

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



This
is
the spot

for a commercial

He's starting the day the perfect way, and getting your message via Radio. Multiply him by millions of listeners at breakfast tables and you'll know why advertisers make Spot Radio such an important part of their plans.

Albuquerque	WINZ	Miami	WRNL	Richmond
Atlanta	WISN	Milwaukee	KCRA	Sacramento
Buffalo	KSTP	Minneapolis-St. Paul	WOAI	San Antonio
Chicago	WTAR	Norfolk-Newport News	KFMB	San Diego
Dallas-Ft. Worth	KFAB	Omaha	KMA	Shenandoah
Houston	WIP	Philadelphia	KREM	Spokane
Kansas City	KPOJ	Portland	WGTO	Tampa-Orlando
Little Rock	WJAR	Providence	KVUU	Tulsa

Radio Division

Edward Petry & Co., Inc.

The Original Station
Representative

IS THE FCC'S OPTION TIME CUT A MIRAGE?

New FCC rules will be effective on 1 January, but not much change is expected by admen

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Daytime web tv show costs up but under control

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Ogilvy's speech on fees is ANA bombshell

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How local public service sells for advertisers

Page 41

DIGEST ON PAGE 4



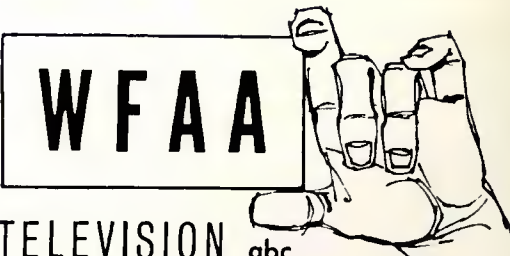
**THE
QUALITY
TOUCH**

These are the hands of a billiard champion. Hands that reflect the experience of the years . . . the dedication of the mind . . . the desire of the heart. These are the elements which produce that quality touch! You'll find them, too, in that which sets great television and radio stations apart from the rest!

Represented by

Edward Petry & Co., Inc.

The Original Station Representative



WFAA
TELEVISION abc
RADIO abc/nbc • DALLAS

Serving the greater DALLAS-FORT WORTH market

BROADCAST SERVICES OF THE DALLAS MORNING NEWS

The Station

WPEN

of the Stars



STAR-STUDED PROGRAMING



STAR PERSONALITIES



STAR FEATURES



STAR FAN CLUB



STAR NEWS



STAR-TLING RESULTS!



MORE LOCAL and

MORE NATIONAL Advertisers



Than Any Other Philadelphia Radio Station

HITCH YOUR SALES WAGON TO A STAR

WPEN

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

THIS MAN IS CAREFUL

... he checks out 132 different things before each take-off!



Pictured above is... American Airline's Superintendent of Flying, Captain David Chambers

TIME BUYERS ARE CAREFUL TOO! . .

They select Nashville's

WSIX-TV8

... YOUR BEST BUY ON COST PER 1,000!

Check these FACTS!

- ✓ TV HOMES—370,700
- ✓ Population—1,965,500
- ✓ Effective Buying Income—\$2,155,868,000
- ✓ Retail Sales—\$1,585,308,000



TV **8** LAND OF THE CENTRAL SOUTH
Represented by: Andra, Griffin, Woodward, Inc.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

DIGEST OF ARTICLES

- Option time cut—a mirage?**
- 33** On 1 January, new FCC rules will cut two hours from time networks can option. But despite early publicity, net effect of change appears nil
- Daytime net tv show rates up, but under control**
- 36** Here's a complete rundown for daytime shows. Hike in cost of serials estimated at 11%, compared to 47% rise for nighttime comedy shows
- OBM's ANA fee bombshell**
- 38** David Ogilvy reveals to national advertiser meeting his agency took the Shell account on a fee basis providing for a 25% profit on the client
- College radio gets boost from BBDO and U.S. Steel**
- 39** U.S. Steel's huy on Ivy Network plus agency's study of college radio stations tie in with belief medium is good for selling, recruiting personnel
- Why local public service sells**
- 41** Five Corinthian stations' local coverage of national conventions featuring state delegations, was an advertising and public affairs success
- Radio gets out shopping throngs**
- 42** Audience-participation events for spots, programs, taped by John Reed King, draw 300,000 people weekly to itinerant shopping center carnival
- Trendex's new audience flow data**
- 45** Research service offers "audience flow" data for network tv program analyses. Also contained in this section is the network comparagraph

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75% of Iowa's retail sales are made in areas covered by 50,000 watt WHO RADIO!

DES MOINES is the heart of Iowa. It is the state's largest city. But its Metropolitan Area accounts for only about 9% of Iowa's retail sales.

In addition to Des Moines, there are seven other important metropolitan areas in the state. Together, these eight metropolitan areas account for approxi-

mately 38% of Iowa's consumer spendable income.

This means approximately 62% of Iowa's retail sales are made *outside* of any metropolitan area.

WHO Radio serves more than 800,000 radio homes in 96 of Iowa's 99 counties (*plus* a number of counties in neighboring states). 75% of all retail spending in Iowa is done in the areas you reach with WHO Radio. This remarkable area is WHO's "Iowa PLUS" . . . *America's 14th largest radio market!*

WHO Radio is alert, alive, aggressive! It *belongs* on any list designed to cover as much as the 14 largest radio markets. Ask PGW for all the supporting data. (*Source: SRDS—Oct. 1, 1960*)

IOWA POPULATION-DOLLAR DISTRIBUTION

	Population	% of State Population	CSI	% of State's CSI	Retail Sales (\$000)	% of State's Sales
Des Moines Metro Areas	284,200	9%	581,160	12%	401,903	11%
Iowa's 8 Leading Metro Areas including Des Moines	943,600	33%	1,832,792	38%	1,259,097	36%
Remainder of Iowa	1,904,400	67%	2,975,489	62%	2,286,754	64%

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

Permit us

R-E-S-P

Requests! A quiet Sunday morning program on KCBS has stirred up more than 16,000 people in and around San Francisco. Enough to get them to send money. The show was "The Scotch Gardener" with Jim Kerr, sponsored by the Liquinox Company. An offer was made on the program to send listeners a small packet of seeds for 10¢. Letters and dimes poured in for months. The sponsor raised the price to 25¢ and the requests continued to pour in from 33 counties. That's the way people respond to KCBS.

Eye-opener! "One Deadly Drink," produced by WCAU in recognition of the 25th anniversary of Alcoholics Anonymous, produced an eye-opening response from listeners and critics alike. The N.Y. Times called it "powerful"; Variety, "intelligent and absorbing" and the N. Y. Daily News said it "proves that New York and Hollywood need not have a monopoly on important contributions to broadcasting." Audiences, actively responsive to provocative programming, also respond actively to advertising on WCAU.

Sponsors! The response of sponsors to a program is not unimportant to a radio station (or to other advertisers). As "The Jack Sterling Show" celebrates its twelfth year on the air, it's many, many happy returns for Eastern Air Lines and the Franklin Savings Bank who have been sponsors since the initial broadcast. And for Pall Mall Cigarettes and Breyer's Ice Cream who have been members of the family for over 5 years. This long, happy relationship is typical of the way sponsors respond to WCBS.

Postcards! Sure, the customer always write... but what radio station gets 171,200 postcards in one week? A from 42 states? In St. Louis could only be KMOX. Every year KMOX holds an annual Radio Week during National Radio Month. This year listeners were asked to send their names, addresses and occupations to be eligible for a daily drawing of 7 radio sets. They responded at the rate of more than 24,000 per day! The customers always buy, and And with audience reaction like this, it's no wonder that advertisers get swift, sizeable results in response to KMOX.

KCBS...WCAU...WCBS...KMOX

RADIO SAN FRANCISCO

RADIO PHILADELPHIA

RADIO NEW YORK

RADIO ST. LOUIS

sell it out:

O-N-S-E

er! It isn't a question
"weather" Chicago's
wmanship Station gets
ults; often it's a ques-
of whether the sponsor
keep up with the dea-
ad. St. Paul Federal,
in its second year of
nering new accounts on
BM, offered listeners a
dlet, "Weather Whys."
s offer, mentioned once
orning for five succes-
days, blew up a storm
requests running over
00 per day. Another
r indication that the
s weather in Chicago
always bright because
eners respond to the
listenable showman-
programs on WBBM.

Newest! Brand-new on the
Boston scene, "Listen!" a
program on WEEI Radio
from 3:00-6:00 P.M. daily
featuring Paul Benzaquin.
Do people really listen to
"Listen"? Reprints of 6 well-
known New England scenes
by artist, Jack Frost, were
offered to listeners at fifty
cents a set. In the first couple
of days over a thousand re-
quests and fifty-cent pieces
were received. Mail from the
first program included such
quotes as: " 'Listen!' is what
Boston radio needs today!"
and " 'Listen!' I'm going to
..." Around Boston, people
act fast in response to WEEI.

Splendid! "This is a brief
note of appreciation for
the job that Mel Baldwin
is doing for Super M vita-
mins. This agency has
never experienced such
splendid personal cooper-
ation and such gratifying
results. Mel has gone
through our laboratory
twice and has a thorough
knowledge of the product.
He even answers inquiries
from listeners personally
and most important—he
has increased our sales. He
is a credit to KNX." This
letter from W. C. Beals
Advertising, Inc. indicates
that ad agencies as well as
listeners respond to KNX.

Exciting programming!

That is the basic reason for the exceptional audience response to all seven of the CBS Owned Radio Stations. Only the C-O stations can offer listeners in their markets CBS Network programming in addition to their successful local shows. Now these local programs have added DIMENSION. This series of fascinating, entertaining vignettes-in-sound, conversation pieces by the outstanding people of our time, is yet another reason why more people listen to C-O programming. When people actively listen, they are more likely to hear your advertising message and respond on

WBBM...WEEI...KNX!...

10 CHICAGO

RADIO BOSTON

RADIO LOS ANGELES

THE CBS OWNED RADIO STATIONS

REPRESENTED BY CBS RADIO SPOT SALES



GATEWAY TO THE HEART OF SOUTH CAROLINA:

The 257,961 people who make WIS-Television's home market the state's largest metropolitan area (and a close second in the *two* Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS-Television's 1526-foot tower, tallest in the South, delivers *more* of the state, *more effectively* than any other station. In short, South Carolina's major selling force is

WIS television . COLUMBIA, SOUTH CAROLINA NBC/A&C
 a station of
THE BROADCASTING COMPANY OF THE SOUTH

WIS-Television, Channel 10, Columbia, S.C.
 WIS Radio, 560, Columbia, S.C.
 WSFA-TV, Channel 12, Montgomery, Ala.



SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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WMAQ IS FIRST IN CHICAGO!

*...reaching more homes per average quarter-hour each week-
day, 6:00 a.m.-6:00 p.m., than any other Chicago station!*

The WMAQ daytime reach is 13% greater than the second station's and 16% greater than the third station's. In Chicago, the "Sound Of The Sixties" is the favorite sound of adult listeners, delivering a bigger buying audience for more advertisers. WMAQ • NBC Owned • 670 in Chicago • Sold by NBC Spot Sales

SOURCE: CHI. NSI, AUG.-SEPT., 1960

**THE TOP
STATION
IN WESTERN
NEW ENGLAND**

WWLP

CHANNEL

NB 22

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**

NEWSMAKER of the week

The seventh annual recipient of the Advertising Council's Public Service Award is Neil McElroy, chairman of the board of Procter & Gamble and former Secretary of Defense and leader in a White House Education Conference, Red Cross and Community Fund drives, and Cincinnati charities.

The newsmaker: Neil McElroy has been selected by the board of directors of the Advertising Council for its 1960 Public Service Award to be presented 22 November in New York. The award, first given in 1954, each year selects an "American businessman who has contributed notably to the welfare of his country and his fellow citizens."

Roy E. Larsen, recipient of the award last year, will make the presentation to McElroy this week in New York at the Hotel Plaza awards dinner. Larsen is chairman of the executive committee of Time, Inc.

The five other executives who have been honored with the award are: Charles E. Wilson (1954), Clarence Francis (1955), Paul G. Hoffman (1956), Sidney J. Weinberg (1957) and George M. Humphrey (1958).

Five hundred eminent industrialists and advertising executives are expected to attend the presentation ceremonies and dinner in honor of McElroy.



Neil McElroy

McElroy was selected for the 1960 award, announced Lee H. Bristol, chairman of the Council's board, because of his outstanding past and current services to national welfare and his leadership in numerous charitable and cultural projects on both the regional and local levels.

Secretary of Defense in the Eisenhower cabinet for two years, McElroy is also especially well-known for his chairmanship of the 1954-55 White House Conference of Education, his national leadership in Red Cross and Community Fund drives, and his participation in many important fund-raising campaigns in Cincinnati.

A speaker at the awards dinner will be Roger M. Blough, chairman, United States Steel Corp.; his topic will be public opinion and its importance to the health and growth of the American economy. Sidney J. Weinberg is chairman of the awards dinner committee; other members are Bromwell Ault, Richard R. Deupree, Roy E. Larsen, Howard Morgens, Charles G. Mortimer, Juan T. Trippe, Charles N. White, and Charles E. Wilson.

...not braggin'
but in

DENVER

we picked
up all
the marbles

The September
ARB shows that
KLZ-TV is tops in
every category!

HIGHEST RATED

- Network Show
- Local Program
- Network News
- Local News
- Local Sports
- Local Weather
- 10 of Top 15 Shows

KLZ-TV HAS THE
OVERWHELMING
SHARE OF AUDI-
ENCE FROM 9:00
A.M. UNTIL MID-
NIGHT SEVEN
DAYS A WEEK!

CBS  DENVER

KLZ
TELEVISION **7**
Channel

Represented by the KATZ Agency



Wagon Train—NBC, Wednesday
Ford Division, Ford Motor Company



The Shirley Temple Show (Color)
NBC, Sunday Radio Corporation of America



Candid Camera
CBS, Sunday Lever Brothers Company



The Tom Ewell Show
CBS, Tuesday The Quaker Oats Company



Father Knows Best
CBS, Tuesday—Scott Paper Company



Douglas Edwards with the News—CBS,
Weekdays Jos. Schlitz Brewing Company



The Ed Sullivan Show
CBS, Sunday Eastman Kodak Company



Sports Spectaculars—CBS, Sunday Special
Series—Jos. Schlitz Brewing Company



Bonanza (Color)—NBC, Saturday
Radio Corporation of America

Television programs that work for their sponsors in three ways

THESE PROGRAMS—for clients of J. Walter Thompson Company—rank among the nation's top television attractions. But, along with our clients, we believe that size of the viewing audience is only one consideration in creative television programming. *Equally important*, as it enters America's living rooms, are the high character and the appropriateness of the program for the sponsor and his product.



Guestward Ho!
ABC, Thursday—The 7-Up Company



The Ford Show (Color) Starring
Tennessee Ernie Ford—NBC, Thursday



The Adventures of Ozzie & Harriet
ABC, Wednesday—Eastman Kodak Company



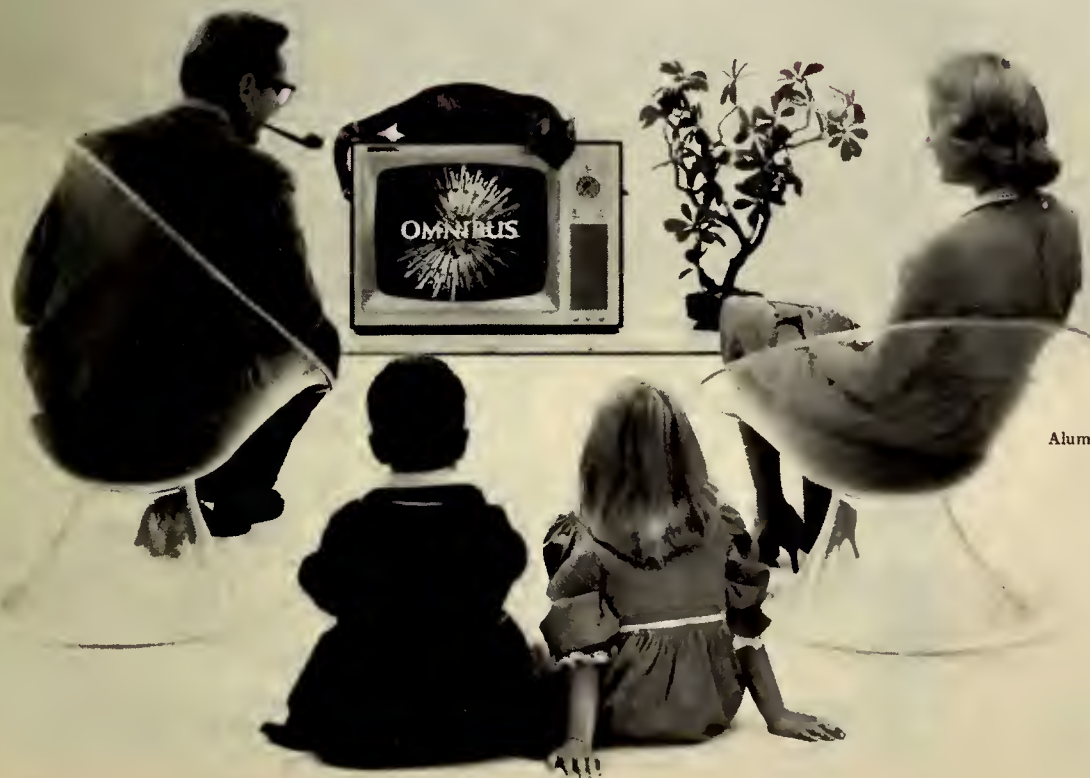
Bringing Up Buddy
CBS, Monday—Scott Paper Company



Have Gun, Will Travel
CBS, Saturday—Lever Brothers Company



Perry Como's Kraft Music Hall (Color)
NBC, Wednesday



Omnibus
NBC, Sunday
Aluminium Limited Sales Inc.

J. WALTER THOMPSON COMPANY

NEW YORK CHICAGO DETROIT SAN FRANCISCO
LOS ANGELES HOLLYWOOD WASHINGTON, D.C. MIAMI

Commercial commentary

Required reading for the industry

My mail the other morning brought me from Cincinnati a 15-page booklet which, I think, should be required reading for everyone in our business.

It is a reprint of a speech delivered by P&G president Howard Morgens before the National Industrial Conference Board a couple of months ago, entitled "Advertising from a Management Standpoint."



Howard doesn't make many speeches (no one at P&G does). And he is far less well-known than P&G board chairman and former Secretary of Defense Neil McElroy, who this week (22 Nov.) will be honored as the Advertising Council's "Man of the Year."

But having worked with him on many campaigns (he was a P&G brand man, copy chief, ad manager and executive v.p. before becoming president) I have always admired the clarity, depth, and directness of the Morgens mind, and his quiet thoughtfulness.

Years ago, when we were a couple of rising young men, he and I spent innumerable hours in New York and Cincinnati and in the club cars of Pennsylvania Railroad trains discussing, as young men do, business principles, philosophy, and ethics.

And what I think Howard has succeeded in presenting in his "Management Standpoint" speech is the clearest, cleanest, most mature, and thoughtful explanation of advertising's role and value in our society that I have ever seen.

Perhaps Clem Uhling, manager of P&G's public relations department, won't thank me for this. But I suggest that you write him immediately for a copy of the Morgens speech.

Meanwhile, here are a few observations on what Howard has to say, and why I believe his message is so important.

Antidotes to nonsense

He notes at the beginning that "there is a great deal of nonsense about advertising circulating today" and that "Madison Avenue seems to be replacing Wall Street as a whipping boy."

As an antidote to this nonsense, he suggests that certain basic principles of advertising need constant restatement, clarification, and interpretation.

In reviewing these principles—"what we at P&G believe"—remember that Howard is speaking not as an armchair theorist or a flag-waving enthusiast about advertising, but as the practical operating head of a corporation with more than a billion dollars of annual sales and well over \$100 million in annual advertising expenditures.

1. Consumer advertising can be efficient and productive only if it is used "in conjunction with a *well-organized sales effort* and in support of *good quality products* which are *priced right* for the market place." When it is used in this way, advertising is not only the

(Please turn to page 16)

*That station has
four equal
sides - only
Grown ups
Listen to it!*

If having a solid adult audience is square, we're the squarest!

WSUN has the greatest percentage (97.2%) of adult listeners of any station on Florida's west coast. Furthermore this adult leadership is throughout the entire 24-hour broadcast day, and to the entire 29 county Suncoast area with 1,404,403 people. In WSUN radio homes the adults control the listening... they control the purse strings, too! For top results use the grown up's station...



Everywhere people are **NOW** saying . . .

**I'm buying the NEW
Keystone Market served BEST
by the Keystone U's**



So are Ayer, Bates, McCann, Thompson, Y & R and others.* Why don't you, too, get more homes for less money in the Harrisburg-Lebanon-Lancaster-York area? ** Buy the Keystone U's, now available as a group buy with one billing . . .



Check these facts for yourself. Send for fully documented brochure, "Keystone Market in the Keystone State."

*Full list available on request

**ARB, Harrisburg-Lebanon-York, March 1960

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, OXford 7-9737, or any of the following representatives: Bolling Co. for WHP-TV, Blair-TV Associates for WLYH-TV, Jack Masla & Co. for WSBA-TV.



If king-size billings are your aim in America's largest market, you need WPAT . . . Metropolitan New York's reigning good music station. The long and the short of it is simply this: WPAT gets results. That's why tobacco products advertising alone has increased more than 348% in only three short years on our station and that's only one of the many advertising categories that has shown record-breaking gains on WPAT. The reason? We smoke out listeners in 31 counties throughout New York, New Jersey, Pennsylvania and Connecticut . . . an area where more than 17,000,000 people live, work and buy in more than 5,000,000 radio homes. America's leading tobacco men know it. Among them, count the men who make and market *Benson & Hedges, Camels, Chesterfields, Dukes, General Cigars, Hit Parades, Kents, L & M's, Lucky Strikes, Newsports, Oasis, Old Golds, Pall Malls, Parliaments, Tareytons and Winstons*. In the past three years, all of them have found out that Greater New York's best drawing station is WPAT . . . the station with the aroma of success.

WPAT
&
WPAT-FM

"most efficient method of selling the consumer" but has "many broad advantages which go beyond mere dollar and cents calculations."

2. *Advertising creates markets*, but it can only do so for "products which fill a genuine—though often unexpressed or latent—consumer want." If research shows that consumers do not respond favorably to a product when exposed to it *without advertising*, "then the surest way to go broke is to try to spend advertising money to create a new market for it."

3. *Advertising lowers costs to the consumer*. It brings about savings in manufacturing, sales, and distribution costs, and savings in buying, financing and many other business operations.

4. *Advertising spurs product improvement*. "It plays a tremendous part in upgrading consumer products . . . Advertising cannot sell a poor product. It may get people to try it once. But it cannot build an enduring business on such a product. In fact the quickest way to kill a brand which is off in quality is to promote it aggressively. People find out about its poor quality just that much more quickly."

"I'll go further. Advertising cannot sell a product very long in a competitive market if that product stands still quality-wise! *Advertising forces competition*. Established products must improve in order to live."

Platform for image building

Such realistic, authoritative comments (and I am doing Howard a great injustice by having to summarize them so tersely) deserve, I believe, wide circulation in two vital areas.

The first is in our schools and colleges. If our writers of economics textbooks and our teachers of advertising courses based their approach on the experience-tested principles which Morgens has outlined, we'd have a better-educated younger generation.

We'd also have less to fear from such whimsical theoreticians as Vance Packard and Harvard's Professor John K. Galbraith.

The second and even more important area, however, is right within our own industry.

Every intelligent advertising man I know is being constantly embarrassed by the exaggerated claims for the business that are made by some of our own loud-mouthed, fuzzy-minded, and dangerously superficial brethren.

Whenever I hear some tub-thumping adman-orator boast that our business "creates desires" and that advertising will keep the American economy humming because we can "make people want more and more new things," I want to go out and be quietly sick.

Such nonsense plays straight into the hands of our critics and, as Norman Strouse of J. Walter Thompson and Gail Smith of General Motors have pointed out in recent weeks, such men damage the entire reputation of the business.

What Howard Morgens has done in his "Management Viewpoint" speech is to define clearly, with all the vast authority of "America's most sophisticated advertiser" exactly what advertising is and is not, and what it can and cannot do.

His comments provide us all with a solid platform of principles on which we can begin to rebuild our industry's badly battered public image. As Howard says, "Advertising injects great vigor into our economic system; we must make sure that advertising is more widely understood."



CENTERS OF ATTENTION: The whole nation's watching Philadelphia's bold, comprehensive re-development plan, which began with Penn Center (background). Mr. & Mrs. Metrodelphia are not ignoring re-developments. They're getting the word via WIP.

Into the 21st Century goes Philadelphia, determined to be free of slums and traffic jams. First came Penn Center, downtown, where eight years ago stood a monstrous, smoke- and soot-blackened train-carrying viaduct called, with some affection, the "Chinese Wall." Almost complete: \$26 million restoration and landscaping project around Independence Hall. On the boards: Washington Square East—\$55 million residential re-development. Already helping relieve traffic congestion are 14 of 100 new expressway miles planned for inside city limits. Another Philadelphia center of attention, **WIP**, has kept Metrodelphians informed of the big changes, and helped mobilize understanding and support. This is typical of the public-consciousness which has helped differentiate **WIP** from its opposite numbers for 39 years. And with the added impact of Metropolitan's new concepts, **WIP** is growing rapidly to the foremost audience position . . . in Philadelphia. **WIP, Metrodelphia, Pa.**

CAN IT SE

Highest with Women:

More women were reached more often by The Play of the Week than any top-rated network program in the New York area, according to survey data by the A. C. Nielsen Company for a typical height-of-the-season eight-week period, ending February 7, 1960. It topped all network programs, bar none, with a total of

36,012,173 women viewer home impressions—fully 12,306,101 more than were attracted by the second-ranking Wagon Train. Can The Play of the Week sell soap, cosmetics, household goods, or anything else aimed at the feminine contingent? Put that down as the most academic question of the year.

CAN IT SELL CIGARETTES?

Highest with Adults:

When you examine the figures for adults—the ones with the real purchasing power, not possessed by the juvenile set—you have the real clincher. The audience for The Play of the Week is 98% adult. Its delivered audience of adult viewer home impressions totaled

59,439,469—the highest of any top-rated network program, in the New York area, for the eight-week period studied. Reach the people with the dollars to spend... for higher sales and profits on the most economical basis... through The Play of the Week.

CAN IT SELL EVERYTHING?

No. 2 in reaching more different homes in the New York area:

Television's foremost dramatic series, The Play of the Week, attracted more different homes than any other top-rated network program in New York except Gunsmoke, according to the Nielsen data for the period studied. It attracted more different homes

(2,780,860) than these highest rated television programs in the New York area: The Untouchables, Maverick, 77 Sunset Strip, Father Knows Best, U.S. Steel-Circle Theatre, What's My Line?, Have Gun, Will Travel and Ed Sullivan show.

Based on a study of the A. C. Nielsen Company for a cumulative eight-week broadcast period ending Feb. 7, 1960...on WNTA-TV, Channel 13, New York.

CAN IT SELL YOU? *If not, you can't be listening!*

IF YOUR MARKET IS NOT LISTED,
CALL, WRITE OR WIRE:

NTA

NEW YORK: 10 Columbus Circle • JUdsan 2-7300
LOS ANGELES: 8530 Wilshire Blvd. • OLYmpic 5-7701
CHICAGO: 612 N. Michigan Avenue • Mlchigan 2-5561

ALL SOAP?

THE PLAY of the WEEK

It is later than you think, Mr. Station Manager, and people (in 1960) are brighter than you think. A new wave is sweeping the land. A wave expressing the hunger and clamor for finer television entertainment that will stimulate people's minds, nourish their souls, prevent them from being reduced to pabulum.

Dreamers, are we? Hopeless idealists and utopianists, too? Well, Mr. Station Manager, perhaps you're the one that's in that Ivory Tower—out of touch with the mainstream and pulsebeat of the nation. Want figures? We've got them! Read them (at left) and rejoice, not weep. Read them—and you'll discover that if you want the vehicle to sell soap or cosmetics to women...cigarettes or cars to adults, or anything—from soup to nuts—you can do it...via The Play of the Week.

It's the vehicle that delivers for you class-in-the-mass...on the most economical basis possible. And it will deliver, too, a vast audience with a plus no other television program can claim—a loyalty and responsiveness from Play of the Week viewers that translate themselves into extra sales and extra profits. Take a good look at the 56 stations which are presently alive...and kicking up their heels for joy...for being associated with television's most spectacular dramatic series, The Play of the Week!

The 56 STATION HONOR ROLL: (listed in order of population)

MARKET	STATION	MARKET	STATION	MARKET	STATION	MARKET	STATION
NEW YORK-NEWARK	WNTA	HOUSTON, TEXAS	KPRC	SAN ANTONIO, TEXAS	KONO	LITTLE ROCK, ARK.	KTHV
LOS ANGELES	KCOP	CINCINNATI, OHIO	WKRC	FORT WORTH, TEXAS	WKEF	ELKHART-SOUTH BEND, IND.	WSJV
CHICAGO	WGN	KANSAS CITY, MO.	WDAF	NORFOLK, VA.	WTAR	SCRANTON, PA.	WDAU
PHILADELPHIA	WRCV	SAN DIEGO, CALIF.	KFSD	PHOENIX, ARIZONA	KPHO	CORPUS CHRISTIE, TEXAS	KZTV
DETROIT	WXYZ	ATLANTA, GA.	WSB	SYRACUSE, N. Y.	WHEN	BATON ROUGE, LA.	WAFB
SAN FRANCISCO-OAKLAND	KTVU	MIAMI, FLA.	WPST	ROCHESTER, N. Y.	WROC	GREENSBORO, N. C.	WFMY
BOSTON	WBZ	DENVER, COLO.	KOA	HARTFORD, CONN.	WTTIC	EVANSVILLE, IND.	WEST
PITTSBURGH	WTIC	NEW ORLEANS, LA.	WDSU	TOLEDO, OHIO	WTOL	AMARILLO, TEXAS	McCORMACK ADVERTISING
WASHINGTON, D. C.	WTOP	PORTLAND, ORE.	KGW	SACRAMENTO, CALIF.	KERA	QUINCY, ILL.	KHQA
ST. LOUIS, MO.	KPLR	LOUISVILLE, KY.	WHAS	NASHVILLE, TENN.	WSM	BILLINGS, MONTANA	KGHL
CLEVELAND, OHIO	WJW	DAYTON, OHIO	WHIO	SALT LAKE CITY, UTAH	KUTV	BOISE, IDAHO	KBOI
BALTIMORE, MD.	WBAL	ALBANY-SCHENECTADY-TROY	WRGB	LANSING, MICH.	WJIM	AMES, IOWA	WOI
MINNEAPOLIS-ST. PAUL	KMSP	COLUMBUS, OHIO	WBNS	ORLANDO, FLA.	WTOF	REDDING, CALIF.	KVIP
BUFFALO, N. Y.	KBEN	INDIANAPOLIS-BLOOMINGTON, IND.	WTVY	SPOKANE, WASH.	KREM	BELLINGHAM, WASH.	KVOS

Today's best
way to
"spin your
advertising
yarns" . . .



is on San Antonio's

Channel
K 12
O N O
tv

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

Represented by
THE KATZ AGENCY

Reps at work

Nick O'Neill of Young Television Corp., New York, considers a firm grounding in research of utmost importance to the effectiveness of a tv salesman. "With the ever-increasing complex of formulas that the agencies are using in the purchase of tv time, a salesman must understand exactly what a timebuyer is seeking to achieve in his buy. Only then can the rep be sure that he is selling his station in the manner most advantageous both to the station and the agency. Unless we fully understand the problem and are able to analyze it properly, we certainly will not be able to offer the proper solution," observes O'Neill. "Of course," he hastens to add, "I am not saying that every time salesman should have a degree in marketing. Even if he did, he does not have enough time to analyze all of the complexities that arise. But it is important for him to know when to deliver a problem to the firm's research department, recognizing the capabilities and limitations of research and suggesting possible further analyses. At Young Television research is stressed as a vital tool in our everyday selling operation."



Jay Whalen, The Katz Agency, New York, calls attention to a "new-old frontier in radio, one of the great media buying opportunities too often overlooked by national advertisers—nighttime radio. This is true because most stations consistently maintain the same basic format and image in the evening as they do before



7 p.m. Best of all, this largely untapped reservoir of potential customers often can be reached at ridiculously low rates. Not only are the usual Class C or D rates available, but many stations offer combination daytime-evening packages that deliver nighttime spots at a fraction of daytime cost, thereby radically lowering the average announcement rate. Since in most cases daytime radio would be bought anyway, the inclusion of a nighttime schedule allows an advertiser to round out his total audience and thus tremendously increase his reach by adding another very major listening group at a very minor cost. In addition, nighttime radio offers the advertiser an unparalleled opportunity to penetrate the consciousness of people who are relaxed and listening."

MORE VIEWERS ARE WATCHING THIS PICTURE THAN EVER BEFORE...



THE SEASON IS EARLY AND ALREADY THESE ARE SOME OF YOUR NO. 1 CHOICES:



THE UNTOUCHABLES



THE NAME CITY



THE DONNA REED SHOW



MY 3 SONS



THE FLINTSTONES



77 SUNSET STRIP



THE LAW AND MR. JONES



NCAA FOOTBALL



WALT DISNEY PRESENTS



PETER GUNN

Shown each week on Channel 7, these programs consistently top their competition. (According to Nielsen, these 10 shows were rated No. 1 in their time periods at least twice during the four weeks ending November 6, 1960.)

Channel 7's average prime nighttime audience has increased 16% in the past year.* In the same year, competitor network stations have been losing audiences: Station X shows a 5% decline; Station Y a 4% decline.

*Monday-Saturday, 7:30-11 PM, Sunday, 6:30-11 PM

WATCH THESE AND THEY'LL SOON BE YOUR NO. 1 SHOWS:



STAGECOACH WEST, Tuesday, 9 PM



HONG KONG, Wednesday, 1:30 PM



THE ROARING 20's, Saturday 1:30 PM

WABC-TV CHANNEL 7

Flagship Station ABC Television Network

THE MOST ENJOYABLE SIGHT IN TOWN

Be first in your block to strike gold

Even hardened station reps from New York are astonished when they come here to learn first-hand about us and our part of the country.

We serve a region that's only slightly smaller than all of Ohio. Considering the area as a unified market, one which can be covered efficiently with minimum media buys, it compares favorably with the metropolitan areas of Norfolk, Akron, Syracuse, et al. (Incidentally, the market's currently being used for a couple of important test campaigns.)

We'd like to find ourselves on your "must-buy" list. Failing that, we assure you that your schedule placed on KGNC stations will pay off in pure gold.

There are ample figures to support our thesis. When you need them, ask us or Katz — our hardened reps.

KGNC-TV and AM

Full power on channel four 10,000 watts — 710 kcs
KGNC-FM 98.6 mgs.

**NBC Television and Radio
in Amarillo, Texas**

SPONSOR-SCOPE

21 NOVEMBER 1960

Copyright 1960

SPONSOR

PUBLICATIONS INC.

The bombshell of the week and one that's bound to have limitless repercussions: David Ogilvy's revelation before the ANA gathering that his agency took Shell Oil's \$11-16-million account on a strictly fee basis.

The move represents the first important breakthrough against the traditional 15% commission, something that some ANA members have agitated for from away back.

Ogilvy's key argument: the method is sound in that among other things it permits the agency to recommend less advertising and more peripheral services, if deemed necessary.

(For more on this, see page 38.)

Two more agencies—Ogilvy, Benson & Mather and B&B—have induced clients to do some token investing in the development of promising tv network programs instead of leaving this function exclusively to independent producers and the networks themselves.

The OBM plan, in brief: the advertiser—Lever and Bristol-Myers have already agreed to do it—would subsidize a pilot script plus some outlines for a series idea which looks good. After this step meets with the client's approval, the agency would seek to induce a network to come in as a substantial partner. As the agency envisages it, if the pilot film turns out satisfactorily, the series will at least be assured a good spot on the network.

The B&B plan: develop in co-operation with a predetermined independent producer, following on a more extensive scale what Tom McDermott had started. One prospect in the works stars Jane Powell.

The general objective, as previously voiced by other agencies (JWT and Y&R) with the same idea: reduce the advertiser's hazards in programming audience returns which have become more acute with each season.

A couple tests that have implications for spot tv:

1) General Mills new pet food, Little Kittens, is starting out in three markets with daytime ID's via Tatham-Laird.

2) Alka-Seltzer (Wade) is trying out a 12-pack carton (as opposed to the current bottle) on day and night schedules in New Orleans.

Looks like Esty is making an annual affair of asking all radio stations with which it does business to submit a week's logging of its commercials.

The week sought this time: 23-29 October. Accounts involved: R. J. Reynolds, Leeming and Union Carbide. Deadline for log reception: 28 November.

Last year some stations bristled against the complete log request and confined their information to 20-minutes either side of Esty spots.

Purpose of these annual checkups: to make sure (1) there are no product conflicts within stipulated times, and (2) in the case of Reynolds, dentifrices, mouthwashes and chewing gums are not adjacent. Esty, incidentally, is by far the biggest buyer of spot radio.

The trade can count on Burnett media v.p. Tom Wright to unloosen a gripe when he's handed a rostrum and an audience.

Wright got his latest chance at the TvB meet in New York last week and his theme was the mounting discrepancies in station billing and scheduling.

His contention: the situation has become so snafued that it takes an additional staff of 40 people to unsnarl the differences.

The decision of Red Heart Dog Food (John W. Shaw) to go spot tv—it's heretofore been only in radio—involves some interesting research findings.

A survey the client made showed this interesting difference in the sales approach on dog vs. cat food: **selling cat food is selling an emotion, whereas selling dog food is selling nutrition.**

Slicing this contrast a little thinner: cat owners relate emotionally toward their cats, that is, are **intrigued with their beauty, playfulness or what-have-you**, while dog owners want to make sure **their pets are getting the right vitamins.**

This will be Red Heart's tv activity: **13 and six-week flights in seven markets**, for a start.

That furious activity that the sales promotion people at CBS TV and NBC TV are engaged in stems from a **\$4 million daytime carrot that Colgate is holding out to them.**

Seems that Colgate in making its annual reexamination of its network commitments thought it might be advantageous **to allocate all the business to a single network** instead of spreading it between CBS and NBC.

It then became incumbent on the two networks to show which had the better daytime proposition **in terms of cost-per and end rate.**

The immediate business picture for the tv networks is rather mixed: **on the one hand a number of accounts are dangling budgets with short-term provisions and, on the other, several important advertisers have deferred action on renewal notification dates.**

A bright gleam: General Foods is expected to throw quite a bundle of **extra money** into tv for the first quarter, this coming out of the **hefty profits** estimated for the fiscal year ending 30 April.

Hamm's Beer (Campbell-Mithun) is **on the verge of branching out into another big eastern market.**

Midwest reps would continue to benefit: the buying will be done either out of Minneapolis or through Chicago.

Trade sources say Hamm has always credited a goodly share of its growth **to the use of air media.**

General Mills has come up with its own "Capt. Kangaroo": it'll be called **Pip the Piper** and have both a **Saturday noon and Sunday noon edition on ABC TV.**

The money will be from the cereal division. DFS handled the Pip deal.

It all debuts after the **first of the year.**

What might be tagged the mystery of the month in spot: what barter firm supplied **Manischewitz Wine (Grant)** with its package of tv and radio spots?

SPONSOR-SCOPE queried the **better known barter enterprises** and was informed in each case: **we don't know who among us made the deal.**

The barter merchants did have this comment: **we never solicit an account already in the medium, at least one's that buying for cash.**

TvB's spot estimates for 1959 had Manischewitz **down for \$869,470.**

P.S.: The Grant agency also said it didn't know where the spot came from.

U.S. Tobacco (LaRoche) has turned to radio for a test of its **Encore brands.** It'll use about 150 I.D.'s per market on three stations each in Toledo and Buffalo over six weeks.

The concensus is that the business will have to wait until the early December ratings to get a true line on how the new network shows are shaping up.

You won't get any argument that at first flush it looks as though ABC TV's fare has been cutting up the rating patch in heavy fashion, but you will get this proviso: the general picture will be more clearly defined what with a material reduction in preemptions.

Also from knowledgeable tv agency men comes this prediction: the casualties in the first 1961 quarter will likely fall in record profusion.

Pepsi-Cola (BBDO) will again in 1961 make its major play for the adult consumer, instead of the teenager, in radio.

The '61 plan is to buy schedules on all four radio networks.

Apparently Pepsi figures it's better to leave the teenage radio pressure to Coca-Cola and exploit the other pastures.

ABC TV is now completely off the hook with regard to the Winston Churchill series.

Mead Johnson (K&E) has picked up the remaining unsold 18 shows as a medium for selling its Metrecal weight-controller.

Bell & Howell is committed for the other eight installments.

Aluminium of Canada must be having trouble getting clearances for its award-winning Omnibus series on NBC TV.

It was offering stations, via JWT's media department, the full card for acceptance. The delays could be anywhere up to 14 days. There'll be seven Omnibuses this season.

Advertisers can buy the seven Mitch Miller shows on NBC TV on a regional basis. It'll be the first time that a special series, especially nighttime, didn't require a cross-country commitment from a sponsor.

The series is slated to make its bow in the Friday 9-10 period as an alternate to the AT&T programs on 27 January.

An updated set of figures out of the October I and II NTI periods that definitely won't bring cheer to the print boys:

PERIOD	TOTAL NO. NETWORK ADVERTISERS	PERCENTAGE INCREASE
October 1960	233	14%
October 1959	204	21%
October 1958	168	

Revlon demonstrated last week that even star talent can be induced to live up to all the terms of a contract if the sponsor knows he's right and sticks to his guns.

The core of the set-to: Revlon scheduled four commercials in the Harry Belafonte special (20 November). The folk singer retorted he was against four such breaks in his show since last December the same sponsor was willing to go along with two.

Belafonte was reminded of the provision of his contract which gave the sponsor sole discretion on commercial placements, and after some crossfire, which even got into print, all was peace.

Incidentally, the show's cost per commercial insert came to \$85,000 each.

P.S.: Revlon will sponsor, starting January, a regular half-hour on one of the networks. In other words, it won't be depending entirely on specials for tv exposure.

McCann-Erickson has apparently gone on a younger-man kick: a number of the better-known accountmen and specialists have been nudged into early retirement and others have quit because of change in status.

Affected in media: Bill Dekker, v.p. and director, who's in his 18th year with the agency, and Ed Wilson, associate media director, who is retiring.

Among the departing accountmen: Don Billstone and Charles Pierce.

Rarely has the sales competition between two ratings services been as heated as that involving the Nielsen and ARB local tv operations the past couple months.

There appears to be no letup in the battle for agency subscribers.

Latest communique out of Nielsen lists these agencies among recent signer-uppers: Campbell-Mithun, C&W, D'Arcy, BBDO, EWR&R, Daniel & Charles, Fletcher Richards, Ketchum, McLeod & Grove; Maxon, OBM, Wade and NL&B. (Nielsen's big coup, of course, was Lever's decision to make it the official local guide for Lever agencies.)

Among ARB's most recent local service subscribers: DFS, LaRoche, Benton & Bowles, Reach McClinton.

Agencies with confectionery accounts will be interested in this: Thinshell Peanut Brittle Mix, which has been testing via tv and radio around Moline, will start national distribution around the first of the year.

And agencies without a confectionery account will be interested in this: Fresh-Pak Candy Co., Moline, which makes Thinshell, will be shopping for a national agency, preferably in Chicago.

P.S.: Kraft plans eventually to plug its own peanut brittle on the Perry Como show.

Specialists in tobacco accounts are somewhat puzzled by the fact that of the 12 brands introduced during the past two years none has managed to make a sharp dent so far on the best-seller front.

The one to watch, they pretty much agree, is Brown & Williamson's Kentucky Kings.

Figured as the top 10 at the going rate for the fourth 1960 quarter: 1, Camels; 2, Pall Mall; 3, Winston; 4, Kent; 5, Lucky Strike; 6, Salem; 7, Chesterfield; 8, L&M; 9, Viceroy; 10, Marlboro.

Cigarette marketers note that the cigarette rack has become the fastest growing item in supermarkets from a gross sales angle.

Some timebuyers in moments of whimsy are inclined to divide the methodology of reps responding to availability calls into three classifications.

These categories, broadly speaking, would run like this:

TYPE #1: The rep salesman who trades his way up, first submitting a batch of avails with a high cost-per. If these are rejected, he gets back with a better average—and so on. But, remark the buyers, as so often happens, by the time the third bid is in the time has been bought on another station in the market.

TYPE #2: He's deft at mixing up his best and second best, and throws in the assurance that the lesser spots may be improved in due time.

TYPE #3: He submits at the start the best spots available according to the plan on the premise that first customers come first and he'll take his chance with what's left over with the next buyer.

These timebuyers rack up Type #3 as one who helps keep down the agency's cost of doing business.

For other news coverage in this issue, see Newsmaker of the Week, page 10; Spot Buys, page 64; News and Idea Wrap-Up, page 66; Washington Week, page 59; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 86; and Film Scope, page 60.



FARM GAL TAKES "HEY" RIDE!

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

Yes, this is the land of gay convertibles—the storybook land of bountiful living—where today's farmer stores "Hay" in banks, not barns. To this picture we add:

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

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

WBAY-TV

GREEN BAY, WISCONSIN

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

2



The Dial Twister



-TV's Most Dependable Computer

(or, how you've changed your viewing preferences over the last 8 years)

Any computer, no matter how marathon the range of its "intellect," subsists on the facts fed into it by human choice. Many computers strut their electronic stuff in what is familiarly known as "Video Land." But only one computer really counts—that's the one that starts the count rolling. The one who starts the count rolling.

Who?

You.

The Dial Twister.

You are the only computer that ever really created anything. You created another network (see our signature below). You created a network second to none (see the chart to the right). You kept twisting and twisting that little dial on your living-room set and you twisted us right up there... where we now have 7 of the 10 most popular shows and are first 4 nights and tied for a fifth. Not since 1957 has Net Y, and not since 1954 has Net Z, had so high a Share of Audience as ABC-TV has today.

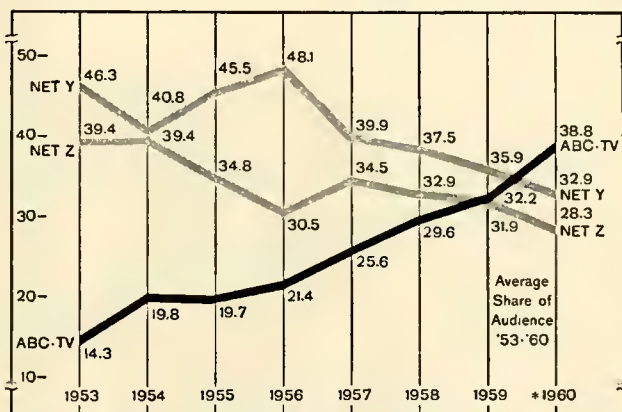
You (along with millions of other Dial Twisters) have made ABC the network most people watch most of the time.

That pleasing result came from your computing of certain facts fed into you. Take such bold new facts as *The Untouchables*, *77 Sunset Strip*, *The Real McCoys*, *The Flintstones*, *My 3 Sons*, *SurfSide 6*, *The Roaring 20's*. You digested them, computed them and reported those so highly pleasing (to us) Top Ratings.

When you were in a mood (other computers are incapable of being in or out of moods) for even more substantial fare, ABC fed you such responsible Public Service documentaries as those in the Bell & Howell *Close-Up!* series and *Expedition*. Etc. We confidently expect many more dials to be twisted our way as you start (next week) computing the intense significance and inspiring excitement of the forthcoming 26-part series, *Winston Churchill: The Valiant Years*. (Music background by Richard Rodgers.)

When you were in a mood to compute Sports facts, we fed (and will continue to feed) you the most Sports hours of any network: NCAA Football, American League Football, Fight of the Week, All Star Golf.

And in Specials: Remember how quickly you computed such extra-special Specials as *The Bing Crosby Show*, Maurice Chevalier's *Invitation to Paris*, Elvis Presley's return to our Frank Sinatra shores, Debbie Reynolds' TV debut.



*Source: Nielsen 24 Market TV report week ending November 6, 1960, vs. multi-network area reports for similar periods previous years. 6:30-11 PM Sun., 7:30-11 PM Mon.-Sat.

Sample Special coming up: *David the Outlaw*, two-part Biblical epic starring Jeff Chandler and Israel.

Obviously, no human computer can be told what to watch and compute in this land of 180 million human computers. There is no arm-twisting in this land.

There is, however, dial-twisting a-plenty.

We owe our existence as a network to it. We owe our phenomenal growth in Client Acceptance to it. Against last year, ABC's billings are up 30% and give every evidence of continuing to out-pace the growth of any other element in the TV industry.

So, whether you are an advertiser dialing-in the public... or whether you are a Dial Twister dialing in for Television's best... ABC-TV is now your first choice.

ABC TELEVISION

In TV too...FILM does the "impossible"!

HERE, THERE AND EVERYWHERE—all at once! Multi-image to show multi-use! That's the effect used to win the busy housewife in a brilliant 60-second Corning Ware TV film commercial. Multi-image produced economically . . . efficiently!

Want special effects? Film is your answer! Film—and film alone—can do 3 things for you: (1) provide high-polish commercials, rich with optical effects; (2) give you crisp, vivid animation; (3) assure penetration and coverage the world over.

For further information: Get in touch with Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

West Coast Division
6706 Sonto Monico Blvd.
Hollywood 38, Calif.

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



ADVERTISER: Corning Glass Works—Consumer Products Division
PRODUCER: Audio Productions, Inc.
ADVERTISING AGENCY: N. W. Ayer & Sons, Inc.

49th and Madison

Sponsored public service

In your 17 October edition I noted your article of "Sponsors Back 14 Types of Public Service Shows," in which you have us listed for the *Yale Reports*.

In addition to these three hour *Yale Reports*, which we did this year, we have also done the following public service shows with full sponsorship:

Election '60 Spotlight—an eight-month Election Series on the 1960 Election which ran from April to November 1960.

The Yale Glee Club—a half-hour public service show telecast in December 1959.

The New Haven Symphony Orchestra Debut—half-hour public service show telecast in December 1959.

Two special 15-minute hurricane Programs the day that "Diana" struck in Connecticut.

The *Science In Connecticut* series—a half hour every third week for the 1960-61 series.

The St. Patrick's Day Parade—telecast in March 1960.

As I stated above, all of the programs mentioned have been completely sponsored in Connecticut and are of a public service type.

Peter F. Gallagher
adv. & prom. mgr.
WNHC
New Haven

Why always at research's expense?

I read, with extreme interest, your article in the 10 October issue of SPONSOR on "What's Going On In Mexican Television." I was quite impressed with the way in which Frank Boehm handled his subject matter. One thing in particular both surprised and bothered me. Mr. Boehm makes mention of the fact that in Mexico ratings are produced monthly on a personal coincidental basis, which he says "is not com-

mon in the U. S. because of labor costs."

It is a little disheartening to me to see the most valid technique possible being employed in Mexico yet spurned in this country because of "labor costs." When I think of all the money that is poured into television each year, some of it successfully, some of it wasted, it seems to me a pretty poor excuse to give for not using personal coincidental interviewing to a greater extent in this country. Some top advertisers, such as Rexall Drug, Chrysler Corp., Colgate-Palmolive Co., Campbell Co., among others, have seen fit, in the past couple of years, to use T.P.I. to qualitatively measure their television programs.

Certainly if they see a necessity for personal coincidental interviewing, why haven't other major companies also embraced this technique? Why is it always "labor costs" when it comes to research, but never "labor costs" when it comes to anything else?

Miles A. Wallach
president
Television Personal Interviews, Inc.
N. Y. C.

Accurate

We'd like your permission to reprint the article on John's Bargain Stores in full in our next edition of our company newspaper "Mr. John's News."

There have been many things printed in the past about various aspects of John's Bargain Stores, yet the article in SPONSOR stands out for clarity and interesting presentation. There were no "misquotes," no erroneous statements, no exaggerations.

Ted Royce
radio & tv adv. mgr.
John's Bargain Stores Corp.
N. Y. C.

● SPONSOR is happy to grant reprint requests, providing such requests are made in writing and suitable credit is given this publication.

Shrimp Creole

OLD NEW ORLEANS FAVORITE



Prepared by Chef Dan Evans at the Pontchartrain Hotel

WWL-TV... new New Orleans Favorite

Here's how to make Shrimp Creole:

Put 3 tbs. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most alert reporter. WWL-TV's expanded news coverage includes:

- Mon.** 15 minutes of news 8:00-8:15 a. m.
- thru** 45 minutes of news, sports and weather each afternoon 5:45-6:30
- Fri.** 15-minute news final nightly 10:30-10:45
- Sat.** 30 minutes of news, sports and weather 6:00-6:30 p. m.
15-minute news final 10:00-10:15 p. m.
- Sun.** 15-minute Sunday news special 10:00-10:15 p. m.

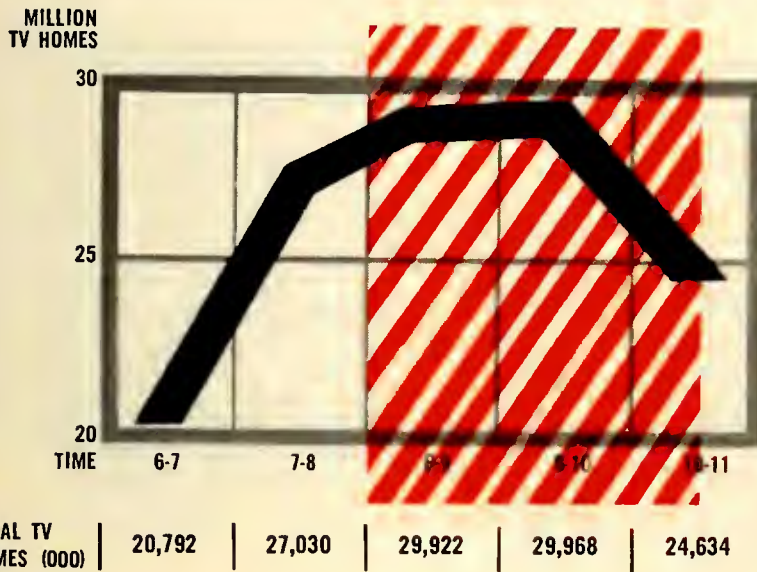
Ask Katz about WWL-TV's big new news lineup.

WWL-TV

NEW ORLEANS



WEBS' PROBABLE TIME CHOICE



THE NETWORKS are expected to choose the best audience periods—8-10:30 p.m.—as evening option time under the new FCC rules. At present, NBC's option time is 7:30-10:30, CBS' and ABC's: 8-11—on most evenings.

OPTION TIME CUT—A MIRAGE?

On 1 January FCC rules, which cut two hours from the time that tv webs can option, go into effect.

But despite early publicity, most agency and television men think net effect of change will be nil.

In just six weeks, the first important change in television network regulations goes into effect with the cutting of a half hour of option time from each segment of the broadcast day.

When the FCC ruling was originally announced in mid-September, much was heard from unsophisticated outside observers who hailed

the move as a big step in the direction of network curtailment. However, as of this moment, there is every indication within the industry that the aura of action may have been a mirage.

Certainly the announcement set in motion the conferences, studies, and feverish behind-the-scenes activity

worthy of its implications. But these have produced a feeling among agencies, networks, stations, and syndicators that despite the new rules, and perhaps even because of them, the status quo in the network-affiliate relationship will be maintained for some time to come.

Television advertisers, especially

Report No. 3606

BROADCAST ACTION

September 16, 1960

The Commission en banc, by Commissioners Ford (Chairman), Hyde, Bartley, Lee, Craven, Cross and King, took the following action on Sept. 14:

TV OPTION TIME RULES AMENDED

Number of Hours of Option Time.

12. Section 3.658 (d) of our rules now provides in part that "No license shall be granted to a television broadcast station which options for network programs . . . more time than a total of 3 hours within each of four segments of the broadcast day, as herein described. The broadcast day is divided into four segments, as follows: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m." The Commission proposed an amendment to reduce from 3 to $2\frac{1}{2}$ the total number of hours within each segment of the broadcast day which a station may option for network programs. Under the proposal an affiliated station could, as at present, accept any additional network programs offered wholly outside of the hours designated as option time, but could not option such time periods for network programs.

13. None of the filing comments submitted in response to the proposal.

Sec. 3.658(d),(e): first major change in tv network regulations

NEW FCC RULES restrict stations from optioning more than two and one half hours in any broadcast segment. Networks must provide 17 weeks notice

to affiliates before pre-empting option time sold by stations on spot basis. "Unsuitable" web programs may be rejected after series' start

those using what on 1 January will become former prime evening option time, have been assured by their agencies that:

- No advertiser who now has a show on the air will find himself without clearances when the rules go into effect, or next fall, or indeed through the fall of '62.

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

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

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

Most observers based these replies on the thesis that it will be cheaper for affiliates to stay with the networks during prime former option times than to program locally (although some exceptions—i.e. some Westinghouse outlets—can be expected to buck this trend).

They also noted that any programming still available from syndication sources would not be of "prime time" quality, what there is of that having been gobbled-up long ago; but if there were the possibility of time being made available, the syndicators could certainly be expected to come up with fresh shows.

The one possibility of any change in the present network-station relationship could come about, Washington sources speculated, only in the second year of the Kennedy Administration.

If the President-elect fills the one Federal Communications Commission opening (one member now serves under a recess appointment), and possibly the chairmanship, with a commissioner who believes in the deletion of all references to option time from the rules, action is still expected to take more than a year.

Other speculation sees Kennedy appointing a "name" figure to head the Commission, as part of a general drive to up grade all of the federal regulatory agencies' personnel, effectiveness, and public image.

(One rumor has Commissioner Robert T. Bartley, who agrees with the view that option time is not required, being named as the next chairman.)

Any action that might be taken by stations in the light of the new rules seems to hinge on which half hours

the networks are planning to drop. On most evenings, NBC's option time is now 7:30-10:30 p.m., ABC's and CBS', 8-11 p.m. Virtually all speculation puts the new prime option time at 8-10:30 p.m., but the networks will have no comment on this until early December.

Syndicators also indicated that any action on their part would depend on the network announcements. As for the general feeling in their ranks concerning the ruling, most said that "the ruling created a little open field for us, it seemed, but so far nothing has happened and not much is expected."

Agency spokesmen were loath to comment for quotation, but many anonymously declared the whole area of FCC "control" over option time "ineffectual." Networks, they said, will continue to program as they have and will continue to be the seat of strength. As one adman put it, "I don't think we or our clients will know the difference. I think it'll just blow over and things will remain as they are."

Why then did the FCC bother to make the ruling in the first place, advertisers have asked. The answer would appear to be that it was trying to relieve present and future pressures. The present pressures, originating with the hearings on the Barrow Report in mid-1958 (which found that option time violated the Sherman Act and should be abolished), were brought by some film syndicators and stations. The future pressures would have been Department of Justice or Congressional action if it had appeared that the FCC was not regulating "broadcasting as constituted" closely enough.

Network reaction to SPONSOR's request for a statement was the same as their initial reaction to the FCC's ruling: "No comment." (One exception, ABC did have some comment for the record which follows later.) Observers felt that this silence was prudent, because it would seem that they have lost little if no control over programing.

In comments filed with the FCC before the recent ruling, NBC and CBS had estimated a \$9.2 million yearly loss of revenue each if 30 minutes of prime time were actually taken back

by all of their affiliates. ABC said it would lose \$4.5 million in gross profits.

One sentence, spoken by a top network executive last week, summed up the entire industry's mood since the rules change: "Many of the FCC rules that we feared when we contemplated them have not proved to be anything to worry about."

Supporting the wisdom of this lack of worry is another Washington source, who stated that the FCC doesn't expect any structural changes in the present broadcast setup to come out of its ruling; that, in fact, a former chairman decided that "the look of tight control" would save the present broadcasting setup from further scrutiny by Congress and/or Justice, and would cut the ground out from under those who attacked option time as (1) illegal, (2) giving the networks too much control, and (3) hurting the syndicators and suppliers.

The order, which goes into effect 1 January, is designed so that:

- A station may not option more than two and one half hours to a network in each segment of the broadcast day. Segments are: 8 a.m.-1 p.m., 1 p.m.-6 p.m., 6 p.m.-11 p.m. and 11 p.m.-8 a.m.
- Networks must provide 17 weeks notice to an affiliate before pre-empting option time when said affiliate has a firm, written contract for the time on a spot basis (only eight weeks notice has been required).

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

This right to reject programs more easily has long been sought by the stations, who had complained before the FCC that they wished to program more public service, but option time limited them. Some observers interpreted this third concession as a "show me" move by the Commission.

The argument for the networks
(Please turn to page 54)

Webbs don't foresee real changes soon

BEFORE the FCC ruling, NBC and CBS had estimated a \$9.2 million yearly loss of revenue each if 30 minutes of prime time were actually taken back by the affiliates. ABC said it would lose \$4.5 million in gross profits. The network presidents and their aides declined to comment to SPONSOR, indicating that nothing would be said until the new times were fixed.



OLIVER TREYZ, ABC



DR. FRANK STANTON, CBS



ROBERT KINTNER, NBC

Current quarter-hour program prices of daytime week

	10-10:30 a.m.	10:30-11 a.m.	11-11:30 a.m.	11:30-12 noon	12-12:30 p.m.	12:30-12:45	12:30-1 p.m. 12:45
CBS	December Bride	Video Village	I Love Lucy	Clear Horizon	Love of Life	Search For Tomorrow	Guidi Ligh
	\$1,000	\$1,000	\$1,000	\$1,000	\$2,900	\$3,300	\$3,300
NBC	Dough Re Mi	Play Your Hunch	The Price Is Right	Concentra- tion	Truth or Consequences	It Could Be You	
	\$200	\$2,800	\$3,000	\$3,000	\$2,825	\$3,000	

RATES are quarter hour even for half-hour shows in accordance with industry practice. ABC is included since it does not break down daytime rates, but rather charges a flat \$2,270 per comm

DAYTIME NET TV SHOW RATES

- Hike in cost of serials estimated at 11%, slight compared to 47% nighttime comedy program price rise
- Heightened competition in daytime tv field seen as partial explanation for the relative steadiness of rates

Daytime network television program costs have seen their share of increases in the past five years, but in general they're under firm control. There even are instances of costs below the 1955 level.

The most noticeable program rate hike over the five-year period is in the CBS serials, up an average of 38% by SPONSOR estimate. However, when the current NBC shows in the same category, down from about \$2,700 per quarter hour in 1955 to \$1,000 (net) today, are weighed in with the CBS entries, the percentage of increase over '55 then drops down to 11%.

This hike isn't much compared to

what has happened with nighttime program costs. For a half-hour situation comedy after dark, rates are up an average of 47%, and the increase is 31% for half-hour drama program costs. The cost of nighttime audience participation shows has undergone an even greater percentage of increase than that of the other categories. Back in 1955 the average ran \$19,000 as against \$33,000 currently; a 69% rise.

As for the audience participation category, CBS has one show this year, *Video Village*, available for \$1,000, a considerable drop in price compared to the \$3,000 quarter-hour rate charged for such shows as *Strike it*

Rich and *The Big Payoff* five years ago. CBS also has shows of this type currently which are more expensive, but not by much: *House Party* costs \$3,560; charge for *The Verdict is Yours* runs \$3,302.

The NBC audience participation shows for the most part range in price from \$2,800 (*Play Your Hunch*), to \$3,000 (*Concentration* and *The Price is Right*). This is a barely noticeable increment over the \$2,700 charged for a quarter hour of *Feather Your Nest* carried on the network in 1955.

One explanation for the relative stability of program prices in daytime net tv is the heightened competition. Now three networks are hard after the daytime dollar, whereas ABC was not a factor earlier.

ABC's daytime rate structure does not readily lend itself to pinpointing of program costs. The network charges a flat rate which averages out to \$2,270 per commercial minute, with bonus if the advertiser buys a

Network television shows carried by CBS and NBC

10-11:30 a.m.	11:30 a.m.	12:30-1 p.m.	1-2 p.m.	2-3 p.m.	3-4 p.m.	4-4:30 p.m.	4:15-4:30 p.m.	4:30-5 p.m.
The World Turns	Full Circle	House Party	Millionaire	Verdict Is Yours	Brighter Day	Secret Storm	Edge of Night	
\$3,190	\$1,500	\$3,560	\$3,335	\$3,302	\$3,250	\$3,300	\$3,040	
	Jan Murray Show	Loretta Young Show	Young Dr. Malone	From These Roots	Make Room For Daddy	Here's Hollywood		
	\$1,000	\$2,500	\$1,000	\$1,000	\$2,500	\$1,000		

Note. The CBS figures are gross, i.e., include agency commission, while net figures are given for NBC. Research for Tomorrow and Guiding Light are agency-produced for P&G, and rates shown are estimates.

UP, BUT ARE UNDER CONTROL

minimum of seven quarter hours. (The rough price per quarter hour for a program only falls somewhere in the neighborhood of \$3,226.) The network reports the over-all figure is up slightly over last year based on other stations now in the lineup.

Tape can add to, have no effect on, or cut the program costs. It usually adds to the costs, but if used judiciously that increase can be negligible. The taping process itself is, of course, an additional expense, but if the show format allows two or three episodes to be taped in one day this expense can be cut way down, if not turned into a cost cut. The saving comes from eliminating the necessity to knock down and reconstruct scenery for separate sessions and from using stage hands and engineers, who receive a full day's pay even if they only work part of the day. Tape is an added expense with soap operas because actors have to memorize too much to allow taping more than one program a day.

The majority of CBS' non-film daytime shows are still live, while four of them per day are on tape. At NBC four are usually on tape, two more are taped from time to time, and two always are live.

Prospects for future daytime use of

tape are difficult to determine. The feeling is that the show's content determines whether or not tape is appropriate. If more tape is brought in to upgrade production techniques, further program cost increases can be expected.

Current daytime entries at \$1,000 each



CHEAPER than same category shows of 1955 are *Video Village* (1), CBS game show, and NBC serial *Young Dr. Malone*, both available at \$1,000 per quarter hour this year. Back in 1955 CBS game shows usually ran \$3,000, and the price of most serials on NBC ran about \$1,800-2,000

SHELL-OGILVY DEAL ROCKS ANA

➤ Hot Springs meeting startled to hear that big oil company dropped 15% commission for new fee basis

➤ Ogilvy gets costs plus 25% profit, should net more on account than previous agency, J. Walter Thompson

EASILY the talk piece of the 51st Annual Fall Meeting of the Association of National Advertisers last week was a 25-minute presentation, by Cyril Martineau, ad manager of Shell Oil and David Ogilvy, president of Ogilvy, Benson & Mather on "A New Method of Compensating the Agency."

Martineau and Ogilvy startled 400 of the country's top advertisers with the disclosure that when the agency took over the multi-million dollar oil account five months ago (from J. Walter Thompson) it did so under an entirely new compensation arrangement that junked the traditional 15% agency commission in favor of a flat fee based on costs plus profit.

According to Martineau four agencies figured in Shell's final selection. All were asked if they would be willing to work on a fee basis. Three

out of four (all members of the 4 As) said yes. But Ogilvy went further and said "we would prefer to work that way. We believe the commission system is an anachronism."

Shell, says Martineau, has a "jaundiced view" of the old fashioned 15% and "We feel we have plenty of support from others who think likewise."

The Shell-Ogilvy agreement calls for the payment of a flat fee that is based on agency costs plus an additional 25% of costs as profit. Fees are figured on an annual basis, and in working out the agency estimate says Ogilvy, "we took into account direct salaries, indirect salaries, and overhead expenses. Our profit factor of 25% compares with an average of 21% for other agencies. We don't believe it overstates the relative caliber of our service."

Unusual feature of the deal: Shell

will not audit the Ogilvy time sheets but will accept the agency statements. According to Martineau, the oil company "Had no desire to reduce the commission accruing to our agency. On the contrary, we believe the laborer is worthy of his hire."

The Shell ad manager (appointed at the time of the agency change) said that Ogilvy would earn "substantially more" than Thompson had under the previous agency arrangement.

Ogilvy announced that he was willing to enter into this same type of agreement with any of the 20 accounts represented by the agency. Among those in the ANA audience were Ed Ebell, General Foods and Henry Schachte, Lever Bros., both Ogilvy clients. Neither, however, would comment on the proposal.

Many ANA members expressed interest in the basic philosophy outlined by Ogilvy: "We will no longer be remunerated by the media in which we place advertising." Said a prominent food advertiser. "Long range implications of this will have advertising circles buzzing for months ahead."

Ogilvy, in praising the Shell arrangement (Please turn to page 54)



AT LEFT, David Ogilvy, pres., OB&M, which last summer took over multi-million dollar Shell account after its long tenure at J. Walter Thompson, Ogilvy had handled institutional advertising for Standard Oil (N.J.)

AT RIGHT, Cyril Martineau, mgr., Shell's ad dept., who, with Ogilvy, explained terms of the agency-client agreement which startled more than 400 top-ranking advertisers gathered at Hot Springs, for ANA meeting.



COLLEGE RADIO GETS BOOST FROM BBDO AND U.S. STEEL



✓ Recent buy on Ivy Network plus agency study of the country's 100 college radio stations highlights trend

✓ BBDO believes zoom in college attendance in next 10 years will make medium important for selling

Last month, U. S. Steel bought time on Ivy Network and inadvertently unleashed a bit of college radio speculation. Although little has been said, in recent years, of the potency of collegiate broadcasting, the steel company's buy puts the finger on that medium's steady (but quiet) growth.

For a look at the facts, take Ivy Network for example: Back in 1948 the Ivy leaguers sponsor list held two names (and a billing of \$500). Today the list shows 19 (with a commensurate rise in billing). Among them a good representation of cigarette, beer, typewriter, automobile, travel, phone, finance, and food product companies.

The steady rise in sponsorship is evidenced in sponsor logs in the more than 100 college radio stations throughout the nation.

Why does a blue-chip advertiser like U. S. Steel go to college radio? Or any advertiser, for that matter. Analytically, it goes like this:

First, to sell the product. Aside from the fact that collegians are lavish spenders (37% more than the average American), the adventure-some college man (or woman) is quick to take to a new product—and, if he or she cottons to it, is largely responsible for taking it up off the ground, so to speak.

A case in point: Chino, something of a household word nowadays, broke the barrier on college ground. When Galey and Lord (Burlington Industries), maker of cotton Chino slacks, media-directed its product to college, it made a spectacular leap out of relative obscurity as a speciality shop feature, to one of the biggest selling wearing apparel items, in little more than a year and a half.

Another case: Some years back when men's hats seemed destined to become as outdated as last year's calendar, Lee Hat went out on a head-covering crusade. For this, the

company went, exclusively, to college radio. The rest is history. Hats are back on heads and manufacturers are complacently turning their attention to styling. Statistically speaking, however, Lee reported (*New York Times*, 17 November, 1952) that hat sales in the Ivy school areas (where they purchased airtime), rose by 20%. This, they pointed out, came after only a seven-week campaign.

Still another case: When electric razors first hit the national scene, they were not immediately embraced with enthusiasm. There were many who weighed carefully the merits of the new shaving device. The average mature male, set in his ways, was loathe to depart from his old, but tried and true, shaving mode. Not so the college man. He was quick to grasp the innovation and to pass along to his imitative companions the razor's merits. The National Advertising Service back up the results with these statistics: 63% of college students own electric razors, far more than the national share of the market.

Advertisers who go to college radio take also into consideration, the brand habit development theory. They go along with the feeling that many habits and preferences are developed at college age. What's more,

the preferences are apt to graduate along with the student and continue with him in his future life.

An example: Lucky Strike, heavily promoted on campus ground, is still one of the top-selling cigarettes, despite the quick rise in filter cigarette popularity.

Not to be underestimated either, according to statistics, is the college student's influence in family buying. College students have much to say in the choice of family cars, clothing,

major appliances, and the ilk. Not to mention a variety of other ordinary living products.

The phenomenal increase in college attendance (with much more to come—10 years hence the enrollment, so says BBDO's *The College Market*, will double) gives impetus to still another, albeit more subtle, reason for the recent leaning toward college radio: large corporation advertisers may be utilizing the collegiate medium as a personnel recruitment tool.

Even at the present enrollment figure—3,402,297, the college market is a fertile hunting ground for executive type persons. And the outlook, for the not too distant future, is even brighter. Five years from now, 43% of the United States population, between the ages of 18-21, will be college enrolled.

The noted sociologist C. Wright Mills, referring recently to Ivy League graduates, bolstered this with the prediction, "From Ivy's audience of today will come the managers, the technicians, the professionals of tomorrow."

The advertising, tv and radio field (to name a few) already boasts a number of ex-Ivy leaguers in key positions, among them: Howard Eaton, now media director for Lever Bros.; Richard Morgan, Jr., CBS TV sales service rep; John Wolf, account executive, WPRO, Providence, R. I.; Sherman Strickhauser, program director, WICE, Providence; Jeffrey Kuklin, manager, WNCN, New York City; Dan Sobel, tv sales, NBC; Gregory Dawson, Keil-Wachsmann Associates; Jake Keever, in charge of sales, Film Master, Inc.; Robert Kanzler, public relations, Ford Motor Co.; Ding Doehler, Television Art & Commercial supervisor, Young & Rubicam; Ken Wood, radio-program executive, Young & Rubicam.

Those mentioned above added polish to their schooling by active participation in the Ivy Network stations. The training, in these instances, prove invaluable. NBC's Dan Sobel, an ex-Ivy station manager himself, remarked about the present Ivy general manager, Richard Smith and Adam Dibble, executive manager, both Yale seniors, "they went in little boys and are ready to emerge now as sophisticated and polished business men."

This thinking is shared by Bill Hoffman of BBDO, who recalls a speaking engagement at Princeton, recently, one of the College Network affiliates. "I was amazed at the caliber of the questions I was asked," recalls Hoffman, remarking whimsically, "I think they could easily teach me a thing or two about the business."

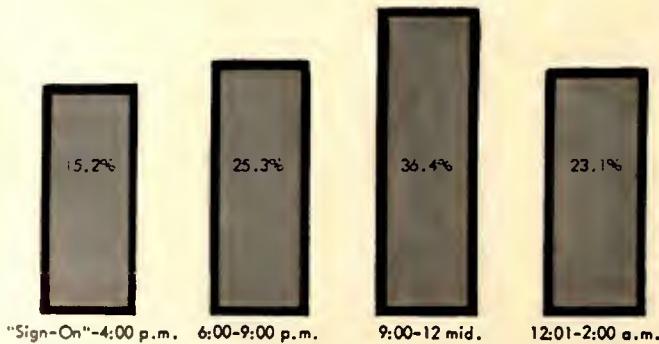
BBDO's *The College Market* says "the college market is important and

(Please turn to page 55)



IRA AVERY, BBDO vice president, is shown here (at left) signing the U. S. Steel account with Ivy Network. At right is Richard Smith, Ivy general manager, and Adam Dibble, executive manager. Smith and Dibble, who handle Ivy's business transactions, are Yale seniors

WHEN DO THEY LISTEN TO RADIO?



Every spring, Ivy Network conducts a listenership poll at each station via questionnaires, to determine the campus crowd's listening time and program preference. The latest data is listed above.

How advertisers fared with local convention coverage

The advertiser . . .

bought the following . . .

and achieved these results . . .

ECKRICH MEAT PACKING CO.

WANE-TV, Fort Wayne, package of three 30-min. and five 5-min. programs, five 15-min. Eyewitness Reports for convention-election. Price \$4960.20.

"WE BOUGHT it for a direct sales pitch and estimate our commercials reached 900,000—one million homes times three persons per home for three million commercial impressions. . . . "This package fit beautifully with our advertising needs."

TEXAS NATIONAL BANK

KHOU-TV, Houston, package titled Eye on the Texas Delegates, two 30-min. shows, 18 one-min. bulletins, 17 five-15 min. film shows. Price: \$5,000.

"PACKAGE accomplished three elements we were after . . . goodwill, good image, and commercial aspects." The bank had "a great amount of response (mail, phone, telegram) and congratulations on the effectiveness of the coverage."

FALLS CITY BREWING CO.

WISH-TV, Indianapolis, package of two pre-convention programs featuring Indiana delegation and news flashes convention. Total: 80 announcements.

"ALTHOUGH it was a one-shot, and has been over for about three months, we are still getting comment . . . the results have been long-lived . . . our competitors were more conscious of this coverage than of any other advertising we've done."

CONOCO OIL CO.- SAFEWAY STORES

Co-sponsorship of KOTV, Tulsa, package of two specials and breaks in newscasts, 66 one-min. commercials a piece, 33 at each convention. \$2,000 each.

SAFEWAY: "We built up desired prestige with this coverage." . . . Conoco: "An excellent buy . . . we had a chance to be connected with a major national event and yet it provided us with very important local-level identification."

Why local public service sells

➤ Analysis of Corinthian client success for local tv convention packages points way to new programing

➤ Shell, Conoco, Safeway, among clients who bought local tie-ins with national political event in 5 markets

The plunge into local tv coverage of the national political conventions made by the five Corinthian Broadcasting tv stations may point the way to future public affairs programing of national political events at a station level. Corinthian's effort was a successful local public service project and regional advertising vehicle, advertisers generally indicated.

All five Corinthian tv outlets (KOTV, Tulsa, KHOU-TV, Houston,

KXTV, Sacramento, WANE-TV, Fort Wayne, and WISH-TV, Indianapolis, were successful in selling their convention package, and in most cases the buy was merchandised extensively by the advertiser. For a quick glance at local coverage sponsorship see chart above. Not mentioned is Shell Oil Co. which sponsored KXTV's coverage.

It was Corinthian's premise that the "local point of view" was a much-

neglected phase of convention coverage. "By covering the home delegation fully we felt we would be enlarging significantly tv's role as an instrument of political education," C. Wrede Petersmeyer, CBC president, said recently. "If a station is to function as a live and vital communications force in its community, it must undertake a serious journalistic role of its own," he said.

Anchor man for the five-station project was Herman Land, Corinthian director of special projects.

On 6 December the Radio & TV Executives Society timebuying and selling seminar will be devoted to Corinthian in a program entitled "Public Affairs Programing Can Pay." At that time, Corinthian will outline the increasing number of such



EROLD LOTRIDGE broadcast convention news flashes in studio set with direct cut-ins by KHOU-TV personality Dan Rather from convention floor. Texas National Bank sponsored this coverage

station packages now being developed, and will analyze some of the ways advertisers can get association with a national prestige vehicle from a local viewpoint and an in-built guarantee for a large audience.

To determine the impact on viewers of the coverage, Corinthian conducted a three-state opinion leader poll which "while by no means definitive, does suggest very strongly that local tv coverage of a convention has an enormous potential "for enlarging the political understanding of the American voter."

Some of the findings include:

- 63% of those answering the questionnaire reported they had seen either or both of the delegations on the station.

- 80% of those respondents were able to name delegates they had seen on the tv screen—three months after the event.

- 24% named the station newscaster, in unaided recall, as having been seen at the conventions.

- Although only 15% of the respondents stated that the local coverage had affected their political views, it is apparent from the nature of some additional comments from the remaining 85% that their attitudes have been influenced in some way.

Corinthian feels local coverage brings conventions close to home and increases the viewer's sense of partic-

ipation. "Viewers are brought face to face with delegates whose decisions affect the choice of candidate and formation of party platforms," said Corinthian.

Local coverage also means informed commentary on the major events by local commentators who must also bring the events into sharp local focus, Corinthian pointed out.

"Such coverage will certainly have an increasing impact on future delegations to future conventions because these delegates will know they are being viewed by people who know them," Leo Cherne, executive director of the Research Institute of America, said recently in N. Y.

As the chart on the previous page indicates, advertisers were generally pleased with results sponsorship of the conventions package brought. In most cases the buy was more or less an institutional one, and the image sought was successfully projected. "We were able to impress on the viewers of eastern Oklahoma that whenever there is an important newsworthy event of national prominence, KOTV and Safeway would bring it to them," a Safeway spokesman said.

Some of the advertisers mentioned in the chart did extensive merchandising of their public affairs buys. Here is a rundown of this merchandising activity:

(Please turn to page 55)

▼ 300,000 people per week drawn to itinerant shopping center carnival by spot push

▼ Spots, programs consist of audience participation events taped by m.c. John Reed King

"Wake the town and tell the people."

That's how veteran announcer John Reed King puts over his traveling "Shop-A-Thon" show, and he does it with spot radio—plenty of it.

Shop-A-Thon is a shopping center carnival which has proven an effective instrument in drawing crowds to the centers where they patronize the stores, and test-drive and buy the Studebaker Lark which is in a number of the shows. For every Shop-A-Thon, most of which last about a week, the flamboyant King takes to the air via several radio stations day and night. He urges listeners to come on out, and whets their appetite by broadcasting audience participation events, just about all of which involve money or merchandise prizes.

And they do come out. Here are estimates of a few of the throngs that gathered for Shop-A-Thons over this past summer:

- Winston Park, Chicago—439,400
- Northland, Detroit—409,700
- Thruway Plaza, Buffalo—380,400
- Southgate, Cleveland—371,000
- Eastgate, Indianapolis—359,000.

Shop-A-Thon's administrators, King and Jules Baker, don't so much care which stations they buy, so long as they reach every kind of audience there is. Often the determining factor is availability of five-minute slots for an on-the-air rendition of the Shop-A-Thon audience participation events. But they also use a large quantity of 60-second spots, so stations without the lengthier availabilities are usually included. But whether they run 60-second spots or five-minute programs, Shop-A-Thon's radio advertising revolves around contests

GETS OUT SHOPPING THROUNGS

which in the aggregate appeal to just about every type of human being.

Mesrs. King and Baker make sure to include a "broadcast quality" in most of the Shop-A-Thon events for radio dramatization purposes. When the Studebaker Lark is in the show, there is always a "Marathon Tankful Run," in which one of the cars sets out with a full tank, to be driven until the last drop of gasoline is consumed, and the one who can guess closest to how long it'll run wins a prize. The radio spots carry periodic beeper reports on the Lark's progress.

Another audio-oriented contest consists of dropping five coins and asking contestants to estimate the sum of the coins from the sound they make. And in this, as in other contests, the winner is interviewed, which helps raise interest on the air. King usually tags the programs and spots with news of other events coming up later in the day, or the following day.

King reasons that radio is a natural for what his outfit is trying to do. He explains that most of the people who come to shopping centers do so by automobile. Radio reaches them in their cars as well as at home. They hear via his spots some of the excitement that's going on at the local shopping center, and out they go. When they get there, they not only shop in the stores, but look over the Studebakers, since they are car owners and therefore the best market for new cars.

This theory is borne out in automobile sales attributed to the Shop-A-Thons. Baker estimates that close to 200 cars have been sold thanks to the 12 shows done for Lark thus far. An average of three to four cars is sold each day. In Miami 17 were sold during the show itself, and another 43 were added to this total afterwards as an immediate result, according to Baker.

Here's how King and Baker bought radio and, on a smaller scale, televi-

sion, in the five markets (listed above) where the largest crowds were on hand. In Chicago, where the station lineup was made up of WIND, WJJD, WBBM, WCFL, and WGN-TV, there were 37 one-minute radio spots and 18 program participations, radio and tv. The Detroit stations were WJBK, WKMJ, and WWJ over which Shop-A-Thon aired 25 one-

minute announcements and 37 program participations.

In Buffalo the on-air exposure consisted of 75 radio spots 20 seconds in length, 35 one-minute radio spots, 26 radio program participations and guest appearances, and four tv program participations and guest appearances. Buffalo stations were WEBR, WKBW, WGR, and WBEN-AM-TV.



THE WINNER of a Shop-A-Thon audience participation event gets congratulated by John R. King (mike in hand). Taped version will be worked into carnival's radio spots

Here's how radio (and tv) drew shopping center crowds

City	Weekly Crowd Size	Stations	Buys
Chicago	439,400	WIND, WJJD, WBBM, WCFL, and WGN-TV	<i>37 one-minute radio spots; 18 program participations (radio and tv)</i>
Detroit	409,700	WJBK, WKMH, and WWJ	<i>25 one-minute spots; 37 program participations</i>
Buffalo	380,400	WEBR, WBEN-AM-TV, WKBW, and WGR	<i>Radio: 75 20-second spots; 35 one-minute spots; 26 participations and guest appearances. Tv: four participations and appearances</i>
Cleveland	371,000	WERE, WGAR, WEWS-TV	<i>73 one-minute radio spots; five five-minute radio programs; three tv participations</i>
Indianapolis	359,000	WISH, WIBC, WIRE, WXLW, WFBM-AM-TV, WLWI-TV	<i>Radio: 65 minute spots; nine participations. Tv: seven participations</i>

The Cleveland story was 73 spots and five programs on radio plus three tv participations via WERE, WGAR, and WEWS-TV. In Indianapolis Shop-A-Thon bought 65 one-minute radio spots, nine radio participations, one quarter-hour radio program, and seven tv participations. The Indianapolis stations: WISH, WBC, WIRE, WXLW, WFBM-AM-TV, and WLWI-TV.

Using a similar buying pattern Shop-A-Thon has been racking up crowds averaging 300,000 across the country. Among the other cities above the 300,000 mark: Pittsburgh, Toledo, Cincinnati, Memphis, and Washington.

The Shop-A-Thon format offers stations many opportunities to promote themselves before large crowds, and they cooperate by sending their top-flight personalities to the scene to do remote coverage on their own. This, of course, helps put over the Shop-A-Thon. Additionally, the Shop-A-Thon

events provide entertainment for a large segment of the community and John Reed King can describe them so colorfully that radio and tv stations readily invite him to appear on their regular programs.

King and Baker feel that they've made many converts to radio advertising among merchants in the shopping centers. They see how Shop-A-Thon's radio exposure brings people out, and start thinking of using the medium on their own. A shining example of this occurred in Miami where despite pouring rain a large group answered the Shop-A-Thon radio call and gathered outside of Richards' clothing store for a fashion show. When the proprietor saw this happen, he declared on the spot that he'd be buying radio.

Further fervor for radio was inspired in Buffalo when King tested the pull of stations there. He mentioned specific items on sale at specific stores in his spots, and sales

were so heavy he was asked after a while to withdraw items from the radio advertising because they were sold out.

The Shop-A-Thon events go on day and night virtually without let-up. Shoppers register for "Silver Dollar Day" during which a name is drawn about every five minutes, and each winner gets to buy a silver dollar for three cents. The children go diving for prizes in a haystack. There are fashion shows with clothes from the shopping center's stores, and frequently the commentary is done by female personalities from local stations.

Area sports personalities are invited to speak and demonstrate their golf, bowling, etc., talents. Shoppers are given \$10 and sent out to get the best buys they can for the money, with a prize to the one judged most astute. And on go the events, with radio right there to bring them to the people, and bring the people out. ▀

Trendex's new audience flow data

Research service now includes monthly audience flow information in network television program report

Audience flow data, a by-product of program ratings, is now available in the Trendex network program report. This recent contribution to the industry will supplement qualitative and quantitative data published on a monthly basis, which include program ratings, reaction, composition,

and other audience measurements.

The basic purpose of audience flow data is (1) to study and predict the potential of a show and (2) the possibility of its acceptance in a less competitive time slot.

Listed below are a group of selected network shows from the October

Trendex report. The data include audience flow (inherited and recruited columns) and program reaction information. Program ratings are also included.

The inherited rating points are the number of points carried over from the previous half hour. The recruited column represents the additional rating points attributed to channel switching and new viewers tuning in. Both figures add up to the rating.

All figures are percent.

Network audience flow and reaction data in 27 cities

Show	Rating	Inherited	Recruited	Best	Best & Good*
<i>Candid Camera</i>	20.6	10.0	11.0	39.0	87.0
<i>Checkmate</i>	18.0	13.0	5.0	13.0	61.0
<i>Dante</i>	15.2	11.0	4.0	6.0	54.0
<i>Andy Griffith</i>	18.6	7.0	12.0	19.0	71.0
<i>Tab Hunter</i>	9.9	4.0	6.0	11.0	69.0
<i>Nat'l Velvet</i>	10.7	5.0	6.0	32.0	84.0
<i>Pete/Gladys</i>	15.9	8.0	8.0	16.0	63.0
<i>Stage-West</i>	12.9	5.0	8.0	19.0	78.0
<i>Stanwyck</i>	14.7	5.0	10.0	8.0	71.0
<i>Tall Man</i>	14.8	9.0	6.0	13.0	49.0
<i>Thriller</i>	16.0	9.0	7.0	23.0	70.0

*Percent of viewers rating the programs "best" and "good" combined

1. THIS MONTH IN NETWORK TV

Specials scheduled during four weeks ending 18 December

PROGRAM (NETWORK)	COST	SPONSOR, AGENCY, DATE	PROGRAM (NETWORK)	COST	SPONSOR, AGENCY, DATE
American Football League & NCAA Football (A)	\$ 30,000	Various, 11/24	Omnibus (N)	120,000	Aluminum, J.W.T., 12/11
Bell & Howell Close-Up! (A)	30,000	Bell & Howell, McCann, 11/25, 12/7, 12/9	Our American Heritage (N)	230,000	Equitable, FC&B, 12/2
Bell Telephone Hour (N)	285,000	AT&T, N. W. Ayer, 11/25, 12/9	Peter Pan (N)	600,000	Revlon, Grey, 12/8
Blue Bonnet Bowl Game (C)	250,000	Liggett & Myers, McCann, 12/17	Pop Warner Championship Football Game (A)	250,000	12/12
Dow Hour Of Great Mysteries (N)	110,000	Dow Chemical, McManus, J&A, 12/13	Project 20 (N)	50,000	Purex, E. H. Weiss, 11/22
Du Pont Show Of The Month (C)	300,000	Du Pont, BBDO, 12/13	Red Skelton (C)	275,000	Timex, Doner, 11/30
Family Classics (C)	265,000	Breck, Reach-McClinton, 11/30, 12/10	Some Comic Relief (N)		Lanvin, North 12/16
Hallmark Hall Of Fame (N)	275,000	Hallmark, FC & B (Chicago), 12/16	Thanksgiving Day Circus (N)		11/24
Bob Hope Buick Show (N)	320,000	Buick, McCann, 12/12	Thanksgiving Day Parade (N)		Lionel, Grey, Ideal, Grey, 11/24
NBC White Paper (N)		Timex, Doner, 11/29	Tomorrow (C)	150,000	Am. Machine & Foundry, C & W, 11/21
			Wizard Of Oz (C)	200,000	Benrus, Grey, Whitman, Ayer, 12/11



2. NIGHTTIME

COMPANA

	SUNDAY			MONDAY			TUESDAY		
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
6:00		I Love Lucy sust Wizard of Oz 6-8; 12/11 ●	Meet The Press Manhattan Shirts (Daniel & Char.) I-L \$6,500	John Daly News sust.			John Daly News sust.		
6:30	Walt Disney Presents G. Mills (DFS) Ludens (Mathes) Derby (McC-E) A-F \$94,000	Twentieth Century Prudential (R-McC) D-F \$35,000	People Are Funny Squibbs (Dona- hue & Coe) Q-L \$24,000		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) Schlitz (JWT) N-L \$9,500††	News Texaco (C&W) N-L \$6,500††
7:00	Walt Disney Presents 6:30-7:30 B-My- ers (DCS&S) Canada Dry (Mathes) Dow Chem. (NC&C) J&J (Y&R)	Lassie Cambell Soup (BBDO) A-F \$37,000	Shirley Temple (7-8) RCA (JWT) B-Nut Life Savers (Y&R) Dr-L \$70,000	No net service D Edwards Amer Home (repeat feed)	News Texaco (repeat feed)	Expedition Ralston (GB&B) A-F \$26,000	No net service D Edwards Am. Home alt Schlitz (repeat feed)	News Texaco (repeat feed)	
7:30	Maverick (7:30-8:30) Kaiser Co (Y&R) Brillo (JWT) Noxema (SSCB) W-F \$82,000	Dennis The Menace Kellogg (Burnett) Best Foods (GB&B) Se-F \$36,000	Shirley Temple	Cheyenne (7:30-8:30) Ralston (Gard.) Peter Paul (DFS) Bris-My (OBM) W-F \$93,000	To Tell The Truth Am.Home (Bates) A.C. (McCann) Am. Home sit. Helene Curtis (Bates) ScF \$18,000	Riverboat (7:30-8:30) G. Seal (C. Mith.) DPont (BBDO) Block (SSCB) M. David (Welss)	Bugs Bunny G. Fds. (B&B) Golgate (Bates)	No net service	Laramie (7:30-8:30) Colgate (Bates) B&W (KM&J) Dow (MacM, Smnz (DFS) W-F \$85,000
8:00	Maverick R.J. Reynolds (Esty) Armour (FC&B) Derby (McC-E)	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800	National Velvet Rexall (BBDO) Gen Mills (BBDO) A-F \$37,000	Cheyenne R. J. Reynolds (Esty) P&G (B&B) Unlon Car. (Esty) A.C. (Brother)	Pete and Gladys Goodyear (Y&R) Carnation (EWRR) Sc-F \$37,000	Riverboat R. Digest (JWT) P&G (B&B) War-Lam (Bates) Nor. Phar. (B&B) R. J. Reynolds (Esty); Stude. (D'Arcy)	The Rifleman P&G (B&B) W-F \$40,000	Father Knows Best Scott (JWT) B-Myra (Y&R) Kellogg (Burnett) ScF \$34,000	Laramie B-Nut Life Savers (Y&R); Pitt, Glass (BBDO); Prestone (Mathes); Pan Amer. Coffee (BBDO)
8:30	Law Man B. J. Reynolds (Esty) Whitehall (Bates) W-F \$41,000	Ed Sullivan	Tab Hunter P. Lorillard (L&N) West- clox (BBDO) Dr-L \$39,000	Surside 6 (8:30-9:30) Bm & Wman (Bates) Pontiac (MacM&A) A-F \$120,000	Bringing Up Buddy Scott (JWT) Sc-F \$35,000	Wells Fargo Amer Tobacco (SSCB) W-F \$47,000	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) W-F \$40,000	Dobie Gillis Pillsbury (Burnett) alt Pbllip Morris (Burnett) Sc-F \$37,000	Alfred Hitchcock Ford (JWT) M-F \$65,000
9:00	The Rebel P&G (Y&R) L&M (D.F.S.) W-F \$42,500	C. E. Theatre Gen Electria (BBDO) Dr-F \$51,000	The Chev Show (10/2 S) (9-10) Chevrolet (Camp-E) V-L \$120,000	Surside 6 Cluett Peabody (L&N) Whitehall (Bates)	Danny Thomas Gen. Fds. (B&B)	Klondike R. J. Reynolds (Esty) A-F \$36,000	Stagecoach West (9-10) U. Mtra. (C-E) B & W (Esty) Miles (Wade) W-F \$88,000	Tom Ewell Quaker Oats (JWT) P&G (Burnett) ScF \$38,000	Thriller (9-10) All State (Burn- nett); Glenbrook (DFS); Am. Some Comic Relief ● 9-10; 12/6
9:30	The Islanders (9:30-10:30) L&M (Mc-E), J. B. Wms. (Parkson) War.-Lam. (Bates) A-F \$95,000	Jack Benny Lever (SSC&B) State Farm (NL&B) V-L \$80,500	The Chev Show	Adv. In Paradise (9:30-10:30) DuPont (BBDO) Noxema (SSC&B) A-F \$110,000	Andy Griffith Gen Foods (B&B) Mu-L \$47,500	Dante A. Culter (Wade) Singer (Y&R) My-F \$37,000 Buick Show 9:30-10:30: 12/12 ●	Stagecoach West (9-10) Gen. Fds (OBM) Ralston (Gardner)	Red Skelton Show Pet Milk (Gardner) alt S. C. Johnson (F,C&B) Sc-F \$54,000	Thriller B-Nut Life Savers (Y&R) Tobacco (SSCB); Duont (BBDO) (M-F \$85,000)
10:00	The Islanders United Mtra. (Camo.-E.) Brillo (JWT)	Candid Camera Leyer (JWT) Bristol-Myers (Y&R) AuP-L \$34,000	Loretta Young Toni (North) alt Warner Lam (Lam & Peasley) Dr-L \$49,500 Child Guidance 10-11; 12/4 ●	Adv. In Paradise L&M (McC-E) J. B. Williams (Parkson) Whitehall (Bates) Peabody (L&N)	Hennessy Lorillard (L&N) G. Fds (Y&R) Tomorrow 9:30-10:30: 11/21 ●	Barbara Stanwyck Theatre A. Culter (Wade) Amer. Gas Co. (L&N) Dr-F \$41,000	Alcoa Presents Alcoa (FSB) Dr-F \$36,000	Garry Moore Show (10-11) Plymouth (Ayer) S. C. Johnson (NL&B) Polaroid (DDB) V-L \$115,000	NBC Specials (10-11) Various sponsors
10:30	Winston Churchill, The Valiant Years Bell & Howell (McCann)	What's My Line Kellogg (Burnett) Sunbeam (Perrin Paus) Q-L \$32,000	This Is Your Life Block (Grey) AuP-L \$24,000	Peter Gunn Bristol-Myers (DCSS), R. J. Reynolds (Esty) My-F \$39,000	Face The Nation Knowmark- Esquire (M,W&S) Schlick (B&B)	Jackpot Bowling Bayuk (Werman & Schorr) Brunswick-Balke (McC-E) Sp-F \$37,000	No Net Service	Garry Moore Show	NBC Specials

● specials.

††Cost is per segment. Prices do not include sustaining, participat-
ing 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
26 Sept.-23 Oct. Program types are indicated as follows: (A) Adventure,
(Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr)

AGRA PH

21 NOV. - 18 DEC.

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
IS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
		John Daly News sust			John Daly News sust					
			D Edwards Phillip Morris (Burnett) alt Schiltz (JWT) N-L \$9,500†			D Edwards Parliament (B&B) alt Amer. Home (Bates) N-L \$9,500†				
wards (Bates) r (Bates) \$9,500†	News Texaco (C&W) N-L \$8,500†		News Texaco (C&W) N-L \$8,500† Wonderland (7:30-8:30) ●			News Texaco (C&W) N-L \$8,500†				
service		No net service			No net service		No net service			
wards Homa Carter (feed)	News Texaco (repeat feed)		D Edwards Phillip Morris alt Schiltz (repeat feed)			D Edwards Parliament alt Amer. Home (repeat feed)				
quants (8:30) (Burnett) \$87,000 Classics (8:30) 30 ●	Wagon Train (7:30-8:30) Ford (JWT) W-F \$88,000	Guestward Hol Ralston (GB&B, Gardner) 7-Up (JWT) Se-F \$38,000	The Witness (7:30-8:30; R. J. Reynolds (Esty) Dr-F \$78,000 Family Classics (7:30-8:30;12/10) ●	The Outlaws B-Nut Life Savers Seal, B&W, Du- pont (BBDO); Ford (JWT) M. Dvd (Weiss) V-F \$88,000 Peter Pan	Matty's Funday Funnies Mattel (Carson Roberts) Se-F \$10,000	Rawhide (7:30-8:30) Parliament (B&B) G. Fds (B&B) Dracket (Y&R) W-F \$80,000	Dan Raven (7:30-8:30) Brn. & Wmsn. KM(J); B-Nut Life Sav. (Y&R) Dow (M&A) Prestone (Mathes) My-F \$79,000	The Roaring 20's (10/15 S; 7:30-8:30) Anahist (Bates) Ritchie (K&E) Colgate (Bates) Carters (Bates) My-F \$83,000	Perry Masen (7:30-8:30) Cnigate (Bates) Parliament (B&B) My-F \$80,000	Bonanza (7:30-8:30) Am. Tob. RCA (JWT) Am. Tob. (BBDO) RCA (JWT) W-F \$78,000
The quants (Morse) d (L&N) s. (B&B)	Wagon Train R. J. Reynolds (Esty) Nat'l Blac. (Mc-E)	Danna Reed Campbell (BBDO) alt Johnson & J (Y&R) Se-F \$40,000	The Witness Esq. (MW&S) Schlick (B&B) H. Curtis (McCann)	The Outlaws B-Nut Life Savers Y&R; War-Lam (L&F); Colgate (Bates); Stude. (BBDO); Pan Amer. Coffee (Camo., Mith.)	Harrigan & Son (10/7 S) Reynolds (Frank) CC-F \$39,000 Bell & Howell Close Up! (8-8:30; 11/25) ●	Rawhide Nabisco (Mc-E)	Dan Raven Mentholatum (JWT) Studebaker (D'Arcy) M. Dvd (Weiss) Smnz (DFS)	The Roaring 20's Derby (Mc-E) Am. Chiele (Bates)	Perry Masen Sterling (DFS) Dracket (Y&R) Moore (B&B)	Bonanza segs open
or Alive (FC&B) (Bates) \$39,000 Skelton (8:30) 30 ●	Price Is Right Lever (OBM) alt Spedel (NC&K) Q-L \$22,500	The Real McCoy's P&G (Compton) Se-F \$41,000	Zane Grey Theatre S. C. Johnson (B&B) P. Loril- lard (L&N) W-F \$45,000	Bat Masterson (9/29 S) Sealtest (Ayer) Hillis Bros. (Ayer) W-F \$39,000	Flintstones Milea (Wade) alt R. J. Reynolds (Esty) CC-F \$44,000	Route 66 (8:30-9:30) Chevrolet (C-E) Sterling (DFS) Phillip Morris (Burnett) A-F \$85,000	The Lone Westerner Var.-Lam. (L&F) B-Nut Life Savers (Y&R) M. Dvd (Weiss) Smnz (DFS) V-F \$36,000	Leave It To Beaver Ralston (Gardner, GB&B) GE (Grey) Se-F \$30,000	Checkmate (8:30-9:30) Brn. & Wmsn. (Bates) alt. K. Clark (F.C&B) W-F \$80,000	Tall Man R. J. Reynolds (Esty); B-Nut Life Savers (Y&R) W-F \$30,000
Sister Green (L&N) (SSCB) Hibury Burnett)	Perry Como Kraft (JWT) V-L \$125,000 Bob Hope (9-10) ●	My Three Sons Chevrolet (C-E) Se-F \$49,500	Angel S. C. Johnson (B&B) Gen. Foods (B&B) Se-F \$43,000	Bachelor Father Whitehall (Bates) alt Am Tob (Gumbinner) Se-F \$38,000	77 Sunset Strip (9-10) Am. Chiele (Bates) My-F \$85,000	Route 66 AT&T (NW Ayer) V-L \$175,000 Hall of Fame 9-10; 12/16 ●	Bell Telephone Hour (9-10) Dodge (Grant) J. B. Williams (Parkson) Mfu-L \$45,000	Lawrence Welk (9-10) Dodge (Grant) J. B. Williams (Parkson) Mfu-L \$45,000	Checkmate Brn. & Wmsn. (Bates) alt Lever (K&E)	The Deputy alt Gen Cigar (Y&R) Polaroid (DD&B) Gen. Cig. (Y&R) Polaroid (.....) W-F \$80,000
Got a secret (Esty) B-Myers (Y&R) \$37,000	Perry Como	Untouchables (9:30-10:30) Armour (FCB) L&M (Mc-E) Sunbeam (FC&B) My-F \$90,000	Ann Sothern S. C. Johnson (B&B) Gen. Foods (B&B) Se-F \$41,000	77 Sunset Strip H. Ritchie (K&E) R. J. Reynolds (Esty) Whitehall (Bates)	Mr. Garlund Plymouth (Ayer) L&M (DFS) A-F \$37,000	Bell Telephone Hour	Lawrence Welk	Have Gun, Will Travel Whitehall (Bates) alt Lever (JWT) W-F \$40,000	The Nation's Future	
Steel Hr ks 10-11) 3. Steel (BBDO) \$80,000	Peter Loves Mary P&G (B&B) Se-F \$38,000	Untouchables Ritchie (K&E) Whitehall (Bates)	Person to Person (DDB) U. Carls lan. Pls (LaReh) Lanvin (North) Wander Aup-L	Groucho Marx Lorillard (L&N) Tonl (North) Aup-L \$30,000 Thanksgiving Day Circus 0-11; 11/24 ●	Robert Taylor in The Defectives P&G (B&B) My-F \$45,000	Twilight Zone Gen Food (Y&R) Colgate (McC) A-F \$36,000	Michael Shane (10-11) Oldsmobile (Brother) Pitt. Glass (BBDO) Dupont (BBDO) My-F \$78,000	Fight of the Week Gillette (Maxon) Miles (Wade) Sp-L \$45,000	Gunsmoke L&M (DFS) alt Sperry-Rand (Y&R) W-F \$42,000	
Theatre ks 10-11) matrons (BBDO) \$80,000	No net service	Ernie Kovacs' Take A Good Look Consolidid Cigar (EWR&R)	June Allyson Dupont (BBDO) No Net Service	Law & Mr. Jones (10/7 S) P&G (B&B) A-F \$41,000 Bell & Howell Close Up! (10:30-11: 12/9) ●	Eyewitness to History Firestone (C-E) P.A \$25,000	Michael Shane B-Nut Life Savers (Y&R)	Make That Spare Brn. & Wmsn. (Bates) Gillette (Maxon)	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. ‡Price not available.

how does a tattoo



concern you ?

Two ways.

First—it's a perfect illustration of what a great campaign can do. Second—it proves that the advertiser who believes in advertising ends up a power in his industry.

So—how does this concern a broadcaster?

So—it works the same way here.

Every station that sells advertising—and has equal faith in buying it as well—always winds up with a bigger share of spot in its market.

Think it over.

And don't eliminate the "tattoo".

We respectfully suggest you find the "tattoo" that suits your station image best—then call SPONSOR.

SPONSOR reaches practically everyone involved in the purchase of time—of course. But there's a special segment it reaches best. We call it "the influential 2000" because this "influential 2000" actually purchases better than 95% of all national radio and TV spot. SPONSOR has a greater penetration of influence within this group than any other book in the broadcast field.

That's our sales "tattoo"—substantiated by every independent survey made.



▶ SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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



3.

DAYTIME

C O M P A R I

	SUNDAY			MONDAY			TUESDAY			
	ABC	CBS	NBC	ABC†	CBS	NBC	ABC†	CBS	NBC	ABC
10:00										
10:15		Lamp Unto My Feet sust		Adolph's; A. E. Staley; Alberto-Culver; American Cyanamid; Armour; Better Vision; Block; Bon Ami; Borden; cont'd Tues.	December Bride sust Vick 11/21 to	Dough Re Mi sust sust alt. Sterling (10/10 S)	Brillo; Bristol-Myers; Campbell; Carter's Little Pills; Chemway; Cheesebrough-	December Bride sust	Dough Re Mi sust Proctor-Silber alt sust	Chemical Corn; Filbert General; General
10:30										
10:45		Look Up & Live sust			Video Village sust	Play Your Hunch sust alt Whitehall Colgate	Ponds; Coty; Crackerjack; Dow cont'd Wed.	Video Village sust Rem. Rand alt. Am. Home	Play-Hunch sust alt Hartz Sterling alt Simoniz	(reg.); G Labs; G cont'd Th
11:00										
11:15		UN in Action sust		Morning Court	I Love Lucy sust AHP (11/21 to	Price Is Right sust Sterling alt Whitehall	Morning Court	I Love Lucy sust sust alt. Lever	Price Is Right sust alt. B-Nut Mentholatum alt sust Toul	Morning
11:30										
11:45		Camera Three sust		Love That Bob	Clear Horizon sust	Concentration Culvar alt Lever Mennen alt Lever	Love That Bob	Clear Horizon Vick alt. sust sust	Concentration Fridaire A. Culver alt Leeming	Love Th
12N										
12:15	Matty's Funday Funnies Mattel	CBS TV Workshop sust		The Texan	Love of Life sust Amer Home Prod alt sust	Truth or Consequences Miles P&G	The Texan	Love of Life sust alt. Quaker Oats Am. Home (wkly)	Truth or Consequences Nahlco B-Nut Culver alt sust	The T
12:30										
12:45	Rocky & Friends Gen. Mills, Am. Chiclé, Peter Paul	CBS TV Workshop CBS News 12:55		Beat The Clock	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Culver alt sust P&G alt Menthum News (12:55-1) Gen. Mills	Beat The Clock	Search For Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt sust P&G alt G. Mills	Beat The
1:00										
1:15	Direction '61 sust			About Faces	News (1-1:05) sust No net service	Ne net service	About Faces	News (1-1:05) sust Ne net service	No net service	About
1:30										
1:45	College News Conference sust	Pro-Football (Partic.) (1:45-concl.)	Frontiers of Faith sust		World Turns P&G alt H. Curtis	Ne net service		World Turns P&G Sterling alt Quaker	No net service	
2:00										
2:15	Championship Bridge No. Amer. Van Lines, Schwadner Westbend	Pro-Football	Pro-Football (2-concl.) Natl. Brewing, ½ regional; Genesee, ½ reg	Day In Court	Full Circle sust	Jan Murray Show sust sust	Day In Court	Full Circle sust	Jan Murray Show sust sust alt Block Drug	Day In
2:30										
2:45	Amer. Football League Gen. Clear, Colgate, Schick, Carlings	Pro-Football		Road To Reality	Art Linkletter Wims, Lvr, Wims, Van Camp	Loretta Young Smnz alt. B-Nut P&G	Road to Reality	Art Linkletter alt Scott, J. B. Williams Kallogg	Loretta Young sust Gold Seal alt Toni	Road to R
3:00										
3:15	Amer. Football Pleis, Renault Sinclair, Pabst		Pro-Football	Queen For a Day	Millionaire sust	Young Dr. Malone Leeming alt Gold Seal P&G	Queen For a Day	Millionaire sust alt. Vick Scott alt. Quaker	Young Dr. Malone Chemstrand alt. P&G Sterling alt P&G	Queen F Day
3:30										
3:45	Amer. Football		Pro-Football	Who You Trust?	Verdict Is Yours sust Amer Home alt sust	From These Roots sust alt. Simoniz sust	Who You Trust?	Verdict Is Yours Armstrong alt sust Scott	From These Roots sust sust	Who You
4:00										
4:15	Amer. Football		Pro Football	American Bandstand Gen. Mills, Lever Western Tablet Stridex	Brighter Day sust Secret Storm Amer Home Prod	Make Room For Daddy sust sust alt. Toni	American Bandstand Welch, Lever, Gen. Mills' Noxzema, Stridex	Brighter Day Vick Secret Storm Quaker alt Scott	Make Room For Daddy sust P&G	Amer. B B-Nut, Arms, Hazel H
4:30										
4:45	Amer. Football			Amer. Band. Armour	Edge of Night P&G H. Curtis alt Vick	Here's Hollywood sust Colgate alt. sust	Amer. Band. Toni, Hollywood Candy	Edge of Night P&G Sterling alt R. T. French	Here's Hollywood sust whiteh alt. Colg.	Amer. B Gen. M Hollywood Vick Ch
5:00										
5:15	Matty's Funday Funnies Mattel	Amateur Hour Williams	Celebrity Golf Kemper (alt.) Omnibus (5-6; 12/11)	American Bandstand 60-60			American Bandstand 60-60			Amer. B Bandsta 60-60
5:30										
5:45	Rocky & Friends G. Mills, Am. Chiclé, P. Paul	College Bowl GE	Chet Huntley Reporting Amer. Photo. Copy Equip., Kemper Ins. Co.	Captain Gallant Gen. Mills, Sweets, Gilbert			Rin Tin Tin Gen. Mills, Sweets, Gilbert			Lone Ra Gen. M Amer. Hom Cracker GIE

Note: ABC Mon.-Fri. daytime sponsors rotate on a weekly basis and are not regularly scheduled for any particular shows or time periods. Alphabetical

HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPH

The network schedule on this and preceding pages (46, 47) includes regularly scheduled programming from 21 Nov.-18 Dec., inclusive (with possible exception of changes made by the networks after presstime). Irregularly sched-

WEDNESDAY	THURSDAY			FRIDAY			SATURDAY			
	NBC	ABC†	CBS	NBC	ABC†	CBS	NBC	ABC	CBS	NBC
Bride Dough Re Mi sust alt. Block Drug	Products: Hartz J. B. Williams Johnson & John- son; Knapp-Mon- arch; Lever	December Bride sust alt. Vick	Dough Re Mi Gold Seal alt sust Nabisco alt. String	Tape; Nationa Biscuit; Noxzema Old London; Pa American Coffee Peter Paul; Rey	December Bride Kodak alt sust. sust alt. Borax	Dough Re Mi B-Nut alt. G. Mis (L 11/7) sust alt. Leeming		Captain Kangaroo	Shari Lewis Natl. Biscuit	
Village J. B. Lipton Lick	Play-Hunch G. Mills Colgate	Miles; Mlout Mald; Mystif cont'd Fri.	Video Village AHP alt sust Borax alt sust Miles alt Heinz	Play Your Hunch sust Miles alt Heinz	Video Village Colgate Lipton alt Kodak	Play-Hunch sust alt. Mills Mentholatum		King Leonard & Short Subjects Gen. Mills		
Lucy alt it	Price Is Right Frigidaire alt Sterling Heinz alt Culver	Morning Court Am. Football League† NCAA Football (11-concl.)	I Love Lucy sust U. S. Steel alt Lever	Price Is Right Canstd. alt Lever Miles, Leeming Parade 11-12; 11/24	Morning Court	I Love Lucy sust alt Vick sust alt Kodak	Price Is Right Lever alt sust Culver alt. G. Mis	Kellogg Magic Land of Allakazam	Fury Miles alt. Gen. Foods	
Horizon alt	Concentration Miles alt Gen. Mills Nabisco alt Proctor-Silex	Love That Bob	Clear Horizon sust sust alt. Borax	Concentration G. Mills alt Lever Heinz alt Whiteball	Love That Bob	Clear Horizon sust R. Rand alt. Kodak	Concentration Miles alt Lever Simolze Lever alt	Mighty Mouse Nestle alt. sust Colgate alt. Nestle	Lone Ranger Gen. Mills.	
Life 1/23 oto ne Prod over	Truth or Consequences Heinz P&G alt sust	The Texan	Love of Life sust Amer Home	Truth or Consequences Hartz alt sust P&G	The Texan	Love of Life Borax alt. Nab. sust alt R. T. French	Truth or Consequences Frig. alt sust P&G alt Whiteball	Lunch With Soupy Sales Gen. Foods (12/3 S)	Sky King Nabisco	My True Story sust Sterling Drug
For row G	Could Be You W-hall alt Leeming Heinz alt G. Mills	Beat The Clock	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Miles alt Nabisco P&G alt G. Mills	Beat The Clock	Search for Tomorrow P&G Guiding Light P&G	Could Be You sust P&G alt G. Mills	Saturday News sust	Detective Diary Sterling Drug sust	
ms ust service	No net service	About Faces	News (1-1:05) sust No net service	No net service	About Faces	News (1-1:05) sust No net service	No net service	College Football Kickoff Union Carbide Willard Storage Battery	Mr. Wizard sust	
Turns G lisco erling	No net service	As the World Turns P&G Pillsbury	No net service	No net service	World Turns Best Foods alt. Vick Carnation alt R. T. French	No net service	Championship Football Game (1:30-concl.; 12/12) ●	Blue Bonnett Bowl Game Liggett & Myers (12/17; 1:30- concl.) ●		
Circle st	Jan Murray Show sust sust alt. M. Dr (11/12 S)	Day In Court	Full Circle sust sust	Jan Murray Show Nab alt. sust P. Silex alt. Block	Day In Court	Full Circle sust sust	Jan Murray Show Whiteh alt. sust sust	NBA Basketball Sponsors TBA		
Linkletter Bro stition cover	Loretta Young Chemstrand Frigidaire alt Knex Gelatin	Road to Reality	Art Linkletter Lever alt Drackett Pillsbury	Loretta Young P&G alt G. Mis (L 11/17) Heinz alt P&G	Road to Reality	Art Linkletter Lever Bro sust alt Armstrong	Loretta Young sust alt G. Mills P&G alt G. Mills	NCAA Football Gilliette, Humble Oil, L&M Competition Mtrs		
Malre ata	Young Dr. Malone Plough, G. Mills Heinz, Plough	Queen For a Day	Millionaire sust Drackett alt sust	Young Dr. Malone Miles alt Culver P&G alt G. Mis	Queen For a Day	Millionaire Quaker alt. sust Gerber alt. Nab	Young Dr. Malone Menno alt. Simonize Sterling alt Nab	NCAA Football		
Is Yours at ur alt ter	From These Roots	Who You Trust?	Verdict Is Yours Sterling alt Lever sust	From These Roots Simnz alt. Heinz Purex	Who You Trust?	Verdict Is Yours Quaker Oats atl. Vick Lever	From These Roots sust alt. Plough Gold Seal alt. B-Nut	NCAA Football		
Day troog Storm ma Prod	Make Room For Daddy Heinz alt sust	Amer. Band. Lever, G. Mills B-Nut, Welch Armour, Holly- wood	Brighter Day Drackett Borax Secret Storm alt. Home alt. sust	Make Room For Daddy sust alt. Leeming G. Mis sust alt.	Amer. Band. Welch, Gen. Mills, Lever, Toni, Positan, Kurlash	Brighter Day Best Foods Lever Secret Storm Amer Home Prod alt R. T. French	Make Room For Daddy Proctor-Silex			
Night G ilk alt laco	Here's Hollywood sust Culver alt. Toni	Ame. Band. Northam-War- ren., Toni, Posi- tan, B. Myers, Strider, Toni	Edge of Night P&G Pillsbury	Here's Hollywood B-Nut alt. G. Mis Heinz	Amer. Band. Armour, Alberto Culver, West- ern Tablet, B- Nut, H. Bishop	Edge of Night Quaker Oats alt. Drackett Amer Home Sterling	Here's Hollywood G. Mis alt. Silex M. David alt.	College Football Scoreboard Geo. Mills Bristol Myers		
	American Bandstand oo-op			American Bandstand oo-op			All Star Golf Reynolds Metals	Captain Gallant Gen. Mills B-Nut Life Savers		
	Rocky and His Friends Gen Mills Gilbert, Sweets			Rin Tin Tin Gen Mills				Saturday Prom B-Nut Life Savers		

Listing of accounts begins 10 a.m. Monday and concludes 10 a.m. Friday. *These are package prices and include time, talent, production and cable costs.

cheduled programs appearing during this period are listed as 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., 8:45-9 a.m., Monday-Friday and *Today on the Farm*, NBC, 7-7:30 a.m., Sat. All time periods are Eastern Standard.

What type audience promotion is most

Richard Barron, *assistant to the general manager, WTRF-TV, Winston-Salem, N. C.*

The most effective audience promotion for us has been a consistent, long-range campaign of program information and public service.

For example, we advertise consistently in the six principal daily papers within our coverage area: the *Winston-Salem Journal*, the *Twin City Sentinel*, the *Greensboro News and Record*, the *High Point Enterprise* and the *Thomasville Times*. The ads which average 250 lines per insertion for each paper, are run as often as three times a week in all papers. Thus, we get a combined circulation of 200,000 for each insertion. We also use the North Carolina edition of *TV Guide*, with weekly alternating space of one-quarter and one-half pages.

We also run a seven-day-a-week tv column in both the *Winston-Salem Journal*, a morning paper, and the *Twin City Sentinel*, an afternoon paper. *Today On Television* contains story lines of all the major shows for



A long-range campaign of information and public service, not gimmicks

the day and evening, and is liberally laced with pictures of the stars.

In addition, we publish a monthly station magazine with news about local personalities and shows, as well as network stars and attractions. It has over 5,000 subscribers free and circulation is still rising.

To promote color, we've made a tie-up with a color set distributor and every time a set is sold the buyer is given a post card which, when returned to us, places him on our mailing list for the monthly Channel 12 Color Parade.

Our audience promotion places heavy emphasis on production an-

nouncements over slides. For example, we record as many of them as possible, over the original theme of the show being plugged. We've done this for every type of show, from public affairs to sports to the Saturday night late movie to the top network shows. This type of announcement, in the form of chainbreaks, gives us a decided advantage over plain voice-over-slide spots.

One of the biggest promotion guns is in the field of public service. With a staff of seven full-time newsmen, we cover those stories which are important to even the smallest communities in our area. The hard news coverage is supplemented by in-depth public affairs programming. We are also conducting, currently, day-long salutes to the 16 principal cities within our coverage. For a full day each week one of the cities is saluted with announcements telling about the community's culture, history and industry. Sound-on-film interviews are also done with leading citizens, and are scheduled on all our daily newscasts.

We have a full-time public service coordinator who sees to it that all requests on public service time are properly coordinated and scheduled on the air in the best interests of the participants. At the end of each campaign the coordinator sends a report to them.

As you see, all our promotion is based on public service and dissemination of information. We don't subscribe to the one-shot razzle-dazzle, here-today-gone-tomorrow approach which contributes nothing to our efforts to maintain an operation that has community respect and loyalty.

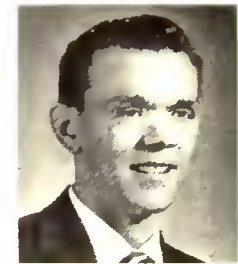
James Knight, *promotion director, WTRF-TV, Wheeling, West Va.*

We have found the most effective audience promotion to be a combination of on-the-air, newspaper, and continuing off-beat stunt promotions.

We know on-the-air promotions to be effective and we try to make our WTRF-TV promotions interesting and

appealing to the audience. As an example of how we try to present a different but impressive audience promotion idea, recently the WTRF-TV promotion department received a great many requests about our fall programming.

To satisfy these requests, we produced a half-hour fall preview program. The WTRF-TV promotion de-



A series of promotions over a long period based on a single over-all theme

partment sponsored this program—we wrote and directed it and presented it in prime viewing time. It was a preview of our top 12 new shows, with comments and film clips of actions from each. This half-hour show got a tremendous reception from the audience and we plan on doing the same thing each year.

One important factor of audience promotions, on which we concentrate each year, is a series of continuing promotions based on a single over-all theme. We know that in order to make our on-the-air promotions effective we must first get people to watch. We have to make them WTRF-TV, Channel 7-conscious.

This year we feel we have accomplished that purpose with a variety of promotions built around a "Starsview 7" over-all theme. For two months all of our promotions-on-the-air and off were tagged with "Watch WTRF-TV 'Starsview 7' station."

We had a quintet of lovely girls, the "Starsview 7" Starlets, who were on hand for all of our promotions. These individual promotions included a "Starsview 7" parade; "Starsview 7"—NBC Night at the Races, where each race was named after a new NBC fall promotion, and at each event we gave away a new Renault.

We had a "Starsview 7" beauty

effective?

contest; a "Starsview 7" contest for floats at the West Liberty State Teachers College homecoming; a "Starsview 7" water ski show and a salute to "Starsview 7" at the local high school football game.

All of these different promotions ranged continuously over a two-month period, they all were attention-getters, and they all promoted our station and the NBC new fall schedule.

The impact of these promotions, we feel, has been the most effective audience promotion effort we've ever put forth, and we know it's built up our audience in Wheeling and for the NBC network shows as well.

Cecil L. Trigg, pres. & gen. mgr., Trigg-Bohannon Stations, KOSA-TV, Odessa, KROD-TV, El Paso, and KVII-TV, Amarillo

Provide the best program material that a combination of creativity and money can produce, then keep the interest high and audience appetite whetted through every promotion device at your command.

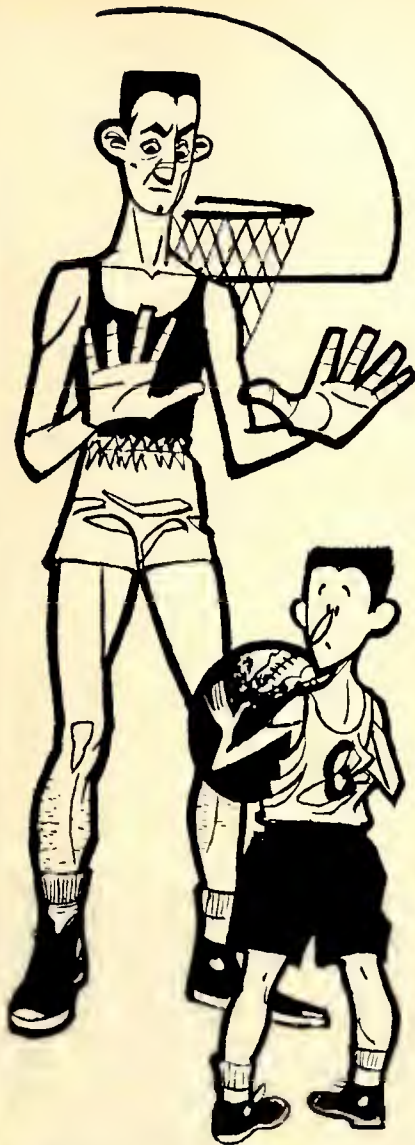
Sound too simple a solution to a worrisome problem? Basically, it is simple. We solve the program problem first, then when we know personally that this is what our viewers will buy, we sell it to them. I have been a salesman long enough to know that when I have a good prod-



No soft sell; hit hard first on your own facilities, backed by newspapers

uct I can sell it, not only once but gain and again.

Consider what an ad manager may go through to move his product. He'd consider his budget, how much he could possibly spend. Markets would have to be selected, distribution considered. The use of media must be (Please turn to page 56)



You Can't Score From there, HANDSHOE

You have to Buy Broadcast IN Lexington to reach the 149,500 homes in the prospering 30-county Lexington retail trading area. The five Lexington Broadcasters consistently and dominantly influence 559,200 people in making \$445,793,000 in retail purchases and \$104,334,000 in food purchases. Buying Cincinnati or Louisville won't get the job done in Central Kentucky. Get your share of \$657,165,000 c. s. i. by buying Broadcast IN Lexington . . . the only way to reach this rich, growing 30-county trading area.

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

OPTION TIME

(Continued from page 35)

came from an ABC executive, who reasoned that "if you decrease your base of business then you decrease your volume. Therefore you decrease your potential profits while you increase your potential losses. All this adds up to an unhealthy financial situation for the networks; and the sicker the network gets the sicker its programing gets, and the sicker the affiliates get."

He indicated that if the half hour nightly were lost the networks would "certainly have to do some pruning." He couldn't say exactly what would go, but indicated that the network was "very happy about the top-flight public service programs we've recently presented" and would be reluctant to give them up—but might have to give some up.

He did say that "the battle for stations is not involved in the option time controversy," despite speculation to this effect. "We are not selling them on fewer hours, but on more and better programing."

One sidelight to the whole option time discussion is provided by the hovering presence of the Department

of Justice. As mentioned before, the Barrow Report held that option time was in violation of the anti-trust laws.

President Kennedy's Attorney General will be succeeding one who has been very active in anti-trust legislation, and whose assistant attorney general for anti-trust matters, Robert Bicks, has been one of the sternest trust-busters in the job. Yet they didn't bring the matter to the courts.

It is unlikely that the new Attorney General could be more vehement in anti-trust actions, and yet the possibility still exists that option time could be attacked. Even so, observers said, it should take more than a year until Justice would be ready. But the study of federal regulatory agencies by John M. Landis that Kennedy ordered on 10 November might stir earlier action. ▀

ANA

(Continued from page 38)

rangement, said it would enable agency management to estimate income more reliably and thereby operate more efficiently.

To illustrate, he gave three examples of problems created by the 15% commission system:

1. OB&M helped a client to launch a new product. It was so successful in test markets that the client had to build a new factory. In order to pay for the factory, the client cancelled all advertising for eight months and OB&M lost \$80,000 on the account for the year.

2. OB&M advised another client to change his marketing mix and put 80% of his billing into deals (non-commissionable). Sales went up but the agency suffered a severe loss.

3. In a third case, cited by Ogilvy as most serious and most significant of all, the agency has a client spending \$4 million in advertising who needs—and gets—far more service than the agency can provide under its 15% commission. "As a result, part of our service to him is paid for by certain of our other clients, whose accounts are profitable. This is unfair and it troubles my conscience. But it goes on year after year in almost every agency, and will continue as long as agencies are locked into the rigid 15% commission system, regardless of the varying costs of the services required by different clients."

Martineau, who like Ogilvy is an Oxford graduate, had a long training

FROM THE
STUDIOS OF

20th
CENTURY-FOX
TV

72 episodes
both at 9pm

BROKEN
ARROW

in Shell manufacturing and sales before moving into the top advertising post last May.

His disclosure that the new arrangement had enabled him to top \$200,000 in annual costs from his advertising department budget drew considerable skepticism, as did his eventual goal of a \$500,000 cut.

However, the consensus at Hot Springs was that the Shell-Ogilvy deal represented a real breakthrough which might easily reform the entire structure and character of the agency business.

Ogilvy revealed that if the agency's first year cost estimate is too low, OB&M will have no recourse. On the other hand, if the estimate exceeds costs, Shell will not expect a rebate.

COLLEGE RADIO

(Continued from page 40)

will continue to increase in importance as part of the total American consumer market."

What, then, is the college market? For one thing, it is no longer a penny ante market. And it is growing, in leaps and bounds. For statistical proof: four years ago, the total num-

ber of colleges and universities in the United States was 1,850. Two years later, in 1958, it had gone up to 1,950. (These figures from the U. S. Dept. of Education).

Advertisers who have tried college radio point out that the college market is a good place to sell—or introduce—a variety of articles.

Clothing, for instance. A survey taken at Texas A&M (with a 7,200 sample) in 1957, showed that the students there spent a substantial \$853,662 on wearing apparel. The average number of clothing items in a college man's wardrobe tallies like this: suits, 3; sports and miscellaneous jackets, 3; overcoats and topcoats, 2; raincoats, 1; shirts, 14; four pairs of shoes; and at least one hat.

Their collegiate sisters, not to be outdone, score heavily, clothing-wise, like this: dresses, 10; suits, skirts and jackets, 12; sweaters, 10; coats, 4; blouses, 11; shoes, 9 pairs; 3 hats.

The same Texas A&M study comes up with a yearly expenditure figure of \$868,320 for amusements; \$481,464 in drugs; (with this in mind, Kean Energizing, bought Ivy Network earlier this fall, to introduce its newest product, Pep-Ups, a stay-

awake-while-driving product), and \$758,268 for automobiles. Students indulge their appetites for foods to the tune of \$1,032,428.

The collegiate male consumer likes to smoke (one reason, no doubt, why cigarette companies who pioneered with college radio, keep coming back, year after year). BBDO's College Market comes up with these smoking percentages: cigarettes, 59%; cigars, 27%; and pipes, 17%.

They also like beer (and other beverages, in lesser degrees). Beer drinkers score 67%; wine, 32%; and whiskey, 53%.

Editor's note: The second part of the College radio story which continues in the 28 November issue of SPONSOR, will go into the details involved in collegiate network function, its people, and its sponsors.

LOCAL PUBLIC SERVICE

(Continued from page 42)

• Conoco — when the company made the convention buy, the district sales office sent letters to its 72 gasoline station outlets in the WOTV coverage area to alert them to the forthcoming event. Conoco also had

That broke network records Tuesday and 4:30pm Sunday Now available first time locally

STARRING MICHAEL ANSARA AND JOHN LUPTON.

The authentically-set story of the U. S. Indian agent who made peace with and became a "blood brother" of the Apache chief Cochise. **BROKEN ARROW** is the series that changed network history in 2 completely different time periods. On both Tuesday night at 9:00 pm and Sunday afternoon at 4:30 pm, **BROKEN ARROW** lifted the ABC-TV Network from a weak third position to a solid second place. Now **BROKEN ARROW** is available to repeat its success for you in your market.

A "natural"
for station
programming needs.

Direct from its
network success
to you



informational election booklets as giveaways at the station level for hand-outs to customers. "We know that such merchandising pays off and is essential," a Conoco spokesman said, "and we know the gasoline stations were impressed with seeing their products identified on tv with a basically national program of the broadest audience appeal."

- Texas National Bank—ran two daily ads in both the Houston Post and Houston Chronicle promoting the *Eye on the Texas Delegates* program, and the times it would be on the air.

- Falls City Brewing — package was merchandised by the station with the cooperation of the distributor as follows: 20,000 convention "fact" cards were prepared and placed in retail outlets by the distributor; the convention and the local bulletin service were promoted in ads in *TV Guide* and *TV News*, a local publication, for a combined circulation in WISH-TV coverage area of 100,000; the series was featured on the regular mailing of the station program schedule. Single insertions in all three local newspapers were used; day-

glow signs (1 x 6 ft.) were displayed for about four weeks on the trucks of the Marion County Falls City distributor; about 85 on-the-air promotion announcements were used.

Corinthian estimates the out-of-pocket cost of the project, to the station group is "roughly \$30,000." This figure does not include factors such as salaries and pre-emptions, but is instead a cash cost for expenses accrued during the project. A final figure will be released in the near future.

Following the success of the local convention coverage, Texas National Bank bought half of KHOU-TV's local election returns. The other half was bought by Harris Moving & Storage. Conoco also bought the election returns on KOTV and in other markets. Election returns were part of Eckrich's *Eyewitness* package on WANE-TV. WISH-TV sold its returns to Hudson Paper and Fehrs Beer, one half each. ▀

SPONSOR ASKS

(Continued from page 53)

fitted to his budget. The right selection of television station, radio, or newspaper facility must be made and

other complex problems face him in the over-all selling of his product.

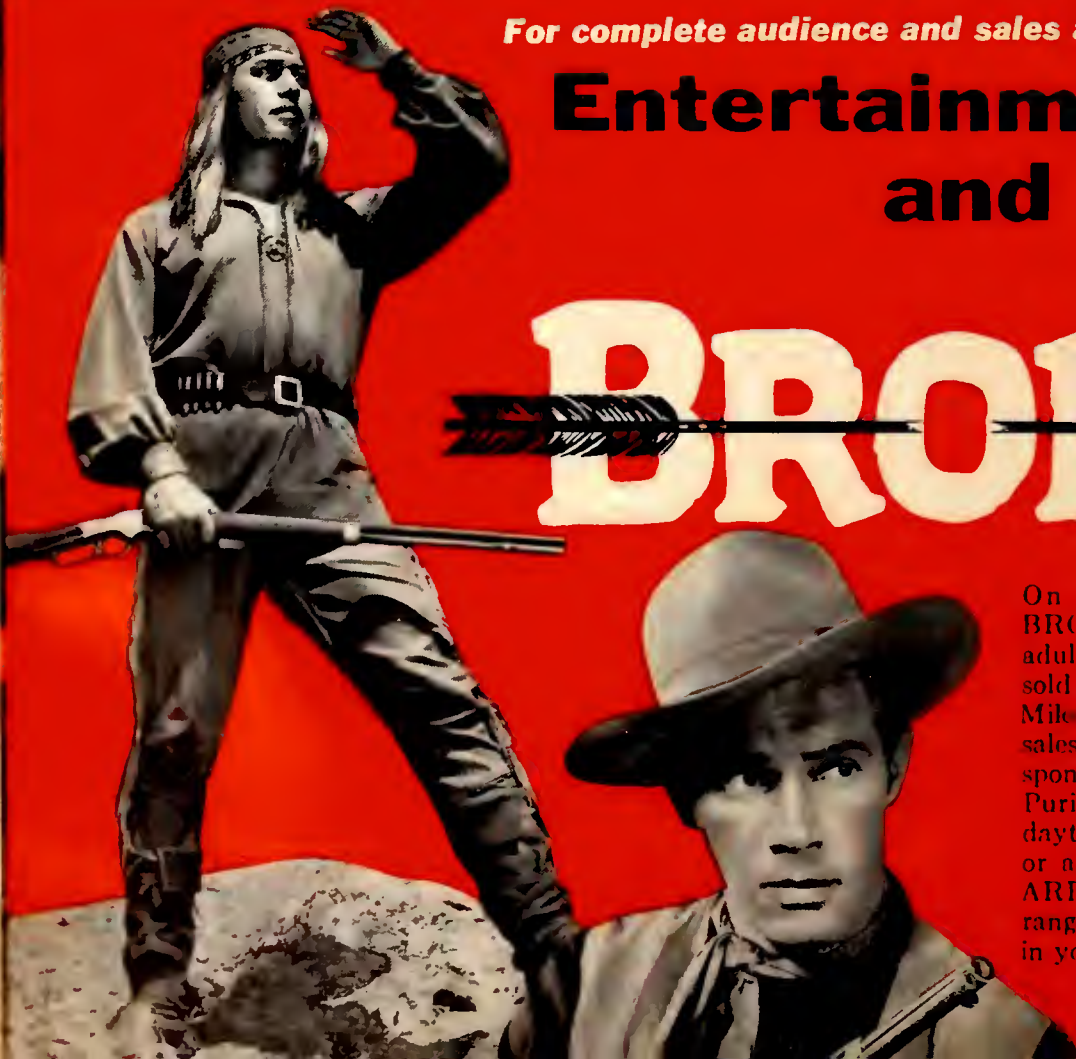
Now you as a station manager are confronted with just *minor* decisions when it comes to audience promotion or the job of building viewers for your product. You know your market and the media within your market intimately so your main job is to put the budget to use where it will do the most good. Use your *own station first*. Load it down with spots. Use every break available. Tell your story again and again. Your product is good; it's on your station, so let 'em know about it. Use your own radio facility on the same basis. If you don't have one, buy time from the top radio station in your market. (It's surprising how inexpensive that radio time really is.) Allocate a portion of your budget for lineage in your leading newspaper. Concentrate this lineage over short periods, then lay off for a while, and hit it hard once again. Utilize *Tv Guide*. Take advantage of point-of-sales displays and never miss a chance to have a station personality talk favorably about your television product at civic clubs and other public gatherings.

For complete audience and sales adaptability

Entertainment which and all-family

BROKEN

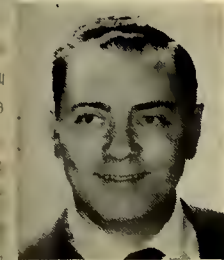
On the network, 67% of the BROKEN ARROW viewers were adults (ARB audience study) sold so well for General Electric and Mile Labs that both renewed sales success repeated for all-family sponsors Mars, Inc., and Ralston Purina. In transition time period daytime or nighttime, for adult or all-family audience, BROKEN ARROW fits the widest possible range of audience and advertiser in your market.



In other words, *sell your programs* to your potential audience as hard as you'd sell for one of your best clients. If the product is good, a well-rounded, hard-hitting sell campaign will capture your audience.

Verne Paule, vice pres. & gen. mgr.,
WJPS, Evansville, Indiana

From an analytical standpoint, audience promotions that were directed at the major share of the audience and those conducted on a simple mail pull basis, seem to have worked best



Contests by far best, but to build audience they must be continuous

for the new WJPS radio. WJPS had been established at Evansville for over nine years before new ideas, new promotion, and a new sound were instituted that helped put us on top in audience response. In our opinion promotion is the key and must be continuous if audience domi-

nance and thereby dominance in the market are to be maintained.

To be successful a contest need not offer a trip to Europe or a spanking new car for the prize. A case in point was our Scrambled City contest. The names of three cities in our listening area were selected and the letters of one city at a time were given in scrambled sequence. The contest ran throughout the day for three broadcast days. Here a phenomenal response was generated which indicated contestants had to be listening to WJPS for several hours at a time to be able to unscramble all three names. The prize: a transistor radio. This contest proved that promotion must be aimed at the masses, be easy to enter, relatively easy to win.

When the contest is ended you have only half the available information. A thorough analysis of all contest letters and cards will reveal approximate age groups, married or single persons, children or teens, men or women, and more importantly where the mail comes from. This is a simple way to measure the relative effectiveness of various types of contests.

To counter-balance audience contests, creative public service, in addition to regular public service, of course, can be equally resultful. Recently, for example, WJPS sponsored a 50-foot registration trailer which traveled to various industrial plants to encourage voter registration. We enlisted 1,000 new registrations that helped run up a new record in the country.

Contests by far lead the audience promotion field, with continued use of bus signs, car and truck cards, window displays and an identifiable image (such as our "Happy Mike" caricature) to maintain listener awareness of the station's call letters and frequency. This has been successful for the new WJPS radio.

Modern radio is part of the important industry of show business. Listeners like contests, they like to respond, and they like variety. But they like the consistency of solid modern programing that gives entertainment and news. Radio must continue to be different and adequate, and audience promotion can help broadcast maintain an original modern concept.

Its home -- both for adult audiences and sponsors

ARROW

WIKEN ARROW
is everything!

- 1 authentically-set adventures . . . starring Michael Ansara and John Lupton . . .
- 2 available locally direct from its network success in which it broke network records, helping make ABC-TV the second network . . .
- 3 reaching just the right audiences . . . 67% adult, drawing the largest share of viewers in the all-important Young Housewife homes . . .
- 4 fits any time period . . . sponsored and renewed by both adult and all-family blue-chip advertisers . . .
- 5 a "natural" for station programing needs . . . available now first time locally . . .



I
T
C

What makes RCA

FM Transmitters

better...



If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? *Because of our aim at RCA to always build the very best.* This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail... We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will

find that all tubes and components operate well below normal safety factors. This greatly reduces *chance* for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have *high* resale value...

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department NC-264, Building 15-1, Camden, New Jersey.

RCA Broadcast and Television Equipment, Camden, New Jersey



The Most Trusted Name in Radio
RADIO CORPORATION OF AMERICA

WASHINGTON WEEK

NOVEMBER 1960

Copyright 1960

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PUBLICATIONS INC.

Results of the election as they affect broadcasting and advertising are no less confusing than as to "mandates" in other directions.

A new administration always comes into office resolving to correct whatever excesses have been found in the previous one. But the regulatory agencies, advertising and broadcasting have already been raked over the coals by Congress. Question is, what further can be done?

A quick look at the crystal ball suggests these prospects:

- **Anti-trust action and policing of advertising can be weakened; can't be strengthened appreciably.**

Attorney General Rogers and antitrust chief Robert Bicks over at the Department of Justice had the biggest G.O.P. campaign contributors squirming. Their protests were credited with sidetracking Senate confirmation of Bicks as an assistant attorney general.

In the Bicks files are results of probes into how the motion picture **antitrust actions resulting in the Paramount consent decrees would fit into the broadcasting picture.** Also probes into alleged monopolies by talent agencies and into how ad agencies might fit into the picture.

If, as seems likely, Bicks is demoted or replaced, these files will be available to his successor. **They cover a wide range of practices, including production of programs by networks and network option time.** Bicks has held option time to be a per se violation of the antitrust laws.

Thus much depends on the attitude of the new attorney general and of his anti-trust assistant.

- **The new administration gets to appoint two FTC and one FCC commissioners right off the bat.** At the FTC it will have to be one Democrat and one Republican, since both open seats are Republican and the law provides that no more than three may be of the same political party.

This could pave the way for another term for present chairman Earl Kintner, though the new Democrat will likely be named chairman. At the FCC King's seat will likely be given to a Democrat. Odds are even as to whether the new Democrat or Bartley will be made chairman, with Ford reverting to plain Mr. Commissioner.

At the FTC, it is unlikely that new appointments can bring more vigor into regulation of advertising. Kintner has moved with the same force as Bicks has done at the Justice Department. The new FCC appointment could, however, swing the FCC still farther toward strict regulation of broadcasting.

King took the Doerfer seat and thereby substituted for a vote favoring minimum regulation only. He provided the margin in a 4-3 vote which preserved option time from being outlawed totally by the FCC. **With another appointment, the result could be reversed.**

- **However, option time is not likely to be considered again very quickly.** The extent of the FCC interest in station programming, whether to shift tv to the uhf bands, whether to "drop in" new vhf stations, are among questions the answers to which might be swayed by the new commissioner.

- **President-elect Kennedy has no firm views on any of these matters.** His appointment of former Harvard law school dean, also former chairman of CAB and SEC James M. Landis, to study regulatory agencies was aimed only at finding ways to **speed procedures and cut red tape.**

However, Landis may have advice about new appointments.

FILM-SCOPE

21 NOVEMBER 1960

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Seven Arts Associated reports \$500,000 business in eight cities for its post-1959 Warner Bros. package and is near to a deal in five other major cities.

The 40 recent feature films were sold to KSD-TV, St. Louis; WWLP, Springfield; WBEN-TV, Buffalo; KONO-TV, San Antonio; WOC-TV, Davenport; WTVH, Peoria; WTVP, Davenport, and WTVT, Tampa.

Additional sales are expected shortly in **New York, Chicago, Los Angeles, Baltimore, and Milwaukee.**

Other feature film sales this week include CNP's for two Bob Hope pictures to KOIN-TV, Portland; WJZ-TV, Baltimore; WHNB-TV, New Haven; WAGA-TV, Atlanta; WTMJ-TV, Milwaukee; WWJ-TV, Cleveland; WISH-TV, Indianapolis; KCMO-TV, Kansas City; KTVU, San Francisco; KOMO-TV, Seattle, and KTUK-TV, Phoenix.

Meanwhile, **Jayark Films has acquired six additional feature films**, including five recent Cagney Productions pictures and one Venus Enterprises film; the Cagney product will be distributed to tv domestically and to theaters overseas.

Stations are using video tape like squirrels: storing up summer and fall sports to have something to draw on in the winter.

Latest instance is Motor City Golf, a 26 week half-hour local show taped by WXYZ-TV, Detroit; besides pros to appear on the show, there'll be some well known amateurs, including ABC v.p. James Riddell.

There's a good chance that MCA will put off-network runs of about three feature shows into syndication by January.

It's possible that at least one will be a show that **simultaneously continues its network exposure.**

A close look at the ratings of NTA's Play of the Week in four major markets dispels the myth that quality shows don't get good audiences.

In September four-week ARB's, Play of the Week's time period status was first in three station Boston, second in four-station San Francisco and Denver, and third in seven-station Los Angeles: in each case the show **beat most of the competition.**

Here are network shows which Play of the Week topped or almost matched:

CITY & STATION	P OF W RATING	RATING OF NETWORK COMPETITION
Boston, WBZ-TV	8.7	8.0 Jack Paar
Denver, KOA-TV	10.0	10.0 Johnny Staccato
	14.3	15.3 Alaskans
Los Angeles, KCOP	8.0	6.0 CBS Reports/Witness
	9.0	8.5 Producer's Choice
San Francisco, KTVU	12.0	12.0 Aquanauts
	13.0	13.0 June Allyson
	13.0	12.0 Millionaire
	13.0	14.5 I've Got a Secret

Additionally, in the same markets Play of the Week **outscored most of its local syndicated competition, feature films and half-hours.**

Stations are reaping an unusually large harvest of gift advertisers using pre-holiday feature films as specials this year.

Two of the biggest types of buyers are: toy and cosmetics advertisers.

In New York and San Francisco, for example, here are perfume sponsors of feature film specials:

- **Lanvin** (North Advertising) will sponsor *The Greatest Love* and *The Third Key* on WABC-TV.

- **Chanel** will show *On the 12th Day* twice on KPIX; also, the station is offering specials sales of *Miracle on 34th Street*, *March of the Wooden Soldiers*, *The Miracle Man*, and *Beau Geste*.

One of the bigger breaks to date for post-1948 feature film sales came this week as two CBS o&o's picked up NTA's 61 for '61 package.

The stations are WBBM-TV, Chicago, and KNXT, Los Angeles; the new features will go for the most part into the Best of CBS and the Early-Late Shows in those cities.

Conspicuous by its absence from the transaction was WCBS-TV, New York, which seems not to feel a need to beef up its movie inventory at this time.

Home building advertisers are using Ziv-UA shows in 30 cities this year.

Case of the Dangerous Robin and Tombstone Territory, for example, are being used in Arizona, Georgia, North and South Carolina, and Virginia by Bilt-Well Homes of Macon, Wise Homes of Roanoke, and P. A. T. Homes of Tucson.

The days of the successful small entrepreneur in syndication seem to be over.

Arthur (Skip) Steloff, who founded Heritage Productions to package and sell radio/tv sports shows, has entered the ITC combine, bringing his properties with him.

The shows include Campy's Corner, Golf Tip of the Day, Magic Moments in Sports, Willie Wonderful.

Five tips on controlling the cost of tv commercials were given by Phillip H. Cohen, radio/tv director of SSC&B, speaking at the ANA meetings in Hot Springs this week.

Here they are:

- 1) Allow enough time to plan and execute commercials. The rule of thumb is seven to eight weeks for film and nine to 10 for animation.
- 2) Get in all people who must do approvals at the story board or production meeting stage, and **not after the rough-cut is completed.**
- 3) Know in depth the **capabilities and limitations of the various film producers.**
- 4) Keep commercials as simple as feasible, using only those actors and sets that are important to the message.
- 5) Make sure that people who do the commercials arrive at the studio **ready to go ahead and not still needing to prepare.**

The Jingle Workshop has reported success with a mechanical device which produces special musical and electronic effects for commercials.

Commercials using these unusual sound tracks have been made for Vick's, Lever Bros., Alcoa, and Hamm's.

Advertisers can use well known popular characters to solve commercials problems.

Cluett-Peabody (L&N), for one, is using **Charlie Chan** in 60 second commercials telling about a wash-and-wear Arrow shirt with unique laundering features.

SPONSOR HEARS

21 NOVEMBER 1960

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PUBLICATIONS INC.

Of paramount interest to Madison Avenue is what the elections in the long run may portend for the advertising business.

The expectation of some agency-figure supporters of Kennedy: so long as the association leaders of the industry **maintain their present ideological entente with the FTC nothing drastically untoward** will happen.

As for the administration's attitude toward tv: it could be largely influenced by **the major role that the debates** played in Kennedy's election.

(For more on this theme see WASHINGTON WEEK, page 59.)

Sweets Corp. of America's surprise for the ice cream trade: it's introducing its Tootsie Roll ice cream brand in November and in the north (Wilkes-Barre, Pa.).

The fee arrangement between Shell Oil and Ogilvy, Benson & Mather is reported to have overseas implications.

The story is that David Ogilvy's brother Francis, has a similar fee deal with Shell in England for his Mader and Crowder agency and that it was Francis who got the Shell ball rolling for his brother David.

Also that brother Francis has a substantial piece of OBM.

Madison Avenue observers assume that radio's advocates will be revealing in documentary form a rounded story on that medium's role in the recent campaign.

One figure tossed around: one out of five homes used radio for the debates.

A coterie whose growth has meant much to the dynamic side of spot tv: the rep specialists who make it their business to get recognition for the medium-sized markets.

They're the fellows that move in after the initial schedules have been placed.

Their main quarry: the media planners or marketing director or **the client himself.**

Their chief tools: in-depth factual data not only about the income and retail status of the market but of the **product's potential in that market.**

Looks like the tv stars have definitely snagged the spotlight from Hollywood's box office stars as featured subjects for the big circulation magazines.

As a case in point, the **Saturday Evening Post** has virtually made the tv firmament its personality domain. **The latest series: Perry Como.**

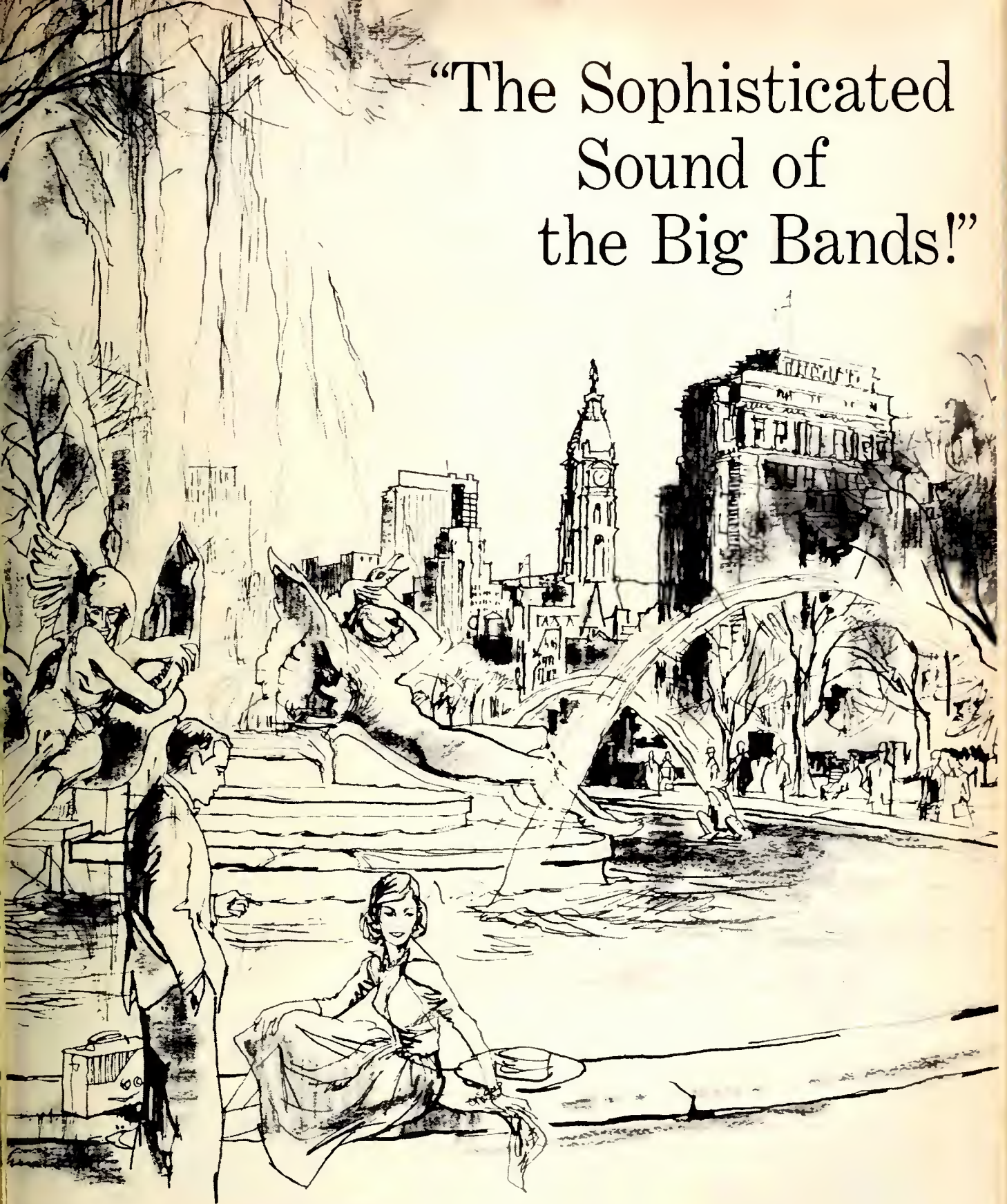
There's a curious side of the Campbell Soup account you may never had heard of: the only way it might be induced to come into daytime tv is via a news strip.

In other words, it doesn't want to have the Campbell name connected with soap operas, game shows or film reruns.

Does the decor of office surroundings affect the turnover in girl personnel?

One rep firm feels that it does. It reports that since it moved into considerably more plushy quarters the **ebb-and-flow of girl help has gone down considerably.**

"The Sophisticated Sound of the Big Bands!"



This is the one radio station in Philadelphia whose Sophisticated Big Band Sound reaches concentrated adult audiences whose individual purchasing power is greater than that of any other audience drawn by any other radio station in Philadelphia.*

WRCV RADIO • 1060 • PHILADELPHIA

*Sold by NBC Spot Sales • Owned and Operated by the National Broadcasting Company *Source: Pulse, Qualitative Report, May 1960*

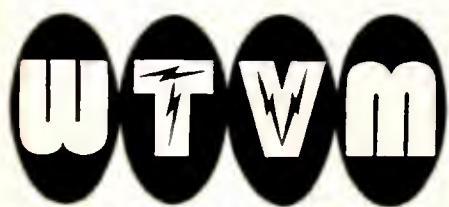
CHANNEL 9

WTVM

COLUMBUS, GA.

- **A Great New Market!**
82% unduplicated audience on the only primary ABC station between Atlanta and the Gulf!
- **Top ABC Programs!**
Shows like *Maverick*, *Cheyenne*, *The Real McCoys*, *Sunset Strip*, *Hong Kong*, and *The Untouchables*.
- **The Best of NBC**
Programs like *Wagon Train*, *The Price is Right*, *Huntley-Brinkley News* and *Perry Como* . . . plus top syndicated programs.

CHANNEL 9



COLUMBUS, GA.

Call the man from
YOUNG TV!



Ask about
availabilities on
WTVC CH. 9
Chattanooga, Tenn.

The #1 night-time
station in
Chattanooga!

National and regional buys
in work now or recently completed

SPOT BUYS

TV BUYS

Sunkist Growers, Inc., Los Angeles: Its fresh oranges campaign begins this month in eight-10 markets. Schedules are for six weeks, day and night minutes. Agency: Foote, Cone & Belding, Los Angeles.

Consolidated Cigar Co., New York: Christmas gift promotion on Muriel and El Producto cigars starts this month in about 10 markets. Joint buy is for four weeks using eight minutes. Lou Crossin is the Muriel buyer at Lennen & Newell, New York; Tim Tully buys on El Producto at Compton Adv., New York.

Whitehall Laboratories, Div. of American Home Products Corp., New York: Going into about 50 markets this month with schedules for Anacin. Placements of night minutes run through the WL contract year. Buyer: Jack Flynn. Agency: Ted Bates & Co., New York.

Schick Incorporated, Lancaster, Pa.: About 50 markets are getting Christmas schedules on its razors. Night minutes, around 10 per week per market, begin 21 November for four weeks. Buyer: Tom McCabe. Agency: Benton & Bowles, New York.

General Foods Corp., Post Div., Battle Creek: Schedules for Post Top 3 start this month for four weeks. Kid show minutes are being used in about 15 markets. Buyer: George Simko. Agency: Benton & Bowles, New York.

General Foods Corp., Maxwell House Div., Hoboken, N. J.: Introducing Instant Yuban coffee in areas of the South, Southwest, and Midwest this month and next, with heavy spot to support its door-to-door free sample marketing. Night minutes and I.D.'s are bought in each market for six weeks. Buyers: Al Yoblon and Frank Dewey. Agency: Benton & Bowles, New York.

Paper-Mate Co., Chicago: Buying two-week schedules for its pens to start 9 December. Night I.D.'s will be placed in 20-25 markets. Agency: Foote, Cone & Belding, Chicago.

RADIO BUYS

Philip Morris, Inc., New York: Campaign on Commander cigarettes began this month in 10-12 markets. Traffic and day minutes, chain-breaks and I.D.'s run for four weeks. Agency: Leo Burnett Co., Chicago.

Sealtest Foods, Southern Div. of National Dairy Products Corp., Charlotte: Planning a campaign for an early January start in about 30 markets. Schedules of day and traffic minutes, mostly southeastern markets, will be bought for seven to 14 weeks. Agency: Tucker Wayne & Co., Atlanta.

Oon ere it herde, at the other out it went.

But al thing which that shyneth as the gold
Nis nat gold, as that I have herd it told.

—CHAUCER, *The Canterbury Tales*

Non teneas aurum totum quod splendet ut aurum.

—ALANUS DE INSULIS, *Parabolae*

All is not golde that outward shewith bright.

—LYDGATE, *On the Mutability of Human Affairs*

Yet gold all is not that doth golden seem.

—SPENSER, *Faerie Queene*

All that glisters is not gold.

—SHAKESPEARE, *Merchant of Venice*

All is not gold that glisteneth.

—MIDDLETON, *A Fair Quarrel*

All is not gold that glisters.

—CERVANTES, *Don Quixote*

All, as they say, that glitters is not gold.

—DRYDEN, *The Hind and the Panther*



A PART from demonstrating some remarkable literary coincidences, we seize upon these quotations to drag a commercial (kicking and screaming—A.E.S.) into the act: The total farm income in WMT's 61-county Nielsen coverage area exceeds the total production of all the gold mines in the world. Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, something like ten percent of the nation's food supply. Yet agricultural Iowa is considerably less than half the story. Personal income derived from agriculture accounts for about 25% of the total; income derived from manufacturing, trades, services and other sources, accounts for the rest.

Good wits jump; a word to the wise is enough.

—CERVANTES, *Don Quixote*

WMT—CBS Radio for Eastern Iowa.

Affiliated with WMT-TV, Cedar Rapids—Waterloo; KWMT, Fort Dodge.

National representatives: The Katz Agency.

NEWS & IDEA WRAP-UP

DABBLIN' IN APPLES during KYW, Cleveland, week-long contest are station personalities Swingin' Sweeney (l. center), Tom Griffiths (r. center), awaiting restaurateur Morris Wexler's reaction to housewife's pie. First prize: night out with winner's favorite KYW d.j.



Hertz System is getting set to break its largest advertising campaign.

The expenditure: \$7½ million.

Spot tv and radio in key markets will be put to work during the expanded 52-week campaign. Minutes, 20's and eight-second I.D.'s will be used.

Norman, Craig & Kummel is the agency in the U.S., Caribbean, Mexico and Hawaii, for Hertz' rent a car. Needham, Louis & Brorby handles the car and truck leasing advertising.

In Hot Springs, last week, Peter W. Allport was named new president of The Association of National Advertisers.

Other officers: Roger H. Bolin of Westinghouse Electric, chairman; John Veckly of U. S. Steel, vice-chairman.

COLORFUL CHARACTER of Bozo the Clown, caught in oil painting by Marjorie Corwin, sales secretary with Peters, Griffin, Woodward, San Francisco, won her first prize in KRON-TV's special 'Color Bozo the Clown' contest. Viewer promotion pulled over 5,000 S.F. entries in one week



(For details of ANA meeting see page 38 this issue.)

Bayers Aspirin (DFS) has turned to spot radio for added weight in behalf of its children's brand.

The campaign is for four weeks, starting the end of November. More than one station per market will be used. The rate of schedule: 15 or more a week.

Campaigns:

• **Admiration Coffee** going heavy on spot tv and radio with its new animated soft-sell commercial in the Texas, North Louisiana and Southern Arkansas markets. Some 20 to 30 minutes weekly will be used on 124 radio stations during the 8-week flight. Twenty tv stations will share in the campaign with 20-second announcements, five times weekly.

• **Ocean Spray Cranberries** (BBDO) spending more than \$2 million for the Thanksgiving, Christmas

and Easter, and interim advertising campaign. Ocean Spray is scouting around for tv and radio spot for this push.

• **Instant Maxwell House Coffee** selling its product via CBS tv shows *The Danny Thomas Show*, *Aquanuts* and *Raahide*. It also has a heavy tv spot campaign going in top metro markets with top-rated spots during prime evening viewing hours.

AGENCIES

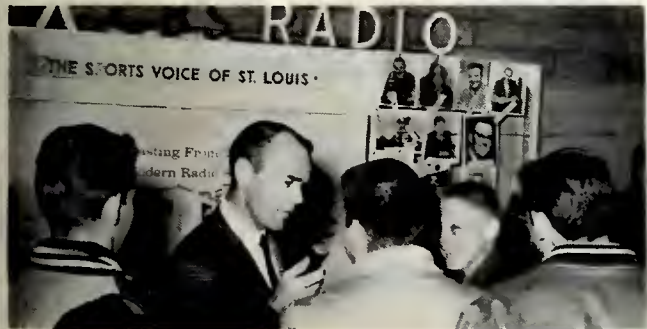
Agency appointments: National Theatres, div. National Theatres & Television, to **Cole, Fischer, Rogow** . . . Yolande Corp. to **Cohen & Aleshire**, for its Yolande lingerie . . . Home Equipment, div. White Sewing Machine, Cleveland, to **Dix & Eaton**, Cleveland, for the company's Apex Reinforced Plastics div. and Industrial Supply . . . Wilkins Coffee Washington, D. C. to **W. B. Doner**, Baltimore . . . The First National Bank of

Minneapolis, from Olusted and Foley and the First National Bank of St. Paul from Erwin Wasey. Ruthrauff & Ryan, plus the other 70 First Bank Stock Corp. bank affiliates, to **BBDO**, St. Paul, Minneapolis office . . . Thomas J. Mahon Co. to **Kenyon & Eckhardt** for its Phenyl-Drane . . . Rand McNally, Chicago from Fletcher Richards, Calkins & Holden, to **Grant**, Chicago, for its corporate institutional advertising.

More agency appointments: Town Photolabs, Inc. to **Frank B. Sawdon** . . . Wayne Knitting Mills, Fort Wayne, Ind., to **Ridgeway-Hirsch**, St. Louis, for its Belle Sharmeer hosiery and Belles Socks . . . American Stores (Acme Markets) to **Gray & Rogers**, Philadelphia and Newark . . . Lehn & Fink, div., Lehn & Fink Products to **Ted Bates** for its Noreen hair preparations.

PEOPLE ON THE MOVE: Her-

YOUNG SPORTS FANS surround Hal Smith, KMOX personality and star catcher for St. Louis Cardinals, during his interview at annual Firemen's Rodeo. Some 85,000 attended rodeo, viewed KMOX booth



'TEEN TRAFFIC COURT,' produced by WJRT, Flint, with Genesee County Traffic Safety Commission, city and county schools, uses students for court roles. Program won Alfred P. Sloan Radio/Tv Award



NEW AT THE TOP: Quality Radio Group's new officers. They are (l-r) Daniel Calibraro, secretary-treasurer; Scott McLean, president; and Stanton Kettler, vice president. McLean succeeds Ward Quaal

CHANGING HANDS. Crowell-Collier Bdcstg. Corp. purchases WMGM, N.Y., from Loew's Theaters Bdcstg. for \$10,950,000. Finalizing details: (l-r) Robert Purcell, pres. Crowell-Collier; Arthur Tolchin, v.p.-gen. mgr. WMGM; Lawrence Tisch, bd. chmn., Loew's Thtrs.



KRON is TV in SF



San Franciscans are sold on KRON-TV

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



bert H. Strauss from Ben Sackheim to radio-tv production manager, North Advertising. New York City . . . David E. Hartman from advertising and sales promotion manager, Gerber Plumbing Fixtures, Chicago, to Howard H. Monk & Associates, Rockford, Ill., as account executive . . . Terri Brady from media director. Fletcher Richards, Calkins & Holden to Queen for a Day, Inc., as assistant to the company president . . . Norval LaVerne to manager, L.A. office, Fuller & Smith & Ross . . . George Emerson Cole from J. Walter Thompson to Mogul, Williams & Saylor as associate creative director . . . Grace Mathias from traffic manager, WIP, Philadelphia, to Werman and Schorr, Philadelphia, as time buyer.

MORE PEOPLE ON THE MOVE: Matt Grass from copywriter, Al Paul Lefton, to Werman and Schorr, Philadelphia, as copywriter . . . Ned R. McDavid from public relations manager, McCall's Magazine, to manager, public relations section, Leo Burnett, New York City . . . Harold W. Gully from manager, public relations section, Leo Burnett, New York, to Chicago office, same firm and capacity . . . Donald Vogt from Needham, Louis and Brorby to public relations account executive, Leo Burnett, Chicago . . . David B. Learner from GM research laboratories to assistant director of research, BBDO . . . Louis K. Fuller from Gehl Bros. West Bend, to Mathisson and Associates, Milwaukee, as time buyer . . . Robert C. Bullen from Don Kemper to Olian and Bronner as v.p. . . . Sheldon Riskin from Alva Tranquil Co. to Olian and Bronner as account executive.

They were elected: Maurice H. Bronner from executive v.p. to president, Olian and Bronner, Chicago . . . Dr. Carl H. Rush, v.p. Ted Bates research department . . . Jerome Cowle, v.p. Kenyon & Eckhardt, Chicago . . . Norton B. Leo, Fletcher Richards, Calkins & Holden . . . E. Dean Landis, senior v.p. and board member, Compton, Chicago.

Retiring: Edwin F. Wilson from McCann-Erickson, after 40 years.

The Giant's "P.Q."

(PRESTIGE QUOTIENT)

in GREENVILLE,
SPARTANBURG
and ASHEVILLE

The third "Great Debate" from 7:30 to 8:30 P.M. on October 13, 1960 was one of those rare occasions when all three stations serving Greenville, Spartanburg and Asheville carried the same program at the same time. WFBC-TV commissioned Western Union to measure the Giant's P. Q. by making a coincidental telephone survey in all three metro areas during the hour-long debate between Kennedy and Nixon. The ratings below were computed in the conventional manner from data supplied by Western Union on a total of 569 telephone calls.

HERE ARE THE RESULTS OF THE SPECIAL SURVEY!

Station	Greenville Metro Rating	Spartanburg Metro Rating	Asheville Metro Rating	G-S-A Combination Ratings	G-S-A Combina- tion Share of Audience
WFBC-TV	48	30	27	37.4	56%
Sta. "B"	7	5	33	13.1	20%
Sta. "C"	12	26	0	13.0	20%
Others	0	8	3	3.2	4%

For
Complete
Details

on this survey, and for rates and avail-
abilities, contact the Station or our Na-
tional Representatives.

Represented Nationally by *EVERY-KNODEL, INC.*



"The Giant of
Southern Skies"



"Whatta ya mean TULSA'S a TOUGH MARKET... have you ever used KAKC?"

If you haven't used The New KAKC you don't know how easily your problem can be solved. You see, The New KAKC is the most "listened to" station in the 21 county market area of Northeastern Oklahoma (according to Pulse). And, they're an adult audience too. What about Station Image? Why, they've got the best. The New KAKC has more firsts in area service to their credit than all other Tulsa stations combined... and they're continuing to pile up more! Yes sir, The New KAKC is Tulsa's best Radio buy in anybody's book. It's been that way for quite awhile... and they intend to keep it that way.

Hi, I'm K. A. Casey... here to offer you the best radio buy in Tulsa. Call your Adam Young representative and see for yourself.

FIRST IN TULSA

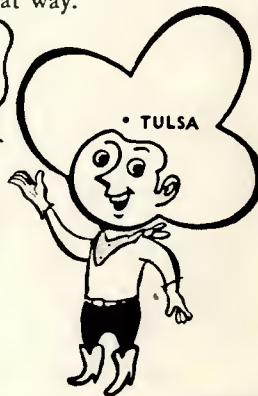
the new **KAKC** Dial 970

A **Public Radio Corp.** STATION

KIOA
DES MOINES

KAKC
TULSA

KBKC
KANSAS CITY



general manager... **John E. Bandy II.** from WUST, Washington, D. C., to assistant general manager, WDAS, Philadelphia... **C. L. Doty** from national and regional salesman, WSAI, Cincinnati, to station director, that station... **Marvin Gottlieb** from WOKO, Albany, sales manager to KQV, Pittsburgh, as account executive... **Ford Roberson** to general manager, KBUY, Amarillo, Tex... **Richard Bremkamp, Jr.**, from sales manager, WCMW, Canton, Ohio, to assistant manager, that station.

MORE PEOPLE ON THE MOVE:
Russ Jondreau from director radio/ tv department, Claud E. Morris & Associates, to K-DAY, L.A., as sales promotion manager... **Warner Rush**, from general manager WCRV, Washington, N. J., to sales manager, WGHQ, Kingston, N. Y... **David T. Dewey** to WEAV-AM-FM, Plattsburgh, N. Y., as promotion director... **Eric Bose** from account executive to local sales manager, WSAI, Cincinnati... **Phil Johnson** to news director, WCSH, Portland, Me.

FM

Cadillac (MacManus, John and Adams) has again renewed sponsorship of *The Cadillac Hour* over KPEN, San Francisco.

The current contract: to run the program through its 32nd consecutive week.

Cadillac, whose first KPEN buy was for a six week try-out, is now buying spot schedules in other fm markets, also.

Fm listening seems to be catching on all over the country.

A study made by FM Broadcasting, recently, reports these findings:

- KHOL-FM, Holdrege, Neb., 65 local establishments have installed fm facilities.
- KITT, San Diego, Pulse report shows 5,000 offices and stores listening.
- KHFM, Albuquerque, N. M., extensive fm installations in some 500 establishments.
- WFMQ, Chicago, all IGA stores as well as several hundred drug stores and offices now fm equipped.

Your Ad Headquarters in Chicago

Executive House®

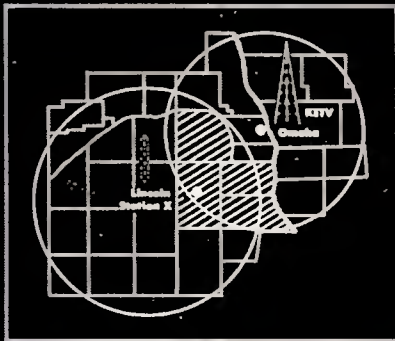
71 E. WACKER DRIVE

Chicago's new hotel within walking distance of over 5 Billion Dollars in ad billing

PRIVATE MEETING & BANQUET FACILITIES

Visit Executive House Dining Room & Cocktail Lounge

KETV OMAHA— Prime Buy for LINCOLN area, TOO!



*Based on the FCC computed Grade B coverage areas for KETV and Lincoln Station X.

38.3% INCREASE in coverage!

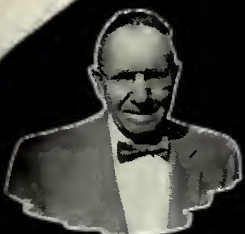
On October 1, 1960, KETV became the exclusive ABC-TV station for Lincoln, Nebraska. KETV increased its network dominance by 61,210 homes, a growth of 38.3% in total coverage.*

LINCOLN THEATER CHAIN BUYS ON KETV



The Cooper Foundation Theaters of Lincoln, through its advertising agency, purchased 57 commercials on KETV, November 4 through 10, to advertise a new motion picture to its Lincoln audience.

LINCOLN RESIDENT PRAISES KETV PROGRAMMING



Frank E. Mussohl, retired University of Nebraska faculty member, wrote an unsolicited letter to KETV: "We appreciate KETV's transmission of the Lawrence Welk Show Saturday evenings . . . this program was discontinued by the Lincoln Station . . . We are pleased that KETV will continue its service for Lincoln viewers."

ONE BUY—TWO MARKETS: OMAHA *and* LINCOLN!

Ben H. Cowdery, President
Eugene S. Thomas, V.P. & Gen. Mgr.

Call H-R Now!



channel

7

OMAHA WORLD-HERALD STATION

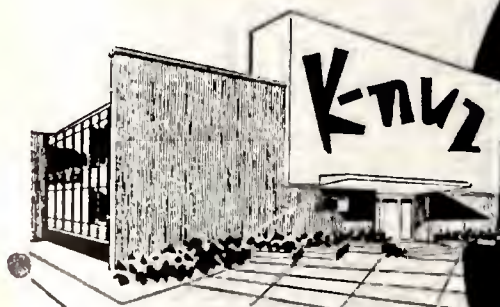


UNDISPUTED!
In Houston

HENRY FREDERICK PRINCE OF WALES
—unknown English Painter—1603

K·NUZ is the NO. 1* BUY
at the lowest cost per thousand!

*See latest Pulse or Nielsen



24 HOUR MUSIC and NEWS



MEMBER OF
TEXAS QUADRANGLE

National Reps.:
THE KATZ AGENCY,
INC.

- New York
- Chicago
- Detroit
- Atlanta
- St. Louis
- San Francisco
- Los Angeles
- Dallas

IN HOUSTON.
CALL DAVE MORRIS
JACKSON 3-2581

• WSOY-FM, Decatur, Ill., thru department stores use fm special receivers.

• WGHF-FM, Brookfield, Conn. 62% of the professionals listen in offices as well as in homes.

NETWORKS

NBC Radio got a rousing vote of confidence from its affiliates at the organization's annual meeting in New York City, last week.

Speaking for the group was George W. Harvey: "The last year has been active and profitable and has seen NBC Radio adapt its network programming to the best interest of the affiliate stations. Under the present format the affiliates have an opportunity to fit his local programming into a pattern which enables him to operate the best sounding radio station in his particular area.

"We subscribe fully to the network principle of paying compensation for the use of a station's facilities."

The group also paid tribute to NBC's Bill McDaniel "For his leadership in effecting the changes which have given NBC Radio its most successful year since the early fifties."

Highlight of NBC Radio's progress report as reported by Bill McDaniel during the network affiliate meeting brought out these facts:

• Monitor ratings have gone up 100%; rating for *Emphasis* and *NBC News on the Hour*, up 50%.

• NBC Radio has raised its rates and will continue to improve its rate structure.

• NBC has continued to pay full compensation for every minute of network time carried by network affiliate stations.

• NBC Radio plans no further changes or reductions in the network schedule established at the beginning of the year.

Here's how the nets made out in tv billings during the first nine months of this year, according to TvB.

• ABC led in gross time billing increases with 29.9% over the same period last year: from \$86,744,444 to \$112,721,410.



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

**HIGH
RATED
LOCAL
PROGRAMMING**



MILWAUKEE



TV Capital of Wisconsin

**TOP
AVAILABILITIES
IN THE LARGEST
FILM LIBRARY
IN THE MARKET!**

CALL BLAIR
Television Associates

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

- CBS, 4.6% increase: from \$195,350,810 to \$204,356,596.

- NBC, 4.8% increase: from \$169,188,474 to \$177,318,634.

Network tv sales: General Foods (Y&R) to sponsor ABC's *Lunch With Soupy Sales*, 3 December . . . Philip Morris (Burnett) sponsoring three more CBS public service programs in the *CBS Reports* series, beginning 25 November.

Financial reports: CBS consolidated net income for the first nine months of 1960: \$15,496,000, compared with \$17,497,000 for the same period last year. Net sales, same period this year, \$336,582,000—last year; \$318,291,000 . . . **AB-PT**, declared an extra dividend of 2% common stock in addition to the regular fourth quarterly cash dividend of 25¢ per share on the outstanding common and preferred stock. No extra dividend was paid last year.

They were named v.p.'s: George M. Perkins, in charge of network programs. **CBS Radio** . . . **Hunt Stromberg, Jr.**, program development. **CBS television**.

REPRESENTATIVES

AM Radio Sales' Bill Losee takes a dim view of bygone radio days nostalgia. In his opinion: "Nostalgia is neuralgia."

In his talk to a group of advertisers and broadcasters in Cleveland, last week, the rep firm's general manager said: "Radio today has more excitement and potential than it did at first."

The facts:

- Number of licensed stations has increased in 10 years from 1,900 to 3,500.

- There are 156 million sets in this country with 96.3% of all U.S. homes radio homes.

- Portable sets have increased from 1,800,000 in 1949 to 7,600,000 last year.

- Last year, 4,000,000 transistor radios were sold in this country.

Rep appointments: WHYN, Springfield, Mass., to **Foster and Creed**,

**BUYING
CANADA?**

**HERE'S WHY
YOU NEED**

CKPC

BRANTFORD, ONTARIO

For better coverage of
South West Ontario

With its new 10,000 watt signal CKPC blankets Ontario's 8th market . . . Brantford and six other urban centres, twelve of the most prosperous counties in the province

For bigger audience share
in this rich market

CKPC reaches a total of 18,500 households . . . tops its nearest competitor in share of the Brantford audience by 55 percentage points.

For more selling power
at less cost

Your advertising dollar goes farther because CKPC delivers tremendous pulling power to influence more buyers more often . . . producing more sales for less money.

ON THE GO RADIO . . .

CKPC

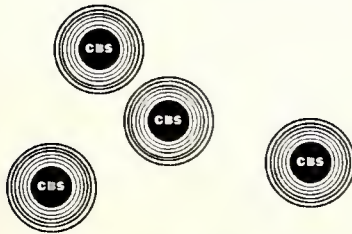
BRANTFORD

Contact R. Buchanan, Call collect.
PL 3-2664 Brantford.

KFMB RADIO

DOMINATES
THE BETTER
PART
OF SOUTHERN
CALIFORNIA!

LARGEST DAILY AUDIENCES  **BIGGEST**
CUMULATIVE AUDIENCES  **GREATEST**
ADULT AUDIENCES  **BROADEST COVERAGE**
WIDEST PROGRAM VARIETY  **FINEST**
PERSONALITIES  **BRIGHTEST INFORMA-**
TIVE FEATURES  **MOST AND BEST NEWS**
SMOOTHEST MUSIC  **BEST NETWORK**
 **FARTHEST REACHING MERCHANDISING**



KFMB RADIO  **SAN DIEGO**

A TRANSCONTINENT STATION

Represented by



The Original Station Representative



**A TELEVISION
ADVERTISING
DOLLAR WELL SPENT**

**Sell Western Montana
At \$1 per 1,000 TV Homes**

- ★ 9 OUT OF EVERY 10 TV HOMES view only KMSO-TV in Far-Western Montana. Captive Audience in 90% of the area.
- ★ 7 CITIES ENJOY KMSO-TV's Best Lineup of CBS, NBC, & ABC programs in Montana. Missoula, Butte, Anaconda, Helena, Hamilton Deer Lodge, and Kalispell.

60,300 TV HOMES

CBS • NBC • ABC



**NATIONAL REPRESENTATIVES
FORJOE-TV, INC.**

**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.



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

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

Boston . . . WAIT, Chicago, to Gill-Perna.

PEOPLE ON THE MOVE: John E. Kelley from account executive, CBS Spot Sales, New York City, to H-R Television as account executive . . . Edward T. Harvell from broadcast media supervisor, Shell Oil, to sales staff, Avery-Knodell . . . J. Merrill Pietial from sales account executive. Adam Young, to Forjoe & Co., San Francisco office, as manager Western Division.

New quarters: Katz, in L.A., from 3325 Wilshire Blvd. to 5455 Wilshire Blvd., next month.

FILM

Feature film sales were especially brisk this week as distributors with post-1948 packages found a meeting ground with stations on pricing in more and more cities.

Two important packages which registered sales were:

- NTA's 61 for '61 group was sold to two CBS o&o's.
- Seven Arts Associated's 40 Warner Bros. post-1950 features were sold to eight stations paying a total of \$500,000.

Sales: Seven Arts Associated's 40 Warner Bros. features to KSD-TV, St. Louis; WWLP, Springfield; WBEN-TV, Buffalo; KONO-TV, San Antonio; WOC-TV, Davenport; WTVH, Peoria; WTVP, Decatur; and WTVT, Tampa . . . NTA's 61 for '61 group to WBBM-TV, Chicago, and KNXT, Los Angeles . . . Two Bob Hope features through CNP to KOIN-TV, Portland; WJZ-TV, Baltimore; WHBN-TV, New Haven; WISH-TV, Indianapolis; KCMO-TV, Kansas City; KTVU, San Francisco; KOMO-TV, Seattle, and KTUK-TV, Phoenix . . . M & A Alexander's *Q. T. Hush*, *Private Eye* to XETV, San Diego; KSWO-TV, Lawton; WABC-TV, New York; KSD-TV, St. Louis; KSTP-TV, St. Paul, and WIIC, Pittsburgh . . . CNP's *Jim Backus* to Lincoln-Mercury Dealers Association on WRCV-TV, Philadelphia, through Kenyon & Eckhardt.

Programs & producers: Arthur

LONG ISLAND IS A MAJOR MARKET



THE VOICE OF LONG ISLAND

**THE GREATER
LONG ISLAND MARKET
(Nassau-Suffolk)**

**MORE GAS
IS SOLD ON
LONG ISLAND
THAN IN ATLANTA,
AKRON, ALBANY
AND ALLENTOWN...
PUT TOGETHER!**

**GAS STATION SALES
\$174,106,000**
(Sales Mgt.)

WHLI

Dominates the Major Long Island Market (Nassau . . . Delivers MORE Daytime Audience than any other Network or Independent Station! (Pulse)

10,000 WATTS

WHLI A M 1100
F M 98.3

HEMPSTEAD the voice of
LONG ISLAND, N. Y. long island

Represented by Gill-Perna



BEAMED
TO BUYERS
TO BUYERS

BEAMED TO BUYERS!

People buy what they see, and they see it on KTBS-TV in Shreveport. What these people see are pictures of the finest quality. What they hear are sounds of truest tone. What's more, close-up of KTBS-TV power reveals a big broad coverage over four states (1,361,300* people and still growing) that brings sales (they spent \$1,337,264,000* in 1959). No wonder time buyers look to KTBS-TV where people buy. It's the bright spot for spots in the Southwest.

**Sales Management, July 10, 1960*

KTBS-TV

CHANNEL 3 SHREVEPORT, LOUISIANA

NW

E. Newton Wray, Pres. & Gen. Mgr. Represented by THE KATZ AGENCY, INC.

A CHANNEL

5 QUIZ

TEST YOUR MARKETING SKILL
ON THIS FIVE-FINGERED
TELEVISION QUIZ



Q—How can I get the most for my TV dollar in Eastern Michigan.

Q—Given three pills by a Doctor and told to take one every half-hour, how long would the pills last?

Q—Can WNEM-TV sell drugs?

Q—Is it legal in Michigan for a man to marry his widow's sister?

Q—How many buy-minded TV homes are served by WNEM-TV.



WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION —
ALL WAYS!

(Skip) Steloff joins ITC, which acquires the properties of his Heritage Productions . . . WXYZ-TV, Detroit, video taping *Motor City Golf* in summer and fall for winter telecast . . . **Jayark Films** acquired five Cagney Productions feature films and one from Venus Productions for domestic tv and foreign theatrical distribution; titles are "Bugles in the Afternoon," "Kiss Tomorrow Goodbye," "Only the Valiant," "Blood on the Sun" and "Johnny Come Lately." Jayark also has *Operation Escape*, a half-hour series, in production in Europe.

Commercials: **Milton R. Duhin** promoted to senior v.p. of Filmways . . . **Chett-Peaholy** (L&N) using the Charlie Chan character in network commercials in *Surfside Six* and *Adventures in Paradise* to stress exclusive laundering features of Arrow wash-and-wear shirts.

PEOPLE ON THE MOVE: **Lee Cannon** appointed midwest division manager of Television Personalities, Inc. . . . **David Martin** named promotion consultant for two Interstate animated cartoon series, *Snip and Snap* and *Foo Foo* . . . **Burt Solomon** appointed UA trade press representative.

PUBLIC SERVICE

Those stations that have set up community advisory community councils may be interested in what came out of such a cooperative setup in Baltimore.

WBAL-TV-WBAL and its advisory council, after exploring a variety of local interests anent public service, agreed that the more important projects that might be embarked upon were these:

Metropolitanism, the psychological changes of old age, employment of the aged, the recruiting and training of career men in all areas of government. student homework habits and teenage summer employment.

Reports from tv stations show that more and more advertisers are hacking up public service programming on the local-level.

A case in point: KPIX, San Fran-

A CHANNEL

5 WHIZ

OUR CHANNEL 5 WHIZ IS
BRUCE C. MEYER YOUR
PETRYMAN IN DETROIT



A—Take 5! Latest ARB confirms that WNEM-TV is first by far in all of Eastern Michigan.

A—One hour. You take the first, half an hour later you take the second, and at the end of the hour you take the third.

A—Not only can—but does! The 325 Drug Stores in WNEM-TV'S 25 county area sold \$50,728,000 worth of drugs last year!

A—Not illegal—but impossible! The man would have to be dead to *have* a widow.

A—402,000—with an effective buying income of more than \$2,225,000,000.00. A market you can't afford to miss!



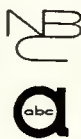
WNEM-TV

serving FLINT • SAGINAW • BAY CITY
EASTERN MICHIGAN'S FIRST VHF STATION —
ALL WAYS!

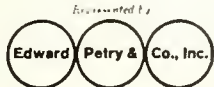


Hard-boiled rating service

Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M.



news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.



WJAR-TV

CHANNEL 10,
PROVIDENCE, R. I.



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
ORegon 9-3900

cisco, whose locally produced current-events show, *The Face of the City*, attracted the sponsorship of Schlage Lock (JWT).

Other recent KPIX public service shows and sponsors: *Open Heart Surgery*, CIBA Pharmaceutical; *American Forum*, Wells Fargo Bank; the presidential election coverage, Gallo Wines and Serta Mattress.

Public Service in action: WSB, Atlanta, conducted its second annual radio/tv news broadcasting conference for North Georgia high school newspaper editors and their faculty advisors, 10 November . . . **WTTG-TV**, Washington, D. C., enlisted the aid of local business leaders in appealing, via taped announcements, for community service support of civic projects . . . **KSFO**, San Francisco, repeated its successful *Under Glass* performance of last year to raise funds for the United Bay Area Crusade. Studio equipment, turntables, wire services, records, etc., were moved to the sports window of a local department store for the event . . . **WBBM-TV**, Chicago, began, last week, a 31-week high school invita-

tional debate tournament, in conjunction with Northwestern University's debate program. Thirty-two high schools are competing.

More public service action: KOIL, Omaha, aired a solemn and thought-provoking editorial concerning a fatal accident involving six area youngsters. The editorial strongly advised parents to look into the driving "games" played by the youthful citizens . . . **WRC-TV**, Washington, D. C., telecast a special program, *Condemned to Move*, bringing to light the mixed emotions shown by displaced residents of the city's former slum areas . . . **WCKT**, Miami, readying a documentary, *Florida's Future*, dealing with sit-in demonstrations in South Florida . . . **WSOC Radio**, Charlotte, N. C., began a series of audience participation programs entitled *Party Line*, to help clear un questionable problems on civic affairs.

Ideas at work:

• **WLEE**, Richmond, Va., cashed in on Halloween night doings to raise funds for the Christian Children's Fund. Enlisting the aid of the trick or treat set, the station put on a WLEE Christian Children's Fund Halloween March. Instead of the usual sweets hand-out, youngsters solicited for and received, contributions to C.C.F.

INTERNATIONAL

World Wide Broadcasting unveiled the details of its operations and sales plan to the trade-press last week.

It was explained that this setup, which is a part of Metropolitan, will be able to put together for coverage any number of Latin American and other countries that an advertiser wishes.

The base rate for Latin-America will be \$500.

Worldwide will eventually have a news staff of at least 50 people. At present it numbers eight.

Also unveiled was a one-hour cello-matic presentation of WW's objectives, reach, clients, etc.

SPONSOR • 21 NOVEMBER 1960



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

Photo: Louisiana Tech at Ruston, Louisiana

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

six out of
every ten copies of
SPONSOR
go to
readers
who buy
or influence
the buying of
radio/tv time.

SPONSOR
is written
for them.

through
SPONSOR
they get
what they need
to keep fully
posted every week.

STATIONS ADOPT BILLING FORM

Last May the SPONSOR Standard Spot Practices Committee proposed a new standardized billing form for radio/television spot. A flood of favorable reaction poured into SPONSOR offices shortly after the proposal was announced. To date the billing form has been adopted by nearly 140 radio and television stations in 38 states:

Alabama		Kentucky		KBOY	Medford
WCOV	Montgomery	WLVL-FM	Louisville	KFLY	Corvallis
WCOV-TV	Montgomery	WOMI	Owensboro	KGRL	Bend
WGAD	Gadsden	WPSO-TV	Paducah	KQEN	Roseburg
WKAB	Mobile	Maine		KYES	Roseburg
Arizona		WJAB	Westbrook	Pennsylvania	
KGUN-TV	Tucson	WTVL	Waterville	WEST	Easton
Arkansas		Massachusetts		WGAL	Lancaster
KTCS	Fort Smith	WAAB	Worcester	WGAL-TV	Lancaster
California		Michigan		WIP	Philadelphia
KARM	Fresno	WBRB	Mt. Clemens	WJPA	Washington
KGMS	Sacramento	WLUC-TV	Marquette	WKBO	Harrisburg
KPRO	Riverside-San Bernardino	WPON	Pontiac	WLAN	Lancaster
KREO	Indio-Palm Springs	WSWM-FM	East Lansing	WORK	York
KRNO	San Bernardino	Minnesota		WRAK	Williamsport
KROP	Brawley-El Centro	KBUN	Bemidji	Rhode Island	
KUOE	Oceanside	Mississippi		WHIM	Providence
KXO	El Centro	WAMY	Amory	South Carolina	
KYA	San Francisco	WBKH	Hattiesburg	WOIX	Orangeburg
KYOR	Blythe	WCBI	Columbus	WESC (AM & FM)	Greenville
Colorado		WELO	Tupelo	WYNN	Florence
KCOL	Ft. Collins	WMOX	Meridian	South Dakota	
KHOW	Denver	WNAG	Grenada	KBRK	Brookings
KVOR	Colorado Springs	WONA	Winona	KSOO (AM & TV)	Sioux Falls
Connecticut		WROB	West Point	Tennessee	
WORC	Hartford	WROX	Clarksdale	WJAK	Jackson
Florida		Missouri		WNOX	Knoxville
WAME	Miami	KAQI-FM	St. Louis	WSM	Nashville
WOVH	Gainesville	KADY	St. Louis	WSM-TV	Nashville
WSUN (AM & TV)	St. Petersburg	KRCG-TV	Jefferson City	Texas	
Georgia		Montana		KBOR	Brownsville
WBBQ	Augusta	KGEZ	Kalispell	KCMC-TV	Texarkana
WBML	Macon	KMSO-TV	Missoula	KEYS	Corpus Christi
WGAC	Augusta	New Jersey		KFMK-FM	Houston
WJBF-TV	Augusta	WCTC	New Brunswick	KLTV	Tyler
WRFC	Athens	New Mexico		KOGT	Orange
Hawaii		KOAT-TV	Albuquerque	KRIO	McAllen
KGU	Honolulu	KPBM	Carlsbad	KSPL	Diboll
KHVH-TV & AM	Honolulu	New York		KTBB	Tyler
Illinois		WAUB	Auburn	KWKC	Abilene
WIZZ	Streator	WEBR	Buffalo	WFAA (AM & TV)	Dallas
WRMN	Elgin	WENY	Elmira	Vermont	
WSMI	Litchfield-Hillsboro	WHLD	Niagara Falls	WDEV	Waterbury
Indiana		WTKO	Ithaca	Virginia	
WAOV	Vincennes	North Carolina		WBOF	Norfolk
WAZY	Lafayette	WBAG (AM & FM)	Burlington	WBTM	Danville
WEHT-TV	Evansville	WHIT	New Bern	WBJ	Roanoke
WEDA	Evansville	WIRC	Hickory	WRVA	Richmond
WWCA	Gary	WJNC	Jacksonville	WXEX-TV	Richmond-Petersburg
Iowa		WPTF	Raleigh	Washington	
KMNS	Sioux City	Ohio		KPUG	Bellingham
KSTT	Davenport	WRFO	Worthington	West Virginia	
KXGI	Ft. Madison-Mt. Pleasant	WSAI	Cincinnati	WHLL	Wheeling
WOBQ	Dubuque	Oklahoma		Wisconsin	
Kansas		KV00-TV	Tulsa	WEAQ	Eau Claire
KFBI	Wichita	Oregon		WOBT	Rhineland
KOAM	Pittsburg	KAGO	Klamath Falls	WOMT	Manitowish
				WRAC	Racine

WAPI Makes The Headlines

Newspapers, ETV, Campbell Lauded In Audit Report

Birmingham newspapers, ETV, and Dave Campbell's "The People Speak" radio program received plaudits from the Birmingham Metropolitan Audit in its latest report.

In its preliminary report on "Communications Among the Birmingham People," the Audit pointed at the "dangers as well as the blessings" of the communications field.

The report called Dave Campbell's "The People Speak" program "a healthy justification for public service in modern-day radio programming."

Through Campbell's program, WAPI renders a unique service to the process of free communications in the area by programming large blocks of evening time to staff conversations with telephone callers.

Discussions of the issues of the day, questions and answers, problems, clarification of issues are both entertaining and educational.

Communications

Summarizing the entire communications picture, the Audit said Birmingham is "fortunate in several respects—in others it is not better, nor worse than other American cities."

The Birmingham Herald and News were cited for "service" and "dandy" criteria.

"The Birmingham's of all tele-

Further, the Audit report stated that civic pride extended to the newspapers, and that it was found a group harmony with

that editorial reach



The Birmingham Metropolitan Audit says "a healthy justification for public service." 20 local sponsors on a year round basis say "Dave Campbell's People Speak sells merchandise for us."

WAPI

REPRESENTED NATIONALLY BY HENRY I. CRISTAL CO., INC.

50,000 WATTS*
BIRMINGHAM,
ALABAMA *5,000 Nights

Leadership

WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 471,290 homes, 1.6 million people with \$3 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED



Top programming Top facilities
Top personalities make the difference.

*All figures NCS No. 2, weekly coverage



Represented Nationally by
THE HENRY I. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

WCOL

has
SOUND INFLUENCE
in
Columbus,
Ohio

Advertising is a true investment. It must be based on sound judgment. In Columbus, you get maximum returns on your investment when you advertise on the New WCOL!

The New WCOL offers the largest listening audience at lowest cost*. Don't speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.

*(You invest in the largest share of audience for less than half the cost per thousand listeners of other media. Ratings and CPM figures on request.)

24 hours a day broadcasting
1230 AM 92.3 FM

The New
WCOL
The Capital Station
Columbus 15,
Ohio

The Capital Station
Columbus 15,
Ohio

Represented by:
Robert E. Eastman & Co., Inc.

Tv and radio NEWSMAKERS

Alan D. Courtney has been appointed vice president, national sales, for MCA TV, Ltd., effective tomorrow. Previously with NBC TV, Courtney held the posts of v.p., nighttime programs, administrator for the network's participating programs, executive producer of the *Steve Allen Show*, and most recently v.p., program administration. A native of San Francisco, the new MCA TV executive attended Princeton University, the University of Southern California, and the University of California at Los Angeles.



Robert S. Wilson has been appointed to the post of vice president and general manager of KXTV, Sacramento. Since 1954 he had been general sales manager of Corinthian's station KHOU-TV, Houston. Previously, Wilson served as sales executive in the television divisions of both Edward Petry & Co. and The Katz Agency, Inc.; in the network sales department of the Mutual

Broadcasting System in Chicago, and as commercial manager of WALB, Albany, Ga. In W.W. II he was an Army Air Force pilot.

Sherwood Dodge has been elected vice president and director of marketing of the toilet articles division of Colgate-Palmolive Co. He will be responsible for the division's planning and direction of advertising, promotion and merchandising, sales and distribution activities. Previously, Dodge was with Foote, Cone & Belding, as v.p. and national marketing director, and Fletcher D. Richards, Inc., as executive v.p. and a director of the agency. He is a member of the 4A's media relations committee.



George Sperry is the new manager of promotion for WGR-TV and FM, Buffalo (a Transcontinent station). Most recently with WNEP-TV, Scranton (also owned by Transcontinent) as promotion manager, Sperry began his career as an announcer-director at WBRE-TV, Wilkes-Barre, Pa., in September, 1953. He left that station in November, 1957 to join WBPZ-TV, Lock

Haven, Pa., as program director. An alumnus of the U. of Rochester, Sperry is married, the father of two sons. He is a member of BPA.

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



Sacramento is \$100,000,000-payroll U.S. rocket and missile center

Well served by Beeline Station KFBK, modern Sacramento is one of the nation's leading agricultural centers as well as a growing industrial community . . . the rich, bustling hub of an independent inland California market with \$1,953,322,000 annual retail sales.* It is also the State capital.

Here KFBK leads regularly in listening and programming, is No. 1 rating station most of the time. Farm programs,

news, sports, good music, home economics, school and religious programs are presented in balanced format typical of *all 5* Beeline stations.

Beeline stations *as a group* give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D).

**Sales Management's 1960 Survey of Buying Power*



McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

The seller's viewpoint

The term "specialized mass markets" may seem to contain within it contradictory words but to Ralph N. Weil, president of KATZ, St. Louis, it has some very specific meanings. The key thought is that the market is specialized but big enough to be called a mass market. Weil is involved in applications for the purchase of KCOR, Spanish-language station in San Antonio, and WMMW, Meriden, Conn., as well as in filings for stations in North White Plains and Poughkeepsie, N. Y. He had an interest in WOV, New York.



ON THE 'SPECIALIZED MASS MARKET'

In the last months of our operation of WOV (now WADO) as a leading Italian language and Negro outlet, Arnold Hardley, an associate, and myself had begun work on a new promotional approach whose basic idea we tried to sum up in the words, "specialized mass markets."

The association of the two words "specialized" and "mass" may, at first glance, seem contradictory. But the facts of modern American urban life make them perfectly compatible. Where a Negro market, for example, actually constitutes more than 31% of the over-all population, as in St. Louis, where a Spanish-speaking market comprises about 52% of the total, as in San Antonio, we are no longer dealing with a "specialized" market in the sense of something "smaller." The market is qualitatively specialized, and quantitatively mass.

We have been directly interested in this field of radio for many years. Experience has confirmed our faith in it and has given us a set of guiding principles (developed in good part over the years at WOV) which we have already put to work at KATZ, St. Louis, and which will be applied to any properties with which we may be associated.

First of all, we believe that the specialized audience deserves quality service. Specialized radio, is nobody's stepchild. It is a proudful enterprise in the same sense as any other form of radio well-conducted, and everything the station does should reflect the desire to do a professional, craftsmanlike job, on the air and off.

Next, we believe in the kind of specialized radio that is sensitive to the specific needs, desires, and preferences of its audience. This kind of radio relates directly to the day-to-day lives of its listeners and is an embodied part of their daily activities. One aspect of this is an alert news policy, reporting every development of special significance to the community served.

Further, specialized radio has a two-fold obligation in its public service efforts. It must collaborate closely with every legitimate activity, *pro bono publico*, within the specialized community itself, and it must help the specialized community attune itself harmoniously with the community at large, in the interests of the civic welfare of all concerned.

Obviously, the broadcaster himself must take a direct and knowledgeable interest in his operations if all these purposes are to be achieved.

Now let us glance at some of the business aspects of the "specialized mass market" approach.

We are now well along toward putting the final touches on merchandising and promotion plans which will be altogether new in the specialized radio field. We are in the process of working out, for future application, a new rep arrangement, and have completed and incorporated our consultation-advisory organization under the name "Key Broadcast Management, Inc."

This much is certain: specialized broadcasting is now coming of age. Great strides have been made in the Negro and Spanish fields, in particular. Years ago, when WOV pioneered the formation of the Foreign Language Quality Network with some of the same ends in view as are outlined in this article, we were, perhaps, a little ahead of our time. But now, audience and advertiser acceptance for specialized broadcasting is at an unprecedented level, and it is the purpose of the specialized mass markets concept to lift the level steadily higher, to a plane comparable with that of the finest standards in the industry.

There are a number of energetic and well-informed reps now doing business in the specialized field. We have been talking things over with them, and will discuss our ideas at some future date.

Top local news coverage adds to the big picture in CHARLOTTE

MID-DAY NEWS

Monday-Friday 12:30 P.M.

CAROLINA NEWS SPECIAL

Monday-Friday 6:30 P.M.

11th HOUR REPORT

Monday-Friday 11 P.M.

FARM & HOME

Monday-Friday 6:15 A.M.

TODAY IN THE CAROLINAS

Monday-Friday
7:25 A.M. and 8:25 A.M.

THE SPORTSMAN

Saturday 8 A.M.

Forty-one regularly scheduled news shows
per week originate at WSOC-TV. This is the most complete
local and regional tv reporting in the Carolinas.
That is why viewers of America's 25th largest television
market call WSOC-TV the NEWS station of the Carolinas.
And another reason why your best buy in Charlotte
is WSOC-TV—one of the nation's great area stations.

WSOC-TV

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

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

SPONSOR SPEAKS

How to run a good convention

Our hat is off to the members of the Broadcast Promotion Association for the valuable and business-like convention they ran in New Orleans last week.

Ordinarily, the mere mention of New Orleans conjures up visions of fun, food, and entertainment—Mardi Gras, Bourbon Street, the French Quarter. And we don't for a minute mean to suggest that these charms were entirely overlooked by visiting BPA members.

But the prevailing atmosphere of the BPA meeting was serious, thoughtful, hard-working, down-to-earth.

The station promotion men who traveled to Louisiana came there to learn "how to" facts about their business, and they spent long hours trading ideas on practical matters.

We were particularly impressed with the way BPA organized its agenda. During the three-day meeting no less than 18 "how to" subjects were taken up. They ranged from "How to work with the RAB and TvB" to "How to merchandise" to "How to handle trade press advertising."

Every BPA member we talked to took away from New Orleans a store of valuable business knowledge that could be translated into money-making practices at his home base.

All in all BPA, though one of the youngest of the industry's trade groups, put on a demonstration of "how to run a good convention" that was really impressive.

Sarnoff's plan for '64

That the BPA organization has grown rapidly in stature is illustrated by the fact that NBC's Robert W. Sarnoff delivered a major policy speech at the BPA meeting.

The NBC board chairman called for major revisions in the country's political convention and campaign system, based on the radio/tv experience of the last six months.

Bob Sarnoff suggests that the conventions be shortened, both in days and hours, and that they make "more fruitful use of the hours when most Americans are able and willing to watch."

He also suggests moving future conventions ahead to late August, thereby shortening the exhausting campaign period by about six weeks. We applaud both recommendations, and are glad that they come from a leader of the industry that has become such a vital part of America's political life. ■

10-SECOND SPOTS

Commercial twist! A recent Western Region AAAA Convention heard these tv definitions (and "how I see it") from Allan B. Goldenthal, v.p. of U. S. Tele-Service Corp.: ordinary — *totally ineffective*; miracle — *it works*; regular — *antiquated*; new — *regular*; totally new — *even the bottle*; new new new new — *certainly not more than six months old*.

Western twist: Some other definitions have been making the rounds of Madison and Michigan Aves. They're saying that a tv western is "good guy, bad guy, good horse, good girl, gunfight" and an adult western is "good guy, bad guy, good horse, good girl, bad girl, gunfight."

Agency twist: Equal time goes to Fuller & Smith & Ross for some of its "tvisms." Hang on. An adult western is *an old egg sandwich*; prime time is *the 5:11 to Westport*; residual is *a hangover*; rating is *recognition by headwaiters*; fade is *to move to safer ground*; dolly is *a blond cast by the producer*; pan is *what the client does to the commercial*, and boom is *what the client lowers*.

Election twist: The rash of license plate jokes of a few months ago, such as H₂O for Lloyd Bridges, and 38-23-36 for Marilyn Monroe, came to its ultimate climax early this month. The final entries—*JAN 20 for John Kennedy*, *CU 1964 for Richard Nixon*.

Financial twist: When the staff of WLCY, Tampa-St. Petersburg, Fla., found that the station had made it to the top of the local Hooper ratings, there was a big celebration, enjoyed by everybody but program director Dick Allen. He has mixed emotions *he owns stock in the biggest competing station*.

Freudian twist: Jack Paar's NBC crew created no end of havoc during their visit to Hawaii with their mainlanders' view of Island customs. Peggy Cass said she went to a luau where they served poi which she thought was old yogurt. Charles Weaver said that Grampa Ogg had once had a nightmare about Hawaii. Said Charley, "He dreamed he was a power lawn mower in a room full of hula girls, and just as he got to the first one *he ran out of gas*."

*tomorrow's selling
is here today*

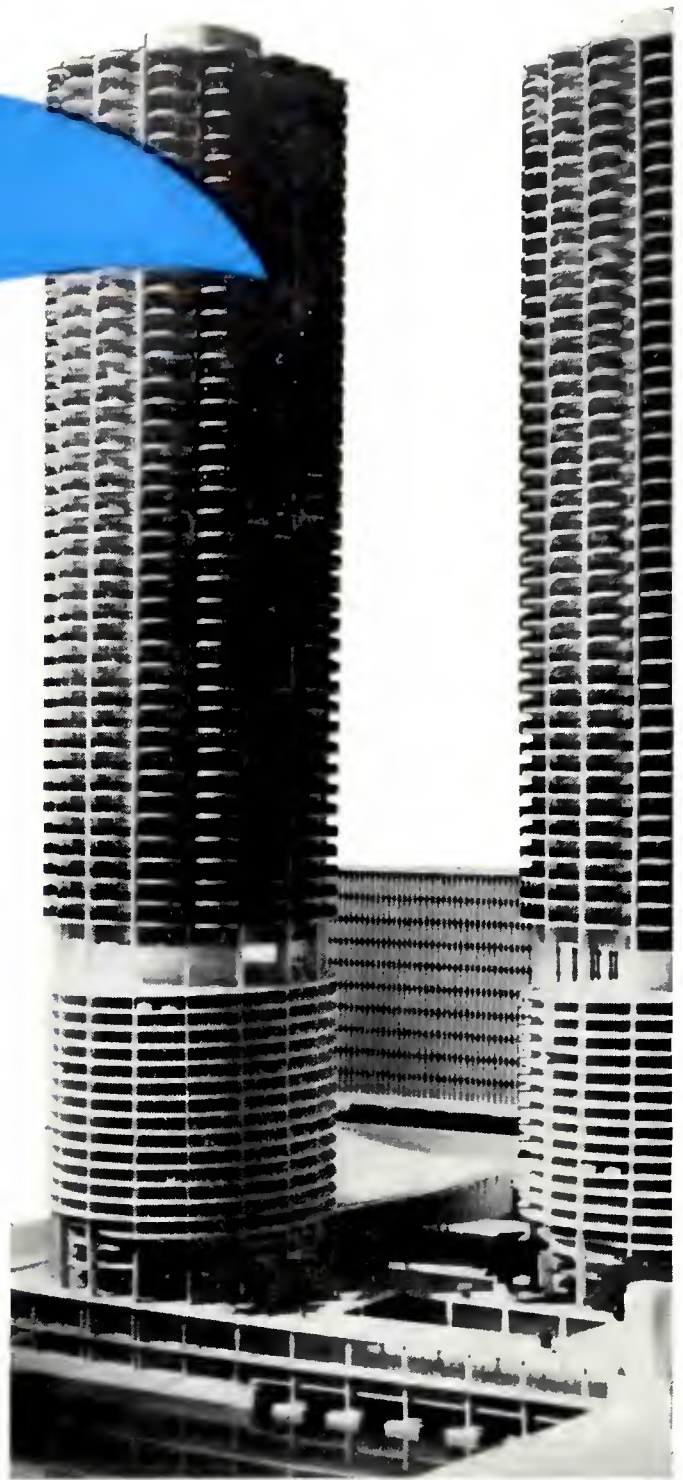
*in the LANCASTER/
HARRISBURG / YORK market*

WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.

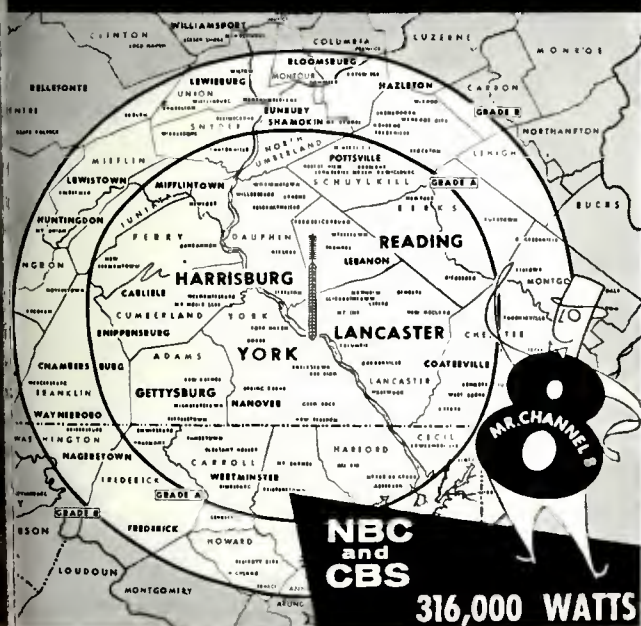
A LOOK INTO THE FUTURE

Now in planning stage for Chicago's Loop is world's tallest apartment house. 60-story twin circular towers are to contain 896 units; 900-car parking ramp to spiral first 18 floors.



UNITED PRESS INTERNATIONAL PHOTO

MULTI-CITY TV MARKET



WGAL-TV
Channel 8
Lancaster, Pa. • NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

