

RECEIVED

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

CLASS OF SERVICE
is a fast message
to deferred char-
acter indicated by the
symbol.

WESTERN UNION TELEGRAM

SYMBOLS	
DL	Day Letter
NL	Night Letter
LT	International Letter Telegram

1201 (4-60)

W. P. MARSHALL, President
Time of receipt is LOCAL TIME at point of destination

WMX 2UEC72 PD ZONE 60=MF DALLAS TEX JUL 8 1152A CST=
 ART HOLT=
 RADIO STATION WYSL BFLO=
 THEY SAID SAN-FRANCISCO AND BUFFALO WERE DIFFERENT BUT
 WYSL JUST PROVED IT ISN'T SO. CONGRATULATIONS ON NEWEST
 RATINGS WYSL. BUFFALO PULSE FIGURES IN UPPER ONE-THIRD
 INCOME GROUP FOR WYSL SIMPLY ASTONISHING. AND I FEEL
 EQUALLY GOOD ABOUT THE BIG HOOPER JUMP. ACTUALLY, WYSL
 IS AHEAD OF KABL AT THE SAME STAGE. MY THANKS TO YOU AND
 ALL STAFF MEMBERS IN BUFFALO WHO HAVE WON ANOTHER MAJOR
 VICTORY FOR US=
 GORDON MCLENDON==.

AIR MEDIA'S CAMPAIGN TAB: \$10 MILLION

Earmarked for tv—
\$8 million, whether or
not Congress passes
equal free time bill
Page 29

How pay tv came out in Canadian test

Page 32

Charms change in copy hikes sales 20%

Page 38

Viewing up over last year— Tv Basics

Page 41

the McLendon stations... nation's highest rated group






THE
Quality
TOUCH

"Nothing endures but personal qualities."

These words from the pen of Walt Whitman account for the great music which has endured the years. Each composition reflects the personal qualities of its composer. This same reflection could easily be applied to quality radio and television stations of today... the dedicated efforts of those behind the scenes to constantly build and maintain a quality image.



TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market
BROADCAST SERVICES OF THE DALLAS MORNING NEWS

Represented by  Edward Petry & Co., Inc. The Original Station Representative

WCTV-land



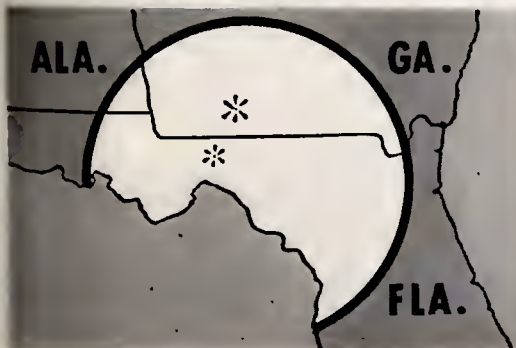
Florida State News Bureau photo.

LAND OF *Year-Round Good Living* AND YEAR-ROUND SPENDING, TOO!

The 52 county Tallahassee, Florida — Thomasville, Georgia area, served exclusively in its entirety by WCTV, is far enough South to afford its happy citizens year-round good living yet far enough North to permit it to escape the feast-or-famine business climate sometimes resulting from tourism.

This means high-level year-round spending - - - Tallahassee actually stands fifth in the U. S. in retail sales per household*. That's why so many leading brands place strong, long-term spot schedules on WCTV. Get the full story from Blair Television Associates.

*Annual Survey of Buying Power, 1959.



WCTV

TALLAHASSEE



THOMASVILLE

a John H. Phipps
Broadcasting Station

BLAIR TELEVISION ASSOCIATES
National Representatives

NASHVILLE'S
WSIX-TV

Now offers
"Live" as Life
Quality...with **NEWEST**
VIDEOTAPE*



**the fastest way to sell
the Central South**

Simplified, economical production . . . the quickest way to get your sales message across. In Tennessee WSIX TV offers you the latest model VIDEOTAPE* television — improved circuitry insures brilliant reproduction. Complete facilities for both recording and playback . . . or send us any tape that's been recorded on an Ampex VR-1000 for immediate scheduling.



**TV 8 LAND OF THE
CENTRAL SOUTH**
Represented by Peters, Griffin, Woodward, Inc

© Vol. 14, No. 31 • 1 AUGUST 1960

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

Their tv tab: \$8 million

29 Republicans and Democrats will probably spend 80% of their ad budgets in broadcast, bulk in tv. Here are some tv techniques, plans evolving

Pay tv looks good in Canadian test

32 Current pay tv test in Canada proves potent threat to commercial tv. First of two-part special article from CANADIAN SPONSOR tells story

How sex appeal sells gasoline

34 Here's how gasoline advertiser ties in with sex, via 43 tv stations in 19 eastern markets for splendid results; shifts to spot radio in summer

TvB digs up new data on daytime tv

36 Medium is offered to advertisers as both a "mass" and a "selective" salesman, TvB presentation cites "cost efficiency," variety of buys

Change in Charms radio copy hikes sales 20%

38 New soft-sell technique in spot radio sets peak sales record for Charms Candy company adds \$50,000 to radio budget for heavier fall program

Only radio reaches grass roots, says Globe

39 Scranton department store dominates one station, uses saturation schedules to reach distant shoppers. Store execs report outstanding sales rise

WAVE style books ask for 'English'

40 "Re-introduction to the public of the English language in broadcasting" aim of Louisville radio-tv outlets' continuity and news style book

Tv sets-in-use level remains firm

41 Nielsen's March Week I study shows tv public is increasing viewing over last year to 45 hours per week. Included in section: Comparagrap

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WHO radio continues to dominate Iowa radio audience!

"Voice of the Middle West"
serves America's 14th largest radio market

SURVEYS have measured the Iowa radio audience for 23 consecutive years. A new 93-County Area* Pulse Survey proves — as have all the others — that 50,000-Watt WHO Radio is again Iowa's most listened-to station.

Iowa radio families have again given WHO Radio "clean sweep" with first place in *every week-day quarter hour surveyed*. Competition came from more than 85 other stations serving this area. In fact, 50,000-Watt WHO Radio's audience outstrips that of the next two stations *combined* during the three major week-day broadcast segments (6 a.m.-Noon, Noon-6 p.m., 6 p.m.-10:30 p.m.).

But these ratings tell only part of the story. They represent only 72% (625,000 of 865,350) of the

radio families residing within WHO Radio's NCS No. 2 coverage area — America's 14th largest radio market. And in *all* this area, WHO Radio is an important voice!

WHO Radio reaches more people, more often and at *less cost* than any other station or combination of stations in Iowa. And, for a qualifying food or drug advertiser, WHO Radio offers Feature Merchandising services — operated and controlled by trained WHO Radio personnel. See your PGW Colonel about reaching *all* of Iowa *plus* lots more with WHO Radio!

*"Iowa PLUS" consists of the 137 counties in Iowa, Missouri, Illinois and Nebraska in which NCS No. 2 credits WHO Radio with 10% penetration.

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

NBC Affiliate

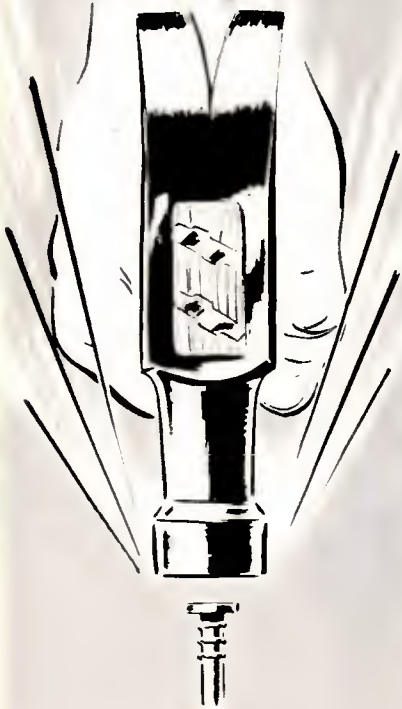
WHO Radio is part of Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager



Peters, Griffin, Woodward, Inc., Representatives

nail down
more
sales



with
SAN ANTONIO'S

Channel
12
K
O N O
tv

ABC Television in San Antonio ...
the Greatest Unduplicated Live
Coverage in South Texas!

Represented by
THE KATZ AGENCY

NEWSMAKER of the week

Richard P. Jones, who left Leo Burnett five years ago to join J. Walter Thompson's media department, this week took over the media director's post there from Arthur H. Porter, with responsibility for one of the dozen or so largest agency radio/tv spot budgets, estimated in 1959 at \$14.5 million

The newsmaker: Richard P. Jones, J. Walter Thompson v.p., whose elevation from manager to director of the media department was announced this week by president Norman H. Strouse.

Jones joined J. Walter Thompson in 1955 as associate media director and was named v.p. and manager in 1958. He succeeds Arthur H. Porter, who moves into account management.

Before joining Thompson, Jones was with Leo Burnett in Chicago for six years and with D'Arcy in St. Louis for eight. The latter of these two assignments was also in media.

Jones' new capacity entails responsibility for one of the largest agency media departments in the field, ranking among the dozen largest for radio/tv spot spending of all agencies, with its estimated \$14.5 million total in both areas in 1959.

J. Walter Thompson's large spot pocketbook has often been obscured by its enormous total air media billings, which was \$135.5 million last year, estimated to be one-third higher than any other agency.

J. Walter Thompson's important \$11 million in tv spot and \$3.5 million in spot radio, estimated to be the ninth and fourteenth highest in each group, constitute collectively only one-eighth of the agency's tv network outlay, said to be \$120 million—which is, incidentally, some \$50 million more than either of the next two agencies.

Jones' policies are expected to be largely a continuation of J. Walter Thompson's attitudes toward media. However, Jones anticipates "slight increase" of 1960 spot spending over 1959.

Jones will be watched closely for any shifts in J. Walter Thompson's relative network and spot spending. All 10 agencies trailing Thompson as air media users, spend a higher proportion in spot than J. Walter Thompson, and three actually spend more in spot than they do in network. If Thompson's imbalance in favor of network spending is leveled out, the result could be an enormous actual increase in spot spending next year.



Richard P. Jones

THEY GET INTO MORE DIFFERENT HOMES!



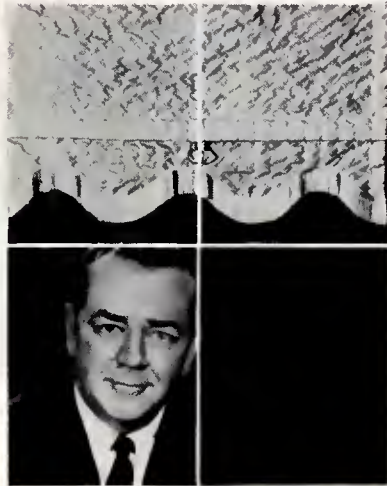
Jack Sterling



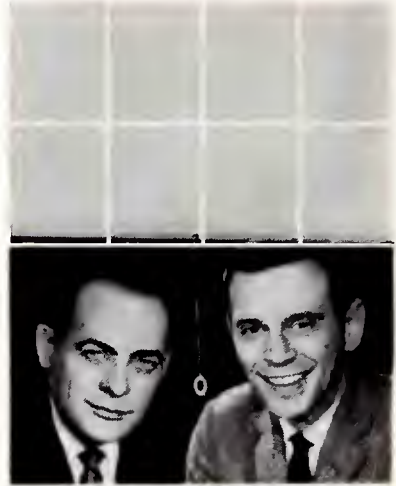
Martha Wright



Lanny Ross



Allen Gray



Freeman & Hayes



Arthur Godfrey



Bing Crosby & Rosemary Clooney



Dick Noel



Ed Joyce

Lee Jordan

1,461,200 *different* homes each day, 3,131,700 *different* homes each week hold open house for them and give WCBS Radio the largest unduplicated audience of *any* station in New York radio! A cumulative rating of 33.5% daily and 71.8% weekly of the total radio homes in the vast 17-county New York area (Cumulative Pulse Audience, March 1960).

ONLY WCBS Radio in all of New York radio offers this combination of top talents and prestige programming: Jack Sterling, Dick Noel, Martha Wright, Allen Gray, Freeman & Hayes, Arthur Godfrey, Lanny Ross, Garry Moore, Ed Joyce, Bing Crosby, Lee Jordan, Rosemary Clooney — plus, daytime dramas, special events, CBS News, mystery and adventure series, and the famed Philharmonic!

WCBS Radio attracts the biggest unduplicated radio audience in the nation's biggest total market! Want to call on more different people in New York? Call on

WCBS RADIO
Represented by CBS Radio Spot Sales.



what has an eye patch

do with you?

Two things.

One—it points out how brilliant a job advertising can really do. Two—it proves that the advertiser who does it generally winds up with the business.

The moral is obvious.

Which brings up two things more.

One—there are some 7500 men and women involved in the purchase of national spot. Of this number—the top 2000 control over 95% of the total business. We call them the “influential 2000”. The most economical way to pre-sell this “influential 2000” is via a schedule in SPONSOR because SPONSOR has the greatest penetration of influence with this “influential 2000” of any book in the broadcast field.

Two—give your ads a “patch” of individuality. Without it—the page you buy is empty. With it—you can spark a purchase, increase a schedule, motivate a new appraisal, change a buying pattern and build your station’s volume every year.

▶ SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

40 East 49th St. MU 8-2772 New York 17

In Augusta, Georgia



YOUR
PRODUCT'S
BEST
FRIEND
IS

The FRIENDLY Group's
WRDW-TV

CHANNEL
12

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

For Rates and Avails

- IN AUGUSTA: R. E. Metcolfe, TA 4-5432
 - IN NEW YORK: Lee Gaynor, OX 7-0306
- Represented Nationally by Avery-Knodel, Inc.

WSTV-TV

CHANNEL

The Best of CBS and ABC
STEUBENVILLE-WHEELING
Represented by Avery-Knodel, Inc.

WRGP-TV

CHANNEL

The Best of NBC
CHATTANOOGA, TENNESSEE
Represented by H-R

WRDW-TV

CHANNEL

The Best of CBS and ABC
AUGUSTA, GEORGIA
Represented by Avery-Knodel, Inc.

WBOY-TV

CHANNEL

The Best of NBC and CBS
CLARKSBURG, WEST VIRGINIA
Represented by Avery-Knodel, Inc.

KODE-TV

CHANNEL

The Best of CBS and ABC
JOPLIN, MISSOURI
Represented by Avery-Knodel, Inc.



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income	\$1,761,169,000	General Merchandise	\$ 148,789,000
Food Sales	\$ 300,486,000	Total Retail Sales	\$1,286,255,000

KNOE-TV AVERAGES 79.1% SHARE OF AUDIENCE

According to March 1960 ARB we average 79.1% share of audience from 9 a.m. to midnight, 7 days a week.

KNOE-TV

Channel 8
Monroe, Louisiana

CBS • ABC
A James A. Noe Station
Represented by
H-R Television, Inc.

Photo The Union Oil Mill, Inc. West Monroe, Louisiana, processors of cottonseed and soybeans.

SPONSOR

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BIG DAY IN L.A.

MON.
AUG.
1ST



A powerhouse of new programs and personalities
to please all ears with informative, stimulating

ENTERTAINMENT

PERSONALITIES—Appealing, unusual, individual, accepted

MUSIC—Melodic, easily identifiable

NEWS—Award-winning, commentary

SPORTS—Expert commentary and play-by-play

ON-THE-AIR SALESMEN—Powerful people who move merchandise

ALL GEARED FOR I-M-P-A-C-T IN LOS ANGELES

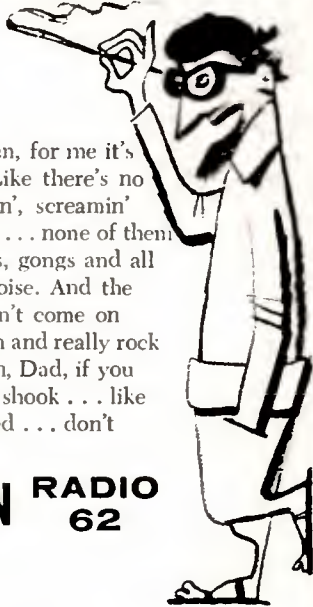
All on Distinctively Different

RADIO **KABC** LOS ANGELES
79 ON YOUR DIAL

American Broadcasting Co. • 1539 N. Vine, Hollywood, Calif. • NO 3-3311

CALL OR WRITE US OR ASK ANY KATZ AGENCY

man, that **WSUN RADIO**
is strictly from
SQUARESVILLE!



I mean, man, for me it's nowhere. Like there's no real swingin', screamin' announcers . . . none of them crazy sirens, gongs and all that cool noise. And the music doesn't come on with a crash and really rock you. I mean, Dad, if you want to be shook . . . like really rattled . . . don't listen to

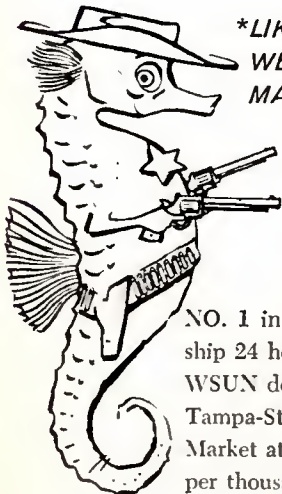
WSUN RADIO 62

BUT . . .

If you want to reach the solid,
I mean the really solid, like
buyers . . .

"SUNNY" is the

#**1** ADULT
WESTERN
STATION*



*LIKE
WEST FLORIDA,
MAN!

NO. 1 in adult listenership 24 hours a day! And WSUN delivers you the Tampa-St. Petersburg Market at the lowest cost per thousand adult listeners!

WSUN 620 KC
TAMPA - ST. PETERSBURG

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

by John E. McMillin

Commercial commentary

Adlai Stevenson's tv code

Governor Adlai E. Stevenson, writing as a summer replacement guest for John Crosby, has come up with a "campaign tv code" for political parties which makes a good deal of sense as far as it goes.

But it goes a pitifully short distance.

In fact it seems to me that Mr. Stevenson, in prescribing for the maladies of political tv, has run the gamut from A to a point slightly beyond B, but has cavalierly refused to consider the rest of the long dolorous alphabet.

His four-point code includes a proposal that the parties should reach an agreement on the total amount of tv time to be purchased.

I think most of us would say amen to that. And would heartily agree with the Governor that a "presidential election should not be a competition in which one group tries to outspend the other."

But the balance of his code contains only these suggestions:

1) Republicans and Democrats should use nothing but "straight forward speeches or talks" and "bona fide press conferences" in their tv campaigning.

2) They should agree to ban "film dialogue in which a candidate appears to be talking extemporaneously," as well as "actors employed to represent racial or geographical groups," and "theatrical props or contrived little dramas."

3) Tv spots should be used with "restraint and circumspection." No spots should be less than five minutes.

In support of these proposals, Mr. Stevenson who apparently is still smarting over the tv messages prepared by Rosser Reeves of T. Bates for the 1952 Eisenhower campaign, has this to say:

"I realize that many tv technicians feel that the American people won't listen to straightforward speeches . . . that the employment of dramatic tricks is necessary to sustain public interest in politics."

"I think this is nonsense. I have too much faith in the American people to think they must be treated like children."

Yes. but can you name 10?

Now just a minute, Governor.

I am afraid I sense in your remarks some of that same, unhappy anti-Madison Avenue and anti-tv bias which has distinguished a good deal of political demogoguery in recent weeks.

And I respect you too much not to call you on it.

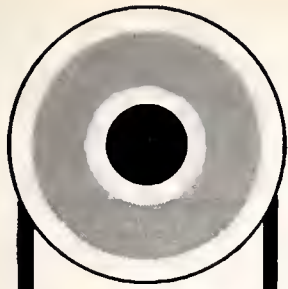
I am sure I speak for many "tv technicians" (not including Mr. Reeves) when I tell you that the reason we dislike straight political speeches on tv is not because we distrust the American people.

It is because we distrust American politicians.

Having listened in bug-eyed horror to all that flannel-minded flannel-mouthed oratory at the recent Conventions, I dare you to

(Please turn to page 14)





SAUVE QUI PEUT

(or women and schedules first?)

A heavyweight H-R salesman (195 pounds), two secretaries (small, 105 pounds; petite, 90 pounds) and a 75-pound carton of indispensable WMAL-TV schedules* are trapped on the third floor of a hot agency. In fact, the building is burning.

Two baskets are attached to opposite ends of a rope which is strung across a pulley outside a window. When one basket is grounded, the other is at third-floor-window level. However, there is only one way to utilize this device: by placing a heavier weight in one basket than the other. The weight of human being(s) in the descending basket must not exceed that of the other by more than 15 pounds, because lives would be endangered. This restriction does not hold for the WMAL-TV schedules. They can take it.

Naturally, you can depend on the H-R salesman. How did he save all?

Burn up the mails—send solution pronto. First-time winners will receive a free copy of Dudeney's hot opus "Amusements in Mathematics"—Dover Publications. Repeat winners will receive other valuable prizes.

**Weighty, indeed—due to WMAL-TV's emergence as the Number One nighttime audience leader (ARB and Nielsen). Summer advertisers on WMAL-TV's Straw Hat Plan win ex officio via audience increases of as much as 15% without additional cost.*

wmal-tv

Channel 7 Washington, D. C.

An Evening Star Station, represented by H-R Television, Inc.

*Affiliated with WMAL and WMAL-FM, Washington, D. C.; WWSA-TV and WWSA, Harrisonburg, Va.

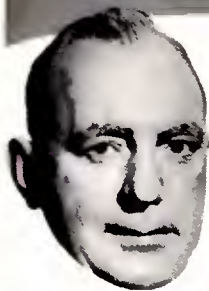
BRAND-NEW:

Out of the thousands of

SATURDAY EVENING POST

stories read and loved by millions of Americans, **ITC** now proudly brings to television first run, for the first time, the

"BEST OF THE POST"



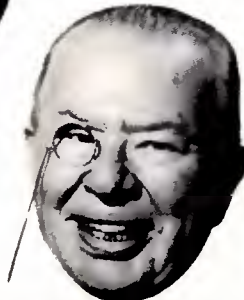
Pat O'Brien
... hard-hitting action



June Lockhart
... tender romance

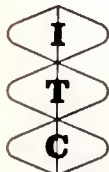


Everett Sloane
... Western adventure



Charles Coburn
... tongue-in-cheek farce

Pulitzer Prize-winning authors like MacKinlay Kantor, Conrad Richter, Stephen Vincent Benet . . . and many others.



INDEPENDENT TELEVISION CORPORATION

488 Madison Avenue • N. Y. 22 • PL 5-2100

Commercial commentary (Cont. from p. 1)

try to name 10 men from both parties (and this includes 100 U senators and 50 state governors) who are even remotely capable making an intelligent, straightforward, and effective tv speech.

I don't believe you can do it.

Your fellow political leaders, most of them, are approaching with the hoary cliches, the pot-bellied rhetoric, and the dream mindlessness of an 1850 stump speaker. And none of us in the business have ever insulted the American public as grossly as some of them did at Los Angeles and Chicago.

But don't get me wrong, Mr. Stevenson.

I am not suggesting that the alternative to such bombast should be "contrived little dramas." Most mature men in tv and in advertising (and there are a good many of us) share completely your contempt for the fake, the phony, and the contrived. We agree with you, too, that a statesman should not be judged on his "abilities as an actor."

But the ability to think straight, to write straight and to speak straight is a proper measure of a man in many if not most professions. And we believe we have a right to expect it in our statesmen.

A tv catechism for politicians

As to tv techniques, we think it would be healthy if politicians stopped listening to the dilettantes and adolescents of our business.

These are the knuckleheads (we have a lot of them) who babble about the importance of make-up and camera angles and the proper "image"—who insist that the secret of tv success lies in knowing how to read a TelePrompTer so that even your best friends don't realize it.

Tv technique does not start with these things. Nor are they even very important.

The first rule for any sound tv presentation is—*have material that is worth presenting*, and thoroughly understand it yourself.

The second rule (and this applies to political speeches as well to any other kind of tv) is—*have the skill, the patience, the experience, and above all the self discipline to organize your material in a form that makes for quick, effective, sympathetic communication with your audience.*

The third rule—*breathe into your presentation the life, the light and the truth of your own character and personality.* In a political speech this cannot be done by tired hacks, or pallid ghost writers.

Obviously, Governor Stevenson, there is no need to lecture you personally on such painfully elementary principles.

As much as any man in public life you have demonstrated that you understand and have thoroughly mastered them.

But the same cannot be said for most of your political conferees in the Democratic and Republican parties.

Tv, as you have pointed out, is an almost hideously expensive medium. To waste time on tv is a sign of irresponsible recklessness. And I believe that any politician, before making a tv appearance should be forced to answer three rude questions:

- 1) What the hell are you trying to say?
- 2) To whom do you think you're saying it?
- 3) What do you hope to accomplish with this speech?

If you could ever write such a catechism into a political tv code, I can promise you that it would "improve tv as an effective instrument for the communication of political views."

And it would make all of us in television so very grateful.



LISTENERS . . . JEWELERS . . . CUSTOMERS . . . CLIENTS . . . YOU!

The Quality Swiss Watch Promotion was a whopping big success . . . for everyone!

Last winter, radio stations designed audience-promotion contests to boost the Watchmakers of Switzerland radio campaign. Their purpose: Increase listenership . . . get more people into jewelry stores.

With a nation-wide network of creative heads at work, the contests could only be sensational and spectacular. And they were! So are the results: Increased Listener Interest . . . Higher Ratings . . . Better Watch Sales . . . More Store Traffic! Everything a promotion should do—and a little bit more.

So everybody's happy! Congratulations to all!

**Special Kudos and a Watchmaker of Switzerland
Plaque to these three stations for an A #1 job:**

KWK, St. Louis, Mo. Markets 1-10

WCCO, Minneapolis, Minn. Markets 11-20

WCPO, Cincinnati, Ohio Markets 21-30

Formal Presentation:

July 27th . . . Cunningham & Walsh Inc.,
260 Madison Ave., N. Y. 16, N. Y.



The Watchmakers of Switzerland

YOU KCAN'T KCOVER TEXAS

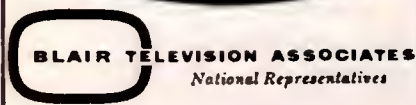
without

KCEN-TV



M. P.!

also stands for military payroll... the buying power of 6 Central Texas bases zero-ed in on our call signal.



Reps at work

Paul Kingsley, manager, San Francisco office, Broadcast Time Sales feels that the nation would indeed be chaotic if consumers purchased products by the numbers. "Imagine a hypothetical world where products are rated in terms of popularity, and consumers only purchased the sales leaders. Everybody would buy the top selling brands, to the exclusion of all others. That was the way radio time-buying operated until fairly recently. But as timebuyers matured professionally, remember timebuying is only a generation old, they lost their old dependence on radio and lost their fear of striking out into new, creative buying channels. Today's timebuyers understand that ratings are indications, nothing more, and their importance is pre-empted by numerous facets of a station's operation and character." Paul points out that many of a station's features cannot be measured. "The percentage of faithful listeners who actually are motivated to buy advertised products may be considerably higher than the ratings indicate. Except for special studies, ratings do not reveal purchasing power.



Joe Hogan, Katz Agency, Chicago, has some random thoughts on this broadcast advertising business. "It's very much of a 'handshake business.' . . . of course now millions of dollars are negotiated by phone, the schedule runs and after it's all over, the contracts arrive for signature. . . . I personally regret the honest mistakes made by



both buyer and rep that must ultimately be absorbed by the station and how about the agency and station, for that matter, which, for expediency, permit a film salesman to nominate particular stations and time slots for syndicated films, disregarding the recommendations made by media experts. . . . Be it about secretaries, well that's something else again. . . . For one thing I think that they're badly named. . . . Mathematician, public relations counselor, station expert, information seeker, availability compiler, any of these would be more appropriate, if inadequate. . . . something else about that, if a rep's secretary is good, then he's great but if she's not, then it's all up for him. . . . And you know what, I do believe there are very few cynics in any phase of this business.

WSPD-TV fills the gap...

You can't afford to ignore the widespread Toledo market... all 21 Northwestern Ohio and Southern Michigan counties of it! WSPD-TV, with its new 1000-foot tower covers 444,400 homes... sells

TOLEDO

A **STORER** STATION • Represented by The Katz Agency

WABC-TV

NEW YORK

WJIM-TV

LANSING

W-TEN

ALBANY-SCHENECTADY-TROY

KTTV

LOS ANGELES

WFBG-TV

ALTOONA-JOHNSTOWN

WMCT

MEMPHIS

WNBF-TV

BINGHAMTON

WDSU-TV

NEW ORLEANS

WHDH-TV

BOSTON

WOW-TV

OMAHA

WBKB

CHICAGO

WFIL-TV

PHILADELPHIA

WCPO-TV

CINCINNATI

WIIC

PITTSBURGH

WEWS

CLEVELAND

KGW-TV

PORTLAND

WBNS-TV

COLUMBUS

WPRO-TV

PROVIDENCE

KFJZ-TV

DALLAS-FT. WORTH

KGO-TV

SAN FRANCISCO

WXYZ-TV

DETROIT

KING-TV

SEATTLE-TACOMA

KFRE-TV

FRESNO

KTVI

ST. LOUIS

WNHC-TV

HARTFORD-NEW HAVEN

WFLA-TV

TAMPA-ST. PETERSBURG

26 ways to spell OPPORTUNITY

Each group of letters at the top of this page presents a special opportunity to the advertiser...

...to build increasing volume in a major market through the prestige and selling-power of a leading station.

In representing these stations our entire personnel and nation-wide facilities are centered on this objective: to supply advertisers and agencies with all the facts needed to take full advantage of these opportunities.

BLAIR-TV

Television's first exclusive national representative

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

SPONSOR-SCOPE

1 AUGUST 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

Fancy this unusual move in the Ford dealer hierarchy: using half-hour syndicated shows two-three times a week in at least 20 markets for 52 weeks in prime time.

In any event, that's the call that went out of JWT New York last week.

The starting date would be late September. Said the agency: if the stations didn't have the shows under contract, the client would bring them in.

Echoed in the Ford flourish is something the Chrysler agencies have been hearing from the dealers: they want shows of their own so that they can do some real grass-roots selling and garner identity for themselves.

Difference between the Ford and Chrysler local ad fund patterns: The Ford dealers get an outside sum per car, while the Chrysler dealers split the billings 50/50 with the factory, thereby giving the parent company control.

Action on spot tv for the fall, some of its beefing up of current schedules, picked up considerably on Michigan Avenue last week.

Among the Chicago business: Peter Pan Peanut Butter (McCann); Sheaffer Pen (BBDO); Brown Shoe (Burnett); Paper Mate (FCB); Pfizer (Burnett); Maybelline (Gordon Best); Lever's Pink Liquid Swan (NLB); Camay and Lava (Burnett); Goetz Brewing (John W. Shaw).

Out of Cleveland: G. E. Lamps (BBDO).

In New York Morse International put out a call for Vick availabilities, with a 3 October start; day and evening segments and fringe minutes; 20 weeks.

What may turn out to be quite a sleeper for radio, both network and spot: ALD, Inc., an independent franchiser of Westinghouse automatic laundry and drier equipment.

The buys to date, out of Herbert Baker Chicago: four-week campaigns on NBC, ABC and Mutual plus spot in 39 markets. Expenditure: \$125,000.

ALD's function: helps a prospective operator of a laundry stand find the right location, estimates his gross income and expenses, designs the store and installs the equipment, provides a repairman, etc.

Sales pitch on radio: housewives, use the laundromats rather than mess around at home with obsolete equipment.

The networks are urging affiliates to get tie-in announcements from ALD's local franchise holders.

Never put it beyond a network to put the pitch on for spot—that is, when it serves the network's immediate purpose: it's happening at ABC TV's daytime operation.

The ABC sales stratagem takes this line:

- We admittedly can't deliver most of the important two-station markets in the daytime.

- These constitute 15% of all U.S. homes.

- Hence we suggest you take 15% of your proposed expenditure and apportion it up for spot in these uncovered markets.

- The aggregate sum for network and spot would still be much less than the advertiser would have to pay for full coverage on a competitive network.

The combination concept has already worked: it was sold to Brillo (JWT) as part of a day and night scatter plan.

SPONSOR-SCOPE *continued*

Lever Bros. is doing a sort of reevaluation of what local rating service it wants its five agencies to subscribe to so that there'll be a uniform source.

Right now ARB is Lever's required yardstick, but, as a result of some Nielsen snuffing, Lever agencies have been asked to listen to Nielsen's latest pitch on its local services.

ARB in the meantime has been pitching hard at P&G in the same area.

The last time Lever took a sounding on what its agencies preferred, ARB won out one vote.

Here are the local services that each of the Lever agencies subscribe to:

ARB only: OBM, K&E, BBDO; Nielsen only: none; both ARB and Nielsen: JWC, FC&B, SSC&B, NL&B.

One of those notable spot successes in the service area, the National Association of Insurance Agents (Doremus), started last week to set itself up for the business of 1960.

It's buying 150-odd markets in tv for 13 weeks, starting 10 September, using spot news or weather segments. Ultimate objective: 180 markets.

Tv will be supplemented with radio in Virginia and Delaware.

Chicago reps can douse those fears that the juicy Alberto-Culver account (recently switched to Compton) will have the spot buying done in New York.

The information from New York Compton to SPONSOR-SCOPE: only Alberto-Culver network will be bought in New York; the buying of spot remains in Chicago.

On the debit side for Chicago reps is this: DFS New York will handle all buying for Simoniz, which had been doing its spending via Y&R Chicago.

Sellers of spot radio might find the going much easier on the national front if they found out just what sort of information is needed to get the medium favorable consideration at the plans board level.

This commentary is the sum and substance of what SPONSOR-SCOPE has heard lately from many account executives and supervisors.

Radio, they point out, has changed both as an instrument of service and as a competitive force.

The plans board needs to know in terms of facts, figures and use what these changes have been and how they fit in with the client's present marketing problems and needs.

For instance: (1) ratings are just a nibble at the true dimensions of listening because of the distribution of sets about the home; (2) radio's ability to deliver a specialized as well as mass audience; (3) a sharper index to the extent and variety of outdoor listening.

What the accountmen say would be of great help: if the sellers of spot radio make greater use of the agency's media analysts in getting the message to them.

General Motors really started something: now it's Ford that's going the way of network nighttime spot carriers.

The buy: a total of eight minutes over the last two weeks in September spread over five shows. It's to introduce the Ford Division 1961 models.

E. F. Mueller (DCSS) will be back in spot radio this September, with more markets and more stations.

The plan—calling for the usual daytime saturation—should be moving into the final buying stage within two weeks.

Likely digit dimensions: 65 markets from Maine to Florida and west to Detroit; at least two stations in each market; 33-34 weeks.

SPONSOR-SCOPE *continued*

With the conventions out of the way, ABC TV and NBC TV sales are now trying to rake in billings from what's left unsponsored of election night coverage.

The asking prices:

ABC TV: \$100,000 for six commercial minutes to be inserted between 9 p.m. and 3 a.m. (Full sponsorship may be had for \$600,000.)

NBC TV: \$300,000 for seven commercial minutes between 9 p.m. and 4 a.m. (The remaining 5/12 open is available to a single advertiser for \$750,000.)

Apparent reason for the big difference in prices: (1) **more stations**; (2) the resounding convention click of the **Huntley-Brinkley team**.

The fabulously successful **Sara Lee Kitchens (C&W)** has suddenly burst out as a prospective sponsor of tv specials.

It's talking to NBC about co-sharing five of them during the coming season.

The strategy: **five different types of shows** so that it can on each occasion drum up heaps of excitement among Sara Lee salesmen.

Four more tv network series have joined the spot carrier clan, making a total of 26 of them now available.

The latest show on which participations can be bought: **Person to Person** and **All Those Bells**, CBS TV; **Tall Man** and **Klondike**, NBC TV.

Bringing you up to date on the spot carrier sweepstakes by network:

NETWORK	NUMBER	HOURS INVOLVED
ABC TV	13	12
CBS TV	5	3½
NBC TV	8	7
Total	26	22½

General Mills continues to pour its advertising largess into NBC TV.

Add to that \$1 million that just went to that network via **BBDO** for daytime another couple million or so out of **DFS**.

No small part of the new money will go for **alternate week sponsorship of the Tab Hunter Show**. (NBC already has \$9.5 million in General Mills billings.)

Seriously plaguing NBC TV and CBS TV at the moment is this problem: getting the affiliates—and it doesn't apply only to two-station markets—to clear for sponsored programs in the 10:30-11 p.m. slot.

With CBS the situation is not so harrowing, since it doesn't involve, in contrast with NBC, any threats of cancellation. These clearance problem children include:

June Allyson Show (CBS): the balking has something to do with the fact that the preceding half-hour looks as though it will be unsold.

Eyewitness to History (CBS): the network feels confident it will overcome all pockets of resistance because of the Washington climate anent public service programing.

This Is Your Life (NBC): it's touch and go whether Warner-Lambert will go through with this buy unless the network can shortly produce a satisfactory station list.

Lawless Years (NBC): there's a good chance of Alberto-Culver pulling out if an ample number of stations aren't available.

People Are Funny (NBC): Squibbs' interested if sufficient stations will take.

Trade comment: the networks' stations relation department obviously have a big job cut out for them; also: the spot clearance horizon looks favorable.

SPONSOR-SCOPE *continued*

The week's windfall for national spot radio: the Gasoline Tax Education Committee's (SSCB) six-seven week campaign in over 100 markets, starting 1 August. Segments: 10, 20 and 30s in traffic time and weekends, with 20 spots a week where single station is used in a market and 10 a week each when two stations are used.

SSCB explained that this campaign did not emerge from the American Petroleum Institute, a SSCB account, but was jointly subsidized by the entire oil industry.

Canada's easement of the rules on beer advertising in tv isn't helping the Dominion's broadcasters.

The Canadian brewers who've been sponsoring programs on this side of the border have elected to stay put, despite strong political pressure.

The apparent reason: the U.S. stations continue to get a bigger share of the Canadian audience within reach of the American signals.

Reps with radio stations in upper New York state were perplexed by L&N's effort to get the local rate for an account that's been regularly paying the national rate, namely Stokely Van Frozen Foods Division.

The New York L&N office explained that it was making the local rate offer at the request of its San Francisco branch. The schedule was to be a tie-in with local supermarket chains.

Rejoined the reps: if the local rate were granted in this case, wouldn't it be incumbent on the agency to get the local rate for all its national accounts?

For those agencies that are occasionally called upon by a client to compare the cost of network tv time costs over the past three years, here's how it stacks up on the basis of a one-time rate for a maximum hookup:

NETWORK	FALL OF 1957	FALL OF 1960
ABC TV	\$60,000	\$64,500
CBS TV	68,000	79,200
NBC TV	68,500	77,700

Note: in the interim there's also been an appreciable increase in number of stations

BBDO New York's media buying is going through a process of redesigning. What media chief Herbert Maneloveg has basically in mind: revise the buying groups so that each best fits the needs of the individual clients.

In other words, if an account bills \$20 million and it's about evenly split between radio and print, ample recognition will be given to radio-tv in the supervisory setup, thereby establishing a proper balance of authority.

Another innovation Maneloveg is pushing: making every media buyer conversant with all media so that each can be shifted back and forth as the operations require. Right now trainees are being given guidance on both print and air media.

Maneloveg also hopes to develop enough media buying power within BBDO's ranks for promotion purposes, instead of having to raid other agencies.

The political parties can be expected to put their spending in the forthcoming campaign—both national and Congressional—at an all-time high.

One thing that can be expected from the Democrats: lots of quarter-hours for discussion programs on local stations, that is, if they're available.

John F. Kennedy found out they worked like a charm when he was running against Hubert Humphrey in West Virginia.

For other news coverage in this issue, see Newsmaker of the Week, page 44; Spot Buys, page 48; News and Idea Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 66; and Film-Scope, page 56.



FARM STUDENTS EYE NEW PASTURES

... in the Land of Milk and ~~X~~^M Honey

And what a bountiful future! . . . Thriving cities, bustling towns, expanding farms, and a way of life modern as Manhattan. In this Magna Cum Laude market, we submit:

1. Channel 2 for those extra Counties.
2. CBS for the best in Public Service.
3. 400,000 TV homes for greener pastures.

In the Land of Milk and ~~X~~^M Honey!

WBAY-TV

GREEN BAY, WISCONSIN

HAYDN R. EVANS, General Manager • Represented by THE KATZ AGENCY





AE LOVES CB

EVEN MORE THAN CANCELLED CONFERENCES

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

AE's wanting to avoid a persecution complex, write or wire. Walter Schwimmer, Inc. 75 East Wacker Drive, Chicago, Illinois.

CHAMPIONSHIP BOWLING



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

49th a Madisc

In with Top 100

With the infrequent inclusion of Maybelline in connection with spot tv cosmetic advertisers, I wonder if you are not aware that they are among the Top 100 largest spot advertisers on television.

I refer, now, in particular to an item on Page 22 of your June 27 issue, third paragraph, about beauty preparation manufacturers and daytime users of tv. You state, "Conspicuous among the missing: Revlon."

I believe you will find Maybelline as large a user of nighttime tv spots if not larger than Revlon. May I suggest you check the volume of Maybelline spots the first or second quarter of 1960.

Ray M. Kirtland
vice president
Gordon Best
Chicago

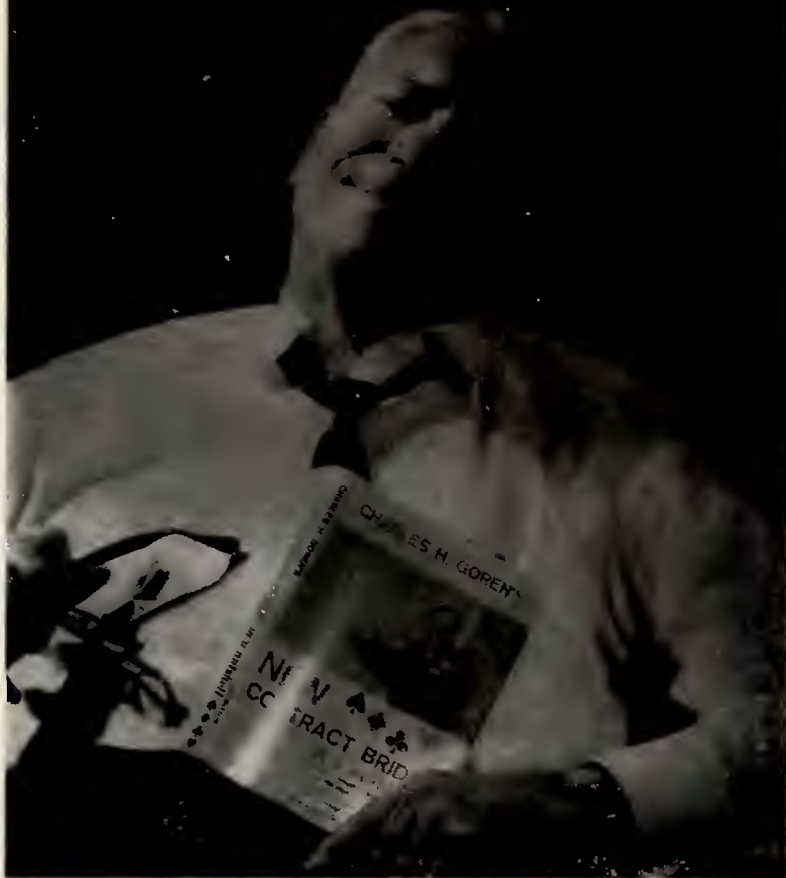
Mutual Benefit

My sincere congratulations to Al Henry at WCKR in Miami for a great job of selling, in getting the \$60,000 for his all night show from the *Miami Herald*. This is in fact a tremendous blow for the good cause.

Mr. Henry's letter to "49th Madisc," 25 July, said, "this program has a unique approach for a newspaper to advertise itself on radio, commercial contents, and the way the program will be handled, both materially and by the personality, make this program worthy of recognition in the industry. It is most unusual. I will agree, that a newspaper to spend this kind of money on a radio budget, so you can well imagine how effective the program must have been to convince the management of the *Miami Herald* to go ahead with WCKR's Miami at Night."

We have the feeling that Mr. Henry

SCHWIMMER-STORY



AE LOVES CB

EVEN MORE THAN OLIVES OR LEMON TWISTS

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

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

CHAMPIONSHIP BRIDGE



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

ould have included the fact that it
esn't hurt for the newspaper to
n 42½% of the radio station
her.

Murry Woroner
station manager
WAM-E
Miami

info

connection with your article on
changing shopping habits in
merica ("New Interest in Radio's
st Word"—SPONSOR, 25 July), I
sending along the initial digest
a research project which we
e underway on shopping center
itations. Among the findings:
ytime visits last an average of only
2 minutes. Nighttime visits last
average of 51 minutes.

We expect to have a much more
ailed report within the next 60
s and we certainly would be
ased to let you have a copy when
ilable.

R. T. Anderson
mgr., res. & market dev.
National Advertising Co.
Bedford Park, Ill.

SPONSOR correction:

C thanks to SPONSOR for their re-
ting of our taping of the commer-
s for Koerner Motors, Inc. Fish-
Festival (page 66, 18 July 1960
NSOR).

However, WROC-TV is Channel 5
ROCHESTER, NEW YORK, not
OC (which is in Rochester, Min-
ota) as reported. We are always
ng confused, which makes it more
resting for both of us.

is of interest to note that al-
gh other media (newspapers)
e used, a dealer salesman survey re-
ed that more than 75% of the
ble and customers who came in for
event said television brought
n in.

he advertiser found this such a
uccessful promotion that the same
hod was employed for its opera-
in Syracuse, 80 miles to the east
Rochester, New York.

Walton Smith
promotion director
WROC-TV
Rochester, N.Y.

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

"LIB"
it
up!



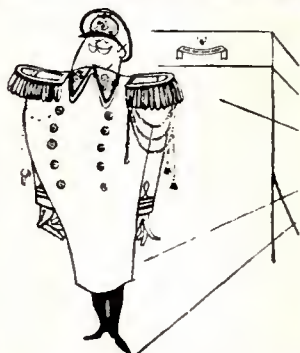
When it comes to reaching the enormous Negro Community of greater New York, time buyers sum up their strategy in three little words: "LIB IT UP"

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

WLIB

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

**EMBRACES THE ENTIRE
NEGRO MARKET IN GREATER NEW YORK.**



INTRODUCING THE NEW
DRYDEN-EAST
HOTEL

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

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

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

Robert Sarason, General Manager
ORegion 9-3900

National and regional buy
in work now or recently complete

SPOT BUYS

RADIO BUYS

Chesebrough-Pond's, Inc., New York: Campaign to reach teenagers begins this month in about 80 markets. Schedule is in the four-week flights, minutes in the top 4 to 6 p.m. d.j. shows. Buy Alan Silverman. Agency: Norman Craig & Kummel, Inc., New York

Advisory Board For Promotion Of Fresh California Bartlett Pears, Sacramento: Its pear promotion begins 4 August in scatter top markets. Day minutes are being scheduled for five weeks. Agency: Cunningham & Walsh, San Francisco.

Bulova Watch Co., Inc., Flushing, N. Y.: Fall-Christmas campaign for Bulova watches will begin around mid-September. Traffic I.D. for 13 weeks will be bought, 50 to 100 per week per market. Buy Phil Stumbo. Agency: McCann-Erickson, New York.

TV BUYS

Continental Baking Co., Inc., Rye, N. Y.: Planning its fall campaign for Hostess products, in about 25 markets. Bulk of schedule will be in women's and kid's shows starting early September. Buy Art Goldstein. Agency: Ted Bates & Co., New York.

American Tobacco Co., New York: Buying 52-week schedules Dual Filter Tareyton in 45-50 markets. Prime and fringe minutes and 20's are being used. Buyer: Johnnie Murphy. Agency: Lawrence C. Gumbinner Adv. Agency, New York.

American Chicle Co., Long Island City, N. Y.: Schedules start August and run through September on Roloids. Placements are night minutes in about 15 markets. Buyers: Paul Reardon and La Marca. Agency: Ted Bates & Co., New York.

Whitehall Laboratories, Div. of American Home Products, New York: About 20 markets are getting Anacin schedules. Campaign for 52 weeks using night minutes. Buyer: Jim Curran. Agency: Bates & Co., New York.

International Latex Corp., New York: Planning the fall campaign in 75-100 markets for Playtex girdles. Day and night minute schedules will start in September for 13 weeks. Buyer: Greg Sullivan. Agency: Ted Bates & Co., New York.

Colgate-Palmolive Co., New York: New activity on Fab begins August in about 50 markets. Prime I.D.'s and some minutes being scheduled for 13 weeks. Buyer: Russ Barry. Agency: Bates & Co., New York.

Corn Products Refining Co., New York: Schedules of day and night minutes start at various times through August for Bosco. Range from six to 13 weeks, depending on market. Buyer: Kaufman. Agency: Donahue & Coe, New York.

WBT... FIRST AS ALWAYS, IN PULSE*

*First every Monday
to Friday period
in the Prime
25-county
Charlotte
Marketing
Area*

Per cent
GREATER

WBT averaged 57 per cent greater share of audience than its nearest competitor in the Monday to Friday ratings. Proof once again that WBT, serving the nation's 24th radio market, is the voice of authority in the Piedmont Carolinas.

**The January, 1960 Pulse*

JEFFERSON STANDARD
BROADCASTING COMPANY



WBT

CHARLOTTE

50,000 watts

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES

IN BOBSLEDDING

A four man team headed by Captain Fiske
is the

PACESETTER

It covered 5 miles in 3 minutes, 20.5 seconds



wsai

IS CINCINNATI'S

PACESETTER

RADIO STATION

Northwest Orient Airlines used only WSAI in Cincinnati to promote a Hawaiian tour. Says Donald Kimel, Area Sales Representative for Northwest: "This is the most successful radio tour ever generated from the area. I think it is significant that your station was able to generate over \$20,000 worth of business for us with just two one-minute spots a day for two months in the Jack Reynolds show. No other advertising media were used on this tour." In Promotion . . . in Productivity . . . WSAI is The PACESETTER Station in Cincinnati.

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



THEIR TV TAB: \$8 MILLION

The Democratic and Republican parties will spend an estimated \$8 million on television this Election year, even if Congress approves the Senate bill seeking equal time free for the major party candidates

No matter which candidates lose in this Election year, tv and radio are bound to win. They're headed for a political sales bonanza which may well reach an astronomical \$10 million for national network and spot as well as local time. And tv, of course, will come out an even bigger winner in radio, as its share is estimated by experts to be about 90% of all air dollars slated for 1960.

The air budgets of both parties are undetermined—and probably won't really be known until long after the campaigns are over. This happens because much of the money is donated by the citizenry and comes in on a week-to-week basis. But much of the uncertainty is occasioned this year by the fact that candidates may not be able to take advantage of the network and station offers of free time. The

less free time available, of course, the more money will move into broadcast coffers for paid time.

Either two or three weeks from today—on 15 or 22 August—the House of Representatives is expected to call up a Senate-approved resolution which will have profound immediate as well as long-term effects on the use of tv by political candidates.

This bill—Senate Joint Resolution

207—would suspend for this political year only the “equal time” for opposing candidates passed as an amendment to the Communications Act by Congress last year. If the bill is approved by both houses, candidates of both major political parties—Republican and Democratic—will be able to dominate some 19 full hours of air time which have been offered by the three networks.

But if the bill does not pass, “they won’t get a nickel’s worth of time,” one veteran broadcaster commented last week. The amendment as passed last year provides that all candidates for the same office must be given equal air time, apart from interview and news programs. And the ruling applies to such splinter parties (there were 15 in the last Presidential Election year) as the Greenbacks and the Vegetarians as well as to all national, state and local (county and city) political contests.

If the waiver is granted for this Election year, major party Presidential and Vice-Presidential candidates will be offered eight hours each from CBS TV and NBC TV and three hours from ABC TV—a total of 19

hours roughly estimated to be worth almost \$2 million.

The \$2 million figure gains added significance in light of the \$3 million limitation imposed on each of the two national political committees by the Election laws. If the resolution passes, politicians and broadcast people will end up after the campaign with what they both want—free time plus sizable chunks of paid-for time. If the bill does not pass, they’ll get half of what they want—the television time which is paid for.

Whatever happens, tv will be the lodestar for every candidate. And this Election year the Presidential campaign promises to be more dramatic, informative and controversial because of tv lessons learned and tv tactics devised.

Here’s a summary of what you can expect from both the GOP and the Democrats, and from their major candidates in particular:

- Modern electronic debates, with candidates talking a consistent policy line on major issues because of nationwide coverage rather than shifting stances between Birmingham, Ala., and Birmingham, Mich.

- Tighter writing, more pinpointed thinking, less declamation and oratory and more person-to-person public speaking.

- More scrupulous selection of program and announcement time as well as content, with a September start building up to a pre-8 November (Election) peak.

- Fast-moving candidates, accompanied by video recorders and film cameras, with speedy schedule shifting as crucial issues arise.

- More short program periods probably the five-minute variety following a taped or live show which can be readily cut to accommodate the political addition, and a more realistic judgment as to the popular appeal shows, which should not be pre-empted and which tend to bring on public resentment.

- Intensified use of spot announcements for frequency and exposure despite much criticism of the “fast slogan” or “toothpaste” technique of selling which played an important role in the ’56 Republican campaign and—more recently—in Kennedy’s West Virginia primary drive.

There’ll be more audience pro-

CANDIDATES SEEK TO MATCH THEIR OWN TALENTS



MOBILITY: Giant crane hoisted NBC TV camera aloft at Democratic Convention. Candidates themselves will be more mobile than in any previous campaign. One reason: Flexibility of video tape, which frees them from fixed appearances, allows for changes



AUTHORITY: John Daly (1), v.p., and commentator Quincy Howe in authority to tv screen which viewers

AD PROS ON OPPOSING TEAMS



GOP: Carroll Newton



Democrats: J. L. Reinsch

BOTH *Republicans and Democrats are amassing staffs of pros in broadcast and advertising. Heading up GOP crew is BBDO v.p. Carroll Newton, loaned to the new Campaign Assoc. agency. Leonard Reinsch, tv/radio director for Democrats, is long-time air media specialist*

TO THREE MAJOR PLUSES OF TV



PONTANEITY: *Viewers like to 'peep' at ad-lib, unrehearsed action, evidenced here for CBS TV cameras by Franklin D. Roosevelt, Jr. This year more than ever major candidates will try to appear natural, avoiding such labels as 'canned, rigged, phony'*

54%; radio, 16%) and 37% of the total budget to advertising.

The public, said one network executive, "will reap its richest political reward yet. Because this year both candidates are young, attractive and articulate. They're experts in communications of all kinds, and particularly sensitive to the miracles which tv can perform for them in the way of reaching people emotionally and stirring them to decision." (For related comment, see "Commercial Commentary," page 12.)

These men as well as the advertising professionals around them—and both Kennedy and Nixon have been choosing them judiciously and imaginatively—know well how to take maximum advantage of television's unique reach. So say the network people working with them.

The Kennedy camp's broadcast efforts are centered in the hands of a respected pro, J. Leonard Reinsch, managing director of the Cox stations in Atlanta, who has been active in Democratic Conventions and broad-

cast usage since 1944. He will work closely from Washington headquarters with the new chairman of the Democratic National Committee. Sen. Henry (Scoop) Jackson of Washington, and with the advertising agency of record, Guild, Bascom & Bonfigli. San Francisco. There the details of the campaign air schedule are being shaped—and carefully guarded—by Miss Reggie Schuebel, v.p. for network relations.

The Nixon contingent has tacitly approved formation of a temporary ad agency in New York called Campaign Associates, with agency executives staffing the company on loan from their own shops. Operating manager is Carroll Newton, BBDO v.p. who was active in the last Eisenhower campaign, and Ted Rogers, who has been associated with Mr. Nixon for many years. They will work with L. Richard Guylay, former newsman who now heads the Republican Committee's public relations division and who held the same post in the '56 campaign.

Newton agrees with his Democratic counterparts on one point: he won't discuss campaign advertising strategy or what they're planning for tv. But he does think the tv tape recordings will be "extremely important" in this campaign because one of the "toughest things to do is to lock a candidate into a specific appearance at a particular moment of time." Tape, he says, allows for freedom of operation. It's to be assumed that tape will be used to fill some of the 10 full hours which are understood to have been reserved by the Republican party.

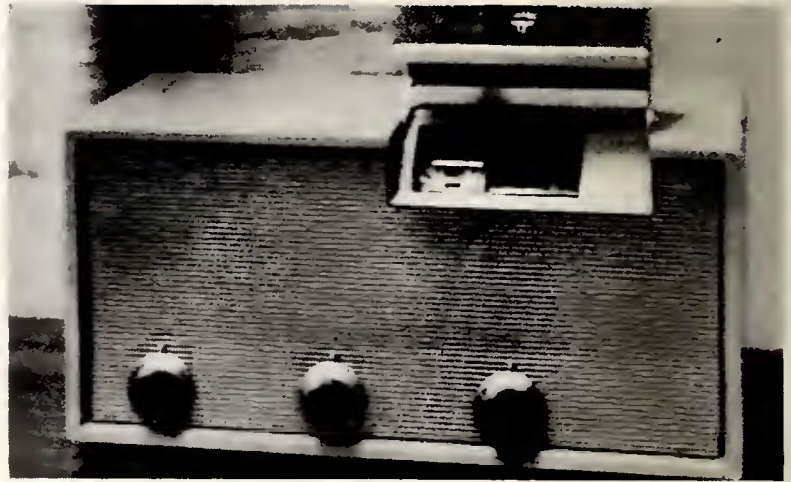
He thinks "too much material telecast in the past has not been written with a full understanding of the tv medium. Speeches have been written as thoughtful dissertations on issues and subjects, and tv has been misused by almost all candidates of both parties."

Mr. Newton suspects that most tv campaigning is directed to "the people who think selection of a candidate should be an intellectual and thoughtful process." but that even though this is a fairly small percentage of all voters it's necessary to use a mass medium like tv to reach the vast cross

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PART I OF A TWO-PART SERIES:

\$1 PER SHOWING FOR FILMS



Telemeter coinbox shown above collects from \$1 for feature films down to 25¢ for children's shows from home owners in Toronto suburb, where pay tv has close to 6,000 installations

PAY TV LOOKS GOOD IN CANADIAN TEST

Because of strong U.S. interest in pay tv we are reprinting here the first of a two-part special article from the last issue of our sister magazine, CANADIAN SPONSOR.

TORONTO, ONT.
In the average Canadian household, free commercial television is watched 36 hours a week. All television economics reflect this fact. It is one reason why tv has become this nation's top advertising medium.

But in the Toronto suburb of Etobicoke, an experiment in Telemeter pay tv is threatening to knock commercial tv viewing for a loop. The evidence so far, although still somewhat vague, indicates that Telemeter will become a potent entertainment force which tv will have to meet.

Sometime next month the hard working Telemeter engineers will install the 6,000th electronic coinbox on a tv set in the Etobicoke area. Thus, with half of the 12,000 homes within reach of the coaxial cables provided with Telemeter service, the full scale field test can begin.

Of necessity it will be a long test extending well into next year so that the impact of Toronto's new CFMTV and many other socio-economic factors can be measured with reliability. The resulting answers will not only be vital to Telemeter's future

utmost interest to potential franchise holders around the world, but extreme importance to tv broadcasters as well.

Even now, however, Telemeter executives Gene Fitzgibbons and Bill Hampton have a pretty good hunch they have harnessed a giant, despite tv's history of three resounding failures in the U.S. (at Chicago, Palm Springs, and Bartlesville). A few guides to what commercial tv will be up against in the years to come are available now. They demand attention.

Through the magic of its electronic coinboxes, Telemeter executives know exactly which households paid to see film on any given night, but they carefully shield many of their statistics from close scrutiny. It is known that Telemeter's biggest "box-office" hit so far was "Ten Commandments," the only film it has "held over" for a full week's run. It did 50% busi-

ness. In other words, half of the subscribers at some time during the week each paid \$1 to see it.

This is not exactly a recent film, as Telemeter subscribers now understand the term, but it is considered one of those perennial favorites that can be counted upon to do well anywhere. Therefore, it is not indicative of Telemeter films generally. Instead it showed what a big film can do.

A much newer and more representative film, "Sink the Bismark," shown on Telemeter simultaneously with its second run in theatres, piled up a big box-office score in only three nights: 43%.

So far the poorest Telemeter return has been with "Peyton Place," shown after it had completed theatrical runs. It did 22% business. The fact that this film's Telemeter appearance came after it had finished at central and neighborhood theatres does not seem significant. Other films

in the same position showed up much better: "Ask any girl" did 37% business, "North by Northwest" did 36% business, and "The Mating Game" drew a 33% response.

Here are a few more film ratings for comparison: "Anatomy of A Murder" with 23%, "Cash McCall" also with 23%, "FBI Story" with 25%, and "Gigi" with 30%.

Taken individually, these performance percentages are only mildly impressive. Certainly they make theatrical film people rub their hands in glee because they've lived with the rule-of-thumb that any production which gets 5% of the potential North American audience will be a colossal money-maker. But what does this Telemeter performance do to commercial tv?

From a quick glance at this sampling of films and their ratings, it might be concluded that roughly one-
(Please turn to page 48)

AVERAGE family of four is spending \$10 to \$17 per month to see Telemeter films in Toronto test. (One worried father discovered his children pushed the total to \$22.) The popularity of pay tv has caused a changeover in the coinbox pickup cycle from 60 days to six weeks. Well over \$50 have been collected from some boxes, despite the original assumption that they would hold a maximum of only \$48



HOW SEX APPEAL SELLS GAS

► Flying A's 'man with drive' theme, which hiked 1959 sales 6.3%, is now airing on 43 tv stations in 19 eastern markets; scene shifts to spot radio for the summer.



GUY BUYS GAS, GETS GIRL is a theme of Tidewater Oil's spot tv campaign. Commercials, slanted to the male population, show robust Flying A customer hitting it off well with the opposite sex

LOVE THAT FACTORY, TOO. A second theme developed in Flying A's commercials, radio as well as tv, is quality and power produced by its new refinery, "the most advanced in the world"



Men buy the gas, directly or indirectly. Housewives may drive the family car in to gas it up, but brand selection usually comes from the man of the house.

Tidewater Oil's eastern division bases its advertising for Flying A gasoline on this premise. It built male appeal by equating automotive power derived from Flying A with power over the ladies. Tv spot is the main medium employed to promote this image, primarily because of its ability to show a robust "man with drive" in action, buying Flying A and driving off in his convertible, accompanied by a fashionable female model at his side. "This approach is in the tradition of Marlboro cigarettes and Hatha shirts," observes Tidewater refinery sales manager Donald Y. McCoy.

The "man with drive" campaign got underway in 1959. That year Flying A sales were up 6.3%, compared to an industry-wide average increase of 4.1%. Consequently, the theme was carried over to this year with a larger budget and certain revisions in media strategy. And on all indications, the upward swing in sales continues in 1960.

This year, as last, the campaign was launched in April when the leisure motoring season begins. The tv schedule encompassed 43 stations in 19 major markets throughout the Northeast and middle-Atlantic states. The spot frequency up considerably in '59. There was a week of spot support at the beginning, in contrast to a three-week "blitz" last year. Tidewater having decided to hold its major radio effort until summer.

Newspapers, used the year before to help establish the new copy theme, were eliminated from the new campaign. Outdoor advertising's role was enlarged to the point where billboards are currently in use on every two employed last year, providing extra thrust to the man with

eme. And, an additional boost comes from full-page, black-and-white magazine ads.

"We chose spot tv instead of an occasional network plunge because we have an effective copy point and, keeping within our budget, want to get it across with frequency," explains A. R. Senftleben, sales promotion supervisor at eastern Tidewater. And for the same reason, we buy spots on more than one station in several major markets rather than invest in a film series that would limit us to one outlet."

The Flying A tv spots, tailored to 30-, 20- and 10-second availabilities, run through 3 July. Nearly all were aired in the evening, adjacent to high-rated, prime time programs wherever possible. In addition there is some late evening exposure to reap the benefits of an almost-all-adult audience. "We don't mind a bit if women see our commercials also," adds Senftleben, "since to our great surprise, we've found that many of them are attracted by the handsome sales and are convinced the spots are directed at them."

Stations in the Flying A lineup include: WMAL-TV, WRC-TV, and WTOP-TV, all Washington; WABI-TV and WLBZ-TV, both Bangor, Me.; WCSH-TV, WGAN-TV, and WMTW-TV, all Portland, Me.; WBAL-TV, WJZ-TV, and WMAR-TV, all Baltimore; WBZ-TV, WHDH-TV, and WYAC-TV, all Boston; WAST(TV), Albany; WRGB-TV and WTEN-TV, both Schenectady; WINR-TV and WBNF-TV, Binghamton, N. Y.; WABC-TV, WCBS-TV, WOR-TV, and WNBC-TV, all New York.

Rounding out the list: WHEC-TV and WVET-TV, both Rochester; WJHEN-TV and WSYR-TV, both Syracuse; WGAL-TV, Lancaster, Pa.; WLYH-TV, Lebanon, Pa.; WCAU-TV, WFIL-TV, and WRCV-TV, all Philadelphia; WBRE-TV and WNEP-TV, both Wilkes-Barre, Pa.; WJAR-TV and WPRO-TV, both Providence; WYVA-TV, WTVR-TV, and WXEX-TV, all Richmond; WNHC-TV, WHTIC-TV, and WHNB-TV, all Hartford.

Though the regular tv schedule ended 3 July, there was some tv this summer because the political Conventions fit so well into Tidewater's pre-

ferred audience pattern. Over WCBS-TV, New York, Flying A 10-second spots were run at all station breaks during the Convention coverage, and the same arrangement prevails Election night.

Basically, however, under the new media strategy worked out by Tidewater and agency Foote, Cone & Belding, Los Angeles, the big play goes to spot radio for the summer months. "Radio is second only to tv in dramatizing the man with drive," says Senftleben. "And in summer, via its outdoor reach, radio carries us to the all-important motorist while in his car and after he reaches his destination, such as the beach."

The main thrust of Tidewater's spot radio drive this summer brings in 23 markets, 62 stations. It goes after the male audience with early morning, lunch-time, early evening, and weekend exposure. Scheduled to run through Labor Day, it utilizes all spot lengths and favors sports adjacencies.

The oil company is also carrying off an auxiliary spot radio campaign in 30 markets, most of which are out of range of the main flight. This is known as "Melody Mileage," a contest based on speedometer mileage of listeners' automobiles. It's a 26-week promotion which began early last May.

Each station carrying "Melody Mileage" broadcasts a "lucky" four-digit number from 10 to 15 times per day. If the number is the same as the last four digits of the mileage on a listener's speedometer, he is to proceed to the nearest Flying A station within a half hour of the broadcast. There he fills out an application which the dealer mails to the radio station over which the number was heard.

If the number jibes, allowing five additional miles for driving to a Flying A station, and the time of arrival at the station is within a halfhour of broadcast, the station mails the listener a certificate for 10 gallons of Flying A gas (and a Flying A credit card application). Under this system, the winner is required to make two trips to a Flying A station, which could be the beginning of a trend on his part. "Melody Mileage" is owned by Creative Productions Inc. of Cali-



MARKETING considerations are of utmost import in Flying A advertising approach. The Tidewater Oil Co.'s marketing head, J. Ronald Getty, checks all commercials prior to their use

fornia, from which Tidewater purchased the eastern rights.

At Tidewater anecdotes are flying thick and fast regarding the impact of Melody Mileage in various communities. There's a report that one man, in the process of getting a shave, heard the lucky number via the barber shop radio, reached into his pocket for the slip of paper on which he had recorded his latest mileage, saw that he was a winner, and dashed, lather and all, to the nearest Flying A station.

According to another story, a lady heard her number come up while bathing, and she sailed off to the Flying A station clad in a bathrobe. And there's the grocer who keeps a radio going for his customers' convenience and is wondering about the wisdom of this policy. Whenever the "Melody Mileage" number is read on the air his clientele scatter in all directions to check their cars, leaving the store deserted.

Tidewater's tv commercials are composed of two basic themes: sex and quality. The former emanates

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TELEVISION Bureau of Advertising's presentation—A Network of Facts About Daytime Television—is given a final check by authors Ne Armsby (left), director of sales promotion and presentations, and Bob Levenstein, sales presentation writer. The report covers 1955 to present.

TvB digs up new data on daytime tv

- ◆ With wide variety of possible buys, network daytime tv has become both a 'mass' and a 'selective' ad medium
- ◆ TvB presentation shows cost-per-1,000, programing costs down, cost efficiency, audiences, and advertisers up

Daytime network television, hopefully putting the "transition" years behind, last week offered itself to advertisers as a "giant medium, mass and selective, to move more of what you manufacture, to more people at less cost."

"A Network of Facts About Daytime Television," published by the Television Bureau of Advertising, stresses a reduced cost-per-1,000 coupled with an increase in home impressions-per-dollar, and should provide further ammunition to attract clients into the medium now who will be

willing to pay higher cost when the merits of the medium have been proven. (See "Will 'Rock Bottom' Costs Spur Daytime Network Tv?" SPONSOR, 4 July.)

The report points out that daytime network tv is no junior medium, but is "big business," with advertisers investing \$171,243,799—27.3% of total network investment—in 1959 weekday daytime network gross time. This is \$25 million more than in 1958 and \$65 million more than in 1955, an increase of 61.5% in five years. TvB also states that 57.8% of all net-

work commercial minutes were weekday daytime in 1959.

The 1960 cost-per-1,000 is now about \$1.36, or 735 home impressions-per-dollar. Last year, buyers paid only 549 impressions-per-dollar, or \$1.82 cost-per-1,000. TvB claims that network weekday video, with its 25% reduction in cost-per-1,000, has increased in cost efficiency "at a time when all basic sources show other media costing much more for little more."

"Only the facts are new, the value remain the same," declared Ne Armsby, TvB director of sales promotion and presentations. "Daytime television was a good buy in 1955 and in 1958 when we put out this report's predecessor, but new facts show it to be an even better investment. Our job in assembling the latest information is to show the new recognition the medium has received from

Advertisers and to get it even broader recognition.

"The facts are available," he said. Our job is to make them as dramatic and pertinent as possible—and handy to advertisers, networks and agencies. We've endeavored to show the prospective client that television is not only a mass medium, but can also be a selective medium, depending on what time he buys, what day, whether net or spot, what length of commercials, and so forth."

If an advertiser wishes to sponsor or co-sponsor a program, he will find that daytime programming bugaboos have been largely exorcised, according to TvB's presentation, and a pattern of development has set in. The thesis: As more advertisers move into daytime network television, they bring with them the need for more and different television programming. The increased quantity and variety of programming, in turn, attracts more and new viewers.

Counting sponsored programs only, the number of network daytime week-quarter hours has gone from 49 every two weeks in 1956 to 73 every two weeks this year, states TvB. Programming fare has settled down to five major types: Quiz-audience participation (32.5%), serial (27%), children (10.8%), situation comedy (10.8%), drama (8.1%), and at 7.7% interview, news, popular music and western. The filmed shows are almost exclusively reruns of nighttime programs.

Another feature of the daytime buy stressed in the report is flexibility which eliminates any long-term commitments. Networks offer line-up incentives, choice of full, half or participating sponsorship, and choice of length of the buy—days, weeks, months, quarters of the year, full year. And the price is low. Advertisers get Class C and Class D time rates, saving one-half and two-thirds the cost of nighttime.

What is the reach of a daytime buy? TvB says that 85.9% of all tv homes view daytime television; 2.3% view mornings, 83.1% view afternoons. That's more than 27 million homes a.m., 36 million homes p.m., 37 million homes for the whole day. There are more homes watch-

COST & REACH—DAYTIME NET TV

	Net Time Plus Talent*	Cost-Per-1,000**	Homes Reached***
1956	\$15,400	\$1.57	3,254,000
1957	17,200	1.59	3,431,000
1958	19,600	1.33	3,914,000
1959	15,800	1.82	3,067,000
1960	16,300	1.36	3,489,000

*Nielsen, Jan.-Feb. each year, adult programming only, one-quarter hour.

**Nielsen, Jan.-Feb. each year, all weekday daytime program.

***Nielsen, First Feb. Report, total audience, sponsored only, average network quarter-hour program

ing daytime tv today, TvB points out, than there were total television homes in 1956.

Carrying the figures further, 8,859,000 homes watch the average minute of daytime tv. In 1955, only 5,642,000 watched the same minute. And the first quarter of 1960, TvB claims, is almost 7% ahead of the same period last year. Today, the total number of daytime home viewing hours is 106,220,000 a day, and weekdays—between 6 a.m. and 6 p.m.—tv delivers at least 19% of all U.S. tv homes.

Other statistics on reach quoted in the presentation:

- Average quarter-hour segment: 1960—3,489,000 homes (1956—3,254,000).

- Average daytime network program: 1960—3,648,000 per telecast (12.2% more homes than the first quarter of 1959).

- Average weekday quiz-audience participation strip, cumulative: 8.4% of U.S. homes per telecast; 19% in a week, 2.2 times each; 32.4% in a month, 5.2 times each.

- Average daytime serial program, cumulative: 10.6% of U.S. tv homes per telecast; 18.2% in a week, 2.9 times each; 28.6% in a month, 7.3 times each.

Who watches weekday daytime television? TvB lists 52% of all the women in the nation as watching every day, regardless of whether they live in tv homes. Before 9 in the
(Please turn to page 69)

PARENT COMPANIES ADVERTISING ON NETWORK TV

	1959	1958
Number of Advertisers	320	269
Number of New Advertisers (Percent of All Advertisers)	59 (18.4%)	30 (11.1%)
Number of New Advertisers Using Daytime (Percent of All New Advertisers)	32 (54.2%)	11 (36.7%)

Change in Charms radio copy hikes \$50,000

- ▶ New soft-sell technique by Needham & Grohmann sets peak sales record for Charms in current campaign
- ▶ Candy company adds \$50,000 to radio budget for schedules in New York, Philadelphia, Chicago, Boston

The success of the current spot radio advertising campaign which chalked up a new high in sales for the Charms Candy Co. in June, is credited to a swinging, toe-tapping tune, a lilting female voice, and satirical lyrics.

"We broke all records for the month" claims John M. Keil, creative director and vice president of Needham & Grohmann, the agency handling the Charms account. "I Want Some Charms," a singing commercial with a danceable pops tempo now extolling the taste appeal of the

small package of confection to radio listeners in the New York City, Philadelphia, Chicago, and Boston areas, represents a new concept in advertising for Charms, says Keil. "It's obvious that people are sold on commercials that give them some measure of fun and entertainment," he adds.

Keil bolsters his statement by pointing to the strong sales stimulant of their earlier "Boomer" commercials—a series of taped one-minute family life comedy situations.

According to the agency executive, the humorous soft-sell "Boomer" ra-

dio advertising stint, which ran from July 1959 through May of this year resulted in a solid 20% over-all sales increase. For a five-cent candy item—one which had languished inert for years in the shadow of the "giant" in that category—Lifesaver—this was eyebrow-raising. Bigger things, however, are expected of the new singing commercial.

Prior to the amusement-gear sales pitch contrived by Needham & Grohmann, the Charms Candy Co. had spent its advertising dollars on an assortment of musical jingle messages on radio stations in the same markets without newsworthy consequence. When Needham & Grohmann acquired the account in June 1959, it also fell heir to contractual commitments with these radio stations—and to a jumbo-sized challenge.

"We just had to come up with something different" exclaims Keil.

'I WANT SOME CHARMS,' the candy company's new singing commercial whose clever lyrics take good-natured but firm pokes at Lifesavers, contrived by Sascha Burland (left). With him are commercial singer Jan Crockett and Needham & Grohmann, president, H. Grohmann



sales 20%

who admits that a considerable amount of creative head scratching went into the evolution of "Boomer" and his Charms boosting Mom and Pop.

"Boomer," a precocious lad of 10 or 11 (played by a bright youngster named Leland Mayfield), and his typically American parents (portrayed by veteran actors Margaret Draper and Mason Adams) "sell" their candy product subtly while enacting capsule versions of life's little comedies. The name "Charms" is cleverly interspersed at strategic points during the tiny family-life dramas without fanfare.

The popularity of this first "fun sell" endeavor was soon evidenced as Charms salesmen everywhere found themselves suddenly stripped of their true identities and greeted, collectively as well as individually, by their customers as "Hi, Boomer!"

The Charms song commercial (lauded by the admen as "the second phase in the fun ads") is the brainchild of Sascha Burland, a musically oriented writer, singer, and producer, secured by Needham & Grohmann for this specific work. Burland, the creator of an outstanding list of commercial jingles, tailored the Charms musical beat to permit deliberate and clear enunciation of the product name, while the lyrics were fashioned to take gentle but obvious pokes at their top competitor—Lifesavers.

Backed up by nine years' experience in creating radio and television jingles as well as program themes, the versatile Sascha announced, recently, the formation of C/Hear Services, Inc. In their New York City studios the company will create and produce advertising for clients in radio and

The charmer (if you'll pardon the pun) doing the vocal is Jan Crockett, an attractive miss with a fresh young singing style. The newcomer to the singing commercial field is a recent Miss America Pageant finalist. Against a Nelson Riddle type arrangement, the little candy is getting a new business style "sell."

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STORE STRATEGY is explained and demonstrated by Globe's v.p. William W. Davis, to WEJL's Bill Pierce (c), promotion-publicity director and d.j.; and Cecil Woodland, gen. mgr.

ONLY RADIO REACHES THE GRASS ROOTS, SAYS GLOBE

When the Globe Department Store of Scranton, Pa., recently came in for a \$2 million expansion program calling for a greater advertising budget, it turned, naturally, to radio.

Naturally, because having used radio, specifically and exclusively station WEJL, for the past 10 years, Globe knew it was the only medium that could draw new business from outlying areas. The only question to be settled: What type of schedule would best carry out their new goal?

Up until three months ago, Globe's advertising on WEJL had consisted of two participations in the *Bill Pierce Morning Show* (Mon.-Fri.), sponsorship of the Mon.-Sat. (9-10 a.m.) *Globe Store Showcase*, a music and news program, and the 10-minute *Athlete of the Week* show, scheduled on Sundays, 1:30 p.m. and running 33 weeks out of the year. Purchase of every five-minute newscast on Sunday (total of eight scattered through morning and afternoon) completed the heavy-on-radio ad picture.

All of the above—with the exception of *Athlete of the Week*, which promoted men's furnishings and two segments of the *Globe Store Showcase*, one devoted to the appliance department and the other to the store restaurant—stressed the Globe in gen-

eral: reminder of store hours, convenience of parking, shopping and dining under one roof, etc.

The new schedule, however, required a different approach, Globe ad executives felt. One that would not only stress the convenience of shopping at the store, but would give that extra incentive necessary to pull shoppers from distant areas.

Their solution: a saturation schedule of 30-second announcements—all on WEJL, since Globe's policy is to dominate any medium it uses—each promoting one department which was carrying a special sale or feature.

At the start of the schedule most of the spots promoted the basement shoe department. But when recently a total of a hundred 30's in just three days pulled outstanding results, Globe decided to give its other departments more extensive coverage.

Over-all success of Globe's radio advertising is attested to by this comment from store v.p. William W. Davis: "Radio is given a very specific job to do in our merchandising program, and it's accomplishments of that job is certainly a big contributing factor to the total volume we realize per year, a good deal more than any of the five other department stores in the vicinity." ◆

WAVE STYLE BOOKS ASK FOR 'ENGLISH'

- 'Re-introduction to public of English language in broadcasting' is aim of Louisville radio/tv outlets
- Style books for news and continuity writers outline rules and suggestions for clear and understandable copy

A return to clear, concise, understandable English is the aim of two new style books just issued by WAVE, Louisville.

Prepared for its radio and television news and continuity writers, the WAVE manuals were published in "an attempt to carry out what we feel is broadcasting's responsibility to set a good example in the correct use of English."

"We hope that other stations will join us," said James M. Caldwell, radio program director, "in our cam-

paign to wield the meat axe on cliches in broadcasting, and try to re-introduce to the public the English language."

The continuity style book, after setting down basic operating standards, lists a series of "do's" and "don't's" (see box) for writers to follow. The recommended WAVE approach is to try to look at the problem from the listener's viewpoint. "Write it the way you would best understand it if you were the listener. Be simple, sincere, specific, informa-

tive, enthusiastic, and believable, and be sure you're understood."

In its news writing style book, the Louisville outlet outlines 10 guides to a good broadcast news story—clarity, brevity, simple language, descriptive wording, careful sentence structure, proper identification of names and titles, updated leads to old but usable stories, fairness, identification of sources, and proper handling of names and nicknames. Some of WAVE's suggestions to news writers:

A news writer should pause before going on to the next story and ask himself if the one he has just written is complete and clear to the listener. Does it answer all legitimate questions one might have? Could the listener re-tell the story from having heard it on the newscast? Generally speaking, if a news story is clearly written, the other ingredients of good writing are automatically there.

Not connected directly with style, but extremely important to all newscasts, WAVE reminds newswriters, is "fairness." Fairness in reporting "is not only necessary, but demanded here. A charge by one person or party against another should be balanced with an answer from the accused. If no answer can be obtained, the writer should balance the story with an explanation that the accused party was not available for comment, or declined comment."

Continuity writers are urged to take time to think out points before they write, organizing details to make the writing direct and concise. WAVE also warns: Watch the "purple prose." be conversational but not flip-pant, use only explanations that are essential. Also, don't use awkward adverbs—or, as Art Carney says, "At my burial, please don't say funeral-wise."

"Unlike the writer of printed matter," WAVE concludes, "the broadcast writer must remember that he is a ghost writer. That is, he is writing for one individual listener through a middleman, the announcer. Therefore, he has to keep in mind not only the listener, making sure he reaches him or her, but he also has to make sure that structurally and technically his copy and instructions are clear to the announcer and the engineer."

DO'S AND DONT'S FOR CONTINUITY

Write the way you talk	<i>Don't use unneeded words</i>
Put action in your verbs	<i>Don't overwrite</i>
Use terms your listeners can visualize	<i>Don't affect an overly breezy manner or style</i>
Write with nouns instead of pronouns	<i>Don't explain too much</i>
Make sure the listener knows who is speaking	<i>Don't use awkward adverbs</i>
Avoid cliches	<i>Don't use dialect unless your ear, and announcer's, is good</i>
Prefer the standard rather than the off-beat	<i>Don't inject opinion</i>
Handle humor with kid gloves	<i>Don't take short cuts at the expense of clarity</i>

Tv sets-in-use level remains firm

✓ Nielsen's March Week I study shows the tv public viewing increasing over last year to 45 hours per week

Full tv planners can continue to rely upon a solid sets-in-use picture.

The high viewing level trend of the past few years continues—with the public watching the screens three hours more per week over last year, bringing the total to almost 45 hours.

This is one highlight of Nielsen's annual study on cumulative audiences

and usage patterns for tv viewing—part of its March Week I report. (See chart below.) Other highlights:

- More than 95% of all U.S. tv homes, or 43.211 million different households, use their tv sets during a typical week—compared with 95.6%, or 42.064 million homes using tv during the same week in 1959 and

94.5%, or 40.163 million homes during the like week in 1958.

- The average home views tv 44 hours and 56 minutes a week, with the mornings accounting for 13% of all tv viewing hours, afternoons 29%, evenings 54%, and post-midnight 4%. In 1959 the average home viewed tv 41 hours and 49 minutes per week; in 1958, 43 hours and 12 minutes weekly.

- More than half (23 million) of the tv homes use their tv sets after midnight.

Homes using tv, by dayparts, during an average week (1959 vs. 1960)

By dayparts	% of total viewing time		% tv homes		WEEKLY CUMULATIVE TOTAL		Avg. hrs. per home reached	
	1959	1960	1959	1960	No. (add 000) 1959	1960	1959	1960
Mon.-Fri. A.M.	9	10	62.3	66.5	27,412	30,058	5.74	6.27
Mon.-Fri. P.M.	19	21	83.1	83.9	36,564	37,923	9.38	10.55
Sunday A.M.	1	1	24.2	26.4	10,648	11,933	1.29	1.45
Sunday P.M.	4	4	62.5	65.1	27,500	29,425	2.49	2.64
Saturday A.M.	2	2	42.6	46.1	18,744	20,837	2.06	2.12
Saturday P.M.	4	4	57.2	64.8	25,168	29,290	2.45	2.62
All evenings	57	54	95.5	94.6	42,020	42,759	24.00	24.73
12 Mid.-6 A.M.	4	4	48.0	51.3	21,120	23,188	3.23	3.43
24 Hr. 7 Day Total	100	100	95.6	95.6	42,064	43,211	41.82	44.93

Source: A. C. Nielsen, first week of March, each year

1. THIS MONTH IN NETWORK TV

Specials scheduled during four weeks ending 28 Aug.

PROGRAM (NETWORK)*	COST	SPONSOR, AGENCY, DATE	PROGRAM (NETWORK)*	COST	SPONSOR, AGENCY, DATE
All-Star Football Game (A)	\$185,000	Standard Oil, D'Arcy; Carling Brewing, Lang, Fisher & Stashower; Revlon, Grey; R. J. Reynolds, Esty; 8/12	Jazz Age (N)	\$ 20,000	Purex, E. H. Weiss, 8/5
Hollywood Sings (N)	125,000	Breck (1/2), Reach-McClinton 8/1	What Makes Sammy Run: Part I (N)	225,000	Purex, E. H. Weiss, 8/15
			What Makes Sammy Run: Part II (N)	225,000	Purex, E. H. Weiss, 8/22
			Esther Williams (N)	175,000	Brewers Foundation, J. Walter Thompson, 8/8

Networks: (A) ABC TV; (C) CBS TV; (N) NBC TV



2. NIGHTTIME

COMP

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
	6:00		FYI sust	Meet The Press Manhattan Shirts (Danial & Charles) I-L \$8,500					
6:30		Twentieth Century Prudential (B-McC) D-F \$35,000	Time Present sust		D Edwards Amer Home (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††		No net service D. Edwards Am. Home (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††
7:00	Broken Arrow sust	Lassie Campbell Soup (BBDO) A-F \$37,000	Overland Trail (7-8) Warner-Lambert (Lambert & Feasley) W-F \$34,500 (hr.)	John Daly News sust	No net service D Edwards Amer Home (repeat feed)	News Texaco (repeat feed)	John Daly News sust	No net service D Edwards Am. Home (repeat feed)	News Texaco (repeat feed)
7:30	Maverick (7:30-8:30) Kaiser Co (Y&R) Drackett (Y&R) W-F \$78,000	Dennis The Menace Kellogg (Burnett) Best Foods (GB&B) Se-F \$36,000	Overland Trail	Cheyenne (7:30-8:30) Ralston (Gard.) Am. Cblele (Bates) Bitchle (K&E) W-F \$82,500	Charlie Farrell Show Am. Home (Bates) Se-F \$18,000	Riverboat (7:30-8:30) Del Monte (McCann-E.) A-F \$72,000	Bronco (alt wks 7:30-8:30) Brn & Wmsn Chevrolet (C-E) DuPont (BBDO) W-F \$82,000	No net service	Laramie (7:30-8:30) Phillp Morris (Burnett) Colgate (Bates) W-F \$65,000
8:00	Maverick	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800	Music On Ice (8-9) sust	Cheyenne Johnson & J (Y&R) P&G (B&B)	The Texan Brown & Wmsn (Bates) alt All State (Burnett) W-F \$37,000	Riverboat	Sugarfoot (alt wks 7:30-8:30) Carnation (EWRB) Polk Miller (Ayer) W-F \$82,000	Peck's Bad Girl sust	Laramie Del Monte (McCann-E.)
8:30	Law Man B. J. Bernolds (Esty) Whitehall (Bates) W-F \$41,000	Ed Sullivan	Music On Ice	Bourbon St. Beat (8:30-9:30) Brn & Wmsn (Bates) A-F \$80,500	Father Knows Best Lever (JWT) alt Scott (JWT) Se-F \$39,000	Wells Fargo Amer Tobacco (SSC&B) alt P&G (B&B) W-F \$47,000	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) Alherto Culver (Wade) W-F \$40,000	Dobie Gillis Pillabury (Burnett) alt Phillp Morris (Burnett) Se-F \$37,000	Gas Co. Playhse Amer. Gas Assn. (L&N) Dr-F \$14,000 alt wks NBC Playhouse sust
9:00	The Rebel L&M(DFS) alt P&G (Y&R) W-F \$42,500	G. E. Theatre Gen Electric (BBDO) Dr-F \$51,000	The Chevy Mystery Show (9-10) Chevrolet (Camp-E) V-L \$60,000	Bourbon St. Beat Reynolds Metal (L&N)	Spike Jones Show Gen Foods (B&B) MuL \$20,000	Peter Gunn Bristol-Myers (DCS&S) alt R. J. Reynolds (Esty) My-F \$38,000	The Rifleman Miles Lab (Wada) P&G (B&B) Ralston (Gardner) W-F \$38,000	Tightrope J. B. Williams Co. (Parkson) alt Am Tob (SSCB) My-F \$39,000	Richard Diamond P. Lorillard (L&N) alt sust
9:30	The Alaskans (9:30-10:30) L&M (Mc-E), Armour (FCB) Gen. Fds (B&B) Polk Miller (Ayer) A-F \$77,500	Hitchcock Presents Bristol-Myers (Y&R) My-F \$39,000	The Chevy Mystery Show	Adv. In Paradise (9:30-10:30) Reynolds Metals (L&N) Chevrolet (C-E) Armour (FCB) A-F \$80,000	Celebrity Talent Scouts Gen Foods (B&B) VL \$32,000	Alcoa-Goodyear Theater Alcoa (FSR) alt Goodyear (Y&R) Dr-F \$39,000	Colt .45 Chevrolet (C-E) Armour (FC&B) Whitehall (Bates) Brn&W (Bates) W-F \$18,000	Comedy Spot Pat Milk (Gardner) alt S. C. Johnson (NL&B) Se-F \$14,000	Arthur Murray Sterling (DFS) alt Block (Grey) V-L \$30,000
10:00	The Alaskans Chevrolet (Camp.-E.)	Lucy In Connecticut Lever (JWT) Se-F \$12,000	Loretta Young Toni (North) alt Warner Lam (Lam & Feasley) Dr-F \$49,500	Adv. In Paradise Gen Fds. (B&B) L&M (B&B)	New Comedy Showcase Lorillard (L&N) alt Gen Foods (Y&R) Se-F \$18,000	Purex Specials (10-11) Purex (Wolss) Dr-F \$225,000 Hollywood Sing (8/1; 10-11) ●	Alcoa Presents Alcoa (FSB) Dr-F \$35,000	Diagnosis: Unknown (10-11) S. C. Johnson (NL&B) Polaroid (DDB) My-F \$40,000	M Squad Am Tob (SSCB) A-F \$31,000
10:30	Johnny Staccato Alberto-Culver (Wade) A-F \$11,500	What's My Line Kellogg (Burnett) Sunbeam (Perrin Paus) Q-L \$32,000	No net service	Ted Mack & The Original Amateur Hour J. B. Williams Co. (Parkson) V-L \$23,000	June Allyson DuPont (BBDO) Dr-F \$44,000	Purex Specials Esther William (8/8; 10-11) ●	No Net Service	Diagnosis Unknown	No net service

● Specials, see page 41.
††Cost is per segment. Prices do not include sustaining, participating or co-op programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission).
They do not include commercials or time charges. This chart covers period 1 Aug.-28 Aug. Program types are indicated as follows: (A) Adventure, (An) Audience Participation, (C) Comedy, (D) Documentary, (I)

AGRA PH

1 AUG. - 28 AUG.

	WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
	NBC			ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Ards Bates (DFS) N-L \$6,500†† 1,500††	News Texaco (C&W) N-L \$6,500††				D Edwards Amer. Home (Bates) alt Phillip Morris (Burnett) N-L \$9,500††		News Texaco (C&W) N-L \$6,500††		D Edwards Parliament (B&B) alt Amer. Home (Bates) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††		
ervice				No net service		No net service		No net service	No net service			
Ards oma ter feed)	News Texaco (repeat feed)			John Daly News sust	D Edwards Amer. Home alt Phillip Morris (repeat feed)		News Texaco (repeat feed)	John Daly News sust	D Edwards Parliament alt Amer. Home (repeat feed)	News Texaco (repeat feed)		
ing (3:30) Cann) \$18,000	Wagon Train (7:30-8:30) Ford (JWT) W-F \$78,000			Steve Canyon sust	Invisible Man sust	Law of The Plainsman Amer. Tob. (SSCB) P&G (B&B) Midas Muffler (Welas) Sterling (DFS) W-F \$30,000	Walt Disney Presents (7:30-8:30) Hill (Ayer) A-L \$94,000	Rawhide (7:30-8:30) Van Camp (EWRB) Parliament (B&B) Hamm (C-M) W-F \$80,000	Cimarron City (7:30-8:30) sust	Dick Clark Show Beach-Net Lifa Savers (Y&R) Mu-L \$14,500	Perry Mason (7:30-8:30) Colgate (Bates) Parliament (B&B) My-F \$80,000	Bonanza (7:30-8:30) Gen. Foods (FC&B) DuPont (BBDO) W-F \$78,000
ing	Wagon Train R. J. Reynolds (Ety) Nat'l Bisc. (Mc-E)			Donna Reed Campbell (BBDO) alt Johnson & J (Y&R) Sc-F \$38,000	Playhouse of Stars sust	Bat Masterson Seatest (Ayer) Hill Broe. (West Coast) W-F \$38,000	Walt Disney Presents Canada Dry (Mathes)	Rawhide Colgate (Bates) Nabisco (Mc-E) Wrigler (EWRB)	Cimarron City	John Gunthar's High Road Ralston (GB&B) Dr-F \$31,000	Perry Mason Sterling (DFS) Hamm (C-M)	Bonanza segs epan
Space o) Sewing Y&R) \$38,000	Price Is Right Lever (OBM) alt Spedel (NC&E) Q-L \$21,500			The Real McCoys P&G (Compton) Sc-F \$39,000	Johnny Ringo S. C. Johnson (NLB) alt P. Lorillard (L&N) W-F \$36,000	Producers' Choice Brits-Myers (Y&R) alt R. J. Reynolds (Ety) Dr-F \$11,000	Man From Blackhawk Milas (Wada) alt R. J. Reynolds (Ety) W-F \$88,000	Hotel D'Paree Carter (SSCB) L&M (DFS) W-F \$45,000	Wichita Town sust	Leave It To Beaver Ralston (Gardner, GB&B) Sc-F \$30,000	Wanted Dead or Alive Brn & Wman (Bates) Kimberly-Clark (FC&B) W-F \$59,000	Man & Challenge R. J. Reynolds (Ety) alt Chemstrand (DDB) A-F \$38,000
onaire Bates) ewing (G&R) \$42,000	Happy Kraft (JWT) Sc-F \$23,000			Jeannie Carson P&G (Grey) Amer. Chicla (Bates) Sc-F \$16,000	Zane Grey S. C. Johnson (B&B) General Foods (OBM) W-F \$45,000	Bachelor Father Whitehall (Bates) alt Am Tob (Gumbinner) Sc-F \$42,000	77 Sunset Strip (9-10) Am. Chicla (Bates) P&G (Grey) My-F \$85,000	Video Village P&G (B&B) Au-L \$5,000	Play Your Hunch sust	Lawrence Welk (9-10) Dodge (Grant) Mu-L \$45,000	Mr. Lucky Lever (OBM) alt Brn & Wman (Bates) A-F \$43,000	The Deputy Kellogg (Burnatt) alt Gen Cigar (Y&R) W-F \$39,000
at a t (Ety) Myers \$27,000	Tate Kraft (JWT) W-F \$21,000			Untouchables (9:30-10:30) Armour (FCB) L&M (Mc-E) DuPont (BBDO) Whitehall (Bates) My-F \$80,000	Markham Schlitz (JWT) alt Renault (Kudner) My-F \$39,000	Wrangler Ford (JWT) W-F \$23,000	77 Sunset Strip H. Ritchie (K&E) R. J. Reynolds (Ety) Whitehall (Bates)	December Bride Gen. Foods Sc-F \$32,000	Masquerade Party Block Drug (Grey) Q-L \$18,000	Lawrence Welk	Have Gun, Will Travel Whitehall (Bates) alt Lever (JWT) W-F \$40,000	Project 20 (9:30-10:30) sust
el Hr (10-11) al \$20,000	This Is Your Life P&G (B&B) L \$52,000			Untouchables Ritchie (K&E) Carnation (EWRB)	Adventure Theatre sust	You Bet Your Life J. B. Williams Co. (Parkson) alt Lever (BBDO) Q-L \$53,000	Robert Taylor starring in The Detectives P&G (B&B) My-F \$45,000	Twilight Zone Gen Food (Y&R) Kimberly-Clark (FCB) A-F \$38,000	Moment of Fear (10-11) Lever (SSCB) My-F \$28,000	Jubilee, U.S.A. (10-11) Massey-Ferguson (NL&B) Polk Miller (Ayer) Mu-L \$20,000	Gunsmoke L&M (DFS) alt Sperry-Rand (Y&R) W-F \$42,000	Project 20
eatre (9-11) ng \$8,000	People Are Funny Block (Ray Spector) Wenbrook (DFS) Q-F \$24,000			Silents Please sust	To Tell The Truth H. Curtis (Reach- McClinton) alt R. J. Reynolds (Ety) Q-L \$22,000	No Net Service	Black Saddle Carter (Bates) Chevrolet (C-E) A. Culver (Wade) w. w \$38,000 All-Star Football (8/12; 10- concl.) ●	Person to Person Carter (SSCB) alt All State (Burnett) I-L \$000 (gratis)	Moment of Fear Jazz Age (8/5; 10-11) ●	Jubilee, U.S.A. Inside Argonne (8/6; 10-12 Mid) sust	No net service	Man From Interpole Sterling (DFS) A-F \$25,000

Drama, (F) Film, (I) Interview, (J) Juvenile, (L) Live, (M) Misc, (Mu) Music, (My) Mystery, (N) News, (Q) Quiz-Panel, (Sc) Situation Comedy, (Sp) Sports, (V) Variety, (W) Western. †No charge for repeats.

L preceding date means last date on air. S following date means starting date for new show or sponsor in time slot.

Philadelphia's prize reporter

The Pennsylvania Associated Press Broadcasters recently honored WRCV and WRCV-TV with six awards for outstanding news operations — the largest number won by any radio and television news department in the Commonwealth. These citations are particularly meaningful, coming as they do from a “jury” of professional broadcasters. And from the people of Greater Philadelphia comes further recognition of the superior news service being rendered by both of these stations. WRCV-TV's 11 PM News and Weather programs, for instance, attract the largest viewing audience in Philadelphia, according to Nielsen.*

award

First Place for Distinguished Contributions to Freedom of Information. For reporting from Trenton, New Jersey, on the July 1959 incident when one WRCV-TV newsreel camera was smashed while filming a disturbance during the last steel strike.

award

Second Place for Outstanding Radio Reporting. For Tom Pettit's dramatic on-the-scene reporting of an eccentric elderly lady who barricaded herself in her home and held off authorities with a shotgun for several hours.

award

Special membership citation for Outstanding Membership Cooperation. For many news contributions made to The Associated Press. Specifically for providing A.P. members with an exclusive interview with the sole survivor of a commercial airline disaster near Williamsport, Penna.

*NSI Jan-April, 1960

WRCV & WRCV-TV

NBC Owned Stations in Philadelphia • Sold by NBC Spot Sales

award

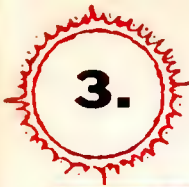
First Place for Outstanding News Operation. For its "overall operation," station WRCV-TV won coveted first place award. This is the highest award given by the Pennsylvania Associated Press Broadcasters.

award

Second Place for Outstanding Reporting. For the WRCV-TV overall coverage of the long steel strike. Of the 35 individual film stories made during the strike, 15 were "fed" to major NBC network news shows. This operation gave WRCV-TV more local originations than any network affiliate.

award

First Place for Outstanding Coverage of a Special Event. For the special programming WRCV Radio broadcast during the Congressional hearing conducted in Philadelphia by Congresswoman K. Granahan.



3.

DAYTIME

C O M P A R I

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
10:00		Lamp Unto My Feet sust			December Bride sust	Dough Re Mi sust		December Bride sust	Dough Re Mi alt. sust. sust.
10:15									
10:30		Look Up & Live sust			Video Village sust	Play Your Hunch Brn. & Wmsn. alt Whitehall Colgate		Video Village sust	Play Your Hunch Colgate alt sust Sterling alt Colgate
10:45									
11:00		FYI sust			I Love Lucy sust	Price Is Right sust. Sterling alt Whitehall		I Love Lucy sust Gen. Mills alt sust	Price Is Right sust sust
11:15									
11:30		Camera Three sust			Far Horizon sust	Concentration Culver alt Lever Mennen alt Lever		Far Horizon sust Scott alt Toni	Concentration Frigidaire Alberto Culver
11:45									
12N									
12:15				Restless Gun Ponds	Love of Life Eso alt H. Curtis Amer Home Prod alt Nabisco	Truth or Consequences Miles P&G	Restless Gun Armour, J&J	Love of Life Gen. Mills alt sust Amer Homa	Truth or Consequences Nabisco alt sust Culver alt sust
12:30									
12:45	Johns Hopkins File 7 sust.			Love That Bob Ex-Lax, Johnson & J., Staley, Toni, Gen. Mills, Lever	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Culver alt sust P&G alt sust.	Love That Bob Beech-Nut, Min. Maid, Toni, Hill Bros. Ponds	Search For Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt sust sust
1:00									
1:15	College News Conference sust			About Faces Min. Maid Whitehall	No net service News (1:35-1:39) sust	No net service	About Faces Sterling Drug, Lever, Gen. Mills, Armour	No net service News (1:35-1:39) sust	No net service
1:30									
1:45		Baseball Game of Week (partic.) (1:45- concl.)	Frontiers of Faith sust		World Turns P&G Nabisco alt H. Curtis	No net service		World Turns P&G Sterling alt Carnation	No net service
2:00									
2:15		Baseball	TBA	Day In Court Ponds, Sterling, Lady Esther	Full Circle sust	Queen for a Day sust sust	Day In Court Tool, J&J., Gen. Mills, S. C. Johnson, B-Nut	Full Circle sust	Queen for a Day sust sust
2:30									
2:45		Baseball	Major League Baseball Bayuk 1/2 regional Busch 1/2 regional	Gale Storm Ponds, Gen. Mills, Sterling, Beech-Nut	Art Linkletter Lever J. B. Williams Van Camp	Loretta Young sust P&G	Gale Storm Sterling, Ponds, Lever	Art Linkletter Scott alt Toni Kallogg	Loretta Young sust
3:00									
3:15	Open Hearing sust		Major League Baseball various sponsors	Beat The Clock Armour, Ponds, Ex-Lax	Millionaire Colgate	Young Dr. Malone Block alt sust P&G	Beat The Clock Lever, J&J, Beech-Nut Lady Esther	Millionaire sust	Young Dr. Malone Proctor Elec. Plough Sterling alt P&G
3:30									
3:45			Major League Baseball	Who You Trust? Lever, Armour B-Nut, J&J S. C. Johnson	Verdict Is Yours Eso alt H. Curtis Amer Home alt sust	From These Roots sust sust	Who You Trust? Ex-Lax, Ponds Whitehall, Coty Lady Esther, Gen. Mills	Verdict Is Yours sust Scott alt Toni	From These Roots sust sust
4:00									
4:15			Major League Baseball	American Bandstand Gen. Mills, Lever Polk Miller, Western Tablet	Brighter Day P&G Secret Storm Amer Homa Prod	Comedy Theatre sust sust	American Bandstand Welch, Lever, Gen. Mills Western Tablet	Brighter Day P&G Secret Storm Gen Mills alt Scott	Comedy Theatre sust
4:30									
4:45				Amer. Band. Positan, Armour	Edge of Night P&G H. Curtis alt sust	Adventure Thea. sust	Amer. Band. Toni, Hollywood Candy, Northam War., Plough	Edge of Night P&G Sterling alt St. Brands	Adventure Thea. sust
5:00	Matty's Funday Mattal								
5:15			World Champ. Golf	American Bandstand oo-ep			American Bandstand oo-ep		
5:30									
5:45	Lone Ranger Gen Mills	Face the Nation sust	No Net Service	Captain Gallant Gen. Mills			Rocky & His Friends Gen Mills Kool Aid		

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH

The network schedule on this and preceding pages (42, 43) includes regularly scheduled programming from 1 Aug. to 28 Aug., include (with possible exception of change made by the networks after presstime). Irregularly sched

GRAPH

1 AUG. - 28 AUG.

	WEDNESDAY			THURSDAY			FRIDAY			SATURDAY		
	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS
ride	Dough Re Mi sust Jergens Block Drug (L 8/31)		December Bride sust	Dough Re Mi sust Nabisco		December Bride sust	Dough Re Mi sust sust		December Bride sust	Dough Re Mi sust sust	Heckle & Jeckle sust Gen. Mills	Howdy Doody Nabisco alt sust sust
age — ams st	Play Your Hunch Coty alt sust Colgate		Video Village sust	Play Your Hunch Colgate Miles alt Heinz		Video Village sust	Play Your Hunch Colgate alt sust Colgate alt sust		Video Village sust	Play Your Hunch Colgate alt sust Colgate alt sust	Mighty Meuse sust Colgate alt sust	Ruff & Reddy sust Gen Foods
cy	Price Is Right Frigidaire alt Sterling Heinz alt Culver		I Love Lucy sust U. S. Steel alt sust	Price Is Right Lever alt sust Miles alt sust		I Love Lucy Best Eds alt sust Gerber alt Kodak	Price Is Right Lever alt sust Culver alt sust		I Love Lucy Best Eds alt sust Gerber alt Kodak	Price Is Right Lever alt sust Culver alt sust	Lone Ranger Gen Mills sust	Fury Sweets Co. Gen Foods
on	Concentration Miles Nabisco alt Brillo		Far Horizon sust	Concentration sust alt Lever Heinz alt Whitehall		Far Horizon sust	Concentration Miles alt Lever Lever alt Brn & Wmsn		Far Horizon sust	Concentration Miles alt Lever Lever alt Brn & Wmsn	I Love Lucy sust	Circus Boy Miles alt Nestle sust
ife it — Prod	Truth or Consequences Heinz sust	Restless Gun Gen. Mills, Hill S. C. Johnson Ponds	Love of Life sust alt Toni Amer Home	Truth or Consequences sust P&G	Restless Gun S. C. Johnson Ponds, Lever, Min. Maid	Love of Life Lever Gen Mills alt sust	Truth or Consequences Frig. alt sust P&G alt Whitehall	Lunch With Soupy Sales Gen. Foods (8/27 S)	Sky King Nabisco	True Story sust Sterling Drug		
ly	Could Be You Whitehall alt sust Heinz alt sust	Love That Bob Armour, Sterling Min. Maid, Toni J&J	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt Nabisco P&G	Love That Bob Beech-Nut, J&J Coty, Armour Gen. Foods	Search for Tomorrow P&G Guiding Light P&G	Could Be You Frigidaire alt sust P&G alt Brillo	Saturday News sust	Detective Diary Sterling Drug sust			
rice sust	No net service	About Faces Ex-Lax, Ponds, S. C. Johnson Lever, Beech-Nu	No net service News (1:25-1:30) sust	No net service	About Faces S. C. Johnson Lever, Hill Bros Armour, Ponds Sterling	No net service	No net service	No net service	No net service	No net service	No net service	Mr. Wizard sust
ns nds g	No net service		As the World Turns P&G Pillsbury	No net service		World Turns Best Foods Gen Mills alt Stand. Brands	No net service					
le	Queen for a Day sust sust	Day In Court Gen. Eds., Lever J&J, Coty, Beech-Nut	Full Circle Toni alt sust sust	Queen-Day sust sust alt Heinz	Day In Court Lever, Armour Min. Maid, Toni Beech-Nut, Ex- Lax, J&J	Full Circle Lever alt sust sust	Queen for a Day Nabisco alt sust Culver alt Block				Baseball Game of Week Falstaff, Colgate State Farm Ins. Gen Mills Sp-L \$6,000,000*	
ter a — e	Loretta Young Nestle alt sust Frigidaire alt sust	Gale Storm Staley, Gen. Mills, Lever, J&J	Art Linkletter Lever alt Drackett Pillsbury	Loretta Young Nestle alt P&G Heinz alt P&G	Gale Storm J&J, S. C. John- son, Armour, Gen. Mills	Art Linkletter Lever Bros Bsuer & Black alt Armstrong	Loretta Young sust P&G alt sust					
e	Young Dr. Malone Plough, B&W, Heinz, Jergens	Beat The Clock Johnson & J., Lady Esther, Gen. Foods	Millionaire Stand. Brands alt sust Drackett alt sust	Young Dr. Malone Miles alt Culver P&G alt sust	Beat The Clock Beech-Nut, Lever Armour, White- ball	Millionaire Colgate alt sust sust	Young Dr. Malone Coty alt Mennen Sterling alt Nabisco					
ours ndt it	From These Roots sust Brn. & Wmsn. alt sust	Who You Trust Ponds, Gen. Eds Lever, B-Nut, Toni, Armour	Verdict Is Yours Sterling alt Lever Toni alt Amer. Home	From These Roots sust Jergens alt sust	Who You Trust Gen. Mills, Ponds Staley, Beech- Nut, S. C. John- son, Whitehall	Verdict Is Yours Gen Mills alt sust Lever	From These Roots sust Plough alt sust					
ay rm Prod	Comedy Theatre sust	Amer. Band. Lever, Gen Mills B-Nut, Welch Armour, Holly- wood Candy	Brighter Day P&G Secret Storm Rem. Rand Amer. Home	Comedy Theatre sust	Amer. Band. Welch, Gen. Mills, Lever, Toni, Polk Miller	Brighter Day Best Foods Secret Storm Amer Home Prod alt Stand. Brand	Comedy Theatre sust	Nati.-Amer. League Baseball Gillette Sp-L \$2,750,000*				
ght it	Adventure Thea sust	Amer. Band. Plough, Northam Warren, Toni Positan, Western Tablet	Edge of Night P&G Pillsbury	Adventure Thea sust	Amer. Band. Armour, Albert Culver, Plough Western Tablet	Edge of Night J. B. Williams Amer Home alt Sterling	Adventure Thea sust					
		American Bandstand co-op			American Bandstand co-op							
		Rocky and His Friends Gen Mills Kool-Aid			Rin Tin Tin Gen Mills Kool-Aid							

*These are package prices and include time, talent, production and cable costs.

l programs appearing during this period are listed well, with air dates. The only regularly scheduled programs not listed are: *Tonight*, NBC, 11:15 p.m.-1 a.m., Monday-Friday, participating sponsorship; *Sunday News*

Special, CBS, Sunday, 11-11:15 p.m.; *Today*, NBC, 7-9 a.m., Monday-Friday, participating; *News* CBS, 7:45-8 a.m. and 8:45-9 a.m., Monday-Friday. All time periods are Daylight Saving.

WTHI-TV

the
Number One
single station
market
in
America!

WTHI-TV is a single
station market of
217,400 TV homes.

An advertising dollar
on WTHI-TV delivers
more TV homes than
many dollars in a
multiple station
market.



WTHI-TV
CHANNEL 10
TERRE HAUTE,
INDIANA

Represented by THE BOLLING CO.

CANADIAN PAY TV

(Continued from page 33)

tenth of the coin-box-equipped tv sets in Etobicoke are tuned to a pay tv film on an average evening. This assumes that a 30-40% film does equal amounts of business on each of its three or four nights, which is obviously not the case. Tuesday nights, according to Trans-Canada Telemeter's director of operations Bill Crampton, is still a low gross night for the paid system, at least partly explained by the hefty entertainment competition from commercial tv during the regular season. Saturdays and Sundays—with a matinee each, and three or four showings respectively of the feature film—are big days.

It's the multiple-channel character of Telemeter which makes it loom large as a tv competitor. Telemeter now transmits three separate program services over its 95 miles of leased Bell Telephone coaxial cable. As a rule, two of these programs are films on channels A and B that require payment (so far \$1 for a feature, 75¢ for one special Golden Gloves boxing show, 25¢ for children's matinees; prices can be adjusted at any time). Channel C can usually be viewed free, and it offers a program of local community news, weather, previews of films on the other channels, panel discussions, public service productions and sponsored films.

In practice this means that while "North by Northwest" was getting its 36% audience on 13-16 March on channel B, "Cash McCall" was its first competition (it ran 11-13 March) on channel A, followed by "Gigi," which was shown 14-17 March. So from this it appears that two films are each doing somewhere between 10-15% business on any given night. It follows then that about 25% of the subscribers' sets are tuned to paid-for films on an average night (discounting any free viewing on channel C).

This could represent an alarming loss of commercial tv audience for at least two peak hours a night. Films are usually transmitted during the week at about 7 p.m., with a repeat at around 9 p.m. Weekends the schedule is advanced to include one or two earlier showings and a matinee.

But paying viewers may even spend more than a two-hour average

watching Telemeter films because of the recognized tendency of people to stay with it and watch the second showing of the film at no extra charge, just as they do in theatres.

What do the guinea pigs of Telemeter's test think about pay tv?

To some extent this question is academic since all subscribers, in varying degree, are paying to watch films. Every dollar in coins is taken as a measure of their approval. Naturally this involves the most closely guarded of Telemeter's secrets and guessing is rampant. From various indications and a brief survey, CANADIAN SPONSOR calculates the average Telemeter subscriber spends well over \$10 a month on films, more likely \$15. (The unverified average of one small sample was \$17 a month.)

The head of one subscribing household revealed he was astounded to discover that in one month his family had spent \$22 for films on Telemeter (they must have seen all but six films that month). Immediately he issued orders to cut this in half, but the family hasn't managed this yet.

Another family spokesman, with two young children, reported he spends about \$17 a month on Telemeter films. He figures this is less than he used to pay for baby sitters.

Another man said his family spends about \$12 a month in the coinbox, of which he directly contributed only \$5; his wife invested the other \$7 on nights when he was out. He also mentioned a phenomenon reminiscent of the early days of commercial tv: two or three neighbors, all Telemeter equipped, often gather around one set to watch a paid film.

Telemeter's collection routine was originally based on the assumption the coinbox would hold a maximum of \$48. It is known that several boxes have been collected with well over \$50, so the collection schedule has been advanced from once every 60 days to a 6-week cycle.

From 21 July to 7 July inclusive Telemeter showed 14 different feature films. It is reasonably certain that many subscribers saw nearly all of them. Some subscribers are actually on record as having viewed every one of the 28 films a month.

Editor's note: Part Two in the pay tv story, dealing with Telemeter's growth and the people behind it, will appear in next week's issue.

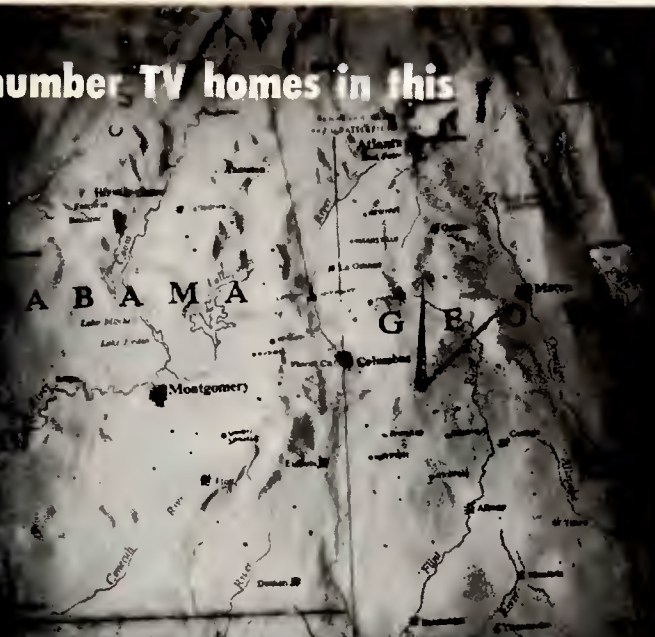
Free Gift if you estimate number TV homes in this

**GREAT
NEW**

WTVM

CH. 9 MARKET!*

(*and you don't even have to be right)



The big switch is here! WTVM is moving to Channel 9 in September!

We will operate on 316,000 watts power . . . broadcasting from a tower whose beacon is 1,760 feet above mean sea level, located 16 air miles southeast of Columbus, Georgia. We know our coverage will be great . . . and we will announce the figures soon!

In the meantime, we invite you to estimate the total number of TV homes we will cover!

The closest estimate to the actual number of TV homes in the new WTVM coverage area will receive 10 shares of stock in Tom Huston Peanut Company (Tom's Toasted Peanuts) of Columbus.

To prove you can't lose on WTVM, every entry will receive a souvenir gift box from Tom Huston Peanut Company!

All entries must be in Columbus not later than September 15, 1960. In case of ties, the entry with the earliest postmark will win. The decision of our judges will be final.

Get out your slide rule! Put on your thinking cap! Write a number (a big, BIG number) on a postal card, with your name and address. Send to Department "Wow!", WTVM, Columbus, Georgia.

Helpful Hints!

- WTVM will be Georgia's second largest TV market!
- WTVM will broadcast from the tallest tower in Georgia!
- WTVM will be one of the top 15 markets in the South!

CHANNEL 9

Columbus, Ga. ABC-NBC

Only full time primary ABC station between Atlanta and the Gulf! 82% unduplicated audience! Top NBC programs!

WTVM



Now ready for fall schedules!

Call your ADAM YOUNG man for top ABC-NBC availabilities!

Ask about combination rates on
WTVC CH. 9 Chattanooga, Tenn.
Another Martin Television Outlet
The No. 1 night time station in Chattanooga!*
* March, 1960 ARB

What local radio techniques should be applied to national

R. J. Bennett, *general manager, WAYE, Baltimore*

Most local salesmen, whether intentionally or unwittingly, use the marketing approach in their sales pitches. In other words, they are familiar with the potential advertiser's products or services, they know his sales objectives, and therefore can offer down-to-earth, practical advice on the way his station should be used to fulfill the advertiser's marketing objectives.

I realize that this is far more difficult to achieve on the national scene. But in my experience, some station reps are much more interested in selling time than the advertiser's products. This is extremely shortsighted, because only the first sale is made on trust. All subsequent sales are made on results. Reps should be interested in the client's marketing strategy and objectives.

Local advertisers generally know almost immediately how successful a radio flight is. Their gauge is the cash register, and when it jingles happily, they know the station is doing a good job.

It is much more difficult for a national agency to discover how well a station is moving merchandise. Often they never find out, which in good part explains the prevalence of rating



Selling geared to advertiser's product, sales objectives, strategy

buying. There is one way a national rep can overcome this drawback: that is to get the station to make up evidence reports and then take these reports to appropriate people at the agency and client.

Reports can be statements of super-market managers, the client's own district sales managers, or reports from

wholesalers and distribution on the increased movement of merchandise. They can be the volume of proof-of-purchase items, such as box tops, received as the result of special contests and promotions. They can be the volume of mail or phone calls solicited by other contests or tie-ins. But it is possible to give the national advertiser what his local counterpart accepts as a matter of course—knowledge of the effectiveness of a campaign on any station.

Most local salesmen are paid on a commission basis, while most reps remunerate their men with straight salaries. All salesmen, being human, need incentives of various sorts, and what will stimulate a salesmen more than a bundle of juicy greenbacks hanging tantalizing in front of him? Our rep pays on a commission basis, which is undoubtedly one of the major reasons behind its excellent selling record.

Bill Venell, *national sales manager, WPBC, Minneapolis-St. Paul, Minn.*

Many informed quarters—including the radio/tv trade press—have expressed amazement that while local radio sales are booming throughout the country, national spot radio is stagnant, or at best, shows mild increases.

Contrary to much popular opinion, I don't believe that it is because national advertisers and their agencies have been derelict in recognizing the tremendous advantages and effectiveness of the spot radio medium.

I believe that a great deal of the onus lies in the fact that radio is sold different on the local level, and obviously the local way is the better way. Therefore, it follows that national salesmen, that is the reps, could learn a great deal from their local sales brethren.

Good local salesmen sell creative ideas, not merely units of time! By creative ideas, I don't mean fancy, abstract concepts. I refer to a plan

of action that will take in consideration the advertiser's product, the kind of people it should be appealed to, and the way the radio station will integrate these two factors in to a campaign that will reach the largest amount of these logical prospects



Local stations sell their advertisers sales plans, not mere units of time

with a message tailored to best motivate them. It may involve a copy approach.

Admittedly, this type of creative sale is more difficult on the national scene. But it can be accomplished. Our rep has done it for us.

Too many national salesmen forge that a station's own sound is one of its best selling points. Locally, most merchants are familiar with a station's programing, or have only to turn on a radio set to tune in any particular program. Many local salesmen now carry transistor radios at all times for such a purpose.

James L. Rubenstone, *national sales manager, WJMJ, Philadelphia*

One of the big differences between local sales and national spot selling is too often, one of basic approach and attitude. However, a good local or a good national salesman knows that his job is never done.

With most national reps, the actual situation is slightly different. Each salesman has his own list of agencies to cover, and when there is no new business breaking anywhere, there is a temptation to sit back and wait for the phone to ring. Since he has a number of markets, surely something will break somewhere in the entire U. S. Before relaxing, the rep salesman should mentally answer: A. D.

sales?

know pretty well every single spot buyer in all my agencies. B. Have made any calls this week on buyers who aren't, at the moment, active? This is a good time, when they're not rushed, to fill them in on station facts and results.) C. Have I made any missionary calls recently? It is question C that is usually ignored. Too often, a negative answer would apply, even if it was "Have I made any missionary calls?"

Our rep, like the good local salesmen, never sits back. When they can't get any further with the timebuyer, they call upon the account executive, or even the client himself. And this is not bitterly resented, as might often be supposed. As long as the upper echelons are approached with new and creative ideas to better use radio, and the agency is kept informed, even client calls are applauded when the purpose is to induce the advertiser to put new money into the medium.

Fertile territory for our national representatives have been agencies who specialize in print and never or rarely use radio spot. Maybe some never used radio because they don't understand the medium and its advantages, or don't know how to use it. And others, because a radio rep hadn't pitched them on the medium within human memory!

And, of course, clients who adver-



Approach every type advertiser, regardless of budget or past use of medium

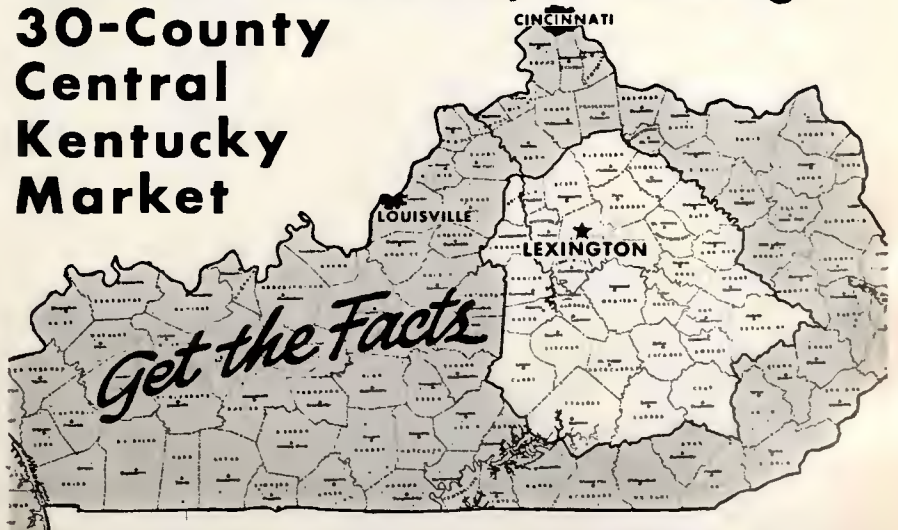
ise substantially in other media, but slightly or not at all in radio, have proven worth the effort. Our own rep's high success has been in winning client sales managers, rather than advertising managers, taking the position that radio should be an extension of the client's local sales force in a market.



You've Got to Head for the Finish Line to be in the Money!

Your campaign will finish in the money if you start by buying broadcast IN Lexington. In all the world, only Lexington broadcasters effectively influence the \$445,793,000 retail purchases made by 559,200 people in the growing 30-county Lexington trading area. Get your share of \$657,165,000 consumer spendable income by buying broadcast IN Lexington . . . Don't head the wrong direction in planning your next campaign.

You Have to Buy LEXINGTON to Cover the Rich, Growing 30-County Central Kentucky Market



FROM THE FABULOUS FIVE IN LEXINGTON
WBLG ★ WLAP ★ WVLK ★ WKYT-TV ★ WLEX-TV

TV TAB

(Continued from page 32)

section which includes this small independent and non-committed group.

One network man estimates this non-committed segment of the population is no more than 20% of tv's total audience, but political campaigning will have to reach the 100% to get through to the 20%. That's why saturation spot drives will supplement major network appearances. And it's also why some political admen are thinking of network spot carriers during prime nighttime periods as

well as spot package plans which give them favorable frequency discounts.

The networks will be particularly wary of devices, gadgetry, and rigged discussion this year, and all of them are agreed that none of these can be used in any of the time which they make available without charge.

"We're not censoring," as NBC TV's Bill Hedges says, "but we're also not going to be accused of phony presentations. Nor will any party be permitted to play hob with pre-emptions and ride herd on our program structure." The network's policy is to

permit no more than two pre-emptions of any program period—five minute or longer—and just because party asks for a certain time period by no means ensures it'll be given.

A CBS TV spokesman points out that some politicians have learned the hard way that they shouldn't preempt top-rated shows because of public resentment against them. Politicians are also being more careful this year about the days on which they want to have their candidates appear. Sunday is out of the question, they fear because of the religious proclivity of the Southern Bible Belt. The networks say the two major parties are most interested in Wednesday, followed—in this order—by Thursday, Tuesday, Friday, Monday, Saturday.

The networks prefer—and they think the candidates and the public will, too—a simple, direct presentation of major candidates discussing issues alone or in debate. But one network realist maintains that neither party has learned how to handle the kind of exposed-views situation well enough to keep an audience. He thinks the parties—even if they are able to use those 19 hours of prime time which the networks will give them—would be hard put to fill more than an hour or two each week in the six-to-eight-week campaign.

His guess, therefore, is that the free time offer—providing, of course, the Senate Joint Resolution 207 passed this month—will be whittled to something approximating the ABC TV suggestion: rotating one hour week among the networks for a total of nine hours or three hours per network, with half of each hour going to the GOP and to the Democrats.

The campaign is bound to be one of test involving precedents. If Congress passes the waiver for equitable time, the results of the one-year moratorium will be perused by the FCC. At that time, recommendations may be made for this waiver to be a permanent stipulation.

Industry observers tend to agree that the combination of free and paid time for the candidates will give the public the best showcase in political history. They predict that the major contenders will reach new heights of accomplishment with this electronic debating device, but that some of the quickie, slogan selling in announced events may zoom them downward to new political lows.

Two More Surveys

AGREE

In Minneapolis-St. Paul it's

WPBC

	Conlan*	Verifak**
Station A	23.8	20.3
Station B	20.1	18.6
Station WPBC	18.3	16.7
Station D	9.1	9.7
Station E	7.3	7.6
Station F	6.4	7.2
Station G	4.9	6.3
Station H	3.1	4.4
Station I	2.6	3.4
Station J	2.6	3.1
Station K	1.8	2.7

Note identical relative standings in the market

**Verifak—Average all day share—May 1960

*Conlan—Average all day share—June 1960

AM-FM WPBC Adult Radio

William V. Stewart
WPBC President

Broadcast Time Sales
National Representatives



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



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

Former City Editor of The Birmingham News . . .

Ace Reporter for Miami Herald



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

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

CLANCY LAKE

named News Director for WAPI & WAPI-TV



Clancy Lake, the man who shocked America with his coverage of the Phenix City cleanup . . . The man who spent 3 months in prison to report on conditions in the Alabama Penal system . . . The man who worked seven years to free a convicted murderer he knew was innocent. . . . has now turned his news reporting abilities to broadcast news and it is with pride that WAPI and WAPI-TV announce his appointment as News Director.

WAPI

TELEVISION AND RADIO, BIRMINGHAM, ALABAMA

WAPI-TV Represented nationally by Harrington, Righter & Parsons

WAPI-Radio Represented nationally by Henry I. Christal



"He's a Bear...!"

That's what they say in Frankfort (Kentucky, that is) about the radio station that serves the state's largest single-station market!

WFKY

**250 watts
1490**

Frankfort also is the State Capitol, and the home of Schenley, National and "21 Brands" distilleries, where they make more whiskey per capita than any other place on earth.

Call HOLLINGBERY!

THE HORTON-KINCAID STATIONS

Home office: Top of the Phoenix Hotel, Lexington, Kentucky



WHOO
ORLANDO



WVLK
LEXINGTON



WOMP
Radio 1290
WHEELING-BELLAIRE



WFKY
FRANKFORT



WCFM
ASHLAND-HUNTINGTON

WASHINGTON WEEK

1 AUGUST 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

The FCC has departed from its custom of issuing preliminary financial reports on radio and television industries: these reports have customarily been released considerably earlier in the year.

A commission spokesman said that this year final reports of earnings in these industries would be the only ones issued, and that they are **not expected in any case before mid-August.**

There is considerable significance in the explanation. Fact is, the Commission has been taking people away from this sort of work.

It is another illustration of the fact that all FCC energies have been channeled into backing up its new tough attitude toward regulation. Congress has been somewhat backward about supplying enough funds. Many legislators wanted to point to the industry with alarm and it was convenient to have so-called FCC lassitude as a whipping-boy.

The excellent job done by the networks in covering the national conventions could revive what appeared to be a dead bill.

Neither Oren Harris nor any member of the House Commerce Committee of which he is chairman showed any disposition to push the Senate-passed bill amending Sec. 315, the political equal time section.

The bill would lift that section entirely with respect to presidential and vice presidential candidates, so the networks and stations **would not have to give equal time for Lincoln-Douglas debates, etc.**

Key Congressmen have already been expressing satisfaction with convention coverage and with network plans for covering campaigns. But many of these plans depend on House passage of that neglected bill.

The House doesn't come back into session until 15 August, one week after the Senate, and a clear picture of prospects for the bill will not be possible until the lawmakers gather.

The FCC commissioners weren't too far apart on what to do about programming: opposition to the staff recommendation that the Commission set up over-all standards stations must follow was general among those who will do the actual voting.

On the other hand, there was substantial agreement that stations should be required to live up to programming promises made voluntarily when applications were made for licenses.

As has been reported from time to time on this page, the majority still appears to **favor an affirmative showing by a licensee or an original applicant as to community needs.** Also to be required—if this view prevails, as still seems likely—would be a narrative description of how these needs would be met by the applicant.

Then the applicant would be held to his commitments, or would be required to give a convincing explanation of why he departed from his plans. This is where the new Complaints and Compliance Division would come into the act.

Each week, the Commission has been arguing things through a little bit farther. Although it appeared impossible that final action would come in this final week before the August recess, a **series of announcements might reasonably be expected in September.**

SPONSOR HEARS

1 AUGUST 1960

Copyright 1960

SPONSOR
PUBLICATIONS INC.

Don't be surprised if one of the intercontinental air services switches its account. It'll be due to the old story: strong opposition from below due to the fact that the boss is letting a close friendship at the agency color his evaluation.
Traffic and earnings haven't been as good as the competitors' of late.

Revlon, which controls a block of the Schick electric shaver stock, has started calling the plays with decided vigor.

Among the latest moves: (1) ordering that Schick headquarters be shifted from Lancaster, Pa., to New York; (2) offering McKesson-Robbins a franchise to handle the shaver in the wholesaler's distribution area.

Here's a theory voiced along Michigan Avenue as to why major accounts never quite settle down in Chicago branches of New York-headquartered agencies:

- When a new business pitch is made the team is generally top-heavy with New York brass.
- The pitch is usually on the basis of New York know-how and facilities.
- After the account is landed, it is dumped into what is generally a not-so-strong Chicago branch, where it just sits waiting for direction from New York.
- New York meantime has gone on to greater heights and forgets about the new account out in Chicago.
- Some midwest accounts have become wise to this jabberwocky and are demanding their accounts be handled out of the agency's New York office.

A rep discovered last week that this procedure doesn't endear one to a timebuyer: disclosing that somebody else got a better buy on a station competitor of the rep's.

The timebuyer in question, after finding this was so, upbraided the rep for "raising doubts about my being hep to what was going on."

Some marketers hold that a manufacturer of durables takes a calculated risk when he commits himself to a quasi-institutional advertising contract a year in advance.

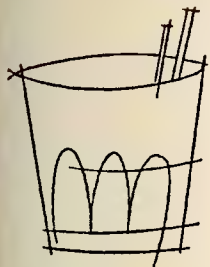
The market for the products can change radically meanwhile and he finds himself up against the clamor from his brand managers for part of that already committed money that they can put to other promotional uses.

Such a situation is described as prevailing at the moment within one of the big appliance companies.

A New York metropolitan account has given the relations with its agencies an odd twist: The advertiser's tv spokesman checks among suppliers and others on how they feel toward certain of the executives in the agencies.

Look for U.S. Tobacco, as part of its diversification sprint, to get into the candy bar business.

It just acquired nut packaging firms in Philadelphia and on the west coast. U.S. Tobacco has lots of cash on hand to make outright buys.



Absinthe Frappé

...Old
New Orleans
Favorite



As served at Lafitte's Blacksmith Shop

WWL-TV... new New Orleans Favorite

Easy to make:

Fill 10-oz. tumbler with finely crushed ice. Pour in a dash of simple syrup, a dash of anisette and 1½ jiggers of any absinthe substitute, such as Herbsaint. Drip water over ice until tumbler is filled.

Vailà-frappé! If you prefer it served as a cocktail, remove ice.

Romper Room, WWL-TV's standout morning show, delivers the audience at the lowest cost-per-thousand of any kid show in the New Orleans market—even lower than afternoon kid shows.

It makes sound sales sense to catch the kids in the morning before mom goes to shop—not in the late afternoon, when she has already completed her day's shopping. ARB (April, 1960) shows Romper Room leading all competition with a 9 rating.

Represented nationally by Katz

WWL-TV


NEW ORLEANS

ADVERTISERS

Schlitz (JWT) is becoming sponsor in a national news str for the first time.

It's buying into *Doug Edwards at the News*. Involved is a 10% reduction in the price of the program.

National spot radio activity of the midwest the past week included a farm implement firm and a battery manufacturer.

They were: John Deere & Co. (Gardner, St. Louis) and Ray-O-Vac (Howard Monk, Rockford, Ill.).

For those who rank their markets according to population, here are the figures issued by the Census Bureau for the leading 25 cities.

RANK	CITY	1960 POPULATION
1.	New York	7,710,000
2.	Chicago	3,492,900
3.	Los Angeles	2,448,000
4.	Philadelphia	1,959,000
5.	Detroit	1,672,500
6.	Houston	932,000
7.	Baltimore	921,300

NEWS & IDEA WRAP-UP

SMALL WAR IN BIG WAY was skillfully accomplished by WLW tv stations in Cincinnati in 30-minute film of Battle of Gettysburg. Here, dir. Carlos Mittag (l) works with cameraman Norm Denlinger on table miniatures



WELL-STASHED in Philadelphia trust company vault is WBIG's WBIGLAND currency to be used in upcoming contest. Keeping guard over station's (l-r) Harvey Miller, Dean Tyler, Jerry Stevens is "Miss WBIGLAND"



NEWEST SPECIES IN CLEVELAND ZOO—is man; this particular one answering to name of Swingin' Sweeney, new KYW evening personality nabbed and put in captivity by an alert listener, who followed clues broadcast by the station during the week preceding Sweeney's first show.



Cleveland	869,867
Washington, D.C.	746,958
St. Louis	740,424
Milwaukee	734,788
San Francisco	715,609
Boston	677,626
Dallas	672,117
New Orleans	620,979
Pittsburgh	600,684
San Antonio	584,471
Seattle	550,525
San Diego	547,294
Buffalo	528,387
Memphis	491,691
Denver	489,217
Cincinnati	487,462
Atlanta	485,425
Minneapolis	481,026

3. Piel's Beer	4.0
4. Dial Soap	3.9
5. Burgermeister Beer	3.6
6. Dodge Seven-Up	3.4
8. Ford Mr. Clean	2.7
9. Ivory Soap	2.5
Mr. Clean	2.5
11. Kellogg's National Beer	2.4
12. Fizzies L & M Cigarettes	1.8
National Beer	1.8
Snowdrift	1.8
16. Kraft Foods	1.7
17. Post Cereals	1.4
18. Gillette	1.3
19. Falstaff Beer	1.2
Plymouth	1.2
21. Brylcreem Chevrolet	1.1
Chevrolet	1.1

• **The Dow Chemical Company** has planned a major introduction program that will total several million dollars for Handi-Wrap, a transparent sandwich wrap. The company will train its sights on the lunch box wrap market, and will push the product on the *Dow Hour of Great Mysteries* and other network tv shows. The campaign will break nationally in October. Agency: Norman, Craig & Kummel.

• **Bon Ami** (Cole, Fischer & Regow), **Seeco Records** (Lee-Myles Associates) and **Allied Record Manufacturing** (Hixon & Jorgensen) have joined for a record premium program. The album, *Bon Amigo*, consists of Jose Melis hits. The consumer encloses \$1.00 with either a hanger or package from a Bon Ami product to receive an album. The program will be promoted on the *Jack Paar Show*, starting mid-September and run for about 30 days.

• **The Northwest Plaster Bureau** (Kraft, Smith & Ehrig) launched a year long campaign on KOMO-AM-TV, Seattle. Radio plans call for weekend announcements; the tv cam-

amm's Beer retained its #1 position in ARB's Best-Liked commercial June tally.

Johnson's Baby Powder moved in second place and Piel's Beer held down the third spot.

Here is how the survey lines up:

RANK	BRAND	% COMMERCIAL MENTION
1.	Hamms Beer	8.5
2.	Johnson Baby Powder	5.0

Campaigns:

• **Air France** (BBDO) has embarked on its most intensive campaign to advertise its off-season economy package. The air line will use radio spot announcements in 10 major markets including New York, Chicago and Los Angeles.

HAWAIIAN HEYDAY lasted week during SAI's Hawaiian promotion at Cincinnati shopping center. Here, sta.'s Ron Britain (l), its young dancers, accompanist listen in on Bill from Islands-vacationing Jack Reynolds



TRACK NIGHT for WNEW, N.Y., which was recently honored at Yonkers Raceway. Awarding transistor radio to winning driver Billy Haughton: (r-l) sta.'s v.p.-g.m. John Sullivan with wife and sports dir., Kyle Rote



GOING TO BAT is Campbell-Mithun's (Mpls.) softball team, out to win for clients as well as agency. Sewing client logo on team captain Bob Anderson: bd. chmn. Ray Mithun

paign is directed to housewives on a daytime schedule, Wednesday through Saturday.

AGENCIES

NAB's Tv Code Review Board subcommittee pointed a critical finger at agencies responsible for bra and girdle commercials.

The subcommittee granted that there's been much improvement in the presentations of personal products commercials, but reported that the bras and girdles were still somewhat outside the pale of acceptance.

Agency appointments: The Mennen Company appointed **Tatham Laird** for Speed Stick deodorant for men, Afta Shave lotion, Quinsana, Athlecin, and four new products; estimated billings at start: \$750,000 . . . Chrysler Corporation's Airtemp Division transferred its account from Detroit to **Grant's** New York office . . . Chicago Dodge Retail Selling Association to **BBDO** . . . Ruberoid Co., all divisions, to **Kastor Hilton Chesley Clifford & Atherton** . . . Frith Corporation, for its Fashion Firsts, to **Parsons, Friedmann & Central** . . . California Physician's Service, billing \$150,000 to **Gumpertz, Bentley & Dolan** . . . Catalina Savings & Loan Association, to **S. J. Kossack**, Tucson . . . Boston Safe Deposit and Trust Co. appointed **Mogul Williams & Saylor**, N. Y.

Thisa 'n' data: The Nielsen Coupon Clearing House broke ground for a new headquarters building in Clinton, Iowa . . . **Allied Advertising**, Cleveland, recipient of an AFTRA citation for the best radio commercial of 1959-60.

Admen on the move: **Alex Osborn**, co-founder of BBDO, resigned from the board and executive committee . . . **John V. McAdams** elected to president, and **Howard C. Allen** to vice chairman, **Albert Frank-Guenther Law** . . . **Olin W. Hoskins** appointed executive vice president, **Robert Haas Advertising** . . . **Frank L. Woodruff** named vice president, **Lennen & Newell** . . . **Rodney Albright**, **James Hayes** and **Frank Reed**, elected vice presidents, **SSCB** . . . **Dermott McCarthy**, to vice

president, **Y&R** . . . **William S. Robinson** and **Carlton Zucker** named vice presidents, **Leo Burnett** . . . **Richard L. Eastland**, appointed vice president, **Campbell-Ewald** . . . **Arthur E. Petersen**, to vice president, **Peitscher, Janda Associates**, from **Vance Publishing**.

More about personnel: **Helen Gordon**, appointed creative director, **Liller, Neal, Battle & Lindsey**, Atlanta . . . **David Wedeck** appointed associate media director and **Richard Gershon** named assistant media director, **B&B** . . . **Lois Henriksen**, named media director, **Stone & Simons**, Detroit . . . **Jack M. Bristow**, appointed account supervisor **Sheaffer Pen**, **BBDO** . . . **John H. Fogarty**, named manager, **BBDO**, Cleveland . . . **Marcus E. Smith**, named planning director, **Mid American Advertising** . . . **Paul D. Barker**, to business development director, **S. J. Kossack** . . . **Elizabeth Mitchell**, appointed media buyer for **Rexall**, **BBDO**, Los Angeles . . . **David B. Smart** and **Philip P. Young, Jr.** named account executives, **NL&B** . . . **Neal Waldman**, to **Robert Hass**, as account executive . . . **Bates Hall**, named account executive, **DCS&S** . . . **David A. Clitter**, to account executive, **Kae Algyer Advertising** . . . **Henry Hager**, **Glen Gardiner**, **Robert Wilkinson** and **William Davidson** to **MacManus, John & Adams** . . . **Lawrence A. Nelson** to assistant account executive **MacManus, John & Adams**.

FILM

The newsletter is becoming an increasingly important media for commercials producers in which they can talk about their clients and services.

Latest producer to come out with a monthly newsletter is **Videotape Productions** of New York with a four page booklet called **Tape Measures**, first published in July.

Another producer with a newsletter is **HFH Productions** which specializes in animation comment.

Ampex also covers station-produced tape commercials in its monthly newsletter.

Sales: **CNP's Jim Backus Show** to **Carling's** in 51 markets plus station

sales to **KNXT**, Los Angeles; **WBTV**, Chicago, and **WABC-TV**, New York . . . **Jax Beer** adds **Tulsa**, **Wita Falls**, **Beaumont**, **Jackson**, **Monroe** to its line-up for **Screen Gems' Two F West** to **Utica Club beer** in **Syracuse**, **Albany**, **Plattsburgh**, and **Hampton** . . . **Pacific Gas & Electric (BBDO)** returns to **KRON-TV**, **San Francisco** in **Ziv-UA's Tombs Territory** . . . **UAA** individual

tures as special programing sold to **WFGA-TV**, **Jacksonville**; **WTVJ**, **Orlando**; **KTBS-TV**, **Shreveport**; **KHON-TV**, **Honolulu**; **KODE-TV**, **Joplin**; **KSTV**, **Shreveport**; **KCOP**, **Los Angeles**; **WREX-TV**, **Rockford**; **WHO-TV**, **Des Moines**; **WFMB-TV**, **Indianapolis**; **KTVO**, **Ottumwa**, and **KAKE-TV**, **Wichita**.

More sales: **Official Films' Great Headlines of the Century** to **KRIV-TV**, **Los Angeles**; **WBFM-TV**, **Indianapolis**; **WXYZ-TV**, **Detroit**; **WRNY-TV**, **Rochester**; **KONO-TV**, **Sant Antonio**; **KCRA-TV**, **Sacramento**; **WTVJ**, **Miami**; **WGN-TV**, **Chicago**; **WJZ-TV**, **Baltimore**; **WBZ-TV**, **Boston**; **KYW-TV**, **Cleveland**; **WFYR-TV**, **Youngstown**; **KDKA-TV**, **Pittsburgh**; **WFBC-TV**, **Greenville**; **WMCT-TV**, **Memphis**; **KELP-TV**, **El Paso**; **KTRK-TV**, **Houston**; **KSL-TV**, **Lake City**; **KOMO-TV**, **Seattle**; **KTVK**, **Phoenix**, and **KLAS-TV**, **Las Vegas** . . . **Ziv-UA's** second year **Lock Up**, now in 173 markets. **Kroger (Campbell-Mithun)** on **WHAS-TV**, **Louisville**; **WDAF-TV**, **Kansas City**; **KSD-TV**, **St. Louis**, and **WLTV**, **Lexington**. Also **Iowa Electric (Ambro)** on **WOI-TV**, **Des Moines**; **Molson's (MacLaren)** on **WGR-TV**, **Buffalo**; and **WCNY-TV**, **Watertown** on **KNXT**, **Los Angeles**; **Blacks & Dunlop Tire** on **WRAL-TV**, **Raleigh**; **Texas State Optical** on **KFDM-TV**, **Beaumont**; plus station **WWLO-TV**, **New Orleans**; **KMID-TV**, **Midland**; **KVIQ-TV**, **Eureka**; **KVBC-TV**, **Redding**; **WJBF**, **Augusta**; **WLOS-TV**, **Asheville**; **KVOS-TV**, **Bozeman**; **KELO-TV**, **Sioux Falls**; **KFSD-TV**, **San Diego**; **KGNC-TV**, **Amarillo**, and **WFMJ-TV**, **Youngstown**.

Tape: **RAC** tv tape recorders have been delivered to date to the following U. S. broadcasters and producers: **Graphic Pictures**, **Chicago** (1); **KSTP-TV**, **St. Paul** (2); **WB**

Evansville, Indiana; Mark Armistead, Hollywood (2); WJXT, Jacksonville; KOCO-TV, Oklahoma City; VSB-TV, South Bend; KTHV-TV, Little Rock; WMAR-TV, Baltimore; VSB-TV, Atlanta (2); Reeves Soundcraft, Danbury, Conn.; KWTW, Oklahoma City; KFSD-TV, San Diego; TUL-TV, Tulsa; KOB-TV, Albuquerque; KXLY, Spokane; WCHS-TV, Charleston; WHDH-TV, Boston (2); WAVY-TV, Portsmouth; PHO-TV, Phoenix; WTSN-TV, Milwaukee (2); KBTW, Denver (2); Reeves Sound Studio, N. Y. (8); TOP-TV, Washington, D. C. (2); TBC-TV, Austin, Texas; WTMJ-TV, Milwaukee; KHQ-TV, Spokane; FIL-TV, Philadelphia; WFBM-TV, Indianapolis (2); WTVR, Richmond; BAL-TV, Baltimore; WTRF-TV, Wheeling; WBAP-TV, Fort Worth, and NBC (12).

More tape news: Delivery of 23 videotape recorders, including 13 U. S. stations and four to producers, brings world delivery total to 53. Stations include WAST-TV, Albany; KTLA, Los Angeles; KOMU-TV, Columbia; WRBL-TV, Columbus; WTVJ, Miami (2); KYW-TV, Cleveland; WTHS-TV, Miami; LOS-TV, Asheville (2); WPTA-TV, Roanoke; KARK-TV, Little Rock, and KIMA-TV, Yakima, Washington. Four machines went to Sports Network, N.Y.C. . . . **Giantview General Television Network** has acquired control of **Tapes Unlimited**, New York producer.

Programs and production: ABC films' three new additions to syndication availabilities are *John Gunter's High Road, Exclusive!*, and *Counterthrust* . . . Goodson Todman will have the initial film of *Las Vegas* available in 90 days.

Commercials: Henne and Kaufman, 244 Madison Avenue, N. Y., appointed sales representatives of Felix the Cat Creations' commercial cartoon division . . . **Abe Levitow** appointed associate producer and supervision director for UPA pictures . . . **Music Makers** completed work on commercials for American Beer in VanSant Dugdale . . . **William Cornish** joined sales and production staff of tv film commercial department. Sarra.

Promotion: CNP's Pony Express is coordinating its promotions with the centennial celebrations this week.

International sales: ITC's *Danger Man* to the CBC English network for Labatt's (J. Walter Thompson) and *Interpol Calling* to the CBC French network . . . Ziv-UA shows sold through **International Television Programs (ITP)** as follows: 12 programs to Televisora de Costa Rica; seven to Television Savadorena, El Salvador; four to Panemena de Radiodifusion, Panama; four to Radio HIN, Dominican Republic; 10 to NATEC for Curacao, Aruba, and Port-Au-Prince telecast; three to Television del Norte, Monterrey; for all the rest of Mexico, 12 shows to Telesistema Mexicana; *Target* to Shell Oil and *Bat Masterson* to Kellogg and Fresh Milk Cooperative, in Puerto Rico; 10 programs to Television Pan Americana, Lima; two to Zuriguel Associates, C.A., Caracas; one to Propaganda Epoca, Bogota; 10 to Radio Rio Ltda, Brazil (dubbed into Portuguese); also, five programs to Kansai Television Broadcasting, Dentsu Advertising or JOEX-TV, Tokyo, Japan; five to ATV, Sydney, and GTV, Melbourne; five to TVW Ltd., Perth; one to Queensland Television Ltd., Brisbane; additionally, programs were sold to Oy Mainas Taucher, Helsingfors, Finland; Degeto, Frankfurt, Germany; Television Suisse; Villamse Televisie, Belgium; Movie-record, Madrid; Philipps Portugesa, Portugal, and Arabian American Oil Company, Iran; others were 16 sales to Canadian stations in Yorkton, Quebec, Halifax, St. John, Vancouver, and Moncton.

Strictly personnel: Ray Junkin, president, Harold Hackett, v.p., Walter Smith, v.p., and Jack Anderson, secretary, are the officers of newly-formed **Program Sales, Inc.**, 15 E. 48th St., N. Y. . . . **James Bogans** named syndication traffic manager of Screen Gems . . . **Irving Lichtenstein** to special events activities and promotional merchandising supervisor of NTA.

NETWORKS

ABC Radio proposes to add a new feature to its programming come 3 October: 55 minutes a

week of 90-second vignettes dealing with a wide assortment of themes.

The taped bits will be sprinkled between 1-5 p.m. Monday through Friday.

Affiliates will be free to spot them anywhere they wish during the afternoon. Some of them may be sold for local sponsorship.

Agencies will be urged to fit the product to the vignette. For instance, if a vignette deals with cooking a food would make a nifty companion.

The price per block of nine vignettes per week across the board will soon be available to prospects.

Title of the vignettes: *Flair*.

ABC TV expressed confidence last week that it would be able to get *Queen for a Day* started on its network 5 September.

In other words, the show's alliance with NBC TV would end as of 2 September.

NBC has been claiming that Queen's commitment is binding through January.

NBC TV will let its affiliates know this week what four nighttime programs are available to them for the sale of local minutes this fall.

The likely foursome: *Riverboat*, *The Outlaws*, *Michael Shayne* and *Laramie*.

They're all subject to recall if the time is sold by the network.

Here are TvB's estimated expenditures for the top 10 brand advertisers in network tv during May, followed by top 10 company advertisers, as compiled by LNA-BAR:

RANK	BRAND	GROSS TIME COSTS
1.	Anacin Tablets	\$821,004
2.	Texaco, Inc., General Promotion	671,953
3.	Dristan	648,779
4.	Ford Passenger Cars	646,146
5.	Pall Mall Cigarettes	609,788
6.	Phillies Cigars	597,644
7.	Bayer Aspirin Tablets	596,698
8.	Winston Cigarettes	497,356
9.	Camel Cigarettes	477,863
10.	Tide	469,044

RANK	COMPANY	GROSS TIME COSTS
1.	P&G Co.	\$3,953,704
2.	American Home Products Corp.	2,784,201
3.	Lever Brothers Co.	2,182,396

4. General Motors Corp.	2,043,083
5. Colgate-Palmolive Co.	1,786,932
6. General Foods Corp.	1,705,306
7. Sterling Drug, Inc.	1,394,469
8. R. J. Reynolds Tobacco Co.	1,346,950
9. Ford Motor Co.	1,266,694
10. Texaco, Inc.	1,018,110

Net tv sales: The *Miss America Pageant*, a two-hour special on CBS TV, 10 September will be sponsored by **Philco Corp., Toni Co., and Oldsmobile**; Philco will sponsor coverage of the parade . . . **Warner-Lambert Products Division** bought a participation in NBC TV's *Riverboat*.

Thisa 'n' data: **Mutual** begs leave to say its sale of the convention-election package to Liggett & Myers was according to set policy of selling only 80% and with no discounts . . . **ABC TV** distributing to the trade presentation gavels with the printed legend "ABC Daytime—Judged Your Best Buy" . . . **CBS** plans to erect a new headquarters building in midtown New York.

New Mutual affiliates: KDUB, Lubbock, Texas; WEEP, Pittsburgh; WHBO, Tampa; KJOE, Shreveport; KOKX, Keokuk, Iowa; WGEA, Geneva, Ala.; WPTX, Lexington Park, Md.; WMSR, Manchester, Tenn.; WEAT, West Palm Beach.

Financial report: **AB-PT** reports estimated net operating profit at \$5,653,000 or \$1.35 a share, an increase of 45% over the \$3,886,000 or 90¢ a share for the 1959 first six month period.

REPRESENTATIVES

A 15-station network has been formed to facilitate the handling of spot radio sales in the state of Oregon.

Known as the Big-O, it includes these stations: KGRL, Bend; KURY, Brookings; KYNG, Coos Bay; KFLY, Corvallis; KORE, Eugene; KAJO, Grants Pass; KLAD, Klamath Falls; KMCM, McMinnville; KBOY, Medford; KNPT, Newport; KKID, Pendleton; KQEN, Roseburg; KSLM, Salem; KODL, The Dalles; KTIL, Tillamook.

The Tri-Mart and Jefferson Empire

stations will continue to be sold in two or three-station combinations.

Rep appointments—stations: WALB-TV, Albany, Ga., and WJHG-TV, Panama City, Fla., to **Venard, Rintoul & McConnell** for national representation . . . WTOD, Toledo, and WTRX, Flint, to **Broadcast Time Sales** as national representative . . . KRKO, Everett, Wash., KMO, Tacoma, and KOL, Seattle to **H-R**.

New company: **New England Spot Sales**, a rep firm to cover that region's radio and tv stations primarily, has been opened with offices in the Statler Building in Boston. Charles Bell, Jr. will head the firm.

Expanding: **PGW** has enlarged its New York facilities by taking additional space at 250 Park Avenue.

Rep appointments — personnel: **Neil Harold**, named director of sales research, CBS Radio Spot Sales, N.Y. . . . **Frank Beasley**, transferred to N.Y. office, CBS TV Spot Sales as account executive.

TV STATIONS

TvB is distributing a new booklet titled *A Network of Facts about Daytime Television*.

Some highlights of the presentation:

- Cost per thousand homes reached by network daytime tv programs has declined 13.4% in the past five years.
- More than half of all new network advertisers in 1959 were new advertisers using daytime.
- 72 advertisers using daytime network tv came from 18 different product categories.
- In the past five years, tv homes increased 46%, while tv homes watching daytime increased 57%.
- Total number of daytime home viewing hours in 1960 was 106,220,000 a day with the average tv home spending two hours and 21 minutes watching daytime tv every day.
- Average network weekday daytime program reaches 3,489,000 homes compared with 3,254,000 homes in 1956.

Ideas at work:

• **Zoom:** **WBRZ**, Baton Rouge, and the Downtown Exchange club are

co-sponsoring **Sky-O-Rama**, an Air Force exhibition, in cooperation with the U. S. Department of Defense.

• **No burglars here:** **WNDU-TV**, South Bend, in a street promotion for the B. K. Theaters, invited people to have a try at safe-cracking. The prize, 100 silver dollars, was to go to charity if the safe was not cracked within a certain period of time. The charity prospered, for over 5,000 of the honest citizenry tried, but to no avail.

Thisa 'n' data: **WSTV-TV**, Steubenville-Wheeling, Ohio, sponsored its third annual Teen Princess contest . . . **WISN-TV**, Milwaukee, hosted a luncheon for 150 advertiser, agency and public relations personnel to promote its new hour-long daytime show *Open House on 12* . . . **KTTV**, Los Angeles, will have exclusive coverage of the International Beauty Congress and plan for more than 15 hours of program time . . . **Gerity Broadcasting Company**, Michigan, presented Flint Junior College with \$54,000 worth of tv equipment . . . **Nielson** has signed a five-year contract with the Nihon Television Network Corp. of Tokyo, making Japan the 13th country in which the researcher's services are available . . . **Financial report:** **Storer Broadcasting** in report for the second quarter of 1960 showed an increase of over 11% sale of time over the same period for 1959 and an increase in net income from \$1.10 to \$1.14 per share . . . **WBBM-TV**, Chicago, will have seven consecutive weeks coverage of the Chicago Bears.

Sponsored tv special on the local front: *I See Chicago*, an hour-long show about the Chicago area, will be aired during prime evening time on **WBBM-TV**, with Illinois Bell (Ayer) as sponsor.

Kndos: **Raymond W. Welpp** Jr., NBC v.p. and general manager of **WRCV-AM-FM**, Philadelphia, named radio-tv chairman for the United Fund Torch Drive for the second year . . . **Transcontinent TV's** west coast stations — **KFMB-AM-FM-TV** and **KERO-TV**—have received top recognition for their national trade publication ads from the Art Director Club of Los Angeles . . . **KFDM-TV** Beaumont, won the Honor Award for the best trade paper single ad in the Advertising Club of Beaumont Second

ual Ad Awards Contest.

the personnel front: Allyn Marsh, to v.p. in charge of newness at U. S. Tele-Service, from Radio Sales . . . Richard E. . . to sales manager, WLW-C, Columbus . . . C. H. Topmiller, to general manager, WLBW-TV, Miami . . . Thomas A. Welstead, to v.p. and director of general sales, WCKY-TV, Cincinnati . . . Robert E. Mett, appointed managing director, DW-TV, Augusta . . . George R. . . named station business manager, WJW-TV, New York . . . Jack . . . appointed national sales coordinator, KYW-TV, Cleveland . . . Bruce Copeland, named administrative assistant to the managing director, WIS-TV, Columbia . . . Larry . . . to account executive, WNT-TV, Seattle . . . Frank Doyle, news director, KOCO-TV, Oklahoma City.

RADIO STATIONS

as at work:
Beauty-minded: KAKC, Tulsa, again sponsoring the winning Miss Tulsa contestant. For the past two years the station-sponsored Miss Tulsa has gained the Miss Oklahoma crown and competed in the Miss America pageant. Five station-chartered busses carry listeners to the pageant with sandwiches and beverages served en route.
Ah sweet mystery: Listeners of WIL, St. Louis, were recently involved in a tense mysterious contest. The reason: "I Love a Mystery Week." The promotion: audience had to unravel three mysteries—a voice, a name, and sound. Winners received \$100.
On the road: WPDQ, Jacksonville, to help make the 4 July weekend safe one, sponsored an intensified 24-hour safety campaign. Helicopters, and patrol cars kept constant track on all road conditions and relayed the information to the studio where it was broadcast. State and local law enforcement officers, Marine and Army pilots, and station men cooperated in this public service effort. The result: not one major accident was recorded during the weekend.

Miss 'n' data: KABC, Los Angeles, producing a new programing concept

offering quite a number of personalities anchored around its news and commentary set-up . . . WERE, Cleveland, ran its third annual million dollar sports car Autorama . . . Named chairmen in Broadcast Pioneers: Eli Harris, membership; Irene Wicker, program; May Singhi Breen, entertainment; Dorothy Gordon, special projects; Henrietta Harrison and Bob Queen, reception; Bernard Platt, publicity; Peggy Stone, house; William Hedges, Frank Pellegrin, Frank Silvernail, Jeff Sparks, and M. H. Shapiro, advisory committee . . . At Colorado Broadcasters Association: Ed Kapoke elected president of the board of directors; Abbott Tessman, to v.p.; Clayton Brace, to secretary-treasurer.

Station acquisition: WPCT, Putnam, Conn., purchased by Herbert C. Rise from Israel Putnam Broadcasting Co. for \$100,100. Broker was Paul H. Chapman.

Kudos: CKLW-AM-TV, Detroit, cited by the city's police department

for "valuable contributions towards public safety" . . . KBIG, Catalina, winner in the large station category of the nationwide competition to promote the 1960 Radio Free Europe Truth Message program . . . WERE, Cleveland, recipient of a Public Interest Award from the National Safety Council . . . WMGM, New York, given an Award of Service to Youth by the Brownsville Boys Club . . . John E. Davis, KBIM, Roswell, N. M., announcer, made an honorary citizen of Capitan, for his help in keeping parents informed as changes of school hours occurred due to weather conditions.

Station staffers: Harold Sundberg, appointed general manager, WMBD-AM-FM-TV, Peoria . . . Edwin J. Stevens, named v.p. of programming and promotion, Cleveland Broadcasting . . . Jeffrey P. Kuklin, to station manager, WNCN, New York . . . Phil J. Martinez, appointed commercial manager, KBCO-FM, San Francisco . . . Shirley P. Simpson, to sales staff, KPAM-KPFM, Portland.

In Roanoke in '60 the Selling Signal is SEVEN . . .

You won't get rich selling bongo drums in the Roanoke Television Market, but there are nearly 2,000,000 people who are willing and able to help you turn a neat profit on foodstuffs, toiletries, pharmaceuticals, gasoline, household products and other items.

The magic number for reaching these heavy-spending, non-Calypso folks is seven. In Roanoke, seven is WDBJ-TV . . . which will beat the drum for your product in over 400,000 television homes of Virginia, N. Carolina and W. Va.

WDBJ-TV has maximum power, highest tower, superior service and programming . . . to help you sell like sixty on seven.

ASK YOUR PGW COLONEL FOR CURRENT AVAILABILITIES

WDBJ-TV

Roanoke, Virginia



**THE TOP
STATION
IN WESTERN
NEW ENGLAND**

**WWLP
CHANNEL
22
NB**

SPRINGFIELD, MASS

TOP RATINGS*

TOP COVERAGE*

TOP MERCHANDISING*

**PLUS
BONUS COVERAGE**

**WRLP channel 32
BRATTLEBORO, VT.**

**GREENFIELD, MASS., KEENE, N.H.
* G.P. HOLLINGBERY HAS DETAILS**

**Tv and radio
NEWSMAKERS**



Terry R. Rice has assumed his duties as advertising manager of A.S.R. Products, a division of Philip Morris. He will be in charge of all advertising for Gem Razor and blades, Pal Injector and its blades and Supreme products. Rice had been associated with Borden Milk and Ice Cream Co. for the past eight and one half years and left as assistant director of national advertising. Previously he held the positions of national advertising manager for all media and air media for the dairy company.

Robert F. Agne has been named marketing research director at Harold Cabot & Co., Boston. His responsibilities will include both the planning and conducting of marketing research projects for the agency and client companies. Agne was senior marketing analyst at Gillette Safety Razor Co. before joining the advertising agency, and prior to that manager of market research for Sealright-Oswego Falls Corp. He served as chairman of the A.M.A. committee which revised the chapter operation manual.



Richard Beesemyer has joined KNXT Los Angeles, as sales manager. He comes to the station from CBS Spot Sales, New York. This is a newly created position which is designed to offer greater service on the sales management level. Beesemyer served with KNXT from 1956 to 1958 as an account executive and then became associated with the Chicago office of CBS Spot Sales. Prior to his first affiliation with KNXT, the new sales manager was a member of the KHJ-TV, Los Angeles, sales staff.

Frank Brill has been appointed manager of the New York office of MCA TV Film Syndication Division. He will report to David Sutton, vice president of the division. Brill moves into his new post after five years as an account executive with MCA. Prior to this association, he was with United Television Programs as an account executive in the sales department.



The new manager began his career as a performer, and later became an account buyer for a company which produced tv short subjects.

WHAT HAPPENS WHEN A NATION SPENDS MORE ON GAMBLING THAN IT SPENDS FOR HIGHER EDUCATION?

If you can find any Romans around, ask them. They lived pretty high on the hog in their day. That is, until some serious-minded neighbors from up North moved in. The rest is ancient history.

You'd think their fate would have taught us a lesson.

Yet today we Americans spend twenty billion dollars a year for legalized gambling, while we spend a niggardly four-and-a-half billion for higher education. Think of it! Over four times as much! We also spend six-and-a-half billion dollars a year for tobacco, nine billion dollars for alcoholic beverages, and billions more on other non-essentials.

Can't we read the handwriting on the wall?

Our very survival depends on the ability of our colleges and universities to continue to turn out thinking men and women. Yet today many of these fine institutions are hard put to make ends meet. Faculty salaries, generally, are so low that qualified teachers are leaving the campus in alarming numbers for better-paying jobs elsewhere.

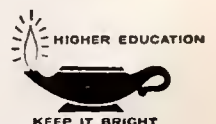
In the face of this frightening trend, experts estimate that by 1970 college applications will have doubled.

If we are to keep our place among the leading nations of the world, we must do something about this grim situation before it is too late. The tuition usually paid by a college student covers less than half the actual cost of his education. The balance must somehow be made up by the institution. To meet this deficit even the most heavily endowed colleges and universities have to depend upon the generosity of alumni and public spirited citizens. In other words, they depend upon *you*.

For the sake of our country and our children, won't you do your part? Support the college of your choice *today*. Help it to prepare to meet the challenge of tomorrow. The rewards will be greater than you think.

It's important for you to know what the impending college crisis means to you. Write for a free booklet to HIGHER EDUCATION, Box 36, Times Square Station, New York 36, New York.

*Sponsored as a public service
in co-operation with The Council for Financial Aid to Education*



The seller's viewpoint

Why can't timebuyers establish a better rapport with station operators and their representatives? asks Robert W. Ferguson, executive vice president and general manager, WTRF-TV, Wheeling, West Virginia. Concentrating specifically on the area of market research, Ferguson outlines the valuable types of market statistics and distribution and sales information which station people provide buyers who haven't the time for personal visits, but who are anxious to make maximum contributions to their clients' campaigns.



WHAT VALUE MARKET DATA?

One of the areas in which I feel there could be greater mutual understanding between station operators, their reps, and the timebuyers with whom they deal is market research.

Of course the obvious way for agency people to check the validity of market claims is through fact-finding visits. Most station operators welcome such market tours and I'm an advocate of this direct "on-the-scene" type of contact. It's been my experience that the agency people who take time and trouble to personally check markets and stations are the most knowledgeable ones. Visits to border or tri-state markets are even more important since often sales and distribution figures are not complete because of being credited to different or several regional offices.

Understanding of the make-up of the various markets around the country is vital to timebuyers. We realize that a timebuyer, who has to buy schedules in 200-or-so markets, cannot be completely familiar with all of them. So station managers and their representatives devote a great deal of time to working up material on their markets to simplify the problems of the ad agency timebuyers.

But for some reason not readily fathomed, it seems that, rather than some agency people appreciating the efforts of the various station people for their contributions, a great deal of the market information supplied by these people is looked on with suspicion.

Yet we station operators and the station reps working for us spend a great deal of time, money, and effort in compiling brochures, market statistics and other pertinent material specifically to provide agency personnel with up-to-the-minute data on our markets.

Granted, the agency people don't have to use the information we submit, but they should have market data which will provide validated coverage claims, accurate tv homes served information, audience buying power in the market, and distribution and sales information which should be absolutely essential knowledge for any timebuyer before making a decision for his client.

We realize that timebuyers are responsible for buying a number of markets and it is specifically for this reason that we try to provide documented information of the make-up of our market and the station's role in that market.

Obviously, when we make a pitch for schedules in a market we put up our finest front. But this is a front that is based on facts and figures and can be readily checked. I am sure that when an ad agency makes a bid for new business it parades its finest presentations, sparkling with the best ideas its creative personnel can dream up. But the basic substance of both presentations is the ability to deliver on a steady, continuing program.

What we try to provide for the agency buyers is a time-saving device. We and our reps know the market; we know programming, the viewing audience, the audience breakdown in its various forms, the type of advertising that is right for various viewers. Consequently, we can offer the timebuyer our knowledge and judgment and help him make maximum contributions to his client's campaign.

Perhaps agency timebuyers, in the pressure of their jobs, feel that stations submit too much material too often. Again, this is likely a case of the conscientious station operator trying to provide the timebuyers with what they need. This is important data for him. Certainly stations do not go to the expense of working out complicated brochures, statistical charts and other market facts because they have nothing else to do. The station operator and his sales rep are the pulse of what is happening in each market. It is the trend they are trying to observe and report to the timebuyer so that in turn he can correlate the changes with the requirements needed for his particular client and product in various markets.

There should be a rapport between station operators and their reps and the timebuyers concerning market study and the make-up which I hope will eventually emerge on a basis of belief, trust and a mutual understanding of mutual problems.

HARMS

Continued from page 39)

So enthused are advertising officials with the latest upward swing in harms Candy sales, plans are being ordered to extend their campaign to other markets.

The \$200,000 budget spent in radio during the past year will be upped by some \$50,000 come fall, according to another company vice-president, Howard A. Heinsius.

Other media are also being studied for the expanded program. "Possibly television," says Heinsius who reveals that the "I Want Some Charms" song will be heard on radio stations in the Detroit and Los Angeles locales in the very near future.

The radio stations currently sharing in the promotion of the Charms campaign are WPEN and WFIL in Philadelphia; WEEI, Boston; WBBN, Chicago and WNEW, WMGM, and WOR in New York City. Although spots are bought "across the board," to insure a broad audience, extra emphasis is placed on stations with a greater share of homemaker listeners in the popular theory that women do the family shopping.

In the metropolitan area, for instance, the bulk of the advertising money went to WOR—for this reason. Here, the spot schedule rotated in a four-week heavy saturation of 2 announcements per week—alternating with a four-week light schedule of seven per week. This regimen is observed without a break throughout the year. Time slots on other radio stations were bought in 13-week cycles with an average of 16 to 18 spots a week.

In all stations the commercial sell is the same with the exception of Chicago where the additional charge for pre-recorded e.t.'s forced the advertisers to seek another approach. Here, radio personalities with a flair or the light touch are sought in an effort to present a sparkling "live" version of the written copy. In these commercials, the revised copy stressed the flavor and low calorie content of the product.

Merchandising also figures prominently in the success of the campaign, according to the advertiser. Additional sales were registered in places where stations tied-in attractive display baskets of the packaged confection in area supermarkets. ■

DAYTIME NET TV

(Continued from page 37)

morning 5,161,000 have watched; between 9 a.m. and noon 12,964,000. The morning tv audience total is 14,796,000 women viewing.

In the afternoon, 26,744,000 women watch—16,358,000 between noon and 2 p.m., 15,302,000 between 2 and 4 p.m., and 17,030,000 between 4 and 6 p.m. The total daily audience includes, therefore, 29,251,000 different women, but they represent only 37.3% of all persons viewing television at these times. The rest are men (18.8%), children (32%) and teenagers (11.9%).

Of particular interest to advertisers in view of this large audience are the figures on rates. The cost-per-telecast of the average weekday network quarter-hour program has increased only 5.8% since 1956, from \$15,400 to \$16,300, and represents a decrease in cost since 1958 (\$19,600).

TvB has issued another presentation, "The Woman in Your Life . . . A Daytime Rendezvous," as a companion piece to the "Network of Facts." It is designed to show advertisers "why national advertisers invested a record \$426,600,000 in daytime tv in 1959 . . . why daytime viewers and the households they manage represent an important market for almost every product . . . why there is more opportunity for sales productivity and advertising economy today in daytime television than ever before."

The presentation notes that women are the chief influence in household purchases, accounting for the final sales decision in over 98% of the purchases of children's apparel, and are consulted on more than 68% of the neckties, shirts, shoes, socks, pajamas, underwear, and handkerchiefs men decide to buy. Women influence 92% of all grocery purchases, and have much to say in over 75% of car purchases more than eight out of 10 drive cars, (as many women as men visit service stations).

Women, in more than nine out of 10 cases, make the actual decision to purchase bathroom supplies, blankets, carpets, coffee, furniture, and soap. They are a strong factor in at least 80% of the sales of soft drinks, clocks, electrical appliances, motion picture tickets, and toys.

"The woman in your life," TvB

tells prospective advertisers, is one of a group who spends \$160 billion a year in goods and services, controls 65% of the nation's private wealth, and earns \$45 billion a year.

As TvB adds up all the figures, 50.4% of all Americans over four view daytime tv. That's 78,361,000 different persons, or "more people than live in Great Britain, France or Germany, viewing just daytime television." ■

FLYING A

(Continued from page 35)

from the rugged-looking guy and snuggling, euphoric woman who drive into the Flying A station to gas up their convertible and zoom off down the road. At that point the quality angle takes over and the screen is filled with footage of the gigantic, new Flying A refinery in Delaware, said to be the most advanced in the world.

The radio commercials are all e.t.'s except for "Melody Mileage" and those spots put on by local dealers, for which the company sends copy to be delivered live. The e.t.'s open with the brief jingle, "The man with drive gets more power with new Flying A," belted out by a vocal group. Then the announcer moves in and explains how, thanks to the new refinery, Flying A has come up with a "super-premium gas that doesn't cost extra." Or, if regular gas is preferred, Flying A has the highest octane of all, the announcer adds.

At a series of "Soaring Sixties" sales meetings, Tidewater re-introduced its dealers to the man with drive and filled them in on this year's bigger-than-ever campaign. A special film was presented dramatizing the advertising, marketing, and sales promotions in the offing. The film's tv section consists of a skit called "The Saga of Hapless Harry."

It depicts a dejected young man hanging up his telephone after being turned down for a date. Then he chances to look at his tv screen while a Flying A commercial is in progress. He sees the man with drive, contented female at his side, and cheers up immediately. Chest expanded, muscle flexed, he's ready to take off for the Flying A station, and victory. ■

SPONSOR SPEAKS

How many neglected food markets?

Are the distribution patterns of the big food chains unfairly penalizing many important radio/tv markets?

According to information reaching SPONSOR recently a number of broadcasters are becoming increasingly alarmed by the practice of such grocery giants as A&P and Kroger in crediting all sales to the distribution point rather than the point-of-sale city.

Radio/tv men in Wheeling, West Virginia, and Mobile, Alabama, to name but two examples, insist they're getting the short end of the advertising stick, because sales in their markets are being credited to outside purchasing centers.

How prevalent is this practice? How many injustices are caused by it? SPONSOR proposes to make and publish a thorough study of the problem. Meanwhile, we'll welcome comments from stations, agencies, and advertisers about this troublesome question.

Local radio at the Conventions

Our congratulations for enlightened and "localized" radio coverage of the political Conventions at Los Angeles and Chicago go to a whole host of stations and station groups.

In terms of building local community interest in these national political gatherings, radio has never done as fine a job.

The Convention crews of Westinghouse Broadcasting, Corinthian, Taft, Triangle, and RKO groups brought valuable Convention sidelights to the people at home, and effectively supplemented radio network coverage.

In addition, the special Convention coverage arranged for by Metropolitan, Meredith, Transcontinent, and many independent or individual stations provided a breadth and depth of reporting to the grass roots which exceeded even tv's well-publicized efforts.

It was another striking example of radio's local vitality and service at the community level.



THIS WE FIGHT FOR: *Constant efforts, especially by broadcast stations, to simplify the paper work in radio tv spot, and thus enable agencies to buy the air media more easily.*

10-SECOND SPOTS

Fox story: Received from Chicago the following: "At the annual board meeting of Fox Deluxe Foods, Inc., Wm. J. Fox, former president, was elevated to chairman of the board. Joseph J. Fox was made president and Paul M. Fox, vice president. Other officers were re-elected as follows: Bert E. Fox and Peter L. Fox, vice presidents, and Gerald M. Zopp, secretary and treasurer." *Whazopp?*

More fox: The release continues, "Fox, with headquarters in Chicago, in the frozen foods business, primarily [processes] turkey and chicken dinners..." *Small wonder.*

Used car department: A usually reliable SPONSOR staffer reports hearing the following want ad on WVNJ, Newark. "For sale, 1928 Model 'A' Ford, excellent running condition. Priced to sell, take over payments."

Creative programing division: WARL-FM, Arlington, Va., takes a lead over other contenders with this schedule:

- 6 a.m. "Music to wake up to"
- 7 a.m. "Music to eat breakfast to"
- 8 a.m. "Music to send the kids to school with"
- 9 a.m. "Music to dust by"
- 10 a.m. "Music to wash to"
- 11 a.m. "Music to iron by"
- Noon. "Music to eat lunch with"
- 1 p.m. "Music to take a break with"
- 2 p.m. "Music to watch tv with"
- 3 p.m. "Music to keep kids quiet after school with"
- 4 p.m. "Waiting for father to come home music"
- 5 p.m. "Music to cook dinner by"
- 6 p.m. "Music to have dinner by"
- 7 p.m. "Good music"
- 8 p.m. "Other music"
- 9 p.m. "Music to do homework with"
- 10 p.m. "Music for lovers"
- 11 p.m. "Music for tired lovers"

Call of the bard: Note from Phi Stone, CHUM, Toronto: "It used to be that boxers all turned to the restaurant or night-club business. Now they're going into acting. Archie Moore is in "Huckleberry Finn." Ingemar Johansson is in "All the Young Men" and Primo Carnera can be seen in "Hercules Un-Chaind." They found out about it from the wrestlers."

everywhere people are saying . . .



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PACE
IN 30-MARKETS BUY!

THE RUSH IS ON!

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- PET MILK in 7 markets!
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- ORTLIEB'S BEER • O.K. VAN & STORES
- LINCOLN INCOME LIFE INS.

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KVOS-TV Bellingham	WCTV Tallahassee	WKRG-TV Greenville
WKBW-TV Buffalo	KRON-TV San Francisco	WBZ-TV Boston
KVAR Phoenix		WTVT-TV Tampa

with new orders every day

ACT NOW! If your market is still open, **GRAB IT** while you can!

THE CASE OF THE DANGEROUS ROBIN

starring **RICK JASON** as Robin Scott
 "Negotiator" Extraordinary
 EXPOSING FRAUDULENT
 INSURANCE CLAIMS!
 with **JEAN BLAKE** as Phyllis

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