

19 MARCH 1962

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# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

## WSB ATLANTA 1922-1962

RECEIVED  
MAR 19 1962  
NBC GENERAL INFO

### MAGAZINE CONCEPT: PRO AND CON

Who's for it today?  
Industry leaders take  
sides in one of tv's  
biggest controversies

Page 27

### Why B&B has more media men for each account

Page 31

### How local radio opened 3,600 vitamin outlets

Page 35

### Santa Fe RR gains steam with tv spot

Page 40

Congratulations on 40 years  
of outstanding service to  
the great South and to the  
radio broadcasting industry.

**Edward Petry & Co., Inc.**

The Original Station  
Representative

DIGEST ON PAGE 6

**“Charlotte’s WSOC-TV ...  
past performance makes it a top media buy”  
—Anne Benton, Tucker Wayne**



*“WSOC-TV had been telecasting four months when we scheduled the station for a 30-minute show on a 52-week basis. Since that time WSOC-TV has produced excellent sales results for many of our clients, such as Merita, Southern Bell, Sealtest, and Creomulsion.”*

**ANNE A. BENTON**  
V. P. in charge of Media,  
Tucker Wayne & Co., Atlanta

*Tucker Wayne timebuyers in plans session: Ruth Trager, Norma Hanson, Ann Hutcheson, Anne Benton.*

Remaining in the good graces of lady timebuyers is not at all difficult —if you do exactly what they want you to do. Namely, produce good results for their agency’s clients! This keeps everyone happy. So whenever you have a piece of business for the Carolinas remember WSOC-TV. Let us or H-R tell you about our service to advertisers here in America’s 19th largest TV market. We’ll make you happy, too.

**WSOC-TV**

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

# IT TAKES TWO

...to cover Michigan!

Just as important as that other wheel 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

CITY	STATION	REP.	STATION COMMENT
Aberdeen	KXAB-TV	Masla	
Amarillo	KFDA-TV	Blair	
Atlanta	WAGA-TV	Storer	CIMARRON CITY ups time period rating 80%.
Bangor	WLBZ-TV	Katz	Large adult audience composition, easy to sell.
Bay City-Saginaw	W-NEM-TV	Petry	Replaces Sat. night features.
Beaumont	KBMT	Hollgb.	Stripped Mon.-Fri., 1:00 PM.
Bellingham	KVOS-TV	Forjoe TV	
Bismarck	KFYR-TV	Blair	
Buffalo	WBEN-TV	H. R & P	Replaces 11:30 features.
Burlington	WCAX-TV	Avery-Knod.	Scheduled 6:30 Sat.
Chattanooga	WRGP-TV	H-R	Three shows back-to-back Saturday afternoons.
Chicago	WGN-TV	Petry	RIVERBOAT ARB rating up 200%, share up 171%, homes up 150%.
Cincinnati	WCPO-TV	Blair	Sponsored by national advertisers at 7:30 PM.
Cleveland	WEWS	Blair	Stripped 7 days a week at 5:30.
Colorado Springs	KKTV	Bolling	
Columbus, O.	WBNS-TV	Blair	
Dayton	WHIO-TV	Hollgb.	CIMARRON CITY 150% over lead-in.
Detroit	WXYZ-TV	Nat. Stn. Sls.	CIMARRON CITY in Top Ten, first in time period.
El Paso	KTSM-TV	Hollgb.	OVERLAND TRAIL Sundays at 10:30, replacing movie. 50% higher rating than competitor.
Elkhart	WFSJ	Adv. Time Sls.	RIVERBOAT rating up 62% in time period. Well sold at 10:30 PM.
Eugene	KEZI-TV	Meeker	
Evansville	WEHT	Young	
Fargo	KXGO-TV	Meeker	
Fresno	KJEO	Hollgb.	Rating up 120% replacing late features.
Ft. Wayne	WPTA	Young	
Ft. Worth-Dallas	WBAP-TV	P-G-W	Follows net feature Saturday nights.
Green Bay	WLUK-TV	Young	CIMARRON CITY, viewing up 35%, Saturday 10:30 PM.
Greenville, S. C.	WFBC-TV	Avery-Knod.	CIMARRON CITY Number One syndicated. Number Three of all shows. Mondays, 7:00
Harlingen, Tex.	KGBT-TV	V. R. Mc.	
Harrisburg, Pa.	WHP-TV	Blair	
Houston	KTRK-TV	Hollgb.	
Idaho Falls	KID-TV	Skyline Ad. Sls.	22 rating Thursdays at 8:30 PM.
Indianapolis	WTTV	Young	
Joplin	KODE-TV	Avery-Knod.	Fully sponsored at 10:00 PM. 61% share.
Kansas City	KMBC-TV	P-G-W	Fine ratings Saturday, 10:00 PM.
Las Vegas	KSHO-TV	Forjoe	
Los Angeles	KTTV	Blair	
Louisville	WLKY	Oirect	
Macon	WMAZ-TV	Avery-Knod.	Follows news at 11:15 PM.
Marquette	WLUC-TV	Young	
Madison	WISC-TV	P-G-W	Sold out at 10:30, following news.
Memphis	WMCT	Blair	CIMARRON CITY, programmed Sundays, 1:30 PM. SUSPICION, Saturdays, 10-10 PM.
Miami	WCKT	H. R & P	Programmed Sundays, 11:15 PM.
Midland-Odessa	KOSA-TV	Bolling	Prime Time, Tuesdays, 8:00 PM.
Milwaukee	WISN-TV	Petry	Sold out at 10:15 PM replacing features.
Minneapolis	WCCO-TV	P-G-W	SUSPICION, Fridays, 10:30 PM.
Mobile	WKRQ-TV	Avery-Knod.	CIMARRON CITY, 7:30 PM: SUSPICION, 8:30 PM. back-to-back. Thursdays
Monroe	KNOE-TV	H-R	
Montgomery	WSFA-TV	P-G-W	
New Orleans	WVUE-TV	Weed	10:30 PM, replacing features.
New York City	WNEW-TV	Petry	Station extremely happy with rating and commercial results.
Oklahoma City	KWTV	Petry	
Phoenix	KVAR-TV	Avery-Knod.	
Portland, Me.	WGAN-TV	Blair	CIMARRON CITY programmed Sundays.
Portland, Ore.	KPTV	Petry	
Providence	WPRO-TV	Blair	SUSPICION, Saturdays, 11:15 PM.
Richmond	WRVA-TV	H. R & P	Mondays thru Thursdays, 6:00, Rep. reports great sales.
Salt Lake City	KSL-TV	Blair	
San Antonio	WOAI-TV	Petry	SUSPICION, rating up 80%.
San Francisco	KGO-TV	Nat. Stn. Sls.	Programmed at 5:30 PM.
St. Louis	KPLR-TV	P-G-W	
Stockton	KOVR-TV	Blair	CIMARRON CITY, Number One in time period.
Spokane	KREM-TV	Petry	
Springfield, Mo.	KTTS-TV	Weed	
Tacoma-Seattle	KTNT-TV	Weed	
Tampa	WTVT	Katz	
Tucson	KVOA-TV	Avery-Knod.	CIMARRON CITY, leader in Mondays, 7:00 time period.
Tulsa	KTUL-TV	Avery-Knod.	RIVERBOAT, Number Two among all syndicated shows.
Washington, D. C.	WTTG	Blair	Replaces features at 10:30 PM.
Washington, N. C.	WITN	V. R & Mc.	OUR SHOWS up 63% to 250% in prime time.
Wichita Falls	KSYD-TV	Blair	
Wilkes-Barre	WBRE-TV	Bolling	
Yakima	KN00	Weed	
Youngstown	WKST-TV	Young	RIVERBOAT, programmed Wednesdays, 6:30.

# FULL HOURS

AVAILABLE INDIVIDUALLY

*Story of a Roaring Town—And the Man Who Tamed It!*

## CIMARRON CITY

starring **GEORGE MONTGOMERY**

26 FULL HOURS



*They Cleared A Stage Route Through 2,000 Miles of Danger!*

## OVERLAND TRAIL

starring **WILLIAM BENDIX**

17 FULL HOURS

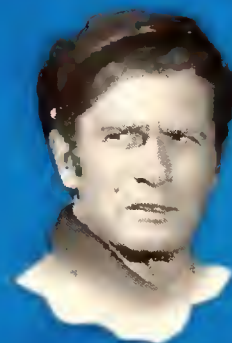


*Exploring America's Heartland In The Adventurous 1840's*

## RIVERBOAT

starring **DARREN MCGAVIN**

44 FULL HOURS

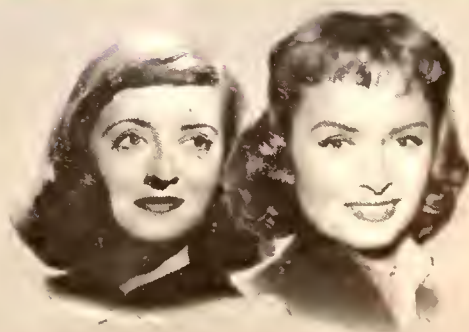


*Hollywood's Biggest Stars—In TV's Chillingest Tapes!*

## SUSPICION

All Star **SUSPENSE DRAMAS**

21 FULL HOURS



**mca**  
TV FILM SYNDICATION

598 Madison Ave., New York 22, N. Y.  
PLaza 9-7500 and principal cities everywhere

no  
campaign  
is a  
national  
campaign  
without  
**KEL tv LAND**  
the  
52nd  
market

AMONG ALL STATIONS  
IN ALL MARKETS



ARB, Special Study,  
March '61. Homes  
reached per quarter-  
hour, 6 p.m. to mid-  
night, Sun. thru Sat.

**CBS • ABC**

KELO-TV SIOUX FALLS; and interconnected

KDLO-TV Aberdeen, Huron, Watertown  
KPLO-TV Pierre, Valentine, Chamberlain

JOE FLOYD, Pres.

Evans Nord, Executive Vice Pres. & Gen. Mgr.  
Larry Bentson, Vice-Pres.

Represented nationally by H-R  
In Minneapolis by Wayne Evans & Associates

**MIDCO**

Midcontinent Broadcasting Group

KELO-LAND/TV and radio Sioux Falls, S. D.;  
WLOL/AM, FM Minneapolis-St. Paul; WKOW/AM  
and TV Madison, Wis.; KSO Des Moines

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**SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

**ARTICLES**

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- 100 media experts at B&B**
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- Why Santa Fe RR likes tv**
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- Early, late night rise in 11.8% spot tv climb**
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**DEPARTMENTS:** 555/5th 14, Sponsor Backstage 16, Time-buyer's Corner 44, Seller's Viewpoint 69, Sponsor Speaks 70, Ten-Second Spots 70

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Member of Business Publications  
Audit of Circulations Inc.



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SPONSOR PUBLICATIONS INC. combined with TV. Executive, Editorial, Circulation, and Advertising Offices: 555 5th Av. New York 17, Murray Hill 7-8080. Chicago Offices: 612 N. Michigan Av. (11), 664-1166. Birmingham Office: 3617 8th Ave. So., FAirfax 2-6528. Los Angeles Office: 6087 Sunset Blvd. (28), HOLLYWOOD 4-8089. Printing Office: 3110 Elm Av., Baltimore 11, Md. Subscriptions: U. S. \$8 a year. Canada \$9 a year. Other countries \$11 a year. Single copies 40¢. Printed U.S.A. Published weekly. 2nd class postage paid at Baltimore, Md.

## WHY DID WBKB BUY SEVEN ARTS VOL. 3?



S. C. (Red) Quinlan

### Says Red Quinlan:

Executive Vice President and General Manager  
WBKB, Chicago, Illinois

"We don't flip easily, but we flipped over this package. One good look at the titles, the stars, the story lines, and

# I knew we were going to MAKE MONEY

"We have so much confidence in the audience pulling power of these Warner features that we have initiated a 'Time Buyers' Talent Test', a contest\* with tropical island vacations for the time buyers who estimate closest to the ratings and share of audience pulled by the Seven Arts films."

\*For contest details (Entry Deadline March 24th) call your ABC National Station Sales Inc. salesman or WBKB's Director of Sales, Bob Adams

## SEVEN ARTS' "FILMS OF THE 50's"... MONEY MAKERS OF THE 60's

You are cordially invited to join Seven Arts at the NAB Convention. April 1st through 4th. Suite 800 at the Conrad Hilton Hotel

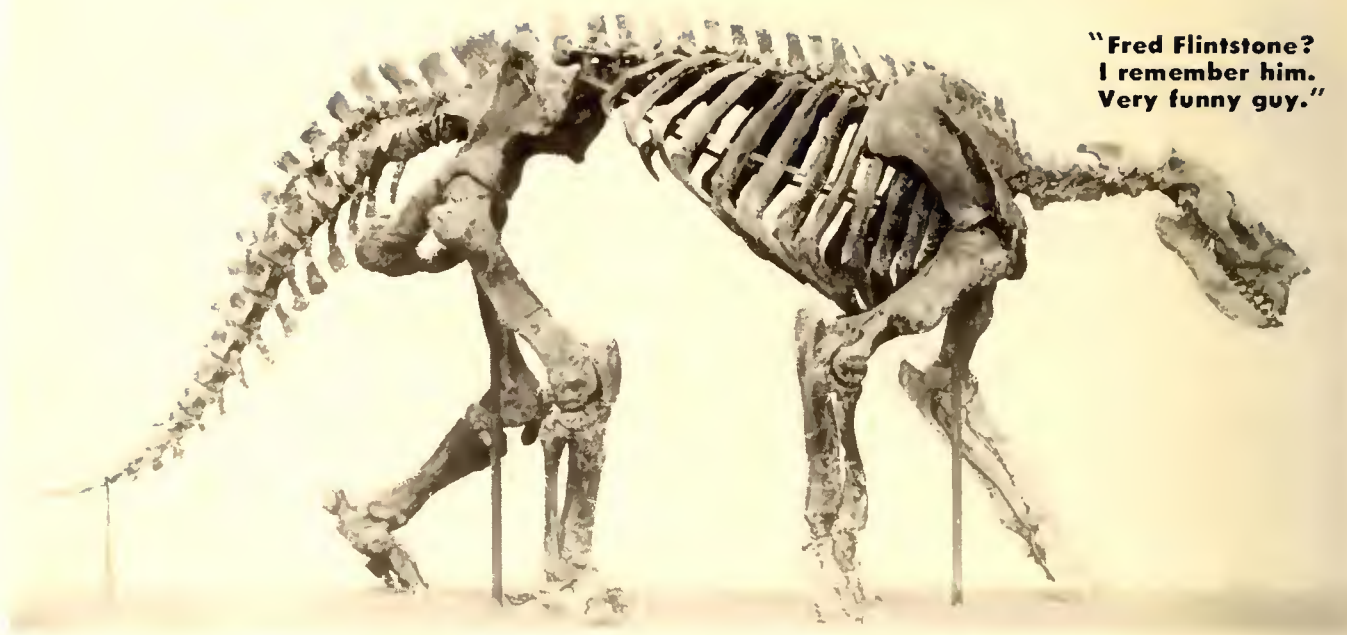


**SEVEN ARTS  
ASSOCIATED  
CORP.**

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)

**"Fred Flintstone?  
I remember him.  
Very funny guy."**



Yes sir. Natural born comedian, that Fred Flintstone. Real rib-tickler.

Though some folks might take him seriously.

Like sponsors. Past, present and future. Such people should ponder the following:

*Since March, 1961, for 39 out of 47 weeks, The Flintstones has been*

*first in its time period. Including an unbroken string of firsts the last 5 weeks.\**

On the current report,<sup>†</sup> *The Flintstones* is first among all programs in homes where the household head is under 40. (Younger families. Big spenders.)

Funny business?  
Good business.



H-B Prods.

**COMING BACK FOR ITS 3RD SUCCESSFUL SEASON:  
THE FLINTSTONES—ON ABC-TV.**

Source: National Nielsen TV Index. Average Audience: \*Mar. 1, 1961 thru Feb. 11, 1962 Reports. †4 weeks ending Feb. 4, 1962, all evening programs, Monday through Sunday, 7:30—11 PM.



19 March 1962

# SPONSOR-WEEK

## BAR, NAB CODE SPLIT

BAR assails NAB code authority for lack of monitor support; Swezey calls the attack publicity-seeking

The question of how and where NAB gets its commercial monitoring reports exploded into a name-calling session last week as BAR, terminating a six-year connection with NAB, issued an open letter filled with invective against the association.

Broadcast Advertiser Reports (BAR), which since 1956 has provided the NAB's code authority with reports on commercials carried on some 240 tv stations, will cease providing the service at the end of this month.

Phil Edwards, chairman of BAR, in an open letter to Robert D. Swezey, NAB code director in Washington, gave some reasons for severing the BAR-NAB tie and then lashed out at the NAB itself.

BAR was dissatisfied at NAB's \$12,500 annual subscription contribution to the BAR service, which costs about \$750,000 a year to maintain, and NAB's reported lack of interest in extending monitoring to more stations.

Robert D. Swezey, director of the NAB code authority, confirmed that NAB was spending \$12,500 a year for basic tv monitoring plus about \$2,500 for special BAR reports. In addition, it had two of its own monitors-at-large with mobile equipment.

Swezey said that for radio NAB was paying BAR \$7,000 a year for monitoring which by July would have reached 250 stations in 50 markets.

Swezey attributed the break to unrealistic price demands by BAR coverage, 25% more for the same radio coverage, and a sliding scale that would have brought tv coverage to \$182,600 in three years. He said BAR wanted \$21,000 more to cover 14 three station markets in 1962, plus \$49,000 more to cover 42-station markets in 1963, plus \$99,000 more to cover 111 one-stations in 1964.

NAB is hoping to increase its radio monitoring to 500 stations in over 100 markets but was not depending on BAR for this.

Edwards' strongly worded letter called the Code authority "a creature of the broadcast industry" and incapable of self-regulation, one that never made violations of its own code known. He said that pressure for enforcement came from advertising agencies, but rarely from the NAB.

"BAR can no longer provide its service under these conditions; we will not continue to be privy to a farce," Edwards stated.

BAR called it a "comedy" that following an agency complaint on commercial practices by KCMO-TV, Kansas City, the station cancelled its BAR subscription. The Meredith station is managed by Joe Hartenbower, tv code board chairman, Edwards pointed out.

Edwards further argued that only individual businessmen can regu-

(Continued on page 12, col. 1)

### L&M TO PUT \$2 MIL. IN 'TONIGHT' MINUTES

L&M (JWT) will launch a \$2 million campaign on the Tonight show starting in April and running for 52 weeks.

Kent, presently in the time period, will move with Jack Paar to his new weekly Friday night time period.

The L&M participations start 2 April three times a week, and will be expanded to five a week on 8 October when Johnny Carson joins the show.

The \$2 million participations buy is the first major one in Tonight in its new format. L&M reportedly went in within 24 hours after it learned Kent was to leave the time period.

### Tv nets' time up 9.7% to \$749 mil. in 1961

Network tv gross time billings rose 9.7% in 1961 with a total of \$748.9 million, compared to \$682.4 million in 1960, reports TvB.

ABC TV's network billings in 1961 were \$190.6 million, up 20.2%. CBS TV's billings were up only 2.4% to \$280.6 million, but it was still slightly ahead of NBC, which rose 11.2% to \$277.7 million.

The 1961 rise of 9.7% showed no slackening off from the three previous years. In 1960 the growth rate was 8.8%, in 1959 10.7%, and in 1958 9.8%, each compared to the previous year.

(For a month-by-month tally of the three networks, see p. 12.)

## NBC TV DOES \$8 MIL. ON 2nd Q. NIGHTTIME

NBC TV booked 234 nighttime minutes for the second quarter of 1962 in the sales week ending 9 March. The total value of this business is estimated to be \$7-8 million.

Singer (Y&R) bought 38 minutes in six shows, U. S. Rubber (FRC&H) eight minutes in four shows, P&G (B&B) 32 minutes in six shows, Lehn & Fink (GMM&B) 13 minutes in seven shows, Quaker Oats (JWT), 25 minutes in five shows, Mennen 10 minutes in five shows, American Motors (GMM&B) 12 minutes in two shows, and Block Drug (SSC&B) 68 minutes in 10 shows.

In addition, Chevrolet renewed Bonanza and A.C. Spark Plug signed again in Laramie. Beech-Nut and Purex will share the 22 March Bob Hope special.

## Salada defies NAB code on 5½ min. radio spots

Salada (C&W) is going ahead with placement of 5½ minute radio spots, first described as programs, in 27 large markets.

The segments, now described as commercials, are being accepted by stations under a revised rate scheme. Most of the stations are NAB subscribers although commercials of this size probably create a program-commercial balance violation.

## Corinthian's Petersmeyer opens IBA meetings

Indianapolis:

C. Wrede Petersmeyer, president of Corinthian Broadcasting, defended broadcasting from criticism in the keynote speech of the Indiana Broadcasters Association last week.

He defended broadcasting as a competitive business that strives for profit "not to enrich the new, but rather responsively to serve the many."

## FTC looking at ratings 'victories'

Washington:

The FTC is the latest of the government agencies to take a close look at ratings, and they're especially interested in misuse by stations, not the rating services.

The FTC is understood to be looking for possible fraud in station promotional claims. The investigation could throw station ratings "victories" promotions into the limelight.

Top rating men have already been interviewed in the investigation, which is understood to have been backed by the House and Senate Commerce Committee.

Few allegations of fraud are now under consideration, but trade observers believe that the FTC investigation might result in a directive that the services make even more explicit than at present the limits of and the margin for error in ratings.

One instance where a rating company might be cited is rumored to be a small midwestern service whose special jobs for stations the FTC is examining.

## BBDO SYNDICATION STUDY TO UPDATE SITUATION

BBDO is understood to be taking a fresh look at syndication possibilities. It is reportedly preparing an up-dated survey of the syndication situation, including both programs and time.

Although the time period situation is not believed to have changed much in the last year or so, the supply of programs has changed.

There are many more recent motion pictures being shown by stations and fewer new action-adventure shows. It's understood the agency study will be concerned with the quality of programs and time available and not only the quantities.

## NATIONAL SPOT RADIO \$193 MIL. IN 1961

National spot radio gross time sales for 1961 were \$192,752,000, according to Price Waterhouse estimates prepared for SRA. This is 4.6% less than the official FCC figures of \$202.1 million for 1960.

Declines were visible in each of the four quarters. In 1961 the first quarter was down 4.0% to \$43.4 million, the second quarter was down 3.0% to \$51.3 million, the third quarter was down 5.2% to \$52.2 million, and the fourth quarter was down 15.6% to \$45.8 million, according to Price Waterhouse estimates compared to FCC figures for 1960.

## 4-man shuffle creates major CBS News shakeup

The departures of Edward R. Murrow, Howard K. Smith, and Ron Cochran from CBS TV over the past year or so, are now followed by a four-man shuffle revealed last week.

Walter Cronkite, Douglas Edwards, Charles Collingwood, and Bill Downs are affected, but three are staying with CBS.

Cronkite is taking over Edwards' 7:15 p.m. strip and Collingwood supplants Cronkite as Eyewitness narrator. Edwards replaces Collingwood on the 3:55 p.m. strip, and retains the local New York 11 p.m. news. It's understood Cronkite is also leaving Sunday News Special but will continue in Twentieth Century.

State Department correspondent Bill Downs is leaving the network, after 19 years.

Until now newsmen leaving CBS have ended up in Washington, like Murrow, USIA director, or at ABC, like Smith and Cochran.

It's understood CBS is now very cautious about letting newsmen out of contracts lest they migrate to ABC.

# SELL

# HARD



## IN 6 OF AMERICA'S TOP 10 MARKETS

No matter how you present your commercial, it sells hard on the stations of the country's largest, most powerful independent chain. It doesn't waste its impact on non-buyers. It doesn't fight listener apathy. Your commercial goes straight to the adults who make most of the buying decisions.

RKO General hits hard in 6 of America's top 10 markets—plus one of the South's richest areas. Your messages are concentrated in the buying belt . . . in areas populated by 67 million consumers.

Start really selling in these target markets now. Call your local RKO General station or RKO General National Sales Division man. Discover the new dimensions in sales that make RKO General Stations basic to any national advertising buy.



A GENERAL TIRE ENTERPRISE

**NATIONAL SALES DIVISION OFFICES**  
New York: Time & Life Bldg., Longacre 4-8000  
Chicago: The Tribune Tower . . . . 644-2470  
Hollywood: 5515 Melrose, HOLLYWOOD 2-2133  
San Francisco: 415 Bush Street, YUkon 2-9200

**NEW YORK** WOR-AM/FM/TV

**LOS ANGELES** KHJ-AM/FM/TV

**DETROIT** CKLW-AM/FM/TV

**BOSTON** WNAC-AM/FM/TV  
THE YANKEE NETWORK

**MEMPHIS** WHBQ-AM/TV

**SAN FRANCISCO** KFRC-AM/FM

**WASHINGTON, D. C.** WGMS-AM/FM

## BAR, NAB code split

(Continued from page 9, col. 2)

late themselves. "Self-regulation, when administered by an industry association for competing businessmen is, top to bottom, nothing more than a canard." Edwards added, "Self-regulation on an industry-wide basis is not only deceptive, it is impossible."

NAB's Swezey, who said on the following day that he had heard about but had not yet received the BAR letter of 13 March, said he was surprised at reports of the content of the letter and called Edwards "a young man looking for publicity."

Swezey said that Edwards was trying to sell a large monitoring package to NAB which was far beyond what it could afford. He said that BAR covered 77 markets and sold NAB monitoring that was also sold to other subscribers. To enter new markets BAR was asking as much as \$10,000 a market, he stated.

NAB will continue to monitor stations on its own and is also looking into possible use of other monitoring services. Swezey said he would select the best monitoring that he could get under the NAB's budget.

## FCC 3-YEAR RULE ON LICENSE SALE

The FCC has adopted a new rule, effective 23 March, which will require special hearings on station licenses transferred within three years of acquisition.

The rule is to prevent the much-criticized quick turnover of some licenses for profit as in the past.

Five commissioners approved the new rule and Commissioners Rosel H. Hyde and T. A. M. Craven dissented.

## PHARMACRAFT IN \$2 MIL. SPRING-SUMMER TV PUSH

Pharmacraft (Papert, Koenig, and Louis) is shifting money from print and spot for its biggest network tv buy to date: a \$2 million spring and summer campaign on ABC TV.

## 1961 MONTH-BY-MONTH TV NETWORK GROSS BILLINGS ARE REPORTED BY TvB/LNA-BAR

	ABC TV	CBS TV	NBC TV	Total
January	\$ 15,898,310	\$ 22,894,855	\$ 23,031,118	\$ 61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,988,688	21,860,668	58,146,326
August	14,484,650	21,446,651	22,472,613	58,403,914
September*	15,258,660	22,524,732	20,600,315	58,383,707
October*	17,646,030	27,477,605	25,426,861	70,550,496
November*	17,719,890	26,408,191	25,827,079	69,955,160
December	16,572,900	27,813,690	25,206,519	69,593,109
<b>TOTAL (1961)</b>	<b>\$190,615,140</b>	<b>\$280,599,084</b>	<b>\$277,659,264</b>	<b>\$748,873,488</b>
Total (1960)	158,591,010	274,139,763	249,640,296	682,371,069
Change	up 20.2%	up 2.4%	up 11.2%	up 9.7%

\*September, October and November 1961 figures revised as of March 5

The three brands are: Allerst, newly national; Fresh, shifting from magazines and tv spot, and King, transferring expenditures from magazines and newspapers.

## FCC hearings start today in Chicago

Chicago:

The tv industry will be closely watching the FCC hearings under Commissioner Robert E. Lee which begin here today. A contest is expected between AFTRA and NBC's WNBQ over the matters of live local programming and the station's application for license renewal.

AFTRA has asked that the four commercial tv stations and the one educational station submit statements on their program logs, profit and loss, performers hired, and live local programming activity and facilities. AFTRA has even assured the stations that it would not use such information in future negotiations.

In four days of hearings some 100 or more community, cultural, and religious leaders are expected to testify.

## ABC TV daytime up 35%

ABC TV claims that it is enjoying a 35% larger daytime audience between 11:30 a.m. and 4 p.m. than a year ago in NTI February 11, 1962.

Last year it had 1.7 million homes and 15.7 share in the hours above, Monday through Friday, and this year it has 2.3 million homes in the comparable Nielsen report.

ABC TV is further claiming that its daytime as defined above now delivers 10% more homes and 44% more adult women (18 or over) than the CBS TV morning block, 10 a.m. to 4 p.m. In addition, ABC TV expects yet another boost from Ten-

(Continued on page 62, col. 1)

## NAB agenda for 1-4 April

The NAB convention in Chicago 1-4 April will begin with fm day.

Gov. LeRoy Collins will make a special award to Edward R. Murrow on Monday, and FCC Chairman Newton Minow will deliver an address on Tuesday.

There will be a labor clinic and an FCC panel on Wednesday.



## YOU CAN QUOTE ME...

"WLW stations for Squibb Vigran Vitamins provide the perfect package, strong coverage and important cooperation at the local level that gives added impact before and after the selling messages are presented to consumers."

Gerald T. Arthur  
Vice President & Media Director  
Donahue & Coe, Inc.  
New York



## I'LL SAY THIS...

"In buying Broadcast today the 3 necessary ingredients are: coverage, having an important selling background in terms of the programming and extra mileage for merchandising at the point of sale. In all 3 areas WLW stations fit the bill."

Peter Dalton  
Associate Media Director  
Donahue & Coe, Inc.  
New York



Call your WLW Stations' representative... you'll be glad you did!

**WLW-I**  
Television  
Indianapolis

**WLW-D**  
Television  
Dayton

**WLW-C**  
Television  
Columbus

**WLW-T**  
Television  
Cincinnati

**WLW-A**  
Television  
Atlanta



Crosley Broadcasting Corporation

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

## Listeners listen to 'talk'

Strangely—since it is a foremost exponent of talk programming—KCBS is not mentioned in your article, "Will 'talk' radio spread?" (26 February).

Since the first of the year, adult talk programming has been stepped up to 12-and-a-half hours per day, on weekdays. Our unique afternoon program, *Spectrum 74*. Aired from 1 to 5 p.m., it features in-depth interviews with doctors, lawyers, clergymen, and national and local newsmakers. . . .

Other segments of the program offer a complete calendar of local events, shopping information, dramatic readings, women in the news, a cooking feature, travel tips, flying, boating and skiing information, a

look at the local and international press and national magazines, features on etiquette, hobbies, Broadway shows, the stock market—and more.

Jules Dundes  
v.p., general manager  
KCBS  
San Francisco

## Two sides of heresy

Thank you for your *Commercial Commentary* on "Heresy." ["Heresy in Washington," 26 February.]

Les Biederman  
president  
Midwestern Broadcasting Co.  
Traverse City, Mich.

I just had an opportunity to read the 26 February SPONSOR and enjoyed

your *Commercial Commentary*. That is good writing!

W. T. Clawson  
director  
advertising and promotion  
Harris Intertype Corp.  
Cleveland

Just read your "Heresy in Washington" . . . and IT IS GREAT!

We think yours is the finest comment to date about the sorriest mess we've had in years.

Once more, CONGRATULATIONS! We're behind you ONE HUNDRED PERCENT!

Si Willing  
general manager  
KMAR  
Winnsboro, La.

The column "Heresy in Washington" [*Commercial Commentary*] in your 26 February issue contains so many random and "shotgun-blast" statements that a complete statement of reaction and rebuttal would occupy an entire issue of your magazine. I am greatly disturbed that John McMillin believes that the "role of the FCC and FTC . . . is to protect a vague something called the 'public' from the wickedness of commercial business. This is a monstrous idea."

Does this represent the industry view? Pray tell, what is the role of a federal agency? Is the reverse true (as the column indicates), that the protection exists for the industry from the evils of the public and the government? Following this line of specious reasoning, our school-age children should be protected from the necessity of attending classes, since school attendance is determined by adults and children are a "minority" group.

Furthermore, suppose that we were successful in creating an increase in literacy in Choctaw, Okla. of 0.6%? Would that advance culture in the Sooner State? According to Mr. McMillin—"What rubbish!"

I propose that such ill-based and wholly illogical attacks be more carefully considered before dignifying them in an emotional appeal to unreason printed in your normally solid magazine. Where are the industry spokesmen who have other values than those of self-aggrandizement?

James B. Tintera  
associate professor  
Michigan State  
East Lansing, Mich.



## BIGGER than SACRAMENTO - STOCKTON

One Buy Delivers  
**IDAHO - MONTANA**  
plus 11 counties in Wyoming  
at lower cost per thousand

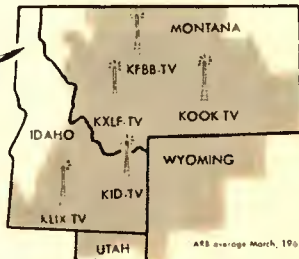
SKYLINE TV NETWORK delivers 10,100 more TV homes than the highest rated station in Sacramento-Stockton at nearly 18% less cost per 1,000. SKYLINE delivers 92,300\* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.

IDAHO — KID-TV Idaho Falls  
KLIX-TV Twin Falls

MONTANA — KXLF-TV Butte  
KFBB-TV Great Falls  
KQCK-TV Billings

*Skyline*  
TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho



Call Mel Wright, phone JACKSON 3-4567 - TWX No. 1 F 165  
or your nearest Hallingbery office or Art Moore in the Northwest



**Channel 5  
MARKET BULLETIN!**

**NSI Report for Saginaw Bay  
City-Flint, November, 1961.**

First "City Metro" NSI Report  
WNEM-TV leads in every Day Part

WNEM-TV dominates largest evening  
audience in the 1961-1962 season  
NSI Report!

**ARB Report for Saginaw Bay  
City-Flint, November, 1961.**

WNEM-TV delivers 41.00% of Viewers  
Home \* Between 7:00 p.m. and  
10:00 p.m.

WNEM-TV - afternoon - See what  
Friday 7:00-8:00 has done for you!  
over \$1,000,000!

WNEM-TV - 6:00-7:00 - The N  
of our leads - all competitors -  
wide area!

WNEM-TV - 6:00 Monday through  
Friday - fun & adventure -  
average - 11,000 Viewers -  
available for just \$201.00 PM!

Call Saginaw Bay City Flint  
Advertisers KNOW - If you want to  
dominate all Eastern Michigan com-  
munity - call for the excellent ad-  
vertising of WNEM-TV  
on Channel 5 - **TOPS ON AIR!**

ARB - **WNEM-TV** - the top  
and Viewers - Home in all parts of  
Michigan!

**WNEM-TV**



SERVING THE ONE **BIG** TOP 40  
MARKET OF FLINT • SAGINAW •  
BAY CITY AND ALL EASTERN  
MICHIGAN



**WNEM-TV**

Affiliated with WNEM FM, 102.5 MC, Bay City, and WABJ, CBS in Adrian





Daniel W. Kops,  
• President

Richard J. Monahan,

• Executive Vice President



**WTRY**  
Albany • Schenectady  
• Troy

REPRESENTATIVE  
• John Blair & Co.



REPRESENTATIVES  
• Gen. P. Hollingbery Co.  
• Kettell-Carter, Inc.

**WAVZ**  
New Haven, Conn.

**WHO**

*Des Moines*

**SERVES AMERICA'S**

**14<sup>th</sup>**

**RADIO MARKET**

If you want to reach as many as the 14 largest radio markets in the U. S., *WHO Radio belongs on your list.*

WHO Radio is heard regularly in 865,350 radio homes in "Iowa Plus" (WHO's NCS #2 Coverage Area)—ranks far ahead of any station in many "first 50" cities. Ask P.G.W.!

**WHO, DES MOINES**

50,000 WATTS  
NBC

Peters, Griffin, Woodward, Inc.  
*National Representatives*

Sponsor  
backstage

**The move toward 'good music'**

Handwriting began to appear on a number of walls. There was the handwriting on the wall represented by the aggressive selling of the radio stations who refused to go rock 'n' roll or so-called Top 10. Sure you can get a big audience with the undisciplined, noisy dischordant rock, these stations told advertisers and agencies, but they're all teen age and sub teen kids who haven't the money to buy the products advertisers are trying to sell.



There was the scribbling manifest in the vertical waggling of Mitch Miller's beard and his arms at the ill-fated disk jockey convention in Miami a couple of years ago, when Mitch made the same pitch as the "good music" radio stations.

There was, in letters big and bold (though partially obscured at the time by the emphasis on television), the message in FCC Chairman Minow's "vast wasteland" speech in Washington in May: We do not intend to overlook radio!

At a faster and faster rate it has been coming. One station after another, in one market after another, has forsaken the all-out rock and Top 10 pattern for what is loosely referred to as a "good music" format. Recently, right here in New York, the Top 40 raucous rock leader, WINS, went "good music" with a silken rhythmic bang when station manager Ted Steele grabbed the outlet's tremendous publicity by playing nothing but Frank Sinatra records for a full day or more.

**Changeover for WMGM**

At the same time, WMGM, which had long been a Top 10-style operation, changed its call letters (to WHN) and its format (to "good music") under its new Storer management.

At the moment, WABC is the only station in town still utilizing a Top 77 (spot on the dial is 770) format.

Broadcasters all around the country, of course, have been studying their music situations continually. Not too long ago Harold Krelstein, the head of the Plough chain, called me to discuss some very intelligent changes in the "good music" direction he was instituting for his complex of stations. In December, at the invitation of my old friends Dick Paek and Bill Kaland of Westinghouse Broadcasting Company, I served on a record industry panel to discuss music in radio. The panel was moderated by Paul Ackerman, music editor of Billboard Music Week, and the audience was Westinghouse's program directors and their key assistants.

And the other Sunday (4 March), WNEW here in New York took the broadcasters' music problems and the ways they were trying to solve these problems directly to the public. Called "New York Close Up," the show represented an excellent piece of public relations not only for WNEW, but for independent radio in New York as a whole.

*(Please turn to page 53)*



# T. V. spot editor

*Sponsored by one of the leading film producers in television*



The fact that M&M's go everywhere is shown in live-action on-the-spot scenes at a basketball game, bowling alley, party, and even in a car. The proof that "the milk chocolate melts in your mouth, not in your hand" is clearly demonstrated by a charming little girl with snow white gloves.

Produced by SARRA for FOOD MANUFACTURERS, INC. through TED BATES & COMPANY, INC.

**SARRA** INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street

Popular Broadway and recording star, Robert Goulet, sings for DU MAURIER in this series of spots. Scenes in dressing room, restaurant, and home, give Goulet natural settings to show that "du Maurier is a cigarette of good taste."

Produced by SARRA for B. HOUDE & GROTHE LTD. through VICKERS & BENSON LTD

**SARRA** INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street



"A man's best friend is his wife," says this Amoco commercial, and one of her best friends is the American Oil Credit Card. The convenience of obtaining the company's many products is emphasized in the spot.

Produced by SARRA for THE AMERICAN OIL COMPANY through D'ARCY ADVERTISING COMPANY.

**SARRA** INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street

"I like your eyes," says the busy housewife... "TEXIZE," says Arnold Stang, who has appeared in a puff of smoke to lighten her burden. In this series of commercials, the touch of good natured humor emphasizes the many uses of new concentrated Texize, and also sells both the glass and plastic bottles.

Produced by SARRA for TEXIZE CHEMICALS, INC. through HENDERSON ADVERTISING AGENCY, INC.

**SARRA** INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street



New York: 200 East 56th Street

**SARRA** INC.

Chicago: 16 East Ontario Street



**tough nut**

New York, the biggest, most competitive and most lucrative market in the nation, is not so easy to crack. Advertisers *must* have the indispensable impact of local spot television. WPIX-11, New York's prestige independent, delivers the most effective combination of market-cracking opportunities...Minute Commercials in Prime Evening time in a "network atmosphere" of network caliber programming and national advertisers. Only WPIX-11 can deliver *all* of these premium opportunities.

*where are your 60-second commercials tonight?*



# SPONSOR-SCOPE

19 MARCH 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

That loyal perennial for spot radio, GMAC, will be back in the medium this late May for the usual eight-week run.

Again it will be 120 markets at the rate of 15 spots a week.

Campbell-Ewald, New York wants it known that it won't be in a position to scout for availabilities for at least three weeks.

The tv networks shouldn't be surprised to encounter a spell of relative inactivity after the current flurry of fall nighttime buying and program slotting peters out in two or three weeks.

Impression garnered by SPONSOR-SCOPE from several important agencies is that some of their smaller tv accounts would prefer to wait another 30 or 60 days to make a more studied perusal of the leftovers. Particularly the new product.

It isn't very often that tv's business developers are brought up short by an agency prospect on the matter of tactics, but it happened to TvB at JWT last week in relation to the Ford account.

The gathering consisted of the more than 30 JWT personnel who serve as the intermediaries between the regional dealer groups and the agency and prime purpose of the TvB callers was to talk about spot. In brief, a sort of updating.

Before the TvBites had a chance to take off on their story, the chairman of the group wanted to know what topics were to be covered.

When something was said about tv vs. newspapers, the spokesman retorted that auto dealers were rather ticklish about any critique of their newsprint loyalty (it was like waving a red flag before a bull) and that it would be more discreet to focalize the pitch on tv vs. radio.

However, added the spokesman, it would be wise to bear in mind the fact that the dealer—though on the average is spending 90% of his air media money in tv—has a strong disposition toward radio because (1) of the economic factor and (2) it lends itself to lots of frequency.

As it virtually turned out, the TvB pitch hammered much on the theme that tv offers a big plus to the dealer in that it increases the readership of his newspaper ads.

Some tv reps have come around to the view that the medium has been short-sighted in discouraging I.D. campaigns by making them preemptible by 30's and 40's.

Theirs apparently is a long range attitude: in discouraging copywriters from thinking about I.D.'s the medium is setting up a segmentation procedure that some day may not work to its advantage.

In other rep quarters there's a feeling that spot potential may be painting itself into a corner by not being more lenient in the pricing of 30's and 40's. Here again, it might be advisable to open the door wider and let copywriters concoct added commercial forms.

NBC TV got a windfall out of Singer Sewing Machine (Y&R) via a purchase of 39 nighttime minute participations at a cost of around \$900,000.

The spots are to be run off during April, May and June.

As the result of recent buying for the spring months the only network, it seems, that'll have much to offer for that quarter is CBS TV.

McCann-Erickson figures it's making good progress in working out those franchises that Humble's Enco division would like to establish in about 20 tv markets.

The agency apparently had no illusions when it started out on its quest for news strips a la Esso. It knew that other oil companies in the Enco area were already in these strips, and the general strategy became one of getting on a station via weather or sports, if a news participation was not available, and hoping to do the best from there on.

The break has come so far in these eight markets: **Austin, Beaumont, Temple, Phoenix, Roswell, Midland, Harlingen, Corpus Christi.**

In other markets it picked up **public service sponsorships.** A case in point is **Denver** where the Enco label is attached to a **monthly special, plus instant news I.D.'s.**

P.S.: Out of the middlewest a couple of the important oil companies, **American and Pure,** are buying spot radio again. (For details see SPOT-SCOPE, page 56.)

The toy makers are gradually getting to finding themselves niches on the tv networks, preliminary to making their spot decisions also for the fall.

As far as network is concerned, the people in the toy industry—figured to spend around \$12 million this year—are in one respect a frustrated lot. **Each manufacturer would like to have his own show as the spearhead for his dealer promotion but the nature of his commitment, at the most 26 weeks, doesn't make him conducive to sellers.**

Here's how some of the top companies are fitting themselves into the fall picture:

**MARX:** Marx Magic Midway on NBC TV Saturday 11:30 a.m. brought in by **Bates.**

**IDEAL:** minutes on CBS TV Saturday.

**TRANSOGRAM:** part of **Top Cat** on ABC TV Saturday.

**MATTEL:** continuation of **Matty's Funnies** on ABC TV early Friday evenings.

Even though they admit they've about come to the end of the line in recruiting saleable events, the tv networks will still have about \$70 million worth of spots for sponsorship on the 1962-63 schedule.

With the NCAA's 14 football games plus all National Football League regular contests under its belt, **CBS TV will, by far, be carrying the biggest load.**

The sellout package values and the events themselves by network:

ABC TV		NBC TV	
EVENT	PACKAGE PRICE	EVENT	PACKAGE PRICE
Sat. Night Fights	\$7,000,000	Pro Basketball	\$7,500,000
Amer. League Football	6,000,000	World Series	3,800,000
Wide World of Sports	5,400,000	All-Star Golf	2,800,000
AFL Post-Game Show	1,500,000	All-Star BB Games	1,200,000
All-Star Football	375,000	Pro Championship	850,000
Orange Bowl	250,000	Rose Bowl	700,000
Bing Golf Tournament	250,000	Sugar Bowl	700,000
<b>TOTAL ABC TV</b>	<b>\$22,075,000</b>	Liberty Bowl	250,000
		East-West Game	250,000
		Blue-Gray Game	250,000
		Pro Bowl Game	250,000
		NIT Games	250,000
		National Open	250,000
		Las Vegas Golf	200,000
		Thunderbird Golf	200,000
		Palm Springs Classic	200,000
		<b>TOTAL NBC TV</b>	<b>\$19,650,000</b>
		<b>GRAND TOTAL</b>	<b>\$69,425,000</b>

CBS TV	
EVENT	PACKAGE PRICE
Nat. Football League	\$10,800,000
NCAA Football	8,000,000
Baseball Game of Week	6,000,000
International Golf	850,000
Cotton Bowl	350,000
Triple Crown	350,000
Football Kickoff	350,000
Masters Golf Tournament	275,000
PGA Golf Tournament	225,000
Blue Bonnet Bowl	250,000
Gator Bowl	250,000
<b>TOTAL CBS TV</b>	<b>\$27,700,000</b>

Buyers of minute participations on nighttime network tv have come to feel themselves kind of second-class citizens because of the networks' disposition to discriminate against them in varying the time cost of various prime hours.

These differences in rates apply only to those who commit themselves to more than a commercial minute a week on a program.

In fact, as far as CBS TV in particular is concerned, there's no discount unless an advertiser shares 20% of an hour's program on consecutive weeks, which means two commercial minutes per week.

Nomark's Esquire shoewhite (Grey) is spending around a half-million with NBC TV for the second quarter.

It's a record seasonal tv outlay for that account and will be used entirely for daytime participations.

ABC TV has introduced a new wrinkle in the sale of its sports: it's offering the American Football League games and the Wide World of Sports as a combination buy.

The competitive target, of course, is CBS TV's NCAA football games.

ABC TV's Saturday-Sunday combination package for \$2 million: a fourth, or 68 commercial minutes of the 17 AFL games, and a fourth of Wide World, consisting of 43 minutes, both over a period of four months. (The AFL games alone are \$1.5 million for a fourth of the package.)

How ABC TV compares this to the NCAA package, which is being offered at \$2 million per quarter: 58 commercial minutes in 14 games over three months.

ABC TV in its pitch vs. CBS TV also notes the AFL package, unlike the NFL offer, includes the championship game.

In the matter of delivering the top markets, ABC TV says it will be doing much better this fall since NBC TV will be out of the seasonal pro football picture.

Network tv, after all, isn't getting such a bad break from the automotives for the second quarter of 1962; in terms of commercial minutes the clan will use but 41 minutes less than it did for the initial quarter of the year.

The only division that's bowed out of the first quarter's roster is Pontiac (20 minutes), but this is somewhat offset by American Motor's buy of 11 minutes on NBC TV.

In the matter of total home impressions by the auto industry for the next quarter you can estimate some 700 million less than the first quarter. As for expenditures for the April-June period, a rough estimate would be in the neighborhood of \$13.5 million, which is \$1.5 million under the estimated outlay for the first 1962 quarter.

The following breakdown of commercial minutes and home impressions covering the second 1962 quarter, as compiled by SPONSOR-SCOPE from network information and rating reports, takes in regular network programing and specials:

ADVERTISER	ABC TV	CBS TV	NBC TV	TOTAL MINS.	HOME IMPRESSIONS
American Motors	0	0	11	11	65,000,000
Buick	0	0	20	20	220,000,000
Chevrolet	39	39	78	156	1,600,000,000
Chrysler Corp.	0	0	12	12	120,000,000
Ford Division	0	0	78	78	725,000,000
Lincoln-Mercury	0	0	39	39	320,000,000
Oldsmobile	0	39	0	39	380,000,000
Studebaker	0	39	0	39	320,000,000
Willys	26	0	0	26	150,000,000
<b>TOTAL</b>	<b>65</b>	<b>117</b>	<b>238</b>	<b>420</b>	<b>3,900,000,000</b>

Robert Hall (Arkwright) is virtually passing up tv for its current seven-week spot flight.

The campaign, which will run through mid-June, involves 150 radio stations.

The chain clothier severely cut back on tv last year because of the huge hike in wild spot payments it suffered under the new AFTRA contract.

In its search for local socio-economic data to feed into its linear programing computers BBDO can take heart from one quarter.

Some of the major tv reps are advising their stations not to pool-pooch BBDO's bid for such information.

These reps note that tv has grown so fast that it hasn't had to sell on this basis but the time may not be far off when such data will come in handy.

And the stations may find themselves sorry that they hadn't got started on this path before the need for such material became imperative.

ABC TV's daytime side is keeping under wraps its plans for refurbishing the schedule for the fall.

Certain to go in are **Father Knows Best** reruns. There are also several pilots on hand from which to select replacements.

Business developers specializing in spot tv appear to have singled out tv network sports programs as their latest target of competitive jousting.

The pith of their attack: if the ratings are to be taken as an index, these sports events miss out on from 70% to 90% of available homes.

Shell (OBM) is taking a hiatus from spot tv, even though it hasn't been back on the medium but a couple months.

The plan, OBM has informed reps, is to stay out a month and come back in April and stay on in most markets through Labor Day. Shell's been using minutes and 40's in prime time.

American Motors (Geyer), regarded by spot tv as an old reliable, is placing about \$200,000 of its spring-push money with NBC TV.

It will sprinkle 11 commercial minutes among four nighttime shows during April and May.

Incidentally, Chevrolet has issued fall renewals for **Bonanza**, **My Three Sons** and **Route 66**.

The mushrooming discount store has become a source of grief to local radio.

Reports from around the country indicate that list price retailers have been cur-tailing their radio expenditures because of the loss of business to the discounters.

The stations' obvious recourse: to divert some of the ad money that the discounters are disposed to place exclusively with newsprint.

**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 *Spot-Scope*, page 56.



CULBERTSON BEATING

COUNTDOWN



# THE DAYS Chicago remembers

Certain pages on our calendar are underscored because they are **television** days in Chicago—especially remembered because of the distinguished programs carried on WBKB.

Such days as:

**THE DAY CHICAGO WAS ATTACKED**—a two-hour documentary entitled "Countdown: Is Chicago Defensible?"

**THE DAYS STEVE ALLEN & ARCHIBALD MACLEISH CAME HOME**—two in the unique series of programs entitled "Home Again."

**THE DAY ALEX DREIER NAILED THE MUGGERS**—a remarkable demonstration of investigative journalism; the breaking of the Warren Culbertson mugging case.

**THE DAY WBKB MISSED THE TWISTER**—a frank admission of a failure to believe radar; a determination to be on the alert in the future.

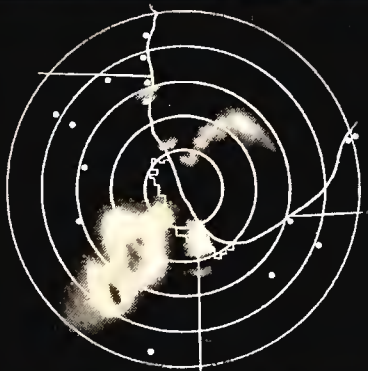
**THE DAY ARGONNE OPENED ITS DOORS**—a one-hour program, "Argonne Revisited," showing the remarkable progress in making atoms work for peace.

These were special days on WBKB's calendar.

Chicagoans have learned that every day is a vital and exciting day of timely and informative WBKB service to them.

Chicagoans have learned that this kind of programming can come only from a television station whose people work in what we like to call a "Climate of Creativity."

By the way, are **your** clients taking advantage of WBKB's "Climate of Creativity?"



WEATHER BY RADAR

A GOOD  
CHICAGO HABIT

**WBKB**  
CHICAGO'S  
CHANNEL **7**  
abc *America's most exciting network!*

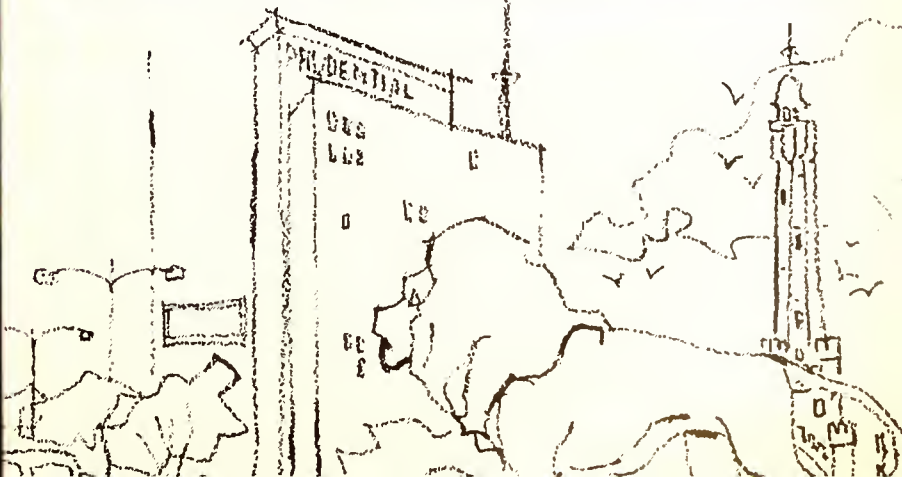
An Owned-and-Operated Station of the American Broadcasting Company • A Division of American Broadcasting-Paramount Theaters, Inc.



ARGONNE REVISITED



HOME AGAIN



Surprise! Where is the  
**SOUTH'S LARGEST**





# INDUSTRIAL PLANT?

## IN NORFOLK-TIDEWATER...AMERICA'S MOST UNDERESTIMATED MARKET

Scuttle the idea that the navy is the only blue chip in Norfolk-Tidewater. With over 21,000 employees, and a payroll of nearly half a million dollars for every working day, Newport News Shipbuilding and Drydock Co. is the South's largest industrial plant.

In addition we have Ford, Dow Chemical, Union Carbide, U.S. Gypsum, etc., AND the No. 1 port in the U.S. in foreign commerce tonnage—equal in employment to 500 average industrial plants! AND military installations whose civilian employees alone outnumber all of Delaware's manufacturing workers!

Dig a little and you'll find lots of surprises in Norfolk-Newport News—America's most underestimated market! For more information, write to any of these stations at Norfolk, Va.

**WAVY-TV**  
CHANNEL 10—NBC

**WTAR-TV**  
CHANNEL 3—CBS

**WVEC-TV**  
CHANNEL 13—ABC

A METRO MARKET OF NEARLY A MILLION PEOPLE, AND ONLY THREE TV SIGNALS!



You'll  
probably never  
climb the  
**GULF  
SOUTH'S  
TALLEST  
TOWER**

**But...you can certainly benefit** from its dynamic four-state coverage by specifying KTBS-TV, Shreveport, Louisiana. *That's right! KTBS-TV is rising to greater heights.* Its new 1,600-foot antenna is coming soon to give 50 per cent increased coverage in a four-state area of Louisiana, Texas, Arkansas and Oklahoma. Tallest in the Gulf South and one of the tallest in the world, the tower will extend the station's reach from 22,000 to 33,000 square miles.

The new structure will enable KTBS-TV to beam exclusive ABC programs to 427,000 TV homes in 58 counties and parishes... a \$1.9 billion market of 1.5 million buyers. To reach the growing Gulf South market area with your sales message, *be sure to specify KTBS-TV, Channel 3, Shreveport, Louisiana.*

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

*E. Newton Wray, President and Gen. Mgr.*

# KTBS-TV

ARK-LA-TEX-66TH RANKING MARKET-ARB 1961



Sylvester L. "Pat" Weaver, Jr.

**the  
magazine  
concept!**

## **WHO'S FOR IT TODAY?**

**The Pat Weaver formula started both the term and the trend in U. S. tv; now his 'child' is the center of one of tv's bitterest controversies**

**T**he best interests of all—the advertisers, the broadcasters, and the public—will continue to be served if television is sold not through a magazine concept but through a *television* concept—one which offers single sponsorship for the advertiser who seeks identification and association, yet provides participating plans for those who want maximum mass circulation.”

Thus spake James T. Aubrey, Jr., president of the CBS television network, before recent FCC hearings.

“I’m not trying to be a wise guy, but I feel the minority has a right to expect something for itself during prime nighttime television hours. I get very annoyed with friends of mine like Jim Aubrey because they never fully explain why the magazine concept won’t work.”

Thus spake Fairfax Cone, executive committee chairman of Foote, Cone & Belding, in an interview at his Chicago office late last month (SPONSOR, 26 February).

Together, these industry leaders represent the north and south poles of one of the most controversial issues in television today. Between them range the other industry giants—the network programmers, the agen-

## Few in the industry endorse the Cone plan; most see 'serious danger' in its application

cy spokesmen, the major advertisers whose tv futures might well be at stake—all caught up in ideas that began with Pat Weaver, that could end in empty rhetoric—or in commercial revolution.

Who is *for* the magazine concept—and who's *against* it? First, both proponents and dissenters agree, you have to define it. The Weaver "grand design"—NBC programs such as *Today*, *Tonight*, *Home*, *Your Show of Shows*, the so-called "magazine formats" that made available minute participations to small and medium-sized advertisers—has undergone considerable surgery since Weaver's spectacular network days.

"If by the 'magazine concept' you mean random programing for participating advertisers, such as all three networks now offer in abundance, then who's quibbling?" said most of the industry leaders with whom SPONSOR spoke last week. "All of us, basically, are after the same thing the FCC is after—better programs, greater opportunities for all advertisers, not just the blue chip few. But if you mean commercial programing like Britain's or like Cone proposes. . . ."

It's programing such as Britain's, and such as Cone proposes, that's at the heart of the sometimes violent dissent. The British commercial sys-

tem, as practiced by the Independent Television Corporation (ITC), is virtually stripped of advertiser say-so. A London advertiser wanting a commercial between 8:30-9:30 Sunday night, for example, simply takes "x" number of dollars to ATV, the commercial network for London on weekends, and, if it's available, gets it—but without knowing where it may run, or when. Nor is the network obliged to notify him of any program change. The Cone approach, on the other hand, is more complex. As he outlined it at a meeting of Chicago's Broadcast Advertising Club last October, his concept is twofold:

1. To program as a responsible magazine would, balancing shows between regular and special entertainment features, and regular and special features in the nature of controversy, ideas and the arts.

## Industry leaders go all-out in approving or condemning



**FAIRFAX CONE**

chmn., exec. comm., FCC&B

"I **FEEL** the minority has a right to expect something for itself during prime nighttime television hours. I get very annoyed with friends of mine who never fully explain why the magazine concept won't work."



**JAMES T. AUBREY, JR.**

pres., CBS TV

"**THE BEST** interests of all will continue to be served if television is sold not through a magazine concept but through a television concept—single sponsorship . . . yet providing participating plans."



**WALTER D. SCOTT**

exec. v.p., NBC TV

"**FAR FROM** assuring improvement of television, the magazine concept would greatly damage the medium's advertising and programing effectiveness by forcing commercials into inappropriate vehicles."

2. To revolve advertisers through a total week's programming, cutting out preferred positions in the weekly schedule, and opening up the time to experimental programming with every advertiser paying his share.

"The method," said Cone, "is as simple as the rotation of commercials by a single advertiser for six products through two weekly shows; only the network would rotate *all* advertisers through *all* except special shows."

The British and Cone plans, while extremes, so to speak, of the Weaver experiment, are at the moment representative of the magazine concept—at least to most government and newspaper critics of television. And since the Cone proposal is the most widely discussed in this country, it's the one generating the most fireworks. Here's how the roman can-

dles, rockets and pinwheels are exploding.

The networks, to a man, are dead against it. Aubrey's recent testimony before the FCC sounds the note: "It is quite misleading to draw a parallel between a run-of-schedule purchase of television facilities and the purchase of space in a magazine. Network program schedules are diversified to the extent that they encompass the appeals of many different types of magazines. Forcing an advertiser to buy television without regard to program adjacency would be analogous to insisting that the advertiser who buys a page in *Fortune* must also run his advertisement in all other Time, Inc., publications—*Architectural Forum*, *House and Home*, and *Sports Illustrated*, as well as *Time* and *Life*. And in evaluating the theory that a magazine concept

would improve television programming, we must not ignore important evidence to the contrary. Many advertisers have brought meaningful programs to television *not* because their identification with the program was in some manner submerged, but for the opposite reason—a desire that their company or product be associated with a program of quality, significance and stature."

Walter D. Scott, executive vice president of NBC TV, goes even further. "Far from assuring improvement of television," he maintains, "the magazine concept would greatly damage the medium's advertising and programming effectiveness by forcing commercials into inappropriate vehicles and consequently driving many valuable advertisers away from it and markedly limiting its scope."

Everett Erlick, vice president and

## magazine concept; no middle-of-the-roaders in this one



**JOHN P. CUNNINGHAM**

chmn., exec. comm., C&W

"**SHOULD** divorcing sponsors from program control be decided in the public interest, then let's have it. [The magazine concept] will accomplish many good things . . . end blind devotion to ratings."



**EVERETT ERLICK**

v.p., gen. coun., AB-PT

"**WE THINK** the preferable method is the one we (ABC TV) are now pursuing . . . to preserve the system within the framework of sponsored programming . . . not [to] destroy the economic base."



**RICHARD A. R. PINKHAM**

sr. v.p., radio/tv, Ted Bates

"**THE EXTENT** of the magazine concept as we have it today is close to the optimum. To go as far as Cone would have us go would take all the skill out of buying. We must still be able to select audience we want."

## Two big advertisers, agency media director, speak their minds



A. A. WHITTAKER

v.p., marketing, Bristol-Myers

"**THE MAGAZINE** concept makes no more sense than giving advertising dollars to Curtis Publishing to place advertising in its magazines as it may elect, at such times as it may determine."



DAVID W. BURKE

mgr., inst. pgm. oper., GE

"**WHEN WE** consider the whole program environment as working for the sponsor, it is doubtful that we would continue to use television for institutional communication, should the magazine concept come."



HERBERT D. MANELOVEG

v.p. in charge of media, BBDO

"**ONLY WHEN** there is a concept of rotation within shows that deliver similar marketing conditions is the magazine concept sound. It's wrong for certain type advertisers, certainly for certain type products."

general counsel of American Broadcasting-Paramount Theatres, last month told the FCC of an actual "magazine" plan which Young & Rubicam, at which agency he was then an executive, considered about two years ago.

The plan, proposed for week-night presentation on ABC TV, called for a cartoon at 7:30, to be followed by an hour adventure, a comedy, a musical variety show, and ending with *Winston Churchill—The Valiant Years*. The program, overall, was to have had a host—for the sense of continuity and completeness. It was to be offered to non-competitive sponsors with commercials to be scheduled on a rotating basis, so that— theoretically, at least—a sponsor would start out in position number one, two, three, and so on, through the weeks and months, until he would

have gone completely through the cycle, and so start back over at number one again.

At that time, said Erlick, he and several other Y&R executives discussed the plan with various sponsors. This was the result of it:

"One sponsor, who primarily wanted to reach an audience of housewives, young housewives, did not want to advertise after 10 o'clock at night. This was a policy of the company. So the 10 to 10:30 segment was out, as far as that particular advertiser was concerned.

"A tobacco company did not wish to advertise to children and did not wish to participate in cartoons.

"A small client, as I recall, with a limited budget, did not believe it would get the frequency and continuity and impact it wanted in its advertising by being in a different

position each week, and in a different show after a certain number of weeks.

"Another large company wanted only men, and rotation was not really appealing to them because you had children there, you had other programs reaching a mixed family audience, and it was not the kind of thing they would have bought, had they had a free choice."

Concluding, Erlick contended, "We think the preferable method and the one we would like to stick to and pursue is the one we are now pursuing . . . to preserve the system within the framework of sponsored programming . . . if we frame the medium in such a way that it loses its appeal to sponsors and advertisers, then we are destroying the economic base of the medium."

(Please turn to page 47)

## 100 MEDIA EXPERTS AT B&B

With 77% of its large billing allocated to broadcast, Benton & Bowles has a higher ratio of people to accounts than any other large agency in the land

The trenchant timebuyers (and they are indeed numerous) at Benton & Bowles abide by the rubric that broadcast spot must deliver the maximum mileage for the dollars expended. It is a buying mandate that evidently has paid off in many satisfied clients.

As William R. Hesse, president of Benton & Bowles, put it recently: "We are leaders not in the numbers of dollars we spend in advertising, but in the results we get. Our chief province is to create persuasive and effective advertising. But we counsel

in all areas of marketing. Given a product, we serve it in every single possible way we know with a view to making it lead its competitors."

Though Hesse and his supremely qualified staffers may not regard Benton & Bowles as a "leader" in the

APPROXIMATELY 100 persons make up media dept. of Benton & Bowles with Lee Rich as senior v.p. in charge of media and tv programing



number of dollars spent in advertising, it is the educated opinion of industry observers that this is indeed a dazzling top-rung agency zooming ahead in typical tactical missile and spacecraft fashion.

Benton & Bowles, which emerged in sixth position in SPONSOR's 1961 analysis of the top 50 air agencies, also houses one of the most outspoken media men in the dizzying vortex of the Madison Avenue advertising fraternity. The man is Lee Rich, senior vice president in charge of media and tv programing. Manager of the media department is Lee Currlin. Bern Kanner is a vice-presi-

dent and associate media director who heads up the General Foods Group at the agency's vast array of offices in the gleaming and dramatic structure at 666 Fifth Avenue.

Like his boss, Hesse, Rich is constantly on the battlefield fighting the cause of both the advertising agency and its clients. There are approximately 1,000 persons employed at Benton & Bowles and some 100 individuals concern themselves with the intricate problems of media. All told, there are 22 clients in the house. "This is a higher ratio of people to accounts than any other leading agency," an official of Benton & Bowles observed recently.

Broadcasters have often been taken to task by Rich. He has admonished them on such abuses as ratings and

verbiage than all the plays, all the novels, all the magazines produced since the invention of the printing press in the 15th Century." Instead of describing tv as a "vast wasteland" it might be better to call it "an intellectual waste-land" because of the tyrant clock which dominates the medium, in Rich's view.

The big radio/tv billings at Benton & Bowles derive from General Foods, Procter & Gamble, Philip Morris, S. C. Johnson and Texaco, the latter a \$11.5 million account it acquired from Cunningham & Walsh in 1961. Four of its major accounts—P&G, General Foods, Norwich Pharmacal and Philip Morris—are massive employers of spot television.

To what extent do Benton & Bowles timebuyers take part in media selection, market selection, station selection and other planning factors? Kanner replied that the media department at Benton & Bowles is an integral part of the total marketing process for a particular brand or product. "As such, our timebuyers do take a part in the various factors affecting media choice," Kanner said.

At Benton & Bowles basic media plan can evolve from many places, according to Kanner. "It can evolve from discussions between the account groups and their selves," Kanner said. "The copy department, for example, may have suggestions. It evolves from an integration of all the activities of the agency."

Acutely aware of the significant role of automation and computers in media selection today, Benton & Bowles' time and space buyers nonetheless do not feel that the "educated" machine will supplant the agency buyers. Far from it, was the consensus. As Kanner puts it emphatically: "I heartily disagree with those people who say the computer or any other machine will replace the buyer. The computer, I think, will enable him to work more quickly, more accurately than he can now, because the computer can store up larger amounts of information that a media buyer now has to gather from various divergent points.

"We don't predetermine a budget apportionment by media type," Kanner said when asked how Benton & Bowles apportioned a budget to the



**COMPUTER** or any other machine will not replace the buyer, says Bern Kanner, v.p. and associate media director, Benton & Bowles



**LEE CURRLIN**, who came to Benton & Bowles in 1953 as a media buyer, is now a vice president, manager of media dept.

dent and associate media director who heads up the General Foods Group at the agency's vast array of offices in the gleaming and dramatic structure at 666 Fifth Avenue.

These men were largely responsible for broadcasting's adipose share of the agency's overall billing in 1961. The broadcast share was approximately 77%, a 15% increase over 1960. The combined radio-tv billing last year amounted to \$70 million of which some \$40.3 million went into network tv, \$29 million into spot tv. These are SPONSOR estimates and not agency figures. According to recent computations, Benton & Bowles billed about \$116 million last year. This

rates, coverage and over-commercialization. On the subject of rates, he has attacked indiscriminate increases . . . "increases which cannot be justified will be a constant source of friction between client and agency and thus between the agency and the medium." He has assailed triple spotting. "Multiple consecutive spotting in any manner cannot be condoned," he has declared. "Viewers and listeners drift away, and ultimately so will the advertiser." He has spoken of television's ability to "present new offerings so frequently with every passing hour" and pointed out that the 450 tv stations in America broadcast some 10 billion words annually . . . "more



# Broadcasting gets biggest share from B&B media dept.

**LEE M. RICH**—Senior v.p. in charge of media and tv programing

**LEE CURRLIN**—Manager—media department

**GRACE TUCCILLO**—administrative assistant

## GENERAL FOODS GROUP

**Bern Kanner**—Assoc. media director

**George Simko**—Asst. media director

**Diek Gershon**—Asst. media director

### Print & brdcast. buyers

Tom Peschel

Stuart Hinkle

Grace Porterfield

Steve Silver

Ron Siletto

### Staff assts.

Pat Briody

Robert Gorby

Jerry Koffler

Ray Ferguson

Tom Fuld

Len Silverfine

## PROCTER & GAMBLE GROUP

**Rudy Maffei**—Assoc. media director

**Tom McCabe**—Asst. media director

**Jim Courtney**—Asst. media director

### Print & brdcast. buyers

Bob Friedlander

Charles Kahao

Barrie Alley

Larry Colen

Joel Segal

### Staff assts.

Bob Jones

Ken Keoughan

Paul Halpern

Clark Allen

Norman Kappler

Tony Trapp

## DIVERSIFIED PRODUCTS GROUP I

**Milton Kiebler**—Assoc. media director

**Roger Clapp**—Asst. media director

### Print & brdcast. buyers

Clay Briggs

William Watterson

Robert Wilson

Stan Kreiser

### Staff assts.

Frank Dewey

George Sharpe

## DIVERSIFIED PRODUCTS GROUP II

**Dave Wedeck**—Assoc. media director

**Sam Haven**—Asst. media director

**Merrill Grant**—Asst. media director

### Print & brdcast. buyers

Tom Foeone

Mal Gordon

Irv Adelsberg

Walter Reichel

Jack Miteham

Jim Thompson

Brian Barry

### Staff assts.

Gary Lane

Ira Kaltinick

Scott Clark

Diran Demirjian

## MEDIA ANALYSIS GROUP

**Art Heller**—Assoc. media director

**Dana Redman**—Broadcast super.

**Caroline Cunningham**—Assistant broadcast super.

**Margaret Keenan**—Print super.

**Dorothy Gibbons**—Assistant print super.

## PERMANENT ANALYSTS (NON-SUPERVISORS)

### Broadcast

Pat McPartland

Diane Stein

Pat Flanagan

### Qualitative

M. Ephron—Supervisor

Daniel Finton

Ada Gottardi

### Coverage

Bette Leekner

### Print

Lenore Saltzman

Ruth Jeffrey

Lynne Karson

Mary Hartshorn

### Staff assts.

Steve Heller

William Brady

Tony Kloman



**STUDY:** (l-r) Bern Kanner, v.p. & assoc. media dir.; George Simko, asst. media dir.; Grace Porterfield, buyer; Dick Gershon, asst. media dir.

various advertising media.

Are Benton & Bowles buyers familiar with different media? Are they separate air and print buyers or a combination of the two? The agency said its buyers are experts in all media. Said Kanner: "I think our system is better because it makes our buyers well-rounded and knowledgeable about all media. Thus they have choices rather than a bias toward their particular experience."

Media at Benton & Bowles makes it a practice to coordinate with its market development department and its account people "who are essentially responsible for managing the brand."

What's happened to sponsor identification since so much money is going into tv spot carriers? According to Kanner: "There could possibly be some dilution of sponsor identification for some clients although several like General Foods and Procter & Gamble who sponsor their own pro-

grams do have their own sponsor identification."

What is the Benton & Bowles philosophy when it tries to go "beyond the numbers in buying?" Replied Kanner: "We try to look at the various factors, kinds of shows, time periods to determine if the audience profile correlates with the consumer profile of their products."

What are some of the big marketing changes which have increased the complexities of media plans problems? "The large number of competing products, less than national franchises that have been developed and therefore the need to place advertising where it can be expected to provide the best results," he said.

Asked what influence do Benton & Bowles clients and their local representatives exert in selecting the media or station to be used locally, Kanner said: "If they are more familiar than we, as well they might be of a particular local marketing problem,

they have an obligation and right to suggest variation in our local media plan."

Having observed a long line of station representatives in search of business over a period of years, Benton & Bowles' media staffers are in an admirable position to comment on the attributes that go to make up a first-rate rep. In answer to the question what criteria does Benton & Bowles feel is important in judging a station rep, Kanner said: "The service he provides to the agency in terms of getting the availabilities to us quickly, having the correct rates and quickly delivering the confirmations once the spots have been ordered."

Is sponsor identification measurable and worth measuring? "Depending on the advertiser's product," Kanner said. "Integrated commercials certainly score very high in relation to straight film commercials."

Asked if Benton & Bowles and its  
(Please turn to page 51)

# RADIO OPENS 3,600 OUTLETS

Radio proves its potency for a Philadelphia vitamin maker by adding record number of outlets in short time

Advertiser plans to broaden sales in other markets, moves to follow first vitamin success with new product

**R**adio, long touted by seasoned advertisers for its flexibility, cost economy and out-of-home audience, is adding new laurels to its working attributes in the Philadelphia market. For TOD Laboratories, makers of Take-One-Daily vitamins—a virtual infant firm less than a year old—radio has opened the door to some 3,600 dealer outlets in less than six months.

The result: while competitors are sinking hefty ad budgets into other

and more expensive media, this local advertiser is slicing a big share of vitamin sales at a minimal cost in the country's fourth largest market.

Radio's potency is well borne out here since radio only (and a single radio station, at that) is the only ad medium being used by TOD at this time. The fact that this local newcomer is wooing a substantial chunk of vitamin business away from established and giant drug firms who bolster their campaigns with heavy

splurges in print and tv, is something short of spectacular.

The TOD Laboratories story begins in September 1961 when the vitamin maker launched its product by placing a spot schedule on Philadelphia's WPEN. The campaign broke on 5 September (it's still running) and consists of 17 one-minute live participations per week. Ten spots each week run in the station's daytime personality program line-up, namely Mac McGuire, Red Benson and Jack O'Reilly. Seven a week are slotted in WPEN's late night program, the *Frank Ford Show*. This campaign—the only TOD advertising—costs the company only \$495 a week.

Total distribution of the TOD vitamins looked like this only days before the radio spots broke: drug stores, 59; food markets, 73; drug wholesalers, two; and rack jobbers, one.

As of 1 March 1962, only six months later, TOD's distribution stacks up this way in the greater Philadelphia area: drug stores, 900; food markets, 2,800; department stores, 10; drug wholesalers, eight; and rack jobbers, 11.

In addition, the item has received scattered distribution in Ohio, Alabama, South Carolina, Virginia, Kentucky, Connecticut, Texas, Maryland, New York and Maine. All, according to a TOD spokesman, directly attributable to the distribution that was achieved in the Philadelphia area.

Here are samples of how dealer acquisition pick-up was paced: 14 September, Quaker Food Stores; 20 September, Rexall drug stores; 30 October, Llewellyn drug stores; 7 November, Kiddie City Family Centers; 6 December, Lit's department stores; 20 December, Franklin Discount Drug Stores, Sun Ray Drug Stores, and Bargain City discount centers; 10 January, Whelan Drug Stores; 11 January, Unity Frankford Food Stores; 25 January, Silo discount centers; 1 March, American Stores supermarkets.

As of 1 March, volume of TOD



**FAITH** in the pulling power of popular radio personalities is expressed by TOD Laboratories which permits announcers like WPEN's Jack O'Reilly to sell by ad-libbing from fact sheet

vitamins is at a rate of over \$30,000 per month retail.

Much of the credit for the rapidly spreading popularity of the Take-One-Daily vitamin tablets is traceable to the manner in which the commercial pitch is handled, says Stan Schoenberg, TOD sales and advertising promotion director. TOD Laboratories is owned and operated by Jules Schoenberg and his sons, Stan and Floyd. The Schoenbergs—Jules is merchandising director and Floyd the retail contact—have been associated for more than 25 years in consumer merchandising and chain store operation.

The Schoenbergs believe strongly in the selling potential of radio personalities. Says Stan Schoenberg: "In our decision to advertise TOD vitamins, we felt that a product of this nature could best be sold on the basis of personal recommendation. Therefore, from past experience and knowledge of media, we selected radio exclusively and WPEN's top personalities." Schoenberg adds, "Such

well established performers as Mae McGuire, Red Benson, Frank Ford and Jack O'Reilly have proved themselves to enjoy the full confidence of the public in the Greater Delaware Valley area."

Radio stations staffed heavily with popular air personalities will be sought by TOD Laboratories when they are ready to break open a large-scale campaign to introduce a new product later this year, and to broaden out advertising of Take-One-Daily vitamins. "Our plans for 1962 will be in two directions," says Stan Schoenberg. "We will soon be introducing a second item in the greater Philadelphia market and we will also be extending the same advertising and merchandising program we have had on WPEN into other key markets as soon as possible."

Also up for consideration when the time comes for the planned ad campaign will be popular women's program personalities on radio, according to Schoenberg.

In keeping with Schoenberg's faith in the pulling power of radio personalities, the announcers are given almost *carte blanche* with the delivery of the commercial. Instead of a prepared script, the radio personality is given a fact sheet. Prior to going on the air, the TOD principals meet with each personality to explain the product and the program. The personality then delivers the message in his own personalized manner. Thus, no two commercials are exactly alike and each commercial is tagged with a few names and addresses of stores that sell TOD vitamins.

Since dealer ties grew at such a fast rate, it was not feasible to tag the commercials with dealer names consistently. Hence, new dealers are mentioned once at the time of acquisition and at a rate of three names per commercial.

Merchandising aids which WPEN has provided to TOD include a brochure filled with photographs and program data of its air personalities selling the product, and mailings to local dealer druggists informing them about the station, its personalities and the product.

The brochure is used by TOD salesmen in selling retailers. Tapes showing how WPEN announcers handled the sales pitch were also made available to TOD people to aid in adding retail outlets.

TOD Take-One-Daily vitamin tablets have another advantage in pricing. Packaged in four sizes of 60, 100, 250, and 500 tablets, the 60's sell for \$1 and the 100's for \$1.59. These two sizes are pivots for the promotions. The reason: since competing top national brands package in 100's, the price comparison shows Miles One-A-Day at \$2.94; Squihb Vigran at \$2.98, and Upjohn Unicaps at \$3.11.

Schoenberg is stacking his chips on radio saturation to make a sizeable dent in vitamin markets outside of Philadelphia. "Sporadic spots," he says, "are not good enough." TOD's advertising is handled by Irwin Silver Advertising, a Philadelphia ad agency. ■



RADIO saturation campaigns are favored by Stan Schoenberg (seated, l), TOD Laboratories sales/ad promotion dir. He takes a dim view of sporadic radio buys. With him are Jules Schoenberg (seated, r) TOD merchandising dir. (standing, l-r) Erwin Rosner, WPEN, Philadelphia, general sales mgr.; Jules Corotis, WPEN local sales mgr., and Irwin Silver, agency pres.



## THEY'RE THE TOP BUYERS (IN THE SOUTH)

**TOP** vote-getter is Helen Sanford, Clay Stephenson Assoc., Houston, media director, cited by southern reps as creative and objective buyer

◆ When it comes to knowing markets and media, southern reps say certain buyers stand out. Here is a report on who's who, and why, in ad agencies of the South

Late last year, *SPONSOR* conducted a special survey among West Coast-based reps asking the question: "Who, in your opinion, is the most knowledgeable timebuyer in your area?", and presented the findings in the 1 January 1962 issue with the article "They're the top buyers (on the West Coast)." Last month, *SPONSOR* put the same question to national and regional reps located in the southern states region. Nearly 50% replied and the story below is the result of these answers. And although the majority of those replying were generous in their comments, no rep, of course, would permit his name to be used.

**W**hen it comes to spelling out the ingredients which go into the making of a really good timebuyer, reps in the southern states region share a likemindedness with their West Coast counterparts: both agree that a top-notch timebuyer "recepte"

should include a full measure of market facts; a soupcon of courage to look beyond the ratings; a sprinkling of fair play; and a pinch of common sense.

These were the ingredients which figured prominently in the list of attributes credited to those timebuyers named as "most knowledgeable" in both surveys. And since the time-buying function is predominantly a female performance in the southern states (as is the case on the West Coast), it is understandable that women walked off with the lion's share of votes and accolades in the *SPONSOR* survey, which sought to turn the spotlight on those buyers touted as outstanding by reps in the South.

The buyer who made off with top score honors in the southern region survey is a Houston, Texas gal, Helen Sanford, media director of Clay Stephenson Associates. Miss Sanford, who has directed media activities for such accounts as the Dun-

can Coffee Company (Maryland Club, Admiration and Fleetwood coffees); Gladiola Baking Products; Roegelien Meat Products; Texsun Citrus; and Wolf Brand Products (Chili and related food products) for the past seven years, is cited by the reps with whom she has business dealings as a "rare combination."

The following qualities have most endeared Miss Sanford to the reps, according to the consensus of opinion: she asks sensible questions; is willing to listen; knows how to evaluate all types of station and market material; and makes good "buys" based on sound appraisal. She is not one, they'll tell you, for displaying a "know-it-all" attitude. One rep has this to say about Miss Sanford: "Even when the 'buy' goes to the competition, you know you've had a fair hearing": while a station man is quoted as remarking, "When Helen Sanford says we are wrong, I know we are wrong and start looking for our mistake."

## These buyers won high scores as the 'most knowledgeable'



**BETTY McCOWAN**  
Henderson Adv., Greenville, S. C.



**DEAN HULSE**  
Grant Advertising, Dallas



**MARIE B. O'MEARA**  
Walker-Saussy, New Orleans



**ANDREW J. PURCELL**  
McCann-Marschalk, Miami



**RUTH TRAGER**  
Tucker Wayne, Atlanta



**JANE DOWDEN**  
Noble-Dury, Nashville



**PAMELA TABBERER**  
Liller Neal Battle Lindsey, Atlanta



**GLENNA TINKLER**  
Tracy-Locke, Dallas

Other reps voted Miss Sanford as "most knowledgeable" because she "gives us a great many details with which to work" while others like the way she has of making a quick 'buy' once she has reached a decision. Still other reps praise her as a "creative and objective buyer"; moreover, some credit her with much insight into account problems.

Other reasons why reps have voted Miss Sanford as "knowledgeable" are shown by these comments: "Helen is not only highly intelligent, but is, at the same time, thoroughly professional in her approach" . . . "she has proved herself to be an excellent timebuyer with very fine results for her clients. She knows what she wants, demands it, and yet is always willing to listen to the salesman's story and use the various suggestions, etc., for the client's best in-

terest." . . . "Helen is interested in the image of a particular station as well as its relationship to the total market. The type of programming, management and successful coverage of the station will outweigh cost factors and ratings in most instances."

A native of Dallas, Texas, and a graduate of Sweet Briar College, Virginia, Miss Sanford has worked in consumer advertising for the past 12 years.

Another gal who came in for a large share of rep votes is Mrs. Dean Hulse, radio/tv media director for Grant Advertising, Dallas. A veteran of some 10 years in the ad game (with more than half that time devoted to broadcast) she is cited by the reps for performing her chores with a minimum of frills. She is credited also by reps with being endowed with a better than average

knowledge of market data and specifics.

Mrs. Hulse's background in the industry is extensive. She began her career in advertising with Glenn Advertising in Fort Worth in 1952. Two years later she joined J. Walter Thompson in Dallas where she became a timebuyer on various Ford Dealer accounts. Prior to a short retirement, Mrs. Hulse was with the Couchman agency as a time and space buyer. She reentered the ad field in 1957 with the Dallas office of Avery-Knodel and joined Grant in October, 1958.

Responsible now for the placement of more than \$1 million of the Grant-Dallas business, Mrs. Hulse's primary duties involve spot market placement of both radio and television for the Dr. Pepper Company and Comet Rice accounts.

Miss Betty McCowan, media manager of Henderson Advertising, Greenville, S. C. racked up a sizeable number of rep votes for these reasons, according to the reps: an inherent ability to dig out the real important information relating to a station and the market it serves; a good working knowledge of many of the major markets in the country; a reliance on good judgment, as well as on ratings. She is capable of explaining her reasons for making a buy on a given station, clearly and concisely; her grasp of her job "makes it a pleasure for reps to work with her." She is praised for being conscientious, courteous, and receptive, as well.

Miss McCowan, who was born in Jacksonville, Fla. and has spent most of her life in Birmingham, Ala., joined Henderson in September 1950.

She came from Greenville, S. C. radio station WESC. A member of the 4-A Committee on Broadcast Media, Miss McCowan supervises the activities of all the Henderson media department and its buyers, and is actively engaged in buying for Texize, Pet Dairy Products, Havatampa Cigar Company, and several small print accounts.

Despite the preponderance of female timebuyers in the southern states area, a Miami man copped a hefty portion of the rep votes. The man is Andrew (Andy) Purcell, an "old timer" from New York, now media director of McCann-Marschalk's Miami office. Probably no other buyer in the Southeast has the "storehouse of knowledge" that Andy Purcell has, according to some of the reps. Dubbed "a real valuable man" by many of the southern

reps, it is claimed that Purcell "soaks up information, almost effortlessly; asks pointed questions and can make impulse decisions (it appears) without making costly mistakes."

At the Miami office of McCann-Marschalk, Purcell is responsible for all planning and media services centering around such accounts as National Airlines, Ryder System, Miami Coca-Cola, Storer Broadcasting, Magnuson Properties, Quality Courts United, Royal Castle System, etc.

A graduate of Syracuse University in 1950, Purcell took the plunge into advertising at Geyer, Newell and Ganger. After a year in Geyer's media department, he became space buyer at Marschalk & Pratt. He quickly assumed other buying duties including radio and television buying for Esso and International Nick-

*(Please turn to page 52)*

## These other buyers were rated as pros by the southern reps

Despite fact that these buyers trod varied paths to reach their timebuying niches (i.e., some came from radio and tv stations, others from newspapers, trainee courses, still others from secretarial chores), all rated high with reps in the southern timebuying arena for knowledge of markets, not being wed to numbers, good judgment.



**ANN HUTCHESON**  
Tucker Wayne, Atlanta



**E. BOYD SEGHERS, JR.**  
Knox Reeves-Fitzgerald, New Orleans



**SALLY LUTTRELL**  
Henderson Adv., Greenville, S. C.



**DOROTHY NELMS**  
Liller Neal Battle Lindsey, Atlanta



**PATTIE MORELAND**  
Lowe Runkle, Oklahoma City



**ANNE BENTON**  
Tucker Wayne, Atlanta



**C. KNOX MASSEY**  
C. Knox Massey, Durham, N. C.

# WHY SANTA FE RR LIKES TV

➤ Among U. S. railroads, only Santa Fe has full tv timetable, now spends \$1 million in the major markets

➤ Prime time 20's build passenger, freight trade, promote industrial plant sites on rail's right-of-way

**S**anta Fe holds a unique position among railroad advertisers; it is the only one that uses television in major markets throughout the country—and utilizes the medium on a continuous, year-round basis. This year Santa Fe will spend over \$1 million in television, representing about 40% of its advertising budget, according to Arthur A. Dailey, Santa Fe's general advertising manager.

Currently, the railroad's tv timetable includes prime 20-second animations on these stations in six of Santa Fe's markets: KNXT (TV)

CHICAGO

KRCA-TV, KTLA (TV), Los Angeles; KCMO-TV, KMBC-TV, WDAF-TV, Kansas City; KRLD-TV, Dallas; WBAP-TV, Fort Worth; KHOU-TV, KPRC-TV, Houston; and WBBM-TV, WBKB (TV), WNBQ (TV), Chicago.

In addition, for the past 14 months Santa Fe has rotated sponsorship of *Late News, Weather and Sports Roundup*, a 10-10:15 p.m. strip on WBBM-TV, the highest rated Chicago news show in its time period, according to the station. Santa Fe's sponsorship averages one-and-a-half programs per week. (Because of the

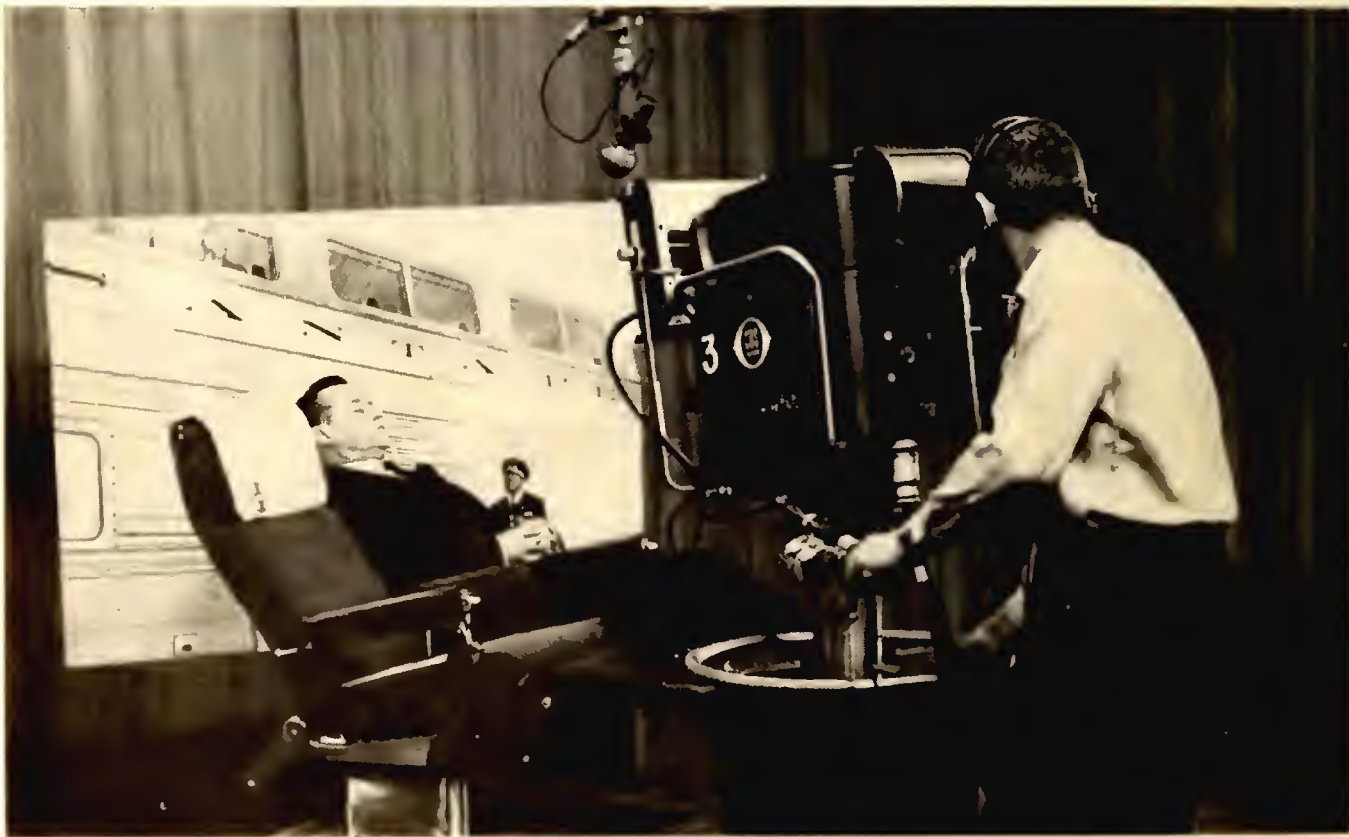
sponsorship rotation plan shared with Standard Oil and Illinois Bell, Santa Fe sponsors one show one week, two shows the next.)

Beginning 31 March, Santa Fe adds New York to its market line-up, with sponsorship of Saturday and Sunday night news programs on WNBC-TV. Although New York is not on the Santa Fe line, Dailey reports that it is one of the railroad's largest markets for passenger and freight customers.

Another market, San Francisco, will be added to Santa Fe's schedule just as soon as an appropriate availability occurs.

"We don't buy time just to get on the air," Dailey points out, speaking of Santa Fe's 20-second animations. "What we do buy are highly rated prime-time adjacencies—the very best spots for our purposes."

And just what are Santa Fe's purposes? To schedule commercials at



LIVE commercial is done in WBBM-TV (Chicago) studio for the 'Late News, Weather and Sports Roundup.' Prime time spots are taped, but Santa Fe prefers live announcements without synthetic excitement or pitchman technique. Live Chicago spots will be taped for WNBC-TV, N.Y.



times when they reach the greatest number of viewers. Currently, Santa Fe's selective buys in individual markets lead in to such highly rated family viewing shows as *Ed Sullivan*, *Perry Como*, *Ben Casey*, *G. E. Theater*, and *Du Pont Show of the Month*.

"Almost everyone is a potential Santa Fe customer," says Dailey. "but even so, we don't try to shoot at the moon with our commercials. We always talk about specifics."

Santa Fe advertising aims at two broad objectives. First, to increase passenger and freight sales and to attract industrial plant sites along its right-of-way.

Secondly, and equally important, Dailey emphasizes, is corporate image building. Santa Fe is anxious to impart these three points about itself to the public:

- 1) who Santa Fe is;
- 2) what Santa Fe does;
- 3) how Santa Fe contributes to the economy.

The image Santa Fe tries to build is one of an established organization that provides reliable, dependable transportation service and is a part of the communities in which it operates, contributing to the nation's economy, Dailey explains.

The marketing factor which enables Santa Fe to conduct television advertising on such an extensive scale is that the railroad offers service from Chicago throughout the Southwest and West under one management. This feature of Santa Fe operation has several advantages. Of these, Dailey says, "It provides better scheduling control for both passenger and freight movement and more efficient freight handling than that provided by a system of many different railroads."

And it is from this feature that the slogan, "Santa Fe All the Way," originated. Dailey cites an unusual and interesting sidelight on the slogan's evolution. "Although it has been used for at least 45 years in print, it wasn't until exposure on television that we began to hear it repeated by the public." Dailey says he has heard the slogan repeated often on many unrelated occasions—by children in the streets, by the

(Please turn to page 60)

## Product groups showing greatest spot tv rise

SPORTING GOODS, TOYS	\$8,255,000	up 121%
HOUSEHOLD PAPER PRODUCTS	2,495,000	up 63%
PET PRODUCTS	2,601,000	up 47%
TRANSPORTATION, TRAVEL	1,180,000	up 42%

LEISURE time spending for pleasure is reflected in these products' tv allocations in 4th quarter 1961. Sporting goods, toys continue to rise. Household paper, and transportation, travel are also seasonal. Source: TvB-Rorabaugh

## EARLY, LATE NIGHT RISE IN 11.8% SPOT TV CLIMB

- Early evening picks up 3.5% in share of spot tv billings, daytime drops 4.1% in fourth quarter 1961
- Cosmetics and toiletries gain 25%, take over second place as drugs drop to third, latest TvB report indicates

Spot tv billings released today (19 March) show an increase of 11.8% for the fourth quarter 1961 over the same period in 1960.

Gross time billings for the entire year rose to \$617,308,000, an increase of 2.3% over the 1960 figure, \$603,294,000.

The fourth-quarter increase is computed on the basis of 311 stations reporting during the fourth quarter in 1960 and 1961. Figures were compiled by N. C. Rorabaugh Co. and released by Television Bureau of Advertising.

Actual spot tv billings for the final quarter 1961 were \$177,827,000. For the same three months in 1960, they were \$163,060,000.

In the third quarter, 1961, the gross time tally was \$127,644,000.

Early evening and late night spending showed impressive gains over last year. Early evening garnered 21.4% (17.9% in 1960) and

late night went up to 21.2% (19.1% in 1960). The gains in these time periods continue a trend established in the third-quarter last year.

Prime night expenditures accounted for the greater portion—30.5%—of the fourth-quarter gross. In the October-December period in 1960, prime night took 32% of gross billings.

The second period in billings was daytime, with 26.9%, dropping from 31% in 1960.

Several categories made unusually large strides in spot tv expenditures in the fourth quarter. The biggest hike came in the sporting goods, bicycles and toys category, up 121% over 1960 to \$8,255,000. In the third quarter, these advertisers had tripled expenditures to \$1,405,000. The October-November-December figures normally rise for pre-holiday outlays in this category, but a general increase is indicated by spending in

## Top 100 tv clients, 4th quarter 1961

1. Procter & Gamble	\$14,436,600	51. Welch Grape Juice Co.	\$684,300
2. General Foods	6,498,800	52. Chesebrough-Ponds	644,000
3. Lever Bros.	6,128,300	53. American Chicle	626,600
4. Colgate-Palmolive	3,265,400	54. Helena Rubinstein	622,900
5. Standard Brands	3,042,400	55. Hills Bros. Coffee	620,000
6. Bristol-Myers	2,816,700	56. U. S. Borax & Chemical	612,000
7. Miles Laboratories	2,439,300	57. Plough	599,200
8. Coca-Cola Co. bottlers	2,410,600	58. Humble Oil & Refining	590,000
9. Corn Products	2,371,500	59. Coffee Growers of Col.	582,300
10. William Wrigley	2,243,900	60. Andrew Jergens	565,100
11. American Home Prod.	2,165,200	61. Chrysler Corp.	560,500
12. Continental Baking	2,113,200	62. Peter Paul, Inc.	545,300
13. Gillette	1,957,200	63. Ward Baking	541,700
14. P. Lorillard	1,831,800	64. Sinclair Refining	537,100
15. J. A. Folger	1,813,000	65. Green Giant	532,500
16. Liggett & Myers	1,739,600	66. Eastman Kodak	531,500
17. Richardson Merrell	1,723,300	67. Scott Paper	525,900
18. Campbell Soup	1,593,800	68. Kayser-Roth Hosiery	524,800
19. Deluxe Reading	1,585,000	69. American Bakeries	518,400
20. Warner-Lambert	1,561,900	70. Amer. Motors (dealers)	514,600
21. Alberto-Culver	1,531,500	71. Pharma-Craft	514,100
22. Louis Marx Co.	1,527,000	72. Phillips Petroleum	508,500
23. Carnation	1,494,700	73. American Oil	508,000
24. Philip Morris	1,486,500	74. Quaker Oats	505,600
25. Kellogg	1,439,200	75. National Dairy Prod.	492,100
26. General Mills	1,370,300	76. Schlick	482,300
27. North American Phillips	1,362,200	77. Pacific Tel. & Tel.	481,200
28. Avon Products	1,330,600	78. Wander	476,500
29. International Latex	1,289,700	79. Pillsbury	468,100
30. Pepsi-Cola Co./bottlers	1,259,400	80. Gulf Oil	465,000
31. Nestle	1,245,400	81. Phillips-Van Heusen	453,000
32. Anheuser-Busch	1,203,200	82. Lionel	434,500
33. Food Manufacturers	1,121,100	83. Lanvin Perfumes	429,600
34. American Tobacco	1,115,100	84. Falstaff Brewing	425,000
35. Pabst Brewing	979,700	85. A&P	424,800
36. Ford Motor (dealers)	947,600	86. M.J.B. Co.	421,800
37. General Toy	935,900	87. J. Nelson Prewitt	419,700
38. General Electric	882,200	88. Beech-Nut Life Savers	409,400
39. Carter Products	856,700	89. Amer. Sugar Refining	407,200
40. Pet Milk	840,300	90. Frito Lay	402,500
41. Canadian Breweries	813,100	91. Kimberly-Clark	400,200
42. Mattel, Inc.	782,000	92. Norwich Pharmacal	395,300
43. Helene Curtis	757,000	93. Drewry's, Ltd.	394,700
44. United Vintners	752,000	94. E & J Gallo Winery	394,000
45. General Motors (dealers)	747,900	95. Chrysler Corp. (dealers)	387,000
46. Ralston-Purina	742,200	96. Atlantic Refining	381,600
47. Menley & James Labs.	731,700	97. R. J. Reynolds Tobacco	380,700
48. Sterling Drug	721,600	98. New Eng. Confectionery	378,600
49. Jos. Schlitz Brewing	716,600	99. Safeway Stores	373,300
50. Coty	699,700	100. Renfield Importers	370,900

Source: TVB-Rorabaugh

both quarters.

Also up in the final quarter was spending for household paper products. This category rose 63% to \$2,495,000 from \$1,529,000.

Pet products increased 47% to \$2,601,000. Transportation, travel hit \$1,180,000, a rise of 42%. 1960 expenditures were \$1,772,000 and \$832,000, respectively.

Nine advertisers joined the ranks of the top 100 for the first time: Deluxe Reading Co., Drewry's Ltd., Eastman Kodak Co., Frito-Lay, Inc., Green Giant Co., Mattel, Inc., Menley & James Laboratories, New England Confectionery Co. and Renfield Importers, Ltd.

Categories which accounted for \$10 million or more in expenditures were: 1) food and grocery, \$49,972,000 (up 7.2%); 2) cosmetics and toiletries, \$17,383,000 (up 25.5%); 3) drugs, \$15,799,000 (up 4.8%); 4) household laundry products, \$13,253,000 (up 25.3%); 5) ale, beer & wine, \$12,866,000 (up 9.7%), and 6) confections and soft drinks, \$11,007,000 (up 10.4%).

Cosmetics and toiletries moved from third to second place last year, rising from 1960 expenditures of \$13,849,000. Drugs dropped from second to third, although spending rose from 1960's report of \$15,074,000.

Certain spot advertisers showed important gains in fourth-quarter spending as compared with 1960. Among them:

Alberto-Culver rose from \$73,000 to \$1,531,000.

Campbell Soup Co. jumped from \$425,000 to \$1,593,800.

Coca-Cola and its bottlers were up from \$1,112,000 to \$2,410,600.

Corn Products increased from \$1,220,700 to \$2,371,500.

General Mills went up from \$409,000 to \$1,370,300.

Lever Bros. nearly doubled its spending, rising from \$3,779,300 to \$6,128,300.

Liggett & Myers rose from \$315,000 to \$1,739,600.

Louis Marx went up from \$484,000 to \$1,527,000.

Procter & Gamble increased expenditures from \$11,990,500 to \$14,436,000.



## 6 ways to make the "green"

(Each of the 6 ABC Owned Radio Stations makes the green in its own way)

Either breaking par or making money requires a selection of the proper approach. In golf, you need the right club to make the green. In radio advertising, you need the right stations to make that all important "green." Each of the six ABC Owned Radio Stations provides an open fairway to more profitable selling. Why? Because of the ABC Owned Radio Stations' ability to adapt to the local market with its own programming, or as we call it, effective use

of the Flexibility Factor. The results speak for themselves. The ABC Owned Radio Stations are providing bigger and better audiences constantly. Compare December 1961 with December 1960.\* The stations provided a collective per quarter hour increase of 40% more families. Looking for the right course for your product? Tee up. For WABC, WLS, WXYZ and KGO check with John Blair and Company. Adam Young, Inc. for KQV. The Katz Agency for KABC.



### ABC OWNED RADIO STATIONS

WABC NEW YORK WLS CHICAGO KGO SAN FRANCISCO  
KQV PITTSBURGH WXYZ DETROIT KABC LOS ANGELES

## HALEY'S COMMENT



About three weeks ago, I was told that when the late Edward Winer of the Boston Ritz received a room reservation request from someone he hadn't heard of, he judged the applicant's suitability by examining the quality of the notepaper used.

This has all but ruined my life. In a burst of enthusiasm to tell advertisers just what sort of people WEZE appeals to most, I've been feeling notepaper and holding it up to the light and weighing it and smelling it until I've become the Pinkerton of the Paper Mills. The only trouble is that my findings merely tell me what we knew all along: the WEZE audience is Everybody.

We get letters from all over New England, telling us how much listeners enjoy our "Wonderful World of Music" and these listeners write on anything and everything. Some letters, for example, are on such heavy paper that we suspect Mr. Rockefeller and the writer share the same stationer; others are written on lined school paper with three holes down the side; some are scented; others tinted; some engraved; others decorated with flowers or birds. Occasionally, we even receive letters written on the backs of restaurant doilies.

The only things I've proved, therefore, are that: 1) there are an awful lot of WEZE listeners, and 2) they're the sort of people who do things. This, obviously, is not the audience that lies back in its chair and yawns. This is the audience that dashes for the desk (or doily), writes the congratulatory letter, and rushes out to mail it.

While they're out, of course, they buy up all the WEZE-advertised products they can lay their hands on. Which is exactly the sort of audience your clients are looking for, isn't it?

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

Sincerely,



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

*Media people  
what they are doing  
and saying*

# TIMEBUYER'S CORNER

Ed Green moved from B&B to Gumbinner . . . Fred Koppelman is leaving C. J. LaRoche . . . Peg Graham to Smith/Greenland from Manoff . . . Ted Bates' Jack Flynn named him Mathew . . . Ed Barz has been made manager of media services at Foote, Cone & Belding, in charge of media research and estimating . . . At BBDO, San Francisco, Randy Farrand had his first, Kimberly Ruth.



**ATTENDING** Capital Cities Broadcasting's presentation to show the combined coverage of WROW, Albany, and WSNY, Schenectady: (l-r) Betty Nasse of Grey; Bob Peebles, WROW; Carol Lewis, Elaine Art, Papert, Koenig & Lois; Joan Stark, Grey

Liz Griffiths of FRC&H was at Gibson's Steak House with a product research man whose agency handles a new bubble gum now being tested in vending machines. When no one was looking, he demonstrated it, blowing it up to blimpish proportions. "I practiced this trick for 10 hours," he said to Miss Griffiths. "And it wasn't easy. Kids kept pushing me away to get the gum."

Jeanne Sullivan of SSC&B, luncheoning at the Penguin Restaurant with Needham Smith of WTRF-TV, Wheeling, W. Va., had this to say about an over-meticulous woman: "It's all right to be meticulous, but who uses a knife and fork to eat potato chips?"

Tom Gilchrist of WESH-TV, Orlando-Daytona, Fla., said at Mike Manuche's Restaurant last week that army training prepared a man for handling any dangerous situation. Bob Lazatera of D'Arcy disagreed. "The very first lesson in the art of self-defense," he said, "is—keep your glasses on."

*(Please turn to page 46)*

# KTVH IS KANSAS TV

MORE KANSANS VIEW KTVH THAN ANY OTHER KANSAS TV\*

KANSAS IS A

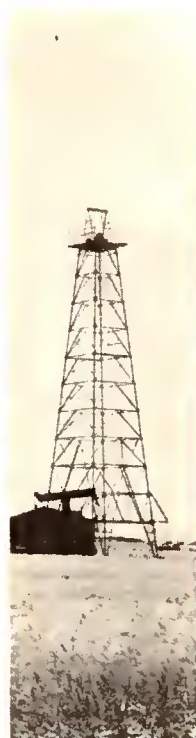
# BIG MARKET



INDUSTRY



AGRICULTURE



OIL



CATTLE

Diversified economy brings stability to the rich Central Kansas market with an estimated \$1,500,000,000 effective buying power . . . more than 290,000 TV families, all within the BIG COVERAGE of KTVH. And most important - these 290,000 families are Kansas families, viewing TV programmed for Kansans. KTVH dominates the hub of this rich Central Kansas area - **WICHITA, HUTCHINSON**, plus coverage over 13 other important communities with 100% unduplicated CBS programming. To sell Kansas . . . buy KTVH!

# KTVH

THE WICHITA-HUTCHINSON STATION



BLAIR TELEVISION ASSOCIATES  
National Representatives



# KANSAS

\* Nielsen, February 1961

**DID YOU  
HEAR ABOUT  
THE  
WHLI<sub>island</sub>\*  
MARKET?**

**Almost  
\$1/2 BILLION  
IN SALES...  
OVER 45,000  
AUTO STORES!**

**And WHLI  
IS THE  
LEADING STATION  
BECAUSE  
WHLI  
SERVES  
LONG ISLAND'S  
NEEDS BEST!**



The independent Long Island (Nassau-Suffolk) market — 4th largest in the U.S. — where over 2 million customers live and shop.

→ 10,000 WATTS

**WHLI**

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

*the voice of  
long island*

PAUL GODOFSKY Pres. Gen Mgr  
JOSEPH A. LENN Exec. Vice Pres. Sales

Represented by Gill-Perna

# TIMEBUYER'S CORNER (Continued from page 44)

Dennis Beaumont of Troy-Beaumont had lunch last week at Vincent and Neal's Due Mondis with an account man who has an auto client. Predicting that there will be a strong trend again toward luxury cars, he told Beaumont: "The car of the future will be completely equipped. Bar, freezer, and like the old Nash, a bed in the rear."

"For \$250 more," asked Beaumont, "can I get room service?"



**DINING** at the Penguin Restaurant: (l-r) Cy Ackermann of WTRF-TV, Wheeling, W. Va.; Dick Brown, media buyer, Compton; Charles Theiss of Geo. P. Hollingbery

Young & Rubicam's Paul Theriault was at Ruby Foos with reps when a buyer who is a notoriously fast driver came into the restaurant. He'd just gotten his license back after it had been suspended for one year. Theriault commented: "I bet he expires before his new license does."

Peter Theg of Mutual Broadcasting entertained Reidl & Freede buyers at the Pen & Pencil where he remarked: "No one's ever satisfied with what he's got. I know a buyer named Riley who wants to be Paul Getty."

A friend of Mort Reiner of Hicks & Greist had to retain the services of a number of experts to prepare reports, when his agency secured a cold remedy account. When Reiner met him at the Envoy Restaurant last week, and he opened his attache case with all the reports, he asked him which one of them was by the doctor. "You can tell which one is by the doctor," his friend told him, "because it has no appendix."

The success of Chubby Checker's twist lessons on television throughout the country has led packagers to seek variations on it. Herman Raichle of JWT was with a film man at the Grinzing Restaurant and made several suggestions. "Have you heard of the Juvenile Delinquent Twist?" he asked. "It's like the Sabre Dance—only with switch blades."

## MAGAZINE CONCEPT

(Continued from page 30)

Agencies, for the most part, appear solidly behind the networks. Richard A. R. Pinkham, senior vice president in charge of radio and television, Ted Bates, and Herbert D. Maneloveg, vice president in charge of media, BBDO, are fair examples of the general agency tenor.

"The extent of the magazine concept as we have it today," says Pinkham, "is close to the optimum. To go as far as Cone would have us go would take all the skill out of buying. We must still be able to select the audience we want to talk to. We must have both qualitative and quantitative circulation. To go to the Cone extreme would be a serious mistake for the networks."

Maneloveg, noting also that the magazine concept does exist to a certain extent in today's schedules—especially in daytime tv—contends, "It is sound only if there is a concept of rotation within shows that deliver similar marketing conditions. It's wrong if you're a certain type of product."

Among top agency planners, few have voiced even lukewarm approval of the Cone ideas. An exception is John P. Cunningham, chairman of the executive committee, Cunningham & Walsh. In a speech before the Cleveland Advertising Club in January 1960, Cunningham recommended that a long-term study of the proper role of the sponsor be undertaken by "a commission like the Hoover Commission—a commission of laymen, not legislators, laymen who not only represent every facet of our business but also represent the 160 million tv viewers."

Should they decide that divorcing sponsors from program control is in the public interest, said Cunningham, "then let's have it! The so-called magazine concept might work this way: the advertiser may buy a block of commercials, let's say 20 in a 13-week cycle. In fairness to all advertisers, these should be rotated on various kinds of shows of various ratings—so that each advertiser will get about the same average rating. The commercial will have to stand on its own selling ability. This will accomplish many good things. It will end blind devotion to ratings. It may end monopolies of good prime time by a few large-spending advertisers.

It will cut down a lot of imitation and mediocrity in programing. It will relieve sponsors of concern for the content of the program. It will free tv editors of commercial control and restriction, enable them to try new cultural and enlightening programing."

But if the magazine concept is decided upon, Cunningham added, two safeguards should be set up to protect the sponsors' interests:

"First, the networks should permit exclusively-sponsored shows, such as Hallmark's *Hall of Fame*, or the

*Chevy Show*, to continue their sponsorship as long as they care to. As a matter of fact, I believe that the 15% of sponsor-produced shows on tv are of higher quality than the 85% of programing developed by the networks—independently or through packagers. And secondly, for the protection of the sponsor—should the magazine concept come—the sponsor should be notified, in advance, when and on what program his commercials will appear. He should have limited rights to shift his commercial."

Direct line to Pittsburgh women:

# KAY CALLS

(124,270  
mail pull—  
first 8 months  
on the air!)



"Kay Calls" is Pittsburgh's women's magazine of the air. Kay Neumann, long-time cooking authority and TV personality, presents cooking hints, the day's "best buys" and the quiz game, "Twin Ones"—with cash prizes to viewers. Kay also presents filmed segments of Art Linkletter & The Kids.

Alice Weston, another popular WIIC personality, gives news and views of the greater Pittsburgh area. Eleanor Schano, top Pittsburgh model, offers beauty and charm tips. John Hills, famed physical culturist, shows the ladies how to reduce and stay in trim.

**TYPICAL SPONSOR COMMENTS:**

"Kay Neumann—greatest TV saleswoman in the East."

"We've been trying TV in various cities, with varying results. But for the first time I think we are using TV advertising properly, thanks to the help we have received from Kay Neumann and the WIIC staff."


You, too, can get on the direct line to Pittsburgh's buying women. Join the party line when KAY CALLS—week days at 9 a.m.—on WIIC, Channel 11 in Pittsburgh.

Represented nationally by Blair TV

CHANNEL ELEVEN  
WIIC  
the eyes of Pittsburgh







**they don't all  
crumble  
the same...**

Media budgets are like cookies. No two break alike. Nor should they. Every client problem demands a different solution. And it's your problem to be sure that your client is getting the whole cookie for his money, not just the crumbs. Often a switch in media can make the difference. If you've been in print, you'll like the way Outdoor stands up there alone—with nobody else's message competing. If you've been in TV, you'll appreciate the breathing space Outdoor gives your message—and the low cost (compare Outdoor's 36 cents per thousand with prime TV's \$4.00)! *Outdoor actually reaches more people, more often at lower cost than most primary media.* Your client's story, bigger than life, in full color, is still selling prospective customers just three minutes away from the cash register. Outdoor is the marketer's medium. So, before you start planning next year's budget, be sure to call your Outdoor advertising representative or your nearest plant operator.

OUTDOOR  ADVERTISING

THE  
SMART MONEY  
MEDIUM

With the big spenders—the major advertisers at whom the charges of tv program control have been hurled, mainly by newspaper critics—commitment is less copious. Two who have become vigorous spokesmen for advertiser choice, however, are A. A. Whittaker, vice president in charge of marketing, Bristol-Myers, and David Burke, manager, institutional program operations, General Electric.

"This (the magazine concept)," says Whittaker, "makes no more sense than giving advertising dollars to Curtis Publishing Co. to place ad-

vertising in its magazines as it may elect, at such times as it may determine. An advertiser who is called upon to pay the freight must have the right to select the type of audience which best suits his marketing needs—and, therefore, the program for which his money is being spent."

Burke, pointing out the success of his company's *General Electric Theatre* in terms of institutional value (tv, he says, outstrips any other medium as the source of ideas about the company), maintains that sponsor identification is vital in corporate

advertising.

"When we consider the whole program environment as working for the sponsor," he says, "it is doubtful that we would continue to use television as a means of institutional communication, should the magazine concept ever become a reality."

Tom McFadden, vice president in charge of national sales, NBC TV, expresses even further doubt. "I feel the sophisticated major advertisers wouldn't buy into a magazine format," he told SPONSOR. "Some advertisers, of course, such as drugs, want to reach lots of people and aren't overly concerned with proprietorship. But automobiles, as an example, are extremely show-conscious."

And where, in all this, is the father of it all? Sylvester L. "Pat" Weaver, Jr., now chairman of the board of McCann-Erickson International, and still identified with the magazine concept—however rudimentary his original approach—made his last public utterance before an FCC hearing in June 1961. Said Weaver:

"What we (NBC) did could not have been done without a deep and basic knowledge of the real needs of the advertisers who pay the bills . . . The change in television has come about because in the interaction of the elements in the business there is not enough fighting for better things with intelligence based on experience and knowledge. Advertisers have never been more than a slight influence on programing since television really got under way. The belief that the advertiser is the 'heavy' in what we see on the screen is wrong. Naturally, no advertiser wants to present programs to make enemies instead of friends, but advertisers supported a sold-out schedule of great programing for many years. The agencies must represent their clients and spend their money on what makes the most sense among the availabilities before them.

"I believe, however, that an improved television service will emerge as a result of the public outcry in the last few years, because of the increasing knowledge and bitterness of many artists who have not been given a place to work in television, because of the interest of the FCC and Chairman Minow's declaration that the public that owns the air can be considered in the future as an interested party." ■

## POLITZ KNOWS

# WHERE PEOPLE LISTEN

## IN WGY'S 25-COUNTY

## COVERAGE AREA

■ For example, WGY's average weekly cumulative car radio audience numbers 98,000 . . . 411,000 listen at home . . . and 51,000 listen in other places out of home.

■ Only the Politz study tells advertisers who, what, when, where, and why people listen in Albany, Schenectady, Troy, Northeastern New York, and Western New England. For the complete Politz survey on WGY's 25-county listening audience, contact WGY or your Henry I. Christal Co. representative.

982-25

# WGY 810 KC 50 KW

A GENERAL ELECTRIC STATION  
ALBANY - SCHENECTADY - TROY

## TOP 10: B&B

(Continued from page 34)

clients are getting beyond the "numbers" game and buying more on a selective or qualitative basis, Kanner said: "I don't think Benton & Bowles is in the 'numbers' game, per se. Obviously, cost-per-thousand is a very important factor in our choice, but we would not buy kid-time spot at \$1.50 per thousand when we want to reach adults and spots in adult time at night cost \$2.50 per thousand. We are interested in the kinds of people we are going to reach and when we are going to reach them."

The following question brought forth an emphatic response: Isn't your clients' "showbiz" instinct for network tv making his dollars work less hard for sales than if he placed those dollars in the less glamorous work-house medium of national spot tv? To this Kanner answered: "No, it is

not true.

"Both of them," Kanner continued, "serve very useful purposes and not necessarily to the exclusion of one another."

When asked "Isn't media flexibility a rapidly growing factor in today's growing scientific approach to marketing, he replied, "Yes, very definitely." What were the major factors that influenced the switching of schedules already bought? "Better spots on other stations." was the reply.


Should merchandising enter in a media decision or should it remain as a separate entity to be looked in to after the buy? In Kanner's opinion, for most products, the media values are of primary importance. "Merchandising is an additional plus which need not influence the basic media decision," he said.

Asked when the agency last requested a full scale presentation on

radio, it replied: "Two weeks ago." Does Benton & Bowles plan to use 30- or 10-second commercials during 1962? The answer was "perhaps, if the cost relationship reflects the values received."

Both copy and media considerations are the reasons for the continuing heavy demand for minute announcements, according to the media department. Regarding product protection, media staffers declared: "We still have a strong attitude that product should receive at least 15 minutes protection."

A summer rate for spot tv priced below the rate during the balance of the year would interest Benton & Bowles, it was asserted.

The agency also indicated that a number of its clients are indeed interested in sponsoring local public service programs provided the cost factors "are not out of hand." 

# L-A-S-T C-A-L-L!

THE NAB CONVENTION SPECIAL, FEATURING SPONSOR'S OPEN LETTER TO MR. MINOW,  
PROFILES ON ALL FCC COMMISSIONERS, AND DETAILED USE DATA OF VALUE TO NAB CON-  
VENTIONEERS, OFFERS YOU AN EXCEPTIONAL TWO-FOR-ONE AD OPPORTUNITY. PHONE OR  
WIRE SPONSOR FOR DETAILS. FORMS CLOSE NEXT WEEK.

WILL DOUGHERTY

555 FIFTH AVE., N.Y.C.

PHONE MURRAY HILL 7-8080

## SOUTHERN TIMEBUYERS

(Continued from page 39)

el. Shortly after Marschalk & Pratt became a division of McCann-Erickson, he was promoted to associate media director of the New York office.

Four months after the company opened the Miami office (in November 1958), Purcell was transferred there as media director.

In Nashville, Tenn., Noble-Dury & Associates' media director, Mrs. Jane Dowden (one of the youngest media directors in the business), has been acclaimed by southern reps as a conscientious buyer. Reps claim she is continually searching for whatever factual information can be ferreted out pertaining to a station and its relationship to the market. She has racked up votes because she has, according to the reps, an exceptionally good memory, is not married to ratings, and stays abreast of developments and trends.

Mrs. Dowden has been director of the media department of Noble-Dury for the past six years. She joined the agency in 1956 after an early career in radio and tv, including a four year stint as assistant to the station manager of WSM-TV, Nashville.

At Noble-Dury she and her five person staff are responsible for the buying activities for an agency that concentrates a major portion of its \$5 million billings in broadcast time.

Mrs. Glenna Tinkler of Tracy-Loeke, Dallas, a comparative newcomer to the business has nevertheless racked up a considerable number of rep votes. The reasons, according to the reps: "she is objective and does a thorough examination of all presentations". . . "she has been wise enough to listen to stories about markets and stations from all reps, leaving them with a needed grain of salt, and has become a good timebuyer with promise to be an even better one in the future."

Mrs. Tinkler, born, reared and schooled in Arkansas, joined Tracy-Loeke in 1957 as secretary in the radio/tv department. Here she worked for almost four years adding to her experience the additional duties of traffic and assisting the timebuyer. In 1960 she attended the company's training school for timebuyers. She now handles these ac-

counts: The Borden Company—Southern division, Champlin Oil & Refining, Imperial Sugar, Pearl Brewing, Southern Union Gas, Southern Life Insurance, and Standard Fruit.

Mary Kay Mansell, media director for Erwin Wasey, Ruthrauff & Ryan, Houston, is rated high with the reps as a knowledgeable buying veteran who knows her stations, markets and clients. Miss Mansell, who joined EWR&R in 1951, was a journalism major at the University of Houston.

A man who managed to swing a sizable number of votes his way is Liller, Neal, Battle & Lindsey's Ronald J. Blaquiere. Mr. Blaquiere, who finds himself in what he considers an enviable dual position of timebuyer and account representative, is, according to rep talk, endowed with the rather unique ability to retain information about the various markets and stations with the result that his timebuying duties are remarkably well executed.

Mr. Blaquiere, married and the father of five youngsters aged two months to 10 years, joined Liller, Neal, Battle & Lindsey in June 1961 where he serves as general manager in the Dallas office and works on the Carling Brewing account.

He was launched into the advertising business in 1952 when he started in the mail room of J. Walter Thompson (Detroit office) and worked his way up to traffic and production; assistant manager, direct mail department; then on to junior account representative. In 1957 he moved to the Dallas office of J. Walter Thompson.

In New Orleans, E. Boyd Seghers, Jr., broadcast media director at Knox Reeves-Fitzgerald, is regarded highly by southern area reps for these reasons: "He provides us with a great deal of information with which to work and handles his buying with admirable dispatch". . . "His knowledge of practical usage of the broadcast media is pretty hard to beat."

Seghers' background is somewhat different from those usually connected with the timebuying phase of the business. His earlier career (from 1916 to 1953) was that of a show business performer. In New York City and around the country he performed in radio, tv, night clubs, vaudeville, musical comedy, summer stock, and a dance troupe. He gave

it up in 1953 and entered the media field as a local salesman with a radio station in New Orleans. From there he went to a small radio and TV agency and later to Fitzgerald as assistant director of radio/tv.

Anne Benton, a v.p. and media director of Tucker Wayne & Company, Atlanta, Ga., ranks high on the "most knowledgeable" list by southern reps because she "has the courage to ignore ratings occasionally when her common sense tells her she should." One more she "is a proponent of tv and radio and encourages her agency to use them."

Miss Benton joined Tucker Wayne in 1946 as assistant media director. Handling all timebuying for the agency since 1951, she attained the titles of acting media director in 1956, and media director in 1957. She was named a vice president in 1959. Since she joined the agency, the media department has grown from a staff of three to 15 people.

Other timebuying pros who made off with substantial shares of rep accolades include Ruth E. Trager, and Ann (Hutch) Hutcheson, both of Tucker Wayne, Atlanta.

Miss Hutcheson, or "Hutch" as she is known by her colleagues, is an assistant media director, who also serves as a timebuyer. Educated at Brewton-Parker Jr. College, the University of Florida and Vanderbilt University, she has gained experience in almost every department of a radio station including traffic, writing, accounting and programming. Her Georgia-Florida-Texas radio and tv career was started at Jacksonville, Florida's WMBR as a radio control operator who soon became traffic manager.

Following station traffic experience with Atlanta, Georgia's WAGA, both radio and tv, and at Houston, Texas' KTRK-TV, she served as time and space buyer with a Houston agency. She joined Tucker Wayne in 1957 as radio and tv timebuyer. Assistant media director since 1958, she assists with all media plans for all accounts and buys radio and tv time for American Bakeries, Sealtest Foods—Southern divisions, National NuGrape, and The Atlantic National Bank of Jacksonville, Florida.

Miss Trager, a journalism graduate and Phi Beta Kappa student at the University of Georgia, began her

(Please turn to page 60)

## Sponsor backstage (Continued from page 16)

Steve Labunski of WMCA, Hal Neal of WABC, Ted Steele of WINS, Grady Edney of WHN and the Storer chain and John Van Buren Sullivan of WNEW itself all told briefly how they endeavored to determine the musical preferences of the people of the city, and to supply musical fare to meet those preferences.

Then WNEW program director Mark Olds carried on a dual interview session with June Bundy, editor and journalist, and John David Griffin, radio-television columnist for the *New York Daily Mirror* and syndicated in other papers. Griffin, in rich and well-modulated tones which indicated he could make a good living as an announcer if he ever blows the column, welcomed the move toward "good music" and defined his own musical tastes, which embrace an area bounded on the north by Mantovani, on the south by Guy Lombardo, on the east by Perry Como, and on the far-out west by Frank Sinatra.

Miss Bundy testified that there was good rock 'n' roll, in addition to bad, and indeed pointed out, that the good, or modified rock, was being used liberally on many "good music" stations.

### Trying to improve

Mark Olds conducted the interviews with pleasant authority, and made all of his points in behalf of independent radio in general, as well as WNEW in particular. WNEW, he concluded, constantly re-examined its own sound, and worked hard to try to improve it. Its emphasis, he said, was on the "best" music, presented by powerful personalities—personalities who are people in their own right and not just record spinners. He took a well-deserved bow for the Live Spectaculars the station's Big Wilson has been doing with such great bands as Jonah Jones, who kicked off the series, and such stellar vocalists as Tony Bennett, this week's attraction.

Radio's constant search to improve itself, build its audience—quality-wise, as well as numerically—is, of course, all to the good. This is no less true of its endeavors in the music aspects of its programming than in the news, public service, sports or other phases. I did a column a while back, however, in which I made the point that it might be equitable, as well as wise, for broadcasters who are making the move to so-called "good music" to explore whatever ways within FCC hounds might be found to improve the exploitation values of performances on their air to the record companies who supply them with the records, whether paid or free.

I made this same point to my friends from Westinghouse in the course of the panel to which I referred earlier. I must say that the reaction to the suggestion has been less than enthusiastic.

It's not our job, say my radio friends, to worry about plugging records or selling records. It's our job to supply the kind of music our listeners want to hear.

True, true. But record companies presently supply literally hundreds of thousands, if not millions of dollars worth of great talent and great performances of all kinds to broadcasters for nothing or next to nothing. They do so obviously because, in certain forms of presentation on the air, the airplay helps them sell their records. When this help becomes virtually non-existent, the record people will want some other form of compensation from the broadcasters.

I predict nothing dire, of course. I point out simply a possible, and unnecessary increase in program costs, for a vital program product. And I don't think most broadcasters are seeking ways of increasing their costs.



New WDBJ-TV Studios, among the largest and most modern in the entire South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

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

The prosperous Western Virginia market keeps making news with its rapid industrial growth. Blanket this market with WDBJ-TV, Roanoke, now reaching over 400,000 TV homes in Virginia, N. Carolina, W. Virginia — in counties with nearly 2,000,000 population. For an ideal test market, you're right to use Roanoke and WDBJ-TV.



New Building for fast-growing Poly-Scientific Corp. at Blacksburg, Va. Many new industrial plants boast prosperity of WDBJ-TV coverage area.

Ask Your PGW Colonel For Current Availabilities

# WDBJ-TV

Ch. 7



## ROANOKE, VIRGINIA



**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 Felzyer 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

# WASHINGTON WEEK

19 MARCH 1962

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PUBLICATIONS INC.

**An FCC hearing examiner has jumped in where the Commission has thus far hesitated to tread.**

Examiner David I. Kraushaar, quoting FCC anxiety over overpopulation of radio stations, has **turned down three bids for stations in Cincinnati suburbs** on grounds they will be needed more in farther-out areas. He added that such grants without regard to interference to existing stations would **erode quality of reception** in metropolitan and adjacent areas.

These were applications which would have gone to a comparative hearing with one bidder getting the station, that is prior to the worry over too many stations. There have been suggestions for a **freeze on new am radio stations** and for tougher engineering standards which would have the same effect.

Kraushaar cites the lack of need for new stations in Cincinnati, and also brings in engineering criteria stiffer than has previously been followed. This **approaches rulemaking by a hearing examiner**, since the FCC hasn't acted officially. Thus it will be both interesting and important to see how the Commissioners handle the case when it is appealed to them.

**The FCC was preparing to compromise on killing, or at least delaying for an indefinite period, the proposed deintermixture of eight important markets in order to secure all-channel tv set legislation from Congress.**

At the same time, it was becoming quite likely that there would be **no reason to compromise.**

Passage by Congress of all-channel set legislation began to appear more and more unlikely, with or without deintermixture. Many Congressmen fear the precedent involved in **telling manufacturers what to make and how to make it.**

Over at the Commission, a neat legal question was circulating. It involved whether in a rulemaking proceeding **which so clearly involves private gains and losses the FCC can legally make any "deal" of this kind.** An act of Congress can legally bind the FCC, but the reason for the compromise was to avoid anything so final and inflexible. The FCC's promise would be left, and this is likened by some to response to "ex parte" pressures.

**The projected RKO General pay-tv experiment over WHCT-UHF in Hartford will shortly be in the Supreme Court: however, the unanimous Appeals Court decision upholding the FCC's approval of the three-year test was so emphatic that the theatre owners who oppose the whole thing seem to have little hope.**

The three judges adopted all of the FCC's legal conclusions and rejected all of those put forward by the theatremen.

The decision seemed to go even farther than that into the area of FCC power to look into programing on free tv as well as on pay tv.

**The FCC has warned stations that it will take action in "double billing," where stations send a correct bill and a fraudulent larger bill to enable the local sponsor to collect more on co-op advertising from a national advertiser.**

FCC termed the practice widespread, and warned not only of its own action but **possible mail fraud prosecution by the post office and unfair competition action by the FTC.**

# SPOT-SCOPE

19 MARCH 1962

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PUBLICATIONS INC.

**Spot radio in the mid-West has hit an up-beat for the first time in months.**

Accounts most active this past week included **Rival Dog Food** (NL&B), buying multi-stations in 11 markets, mostly eastern but with some large midwest markets, with schedules varying from four-six weeks; **Kraft Miracle Whip** (JWT), buying for April first starts in 25 markets, for a total of eight weeks run in short flights, using two stations per market; **American Oil** (D'Arcy), buying 39-week schedules in major markets for early Spring starts.

**Look for a rapid expansion by American Tobacco on behalf of its new king size mentholated filter, Montclair Modern Cigarettes, being test marketed via SSC&B.**

It's starting out with a modest outlay in Memphis and Indianapolis, but reps who remember the lavish introduction of **Pall Mall** which rang up about \$15 million for spot, are anticipating kindred treatment in this case.

Montclair's selling point: the menthol is in the tip, not the tobacco and the menthol delivery is controlled by the amount of smoke drawn through the filter. The proportion of menthol in the smoke increases between the first and last puff, making it a "self-refreshing cigarette."

**As things started to perk for radio out of the midwest, the tv spot side in that area began to feel the eutback aspects of the warm season.**

The biggest stroke in that respect came from Miles Labs (Wade).

Effective 30 April, there'll be a **general slice in the spot budget of 50%**, but with the **smaller markets hit hardest**; most of them will be out of the Miles picture altogether.

On the brighter side for spot tv: several seasonal campaigns are set to kick off in the near future, among them being International Shoe, Sun Oil, Socony Mobil, Gulf, Good Humor. For details see items below:

## SPOT TV BUYS

**International Shoe** is planning its Easter-Spring campaign for Red Cross, Poll Parrot, and Weather Bird children's shoes. As in the past, kid show minutes will be used in about 75 markets. Buyer: Natalie Schneiderman. Agency: Krupnick & Associates, St. Louis.

**Carnation Co.** has gone into 50 markets with schedules for Friskies dog food. Placements are for 13 and 18 weeks using minutes, I.D.'s and 20's. Buyer: Pat Hipwell. Agency: EWR&R, Los Angeles.

**Seaboard Finance Co.** is planning a new campaign to cover 15-18 top markets. Short runs of minutes and 20's reportedly will start later this month. The buyer is Stuart Newmark. Agency is Foote, Cone & Belding, Los Angeles.

**Sun Oil** is planning an early Spring push in 20 states for its gasolines and oils. Prime and fringe night minutes will be used. Buyer: Ernie Kaufman. Agency: William Esty, New York.

**Socony Mobil** has started its pre-Spring campaign in about 15 markets. Thirteen week placements of prime and early night minutes will run into May, when its summer campaign gets underway. Buyer: Dick Waller. Agency: Ted Bates, New York.

**Minnesota Mining & Manufacturing** went into 20 top markets this month for Scotch-Brite. Placements are for 12 weeks using moderate frequencies of day and fringe night minutes. Buyer: Dick Swart. Agency: BBDO, Minneapolis.

**Interstate Bakeries Corp.** is going into midwestern markets shortly with day minute schedules. Campaign will be for 13 weeks using moderate frequencies. Buyer: Fran Carlandro. Agency: Potts-Woodbury, Inc., Kansas City.



## SPOT-SCOPE *continued*

**Gulf Oil** is launching a spot campaign on 8 April using prime breaks and 40's in 15 markets. The drive is for eight weeks. The buyer is Lou Fox at Young & Rubicam.

**American Motors** is planning a 17-market tv push for Rambler. The buying is out of Geyer, Morey, Madden & Ballard. The campaign, which uses fringe nighttime minutes, begins 12 April and runs for four weeks. Helen Kourtidis is the buyer.

**Mogen David Wine**, Chicago, is using breaks and minutes in its latest campaign. It's an 11-market buy and it got underway yesterday, 18 March. Schedules will run for five weeks. Agency: Edward H. Weiss, Chicago. Buyer: Joan Mandel.

**Westinghouse Electric Corp.** is scheduling a six-week run for its household bulbs. About 15 markets get day and prime 20's and I.D.'s. Buyer: Phil Stumbo. Agency: McCann-Erickson, New York.

**Colgate-Palmolive Co.** is adding markets to its present campaign for Choice soap. Day and night minutes and 20's are being bought. Buyer: Eileen Greer. Agency: Ted Bates, New York.

**The M. J. B. Co.** is readying a campaign for its teas and rice, in addition to the current push on its coffee. Day and early fringe night minutes will be placed in early Spring in 10-12 west coast markets. Buyer: Barbara Smith. Agency: BBDO, San Francisco.

**Sears, Roebuck** will go into 10 scattered markets with test schedules for its credit cards. Early and late night minute-and-two-minute spots will be bought. Buyer: Larry Cole. Agency: Ogilvy, Benson & Mather, New York.

**Kemper Insurance Group** is buying sports and weather slots in midwestern markets. This is a joint buy for the five companies under its banner. Buyer: Mary Alice Crisafulli. Agency: Clinton E. Frank, Chicago.

**Martinson Coffee**, a division of Beech-Nut Life Savers, kicked-off runs in top markets. Schedules are for day and fringe night minutes. Buyer: Joan Stark. Agency: Grey, New York.

**Q-Tips, Inc.**, went into about 15 markets with tv schedules for its cotten swabs, in addition to the radio placements reported here earlier. Moderate frequencies of day minutes are being used for 10 weeks. Buyer: Maureen Murray. Agency: Lawrence C. Gumbinner, New York.

**M. K. Goetz Brewing** placed schedules for Country Club in a limited number of markets. Buys are day and night I.D.'s, 20's and minutes. Buyers: Isabel McCauley. Agency: John W. Shaw, Chicago.

**Kimberly Clark Corp.** is going into midwestern markets for its Spun Mist tissues. Six-week schedules of night minutes are being bought out of DCS&S, New York. The buyer is Bob Widholm.

**Good Humor** is lining up three-week flights for its Spring-through-September campaign. Minutes and 20's adjacent to reach women and kids will be used. Buyer: John Twitty. Agency: MacManus, John & Adams, New York.

**Standard Brands** is buying for its Royal desserts. Day and night minutes start 26 March for nine weeks in selected markets. Agency: Ted Bates. Buyer: Bob Decker.

**Schenley Industries**, very heavy in radio for the new "picture label" on its Roma wines, will use some tv to promote the idea, starting 1 April. Fringe-time minutes are set for six weeks in 10 markets. Agency: Norman, Craig & Kummel. Buyer: Pat George.

## SPOT RADIO BUYS

**P. Lorillard Co.** is going into about 10 top markets this month with schedules for Newport cigarettes. Traffic and day minutes will run for four weeks. Buyers: Sally Reynolds and Bob Kelly. Agency: Lennen & Newell, New York.

**Merck & Company** is going into selected farm markets with multi-station buys for Ampro, a health product in its agricultural division now being used on turkeys and broilers. Merck is awaiting Federal approval to increase the usage scope of the product and the campaign should get underway in April or May, using about three spots a week. C. J. LaRoche, New York is the agency and Bob Cagliero is doing the buying.

# SPONSOR HEARS

19 MARCH 1962

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PUBLICATIONS INC.

Reports in cosmetic circles have it that George Abrams will be heading a newly formed company in that field, with some of the money coming from one of the Revsons.

The company, it is said, will go public and bid for the syndicate business.

The line: comparable to Hazel Bishop's.

Abrams' background: Block Drug, Revlon, Warner-Hudnut, Pharmaceuticals, Inc.

Looks like the Schick shaver, for the first time, is bent on capturing a bigger share of the market by outspending its competitors in tv.

The reported plan: in addition to the \$1-million package recently bought at NBC TV, there'll be another \$2.25 million split between that network and ABC TV by June, with \$3 million more likely to be spent on the medium come the fall.

Schick several weeks ago switched from a sales force to a distributor setup.

Purported shares of the shaver market: Noreleo, 32%; Remington, 30%; Schick, 18%; Sunbeam, 14%.

The shaver market itself has dropped off about 15% the past two years.

MCA's production arm, Revue, will be spending as much as \$500,000 each on some of the episodes of the Virginian, which debuts this fall on NBC TV, Wednesday 7:30-9 p.m.

Where Revue expects to get a major portion of its investment from: the release of the series in theatres under different titles.

MCA is said to be matching NBC TV dollar for dollar on the production.

Just to add a nostalgic flavor, here are some of the things that happened in March five years ago:

- P&G came to the conclusion that the 15-minute soap opera was not for tv.
- The crossover of top echelon network tv executives became a surge.
- Independent packagers were found to control 64% of network tv nighttime shows.
- Colgate set up its toiletries, household soaps and international divisions.

The social whirl has been an uncommonly heavy one for timebuyers this season.

They've been showered with luncheons and cocktail parties, big and small, in the environs of Madison Avenue.

With some stations, particularly where group ownership is involved, this wining and dining have come to represent big bites in the promotional budgets.

What gives it all an aura of diminishing returns: the competitive station is loath to let the other fellow shine as a host and hence makes plans to stage its own party in the near future.

Another growing gambit in the area of currying favor is the entertainment of secretaries whose bosses by virtue of being members of the agency plans board have a special value for a pitch.

The inferred reciprocity: the secretary prevailing upon her boss to "see this fellow who says he's got something very important he wants to show you."

One such executive noticed an expensive bottle of perfume on his secretary's desk. She readily related that a seller, trying to see him, had given her this gift.

# 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	¾ cup cooked, peeled shrimp
½ cup chopped green onions and tops	½ cup cooked flaked crabmeat
¼ 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 1/4 inch around the edges. Chop pulp into small pieces. Melt butter in a saucepan. Sauté 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.

## SOUTHERN TIMEBUYERS

(Continued from page 52)

broadcasting career at Atlanta's WAGA in 1918, first as radio traffic department assistant manager and later as manager. From 1951 to 1951, she worked as tv traffic manager with WAGA-TV; served one year as sales promotion manager with Nashville, Tenn. WLAC-TV, then returned to her former post with WAGA-TV.

She joined Tucker Wayne in 1957 initially as general assistant to the media director. When the agency's print and broadcast media were split, she became a timebuyer. Responsible now for the planning and purchasing of all radio and tv time for Creomulsion Company and Atlantic Coast Line Railroad, she also handles all media time and space buying for Artra Skin Tone Cream and agency of record contract negotiations for Artra, Feen-a-mint and Sulfur 8 with Negro market radio stations.

Other vote-getters include C. Knox Massey, president of his own agency, C. Knox Massey & Associates, Durham, N. C., who handles all the buying for BC Remedy; Sally Luttrell, Henderson, Greenville, S. C.

whose major time-buying accounts are Texize Chemicals (All-Purpose household cleanser, Dish detergent, bleach, Laundry Fluf, starch), and Miles Products, division of Miles Laboratories (Ariden, decongestant and cold tablet). Miss Luttrell's background includes a stint as traffic manager, Lowe and Stevens Advertising; promotion-publicity assistant, WAGA-TV and its radio affiliation, Atlanta, and assistant ad manager, Orkin Exterminating Co., all in Atlanta. Also praised were Pamela Tabberer, Liller, Neal, Battle & Lindsey, Atlanta, a former newspaper free-lance writer and radio station staffer who joined LNB&L in 1955; Dorothy Nelms, of the same agency, joined Lindsey and Company in 1946 and was transferred to Atlanta in 1958 when that company merged with Liller, Neal and Battle to form LNB&L; Marie Burton O'Meara, Walker Sausy, New Orleans, broadcast buyer who handles media buying for such clients as Wembley Neckties, General Electric, Elmer's Candy, King Cotton Meats, Henderson Sugar, Avondale Marine Ways, Luzianne Coffee, Taaka Vodka, Hubbard-Higgins Slacks and

the Royal Orleans Hotel; Pattie Moreland, media and traffic director for Lowe Runkle Advertising, Oklahoma City, who handles all media buys, proposals, research, and media recommendations for the agency's entire list of accounts.

## SANTA FE

(Continued from page 41)

cheering section at last fall's Wisconsin-Northwestern football game, and by a desk clerk at a Palm Springs hotel. He attributes this catching-on to the audio-visual effects of tv.

Eighty-four percent of Santa Fe's total revenue dollar is derived from freight operations. In spite of this, the railroad emphasizes passenger service in most of its consumer advertising. It feels that most people think of railroads in terms of passenger travel, therefore its corporate image is stressed in that area.

However, freight operations are spot-lighted in tv commercials from time to time. Dailey outlines the reason for this: "How best to ship goods used to be mainly a traffic manager's decision, but now it is often a subject for committee discussion and top management decision. Serving the growing areas of the West and Southwest, Santa Fe likes to tell the public about the advantages of shipping goods on one railroad."

Of Santa Fe's passenger service, Dailey says there is no specific segment of the population that can be classified as "train travelers." It's more of a representative cross-section, he says. Passengers vary by age and economic groups, and from pleasure travelers to business travelers.

About 58% of Santa Fe passengers travel for pleasure, 32% for business. About 10% fall into a miscellaneous category—those on emergency trips, such as death in the family, and those on a combination of vacation and business.

There is a noticeable variation in passenger types according to which trains they use, Dailey says. "The Super Chief attracts a mature, sophisticated traveler, while the El Capitan serves a younger group—teen-age and college-age—and an elderly, retired group, all traveling on a close budget."

Santa Fe passenger trains also serve many families traveling togeth-

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.



Ascot Inns

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

Write now for reservations, Dept. 17

er. This has been induced, Dailey feels, by a special Santa Fe family travel rate. Another Santa Fe innovation, the go-now-pay-later plan has stimulated passenger business, Dailey feels. Of Santa Fe's passenger business, 88% is chair car, 12% pullman.

The various trains and travel plans are emphasized on Santa Fe's live commercials during the *Late News*, *Weather and Sports Roundup* on WBBM-TV. The reasons for live commercials, according to Dailey, are that they have a certain fresh flavor, they're flexible, and can be changed quickly and as often as necessary.

Santa Fe believes it was the first among television advertisers to introduce a conversation tone in commercials. "We don't like synthetic excitement or a pitchman's technique," Dailey says. About seven years ago, when Santa Fe was auditioning for an announcer to deliver live commercials on a Chicago weather show, they deliberately picked a man who lacked announcer technique.

This philosophy has been carried over to the present Santa Fe-sponsored news, weather and sports show in Chicago. Jim Andelin, the announcer who delivers the live commercials, uses what could best be described as a conversational technique. Andelin's live commercials will be taped for use in New York when Santa Fe begins its schedule on WNBC-TV.

"With the addition of the New York market," Dailey says, "we believe Santa Fe heads the list as the largest user of tv in the railroad industry."

Use of tv by railroads has not been widespread, probably because of the local and regional aspects of railroad management. However, there are a few railroads using the medium on a limited basis in their areas of operation. Among them are Great Northern; Denver and Rio Grande; Southern Pacific, and Union Pacific. The latter sponsors the college basketball tournament, an annual event in Salt Lake City.

Although a large share of Santa Fe's advertising budget is invested in television, the railroad uses newspaper, magazine, outdoor, and direct mail, as well as being the largest tv advertiser among railroads. Dailey believes that Santa Fe is also the largest railroad user of outdoor. In

addition, he points out, Santa Fe does a tremendous amount of collateral—calendars, wall maps, posters—advertising in which the agency is not involved.

In discussing specific documentation of television results, Dailey says, "We believe all advertising works together. Our magazine, newspaper, and outdoor are all helpful in ways that tv might get credit for if we attempted to credit the medium with specific results."

But Dailey freely acknowledges the

frequent comments on Santa Fe commercials from both passenger and freight customers. He also cites examples of business executives inquiring about the railroad's plant location service, referring to a commercial seen the night before.

He also recalls an advertising situation that Santa Fe conducted several years ago. Radio and tv were the only media used for a certain period in the Chicago area. "Cash sales increased surprisingly," he reports.

## IN DENVER... ONLY KLZ CAN OFFER YOU

# Pat Gay



### ...POPULAR WOMEN'S Information Show!

A familiar... "Hello, this is Pat," begins another telephone conversation on KLZ's "The Pat Gay Show," 12:10 to 12:50 pm, weekdays... and thousands of Denver area homemakers listen with interest, to the caller's suggestion or household hint covering anything from cleaning a rug to baking a new kind of dessert. In a ten year span, over 35,000 such, two-way

conversations have been broadcast on "The Pat Gay Show." This system of person-to-person participation by thousands of homemakers in the KLZ Radio audience gives extra impact to your commercial message.

And remember... KLZ Radio in Denver is the ONLY place you can buy Pat Gay!

560 First On The Dial

Call your Katz man or  
Lee Fondren, Denver



Represented by the Katz Agency

# SPONSOR WEEK WRAP-UP

## Advertisers

Beech-Nut (Y&R) made a quick decision last week to sponsor the March and April Bob Hope specials over NBC TV.

The bill to Beech-Nut for these co-sponsorships with Timex will run around \$300,000.

Most of this Beech-Nut money came from savings in NBC TV pre-emptions for public service events and other things.

To P&G the ruling against its \$30-million buy of Clorox by an FTC examiner is "in essence an attack on competition itself."

### ABC TV ratings rise

(Continued from page 12, col. 3)

nessee Ernie Ford, to start in April in the 11-11:30 a.m. strip.

According to an ABC TV research circular dated 8 March, the network claims its daytime has an average

audience of 2.3 million homes, 10% more than CBS TV's 2.1 million. It also claims .83 women over 18 per set, 32% more than CBS TV's .63 women. This gives it 1.9 million adult women, 44% ahead of the average audience for CBS TV of 1.3 million.



**CHARTING CHANGES** in Central America over the past 10 years, Terry Flettrich (l), hostess of 'Midday' on WDSU-TV, New Orleans, is back from an interview trip with her daughter Lo-Ann with material for a public service series of programs on the peoples' attitude to U.S.



**GLOBE TROTTERS** Robert Sarnoff (r), NBC bd. chmn., and Alfred Stern, NBC Enterprises v.p., return from Near East tour

**HONORARY** recruiter for the First Army, Jan Crockett, WABC-TV, New York, weather girl, strums a sample spot announcement for M/Sgt. Ed Murach, Recruiting Commander



**SPOT STUDY**—Dr. Sidney Roslow (l) pres. of Pulse, Avery Gibson (c), v.p. at H-R Representatives, and H-R pres. Frank Headley draft questionnaires for a qualitative study of the national spot radio audience. H-R was first rep to underwrite the study which starts this month

The issue is now headed for a vote of the FTC commissioners.

Two of the points made by the examiner in his finding:

1) P&G had a tremendous advantage over Clorox's competitors in economic strength and advertising and promotional experience, and weight which would give Clorox further dominance in the bleach market.

2) P&G's superior ability to command consumer acceptance for its product and retain valuable shelf space in grocery stores because of this financial and advertising strength and experience.

Another FTC examiner last week

ruled against Brillo's acquisition of a competitive wool firm, Williams Co., of London, Ohio, for \$600,000.

**General Motors' Harrison Radiator division saluted St. Patrick's Day with a schedule of 825 Irish spot announcements.**

All regular commercials in Harrison's current spot radio campaign were held in favor of Irish tunes sung by tenor Dennis Day.

The regular campaign, boosting car air-conditioning, started in January and runs through June in 99 markets. D. P. Brother, Detroit, is the agency.

**Other campaigns: Shoppers Markets** (Enyart & Rose Advertising) has placed an alternating spot schedule on nine Los Angeles radio stations on a saturating plan . . . **Gibson Refrigerator Sales Corp.** will sponsor "Queen For A Day" and "Yours for a Song" during the peak spring-summer selling season . . . **Eastern Airlines** has 84 special minute capsule "Flight Facts" reports per week on WNAC, Boston. Fletcher Richards, Calkins and Holden is the agency . . . **Lanolin Plus** is using ABC TV and NBC TV nighttime for its "Wash 'n' Tint" color shampoo.

**PEOPLE ON THE MOVE: Thomas C.**

**BANK AT BAT**—For 5th contract for Cubs games between WGN, Chicago, and Oak Park Federal Savings & Loan. Seated, (l to r): John P. Domeier, bank pres., announcer Jack Quinlin, John L. Domeier, exec. v.p. Standing (l to r) are Jack Brickhouse, WGN sports mgr., Ward Quaal, stn. exec. v.p., Charles Gates, stn. mgr.



**EASY-DOES-IT** physical fitness program is the way they keep the 'brass' polished at WNBC-TV, New York. Dir. John Hills sets the pace as department heads shape up before a staff meeting

**GUEST CLOWN** on 'The Bob Gordon Show' entertained a pint-sized panel gathered at the WSJS-TV, Winston-Salem studios. He's Jacky Le Claire, an advanced clown with Ringling Brothers Circus



**WADING THROUGH** the 5,000 letters from listeners in response to Martha Deane's offer of tickets to a preview of MGM's 'Light in the Piazza' is one of the film company's busy secretaries

Law, Jr. and **Sam N. Gardner** to vice presidents and **Charles E. Thwaite, Jr.** to director at Coca-Cola . . . **Edgar W. Nelson** to the newly-created post of vice president of marketing at Lehn & Fink Products Corp. . . . **Roy Musselwhite** to director of marketing at Magic Chef.

## Agencies

Joining the coloring book craze, sparked by the now-best-selling "Executive Coloring Book" is Dallas' youngest station, KVIL.

The book is an off-beat departure from the road customarily taken in wooing the affections of time buyers. The brainchild of president John J. Coyle, it takes a good-natured rib at buyers and station personnel alike.

The new coloring book will be marketed to other stations for use as a promotion piece.

**Agency appointments:** American Express (\$1,000,400) to **Ogilvy, Benson & Mather** from Benton & Bowles . . . Reddi-Wip (\$500,000-\$750,000) to **McCann-Erickson**, Los Angeles from Kenyon & Eckhardt . . . Eire Forge & Steel, Continental Rubber, Champion Dish Washing Machine, Automation Devices to **Dix & Eaton**, Cleveland . . . Purity Stores to **Hoefler, Dieterich & Brown** . . . U.S. Rubber to **Fletcher Richards, Calkins and Holden** for its textile advertising account . . . Hampden-Harvard Breweries division, Drewry's Ltd. to **Graceman Advertising**, Hartford for Hampden Beer and Ale . . . Garfield to **Cummins, MacFail & Nutry**, New Brunswick, for Seidlitz Powders . . . Kas Potato Chip Companies to **Allen & Reynolds**, Omaha . . . The farm and home products division of U.S. Industries to **Roche, Rickerd & Cleary**, Chicago, for all home products advertising . . . Cluett, Peabody back to **Y&R** for its domestic advertising (\$3 million) from L&N.

**New agency: Wortman, Smith and Gersten** with offices at 345 Madison Avenue, New York. Principals are Elbert Wortman, for the past 30

years head of Wortman, Barton & Russell, Mitchell L. Smith, product advertising manager at Block Drug, and Howard F. Gersten, assistant national ad manager at Block.

**Credits Due: Kenyon & Eckhardt** is the agency of record for Ford's sponsorship of CBS TV's "Leonard Bernstein & the N. Y. Philharmonic" and for Shell's buy of the "Young People's Concert with Leonard Bernstein."

**New v.p.'s: Lee Crooks** to executive v.p. at Denman & Baker . . . **Harry M. Taxin** to First vice president and director at Co-ordinated Marketing . . . **Alva C. Cuddeback** and **Leslie H. Goldberg** at Benton & Bowles . . . **Fred Manley** to v.p. and copy chief at Johnson & Lewis.

**PEOPLE ON THE MOVE: William H. Millard** to president and **George W. Stout** to executive vice president of Applegate Advertising . . . **Harry E. Warren, Jr.** to the new post of broadcast supervisor and **Tobin C. Carlin** to account supervisor at John W. Shaw . . . **Larry Schwartz** to the Americom Corp. from chairman of Wexton . . . **Standish C. Marsh** to account executive for Crown Zellerbach at Doyle Dane Bernbach . . . **Elissa Van Rosen** to business manager of the broadcast production department and **Barbara Wetzel** to assistant tv programing director on Colgate-Palmolive at Street & Finney . . . **Julian C. Hodges** to assistant advertising account executive at Doremus & Co. . . . **Ruth Supiro** to assistant media research supervisor at Kenyon & Eckhardt . . . **Frank Grady** to manager of the media relations department at Young & Rubicam, Chicago . . . **W. Dewees Yeager, Jr.** to account executive on the Best Foods division of Corn Products at Donahue & Coe . . . **Ed J. Sherwood** to BBDO, Chicago as account supervisor on the Pepsi-Cola General Bottlers account . . . **Philip W. Morrow** to assistant media supervisor at Needham, Louis & Brorby . . . **James Lindsey** to the research department of Hicks & Greist.

## Associations

Believed the first venture of its kind by a state broadcasting association, the Georgia Assn. of Broadcasters is launching a series of sales seminars out in the field.

Dr. David Schwartz, professor of marketing at Georgia State College and a partner in Sales Motivation Institute of Atlanta, will conduct five one-day workshops in Griffin, Albany, Baxley, Augusta and Canton.

The workshops start today, 19 March, and run through 23 March.

The Assn. of Maximum Service Telecasters will hold its annual membership meeting in Chicago (Conrad Hilton Hotel) on 1 April, just prior to the start of the NAB Convention.

High on the agenda: discussion of the all-channel receiver legislation and the problem of deintermixture.

Some 100 members of the New York State Broadcasters Assn. gathered in Albany for the eighth annual meeting.

The following officers were elected: President, Sam Slate (WCBS, New York), First v.p., Merl Galusha (WGY, WRGB-TV, Schenectady), Second v.p., R. Peter Straus (WMCA, New York).

NAB president LeRoy Collins and Governor Nelson Rockefeller were guest speakers at the meeting.

NAB president Collins also addressed the annual Legislative Spring Meeting of the West Virginia Broadcasters Assn.

Held 15-16 March in Washington, D. C., the meeting included a two-hour workshop.

## Tv Stations

Spot tv got its biggest boost in 1961 from one of the newest users of the medium, Downy Fabric Softener.

Introduced in 1960, the product used 240 stations in 157 markets during the fourth quarter of 1961 according to TvB-N. C. Rorabaugh reports. Gross time billings were \$1,380,640 last year.

The six other brands using more than 200 stations during a single



quarter: DeLuxe Reading toys, another newcomer; Duz; Post dry cereals; Tide; Pepto Bismol; Maxwell House Instant coffee.

**WPRO-TV, Providence** will present a two-part program of original drama by New England authors, winners in the station's playwriting contest to encourage non-established tv writers.

The first play is set for 21 March (10-11 p.m.). It will be performed by local actors from drama groups in the area.

First-prize winners in the contest were Diana Henstell, Boston, for "A Time for Darkness" and Vera Watson, East Providence, for "Tiger with Red Hair."

**Hat in the ring: Lionel Van Deerlin**, news director of XETV, San Diego, is running for the Democratic Nomination for Congress in the 37th District. Primary elections will be held on 5 June.

**Financial report: Metromedia, Inc.** reported net income for 1961 of \$1,164,267 or 68¢ per share compared with \$1,603,255 or 94¢ per share in 1960. Gross revenue for the year was \$48,653,186 compared with \$42,598,179 in 1960.

**Tv debut:** The Shenandoah Valley Advance Stores, a traditional newspaper advertiser, has diverted a sizeable portion of its ad budget into tv, using 12 spots a week on WSWA-TV, Harrisonburg. Results of this test campaign will determine future steps in tv.

**PEOPLE ON THE MOVE:** Bob Martin to director of tv programming, operations and promotion with the Arizona Broadcasting Network . . . Thoren J. Schroeck to the sales staff of KMOX-TV, St. Louis . . . Ed Costello, sales manager of KOSA-TV, Amarillo, to vice president and Southwest States, Inc. . . . James W. Phillips to promotion director at KING-TV, Seattle.

**Kudos: Robert Hyland**, general manager of KMOX, St. Louis and vice president of CBS, is the recipient of

one of the 1962 Distinguished Public Service Awards presented by the leading St. Louis Negro newspaper, the St. Louis Argus.

## Radio Stations

**A new program source has come into being for radio stations.**

Its called RTN Broadcast Features and its principals are Lud Richards, advertising and promotion manager for WBBM, Chicago, Sherril Taylor and Jory Nodland, of Taylor/Nodland Ltd.

Capsule program features will be the mainstay of the new firm, with immediate plans including five-minute shows featuring pianist Roger Williams and syndicated columnist Sydney J. Harris.

RTN Broadcast Features will also work in the area of audience and sales promotion.

**Another new radio packaging firm is Selective Communications Corp., headed by Hendrik Booraem, formerly radio-tv director of Ogilvy, Benson & Mather.**

First project will be "Business World," a weekly quarter hour of top business news stories and six 90-second features for scheduling throughout the week.

The series is produced by Booraem and edited by Joseph Purtell, former business news editor of "Time" magazine.

**RAB president Kevin Sweeney attacked the 15% agency commission as primitive and inadequate to the problems of retailers anxious to use radio.**

It provides no incentive for the agency to handle the vast detail involved in the retail account, he told the Oregon Ad Club. Any major store using radio successfully should advertise between 1,000 and 2,000 items annually, said Sweeney, suggesting the fee system as radio's best chance to re-coup the ad dollars now being diverted to other media.

**Ideas at work:** To celebrate the first anniversary of the change in call

letters from KFSD to KOGO, San Diego, the station invited the public to phone in greetings, which were recorded and played on the air. Those hearing their own voice and calling in within five minutes were awarded prizes . . . KDIA, San Francisco-Oakland, is offering a 32-page article called "Negro Media—A Natural Birth," which treats the development of ethnic radio and its position . . . KMOX, St. Louis, presented an analytical documentary study of obscene literature, its causes and effects on the youth of St. Louis, called "Pages of Poison". . . Currently being eyed with interest is the new "Music Spex" series on WNEW, New York, brainchild of program director Mark Olds (see 5 March Sponsor, p. 36).

**New Formats: WKNB**, Hartford, inaugurated its new album music programming on 12 March and changed its name to WRYM (to "rhyme" with its new sound) . . . KBIG, Avalon, starts today with "Contemporary Good Music" with commercials only on the quarter hour. The music is subdued jazz. In addition, the station is offering three new rate cards—one for KBIG, one for sister station KBIQ (FM) and a third offering both stations at a single price.

**Happy birthday:** To KLZ, Denver, celebrating 40 years on the air . . . WSAN, Allentown, celebrating 39 years . . . KFEQ, St. Joseph, Mo., celebrating 39 years.

**Thisa 'n' data:** Entries are now being excepted for the 1962 "Oscars" in Agriculture awards. Material used on the air between 1 March 1961 and 1 March 1962 should be mailed to Room 400, Blair Building, 645 N. Michigan, Chicago . . . WNAC, Boston is distributing a new survey from Pulse showing its dominance in the

### 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.

market during the past year of new programming under the helm of president William M. McCormick.

**PEOPLE ON THE MOVE:** Robie F. Shull to station manager at Kings Radio, Hanford, Calif. . . . Lu Bassett to account executive at WSAI, Cincinnati . . . Dick Ullman, Jr. to sales manager at KEWB, San Francisco . . . Chester S. Miller to treasurer of Pocono Broadcasting, Inc. . . . Jay Whalen to account executive at WHN, New York . . . Joel M. Thrope to commercial manager at WAKY, Louisville . . . Douglas Campbell to national sales manager at KABC, Los Angeles . . . Bill C. Baldwin to vice president and general manager of KIDA, Des Moines . . . W. W. Warren to president and general manager of Fisher's Blend Station, owner and operator of the KOMO stations in Seattle . . . Malcolm Morehouse to sales account executive at KCBS, San Francisco . . . Dick Depoyan to the radio sales staff of KHJ, Los Angeles . . . Jerry Thompson to the sales staff of WKID, Urbana, Ill. . . . William R. Murray and Ross Felton to the sales staff of WWVA, Wheeling . . . Jerry S. Blum to general sales manager of WQXI, Atlanta.

**Kudos:** WHK, Cleveland, was cited by the City Council on its 40th anniversary . . . Tom Bigler, program director and news editor of WILK, Wilkes-Barre, got the Homer Peabody Award from the Ad Club of Wilkes-Barre and Roy E. Morgan, executive v.p., was named v.p. of the Family Service Assn. of America . . .

A special service award was presented by the weather bureau to WPJB (FM), Providence for "public service in the continuous project."

## Station Transactions

KCUE (AM) Red Wing, Minn., went for \$87,500 to Eldon Lum of North Dakota and George Brooks of Minnesota.

The seller was Hiawatha Broadcasting Company and Hamilton-Landis brokered the deal.

KFBB-TV, Great Falls, Montana, was sold for \$850,000.

The new owner is Harriscope Tv Properties, Inc., Los Angeles-based distributor which also owns KTWO (AM & TV), Casper, Wyo. and KLFM, Long Beach, Calif. Burt I. Harris is president.

The seller was KFBB Broadcasting Corp., headed by David E. Bright who's chairman of the board of H&B American Corp.

Blackburn & Co. handled the transaction.

KKIS, Pittsburg, Calif. was sold for \$300,500 to Pace-Shear Radio, Inc.

Kay Kis Corp. was the licensee. Its owned by the Kankakee Journal, which also owns WKAN, Kankakee, Ill., WRRR, Rockford, WQUA, Moline.

Pace-Shear is headed by John Pace, previous manager of KDEO, San Diego and other stations, James Shear, Beaumont, Tex. oil man, and Bedford Pace, M.D., Beaumont dermatologist.

Broker: Blackburn & Co.

**Power boost:** KBTV, Denver, becomes the second tv station in the area to reach its maximum video power with an increase from 282 kw to 316 kw.

## Fm

There's a new station in Pennsylvania and it's the result of five years of effort to get the outlet on the air.

WXUR, Media, is operated by Brandywine-Main Line Radio, with Blayne Butcher the general manager who led the battle for approval.

Complaints from Canada, WOR, New York, and WCBM, Baltimore on alleged interference on the selected frequency, zoning problems, and competitive filings for the same frequency all contributed to the five-year hold-up.

The station, which plays "middle brow" music, is now on the air from 5 p.m. to midnight but expects to expand the schedule when am broadcasts start.

WPBS, Philadelphia, owned by "The Philadelphia Bulletin," claims its gimmick for international news gathering has given it a lead over other media, "particularly newspapers."

The technique: the station monitors shortwave broadcasts, tapes them, and rebroadcasts the highlights nightly on "Global Report."

**Local effort:** The start of stereo broadcasting by WGEM, Quincy, Ill. is an "all-Quincy" story. Gates Radio of Quincy manufactured the equipment, Motorola of Quincy builds adapters and receivers and WGEM is, of course, broadcasting from Quincy.

## Networks

Network tv gross time billings rose 9.7% in 1961, to \$748,873,488 compared with \$682,371,069 in 1960, according to TvB.

Biggest billings increase was scored by ABC TV, up 20.2% to \$190,615,140. NBC TV jumped 11.2% to \$277,659,264 while CBS TV, still the biggest biller, rose 2.4% to \$280,599,084.

### OUTSTANDING EXCLUSIVE BROADCAST PROPERTIES

This is a low frequency, highly successful full time property in a good medium market. Cash flow last year over \$100,000. All cash price \$500,000.

MIDWEST  
\$500,000

## BLACKBURN & Company, Inc.

RADIO-TV-NEWSPAPER BROKERS

Washington, D. C.: RCA Bldg.  
Atlanta: Healey Bldg.

Chicago: 333 N. Michigan Ave.  
Beverly Hills: Calif. Bank Bldg.

Gains in daytime were 18% over 1960, totaling \$248,781,844 for the three networks. Nighttime billings increased 6.1% to \$500,091,644.

The figures don't provide for horizontal contiguity rate structures but stating this year network billing estimates by LNA-BAR will take into account these discounts.

**ABC Radio has sold its coverage of the 9 April Academy Awards to Scripto, via Mc-Cann-Marschalk.**

Scheduled from 10:30 p.m. to conclusion, the radio side of event will be anchored by Joe Laitin. It's a completely separate feed, although ABC TV will be on the air at the same time with its coverage of the motion-picture world's big event of the year.

**Tv Tour:** A special Nielsen analysis of "A Tour of the White House with Mrs. John F. Kennedy," carried by NBC TV and CBS TV on 14 February and by ABC TV on 18 February, revealed that 28.3 million homes saw the program for an average of 50 minutes. A conservative figure of two viewers per home brings the audience estimate to over 56 million people, or more people than have visited the Presidential Mansion during its entire 162-year history.

**Sales:** ABC's John Cameron Swayze news strip to Maremont Muffler division starting in April . . . CBS TV's Triple Crown — Kentucky Derby, Preakness and Belmont Stakes to Melnor Industries . . . CBS TV's "Adam Fable" to Kaiser (Y&R) for next fall . . . CBS TV's "The Twentieth Century" to Prudential (Reach, McClinton) for the sixth consecutive year . . . NBC TV's "Ensign O'Toole" to L&M (J. Walter Thompson), "Laramie" to Brown & Williamson (Bates), and "Dr. Kildare" to all this season's clients for next season.

**Kudos:** Dr. Frank Stanton, CBS president, got the 1962 Gold Medal of the RTES "for outstanding achievement in broadcasting" . . . ABC TV's "Ben Casey" has capped its first year with the Screen Producer's

Guild Award as the best-produced show in tv . . . The Freedoms Foundation has awarded George Washington Honor Medals to NBC TV's "Continental Classroom" and "The Catholic Hour" and NBC Radio's "Eternal Light" for "outstanding achievement in helping to bring about a better understanding of the American way of life."

## Representatives

**Dick O'Connell, who parted from his rep firm partnership with Ed Devney late last year, is back in the business, this time going it alone.**

So far he's lined up the following stations: the Sombrero Texas Group (consisting of KCOR, San Antonio, XELO, El Paso, KUNO, Corpus Christi, KGBT, Harlingen, and XEK Laredo) and KGAK, Gallup, New Mexico.

**Larry Israel, president of TvAR, sent some words of advice to Nielsen, ARB, and Pulse which he thinks could well be heeded by the entire spot tv industry.**

Israel urged a reduction in the number of rating reports (some markets have six or more annually) and the diversion of the money into more qualitative studies of audience profiles such as exist in network television.

**Rep appointments:** WSBC, Chicago to National Time Sales . . . The Lobster Network of eight stations in Maine to Weed Radio for national sales.

**PEOPLE ON THE MOVE:** David N. Simmons to account executive in the New York office of the Weed Companies . . . Sandy Gasman to Radio T.V. Representatives.

## Film

**MCA TV has several off-network series for release to the syndication circuit.**

Sixty-seven hours of "Thriller" have already been sold to WPIX, New York, WGN-TV, Chicago, KTTV, Los

Angeles, WWJ-TV, Detroit, WBEN-TV, Buffalo, KVOA-TV, Tucson, KSHO-TV, Las Vegas, KOOL-TV, Phoenix, and WPTA, Ft. Wayne.

"Frontier Circus" (26 hours) have been pre-sold to WPIX, WPTA, KSHO-TV, and WBAP-TV, Ft. Worth.

In addition, 167 half-hours of "Wells Fargo" will soon be available.

The largest promotion budget in the film syndication division's history (\$250,000) will launch the new properties.

**Latest promotion to come out of Screen Gems is another contribution to the popular coloring-book craze.**

This one is for station managers and potential sponsors to tout the new Hanna-Barbera five-minute cartoon segments, "Wally Gator," "Touche Turtle" and "Lippy the Lion."

## Public Service

**Radio and tv stations all along the eastern seaboard deserve congratulations for the public service rendered during the early-March storms.**

Among the noteworthy situations: WAVY, Norfolk, Portsmouth, Newport News was flooded with over a foot of water, but newsman Jim Whipkey and others carried on. Forced to retreat to desk tops, Whipkey covered the storm until the newsroom mike was knocked out of commission. He then moved to the second floor where temporary news headquarters were set up.

A camera mounted on the studio roof, buffeted by high winds, provided area viewers with a first hand visual report as the rising tide inundated the low lands surrounding the studio.

**PEOPLE ON THE MOVE:** KMOX, St. Louis, radio news director Rex Davis will assume additional duties as director of news and public affairs and Steve Rowan, formerly night news editor, has been appointed assistant public affairs director . . . John Kulamer has been appointed public service director at KDKA, Pittsburgh. David J. Kelly will take his place as news director.

# 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



**J. Kenneth White** has been appointed director of advertising for Schick. White's experience includes group product manager at Colgate-Palmolive, with responsibility for the marketing and advertising of the firm's shaving preparations. Previous to that, White was vice president in charge of marketing, sales and advertising for Bon Ami. He's also been active in the agency field as a vice president and account supervisor at Lennen & Newell, and account man at McCann-Erickson and The Biow Co.

**Mitchell Lipman**, featured as one of the bright and upcoming young men in advertising in two SPONSOR articles (16 January 1960, page 54, and 12 February 1962, page 60), has just been elected a vice president at Ted Bates. Lipman, manager of network relations in the radio/tv department, has been with Bates since 1957. Previously, he was associated with NBC as manager of tv network sales development. Lipman began his career with Bates as a research analyst, prior to his NBC affiliation.



**Sidney Levin** is the new vice president and general manager of WKAT, Miami. He joined the station in 1957 as an account executive and has served successively as program director, director of merchandising and sales promotion, sales manager and assistant general manager. He was formerly with WGMS, Washington, D. C. Serving under Levin as vice president in charge of programing will be Bill Smith, who has been program director at the station for the past four years.

**Joseph Herold**, vice president and general manager of Mullins Broadcasting Co., Denver, has joined the Hawaiian Broadcasting System, Ltd., Honolulu, as general manager, effective 1 April. His extensive broadcasting background includes station manager at WOW-TV, Omaha, tv consultant for Union Radio and Television (CMUR-TV), Havana, and tv station planning consultant for RCA. Herold is chairman of the Denver Area Radio and Tv Stations and a member of the Tv Code Review Board.



## The seller's viewpoint

*"We ain't as bad as all that!" is the provocative theme of frequent talks given before PTA, civic and business groups in the Minneapolis—St. Paul area by Howard W. Coleman, promotion director for Time-Life's WTCN (Am & Tv). Coleman is a Northwestern University graduate, a post-World War II graduate student (Trinity College, London), and has done doctoral work in mass communications at Michigan State University. He spent seven years with NBC Chicago, including a period as station manager for WMAQ. He has also worked for J. Walter Thompson, Chicago.*



### Television is for entertainment

Facing these serious-minded groups isn't the gay lark it used to be—there was a time when the spokesman for a station or network went forth to the Kiwanis and PTA wars with a sheaf of press releases, an inside tip on what tv celebrities are really like, and a few notes on "the old days of radio."

But this simply isn't adequate: the vast wasteland is as familiar a subject in the parent-and-educator forums as the school lunch program and the bond issue; the impact of the quiz scandals has not been erased, public opinion polls to the contrary, and continuing hearings offer small hope of relief in the near future.

This I want to underscore—I go to suburbia to sell the public on what television is in terms of the way they use it; not to speak in defense of what we do, but about what we do.

I believe this is all-important. Pointing to oases in Commissioner Minow's wasteland is a device best kept within industry walls, even as political parties whoop it up with \$100-a-plate rallies.

To cite our new-found purity in terms of reducing the girls in Kitty's stable from five to two is specious—a redistribution of work-load that could well induce an investigation by the LNRB! To say that we have "less violence," "less killing," or that Elliot Ness has diversified to take on Hungarians as well as Italians, is hardly the kind of talk to inspire confidence in the hearts and minds of educators, Rotarians or mine-run taxpaying citizens.

Then what *can* be said? An approach, guaranteed to stimulate the question-and-answer period, goes something like this:

If you're a man, you work—person-to-person contact, cancellations, unhappy customers. You aren't really looking for education when you slump before the watching box!

And if you're on the distaff side—home, the church bazaar, laundry, hot chocolate for the patrol boys—view-

ing a lecture on relativity just doesn't appeal when you live in such close contact with all those relatives!

What about the kids? The violence, and juvenile delinquency, and flying like Superman and the insistence on having lunch with tv's Uncle Louie instead of little brother?

The kids work too, believe it or not—soaking up facts, reading, writing, listening, participating in social contacts with their peers that are far more trying and enervating than your kaffeeklatching or lunching at Harry's with *your* peers.

Did you ever think that, even as you, it may well be that the kids are entitled to a modicum of relaxation and escape?

Personally, I've never subscribed to the idea that a Sunday school band, made up of youngsters who already play in their school band on a regular basis, is an enriching experience when it merely offers an opportunity to blow horn six days a week instead of five.

And—the ultimate in heresy—I've never bought the concept of organized sports for lads of all ages as a vital adjunct to school-administered physical education.

Following the same reasoning, or blind prejudice if you will, I seriously question whether it is the duty of commercial television to duplicate what the church and the home and the school set out to do!

Now try *that* on your piano, or better yet on your next podium engagement or pitch before a client who's doubtful of the medium! If you receive the type of response I've had, you'll be amazed at the avenues of thinking opened up among groups who have set out to define "the problems of tv and what *we* can do about them."

And, if you're really pure of heart and daring in spirit, conclude by answering the problem of controlling youngsters' tv viewing with the oft-quoted words of the late George S. Kaufman: "I'm bigger, and I own the house!"

# SPONSOR SPEAKS

## Do programs influence commercials?

That was more than a small can of worms which Charles C. Barry opened up at the recent ANA television workshop.

The Young & Rubicam senior v.p. presented his agency's findings that "there is no evidence that the type of program has any effect on commercial recall or sales points remembered."

Loudest of the reactions to the Barry thesis came from Horace S. Schwerin, pres. Schwerin Research, who issued a statement to the effect that his company's experience "categorically refutes" the Y&R conclusions.

Joining Schwerin in the attack were a number of experienced agency men who, for one reason or another, viewed the Barry position as the rankest kind of industry heresy.

The type and mood of a program, and a commercial's positioning within it, certainly do influence sales effectiveness, say these embattled specialists.

Furthermore, they add jeeringly, Y&R came up with this research only in order to justify its recommendations of spot carriers, and scatter plans to its clients.

Well, we don't know about that. It seems a pretty snide and slanderous allegation to make against a fine agency.

But we do believe that this whole ruckus illustrates a couple of things about advertising research which are all too often forgotten by many of us in the industry.

The first is that, in certain knotty research areas, there is just no such thing as "absolute truth." And it is absurd to expect that there ever will be.

Human behavior and human reactions are compounded out of an infinite variety of individuals, and an equally infinite number of creative stimuli.

We can never get absolute truth—from Y&R, from Schwerin or anybody else. We can only hope for broad, general guidelines, any one of which can be upset by a particular circumstance or circumstances.

The other lesson to be learned from the Barry-Schwerin fracas is this. Let's be careful about imputing self-seeking motives to any man or any company. Such tactics not only stir up needless ill-feeling; they becloud the real questions and keep us from looking clearly at the real problems. ■

## 10-SECOND SPOTS

**There's no business like psychiatry business:** Jackie Gleason, who's readying a new variety show for the fall, spoke to a casting director who has an inordinate desire for the company of women. "It's terrible," the casting director told Gleason. "Most men are interested in all sorts of things. Me, all I care about is girls. I make passes at them all day long and chase them all night. Redheads, blondes, brunettes—it's been going on for years. I've been seeing a psychiatrist for the last six months. "Has he helped you?" asked Gleason.

"Not yet," sighed the casting director. "So far all he's done is copy down phone numbers."

**Religion:** Johnny Carson, on his ABC TV *Who Do You Trust* show, told about the network executive who took his young son to church for the first time. Leaving, he asked the boy how he liked church. "The music was all right," the child answered. "But the FCC ought to do something about those long commercials."

**Astronauts:** Henny Youngman claims that when Colonel John Glenn returned from his space trip, the scientists and engineers at Cape Canaveral asked his advice as to how other astronauts should handle themselves during flight. Glenn said: "The whole secret is—don't look down."

**Advertease-ing:** Bennett Cerf feels that advertising today needs more humor, and cites store signs he's seen which attracted his attention: "By popular demand, this store is under new management"; "The best dollar meal in town for three dollars"; "Our size four ladies' shoes are comfortable on five size feet"; "Don't whistle at any girl leaving this beauty shop—she may be your grandmother"; "If our eggs were any fresher, they'd be insulting"; "Get your cowboy outfits at Hopalong's (Formerly Nussbaum's)"; "We're giving this country what it needs—a good five-cent bazaar"; In a Chicago "el" station: "Have a frankfurter and roll downstairs"; "Altercation Sale—partners splitting up"; and "Eat here once and you'll never eat anywhere else again."

# SECRETS TOLD

**KRNT Radio has the largest audience in Des Moines and has had for a long, long time. The audience is predominantly adult. A new January 1962 study confirms other studies that KRNT is the most believable station here. Here's the way all this comes about:**

**1. We feature one of the great news outfits in the nation. Every newscast on KRNT out-rates its competition by a country mile. We're rough, tough operators in the area of news. We have more reporters than some stations have total personnel!**

**2. We feature highly publicized, highly trained, highly accepted adult personalities. We have the advantage that all our people are seen on our television station; radio listeners really "know" the person that goes with the voice. There are more widely known personalities on KRNT than on all other local radio stations combined. With listeners, clients, and rating men, we're the station with the most popular, professional and persuasive personalities . . . again and again and again.**

**3. We feature music with melody. Old ones, new ones, golden records (million sellers), albums, pops, classical . . . all chosen with great care by a man who cares, programmed with care by people who care . . . introduced with understanding by people who care. In the area of music we've got a song in our heart.**

**4. We feature service to the community. Last year we broadcast some 12,000 announcements for eleemosynary organizations and 500 program hours. We spent countless hours meeting with committees, writing their copy, counseling them. We touch lots of lives this way. We're kind and gentle people in this area of operation.**

**5. We publicize and advertise our activities, our people, our aims and aspirations. In this area we make no little plans and we carry through what we start. People hereabouts know everything about all we do.**

**We honestly believe that it is a great opportunity to be able to advertise a good product on this station. We've been in business long enough (26 years) for any test of fire. We know now without doubt that advertisers don't test us . . . we test them. We test their product appeal, the copy they use, their prices, their merchandising setup.**

**If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.**

## **KRNT**

***"Total Radio" in Des Moines***

**REPRESENTED BY THE KATZ AGENCY**



# people are funny!

(they can laugh at themselves day or night)

"People Are Funny" has had them laughing at themselves for seven years—all through the program's network run. During that time, it racked up one of the most enviable records in nighttime television. A 37.4 average audience share!

■ Out of these laugh-paced seven years, comes a made-to-order series for your local daytime strips. NBC Films makes available the 150 laughing-est "People Are Funny" shows. And as a first-run daytime program! ■ What could be better? Quiz-game, audience participation and personality shows are today's odds-on daytime favorites. That's just what "People Are Funny" is—all rolled into one. Latch on. Let NBC Films show you exactly how it fits into your programming needs.

NBC FILMS 