug companies' tv commercials will make you sick by continually telling you of the best pills and laxatives. . . ." And our editor pal adds: "If the commercials don't get you, the programs will." We turn away from *that* page. Enough is enough.

As we skim through the paper we see what readers *don't* mind at all. A headline in one ad tells about "water weight that causes pre-menstrual miseries." It seems according to this ad that many women suffer from soreness of breasts, headache, nervous tension, irritability and fits of depression." Gee, we're not supposed to talk like this on teevee! We read on. We are now entranced by the great scientific discovery announced in another ad: "New way found to stop hair loss, grow more hair. The 32-day treatment is good particularly if your scale erupts in pimples or other irritations." Enough.

The advertisement showing visually how to prod a corn off one's toe is  
(Please turn to page 60)

# FM STEREO'S ZOOMING GROWTH

➤ Zenith tally shows 62 stereo fm stations on the air in the U. S. and three more in Canada as of 5 February

➤ Manufacturer projects total of 261 outlets by the end of the year. EIA study revives interest in stereo am

The growth of fm stereo stations in recent months has astonished observers of the radio industry and even pleasantly surprised fm stereo's fervent boosters.

As of 5 February, there were a total of 62 fm stereo stations on the

## Fm stereo stations on the air in U.S., Canada on 5 February

STATE AND CITY	STATIONS AND STEREO HRS. PER WEEK	STATE AND CITY	STATIONS AND STEREO HRS. PER WEEK
<b>ARIZONA</b>		<b>NEBRASKA</b>	
Phoenix .....	KEPI, Unknown	Omaha .....	KQAL, Unknown
<b>CALIFORNIA</b>		<b>NEVADA</b>	
Los Angeles .....	KMLA, 38	Las Vegas .....	KORK, Unknown
Los Angeles .....	KFMU, 12	<b>NEW JERSEY</b>	
San Diego .....	KPRI, Full time	Dover .....	WDHA, 119
San Diego .....	KLRO, Unknown	Long Branch .....	WRLB, 21
San Francisco .....	KPEN, 70	<b>NEW YORK</b>	
Sacramento .....	KSFM, 70	Garden City .....	WLIR, 49
San Jose .....	KSJO, 126	New York .....	WTFM, Full time
Santa Barbara .....	KMUZ, Full time	New York .....	WQXR, 17½
Visalia .....	KONG, 28	Schenectady .....	WGFM, 18
<b>DELAWARE</b>		Syracuse .....	WSYR, 14
Wilmington .....	WJBR, 12½	<b>NORTH CAROLINA</b>	
<b>FLORIDA</b>		Burlington.....	WBBB, Unknown
Coral Gables (Miami) .....	WVCG, 56½	<b>OHIO</b>	
Orlando .....	WHOO, 28	Middletown.....	WPFB, 42
<b>ILLINOIS</b>		Cleveland .....	KNOB, 42
Chicago .....	WEFM, 84	Columbus .....	WBNS, 16
Chicago .....	WFMT, 63	Barberton .....	WDBN, Full time
Chicago .....	WKFM, 63	<b>OREGON</b>	
Rock Island .....	WHBF, 7	Eugene .....	KFMY, 55
<b>INDIANA</b>		Portland .....	KPFM, 64
Indianapolis .....	WFMS, Unknown	<b>PENNSYLVANIA</b>	
Indianapolis .....	WISH, 7	Philadelphia .....	WFLN, 40
<b>IOWA</b>		Philadelphia .....	WIFI, 126
Des Moines .....	KDMI, Unknown	<b>RHODE ISLAND</b>	
<b>KANSAS</b>		Providence .....	WPFM, Unknown
Lawrence (Educational) .....	KANU, Unknown	<b>SOUTH CAROLINA</b>	
<b>MARYLAND</b>		Spartanburg .....	WSPA, 98
Baltimore .....	WAQE, 53	<b>TEXAS</b>	
Bethesda .....	WHFS, 52½	Dallas .....	KIXL, 21
<b>MASSACHUSETTS</b>		Houston .....	KODA, Full time
Waltham .....	WCRB, 67	Houston .....	KFMK, 21
Lynn .....	WUPY, Full time	<b>VIRGINIA</b>	
<b>MICHIGAN</b>		Richmond .....	WFMV, 84
Detroit .....	WDTM, 27	<b>WASHINGTON</b>	
Detroit .....	WGPR, Full time	Seattle .....	KLSN, 91
Detroit .....	WLDM, 14	<b>WISCONSIN</b>	
<b>MINNESOTA</b>		Milwaukee .....	WMKE, 98
Minneapolis .....	WAYL, 112	Milwaukee .....	WFMR, Unknown
Minneapolis .....	KWFM, Unknown	Milwaukee .....	WTMJ, 20
<b>MISSOURI</b>		<b>CANADA</b>	
Kansas City .....	KCMO, 14	Montreal .....	CKVL, 7
St. Louis .....	WCFM, 63	Toronto .....	CHFI, Full time
St. Louis .....	KSHE, Full time	Toronto .....	CFRB, 84



air in the U.S.—plus three in Canada (see box, left hand page). Indications are—and the indications are good ones—that another 70 odd outlets (at least) will hit the airwaves by the end of the first quarter of 1962 (see box, right hand page).

Furthermore, it is expected that, by the end of 1962, there'll be no fewer than 261 stereo stations on the air in this country.

Source for this tally is the public relations department of Zenith Radio Corp., a leading manufacturer of fm stereo sets for the home. The staff of public relations director Ted Leitzell has been watching the growth of fm stereo outlets carefully. It keeps a day-to-day tally of on-air dates and surveys non-stereo stations to keep abreast of their intentions.

Despite the up-to-date information on transmitting stations, there is a paucity of facts about fm stereo receivers in the home.

One reason for this lack of information is that production and sale of receivers only got under way in any volume during the latter part of 1961. Component tuners for the hi-fi bug were not available until the middle of last summer (Scott was one of the first to market stereo tuners) and complete sets were made available to the consumer during September and October. Zenith introduced its line about that time with console models and the so-called "drop-in" multiplexer, which turns a standard fm set into a stereo set without any wires other than a plug-in-cord.

The Electronic Industries Assn., a central source of information about the sales and production of radio and tv sets, has, thus far, not released any figures on stereo sets. Its latest tally on fm production shows that during the first 11 months of 1961 804,475 fm sets were produced. This compares with 852,329 during the corresponding period in 1960.

This is the picture from Zenith's point of view: Leitzell said that "our own experience in stereo merchandise is that it has gone beyond our anticipations and we expect it, like color tv, to continue to be a star performer in 1962."

So far, there are stereo stations in 26 states. California is leading with 10 stations now on the air and

another 11 expected by the end of March. By that time, Detroit, Milwaukee, Seattle, and San Diego will have four fm stereo stations each.

Meanwhile, interest is reviving in stereo am. Late last month, James D. Secrest, EIA executive vice president, announced that the association's engineering department will study proposals in that area. Purpose of the

study, said Secrest, is to "lay the basis for determining" whether a formal proposal to the FCC on stereo am is warranted.

Secrest noted that the FCC's authorization of fm stereo last spring was based on technical studies, made at the FCC's request, by the EIA-financed Stereophonic Radio Committee.

## Stereo outlets expected by 31 March

STATE AND CITY	STATION
<b>ALABAMA</b>	
Birmingham .....	WSFM
Huntsville .....	WAHR
<b>ARIZONA</b>	
Phoenix .....	KNIX
<b>ARKANSAS</b>	
Little Rock .....	KMMK
<b>CALIFORNIA</b>	
Fresno .....	KCIB
Fresno .....	KXQR
Oceanside .....	KUTE
Oxnard .....	KAAR
Riverside .....	KDUO
San Diego .....	KGB
San Diego .....	KFMB
San Francisco .....	KSFR
Santa Barbara .....	KDB
Santa Maria .....	KSMA
Woodland .....	KATT
<b>DIST. OF COLUMBIA</b>	
Washington .....	WASH
<b>FLORIDA</b>	
Miami .....	WAEZ
St. Petersburg .....	WTCX
<b>GEORGIA</b>	
Columbus .....	WRBL
Atlanta .....	WKLS
<b>IDAHO</b>	
Boise .....	KBOI
<b>INDIANA</b>	
Evansville .....	WIKY
<b>KANSAS</b>	
Wichita .....	KCMB
<b>KENTUCKY</b>	
Owensboro .....	WVJS
<b>MASSACHUSETTS</b>	
Boston .....	WBOS
<b>MICHIGAN</b>	
Detroit .....	WJR
East Lansing .....	WSWM
Grand Rapids .....	WJEF
Grand Rapids .....	WOOD
Holland .....	WJBL
Midland .....	WQDC
<b>MISSOURI</b>	
St. Louis .....	KWIX
<b>NEBRASKA</b>	
Omaha .....	KFAB

STATE AND CITY	STATION
<b>NEW JERSEY</b>	
Newark .....	WNTA
Paterson .....	WPAT
<b>NEW YORK</b>	
Ithaca .....	WHCU
Rochester .....	WBBF
New York .....	WRFM
<b>NORTH CAROLINA</b>	
Lexington .....	WBUY
Statesville .....	WDBM
<b>OHIO</b>	
Canton .....	WCNO
Cleveland .....	WDOK
Cleveland Heights .....	WCUY
Dayton .....	WIFE
<b>OKLAHOMA</b>	
Oklahoma City .....	KFNB
<b>PENNSYLVANIA</b>	
Harrisburg .....	WHP
Jenkintown .....	WIBF
Johnstown .....	WJAC
Philadelphia .....	WHAT
Pittsburgh .....	WKJF
Red Lion .....	WGCB
Wilkes-Barre .....	WYZZ
York .....	WSBA
<b>TENNESSEE</b>	
Nashville .....	WSIX
<b>TEXAS</b>	
Gainesville .....	KGAF
Houston .....	KQUE
Lubbock .....	KRKH
San Antonio .....	KITY
San Antonio .....	KEEZ
Wichita Falls .....	KNTD
<b>UTAH</b>	
Salt Lake City .....	KCPX
<b>VIRGINIA</b>	
Richmond .....	WCOD
<b>WASHINGTON</b>	
Seattle .....	KETO
Seattle .....	KISW
Edmonds .....	KGFM
Tacoma .....	KLAY
<b>WISCONSIN</b>	
Madison .....	WMFM
Milwaukee .....	WMIL

## HALEY'S COMMENT



"There's a letter in there for you from Shirley Mills," my secretary said, tossing a pile of mail on my desk.

"Shirley Mills?" I responded rapturously. "Good old Shirley Mills from Sugar City, Colorado? The one I met twenty years ago at Raymond What's-His-Name's party?"

"No," my secretary said dryly. "Shirley Mills, Maine. It's a town. But there's one in there from Raymond, too. Raymond, New Hampshire. And one from Egypt (Egypt, Massachusetts), and another from Jamaica (Jamaica, Vermont), which reminds me I think a winter vacation in Jamaica is just what my nerves need, what with all this mail and all."

And I can't say I blame her. Ever since we started our "Wonderful World of Music" programming, with uninterrupted selections from the world's favorite music, we've been getting letters from every corner of New England, telling us how much listeners enjoy it and how faithfully they listen. Some of them, apparently, never turn their radios to any other station. Literally. Which means that if you're looking for the New England radio audience, it's right here, listening to WEZE. Not 24 hours a day, of course; a good part of the time it's out buying the things we advertise, because WEZE listeners really listen, and when you have something to sell, they listen to your commercial and get the message.

Call me at Liberty 2-1717 in Boston, or contact your nearest Robert E. Eastman representative for all the facts.

Sincerely,



*Arthur E. Haley*  
Arthur E. Haley  
General Manager

# TIMEBUYER'S CORNER

Media people  
what they are doing  
and saying

Bob O'Connell, former Hicks & Greist buyer on Westlock and LaRosa, joined Victor & Richards as its Jiffy Pop buyer . . . Adlo Traina is the new buyer on Union Carbide at Wm. Esty. He was previously at Lester Harrison . . . Steve Semons is now media account supervisor on Campbell Soup at BBDO. He left Y&R where he was a senior buyer on General Foods . . . In Chicago, Werner Wolf's been appointed manager of Post & Murr's tv-radio business department.



**LUNCHING** at Mike Manuche's Restaurant: (l-r) Bill Latham, nat'l. sales mgr., WLOF-TV, Orlando, Fla.; Bill Crosby, Wm. Esty buyer, and Frank DiGraci, Young-TV staffer

Elizabeth Griffiths of FRC&H, lunching with reps at Vincent and Neal's Due Mondis, told the story about the client at another agency who rushed over to the East Side Airline Terminal and said to a clerk at one of the counters, "Gimme a ticket."

"To where?" asked the clerk.

"Any place," the client said. "I've got supermarkets all over."

Len Soglio of Hicks & Greist, at the Penguin Restaurant with station men, said he had heard about an advertiser who was planning to market southern fried chicken in a frozen package and called in Dr. Ernest Dichter of motivational research repute to find a sound psychological advertising appeal. "The agency," Soglio said, "now secretly refers to the product as southern Freud chicken."

Herman Raichle of BBDO, at the Grinzing Restaurant with Sam Brownstein of Prestige Representation Organization, told the story about a psychiatrist whose patients were mostly agency people. Each week, he said,

(Please turn to page 44)



Cleaning? Who cleans? Household cleansers? Fine . . . but . . . !



Stoop and scour . . . Not with VANiSH.



Today's modern housewife lives a life of ease.

ADVERTISER: Dracket Company—VANiSH  
 ADVERTISING AGENCY: Young & Rubicam, Inc.  
 PRODUCER: Transfilm-Caravel, Inc.

## FILM does the unusual . . .

**THE PROBLEM:** How to show—visually and verbally—smartly and tastefully—just what a new and different household cleanser can do . . . show how and why VANiSH obsoletes old ways and old ideas.

**THE ANSWER:** A unique combination of animation and live action together with precisely-synchronized mattes! On film, of course! For film gives you the range of effects to make commercials exciting . . . arresting . . . the way you want them—and when!

What's more, it's film alone that assures you the convenience, coverage and penetration that today's total marketing 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 Sonto Monica Blvd., Hollywood 38, Calif.

or **W. J. German, Inc.**, Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

**GREAT INSTITUTIONS**  
...remembered for performance



**METROPOLITAN OPERA**

**KWTV**  
OKLAHOMA CITY  
*Represented by Petry*

**WTIC -  
POLITZ STUDY\*  
TAKES A NEW  
AND CLOSER  
LOOK AT  
RADIO LISTENERS  
IN RICH, RICH  
SOUTHERN  
NEW ENGLAND**

\* YOU, TOO, MAY TAKE A LONG  
LOOK AT THIS IN-DEPTH  
AUDIENCE SURVEY JUST  
CALL YOUR NEAREST HENRY  
I. CHRISTAL OFFICE



# TIMEBUYER'S CORNER

*(Continued from page 42)*

they'd swarm to his office and pay \$25 to tell him their occupational anxieties—about losing a client, or a budget cut, or a personality conflict with a v.p., or perhaps a campaign that kicked off late.

Someone asked the psychiatrist, "How can you sit there all day long listening to all that trade talk without going berserk?"

"Who listens?" he replied.

Jeanne Sullivan of SSC&B was with film men at the Pen & Pencil last week where they talked about several new series being readied for the fall. "One of the Westerns," she was told, "is so modern that the saloon has an advertising agency."



JOYCE PETERS (c) celebrates at the Envoy Restaurant her appointment last week as head timebuyer of Mogul, Williams & Saylor in New York. Entertaining her are (l) Cliff Ford, WNBC account executive, and Joe Frazer who is sales manager of WNBC

This past week, Mogul, Williams & Saylor named Joyce Peters head timebuyer. Knowledgeable, astute, and considered one of the nicest women in the business, Miss Peters joined the agency in 1955, after a stint with ABC as radio/tv network sales coordinator. Previously, she'd been an assistant buyer at Harry B. Cohn and a media staffer at Katz reps.

Miss Peters will supervise all agency account buying and continue to work on her own accounts: Transogram, Breakstone Foods, Bonomo's Turkish Candy, and Howard Clothes.

Al Parenty of Young-Tv, with timebuyers at Ruby Foo's last week, said he knows a Madison Avenue dentist who, instead of x-rays, uses storyboards.

In Milwaukee, Pat Smith has been made assistant advertising director at the Klau-Van Pietersom-Dunlap agency . . . At Hal Stebbins, Inc., in Los Angeles, Jane Darden joined the staff as media director on consumer products. Previously, she's been with M. B. Scott as media director. ▀



**YOU MAY NEVER VISIT THE TALLEST STATUE\* —**

**BUT... You Can Build A Giant Audience  
In Greater Western Michigan!**

WKZO Radio carries commercials to FAR the largest radio audience—morning, afternoon, night—in the Kalamazoo-Battle Creek and Greater Western Michigan market. And the WKZO Radio coverage area is one of America's fastest-growing markets, too. Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between now and 1965.

WKZO outpulls all competitors in *all* 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday (see Pulse at left).

Ask your Avery-Knodel man *soon* for the amazing facts about WKZO's supremacy in Greater Western Michigan.

*Sources: Sales Management Survey of Buying Power, May 10, 1961; Television Magazine.*

\*The 173-foot Buddha in Afghanistan is the world's tallest statue.

**7-COUNTY PULSE REPORT**

**KALAMAZOO-BATTLE CREEK AREA — SEPTEMBER, 1961  
SHARE OF AUDIENCE — MONDAY-FRIDAY**

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13



*The Feltzer Stations*

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

**WKZO**

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK  
AND GREATER WESTERN MICHIGAN**  
*Avery-Knodel, Inc., Exclusive National Representatives*

## A Growing Demand:

What New York station keeps on growing in two astonishing ways?

Who else but **WINS**, with those loyal listeners now grown to the big buying years of young marriage—and with those new young adult listeners (that great group switching to **WINS** today) who keep building the daily **WINS** total of over 3,000,000\* listener impressions every Monday through Friday, 6:00 A.M. to midnight.

Remember: to grow—go where the audiences grow!



Nationally Represented by Robert E. Eastman & Company, Inc. or call WINS, JU 2-7000

\*Pulse, Aug. & Nov. 1961, New York 18 County Area

National and regional buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Vick Chemical Co.:** Buying schedules for a late February start for Lavioris, in a number of top markets. Light frequencies of day and night minutes are being set for eight weeks. Buyer: Mary Ellen Clark. Agency: Morse International, Inc., New York.

**Minute Maid Corp.:** Campaign kicks off this month in over 50 markets for its frozen orange juice. Schedules range from four to six weeks using prime 20's and fringe minutes. Buyers: Ginny Conway, Phil Stumbo, Helen Burgert. Agency: McCann-Erickson, New York.

**Procter-Silex Corp.:** New campaign kicks off this month for its toasters and irons in selected markets to supplement network schedules. Daytime minutes to reach women are being placed for nine weeks. Jack Geller is in charge of the buying. Agency: Weiss & Geller, Inc., New York.

**Colgate-Palmolive Co.:** 52-week placements for Fab begin this month. About 25 markets get moderate frequencies of day minutes. Buyer: Jack Flynn. Agency: Ted Bates, New York.

**The Borden Co.:** Buying on a market-by-market basis for Gem Flake to cover 25 markets. Schedules will be for 13 to 26 weeks, daytime minutes and 20's. Buyer: Santo Critelli. Agency: Young & Rubicam, New York.

**Whitehall Laboratories, Div. of American Home Products:** Schedules for Primatene start this month in about 10 markets. Buys are for 52 weeks using day and night minutes. Buyer: Frank Moran. Agency: Ted Bates, New York.

**United Vintners, Inc.:** Going into a large number of top markets with new schedules for Italian Swiss Colony Wine. Early and late night minutes and 20's are being bought for six to 13 weeks. Buyer: Clarice McCreary. Agency: Honig-Cooper & Harrington, San Francisco.

**General Foods** is lining up schedules for Kool-Aid. Campaign, which starts 1 April, runs for 26 weeks, using minutes, breaks and I.D.'s adjacent to kids' shows to reach a six-to-12-year-old audience. Some 30 markets are included. Agency: Foote, Cone & Belding, Chicago. Buyer: Dorothy Fromherz.

(Please turn to page 48)

1962



MONTE CARLO

*International Television Festival*

SILVER DOVE AWARD

*presented to*

*Harold Goldman's*

"MAHALIA JACKSON SINGS"

*produced at*

*Paramount Television Productions*

*using*

DIRECT **MARCONI CAMERA TO FILM** TECHNIQUE\*

ONE OPERATION TO QUALITY  
VIDEOTAPE AND FILM



\*a proven technique...

**DANCER-FITZGERALD-SAMPLE** vice president Betty O'Hara, writes (Re: Cheerios commercials) . . . Your Marconi direct to film process... "look every bit as good as any 16mm film prints I have come across."

Vice president Bud Stefan, **BBD&O**, writes (Re: Chun King commercials using Marconi direct to film) . . . "The frontal projection 16mm prints are truly remarkable and the telecast prints as seen on the tube are great."

*Paramount Television Productions* · 5800 SUNSET BOULEVARD · HOLLYWOOD 28, CALIFORNIA

Phone: PRODUCTION SALES, HOLLYWOOD · Hollywood 9-3181 · NEW YORK / BRyant 9-8700

## CROWELL-COLLIER STATIONS

...sound citizens  
of the  
communities served...



Last year the three Crowell-Collier stations donated more than two million dollars in prime air time to sound citizen causes. Additional countless man-hours were donated to the custom creation of special broadcast presentations of these public service messages, to increase listener attention and response. The door is always open at Crowell-Collier stations to organized charities and services in the communities which we are privileged to serve.

### CROWELL-COLLIER BROADCASTING CORPORATION

**KDWB/63** Minneapolis  
National Representatives:  
Daren F. McGavren Co., Inc.

**KEWB/91** Oakland San Francisco  
National Representatives:  
The Katz Agency, Inc.

**KFWB/98** Los Angeles  
National Representatives:  
John Blair & Co.

**GREAT  
INSTITUTIONS**  
...characterized by  
progress



**MASSACHUSETTS  
INSTITUTE OF  
TECHNOLOGY**

**KWTV**  
OKLAHOMA CITY

Represented by *Petry*

## Spot buys (Continued from page 46)

**Alberto-Culver** kicks off a campaign for its shampoos in 13 markets at the end of this month. Schedules are for 52 weeks. Time segments: minutes. Agency: BBDO, Chicago. Buyer: Marv Shapiro.

**Berkshire Knitting Mills** will promote its ladies' stockings during a seven-week campaign which begins 17 March in 10 or more markets. Fringe minutes will be used. Agency: Oligvy, Benson & Mather. New York. Buyer: Hank Cleff.

**Campbell Soup Co.** kicks off a five-week flight today, 19 February, for Pepperidge Farm frozen pastries. There are eight markets to start, with more to be added later. Time segments: prime breaks and fringe minutes. Agency: Ogilvy, Benson & Mather. New York. Buyers: Hank Cleff and Madeline Kennedy.

**Crown Zellerbach Corp.** is buying for its Zee products (household towels, toilet tissues, paper napkins and waxed paper). It's a 13-week campaign, scheduled for five markets, and it started yesterday, 18 February. Time segments: day minutes to reach a women's audience and prime breaks in family time. Agency: Doyle Dane Bernbach. Los Angeles. Buyer: Joy Harper.

## RADIO BUYS

**R. J. Reynolds** is introducing a new cigarette, Brandon, into several top New England markets. It's a king-size, non-filter. Multi-station buys in each market start 20 February, with the take-off schedule set for eight weeks. Some 25 spots a week and up will be used in radio. Tv is also in the picture, also on a multi-station basis with heavy frequency. Agency: William Esty. Buyer: John Fennell.

**DuPont** is making a splash in 60 top markets for its textile fibers division to promote men's wear. Campaign runs for four weeks, starting various dates in March depending on the market. There's a department store tie-in and the slogan is "Dacron is man's best friend." Time segment: 12-24 spots a week in traffic-sports times. Agency: BBDO. Buyer: Bob Syers.

**Plymouth-Valiant Div., Chrysler Corp.:** Schedules for Plymouth are set for 19 February through 7 May and 22 April through 27 May. Placements are for minutes in drivetimes, weekends, and minutes. Buyer: Don Heller. Agency: N. W. Ayer & Son, Philadelphia.

**Wayne School:** Planning a campaign in about 25 markets to promote its high school course. Schedules of minutes will begin early March for two weeks. Buyer: Lang. Agency: Phillips & Chetbo. Inc., Chicago.

**Burlington Industries** starts schedules today, 19 February, for its Bur-Mil Cameo support stockings. The campaign will run for four weeks in at least 35 markets. Agency: Donahue & Coe, New York.



## FALL TV PROGRAMS

(Continued from page 30)

**CBS TV.** "More than at any time since 1953," Michael Dana, v.p. in charge of programs, New York, contends, "the 1962-63 season on CBS will reflect both experimentation and more development of program forms." His contention is based primarily on five new entries:

**TV Tonight**, starring *Gunsmoke's* Dennis Weaver, a live variety show, but with a small town locale. With a simulated Town Hall and fixed characters, plans call for one guest star per week, who "happens to be passing through." Producer is Bob Banner.

**Mad, Mad World**, a blend of "Hellzapoppin" and "La Plume de Ma Tante." Also an hour format, the show purports to make use of the lesser known comics of the day, with emphasis on the zany. It is being produced by Max Liebman.

**The Nurses**, bringing CBS into the lucrative men-in-white arena, where ABC's Ben Casey and NBC's Dr. Kildare are presently enjoying life. Instead of heroes, however, the show will boast heroines, and CBS officials are waiting to see if leading ladies, for the first time in network tv, can carry a weekly dramatic series. Stars are Shirl Conway and Zeana Bethune.

**True**, also an hour-long series, in which motion picture techniques will be employed with actual events as subject matter. In the "adventure" category. *True* is being produced by Jack Webb.

**Acres and Pains**, a half-hour situation comedy based on the S. J. Perelman book. CBS describes it as an innovation, since its comedy will be "literate"—and faithful to Perelman.

Also in the CBS stable—that is, back in the CBS stable—is Lucille Ball, whose new situation comedy series is slotted for 9-9:30 Sundays, following the seemingly inexhaustible Ed Sullivan.

**NBC TV.** By far the most ambitious project at NBC this fall is *The Virginian*, an hour-and-a-half western series based on the Owen Wister classic. Scheduled 7:30-9 Wednesdays, *The Virginian* will be competing with NBC's own long-time success, *Wagon Train*, on ABC, and CBS's new comedy hopeful, *Mad, Mad World*. It will be the only pro-

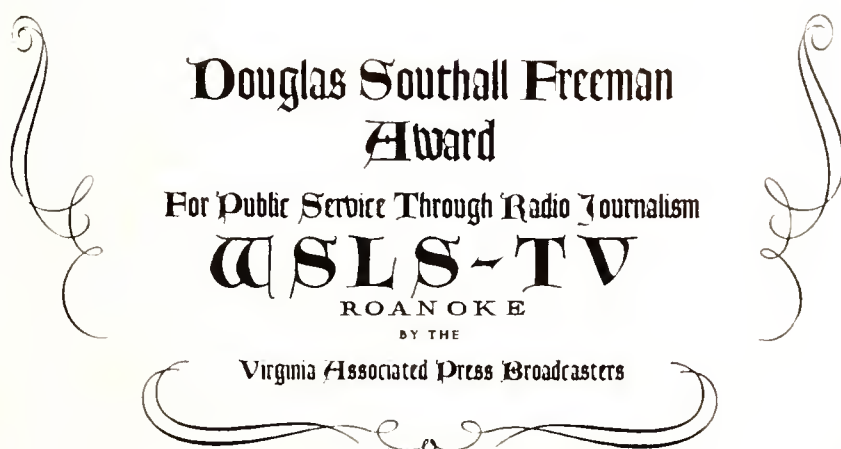
gram of this extended length (aside from the prime time feature films on both NBC and ABC) on the fall slate.

In addition to the above mentioned *Empire*, contemporary adventure series laid in New Mexico (with overtones of King Ranch, the movie "Giant," and big business), NBC has at least six new hour-long films in the works.

A definite entry is *The Young Men*, a Peter Tewksbury adventure comedy about four boys who live on

a houseboat in a small midwestern college town. (Note similarity in setting with ABC's *Hooray for Love*).

Others on deck: *333 Montgomery Street*, a fictionalized adventure series based on the career of San Francisco criminal lawyer Jake Ehrlich, starring Edmond O'Brien; *Saints and Sinners*, a big city newspaper adventure series starring Nick Adams; *The Eleventh Hour*, concentrating on applied psychiatry, with Wendell Corey; *McKeever and the Colonel*, a military school drama; and *Outpost*,



The Shenandoah Life Stations are proud of this award. It is the Douglas Southall Freeman Award - the highest honor a Virginia station can receive for public service through TV-Radio Journalism.

The Freeman Award was given WSL-S-TV because of the station's editorials, which an impartial board of judges described as "penetrating . . . hard-hitting."

This award signifies that WSL-S-TV fully realizes its obligation to keep the public informed on community problems and issues. It perpetuates the principles on which this station was founded . . . the principles of honesty, sound judgement and fair play.

WSL-S-TV speaks its mind through its editorials. And the Douglas Southall Freeman Award is a reminder to the staff and management that the station's editorials are a force for positive thinking in our community.

**WSLS - TV**  
**ROANOKE, VIRGINIA**  
**AM 61 · FM 99.1**  
NATIONAL REPRESENTATIVES  
AVERY-KNODEL, INC..



"THERE IS NO SUBSTITUTE FOR INTEGRITY"

All in all, it was among the more interesting wires Minow has received.

It was possibly coincidental that the wire was released to the press on 2 February, just two days before the first Chun King television spectacular on the ABC TV network, Sunday, 4 February, 6:30 to 7:30 p.m.

The special was "Stan Freberg Presents Chinese New Year's Eve." The show fell on the date which ushered in the Chinese year 4660, otherwise known as "The Year of the Tiger."

I will say here without qualification that I enjoyed the show more than any special I have seen since the latest one presented by Fred Astaire.

Not only did Stan achieve an extremely high level of hilarity but, without being obnoxious about it in any way, he managed to get in more disguised and undisguised commercials for the Chun King line than I have ever seen in a network spectacular.

Stan is the arch enemy of what he calls "the gastrointestinal school of advertising." And he had an exquisitely funny rib of David Susskind's "Open End" panel discussion on the cultural contributions of commercials which feature liver bile and living underwear.

Working with appealing little Ginny Tiu, he ran down Newton Minow's list of television's shortcomings and came up with quick solutions for many of them. For example, in a one-minute new movie he covered all the old movies shown on television nightly. There was the Indian who said "White man lie"; there was the veteran flier picking himself up off the ground looking skyward and saying, "The young fool. He took the plane up himself."

### The 10-minute spot as entertainment

Using the freshest cartoon skills since Hanna-Barbera, he presented the story of the purchase of Manhattan Isle for \$24 worth of junk jewelry. He wound up doing a bit with his "Orville, the Moon Man" puppet.

Integrated with all this enchanting nonsense were some of the slickest, funniest plugs for Chun King chow mein and its companion Chinese food products that have ever appeared on television. As Jack Gould of *The New York Times* said in an enthusiastic review the morning after the show, Stan introduced the ten-minute spot to television. Yet the commercial innovation was entertainment of a high order.

All Stan did was work as the star of the show, write the script, compose the music and lyrics, and direct and produce the whole thing. Not that he wasn't ably abetted by the little Chinese girl, Miss Ginny Tiu, and Patti Regan, Gloria Wood, Mike Mazurki and Frances Osborne. The Billy May arrangements and the Jud Conlon group were a big help, too.

All in all, however, it was Freberg, with the obvious all-out confidence and support of his sponsor, Jeno Paulucci. As I said, they get my vote as the most unique sponsor-talent combination in broadcasting. ■

a spin-off from *Outlaws*, centering on three sergeants at a cavalry post.

Half-hour pilots under current consideration are: *Andy Hardy*, *Amy*, *The Big Brain*, *Ensign O'Toole*, *The Kings of Broadway* and *Kentucky's Kid*, all situation comedies. Definitely scheduled Fridays 9:30-10 is *Viva Judson McKay*. Another possible: *Laurel and Hardy*, a prime time half-hour cartoon.

Of speculative interest in these projected schedules is the decided predominance of hour-long shows, particularly on NBC. With current shows such as *87th Precinct*, *Outlaws* and *Cain's Hundred* still in the area of judgment—they may go, may stay, depending on how they fare in the next few weeks—the NBC schedule could finalize at 15 hour programs to only seven half-hours, with *Saturday Night at the Movies* and *The Virginian* occupying the other three-and-a-half.

According to the A. C. Nielsen Co., the average audience rating for half hours in January 1962 was 18.9 against an average audience rating of 18.6 in January 1961, not a substantial difference. But while the January 1961 average rating for hour programs was 18.8, it fell to 17.2 in January 1962. It should be noted that the 1961 ratings were based on 30 half-hour programs, 36 hour ones, with the half-hour programs declining to 69 this year, the hour programs increasing to 53. Breaking down the hour figures, the 60-minute general dramas and adventure series were up over 1961, while mystery/crime, western and variety were down.

Also of speculative interest, though the forest still obscures the trees, is the effect, if any, that the recent FCC hearings will have on actual schedules, come September. Although such shows as *The Virginian* and *Acres and Pains* are being presented to agencies (and, subsequently, to the public) as "quality" vehicles, the up-yonder approach is far from epidemic. It's only in the area of news and documentaries, as well as specials like *Hallmark Hall of Fame* and the Leonard Bernstein concert series, that the dimension of "culture" gets concession.

One final note: While network officials are not particularly articulate about mortality rates over the past couple of years (62% of new series dropped from 1960-61, a record-

breaking near-70% from this season's schedule; see *SPONSOR-SCOPE*, 5 February), it's never very far from their minds. Most feel that their 1962-63 newcomers have better chance of survival because of concentration on variety within the framework of so-called block programming. One, however, in a disarming burst of candor, told SPONSOR that in the bitterly competitive arena of today's network scheduling, a high mortality rate is only to be expected.

"You can compare a season's end to the scene in *Macbeth*," he said, "where Macduff, hearing that his wife and children have been murdered, asks 'All my pretty ones? All?' And just hope that when your time comes you've programed wisely enough to be answered, 'Well no—not all.'"

**McCANN-ERICKSON**

(Continued from page 34)

spot as a 15.0 spot," Gehman said.

The media department was asked: for what type of accounts do you prefer reach or frequency in buying spot tv, and vice versa? It answered that it was hard to generalize on this because so many variables were involved. Such variables, the staffers said, as size and type of national plan; extent of product appeal; competitive activity, etc.

"By the nature of tv, you're buying reach before frequency whether you want to or not," Gehman said. "Up to a certain point reach will build faster than frequency, and then the latter takes over. Reach is the first thing you want for most products and frequency becomes a function of budget. Achieving a desired level of frequency can dictate how many markets can be covered via spot tv. On high turnover package goods items, such as a cigarette or beverage, frequency is more important than in the case of a durable."

The media department staffers said a summer rate for spot tv would encourage some Mc-E accounts to increase their use. "The rate should be approximately reduced by the reduction in sets-in-use as computed by Nielsen for each summer period," Gehman said. "Tv could attract more 52-week business as well as more short term summer users.

The media department was asked (Please turn to page 60)

**ANNOUNCING AN INCREASE IN POWER**

FOR HOUSTON'S MOST POWERFUL **FM** STATION . .

NOW one of America's Most Powerful . .

**K•Que**

THE NATION'S

**\*No. 1**

RATED

**FM**

Based on Hooper Ratings of Total FM time periods, Dec.-Jan., 1962, of Top 25 Markets.



**NOW... SUPER POWER 280,000 WATTS**

Affiliated with the AM Leader in Houston

**\*1st WITH THE MOST K•NUZ**

**NO. 1 BUY\* ADULT and TOTAL AUDIENCE**

\*July-Aug. PULSE, 1961 ¼ hr. average ratings against published one-time minute rates in Oct. 1, 1961 SRDS

MEMBER OF TEXAS QUADRANGLE

**K THE KATZ AGENCY INC.**  
National Representatives



IN HOUSTON, CALL DAVE MORRIS JACKSON 3-2581

# SS

These days, to cut distribution costs you need a sharp creative strategy. Although a client's sales may be higher than ever before, rising advertising and distribution costs can eat away profits with a steadily mounting appetite. Here is where Outdoor comes in. Outdoor reaches more people, more often, frequently at one-tenth to one-fifth the cost of most primary media. Twenty-one times per month, your client's story in bigger-than-life, king-size color confronts 94% of car-owning families, at a cost

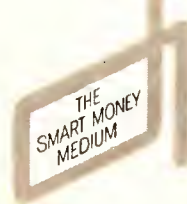
# ST

**CAN YOU CUT IT WITH THE CLIENT?**

# ST

of just 36 cents per thousand. Yet Outdoor is far from a bargain-basement medium. Free from back-to-back dilution and icebox deviation, your client's message has room to breathe. Located just three minutes from the cash register, Outdoor gives your client the last word. Outdoor is the marketing medium, firmly guiding the hand to the shelf, the car to the pump. Call your Outdoor advertising representative or local plant operator. He'll show you dozens of ways to cut it with the client — with Outdoor!

OUTDOOR  ADVERTISING



**“Charlotte market a dynamic one ...  
new jet service offers exciting opportunities”  
— McConnell, Eastern Air Lines**

*“Our long use of WSOC radio has been a very good investment, and we are grateful for your splendid support of our promotions. Charlotte is a dynamic market and the advent of Eastern jet service there February 1 offers us exciting new opportunities.”*

**HENRY S. McCONNELL**  
Eastern Air Lines



Speed your sales growth in the Carolinas by concentrating your broadcast schedules on Charlotte's WSOC stations. WSOC radio, 5000 watts at 930 kc, reaches over a million people. WSOC-TV, channel 9, serves America's 19th largest television market with the best of NBC and ABC. It is one of the great area stations of the nation.

**WSOC**  
RADIO & TV-CHARLOTTE

*WSOC radio represented by Peters, Griffin, Woodward, Inc., Television by H-R.*

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

# WASHINGTON WEEK

19 FEBRUARY 1962

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SPONSOR

PUBLICATIONS INC.

Six of the seven FCC commissioners lined up against bills which would forbid the FCC to put new radio stations on any of the 25 clear channels, and some of which would also permit any of the clears to secure higher powers on a showing that service would be improved.

Testimony was before the House Commerce Communications Subcommittee. Reading the majority statement, Chairman Newton Minow said that the bills would amount "to protection of a service which does not in fact exist," that the single new stations would be far outside the range of stations now on the channels.

The statement held that passage of the legislation would put Congress in the frequency allocation business, although this "is precisely the type of question which Congress created an expert body such as the Federal Communications Commission to decide."

Commissioner John S. Cross was a dissenter to the FCC action aimed at "duplicating" half of the clears. He dissented only because he wanted additional stations on all clears. Commissioner Frederick Ford also dissented, but again not because of the decision to put new stations on the channels selected for duplications. He wanted authorization of "super power" up to 750 kw on the remaining unaffected channels.

It remained for Commissioner Robert E. Lee to repeat his dissent for the congressmen. He said, "It has now been decided to cut the baby in half . . . to foster 11 peanut whistles that may never be constructed." He came out strongly for retention of all clears with super power, and said no other nation limits its stations to 50 kw.

He added that at one time economic domination might be feared, but not now when national advertising and network revenue are no longer important to radio stations.

Questioning by the congressmen brought out the fact that engineers agree that covering all of the nation's white area is impossible, but that the best way to reach unserved areas is by increasing power.

Commissioner T. A. M. Craven, who said he has been in the engineering field since 1912, described his position in favor of duplication as arising from "economic and social consequences" of higher power, rather than from strictly engineering considerations.

Ford said that if the 11 remaining stations on "reserved" channels get 750 kw, all of the United States would receive at least a grade E service.

The FCC's lengthy programing study came to an end, but speculation continues as to what comes next.

Already in motion is an exhaustive FCC staff study of the many thousands of pages of transcript. This will be briefed down into the major points made by the various interests which testified at hearings beginning in 1959. And this, in turn, will be added to results of previous inquiries which began all the way back in 1955.

Testimony by, and cross-examination of, the three networks must be placed against the background of those prior events. There is considerable misunderstanding about the three weeks of hearings just concluded. In many quarters, they are being viewed as a probe all by themselves.

The networks, in their testimony, made it clear they felt the hearings were all about network regulation, or that at least they provided opportunity to try to get the FCC to change its collective mind on this subject. FCC Commissioner Frederick Ford, at one stage, said that to him the major thrust of the hearings had to do with network option time. FCC Chairman Newton Minow at another stage explained that the hearings would

(Please turn to page 57)

# FILM-SCOPE

19 FEBRUARY 1962

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PUBLICATIONS INC.

Regional money is starting to turn back into syndication—but time clearances are still a real bottleneck.

One syndicator privately admits this: he was able to clear acceptably just under half the number of markets wanted on a regional order, putting the whole deal in jeopardy for a time before it became final.

The success of medical shows on the networks like "Ben Casey" and "Dr. Kildare" has served as a shot in the arm, too, for syndication stuff like "Medic."

The NBC Films series, which has been dormant from a sales viewpoint for some time, suddenly came up with eight station deals: WBZ-TV, Boston; WTCN-TV, Minneapolis; WDSM-TV, Duluth; WGAN-TV, Portland; WBTV, Charlotte; KHVH-TV, Honolulu; WVEC-TV, Norfolk, and KATV, Little Rock.

Sales activity has been picking up lately across the board, with new shows, re-runs, and feature films all moving along.

Here's a review of recent sales:

- ABC Films' Wyatt Earp re-runs made 10 more sales and is in 67 markets.
- MGM-TV reports 30 stations signed for its 30/62 group of features, including 14 recent sales.
- Ziv-UA's Everglades added five more stations to pass the 100 mark.
- TEC's Mahalia Jackson Sings is now in 35 markets.
- WPIX, New York, bought Storer Programs' Divorce Court for stripping.

Video House, a new company, starts off with syndication of 100 five-minute Out of the Inkwell cartoons, created by Max Fleischer.

President is William P. Andrews, formerly of ITC and Ziv.

It's Larry Harmon Pictures Corp. which is working up cartoons based on the Laurel & Hardy characters—not Screen Gems, as reported here 8 January.

Actually Harmon himself will be doing the voice of Stan Laurel in a new cartoon series in color to appear on NBC-TV in prime time this year.

The second year of NTA's Third Man in syndication continues to be productive of good ratings including many time period victories over network competition.

Here are 10 such latest through December 1961 ARB ratings for Third Man:

MARKET	TIME	RATING
Atlanta	8:30 p.m., Sat.	20.0
Cleveland	10:30 p.m., Fri.	18.0
Columbus	8:00 p.m., Mon.	18.0
Kansas City	9:00 p.m., Fri.	15.0
San Diego	7:00 p.m., Sat.	19.0
Providence	9:30 p.m., Fri.	24.0
Rochester	9:30 p.m., Fri.	31.0
Las Vegas	9:00 p.m., Sun.	23.0
Roanoke	10:30 p.m., Fri.	12.0
Anchorage	10:00 p.m., Tues.	29.0



Storer Programs' first nighttime show, "The Littlest Hobo," will be co-produced with McGowan Productions; series uses a very intelligent German Shepherd dog.

In other new distribution development, Ziv-UA has taken on 93 episodes of **Ann Sothorn** for re-run for its **Economee division**—first time it has gone outside to get product for distribution.

WBC will syndicate "Legacy of Light," shows correlating great literature with the "Ten Commandments" as interpreted by Judaism.

Ten shows will be on WBC stations and also syndicated this spring.

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## WASHINGTON WEEK *(Continued from page 55)*

enable the Commission to **decide details of the regulation to be imposed upon the webs.**

Part of the reason that the network hearings stood apart in the public mind from earlier programming probe hearings lay in the fact that the webs were heard before the FCC, en banc, and in Washington. Since 1960, chief hearing examiner James D. Cunningham conducted hearings on the two coasts.

One commissioner explained that the reason for en banc proceedings with respect to the webs was that Commissioner T. A. M. Craven asked that this be done. If so, this would mean that Craven wanted **greater public notice of the network answers to allegations made against them in previous sessions.**

Regardless of this, the recent three weeks were, in fact, the network turn at bat. Not, as some felt, an "inquisition." Rather, a chance for the networks to detail their accomplishments and to answer criticisms.

The consensus of opinion is that **the networks did an excellent job.** Whether they gained ground or modified opinions already held by the various commissioners is doubtful. However, there is **no doubt that they gained ground in a Congress which is watching and waiting.**

**The next step may be FCC action on network option time.**

Or, if that is delayed as it might be by the wide-open split among commissioners, the first concrete result will be testimony at Congressional hearings on the question of **network regulation by the Commissioners.**

**The Pastore (D., R. I.) subcommittee of the Senate Commerce Committee has set 21 February for hearing testimony on all-channel receivers.**

This will have the effect of postponing consideration by the same subcommittee of legislation calling for regulation of the networks. It is now believed that the Moulder (D., Mo.) subcommittee of the House Commerce Committee will be **tied up on clear channel and tv deintermixture questions for quite a while.**

In both cases, it appears that the Commissioners will have considerable time to get staff summaries of program testimony for **ammunition to use when they are finally called before a Congressional committee.** The previous vote on the FCC in favor of asking for power to regulate networks was 6-1, with Rosel Hyde the lone dissenter. There appears to be no chance whatever that the networks could have picked up more than a useless single extra vote.

While the switch of one or even two votes would mean nothing in the FCC, it would **have greater significance in Congress,** which must pass the legislation if the Commission is ever to regulate networks directly.

As to the question of network option time, **rumors persist that Commissioner Frederick Ford is about to change his vote.** If he does, option time would probably be saved. The tenor of his questioning of the networks failed to indicate any softening in his position, however.

# SPONSOR HEARS

19 FEBRUARY 1962

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PUBLICATIONS INC.

Now that the dust resulting from the February executive upheaval at Colgate is beginning to settle, President G. H. Lesch, in his dedication to making a profit, has what some think is a tough nut to crack.

It's this: making significant economies without having the hep manpower to effect those economies.

A major agency is wracked with a problem that top management is having a tough time solving: the accountmen operating like little, separate empires.

One effect of this state of affairs is that communication with department heads is at a minimum, and there are even factions within the account group.

In one recent instance the account head recommended network tv, while the media department put in a pitch to the same client for spot.

Exposes may come and exposes may go but apparently there are some sectors of the commercial filming field that treat payola as a way of business life.

With them the change has been primarily this: raising the payola ante. Among the offers: (1) a long weekend in Rio; (2) if the order is over \$50,000, a week's trip to Europe, with, of course, expenses paid.

Similar hanky-panky exists in the radio jingle mart. One producer insists that performers kick back a percentage of their take, including residuals, to him.

Researchers have been doing a double take at an observation contained in a 4A's document captioned "How advertising agencies evaluate various types of newspaper research."

The observation: "Newspaper studies are not necessarily biased; they are merely partisan."

As it now turns out, BBDO's loss of Betty Crocker was a sort of a boomerang. The agency had been trying to induce General Mills to let it have the flour budget in addition to the mixes. D-F-S has had the flour from away back.

It's no secret in the agency field that if there's anything that's a backbreaker its the task of selling flour, what with the mushrooming of the convenience packages and the spread of the bakery chains.

As one adman phrased it: stimulating today's younger housewives into doing their own baking "is like trying to put the chicken back into the egg."

Rep salesmen rate as the easiest agencies to do business with those that have the least turnover in timebuyers.

Tops on their list in this regard are Compton, Y&R, JWT, and SSC&B.

If you've ever wondered why P&G, basically a maker of soap, has refrained from getting into the aerosol shave cream ring, the reason may be in a bit of background.

P&G back in 1936-37 tubed an Ivory shave cream. It just didn't go any place.

# KTVH IS KANSAS TV

MORE KANSANS VIEW KTVH THAN ANY OTHER KANSAS TV\*

**OVER  
51  
NEWS PROGRAMS  
EVERY WEEK**



KTVH delivers local programming impact where it is important. This exclusive CBS-TV affiliate for Central Kansas reaches the audience that counts, delivering more than 51 news programs a week. Kansans rely on KTVH for local, regional, and national news. TO SELL KANSAS, BUY KTVH covering **WICHITA**, plus 14 other important communities of Kansas.

**KTVH** ←  → **KANSAS**

WICHITA / HUTCHINSON

 BLAIR TELEVISION ASSOCIATES

\* Nielsen, February 1961

## MCCANN-ERICKSON


(Continued from page 51)

how it felt about sponsorship of local public service programs for some of its accounts. Said Gehman: "Whenever this type of program meets marketing or public relations objectives of clients, they would be considered and evaluated."

Mc-E media workers also displayed symptoms of concern over the "image" of some radio stations. They agreed with a midwest radio station manager who had charged that many stations oscillate "between the fast rating and the fast buck."

"I fully agree with his indictment of many radio stations," Gehman said. "There are too few that are making any real contribution as communications forces in the communities and areas they serve in terms of offering the type and variety of programming that can be classed as stimulating or challenging to a listener. What are the implications of this for an advertiser though? Should he turn his back to a station that is delivering

a sizable audience of the type he wants, simply because the programming leaves so much to be desired? More than the advertiser, the FCC should take some steps in this area. Maybe this is where the wasteland really exists."

Gehman joined Mc-E in 1955 as an associate research director. Since then he has served in different research and marketing roles with Mc-E and Marplan, the company's research and marketing affiliate. He is also a member of the agency's marketing plans board, and a member of the research committee of the American Association of Advertising Agencies. He is a graduate of Princeton University and the Advanced Management Program at the Harvard Business School. 


## BRIGHT YOUNG MEN

(Continued from page 39)

the tv medium via some hard-hitting on the air editorials. Last April, for example, Schneider went on the air in support of House Bill 1200 which

sought to increase the annual income of Pennsylvania State legislators. Schneider supported the bill while local newspapers opposed it. The bill was subsequently approved by both houses of the state legislature.

Word of other "bright young men" mentioned in the first SPONSOR story tells us that Don Kearney is now director of sales for the Corinthian Stations (he was recently re-elected to the board of directors of TvB); Giraud Chester continues as v.p. for daytime programming at ABC TV; Bruce Bryant is v.p. and general manager for CBS Television Spot Sales; and John Boden still works out of the Chicago John Blair & Co. offices as a radio salesman.


For some of the young professionals listed as noteworthy, the past two years have wrought a few changes. Bob Teter resigned from his position as v.p. and director of radio at Peters, Griffin, Woodward in New York, and is now a consultant on special assignments. Charles W. Kline, formerly of FM Unlimited, Chicago, is doing consulting work for fm stations; and Jack Denninger, former v.p. and eastern sales manager for Blair-TV, New York, has just announced the organization of his own company—Executive's Capital Planning, Inc.—a company which will provide high income earners with financial guidance. 

## GLASS HOUSES

(Continued from page 39)

fine advice on minor surgery. We're tial and courageous contribution to interested in the fine print in the ad about the cold tablet that relieves nasal congestion, fever, and even constipation. It's a long way to Tipperary. We're glad to see in the other ad that science can now shrink piles without surgery, and stop the itch.

By this time we're ready for the treatment recommended in another ad that promises to rid the body of poisons and that heat, Swedish massage, and colon therapy are good for arthritis, neuritis, sciatica, nervous conditions, plus overweight. The AMA should be interested.

So we're cured for another day. Now we can go back to tv where our Code of Good Practices prohibits us from accepting advertising material which offensively describes or dramatizes distress or morbid situations involving ailments. 

In downtown Chicago-folks who go first class say:



"Just get me a room at the ASCOT Motel"

Downtown convenience, motel comfort. Free parking, heated swimming pool. Superb accommodations, cuisine, and complimentary services. Nearest to McCormick Place and other convention centers. Meeting facilities for 6 up to 600. Courtesy Car to our door from airport limousine stop at our Essex Inn and from helicopter landing at Meigs Field. Sensible rates • Inquire today.

### ASCOT MOTEL

Michigan Ave. at 11th St.—Just south of Conrad Hilton  
Overlooking Grant Park and Lake Michigan  
Phone WA 2-2900  
TWX-CG82  
We pay teletype charges.



RESERVE  
NOW  
FOR THE  
NATIONAL  
ASSOC. OF  
BROADCASTERS  
CONVENTION  
IN  
CHICAGO  
APRIL 1-4, 1962  
AT  
ASCOT MOTEL

Write now for reservations, Dept. 17



**“CONTINUITY...a trade word,  
and a sales description”**

*JOHN J. CODY, General Sales Manager,  
CHANNEL 10 (WHEC-TV) Rochester, N.Y.*

**C**ONTINUITY is a familiar word in radio and TV parlance; it's also an appropriately *descriptive* word as applied to our sales picture here in Rochester.

Year after year, our sales grow, and grow, —and there's every indication that, like Tennyson's famous “brook,” they'll continue to “go on forever.”

Our national and local accounts not only *stay* with us, but they *expand* with us —a process that has been increasingly evident ever since WHEC-TV made its first bow in 1953!

Our sales success is caused by a number of things. Prominent among these are: the strength and variety of our basic CBS programming; our amazingly resourceful, complete and well-manned News Department; our highly informative public service programs; our imaginative and skillful local program productions; and our continuous station and program promotion.

Advertisers know that Rochester, New York, is one of the top-rated test markets in the country—and they rate WHEC-TV first in results, first in service, and first in all-around community preference.

Your schedule on WHEC-TV provides an open doorway to continuity of successful sales for your products.

*John J. Cody*

**WHEC-TV**



*Represented by H-R TELEVISION, Inc.*

# SPONSOR WEEK WRAP-UP

## Media selectivity

(Continued from page 10, col. 1)

"Certain program types are suitable for certain products and not for others," Harper said. Audience profiles also differ greatly from show to show.

He listed some causes of waste circulation: incorrect media selection, improper seller/promotion of media to encourage volume, special rate policies which satisfy only short-term station sales needs, and commercials rescheduled without notice to agency or advertiser.

## Advertisers

Anheuser-Busch kicks off its annual Pick a Pair meetings with an informal meeting 13 March at the International Inn in Tampa, Fla.

There'll be a special dinner at Busch Gardens the next evening, with 14-16 March (during the day) reserved for business matters.

**Campaigns:** Roger Maris will re-enact his historic 61st home run in a commercial for Transogram to promote "Roger Maris Home Run Trainer." Saturation tv schedules in 50 markets, calling for 450 one-minute



**HEARTY WELCOME** is extended to L.D. "Nick" Bolton, who is the new asst. gen mgr. of WKRC, Cincinnati, by L. H. Rogers, II, executive v.p. of Taft Broadcasting and the general managers of the Taft group's Cincinnati stations. Gathered (l to r) are Leon H. Lowenthal, WKRC-FM; Rogers; Bolton; Sam T. Johnston, WKRC-TV; Hubbard Hood, WKRC. The occasion: a reception for Bolton on his arrival from South Dakota where he was commercial manager

**MAN OF THE YEAR** in Communications was given David C. Murray, WTAE, Pittsburgh, news dir. (l) by Gerald Wyatt, pres. of the Junior Chamber of Commerce



**NEW DIRECTOR** of the Fordham U. Ad Club Joseph Braun, K&E v.p. congratulates new pres., T. Eugene Malone (l), H-R Tv and treas. Kenneth Campbell (r), H-R Radio



**INCREASING DEVELOPMENT** of station facilities for producing commercials on the spot is typified by this outdoor pool set, with wiring and camera platform, at new KTRK-TV, Houston, studios. Fan-shaped interior gives more linear space with less camera movement



announcements per week, comprise the 10-week campaign. Transogram first entered full-scale tv with a pre-Christmas drive last year. The agency is Mogul, Williams & Saylor . . . **Remco Industries** (Webb Associates) have also started a new toy campaign. Some 20 markets have been selected for 52 weeks, as well as NBC TV's "Shari Lewis" and CBS TV's "Video Village, Jr." . . . **Harvell Kilgore Corp.** (Frank B. Sawdon) initiates a 30-market spot tv push in Los Angeles, where KRCA will air 10 spots weekly . . . **Mrs. Paul's Kitchens** is running a saturation campaign on the full 32-station Yankee network. Agency is Aitkin-

Kynett . . . **P. Lorillard's** York Imperial Size cigarette has gone national after introduction in 11 markets. Participations in five network shows and heavy spot tv in all major markets are underway and spot radio with a frequency of 200-300 one-minute announcements weekly in major cities are also included. L&N is the agency . . . **Pepsi-Cola** (BBDO) has introduced the half-quart bottle into the New York metropolitan market. Saturation tv and radio campaigns are underway.

were \$22,259,000 or \$2.66 per share of common stock vs. \$21,183,000 or \$2.53 per share in 1960. World Wide Sales reached a new record, going from \$576,326,000 to \$604,878,000 in 1961.

**PEOPLE ON THE MOVE:** Martin L. Gregory to general manager of the Post division of General Foods.

## Agencies

To help clarify the hazy and sometimes hostile impression the public has of advertising, Lawrence C. Gumbinner agency has mailed a second printing of a booklet, "Advertis-

**Financial report:** Consolidated earnings for 1961 at Colgate-Palmolive

**TRIAL TAPE** of the Eichmann case is presented to Dr. Roy Basler (c), of the Library of Congress, by Harvey Glascock (r), v.p. and gen. mgr. of WIP, Philadelphia, and John Kluge, pres. & chmn. of Metromedia



**PREDICTION** by Westinghouse Broadcasting pres. Donald H. McGannon (r) in WBT-WBTV, Charlotte interview: a closer relationship between networks and affiliates after FCC hearings. He discusses it with Jefferson Standard Broadcasting v.p. Charles Crutchfield after broadcast

**SHARING SPOTLIGHT** with stars who were guests at a press party to announce 1962 plans is Richard Carlton, Trans-Lux TV v.p. Celebrities are featured in a new tv film series, "Guest Shot" which is being produced by Rick Spalla in Hollywood and distributed by Trans-Lux. Seen (l to r): Mickey Hargitay, Keenan Wynn, Jayne Mansfield, Dick Carlton, Rick Spalla



**MASS MEDIA** Award for WSOC-TV, Charlotte, "The Tv Station that Best Served Youth," from Walker L. Cisler (r), Edison Foundation to v.p., gen. mgr. Larry Walker



ing, What's In It for You?"

Business and trade organizations are being urged to circulate copies among their employees to help in the consumer education project.

**Agency appointments:** The Compax Corp. to **Mogul Williams & Saylor** . . . **Kurly Kate Corp.**, Chicago, to **R. Jack Scott** . . . **Wampole Laboratories** division of **Denver Chemical Manufacturing of Stamford** to **Kastor, Hilton, Chesley, Clifford & Atherton** . . . **Hazel Bishop** (\$2,500,000) to **K&E** and the **Lanolin Plus** line (\$2,500,000) to **Daniel & Charles** . . . **Calusa Chemical** to **Carson/Roberts** . . . **Dovalettes** tissue products to **Banning Repplier**, from **E. J. Hughes** . . . **Old Dutch Coffee** to **Smith/Greenland**.

**Thisa 'n' data:** **Norman J. J. Berber**, partner, vice president and general manager of **Leber & Katz**, has opened his own agency at 15 East 48 Street, New York . . . New offices of **Knox Reeves-Fitzgerald**, New Orleans, are in the **John Hancock Bldg.** . . . **Jeffrey A. Abel**, radio and tv director and an associate in **Henry J. Kaufman & Associates**, is celebrating 30 years with the **Washington, D. C.** outfit . . . **Mogul Williams & Saylor** tossed a cocktail party for marketing and merchandising v.p. **Jules Lennard**, with the agency 10 years . . . **Olsen Dickey Advertising**, Ft. Lauderdale, is now called **Campbell/Dickey/Fry Agency**.

**New v.p.'s:** **Richard F. Gorman** at **Grant** . . . **Barrett Brady** at **Compton** . . . **Thad Horton** and **Richard N. Confer** at **McCann-Erickson** . . . **Aldis P. Butler** at **Benton & Bowles**.

## RADIO STATION

BOSTON—CLASS B FM Maximum power—stereo multiplex with all brand new RCA equip. Priced for immediate sale. Cash \$75,000 or \$50,000 and take over all liabilities. Contact Harvey Sheldon, LY 9-3557 or JE 1-8092 or write 23 Central Ave., Lynn, Mass. Rm 710.

**PEOPLE ON THE MOVE:** **T. Craig Ward** to account executive at **Papert, Koenig, Lois** . . . **Edward H. Concannon** to account supervisor at **Y&R** . . . **Dr. Valentine Appel** to associate research director at **B&B** . . . **Peter Gagarin** to account executive at **K&E** . . . **Charles Smith** to assistant account executive at **Chirurg and Cairns** . . . **Fred W. Kubelka** to client contact executive at **Dora-Clayton Agency** . . . **William D. Hodges** to account executive at **Tobias & Co.**, Charleston . . . **Frederick C. Nordsiek** to account executive on the **Dow Chemical** accounts at **MacManus, John & Adams**.

## Tv Stations

The purchase by **KARD-TV**, Wichita, of **KCKT**, Great Bend and its two satellites, **KGLD-TV**, Garden City and **KOMC-TV**, Oberlin-McCook has led to the establishment of a state network covering 70% of Kansas.

**KARD-TV** will feed the other three stations and **William Moyer**, general manager, will also be chief executive officer of the network.

Represented by **Peters, Griffin, Woodward**, the group has a four-state, 89-county viewing area. All stations are **NBC** affiliates.

The color tv industry has reached an annual going rate of \$200 million, **W. Walter Watts**, **RCA** group executive vice president told the mid-winter conference of the **AFA**.

Other highlights of his speech to advertisers:

- Surveys show that color commercials have at least 3½ times the impact of black and white.

- Some 150 sponsors are using color commercials on **NBC** TV alone, more than four times the number in 1956.

- **RCA** factory shipments of color receivers in November surpassed black and white in dollar volume for the first time since the introduction of color more than seven years ago.

**William L. Putnam**, president of **WWLP** and **WRLP**, **Springfield-Greenfield, Mass.** and chairman of the **UHF Committee for Competitive**

Television branded the **FCC's** all-channel receiver bill as "another delaying tactic" to restrict the growth of **uhf** as a competitive medium.

He said: "Suddenly everyone, including the fat cat vhf operator is for all-channel legislation" because its "preferable to deintermixture and they feel if they can delay the legislation long enough perhaps the deintermixture proceedings will just go away."

**Thisa 'n' data:** **WBAL-TV**, Baltimore, has initiated a full 45-minute nightly newscast, from 6:45 until 7:30 p.m. . . . **KOMO-TV**, Seattle has joined the list of stations broadcasting editorials. First effort was in support of a Seattle school levy, up for election on the 13 February primary ballot.

**PEOPLE ON THE MOVE:** **Ken Hatch** to national account executive at **KSL-TV**, Salt Lake City . . . **Joseph E. Schmidt** to business manager-auditor at **KDKA-TV** and radio, Pittsburgh . . . **Brian Patrick Hogan** to national sales representative and **Gerald P. Noonan** to account executive at **WCAU-TV**, Philadelphia . . . **Ralph H. Davison, Jr.** to the sales staff of **Skyline Television Network** of **Idaho Falls** . . . **Jack Gregory** to assistant general sales manager and **Jim Sherbert** to account executive at **KGO-TV**, San Francisco . . . **Jack C. Brussel** to the sales staff of **WWJ-TV**, Detroit . . . **Sy Levy** to assistant to the president of the **Golden Circle Radio-Tv Group** . . . **Ross Martin** to general manager of **KMMT**, Austin, Minn. and **Don Jones** to regional sales manager of **KMMT-TV** and **KWWL-TV**, Cedar Rapids, Ia. . . . **Julius Barnathan** to the **TvB** board of directors.

## Radio Stations

**RAB** has awarded its seventh annual golden-record plaques to the 10 most effective radio commercials of 1961.

Winners are: **Budweiser (D'Arcy)**, **Chevrolet (Campbell-Ewald)**, **Chun King Sales (BBDO)**, **Contadina Tomato Paste (C&W)**, **Esso (Mc-E)**, **Ford Motor (J. Walter Thompson)**, **Guardian Maintenance (D.P. Brother)**,



Northwest Orient Airlines (C-Mithun), Pepsi-Cola (BBDO), Winston (William Esty).

**IDEAS AT WORK:** Five hundred ad agency execs will receive invitations to write captions for a drawing of **WIND**, Chicago, sales manager Ben Scott exhorting his sales force to greater heights. It's one of several cartoons in "The Executive Coloring Book," a spoof of corporate and big business habits which the station is mailing out. Winners get transistor clock radios . . . **WWSW**, Pittsburgh, has a new series of capsule one-minute book reviews prepared by the Carnegie Library and being broadcast daily throughout the schedule . . . What it means is still a mystery but **WINS**, as part of a new promotion campaign "to be explained later," is announcing every two hours that "WINS may pay your 1961 Income Tax . . . stay tuned for details" . . . To celebrate St. Valentine's Day, **WJBK**, Detroit, ran a "Famous Sweethearts" Contest, inviting listeners to identify famous romantic figures from clues given by various d.j.'s.

**Merger:** Macfadden Publications and Bartell Broadcasting Corp. have joined to form the **Macfadden-Bartell Corp.** Bartell owns and operates **WOKY**, Milwaukee, **WADO**, New York, **KYA**, San Francisco, **KCBQ**, San Diego, **WHBI**, Newark.

**New quarters:** After almost 40 years at one location, **WIP** has moved to the Wellington Building, 19th and Walnut Streets, Philadelphia.

**Kudos:** The Radio Free Europe fund presented a certificate of appreciation to the **ABC** owned stations for their efforts in supporting the fund . . . The Salvation Army commended **WSCR**, Scranton for its contributions to the toy collecting campaign . . . **WNEW**, New York won the second annual Brotherhood Award of the Improved Benevolent Protective Order of Elks of the World, Monarch Lodge, for the promotion and improvement of better race relations within the field of radio.

**PEOPLE ON THE MOVE:** **Wayne Thomas** to manager of **KRNY**, Kearney . . . **Jack J. Dash** to general sales manager at **WHAT**, Philadelphia . . . **Richard A. Keating** to the radio sales staff at **WNAC**, Boston . . . **James W. Hunt, Jr.**, to the sales staff at **WJBK**, Detroit . . . **Jack Remington** to operations manager at **WKRC**, Cincinnati . . . **Laurence E. Nyland** to sales representative at **WRGB**, Schenectady . . . **J. C. Dowell** has resigned as vice president and general manager of **KIDA**, Des Moines . . . **Victor B. Simon** has resigned as general manager of **KMGH**, Albuquerque. He'll be replaced by **George Cory**.

## Fm

The results of a project to determine the growth of fm during 1950-61 and the second in a series of listener profiles have been incorporated into a booklet released by **KSFR**, San Francisco.

Among the findings:

- The average fm listener has many of the same needs, motivations, and buying habits as the typical class magazine subscriber.
- The concert music listener is interested in low-priced discount items, but is also interested in the extremely expensive items of specific interest.

As part of a **KLSN** promotion, the "Seattle Post Intelligencer" yesterday issued a special tabloid size newspaper section devoted to fm stereo.

In addition to advertisements, the section contained articles and stories

explaining fm in general and fm stereo particularly. Circulation was in excess of 250,000 homes.

On-the-air promotions include a special two-hour program called "FM Stereo Spectacular," to further explain, promote and demonstrate the medium.

**Stereo starts:** **WKJF**, Pittsburgh began a regular schedule of fm stereo multiplex broadcasts (44 hours a week) on 15 February . . . **KGB**, San Diego expands its stereo schedule to a full-time basis as of last week, broadcasting from 6 a.m. to midnight, seven days a week in fm stereo multiplex.

**Sales:** Roosevelt Field, the largest industrial, business, entertainment and shopping center on Long Island is using a lengthy saturation spot and participation campaign on **WLIR**, Garden City.

**Happy Birthday:** To **KING (FM)**, Seattle, which went on the air 12 February 1947 and is now celebrating its 15th anniversary.

## Networks

**Pulse's latest Audience Profile**, based on Fall viewing, was released to subscribers last week.

The study asked 56 qualitative questions for every network tv program, dealing with 12 broad consumer-owning and using categories and 16 socio-economic characteristics.

**Tv Sales:** California Packing Corp.,

**ADVERTISING MANAGER** available. National experience in all media and with ad agency procedures. Capable in sales promotion, merchandising and marketing of food store products. Challenging national or regional assignment desired. Chicago area preferred. To arrange interview, contact N. R. Glenn, Publisher, **SPONSOR**.

makers of Del Monte (McCann-Erickson) returns to network tv via quarter-hour sponsorships in eight CBS TV daytime shows. Buy takes effect the first week in April.

**New affiliate:** WNAD, Oklahoma City, an o&o of the University of Oklahoma, joins the CBS radio network today, 19 February.

**Kudos:** CBS TV shows which copped Edison Foundation Mass Media Awards were "New York Philharmonic Young People's Concerts" (best children's tv program) and "CBS Reports" (tv series best portraying America).

## Representatives

The Knorr group, whose key station is WKMH, Detroit, has joined the Raymer list, effective immediately.

The Knorr stations, which also comprise WKFM, Flint, WKHM, Jackson, WSAM, Saginaw, and WELL, Battle Creek, were represented by Everett-McKinney before it went out of business.

The quintet's national spot billings run around a quarter-million.

**Prestige Representation Organization**, a firm founded seven months ago to serve radio stations in medium and small markets, has completed an analysis of the national accounts placing orders on its stations.

**Salient finding:** 52% of the national spot radio business going into selected markets below the top 50 represent accounts buying that market for the first time.

PRO blames stations and reps in smaller markets for not "presenting their stories to the right advertisers at the right times." Other highlights of the study:

- 34% of the business is simply renewals.
- Only 4% are renewals at increased rate of use.
- 10% represent switches from competitive stations.

**H-R Representatives** is the first station rep firm to lend its support to a

**Pulse project:** the first thorough qualitative study of the basic composition of the national spot radio audience.

Dr. Sidney Roslow, Pulse president, is enlisting the financial support of other radio reps. The survey should help build the image of radio nationally and boost radio sales, he said.

**International appointments:** Gramplan TV Scotland, Manila Times Television (DZMT-TV) Manila, Philippines, Malta Television, have all appointed Charles Michelson, New York, as their U. S. rep and purchasing agent.

**PEOPLE ON THE MOVE:** Robert C. Foster to manager of the New England office of The Bolling Company . . . William P. Marseilles to the New York sales staff of Robert E. Eastman.

## Public Service

The Star Stations (KOIL, Omaha, and KISN, Portland) are pepping-up their public service announcements with the same techniques which make commercial campaigns successful.

Called "Sound Citizen Service," the new approach includes: (1) Spots recorded by the people directly involved in the campaign. (2) Dubbing announcements with suitable sound effects, musical introductions, and backgrounds. (3) Airing the spots on a saturation schedule, four times an hour, 24 hours a day during the entire campaign.

**PUBLIC SERVICE IN ACTION:** KPHO, Phoenix, broadcast the highlights of the annual meeting of the National Cotton Council in New Orleans in four 15-minute segments . . . WLWI, Indianapolis, produced and aired the first in-depth tv closeup study of life and conditions inside Indiana State Reformatory at Pendleton. It was called "No. 84430" . . . KIXZ, Amarillo, turned over to the March of Dimes more than \$200, proceeds of a station-sponsored dance . . . WJAS, Pittsburgh, presented a two-part series examining the issues

surrounding the milk controversy, including prices, packaging, dairymen's problems and controls . . . WSB, Atlanta, has mailed a booklet to some 250 advertisers, agencies and broadcasters sampling public reaction to "Operation Snowplow," the emergency service the station provided when Atlanta unexpectedly became snowbound in January. Complimentary letters came from average listeners, industrial leaders, businesses, school heads and others.

**Kudos:** Joseph Goodfellow, NBC vice president and general manager of WRC, Washington, got a special award for the station's contribution to the continued existence of the Wheaton Rescue Squad, the result of three-month campaign opposed to discontinuing the squad because of lack of funds . . . WSOC-TV, Charlotte, got an Edison Foundation Mass Media Award as "the station that best served youth in 1961." . . . The San Francisco Chamber of Commerce has commended KFRC, for its "meritorious public service in presentation of the series, "San Francisco Progress Report."

**PEOPLE ON THE MOVE:** Allen Burns to manager of public affairs at WNBQ and WMAQ, Chicago. He has held the same post at WBBM, Chicago for the past two years.

## Equipment

Zenith Radio Corp. estimates total January sales volume to run more than 35% ahead of January, 1961.

In a general financial report, Zenith also reported that color tv sales are running ahead of initial expectations and the production schedules for fm stereo have been expanded.

The Board of Directors, in a recent meeting, declared a quarterly dividend of 20¢ per share, payable 30 March to stockholders of record 9 March.

A new 12-page booklet called "FLUTTER: Its nature, cause, and avoidance" has been issued by Amplifier Corp. of America.

It studies the phenomenon of

flutter and its associated disturbances: wow and drift. Discussions of flutter measurement, causes, avoidance and anti-flutter maintenance are illustrated with graphs and photographs.

**New products:** **Amplifier Corp.** has a new, low-price (\$18) demagnetizer which erases sound recording tape on the reel—without unwinding it operates on any alternating current . . . **Television Zoomar** has modified its Super Universal Zoomar Lenses with new computations and optics. All Super Universals covered by the company's warranty and service agreement are being called back for modification without charge, commencing around 1 April.

## Trade Dates

The ANA holds its Workshop on TV Advertising on 28 February at New York's Hotel Plaza. Featured speaker will be **Sylvester L. (Pat) Weaver**, on the future of tv commercials.

Other highlights:

- **Newt Mitzman**, vice president and manager of commercial production at Ogilvy, Benson & Mather, on the question of tape or film commercials.

- Analysis by two research firms, Gallup & Robinson and Schwerin, of the creative elements in effective commercials.

- A panel discussion on public service and documentary programs.

- **Joel Harnett**, of "Look" magazine on new research findings on the relative communications effectiveness of tv and print.

An International Advertising Convention, sponsored jointly by the International Advertising Association and the Netherlands Advertising Association will be held this summer on board the S.S. "Nieuw Amsterdam" of the Holland America Line.

The ship, which carries 850 passengers, has been chartered entirely for this purpose, sailing from Rotterdam on 23 July for Bergen, Norway, where a stop-over will be made, and returning to Rotterdam on 30 July.

Theme of the convention: "Problems of Communications in a United Europe." All leading advertising associations in Europe have been invited to participate.

**Other dates:** The annual spring meeting of the **Indiana Broadcasters Assn.** is scheduled for 16 March in Indianapolis. **C. Wrede Petersmeyer**, president of **Corinthian Broadcasting Corp.**, will be the featured speaker . . . Spring meeting dates for the **West Virginia Broadcasters Assn.** are 15 and 16 March in Washington, D. C. . . . **American Women in Radio and Television** will gather for their 11th Annual Convention on 3-6 May at Chicago's Sheraton-Chicago . . . The **Ohio Assn. of Broadcasters** has set 11 May as the date for the Spring Convention to be held at the Somerset Inn, Cleveland . . . **RTES** will hold a 14 March round-table discussion on daytime network television . . . Fourth annual communications week of the **University of Florida's School of Journalism & Communications** is 5-9 March.

## Station Transactions

As a prelude to expansion into additional Texas cities, a corporation has been formed to take over the business and broadcasting licenses of

the **Houston partnership** which owns and operates **KNUZ** and **KQUE (FM)**.

**David H. Morris**, general manager of **KNUZ** since the station went on the air in 1948, is president of **Texas Coast Broadcasters**, the new company. Other officers are all associated with the am outlet.

**Blackburn & Company** has negotiated the sale of **WICE (AM-FM)**, **Providence, R.I.** for \$500,000.

Buyer was **Susquehanna Broadcasting**, whose principals are **Louis J. Appel, Jr.** and **Arthur W. Carlson**. **Susquehanna** also owns **WSBA-TV** and radio, **York, Lancaster-Harrisburg, WARM, Scranton-Wilkes-Barre,** and **WHLO, Akron-Canton.**

Seller was **Providence Radio, Inc.** whose president is **Tim Elliot.**

**KIRL, Wichita, Kan.,** has been sold by **Mary Pickford** and **Buddy Rogers** to the **Lynch family** of **Oklahoma** for over \$400,000.

New owners also have **KBYE, Oklahoma City,** and **KFMJ, Tulsa.** Sale was handled by **Blackburn & Company.**

**William T. Stubblefield**, president of **Top of The Bay, Inc.,** has purchased **KTOB, Petaluma,** from **Lloyd Burlingham** of **Illinois.**

**Stubblefield** presently owns **WAGE, Leesburg, Va.**

### Outstanding values in broadcast properties

Kilowatt daytimer on an excellent frequency in a two-station market. Great opportunity for an aggressive owner-operator with \$10,000 down. Easy payout. Substantial discount available for cash.

**FLORIDA**  
**\$65,000**

Daytimer in a single-station market, now showing some profit on a low-gross, low-cost operation for owner-operator. \$10,000 cash and balance on easy terms.

**FLORIDA**  
**\$30,000**

## BLACKBURN & Company, Inc.

**RADIO • TV • NEWSPAPER BROKERS**  
**NEGOTIATIONS • FINANCING • APPRAISALS**

### WASHINGTON, D. C.

**James W. Blackburn**  
**Jack V. Harvey**  
**Joseph M. Sitrick**  
**RCA Building**  
**FEderal 3-9270**

### CHICAGO

**H. W. Cassill**  
**William B. Ryan**  
**333 N. Michigan Ave.**  
**Chicago, Illinois**  
**Financial 6-6460**

### ATLANTA

**Clifford B. Marshall**  
**Stanley Whitaker**  
**Robert M. Baird**  
**John C. Williams**  
**1102 Healey Bldg.**  
**JAckson 5-1576**

### BEVERLY HILLS

**Colin M. Selph**  
**Calif. Bank Bldg.**  
**9441 Wilshire Blvd.**  
**Beverly Hills, Calif.**  
**CRestview 4-2770**

# WHAT ARE YOUR PHOTO REQUIREMENTS?

## "HADIBUTKNOWN"

When we show a prospective client just a few samples of our publicity photography, he more-than-likely exclaims, "Hadibutknown!" This puzzles us for a moment but then he continues, nodding with approval. "Such fine photos," he says, "such fair rates ('did you say only \$22.50 for 3 pictures, \$6 each after that?')—and such wonderful service ('one-hour delivery, you say?')—why, *had I but known* about you I would have called you long ago." Well, next thing he does is set our name down (like Abou Ben Adhem's) to lead all the rest of the photographers on his list. Soon, of course, he calls us for an assignment and from there on in he gets top grade photos and we have another satisfied account. (Here are a few of them: Association of National Advertisers — Advertising Federation of America — Bristol-Myers Co. — S. Hurok — Lord & Taylor — New York Philharmonic — Seeing Eye — Visiting Nurse Service of New York.) Why don't you call now and have our representative show you a few samples of our work?

## BAKALAR-COSMO PHOTOGRAPHERS

111 W. 56th St., N.Y.C. 19  
212 CI 6-3476



# Tv and radio NEWSMAKERS



**Frederick S. Houwink** has been elected a vice president of the Evening Star Broadcasting Co., from general manager of WMAL (AM-FM & TV), the ESB stations in Washington, a post he's held since 1954. He was with Shell Oil for 27 years before joining the management consultant firm of Booz, Allen & Hamilton. Elected a director of ESB in 1958, he became a director in 1959 of Shenandoah Valley Broadcasting, the company's affiliate in Harrisonburg which operates the WSWA stations.

**James W. Ingraham**, KNX, Los Angeles, radio account executive for the past three years, has been promoted to general sales manager of KNX-CRPN, effective last week. Born in Nebraska, Ingraham received a Bachelor of Law degree from Creighton University in Omaha. He joined KNX radio in April of 1959. Prior to that, he served as continuity editor and account executive in the sales department of the Don Lee Network. Ingraham and his family reside in Canoga Park.



**Jack Bolton** last week took over as manager of the Katz Atlanta office, replacing Gregory Murphy, who has resigned. Bolton has been a member of the New York television sales staff since 1956, when he first joined the station rep firm. Prior to that, he held announcing and writing positions at WGUN, Decatur, Ga., and at WGFS, Covington, Ga. He also held administrative

posts at WCBS-TV, New York, in the two years immediately before he joined Katz.

**Dick Williams** has joined N. C. Roraugh Company as director of sales and promotion for the television research outfit. He has most recently been an account executive with Everett-McKinney station representatives, which he joined in November 1960. Before that, he was a timebuyer on Ballantine beer and R. J. Reynolds Tobacco at William Esty Co. A native of Chicago, Williams is a graduate of Fordham University and is on the board of directors of the Fordham Alumni Advertising Club.



## The seller's viewpoint

*"In a presentation to key automobile executives," cites Guy Cunningham, TvB's director of new business and sales development, "audiences were impressed with the fact that sellers of television are not relying solely on 'numbers,' but are demonstrating other dimensions of the tools of television." When Mr. Cunningham joined TvB in 1958, his background included 11 years with CBS as promotion dir. of CBS Radio Spot Sales and sales Mgr. of WEEI, Boston. Winner of 21 national awards for tv/r promotion, he holds two Direct Mail Adv. Assn. awards—one for broadcasting promotion.*



### Tv's RPM-revolution in promotion and merchandising

**A**n annual potential of \$100 million in television billings, from a growing new source, is rapidly becoming a reality. Television is revolutionizing traditional concepts of sales promotion, merchandising and sales communication. The medium is revitalizing and often replacing promotional methods such as direct mail, point-of-sale displays, printed material for salesmen—even "pep meetings" for salesmen.

Too often clients separate sales promotion and advertising personnel, budget and functions. And when agencies prepare sales promotion the question of fair payment for non-commissionable services persists. Tv's superior speed, impact and economy—and the reaction to tv among clients' salesmen and retailers—is unifying separate functions in a common purpose—*increasing results from promotional as well as advertising investments.*

For example, television themes like "Avon calling" and "the man from Prudential" pay off handsomely for 125,000 women and 22,000 men who sell for these companies. Television as a promotional tool bolsters the image of sales representatives, "preconditioning" viewers for constructive in-home sales calls. Other astute advertisers, like Texaco and Chevron, use tv's "RMP"—its revolution in promotion and merchandising—to increase dealer traffic by offering premiums that can be obtained only through in-person visits to points of sale. These marketers offer the strongest possible proof of the medium's value as a promotional tool by quickly following one successful campaign with another.

The substantial potential increase in television billings is foreshadowed by usage of the medium to:

(1) Increase dealer and showroom traffic, as Chevrolet did so well recently when it attracted more than 500,000 people to dealer showrooms through its tv offer of a \$1 Golden Anniversary record album.

(2) Improve dealer relations. With its sponsorship of

"Builders' Showcase" in 31 markets, U.S. Gypsum is doing this with great effectiveness.

(3) Dramatize sales meetings, as Ideal Toy has done so effectively with programs like "Christmas in September with Shari Lewis."

(4) Accelerate awareness of new developments. To heighten memorability for its new trademark and Dino gasoline, Sinclair offered a plastic dinosaur on tv. It sold 412,000 at \$1.79 apiece.

(5) Improve the effectiveness of visual tools and direct mail. Buick's "living" outdoor poster on tv is a prime example of this point, as is *Reader's Digest's* use of tv spot to pique interest in a special mailing.

A classic example is Mohawk Carpet's contest promotion and on-the-air demonstration of a showroom contest box. The contest created such excitement among the sales force and trade that it effected a startling reversal of sales doldrums during the rug industry's slack season.

These and other dramatic evidences of television's revolution in promotion and merchandising recently were the keynote for a presentation to key automobile executives in Detroit by TvB president Norman E. Cash and myself.

The response—from both clients and agencies—was rewarding. The audiences were particularly impressed with the fact that sellers of television are not relying solely on "numbers," but are demonstrating other, equally impressive dimensions of the tools of television. It is clear that these newly-sharpened tools will be used, with increasing frequency, by giant and smaller advertisers alike, on both national and local levels.

Television's revolution in promotion and merchandising has opened wide the door to a new era in more effective marketing. For advertisers and agencies, a bountiful harvest is in the offing. What and how much they reap will greatly depend on their grasp and application of the electronic tools available to them.

# SPONSOR SPEAKS

## Public attitudes toward tv

That was a fine, thoughtful speech which TIO director Louis Hausman delivered before the Television and Radio Advertising Club of Philadelphia the other day.

After cautioning his audience against using "do-it-yourself" research to measure public attitudes toward the mass media, Hausman presented the findings of a carefully structured, scientific research project on the public image of television, undertaken for the TIO by Elmo Roper and Associates.

The Roper firm conducted a similar public opinion survey in December 1959 (at the height of the quiz show furor) and a comparison of the findings of the two reports makes for enlightening reading.

According to Roper, the new survey reveals that "no sharp changes in attitude have taken place during the two-year interval."

Television continues to be a major rival to newspapers as a news source. (In November 1961, 52% named tv as their major news source as against 57% for newspapers. In December 1961, the figures were 51% and 57%.)

The public continues to be far less concerned about possibly negative aspects of tv than about other public issues. In both surveys atomic bomb tests, juvenile delinquency, dishonest labor leaders, and government officials taking bribes ranked far ahead of tv as "serious moral problems."

The majority believes that tv "does a good job" (57% in 1961; 59% in 1959) and in this tv ranks right up with newspapers (59% in 1961; 64% in 1959) and considerably above opinions of the job done by local governments (45% in 1961; 44% in 1959).

Finally, tv is considered the "most believable source of news" and has sharply increased its news reputation. In 1959 32% voted newspapers as most believable against 29% for tv. In 1961, however, tv showed a clear edge, with 39% voting it the most believable source with only 24% giving the nod to newspapers.

Such sober statistics are not, as Lou Hausman pointed out in Philadelphia, "especially earthshaking." But they do provide a solid base of factual reality about tv's image. ■

## 10-SECOND SPOTS

**Occupational disease:** Management at the Troy-Beaumont Co., a New York communications firm which produces tv film for such clients as Merck, Sharp & Dohme, Mead Johnson, and a host of medical societies including the AMA, had noticed a rash of strange ailments among their employees. During recent months, employees have developed symptoms of hypertension, heart murmurs, chronic headaches, senility, and malnutrition.

It wasn't until an epidemic of smallpox swept the office that they realized that the sickness had a direct relationship to specific films on which they were working. Alan Beaumont, TBC president, said that his employees' ailments are similar to "medical students' disease"—a common situation among budding doctors whereby they develop spurious symptoms of every disease they study.

Right now Beaumont is concerned about the effects of a new film they're about to begin. "It's about childbirth, and an outbreak of morning sickness among our male employees will be a terrible image for us," he said.

**National defense:** Dick Gregory, in his appearance on WBC's *PM East* show, spoke of the Negro's patriotism. "The Negro," Gregory said, "must come out in favor of national defense, because what's the use of sitting in front of a bus that's exploding."

**UN dictionary:** On his ABC TV program, *Adlai Stevenson Reports*, the U.S. Ambassador to the United Nations suggested a new word to be placed in the international vocabulary:

"I have come to the conclusion," Ambassador Stevenson said, "that the United Nation's is not much different from some of the parliamentary bodies I have seen in this country where everybody is both in favor of and against most everything that is proposed; and I concluded that in view of the fact that they want to vote both 'Yes' and 'No', the best thing to do is to say they want to vote 'Yo'."

# Stuffed Eggplant...OLD NEW ORLEANS FAVORITE



As served at world-famous Galatoire's Restaurant.

## WWL-TV... new New Orleans Favorite

"Ladies First" . . . a sparkling thirty minute show every morning at 9:30, specially designed for the housewives of our town. Ginny Hostetler charms the ladies of New Orleans with her contagious personality, interesting interviews and various women's features. Sonny Adams, the newest personality in town is Ginny's "man Friday", and does a matchless job of morning entertaining with his piano and songs.

"Ladies First" is becoming a *buy-word* in almost every New Orleans home.

Represented nationally by Katz

 **WWL-TV**  
NEW ORLEANS

### Here's how to make it!

1 medium large eggplant	Salt and pepper to taste
4 tbsp. butter	$\frac{3}{4}$ cup cooked, peeled shrimp
$\frac{1}{2}$ cup chopped green onions and tops	$\frac{1}{2}$ cup cooked flaked crabmeat
$\frac{1}{4}$ cup minced fresh parsley	Buttered bread crumbs
	Grated Parmesan Cheese

Cut eggplant in half lengthwise. Wrap each half in aluminum foil and bake in a 400 degree oven about 45 minutes or until tender and moist. Scrape the pulp from the skin, leaving about  $\frac{1}{4}$  inch around the edges. Chop pulp into small pieces. Melt butter in a saucepan. Saute chopped onions and parsley until browned. Season with salt and pepper. Then stir in the pulp, shrimp and crabmeat. Cook together for several minutes. Fill the eggplant shells with this mixture; sprinkle bread crumbs and cheese over the top of each. Bake in the oven about five minutes until brown. Makes matchless serving for two.

1954 HA HA HA HA HA HA HA HA HA HA  
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HA HA HA HA HA HA HA HA HA HA HA 1961

## people are funny!

(and we've got seven hilarious years to prove it)

For seven long years on NBC Television, "People Are Funny" kept audiences in stitches and sponsors in sales. With Art Linkletter as host (one of the best-liked emcees in television), "People Are Funny" amassed a seven-year average share of 37.4 — against some of the toughest competition around. ■ Lawrence Welk and Dick Clark fell victim to its popularity. Even such TV powerhouses as Lassie and Perry Mason couldn't dent the loyal following of "People Are Funny." ■ Now, this time-tested audience hit is available to your station through NBC Films. Use it as a daytime strip. Put it in your nighttime schedule. "People Are Funny" is a solid attraction anytime . . . in any market.

■ People in your area will go for "People Are Funny" on

NBC FILM 