

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

THE COLONEL COVERS

AMERICA'S

ADVERTISING  
FRONTIERS FOR

**HOUSTON** *America's Industrial Frontier*



## BASEBALL '61: NEW PATTERNS FOR SPONSORS

Agencies and clients are evaluating anew their buys as costs and audiences change

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## Small agency challenges the big guys

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## Do NBC rules mean the end of protection?

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## Facts on the education level of tv audiences

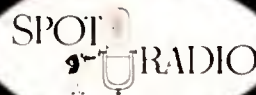
Page 45

# KTRH

DIAL 74  
**HOUSTON  
TEXAS**

**50,000 WATTS**

Represented by





# INVITATION TO SUCCESS...

*You are cordially invited  
to join the growing list  
of prestige clients  
on K T L A ---*

*reaching more homes per quarter hour,  
sign-on to sign off,  
than any other  
independent television station  
in Los Angeles\**

*\*Dec. 1960, Jan. 1961: N.R. Brand Nielsen*

**R. S. V. P.**  
NATIONALLY: PETERS, GRIFFIN, WOODWARD  
SAN FRANCISCO: YUKON 1-1288  
LOS ANGELES: HOLLYWOOD 9-3181



# THERE'S NOTHING HARDER TO STOP THAN A ONE-WAY TREND

**ONE WAY** ▶ 13.3  
October 1960

## AVERAGE PRIME TIME RATING

**ONE WAY** ▶ 14.9  
November 1960

**ONE WAY** ▶ 15.6  
December 1960

**ONE WAY** ▶ 17.3  
Jan.-Feb. 1961

And according to Arbitron's latest report, it is very clear that the television traffic trend continues to point **ONE WAY**—to Channel 7

Jan.-Feb. 1961

**WABC-TV 17.3**

(Arbitron: 7:30 to 11 PM, Monday - Saturday; 6:30 to 11 PM, Sunday)



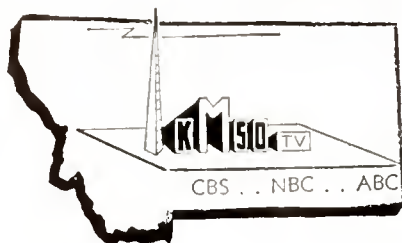
## WABC-TV CHANNEL 7

Flagship Station ABC Television Network

### THE MOST ENJOYABLE TREND IN TOWN



"MONTANA'S  
Favorite  
Salesman"



**SELL**  
60,300 TV HOMES at less than  
\$1.00 per 1,000 TV HOMES!

Seven Cities & 13 Counties enjoy  
KMSO-TV's Fine Lineup of CBS,  
ABC & NBC Programming.

- MISSOULA
- BUTTE     • HELENA
- ANACONDA   • DEER LODGE
- HAMILTON   • KALISPELL

National Representatives

**THE BOLLING CO.**

you can't cover  
**ATLANTA**  
without  
**WAOK**  
America's  
Most Powerful  
**24 HOUR**  
Negro Station

SALES RESULTS THRU  
POWERFUL PERSONALITY  
PROGRAMMING

featuring a concentration of dynamic hometown personalities with 81 years of combined proven air-selling experience!

**WAOK**

ATLANTA

For Details And Avails Contact  
Daren F. McGavren Co. or Stan  
Raymond—WAOK—Atlanta, Ga.

Buy In Combination With  
WRMA, Montgomery, Ala.

© Vol. 15, No. 12 • 20 MARCH 1961



**SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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# TELEVISION BASICS

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

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

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

**FILL COUPON—WE'LL BILL YOU LATER**

**Price Schedule**

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



SPONSOR READERS SERVICE • TELEVISION BASICS

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

NAME.....

FIRM.....

ADDRESS.....

..... QUANTITY .....

# IN MADISON



• Now in 1st place 6 p.m. to midnight (Mon. thru Fri). **WKOW-TV** increased its share of audience by 32%. (ARB-Madison Metro—Nov. 1959; Nov. 1960).

• In just 12 months the 2nd station lost 12% and the third station lost 16% in share of audience.

• **WKOW-TV** noon to 3 p.m. increased by 33%; and from 3 p.m. to 6 p.m. audience doubled.

• 6 of the top 10 shows are on **WKOW-TV**.

• The audience has switched to **WKOW-TV**! Now is the time for you to consider and reconsider. For 1st place sales power switch your pitch to **WKOW-TV**.

## WKOW - TV

and 10,000-watt **WKOW-AM**

TONY MOE,  
President  
The Bolling Co.  
In Madison, Wis.  
WAYNE EVAN, A. S.

**MIDCO**

Midcontinent Broadcasting Group  
WKOW-AM and TV Madison • KELO-LAND TV and  
RADIO Sioux Falls, S. D. • WLQL-AM, FM Min-  
neapolis-St. Paul • KSO RADIO Des Moines

## NEWSMAKER of the week

*Intensification of national level sales activity by broadcast station groups is pointed up this week by the appointment of Don Quinn to the new post of director of national sales for RKO General, Inc., New York. This is in line with the trend for a growing number of station groups to set up national sales teams, or their own station representative companies.*

**The newsmaker:** If RKO General decides to set up its own representative organization—and reports continue that this move is still being seriously considered—Don Quinn would be a natural coordinator for such an amalgamation of station and representative sales functions.

He's had experience in both fields, and this dual-edged sales background is geared to meeting what RKO describes as his current responsibility: "the development of RKO General relations with national radio and tv spot advertisers and with their advertising agencies."

Don Quinn is former partner in McGavren-Quinn station representative firm, one of the newer entries in the rep field, and has held a variety of executive broadcast posts since entering the business in 1918.



Don Quinn

Key among them: vice president and director of spot sales for NTA-TV; sales manager, ABC TV, Los Angeles; vice president and general manager of the Lincoln Dellar Radio Stations group.

Reporting directly to Hathway Watson, vice president in charge of broadcasting for the corporation, Quinn is working also with national sales managers and station reps for the group's 15 broadcast properties.

Four months ago the company instigated a central sales unit headquartered in New York with executive personnel coordinating sales work with a national sales manager named for each of the RKO General properties.

Four station representatives service these stations: KHJ AM, TV, Los Angeles; WNAC, AM, TV, Boston; KFRC AM, TV, San Francisco; WRKO FM, Boston; WHBQ AM, TV, Memphis; WGMS, Washington; WOR AM, TV, FM, New York; WHCT, Hartford; CKLW AM, TV, Windsor, Ont., Can.

Mr. Quinn lives in New York City. He attended Seton Hall and Fordham University, and served with the Army Air Corps during World War II as a pilot with the rank of major.



**Earresistible**

*When the people in Hamlin and environs wanted a job done they called on the Pied Piper. For action in Cleveland they pipe for WHK. It's the radio station with the most followers-biggest audience\* and largest number of local clients. Lock up your family if you don't buy* **WHK**

**CLEVELAND**

*A Metropolitan Broadcasting station  
V.P. & General Manager: Jack Thayer  
National Rep: John Blair & Co.*

\*PULSE, DECEMBER 1960, HOOPER, JAN.-FEB. 1961



*ingor*

**To an advertiser,  
the biggest minute  
is the one that  
clocks the biggest  
audience. In the  
average commercial  
minute, advertisers  
on the CBS Radio  
Network in 1960  
reached 28 per cent  
more homes than  
on the next network,  
9 per cent more  
homes than on the  
other two networks  
combined. 1961  
promises an even  
bigger lead for CBS  
Radio, with its new  
program schedule—**



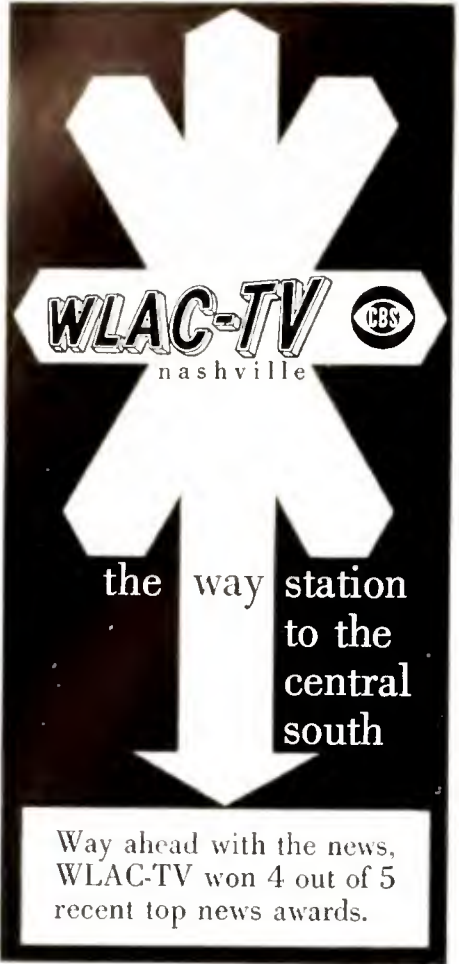
**...the biggest minute**

**expanded news  
and information,  
more special  
features, important  
personalities and  
entertainment.  
Whether you buy a  
saturation campaign  
or co-sponsor one  
five-minute show...  
minute for minute  
your advertising  
dollars buy the  
biggest audiences  
in all network  
radio on the CBS  
Radio Network.**





**Full network radio is the commercial minute on the CBS Radio Network**



**WLAC-TV** CBS  
nashville

the way station  
to the  
central  
south

Way ahead with the news,  
WLAC-TV won 4 out of 5  
recent top news awards.



**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  
Teletype NY-1-4295



**Sponsor  
backstage**

**Tv's new hit show**

Just recently I read where somebody was giving the President's pop, Joseph Kennedy, a hard time, charging that the old man had bought Jack the big job. Mr. Kennedy told the deriders off quite strongly. If money could buy the Presidency, he said, many a richer man than he would have purchased it, for himself or a favored son long ere Jack became the head man. And furthermore, said Mr. Kennedy, history will prove what a truly great man young Jack is.



As a man who voted for Nixon I want to say here, now and enthusiastically that I believe Pere Kennedy does not overstate the case for his son one iota. I, as a very average American, believe that we as a nation are extremely lucky to have Jack Kennedy in the White House in these tough and trying times. I am quite convinced that he is one of the most superior human beings I have ever witnessed in action, anywhere, anytime. Winston Churchill is the only man I'm willing to concede as greater, and the venerable Englishman has many decades on young Jack.

And I justify the use of SPONSOR space to say this piece because a television program is primarily and basically responsible for my feelings about our new President. I refer of course to the President's own televised and broadcast press conferences, the sixth of which I have just witnessed. WRCA-TV, NBC's Channel 4 had it on at 5 to 5:30 Wednesday afternoon, March 8, and how *Life of Riley* on Channel 2, *I Led Three Lives* on 5, *Mischief Makers* on 9, *Bozo the Clown* on 11 or *Time for Adventure* on 13 stood up against the President I don't know.

Young Mr. Kennedy has the most incredible capacity for discussing extremely critical, vast and colossal domestic and international crises in the same tones and with the precise degree of seriousness with which he discusses relatively minute and insignificant situations involving handfuls of people — and making the latter seem every bit as important as the former. Which in the long and humane view is just the way it should be.

**All noteworthy**

For example, in his opening remarks the President covered succinctly and with great clarity the educational aid bills before the Congress and the difficulties we were encountering in Laos. But he also told about steps which were being taken to see that approximately a thousand Indian and Eskimo children who were not going to school and were inadequately housed be helped. And he told about a cooperative effort which took place in Guantanamo City.



about fifteen miles from our similarly named naval base in southeast Cuba to fight a polio outbreak. Three Cuban children, said the president, had died, and ten more were stricken, and our Red Cross, our Guantanamo Bay Naval Base personnel and the local Guantanamo City health authorities were pooling their efforts to fight the outbreak. The President related this to our unpleasant current official relationship with the Cuban government, and made the point that it indicated afresh that we had no argument with, no desire to do anything but help the Cuban people.

**Glib talker**

You may chide me for inexcusable naivete in my rapturous comments about the youthful head of the nation, and his exemplary behavior in his prepared remarks to the press, because it can indeed be presumed that these are carefully prepared and worked out in advance for effect as well as substance by some masterful public relations people, not the least of which is Pierre Salinger. But the President's handling of the question and answer period plainly wins him any plaudits I or any other commentator may care to give him as an incredibly superior mentality and personality.

For here, with complete good grace, with unflinching charm and with a truly awesome firsthand knowledge of a fantastically large number of subjects the President talks unhaltingly about the land and its problems, tiny and tremendous. He tells one reporter that we want to try to get along with Communist China, but have no intention of surrendering in order to do so. He states for the group a most thoughtful and judicious position on the question of labor unions and other groups who are taking and threatening to take action against certain imports for foreign countries.

When one reporter asks him about the Government plan to flood one third of the territory of the Seneca Indians in violation of a treaty George Washington made with the Senecas, young Mr. Kennedy reminds the reporter that the Supreme Court has already ruled on that dilemma, and that he, the President, has no intention of fighting with the Supreme Court over the issue.

He discusses at great and most patient length, the whole question of grants and loans to secondary non-public schools, displaying a knowledge of the intimate details of virtually all the pertinent past and proposed legislation in this area which might be expected of a man who specialized in the subject.

He touched fleetingly but meaningfully on the Peace Corps, and when a reporter indicated an intention of reviving and belaboring the story of the fliers released by the Russians, he said calmly but firmly:

"I believe the fliers discussed the entire matter very fully with the press last week." End of subject.

One reporter said there had been a large amount of mail from the American people concerning the Presidential Press Conferences. Much of this mail, he said, indicated the people felt the reporters were abusing the President and not showing him the proper respect.

Young Jack Kennedy smiled, and said: "You subject me to some abuse, but there's no lack of respect."

There can't be. Not only do I think he's going to make one of our greatest presidents, as pop said, but I think he's the best talker to hit television since Jack Paar.

# Bright Spot

**FOR BUSINESS**  
TALLAHASSEE • THOMASVILLE



FITS EXACTLY . . .

WITHOUT DUPLICATING COVERAGE OF ANY OTHER MAJOR TELEVISION SERVICE . . . BLAIR TELEVISION ASSOCIATES CAN GIVE YOU THE FACTS!

CBS AND TOP LOCAL PROGRAMING

## WCTV

TALLAHASSEE CHANNEL 6 THOMASVILLE  
*a John H. Phipps Broadcasting Station*



### WTRF-TV STORY BOARD



T. R. Effie

OVERHEARD "He's not to be trusted now. He just is a big old nobody like him."

Wheeling wtrf-tv

FOUNDER NC W... he filed for bankruptcy...

wtrf-tv Wheeling

RETARY CEN... and we have parking...

Wheeling wtrf-tv

AMERICAN MOTOR... and we have parking...

wtrf-tv Wheeling

KEEP AD... WTRF-TV

Wheeling wtrf-tv

ADMITTED... and we have parking...

wtrf-tv Wheeling

OT VER... WTRF-TV

wtrf-tv Wheeling

WTRF-TV

Wheeling wtrf-tv

WTRF-TV

wtrf-tv Wheeling

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA



*WCCO Radio . . .  
one of the great stations  
of the nation!*

**TOP**

**ACCEPTANCE**



# 62.1%

## SHARE OF AUDIENCE

WCCO RADIO delivers far more listeners than all other Minneapolis-St. Paul stations combined!



WCCO Radio	62.1%
Station B	10.1%
Station C	7.6%
Station D	5.4%
Station E	3.9%
Five other stations	10.9%

SOURCE: Nielsen Station Index, Nov.-Dec., 1960, 6 AM-Midnight, 7-day week.

Look at any major market. Chances are you won't find any station that attracts both the overwhelming share of audience and degree of audience acceptance that WCCO Radio does in the Minneapolis-St. Paul market.

Truly one of the great stations of the nation, WCCO Radio delivers far more listeners than all other Twin Cities stations combined! Its 62.1% share of audience is the greatest ever recorded since Nielsen began measuring the market.

Yet years of listening loyalty are a daily habit with 1,022,610 radio families in a 114-county Basic Service Area.

Add the welcome fact that WCCO Radio gives you the lowest cost per thousand—less than one-third the average of all other Minneapolis-St. Paul stations.

Chart your sales story to top acceptance with WCCO Radio.



Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by **CBS RADIO**  
**SPOT SALES** 

Review, please,  
the latest survey  
of your choice:

**Nielsen** (Louisville Metro  
Area, Nov.-Dec., 1960)

●  
**Hooper** (Oct.-Dec., 1960)

●  
**Pulse** (Louisville Metro  
Area, Nov., 1960)

●  
**Trendex** (Louisville, Aug.  
24-28, 1959)

●  
**Verifak** (Louisville, Oct.,  
1960)

●  
**Conlan** (Louisville, Nov.,  
1960)

Unbelievable  
unduplicated audience  
in the  
Louisville Metro Area  
belongs to **WKLO\***

Need we say more?

\*Nielsen, November-December, 1960

see



robert e.  
eastman & co., inc.

Other Air Trails Stations:

WING, Dayton, O.  
WCOL, Columbus, O.  
WIZE, Springfield, O.  
WEZE, Boston, Mass.

## Timebuyers at work

**Frank Hajek**, Kenyon & Eckhardt Inc., New York, urges reps to emphasize the qualities of a tv station's local shows through film clips and tapes. "Similar programing" does not mean similar programs. Virtually every station has its news, weather and sports show, its kid show and homemaking show, usually dependent upon local personalities. Some spot schedules, placed outside the prime time, rely heavily on the quality of such programs. It is usually difficult for a buyer located in another city to evaluate the qualitative aspects of local programs from information generally available. True, rating services and promotional pieces tell part of the story, but some station representatives, through the use of film clips and tapes, have brought home forcefully the attributes of outstanding local features. Buyers are sometimes accused of relying solely on ratings. Frequently it is because the strong points of local program quality have not been presented. Where reps are not emphasizing these qualities, they are doing advertisers, the buyers and themselves a disservice."



**Barbara Swedeen**, North Advertising, New York, queries, "Why is ABC TV discriminating against the ID advertiser? In their fight for affiliates, the network is dangling as bait to stations the 40-second commercial break between its nighttime programs. This policy has been devised primarily to increase the revenue to the stations. But

what of the advertiser who is looking for maximum coverage and frequency with a minimum budget, or wants to increase his efficiency or just doesn't need longer copy and has therefore determined that the ID is the best means of expending all or a major portion of his television budget? Must he increase his budget, reduce his efficiency or lengthen his message in order to gain coverage of a market covered by ABC? If he can



do none of these, faced by limited or no availabilities on ABC affiliates, he must go to other stations to spend his money. I think that to protect those advertisers who use ID's, ABC and/or their affiliates should give serious consideration to allocating particular breaks for the use of 30's and 10's, or instituting a break rotation plan."





**"YOU'VE GOT  
A DEAL..."**

says James Schiavone,  
Station Mgr., WWJ-TV, Detroit, Mich.

"... a program series WWJ-TV must have."

"The Dr. Joyce Brothers series will be  
another example of WTVJ's program  
leadership in the south Florida area."

Lee Ruwitch,  
Exec. V. P. & Gen. Mgr., WTVJ, Miami, Fla.

"From every aspect this is the type  
of program feature which any  
station can take pride in presenting."

A. Louis Read, Exec. V. P. & Gen. Mgr.,  
WDSU Broadcasting Corp., New Orleans, La.

65 Quarter-Hours  
or 195 Five-Minute Programs

## **"CONSULT DR. BROTHERS"**

This popularity proven program series was pre-tested before a panel of top station management. The reaction was immediate and decisive. They bought it! Now you've got it too - a program that's perfect for stripping - all the popular appeal of adult subjects...love...marriage...sex...dating...treated in a mature manner. Dr. Joyce Brothers does it with all the prestige inherent in her vast professional background...with a lively personality which excites lively viewer interest. "Consult Dr. Brothers" has: proven track record, proven sales record, proven critical acclaim, proven audience and sponsor pulling power. Don't miss this one!

**ABC FILMS, INC.**  
1501 BROADWAY, NEW YORK, N.Y., LA 4-5050

# 49th and Madison

## Magic in the air

Congratulations and thanks for your truly fine column, ("Commercial Commentary") "Magic in the air" which appeared in the 13 February issue of SPONSOR.

I think you put your finger on a point we in radio all too often forget—the "truly astonishing and mysterious qualities" of our medium.

We need, I think, to be reminded of this often, and to be prodded into doing something other than ranting and raving about numbers, ratings, reach, etc.

Larry M. Harding  
promotion manager  
WBT Radio  
Charlotte, N. C.

I have just finished reading your column in the 13 February issue of SPONSOR and I should like to say that we heartily agree with your suggestions that radio's power and appeal be defined in terms other than numbers.

Arthur Hull Hayes  
president  
CBS Radio  
New York, N. Y.

I thought your column regarding the magic of radio was the greatest thing that has happened in a long while.

By a strange coincidence we were working on a new trade press cam-

paign which is remarkably similar to your thinking. The first ad had been prepared before your column appeared, but we have borrowed a few thoughts for our copy. The word "magic," for example, will be used recurringly in each ad.

The more I have thought about this, the more important I think it is and I am writing to NAB, RAB and Blair suggesting that we try to re-establish the glamour of radio by stressing the importance of the spoken word, the building up of mental images, people-to-people communica-tions, etc.

Ben Strouse  
president  
WWDC  
Washington, D. C.

Thank you for your editorial "Magic in the air." As one who daily meets these "dreary eliches," of which you speak, I am all for selling radio on the basis of the excitement you point out in your column.

My new John Frederick's off to you for this clear thinking and forth-right examination of monotony in the medium!

Jean Taylor  
supervisor, radio/tv production  
Young & Rubicam  
N. Y.

Your editorial, entitled "Magic in the air," was the best—the very best—I have read on that subject.

It's about time those in the in-dustry stopped talking about radio in cliches and continued to recog-nize the ever increasing value of the medium.

Edward Codel  
vice president  
The Katz Agency  
New York, N. Y.

Again, you have made a cogent point through your remarkable abil-ity to go to the heart of the matter and state it directly. Radio, as you say is an exciting and satisfying me-dium: it is good to meet a man who recognizes this fact.

Allan Ludden  
dir. program services  
CBS Radio  
N. Y.



## WAVE-TV viewers have 28.8% more TIRED FACES

—and they buy 28.8% more cosmetics,  
toiletries and beauty aids in general!



That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in any average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER  
NBC  
LOUISVILLE

NBC SPOT SALES, National Representatives



*"More than \$3,000 a week in billing*—both announcement and program—dependent on one Ampex tape machine. That's a typical week here at Channel 5," says Fred Fletcher. "We've been in business with *Vidcotape\** for slightly over two years and our *one* machine shows 3,272 hours of use and service... Ninety percent of our political business last fall was on tape. I don't say we wouldn't have gotten it on a live basis, but it was easier, less costly, and much more convenient to candidates, having the busy grass roots schedules they do... Sure, we see every reason for getting a second machine—and we shall eventually, but we've done a phenomenal job with one for two years. There's no question about our choice of Ampex. They are TV tape recording, no doubt about it." •••• To get an informative file of reports from your associate TV broadcasters showing how an Ampex VTR fits in as a basic, pay-its-own-way component of any complete TV facility, write to Ampex today. Department SF

AMPEX

AMPEX PROFESSIONAL PRODUCTS COMPANY • 934 CHARTER ST., REDWOOD CITY, CALIF • AMPEX OF CANADA LTD., REXDALE, ONTARIO

MR. FRED FLETCHER,  
EXECUTIVE VICE PRESIDENT  
WRAL-TV, RALEIGH, NORTH CAROLINA





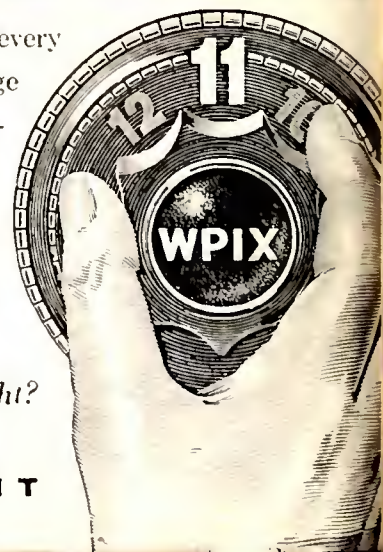


Unprivate

The programming standards of a television station are exposed every minute of every hour of every day. All you need do is *look* to see that wPIX-11, New York's Prestige Independent, has the "network look" . . . network-proved and network caliber programs night after night. Programs like M Squad, Air Power, the Honeymooners, Mike Hammer, You Are There. When you, the advertiser, painstakingly produce TV commercials, you have a right to expect they will be presented in programs that do justice to your product *and* your company. wPIX-11 is the only New York Independent Television Station qualified to display the Seal of Good Practice.

*where are your 60 second commercials tonight?*

**NEW YORK'S PRESTIGE INDEPENDENT**



# SPONSOR-SCOPE

20 MARCH 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

No sooner does CBS TV put out one fire with its affiliates than it finds itself faced with the makings of another: namely, its new policy of relegating public affairs-news documentary series to 10:30-11 p.m.

What's at stake here is a simple choice: since such programs are often weak in audience, who will take the ratings rap hardest, network or affiliate?

Shall they go on early and possibly weaken network fare that follows—or at 10:30 p.m., possibly to jeopardize post-11 p.m. local shows?

**From the network viewpoint:** competitively speaking it's not wise to slot a non-entertainment show at the tee-off base of a nighttime schedule. If the show garners a below average audience, says the network, it might be hard to overcome the audience leads of NBC TV and ABC TV. The whole night may even prove a complete washout as a result.

**From the affiliates' viewpoint:** an informal network show at 10:30 p.m. could threaten one of the station's most valuable and most saleable properties—the 11 p.m. news. If this audience isn't protected by lead-in strength, as on Thursdays at 10:30-11 where CBS Reports reduces audience flow into local news—if this audience inheritance isn't protected—the local sponsor of the 11 p.m. news could in time, affiliates say, get so discontented as to cancel.

The problem is seen as a conundrum: how can the network schedule this lesser rated fare while still protecting the best economic interests of both itself and its affiliates?

**P. Lorillard opens up daytime tv for Spring (Grey), scattering eight minutes a week in the ABC TV schedule.**

The menthol filter is first to try such a daytime women's campaign.

But due to complications Spring won't go into Camouflage (Don Morrow does Luckies commercials), Number Please (R. J. Reynolds sponsors Bud Collyer's nighttime show), and American Bandstand (watched by too many teenagers).

**Radio news will push those new FHA mortgages.**

Robbins Associates (Metlis & Lebow) will use major-market radio news on WCBS, WINS, WQXR, WNBC, WABC, WVNJ, WMCA, WMGM, KDKA, WCAU, WGY, WHAM, WEEL, WCKR, and KMOX; and other Eastern markets are to be added.

**Mary Proctor appliances (Weiss & Geller) go into four NBC TV daytime shows for an eight week seasonal campaign starting 3 April.**

Participations in Price Is Right, Jan Murray, From These Roots, and Say When are timed for Mother's Day gift-buying and June weddings and anniversaries.

**Things have to be off-beat in the new drama trend: L&M (D-F-S) is to sponsor 'Way Out, new half-hour tape drama series.**

David Susskind will produce the tape series in New York, airing 31 March at 9:30 p.m. Friday on CBS TV.



**Tv fashion shows are catching on with department stores ever since Macy's tried it out in New York last March.**

TvB expects between 25 and 50 department stores to have tv fashion shows this spring. **Among the first to latch on to the format this year:** Hess's, Allentown, Pa., whose European haute couture fashions were video-taped and shown over Philadelphia's WFIL-TV 11 March; and Montgomery Ward which also taped its feminine finery (through Dallas' WFAA-TV) and put on a 30-minute fashion parade in **15 major southwest markets** as part of a major regional effort last week.

**Stores that had tv fashion shows last fall are these:** Alexander's and Ohrbach's in New York, Meier & Frank in Portland, Ore., Gimbels in Milwaukee, Titcher-Goettinger in Dallas, and Gladding's in Providence.

**Buitoni will use CBS TV's Captain Kangaroo to promote its new spinach macaroni, manufactured in the shape of a rival children's tv character, Popeye.**

Buitoni (Frank-Law) licensed the newspaper-and-tv cartoon Popeye character from King Features Syndicate—who also have new cartoons of the character in film syndication.

**Commercial use of classical fm stations, once a rarity, no longer surprises anyone.**

Talman Federal Savings, for instance, is beginning its fifth year as early morning sponsor on WFMT, Chicago.

Fm "networks" have also been mushrooming: **when QXR network signed KRBE-TV, Houston, this week it added its 35th fm classical music affiliate.** There are, incidentally, **two QXR networks:** the Boston to Washington group connected by radio relay from New York, established in 1958, and **15 more unconnected stations** in the mid-west, far west and southwest, all added since then.

**Add one more if you're keeping score of daytime games for fall: Seven Keys on ABC TV at 2:30 p.m. starting 3 April.**

The program format, host Jack Narz and all, comes from a local show seen on independent KTLA, Los Angeles, since last September.

**KTTV, Los Angeles, will resume a promotion using words writ on water.**

An unusual advertising exchange with Arrowhead spring water and Puritas distilled water—tried four years ago—will provide KTTV promos on the labels of 5-gallon bottles delivered into 150,000 Southern California homes.

**TvB's touring sales clinic this year is headed for 18 cities and will run through May and June.**

The emphasis will be on local selling.

**There's a school of agency people who think that the radio industry could perform a highly self-remunerative service if it financed a master cross-section study of the radio audience which could be applied to any of the ratings.**

The cross-section would show the average community's radio listening in depth, such as the ratio of home, car and other place time-in—and how much of this derives from women, men and teenagers.

The base would be scientifically composed and could be applied generally within a reasonable margin of error.

In that way, say the proponents of the study, **the buyer could not only assess ratings intelligently but have a realistic insight of the radio audience as it is constituted today.**



CBS TV is gradually whittling down affiliate holdouts to its minute selling plan for the weekday 10 to noon span.

The stations in major markets refusing to take any of the two-hour programming are down to four. The markets: Syracuse, Birmingham, Columbus and Toledo.

Several other stations have limited themselves to taking an hour of the two.

A sombre communique for the makers of cowboy paraphernalia and breeders of horseflesh:

Of the \$2 million that ABC TV has appropriated for pilots to be available for the 1962-63 season not a dollar will involve westerns.

In other words, the network plans to continue on its present kick of comedy, crime chasing with handsome people as the chasers, and sundry global adventure fare.

Come the fall ABC will have but two hours of westerns as against 5½ hours on NBC and 5 hours on CBS.

Since the CBS and NBC schedules aren't fully cemented, there's no telling how much comedy they'll each have against ABC TV's already scheduled 12 half-hour shows.

Network program packagers were scratching their heads this week over an apparent lull in buying despite the fact their season is far from over.

The lull may have been just coincidence but some insiders thought the first rush was over and that a transition to late season selling was just beginning.

Admen who have scanned the tentative fall program schedules of the tv networks seem to be particularly struck by this: how closely the pattern of programming hews to competition with each successive season.

They point out that most conspicuous of all are the carbon-copyings of the adventures and whodonits that have clicked on ABC TV—and the addition of still more versions of other formulas that caught the viewer fancy over the seasons.

To reprise, it's much like Hollywood pictures in their heyday: then too a boxoffice bullseye generally set off a chain reaction of imitation from studio to studio.

Sports and music are still there among the network durables.

Wilson sporting goods (Campbell-Mithun) and Kemper insurance (Frank) will co-sponsor two golf tournaments on NBC TV, while American Express (B&B) and Travelers Insurance (Y&R) will share a golf show on CBS TV.

In the music department P. Ballantine and R. J. Reynolds (both Esty) will sponsor Mitch Miller on NBC TV and Massey-Ferguson (NL&B) Five Star Jubilee on NBC TV.

It looks as though NBC will be the first U. S. broadcaster with three-way coverage of Latin American news via on-the-spot news bureaus.

On 1 April NBC opens news offices in Rio de Janeiro and Buenos Aires; there's already a branch in Havana.

A main difference between Russian and U. S. tv is its use to sell news and propaganda instead of entertainment and soap.

There are already 94 stations in the U.S.S.R., and 1 million sets and the goal is 50 more stations and 25 million more sets by 1965.

Russian programming is heavy on news, art and public affairs, education and documentaries, and there are quite a few movies and children's programs, reports Newsweek.

Co-sponsorship and participations aren't Russian tv problems: programs have but a single sponsor, the government.

Look for the manufacturers of synthetics, like textiles, fibres, plastic resin and film sheets, to be amenable to pitches from outside agencies.

Their motivation: a search for sharper product identity, which the restive tribe think they can get through a different agency.

The background: since the war there has been a plethora of synthetics with different names and it now turns out that neither the producers nor the consumers can identify one from the other, or if they do, it's not easy for them to associate the name with the manufacturer.

As one agency marketingman put it: These manufacturers have become the victims of their own oversmartness and drive to capture a maximum share of the market. Instead of using a welter of names, they might have attached a letter or serial number to their corporate names for each product.

Textile marketing experts, incidentally, note that there will be rich opportunity opening up in their field for advertising media in the next year or two.

It'll be due, they say to a new wave of basic changes in wearing apparel fashions for both men and women.

An observation made by a Chicago agencyman last week may tickle your sense of the incongruous.

To make it more specific it was the head of a research department, who said he couldn't figure out why advertisers and agencies will not run the same full page ad in print more than once in a publication, but will keep hammering away at the same old commercials over the same tv and radio stations, sometimes for more than a year.

His concluding query: If repetition is effective with air media, why hasn't it been for print?

The Spiegel mailorder house is experimenting with a chain idea that could turn out to be the next revolution in drug retailing.

The Spiegel plan: issue four-color catalogs of drugs and cosmetics at reduced prices and invite prospective customers to place their orders via a chain of hole-in-the-wall stores.

These stores would not dispense merchandise but merely take the order and money.

Possible supplement: offering a line of credit which obviously would serve as a hard-to-meet angle for the discount houses.

The National Better Business Bureau may look at the whole thing with jaundiced eye but you'll be seeing in the near future advertising about the beneficial effects of the negative ion.

The theory as propounded by some in the medical profession is that airborne ions have harmful and beneficial effects, with the negative kind seeming to relieve certain ailments and raise the spirits.

Target of the NBBB's scorn: the salesmen who've been peddling ions door-to-door as their antecedents did with diathermy machines.

But where bigtime advertising is expected to take foothold in this negative ion development: products designed and engineered for central air-conditioning systems.

**For other news coverage in this issue:** see Newsmaker of the Week, page 6; Spot Buys, page 54; Sponsor-Week Wrap-Up, page 58; Washington Week, page 63; SPONSOR Hears, page 66; Tv and Radio Newsmakers, page 71; and Film-Scope, page 64.



# TAKE A GOOD LOOK

## THE NASHVILLE MARKET

*After you've looked at Marilyn King of WSM - TV's 4 Kings*

# 47<sup>th</sup>

TV Homes — 372,800

# 44<sup>th</sup>

Retail Sales — \$1,769,149,000.00

# 48<sup>th</sup>

Effective Buying Income — \$2,458,273,000

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



**THEN LOOK  
AT  
WSM-TV  
KING 4 IN NASHVILLE**

*The  
People  
do!*



# The first prize was a Duroc gilt

*(not to be confused with our Gold Pork Chop award)*

**S**WINE, no cuss word in Eastern Iowa, can be beautiful, if you know where to look. Stuffed with corn, symbolically wearing an apple presaging future feasts, a hog, considered moola-wise, is money on the hoof, or bankable bacon.

Porcine aesthetics are understood in Iowa, producer of some 22% of the nation's hog income. For five years now, WMT-TV's annual Swine Judging Contest has stimulated lively interest (649 entries this year). It's no place for Revlon, but sponsors like Wilson and Company, and the J. I. Case farm implement dealers, find it better than an Atlantic City beauty contest.

Should any New York City television stations want our secret, here's the oink-tested formula: Truck twelve hogs to your studios. Rev up the videotape and shoot the porkers front, side and back. Interview them, being careful to avoid conversational gambits that lead to discussion of future plans, and football. Safe subjects are diet, farm size, and number of tractors in the family. Store the tapes for subsequent use, after the oinks are cleared away, as segments on your weekday noontime farm show. Encourage would-be contestants to write for judging blanks. Play back the taped segments in a specified week. Ask the contestants to place, grade and estimate back-fat thickness of each hog, four hogs to a class. Let your farm staff tabulate the entries and pick the winner.

This year (the third year in a row) a lady won first prize. We suspect the reason

for such distaff accuracy is training acquired from years of keeping an eye on the butcher.

Well, that's about the story, except for the admonition in the sub-head. Each spring, the WMT Stations also present a Gold Pork Chop plaque (made from a cast of a frozen chop from the champion carcass) to the winner of the Iowa State Spring Market Hog Show *Quality Pork Contest*. How'd you like to have one of those over your mantel?

WMT-TV • CBS Television for Eastern Iowa Cedar Rapids—Waterloo

National Representatives, The Katz Agency  
Affiliated with WMT Radio; K-WMT,  
Fort Dodge; WEBC, Duluth.



20 March 1961

# SPONSOR-WEEK

- **Lever's tv problem: how to develop better commercials**
- **Budweiser sets \$12 million ad budget, briefs reps on junket**
- **All-family audience is aim of Ideal Toy's \$2 million for tv**

## L&M DROPS \$10 MILLION FROM ABC TV

There was still no comment at SPONSOR-WEEK deadline from ABC TV about its shift of three Liggett & Myers' shows out of prime time slots and the client's resulting cancellation of \$10 million worth of business.

L&M, through McCann-Erickson, on Monday cancelled its options (up this week) on "Adventures in Paradise," "Asphalt Jungle" and "The Untouchables" because the network moved all three back from the 9:30-10:30 p.m. slot to 10-11 for the fall schedule.

ABC TV, declining official comment, noted only that "within 24 hours \$8.5 million of the \$10 million involved had been sold," with sale of the remaining time expected "momentarily." Sale is believed to involve verbal commitments rather than dotted-line buys.

McCann's programming people take the position that the network—despite months of negotiation about time shifts for the shows—pre-empted its three Class A periods for other advertisers.

Agency and client are immersed in program problems. Among them:

- They think they got short shrift because the new 10-11 slot, by and large, isn't doing too well throughout the week, with two of the shows ("Make That Spare" on Saturday and "Take a Good Look" on Thursday going off, with the Tuesday slot open for local station use and with Friday's "Law and Mr. Jones" running indefinitely).

- L&M's "The Rebel," aired on ABC TV Sundays, 9-9:30, is still looking for a time slot for fall, with the issue unresolved.

- L&M is up in the air trying not only to find three new properties and prime time slots but also attempting to balance the new efforts with other properties:

its 7 April start of "Twilight Zone" Friday on CBS TV from 10-10:30, "Gunsmoke" 10 to 10:30 on Saturdays on CBS TV, and acquisition of "Way Out" (replacing Jackie Gleason) 24 March on CBS TV Fridays, 9:30-10 p.m.

- Further water-muddying came Tuesday as one of the national wire services carried a story that "The Untouchables" had been cancelled by L&M because of propaganda action and picketing which has been carried on by an Italian-American group in New York over the past few months.

ABC TV president Ollie Treyz flatly denied other rumors that "Untouchables" would be off the air next fall. He said "It will definitely be back and is 100% sold out" to three sponsors through September, 1962 (L&M had the equivalent of 50% sponsorship).

Two fall program possibilities for Liggett: expansion of "Gunsmoke" to an hour, which locks L&M into a longer time span, and the new co-production of Desilu and McCann, "Counter-Intelligence Corps."

All told, L&M spends about \$20 million on net tv programming, including special sports shows from time to time. L&M and Chesterfield cigarettes get biggest play.

### New wrinkle: movies on radio

Hawaii, the last state, is the first one to discover movies can be aired on radio. KORL, Honolulu, gave what it terms an "aural thrill" to listeners by playing the sound track from "The African Queen." Manager Hal Davis says "the audience loved it" and he'll schedule other films which have "sound tracks conducive to good listening."





# GOOD GRIEF!

Our Farm Director's in his Cups!  
 ...and now a Double Shot\*

Nothing bores us more than a Station that overplays the "Ain't We Wonderful" stuff. But our Farm Department really does win a flock of National and Regional Awards. Example: Here in the State of Wisconsin, during the past four years, our three Farm Service men have won 7 of the 8 trophies presented for Outstanding Service to Agriculture.

\*Two more Awards (not shown) just came in!

*In the Land of Milk and ~~X~~oney!*

**WBAY-TV**

GREEN BAY, WISCONSIN

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

2



## Are you a typical adman or gal?

Advertising Federation of America drew a profile of its members, came up with a clean-cut and dull image which would disappoint lay readers of the popular press and novels.

"They are steady, substantial people, go to church, take keen interest in business, cultural, civic and social organizations. They are active, worthwhile citizens."

Among the facts: 82% are men, 87% married; 90% attended college; 45% have three or more kids; 56% live in suburbs, 97% in houses; 92% belong to at least one business or civic group.

## LEVER'S NO. 1 TV CONCERN: QUALITY SELLING MESSAGES

Lever Bros.' tv philosophy, summed up this week in its annual report, follows the song line "It ain't what you do, it's how you do it."

Lever's 16 tv shows, five nighttime, reach "more than 120 million viewers each week." But Lever's concern is how tv reaches and sells viewers and with, therefore, the "quality and effectiveness" of commercials.

The report to stockholders notes: "To be heard and to be remembered under today's advertising conditions requires very skillful work in copy. What was once serviceable has become of little value. What was once outstanding has become fairly ordinary.

"To produce messages effective in today's climate, which get the interest of the consumer and leave her with a memorable and compelling idea, will require increasing skill" by marketers and admen.

Lever's current nighttime schedule includes "Jack Benny," "The Price Is Right," "Candid Camera," "Checkmate" and "Have Gun, Will Travel," billed through four agencies.

Its network gross time billings last year were \$28.6 million, with an additional \$16.5 million spent on spot tv (Television Bureau of Advertising figures) for a total of \$45.1 million.

Lever reported a decline in sales as well as net profits even though each was second largest in the company's recent history.

Reasons for the slack: "heavy initial expense of new products still in test markets or in the very early stages of expansion" (16 new products were test-marketed last year), mounting competition, and "spotty effect of less favorable economic conditions."

Net profit dropped from \$15.2 million to \$11.4 million, sales from a record high of \$409.6 million to \$388.6 million.

## IDEAL TO SPEND \$2 MILLION IN FALL TV EFFORT FOR ALL-FAMILY

All-out tv drive to reach the family and not merely the kiddies is in the works at Ideal Toy Co., New York, which last week announced a \$3 million ad budget for the fall pre-Christmas sales season.

Melvin Helitzer, ad manager, says two-thirds of this sum is budgeted for tv, about double that of last year and "probably the biggest ad budget in the toy industry, despite the way our competitors throw figures around!"

Innovation will be strong appeal for an all-family audience in three network shows, one now on the air and two new.

Supplementing this, Helitzer said, will be a concentrated spot schedule on kids' shows in the top 40 markets and a series of three to five spectaculars themed to children but—again—designed to attract an all-family audience.

Specials will be slotted from 5 to 7 p.m. during the week or at nighttime on the weekend. Only one special has been set, the seventh consecutive year of sponsorship of the Thanksgiving Day Parade in New York. Others considered: a folk-singing theme with Burl Ives, comedy with Burgess Meredith, theatrical motif with Jose Ferrer. Innovation: new commercials (eight) are being shot in color, with only two holdovers from last year in black and white.

At opening of current Toy Fair, Edward Parker, president of the Toy Mfgs. of the U. S., said the industry had not been consulted about a toy tv advertising code proposed by the National Assn. of Broadcasters' Code Office and which is slated to be submitted for approval to the Tv Code Review Board.



Melvin Helitzer

## FTC ORDERS COLGATE TO HALT DENTAL CREME COPY

Colgate-Palmolive, New York, was ordered by Federal Trade Commission last Thursday to "halt false claims" that its "'Colgate Dental Creme with Gardol' completely protects users against tooth decay and development of cavities."

FTC ruled in order 7660 that Colgate advertising has misrepresented "that the dental creme affords such complete protection by forming a 'protective shield' around teeth."

Opinion cited several specific tv commercials on this theme, mentioned print copy as well. Audio portion in tv as well as "visual innuendo" were factors in opinion of Com. William C. Kern.



**YOU MAY NEVER PAY \$29,400 FOR A DOG\* —**

**BUT... People Cost Only Pennies Per Thousand  
On WKZO Radio For Kalamazoo-Battle Creek  
And Greater Western Michigan!**

For only a few cents per thousand, WKZO Radio sends your announcements to the largest radio audience offered by *any* station in Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO walloped all competition by landing the No. 1 position in *all* 360 quarter hours surveyed, 6 a.m.-Midnight, Monday through Friday, in the latest Pulse Report (see left).

And when you're selecting radio markets, remember that Kalamazoo *alone* is expected to outgrow all other U.S. cities in personal income and retail sales between now and 1965. (Source: Sales Management Survey, July 10, 1960.)

Talk to Avery-Knodel soon about WKZO Radio!

**7-COUNTY PULSE REPORT**

KALAMAZOO-BATTLE CREEK AREA — JULY, 1960  
SHARE OF AUDIENCE — MONDAY-FRIDAY

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

\*\$29,400 was bid for a 3-year-old Golden Pekingese champion in Montreal, January, 1956.



*The Felzer Stations*

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

**WKZO**

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



## Gov. Collins urges decline in violence on tv, more sponsored quality shows

Forceful urging of a cutdown on tv violence and a spurring of sponsored network public service programming themed the speech of NAB President LeRoy Collins before the Radio Television Executives Society in New York Wednesday.

Collins, concerned with public as well as industry criticism of tv in recent months, called for two actions:

1. "A more concerted effort at all levels to eliminate the employment of excessive violence" with development of "a workable set of guidelines";

2. An increase and improvement in the amount "of very high level programming in prime time" with the three tv networks airing a suggested six hours weekly.

On the latter point, Collins called for a two-fold effort of (1) gaining sponsors for such shows and (2) lining up affiliates so programming is made available to viewers during prime evening times.

(NBC late Wednesday reported it has "committed" to its prime time schedule for fall two hours of programs, such as described by Gov. Collins, "over and above a large volume of continuing programs in the informational and cultural fields.")

Collins also called on admen—agency and client executives—to cooperate in an all-out effort to improve radio and tv. They "move goods and services more effectively than any media known to man" but, more, they "move the hearts and minds of people."

He asked admen to "place your force and influence on the side of quality and integrity," suggesting they support "our codes by doing business with those who adhere to them."

Collins, who's prompted considerable controversy because of firm stands taken since his appointment to the NAB presidency, noted that before he assumed this post he told association leaders they should "look in other places if they wanted someone to preside as a caretaker of the status quo seeking to keep everybody happy by stroking the fur of the right people in the right direction."

## Biggest 4th quarter net tv spenders

Procter & Gamble, with gross time billings of \$11.9 million, headed the list of fourth quarter network investors last year, Television Bureau of Advertising reports today.

Next four include American Home Products with \$8.5 million; General Motors, \$8.4; Lever Bros., \$5.8; General Mills, \$5.7 million.

Four top brand spenders were Anacin, \$2.8 million; Winston, \$2; Salem, \$1.6; and L&M Filter Tips, \$1.5 million.

## BUDWEISER HOSTS MEDIA REPS, SETS \$12 MILLION AD BUDGET

(St. Petersburg) New tactic in cementing media and marketing plans took place last week as D'Arcy agency and Anheuser-Busch, both St. Louis, flew 83 media reps to St. Petersburg for a four-day briefing session on the client's upcoming ad year.

In the group were 36 broadcast reps invited to participate in market briefing before Budweiser's biggest annual sales push, the pick-a-pair promotion from May through July.

Bud's annual budget for the next year is SPONSOR-estimated to be 12% ahead of 1960 for a total of more than \$12 million, of which 40% will go to air. Campaign will include 610 radio stations and 304 tv outlets.

Client and agency executives hosted reps for combination business-pleasure session. Hosts included Harry Renfro and Jack Macheca, D'Arcy vice presidents, and Ray Krings, ad manager of Anheuser-Busch.

Move is unique for its progressive approach to detailing specific market plans to media men and thus maximizing the value of the media buy. Agency and client execs concentrated on briefing, with no actual buying.



Ray Krings

## N. Y. State legislators may consider proposed air ratings rules this week

New York State legislation which would penalize the use of raw ratings figures without full documentation is scheduled to be brought to the Assembly floor this week in Albany.

Original legislation was introduced by Rep. Bruce Manley, Republican from Fredonia, N. Y., whose office told SPONSOR-WEEK the bill is expected to come to a vote this week after being reported out of committee 10 days ago.

Proposed legislation would require stations, networks and other advertising-involved groups to meet certain stipulations in using ratings figures for the purpose of promotion or sales.

Stipulations, cause for misdemeanor charge if not complied with, would include details as to how the ratings figures were determined with specific data as to how they were collected.

Outbreak of pro and con arguments is expected in Albany, the state capital, if measure is ever brought to the Assembly floor for open debate. Proposal involves only broadcast media, not print measurements.

22 OUT OF THE TOP 40

**INSIDE TELEVISION:** The CBS Television Network broadcasts more of the most popular programs (Top 10-20-30-40) than the other two networks



# 30

17 OUT OF THE TOP 30

12 OUT OF THE TOP 20

6 OUT OF THE TOP 10

ombined. And it tops off this achievement with the biggest average audience in all television, just as it has done year after year since 1955. **CBS** 

\*First February 1961 National Nielsen report: 6-11 pm: AA hour

**May we present  
Florence?**

Meeting Florence can be an exhilarating experience—for your clients' television marketing problems, of course.

Heart of an agricultural-industrial area encompassing 33 counties, Florence is a single-station market (the fifth largest in the nation) with multiple attractions, not the least of which is



*Florence, South Carolina*

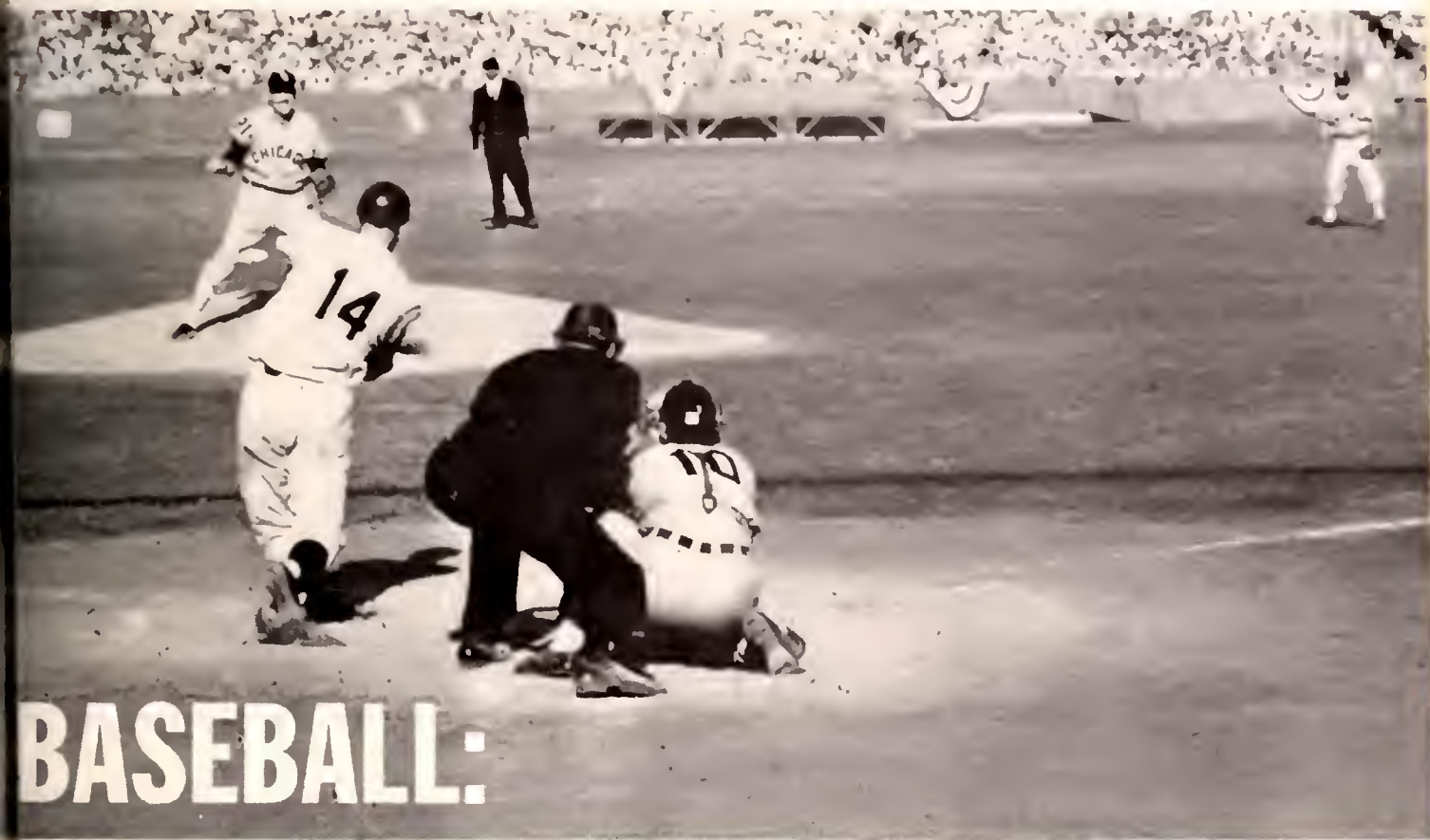
*Channel 8 • Maximum power • Maximum value  
Represented nationally by CBS TV Spot Sales*

*A Jefferson Standard Station affiliated with  
WBT and WBTW, Charlotte*





BASEBALL PHOTOS COURTESY SPORT MAGAZINE



# BASEBALL:

## NEW SPONSORSHIP PATTERNS IN '61

**Agencies, sponsors are re-evaluating their major league buys in the face of higher costs, lower ratings, changing habits**

**T**elevised baseball, in the cities of the old established clubs, is losing its kingdom to a horse—and a golf course, a boat basin, and patches of green that don't have an infield skin. In the new and newer cities, the score is reversed.

The new alignments and new attitudes have spurred, despite some denials in the trade press, a re-evaluation of major league baseball buying among several of its leading agencies and sponsors in the past few weeks.

The problem is not "whether" to buy, but "how much?" True, attendance was up in all but five ballparks, but in the cities of the older teams attendance was down in front of the television sets. True, most of the 1960 advertisers renewed early, but they tended to take a smaller percentage of the total radio/tv package.

With the American of the '60's becoming a "participator" again, after the "spectator" years that followed World War II, sponsors—except in

# Enlarged league, more sponsors, bigger team webs, higher

## TELEVISION

## RADIO

TEAM	STATION	SPONSORS	STATION
BALTIMORE ORIOLES	<b>WJZ-TV</b> (Feeds 4 stas.) 50 games	1 2 Hamm Brewing* (Campbell-M); 1 2 P. Lorillard (L&N)	<b>WBAL</b> (Feeds 6 state network) All games
BOSTON RED SOX	<b>WHDH-TV*</b> (Feeds 5 stas.) 56 games	1 3 Narragansett Brew. (DCS&S); 1 3 Atlantic Refining (Ayer); 1 3 American Tobacco (BBDO)	<b>WHDH*</b> (Feeds 44 New England stas.) All games
CHICAGO WHITE SOX	<b>WGN-TV*</b> Home days in color; 15 night in b&w	1 2 Hamm Brewing (Campbell-M.); 1 4 R. J. Reynolds (Esty); 1 4 open	<b>WCFL*</b> (Feeds 60+ stas.) All games
CLEVELAND INDIANS	<b>WJY-TV</b> 56 games	1 3 Carling Brewing* (Lang, F.&S); 1 3 Standard Oil-Ohio (McC-E); 1 3 American Tobacco (BBDO)	<b>WERE-AM-FM*</b> (Feeds 35 stas.) All games
DETROIT TIGERS	<b>WJBK-TV</b> (Feeds 9 stas.) 41 games	1 3 Stroh Brew.* (Zimmer, K&C); 1 3 Speedway Petrol. (Doner); 1 3 American Tobacco	<b>WKMH,</b> <b>DEARBORN</b> (Feeds 50 stas.; inc. WJR-night, WWJ-day)
KANSAS CITY ATHLETICS	<b>WDAF-TV</b> About 30 games	1 2 Schlitz Brew.* (Majestic); 1 2 open	<b>WDAF</b> (Feeds 6 stas.) All games
LOS ANGELES ANGELS	<b>KHJ-TV*</b> 20 regular games, 6 exhibitions	1 3 Falstaff Brewing (D-F-S); 1 3 Brown & W'm'son (Bates); 1 3 S. Cal. Chevy D'I'rs (Eisaman, J&L)	<b>KMPC*</b> (Feeds 22 cities)
MINNESOTA TWINS	<b>WTCN*</b> 50 games	Hamm Brewing (Campbell-M.), 100%	<b>WCCO*</b> (Feeds 7 state network)
NEW YORK YANKEES	<b>WPIX</b> 81 home, 48 away, 4 exhibition	1 2 P. Ballantine* (Esty); 1 2 R. J. Reynolds (Esty)	<b>WCBS-AM-FM</b> (Feeds 40 stas.) All games
WASHINGTON SENATORS	<b>WTOP-TV*</b> (Feeds pending) 30 games	1 3 P. Ballantine (Esty); 1 3 R. J. Reynolds (Esty); 1 3 open	<b>WTOP-AM-FM*</b> (Feeds pending) All games
CHICAGO CUBS	<b>WGN-TV*</b> 77 day in color	1 4 Hamm Brewing (Campbell-M.); 1 4 R. J. Reynolds (Esty); 1 2 open	<b>WGN*</b> (Network incomplete) All games
CINCINNATI REDLEGS	<b>WLW-T</b> (Feeds 4 stas.) All games in color	1 2 Hudepohl Brew.* (Stockton-W- B); 1 3 Standard Oil-Ohio (McC-E); 1 6 Colgate-Palmolive (Bates)	<b>WKRC</b> (Feeds 50+ stas.) All games
LOS ANGELES DODGERS	<b>KTTV</b> 11 vs. Giants	1 2 Union Oil* (Y&R); 1 2 American Tobacco* (Gumbinner)	<b>KFI</b> (Feeds 16 stas.) All games
MILWAUKEE BRAVES	(No television)		
PHILADELPHIA PHILLIES	<b>WFIL-TV</b> (Feeds 2 stas.) 20 home, 35 away	1 4 Atlantic Refining* (Ayer); 1 4 P. Ballantine & Son (Esty); 1 4 Bayuk Cigars (Wermen & S); 1 4 Tasty Baking (Aitkin-K)	<b>WFIL</b> (Feeds 20+ stas.) All games
PITTSBURGH PIRATES	<b>KDKA-TV</b> (Feeds 8 stas.) 30-35 road games	1 3 Atlantic Refining* (Ayer); 1 3 Pittsburgh Brewing (JWT); 1 3 Ford Dealers (K,McL.&G)	<b>KDKA</b> (Feeds 30-35 stas.) All games
ST. LOUIS CARDINALS	<b>KPLR-TV</b> 40 road games	Busch Bavarian Beer* 100% (Gardner)	<b>KMOX</b> (Feeds 60 stas.) All games
SAN FRANCISCO GIANTS	<b>KTVU*</b> 11 vs. Dodgers	Falstaff Brewing (D-F-S) 100%	<b>KSFO*</b> (Feeds 10 stas.) All games

AMERICAN LEAGUE

NATIONAL LEAGUE

Owner of rights.  
Sources: Figures on rights, agency and club estimates; other information: Sports Network (Dick Bailey);  
Sport Magazine (Steve Gelman); sponsors, agencies, stations, clubs.



# prices highlight 1961 radio/tv

## RADIO

### SPONSORS

### COMBINED RIGHTS

1 3 Hamm Brewing\* (Campbell-M.);  
2 3 12 local participators

**\$400,000**

Same as tv

**\$125,000**

1 4 General Tire (D'Arcy); 1 4 General Finance (Best); 1 4 Budweiser (D'Arcy); 1 4 Amer. Tobacco (Gumbinner)

**\$700,000**

1 2 Carling Brewing (Lang, F&S);  
1 4 Society Nat'l Bank;  
1 4 Richman Bros.

**\$450,000**

Same as tv\*

**\$600,000**

Schlitz Brew. (Majestic)\* 100%

**\$400,000**

1 3 Falstaff Brewing (D-F-S);  
1 3 Brown & W'm'son (Bates);  
1 3 J. A. Folger (FR,C&H)

**\$750,000**

Same as tv

**\$550,000**

Same as tv\*

**\$900,000**

4 9 P. Ballantine (Esty);  
5 9 12 local participators

**\$300,000**

1 3 Heileman's Beer (McCann-E.);  
1 3 Oak Park Fed. Svgs. (Connor)

**\$500,000**

Burger Brewing\* (Midland) 100%

**\$480,000**

Same as tv\*

**\$1,000,000**

1 3 Miller Brewing (Mathisson);  
1 3 Clark Oil (Tatham-Laird);  
1 3 American Tobacco (Gumbinner)

**\$700,000**

Same as tv.\* In radio and tv, sponsors have equal share—rotate three to a game

**\$500,000**

Same as tv\*

**\$500,000**

Same as tv\*

**\$400,000**

3 Falstaff Brewing (D-F-S);  
3 J. A. Folger (FR,C&H);  
3 American Tobacco (Gumbinner)

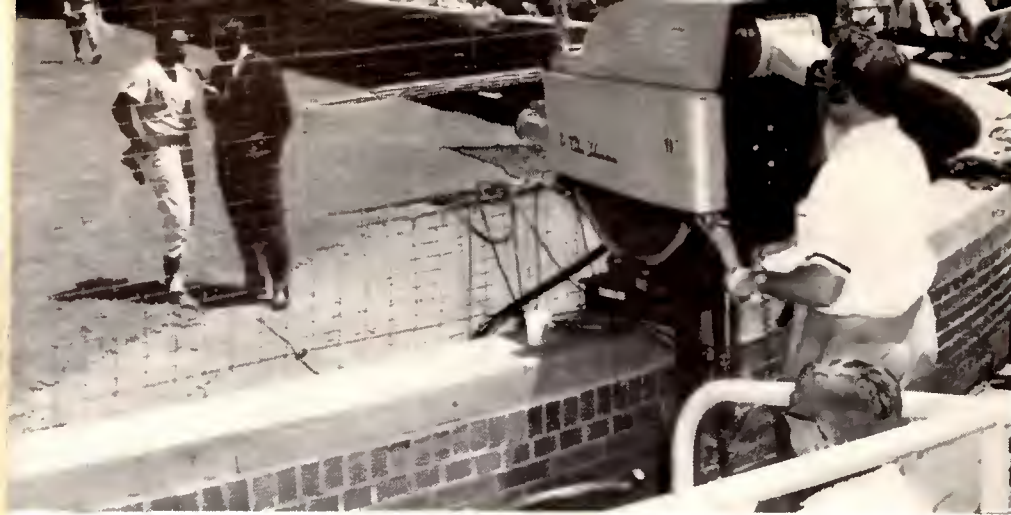
**\$750,000**



the new cities where interest is high to hysterical—are faced with the following facts of life:

- The prices are up but the ratings are down.
- The daytime viewer is playing more golf, boating, hitting the outdoor trail; the nighttime viewer is going out to the trotters, or barbecuing steaks and swatting flies in his back yard.
- Both the daytime and nighttime viewer have more programming from other channels from which to choose.
- Interest in other sports has grown among viewers—basketball, pro and college; football, pro and college; hockey; bowling; even soccer and jai-alai are available on television.
- Air time and production costs have risen.

Faced with the realities of price and ratings, most advertisers (as the chart at the left illustrates) have abandoned dual-sponsorship in favor of a third or fourth share (and two teams have as many as twelve local sponsors participating).



**GRASS IS GREENER** in Chicago (above) and Cincinnati where games are colorcast. WGN-TV polychromes 77 Cub, 43 White Sox games. WLWT, color game pioneer, colorcasts 23 day and night home games this season. WLWT engineer found correct GE tube, made night color possible

Ratings in the old cities are down considerably from the heyday of tv baseball in the mid-1950's. In New York, for example, the diminished interest is evident: Before the Dodgers and Giants went West, their channels used to draw an average of about 12 and seven respectively, with the Yankees registering about a 10. Today, and with no competition, the average Yankee ratings hover between six and seven.

Most advertisers feel that the better buy is of the new clubs, where novelty, impact and "good citizenship" add up to wonderful public relations in a community just promoted to the majors. There's less impact in a buy of the old clubs. As one adman put it: "A cigarette company doesn't need six minutes in each telecast; all it needs is two."

Ratings have been affected by the active American. Except at the tail end of a hot pennant race, or for a game with a number one rival, the

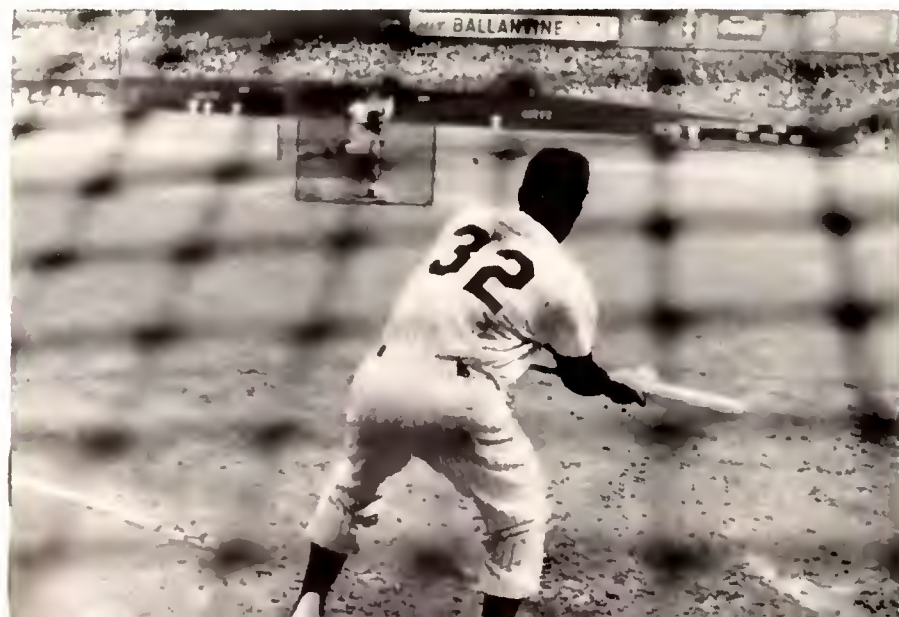
family is out participating these days. If not active in some sport, they are watching one in person. And if it's not baseball, it's liable to be racing.

Last year in New York City, 10,750,000 persons went to the races—5,600,000 to see the thoroughbreds, 5,150,000 (and at night) to see the trotters. The Yankees drew 1,630,000. The coming of the new Yonkers Raceway and the re-furbishing of Roosevelt Raceway (both for trotters) is a major reason. Walter O'Malley's former Dodger sponsors feel, that he took his ball club to California.

The popularity of other sports and diversions has also affected agency thinking. "Especially in the old cities, the price for rights has become so expensive," said an agency sports director, "that it makes us wonder whether there's not a better way to reach the male."

An advertiser that thinks it has found a better way is Schaeffer Beer. (Please turn to page 56)

**BALLANTINE BEER** (William Esty), owner of Yankee air rights, has prominent Stadium display



## HOW TO

**T**his week, tv viewers in the metropolitan New York area are being treated to one of the most unusual and imaginative marketing promotions the medium has known—an all-out saturation drive, involving six hour-long tv spectaculars in prime evening time, plus five day-time quarter hours on a single station WNTA-TV.

What makes this \$100,000 one-week concentration even more remarkable is the fact that the advertiser, Rokeach, is a relatively small one, and the agency Smith/Greenland, a mere 3-year-old midget among Manhattan's advertising goliaths. Yet few of the giant Madison Avenue shops could fail to be impressed with the grocery know-how and creative imagination which are going into the Rokeach drive.

Actually, both the Rokeach plan and the Smith/Greenland story provide a fascinating answer to the often-asked question "How does a small, young, unknown agency gain a foothold in New York's ferocious advertising jungle?"

Last week SPONSOR paid a visit to the aluminum-studded Tishman Building at 666 Fifth Avenue to glean some of the details.

666 Fifth is, in itself, an awesome arsenal of agency brain-power. It houses such mammoths as Ted Bates Inc. (annual billing \$120 million) Benton & Bowles (\$114 million) and Fuller & Smith & Ross (\$19 million).

B&B alone takes up five and a half floors. But when you step off at the 18th you're confronted by two neat signs, "B&B" with an arrow to the right, "S G" with an arrow left. Smith Greenland, with its 51 employees and \$5 million billing is even-Stephen with its big brother for half a floor at least.

Leo Greenland and Martin L. Smith opened the doors of their bustling agency on 2 April 1953. They began with a backlog of 10 accounts totaling around \$1.5 million, and what is probably much more significant, a strong point of view about advertising.

Greenland's background, following World War II, where he served in the



# CHALLENGE BIG N. Y. AGENCIES

➤ Smith/Greenland, opened in 1958, has tripled billings, won 18 clients, and challenged New York agency giants with creative use of radio/tv in food field



## S/G's formula: grocery know-how, creative thoroughness

**AGENCY PRESIDENT** Leo Greenland whose ambition is to be the "best food advertising man in the U.S." scans food ads in out-of-town newspapers for marketing ideas. Partner Martin L. Smith directs agency program of "full scale creativity" on all account phases from radio/tv commercials to packaging, displays, and trade presentations.

faunty and worked on Army public relations. was that of a specialist and advertising consultant to major corporations in the grocery field.

Smith, with a degree in journalism from Syracuse, labored as one of the editors of "Stars and Stripes," and came back from the war to a succession of creative jobs with large advertising agencies.

In 1950, then only 24 years old, he struck out for himself and founded his own agency, a gesture of resolute boldness which would have staggered any an older practitioner.

When, eight years later, he and Greenland merged forces, it marked the end of a search for both men. Greenland puts it this way, "All

the time I was working in the grocery business, I was looking for somebody who could provide the ideas and creativeness for the jobs I knew had to be done. Believe me, they're hard to find."

Smith, on the other hand, developed an increasing conviction that advertising creativeness should be applied to every phase of a marketing, not simply to ads and commercials but to packaging, merchandising, and even dealer and broker relationships, and looked for greater opportunities to employ this creative philosophy.

Today, the characteristic S G point of view can best be summed up as "creative marketing thoroughness" and a few examples of how the agen-

cy has operated on some of its accounts will illustrate the principle.

When I. Rokeach & Sons Inc., manufacturer of a long line of kosher food products came to the agency, Greenland discovered that though the company had good distribution in the New York area, it knew practically nothing about its customers.

Who buys kosher foods? Are they orthodox or non-orthodox jews? Are they young or old? Rich or poor? Primarily foreign born?

No one was sure. All that was definitely known was that sales of these products peaked up as sharply during the Passover holidays as the toy business does at Christmas time.

Greenland, whose food experience

## 70% food business — 75% in radio/tv

**SMITH/GREENLAND** which began operations less than three years ago has 18 clients and billings "well over" \$5 million. Its client list is heavily balanced with food accounts. With 70% of its business in the grocery category, S/G reports that 75% of billings go to radio and tv. Best known of the S/G grocery accounts is Red L. Foods Corp. whose commercials for fish dinners and entrees have featured old-time movie star Edward Everett Horton. In its first year with S/G Red L. showed a 91.7% gain. S/G clients and air media usage are shown here:



R	<b>The Andes Coffee Co., Inc.,</b> <i>Brown Gold Coffee</i>
R	<b>Claridge Foods, Co., Inc.,</b> <i>Canned Corn Beef Hash, Beef Burgers</i>
TV	<b>Continental Enterprises, Inc.,</b> <i>Whiz (Chocolate Syrup)</i>
TV	<b>Downyflake Foods, Inc.,</b> <i>Frozen Waffles, Pancakes, French Toast and Muffins</i>
TV	<b>The Farm House Frozen Food Co.,</b> <i>Frozen Pies</i>
R	<b>Fred Fear &amp; Company,</b> <i>Doxsee Clam Products</i>
TV	<b>Melnor Industries, Inc.,</b> <i>Lawn Sprinklers and Garden Accessories</i>
R-TV	<b>Milady Food Products, Inc.,</b> <i>Frozen Blintzes, Potato Pancakes, Corn Fritters and Dumplings</i>
R-TV	<b>New York Times,</b> <i>Grocery Account</i>
R-TV	<b>Pacotronics, Inc.,</b> <i>Test, Hi-fi, Marine, Ham Equipment</i>
R	<b>Noxon, Inc.,</b> <i>Household Glass &amp; Metal Polish</i>
R	<b>Pilot Radio Corp.,</b> <i>Hi-fi Components and Consoles</i>
TV	<b>Red L Foods Corp.,</b> <i>Frozen Seafood Dinners, Entrees and Boil-in-Bag Items</i>
R-TV	<b>Roman Products Corp.,</b> <i>Frozen Italian Products</i>
R	<b>Louis Sherry Preserves, Inc.,</b> <i>Dietetic Jams and Jellies</i>
R	<b>Standard Food Products Corp.,</b> <i>Heather Dew Scotch</i>
R	<b>Veego Foods, Inc.,</b> <i>Floradonica Cheese</i>
R	<b>Weldon Foods, Inc.,</b> <i>Instant Dry Milk, Liquid and Powdered ALBACAL</i>

\* A checkmark indicates that neither radio nor tv is used.

also includes products with strong Lenten sales peaks (fish, clams, etc.) insisted that his client undertake a comprehensive and, for them, startlingly expensive piece of market research to discover and define kosher food customers.

Armed with this research, the agency began building plans for the net Rokeach sales drive, and here the element of "creative thoroughness" showed up strongly.

S/G reasoned that trying to reach the kosher food market through any of the conventional media (newspapers, spot tv, spot radio) almost inevitably would involve vast amounts of expensive waste circulation.

On the other hand, there was no other medium exactly tailored to the kosher customer. Faced with this dilemma, S/G came up with the concept of "audience creation" and called in WNTA-TV for consultation.

Out of their huddles evolved a plan for six prime time evening programs on the station during the week preceding the Passover holidays (20-26 March) devoted to various aspects of Jewish life, music, literature, politics, history and humor.

Tonight (20 March) Rokeach opens its pre-Passover drive with a 7:30-8:30 program featuring folk songs by Ted Bikel and the Weavers as well as readings by Bikel.



## DETROIT'S RADIO CHEER HELPS OUT IN BOSTON

In metro Boston, car dealers who throw open their showrooms to the public every Washington's Birthday, are still talking about the record number of tire-kickers radio station WNAC's tie-in promotion managed to turn out this year.

Among the hundreds of families who milled around inside showrooms during the one-day promotion kicking tires, pecking under hoods and debating colors, there were many who came—with check-book in hand—prepared to talk turkey with salesmen.

Much of the reason for this unexpected anticipatory new-car-ownership gleam has been accredited to taped anti-recession messages from auto industry leaders in Detroit which WNAC brought to its listeners that day.

Fearful that recession undercurrents making the rounds would turn the car dealers annual Open House (a 50-year-tradition in Boston), into something of a fiasco, WNAC president William M. McCormick decided that New Englanders in the auto-buying public should be made aware of

the latest news right out of Detroit in person-to-person talks. With this in mind, station announcer Verne Williams, armed with a tape recorder, was dispatched to Detroit.

Williams saw, and recorded messages (brief but cheering) from some 20 top auto makers. Among them: GM Cadillac v.p. Harold G. Warren; Pontiac general manager Semon E. Knudsen; Plymouth-Valiant v.p. and general manager Harry Chesebrough; Chrysler sales v.p. Edward Quinn; American Motors president George Romney; and Ed D. Mills, Ford v.p. and Lincoln-Mercury general manager; James M. Roche, v.p. in charge of distribution staff, General Motors; M. S. "Matt" McLaughlin, general sales manager, Ford division, Ford Motor; Fred T. Hopkins, Jr., manager national sales promotion department, Chevrolet; Roger Welch, assistant general sales manager, Dodge division, Chrysler; and Peter Nunez, sales manager United States Simca Sales, Chrysler, Export-Import division.

Williams also brought first-hand  
(Please turn to page 57)

"WE'VE HAD ENOUGH CONVERCESSION" says American Motors president George Romney (left) to WNAC's Verne Williams, coining a new word. Romney, in his brief taped message said too much talk was the main trouble. He advocated that talk cease and work begin.



Tuesday's Rokeach spectacular is a series of dramatic readings from Ausebel's "Treasure of Jewish Folklore" by such actors as Sam Levene, Sam Jaffe and Zero Mostel.

Other programs include "Portrait of Israel" with Mike Wallace as host, and featuring filmed sequences showing the reopening of King Solomon's Mines, Leonard Bernstein leading the Israeli Philharmonic orchestra, etc.

Also the "Story of Exodus"—how the movie was made, clips from actual shooting and interviews with Otto Preminger and stars, and "Catskill Summit Conference" reminiscences and routines by four famous comedians who got their start in the Borscht Circuit.

The Rokeach pre-Passover drive ends on Sunday night (26 March) when the company will be a sponsor of David Susskind's "Open End."

The prime-time evening programs, however, are only part of the S/G-Rokeach grand strategy. To build up talk and good will for its drive, the company is buying five quarter hours on the station at 5:45 PM, and donating them, as a public service to leading Jewish organizations—Jewish War Veterans, Hadassah, B'nai B'rith, N.Y. Board of Rabbis, and the Federation of Jewish Philanthropies.

Each of these organizations will use the time to deliver tv reports on their activities, and there will be minimum of Rokeach mentions on these shows.

For its regular commercials, however, S/G is pulling out all the stops. Molly Picon, "First Lady of the Jewish Stage" has been engaged to deliver the Rokeach messages, thus ensuring an even stronger bond with K kosher-conscious customers.

The agency is backing the tv drive with advertisements every day in the tv pages of metropolitan newspapers, as well as six ads in this week's TV Guide, and insertions in Anglo-Jewish media. WNTA-TV will carry 50 promotional spots for the series.

All in all, as most agency men agree, it is an impressively complete marketing package and has both elements of thoroughness and creative excitement which, Leo Greenland insists, are necessary in successful food selling.

Today, with 13 clients and its bill-  
(Please turn to page 56)

# STORE'S TV BREAKFAST CLUB

❖ Buffalo retailer AM&A breaks tradition, launches half-hour show, live from its store, carried by WGR-TV

❖ 200 area women comprise 'studio' audience, attract friends to home screens; entertainment cushions ads

**B**uffalo housewives peruse the merchandise at Adam, Meldrum & Anderson department stores, live, every weekday morning without leaving their homes.

This has been going on since 6 March when AM&A and WGR-TV launched a daily (9:30-10 a.m.), live program originating from the main store's dining room, with some 200 area ladies on hand in the 'studio' audience. Credit AM&A with one of the most dramatic departures thus far from the time-worn tradition of retailer preoccupation with newspapers.

Named *Yankee Doodle Time*, after the room from which it emanates, the show has as its m.c. WGR-TV personality Bob Wells. Program material is divided among fashion shows, product demonstrations, entertainment, guest interviews, audience participation games, and chats

with members of the audience. Tickets are available on request several weeks in advance.

The commercials take several forms. AM&A airs 60-second straight commercials, all live, usually delivered by Wells. In addition the store farms out five-minute segments to manufacturers of its merchandise to use for fashion shows or demonstrations, and receives mention in these portions. The same arrangement prevails for 60-second slots sold to participating advertisers, i.e., there always is a tag telling where to buy it.

AM&A v.p.-advertising manager Herman Faupel heartily welcomes this "breakfast club" approach to exposing the store's merchandise. Further, he feels that as the first store in the country to take on such a venture, AM&A will make a solid impression on its community. Another

plus he points up, "The 200 women on hand each day are bound to attract many viewers among their friends, and we also enjoy turning that studio audience loose in the store after every show."

By way of amplification, Pete King, radio/tv v.p. at AM&A's agency Gotthelf & Weil, observes that the show allows for a sell well cushioned by entertainment. As a prime example, he cites the fashion shows which he points out are considered entertainment by women, yet they clearly include mention of price and where in the store they're located. King feels that with a local, live, entertaining program, AM&A can count on half the 20% of area tv homes computed to be tuned in during its time period.

AM&A spends \$2,600 per week for the show's time. According to Faupel the store lays out at least another \$2,600 for concomitant expenses. They include setting up the dining room for 200 guests, bringing waitresses in early to serve them a light breakfast, designing displays and sets, use of models in the fashion shows, clearing the room for its normal dining activities, etc.

AM&A's accounting department has arrived at \$810 as the show's cost per minute, exclusive of prizes.

The initial contract calls for 13 weeks of *Yankee Doodle Time*, with plans to make it a year-round venture if it lives up to expectations. AM&A maintains its newspaper advertising at about the same level a last year, when the all-print budget ran \$1,200,000.

Early ticket requests have been encouraging. Either individually or through their organizations, Buffalo women have ordered nearly 10,000 tickets for the first 15 weeks' programs.

For each show WGR-TV has on hand two cameras, two floor men plus a spare, three engineers, a supervisory engineer, m.c. Bob Wells, his assistant Linda Homeyer, and director Mike Reuther. The station has stashed a control room in the back of the store, big enough to house a

**IN THEY GO** for breakfast and the *Yankee Doodle Time* live tv show at AM&A's department store in downtown Buffalo. Some 200 area ladies gather at the store's dining room each weekday morning for the half-hour program sponsored by AM&A via the facilities of station WGR-TV







**OPENING DAY** at AM&A's *Yankee Doodle Time* show, WGR-TV personality Bob Wells interviews psychologist-tv personality Dr. Joyce Brothers, while Buffalo ladies who grabbed up first day's block of tickets look on from their tables in store's dining room. WGR-TV cameraman records scene

audio man, two engineers and the director. Lighting needs were met by substituting 500 w bulbs for the 100 w bulbs previously illuminating the Yankee Doodle Room.

Advertiser and agency are out to maintain the utmost flexibility in the show's content. They want to keep the audience guessing as to what's coming next, and thereby maximize their interest. Music currently is provided by an organist, but this is subject to change. Locally prominent singers, dancers and other performers appear from time to time. And stars of national renown who work in Buffalo and are willing to rise at an hour considered the crack of dawn by show people, will appear on the show to be interviewed and perhaps perform.

In the audience participation portion of the show, the initial entry is known as "Vox Box." Each day two women selected from the studio audience come up and ask three questions apiece of this two by four foot

box with speaker attached as to its contents. The right answer wins a prize such as perfume or a small appliance.

To promote the show during its early days, a contest taking in western New York State also is underway. WGR-TV has a man cruising the area on the lookout for automobiles displaying "AM&A's Ch 2" banners distributed on request through the store, the station and Mobil gas stations. Each day the WGR-TV man stops several cars carrying the red and white stickers, six inches long by an inch-and-a-quarter wide on their rear bumper.

During each program m.c. Wells announces the names of those motorists who were stopped on the previous day. All of the names go into a hopper and the winner, whose name will be drawn 31 March, receives a mink coat from AM&A's fur salon.

On hand as special guest at the premiere was Dr. Joyce Brothers, syndicated tv psychologist, whose

program also recently had its start on WGR-TV. Bob Wells opened with a 60-second, live commercial about a new AM&A store opening including its picture. There was a coats-suits fashion show with three models, each displaying two garments.

Then came the Vox Box contest, followed by a minute commercial featuring electrical cooking appliances available at AM&A. After that Dr. Brothers was interviewed for about four minutes. There followed a promo for the mink coat contest. Then, entertainment, featuring local singers accompanied on the organ.

The Stainless Steel Institute put on a demonstration of the usefulness of stainless steel cooking utensils, its representative passing on numerous cooking tops. The final five minutes or so were passed with interviews among the studio audience. (A special effort is made to have every member of the audience on camera at one time or another during the show.

# DO NEW NBC RULES MEAN THE

➤ Admen, after a week of study, are confused by NBC's verbiage but in agreement that 'protection' is fading

➤ Most see advantages to smaller clients, affiliates, and bad news for spot tv; expect other webs to follow



**DON DURGIN**, NBC v.p., says new rules are designed to meet an ever growing demand by advertisers for greater flexibility in scheduling of ads. They are effective immediately on all new and renewed contracts

**N**BC has moved network television another step closer to a "magazine concept" with its change in product protection policies. That's the opinion of most agencies, representatives and clients in the wake of the announcement of "liberalized" rules designed to give clients "greater reach and more spread for their advertising dollars."

The only complete agreement among those queried concerned the

fact that NBC's four-page "explanation" was almost too complicated to wade through without legal aid. Admen were wary of some of the wording, such as "directly competitive products, as determined by NBC..."

But the following conclusions had been generally reached after more than a week of study:

- For the small advertiser, opportunities have been broadened for his participation in network programs.
- For the biggest of the network advertisers, this could be the beginning of the end of all product protection.
- For the affiliates, this is good news. The less protection accorded network advertisers, the more chance there is for local spot business — more chainbreaks, ID's, etc.
- For the rival networks, NBC's action is a lead which they are expected to follow shortly.
- For national spot television, the action means more trouble as it makes the attractive web buy that much easier, more flexible, and makes even smaller purchases available.

"It's merely another indication that the traditions we carried over from radio are on the wane," said one adman. "Today, the dominant pattern has become participation at night and scatter plans in the daytime. For frequency and reach, not many advertisers use an entire 15-minute block any more."

"The old system prevented the network from bringing in more products," he noted, "but with today's alternate sponsorship (which usually means cross-plugging) how many dominant advertisers are there? Under the old system, for example, ABC is stuck — unable to bring in any more

soap-cleanser-dentifrice products, although they would like to come on."

Basically, NBC put the industry on notice that the current 15-minute guarantee of product protection had been cut to 10 minutes before and after the telecast of commercials for "protected" products. The move, which several admen told SPONSOR was taken without consultation with them or any prior notification, reflects the network problem of coping with these growing numbers of products and product types that have emerged as large manufacturers diversify their lines and small ones seek network exposure.

NBC, the first of the networks to take action against the problem of the ever-growing product types, also set up guide lines for major and minor product commercials. Its use of the words "liberalized policy" prompted one agency radio/tv director to ask, "Liberalized for whom? And he answered his own question, "For them."

He added that, while product protection is provided, "it is more and more conditional on the judgments of NBC. Actually, NBC has taken a realistic view of the situation and ABC and CBS can't help but follow it up, so we might as well sit back and wait for it to come."

According to NBC v.p. Don Durgin, "The current product protection policy, which was designed for conventional program period sponsorships primarily, has tended to impose limitation of advertisers requiring additional budget from other products to support various buys. Today's advertisers are seeking greater reach and more spread for their advertising dollars."

The network's new policy enunciates separate rules for the following program categories:

- 1) Conventional weekly or alternate weekly program period sponsorships.
- 2) Sponsorship of segments of daytime strip programs.
- 3) Participation-type sponsorships (one-third and one-sixth).



# END OF PRODUCT PROTECTION?

40 Participation sponsorships on shows like *Today*, *Jack Paar Show* and Saturday night movies will have separate rules to be covered in another announcement.

"The language of this thing is almost laughingly confusing," said one

on the program) as a star product, in which case the program host or star personality, who delivers certain commercial announcements for the star product, will not deliver commercial announcements within the same program in behalf of products

cons, and that the agencies will agree after more study."

One agency executive did agree about the wording. "It was damn complicated wading through this thing the first time. But the fault isn't so much in the text as in NBC's

**On the surface it's this simple, but . . .**

FORMERLY 45 MIN. PROTECTION



NOW 35 MIN. PROTECTION

. . . **THE COMPLICATED** wording of NBC's announcement—one station representative said he'd have to hire "six Philadelphia lawyers to figure this thing out"—assures that, among other things, the network will determine what constitutes a competitive product. Further limiting the advertiser, NBC provides that maximum of three protected products are permitted within the same sponsored program series "during the term that the advertiser is a continuing sponsor" or within ten minutes either side of the program period. This section contains phrasing the exact intent of which admen said was confusing: "Such ten minute protection shall not be extended to affect advertising in adjacent periods when such periods are occupied by programs of indeterminate length or by news, sports or public affairs programs."

agency executive. Another agreed, and added, "When I read the section about 'star products', I decided to worry about understanding when I have to do some buying."

The passage referred to by the adman concerns daytime segment sponsorship. It reads: "If the program has a star personality who is available for delivery of commercials, the advertiser may designate one of its two protected products (not already a star product for another advertiser

directly competitive with the advertiser's star product during the term of sponsorship."

Another NBC spokesman did not agree that the wording was confusing or that the policy was "liberalized" in the network's favor alone. "You can't expect the phraseology to be completely uncomplicated, however," he said, "as this is a document that must cover every aspect of important business contracts. As for whom this favors, I think the pros outweigh the

failure to prepare us for the contents ahead of time. And there's no doubt that most guys were stopped cold when it came to that recurring phrase: 'as determined by NBC.' That should have been explicitly explained."

"Some of these sentences," an agency broadcasting chief summed up, "are the longest I've ever tried to interpret. But the whole thing is a short sentence—they've sentenced product protection to death!"



A MEMBER of WKMH Detroit's "White Patrol" cruises one of the city's two major freeways during busy traffic hours, preparing for special broadcasts on traffic conditions and tie-ups every fifteen minutes during the busiest auto hours. Four members of patrol are ex-traffic policemen

## Radio puts ex-cops on road patrol

❖ Traffic-ridden city gets unique, professional aid to motorists thanks to imaginative radio station plan

❖ "White Patrol," headed by former traffic police, gives first hand on-the-air reports on freeway conditions

**A**nother example of radio's skill and imagination has come to the fore in traffic-ridden Detroit where 85% of the citizens drive to and from work daily. With the help of four ex-traffic policemen and one retired director of traffic, Detroit's motorists are kept informed, via the airwaves, as to traffic tie-ups, how to avoid jams, and general roadway news on Detroit's two major expressways. The special mobile unit is known as "the White Patrol."

The program, put into operation this year, is a public service project of WKMH. The officers are heard every 15 minutes from 6:30-9:30 a.m. and from 3:30-6:30 p.m. each week-day. The five ex-policemen together have 137 years' experience behind them.

In addition to direct broadcasts, the Safety Patrolmen notify police of any serious accidents, offer assistance at minor accidents, and aid motorists who have "run out of gas" or stalled for other reasons.

The radio service feature has received many kudos from Detroit public officials. Here are some examples:

• "I wish to congratulate you and the station for the service rendered to the people of the State of Michigan by your traffic safety program . . . I was particularly impressed with the service that the motorists whose cars are disabled receive from the drivers of the WKMH traffic safety cars." Judge John D. Watts, Traffic Court.

• "On behalf of the Police Dept.

and myself personally, I would like to express our sincerest thanks to your organization for the splendid public service it is rendering through the radio station WKMH traffic safety patrol broadcasts," Herbert W. Hart, Police Commissioner.

• "Your station is to be highly commended for this outstanding public service which it has rendered to the motorists of Detroit," Louis C. Miriani, Mayor.

The total annual investment of the station in providing the service, which is planned to run year-round, including time donated, vehicular costs, personnel, and other overhead, is \$287,000.

The broadcasts give information on weather, accidents, on-the-scene traffic conditions, routes to avoid, best routes to travel, how to avoid "jams" and related pertinent information intended to produce a smooth flow of traffic. In emergencies—a special traffic news story or serious accident—patrol officers break into regular programming with bulletin reports.



# Tv viewers: a well schooled group

Three-fourths of all household heads and/or wives completed high school ARB reveals in new web service

A recent survey, conducted by the American Research Bureau, shows that 73% of all television household heads (and wives) are high school graduates or have college background.

Based on the top ten network shows from the November ARB National Report, the survey also reveals that within the higher education

bracket—one year or more of post high school — men lead women. Twenty-nine percent of the men fall into this category vs. 23% of the women.

High school education is the only category in which housewives out-score household heads. Although a higher percent of the males have had post-high school education, a higher

percent of the housewives — 52% vs. 42% — completed three to four years of high school.

A relatively small segment of the television homes sampled reported less than eight years of education — one out of every twenty homes.

Summed up: 1) Household heads and/or wives in 19 out of 20 homes completed elementary school. 2) Three-fourths of all household heads and/or wives completed high school. 3) One-fourth of all household heads and/or wives had some college education.

## EDUCATION OF HOUSEHOLDS VIEWING TOP TEN NETWORK SHOWS

PROGRAM	Elementary School Under 8 Years		Early High School 8-10 years		High School 11-12 years		Post High School (College)			
	H H	H W	H H	H W	H H	H W	13-14 years		15-16 & over	
							H H	H W	H H	H W
WAGON TRAIN	8%	4%	24%	23%	41%	51%	14%	11%	13%	11%
GUNSMOKE	6	4	25	21	44	52	12	10	13	13
BOB HOPE	4	3	20	18	41	51	14	13	21	15
CHEVY SHOW	7	4	25	23	44	51	10	9	14	13
HAVE GUN	6	4	22	18	44	54	12	9	16	15
PERRY MASON	4	4	20	18	38	49	17	12	21	17
ED SULLIVAN	6	3	24	26	37	44	14	11	19	16
UNTOUCHABLES	4	4	17	13	46	61	14	11	19	11
REAL McCOYS	7	6	26	23	44	57	12	6	11	8
RAWHIDE	11	6	27	21	40	55	10	6	12	12
Average %	6%	4%	23%	20%	42%	52%	13%	10%	16%	13%

H H, household; H W, wife

## 1. THIS MONTH IN NETWORK TV

Specials scheduled during four weeks ending 9 April

PROGRAM (NETWORK)	COST	SPONSOR, AGENCY, DATE	PROGRAM (NETWORK)	COST	SPONSOR, AGENCY, DATE
Baseball Special (N)	\$200,000	Kemper 1/2, Frank, 4 4	Marineland Circus (N)		Minute Maid, Tupperward, BBDO, 4 2
Bell & Howell Close-Up! (A)	30,000	Bell & Howell, McCann, 3 28	NBC Opera (N)		Sust, 3 26
Bell Telephone Hour (N)	285,000	AT&T, Ayer, 3 17, 3 31	NBC White Paper (N)	50,000	Timex 1/2, Doner, 3 14
Ingrid Bergman Special (C)	350,000	Revlon, Grey, 3 20	Omnibus (N)	120,000	Aluminum, JWT, 3 26
Bernstein's Philharmonic (A)	175,000	Ford, K&E, 3 19	Our American Heritage (N)	230,000	Equitable, FC&B, 4 1
David Brinkley Special (N)	25,000	Sust, 3 21	Project 20 (N)	50,000	Purex, Savings & Loan Fdn., Weiss, McCann, 3 28, 2 29
Bing Crosby Show (A)	250,000	Oldsmobile, Brother, 3 20	Show of the Month (C)	300,000	Du Pont, BBDO, 3 21
Family Classics (C)	265,000	Breck, Reach McC., 3 16	Sing-Mitch (N)	40,000	Ballantine, Esty, 3 24, 4 7
Great Challenge, The (C)		Sust, 3 26	Timex Circus, The (N)		Timex Doner, 3 25
Hall of Fame (N)	275,000	Hallmark, F, C&B, 3 26	Way of the Cross (rpt) (N)		Sust, 3 28
How Tall is a Giant? (N) (rpt)		P&G, B&B, 3 23			

# 2. NIGHTTIME

# COMPARE

	SUNDAY			MONDAY			TUESDAY			ABC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
	6:00		I Love Lucy Clairol (FC&B) Block Drug (SSCB)	Meet The Pres co-op I-L \$6,500	ABC News sust.			ABC News sust.		
6:30	Walt Disney Presents Derby (McC-E) Gen. Mills Norwich (B&B) A-F \$94.00	Twentieth Century Prudential (R-McC) D-F \$35,000	People Are Funny Squibbs (Dona- hue & Coe) Burlington Mill Q-L \$24.00 Hall of Fame (6:30-8; 3/26)		D. Edwards News Amer Home (Bates) N-L \$9,500†		Huntley- Brinkley Rep. Texaco (C&W) N-L \$6,500†	No net service	D. Edwards News Am. Home (Bates) Schlitz (JWT) N-L \$9,500†	Huntley- Brinkley Rep. Texaco (C&W) N-L \$8,500†
7:00	Walt Disney Presents (6:30-7:30) Canada Dry (Mathes) Simoniz (DFS) Am. Chic (Bates) W. Lam. (L&F)	Lassie Campbell Soup (BBDO) A-F \$37,000	Shirley Temple (7-8) Nabisco (Mc- Cann) 2/2 S B-Nut Life Savers (Y&R) Dr-L \$70,000		No net service		Expedition Ralston (GR&B) A-F \$26,000	No net service	D. Edwards News Am. Home alt Schlitz (repeat feed)	Huntley- Brinkley Rep. Texaco (repeat feed)
7:30	Maverick (7:30-8:30) Kaiser Co (Y&R) Nozema (SSCB) W-F \$82,000	Dennis The Menace Kellogg (Burnett) Beat Foods (GB&B) Se-F \$36,000	Shirley Temple	Cheyenne (7:30-8:30) Ralston (Gard.) Peter Paul (DFS) Bris-My (OBM) W-F \$87,000	To Tell The Truth† Am.Home (Bates) Helene Curtis (McCann) Se-F \$18,000	The Americans Block (SSCB) (7:30- 8:30) Dow (N.C & K) Max Factor	Bugs Bunny G. Fds. (B&B) Golgate (Bates)	No net service	Laramie (7:30-8:30) Am Gas (L&N) Reynolds (Esty) Gillette (Maxon) Gold Seal (C.Mithun) W-F \$85,000	Hong Ko (7:30-8:30) Kaiser (Y& Armour (FC) Brillo (JW) A-F \$9
8:00	Maverick R.J. Reynolds (Esty) Armour (FC&B)	Ed Sullivan (8-9) Colgate (Bates) alt Kodak (JWT) V-L \$85,800	National Velvet Rexall, G. Mill (BBDO) A-F \$37,000 MarineLand Circus (8-9; 4/2)	Cheyenne R. J. Reynolds (Esty) P&G (B&B) A.C. (Brother) Corn Pds (L&N) Du Pont (Ayer)	Pete and Gladys Goodyear (Y&R) Carnation (EWR)R Se-F \$37,000	The Americans	The Rifleman P&G (B&B) W-F \$38,000	Father Knows Best Corn Pds (L&N) Scott ( ) Kysner Roth (D&C) (L 3/28) Se-F \$34,000	Laramie B-Nut Life Savers (Y&R); Pitt, Glass (BBDO);	Hong Ko Beecham (E)
8:30	Lawman R. J. Reynolds (Esty) Whitehall (Bates) W-F \$41,000	Ed Sullivan	Tab Hunter P. Lorillard (L&N) West- clox (BBDO) Dr-L \$39,000	Surfside 6 (8:30-9:30) Brm & Wmsn (Bates) Pontiac (MacM&A) J&J (Y&R) A-F \$87,000	Bringing Up Buddy Scott (JWT) Se-F \$35,000	Wells fargo Amer Tobacco B-Nut (SSCB) W-F \$47,000	Wyatt Earp Gen Mills (DFS) alt P&G (Compton) W-F \$40,000	Dobie Gillis Pillsbury (Burnett) alt Phillip Morris (Burnett) Se-F \$37,000	Alfred Hitchcock Ford (JWT) Revlon (Grey) My-F \$65,000	Ozzie & Har- Kodak (J) Coca Col (McCann) Se-F \$4
9:00	The Rebel P&G (Y&R) L&M (D.F.S.) W-F \$42,500	G. E. Theatre Gen Electric (BBDO) Dr F \$51,000	The Chevy Show (10/2 S) (9-10) Chevrolet (Camp-E) V-L \$120,000	Surfside 6 Whitehall (Bates)	Danny Thomas Gen. Fds. (B&B) Se-F	Acapulco R. J. Reynolds (Esty) A-F \$85,000	Stagecoach West (9-10) U. Mtrs. (C-E) B & W (Esty) Miles (Wade) W-F \$88,000	Tom Ewell Quaker Oats (JWT) P&G (Burnett) Se-F \$38,000	Thriller (9-10) All State (Bur- nett); Glenbrook (DFS); Am.	Hawaiian (9:30-10: Carter (Ba Beecham (E Whitens My-F \$9 Corn Pds (
9:30	The Islanders (9:30-10:30) Asphalt Jungl (1, 2 S) L&M (Mc-E), Simoniz (DFS) A-F \$88,500	Jack Benny Lever (SSC&B) State Farm (NL&B) V-L \$80,500	The Chevy Show	Adv. In Paradise (9:30-10:30) Brillo (JWT) A-F \$92,900 B. Crosby Show (9:30-10:30; (3/20)	Andy Griffith Gen Foods (B&B) Mu-L \$47,500 Ingrid Bergman Special (9:30-10:30; (3/20)	Dante A. Culver (Wade Singer (Y&R) My-F \$37,000	Stagecoach West (9-10) Gen. Fds (OBM) Ralston (Gardner) Simoniz (DFS) Gillette (Maxon)	Red Skelton Show B. C. Johnson (F,C&B) Se-F \$54,000 Show—Month (9:30-11; 3/21) ●	Thriller B-Nut Life Savers (Y&R) Tobacco (SSCB) (My-F \$85,000 Project 20 (9-10; 3/28)	Hawaiian Am. Chic (Bates) Oldsmob (Brothe Lorillard (L Lever (B)
10:00	The Islanders United Mtrs. (Camp-E) Gillette (Maxon) Wrinkle (EWR)R Pepsi BBDO) W-Lambert	Candid Camera Lever (JWT) Bristol-Myers (Y&R) AuP-L \$34,000	Loretta Young Toni (North) alt Warner Lan (Lam & Fessley) Dr-L \$49,500	Adv. In Paradise L&M (Mc-E) J. B. Williams (Parkson) Whitehall, Am. Chiclo (Bates) Corn Pds (L&N)	Hcnnessey Lorillard (L&N) G. Fds (Y&R) Se-F	Barbara Stanwyck Theatre A. Culver (Wade) Amer. Gas Co. (L&N) Dr-F \$11,000	Alcoa Presents Alcoa (FSB) Dr-F \$36,000 Closc-Up! (10-11; 3/28)	Garry Moore Show (10-11) Plymouth (Ayer) S. C. Johnson (NL&B) Polaroid (DDR) V-L \$115,000	NBC Specials (10-11) Various sponsors	Naked C (10-11) A.C. (Brok Derby (Mc Corn Pds (L DuPont (B My-F \$
10:30	Winston Churchill's The Valiant Years Ed. Dalton (K&E) Dr. \$50,000	What's My Line Kellogg All-State (Burnett) 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	June Allyson Show Dupont (BBDO)	No Net Service	No Net Service	Garry Moore Show	NBC Specials	Naked C Bris.-3M Brn & W W. Lam (L&F); L (Maths)

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  
16 Jan.-12 Feb. Program types are indicated as follows: (A) Adventure,  
(Au) Audience Participation, (C) Comedy, (D) Documentary, (Dr)



# AGRA PH

13 MAR. - 9 APR.

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
CBS	NBC	ABC	CRS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
		ABC News sust			ABC News sust					
	Huntley-Brinkley Rep. Texaco (C&W) N-L \$3,500†		D. Edwards News Phillip Morris (Burnett) alt Schlitz (JWT) N-L \$9,500†	Huntley-Brinkley Rep. Texaco (C&W) N-L \$6,500†		D. Edwards News Parliament (B&B) alt Amer. Home (Bates) N-L \$9,500†		Huntley-Brinkley Rep. Texaco (C&W) N-L \$6,500†		
			No net service			No net service			No net service	
	Huntley-Brinkley Rep. Texaco (repeat feed)		D. Edwards News Phillip Morris alt Schlitz (repeat feed)	Huntley-Brinkley Rep. Texaco (repeat feed)		D. Edwards News Parliament alt Amer. Home (repeat feed)		Huntley-Brinkley Rep. Texaco (repeat feed)		
Wagon Train (7:30-8:30) Bevlon (Grey) W-F \$88,000	Guestward Ho! Ralston (GB&B, Gardner) 7-Up (JWT) Sc-F \$38,000	Ann Sothorn (L 3/30) S. C. Johnson (B&B) Gen. Fds. (B&B)	The Outlaws B&W, Pillsbury (C-Mithun); W-F \$88,000	Matty's Funda Funnies Mattel (Carson Roberts) Sc-F \$10,000	Rawhide (7:30-8:30) G. Fds (B&B) Dracket (Y&R) P. Morris (B&B) B. Myers (Y&R) Colgate (L&N) W-F \$80,000		Happy B&W (K,M&J)	The Roaring 20's (7:30-8:30) Anabst (Bates) Gillette (Maxon) Corn Pds (L&N) B&W (Bates) My-F \$83,000	Perry Mason (7:30-8:30) Colgate (Bates) Parliament (B&B) My-F \$80,000	Bonanza (7:30-8:30) Pillsbury (C-Mithun) W-F \$78,000
Wagon Train R. J. Reynolds (Eaty) Nat'l Bisc. (Mc-E)	Donna Reed Campbell (BBDO) alt Johnson & J (Y&R) Sc-F \$40,000	Angel S. C. Johnson (B&B) Gen. Fds. (B&B) Family Classics (8-9; 3/16) ●	The Outlaws B-Nut Life Savers (Y&R); War-Lam (L&F); Colgate (Bates)	Harrigan & Sons (10/7 S) Reynolds (Frank) CC-F \$39,000	Rawhide Nabisco (Me-E)	The Jubilee Massey-Ferguson (N,L,B)	The Roaring 20's Derby (Me-E) Am. Chicle (Bates) Beecham (K&E)	Perry Mason Sterling (DFS) Dracket (Y&R) Moore's (B&B)	Bonanza series open RCA (JWT) Am. Tob. (BBDO)	
Price Is Right Lever (OBM) Q-L \$22,500	The Real McCoys P&G (Compton) Sc-F \$41,000	Zane Grey Theatre S. C. Johnson (B&B) P. Lorillard (L&N) W-F \$45,000	Bat Masterson (9/29 S) Sealtest (Ayer) Hills Bros. (Ayer) W-F \$39,000	Flintstones Mfles (Wade) alt B. J. Reynolds (Eaty) CC-F \$44,000	Route 66 (8:30-9:30) Cherrollet (C-E) Sterling (DFS) Phillp Morris (Burnett) A-F \$35,000	Westinghouse Pils. Westinghouse (McCann)	Leave It To Beaver Ralston (Gardner) GB&B GE (Grey) Sc-F \$30,000	Checkmate (8:30-9:30) Bm. & Wmsn. (Bates) alt K. Clark (F,C&B) My-F \$80,000	Tall Man R. J. Reynolds (Eaty); Block (SSCB) W-F \$36,000	
Perry Como Kraft (JWT) V-L \$125,000	My Three Sons Chevrolet (C-E) Sc-F \$49,500	Gunslinger 9-10 p.m. R. J. Reynolds (Eaty) Gillette (Maxon) Lever (L 3/23) W-F \$7,000	Bachelor Father Whitehall (Bates) alt Am Tob (Gumbinner) Sc-F \$33,000	77 Sunset Strip (9-10) Am. Chicle (Bates) Corn Pds (L&N) My-F \$85,000	Route 66	Bell Telephone Hour (9-10) AT&T (NW Ayer) V-L \$175,000	Lawrence Welk (9-10) Dodge (Grant) J. B. Williams (Parkson) Mu-L \$45,000	Checkmate Bm. & Wmsn. (Bates) alt Lever (K&E)	The Deputy Bristol-Myers (Y&R) Gen. Cig (Y&R) W-F \$39,000	
Perry Como	Untouchables (9:30-10:30) Armour (FCB) L&M (Mc-E) Corn Pds (L&N) My-F \$90,000	Gunslinger	Tennessee Ernie Ford Show Ford (JWT) V-L \$45,000	77 Sunset Strip B. J. Reynolds (Eaty) Whitehall (Bates) Beecham (K&E)	Jackie Gleason Show (L 3 31) 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 Our American Heritage (9:30-10:4/1) ●	
Peter Loves Mary P&G (B&B) Sc-F \$33,000	Untouchables Whitehall (Bates) Beecham (K&E)	CBS Reports alt	Groucho Marx Lorillard (L&N) Tonl (North) AuP-L \$30,000	Robert Taylor in The Detectives P&G (B&B) My-F \$45,000	Twilight Zone Gen Food (Y&R) Colgate (McC) A-F \$33,000	Michael Shayne (10 11) Oldsmobile (Brother) Max Factor (K&E) Lorillard (L&N) Dow (NCC) My F \$78,000	Fight-Week Gillette (Maxon) Mfles (Wade) Sp-L \$45,000	Gunsmoke L&M (DFS) alt Sperry-Rand (Y&R) W-F \$42,000		
No net service	Silents Please (3/23 S) Dutch Masters (EW,B&B)	CBS Report alt No Net Service		Law & Mr. Jones P&G (B&B) Gen. Fds. (OBM) Simoniz (DFS) A-F \$41,000	Eyewitness to History Firestone (C-E) P.A \$25,000	Michael Shayne	Make That Spare Bm. & 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. †P price not available.

**how does a tattoo**





concern you ?

**T**wo 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 A T I V E

	SUNDAY			MONDAY			TUESDAY			ABC†
	ABC	CBS	NBC	ABC†	CBS	NBC	ABC†	CBS	NBC	
10:00										
10:15		Lamp Unto My Feet sust		Sponsors A. E. Staley; Armour; Block; Am. Chicle, Bon Aml; Babbitt;	I Love Lucy	Say When Sterling alt sust	Sponsors Brillo; Carter's Little Pills; B. Myers; Better Vision; Ex-Lax;	I Love Lucy Lever	Say When sust	Spons General Lady E Llster. Glenbi
10:30										
10:45		Look Up & Live sust		Beltone; Am. Home Pds; Am. Red Ball; Borden's; B-Nut cont'd Tues.	Video Village S. C. Johnson alt Lever	Play Your Hunch sust alt Colgate	Filbert; Ch. Ponds; Campana cont'd Wed.	Video Village S. C. Johnson Am. Home Pds. alt sust	Play-Hunch sust alt Colgate Sterling alt Simoniz	Hartz; Joh Johnson; cont'd
11:00										
11:15		UN in Action sust		Morning Court	Double Exposure S. C. Johnson	Price Is Right sust Sterling alt	Morning Court	Double Exposure sust S. C. Johnson	Price Is Right sust alt. B-Nut alt Lever	Morning
11:30										
11:45		Camera Three sust		Love That Bob	Surprise Package sust	Concentration Culver alt Lever Mennen alt Miles	Love That Bob	SP sust S. C. Johnson Vick alt. sust sust	Concentration Fridaire alt. Gen. Mills A. Culver alt Leeming	Love Th
12N										
12:15	Meet the Professor	Wash Conversa- tion sust		Camouflage	Love of Life sust Amer Home Prod	Truth or Consequences Miles alt sust	Camouflage	Love of Life sust alt. Quaker Oats Am. Home (wkly)	Truth or Consequences Nabisco B-Nut Culver alt Jergens	Camou
12:30										
12:45	The Piper Gen. Mills	Accent		Number Please Beat The Clock	Search for Tomorrow P&G Guiding Light P&G	It Could Be You Culver alt sust P&G alt News (12:55-1) Gen. Mills	Number Please	Search For Tomorrow P&G Guiding Light P&G	It Could Be You sust P&G alt sust News (12:55-1) G. Mills	Number
1:00										
1:15	Direction '61 sust			About Faces News	News (1-1:05) sust	No net service	About Faces News	News (1-1:05) sust No net service	No net service	About News
1:30										
1:45	Issues & Answers		Frontiers of Faith sust		World Turns P&G Lipton alt H. Curtis	No net service		World Turns P&G Sterling alt Quaker	No net service	
2:00										
2:15			Pro Basketball (2-concl.) various sponsors	Day In Court	Face the Facts sust	Jan Murray Show sust alt Whitehall	Day In Court	Face the Facts Lever (12:30) sust	Jan Murray Show sust	Day In
2:30										
2:45		Sunday Sports Spectacular (2:30-4) Schlitz, L&M, Carter, B. Myers	Pro Basketball	Road To Reality	Art Linkletter Wlms. alt sust Williams alt S. C. Johnson	Loretta Young sust alt B-Nut P&G alt sust	Road to Reality	Art Linkletter Chicken of the Sea alt Scott J. B. Williams Kellogg	Loretta Young Miles alt sust	Road to
3:00										
3:15			Pro Basketball NBC Opera (3:15; 3:20)	Queen For a Day	Millionaire sust S. C. Johnson	Young Dr. Malone P&G alt sust	Queen For a Day	Millionaire Lever alt sust	Young Dr. Malone sust Glenbrook alt P&G	Queen Dr
3:30										
3:45	Roundup U.S.A.	Sunday Sports Spectacular	Pro Basketball	Who You Trust?	Verdict Is Yours S. C. Johnson alt sust Amer Home alt sust	From These Roots sust alt Mentholatum Toni alt B&B	Who You Trust?	Verdict Is Yours S. C. Johnson	From These Roots Frito alt Simonize Lever	Who You
4:00										
4:15	Championship Bridge N. Am. Vanlines (Amanao Shwayder)	The Great Challenge (3:55-12:26)	Pro Basketball	American Bandstand Stridex Am. Chicle, Bon	Brighter Day Secret Storm Amer Home Prod	Make Room For Daddy sust	American Bandstand Stridex; B. Nut; Am. Chicle; B. Myers	Brighter Day S. C. Johnson Secret Storm Quaker alt sust	Make Room For Daddy Frito alt. sust P&G	Amer. B-Nut; Welch; alt. Shoe Stri
4:30										
4:45	Paul Winchell Hartz Mountain	Bernstein's N.Y. Philharmonic (1:5; 3:19)	Pro Basketball	Amer. Band. Int. Shoe, Ar- mour, J&J, Minn. Mulling, N. Warren	Edge of Night P&G H. Curtis alt Vick	Here's Hollywood Simoniz Colgate alt Jergens	Amer. Band. M&M; Lever; Am. Chicle; Kur- lash; Goodrich	Edge of Night P&G Sterling alt R. T. French	Here's Hollywood Whitehall alt Colg.	Amer. en. M Lambert last; 2 en; J&
5:00										
5:15	Matty's Funday Funnies Mattel	Amateur Hour Williams N. Y.	Celebrity Golf Kemper (alt.) Omnibus (5-6; 3/26)	Pro Basketball	American Bandstand oo-oo		American Bandstand oo-oo			Amer Band oo
5:30										
5:45	Rocky & Friends G. Mills, Am Chicle, P. Paul	College Bowl GE	Chet Huntley Reporting Pro Basketball Mutual of Omaha	Rin Tin Tin Gen. Mills, Sweets			Rocky & Friends Gen. Mills, Goodrich Sweets			Lone Gen. Sweets rich;

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 (48, 49) includes regularly scheduled programming from 13 Mar.-9 Apr., inclusive (with possible exception of changes made by the networks after presstime). Irregularly sched-



# AGRA PH

13 MAR. - 9 APR.

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
5	NBC	ABC†	CBS	NBC	ABC†	CBS	NBC	ABC	CBS	NBC
Lucy er	Say When sust	Sponsors Minute Maid; Lehn & Pink; Northwestern Morton; Old Len	I Love Lucy Lever	Say When sust String	Sponsors Reynolds Metals; Sterling Drug; Veleh; W. Lam bert; Wrigley	I Love Lucy Lever	Say When B-Nut alt sust Leaning alt Frito		Captain Kangaroo	Shari Lewis Natl. Illucit Tomco. Am Doll Cracker Jack, Lemon
Village h alt Johnson	Play-Hunch sust alt Sweets Colgate	don, M&M; Mv House; Mystic Tape cont'd Fri.	Video Village R. T. French Alt Best Foods Borax alt AFP	Play Your Hunch Colgate alt Nabisco Miles alt Heinz	Hamms, Uncle Ben's J B Williams END	Video Village S. C. Johnson Armstrong	Play-Hunch sust alt. Colgate Colgate		King Leonard G Short Subjects Gen. Mills, Sweets	
ble sure st Johnson	Price Is Right Glenbrook Heinz alt Culver	Morning Court	Double Exposure Best Fds. alt S. C. Johnson	Price Is Right sust alt Gold Seal Miles	Morning Court	Double Exposure sust alt S. C. Johnson C. Johnson alt	Price Is Right Lever Culver	Kellogg Magic Land of Allakazam	Fury Miles, Nabisco, Sweets	
ot st	Concentration Lever alt Gen. Mills Nabisco alt Jergens	Love That Bob	SP sust S. C. Johnson alt Borax	Concentration G. Mills alt Lever Heinz alt Whitehall	Love That Bob	SP sust sust alt S. C. Johnson	Concentration Lever Simoniz alt Miles	Roy Rogers Nestle	Lone Ranger Gen. Mills.	
f Life t ne Prod ever	Truth or Consequences Heinz sust P&G	Camouflage	Love of Life R. T. French alt sust Amer Home	Truth or Consequences sust P&G	Camouflage	Love of Life Borax alt sust sust alt Nabisco	Truth or Consequences Frig. alt sust P&G alt Whitehall	Lunch With Soupy Sales Gen. Foods	Sky King Nabisco	My True Story Glenbrook Dow alt Simoniz
For arrow G	Could Be You Whitehall Heinz alt Tont	Number Please	Search for Tomorrow P&G	It Could Be You Miles alt Nabisco P&G	Number Please	Search for Tomorrow P&G	Could Be You Campana alt sust P&G alt sust	Pip the Piper Gen. Mills	Mighty Mouse Phs. sust Colgate alt sust	Detective Diary Glenbrook alt sust Simoniz
ews D sust service	No net service	About Faces News	News (1-1:05) sust No net service	No net service	About Faces News	News (1-1:05) sust No net service	No net service	CBS News sust	Mr Wizard sust	
Turns G so elling	No net service		As the World Turns P&G Pillsbury	No net service		World Turns Best Foods Carnation alt R. T. French	No net service			
Facts	Jan Murray Show sust	Day In Court	Face the Facts Best Fds. alt Lever sust	Jan Murray Show Mills alt sust sust	Day In Court	Face the Facts sust Best Foods sust	Jan Murray Show Whitehall alt. sust sust	Championship College Basketball B-Myers Gen. Mills	NBA Basketball Various	
Letter Broe nton Iron	Loretta Young sust Frigidaire alt Knox Gelatin (L 4/5)	Road to Reality	Art Linkletter ever alt Drackett Pillsbury	Loretta Young P&G alt sust Heinz alt P&G	Road to Reality	Art Linkletter Lever Broe Williams alt S. C. Johnson	Loretta Young Frito alt G Mills P&G alt G Mills	Championship College Basketball		
haire Johnson Gen	Young Dr. Malone Plough, G. Mills Heinz Lever (4 12 S)	Queen For a Day	Millionaire sust Drackett alt Best Fds.	Young Dr. Malone Miles alt Culver P&G alt G. Mills	Queen For a Day	Millionaire Quaker alt R. T. French Gerber alt. Nab.	Young Dr. Malone Mennen alt sust Glenbrook alt Jergens	Championship College Basketball		
ds Yours t alt Lbr	From These Roots Purex alt G Mills Nabisco alt	Who You Trust?	Verdict Is Yours Sterling alt Lever S. C. Johnson alt R. T. French	From These Roots Stimz alt. Heinz Purex; Dow alt Purex	Who You Trust?	Verdict Is Yours Quaker Oats alt S. C. Johnson Lever Sweets alt B-Nut	From These Roots Colgate Dow alt Colgate	Championship College Basketball		
Day	Make Room For Daddy sust Heinz alt sust	Amer. Band. G. Mills, B-Nut, Welch, B-Myers, W. Lambert	Brighter Day Drackett Borax Secret Storm A. Home alt R. T. French	Make Room For Daddy sust alt Frito sust alt Frigidaire	Amer. Band. Welch, Gen. Mills, Lever, Tonl, Noxema Carter	Brighter Day Lever alt Best Fds Secret Storm Am. Home alt	Make Room For Daddy sust alt G Mills sust alt Culver			
Night	Here's Hollywood Gold Seal alt Jergens Culver alt sust	Ame. Band. Tonl, Stridex Northam War- ren, Minn. Min- ing, Goodrich.	Edge of Night P&G Pillsbury	Here's Hollywood B-Nut alt G. Mills Heinz alt Whitehall	Amer. Band. B-Nut, Tnt 1 shoe, Block, N Wagon, Jergens	Edge of Night Quaker Oats alt. Drackett Amer Home alt Sterling	Here's Hollywood G. Mills alt. Simoniz Dow alt Colgate			
		American Bandstand co-op			American Bandstand co-op			All Star Golf Reynolds Metals Armour Wrigley	Captain Gallant Gen. Mills	
		Rocky and His Friends Am. Home Fds. Gen. Mills, Sweets			Rin Tin Tin Gen Mills Goodrich, Sweets Am Home Fds.				Saturday Prom L. (4 7) B-Nut Life Savers	

ing 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.

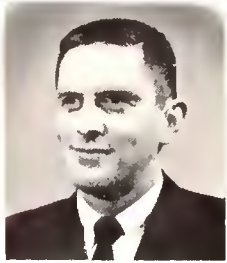
led programs appearing during this period are listed as well, with air dates. The only regularly scheduled programs not listed are: Jack Paar, NBC, 11:15 p.m.-1 a.m., Monday-Friday, participating sponsorship; Sunday News

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.

# Will local live tv shows make a comeback?

**Walter G. Purcell**, *promotion mgr., WNDU, South Bend, Ind.*

First of all, the FCC statements on programing policies of last June are about as specific as they can be. To



*If number of stations increase, more local live shows will be after-effect*

quote, "The Commission does expect its broadcast licensee to take the necessary steps to inform themselves of the real needs and interests of the areas they serve and to provide programing for those interests." The Commission listed major elements of programing usually necessary to meet the public interest, the first two of which were: 1) Opportunity for local self-expression, and 2) Development and use of local talent.

A resurgence of local live programing would seem to be a major answer to the above recommendations.

In addition, it certainly appears that more option time will be released to stations in the future. Because prime time for local offerings has been so expensive, some of the released time will undoubtedly be taken up by syndicated properties . . . but it also seems sensible that part of this time will be utilized for live station origination in some form.

If a satisfactory way is found to substantially increase the number of tv stations the need for more local personalities and programing will be an after-effect. Then, just as radio became localized, tv service will become localized or closer to the pulse of each community and more local live programing will be a natural outgrowth.

At present local shows and person-

alities dwell mostly on happenings in the major market where the station is located and naturally cannot serve the interests of the many smaller markets within the entire signal area. If areas of service become smaller, local programing and the use of local talent should be increased.

On a national level, interest has been engendered in documentaries and important world problems and all kinds of "talk" shows. Certainly the same thing could be done on a less elaborate basis involving local area problems, controversies, and local entertainment shows. Public interest can be whipped to white heat about seemingly droll issues once people realize how important these issues are to them. Television can do this job of getting people interested on a local level if the prime time is made available.

As all of these things occur, possibly the day will come when even local entertainers can compete with the film can to provide programing for each local market.

To sum up, I think the future of local live tv programing is good, with possibilities becoming apparent every day.

**John Comas**, *v.p. for programing, WSJS, Winston-Salem, N. C.*

The live format has always been important even though most fail to



*Yes, by more effective use of tapes, mini-cameras, montage boards, etc.*

meet the full challenge of the possibilities. No one will deny the entertainment value of a good syndicated series or a Hollywood movie success.

On the other hand, no licensee has, as yet, abrogated responsibility and obligation in this matter of live programing. We are really talking about improving the art of the live to make it truly effective as opposed to the "go live and fill the time cheap" concept.

Today, we have an army of electronic geniuses called tapes, mini-cameras, montage boards, etc., to do our bidding. The creative producer can use these tools as an artist uses his brush to create a pleasing image.

We punctuate the morning prayer with a taped segment featuring a different local choir every day. This is an improvement over yesterday's canned film clip. But surely we can do better than this.

We add dimension to our musical features as, in a flash, the background changes from Main Street, Hometown, to Hawaii, U. S. Again, this is an improvement over yesterday's "musical note cutouts," gaily sparkling behind the grand piano . . . but, not enough.

We illustrate our program about City Hall by looking into the Council Chambers, the jail, the water purification center and, city government becomes a living thing. This is an improvement over yesterday's interview with the Mayor against gray curtains. But we haven't begun to exhaust the possibilities.

The live show has always been with us even though the full potential has not been realized. The challenge is before us . . . the opportunities unlimited.

**Frank J. Doherty, Jr.**, *promotion mgr., WWLP-TV, Springfield, Mass.*

At present WWLP is originating more than 25 hours of local live programing weekly. The figure includes live programs video-taped

*(Please turn to page 70)*



## Why WGN-TV bought Warner's "Films of the 50's"

### Says Edward A. Warren:

"Channel 9 was the first station to bring the best of the pre-48 features to Chicago. Therefore, it is naturally expected that we continue this tradition by delivering

**the best of  
the post-50's**

"This we have done in acquiring the distinguished features in the Seven Arts package. We know that we will deliver audiences to our sponsors, as well as add to our distinctive program schedule.

"The 26 films in color also will enable us to further this exciting dimension of our business. We know these films will do well in Chicago, because we know Chicago."

## Warner's Films of the 50's... Money makers of the 60's



NEW YORK: 270 Park Avenue • YUkon 6-1717  
CHICAGO: 8922-D La Crosse, Skokie, Ill • OR 4-5105  
DALLAS: 5641 Charlestown Drive • ADams 9-2855  
BEVERLY HILLS: 232 Reeves Drive • GRanite 6-1564



Edward A. Warren, Program Manager of WGN-TV, Chicago

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

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

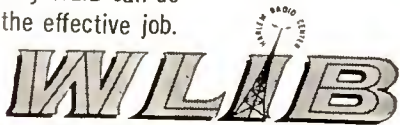
"LIB"

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"

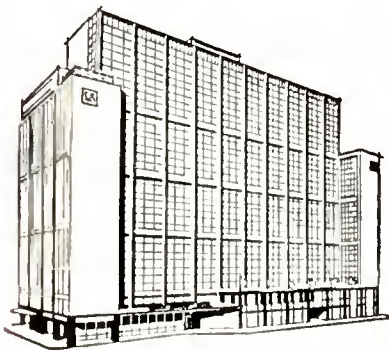
The reasons are simple. Whether you sell a LIBation or appeal to the LIBido only WLIB can do the effective job.



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

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

**IN TORONTO**



**THE  
LORD  
SIMCOE  
HOTEL**

*Where you feel the  
friendly welcome*

**Singles from \$7.50  
Doubles from \$11.50**

For reservations phone EM 2-1848  
Telex 022458

University at King Street, Toronto

CANADA: The Lord Elgin, Ottawa  
The Lord Simcoe, Toronto

CHICAGO: The Sherman  
The Hotels Ambassador

National and regional buys

in work now or recently completed

**SPOT BUYS**

**TV BUYS**

**General Foods Corp.**, Maxwell House Div., Hoboken: Two-week schedules on regular Maxwell House coffee begins 1 April. Day and night minutes are being bought in about 60 markets. Buyer: Peter Berla. Agency: Ogilvy, Benson & Mather, Inc., New York.

**Helene Curtis Industries, Inc.**, Chicago: New runs begin this month for four weeks on Suave, in about 15 major markets. Schedules of minutes are 70% or more nighttime, with good daytime only to get more favorable plans. Buyer: Mary Peter. Agency: Campbell-Mithun, Inc., Chicago.

**Ralston Purina Co.**, St. Louis: Purina Dog Chow schedules start 27 March in 20-25 markets. Campaign is 13 weeks with fringe and prime minutes and 20's being used. Buyer: Bill McKinstry. Agency: Gardner Adv. Co., St. Louis.

**Colgate-Palmolive Co.**, New York: Some new activity on Ajax cleaner with placements in selected top markets. Fringe night minute schedules begin 2 April for 52 weeks. Buyer: Larry Levy. Agency: McCann-Erickson, New York.

**Pharma-Craft Corp., Inc.**, Cranbury, N. J.: Buying schedules of day, fringe and prime minutes and I.D.'s for Fresh Cream Deodorant in a large number of markets. The first group of markets begins 3 April using four and six week flights totaling 22 weeks over a 26 week period. The second group starts 10 April, in two, three and four week flights that total 17 weeks over a 24 week period. Buyer: Isabelle Stannard. Agency: Daniel & Charles, Inc., New York.

**Procter & Gamble Co.**, Cincinnati: Lineup for Duncan Hines Early American mixes begins 2 April and runs through the contract year, in about 50 markets. Schedules are for day, fringe and late night minutes. Buyer: Fred Webber. Agency: Gardner Adv. Co., St. Louis.

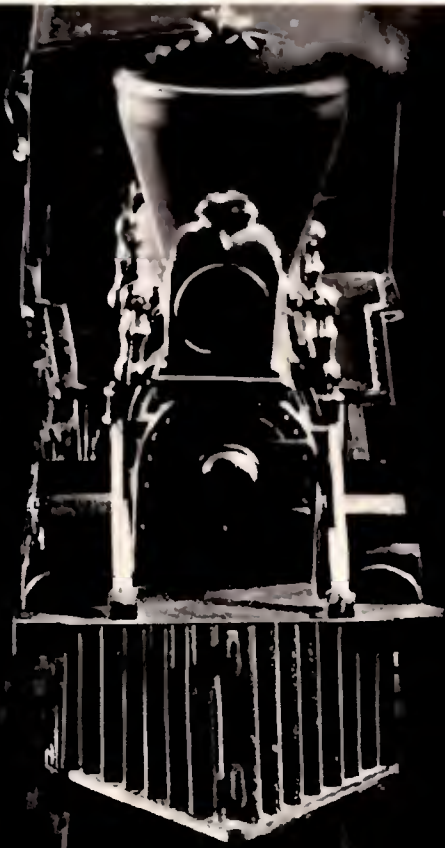
**RADIO BUYS**

**Hamilton Watch Co.**, Lancaster, Pa.: Spring campaign for its watches on good music and fm stations begins 25 April and runs through June 6, in about 20 markets. As usual, night minutes, 6 to 11 p.m., and some weather and news adjacencies, are being used, around 12 spots per week per market. Buyer: Ed Hardison. Agency: N. W. Ayer & Son, Inc., Philadelphia.

**Pabst Brewing Co.**, Chicago: Going into about 25 markets for Pabst beer with 26 week schedules to start 1 April. Buys are minutes and 10's in drive times, 20-30 per week per market. Agency: Kenyon & Eckhardt, Inc., Chicago.

**Hills Bros. Coffee, Inc.**, San Francisco: Campaign for its coffees starts 21 April on about 300 stations, running from Pacific Coast to Cleveland, its area of distribution. Day and traffic minutes will be bought using 20-30 spots per week per market for four weeks. Agency: N. W. Ayer & Son, Inc., Philadelphia. Buyer: Charles Ventura.





# WSPD-TV fills the gap...

To make sales tracks in the 2-billion-dollar Toledo market — covering 21 counties in Northwestern Ohio and Southern Michigan — you need WSPD-TV with its new 1000-foot tower sending your sales message to 444,400 homes. You can't afford to ignore

# TOLEDO

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



## BASEBALL

(Continued from page 36)

which "for a fraction" of what it spent as co-sponsor of the Brooklyn Dodgers' games is now reaching a wider audience composed mostly of the men it wants.

"We had a lot of waste audience, a lot of youngsters watching the Dodgers." SPONSOR was told at BBDO, Schaeffer's agency. "Now we have a 15-station network for Saturday racing, and it's drawing 10 ratings and an overwhelming percentage of men in the audience. We also sponsor the trotters on Wednesday nights; we had terrific reaction from our soccer telecasts last summer, and we will repeat them; we participated in the Olympics; we are sponsoring public affairs shows and musical shows on local outlets. The whole thing, mind you, on half the money we spent on the Dodgers.

"When Mr. O'Malley moved out, he gave us room for thought, and we found we could better use the money. Baseball can still be a good buy, but not in the old-team markets—like it was in the old days."

At another agency the prevailing attitude was: "Any agency that represents a beer, a cigarette or an oil company has a natural baseball sponsor. We will buy baseball, but not half-sponsorships. We will buy as little as possible as the years go by to get the benefit of association and impact. Sponsor identification, once the top value of baseball, may be on the way out, however—how many advertisers can put that much money into one market?

"It's quite possible that tv baseball will end up, as it already has in at least two cities, as a spot carrier."

The argument that tv was killing baseball at the gate seemed to finally expire in 1960. Only five clubs—Cleveland, Kansas City, Detroit, Cincinnati and Milwaukee—drew less customers than in 1959, and two of them were only slightly off. An analysis of these clubs offers little evidence that tv hurt them. It may be argued, that in the case of Milwaukee, the only league club with no television, the lack of tv hurt them.

According to the Office of the Commissioner of Baseball, the National League had its top season in history. The Redlegs (the only team to telecast all home games) and Milwaukee were down. In the American

League, the only team that televised most of its choice night and weekend home games—the Yankees—were up.

Network baseball presentations have also undergone a change in 1961. The exact number of outlets carrying the games (on Saturday and Sunday) each week will not be cleared for another two weeks, but they will certainly be reduced because of the blacking-out of a new major league area, Minneapolis-St. Paul. They will be even further reduced in 1962 with the inclusion of Houston in the National League.

NBC has signed two regional sponsors for its *Major League Baseball*, General Insurance Company of America and Anheuser-Busch. CBS' only announced sponsor for its *Game of the Week*: Falstaff Brewing (one-half Saturday and one-quarter on Sunday). The network will reveal the other sponsors upon completion of negotiations. The price for each network is just over \$1,250,000.

Mutual has dropped its *Game of the Day* radio broadcasts as a direct result of major league expansion coupled with its own evolution into a news-first organization. According to MBS v.p. in charge of operations, Joseph F. Keating, "Of 318 stations eligible, only 160 carried the games last season. This year, 45 of those didn't want the games, league expansion reduced the line-up more.

"We could broadcast major league games at night," he added, "but that would hurt the minor leagues and we're interested in expanding the sport, not killing it."

Mutual was further deterred by the expansion of individual networks set up by the big league clubs. The network feels that its broadcasts "re-kindled interest in a waning game," but that the major league clubs are over-expanding their broadcasting "killing off a golden goose."

Sports Network, Inc., which handles facilities and service for every major league club's away games, is flourishing this season. The organization provides mobil equipment, and furnishes engineering and production when needed. About 150 television and more than 3,000 radio games will be serviced by SNI.

The World Series and All-Star games, sponsored by Gillette (Maxon), will cost \$3,250,000 under an old contract. Next season, Gillette will pick up a \$1 million tab. ■

## N. Y. AGENCIES

(Continued from page 39)

ings above the \$5 million mark, S/G finds itself with 70% of its business in the grocery field, and 75% of its billings in the air media.

Probably the best known of its accounts, and one of its outstanding successes is Red L. Foods Corporation. This frozen seafood manufacturer was in the throes of a three-year declining sales curve when S/G was retained in 1959.

The agency's first recommendations called for in-depth research and, following this, for complete new package designs. Key of both new packaging and S/G's first copy for Red L was the need to create a "masculine" image. (The research had shown that the consumer concept of seafood was that it was for women and children—not men).

Opening campaign was a modest, but talk-producing newspaper series in which, to highlight the letter "L", the copy substituted it for "r" as in "Tomorrow is Fliday, a gheat day for Red L Flozen Flid Shlimp."

When sales and dealer reactions showed immediate upward swings, S/G adopted the campaign to tv and radio, and pounded hard in north-eastern metropolitan markets.

Within a year, distribution jumped 34.3% and sales were up 91.7%. S/G followed up its success with a "creative" media buy in the fall of 1960, sewing up chain breaks in every CBS network spectacular scheduled on WCBS-TV New York, and moved in with off-beat tv spots, featuring Edward Everett Horton.

Continuing sales climbs enabled Red L to expand its advertising budget (\$15,000 when S/G took over) to nearly \$500,000. Leo Greenland predicts that Red L. will be one of the top 100 spot tv accounts for 1961.

Other agency food successes have included Downyflake Foods Inc. in which S/G creativeness in redesigning packages for frozen waffles, french toast and other products was matched by its copy creativeness in dreaming up tv jingles, spotted into kid shows. (For example the familiar "Pop goes the weasel" nursery rhyme now does double duty as "Pop goes the waffle.")

An odd but significant name on the S/G client list is the New York Times "grocery account." S/G prepares and places ads extolling the Times as a food medium in both grocery trade



papers and in the newspaper itself.

Leo Greenland, himself, in explaining his advertising philosophies to SPONSOR, stressed the need for agency executives to know the grocery business right down to the grass roots level—"not just company sales executives, but brokers, chain buyers, store managers, stock boys, check out clerks."

He himself read scores of out-of-town newspapers for ideas on grocery advertising, is in constant touch with brokers and chain buyers on all of the agency food accounts. Among his observations:

"Chain buyers today have seen everything. But they'll respond to the new twist, to the imaginative approach, and above all to the well-planned program with all the pieces thought out and carefully tied together."

"The other day in SPONSOR I read the comment of some young time buyer that merchandising help by a radio or tv station is of little value.

"I don't agree at all. We've found it tremendously valuable, when it's used properly. The two rules to remember are—don't abuse it, and give the station a specific problem to help you with. Don't ask or expect them to scatter their shots all over the place."

As an example of a specific problem, Greenland cited a "TV Commercial Buyers Tour" arranged jointly by the agency and WCBS-TV for one of its clients. Food buyers were invited to the station to see how a tv commercial is made, "and they were fascinated" said Greenland.

Neither Greenland, nor Smith is inclined to be smug or self-satisfied with the progress they've made. Smith says he gets impatient that the growth seems so slow, and packing up new accounts such a competitive process.

Observers point out these significant points about the S/G story:

**Specialization:** despite some hard goods accounts, S/G is specializing solidly in grocery products, by far the biggest advertising category.

**Creativity.** Both partners constantly emphasize the need for "excitement" in advertising, the new creative twist.

**Public relations:** S/G does a more active pr job than many agencies four or five times its size.

Experts say these signs augur well for the S/G future. ▀

## DETROIT RADIO

(Continued from page 39)

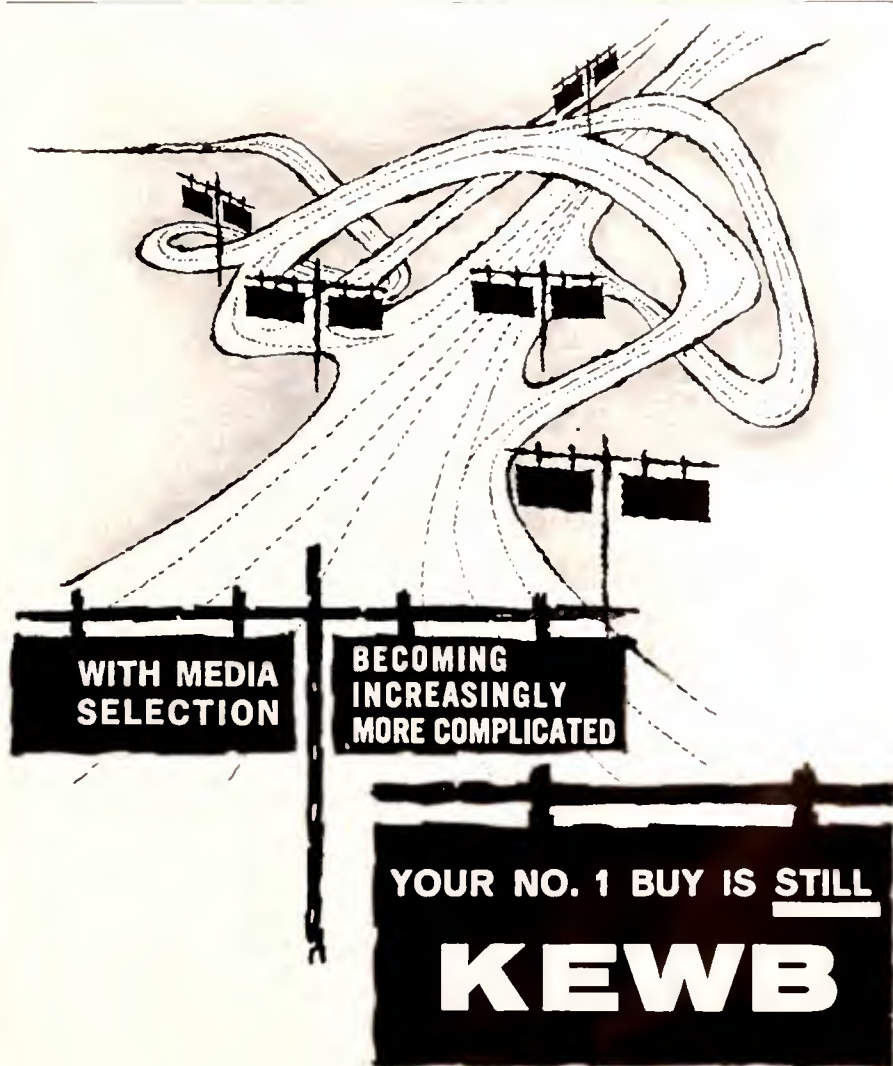
information from others connected with the auto industry: Maynard "Mac" Gordon, news editor of Automotive News and Stanley Roe, manager of the Automobile Manufacturers statistical department.

All day long, 22 February, WNAC, as its *Salute to the Automobile Industry*, aired capsule reports of inside Detroit facts of the auto industry.

WNAC backed up its promotion by cross-plugging the interview-segments on WNAC-TV's *Louise Morgan Show* and the late news. They

bought newspaper ads and alerted the area's five hundred auto dealers via letters which carried the recommendation to contact the sales office for commercial tie-ins.

With this promotion WNAC picked up the following local dealers who bought participating minutes: Volvo, Lee Foreign car sales, Wellesley Hills; Jaffarian's Service, Haverhill; Gene Brown Motors, Newton; Auto Engineering, Lexington; Dalzell Motor, Norwood; Leonard's, Seekonk; Plaisted Foreign Motors, Salem; Columbia Pontiac, Dorchester; Metri Chevrolet and Chrysler. ▀



Analysis proves that in San Francisco, a two-station combination must first include KEWB, then another of the top four stations, to reach the greatest number of unduplicated homes at the lowest cost per thousand.

Source: A. C. Nielsen, one-week cume, 6 AM-7 PM, 24 anncs, Mar-Apr 1960, San Francisco/Oakland NSI Report.

national representatives  
The Katz Agency, Inc.

CROWELL-COLLIER BROADCASTING CORP

A SOUND CITIZEN OF THE BAY AREA

# SPONSOR WEEK WRAP-UP

## Advertisers

Ten net tv shows—nine daytimers and one late night—will help Hudson launch its Fashion Quick Home permanent Get Acquainted campaign, come May.

The daytime shows—all ABC: *Who Do You Trust*, *Love That Bob*, *Road to Reality*, *Queen for a Day*, *American Bandstand*, *Morning Court*, *Camouflage*, *About Faces*, and *Number Please*.

The lone nighttimer is NBC's *The Jack Paar Show*.

### Campaigns:

- **A.S.R. Products**, (division of Philip Morris) is introducing its new Pal Premium Edge injector blades in the New York and Chicago markets via nighttime net tv shows. Agency: Benton & Bowles.

- **Rose-X Chemical** is readying a heavy spot tv campaign in the New York metro area over WNTA-TV and WOR-TV in behalf of its Rose-X All Purpose Cleaner. Scheduled to run

PLANNING luncheon for industry to be held 3 May are (l-r) Frank E. Pellegrin, chairman of the Station Representatives Association Timebuyer of the Year Award Committee; Marie Janice, Cunningham & Walsh radio tv exec., and Tom McDermott, v.p. radio tv at N. W. Ayer



NEW ASSISTANT, Steve Shannon (left) shakes hands with his boss, Frank P. Fogarty, executive v.p. of the Meredith Broadcasting Co. Their headquarters are at WOW radio and tv, Omaha. Shannon formerly served as director of promotion for Meredith's KPHO radio and tv, Phoenix

Welcome to Omaha  
STEVE SHANNON

Meredith Broadcasting Company



FLAPPER costumed girls surround J. McCarthy Miller, president of WCOA, Pensacola, Florida, at their 35th broadcast year celebration, held at San Carlos Hotel, where handbills with lucky numbers were distributed



through June, the campaign employs 60-second animated commercials. Agency: Chalek and Dreyer.

• **Clorox** is buying spot tv to bolster its giant Clorox Spring Spruce-Up Spree campaign scheduled for late this month and early April. Agency: Honig-Cooper & Harrington, San Francisco.

**PEOPLE ON THE MOVE:** **George Lampros**, to director of advertising and sales promotion, Binney & Smith (Crayola Crayons) . . . **John M. Burnard**, from marketing director, Miles Laboratories Pan American to director of international operations Lanolin Plus . . . **Douglas T. Scott**, to product improvement manager Scott Paper Company's market development group . . . **W. B. Bryan**, to advertising manager 20 Mule Team Products, United States Borax & Chemical.

**Resigns:** **John L. Bricker** as corporate v.p. for marketing and company director, Colgate-Palmolive.

## Agencies

**PEOPLE ON THE MOVE:** **Robert L. Thalhoffer**, from Johnson & Johnson's Personal Products Corporation Division, to account executive, Colgate-Palmolive account, Lennen & Newell . . . **Joseph McParland**, from manager, Control Dept., to account executive, General Telephone & Electronics Corporation corporate account, Kudner . . . **Richard H. Behrman**, from assistant director, research, to director that department, Gardner . . . **Ray McWeeny**, from broadcast and print media manager, Tatham-Laird, Chicago, to associate media director, Campbell-Mithun . . . **Brad Collins**, from creative director, Lennen & Newell, to copy director and creative coordinator, Wyman, San Francisco . . . **Bill Parker**, from Galaxy Advertising, to account executive, Liberty Records, KGBS Radio and Union Mortgage accounts, Anderson-McConnell, Hollywood . . . **Raymond D. Strakosch**, from assistant advertising manager, Bridgeport Press, Bridgeport, Conn., to pub-

lic relations account executive, Erwin Wasey, Ruthrauff & Ryan, Philadelphia . . . **Robert A. Fillmore**, from E. I. du Pont de Nemours & Co., industrial advertising and sales promotion department, to representative, Ayer, Philadelphia . . . **Robert Denning**, from account executive Bryan Houston, to account executive, Listerine Tooth Paste account and assistant account executive, Listerine Antiseptic, Lambert & Feasley . . . **George R. Fisher**, from I-T-E Circuit Breaker Co., assistant in accounting to media estimator, Ayer, Philadelphia . . . **Theodore Kavanan**, from Ithaca College tv radio department, Ithaca, N. Y., to associate commercial producer, tv radio department, Ayer, New York City.

**They were named v.p.'s:** **William C. Dekker**, director of media, at Lambert & Feasley . . . **Thomas L. Harris**, and member executive committee, at Daniel J. Edelman & Associates, Chicago . . . **Rodney W. Mutch**, creative director, at Vanguard Advertising . . . **Doug Manson**, new business development, at

**WINNER** of vacation trip to Jamaica, Mrs. Margot Teleki of Reach-McClinton at party for advertising reps to announce John Blair as sales rep for WQXI, Atlanta. Barry Sherman, radio/tv dir. of Esquire, presents prize



**TELEPHONED** contribution pledges for 1961 County Heart Association's fund are received by Jay North, who, with Bob Denver took part in KFMB, San Diego's radio appeal



**AFFILIATION** agreement between Taft Broadcasting Co., Cincinnati, and ABC network is signed by Hulbert Taft, Jr., pres. of Taft Broadcasting. Seated with him is Julius Barnathan, ABC v.p. for affiliated stations. Present (l-r) are: Robert Coe, v.p. in charge of station relations, ABC; R. T. Schlinkert, v.p. and gen'l mgr. of WBRC-TV, Birmingham; Fred von Stade, gen'l mgr. of WKYT, Lexington; L. H. Rogers, II, v.p. in charge of operations, Taft Broadcasting Co.; Sam T. Johnston, gen'l mgr., WKRC-TV, Cincinnati; and David G. Taft, exec. v.p., Taft Broadcasting. All Taft-owned tv properties, including WTVN-TV, Columbus, are now affiliated with ABC

Jerry Fields Associates . . . Alec Taylor, account supervisor, at Bates.

**Storer Broadcasting has switched its corporate advertising account from Peter Finney, Miami, to McCann-Marschalk.**

Robert Crane will supervise the account in the agency's Miami office.

Each of Storer's seven radio and five tv stations will continue to retain its present agency in its local market.

**Agency appointments:** Sterile King to **Jerome O'Leary**, Boston . . . Relaxacizor, L.A., and The Federal Life & Casualty, New York, to **Metlis and Lebow**, New York City . . . The Jack Tar hotel chain to **Hume, Smith, Mickelberry**, Miami . . . Owl Rexall Drug Company, L.A. (31-store chain in West) to **Beckman, Koblitz**, L.A. . . . Tru-Ade (fruit juice soft drink), Elgin, Ill., to **Gny Davis & Associates**, Chicago.

**Mergers:** **Bozell & Jacobs** with **The Phil Gordon Agency**, both

Chicago . . . **Barnes Chase**, L.A., with **Fletcher Richards, Calkins & Holden**.

**Kndos:** **Gordon E. Navan**, v.p.-treasurer of Norman, Navan, Moore, Marineau & Baird, Grand Rapids, Mich., named *Ad Man of the Year* by the Grand Rapids Advertising Club.

**Name change:** Frank Moreland Advertising, L.A., to **The Frank Moreland Company**.

### Tv Stations

**Triangle Stations**, in broadening out its sales divisions, has set up a branch office in Chicago and named, as manager, one of its station men.

The midwestern sales manager: **Frank B. "Bud" Palmer**, WFBG AM-FM & TV, Altoona-Johnstown, Pa., general manager since 1957.

The WFBG post has been filled by **John G. Stilli**, a former Westinghouse Broadcasting station man.

**Ideas at work:**

• **KRON-TV**, San Francisco, has

signed up over 26,000 youngsters as members of its new 4-K Club during the past five weeks. The youthful viewers who were made eligible to join just by sending along their names and addresses, have been issued club badges and individually numbered membership cards. A variety of stunts, contests, personal appearances and theatre parties are being planned as additional facets to the promotion. The club was promoted as a part of the station's two children's programs—*Bozo the Clown* and *Popeye*. Extra membership bonus: club members are extended special invitations to attend one or both of the programs in person.

**Sports buys:** Falls City Brewing, for the 10th year, will sponsor the seven Stakes Races of the Churchill Downs Spring Meet over **WHAS-TV**, Louisville.

**Sports note:** **WOOD-TV**, Grand Rapids, Mich., last week, telecast live the World's Championship Three Cushioned Billiards Tournament.

**Kndos:** **KTTV**, Los Angeles, recipient of the first television award made by the Church Federation of Los Angeles for "ten years of continuing telecasting of a church service each Sunday" . . . **WHEC-TV**, Rochester, N. Y., general manager and v.p. **Lowell H. MacMillan**, elected director at large, Advertising Council of Rochester . . . **WTVH**, Peoria, Ill., promotion director **Gary Gresham** winner of the creative promotional award for his outstanding TV Guide series, and continuity director **Frank Elders**, winner of the television creativity award during the Peoria Advertising and Selling Club's sixth annual advertising competition.

**This n' data:** **WAST-TV**, Albany, brought New York City talent (The Clancy Brothers and Tommy Makem who headlined recently at the Blue Angel) before its cameras in a special St. Patrick's Day program . . . **WFIL-TV**, Philadelphia, featured a fashion show video-taped at Hess's Department store in Allentown last week and emceed by the store's sales

(Please turn to page 68)

"Look South for new economic strength . . . look at the Jackson TV market area for solid growth and a sound future."



Served, 1954-1957, as Head of Largest World-wide Masonic Organization (Royal Arch Masons)

**TOM Q. ELLIS**

Clerk, Supreme Court of Mississippi

**WLBT** Hollingbery **3** **WJTV** Katz **12**

Serving the Jackson, Miss., Television Area





# You pick your salesmen carefully...

Choose your air salesmen  
just as carefully . . .

## Check List for Hiring Salesmen:

- ✓ INTEGRITY
- ✓ STABILITY
- ✓ RESPONSIBILITY

You look for these qualities when you hire a salesman. Be just as sure you get them when you hire *air* salesmen. In Des Moines KRNT and KRNT-TV Air Salesmen have these qualities. That's why people believe in and depend on KRNT RADIO AND TELEVISION:

- People have been dialing KRNT Radio for reliable news and sports information for 26 years. Highest ratings for years.
- ARB and Nielsen prove our television news and sports are also the "preferred ones". Always top rated.
- The community knows locally-produced religious and civic-minded shows appear regularly in our schedules.
- Local radio advertisers have given us by far the biggest share of business in a six-station market.
- Local television advertisers have given us 80% of the local business in a three-station market.

Check our ratings with the Katz Man.  
He can help you hire our salesmen, too.

## **KRNT**

*Radio and TV - Des Moines*

*An Operation of Cowles Magazines and Broadcasting, Inc.*

# GREAT INSTITUTIONS

...characterized by high ideals



DAG HAMMARSKJÖLD, Secretary-General



UNITED  
NATIONS

**KWTV**  
OKLAHOMA CITY



# WASHINGTON WEEK

20 MARCH 1961

Copyright 1961

SPONSOR  
PUBLICATIONS INC.

The FTC prepares for an injection of new blood, while the FCC slowly rounds into its new shape.

Antitrust experts Paul Rand Dixon, slated to be the new FTC chairman, and Philip Elman, both antitrust experts from the Hill, had their confirmation hearings.

Although both pledge continued activity on the false ad front, the FTC also has responsibilities in the antitrust field. With the backgrounds of the two men, it would appear there will be strengthening of Commission activity in that field. Budgetary limitations being what they are, a step-up in one direction must mean a drop in another.

President Kennedy will get to appoint a third man to the five-man FTC in the fall. He has already announced his intention to appoint **Everette MacIntyre**, counsel to the House Small Business Committee, to that spot. Then an outright majority will have background and special interest in antitrust matters. And that will be the new FTC.

With new chairman Newton Minow still immersed in his "homework", the trend at FCC continues slowly to emerge. But there are already definite signposts along the road.

Minow appears set to team up with Commissioner Bartley as a pair ready to vote for stronger scrutiny of station operations. On most matters, Lee will make it a threesome.

Over on the other side, Hyde is moving closer to Craven in voting for fuller freedom for stations to build their own programing and conduct their own affairs. This puts Ford, Cross and often Lee in the middle position, where two can swing the balance back and forth.

Out of this new situation will emerge a voting formula on renewal of station licenses. First, however, the FCC will adopt its proposed new application forms, with probably all three of the "middle ground" commissioners voting with Minow and Bartley, opposed only by Craven and Hyde.

Following adoption of the form, there will be case-by-case voting on specific license renewals, and only then will it be established how far the Commission majority will go in the programing field.

Prospects are that some licenses will fail of renewal. This would, in turn, result in a court case which would officially outline the FCC's power in this field.

Stations not caring to be guinea pigs in this historic court case need only review the promises they made when they applied for their licenses, thereafter making sure their programing is as they represented it would be. The FCC has, itself, held that it has no power at license renewal time beyond holding stations to their promises.

**Rep. Oren Harris (D., Ark.) holds his fire, but keeps his powder dry.**

Expected on the Hill shortly is a message from President Kennedy about the regulatory agencies. If the message appears to be leading toward White House "interference" with the agencies, Harris will blast.

Harris prepared for any test which might come by resigning all chairmanships of subcommittees of the House Commerce Committee, of which he is chairman. This permitted him to take the chairmanship, and to concentrate much of his attention on, his new permanent subcommittee on regulatory agencies.

A side effect of all of this was elevation of **Rep. Morgan Moulder (D., Mo.)** to the chairmanship of the communications subcommittee, where he will have jurisdiction over the FCC and broadcasting. Moulder started out on the now-defunct Legislative Oversight subcommittee, and quit when he thought it was going to "whitewash" the FCC and the broadcasting industry.

# FILM-SCOPE

20 MARCH 1961

Copyright 1961

SPONSOR  
PUBLICATIONS INC.

Sterling Tv and Wolper-Sterling have taken a giant step toward the exploration of a new syndication market: the special for regional or national spot film use.

Latest is *Legend of Valentino* for Peter Pan in 25 markets in May.

Last week it was *Race for Space* and *Project: Man in Space*, both sold to Tidewater Flying A gasoline (FC&B) in 50 cities. In some markets the films will be repeats.

The prototype for this sort of special was the *Race For Space* documentary of a season ago, used by Shulton in national spot film.

The Valentino special, just finished, is one of six Wolper-Sterling is making and Sterling Tv is selling for this year.

At the moment stations have taken over some of the role previously played by film studios in the supply of new tv programs for syndication.

Two of these are commentary and discussion programs originated by WNEW-TV, New York, and syndicated by Banner Films: *A Way of Thinking with Dr. Albert Burke and John Crosby*.

Economics-minded observers see contrasted to the new importance of stations as program suppliers the timidity of some conventional producers on making excessive production investments.

Last week's third Patterson-Johansson bout set a new record in the international tv film box-office for an event of its type.

Fremantle International reports sales to 29 markets, some of them paying twice the price of the boxers' second match.

Syndication sales activity at NTA this week included renewals of *Play of the Week* and new sales of *Assignment Underwater*.

There were second year renewals of the dramatic series in ten major markets. The adventure show now reports a total of 20 western sales as part of its national total of 70 stations.

(For details, see FILM WRAP-UP, p. 69.)

Those post-1948 features are giving new life to tv movie ratings, in turn yielding fresh business for both stations and feature distributors.

Handiest feature groups to follow on the ratings scoreboard are the Screen Gems post-1948 Columbia pictures because of their simultaneous exposure on the five CBS o&o's.

Here are Trendex ratings for three of the pictures in two cities:

PICTURE & YEAR	RATING & SHARE	
	New York	Los Angeles
All the King's Men (1950)	23.9 (76.6%)	24.2 (62.1%)
Phffft! (1954)	18.1 (59.8%)	17.7 (67.6%)
Death of a Salesman (1952)	22.5 (72.5%)	26.7 (70.2%)

Air dates were 28 January and 18 and 25 February.



**Screen Gems sold its post-1948 Columbias and pre-1948 Universals to eight more stations.**

Three of the stations also bought a newly-released package of Columbia action pictures of a shorter than usual (65-75 minutes) length; all eight stations plus the five CBS o&o's bought **On the Waterfront for telecast after 1963.**

Those three stations that bought the 210 previously released post-1948 Columbias plus the action package of 50 also bought the following numbers of pre-1948 Universals: WTIC-TV, Hartford, 105; WOAI-TV, San Antonio, 105; and WKBW-TV, Buffalo, 230.

Five other stations bought the 210 Columbia package and the following number of Universals: WSYR-TV, Syracuse, 105; WAPI-TV, Birmingham, 105; WTPA-TV, Harrisburg, 105; WHBF-TV, Rock Island, 115; and WOOD-TV, Grand Rapids, 90.

**Price levels for post-1948's are reportedly 50% or more above prior levels.**

**Two film veterans, Leslie Harris and Ernest Fladell, have turned agency men but will promote syndicated shows for ABC Films.**

The link comes about through the syndicator's appointment of a new agency, Fladell, Harris & Breitner.

**The oldest and most durable film shows in syndication are the continuing sports series.**

Tel Ra's National Football League Highlights, for example, started back in 1949 and will go into its 13th consecutive year in the fall.

The 15-week half-hour series was sold in 78 markets in 1960.

**Renewed interest of women in sports shows such as bowling is making possible new daytime stripping patterns for Walter Schwimmer's Championship Bowling.**

Newest sales pattern of the show is one of Monday-through Friday afternoon strip programming; first market to air the strip will be Los Angeles in April.

**Trade observers were watching MPO's opening of a new Hollywood studio as part of the progress of a produce using "unconventional" methods.**

Those so-called unconventional methods, which have made MPO something of a maverick among the major commercials producers, are actually quite traditional.

In an era characterized by mergers and expansion into tape production, MPO has been the only producer of mammoth size to stick to its film-and-independent status, avoiding adventures into tape and not entering into mergers, although it had explored them.

MPO's reliance on traditional strategies (it issued stock for new financing instead of entering a merger) also saved it from some of the myriad tape embarrassments that plagued Filmways, EUE, and CBS, all producers who had to kill or curtail tape commercials production after a try at it.

**Pre-production planning is paying off at Videotape Productions where it was possible recently to finish four complicated commercials in around three hours.**

Commercials, for Nabisco (McCann-Erickson), were done last month in just nine takes even though eight scenes and full production was involved.

The tapes, made late last month for immediate network use, were done by producer George Weber and agency director Charles Powers.

# SPONSOR HEARS

20 MARCH 1961

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PUBLICATIONS INC.

Two agencies that are sitting pretty in the way of new products (in the testing stages) are Compton and J. Walter Thompson.

Compton, in particular, has six of them, any one of which could eventually bill as much as \$10 million, and the same applies at JWT with at least five such.

Of course, what often happens is that the agency that successfully kicks off a product often winds up with just the kudos: the product is shifted to another agency in the client's stable.

The histories of the two above agencies are loaded with examples of this kind.

If you don't think that the FTC hasn't got ad people instinctively looking over their shoulders, then you haven't attended a commercial judging session.

A graphic example of this happened last week at the initial meeting of judges for the American Commercials Festival which reaches its climax 8 May.

The subject had to do with the oral hygiene category and the product under particular scrutiny in a commercial was a denture powder.

Some of the judges got into a long and heated argument on whether the FTC might frown on that denture powder blurb because the actor biting a sandwich in it actually, as some of them knew, didn't wear false teeth.

P.S.: because of the philosophic point the decision to admit was held in abeyance.

Evidently the gates have been opened wide again, particularly at NBC TV, to these entrepreneurs who furnish the giveaway merchandise on game shows.

One of these middlemen is soliciting accounts at agencies with this proposition: \$200 can get the flash of a footcard showing the advertiser's product plus a 15-word mention. If a sample is contributed as a prize he gets an additional plug.

That \$200 expenditure works out to a cost-per-1000 of between 7-10¢.

The come-on: for a few hundred dollars a manufacturer can tell the wholesalers and retailers via his salesmen that he's on tv.

The shows specifically mentioned by one entrepreneur: Say When, Concentration and Truth or Consequences.

There's a sardonic tinge to the activity of an agency after it loses a prize account. What happens frequently is this:

- Practically every worthwhile account in the same field is solicited.
- Pulled off the shelf and dusted off and slightly updated are ideas that the lost account had appraised and rejected.
- Inquires the solicited ad manager of himself: "Why hasn't my own agency come along with fresh thinking like this?"

Tv/radio critics ought to compare the amount of advertising vs. reading matter in newspapers as just revealed by the Association of Newspaper Representations before they tee off any more against air media overcommercialization.

The ANR figures: the 1959 average was 23.11 pages of advertising to 14.39 pages of news and whatnot, making the balance for ads 60%.

Commercial ratios as they prevail in tv: nighttime network, including chainbreaks, 11%; daytime, 14-15%. And in radio the trend locally is to keep it well within 20%.





**REACH  
MORE  
SHIPPING  
EXECUTIVES  
IN THE  
TEXAS  
HOT SPOT**

No white collar, no ivy league jacket . . . but this stevedore is a valuable executive in the shipping industry. In the Beaumont-Port Arthur-Orange market, over 20,000 people are directly connected with the shipping industry. Their average effective buying income is over \$6,800. You sell them and over 700,000 other prosperous Texans and Louisianans in this shipping, petroleum, petrochemical, agricultural, lumbering and manufacturing Hot Spot only through KFDM-TV.



Peters-Griffin  
-Woodward

**KFDM-TV CHANNEL 6**

BEAUMONT • PORT ARTHUR • ORANGE

## WRAP-UP

(Continued from page 60)

promotion manager and board member Wayne Holben.

**PEOPLE ON THE MOVE:** **John F. Cundiff**, WHNC-TV, Hartford-New Haven, Conn., general sales manager, named station manager . . . **John Baade, Jr.**, to local sales manager, and **John K. Chamberlain** to local sales staff, both WOAI-TV, San Antonio, Tex. . . . **Casey Cohlman**, WFAA-TV, newsman, to director of promotion and publicity, WFAA radio and tv . . . **Jack O'Grady**, from writer-reporter, news division WNEW, New York City, to assistant news director, WNEW-TV . . . **Robert B. Paris**, from sales staff, WNBR, Jacksonville, Fla., to sales staff, WTTG, Washington, D. C. . . . **Ruth Anderson**, WSBT-TV, South Bend, Ind., personality, to woman's director, WSBT radio and tv . . . **Len Gurry**, to advertising continuity director, WLOS-TV, Asheville, N. C. . . . **Ralph McFarland**, to production manager; **Jerry Fraser**, to tv director; and **Malcolm Tyler** to station photographer, all WJBF, Augusta, Ga. . . . **Charles H. Cash, Jr.**, from promotion manager, WSM-TV, Nashville, Tenn., to director of sales promotion, KTVI, St. Louis.

## Radio Stations

Richmond, Va., radio station WRVA recapped the highlights of its 35 broadcasting years and documented them in a 20-page brochure.

The black-and-white booklet is sprinkled with nostalgic photos of its early people, programs and special events as well as its present day set-up.

Philadelphia radio station WIBC stirred up quite a flurry of Erin nostalgia in the Quaker City on St. Patrick's Day.

All day long, the station broadcast newscasts featuring local news tidbits, weather forecasts and temperatures from major cities and little towns all over Ireland.

## Ideas at work:

• **KISN**, Portland, Ore., stimulated extra interest in its Washington's Birthday programing by running a *Cherry Pies for Little White Lies* contest. The contest idea: listeners were asked to try to detect "whoppers" told by the station's deejay staff. The listener then called the station to report his find, and to claim his prize: a cherry pie.

**Thisa 'n' data:** **KBIG**, Catalina, Calif., took to the air with kites to guide the automotive trade and trade press people to a dinner announcing the year-long 15 auto races broadcast package sponsored by Willard Batteries. Kites were flown directly over the dinner-meeting place, the banquet room at L.A.'s Blarney Castle . . . **KSET**, El Paso, Tex., was highlighted recently by a weekly publication put out by the city's Sun Publishing Co. which devoted the entire issue to profiling the station's operations, programs, people and sponsors.

**More thisa 'n' data:** **WHL**, St. Louis, has put together a broadcasting career presentation to alert high school students to career opportunities in broadcasting . . . **WABC**, New York City, *Apple for the Teacher* promotion which has attracted some 2,000 letters, will be continued for the remainder of the school year, in cooperation with the A & P company . . . **WMAQ**, Chicago, put its new 50-kilowatt transmitter into operation last week . . . **KTIX**, Seattle, has received approval from the FCC to extend its broadcasting hours from daytime operation to unlimited full time status.

**Kudos:** **WAPO**, Chattanooga, Tenn., commercial manager, **Walter H. Stamper**, named head of Chattanooga Chamber of Commerce Membership and member relations committee . . . **WGBS**, Miami, community projects director **Don Butler** appointed member of newly formed committee to study metropolitan government in Dade County . . . **WHLL**, Hempstead, L. I., public affairs director **John T. Clayton**, appointed commercial radio coordinator, Nassau County Civil Defense . . . **KDIA**, San Francisco-Oakland Bay, Calif.,

recipient of American Heritage Foundation "informed vote" and "contribute to your party" awards and the 1961 Brotherhood Certificate of Recognition from the National Conference of Christians and Jews.

**More kudos:** **KFSD**, San Diego, news director **Pat Higgins** named head of Wirephoto Study Committee, Associated Press Radio and Television Assn. . . . **WHAS**, Louisville, Ky., recipient of TV Radio Mirror's Gold Medal Award for "best over-all radio programing, midwest states" . . . **WBZ**, Boston, personality **Dave Maynard** awarded Certificate of Appreciation by the National Polio Foundation for his Maynard March for the March of Dimes . . . **KNCK**, Concordia, Kansas, president and station manager **W. F. Danenbarger** appointed to four-year term, Kansas State Board of Regents.

**Call letter change:** **WKTL**, Sheboygan, Wis., to **WKTS** . . . **KFSD**, San Diego, to **KOGO**.

**Station acquisition:** **KAGE**, Winona, Minn., sold by Albert S. and Patricia W. Tedesco to James Goetz, Rex Eyles and Merlin Meythaler, Monroe, Wis., for \$105,000. Sale brokered by Hamilton-Landis & Associates . . . **WLOW**, Portsmouth, Va., sold by Joseph Maloney, Arthur Haley, John Quincy and Richard Maguire to Providence Radio, Inc., for \$250,000. Sale brokered by Paul H. Chapman Co.

**Happy birthday:** **WAOK**, Atlanta, Ga., celebrating its 7th anniversary.

**PEOPLE ON THE MOVE:** **E. James McEneaney, Jr.**, to general manager, WHHM, Providence, R. I. . . . **Neal Van Eels**, from news director, WNTA, New York City, to program director, WLWA, Atlanta . . . **John R. Whittaker**, to account executive, KFWB, Hollywood . . . **Frank B. Cummins**, to account executive, WSBT, South Bend, Ind. . . . **Bob Beringer**, to programing and production manager, WKTL, Sheboygan, Wis. . . . **Eric Ross**, from account executive, KOSI, Aurora, Colo.,



to sales staff. KICN, Denver . . . **Richard H. Gundle**, to commercial manager. WTMT, Louisville, Ky. . . . **Sam Somora**, to promotion manager. WJBK, Detroit . . . **Felix Adams**, from KGMS, Sacramento, Calif., to merchandising director. KRAK, that city . . . **Jack Keith**, to sales manager WGTO, Cypress Gardens, Florida.

**MORE PEOPLE ON THE MOVE:** **Ted Hepburn**, from local sales manager, to general sales manager; **Bob Shipley**, from program director to operations director, both WHLO, Akron-Canton, Ohio . . . **Bill Musser**, from account executive WARM, Scranton, Wilkes-Barre, Pa., to New York office, Susquehanna Broadcasting (WARM, Scranton/Wilkes-Barre; WSBA, York-Lancaster-Harrisburg; and WHLO, Akron-Canton) to coordinate and develop sales promotion . . . **Marvin Mirvis**, to general sales manager; **William S. Pirie, Jr.**, local sales manager; and **Jack Parks**, national sales manager, all WITH, Baltimore.

## Networks

ABC's *The Untouchables* took top honors with a 32.2 rating in ARB's Multi-city arbitron report for the week of 6-12 March.

The report shaped up like this:

PROGRAM	RATING	NET-WORK
1. The Untouchables	32.2	ABC
2. Candid Camera	32.0	CBS
3. Flintstones	28.4	ABC
4. Ed Sullivan	25.8	CBS
5. Gunsmoke	25.2	CBS
6. Garry Moore	24.5	CBS
7. Dennis The Menace	24.3	CBS
8. Danny Thomas	23.6	CBS
9. Wagon Train	23.6	NBC
10. 77 Sunset Strip	23.5	ABC

**New affiliates:** **WSNO**, Barre-Montpelier, Vt. and **WABJ**, Adrian, Mich. with **CBS Radio** . . . **KARA**, Albuquerque, N. M.; **KTOK**, Oklahoma City, Okla.; **WTYE**, Roanoke, Va.; **KSBW**, Salinas, Calif.; **KOME**, Tulsa, Okla.; and **KIRL**, Wichita, Kans. with **ABC Radio**.

**Kudos:** **Theodore F. Koop**, director of news and public affairs, CBS News in Washington, recipient of the American Legion Plaque of recognition "in recognition of his numerous personal achievements as a newspaperman, author, radio and television news director in keeping with the finest tradition of Sigma Delta Chi."

**PEOPLE ON THE MOVE:** **Don B. Curran**, from sales promotion manager, KTVI, St. Louis, to publicity and promotion director, ABC o&o radio stations . . . **Richard J. King**, and **James T. Inch**, to Canadian representatives, NBC International Enterprises . . . **Harfield Weedlin**, to program director, KXX Radio and the CBS Radio Pacific Network . . . **Jack Allen**, to Mutual Radio as New York news bureau chief.

## Representatives

**PEOPLE ON THE MOVE:** **David N. Simmons**, from president, Simmons Associates, to v.p. television division, Devney-O'Connell . . . **Arthur O'Connor**, to v.p. radio division, Devney-O'Connell . . . **Thomas E. Wood**, from George P. Hollingbery, to H-R Radio sales staff, New York City . . . **Gerald Mulderrig**, from account executive, H-R, to radio sales staff, Daren F. McGavren . . . **Carleton F. Loucks**, from president, Radio Programing Service, to eastern sales manager, Spot Time Sales . . . **John Fernandez**, from sales manager, NTA Spot Sales, to general sales manager, that company . . . **John L. Herbert**, from H-R Representatives sales staff, to Katz, New York radio sales . . . **Harvey Glor**, from Adam Young, Chicago, to Chicago office sales staff, Daren F. McGavren.

**Rep appointments:** **KGA**, Spokane, Wash., **WNCG**, Charleston, S. C., and **WEEX**, Easton, Pa., all to Walker-Rawalt for national representation.

## Film

Some encouraging statistics for syndication are reported by Ziv-

**UA: direct sponsor buying is on the increase.**

The distributor's most recent show put on the market, *Miami Undercover*, reportedly made 60% of its sales directly to sponsors.

It's the increase of national spending in syndication that's partly responsible for the tendency.

But more diversified selling is also a factor: sponsors of the show are from dozens of different categories, including beer, food, auto dealers, furniture, soaps, drug stores, farm equipment, and many others.

## Sales:

Ziv-UA's *Miami Undercover* reaches 131 markets, latest sales being Time Finance on WHAS-TV, Louisville; Busch Bavarian on KWTU, Oklahoma City, and WJHG-TV, Panama City; A. H. Perfect on WPTA, Fort Wayne; Royal Bedding (Dubin) on WJAC-TV, Johnstown; International Harvester on KGW-TV, Portland; Johnson's Wax and Polly's Food Service on WLX-TV, Jackson; LeBlanc Auto Sales and Southern States Drugs on KLFY-TV, Lafayette; and stations KXLY-TV, Spokane; WATE-TV, Knoxville; WICS, Springfield-Decatur; WCHU, Champaign-Urbana; WICD, Danville, and KVAL-TV, Eugene . . . Trans-Lux TV's *Felix The Cat* to KHQA-TV, Quincy; KGLO-TV, Mason City; WHBF-TV, Rock Island; KEYC-TV, Mankato; Australian Broadcasting Commission and Arabian-American Oil Co., Saudi Arabia; *American Civil War* to KFVS-TV, Cape Girardeau; KGLO-TV, Mason City; KONO-TV, San Antonio; WSAU-TV, Wausau; KQTV, Ft. Dodge; WSTV, Stenbenville; Milwaukee Public Library on WITI; *Encyclopaedia Britannica Film Library* to KONO-TV, San Antonio; WVEC-TV, Hampton, and WSAU-TV, Wausau.

**More sales:** NTA's *Assignment Underwater* to KOB-TV, Albuquerque; KERO-TV, Bakersfield; KGHL-TV, Billings; KHSL-TV, Chico; KKTV, Colorado Springs; KTVR, Denver; KCDA-TV, Denver; KPHO-TV, Phoenix; KOIN-TV, Portland; KXTV, Sacramento; KSL-TV, Salt Lake City; KFMB-TV, San Diego; KPIX, San Francisco; KXLY-TV, Spokane; KOLD-TV, Tucson; KTVW, Tacoma.

and KIMA-TV, Yakima . . . NTA's *Play of the Week* renewed by KCOP, Los Angeles; KOV-TV, Denver; WTIC-TV, Hartford; WILL-TV, Champaign; WGN-TV, Chicago; WSJV-TV, Elkhart; WBAL-TV, Baltimore; WBEN-TV, Buffalo; WROC-TV, Rochester; WFMY-TV, Greensboro, and KING-TV, Seattle.

**Commercials: Modern Sound.** New York music commercials producer, is appointing representatives in major cities.

**Promotion: WNEW-TV.** New York, reports great success with its *Felix the Cat* promotion, now extended from four to eight weeks. Almost 8 thousand cards were received the first week and an average of 17 thousand the second and third weeks.

**Other sales:** Banner Films reports following sales: *Debbie Drake* to WGR-TV, Buffalo; *WTVO*, Rockford; *WEHT*, Evansville; *WJBF-TV*, Augusta; *WRAL-TV*, Raleigh; *WMCT*, Memphis; *KGHL-TV*, Billings; *WRBL-TV*, Columbus, Ga.; *WBRZ-TV*, Baton Rouge; *WGAL-TV*, Lancaster; *WJHG-TV*, Panama City, Fla.; *KLFY-TV*, Lafayette, and repeats to *WSB-TV*, Atlanta; *Bold Journey* and *I Search For Adventure* to *KENS-TV*, San Antonio; *WNEM-TV*, Saginaw; *KTVR*, Denver; *KIMA-TV*, Yakima, and *KPHO-TV*, Phoenix; 21 Tarzan pictures to *WSIL-TV*, Harrisburg; *WJBF-TV*, Augusta; *WSOC-TV*, Charlotte; *WOW-TV*, Omaha, and *WEHT*, Evansville; 12 hour public affairs specials to *WNBQ*, Chicago; *KENS-TV*, San Antonio; *KSL-TV*, Salt Lake City; *KOCO-TV*, Oklahoma City; *KTLA*, Los Angeles and *KTVK*, Phoenix; and *Cartoon Classics* to *KGLO-TV*, Mason City; *WMTV*, Madison; *KHQV-TV*, Quincy; *KEYC-TV*, Mankato; *WALB-TV*, Albany, and *WJHG-TV*, Panama City.

**PEOPLE ON THE MOVE:** Hy Hollinger appointed public relations manager and Will Balin administrative assistant to president Louis A. Novins, in New York office of International Telemeter Company, a unit of Paramount Pictures.

## Public Service

**Two more radio stations, in an effort to combat recession undercurrents, are conducting area "buy now" campaigns.**

The stations—and the methods:

• **KQV**, Pittsburgh, has put all of its air personalities to work in urging listeners to go ahead and buy needed items and not to shelve building and home improvement plans. The theme: *Buy now, if you can afford it.*

• **WPEN**, Philadelphia, launched a series of hard-hitting editorials telling listeners to shop in the Philadelphia area and why they should do so. The editorials are in this vein: "Join the march to prosperity. Shop Philadelphia area now! Your dollars will stimulate the economic recovery—"

**Public service in action: WMCA.** New York City, board chairman Nathan Strauss, aired an editorial urging the New York City Board of Estimates and the City Council to establish a commission on memorials to commemorate great deeds of the worthy and prevent recognition of the undistinguished and the notorious . . . **WPEN**, Philadelphia, made it possible for a Hungarian refugee couple to speak, via transatlantic phone call, with their 11-year-old son whom they had not seen in five years through a *Long Distance Valentine* contest . . . **KISN**, Portland, Ore., in an effort to institute a bit of safe-driving awareness is giving five dollar safe driving awards to discerning drivers, via a traffic monitors spot-check system . . . **WLBZ-TV**, Bangor, Maine, is reminding drivers to renew their driver's licenses (due, in that area on the driver's birthday) via slides showing a traditional birthday cake and backed up by audio copy that says: "happy birthday, don't forget to renew your driver's license."

**More public service action: WNAC-TV.** Boston, will telecast, this week, (21 March) an hour-long documentary, *Castro, Cuba and Communism—Danger at Our Doorstep* . . . **KDKA**, Pittsburgh, devoted two full two-hour sessions of its *Program PM* last week, to documentaries: *Rivers Rising*, a recall of the 1936 St. Patrick's Day floods; and a probe of the unemployment situation.

## SPONSOR ASKS

(Continued from page 52)

for convenience. Although over the years we have noticed a tendency in some markets to rely heavily on film to fill station option time, we have always resisted that trend. Admittedly, easier and often more profitable, film is not programing designed to fill community needs.

Since our inception, we have produced a regular daily schedule of news, weather and sports, plus specialty shows for women and children. This is a familiar pattern. However, in the past several years, our local schedule has expanded to include a series of special interest programs based on area needs and area history, scheduled in prime evening viewing time. New England is rich in history and tradition, and we have found a wealth of material of life in western Massachusetts. The programs, all very local in flavor, have met with huge success. Public reaction, as measured by mail and phone calls has never been higher.

Our remote unit has also been put to good use over the past seven years covering local events of high community interest such as The Eastern States Exposition, the installation of an Episcopal Bishop, St. Patrick's Day parade, and Armed Forces Day at the nearby SAC base. All events which could not be adequately presented without the mobile unit.

Our conviction is that local live programing is the only way to satisfactorily fill the needs and interests of the community in which we live. Local live can be as interesting and commercially successful as any network program. A case in point is the *Western Massachusetts Highlights*. This program, highlighting life in western Massachusetts, features in its Monday through Friday (7:15 p.m.) time period, local people with interesting activities, hobbies and accomplishments. The program, sponsored by the local electric company since its inception in 1953, has chalked up nearly 1,650 telecasts and according to the latest Nielsen, rates a 20 in a four-station market.

Not bad, by any means, for local live programing.



# Tv and radio NEWSMAKERS



**Allen A. Arthur** has been appointed director of advertising for KFWB, the Crowell-Collier radio outlet in Hollywood. He replaces Janet Byers who resigned last month. An honor graduate of the University of Southern California, Arthur began his advertising-publicity career as a Las Vegas resort hotel publicist. He followed this by returning to U.S.C. where, for two years, he was promotion dir. For the past three years, Arthur has operated his own public relations organization in Beverly Hills, Calif.

**Robert Margulies**, formerly production commercial supervisor on the Brown and Williamson account at Ted Bates & Co., has been promoted to v.p. in charge of agency commercial broadcast production. Margulies joined Bates as a commercial film producer in 1956 following a stint as a free-lance tv director. Prior to that he was a tv producer with Young & Rubicam, and had been associated with Screen Gems and J. Arthur Rank. The four-year WW II Coast Guard vet has a wife, three children.



**Don B. Curran**, KTVI St. Louis promotion manager since 1957, has been appointed to the newly created position of director of publicity and promotion for ABC's o&o radio stations. Curran, whose broadcasting career began as announcer at KNOR, Norman, Okla. during his University days, was, in 1953 promotion manager of KOMA, Oklahoma City and later,



served in that capacity for Griffin, the parent company. In his present KTVI promotion work, Curran has received numerous awards.

**Jack Denninger**, a 12-year Blair-TV veteran, has been appointed to the company's newly created position of general sales manager. In this new post, Denninger will head-up the organization's new four-man sales plan group. A native of Cincinnati, Ohio, the new Blair-TV general sales manager joined Blair-TV in 1948. In 1955 he was made eastern sales manager and a vice-president. Prior to this affiliation, Denninger was with Sales Management magazine in N. Y. He served four years with the U. S. Navy.



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## The seller's viewpoint

*Knowledge is the key to maximum effectiveness in utilizing the television media, says Jay J. Heitin, WNBC-TV, New York's national sales manager. A give and take attitude between client and media seems to him to be the logical solution—in order to assure a vigorous growth of television as a vital part of the American communications industry. He answers seven problem questions and sees room for more debate if progress is the ultimate goal.*



### Cooperative effort a must for tv growth

**T**he growing pains of the vigorous American communications industry have never ceased since the *Almanac* days of Benjamin Franklin. Remember how he had to get it published by October so that the outlying colonists could get one of the 25,000 copies by New Year's?

Television has sped things up a bit, but were the "Old Farmer" around today, he might ask such questions as :

- (1) What about dividend spots versus added discounts?
- (2) How much product conflict spread is enough?
- (3) When is product conflict real or antithetic?
- (4) Should the libation offered to ratings contain qualitative oil?
- (5) Are orbit spots all the cume they're said up to be?
- (6) Just how does a client merchandise a spot schedule?
- (7) What do you mean minutes are in tight supply?

These seven questions aren't necessarily in league with all today's problems, but they're getting a big booting around. What we're really saying is that the critics of advertising will grow in importance and number if those of us (in what is really a very small business) don't keep growing. An open mind is what we need. A lively and continuing curiosity is what anyone needs to arrive at a give and take that's not only healthy but will make for continuing progress.

So, when someone says that discounts are high enough and that the way to overcome the summer drop-off is by the station declaring a dividend in commodity equal to the client's expenditure, media people should think it through rather than ask, "What's wrong with him?" The agency and client should be interested particularly if the client can bank these announcements and use them as he pleases throughout the contract year.

As for product conflict, 30 years ago this wall was erected and we've been in its tall shadow ever since. Now that smaller units of programming are being purchased by many advertisers, smaller units of product conflict protection should be required. Otherwise, all the advertisers who

want to use the medium won't be able to do so and that's the end of growth.

Whatever areas of product conflict protection are agreed upon, clients shouldn't then enlarge the problem with unfair insistence upon areas of antithetic protection. Sure it's true that a psychosomatic pain hurts as much as a real one, but if the antitheticism is antiseptic to consumer empathy, then the product shouldn't be on the air.

As for ratings, we all know that they're over-emphasized, but then, after the philosophical shrug comes the statement, "Well, after all, we have to use something," or, "They'll do until something better comes along." Well, something better is here, and it's provided by the same ratings services: we mean qualitative dimensions—such things as cume, audience composition, number of spots in a given show, and the quality of editing.

When it comes to the orbit idea that WNBC-TV pioneered a couple of years ago in the 3 p.m. strip and the Thursday night vertical, it took a couple of years to catch on. The extra cumulative dimensions were ignored because the schedules were tougher to keep track of, and also we suspect, because the individual buyer worried about a disappearing mystery of time buying if he couldn't get fixed position. Here's where the value of the open mind we talked about comes in or industry growth goes out.

Part of the problem could be solved if we knew more of the client's problem. Many media agency people know little that can be of aid here to media salesmen. Our own inefficiencies in internal communication are many times annoying but always costly.

The democratization of American output of goods and services is primarily a problem of distribution. If key channels such as WNBC-TV are to have maximized effectiveness, the generative value of the open mind must be given the responsibility of knowledge. We in television are confident that tv is the most important device for mass communication since Gutenberg invented his portable type in 1456. A cooperative curiosity will keep it so.



# WeeReBeL is ON TOP!

DAY AND NIGHT  
with  
NIELSEN and ARB

in Georgia's  
2nd MARKET

In the Nielsen Average Week, Nov-Dec 1960  
WRBL-TV delivered MORE TOTAL  
HOMES than Station B . . .

- 34 of top 35 once-a-week shows
- Top 20 multi-weekly shows
- 36 of 41 programs in prime  
nighttime, 7:30 to 11 PM
- 220 of 230 quarter-hours, Monday  
through Friday, strip programs  
from 8:00 AM to 7:30 PM
- 25 of 28 quarter-hours, 11 PM  
to Midnight

AND . . . The Two-Week ARB Report,  
November 1960 further confirms that  
WRBL-TV delivers MORE AUDIENCE  
than Station B . . .

- In 68½ of the 75 Nighttime Shows seen  
on Columbus Television, 7:30 to  
11:00 PM, Sunday thru Saturday.

## PROOF POSITIVE

that WRBL-TV dominates this key market,  
and is still, on ALL COUNTS, your  
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# SPONSOR SPEAKS

## Tv's product protection problem

NBC TV's recent announcement of new rules providing for curtailed product protection on the network has caused all sorts of confusion and questions among agencies and advertisers as our story on page 12 clearly shows.

We're confident that sooner or later NBC TV's rather abstrusely worded explanation of the new regulations will be unscrambled and clarified.

But even when that is done (and we expect ABC TV and CBS TV to announce similar rules) the problem of product protection will remain a king-size tv headache.

How much protection is fair, right, and reasonable? How much is necessary for effective tv advertising?

We don't believe that any one yet has come up with really solid answers to these questions, though advertisers and agencies are generally opposed to cuts in protection provisions, and stations and networks would like the rules relaxed.

We suggest that the time has come for the industry to sit down and formulate a completely fresh, new and realistic philosophy on the protection problem—forgetting all past practices and rules which applied to tv-as-it-once-was, or, going even farther back, to network radio.

Let's rethink this troubling question.

## Timebuyers and time salesmen

Speaking at a recent RTES Timebuying Seminar, John L. McClay, general manager, WJZ-TV, Baltimore, made an important, but seldom expressed point.

McClay believes that radio and tv must become more and more "total communications" media. He said, "The people of this country get most of their information from broadcasting and this will become increasingly true as time goes on. The quality of broadcast information must increase, the quality of broadcast must improve, the broadcast appeal to reason must become more common."

Then he added this clincher, "The speed at which the broadcast media become total communications media, may depend as much on the *timebuyer and time salesman* as on any group in our industry."

We wholly agree. These are the real key men. ■

## 10-SECOND SPOTS

**Southern exposure:** NBC's night-time colorcaster, J. Paar, tells about the lovely young lady who took a daily sunbath on the roof of a Florida motel. One day, she decided to get some rays on her back and turned over. Five minutes later, says Paar, the manager was on the roof asking her to find a new spot because—"you're lying on the dining room skylight."

**Booking:** This came from CBS Radio—"Thomas Hardy's *The Mayor of Casterbridge*, a novel written in 1886, will be discussed on *Invitation to Learning*, Monday, February 27, 1961." *And it's about time!*

**Promise her anything:** Walter Brown of NBC Radio keeps noticing an ad for Powdered Kepege in his Broadway theatre *Playbills*. The only copy reads—"For after the bath. *What goes on after that is up to you.*"

**One shot:** Capital Cities Broadcasting hosted 250 timebuyers on a quick jaunt to Bermuda via two jets. Many were looking forward to bringing back the tax free quart of spirits, but found that they were not legally permitted to do so because they would not be on the island for the required 12 hours. Britain's balm: the government permitted each to take out *four ounces of booze.*

**Wine not:** We did better by our British cousins—at least Sy White-law of KCBS, San Francisco, did. He'd heard that during a recent Labour Party meeting, ten members consumed a whole case of sherry and then discovered it was from South Africa, a country whose apartheid policies they'd gone on record against. Sy contacted party leader Hugh Gaitskell, who—much to KCBS' surprise—replied, and said he'd very much like to try California sherry that had been offered. The sherry went to London via the inaugural BOAC flight over the pole from San Francisco, and Sy is hoping for a continuing policy—between Britain and California—*of apartheid.*

**It figures:** WPTR, Albany, N. Y., has a d.j. whose name, Dave Kemerlev, isn't well known. But listeners to 1510 on the dial are just crazy about a guy named *Juan Fyforo.*





# The big new team in the Carolinas

If you want a big audience at low cost per home, concentrate your broadcast schedules on Charlotte's WSOC stations. WSOC Radio, now 5,000 watts at 930 kc, reaches over one million people. WSOC-TV, serving America's 25th largest tv market, is one of the nation's great area stations. Use them individually or together—Charlotte's WSOC stations are your best buys in the Carolinas.

**WSOC RADIO**—5,000 watts at 930 kilocycles

Represented by Peters, Griffin, Woodward, Inc.

**WSOC-TV**—Channel 9. NBC and ABC. Represented by H-R

# WSOC

RADIO & TV—CHARLOTTE

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

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WGR-TV, WGR-AM, WGR-FM, Buffalo, N. Y. • KFMB-TV, KFMB-AM,

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