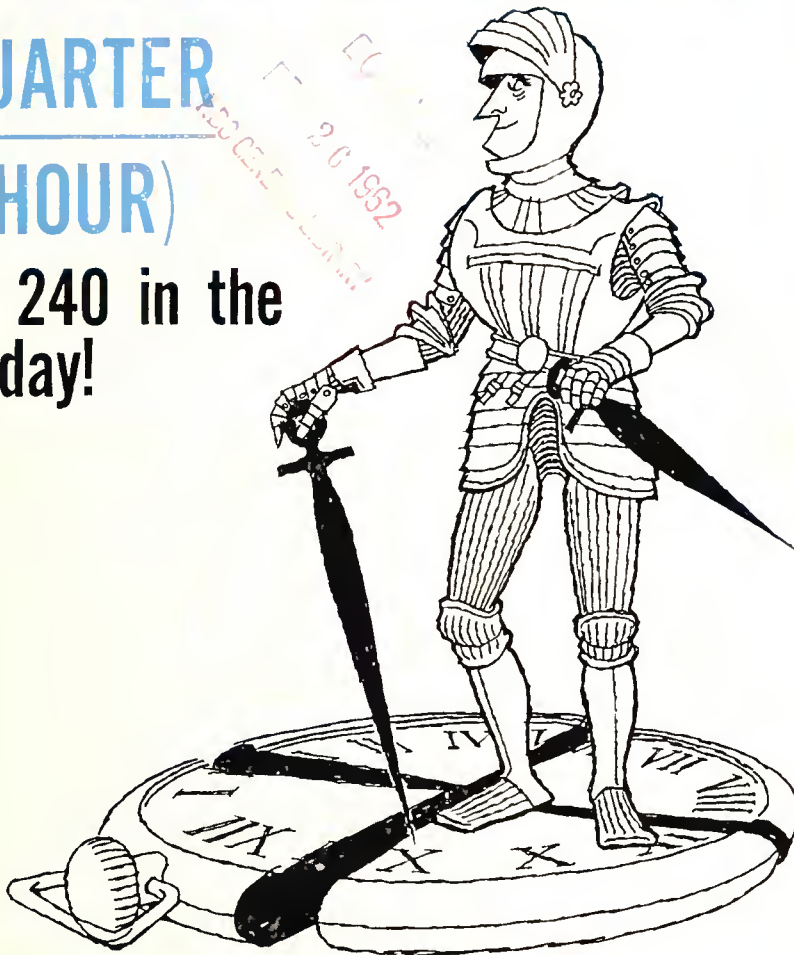


SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

WTIX GIVES THE COMPETITION NO QUARTER (HOUR)

1st of the 240 in the
broadcast day!



WTIX FIRST 240 of 240 Pulse daytime ¼ hours.
WTIX FIRST in audience share (21%)
WTIX FIRST in 87½% of Pulse ¼ hours—441
of 504, Monday-Sunday, 6 a.m.-Midnight.*
WTIX FIRST Hooper with 21.4% all-day average!
Shake hands with Eastman . . . or talk to WTIX
General Manager, Fred Berthelson.
New Orleans Metro Area, Nov.-Dec., 1961, Mon.-Sun.,
6 a.m.-Midnight.

WTIX New Orleans
Serving 2,500,000
people with
5,000 Watts-690 kc.

General Manager: Fred Berthelson
Represented by: Robert Eastman

MEMBER OF THE **STORZ** STATIONS • WDGY, Memphis
KMB, Kansas City KOMA, Oklahoma City KXOK, St. Louis WTIX, New Orleans WQAM, Miami

UHF LOCKS HORNS WITH VHF—AGAIN

New FCC proposals to ease UHF plight face a stiff battle from many industry quarters

Page 27

Are radio 'talk' formats a real trend?

Page 31

Fairfax Cone on network tv's future

Page 34

How 'media' ticks at J. Walter

Page 36

sell deep

In 6 of America's Top 10 Markets

Deep is RKO General's double exposure—extra penetration. Deep is the combined use of both RKO General radio and TV in the same area . . . to give your message a one-two punch at less cost.

For example, with RKO General radio you reach the "mobile market". . . hit the breadwinner on his way to and from work. And at the same time, in most of these same areas, RKO General radio and TV team up to deliver a large, lucrative home audience.

RKO General serves areas with a total of 67 million big market consumers.



A GENERAL TIRE ENTERPRISE

RKO General Stations sell in more top markets, with more power, than any other independent chain. That's why they're basic to any national advertising buy.

Call your local RKO General Station or nearest RKO General National Sales Office for details on selling deep in America's Target Markets.

NATIONAL SALES DIVISION OFFICES
 New York: 1440 Broadway, LOngacre 4-8000
 Chicago: Tribune Tower, SUperior 7-5110
 Hollywood: 5515 Melrose, HOLlywood 2-2133
 San Francisco: 415 Bush Street, YUKon 2-9200

NEW YORK WOR-AM/TV	LOS ANGELES KHJ-AM/TV
DETROIT CKLW-AM/TV	BOSTON WNAC-AM/TV THE YANKEE NETWORK
SAN FRANCISCO KFRC-AM	MEMPHIS WHBQ-AM/TV
	WASHINGTON, D. C. WGMS-AM

Just published latest station coverage data

Nielsen Coverage Service '61 Reports are now off the press, ready to supply you with the most up-to-the-minute figures on radio and television station coverage available anywhere. The examples illustrated below demonstrate the value of NCS '61 to all who buy or sell time. Here are reliable figures on which you can base intelligent decisions.

Behind these easy-to-use figures is one of the largest research projects ever undertaken—*net* samples of 175,000 radio and 185,000 tv ballots*. Set ownership is from data just released by the 1960 U.S. Census. Methodology includes refinements born of 3 previous NCS studies. These figures just cannot be matched for comprehensiveness or reliability.

*Radio fall 1960, tv spring 1961

Puts all these actionable coverage facts at your fingertips

IOWA

NCS COMPLETE CIRCULATION REPORT—RADIO

COUNTY	Metro Area Code	Call Letters	MARKET COVERAGE		DAYPART CIRCULATION						
			HOMES REACHED (weekly)	HOMES %	DAYTIME (before dark)			NIGHTTIME (after dark)			
					WEEKLY	DAILY	%	WEEKLY	DAILY	%	
ADAIR		KFAB X	470	14	470	14	340	10			
		KLOA	2,010	59	2,010	59					
		KJAN	1,600	47							
		KNA									
HOMES: TOTAL	3,600										

IOWA

NCS COMPLETE CIRCULATION REPORT—TV

COUNTY	Metro Area Code	Call Letters	MARKET COVERAGE		DAYPART CIRCULATION							
			HOMES REACHED (weekly)	HOMES %	DAYTIME (before 6 PM)			NIGHTTIME (after 6 PM)				
					WEEKLY	DAILY	%	WEEKLY	DAILY	%		
ADAIR		KNTV X	430	13	330	10	140	6	360	14	290	9
		KRNT X	3,230	97	2,990	90	1,790	54	3,230	97	2,790	84
		WHO X	3,260	98	2,730	82	1,790	54	3,230	97	2,490	69
		WOL X	3,090	93	2,430	79	1,530	46	3,090	93	2,030	61
		WOW X	430	13	360	11	190	6	430	13	230	7
HOMES: TOTAL	3,600				960	47	520	26	1,240	62	900	45
TV	3,330				250	14	100	5	1,100	55	800	4
AGANS		KETV X	1,240	62	1,340	67	800	56				
HOMES: TOTAL	2,400											

BY AREA

A media guide showing to what extent each county is served by each station. This information is available for all 3077 counties.

BY STATION

All this information is available, county by county, for each of 3376 radio stations and 565 tv stations.

WTMA
CHARLESTON, S. C. (Includes FM facility)

NCS STATION REPORT
NIELSEN COVERAGE SERVICE—1961

STATE	COUNTY	MARKET DATA		COVERAGE		NCS DAYPART CIRCULATION							
		TOTAL	RADIO	HOMES IN AREA	HOMES REACHED	DAYTIME (BEFORE DARK)			NIGHTTIME (AFTER DARK)				
						WEEKLY	DAILY	%	WEEKLY	%	NIGHTLY	%	
SOUTH CAROLINA		9,400	7,300	800	11	4,570	73	2,820	45	650	9	140	4
BEAUFORT		8,900	6,270	4,760	78	2,430	59	2,560	48	2,440	52	1,160	8
BERKLEY		5,600	4,700	3,430	73	900	18	450	9	650	13	300	6
				1,000	20	1,900	38	1,990	46	1,670	37	450	7

WCSH-TV
PORTLAND, ME

NCS STATION REPORT
NIELSEN COVERAGE SERVICE—1961

STATE	COUNTY	MARKET DATA		COVERAGE		NCS DAYPART CIRCULATION							
		TOTAL	TV	HOMES IN AREA	HOMES REACHED	DAYTIME (BEFORE 6 P.M.)			NIGHTTIME (AFTER 6 P.M.)				
						WEEKLY	DAILY	%	WEEKLY	%	NIGHTLY	%	
MAINE		28,400	24,740	24,240	98	22,510	91	15,090	61	2,220	98	18,060	73
ANDROSCOGGIN		55,100	51,580	51,060	99	45,390	88	31,970	62	51,060	99	39,710	77
CUMBERLAND		5,700	4,820	3,950	82	3,410	75	2,740	57	3,950	82	3,350	65
FRANKLIN		25,600	23,370	19,390	83	14,950	64	9,340	40	19,390	83	13,960	58
KENNEBEC		9,000	7,830	7,040	90	6,020	77	3,830	48	7,040	90	5,160	66
KENN		5,800	5,250	5,250	100	4,510	88	3,250	62		100	4,250	81
LINCOLN		6,400	6,200	6,200	96								
OXFORD		12,800	11,860	11,380	96								
SAGadahoc		6,400	6,200	6,200	96								
SOMERSET		11,600	10,470										
VALOIS		6,400											
YORK		29,800											
TOTAL		195,300											

NCS '61 Reports are available by station, state or for the nation. For full information

Call . . . wire . . . or write

CHICAGO 1, ILLINOIS

360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK

575 Lexington Ave., MURray Hill 8-1020

MENLO PARK, CALIFORNIA

70 Willow Road, DAVenport 1-7700

HOLLYWOOD 28, CALIFORNIA

1680 N. Vine St., HOLlywood 6-4391

SAN FRANCISCO 4, CALIFORNIA

68 Post Street, YUKon 6-6437

NCS is a Registered Service Mark of the A. C. Nielsen Company

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOLlycourt 5-4400

WOW!
WHLI Island*
 IS A
BIG
 "SEPARATE"
MARKET!

yep! over
\$5^{1/4}
BILLION
 EFFECTIVE
 BUYING
 INCOME!

And **WHLI**
 DELIVERS A
 BIGGER,
 MORE LOYAL AND
 HIGHER QUALITY
 AUDIENCE THAN
 ANY OTHER
 STATION.



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

→ 10,000 WATTS

WHLI

AM 1100
 FM 98.3

HEMPSTEAD
 LONG ISLAND, N. Y.

*the voice of
 long island*

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

Represented by Gill-Perna

ARTICLES

- Uhf locks horns with vhf—again**
- 27** Detailed rundown of new FCC proposals for uhf expansion and how vhf opposition is fighting them, plus roundup of current uhf profit-loss picture
- Will 'talk' radio spread?**
- 31** Whether revived program form constitutes a trend is controversial among broadcasters; stations say 'talk' is a hit with agencies, audiences
- 'Fax' Cone on tv's future**
- 34** FC&B's executive committee chairman says industry should turn to the magazine concept, says rotation of commercials would allow show balance
- How media ticks at JWT**
- 36** Thompson's media department says spot provides for concentration of ad power wherever the customer may be—Part 4 in 10 top spot agencies
- Radio: 'best dollar return'**
- 40** Admiration Nelson cigar maker credits radio with 72% sales rise, new retail accounts in New York, as cigar smokers increase in number
- Pix from a radio scrapbook**
- 42** Preparing for Broadcast Pioneers award dinner, WGN, Chicago uncovers some rare photographs from the '20s; how many can you identify today?

NEWS: Sponsor-Week 7, Sponsor-Scope 19, Washington Week 55, Spot-Scope 56, Sponsor Hears 58, Sponsor-Week Wrap-Up 62, Tv and Radio Newsmakers 68

DEPARTMENTS: Commercial Commentary 14, 555/5th 24, Radio Results 44, Timebuyer's Corner 45, Seller's Viewpoint 69, Sponsor Speaks 70, Ten-Second Spots 70

Officers: Norman R. Glenn, editor and publisher; Bernard Platt, executive vice president; Elaine Couper Glenn, secretary-treasurer.

Editorial: executive editor, John E. McMillin; news editor, Ben Bodec; managing editor, Alfred J. Jaffe; senior editor, Jo Ranson; Chicago manager, Gwen Smart; assistant news editor, Heyward Ehrlich; associate editors, Jack Lindrup, Ruth S. Frank, Jane Pollak; contributing editor, Jack Ansell; columnist, Joe Csida; art editor, Maury Kurtz; production editor, Mary Lou Ponsell; editorial research, Carole Ferster; reader service, David Wisely.

Advertising: assistant sales manager, Willard L. Dougherty; southern manager, Herbert M. Martin, Jr.; midwest manager, Larry G. Spangler; western manager, George G. Dietrich, Jr.; production manager, Leonice K. Mertz.

Circulation: circulation manager, Jack Rayman; John J. Kelly, Lydia Martinez, Jenny Marwil.

Administrative: business manager, Cecil Barrie; George Becker, Michael Crocco, Geraldine Daych, Jo Ganci, Syd Guttman, Manuela Santalla, Jean Schaedle, Irene Sulzbach.

Member of Business Publications
 Audit of Circulations Inc.



© 1962 SPONSOR Publications Inc.

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

RCA MICROPHONE/AMPLIFIER

...NEWEST IDEA FOR REMOTES

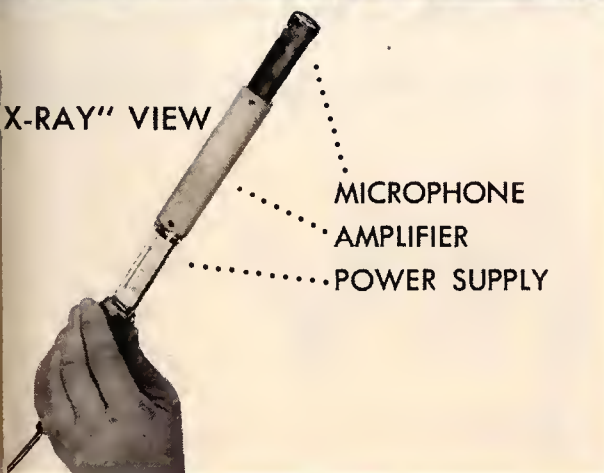


it's a Microphone!

it's an Amplifier!

connects directly
to telephone line

includes jack and earphone
for monitoring



X-RAY" VIEW

MICROPHONE
AMPLIFIER
POWER SUPPLY

For Immediate Delivery, Order Now! Use This Coupon.

RCA, Audio Sales, Broadcast and Television
Equipment, Dept. ED-264
Building 15-5, Comden, N. J.

Please send me _____ Type BN-10A Microphone/Amplifier units,
@ \$231.25 each.

Check enclosed. Money order enclosed.

Send to _____

Address _____

City _____ Zone _____ State _____

Enclose remittance with order and save shipping charges.

(Price subject to change without notice)

Full range frequency response, low distortion
No waiting for tubes to warm up.
Just plug in and you're ready to broadcast.
No fussing with remote amplifiers.
+6 VU output feeds telephone line directly.
Includes transistorized amplifier, battery power supply,
30 ft. cable, earphone with cord, and smart carrying case.



The Most Trusted Name in Electronics

..... YEAR AFTER YEAR, AFTER YEAR, AFTER YEARS

WKRG -TV Mobile - Pensacola

Measures UP



WKRG • TV

Channel 5
Mobile
Alabama

Your **MEASURE 'MINT'** on the Gulf Coast

Call Avery-Knodel Representative
or C. P. Persons, Jr., General Manager

26 February 1962

SPONSOR-WEEK

UHF-VHF SET DUEL

Battle royal of opponents is on; FCC, Senate group, conflicting station lobbyists in all-out legal fray

The Senate Commerce Communications Subcommittee hearings on vhf and uhf are, in plain language, political dynamite.

First the behavior of pressure groups acting on behalf of broadcast interests came into the limelight last week from several angles.

Sen. Mike Monroney (D., Okla.) stated that lobbyists had indulged in "gross misrepresentation of facts" regarding the speed of proposed changes.

Sen. Gale McGee (D., Wyo.) called attention to "the deluge of pressures we have already been subjected to to stand pat."

William Putnam, chairman of the UHF Committee for Competitive Television, blasted out in a statement (not part of the hearings) at the variety of "pressures" "political influences" being used by what he calls the "Status Quo Seekers."

The lobbying and pressure groups described were not named. But the leading anti-uhf group is the AMST (Association of Maximum Service Telecasters).

Dr. Frank Stanton of CBS and LeRoy Collins of the NAB have made plain they favor the proposed bill (S. 2109) if it protects vhf stations already on the air. AMST takes much the same position but asserts it in a stronger way.

The question of whether the FCC would be given a "blank check" to control telecast conditions was

settled by Chairman Newton Minow's statement that no additional authority is sought.

All of the FCC commissioners favored. (Continued on page 8, col. 3)
(For background of the vhf-uhf battle, see story p. 27. For more coverage, see WASHINGTON WEEK, p. 55.)

COSTS & LOSSES TO NETS \$3 MIL. FOR GLENN SHOT AND ONLY 20% RECOVERED

Astronaut Glenn's successful orbit last week cost the major tv and radio networks upwards of \$2 million for broadcast coverage. Only a fraction of this investment was recovered through sales to advertisers.

Despite a three-network pool that avoided some duplications, the three major tv-radio networks spent a total of about \$2.1 million for news coverage—not counting lost revenue from pre-emptions, which might amount to another \$1 million.

Here's the breakdown: CBS TV announces it spent \$800,000 in combined radio/tv production costs; NBC TV says it spent \$750,000, and ABC TV gives a figure of under \$600,000.

Pre-empted time caused the networks losses estimated as follows: NBC TV, \$350,000 and CBS TV, \$325,000; no separate figure was available from ABC.

(Continued on page 62, col. 1)

ABC has \$105 mil. 1962-63 advance

ABC TV reports an advance of \$105 million in 52-week sponsorships already booked for 1962-63.

This represents the equivalent of 45½ commercial minutes or more than two complete nights a week.

Heavy advance buying was made by American Tobacco and P&G. Also contributing to the advance were Pontiac, R. J. Reynolds, Brown & Williamson, and Alberto-Culver.

Ten of the shows in which much of the business has been placed are Wagon Train, Our Man Higgins, Cheyenne, Mr. Smith Goes to Washington, Rifleman, Ben Casey, Combat, Going My Way, Donna Reed, and The Workers.

60 MILLION WATCH SPACE SHOT ON TV

It was clear that enormous tv/radio audience watched and listened to Astronaut Glenn's successful orbiting last week, especially during the actual flight between 9:47 a.m. and 2:43 p.m. EST.

NBC estimated that the total tv audience was 60 million. The radio audience may have been even larger.

National Arbitron gave the 7 a.m. to 6 p.m. event a three-network rating of 44.1, or about 22 million homes per average minute. NBC's share was 45%, compared to 38% for CBS and 13% for ABC. Their average ratings were 20.8, 17.5, and 5.8.

BRILLER TO ABC TV AFFILIATES POST

Bert Briller, ABC TV v.p. in charge of sales development, has been promoted to v.p. for tv affiliate communications, effective immediately.

Briller will be responsible for providing affiliates with information on network programs, plans, and activities, and for obtaining suggestions, comments, and criticisms from the affiliates.

He will report directly to Robert Coe, v.p. in charge of tv station relations. Donald Shaw will continue as director of tv station clearance and Ralph Hatcher continues as national manager of station relations. Both men also report to Coe.

Briller was at WOR and WNEW, New York, prior to 1949. He joined ABC in 1953 as copy chief of the sales development department, of which he later became manager, director, and v.p. From 1949 to 1953 he was a radio/tv reporter and critic for Variety.

Tv set makers oppose new uhf receiver bill

(Washington): Tv set manufacturers this week defended themselves against the charge that they had damaged uhf tv by limiting the number of all-channel receivers.

L. M. Sandwick, staff director of the EIA's consumer products division, told the Senate Communication Subcommittee that manufacturers simply made the sets the public wanted. He said his association was opposed to bill S. 2109 on all-channel receivers.

Back in 1953 about 20% of sets made had uhf tuning, but this dropped to 6% last year. Sandwick insisted that there were ample receivers available when many uhf stations first went on the air.

NBC device speeds tape editing 20 x

NBC's new tv tape editor-analyzer now speeds up twenty-fold the editing of duplicate tapes and the scanning of used materials.

A new locator using a photo cell can survey tape at the rate of 1,600 feet per minute, compared to previous audio methods that could move only 80 feet a minute.

7-UP & KODAK PUT \$4 MIL. ON NBC TV

7 Up (JWT) has placed a whopping big order with NBC TV for International Showtime next season.

The bottler is purchasing two minutes a week for 52 weeks plus an additional third minute during 20 of the first 39 weeks. That's a total of 124 participations in the one show, valued at well over \$3 million.

The purchase in effect guarantees the renewal of International Showtime for 7:30 p.m. Fridays.

Eastman Kodak will spend about \$1 million for 34 nighttime announcements on NBC TV of a seven-week period this spring and summer.

The campaign starts 18 May and lasts through 6 July. A large list of nighttime shows is involved. Agency is BBDO.

RKO General push for NSD

RKO General's trade advertising campaign this month is for its recently formed National Sales Division.

Stations themselves are being asked to tie in with newspaper, trade ads, and direct mail.

Agency is D'Arcy. Theme is that RKO General is largest of nation's independent broadcasting chains, in six of 10 top markets and that its stations are "basic to any national advertising buy."

Uhf-vhf set duel

(Continued from page 7, col. 2)

vor the all-channel requirements for tv sets in interstate commerce.

Minow and Subcommittee Chairman John O. Pastore (D., R.I.) had an exchange on the political implications of deintermixture. Should the FCC exercise its power to deintermix eight markets, "What would happen in Congress tomorrow?" asked Pastore.

The uproar over deintermixture will probably be enough to maintain a state of turmoil in which new legislation would be delayed. Observers feel that the committee is not likely to recommend a new law until the status of stations which might be affected is better known at present. Hence the deintermixture proceedings, as long as they are unsettled—and this could be for a long time with appeals, hearings, and so on—would probably hold up a Senate bill.

At press time new witnesses to appear before the committee included the UHF groups led by William L. Putnam, the American Civil Liberties Union, which is understood to favor more outlets for more access to tv, and the National Grange, which wants to maintain vhf for rural service which might be trimmed under uhf transmission.

Putnam, even before he went on the witness stand, issued a blast at lobbyists and at "Status Quo Seekers" in areas FCC has proposed for deintermixture. He's president of stations WWLP-WRLP, Springfield-Greenfield, Mass.

Putnam gave several examples of lobbying. He mentioned a Congressman who "has suddenly been granted free time on a station he could never get near before," "the station operator who retained a high-priced four-man publicity and pressure team to stir up a letter writing campaign against deintermixture," and other examples.

Guest List

Pierre Salinger
Luther Hodges
G. Mennen Williams
James Michener
David Suskind
Rev. Martin Luther King
Chit Hunter
Chester Bowles
Charles Luckman
Alan Addison
John Halton
John Anderson
Pauline Frederick
Luther Thomas Clark
Frank Carlson
Hart Benton

Kilroy Didn't Make It

But, as you can see from this partial guest list, a good many notables did make the "Insight" scene last year. • Chances are you've never heard of "Insight" if you live outside WDAF-TV's coverage area. But Kansas Citians will tell you—with considerable pride—that it's another of those network-type programs WDAF-TV puts on locally. Veteran Newsmen Walt Bodine and Bill Leeds host this unrehearsed and spontaneous half-hour each Sunday. It's not unusual when Monday morning's news is featured by the results of their gentle probing. • Kansas Citians do take pride in WDAF-TV. They appreciate the fact that it's far more than a local outlet for network shows... that local programming of the "Insight" calibre is the rule, not the exception... that it is the Heartland's prime source of entertainment and information. And, of course, this respect for WDAF-TV pays off in the cash registers of its advertisers.

WDAF TV 4 SIGNAL HILL • KANSAS CITY, NB



Symbol of Service

Transcontinent Television Corporation

In Television: WGR-TV Buffalo
• WDAF-TV Kansas City • KFMB-TV San Diego • KERO-TV Bakersfield
• WNEP-TV Scranton-Wilkes Barre

Represented by

the Original Station Representative

In Radio: KFMB & KFMB-FM San Diego • WDAF & WDAF-FM Kansas City • WGR & WGR-FM Buffalo

380 MADISON AVENUE • NEW YORK 17, NEW YORK

GRIFFIN SEES NEW MEDIA STRATEGY

PGW president Lloyd Griffin predicted that a new media strategy based on local market needs of products is on the way. He made the prognosis at a luncheon of the Pittsburgh Radio and Television Club last week in a talk entitled "The Case for Media Planning By Markets."

Griffin expected product information service to reveal drastic differences between markets within the same region.

He noted that P&G, Bristol-Myers, General Foods, and Colgate—the big-



Lloyd Griffin

gest users of spot tv—have discovered the need for these market adjustments and have already assigned their biggest spot budgets to well-established national brands.

"As market-by-market strategy becomes the primary consideration of media planning," concluded Griffin, "spot tv and network tv can compete with each other side-by-side and form the strongest part of the most effective media planning pattern ever devised."

Some of the high points of Griffin's advisements were these:

- How much advertising and what kind of advertising goes into any market should be the result of a decision, and not a default through lack of proper advertising control.

- Many national advertisers and agencies are better equipped to analyze and research their tv advertising than they are to analyze and research the sales potential and sales position of their own products.

- Growing competition—the growing need for probing and finding greater depths of selling in every market—will bring about a media strategy to begin with products.

CATV to lose pay potential

(Washington): A definite victory has been won by the NAB and other opponents of community antenna systems used as possible pay-tv systems.

The FCC has decided that it will be a policy not to approve microwave applications to serve CATV if a local station would be threatened.

ABC: WE'RE AHEAD IN 24 MARKET NIELSENS

ABC TV is kicking its heels over the 11 February Nielsen 24 Market report for Monday through Saturday, 7:30-11 p.m., which give it a clear 2.0 lead over the other two networks.

The score: ABC TV, 20.7, compared to 18.5 and 18.4 respectively, for NBC TV and CBS TV.

For weeks this report had indicated a see-saw race with the leader enjoying no more than a fraction's advantage.

NBC had the lead in November, 19.0 to CBS' 17.5 and ABC's 17.0. In December NBC led by 19.3 to CBS' 17.5 and ABC's 17.4. Then in January ABC jumped from third to first: 19.2, a hair ahead of NBC's 19.1 and CBS' 18.4.

ABC reports that for the full three Nielsen rated weeks in February it led, 19.7, over NBC's 19.5 and CBS' 17.7.

Bavarian's regional network for baseball on NBC TV

Busch Bavarian (Gardner) has purchased a regional network of 33 stations for Saturday and Sunday baseball on NBC TV.

The beer advertiser will have half-sponsorship on Saturdays and one-fourth on Sundays. Schedule runs from 14 April to 29 September.

MCA SALES, EARNINGS AT RECORD IN 1961

MCA Inc. set records for sales and earnings in 1961, according to an announcement last week by Jules C. Stein, board chairman.

The annual stockholders' report revealed that pre-tax earnings for 1961 were \$15.4 million, compared to \$13.0 million in 1960, and that net income was \$7.5 million, compared to \$6.3 million the year before.

Last October MCA and SAG reached an agreement whereby MCA agreed to get out of either tv production or talent representation by the end of September 1962. Presumably it will be the latter, since MCA earned \$72.6 million in 1961 through tv film and studio activity and only \$8.4 million from agency commissions in all media, not just tv alone.

Incidentally, MCA's income from agency commissions has been just about the same, between \$8-9 million since 1957. But during the same time its tv income has jumped upwards about \$10 million each year, starting at \$30.4 that year and going up to \$38.7, \$48.1, \$57.6, and then \$72.6 (all millions), year by year.

NBC Radio books \$900,000 in 3-week period

NBC Radio reports \$912,492 in renewed and new business for the three week period ending 16 February.

Aetna Casualty & Surety Co. (Remington) made its network radio debut, Philip Morris' Parliament bought a 52-week schedule in Monitor via Benton & Bowles, and Lorillard (L&N) bought into the same show for 24 weeks.

Other orders came from Saturday Evening Post (BBDO), Quaker Oats (Compton), Menthalatum (JWT), Willard Batteries (Meldrum & Fewsmith), Gulf American Land (Paul Venze), and American Motors (GMM&B).

THE ECONOMICS OF SEVEN ARTS FEATURE FILM PROGRAMMING

... as told by executives of three jointly owned California stations

KJEO—Fresno

Says Mr. Fleharty:

President and General Manager,
KJEO, Fresno

"I bought with a mind to quality. I believed that the Seven Arts films had the quality that makes money for a station whether its market is large or small. They have done exactly that, for KJEO and for our Redding and Eureka stations as well."

George Fleharty



KVIP—Redding

Says Mr. Parker:

Manager, KVIP, Redding

"Seven Arts 'Films of the 50's' have been very successfully used as our 'Big Feature' program. With these films we have more than doubled our revenue for this time slot."

F. Parker



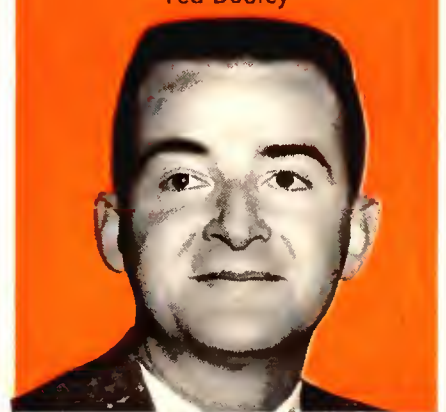
KVIQ—Eureka

Says Mr. Dooley:

Station Manager, KVIQ, Eureka

"We had no difficulty at all in selling out our Seven Arts 'Big Weekend Movie' program before it started. We sold right from the Seven Arts brochure, telling advertisers about the remarkable track record these films have chalked up all over the country. The Seven Arts volumes have given us one of the easiest vehicles we've ever had to sell advertisers... to keep them in and keep them happy."

Ted Dooley



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



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

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

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



FACE VALUE. Their faces are their fortune...and your fortune, too! Because these stars (whose faces are known and loved by millions) now spell boffo box-office for advertisers on WCAU-TV's Early Show and Late Show. Big stars: Day, Brando, Garland, Tracy, Peck, Holden, Cagney. Giant hits of the '50s: "A Star is Born," "On the Waterfront," "Mr. Roberts," "East of Eden." Great motion pictures,



week-in and week-out, exclusive on Channel 10. In its recent television premiere in Philadelphia, "The Caine Mutiny" zoomed to a mighty 31.1 Trendex rating... just one example of blockbusting movie entertainment that, month after month, has made WCAU-TV's Early Show and Late Show the market's two most popular feature film programs. A new face on sales in Philadelphia? Just call **WCAU-TV**

WTVT / THE STATION ON THE MOVE!
 TAMPA, ST. PETERSBURG / IN THE MARKET ON THE MOVE!



WTVT GOES TO "SEE"

Strapped securely on the deck of a carrier to catch an astronaut's return from space, or cruising down the highway, taping while underway, WTVT's up-to-the-minute-men, with the only self-powered mobile video tape unit in the Southeast, go where there's news, give life to commercials, bring home the bacon in the Southeast's 3rd market where total retail sales are a huge \$2,008,457,000.†

Need truly mobile taping facilities in the Southeast? Contact THE STATION ON THE MOVE...WTVT.

†Copyright 1961, Sales Management Survey of Buying Power: Further reproduction not licensed.

Aboard the "Randolph," WTVT's mobile video tape unit covers the climax of Col. John Glenn's historic space flight . . . exclusive coverage for the nation, and for WTVT's own market, where a bonus of 1,183* new residents is added every week.

*Florida Development Comm.



THE WKY TELEVISION SYSTEM, INC.
 WKY - TV and Radio, Oklahoma City
 Represented by the Katz Agency

WTVT
channel 13
 TAMPA / ST. PETERSBURG

TAMPA
 ST. PETERSBURG
 CLEARWATER
 SARASOTA
 LAKELAND

These cities, located in the populous Tampa Bay area, constitute the heart of the 21 county territory served by WTVT.



by John E. McMillin

Commercial commentary

Heresy in Washington

In the approximately 11 months since Newton Minow staged his first Savanarola Act before a startled NAB convention, I'm afraid we've been watching the rapid rise of an ugly and dangerous heresy in Washington thinking.



Mr. Minow didn't begin it. Nor is it a heresy confined solely to the complex wasteland of the FCC Chairman's mind. It seems to be permeating other commissions including the FTC under Paul Rand Dixon and it has spread so virulently in the past year that many of us even accept it as gospel.

Essentially, it is the Heresy of the Anti-Business Commission, the false and untenable theory that the chief aim and role of the FCC or the FTC or any other agency is to protect a vague something called the "public" from the wickedness of commercial business.

This is a wholly monstrous idea. And it disturbs me greatly that so far few radio, tv, agency, or advertising men seem to have had the brains and guts to stand up and denounce it vigorously.

For the truth of the matter is this. The members of the FCC and the FTC are public servants. And, as such, they are just as much the servants of broadcasters, advertisers and businessmen as of any other American citizens.

To regard them in any other light, or to allow them to regard themselves in any other light, is to disenfranchise thousands of free men, and to create a new class of second rate citizenry.

Yet, undeniably this has been happening. And I think it is time to bring it out in the open.

I suggest, for instance, that broadcasters and advertisers have every right to demand of Mr. Minow, "What have you done for us lately?" and I suspect that the FCC Chairman might be terribly embarrassed if forced to render such an accounting.

Public hatred, contempt, and ridicule

We all know, for instance, that there are hundreds of sincere, honorable radio and tv men who feel deeply that the only effect of Mr. Minow's speeches, writings and actions since last April has been to place them in position of public hatred, contempt and ridicule.

I believe that a strong case could be made against the FCC Chairman for indiscriminately libeling and slandering a minority group. And I believe that the evil of his position can be clearly seen if you imagine it was some group other than radio/tv broadcasters.

Suppose, for instance, he had blasted farmers, or Jews, or Roman Catholics, or negroes for operating a "vast wasteland."

Any government official guilty of such intemperance would be properly impeached within a matter of hours.

But should the principle be stretched to allow Mr. Minow to
(Please turn to page 50)



your key to more Virginia homes

WRVA-RADIO unlocks
more homes at
less cost than all other
Richmond stations
COMBINED*

*NCS '61 Radio—50% and over penetration

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia



National Representative:
PETERS, GRIFFIN, WOODWARD, INC.



They might have sold us the Brooklyn Bridge ...but broadcasting is our business!

Even in these days of "big numbers," no-one ever has paid \$11,000,000.00 for a radio station. But Storer Broadcasting Company did just that for its new voice in New York...WHN.* Backing our faith that radio's future is bright with promise, Storer has invested this sum to be in the world's number one

*Represented by Katz Agency

NEW YORK
WHN

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

DETROIT
WJBK

DETROIT
WJBK-TV

MILWAUKEE
WITI-TV

CLEVELAND
WJW



market with **WHN**, New York. Storer, publicly owned by over 6,000 stockholders, and in electronic media for some 35 years, believes radio has a function no other medium can fulfill. We invite you to listen to **WHN**, New York, and Storer style performance. *Important Stations in Important Markets.*

CLEVELAND
WJW-TV

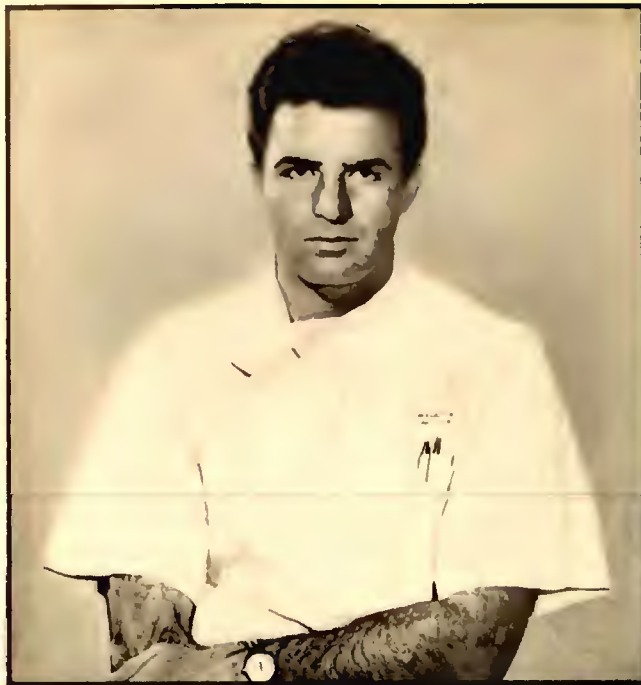
ATLANTA
WAGA-TV

MIAMI
WGBS

TOLEDO
WSPD

TOLEDO
WSPD-TV

STORER
BROADCASTING COMPANY



Network	Rating*
ABC-TV	20.7
Net Y	18.3
Net Z	18.5

One good thing...

leads to another.

The good thing, of course, is *Ben Casey*, top-rated show in the latest Nielsen.*

It leads to ABC's top rating for the same period because it is the happy inspiration of a programming philosophy responsible for a total of 5 of the top 10 shows. (Net Y had 3, Net Z, 2.)

In the top 20, ABC scored with 10 shows. (Net Y had 6, Net Z, 4.) Included in this select group was ABC's *Margie*...top-rated new situation comedy of the season.

Completing the sweep, ABC led in 3 nights of the week, with Nets Y & Z taking 2 each.

All of the action, as reported, took place where the viewers can view all 3 networks. Where, in other words, programming popularity gets its most meaningful measurement.

ABC-TV

SPONSOR-SCOPE

26 FEBRUARY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

As the tv networks scurry through the throes of blocking in nighttime buys for the 1962-63 season, an air of disquiet pervades certain Madison Avenue agencies.

The disquiet is simply this: the networks are bent on discouraging agencies as much as possible from bringing in their clients' own choice of programing.

The agency men concerned grant that the networks are hard put to dispose of their own program commitments and investments but they still feel that, regardless of the open license for control granted by Newton Minow to the networks at the recent hearings, the doors ought to be kept open for outside contributions to the schedule.

As related by them, the discouragement is being exercised in two ways: (1) tabling requests for available periods until a vague date; (2) offering a spot that the networks know neither the agency nor client will accept.

A member of top management of one of these agencies expressed qualms about another manifestation of the current selling season: the tendency among the networks to lock up their fall schedules without waiting to see the pilots.

Noted this agency official: it looks as though the networks are wrapped up more in beating out one another than in figuring out what's best for tv.

It may be hard for the trade to imagine this actually happening, but one of the tv networks is toying with the idea of charging affiliates for news and public affairs programs that are not sponsored and that the stations feel obligated to carry.

The theory actuating the concept apparently is this: with the FCC hardening its attitude more and more toward public service programing, stations will have little recourse but to take such fare on the networks' own terms.

It will be recalled that at the recent FCC program hearings the networks all pointed to the millions in public service investment write-offs they've had to take.

Dow Jones (Speckter), Wall Street publishing combine, is making its bow into spot radio.

Its objective is to drum up circulation for its latest output, the National Observer, a weekly review of the news and whatnot.

Opening schedule: in about 15 eastern and midwest markets.

Rep sales development people who've lately been making the presentation rounds of Detroit's automotive precincts have a hunch that things there will be stirring nicely for spot tv this year as well as next.

They base their expectations on reports that certain divisions and their agencies have been discussing possible spot schedules as a replacement for network show discontinuances after the model introductory season.

A traditional Detroit attitude that spot tv has had a hard time cracking: when it comes to advertising, the smallest dealer and smallest territory is as important as the biggest, even though 12-13 states account for 65% of new car sales.

You can expect a burst of heightened competition for the women's trade in the electric shaver field this spring.

Trigger: the introduction of Norelco's new unit.

Women's shavers now account for a third of the business.

SPONSOR-SCOPE *continued*

The doubling of the supply of nighttime 20's has apparently expedited in some tv markets the trend toward multiple rates for prime spots.

KABC-TV, Los Angeles, an ABC o&o, has taken a step beyond the sectional idea and introduced five different rates for its prime nighttime schedule. Basically, each rate is linked to ratings, but those concerned with the station's national sales deny that the plan is tantamount to a fixed cost-per-1,000.

The explanation: the station is merely realistic about the relative values of each slot and is pricing them accordingly. In a way, it's a move toward simplifying the rate card and calling a spade a spade. Also, it will permit greater frequency.

That huge spot tv splurge of Toni's (via North and Clinton E. Frank) has certain implications for the Toni product stable.

The money is being used entirely for the hair care brands, which indicates that the company is inclined toward forgetting about the home permanents for a while.

Not entirely new, but significant, is the factor that's given the home permanent market quite a squeeze the past few years, and in fact, knocked the bottom out.

That factor: Women have returned to the beauty parlor. Today's hair styles, some of them very complicated bouffant types, and others very simple, short styles not requiring permanents of any sort, almost necessitate professional care.

So there goes a field—at least for the present—which not so far back meant a retail intake of well over \$50 million.

(For details of Toni buy see SPOT-SCOPE, page 56.)

That two-page questionnaire asking for socio-economic data that BBDO sent out to stations in connection with its computer programing has wound up in a number of instances with the reps.

For those who just came in: what BBDO would like to get from all tv and radio stations, as well as all newspapers and magazines, is an in-depth profile of their audiences. Such characteristics as age, sex, income, and occupation of the audience by all hours of the day and night.

Observed one rep: BBDO is to be commended for its ambitious undertaking, but it'll be lucky if, at the most 1% of the stations can supply such information. It's beyond the pocketbook of the average outlet.

NBC TV is making promotional capital of an ARB breakdown of color set viewing (the first) which shows that the ratio of color homes tuned into a color program is higher than the percentage of all color homes (2%) to total tv homes.

For a documentation of that thesis witness the following percentages of viewing by color homes of the 10 programs in color that got the most attention from color homes according to ARB's report for the 1-14 December period:

PROGRAM	COLOR HOMES		ALL HOMES REACHED
	REACHED	(% ALL HOMES REACHED)	
1. Bonanza	494,600	(3%)	16,486,000
2. Sing Along	478,400	(3%)	15,956,000
3. Disney	438,300	(4%)	10,958,000
4. Laramie	363,400	(4%)	9,084,000
5. Bell Telephone	332,680	(4%)	8,403,000
6. Wells Fargo	316,400	(4%)	7,909,000
7. Price Is Right	293,300	(3%)	9,770,000
8. Bullwinkle	201,700	(5%)	4,034,000
9. Bob Newhart	195,300	(3%)	6,511,000
10. Dinah Shore	175,500	(4%)	8,773,000

Note: ARB's latest estimate of color homes (December 1961) is 973,000.

ABC TV has corralled another huge chunk of nighttime billings for the 1962-63 season: around \$15 million from P&G.

The proposition entails 13 of the 18 nighttime minutes a week planned by P&G, with the core of the commitment an alternate half-hour of **Ben Casey** and two minutes a week on **Wagon Train**. There'll also be two minutes each on **Cheyenne** and **Going My Way**, an alternate week of the **Workers** and three minutes of a Thursday 8:30-9 p.m. show to be mutually selected.

P&G financed for this season a couple of pilots and there's a possibility that **neither of them will turn out acceptable**. P&G's own delivery this season was **Car 54**.

Hints have gone out to agencies from CBS TV's sales department that the network is considering some revisions of its discount structure.

It's termed a new concept in rate cards and is said to involve eliminating the special summer discount and fattening the annual discount.

Scott Paper's \$6 million network tv budget is up for grabs and ABC TV is making a particular effort to get it.

Before it makes a decision in that quarter the account would like to see the pilot of one of the shows that ABC TV has been touting, and the network appears not quite ready to comply.

Meantime Scott's also shopping at the other two networks.

Where the three weekly showings of **Wagon Train** will go hasn't been confirmed yet but there are indications that ABC TV, in addition to spotting the new product in the Wednesday 7:30-8:30 period, will air reruns Sunday (a la **Maverick**) and Saturday morning.

The network's affiliates apparently didn't cotton to the 11:15 p.m. feeler for the reruns. Hence, the other possible devices to conform with the MCA deal that calls for three spottings a week.

Reports have it that ABC TV is asking 26 weeks firm at \$7,000 a minute (time and show) for the Saturday morning version.

Whitehall (Bates) has made its first buy of the new fall product.

It's an alternate half-hour, with **Brown & Williamson**, of the hour-long **Nurses** (pitted against **Dr. Kildare**) on NBC TV.

The price for **Nurses**: \$117,500 net for 36 new episodes and \$32,500 net for repeats.

The expansion of **Fred Pierce's** authority to include sales development, as well as research sort of points up ABC TV top management's special affinity for researchers.

Among the other stripe wearers with research background are **Ollie Treyz**, **Don Coyle**, president of ABC International, **Jules Barnathan**, president of ABC tv o&o's.

Pierce is in his low 30's.

Pity the poor network tv salesman who's got a lot of stuff to sell on the current schedules, both nighttime and daytime.

His efforts to get attention for his wares have at the moment been overshadowed by client and agency interest in the shiny new line being offered for the fall.

Meantime it's a wide open game of swat tag that the networks are playing with their fall schedules, one trying to maneuver the other into freezing portions of the prospective lineups so that sober judgments can be arrived at in counter-programming.

(For an early-bird preview of the 1962-63 schedule see SPONSOR, 19 February, page 27.)

Starting to get the attention of radio stations around the country are the "live music spectacles" that WNEW, New York, has been putting on the air at the average of one a month, using outstanding jazz stars and promoting them with page ads in the newspapers.

How WNEW has been able to budget these "specs" makes an interesting sidelight. Through an arrangement with New York musicians Local 802 all the stars in this hour-long series, broadcast at 8 p.m., deliver their services at cost. The talent bills runs from \$300 up to \$1,000 per show.

Local 802 controls the tapes of these shows. They can only be made available to distant stations via possible contacts between the local unions and Local 802.

The question of what network faces a problem in clearing early Wednesday evening for the fall is shrouded by counterclaims.

ABC TV is assuring Wagon Train customers that it's got virtually all the live clearances it needs in the two- and one-station markets.

NBC TV says that, with a couple of exceptions, it'll have clearances for The Virginian live in all the two- and one-station markets that have been carrying Wagon Train. If there are any other defections, it adds, it'll have to be from among CBS TV regulars.

Incidentally, there'll be two station-breaks in The Virginian, each probably 40 seconds, as a sort of sweetener.

CBS TV, according to the reaction passed on to the reps by some affiliates, took a little of the joy out of the network's acquisition of the NCAA football games by reducing the stations' share of the proceeds by 50%.

The affiliates were advised that because of the size of the investment in rights (\$10.2 million for two years) they would be paid on the basis of the one hour class "C" rate, instead of for the two hours that each game would take.

The network will compensate for this slash to some extent by letting the stations have a break in the middle of the game and some adjacency time.

The 14-game series is being priced at \$2 million a quarter, with General Motors and Gillette already committed. (ABC TV, which paid \$3.1 million yearly for the rights, had the whole package priced at \$6.1 million.)

It may be wise for sellers of spot in the tv markets below the top 30 not to worry about the circumstance that business for March and April lacks the vitality that's traditional for those two months.

Spot tv has become pretty much a short-term proposition, with much of the ordering now coming virtually a week or two before the effective date.

Hence it's not easy to plot billings for the next month or two. During the current season many a station man has been pleurably surprised as to how awry his predictions have turned out.

CBS TV appears to have made ABC TV the competitive target in a presentation, called a mid-season review, that it's showing around the New York agencies.

The obvious intent: to give what CBS TV considers the right perspective to ABC TV's frequent citations of its standing in the three-network-serviced top 24 markets.

The presentation breaks all programing down into three categories and contends that CBS TV this season has fared best in each of the categories.

The categories: (1) news and actuality, plus serious drama; (2) light family shows, with situation comedy as the core; (3) action shows.

For other news coverage in this issue: see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 62; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 68, and Spot-Scope, page 56.



19.7 RATING... 45,300 HOMES... BUT...

IT'S NOT FOR SALE

Beyond those lights, an estimated 95,000 ADULTS are watching this man. Not the least bit casually, either. His name is Jesse Helm's and his provocative "WRAL-TV Viewpoint" commands attention in the Raleigh-Durham market. ■ Such mature, responsible programming as this typifies the television day at WRAL-TV. ■ No, this show is not for sale... but the adjacencies are. For details, avails and a sample "Viewpoint" script, contact your H-R man.

NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh-Durham, N. C.

Represented Nationally by H-R

(Data based on March 1961 NSI)

SPONSOR • 26 FEBRUARY 1962

23

Sorry, we don't cover Moscow . . .

SPONSOR'S 5-CITY TV/RADIO DIRECTORY



1961 Edition

New York

Chicago

Detroit

Los Angeles

San Francisco

50c

... but just about every other 'phone number you need is in SPONSOR'S 5-CITY TV / RADIO DIRECTORY.

Networks, groups, reps, agencies, advertisers. Film, tape, music and news services. Research and promotion. Trade associations (and even trade publications).

All in the convenient pocket-size, for only \$.50 from

SPONSOR SERVICES

555 Fifth Avenue, N. Y. 17

555/5th

Agencies should reward quality

Regarding *The seller's viewpoint*, 12 February, I would like to offer a word of cheer to Tom Belcher of KVOO-TV, Tulsa.

His article, "Do agencies really oppose triple spotting?", raises a very important question. Where is the justice in stations losing financially by running the sort of quality operation every agency would have them run?

From BAR's vantage point, this much I can say for certain: There is a noticeable trend toward better station operations like KVOO-TV, and more and more agencies are rewarding them with a heavier share of the business.

Good things always take time. The clock is running out on the opportunist and the Tom Belchers will not regret doing it the hard way.

Robert W. Morris
president
Broadcast Advertisers
Reports, Inc.
New York

A truthful analysis of radio

I want to take this opportunity to tell you how much I enjoyed reading the January issue of U. S. RADIO [Part Two, SPONSOR, 29 January].

The "Radio's image" story is one of the best in-depth critiques I have yet come across. Your writers' appraisal of the constructives versus the negatives existent was well laid down and I believe you got a good cross section of opinion.

My fervent wish is that the agencies as well as station men avail themselves of the opportunity of reading this issue.

Also, your comprehensive analysis of the oil business furnished much

material and information wrapped up in one package.

Keep such good work and information alive and flowing. I am proud that SPONSOR devotes so much time and effort to a truthful analysis of the radio industry.

Geer Parkinson
v.p. and station manager
WRYT
Pittsburgh

I cannot tell you how very much I enjoyed the first new issue of U. S. RADIO which combined with SPONSOR.

If your subsequent issues are along the same lines, SPONSOR will be more and more the broadcaster's answer to a prayer.

Ira Herbert
president
WYDE
Birmingham

Station-agency-rep visits

I have just finished reading the article entitled "The art of station navigation on Madison Ave." which appeared in the 5 February issue of SPONSOR.

I believe this is one of the best articles dealing with station manager-agency-rep visits that I have ever read. Not only was the article well written, but the ideas conveyed in it were extremely logical and should be of great help to station managers, representatives, and also agency buyers.

I wanted you to know that this article has caused much comment within our own organization and we feel you did the industry a fine service by publishing the article.

Frank M. Headley
president and treasurer
H-R Representatives
New York

KXYZ and KXYZ/FM

create vibrant and exciting radio
for America's *seventh* largest city



* KXYZ (1320 kc) and
KXYZ/FM (96.5 mc)
Simulcast the Sound of
quality 24 hours every
day.

*Call your Adam Young repre-
sentative today for complete in-
formation on KXYZ-KXYZ/FM
in Houston.*



IN THE AIR . . . EVERYWHERE . . . OVER GREATER HOUSTON

Another Station of

prc

PUBLIC RADIO CORPORATION

KAKC
Tulsa

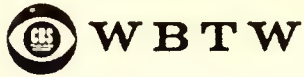
• **KBEA-KBEY/FM**
Kansas City

• **KXYZ-KXYZ/FM**
Houston

One of America's Fastest Growing Radio Groups

Florence merits another look

At first glance you see external beauty.
Another look reveals the market personified—an energetic
industrial-agricultural complex comprising the fifth largest
single-station market in the nation.



Florence, South Carolina

*Channel 8 • Maximum power • Maximum value
Represented nationally by Young Television Corp.*



A Jefferson Standard Station
affiliated with
WBT and WBTV, Charlotte

C
1
2
3
U
FC
wh
T
rent
post
for
A
day
ness
com
spox

Current Senate hearings to probe these FCC uhf proposals

1. Deintermixture in eight markets where a single vhf still operates in competition with one or more uhf's now 'economically retarded' by it
2. Legislation giving commission authority to prescribe all-channel receivers shipped in interstate commerce, thus spurring uhf expansion
3. Short-spaced vhf assignments, reducing minimum mileage separation, to be limited to special cases where there's no adverse impact on uhf's
4. Operation of auxiliary uhf outlets by vhf stations, 'whereby uhf service may be introduced in communities now primarily or completely vhf'
5. Relaxation of technical requirements (on side bands, directional antennas, etc.) and elimination of the current uhf table of assignments
6. Use of upper 14 uhf channels as translators to supplement major uhf stations, with additional translator channels a good future possibility

UHF LOCKS HORNS WITH VHF—AGAIN

FCC proposals to expand use of uhf is meeting stiff opposition from vhf stations, allies, in first hearings before Senate subcommittee

The air—or in this case, spectrum—is decidedly rent by shellfire this week, as diametrically opposed forces in the vhf-uhf battle begin buildup for continued encounter.

Act I, Scene I got under way this past Wednesday when chairman Minow appeared as first witness in the Senate Commerce Communications subcommittee hearings on the FCC proposal to expand

the use of uhf broadcasting (see *WASHINGTON WEEK*, p. 55). This is the latest in the seemingly endless congressional effort to come to grips with a sometimes inscrutable problem. It could also prove more decisive, in the long haul, than any of the previous hearings. Whereas the FCC has been given congressional go-ahead in easing uhf's plight in the past, the current investigation, to many indus-

try minds, contain far more universal implications. This latest drama's ensuing scenes promise to be long, electric, and loaded with dialogue.

Most of the latter is concentrated in the detailed arguments of the FCC and National Committee for Competitive Television, on the one hand, and the Association of Maximum Service Telecasters (AMST), representing vhf stations, on the other.

But intimately involved in the congressional outcome are the individual problems and questions of networks, agencies, advertisers, film distributors, engineers, set manufacturers, set owners—virtually the whole of electronics communication. And while the current hearings are public, and much exploited in the press, there is notable misunderstanding and misconception of the situation's complexities in a great many quarters of the trade. Not only in the ultimate effect of Congress's decisions, but in

the proposals and counter-proposals now before it.

Specifically, what the FCC proposes is as follows:

1. Deintermixture in eight markets. (Deintermixture is the conversion of a vhf-uhf market to an all-u or all-v market, and the current FCC proposal calls for elimination of the single vhf in intermixed markets.) The markets are: Madison, Wis. (WISC-TV, channel 3); Rockford, Ill. (WREX-TV, channel 13); Hartford, Conn. (WTIC-TV, channel 3); Erie, Pa. (WICU-TV, channel 12); Binghamton, N. Y. (WNBFTV, channel 12); Champaign, Ill. (WCIA, channel 3); Columbia, S. C. (WIS-TV, channel 13); and Montgomery, Ala. (WSFA-TV, channel 12).

2. Congressional legislation giving the commission authority to prescribe all-channel receivers to be shipped in interstate commerce.

3. Short-spaced vhf assignments—that is, reduction of minimal mile-

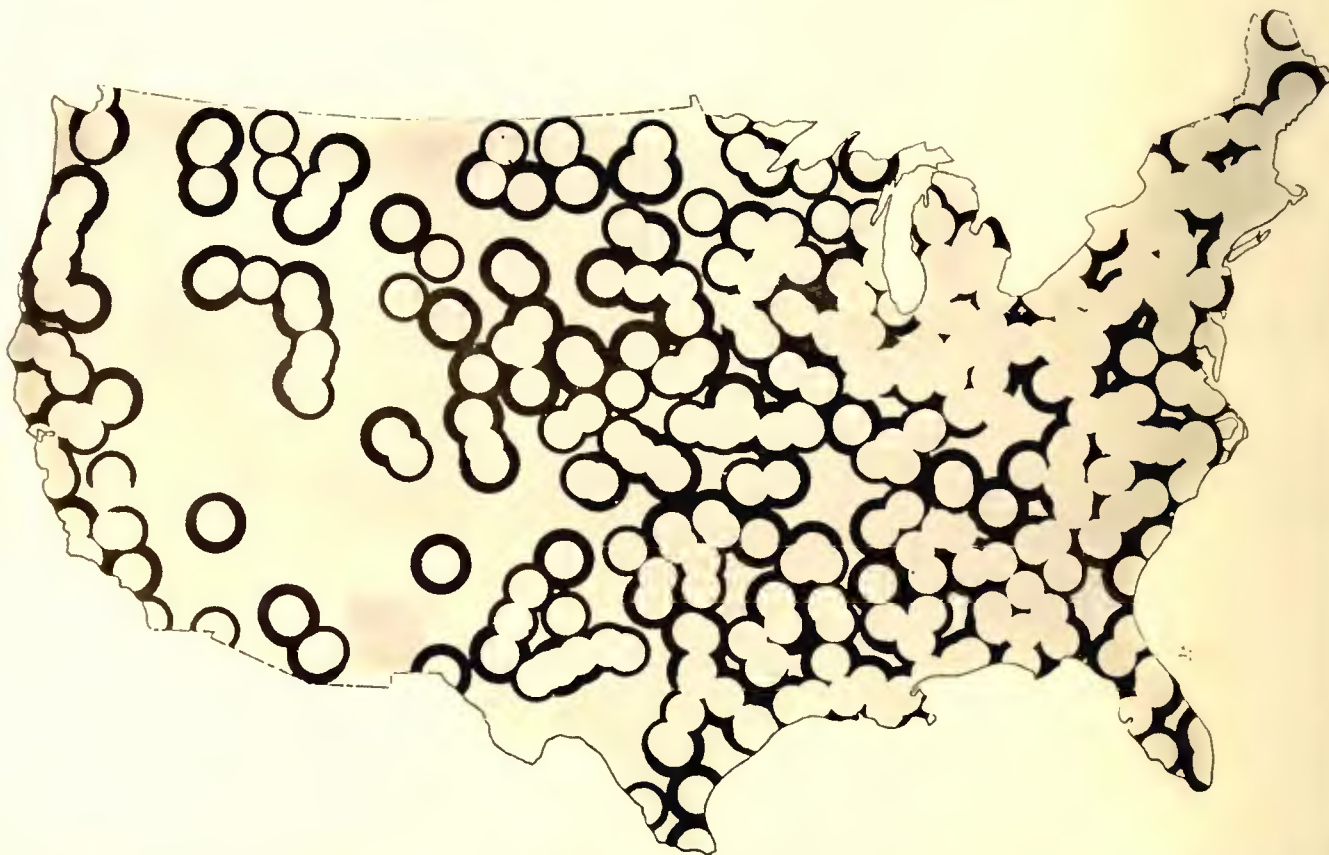
age separation requirements, limited to a small number of special cases not exerting adverse impact upon existing uhf operations.

4. Relaxation of some of the technical requirements for uhf broadcasters, thereby making possible the construction and operation of uhf stations at lower cost.

5. Dual operation of auxiliary uhf stations by vhf licensees, thus permitting vhf stations to operate parallel uhf outlets in the same community under waivers of the duopoly rule.

6. Elimination of the table of uhf channel assignments and substitution in its place of an assignment system in which anyone desiring to build a station in a particular community may apply for the lowest locally available uhf channel without antecedent rule making.

7. Eliminating comparative hearings for uhf channels to the end that a qualified applicant will be granted



AMST claims 25% loss of service if nation goes all-uhf

BLACK CIRCLES represent areas which would not have good reception if nation's tv operated on present uhf channels, says AMST. Calculations based on Television Allocations Study Organization studies. AMST calls shifting of vhf stations to uhf channels "contrary to the public interest."

any channel for which he has applied before anyone else.

8. Employing uhf translators as the preferred means of bringing television service to any remaining "white" (i.e. uncovered) areas.

In summation the commission says it wishes only to "promote the use of uhf to extend and augment competitive tv service not possible with the limited number of vhf channels." Its proposal to Congress (Docket No. 14229) emphasizes the background to its reasoning:

"Despite the notable achievement of bringing some television service within the range of almost all American homes, the television system has disappointed expectations held in 1952 when the commission assigned 12 vhf and 70 uhf channels, providing for 1,875 commercial stations and 252 educational stations in over 1,200 communities throughout the nation. On 3 June 1961, 531 commercial and 56 noncommercial educational stations were operating in 282 communities. Although the vhf channels have been relatively heavily populated with stations, only 75 of the 1,543 uhf channel assignments are currently in use.

"Moreover, only 65 of the television markets in the United States are served by three or more competitive local television outlets, and there is pressing need for additional outlets in numbers of markets now deprived of a third locally originated service.

"The root cause for these serious shortcomings in the present system derives from the inability of uhf stations to thrive competitively side by side with vhf stations under present conditions."

Vhf ownership and management (represented in the main by AMST), however, see the Commission's proposals as simply one big step in an ultimate all-uhf system of television broadcasting throughout the United States. This view is based primarily on such portentous commission statements as: "It is contemplated that, as indicated by further studies and developing circumstances, and in response to further proposals, additional deintermixture proceedings will be initiated in further markets at a later time."

UHF SHOWED PROFIT IN 1960 BUT PICTURE FAR FROM ROSY

► All-uhf markets appear to be faring well; areas dominated by vhf stations still the big problem

In its August 1961 broadcast financial data report, the FCC showed total broadcast revenues in 1960 of 76 uhf stations at \$30.8 million, up from \$28.0 million reported by 77 uhf stations in 1959. For the first time, said the FCC, the uhf stations as a group reported profits of \$.3 million. In 1959, 1958, and 1957 the uhf stations reported losses of \$.5 million, \$2.2 million and \$3.5 million, respectively.

Why the pretty side of the ledger in 1960?

Trade observers suggest two probable reasons: increase of advertising revenues in already totally deintermixed markets and the retailer's belated discovery, in certain markets, that uhf is not beyond his budget.

But if, on the surface, the uhf economic picture looks brighter, it has also to be considered that of the 72 uhf stations reporting full year operations in 1960, 36 reported profits, 36 losses, as against 435 vhf stations with 81.1% reporting a profit to an 18.9% reporting a loss. And the uhf "success story," a SPONSOR study revealed, was still largely uncertain.

In certain all-uhf markets such as Wilkes Barre-Scranton and Youngstown, Ohio, the profit picture is not an unpleasant one. The three uhf's in Wilkes Barre-Scranton reported a total broadcast revenue of \$3,044,118 in 1960, and the four in Youngstown \$1,837,840.

Even in a market like Bakersfield, Calif., where two uhf stations compete with a vhf, a substantial portion of the \$1,782,311 broadcast revenue can be accounted for by the uhf's.

And Fresno. Of the few all-uhf markets in the United States, this one invariably is cited by deintermixture proponents. When KFRE-TV went on the air in Fresno as a vhf in May 1956, there were two uhf stations already in the market. The market itself was a pre-developed uhf one, with sets, antennas, etc. in its favor. Thus, when the FCC directive for deintermixture was issued, KFRE accepted with no qualm. Since conversion to uhf in February 1961, the station reports no commercial difference whatsoever and, going to maximum uhf power at the time of conversion, no substantial audience loss.

But deintermixture opponents point to various engineering studies which show Fresno as the one ideal uhf territory in the

(Please turn to page 49)



MOST AVID proponent of uhf expansion is FCC chairman Newton Minow, first witness before Senate subcommittee on new proposals

AMST contends the following:

1. Shifting vhf stations to uhf channels would take television service away from tremendous numbers of people who now receive it. If just the eight markets now pending were deintermixed, hundreds of thousands of people would lose their only television service, many more hundreds of thousands who might still have some service would lose their existing service from the stations to be shifted, and countless more—those who would still receive some service from the deintermixed stations after their shift to uhf channels—would receive less reliable and lower quality service.



FIGHTING deintermixture proceedings with vigor is Joseph M. Baisch, v.p., gen. mgr., WREX-TV, Rockford, up for switch to uhf

2. If all existing vhf stations were shifted to uhf channels, considerably more than 25% of the total land area of the United States would lose its existing television service.

3. Shifting vhf to uhf operations would waste valuable vhf frequencies; the public would not receive the benefits of their particular capacity to provide reliable high technical quality wide area television service.

4. The FCC's proposals for shifting vhf to uhf channels are precipitous and premature and should, at the very least, be deferred until more technical data is available regarding uhf.

5. While all-channel receiver legislation should be enacted to facilitate uhf development side-by-side with existing vhf service, it should prohibit the FCC from shifting vhf stations to uhf channels.

In other words, says AMST, *alongside of* rather than *instead of*.

The most vociferous opposition to the FCC action at present, of course, is from the eight vhf stations selected for deintermixture. The most vigorous of these appears to be WREX-TV, Rockford, which has gone all-out in marshaling public support of its continuance as a vhf. The station has run extensive newspaper advertisements explaining "the probable effects of deintermixture on Illinois and Wisconsin residents." In addition to city and state governmental and civic leaders, some 100 mayors of cities in the northern Illinois-southern Wisconsin area have pledged their support to help the WREX fight. Though using legal process similar to that of the other seven, the station plans heavy emphasis on this grass roots response.

"The proposal by the FCC of deintermixture limited to eight separate markets is discriminatory," Joseph M. Baisch, v.p. and general manager of WREX-TV, told SPONSOR, "and is not the answer to the problem of encouraging the expansion of television service to the American public."

The deintermixture in Rockford itself, says Baisch, not only would seriously degrade existing services to urban areas, it would reduce outlying rural groups to the level of second class citizens. It would also, he adds,

create unprecedented financial burdens.

"The better portion of a quarter of a million dollars was lost from operations before we began to see daylight as a vhf," he says. "We still have many unsponsored programs, and national budget allocations are difficult to come by for stations in our market classification (top 85-90 range). Now, if deintermixture becomes a reality, our investment of more than \$350,000 in vhf equipment would be wiped out, and more than \$325,000 in new uhf gear would have to be purchased and installed. In addition, we have original film contracts currently running in excess of \$250,000, and long-term commitments such as film library deals were negotiated on the basis of vhf economic abilities."

The eight stations, as indeed most vhf outlets in the country, favor the solutions proposed by CBS, NBC and the NAB, which call, more or less, for the maintenance retention of all vhf and uhf bands, with a nod in the affirmative toward all-channel receiver legislation. Production of tv sets with uhf tuners fell from 428,527 in 1960 to 370,977 in 1961, according to the latest compilation of Electronic Industries Assn., Washington.

And finally, but perhaps most significantly, almost all senators in those states and markets proposed for deintermixture, as well as congressmen from those stations' districts, have registered distinct opposition to the FCC plan, ranging from Sen. Alexander Wiley's (R-Wis.) contention that the deletion of channel 3 in Madison would be "an unconscionable violation of the public interest" to Rep. Horace Seely-Brown Jr.'s (R-Conn.) statement. "A technical survey report in which I have every confidence proves that 260,000 Connecticut residents would have no clear television service if channel 3 were deleted from Hartford."

Interesting to note, too, is the statement of commissioner John S. Cross, concurring in part and dissenting in part to the FCC proposal. It is certain to be given top priority in the vhf defense. Said Cross:

"In my view, this deintermixture (Please turn to page 49)

Personalities, discussion, news shows help sell clients on 'talk'



AT VETERAN 'talk' station WOR, New York, the most popular in its lineup of talk personalities with high metro rating scores is the husband and wife team, Dorothy (Kilgallen) and Dick Kollmar

ACCORDING to McGavren executives Ralph Guild (l) and Daren McGavren the Mexican-owned Los Angeles all news station, XTRA, is attracting a new host of sponsors

KABC

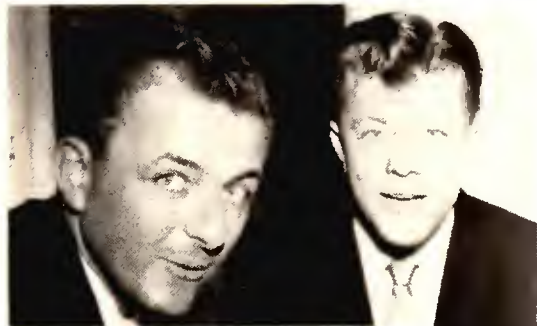
STIMULATING
RADIO

Los Angeles

GOES IN ONE EAR...



WITH THIS promotion piece (above) KABC, Los Angeles, illustrates best its most saleable point: the listener tuned to conversation programs is primed for 'hearing' the commercial message completely



WILL 'TALK' RADIO SPREAD?

- ▶ Radio stations that are talking more now say that conversation format is a hit with advertisers, audiences
- ▶ Whether or not this constitutes a trend is fodder for some controversial talk today among broadcasters

Radio, intimidated into near human muteness when tv first began beaming its awesome pictures, is learning how to talk all over again. And from radio stations that have recently re-discovered their tongues, come happy reports that they are talking themselves into stepped-up ratings and increased sales.

Although there are some who are loathe to attach the "trend" label to the growing development of talk programs, the rate at which some stations are struggling to divorce themselves from the stigma of recorded mediocrity can hardly be ignored. And unless the pace slackens, the disk jockey, so go the predictions, is in danger of being replaced by a talk

jockey.

What exactly is behind the renewed interest in this time-honored radio commodity—conversation? In broadcasting circles, opinions vary. Some claim it is a natural turn in the ever-changing sphere of radio which, once the saturation point is reached, will go the way of all formats.

Others say it's due to world events with the greater need for news reporting, while still others maintain it was triggered by a definite need in adult programming. In brief: after a continuous procession of pop records, time, temperature, and call letters, the listener finds it most refreshing to hear a human being say something.

Although there are only a handful

of radio stations now programing talk shows in the proportions of WOR, New York; KABC, Los Angeles; KMOX, St. Louis; and the Mexican owned all-news station XTRA, Los Angeles, radio stations from small as well as major markets report they are devoting more air time to serious chatter than they have since television first barged on the entertainment scene.

Whether or not this represents a trend, however, is also cause for some controversy in the industry. Those who debunk the theory claim this type of programing has to be proven successful on a broad scale, not merely by a few, before it can be termed a trend.

On the other side of the fence, however, is Robert Leder, president and general manager of WOR, who says "there is a definite trend to talk radio, not nearly to the extent of WOR's 21 out of 24 hours of talk programing, perhaps, but we do find that alert broadcasters around the country are starting to mold various

Radio talk shows covering a broad range of subjects from

1. Theatrical personalities



2. 'Talking' d.j.'s



3. News commentators



6. Farm data



7. Local issues



RADIO TALK programs currently winning audience approval all over the country today include: (top, l-r) Arlene Francis, WOR, New York, shown with movie star Rock Hudson; Robert Q. Lewis, talking d.j. of KHJ, Los Angeles; KFRC, San Francisco, newscaster, George Ruge; WONE, Dayton, O., "Home Show" star, Jeanne DeWitt; and KCMO, Kansas City, sportscaster, George Stephens. Bottom row, l-r: WMT, Cedar Rap-

aspects of their schedules in accordance with our format."

According to Leder, the advantages to talk over music formats are many. For one thing, talk programming is personal radio, "It is easier for a listener to identify with personalities such as Martha Dean, John Gambling or The Fitzgeralds than for them to identify with a music format." He adds: "Equally important is the fact that listeners to talk radio tune in and are attentive to what is being said. As a result, they are attentive listeners to the commercial message."

George Skinner, director of radio programming services for The Katz

Agency, echoes Leder's sentiments. "The commercial impact of the talk format is staggering," he declares. "When a commercial message is done by a 'talk' personality and properly integrated in the show, it receives full attention, therefore it sells more." Skinner adds that "people who listen to talk shows are listening to hear what is being said. The commercial becomes a part of the conversation, rather than an interlude between records."

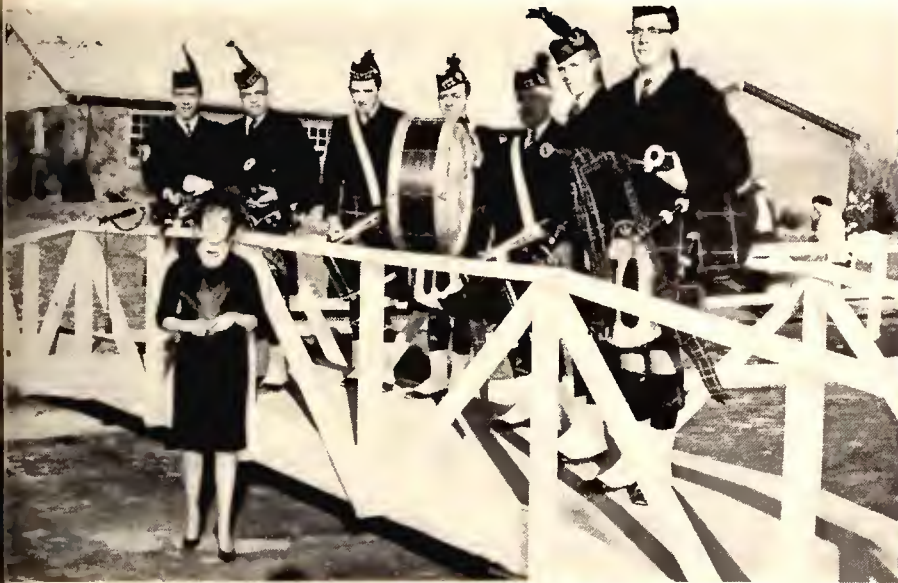
A veteran of 22 years in broadcasting, Skinner reports that the swing back to talk shows is all part of the radio programming cycle. The fast paced music and news station

got a foothold in the first place because people were weary of too much talk on radio. But when the new stations came on the air, he says, their music, fast pace, and curtailed talk was a welcome relief. But now, with too many of these same stations pumping out similar programming, there is renewed hunger for the human personality.

How long the new talk cycle will last depends upon the solution of a big problem facing broadcasters at this point, says Skinner: the dearth of the right kind of personality to do a radio show. "Unlike phonograph records," he says, "people are individually different, and it takes a

farm data to homemaking are gaining in audience popularity

4. Homemaker shows



5. Sports talk



8. Current events



9. Discussion shows



ids, Ia., farm show director, Bob Nance; WBAY, Green Bay, Wis., Sounding Board moderator, Dan MacDonald (left) with guest Irvin Gay of Burroughs Automations; WCAU, Philadelphia, "Talk of Philadelphia" show moderator, Ed Harvey, (back to camera) talking with Gen. Curtis LeMay; and WNAC, Boston, Bill Hahn, host of the station's "Around The Town" here with former Brooklyn Dodger star, Jackie Robinson

lot of insight and judgment to put together a winning air team."

"In some markets," says Skinner, "the proper personalities just aren't available although the hunger for conversation is as great in these areas as in the metropolitan districts." Skinner predicts that the need for personalities in the medium size and small market will become more acute in the next few years—at least until it's overdone. Then there will be another swing back to music and news.

Meanwhile, from stations currently engaged in large-scale talking come reports that indicate they have, for the present, hit upon the right format. Despite the fact that KFAQ, a San

Francisco radio station—one of the first in the country, according to reports, to give all-talk programming a whirl—ran into a stone wall and gave it up after a six-month try, other pioneers haven't been deterred.

Ben Hoberman, v.p. and general manager of KABC, Los Angeles, for instance, in August 1960 defied the traditions which had grown up around radio and eschewed the top 40 formula for a revival of the intelligent personality format. It was a long gamble at the peak of music and news popularity, but has, according to reports, paid off handsomely.

Latest word from Hoberman re-

veals that KABC sales revenue for 1961 was 17% greater than for 1960, and 10% higher than for the previous record year, 1957. Audience ratings have also gone up 25%, says Hoberman. Late in October 1961, KABC expanded its talk shows to a full 18 hours daily.

On the opposite coast, sophisticated New Yorkers have embraced the personalities of WOR in such a manner as to give the veteran "talk" station the lead in the rating parade in that highly competitive market, according to a spokesman.

Unlike KABC, the WOR programming has changed little over the years.

(Please turn to page 50)

'FAX' CONE ON TV'S FUTURE

- FC&B's executive committee chairman says industry would be better off by turning to the magazine concept
- Rotation of commercials on network programs would permit video to provide a balanced schedule, Cone says

As chairman of the executive committee, Foote, Cone & Belding, Fairfax Cone is often called upon to present his views on television. By now they are fairly well known in the industry, particularly his thesis on the magazine concept, a method whereby, Cone feels, television broadcasters could solve their own problems and reap "all manner of just and pleasant rewards, not the least of which may be hands-off by the FCC."

Last week SPONSOR visited Cone in his fourth floor office at the Foote, Cone & Belding Building on Chicago's near north side, to find out whether he has revised his magazine

concept theories in the face of current FCC hearings.

Cone's stand on the matter is still the same: "I'm not trying to be a wise guy," he said, "but I feel the minority has a right to expect something for itself during prime nighttime television hours. I get very annoyed with friends of mine like Jim Aubrey because they never fully explain why the magazine concept won't work."

How does Cone feel the magazine concept can work? At last October's meeting of Chicago Broadcast Advertising Club he outlined the concept this way, observing that sooner or later all television would become

spot television.

"The sponsor," he said, "has already become the alternate sponsor. And with his advertising distributed among three or four products over two weeks instead of concentrated on one each week, he will soon become no sponsor at all. He will merely be another advertiser on a purely spot basis."

Cone averred that the magazine concept of tv was then in effect, with only two steps left to perfect the system. First, he recommended programming as a responsible magazine would, balancing the shows between regular and special entertainment features and regular and special features in the nature of controversy, ideas, and the arts.

The second step, as Cone sees it, is to revolve advertisers through the total week's programming. It would work, Cone explained, by cutting out preferred positions in the weekly schedule, and opening up the time to experimental programming with every advertiser paying his share.

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

Cone believes that those who oppose this proposed system are shortsighted. "Because if they hold to their preferred positions," he says, "their competitors have no choice but to seek to equal them, and the level of television programming will remain precisely what it is—a national disgrace."

Programming for what seems to be the majority is not really the case, Cone feels. "The majority is only the majority of viewers, not necessarily the majority of people. In fact, it is probably a minority of the public," he says.

Cone's conviction is that all the people should be served through television. And he feels that most advertisers would agree to rotation through all kinds of programs at a single rate for nighttime, and another single



FACE-TO-FACE: Newton Minow has twice debated Fairfax Cone (r) on "wasteland" theme. Latest encounter (above) was 1 February at 59th annual meeting of Chicago Jewish Community Centers. At left is Hamilton Loeb, Jr., the outgoing president of the Chicago Jewish group

rate for daytime. "After all," he says, "why should any but the very luckiest advertiser today not wish to remove the gamble they take alone when they 'pick' shows."

Cone's qualifications for recommending a means to help broadcasters solve their problems are just about as well known in the industry as his views on the subject:

- Of FC&B's total billing last year—about \$130 million—almost half the amount was invested in television.

- FC&B's 19-year history spans almost the entire era of television.


- FC&B client products are well known for outstanding share-of-market in their fields.

- FC&B maintains a remarkable record for long term agency-client relationships.

The personality of Fairfax Cone is evident in the stability of his agency's operation. His associates agree that Cone's spirit and example set the pace. And to understand the various facets responsible for the agency's reputation for superior performance, it is necessary to understand Cone the man, and his passion for excellence.

Cone is a dignified, unobtrusive, and highly articulate man, who looks more senatorial than anything else. He is zealously dedicated to orderliness. In fact, he attributes much of his business success to this characteristic.

"I live a neat, orderly life," he
(Please turn to page 60)



Fairfax Cone is dignified, unobtrusive,
articulate, dedicated to orderliness.
He attributes much of his business
success to this latter characteristic



JEANNE TREGRE is typical of the experienced timebuyers at J. Walter Thompson. There are 33 timebuyers in the JWT media department

Inside the top 10 spot agencies: 4. J. WALTER THOMPSON

HOW 'MEDIA' TICKS AT JWT

- Thompson's media department says spot provides for concentration of ad power where customer may be
- Computers cannot be more than 'a fast' aid in buying, top ad agency's broadcast supervisor tells SPONSOR

J. Walter Thompson's media department is a prime favorite with radio and tv station representatives. They regard this agency, with its estimated \$125.5 million in radio and television billing, in the vanguard in the industry.

Sitting in a key position in media at this mammoth-sized agency is Ruth Jones, regarded by knowledgeable people in the field, as one of the most perceptive. Miss Jones is probably a more important female media executive than any other member of

her sex in this branch of advertising. She is an associate media director and broadcast and station relations supervisor at J. Walter Thompson.

Spot's potential for selectivity, flexibility and tonnage are its greatest assets, Miss Jones said to SPONSOR in the fourth of a series of articles on the top 10 spot buying agencies (in terms of billing).

Spot, Miss Jones explained, provides for concentration of advertising power wherever the customer may be. But this is an ever changing

medium, she hastened to make clear, and "you must know your markets as they are *today* before you plan and know your stations as they are *today* before you buy."

There is considerable evidence at hand to indicate that members of the media department of J. Walter Thompson know whereof they speak. In SPONSOR's 1961 survey of the top 50 air agencies, it was revealed that JWT was, for the fourth straight year, the number one spender in broadcast advertising with an estimated \$125.5 million or 43% of its clients' budgets allocated to broadcast media.

The agency spent a total of \$36.3 million in broadcast spot in 1961 of which \$29.5 million went to spot tv and \$6.8 million to spot radio. Total agency billings was \$290 million. [Ed Note: The figures in this para-

graph are not official JWT figures. They are SPONSOR estimates.]

As indicated the JWT media department is a favorite with radio and tv station representatives for many reasons. For one, station reps say that this agency's media staffers approach media buying with pronounced creativity in terms of new and better usage and there is a rapport between the media department and other agency departments. Most important, there appears to be unanimity between media and its broadcast clients.

Miss Jones was asked by SPONSOR to what extent JWT timebuyers participate in media selection, market selection, station selection, etc.

"It depends on the account," Miss Jones replied. "In some accounts, the buyer is requested to start his work by recommending how the broadcast budget should be divided between various types of radio and tv activity. This, of course, is always in conjunction with other departments since it is important to know marketing strategy, copy platforms and long term objectives. In some situations, the buyers' activities may necessarily be limited to station selection and purchase of the spots."

Asked what impact computers would play in the purchase of spots, Miss Jones replied: "We don't know as yet what part the computers could play in the selection of spots. We doubt very much that they can ever be more than 'a fast' aid in buying."

In the apportioning of a budget to various media, many factors are considered, Miss Jones explained, adding that it depended upon copy, the size of the budget, marketing problems and the objectives of the client.

The JWT media department, Miss Jones said, does indeed coordinate with those concerned with marketing "because marketing is a very important basis of any advertising decision."

She said her agency "does investigate radio for complementary uses" and that the media department was "definitely watching fm and its possibilities for selected clients and selected problems."

She observed that there has been "some loss in sponsor identification" in programs where there are multiple

Among JWT clients in radio/tv

Ford Division of Ford Motor Co.
 Ford Dealers Association
 Liggett & Myers
 Pan American
 Brillo
 Mentholatum
 Kraft
 Quaker Oats
 7 Up

Lever
 Rheingold
 Scott Paper
 Eastman Kodak
 Associated Hospital Services
 Chesebrough-Pond's
 RCA
 Standard Brands
 R. T. French

Pittsburgh Plate Glass

advertisers sharing the show.

"We always go beyond the numbers," Miss Jones replied when asked what was her philosophy when she tried to go beyond the numbers in buying.

"We must check marketing problems, the quality of programming, the necessity of selecting the proper time periods regardless of ratings in order to reach the best prospects for our clients," she responded.

Replying to the question why do you buy so many spot carriers on the networks when spot tv is regarded as so much more flexible, she said: "The question is an inference that network spot carriers are directly competitive with spot tv as an advertising vehicle. This is not necessarily

true. The selection is based on many factors, some of which are marketing problems, sales force requirements and copy requirements, particularly in prime time."

Since Miss Jones and her staff are in constant touch with station representatives, they have naturally formed some strong views and convictions about the characteristics of time salesmen. More than anything else, Miss Jones and her colleagues seek "reliable information" from station representatives.

"Honesty and integrity of the time representatives are of prime importance in evaluating the approaches and information which they provide us with," Miss Jones maintained.

Rarely does Miss Jones know the

Broadcast supervisor on spot buying:



'Spot's potential for selectivity, flexibility and tonnage are its greatest assets. Spot provides for concentration of advertising power wherever the customer may be. But this is an ever changing medium ' says Ruth Jones, J. Walter Thompson assoc. media director

four-week cumes for spot tv and network tv, market by market, she said and she thought sponsor identification was measurable to a degree.

"These are the facts of life when you buy network," she observed when the questioner asked her to comment on the fact that network places as many commercial impressions in smaller markets as larger markets.

Media flexibility is definitely a rapidly growing factor in today's increasingly scientific approach to marketing, she asserted. However, she did not think there were any changes in the factors influencing buying over the past three years.

Miss Jones said there are times when merchandising is important to a client and can influence "our media decision." She added that "this should be taken into consideration before making the buy."

The associate media director noted that station tapes are a help to her, particularly when she wants to learn something about the re-programming

of radio stations. "We prefer to listen to the tapes at our desk," she added. The agency does not have any cost-per-1,000 limitations for daytime and nighttime radio, she said and from time to time, JWT's media department does request full scale presentations on radio.

She said the media department was constantly looking into the 30- and 40-second commercial situation for spot advertisers. "We must work very closely with the copy department on this," she noted.

The questioner asked Miss Jones to express an opinion on how the 30- and 40-second spots should be priced in relation to 20-second announcements.

"I will not attempt to tell a station how to price its spots," she declared with emphasis. "However, from an advertiser's standpoint, a 40-second spot is rarely worth twice the price of a 20-second spot."

Copy consideration, primarily, is the principal reason for the continu-

ing heavy demand for minute announcements, according to Miss Jones. Speaking of product protection, she said that JWT demands "protection for all clients and the time protection factor will vary."

Media research plays a vital role in the media department structure, Richard P. Jones (no relation to Miss Jones), media director of JWT, said recently.

"Our media department as a whole is now organized to match the requirements of account group management; and within the media department, media research activities are now aligned to match," Jones said. "This has resulted in a much more significant role for media research—which, at one time, was a peripheral operation loosely organized on a catch-as-catch-can basis. Now it is the nerve center of our media analysis work."

JWT policy makers believe in having a strong media research organization within the media department.



MEDIA DEPARTMENT: J. Walter Thompson staffers discuss spot buying (l to r): Madeline Blount, timebuyer; Harold Veltman, timebuyer; John Sisk, timebuyer; Ruth Jones, assoc. media dir. & brdcast. & station relations supervisor; Gordon Johns, timebuyer, Jeanne Tregre, timebuyer

A strong departmental organization, according to Jones, minimizes the drains made by routine media paper work on the effective working and thinking time of the associate media directors and buyers. Jones also said it maximizes the amount of information that reaches them in an organized and analyzable form.

"We found, through an analysis of the man-hours involved in the planning and execution of just a simple spot television or radio buy, that so large a part of these man hours was involved in the essential task of gathering and organizing the facts that buyers were unable to devote the necessary time to the vital functions of evaluation and decision-making," Jones declared. "Because the buyer is now convinced that this part of the work can be handled in a highly skilled manner by the research group, it is possible for him to devote himself largely to the job which only he can handle.

"What we have is a *core* media research group. It is situated both physically and mentally at the very center of the media department. The media researchers are in hour-to-hour contact with buyers and associate media directors. They become familiar with the complete range of problems and decisions involved; and all types of questions—large and small, immediate and long-range—are fed to them. If media researchers were part of the general research department, this would not happen. We want them to be exposed to all the information needs—not just those that are crucial enough to warrant the dictation of formal memos or research requisitions."

The consensus is that people in media must be possessed of exploring, inquisitive minds—minds that won't accept incomplete answers. A veteran of various media departments, with the JWT media department particularly in mind, recently observed: "Some of the most careful, painstaking, conscientious, accurate and imaginative media people with whom I have ever worked were of the female gender. Give them a chance and you'll see what I mean."

This 'prose poem' in praise of media women was read to Miss Jones. "Of course; I agree," she blushed.

JWT's media department personnel

RICHARD P. JONES, vice president and media director
ROBERT D. LILIEN, media manager

ASSOCIATE MEDIA DIRECTORS

James English, Thomas Glynn, Ruth Jones, Robert Lilien,
Robert Welty, Harold Wilt, Anne Wright

JACK GREEN, media research director

TIMEBUYERS

Polly Allen, Barbara Anderson, Joan Ashley, Marie Barbato, Madeline Blount, Doris Corrigan, Helen Davis, John Flynn, Ronald Grathwohl, John Gray, George Heffernan, Gordon Johns, Mario Kircher, Thomas Leidner, Peter Levins, Larry Levy, Richard Macaluso, Frank Marshall, Donald Miller, Seymour Parker, Walter Riley, Eric Seich, Carrie Senatore, Jayne Shannon, John Sisk, Melita Skalbergs, Charles Spencer, Walter Sullivan, Nancy Smith, Martha Thoman, Dorothy Thornton, Jeanne Tregre, Harold Veltman

J. WALTER THOMPSON has a core media research group situated physically and mentally at the center of the media department. Media research execs. contribute to decision-making

BUYING AGENCIES TOP 10 SPOT

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

"but I don't know how many other people do."

Miss Jones has had some 15 years of deep experience in the Madison Avenue media universe.

In 1945 she joined Benton & Bowles as an assistant time buyer following three years with John Blair. Then after eight years at Benton & Bowles working for a wide range of national clients, she joined Compton Advertising, where she was assigned Procter & Gamble and Crosley products, among others.

In 1955 she joined JWT where she has worked with vivid timebuying creativity on Scott products, R. T. French, Pan American and Ford, and Liggett & Myers.

Miss Jones is vice-chairman of the 4A's Broadcasting Committee. ▀



POLISHING up last minute details of the radio campaign triggered last week for Admiration Nelson cigars in metro New York and Miami are (seated l-r) Michael A. Winter, North Advertising account executive, and Tony Regensburg, executive v.p. of E. Regensburg & Co. Standing l-r: Eli Kaufman, WCBS, N. Y. account man; Conrad Roth, North account supervisor, and Mort Heineman, creative director, North Advertising

RADIO: 'BEST DOLLAR RETURN'

Admiration Nelson cigar maker, who credits radio with 72% sales increase and added retail accounts in New York, is now trying out radio in Miami

Unshaken by President Kennedy's ban on Cuban wares, cigar-maker E. Regensburg & Sons, went ahead last week with plans to broaden out distribution of its Cuban blend, Admiration Nelson—a 15-cen-ter, now firmly ensconced as a top-seller in metro New York—and it's stacking its chips on radio's ability to pave the way. The vote of confidence channeled to this ad medium by the venerable cigar manufacturer—a long-time print devotee—stems from recent New York radio ventures which reaped for them handsome rewards in increased sales and added dealers. Company sights are leveled now at the Miami market.

Three radio stations in the south-

ern resort town will help push Admiration's effort to win retailers and influence customers in that area. The stations, WINZ, WGBS, and WCKR, will air the humorous, recorded, Admiration minutes, prepared by the account's agency, North Advertising, at a rate of 50 spots per week. The campaign which broke 18 February, is scheduled for a four-week run.

At the same time, in New York City, a similar campaign got off the ground on the above mentioned date. The stations involved here are: WCBS, WOR, WNEW, WPAT, and WNBC. In both markets the commercials are slotted during prime drive times: 6 to 9 a.m. and from 5 to 7 p.m. daily.

In the New York area, however, television is also being used. Here, two network flagship stations, WNBC-TV and WABC-TV, are carrying a schedule of "product recall" 10-second ID's, slotted adjacent to top-rated programs and sports events.

Newspaper is also being used, but at a rate greatly reduced from previous years. Although agency people are keeping the total budget expenditure for the current campaign shrouded, it has been disclosed that the breakdown, percentage-wise, is something like this: 50% to radio; 30% to tv, and the remaining 20% to newspaper.

According to North Advertising account executive, Mike Winter, a simi-

lar campaign is already on the books for September this year and the possibility exists that an early summer-time push will also be considered.

Since their beginning, back in 1867, the makers of Admiration cigars have poured their ad monies into huge print ads and radio, as a dominant medium, didn't even enter the picture until just two years ago. Since then, however, flights of short duration have been scheduled on an average of twice a year—but on Gotham stations only.

The success racked up by these ventures, however, could not easily be overlooked, says the cigar manufacturer, Tony Regensburg, executive v.p. of E. Regensburg & Sons, reports that radio was largely responsible for the 28% increase in new retail accounts added during the past year. "We feel," he enthuses, "that we've gotten the best dollar return through using radio."

Mort Heineman, North Advertising, New York office, creative director, who, incidentally, carried the Admiration account with him when he left Kastor, Hilton, Chesley, Clifford & Atherton to join North last year, shares Regensburg's feeling for the job radio has done for Admiration Nelson, a cigar introduced by the company in May, 1959. "During the period of 1959-1961," says Heineman, "there has been a 72% increase in



over-all sales of Admiration cigars." He adds, "I feel that radio has been the key medium in this tremendous success story."

An under \$10 million-a-year company in terms of sales volume, Regensburg isn't too concerned about the Cuban embargo, and Admiration Nelson isn't about to be dropped. Cognizant of developments in that troubled Cuban area, Regensburg foresaw the eventuality of the current ban and prepared for it by laying aside a better than two-year supply stockpile. The company is prepared also against the day the stockpile runs out by having worked out a substitute blend.

Although classified as a better than average product since the majority of

cigars manufactured here are priced at eight cents and under, Admiration does not fall into the classification which, according to Regensburg, will suffer most from the Cuban embargo. It is the company's feeling that whatever hardships the ban will foist upon the cigar-making industry, it will be felt primarily by small manufacturers of high-priced cigars.

When Regensburg first broke out its Admiration Nelson, in May, 1959, the unveiling site was New Jersey. However, when (in July that year) Governor Rockefeller introduced the New York state tax on cigars, Regensburg brought the brand into New York, priced it at 15 cents and, "absorbed the tax." The name "Nelson" which Regensburg affixed to its Admiration cigar has, since that time, been cause for much merriment and speculation in trade circles. Although no one can be found to admit to it, there are those who strongly suspect the cigar was named after Governor Rockefeller, and there's nothing *sotto voce* about the fact that the company has been credited with this bit of whimsy.

Adding weight to this suspected spoof were earlier Admiration Nelson radio commercials which, so it is rumored, said in effect "look what the name did for that guy in Albany." The story goes that this hit of copy

(Please turn to page 61)

Nelson campaign rides rising consumer demand for cigars

Year	Consumer spending for cigars (millions)	Cigar expenditures as % of all tobacco spending	Average retail price per cigar	Annual per capita cigar consumption
1939	\$261	14.8%	4.7¢	132
1942	305	12.8	4.9	145
1946	542	15.6	9.2	130
1950	514	11.6	9.3	116
1955	549	10.3	9.1	121
*1960	650	8.6	9.1	134

*1960 preliminary

Source: Columns 1 and 2, U. S. Department of Commerce; Column 3, computed by the Cigar Manufacturers Assn.; Column 4, males 21 and over.

PIX FROM A RADIO SCRAPBOOK

➤ Preparing for BPF 'Mike Award,' WGN uncovers some rare broadcasting gems. How many of these radio photos can you identify without reading the captions?

Yesterday (25 February) in New York, the Broadcast Pioneers Foundation presented its second annual "Mike Award" to veteran station WGN, Chicago. In preparation for the festivities, the WGN staff, under Ward L. Quaal, exec. v.p., rifled through its photo files and came up with

these fascinating items, depicting some of the outstanding events in the station's 38-year history. They provide large gobs of nostalgia for all oldtimers, but may stump the young 'uns. If the youngsters guess right, the oldtimers may have done more reminiscing than the history books.



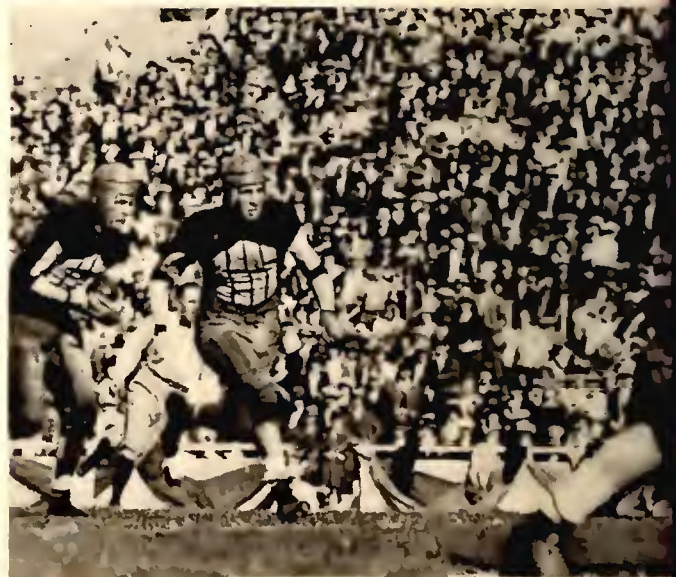
MONKEYS AND MEN. 1925 Scopes trial in Dayton, Tenn., was a broadcast exclusive for WGN. At right, William Jennings Bryan



SAM 'N HENRY—at least that's who they were on WGN in 1926. They're Freeman Gosden and Charles Correll, radio's Amos 'n Andy



MUSIC AND MOBS. Chicago in 1930's is reflected by Kay Kayser, Pierre Andre greeting Joe E. Lewis, recovered after Capone beating



GRAY GHOST. It's Red Grange, on way to immortality, starting touchdown run in Illinois-Michigan game, 1924. Earl Britton leads way

IS ANYBODY

in the research business measuring the booming

OUT-OF-HOME?

audience . . . not just by market . . . but by station ■



PULSE IS. Home is where not *all* the radio audience is. The rest is *out-of-home* . . . in cars . . . stores . . . beauty, barber and other shops . . . taverns . . . wherever the unconnected radio can be carried . . . where the only people who have meters or keep diaries are cab-drivers.

The only way to learn *what* they hear is to ask them. Pulse asks them, at home in personal interviews. That's the Pulse technique. That's Pulse's only technique. The results are incorporated in each station's rating—not given simply as a total for the whole market.

Ask a Pulse account executive to tell you more about Pulse's coverage of the out-of-home audience, in radio and television—or about other aspects of our expanding research service to marketers and broadcasters.

NOTES: WHEN OUT OF HOME'S OUT OF SIGHT

. . . the station denies itself credit for a 38% plus. (This figure varies from market-to-market, of course.)

. . . the medium is under-valued to the tune-in of 2,822,934 families during the average ¼ hour

throughout the day. (5,000,000 auto radios were sold in 1961. Portables? \$200,600,000 worth, in 1961 alone.)

. . . the advertiser denies himself the impact and vibrance of the most intimate of media. If he's working with reports that don't account for out-of-home by station, he risks the wrong buy.

For a summary report of out-of-home radio listening in Summer, 1961, write, wire or phone. (No obligation.)



THE PULSE, INC.

the face-to-face touch in radio, television and market research
730 Fifth Avenue, New York, N. Y.

Phone: JUdson 6-3316

RADIO RESULTS

MAPS

SPONSOR: Book Enterprises

AGENCY: Schwabb, Beatty
& Porter, Inc.

Capsule case history: Book Enterprises offered three maps—the United States, the World, and Outer Space—all three for \$1, by means of spot announcements on WROK, Rockford, Ill. The account must receive a minimum of 35 replies resulting from each announcement to consider a campaign successful, and a test campaign of two spots was scheduled to determine WROK's effective reach. The spots were run live, one per day, on Rick Edwards' *Sounding Board*, 10 to 11 a.m. This is a talk show, aired Monday through Friday, with listeners participating via telephone. The morning following the first announcement, the mail count for Book Enterprises was 67, or almost double the required number. The schedule was extended, and after the fourth announcement, replies amounted to 275. The mail count continued to mount ahead of all expectations as the campaign went on. WROK proved its power to pull replies and changed a test schedule to a successful campaign.

WROK, Rockford, Illinois

Announcements

DEPARTMENT STORE

SPONSOR: J. M. McDonald Co.

AGENCY: Direct

Capsule case history: The J. M. McDonald Co., with headquarters in Hastings, Neb., is a department store chain consisting of 105 stores located in 11 states. Keeping in mind that these stores are located in cities as large as San Francisco and Los Angeles, the story of the success of Store #41, in Colby, Kan., population 4,200, is a remarkable one. Store #41, established in 1948 in direct competition with another chain store of comparable size in Colby, has been Number One in its chain for 45 consecutive weeks in percentage of sales increases. In 1961, the store had a consecutive weekly average increase in sales of 27.9% over the previous year. Carson A. Bashaw, manager of Store #41, concedes a great portion of this success to radio. He uses KXXX, Colby, almost weekly, and during particular weeks credits KXXX exclusively with putting his store "over the top." The store uses as many as 40 spots per week and has consistently kept sales up.

KXXX, Colby, Kan.

Announcements

GROCERIES

SPONSOR: Hinky Dinky
Super Markets

AGENCY: Universal Advertising
Omaha

Capsule case history: Hinky Dinky Super Markets finally rang down the curtain on their Hinky Dinky-KOIL promotion recently, and pronounced it a complete success. Hinky Dinky ran a schedule of one-minute spots, 50 per week, ROS, for a six week period, on KOIL, Omaha. William Bigger of Hinky Dinky says that they were enthusiastic about the potential of the promotion when they first discussed it, and estimated that they could move 10,000 radios if it worked to its full potential. The idea was that each Hinky Dinky customer who first purchased \$25 worth of groceries could then buy a radio for \$5.95. When the promotion was over they found that a total of 20,000 radios had been sold—double the expected amount. In volume sales, \$500,000 in groceries had also been sold to customers who bought a radio. Commented Bigger, Hinky Dinky's ad and pr director, "A real record breaking promotion. and we're well pleased by the impact of KOIL."

KOIL, Omaha, Neb.

Announcements

BUILDING SUPPLIES

SPONSOR: Cunningham Brick Co.

AGENCY: Direct

Capsule case history: More and more advertisers whose products have been primarily of male concern in the past are aiming their advertising at the female market. On WSJS, Winston-Salem, N. C., the Cunningham Brick Co. is getting tremendous results through *Afternoon With Ada Redd*, a woman's interest show. They run one participation per week on this show; and over the last 18 months it has become an important source for sales leads in selling their brick line to families either planning to build a new home or making additions to their present one. They have found that educating women to their products has given them an interest in the actual building of a home they did not have before, and made them influential in the selection of building supplies. Said R. M. Middleton, general manager of Cunningham: "Advertising to women has been a major step in broadening our sales area, and we attribute our success in this market largely to this program."

WSJS, Winston-Salem, N. C.

Announcements

Media people:
what they are doing
and saying

TIMEBUYER'S CORNER

Ro Gordon Leighton of KHCC&A, lunching at Vincent and Neal's Due Mondis with Lee Redfield of Adam Young and Lou Pells of WEOK, Poughkeepsie, described the agency man who went to the psychiatrist and said, "I've been made v.p. and media director, I have a beautiful wife, three wonderful kids, a \$50,000 home in Greenwich, and I'm only 30. Tell me, doctor, what's my problem?"



CHAMPAGNE toast to the future success of WIP, Philadelphia, in its new offices and studios: (l-r) Glee Duff of the Gray & Rogers advertising agency of Philadelphia; Walt Erickson of G&R; Bob Mounty of WIP; Ed Papazian of G&R; and Chet Cooper of G&R

Joyce Peters, Mogul, Williams & Saylor's new head buyer, had lunch at the Envoy Restaurant with Cliff Ford and Joe Frazer of WNBC, New York. Discussing the government's ultimate goal to send three astronauts to the moon in a rocket, Miss Peters asked, "Is it true that NBC plans to send up Bob Hope in another rocket to entertain them?"

Marie Coleman of Donahue & Coe, at Mike Manuche's Restaurant with Dave Polinger of WTFM, New York, talked about a current tv commercial which shows a couple in the kitchen, and the wife is strikingly young. "Looking at the commercial," Miss Coleman commented, "you don't know whether she's just back from her honeymoon or day camp."

Doug Humm of Charles W. Hoyt, with station men at the Penguin Restaurant, told the story about the old vaudevillian whose act consisted of him singing while his trained turkey lifted up one leg and danced on the other. Wanted for a booking on the *Ed Sullivan Show*,

(Please turn to page 48)

WTRF-TV STORY BOARD



"Variety"

SITUATION COMMODITY! The New York saloonkeeper had to fire the Indian bartender. He was a wonderful bartender, but couldn't break the habit of charging \$24 for a Manhattan.

wtrf-tv Wheeling

NEWS BULLETIN! Due to unforeseen circumstances, the Clairvoyant Society will not meet this evening!

Wheeling wtrf-tv

SOAP OPERA! A Czechoslovakian philanderer departed hurriedly via a fire escape when the young lady's husband came home. Two floors down he tapped at a window and asked the man who answered "Can you carhe a small Czech?"

wtrf-tv Wheeling

DOCUMENTARY! Traffic problems are caused by urban, bourbon and suburban drivers.

Wheeling wtrf-tv

SPORTS! Top players of the Alcatraz and Sing Sing teams are talking up an All-Stir game. (The black and white stripes on your TV screen are not the fault of your receiver)

wtrf-tv Wheeling

DRAMA! The story of a shotgun wedding . . . a case of wife or death.

Wheeling wtrf-tv

TV WESTERNS! Still riding high in the Gallop poll.

wtrf-tv Wheeling

VARIETY in good entertainment pulls in the big WTRF-TV audience in the rich and busy Wheeling-Steubenville Industrial Ohio Valley. Want them to get your commercial message? . . . just ask George P. Hollingbery to arrange your schedule.

(Ask George or write us for your set of *IVTReffigies*, our ad-world close-up series suitable for framing)

CHANNEL
SEVEN



WHEELING,
WEST VIRGINIA

**GREAT
INSTITUTIONS**
...characterized
by creativity



**THE ART
INSTITUTE
OF CHICAGO**

KWTV
OKLAHOMA CITY

Represented by Petry

in

1961

... these 20 top local and national spot advertisers on WBBM RA

AMERICAN AIRLINES
Programs and Announcements

FIELD ENTERPRISES
Announcements

AMERICAN TOBACCO CO
Announcements

FORD MOTOR COMPANY
Programs and Announcements

ANHEUSER-BUSCH
Announcements

GENERAL MOTORS CORP.
Programs and Announcements

BOWMAN DAIRY CO.
Programs

PETER HAND BREWERY CO.
Programs

CLARK OIL & REFINING CORP.
Announcements

HORIZON LAND CORP.
Programs and Announcements

spent

\$ 2,285

WBBM Radio's solid LIVE SHOWmanship and motivating LIVE SALESmanship produces SALES RESULTS year after year! That's the reason so many of America's gilt-edge advertisers continually depend on WBBM Radio to move their products or sell their services in the nation's second market.

Call Bill Connelly, WHiteball 4-6000 or CBS Radio Spot Sales

NATIONAL TEA CO.
Programs and Announcements

SCHLITZ BREWING CO.
Programs and Announcements

NORTHWEST ORIENT AIRLINES
Programs and Announcements

STANDARD BRANDS
Announcements

R. J. REYNOLDS TOBACCO CO.
Programs and Announcements

UNITED AIRLINES
Programs and Announcements

MORRIS B. SACHS, INC.
Programs and Announcements

WALGREEN CO.
Programs and Announcements

PAUL FEDERAL SAVINGS & LOAN ASS'N.
Programs

WANZER DAIRY
Programs

442.56

LIVE showmanship



LIVE salesmanship

WBBM

RADIO
CBS IN CHICAGO
CHICAGO'S SHOWMANSHIP STATION

GREAT INSTITUTIONS
...characterized by high ideals



UNITED NATIONS
.....
KWTV
OKLAHOMA CITY
Represented by Petry

CROWELL-COLLIER STATIONS

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



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

CROWELL-COLLIER BROADCASTING CORPORATION

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

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

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

TIMEBUYER'S CORNER (Continued from page 4)

no one knew where he was and rumor had it that, with hard times, he'd eaten the turkey.

Finally located, the vaudevillian protested: "I love that turkey like a brother and I'd never do anything to hurt him. I just ate the leg he doesn't dance on."

Ben Pettick of Product Services and Roger Rice of WIIC, Pittsburgh, were recently at the Pen & Pencil where they discussed Robert Sarnoff's statement at the FCC hearings that the present method of broadcasting is in keeping with the democratic system and allows the audience to make the final decision. Said Pettick: "A sponsor is a guy who gives the public what it wants—and then hopes that they want it."



LUNCHING at Vincent & Neal's Due Mondis last week: (l-r) Lee Redfield, Adam Young staffer; Ro Gordon Leighton, KHCC&A buyer, and Lou Pells of WEOK, Poughkeepsie, N.Y.

Tom Flanagan of Reidl & Freede, at the Grinzing Restaurant with Jack Leightner, WREX-TV, Rockford, Ill., told the story about the young man who was promoted to v.p. in charge of programing at an agency and was given a plush new office.

The first day, wanting to impress a man entering his office, he quickly picked up the phone and said, "Fine, fine, Dr. Stanton. See you for lunch on Tuesday." Then, hanging up, he asked him, "And what can I do for you?"

"I'm from personuel," the man said, "and I came to tell you that the phone company won't be able to connect your phone until tomorrow."

Bob Syers of BBDO was at Ruby Foo's last week with a rep who complained: "I don't mind my wife serving tv dinners, but now she's starting to serve reruns."

UHF-VHF BATTLE

(Continued from page 30)

proposal is fundamentally wrong because it disregards the basic facts of life and attempts to substitute the laws of men for the laws of nature. . . . Based on the best available engineering data, there will be a total loss of about 66,000 square miles of service for the eight areas which it's proposed to deintermix. . . . The technical service to the people in the deintermixed cities probably will be degraded, not improved. . . . The planned deintermixture of most of these eight markets has been considered and rejected repeatedly (some as many as four times) by the commission and the resurrection of these ghosts is not, in my view, justified by any new developments."

In view of the very real and very imminent decisions to emerge from this conflict, SPONSOR spoke last week not only with those presently and directly involved, but with networks, advertisers, agencies, reps, etc., the "fringe" element almost certain to be considered, and largely, in any precedent-setting decisions. From these sources, a number of pertinent

questions arose:


1. Presupposing an eventual all-uHF spectrum, with vhf multi-market coverage being replaced by an increase in the number of stations, each with more limited reach, what happens to the advertiser's cost for covering the country on a national basis? Will cost-per-1,000 be substantially higher? Will it raise the cost of television beyond the national advertiser's capacity to use it?

2. Should the switch to uhf become universal, who is going to put uhf in the in-between places? What happens to those markets which can't support even a uhf?

3. If there was an all-uHF system, would the public get more or less service? Considering that the average home today gets 4.7 services (Nielsen) from varied tv signals, would a higher percentage be more likely—or less likely?

In line with the above, most eastern sources single out Princeton, N. J., as the most obvious case in point. Princeton, at present, receives 12 vhf signals, 10 from New York and Philadelphia, two from smaller markets. Chances are, say trade ob-

servers, an all-out switch to uhf in New York and Philadelphia would put Princeton out of range altogether. What then, they ask, happens to Princeton? Is the market large enough to support its own station? Just how important is Princeton alone to a national advertiser? And if national advertising were limited, would there be enough local retail advertising to carry the major burden?

The questions, it might be added, were somewhat more numerous than the answers. 

UHF 1960 PROFITS

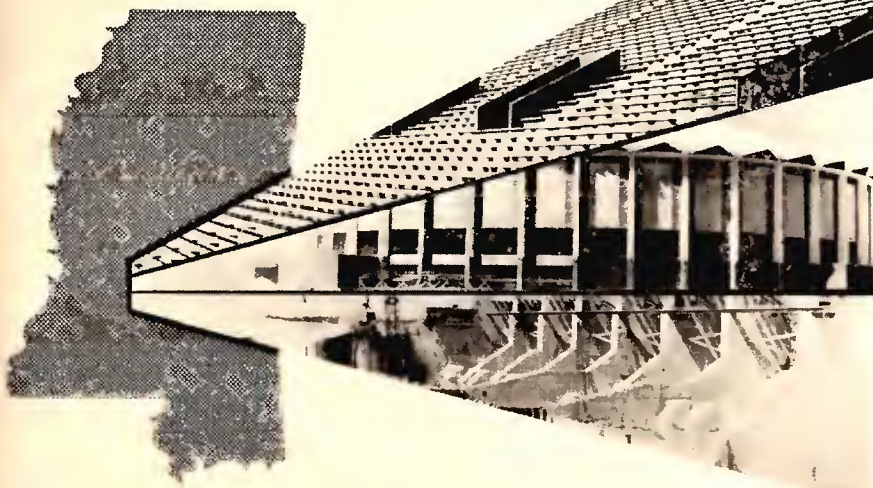
(Continued from page 29)

country, its terrain providing perfect uhf transmission conditions, in many ways even superior to vhf. But no other U. S. area, they contend, is comparable to Fresno, and dismiss it as simply a freak situation.

Perhaps the most interesting market in the current uhf economic picture is the Peoria-Springfield-Decatur area, which the FCC ordered deintermixed in 1957-58. In a report prepared by professor Dallas W. Smythe, former chief economist for

Land with a Future... the Deep South

JACKSON, MISSISSIPPI



NEW

46,000-seat
Mississippi
Memorial Stadium

NEW

10,000-seat
State Coliseum

NEW

Pearl River
Valley
Reservoir

WLBT channel **3** : HOLLINGBERRY - **WJTV** channel **12** : KATZ

the FCC (and, incidentally, being used by the National Committee for Competitive Television in its Washington arguments), it is indicated that in the Peoria area, uhf has expanded greatly and "is providing a more competitive and wider television service in the area than ever before." But, says professor Smythe, this uhf growth is being restricted economically because of the vhf signal still invading the market.

Pointing to the Springfield-Decatur area, he maintains that again the uhf stations have expanded their coverage and facilities but are even more affected economically than Peoria, due to "the single vhf station still putting a strong signal into the market." The vhf station, he reports, accounted for three-fifths of total broadcast revenues in the market in 1960, with broadcast income totaling seven to 17 times that of the uhf stations in the market.

The vhf station, of course, is WCIA in Champaign, which is one of the eight stations currently proposed for deintermixture by the FCC. ■

RADIO TALK FORMATS

(Continued from page 33)

Throughout the siege of music and news popularity, it stubbornly maintained the classic character of personality broadcasting. By polishing up the basic ingredients, but remaining true to its convictions that people want to be informed about a variety of subjects, WOR has maintained a distinctive lead in the nation's biggest market.

In Los Angeles, a Mexican-owned station last year changed its call letters from XEAK to XTRA, and switched its format to complete news reporting on a 24-hour basis. As a newspaper of the air, the station employs 21 fulltime newsmen whose job it is to gather every fragment of news and put it on the air—in English—round the clock. The only music heard during the 24-hour broadcast comes from station ID's or whatever music is integrated with the commercials.

According to its rep, Daren F. McGavren, the commercial aspect of the avant garde station—the only one of its kind in the United States—has caught the fancy of a host of adver-

(Please turn to page 54)

Commercial commentary *(Cont. from p. 15)*

slander and libel a group of business men on the specious grounds that he was acting "in the public interest"? Of course not.

Over and beyond that I think it is fair to ask—what really creative help has the FCC given the industry in the past year?

What actions has the Commission taken to enable individual broadcasters to do a better job? How has it helped and served them?

I certainly don't believe you can count the vast multiplication of paperwork represented in the new FCC Program Report Forms as a major industry benefit.

Nor the FCC insistence that high network officials spend weeks in preparing for and attending interminable, droning hearings.

Nor even Mr. Minow's gleeful announcement that Bobby Kennedy would waive the anti-trust laws to let networks get together and put on better children's programming.

Such statements make great Fourth of July oratory. But as practical assistance in solving the enormously complex job of improving children's programs, they are absolutely meaningless.

Stand and deliver—the facts

But of all the areas in which I believe that industry has a right to insist that Mr. Minow stand and deliver, the most important one is the matter of "broadcaster promises."

The FCC Chairman has repeatedly said that he is "against censorship" but is determined to see that broadcasters "live up to their promises."

All right, Newton, but what are the facts? How many broadcasters are renegeing on such promises? How do you know it?

So far you haven't produced a scrap of important evidence that such practices are widespread. So far you've merely waved this argument around like a great fat ugly bludgeon.

If the program plans submitted with license applications are indeed "promises" in a contractual sense (which many lawyers doubt) and if they were given without coercion (which many broadcasters deny), then of course, they should be enforced.

But why not get on with the job? Why stand there yapping about it? As long as you refuse to be specific, we have every reason to suspect you of using this choice little gambit as a coverup for censorship intentions.

As long as you refuse to name specific wrongdoers, we are wholly justified in thinking you want to smear an entire industry.

And as long as you are unwilling or unable to define the extent or area of promise violations, we and others have reason to believe that you are deliberately deceiving the American public.

For, make no mistake, it is entirely possible that the FCC could enforce every license promise by every broadcaster without materially raising the level of radio/tv programming in any way.

Suppose, for instance, you succeed in making a station operator in Choctaw, Okla., devote 1.9% of his schedule to "instruction" programs, as promised instead of the 1.3% he is now doing.

Would that really advance culture in the Sooner State? What rubbish!

No, in this matter the FCC Chairman has behaved with a shocking lack of facts and a deplorable lack of logic.

And, as American citizens in good standing, we have every right to demand an explanation of him, or any other public servant. ■

The San Francisco picture:

KRON-TV

had more viewers
than any other television station
in Northern California
every month
for the last four years

1958

1959

1960

1961

Affiliated with NBC-TV
Channel 4
Peters, Griffin, Woodward

Source: ARB Reports
Total Homes Reached Per
Average Quarter Hour



***IF THERE
WERE
NO
TRADE***

- If each trade paper stood on its own . . .
- If your judgment of each was based solely on your personal observations . . .
- If your decision to buy space in one or the other was determined by your reasoning alone . . .

YOU'D PROBABLY MAKE THE BEST ADVERTISING DECISIONS POSSIBLE.

Why are we so sure of this?

Because knowledgeable executives in any industry know, almost instinctively, the true calibre of the trade books in their field and the particular job which each does best.

No single book is all things to all readers. In broadcast advertising SPONSOR is the acknowledged leader in one specialized phase of the field.

It is tailored for national and regional buyers of time and programs, for advertisers and agencies who use radio and television.

That's our basic reason for being.

PAPER SALESMEN

Because it's our basic reason for being, we deliver to advertisers in SPONSOR more readers where there are more dollars. It's the one compelling reason for using SPONSOR for your own advertising. You hardly need a trade paper salesman to tell you that. You can see it for yourself every time you pick up SPONSOR!

▶ SPONSOR

New address: 555 Fifth Avenue, New York 17
New phone: Mu 7-8080



WAVE-TV gives you 28.8% more SHOPPERS

—28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



RADIO TALK FORMATS

(Continued from page 50)

tisers. The reported advantages discovered by advertisers, according to Ralph Guild, executive v.p. and sales manager of Daren F. McGavren, is deliberate, purposeful listening on the part of the listener. The result; total impact of the commercial message. In essence, the tuner-in is primed for listening and as result hears what the announcer has to say about the product he's selling. Increased ratings were also reported.

In St. Louis, KMOX general manager Robert Hyland, after six months of preparation and planning, broke out a talk format show called *At Your Service* on 29 February 1960.

Hyland's basic reason for changing to a "talk" format stemmed from his belief that there was an unfilled need for programing of substance, thought-provoking program material, programing in which the local, national and international issues of the day could be brought to the level of the average listener. In Hyland's opinion, the average listener is not so average, after all, but rather wishes complete information on the events and issues of the times.

When *At Your Service* was instituted, only four hours daily was allotted to its airing. The format has since been expanded five times and now includes the period from noon to 7 p.m., Monday through Friday, and on Saturday from 9:45 a.m. to noon.

Prior to *At Your Service* programing, according to Hyland, KMOX was first in total homes reached in the average quarter-hour during the noon to 7 p.m. period (Nielsen); however, says Hyland, since the talk programing began, the KMOX audience in those hours has increased in total homes reached per quarter hour. During the *At Your Service* broadcast period, the KMOX audience is 94% adult, he reports, and each time information programing has been added to the schedule, a rating increase has resulted.

In addition, says Hyland, not one advertiser was lost in the shift from music and many new ones were acquired when the popularity of the programing became evident.

In the two years that the KMOX "talk" format has been on the air,
(Please turn to page 59)

WASHINGTON WEEK

26 FEBRUARY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

The FCC presented its own plan for non-government-dictated programming diversity when it asked the Senate Commerce Communications Subcommittee for approval of all-channel tv set legislation.

Six legislators told the subcommittee, however, that the bill shouldn't be passed unless it will also forbid taking vhf tv stations out of any markets which now have them.

Subcommittee Chairman John O. Pastore (D., R.I.), who expressed the hope at the outset that deintermixture wouldn't enter into the hearings, eventually suggested to FCC Chairman Newton Minow that it might be well to **compromise with an assurance of this type**—to “give a little and get a lot.”

He indicated that otherwise **opposition from senators and congressmen representing areas in danger of deintermixture might defeat the bill.**

The FCC's backing for the bill was unanimous and the statement delivered by Minow was approved unanimously. The four congressmen and two senators were even more unanimous in that their statements contained absolutely identical reservations about the bill, identical suggestions for changes and in many cases identical language.

The FCC based its arguments on the need for more stations, backed by a statement that **127 markets have only one, 70 markets have only two, 57 markets have three and only 24 markets have as many as four competitive stations.**

But whether the commission likes it or not, the question of deintermixture—and particularly the eight vhf stations the commission proposes to switch to uhf—will be tied to these proceedings.

(For more on all-channel hearings see SPONSOR-WEEK, page 7; also see article, “Uhf locks horns with vhf—again,” page 27.)

The outlook for passage of broadcasting legislation, good or bad, shapes up as something less than favorable during the balance of this Congressional session.

Sources close to the House Commerce Committee indicate that the members are **much too preoccupied with reapportionment problems to tackle anything very controversial.**

The feeling is that these committee members will want to play things close to their vests, **offend as few people as possible**, and therefore pass up the hot potato broadcasting and advertising industry legislation up for consideration.

This would mean that no matter what the Senate might do, and nobody has yet detected any signs of urgency in the Senate Commerce Committee, many of these bills may find a graveyard in the House committee.

The FCC proposal to charge fees for handling applications, has as yet drawn no clear-cut hostile reception from Congress.

The last such proposal, made back in 1954 and not withdrawn until the new bid was made a week ago, was put in mothballs following a Senate Commerce Committee request to hold off until Congress could decide whether fees should be charged.

Although the industry may file protests through 16 April the FCC will not hold off because of the 1954 action. It will be up to Congress to take affirmative steps to decide the matter for itself if it wishes the fees to be dropped.

SPOT-SCOPE

26 FEBRUARY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

Triangle's rather disappointed with the response it's had from national advertisers to the availability of the news bulletin service in three chainbreaks a night.

The sales of the feature so far have been mainly to regional accounts, and Triangle figures that may be largely due to the sparsity of I.D. copy in the area of national advertisers.

These news flashes come after the 20, with the buyer of the succeeding 10 seconds getting both oral and visual credit for the 10-second bulletin.

Radio stations in New York are losing to spot tv an account they've been able to look to regularly for many a year, namely, New York Telephone.

The switch in media was recommended by the agency, N. W. Ayer.

The schedules were used to sell long distance, home extensions, etc.

National spot tv showed a lot of spark the past week for this time of the year.

Noteworthy was the fact that both Clorox and Bayuk were back on the buying line, and that Norelco was launching its spring campaign on its usual wide front.

American Home began lining up test markets for a new remedy called Outgrow.

Especially active were foods and personal products. For details of the past week's spot action see items below.

TV BUYS

North American Philips Co. has requests in for r-o-s on seven alternate weekends starting 14 April for Norelco. It's to promote the entire line, including the new ladies electric razor. There are 120 markets, using minutes, breaks and I.D.'s from noon to midnight. Order was placed by Bob Cagliero at C. J. La Roche, New York.

Bristol-Myers buys for Vitalis hair products take effect 5 March. The campaign is for eight weeks in 24 markets, with schedules of prime breaks placed by DCS&S. Buyer is Lenny Stein.

Bayuk Cigars will use combinations of prime and fringe breaks, prime I.D.'s and fringe minutes in 23 markets, starting the end of February for three weeks. Philadelphia-based agency is Wermen & Schorr, with Terry Falgiatore doing the buying.

M. J. B. Company is promoting its coffee for 38 weeks in a limited market campaign which begins 5 March. Schedules call for daytime and fringe minutes. Barbara Smith is the buyer at BBDO, San Francisco.

Food Manufacturers is launching a nine-week campaign for its M&M wafers. Minute schedules are underway in 20-25 markets. Ted Bates is the agency and Bill Burding did the buying.

General Foods Corp., Maxwell House Div., is going into a number of top markets this month with schedules of prime 20's and I.D.'s for Instant Maxwell House. Placements are for three to five weeks using moderate frequencies. Buyer: Grace Porterfield. Agency: Benton & Bowles, New York.

Deluxe-Reading Toys is requesting kid show availabilities for its fall campaign. Sched-

ules will begin early September for 15 weeks in about 25 top markets. Buys will be based on 1961's November ARB. Buyer: Art Edelstein. Agency: Zlowe, New York.

Climalene Co. is buying 44-week schedules for a March start in about 10 eastern and midwestern markets. Buys are for daytime 60's and 20's to reach women. Buyer: Melba Byard. Agency: D'Arcy, Chicago.

Norwich Pharmacal is launching a new campaign for Pepto-Bismol in over 30 markets, requesting night breaks and minutes. Campaign, which starts on 11 March in all markets, will be of four-week duration. The buying was done out of Benton & Bowles, New York, by Bob Wilson.

Procter & Gamble, in the first substantial spot tv spurt for Clorox in a while, is in 13 selected markets with schedules due to run through the end of June. Daytime and fringe night minutes are aimed at the women's audience. The agency: Honig-Cooper & Harrington, San Francisco (Clorox is Honig-Cooper's only P&G product). Clarice McCreary is doing the buying.

Corn Products is active with Lennen & Newell, New York, buying for Niagara starch. Daytime minutes and night fringe time are being used. Campaign starts 1 March for six weeks. Mary Jane Hoey is the buyer.

American Home Products is asking for one I.D. a week in selected markets for Out-grow, a remedy for ingrown toenails handled by Ted Bates. Campaign has a 1 April start date and runs for five weeks. Buyer: Jack Levins.

Cities Service, via Lennen & Newell, is going into six markets with minutes and breaks from 5:30 p.m. to sign-off. Campaign starts 11 March and continues for eight weeks. Marianne Jones placed the orders.

Gillette is scheduling minutes in 12 markets for its Toni cosmetics and other products. Starting 4 March, the campaign is for four weeks. Agency: Clinton E. Frank. The buyers are Pat Burke and Ruth Lewis.

Premium Duz, the P&G product now at Grev, has nighttime minutes in a few markets starting 15 March through the P&G year. Bob Greenstein has taken over the buying for Duz.

RADIO BUYS

Pontiac Motor Div., General Motors Corp., is kicking off a campaign in March for seven weeks. Schedules of drive-time and day minutes are set for 55 markets. Buyer: R. Sheppard. Agency: MacManus, John & Adams, Bloomfield Hills, Mich.

Accent International, Div. of International Minerals & Chemical Corp., is supplementing its network schedules with spot in about 12 markets. Placements start 1 March using day minutes and 30's. Buyer: Marianne Monahan. Agency: Needham, Louis & Brorby, Chicago.

Pannett Products, now running schedules in 40 markets, is planning to go into about 35 new markets for Acno-Tabs. Campaign of 60's to reach women starts some time in March. Most buys are for two stations per market. Buyer: Joe Barker. Agency: Donahue & Coe, New York.

American Tobacco is buying 25 southern and southwestern markets for Pall Mall. New campaign kicks off late March for 11 weeks using 60's in all slots. Buyer: Mike Cambridge. Agency: SSC&B, New York.

Dow Jones News Service is edging into radio, mostly in the East but the mid-West is also included, for its weekly *National Observer*. Some 15 markets to begin, all open ends, and markets will be expanded gradually. The agency is Martin K. Speckter Associates, New York. Buyer is Robert Joyce.

SPONSOR HEARS

26 FEBRUARY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

Pooh-pooed at McCann-Erickson headquarters was the report that Pat Weaver has been relieved of authority over McCann-Erickson International, with Bob Healy as successor.

It was, however, admitted that Healy, vice chairman of the parent company, Interpublic, Inc., would soon have Switzerland as his operating base.

Weaver also heads up Mc-E's tv affairs.

There's a threesome at BBDO New York that's emerging as influentials in the upper management under the wing of Tom Dillon, executive v.p.

They are James R. Schule, v.p. and secretary, Clark Wilson, head of research, and Don Wells, management supervisor.

The 4A's tv and radio administration committee is keeping an eye on the development and acceptance of the piggyback commercial.

Comment from the association is that it's merely gathering data on the phenomenon but without any particular objective in mind.

(For the latest turn in station reaction to the piggyback see 19 February SPONSOR-SCOPE.)

The job insecurity of the agency business got a lot of underscoring the past two months in particular, with all of it due to major account losses.

Among agencies where personnel sluices were opened: BBDO, B&B, McCann-Erickson.

Agencies have found that about the most expensive buy to handle is barter tv spots—that is, if they're conscientious about their function.

Since barter composes the residue of unsold time, it's incumbent on the agency to keep constant tabs on how and where the spots involved in the barter deal are switched by the station.

Hence some agencies are insisting on a commission of 15% on the card value of the time represented in the barter buy.

You're guessing wrong if you think it was ABC TV who pioneered the minute participation in nighttime network programming.

It was actually NBC TV that did it back in the early '50's. The vehicle was *Your Show of Shows* and the product, *SOS* (McCann-Erickson).

That's where CBS TV apparently got the idea of opening *Perry Mason* for minutes.

All that ABC TV did was to proliferate them all over the schedule.

One facet of networking you needn't expect to grow is the nighttime co-op show, which CBS TV has had going the past two seasons in the Tuesday tee-off spot.

The scheduling of a show for local sale entails such ticklish problems as diminishing syndication values, calculating the cost of the program as allocated to specific markets, and the national advertiser's lack of enthusiasm for some local co-tenants.

The ironic part of this attitude: the same national advertiser probably won't object to these same neighbors in fringe time programs.

RADIO TALK FORMATS

(Continued from page 54)

more than 20 stations throughout the United States, Canada and Mexico have sent representatives to St. Louis to study the format. These stations included independents and network affiliates in both large markets and small. Many have, says Hyland, adopted the programing to some extent. Five of the seven CBS o&o's are now using some form of *At Your Service*.

Big markets, however, have no strangle-hold on successful talk programs. In Yankton, S. D. WNAX has its *The Neighbor Lady* (Wynn Speece); KEWB, San Francisco, boasts Michael Jackson, a facile conversationalist who keeps listeners engaged in repartee from midnight to 6 a.m. daily and once was instrumental in saving the life of a would-be-suicide by keeping her engaged in small talk on the phone while alerting police to her whereabouts.

WMT, Cedar Rapids, Ia. has experienced success with its man-on-the-street show and several farm shows. Conversation shows are taking over in Cincinnati also on WKRC, and WLW. KOMO, Seattle, is currently inaugurating an expanded schedule of talk-programs, many of which are designed to provide adequate coverage of the Seattle World's Fair. KSD, St. Louis, WCBS, New York, KLZ, Denver, and KPHO, Phoenix, are among others who rely heavily on personality and conversation.

Also KHJ, Hollywood; KSTP, Minneapolis-St. Paul; WGR, Buffalo; WINZ, Miami; WSB, Atlanta; WRNL, Richmond; KMA, Shenandoah; WGN, Chicago; WDAF, Kansas; WONE, Dayton, O.; WHEC, Rochester, N. Y.; WXYZ, Detroit; KVEC, San Luis Obispo, Cal.; WQXI, Atlanta, Ga.; WBT, Charlotte, N. C.; WPBC, Minneapolis; WVAM, Altoona, Pa.; WIUO, Kokomo, Ind.; WEEL, Boston; KNX, Los Angeles; WBBM, Chicago; WTOP, Washington; and KSJB, Jamestown, N. D., report success with increased talk format shows.

KWFT, Wichita Falls, Tex., reports that it also has experienced success with its morning 6:15 to 8 a.m. daily talk format and its noon to 12:45 talk show; while WAVA, Arlington, Va., reports that talk

shows with heavy emphasis on its expanded "newspaper for drivers" from 4 to 6 p.m. daily has attracted much attention from listeners and sponsors.

Other stations reporting rating and advertising success with talk shows include WBAY, Green Bay, Wis.; KTNT, Tacoma, Wash.; KVOX, Moorhead, Minn.; WFBM, Indianapolis; KFRC, San Francisco; WTAR, Norfolk; KCMO, Kansas City; WNAC, Boston; WPBS, Philadelphia; KELO, Sioux Falls, S. D.; KQV, Pittsburgh; KKHI, San Fran-

cisco; KSL, Salt Lake City; WHB, Kansas City; KIOA, Des Moines; WQAM, Miami; WMBR, Jacksonville, Fla.; WCHS, Charles Town, W. Va., and WAVY, Norfolk.

WCAU, Philadelphia's *The Talk of Philadelphia*, now in its second year and programed Monday through Friday from 2 to 4 p.m. has attracted favorable comment and racked up a huge share of rating and advertiser success.

Talk formats seem also to be spreading to good music stations. At WGMS, Washington, director of pro-

It's
no
pipe
dream...

WIIC WINS FIRST AGAIN!

Caley Augustine has won it again! For the second time in three years, WIIC's dynamic Director of Public Relations and Promotion has been awarded first place in the big NBC Promotion Managers Awards Campaign. Executives of four top New York ad agencies served as judges. As you can see, it was tough getting this dervish to stop whirling long enough to have his picture snapped. Yes, he's promoting all the time—his station, his station's sponsors.

Let WIIC help promote your product to first place in the important Pittsburgh market.



WIIC's Caley Augustine, two-time winner of the NBC Promotion Managers Awards Campaign.

Channel 11 WIIC
Pittsburgh's
promotion-minded
station



The eyes of Pittsburgh

Represented nationally by Blair-TV

graming Charles O. Wood has this to say: "Even on a confirmed good music station such as WGMS, we have discovered that intelligent news, feature and commentary programs are a necessary supplement to music in providing a balanced broadcast service to the adult listener. For us, the important point is that the talk programs must be stimulating and thought-provoking. This is why the station has recently turned over its 6 to 7 p.m. segment to *Topic A* and other first-rate news, commentary and features."

FAIRFAX CONE

(Continued from page 35)

says, "and run a neat, orderly business. I have been careful in making alignments with advertisers. For example, I have declined to discuss advertising for almost as much business as we have in the agency."

It's just a simple matter of economics, Cone explains, and he doesn't want any "nervous" business.

"I only want to work for the best people—people who want to be first in their fields. We have the feeling

of wanting to do something awfully good, and it's no fun making ads if you don't want to sell the most product," he emphasizes.

But then, to eliminate any tone of smugness from his last remark, Cone added, "I don't mean to sound cocky. I'm a most un-cocky guy!"

Cone is immensely involved in his clients' businesses, and derives much excitement from their achievements. He cited Clairol's changing the habits of American women by making hair coloring socially acceptable as an exciting feat.

A man of profound social conscience, Cone is well known to his fellow Chicagoans for his outstanding citizenship.

In 1960 he was general campaign chairman of Chicago's Crusade of Mercy (the Joint Appeal of the Community Fund and the American Red Cross) which successfully accomplished its goal of over \$15 million. He is a vice president and director of the Chicago Community Fund and a trustee of the Joint Appeal; a member of the board of Presbyterian-St. Lukes Hospital; a member of the Chicago Board of Education; also a trustee of the University of Chicago and chairman of its Graduate School of Business Committee, and a director of the Better Business Bureau.

Cone has received many personal awards. Among them: Outstanding Chicagoan of the Year by the Chicago Press Club in 1960; recipient of the Medal for Distinguished Service in Advertising from the University of Missouri, and Syracuse University in 1952; named one of "100 Outstanding Citizens" in conjunction with the 100th anniversary of the Jesuit Fathers in 1958; and the 1958 Citation for Community Service was awarded Cone by the Chicago Chapter of the Public Relations Society of America.

Perhaps one of the reasons for Cone's concern with good citizenship is his ancestral background is immersed in early American history. Three of his forebears signed the Declaration of Independence, and the first American Conc arrived in Connecticut early in the 17th century.

A native westerner, Cone was born in San Francisco on 21 February 1903. He attended the University of California where he aspired for a career as an English professor (a subject for which he had a natural

In downtown Chicago—
folks who go first
class
say:



"Just get me a room
at the ASCOT Motel"

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

ASCOT MOTEL

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



We pay teletype charges.

Write now for reservations, Dept. 17

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

Q.

Can **BONDED** handle my taped shows?

A.

Yes indeed. **BONDED** pioneered expert handling, shipping and storing of Videotape shows.

BONDED TV FILM SERVICE

NEW YORK
CHICAGO
LOS ANGELES
TORONTO



A Division of
NOVO INDUSTRIAL CORP.

apitude). Cone's creative abilities—which later were responsible for his entry into the advertising business—emerged while he was in college. He drew cartoons for the university's comic magazine, was editor of its pictorial magazine, and was on the board of the school's literary magazine.

After a stint at the *San Francisco Examiner*, where he worked in the classified ad department and later in promotion, Cone was offered his first advertising agency job—as an artist with the L. H. Waldrom agency in San Francisco.

Even then Cone's unwillingness to compromise with excellence was evident. He felt that his art and layout work was not as good as it should have been for the \$500 per month salary.

In April 1928, he went to work for Lord & Thomas as a copywriter in the San Francisco office, at a cut in salary to \$275 per month because he wanted to write.

Cone's advancement with Lord & Thomas is an advertising epic in itself, well known to all but the uninitiated in advertising.

In 1942 he was named manager of the agency's Chicago operation, and that same year Albert Lasker retired, offering Cone, Emerson Foote, and Don Belding an opportunity to carry on the business.

In January 1943, Foote, Cone & Belding went into the agency business for themselves.

Today, Fairfax Cone is very much involved in every aspect of the agency operation, but his chief interest is still in copy and working on new campaigns. He feels, however, that research, media, and merchandising should be no less creative and he is very active at the managerial level in these functions, too.

The agency's considerable growth during the first five years was because such clients as Arnour, Clairol, Kimberly-Clark, Kraft, TWA, and Johnson's Wax continually introduced new products and services.

Commercials for FC&B clients are scheduled on 27 different nighttime network shows this season. Cone tries to watch each commercial, and to keep up with each show as regularly as possible to determine whether they are fulfilling their pilot promise. But he does not watch much tv for pleasure. He doesn't like west-

erns, or what he calls "cops and robbers," or situation comedies. "The latter," he says, "have used the same plot for the past five years.

"Nothing in television is so disconcerting as the lack of growth in the minority for whom intellectual and education programing is planned," Cone says. He points to the CBS special, *Eisenhower on the Presidency*, as an example. Among shows at the same time period—*Untouchables* and *Sing Along With Mitch*—viewer choice was better than eight to one for entertainment over enlightenment, Cone explains. "This could only have been disheartening to both network and stations," he says.

To solve this problem for all concerned, Cone feels that his magazine concept of commercial rotation is the answer so long as tv is confined to vhf stations. In addition, he feels that uhf allocations might help. He explains it this way:

"It would seem that if the minority of viewers are to be served well, this will come about only through revolving commercials through network-planned hours, wherein all advertisers participate in both large and small audience programs; or through the licensing for a large number of uhf stations whose relationship to the big stations and the networks would be something like that of the literary magazines to the great mass weeklies."

Cone feels too, that the networks could finance uhf stations until they achieve self-supporting status: "At the rate of network profits, why shouldn't they undertake to run some uhf stations and finance them?" asks Cone. "Maybe uhf could provide the minority with what they want, as fm radio had done in some cases."

Cone's strength of conviction in the magazine concept is pointed up in this incident:

Kimberly-Clark is one of the *Defenders* sponsors. Both client and agency objected to having K-C commercials appear on an episode in which an abortionist is depicted as something of a hero.

"The reason we objected," Cone explains, "is because of the hour—7:30 p.m. CST—family viewing time. I hate to see programing in homes when kids are around. We didn't want our client to be identified with something that, if it were a movie,

would be restricted to adults. So we pulled our commercials off that episode.

"However," Cone adds, "if the networks would take the controls themselves (for scheduling commercials on a rotation basis) we would have no right to kick. What we would do is complain about editorial judgment and hope to see it changed. But the onus would be on the network and the station for better or for worse, just as it is in magazines and newspapers—and not on any advertisers."

NELSON CIGARS

(Continued from page 41)

was edited out of the commercial by some of the radio stations who felt the "light touch" here was a little bit too heavy-handed.

With or without the harmless poke at New York State's Governor, fun is still very much in evidence in the current Admiration Nelson cigar commercial approach. The minute radio spots feature Dr. Grosskupf, an off-beat foreign-sounding character who dons the roll of psycho-analyst and whose patients go "crazy for that Admiration Nelson cigar."

The 10-second tv ID's used to back up the metro New York push, carries out the same theme in a much briefer version, however. The spots show hands grabbing "crazily" for the Admiration cigar package.

The newspaper ads, on the other hand, features a tough-looking customer who takes a dim view of the fact that "some nut broke my Nelson."

With this current campaign, the Regensburg people hope undoubtedly to broaden out distribution which, while hitting new success plateaus in metro New York, has been somewhat spotty in other areas.

Cigar smoking in general after a gradual decline, has experienced a upsurge during the past three or four years. As a matter of fact, there are some who claim that during 1961, cigar sales experienced a comeback which has been likened to a sales pace of the 20's.

The advent of avant garde packaging of cigars, backed up by sharpened advertising copy has, according to people in the trade, been credited by many for this new interest in cigar smoking.

SPONSOR WEEK WRAP-UP

Advertisers

R. J. Reynolds, introducing its new king-size, non-filter cigarette Brandon with heavy tv and radio in New England (SPONSOR, 19 February, p. 48) is also going into Southern California.

Initial campaign, via Esty, started 19 February and will run for eight weeks.

Armstrong Cork Company has formed a Consumer Products Division to market its new One Step Floor Care.

New division, which marks the company's entry into supermarket

Glenn orbit

(Continued from page 7, col. 2)

Gulf spent about \$250,000 for radio-tv coverage on NBC TV; ABC had no tv sponsor, but sold to Sylvania on radio. Rambler was in on CBS Radio and CBS TV sold to the Sav-

ings and Loan Association. Total sales by the major networks were around \$.6 million, which was only 20% of their production outlay and pre-emption loss.

The many delays of the orbital attempt added to its cost by about one-third.

TALL STORY—F. Pax Shaffer (r), WOC-TV, Davenport, sales mgr. shows 11-foot model of new 1,020-foot tower to agency, rep people from J. Walter Thompson and Peters, Griffin, Woodward meeting in N.Y.



SWINGING SALUTE from bandleader Ray McKinley to WSTV, Steubenville pres. Jack N. Berkman (l) in appreciation of tv and radio service to the local community



SEALED WITH A handshake by Edgar J. Scherick (l), ABC v.p. of tv sales and Morton Edell, Hazel Bishop pres., is the HB buy into five ABC TV shows as part of major campaign



NEW HOME for WJAC (AM-FM-TV), Johnstown is being built on a 2½-acre tract and will be ready by late spring of 1963. Building costs will be \$100,000



BROADCASTERS EMBARKING for their three-week tour of six Latin American countries as part of the Inter-American Assn. of Broadcasters program hear George C. Hatch, KALL, Salt Lake City pres. (l) interview Herbert Evans, Peoples Broadcasting pres., heading the NAB group

and grocery outlets, was awarded to BBDO, New York. Account is estimated at several million dollars.

Spot tv—minutes, 10's and 20's—introduced the new wash 'n' wax product in Pennsylvania markets and will continue to be the major medium, with newspaper ads also scheduled.

Other campaigns: **Brown & Williamson** is introducing a king-size, non-filter menthol cigarette in New England, called Kool Plain-End Kings . . . **Aetna Casualty and Surety Company** (Remington Advertising) makes its debut into broadcasting via NBC TV's "Today" and NBC Radio's "Mon-

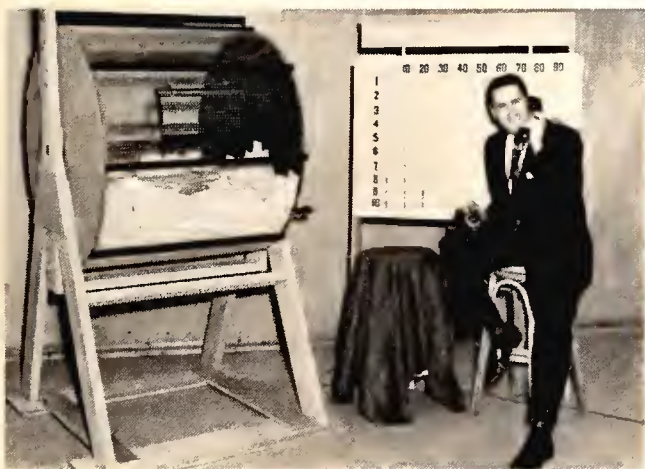
itor" . . . **The Doxsee Clam Products** division of Fred Fear and Co. is using multi-stations in New York and Portland, Ore. for its winter campaign. Agency is Smith/Greenland . . . **Seaboard Finance**, which recently set up its own advertising department under former Foote, Cone & Belding v.p. James P. Felton, expects to spend \$2 million this year, mostly in radio but with intensive use of tv in New York, Los Angeles, and San Diego. William D. Van Dyke is overall advertising manager and John S. Coerne is merchandising manager.

Financial reports: **R. J. Reynolds** re-

ported sales for 1961 exceeded \$1.5 billion, up 8.1% over 1960, and net earnings totaled \$117,249,158 vs. \$105,258,511 the year before . . . **Charles Pfizer's** world-wide sales exceeded \$312 million vs. \$269.4 million in 1960 and earnings were \$31.4 million as compared with 1960's \$26.9 million . . . **Gillette** sales rose to \$253.5 million vs. \$224.7 million in '60, and net earnings reached \$42.7 million as against \$37.1 million in 1960.

Acquisition: **Helene Curtis** enters the ethical pharmaceutical field with the acquisition of **Aeroplast Corp.**, developer of a patented spray-

IF THE KEY FITS: That's the idea behind the "Magic Keyboard" contest at WJW-TV, Cleveland. Viewers who can answer question about channel 8 get chance to try key in a new Impala station wagon



TIME OUT from a Rockford, Ill. rehearsal for Carol Channing. She visits WREX-TV to present diamond bracelet to Rollie Sponberg on his 2,000th weathercast. Station star Betty Anderson stands by



MERCHANDISING posters on Gulf Oil's sponsorship of WMAL, Washington, police helicopter traffic reports get okay from station sales mgr. Bob Whiteley (l) and Gulf district sales mgr. M. F. Sloan



FIRST BUY on the new Kansas State Network is made by Peter McLean, Jr. (l), time-buyer on Stripe toothpaste at J. Walter Thompson. Rep is Pete Watkins (r) of Peters, Griffin, Woodward



on plastic bandage for post-operative dressings and other surgical products. Also included in the deal was Protective Treatments, Inc., which produces special polyvinyl plastisols and coatings, sealants and adhesives used by the automotive and other industries.

PEOPLE ON THE MOVE: John Bennett to director of advertising and sales promotion for the parts and service operations, consumer products division of Philco Corp.

Agencies

The Ohio Oil account, previously at N. W. Ayer's Philadelphia office, will now be handled out of the agency's Detroit office.

The transfer is a logical one: Ohio Oil's marketing area includes Indiana, Michigan, Illinois, Kentucky, Wisconsin (in addition to, of course, Ohio). The oil firm doesn't distribute at all in the east coast.

Since the rapid turnover among agency personnel has been the subject of much discussion and ubiquitous ulcers, especially noteworthy are the service awards presented to 16 Needham, Louis & Brorby people with a total of 195 years of service to the agency.

Honored for 30 years was Evolyn Hardinge, a print buyer. Mary Moon Towne, a reservationist in Chicago, got an award for 20 years. Director of the Chicago traffic department, Joseph Neylon, was honored for 15 years of service. The rest of the

"old-timers" have been around NL&B for ten years.

Agency appointments: Ozon Products to Sudler & Hennessey . . . Scientific Development Corp., developers of the Minivac 601, to Chirurg & Cairns . . . Roosevelt Raceway to Smith/Greenland . . . Towers Marts International to Leon Shaffer Golnick, Baltimore.

Mergers: The Les Sholty Advertising Agency, Los Angeles and Teawell & Shoemaker of San Diego. New name is Teawell & Sholty, with combined billings of \$1.5 million . . . York Advertising and Jepson-Murray Advertising, Lansing.

New quarters: For Guild, Bascom & Bonfigli in Hollywood at 1777 North Vine Street.

Happy anniversary: To Griswold-Eshleman, Cleveland, celebrating its 50th year and still serving its first two clients, Lincoln Electric and Union Metal Manufacturing.

New v.p.'s: Frank Minehan, who's been vice president and media director at SSC&B, to vice president for administration. Lloyd Harris, v.p. and manager of the media department, takes his place as media director . . . Dunlap Clark in charge of media and Hal Mayer, in charge of account supervising at Jack Wyatt Company . . . Joseph Levine to executive vice president at Leon Shaffer Golnick . . . Arnold Fetbrod at Regal Advertising Associates in charge of programing . . . Frederic J. Cowan at Kudner.

PEOPLE ON THE MOVE: D. William Bennett to account executive and assistant manager of the public relations department at Leo Burnett . . . William G. Pendill to account executive at Post & Murr . . . Arthur L. Hofmann to account executive on Richard Hudnut at Lambert & Feasley . . . W. Lawrence Baker to associate director of Benton & Bowles, Ltd., London . . . Wallace Kinz and Richard Aldrich to account executives at Meldrum & Fewsmith

. . . Patrick Collins to writer-producer in the radio-tv department at R. Jack Scott . . . Gene Grayson to creative director at Erwin Wasey, Ruthrauff & Ryan . . . R. Martin Dwyer to the creative staff and plans board at The Daniel F. Sullivan Co., Boston . . . Walter B. Archer to the tv department and Arnold J. Chabot to the marketing and research department at D. P. Brother . . . Murray Hillman to chairman of the marketing plans board in the New York office of McCann-Erickson . . . Donald E. O'Toole, Jr., and Bernadette Milan to the radio-tv staff of Buchen Advertising . . . Vincent E. Butterly to account executive at Zimmer, Keller & Calvert . . . Seymour Kagan to manager of the international media section at Fletcher Richards, Calkins & Holden.

Tv Stations

TVB is again gearing up for its annual series of sales clinics.

The 1962 agenda calls for clinics in 17 U. S. cities and three in Canada. It kicks off 2 May at the Bond Hotel in Hartford.

A session for local advertisers, which proved popular in last year's program, will again be included in the series.

A. C. Nielsen now lists among its subscribers to the instantaneous rating service all six New York city stations.

Begun in 1958, the electronic panel has been operating with a sample of 240 tv homes (which consisted of 300 sets). Nielsen now plans to enlarge the sample to 400 homes.

Ideas at Work: CKLW received 4,712 pictures during its "TV Baby" contest to single out the cutest Detroit and Windsor area toddler. Winner was 17-month-old Sharlene Godlewski, who appeared on tv to accept her \$90 prize . . . WWLP-TV, Springfield, Mass. has its own local version of CBS TV's "College Bowl." Its called "As Schools Match Wits," and the competition between high schools has been out-rating the

RADIO, HELP WANTED, ANNOUNCER RADIO NEWSCASTER

WLEE Richmond has an immediate opening for a fully experienced man to cover (and uncover) the news in this capital city—the kind of man who is accustomed to scooping the town. Phone, write or wire today to Harvey Hudson, V.P. and General Manager, WLEE, Richmond, Virginia.

prime-time competition on Thursday nights . . . **WSBT-TV**, South Bend, went to the auditorium of St. Mary's College to telecast a two-hour original musical comedy done by the speech and drama department.

Financial report: Transcontinent Television Corp. reported revenues in 1961 totaled \$15,464,184 as compared to \$13,117,251 in 1960. Net income was \$1,331,179 or 75¢ a share vs. \$1,185,056 or 67¢ per share, a 12% increase.

Kudos: A. W. Schweider, president of Idaho Radio Corp., was honored with a wrist watch on retiring as first president of the Skyline Television Network.

PEOPLE ON THE MOVE: Nancy Tarbox to the audience promotion department of KOMO-TV, Seattle . . . S. William Aronson and Conrad (Red) Ennis to account executives at WCBS-TV, New York . . . Robert Hanna to local sales manager at WCKT-TV, Miami . . . Alvin Korn to director of advertising and promotion at WNAC-TV, Boston and its am and fm counterparts . . . Jim Carmine to local sales manager of WRCV, Philadelphia . . . Aaron M. Cohen to director of research and sales promotion at WCBS-TV, New York . . . Kitty Broman to president of the New England chapter of American Women in Radio and Tv.

Station Transactions

Purchase of WHBI, Newark by Bartell Broadcasting has been approved by the FCC.

Bartell, which had a 23% interest

RADIO STATION

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

in the station, valued at \$120,000, paid \$400,000 for the remaining interest. WHBI which had operated on Sundays only will be absorbed, enabling WADO, New York, to broadcast seven days a week, starting in mid-March.

WICE and its fm affiliate, **WYCE**, Providence, R. I., went for over \$400,000 to the Susquehanna Broadcasting Corp.

The seller was Providence Radio, which also owns WHIW, Norfolk. Broker was Blackburn & Co.

Susquehanna, headed by Louis J. Appel, Jr., owns WSBA-TV, York, WARM, Scranton, and WHLO, Akron. The new fm property, still in construction, is not yet on the air.

Other sales: **WHAM** and **WHFM**, Rochester to the Rust Broadcasting Company by Genesee Broadcasting . . . **WSHE**, Raleigh, bought by Raleigh-Durham Broadcasting. Call letters have been changed to **WLLE** and programing is now an all-Negro format.

Radio Stations

Phil B. Hinerfeld, advertising vice president of Pepsi-Cola, told the Georgia Broadcasters Assn. and Ra-

dio-Tv Institute that the only way local stations will get a bigger chunk of the national ad dollar is to get the facts about the product.

Charging that there is too much reliance on statistical figures pouring out of computers, Hinerfeld said too few media men get out into the field.

Information on the product's market target, its personality, its competition, price and profit structure are available from reps and local sales people, he said, and local stations must go after these facts to garner more national business.

Ideas at Work: **WTVN**, Columbus, is the latest station to issue a simplified and artistic rate card. The card is color keyed, using co-ordinated color bars to correspond to the various time periods . . . **WNAC**, Boston, has polled over 80 agencies and put together a qualitative study of the Boston radio market, including such areas as depth of news coverage and the attention-getting power of various stations . . . **KALL**, Salt Lake City, to celebrate the appearance of Van Cliburn at the Salt Lake Tabernacle, will give away 10 of his recordings of Tchaikovsky's "Piano Concerto" to listeners who write the best letters (25 words or less) on

our clients are our best advertisements

In negotiating for broadcast properties, the reputation of a broker is your best protection. Hundreds of satisfied Blackburn clients provide eloquent proof of the reliability of our service. No lists are sent out; each sale is handled individually.

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C. CHICAGO

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

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

ATLANTA

Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
1102 Healey Bldg.
JACKSON 5-1576

BEVERLY HILLS

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

"How Cliburn could hit a million seller with a classical piece of music." . . . **KFRC**, San Francisco, paid tribute to its staff of eight engineers who log a total of 213 years with the station by airing personal salutes honoring each of the eight men.

Audience promotion: **WNEW**, New York has installed the first in a series of outdoor highway signs over Queens Boulevard. It's 50 by 12 feet and heralds the theme "These Names Mean News," listing its commentators. A timing device flashes when WNEW news is on the air.

Kudos: **WCAU**, Philadelphia, got an award from the Sales Promotion Executives Assn., Delaware valley chapter . . . **Robert M. Purcell**, of **KFWB**, Los Angeles, was presented with a scroll by the L.A. County Board for campaign against the evils of narcotics and other public services.

New quarters: **RAB** takes possession this summer of a five-story town house in New York's East Fifties.

PEOPLE ON THE MOVE: **Eric Bose** to account executive at **WCKY**, Cincinnati . . . **Richard F. McGeary** to assistant sales manager at **KNX-CRPN**, Los Angeles . . . **Harold E. Graves** to treasurer of **Ottaway Stations, Inc.** . . . **Lee R. Smith** to general manager of **WAKE**, Atlanta . . . **John McRae** to general manager at **KEWB**, San Francisco . . . **Bert Files** to general manager at **WCHS**, Charleston . . . **Robert L. Miller** to the sales staff at **WTCN**, Minneapolis . . . **Frank D. Ward** to operations manager at **WINZ**, Miami . . . **S. R. Hagan** to assistant general manager and **Fred M. Shepherd** to local and regional sales manager at **WNOX**, Knoxville.

Fm

The first locally-programed fm station in the Utica-Rome, New York area will go on the air about 1 April.

WUFM, owned and operated by Phi-Hidelity, Inc., whose principals are Russell W. Baldwin, Jr. and Allen

F. Bonapart, plans to broadcast several hours a day in stereo. Other features:

- An hour-long daily news program from 5:30-6:30 p.m. called "Spectrum."

- A kids newscast, with major stories of the day treated in a narrative fashion.

WAQE, Baltimore, the city's first multiplex station, has signed its first "stereo sponsor."

Stereophonic spot announcements produced for the Area Council, Boy Scouts of America, are now on the air.

PEOPLE ON THE MOVE: **Mel Most**, one-time AP newsman interned by the Nazis, has been named station manager for **WBAL**, New York.

Networks

The new 38-story building which will house six of the seven CBS divisions is now going up on New York's Sixth Avenue between 52 and 53 streets.

Designed by the late Eero Saarinen the building's facade will be of dark granite "to convey a sense of permanence, dignity and strength," according to Saarinen.

CBS expects to occupy in 1964.

Happy anniversary: To **WGBF**, Evansville, Ind. which is celebrating its 25th year of affiliation with NBC Radio. The pioneering outlet is now in its 39th year of broadcasting.

Financial Report: CBS reported net sales for the fourth quarter of 1961 were \$134,825,689 compared with \$128,016,098 for the same period in 1960. Net profits were \$9,384,315 vs. \$7,738,761 in '60.

CBS net sales for the year were \$473,843,935, more than nine million dollars than in 1960, but net income declined by 5% to \$22,037,838.

Sales: **NBC TV** has sold an anthology series to Du Pont to go into the time slot now occupied by "Du Pont Show of the Week." The series, which debuts 16 September, will include 14

dramas, two musical-variety shows, six documentaries.

PEOPLE ON THE MOVE: **Robert Chambers**, station representative for ABC Radio since 1959, has been named manager of station clearance . . . **Kenneth R. Better** of NBC Spot Sales, to sales development coordinator at **WRC-TV**, NBC's o&o in Washington, D. C.

Representatives

Jack Masla is in the process of what he terms "firming up" his list.

He has dropped nine of his radio stations and has plans for more pruning.

Rep appointments: **WHIM**, Providence to **New England Spot Sales** for New England sales . . . **CHCH-TV**, Hamilton-Toronto to **E. S. Sumner Corp.**, formerly Sumner-Byles . . . **WFMD**, Frederick, Md., to **John E. Pearson** . . . **KDAN**, Eureka and **KUDI**, Great Falls, Mont. to **The J. A. Lucas Company**, effective 1 March.

PEOPLE ON THE MOVE: **Gilbert W. Miller** to senior account executive at **H-R Representatives** . . . **Roy M. Terzi** to tv account executive at **Peters, Griffin, Woodward** . . . **Ted Chambon** to the Chicago sales staff of **Daren F. McGavren**.

Film

Sales news out of ITC and production plans for the future indicate things may be picking up on the syndication circuit.

NBC TV has renewed "Fury" for the seventh consecutive year. Regional sales to **American Doll & Toy** for "Supercar" and to **Old Milwaukee Beer** for "Magic Moments in Soorts" (17 markets) raises the total markets for the series to 68 and 61 respectively. New properties released or soon to hit the market include:

- "Slimnastics," a 15-minute series now on **WNBC-TV**, New York.
- "Sea War," filmed documentary on British naval wartime activities produced by **J. Arthur Rank** and al-

ready sold to WPIX, New York.

- "Man of the World," 26 hour-long episodes starring Craig Stevens.
- "The Saint," the old radio series which will star Patrick McGooohan.

Sales: Allied Artists Tv's group of 40 post-1948 features to WCCO, Minneapolis and KMBC, Kansas City, upping market total to 20 . . . **Screen Gems'** "Shannon" to WEWS-TV, Cleveland, WXYZ-TV, Detroit, KFMB-TV, San Diego, WNDU-TV, South Bend, KODE-TV, Joplin, raising total sales to 109 in the U. S. . . . **Tele-Synd's** "The Lone Ranger" to WFIL, Philadelphia, the 35th station to buy the series . . . **ABC Films'** "Expedition" to the eight stations of the Canadian Broadcasting Corp.

Thisa 'n' data: NBC Films reports an upsurge in syndication sales of "Medic," attributing eight recent sales to the popularity of the current network doctor series . . . **King of Comedy Company** has been formed to handle world-wide distribution of old Charle Chaplin films to tv, starting in May . . . **NTA's** London office will take over the distribution for the German market—previously serviced through a franchise agreement . . . **CBS Films** has opened headquarters in Sydney, Australia, headed by William G. Wells who's been service manager for CBS Films in that area since early 1960 . . . **Seven Arts** is now handling world-wide distribution of 20th Century-Fox post-1950 features.

PEOPLE ON THE MOVE: Edward E. Hewitt to western division manager of CBS Films . . . **Howard B. Anderson** resigned as vice president in charge of sales at ABC Films . . . **Hal Fredericks** to manager of the Chicago office of NTA . . . **Barney Broiles** to southwestern sales manager at Allied Artists Television . . . **Henry Luhrman** to midwestern sales manager for RSS Corp., distributors of "Science in Action."

Public Service

NAB has urged the American Bar Assn.'s Committee on Canons and

Ethics to abolish Canon 35 that bans radio and tv coverage of court trials.

Coverage of judicial proceedings should be left to the discretion of the individual judge, NAB said.

The position was outlined in a 10-page statement submitted by Frank P. Fogarty, chairman of NAB's Freedom of Information Committee, during a special hearing conducted by the ABA Canons and Ethics group in Chicago. Fogarty is executive vice president of Meredith Broadcasting.

To promote its new series, "Voices of Freedom," Storer Broadcasting is circulating five of the great American Documents of Freedom.

The program series of capsule reports to remind America of the ideals that made it great, was produced in cooperation with the Freedoms Foundation at Valley Forge and is available to all radio stations without charge.

PUBLIC SERVICE IN ACTION: WABC joined the fight against teen-age drug addiction being waged in New York by airing frequent announcements urging listeners to sign petitions asking Governor Rockefeller's support for a proposed legislative program . . . **KNXT**, Los Angeles, in association with the City School System, plans two hour-long specials based on the experiences of 12 sixth grade students who will tour Washington, D.C. the first week in April . . . **KTVE**, El Dorado, estimates it raised \$35,000 in its 20-hour Telethon on behalf of United Cerebral Palsy.

Kudos: Elmo Ellis, WSB, Atlanta, program manager, has been appointed area chairman of Broadcasters for Radio Free Europe . . . **Thomas J. Carnese**, Ted Bates senior v.p., director and general manager, was chosen the chairman of the ad industry's executive and employee solicitation committee for The American Red Cross . . . **WINZ**, Miami, got an award from the National Children's Cardiac Hospital for efforts on its behalf . . . The Michigan State legislature had a special showing of

the **WJRT**, Flint, documentary "A Wind is Rising" before a joint session 20 February.

PEOPLE ON THE MOVE: Joseph O. Jasmin to director of public affairs and programing for KFRE and KRFM, Fresno . . . **Dick Doty** to vice president in charge of news and public affairs at WINZ, Miami.

Equipment

NBC is testing a method to interleave sound with a tv picture on a single circuit, to be used automatically as breakdowns occur.

The system, NBC revealed, was successfully used to restore sound service on "The Price Is Right" on 8 January when the normal sound circuit failed.

American Telephone & Telegraph is cooperating in the experiment.

Jerrold Electronics Corp. is marketing a new, high output extra wide-band amplifier for all-channel coverage on community antenna systems.

The amplifier, which can be applied to new all-band systems or to expansion of existing systems, has been installed in more than 40 systems so far.

New agency: Babcock Electronics Corp., Costa Mesa, Calif., has appointed **Gaynor & Ducas**.

PEOPLE ON THE MOVE: Henry Broughall and Edward Shuey to sales engineers at Gates Radio.

RADIO, HELP WANTED, ANNOUNCER PERSONALITY DJ

Top salary, top benefits, top opportunity with a fast-moving personality station. Phone, wire or write today to: Harvey Hudson, V.P. and General Manager, WLEE, Richmond, Virginia.



the shell of the nut covers the meat...

Doesn't over cover it. Doesn't undercover it.
Covers it just right.

There's a moral here for broadcasters.

Some ad publications claim from 30,000 to 60,000 readers. At most, we estimate there are perhaps 7,000 to 8,000 who might have some influence on a spot or national buy.

Why pay for a coconut to cover an acorn?

To cover the people who buy time — nothing does it like a broadcast book.

SPONSOR

555 FIFTH AVE., NEW YORK 17, N. Y.
sells the team that buys the time

Tv and radio NEWSMAKERS



Dean Linger has joined Corinthian Broadcasting Corp. as director of advertising and public relations. He comes to Corinthian from ABC TV where for the past four and one-half years he's been director of advertising and promotion. Prior to that, Linger was in charge of advertising, sales promotion and publicity for KNXT, the CBS o&o in Los Angeles, and for the CBS TV Pacific Network. His background also includes the post of head of promotion for ABC's central division in Chicago.

Charles Feldman, senior vice president and creative director since 1958, has been appointed chairman of the creative plans board at Young & Rubicam. He'll assume responsibility for creative review in all Young & Rubicam's domestic and foreign offices in addition to retaining his present responsibilities as a member of the strategy plans board and head of the special projects group. Feldman's promotion was part of a general re-alignment in the creative department announced last week by George Gribbin.



Alvin Korn, former advertising and promotion director of WNTA (AM-FM & TV), New York, was named director of advertising and promotion of WNAC (AM-FM & TV), Boston. He'll also direct advertising and promotion for the Yankee Network division of RKO General. Before joining NTA, where he also supervised on-the-air and print image for the parent company and its o&o's, Korn was a partner in the advertising and public relations firm of Ross-Korn Associates.

Aldis P. Butler, who has joined Benton & Bowles as senior vice president and member of the board of directors, will be largely responsible for senior management on the General Foods account and other assignments to be announced shortly. Butler was most recently with J. Walter Thompson, where he was a vice president. A veteran agency man, Butler was vice president in charge of Young & Rubicam's Detroit office prior to joining Thompson.



The seller's viewpoint

"In the buying and selling of advertising procrastination, fear, and uncertainty inhibit action and hence, creativity," proclaims Robert E. Eastman, president, Robert E. Eastman & Co. Winner of the August 1962 Silver Mike Award, Eastman began his career as a page boy at NBC. From this beginning Eastman's 24-year broadcasting career led him to jobs with NBC Spot Sales, ABC Spot Sales, John Blair & Co., and president, American Radio Network, to his own rep firm. "If the client or account exec. is wrong—show him the right way . . . or you can be replaced by a machine."



Action leads to creativity

Creativity calls for action.

No painting is created until the action of applying paint to canvas takes place; no book can be created without the initial action of words on paper.

In the buying and selling of advertising procrastination, fear, and uncertainty inhibit action and hence, creativity.

There is much big, brave talk—but very little action.

Salesmen can and should proliferate ideas. They must realize there is no such thing as a poor idea—the only poverty is lack of any ideas.

Remember this—burn it deep in your mind—"There is nothing more powerful than an idea."

Buyers who accept the status quo, the handed-down plan, unquestioned and unchallenged, will long remain buyers. Their personal business progress is in direct relationship to their ability to be creative, and to be creative they must have the imagination and the courage to take action. It is important to remember that progress requires change and every human concept or product is subject to improvement.

Radio buying in some quarters tends to eliminate those stations with a "high teen count." Apparently this is an edict passed down from on high. Smart buyers know that teens have mothers and fathers and in many instances the high teen count station also has the high momma-poppa count.

This comment in no way negates the value of the conservatively programmed station. We do object, however, to the lack of courage in buyers and sellers who supinely accept the subjective elimination of well operated popular music stations on a totally unsound process of statistical rationalization.

If the client or account executive is wrong—show him the right way. Either that is part of your job, or you can be replaced by a machine. And, by all means, do not permit your personal evaluations to be tinged by subjective thinking or you never can make the first step in a creative direction.

"All right," you say, "it's action, not words—so what are you doing about creative selling?"

I'm glad you asked that question because I am proud to tell you that we do a lot.

Frankly, our creative action is not altruistic—it is pure selfish! We want to continue to be successful and we firmly believe that a "square," non-creative sales organization will ultimately fail.

So, "What has happened to creative selling and buying?"—not much! And that's the problem. Imagination, courage and individual initiative must be focused on continuous action by more sellers and buyers—then there will be more creativity in their respective functions. ■

SPONSOR SPEAKS

SPONSOR'S new SPOT-SCOPE

With this issue we are introducing (on page 56) a brand new feature which we believe will be of enormous value to all our readers.

SPOT-SCOPE, which hereafter will occupy a prominent position in our so-called "yellow pages," will bring you a fast-paced weekly summary of radio and tv spot news, trends, and important buys, and constitutes an expansion and development of our old *Spot Buys* column.

Our decision to devote feature position and treatment to the radio and tv spot business is a tribute to the extraordinary rise of spot itself.

Today, radio and tv spot combined are close to a \$1 billion dollar business and, as such, are an even larger medium of national and regional advertising than either magazines or newspapers.

SPOT-SCOPE will keep you thoroughly up-to-date on this exciting branch of the air media.

Meanwhile, the film and syndication news which formerly appeared in the space occupied by *SPOT-SCOPE* will be given expanded treatment in our *SPONSOR-WEEK* section, and we will devote more full length articles to film, tape and syndication in our main body of text.

This is in line with the trend of the business which, in recent years, has produced less news, but more need for in-depth exploration of film developments.

We're sure you'll like both our new editorial treatments.

Sen. Morse and commercials

The recent statement of Sen. Wayne Morse (D. Ore.) that he will propose a tax on all radio and tv commercials originating in Washington, D. C., and his suggestion that other cities do the same, are shocking developments.

Sen. Morse makes no bones of the fact that his proposals are punitive in intent—"to reduce the amount of radio and tv advertising."

When a supposedly responsible United States Senator is guilty of such irresponsible notions, it is certainly time for all branches of the industry to take up the cudgels and fight.

We urge the NAB, ANA, AFA, and 4A's to unite in vigorously attacking the Morse proposals.

10-SECOND SPOTS

Mr. Minow, please note: Bob Hope, speaking before an advertising group last week, commented: "Think of it, it took the wagon train six months to get across the country. Today they send rockets millions of miles into space and back in 15 minutes. But nobody's watching. They're all home watching *Wagon Train*."

The little darlings: Bob (Elliot) and Ray (Goulding), who are knowing about the modern child's hopes and dreams, announced: "Kids, send in for your do-it-yourself hydrogen bomb kit. Be the first kid on your block to rule the world."

Modern romance: Dr. Abe Laufe, associate professor of English at the University of Pittsburgh, has made a number of appearances on KDKA's *Program PM* to discuss his other specialty—the musical theater. He recently contrasted the very romantic shows of several decades ago with those of the current year. As an example, he noted that the best the hero of *My Fair Lady* can sing of the feminine lead is "I've Grown Accustomed to Her Face."

Conditioned reflex: Joey Bishop's observation about the effect of tv on performers, "Art Linkletter has interviewed so many children he can't talk to you unless he bends down."

They laughed when I sat down to play the guitar: George Gobel spoke of his musical techniques on the *Ed Sullivan Show* thusly: "A lot of people ask me why I keep my left hand on one spot on the guitar. Well, you see they're looking for a chord . . . I found it."

Memo to Goodson-Todman: Jan Murray has a great idea for a quiz show. It's called *State Your State*. You hold up a handful of dirt. If the contestant guesses what state the dirt is from . . . you give him the whole state. You play that for 48 weeks, and then move to Europe. "Imagine," Murray says, "winning Russia."

Self-appraisal: Jack Paar confessed to his audience: "I grew up to be the kind of kid my mother wouldn't let me play with when I was a kid."



Food advertisers find happy cure for mal de media *

New market studies prove Taft radio stations your best media buy for closest duplication of food manufacturers' and brokers' sales territories!

Cincinnati • WKRC
AM tv fm
Columbus • WTVN
AM tv fm
Birmingham • WBRC
AM tv fm
Lexington • WKYT
tv

For complete details of these revealing market findings, contact your nearest Katz representative. Or write or call Don Chapin or Ken Church, Taft Broadcasting Company, Cincinnati, Ohio. GARfield 1-1750.



* Chronic dizzy spells resulting from paying full price for less than full coverage.

SPECTACULAR

...is the word that best describes the growth of San Francisco's KTVU. Both ARB and NSI reports for 1961 disclose an impressive gain in ratings, homes reached and share of audience over any previous year in KTVU history. This success may be attributed to KTVU's awareness of the varied tastes of the San Francisco TV audience. An emphasis on live sports, local events, strong syndicated programming and first-run, post-1950 movies has been the basic reason for KTVU's growth in this past year.



The famed Golden Gate Bridge, longest single suspension span in the world, designed by Joseph B. Strauss. Including approaches, the Golden Gate Bridge is 7 miles long. Completed in May, 1937 at a cost of \$33,500,000. More than 20,000,000 cars crossed the Bridge in 1961. Photo by Moulin Studios.

The Nation's LEADING
Independent TV Station

KTVU

ANNE

SAN FRANCISCO • OAKLAND

Represented Nationally by H. R. Television, Inc.