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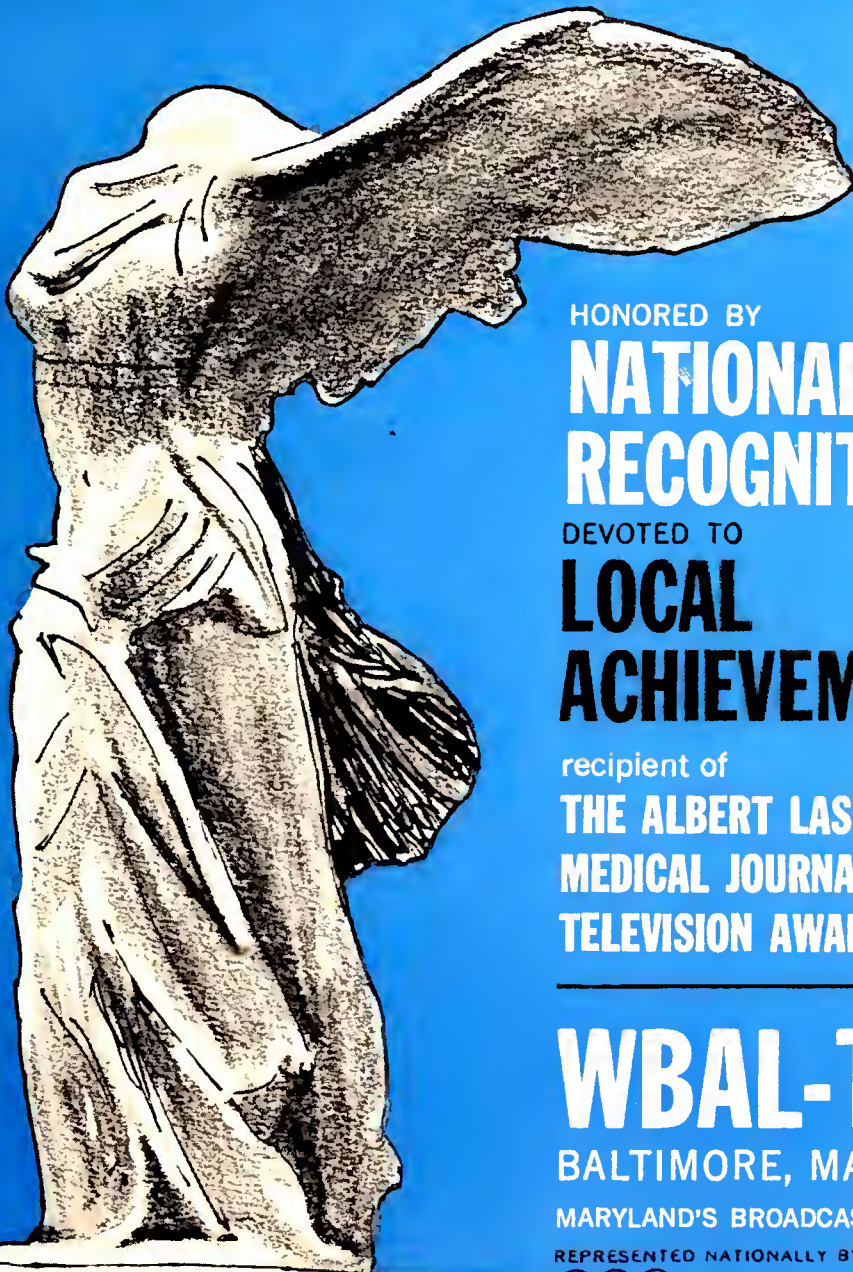
# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

7 MAY 1962—40c a copy / \$8 a year

*FORD'S \$8 MILLION  
plunge in tv sports—  
a full report on the  
most exciting news in  
fall tv* p 25

*'MINOW IS WRONG,'  
accuses radio veteran  
—Steve Labunski hits  
hard at Chairman's ra-  
dio speech* p 28



HONORED BY

**NATIONAL  
RECOGNITION**

DEVOTED TO

**LOCAL  
ACHIEVEMENT**

recipient of

**THE ALBERT LASKER  
MEDICAL JOURNALISM  
TELEVISION AWARD FOR 1961**

**WBAL-TV**

BALTIMORE, MARYLAND

MARYLAND'S BROADCAST CENTER

REPRESENTED NATIONALLY BY EDWARD PETRY CO



# **ACROSS THE BOARD...**

NCS '61 defines it completely... WCCO Television leads ALL competition in ALL categories... across the board.

Beginning with the number of counties in the coverage area, WCCO Television, with 66, has more than any other station in the market. In the number of homes in the area, the number of television homes and the number of homes reached each week, WCCO Television tops all of the competition.

In daytime circulation as well as nighttime WCCO Television dominates the market.

Whatever the category, WCCO Television is first across the board... the station to buy first of all. For further information on the dominant television station in the Minneapolis, St. Paul market, call WCCO Television or Peters, Griffin, Woodward, Inc.



**WCCO**

# **BASIC MEDIUM**



*William H. Sylk, president of Station WPEN and broadcaster Frank Ford hold Citations of Merit presented to them by Reginald A. Beauchamp, president of the Poor Richard Club and James H. Tate, Mayor of Philadelphia. On left is Harry S. Sylk, chairman of the station's Board of Directors.*

## “Typifying The Highest Ideals Of Public Service”

Mayor of Philadelphia and Poor Richard Club honor WPEN

ON April 6, 1962, Station WPEN was saluted by the great city it serves at a luncheon at the famous Poor Richard Club.

The tribute was to WPEN's popular daily "late night" show, a 3 hour period of free and open discussion, controversy, opinion and commentary now in its 15th year and to Frank Ford, its conductor for the last 6 years.

"It is only fitting," said Mayor James H. Tate, to William H. Sylk, president of the station, "that the City of Philadelphia extend this tribute to Radio Station WPEN for its abiding faith in the democratic process, its outstanding contribution in furthering good govern-

ment, human relations and civic endeavors, all typifying the highest ideals of public service."

The Citation of Merit for Frank Ford, presented by Reginald A. Beauchamp, president of the Poor Richard Club was "for his dedicated and courageous efforts resulting in a greater public understanding of racial, religious, civic and community affairs."

*We of the station are grateful for these inspiring awards and hold them high as a reminder of radio's first responsibility. We are proud too, of the dimensional image that permits WPEN to remain in the forefront as both an outstanding sales medium and for "typifying the highest ideals of public service."*

**WPEN PHILADELPHIA**

"THE STATION OF PERSONALITIES"

*Represented nationally by Gill-Perna, Inc., New York*

now

see

how

radio

really

c-l-i-c-k-s

- KELO-PLAN RADIO is a whole new method of massive saturation—easy to buy as a single spot!
- Machine-gun coverage across the clock. You don't miss a bet! You don't miss a listener.
- Driving times in droves! And you get KELO's other peak periods, too! All confirmed! All at lowest CPM.
- KELO-PLAN RADIO whips out your message in waves . . . wires you to our total audience . . . and gives you
- KELO-LAND's full battery of air-wise salesmen to back up your campaign!

Write,  
wire  
or phone



NBC

# KELO

13,600 WATTS RADIATED POWER  
Sioux Falls, S.D., and all Kelo-land  
JOE FLOYD, President

Jim Molohon, Mgr.; Evans Nord, Gen. Mgr.  
Represented nationally by H-R  
In Minneapolis by Wayne Evans & Associates

The **MIDCO** Group

KELO-LAND tv and radio Sioux Falls, S.D.;  
WLWL am, fm Minneapolis-St. Paul; WKOW/am  
and tv Madison, Wis.; KSO radio Des Moines

# KELO- PLAN RADIO

© Vol. 16, No. 19 • 7 MAY 1962

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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## BENT ON SELF-DESTRUCTION?

Granted—you have a backlog of film product—but—is it good for broadcasting? Times change and yesterday's smart buy may strangle you today. Don't be determined to use film just because you have it. Sorting through it, trying to hold old and get new customers, you may end up so engulfed in second-rate product that self-destruction is inevitable. Nothing is as expensive as a product that just misses. We can tell you that Warner's "Films of the 50's" don't

miss...145 stations\* have bought them...they haven't missed for them...they won't miss for you either. Station after station that has bought smart has bought ratings, sponsors, and profits...

These are the facts...these are the reasons why Seven Arts' "Films of the 50's" are "Money makers of the 60's."

\*The list of 145 TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS "Spot TV Rates and Data."



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 27D Park Avenue YUkon 6 1717  
CHICAGO: 8922-D N. LaCrosse, Skokie, Ill. DRchard 4 5105  
DALLAS: 5641 Charlestown Drive ADams 9 2855  
L.A.: 232 So. Reeves Drive GRanite 6 1564—STate 8 8276

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



Sarah Bernhardt

# 1900 Audience Limited

Courtesy of The Bellmann Archive.

The beauty and talent of this great French actress were known everywhere. Despite her fame in the early 1900s, comparatively few people were privileged to see her perform. Today, on WGAL-TV, an outstanding entertainer is seen by countless thousands. Worthwhile programming assures a vast and loyal audience for WGAL-TV advertisers.

**WGAL-TV**  
*Channel 8*

**Lancaster, Pa.**  
**NBC and CBS**  
STEINMAN STATION  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



7 May 1962

Latest tv and radio developments of the week, briefed for busy readers

# SPONSOR-WEEK

## CBS AFFILIS FACE CUT

Affiliated tv stations are confronted with CBS' new compensation plan involving about 6-7% paycut

As SPONSOR-WEEK went to press Friday (4) CBS TV affiliates, gathered at the Waldorf-Astoria in New York, were first confronted with the network's request that they surrender a portion of their afternoon compensation.

From lobby conversation on Thursday the disposition of the stations appeared to be that the underlying principle—sharing the program risk with the network—was so momentous that it would be advisable to postpone decision for a month or two.

However, the indications were that the network would attempt to prevail upon the assembled broadcasters then and there—that is, before the two-day meetings terminated.

And there was strong confidence at the network side that—despite station objections and hopes for delay—the new compensation plan would go through without substantial modification.

What gave CBS TV's bid an air of transcendental importance in the relationship between stations and networks is the expectation that both NBC TV and ABC TV were waiting for a resolution of the CBS TV plan before asking their own affiliates to accept a reduction in their compensation.

The new CBS compensation plan if adopted, and if followed by the other two networks, could mean a \$12 million paycut in income of af-

filiates of all the networks. About \$2 million of this loss would fall on the 15 tv o&o's. (See SPONSOR-WEEK, 23 April.)

The question of the new compensation plan did not come up on the first day of the meetings. At the Thursday luncheon Frank Stanton spoke on the U. S. image produced by its tv programs abroad, denying that such considerations should be a factor in the selection or production of network shows.

## NBC TV STATIONS GETTING MONDAY 10:30 P.M. SLOT

NBC TV will move Eleventh Hour to Wednesdays, 10-11 p.m. and David Brinkley to Mondays, 10-10:30 p.m. in the fall.

One consequence of the change is that local stations will get back the Monday night half-hour from 10:30 to 11 p.m. The only other 10:30 p.m. local half-hour pencilled in for fall is on ABC TV on Friday.

## Sarnoff asks legislation on November debates

Minneapolis:

NBC chairman Robert W. Sarnoff here last week asked prompt legislative action which would permit broadcasters to present face to face political debates of the 1962 elections. Existing laws discouraged debates where there are more than two candidates.

## \$2 MIL. PILLSBURY LINE TO M-M FROM BURNETT

About \$2 million worth of Pillsbury mixes billings were shifted last week to McCann-Marschak. They had been at Leo Burnett.

The products involved are pancake, gingerbread, pie crust, and brownie mixes.

Burnett retains cake and frosting mixes, Sno-Sheen, Farina, and a new aerosol cake decorator. Pillsbury products assigned to C-M are not affected.

Earl A. Clasen, v.p. of Pillsbury grocery products division, foresaw more business for all three of its agencies, due to continually expanding lines.

## NBC TV writes \$6.9 mil. for this season and next

NBC TV wrote an estimated \$4.2 million worth of nighttime business for the remainder of this season, plus an estimated \$2.7 million advance on 1962-63, a total of about \$6.9 million in the week ending 27 April.

For this season P&G bought 80 minutes, Lehn & Fink 43 minutes, and Chesebrough-Pond's 19 minutes, each in various nighttime shows.

Advance bookings for next season include Peter Paul (DFS), 34 minutes in three shows, Remington (Y&R) 40 minutes in seven shows, Hertz (NC&K) seven minutes in Jack Paar, and Fritos (DFS) eight minutes in Virginians.

**23 BRANDS SPENT \$3 MIL. IN '61 TV SPOT**

TvB's figures on 1961 spot tv reveal that 23 brands (listed below) spent \$3 million or more. The report, compiled by N. C. Rorabaugh, showed national and regional tv spot gross time billings up 2.3% to an estimated \$617,398,000.

Norman C. Cash, TvB president, related the comparatively small spot tv billings rise in 1961 to the increased talent costs for commercials.

Announcements comprised 77.0% of the total, with IDs contributing 10.6% and programs 12.4%.

Foods and groceries billed \$171.0 million, followed by cosmetic-toiletries, \$59.8 million; beer-ale-wine, \$52.7 million, and household laundry products, \$48.2 million.

(For more tv spot data, see story, p. 34, this issue.)

BRAND	TV SPOT SPENDING
Wrigley chewing gum .....	\$10,098,750
Wonder bread .....	6,155,680
Coca-Cola .....	5,837,900
Kellogg dry cereals .....	5,829,050
Maxwell House coffee .....	5,290,570
Alka-Seltzer .....	4,884,420
Folger's coffee .....	4,735,150
Avon cosmetics .....	4,540,460
Gleem .....	4,204,090
Dash detergent .....	4,179,950
Pepsi-Cola .....	4,173,050
Yuban coffee .....	4,053,340
Colgate Dental Cream .....	4,042,410
Kent cigarettes .....	4,031,400
Tide .....	3,733,010
Mr. Clean .....	3,711,830
Post's dry cereals .....	3,366,660
Clorox .....	3,339,800
Nescafé .....	3,174,740
Chase & Sanborn coffee .....	3,143,600
Budweiser beer .....	3,137,330
Parliament cigarettes .....	3,067,330
Bufferin .....	3,009,870

**JANUARY NET TV UP 10% TO \$65 MIL.**

Network tv gross time billings in January 1962 rose 10.4% over last year to \$65.3 million, TvB reported last week.

ABC TV was up 4.9% to \$16.7 million, CBS TV was up 13.9% to \$25.5 million, and NBC TV was up 10.7% to \$23.4 million.

Daytime billings were up 14.9% as a whole and nighttime was up 8.3%.

**ABC TV to get affils in Syracuse, Norfolk**

ABC TV will acquire primary affiliates in two important markets this summer.

A new station in Syracuse, N. Y. will join the network 15 September on channel 9. Call letters have not been assigned and an interim group of 10 applicants will operate the station until the FCC approves one.

WRAL-TV, Raleigh, N. C., now a primary affiliate of NBC TV, will switch its affiliation to ABC TV effective 1 August, it was announced last week by Capitol Broadcasting president A. J. Fletcher and ABC station relations v.p. Robert L. Coe.

The Syracuse announcement was made by Coe and Asher S. Merkson, president of the interim group, Channel 9, Syracuse, Inc.

**NBC growth reported to stockholders**

Robert W. Sarnoff, chairman of NBC, reported last week on 1961 progress at the annual stockholder's meeting.

He said that 1961 was NBC's best year to date "by virtually every conceivable yardstick. Overall, we achieved our highest dollar volume and largest profits."

He noted that NBC Radio showed a profit, that NBC News had expanded, and the o&o and enterprises divisions were more profitable.

**AHP into Huntley-Brinkley; Metropolitan's instant news**

American Home Products (Ted Bates) last week quickly stepped after Texaco decided not to renew and become alternate day sponsor of the Huntley-Brinkley news report on NBC TV.

Estimated cost is \$6.3 million. R. J. Reynolds (Esty) renewed the other half of the show the previous week.

Over at CBS TV last week the network found the answer to Gulf-sponsored instant news specials on NBC TV. CBS TV brought in Metropolitan Life Insurance Company to sponsor an undesignated number of CBS News Extras next fall.

The exact number of shows depends on the news that develops. Metropolitan has long sponsored news on CBS Radio stations, but this is its first purchase of network television.





# a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

We should be sufficiently honest, intellectually, to note that those who have protested the Commission's deintermixture proposals are the operators of what in effect constitute licensed monopolies.

A monopoly is something repugnant to the American way of life; we have laws against such things. Yet a monopoly in the manufacture of tires, for example, is merely that, and a tire monopolist does not have inherent in his monopoly the mechanism for convincing people that his empire is beneficial to the public. Yet a monopoly in the dissemination of public information even a limited monopoly, with geographic boundaries, is a very dangerous thing, and can operate to the gross confusion of the public as to the facts and the actual course of events.

Without this deliberate distortion by these monopolists the current rhubarb about deintermixture would not be going on. For these peo-

ple are not kidding themselves and they are not kidding us and we don't think they are about to kid the industry, either.

We have witnessed a parade of public office holders; governors, state representatives, mayors and congressmen of both bodies, who have found themselves in the ridiculous position, placed there by those who have knowingly told them only half the story, of struggling for the preservation of monopolies and the suppression of additional job and business opportunities for their constituents. This alone should convince anyone of the strength and concurrent evil of these monopolies in the dissemination of public information. Any politician knows that it is easy to confuse the voters—yet only a truly potent and monolithic force could confuse so many politicians.

Represented nationally by **HOLLINGBERY**

**WOW!**

**WOW!**

## FOREIGN TV SETS NEAR 40 MIL.—JONES

By the end of 1962 there will be more tv sets outside the United States than within it, counting only nations in the Western world. The prediction was voiced by Merle S. Jones, president, CBS TV Stations Division, last week at a luncheon on behalf of the second International Program Exchange.



Merle S. Jones

Jones said that one of the programs in the exchange, a ballet, would be the first Yugoslav tv program ever seen in the U. S. and in five of the ten cooperating countries.

The tv set prediction was based on the fact that non-U. S. tv sets in Western countries numbered 9 mil.  
(Continued on page 60, col. 1)

## NBC International's first annual meeting

The phenomenal growth of international tv was also the chief subject for the first annual sales meetings of NBC International, held last week.

Alfred R. Stern, chairman, stated that NBI shipped 7,500 reels of film prints, duplicates and sound tracks overseas in 1961.

Clifford W. Slaybaugh, director of NBC International, stated that entertainment values are similar all over the world. He also alluded to a growing interest overseas in U. S. tv news and public affairs programs.

## Eastman drops AP claim

Robert E. Eastman & Co. has dropped its counter-claim against Al Petker's AP Management to cooperate with other parties in producing a settlement of differences.

## 137 Emmy nominees for '61-62 named

The National Academy of Tv Arts and Sciences last week announced nominees for the 1961-62 Emmy awards. The winners will be announced 22 May.

In all categories, here's the breakdown of nominations by network:

NBC TV: 55.

CBS TV: 45.

ABC TV: 35.

Capital Cities Broadcasting also won a nomination for syndicated Eichmann trial news coverage and AMTEC won one for a technical development in tape.

## ABC ANSWERS NBC ON ERNIE FORD RATINGS

ABC TV last week accused NBC TV of indulging in "misleading and totally unsophisticated research" in the latter's broadside against first week of the new daytime Tennessee Ernie Ford Show on ABC.

ABC objected to NBC's use of 24 Market Nielsen ratings, pointing out they couldn't be applied to shows that are networked on local "clock" time. Hence no more than half the Ford premiere markets were averaged in.

ABC noted that the National Nielsen gave Ford a 27.9% share, reaching 2.5 million homes a minute on 145 stations. The 24 market report released by NBC gave Ford only a 19 share (see SPONSOR-SCOPE, 30 April, p. 21).

During the second week of the show the National Nielsen gave a 20.4% average share for the week, despite the fact that about 15 stations carrying the show on delay were not figured in the tally, says ABC.

ABC explained that the 24 market report is inapplicable to ABC daytime because shows are not on a simultaneous seed.

## WARNER SETS UP OWN SYNDICATION UNIT

Warner Bros. now has a sufficient inventory of off-network tv film series to enter the re-run distribution field. The studio last week announced it had established its own syndication division with Joseph Kotler as v.p. and sales director.

Kotler, a former v.p. of Ziv-UA, where he served for 15 years, takes up his new post immediately with headquarters at the Warner Bros. home office in New York. He'll have seven full hour series plus two half-hour shows.

Full hour titles to be syndicated include Maverick, Surfside 6, Sugarfoot, Roaring 20s, Bronco, Bourbon Street Beat, and Alaskans. Half-hours are Lawman and Colt 45.

Non-tv Warner Bros. product, such as movies and cartoons and other theatricals, has been distributed for some time by Seven Arts and also by UAA.

Disney's Buena Vista also entered the syndication field this season.

## Ziv-UA adopts new production policy

Ziv-UA last week announced a shift to a fully-independent tv production operation. The company does not intend to renew its lease of the studio at 7324 Santa Monica Blvd. in Hollywood, but will retain an executive office in Hollywood.

Arthur B. Krim, president of UA, and John L. Sinn, president of Ziv-UA, said new talent was attracted to tv under the plan, introduced last year, offering "complete creative freedom."

The plan is, in effect, an application to tv of the UA pattern in motion pictures.



Joseph Kotler

# WOW!

## HENNESEY

He exploded a million laughs in a three-year network run. Jackie Cooper, starring as the navy's Dr. Cooper, often winds up sailing in hot water. But his ratings are always at high tide. ● From October 1959 to date (NTI—total U. S. basis), Hennesey averaged a 37 share of audience. That's a greater score than averaged by the competition mustered against him—five programs on two different networks! ● Now, NBC Films sails 96 half-hours of Hennesey into your area—as a first-run syndicated series. Here's a program with millions of loyal followers across the country, including thousands of fans right where you live. You get a ready-made local audience plus one of the nation's favorite stars at the helm. And when it comes to sponsors, he's an ace at recruiting. Man your stations—with HENNESEY!

## NBC FILMS




## SHE APPRECIATES THE *QUALITY TOUCH!*

Audience is not only "numbers"; it's people — women like this one. She wants the best for herself and her family. She's sensitive to television programming and station responsibilities. She's our viewer and your customer, and we're loyal to both of you. It's the quality touch that delivers the audience for quality products.

# WFAA-TV dallas

AT COMMUNICATIONS CENTER 

TELEVISION SERVICE OF THE DALLAS MORNING NEWS

Represented by  *The Original Station Representative*



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

## Radio editorial defense

I read with great amusement the letters [555 5th, 30 April] commenting upon my article featured in the *Seller's Viewpoint* in your April 9 issue. What the respondents to my article forgot or prematurely stated, permit me to illustrate.

A special investigative committee of the St. Louis Board of Aldermen, on Friday, April 27th, returned a report confirming completely the position of the KWK editorials. This report recommends as follows:

1. State legislative action in the regulation of polygraph operators.
2. The appointment of an independent grievance committee to resolve proven and legitimate morale damaging practices.
3. The appointment of an independent tribunal to review punishment imposed by the Board of Police Commissioners upon St. Louis patrolmen.

Initially, I stated that the letters commenting on my article were amusing. They were amusing because:

1. The firm of Fleischman-Hilliard is a public relations firm, not an advertising agency. This concern is presently and has for some time been in the employment of the St. Louis Board of Police Commissioners at a reported fee of \$750.00 per month (tax funds).

2. The letter from Miss Koeh is particularly damaging to the cause of good editorializing because it is obviously written by a person who is totally uninformed. Miss Koeh comments that we did not send a reporter to meet with the Police Chief is an absolute falsehood. Mr. Gill, our News Director, and I met with Chief Brostron and his staff of legal and professional advisers including the head of the Board of Police Commissioners, 4:00 pm, the second Saturday in February. At that time, we discussed our editorial campaigns and requested information as well

as answers. In addition to this meeting, there were numerous phone calls and letters between my office and the Chief's office prior to and after this date. Miss Koch also states that the Board of Aldermen voted down "the matter" without hesitation. She obviously wrote this letter prior to the special committee's report last Friday passed by the overwhelming majority of 20 to 1.

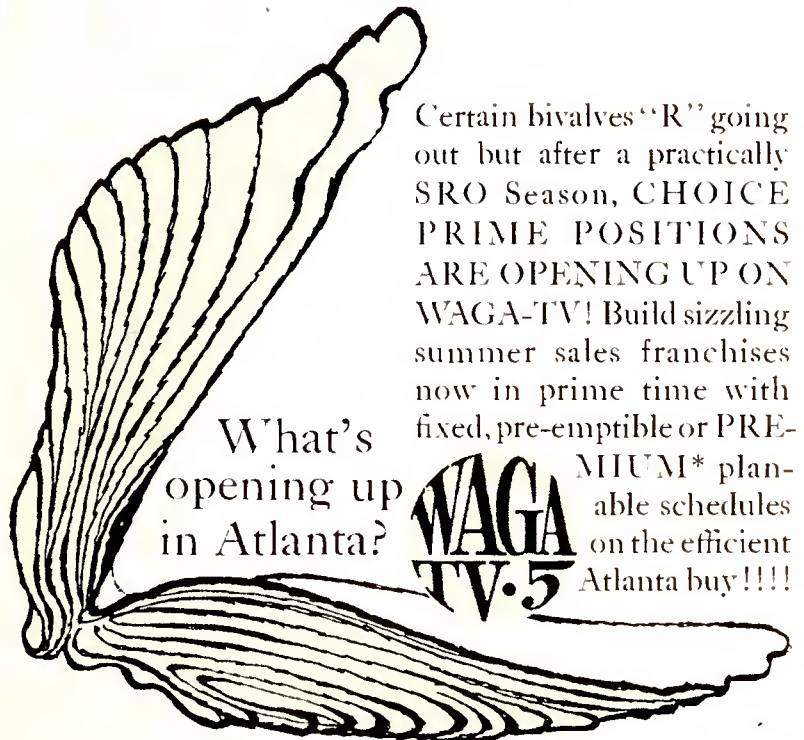
The writers sent you copies of newspaper stories and editorials taking a position opposite to KWK. It is true that the newspapers did not agree with us. However, this Sunday, April 29, a front page story in the *Post Dispatch* has the headline.

"Police Morale Low; Complaints on Pay, Hours, Efficiency Drive." This article was the result of the *Post Dispatch's* own survey. Curiously enough, it backs our editorial positions completely.

Our editorial campaign results are indeed real, certainly beyond challenge from any self-serving interests. The Board of Aldermen, having so overwhelmingly voted to pass the findings of its special investigative committee, has now kept active this committee for the express purpose of achieving the KWK recommended state legislation.

The stature of KWK can only be judged by those who are not directly concerned with either position taken in our editorials; they are the people. Many hundreds of letters and thousands of phone calls from our listeners backing us, telling us to go forward, because we have their support, tell a much greater story than the opinions of a tax paid public relations counsel.

Alan Henry  
gen. mgr.  
KWK  
St. Louis



Certain bivalves "R" going out but after a practically SRO Season, CHOICE PRIME POSITIONS ARE OPENING UP ON WAGA-TV! Build sizzling summer sales franchises now in prime time with fixed, pre-emptible or PREMIUM\* plan-able schedules on the efficient Atlanta buy!!!!

What's opening up in Atlanta?

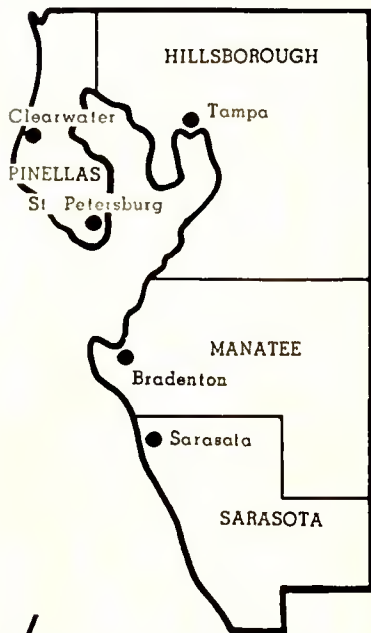
**WAGA TV.5**

\*Premium plan—One fixed AA or AAA 20 sec. announcement earns 12 plan rates for all additional B, C, or D spots! Represented by Storer Television Sales.

LOS ANGELES KCBS	PHILADELPHIA WIBC	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBA	DETROIT WJBN-TV
NEW YORK WHS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	<b>STORER</b> BROADCASTING COMPANY	

# 84%

## OF FLORIDA'S 2nd MARKET



# 1/3 OF THE COST!

That's right, in the densely populated 4-county Tampa Bay Market, WSUN is the best buy for the money by far!

261,200\* TV Homes Daily  
UNDUPLICATED A. B. C.

\*TV Magazine, February '62

# WSUN-TV

Tampa - St. Petersburg

Get all the facts from  
Natl. Rep. Venard Rintoul  
& McConnell  
S. E. Rep. James S. Ayers

by John E. McMillin

## Commercial commentary

### Mishap at Marquette

I had hoped to make this column a report to you on the pro and con arguments about "advertising responsibility," discussed at Marquette University's Fifth Annual Marketing Conference, the week before last.

But, alas, I opened my mouth too soon, and Fate stuck her big fat foot in it.

At 4:30 on the afternoon before I was to leave for Milwaukee, I received a call from an efficient Marquette professor, who told me that they were calling the whole conference off because of "inadequate advance reservations."

This startling development left me holding the bag in the shape of a 29-page, 40-minute speech which I had been working on since January, and it also left me in a state of shock.

I am sure what bothered me most was not the abruptness of the hatchet job which Marquette did on its own conference, but rather the fact that in recent weeks I had become positively fascinated with the subject we were supposed to discuss.

The topic, as I mentioned in my last column, was "the responsibilities of advertising people to business and society," and Marquette wrote that it hoped the Conference could explore the "ethical and moral dilemmas besetting the business community which come to a sharp climax in the preparation of advertising."

The more you think about that, the meatier it becomes. And I had been thinking about it a great deal.

When, suddenly, I was denied a chance to talk about it, I felt as if I had been kicked in the teeth by a Percheron.

Undoubtedly however, such disappointments are good for the soul and there is a hidden drop of honey in every humiliation.

Right now, though, I'm trying to find it.

### Such a Conference is needed

One thing I am absolutely certain of.

Despite Marquette's inability to whip up interest in the Milwaukee area in "the ethical and moral dilemmas besetting the business community" (or at least enough interest to pay the \$25 registration fee they were charging for the one-day meeting) there is a tremendous need for a serious, stimulating, forthright conference on this subject to be held somewhere, and soon.

The deeper I got into it, the more I realized that this is actually the No. 1 topic in our national life today, and its implications go far beyond advertising. Advertising, in fact, is just a gaudy symbol of a much more profound conflict.

More accurately stated, this conflict involves "the ethical and moral dilemmas about business, and particularly private enterprise" which are confusing millions of Americans today.

(Please turn to page 50)





# Michigan Marches Forward



**Michigan  
Week  
May 20-26**

A great state striding in giant steps to an even greater future! New business and industry? You'll find them a-plenty in Michigan. New advances in science and technology? Michigan breeds them. New horizons in education and culture? Michigan glories in them. The WWJ Stations proudly serve this great state and the bustling metropolitan area that is America's Fifth Market. Join with us! March forward with Michigan and with Detroit. Share in the benefits of their economic strength and vitality.

**WWJ** **THE NEWS STATIONS** **WWJ-TV**

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.



## How many Americans will relive this story on Oct. 5, 1962?

On October 5, ABC Television comes on with a new, hour dramatic-action series drawn from the epic exploits of the famous Texas Division in World War II.

How big is the audience for this great story with all its physical excitements, its emotional tensions, its glories and griefs of men, and their women, at war?

It is very big.

It includes the men who were there. And, by way of common interest, every American who fought on any front.

And their families and friends. And every American who didn't get across, but was there all the same.

And youngsters. Kids for whom this great story will

now become *living* history.

In total, millions.

This is the audience for *The Gallant Men*.

This is the audience who will land at Salerno, Italy, with the Texas Division and follow them to victory in Rome.

*The Gallant Men* is first and always a story of men in conflict. The good, the bad, the brave and not so brave whose lives and loves were on the line—the bloody line from Salerno to Rome.

A big show, yes.

With big, built-in audience appeal. As several alert advertisers will begin discovering, beginning Oct. 5.



War correspondent Conley (Robert McQueeney) fights the good fight with a potent weapon—his typewriter.



Ernie (ex-boxer Roland La Starza) would be just as willing to fight it with his fists.



Captain Benedict (William Reynolds) is a hard man with a hard job. A combination that wins battles.



Pvt. D'Angelo (Eddie Fontaine) is handsome and speaks the language. A combination that wins dames.

**COMING ON ABC-TV: THE GALLANT MEN**



*Interpretation and commentary  
on most significant tv/radio  
and marketing news of the week*

# SPONSOR-SCOPE

7 MAY 1962

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SPONSOR

PUBLICATIONS INC.

If there's any one thing that reflects a high degree of confidence among the Detroit car builders in the sales outlook for their 1963 line, it's the way they're committing themselves for tv.

Detroit's not only buying early but it's putting a record number of tv dollars on the line for the 1962-63 stretch (and this could easily go over the \$75-million mark).

For network tv the outstanding comeback is Chrysler. Last season it confined itself to network participations and bits of sports. For the coming tv network cycle Chrysler has loaded itself up with an alternate hour of Empire, half of the World Series and All-Star games and an assortment of specials—all to the tune of around \$8.5 million.

Following is how the Detroit tv expenditure picture looks for the 1962-63 cycle:

ADVERTISERS	ABC TV	CBS TV	NBC TV	TOTAL
American Motors	0	0	\$2,500,000	\$2,500,000
Buick	0	0	3,700,000	3,700,000
Chevrolet	\$7,100,000	\$6,500,000	10,500,000	24,100,000
Chrysler	0	0	8,500,000	8,500,000
Ford	0	6,500,000	8,500,000	15,500,000
General Motors Inst.	0	0	500,000	500,000
Lincoln-Mercury	3,500,000	0	2,000,000	5,500,000
Oldsmobile	0	6,500,000	0	6,500,000
Pontiac	3,200,000	0	0	3,200,000
Studebaker	0	2,800,000	0	2,800,000
Willys	0	2,000,000	0	2,000,000
<b>Grand Total</b>	<b>\$13,800,000</b>	<b>\$24,300,000</b>	<b>\$36,200,000</b>	<b>\$74,800,000</b>

(See article, page 25, on Ford as a sponsor of sports on a big scale.)

There could be quite a moral for lots of other advertisers in the report that Miles Labs (Wade) is chucking the Kukla and Ollie strip (NBC TV) and putting Chocks, the children's vitamin, back into local kid shows.

The moral which certainly isn't new—the fact is it dates back to early radio: if you want to sell moppets there's nothing so eminently valuable as having your commercial done by a local live personality.

Recognition of this principle has not only given local tv its one big edge over network tv but brought about a remarkable proliferation of products supporting local kid formats.

What gives this trend special piquancy is that products like meats, mixes and various heat-and-serve foods, once the exclusive target of adult appeal, are finding themselves more and more on the commercial roster of local kid shows.

It's quite a phenomenon, this burgeoning of the kid show commercial domain, and it will be treated in depth in an early issue of SPONSOR.

P.S.: The farming out of the Chocks, plus Bactine, business to spot tv would mean around \$3 million.

Do you know where spot radio is getting about the healthiest boost from national and regional advertisers this spring?

It's out in the midwest. Much of it is of the seasonal and special promotion category, but the budgets for radio are quite substantial.

Details on this significant break are in SPOT-SCOPE, page 56.

Blair's radio division has ambitions of establishing a national measurement—a la network—for its 55 stations.

Ward Durrell, Blair research chief, has discussed the plan with agency research people and the next step is to induce them to join the rep organization to co-finance the project. Blair would also like to get the imprimatur of the ARF.

The undertaking entails gathering some demographic characteristics of the stations' audience, thereby providing the advertisers with the sort of broad qualitative picture that computer-oriented agencies would like to achieve.

Oil companies with service stations are getting somewhat miffed at Ford for the line it's taking in its commercials.

The angle in the commercials they frown on: urging Ford owners to bring their cars to Ford franchisers for complete servicing, which would include oil changes, installation of small parts, etc.

Say the oil people: their outlets also make oil changes and sell small parts.

The sales departments of CBS TV and NBC TV last week eyed with some astonishment a new wrinkle in "guarantees" which ABC TV is introducing via *The Jetsons*, which makes its debut this fall.

As the network's competitors heard it out of Bates, which spawned the new wrinkle as agency for Colgate and Whitehall, two of the three sponsors on *The Jetsons*, ABC TV has guaranteed a specific audience composition for the first 26 weeks of the cartoon.

In other words, the program is required to deliver a minimum of 15 million adults per average commercial minute.

What apparently spurred the audience composition guarantee: Bates' need for assurance that the cartoon's weekly audience will not be overwhelmingly of kid and teenage level, thereby overshadowing the two clients' basic viewer requirements.

What with the proliferation of scatter plans and piggybacks NBC TV finds itself more hard put than ever to go on guaranteeing daytime product protection, particularly if the accounts are newcomers or returnees to the schedule.

The network sloganizes its predicament in this fashion: if advertisers keep on diversifying and look for the utmost in network flexibility, then they should be willing to waive the now antiquated groundrules on product protection.

As it is right now, NBC TV is allowing only 10 minutes protection on competitive products in daytime. That protection still limits a single type of product to a program. However, the network thinks that the time isn't far off when even this rule will have to go by the board and advertisers will accept inclusion in the same program with a competitive product so long as a 10-minute leeway prevails.

By assigning the various ex-Gardner cake mixes to Compton, which already has the Duncan Hines layer mixes, P&G's multiple efforts in that field become a line, instead of a brand, operation.

One advantage of this: the budget can be moved around from brand mix to brand mix more flexibly and opportunely.

Gardner's end of the mixes billings runs around \$2 million. Altogether the Duncan Hines mixes accounted for about \$2.6 million in spot tv last year.

Jif peanut butter, which Gardner also surrendered (to Grey), also bills \$2 million.

## SPONSOR-SCOPE *continued*

NBC TV didn't wait to see how CBS TV's affiliates reacted to that network's proposal for a cut in afternoon time compensation: it went ahead and advised NBC TV affiliates that their share of night as well as day revenue would be 10% less for July and August.

It's the first cutback of the kind in the history of network-station relations as far as nighttime is concerned. CBS TV revised the morning compensation earlier this season.

One of the reasons given by NBC TV for requiring the savings in July-August station compensation: it'll be taking too onerous a loss from the unsold reruns of nighttime film series.

NBC TV expects some affiliates to retaliate by cancelling out clearances on some of the network shows and replacing them with local or syndicated programs.

(For report on how CBS TV affiliates acted on the afternoon cut, see SPONSOR-WEEK.)

The average cost of prime time programming for the coming season has taken an appreciable hike in virtually all categories.

What this means to the tv networks: they control all but four and a half hours of it and they're deeper than ever in the bush if much of the inventory remains unsold.

Here's a breakdown, as calculated by SPONSOR-SCOPE, of the net weekly bill for the 1962-63 season of regularly scheduled prime time shows in terms of program type and average costs, with the 1961-62 average in parentheses:

PROGRAM TYPE	NO. SERIES	WEEKLY TOTAL	AVERAGE COST
Situation comedy ½ hr.	24	\$1,185,000	\$ 49,400 (\$44,600)
Situation comedy hr.	2	227,000	113,500 (none)
Adventure hr.	11	1,015,000	92,270 (86,630)
Adventure ½ hr.	1	62,500	62,500 (48,000)
Western hr.	9	881,800	98,000 (82,500)
Western ½ hr.	2	84,000	42,000 (37,000)
Variety hr.	8	796,800	99,500 (88,000)
Mystery-suspense hr.	7	609,300	87,000 (80,800)
Anthology hr.	5	497,500	99,500 (82,500)
Anthology ½ hr.	2	93,000	46,500 (41,300)
Feature films 2 hr.	2	275,000	137,500 (same)
Music	3	201,000	67,000 (78,000)
News-actualities	6	191,000	31,800 (25,500)
Aud. Partic.-Panels	6	185,000	30,800 (25,500)
Comedy	2	185,000	92,500 (58,600)
Sports	2	71,000	35,500 (35,000)
<b>Total</b>	<b>92</b>	<b>\$6,559,900</b>	

The tv networks may look to P&G to do considerable buying of nighttime minute participations for the summer.

Some of its shows are winding up their 39-week cycles and a number of the P&G products need added advertising support during the warm spell.

Incidentally, the summer take by the networks should turn out much better than had been anticipated a few months ago.

The same might be said about spot tv. It's been a soaring spring for spot, at least in the top markets, and key reps generally expect these good tidings to continue.

Tv can virtually always find a competitive company to take the place of a defector.

Sealtest is bowing out of network nighttime and now Borden, which has been out of the bigtime list for years, is shopping around for a place in the fall.

The fall's four months away, but veterans of spot tv buying have a hunch that the major market picture come early September will be a tight sellers' situation.

It's their guess that unless there's a setback in the economy in early summer stations in key markets will reestablish the 30-day starting rule, which means lots of accounts with fall-aimed schedules will get their campaigns started in August so as to make sure of getting the spots they prefer.

Did you know that 140 radio stations have been continuously on the air since 1922.

For a pictorial early history of those 140—plus some that were on before that—see a four-decade panorama of radio that will be issued late this month as a cooperative venture of SPONSOR and U. S. Radio. It will be a supplement of SPONSOR.

A hardcover edition will also be available.

Lehn & Fink (Geyer) has bought 43 nighttime minutes on 11 NBC TV nighttime shows for the summer in behalf of Mediquick and Lysol.

The network last week also got an order from Green Giant (Burnett) for 17 nighttime minutes and 39 daytime quarter hours, effective with the fall. Another fall sale: Milton Bradley (Noyes), 12 minutes on McKeever & the Colonel.

Some sellers of spot tv think there's a breakthrough under way against the growing nuisance of drug and other chains who use advertising allowances to brokerage time.

They're anticipating some action out of Washington on the thesis that such chains in buying blocks of time and reselling it at profitable rates to manufacturers are indirectly able to control programing of which they are not the actual sponsors.

The four leading electric shavers will be in heated competition for the Christmas trade using basically the same tv device: the nighttime minute participation.

Already committed is Remington (Y&R), using 40 spots at a cost of \$1.4 million. Sunbeam is expected to use 49 minutes, spending \$1.7 million. Schick is on the brink of lining up a schedule, but Norelco is going to wait a while before putting its chips on the table.

CBS TV has an early sellout of its Triple Crown racing, which is rather unusual. The co-sponsors of the events: American Home, Melnor Industries (lawn mowers) and Pabst, which has taken half.

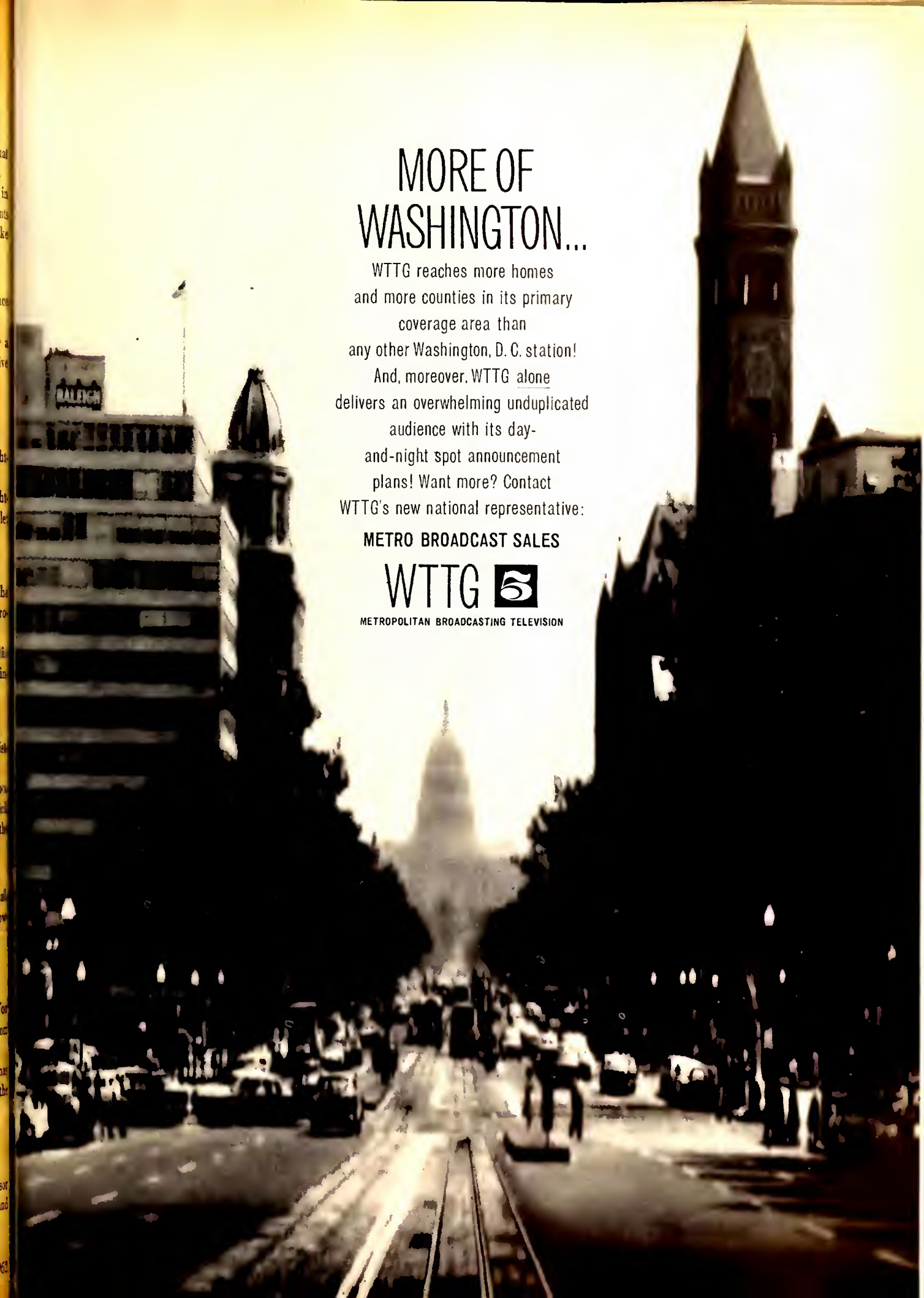
Cost of the package: \$350,000.

If you as a seller of spot are still looking for reassurance about prospects for the full second quarter and the early part of the summer, the latest consensus from key reps would indicate that tv is on the jump and radio on the rise.

Some of the tv reps note that May looks even better than April, which in itself has been moving at a sturdy pace, while the radio reps have been considerably cheered by the fact that some of the latest buys have been of a 52-week nature.

(For more on this and kindred themes see SPOT-SCOPE, page 56.)

**For other news coverage in this issue:**<sup>1</sup> see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 68; and Spot Scope, page 56.



# MORE OF WASHINGTON...

WTTG reaches more homes  
and more counties in its primary  
coverage area than  
any other Washington, D. C. station!

And, moreover, WTTG alone  
delivers an overwhelming unduplicated  
audience with its day-  
and-night spot announcement  
plans! Want more? Contact  
WTTG's new national representative:

**METRO BROADCAST SALES**

**WTTG 5**

METROPOLITAN BROADCASTING TELEVISION

# why paint just the town?



***the Charlotte TV MARKET is First in the Southeast with 595,600 Homes\****

The way some people talk about covering city populations, you'd think the folks in the counties don't count.

The Charlotte City population is a fair two-hundred thousand *but* the Charlotte TV Market population is a walloping first-place 595,600 homes!

We'll add modestly that the WBTV bucket covers 43.4% more TV Homes than Charlotte Station "B." \*\*

Norfolk-  
Portsmouth  
309,000

Louisville  
409,900

New  
Orleans  
418,200

Miami  
556,600


Atlanta  
562,600

CHARLOTTE  
595,600

Compare  
these SE  
Markets!

# WBTV

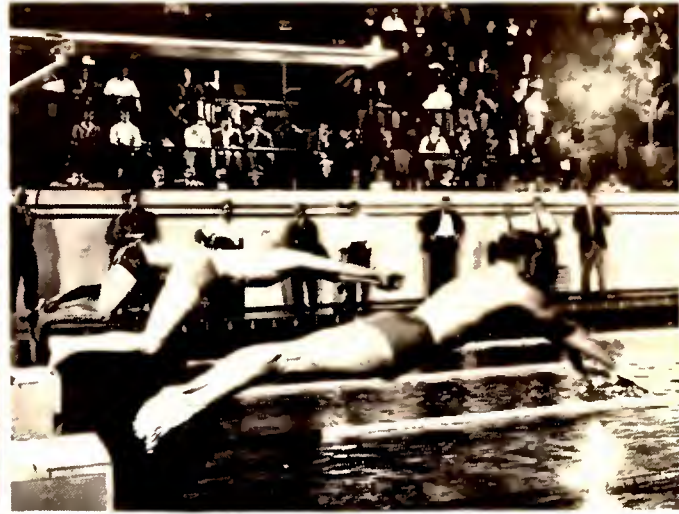
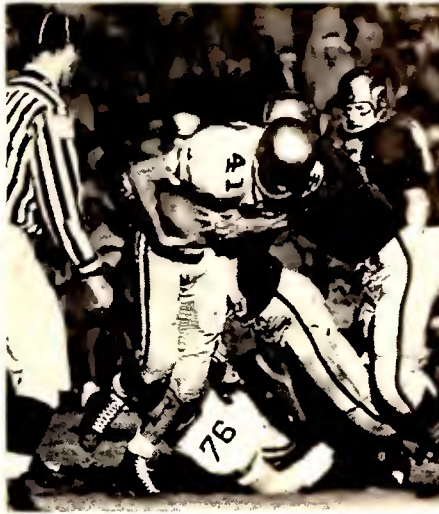
CHANNEL 3 © CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

\*Television Magazine-1962  
\*\*NCS '61-Nightly



Ford tv buy includes parts of NFL, AFL, NCAA football, Sunday Sports Spectacular



# FORD'S \$8 MILLION TV SPORTS BUY

**Automotive giant ups tv budget by \$2 million, concentrates on selective male audiences, in most exciting development of '62-'63 season**

**A**s 1962-63 advertisers and programs make their late spring moves on the tv chessboard, one whopping, concentrated buy stands out: the Ford Motor Company's investment of over \$8 million—the sizeable share of its broadcasting budget—in a single program type, sports. Observers see in this calculated move an excitement and significance no other development of the new season can match.

Most salient points of the buy:

1. While retaining the basic structure of its other network schedules, Ford has increased its 1961-62 budget by some \$2 million, with the distinct possibility of further increase for additional sports buys.
2. While another automotive giant—Chrysler—has certain sports commitments (i.e., one-half of both July All-Star games, one-half of the World

## Ford buy stirs industry: is 'mass' audience a myth, special audience sign of the future?

Series). Ford is virtually sealing off the major season-long football events from any other automobile manufacturer.

3. While at first glance the sports programming chunk might seem a dashing competitive move, it is in reality but another step, however large, in the long-range planning of Ford and its agencies, J. Walter Thompson and Kenyon & Eckhardt.

4. While the phenomenal growth of sports as one of tv's top attractions (in terms of number of telecasts) has hardly gone unnoticed, to date no other block-program purchase has brought it so forcefully home.

5. While identification with sports is hardly new for national advertisers (can you shave with a Gillette without thinking you're Mickey Mantle?), the Ford imprint is decidedly

news. It emphasizes a gradual metamorphosis in the company's media planing, from predominantly general family appeal to more specific male and youth appeal.

6. While certain individual televised sports have continued to grow both in stature and ratings (e.g. professional football, college football), there has been an audience decline in over-all network sports programming since 1958, according to latest Nielsen figures. This audience decline is reflected both in percentages and share of audience. Ford and its agencies, as well as most other industry observers, however, account for this in terms of increased sports-casts aimed at *specific* audiences, with golf, for instance, bringing the total figures down, while particular programs (CBS's *Sunday Sports Spectacular*, ABC's *Wide World of*

*Sports*, for example) enjoy healthy ratings.

The Ford acquisition, extending to all three networks, includes the following: three-eighths of the National Football League schedule (professional football) on CBS TV (six minutes per week as against four minutes per week last season); one-fourth of the NCAA games on CBS TV, of which Ford had none last year; one-fourth of the NFL championship game on NBC TV; two-fifths of the hour-and-a-half *Sunday Sports Spectacular*, which begins on CBS at the conclusion of the NFL season; all for the Ford division; and one-fourth of the AFL schedule on ABC TV for the Lincoln-Mercury division. In addition, local Ford dealers and dealer associations will be conspicuously active in the sponsorship of local and regional sports programs.

This particular area, says R. E. (Buck) Buchanan, vice president and tv group head of J. Walter Thompson, attracted Ford three years ago because of its obvious correspondence



SPORTS BUYS for Ford division of Ford Motor Co.—buys extending to all three networks—are reviewed by members of Ford planning group at J. Walter Thompson: (l-r), Harold Veltman, head timebuyer; R. E. Buchanan, v.p. and tv group head; Barry Frank, asst. group head



**LIVELY**—that's the key word in Ford's promotions, as this tv commercial from its 'Lively Ones' campaign shows. Company's sports schedule is extension of 'lively, exciting' approach

to the company's advertising climate. Sports offered not only a high proportion of men; it offered a high proportion of men in upper income groups. Even more important, it offered a considerable audience of young men, the war-babies-grown-up, those to whom much of the Ford message was being directed.

Initial successes broadened the client-agency view that a sports atmosphere was excellent for presenting Ford automobiles. As Eldon (Hap) Hazard, radio/tv supervisor of the company's Detroit office remembers. "We realized that sports' excitement, the feeling of reality and immediacy, and certainly of activity, were perfectly fitted to our then-current promotions as well as those in the planning stages." Or, as Edward J. Rodgers, broadcast supervisor of the Ford Division, puts it: "Where the viewer *participates* in



'ACTIVITY in sports fits our own promotions': Edward J. Rodgers, Ford's bdcst. supvr.

what he's watching, you've established an empathy few tv vehicles afford."

Conspicuous in Ford's over-all effort to match campaign to program is its "Lively Ones" campaign for the introduction of the company's '62½ models. The basic liveliness of popular sports made an ideal background for the current campaign (i.e., "Ford dealers are the *liveliest* sports in town." "The '62½ models are the *liveliest*," etc.), which may well be carried over into the '62-'63 season.

"Too," says James Luce, vice president and media director of JWT's Detroit office, "the sports environment lends itself to limitless promotion possibilities." Cited particularly are the Thunderbird golf tournament, which Newark, N. J. Ford dealers established in their own area and which NBC TV will carry 10 June—sponsored in full, to no one's surprise, by the Ford Division and its Newark area dealers; and last year's "Punt, Pass 'n Kick" contest, tying in with NFL sponsorship. This latter promotion, which in many ways has set a pattern for Ford's future tie-ins with sports programs, had

(Please turn to page 44)



'EMPATHY is viewer reaction to sports': Eldon Hazard, r'tv supvr., JWT, Detroit

# YOU'RE WRONG, MR. MINOW,

➤ Stephen Labunski, WMCA, New York, offers vigorous refutation of FCC Chairman's NAB radio speech

➤ Veteran broadcaster challenges both Minow's facts and ideas on radio in address to Wilkes-Barre ad club

*Last week, on 2 May, the Advertising Club of Wilkes-Barre, Pa., heard one of the most outspoken attacks ever delivered by a broadcaster against an FCC Chairman. The speaker was Stephen Labunski, executive vice president and general manager, WMCA, New York. The attack was on Chairman Newton Minow's NAB radio speech given at the convention in Chicago, 1-4 April. Here is Labunski's address in full.*



REBUTTAL to FCC given by Stephen Labunski, exec. v.p. and gen. mgr., WMCA, N.Y.

**Y**ou can take the same set of facts and put different interpretations on them. There was a story doing the rounds during the last Olympic Games about the two-man foot race between the Russian and the American, which the American won. The Soviet press, however, acclaimed their athlete as a great hero, explaining that while he had come in second, the American had run next to last.

I am afraid that the Chairman of the Federal Communications Commission suffers a little from the same malady, although obviously not for the same reasons. He does, however, take a set of facts about radio and, in a speech before the National Association of Broadcasters on 3 April, draws some mighty peculiar conclusions. Mr. Minow quoted some figures on radio homes and radio usage which people in the industry found hard to understand. He said, among other things, that in 1961 we had 50 million radio homes, but that sets in use during the day averaged 9 per cent, thereby reaching 4,500,000 homes; and during the evening sets in use averaged only 6 per cent, reaching 3 million homes. I have asked a number of people since then, including experts in the research business, where he might have gotten such a set of figures. Nobody seems to know. Most likely, these are Nielsen figures on per-minute averages, but whatever the case, they greatly distort the true picture of radio listening today. Assuming that the source is Nielsen, this same source says that radio reaches more than 47½ million different U. S. homes each week—almost 39 million homes every day during the daytime, and 24½ million homes every eve-

ning. At any given moment a typist is using only one finger with which to hit a key, but no one measures a typist's performance by anything except the use of all ten fingers. In effect, the Chairman views radio in about 1/10th of its true dimensions, and it is not surprising, therefore, that this has led him to some strange conclusions.

The FCC Chairman, however, did concede that some outside listening took place and that, in fact, radio had spread to the kitchen, the bedroom, the workbench, the office, the automobile, the fishing camp, and the mountain trail. The one place radio, with its undeniably universal accessibility, has not reached is the hallowed halls of the Federal Communications Commission—judging by things which FCC spokesmen have periodically said about the medium.

In comparing the use of television to the use of radio, Mr. Minow spoke of the "massive section of the mass audience (which had) deserted radio for television." Here he made the old mistake of assuming that every viewer acquired by television was necessarily a listener lost to radio. Perhaps Mr. Minow himself has stopped listening to the radio and has become a television viewer only, but there is a great deal of evidence that this is not the case with other people. Many of the same people do some television viewing, some radio listening, some newspaper reading—attending one communications medium does not preclude some overlap in viewing-listening-reading habits.

Mr. Minow spent a good deal of time lamenting the prolific growth of radio stations in the last 15 or 16 years. His figures are doubtless correct when he says that in 1946 there were 996 am stations excluding those owned and operated by the networks, and that in 1960 there were 3,451 such am stations. But instead of concluding from this that the American people were currently being served by a great variety of radio programs and that the listener might

# SAYS A RADIO BROADCASTER

## Labunski sees danger if radio men follow Minow

***“If radio broadcasters are in as much trouble as Mr. Minow says they are, and if they now follow his implied program suggestions and stay away from the things he apparently doesn’t like, they are almost guaranteed to have more trouble than before. You may consider it unfortunate or not, but the American people simply do not listen to a radio station for program ‘categories’ which look good on paper in Washington, D. C., headquarters of the FCC. The people who listen to radio, far more than Mr. Minow imagines—and probably for different reasons—have various choices, among which is the ever-present one of being able to turn their radios off completely.”***

therefore be richer in choices than he had ever been, Mr. Minow immediately went from this statement to the conclusion that the quality of radio services had been seriously impaired by the over-abundance of radio stations. This is a strange conclusion for Mr. Minow, who has been a prime advocate of greatly expanding the number of television stations in this country for the express purpose of broadening viewer choices and improve programing through the pressure of competition.

The situation he is advocating for television exists with a vengeance in radio; yet, his conclusions about radio are largely couched in negative terms and critical stereotypes with hardly a reference to the industry’s ability to flourish during the years of television’s greatest expansion and without recognizing those qualities of the radio business which provide a seemingly endless supply of men and women who would like to get into radio despite the known economic

hazards which cause one-third of the industry to swallow red ink every year. The FCC Chairman is mystified by this phenomenon: “. . . but we are finding that in our competitive system radio stations seem to have no mortality rate,” he says, “. . . few radio stations ever decide—voluntarily—to leave the air. Radio stations do not fade away; they just multiply.” I have known this a long time but find it not at all puzzling. It simply means that there are a large number of ambitious and enterprising people in our country who are anxious to undertake one of the most exciting and potentially rewarding careers open to them—the radio broadcasting business—combining, as it does, the satisfactions of communicating with an audience, playing a vital role in one’s community, and engaging in a highly competitive business enterprise in which the financial rewards for success can be substantial.

Furthermore, if you truly believe

in private enterprise, you welcome the competition of new ideas and of an ever-widening market. The fruits of private enterprise, as they apply to radio, make Mr. Minow cringe as he describes his reaction to radio stations: “dull, dreary, full of decay and desolation . . . wild as a hurricane—blasting off continually with an insane symphony of sound and fury—signifying *what?* . . . plagued by too many bills, too few accounts, and too little audience? . . . destined to sink into a rut of raunchy records, tasteless chatter by adolescent disc jockeys, and rip-snorthing, inaccurate news reports?” If this is his total impression of radio, Mr. Minow has not done very much representative listening; instead, he has been content to let a well-known critic of radio supply him with his philosophy and, indeed, his choice of words.

What is an “insane symphony of sound and fury,” Mr. Chairman?

What is a “rip-snorthing, inaccurate  
(Please turn to page 44)



**METALS & Materials** winner is Alcoa commercial for 'Pilfer Proof Wine Caps.' Agency: KM&G, Pgh. Producer: Producing Artists, N.Y.



**BAKED GOODS & Confections** winner, Nabisco 'Oreos' also won citation for direction. Agency: Mc-E, N.Y. Producer: Morris Engel, N.Y.

# 1961's TOP TV COMMERCIALS

➤ Upgrading of drugs' commercials, emphasis on "documentary" approach noted among winners announced last week in third American Tv Commercials Festival

Last week some 150 awards sifted from 1,254 entries were passed out to agencies, advertisers, and production firms for excellence in television commercials at the third annual American Tv Commercials Festival.

Cited for best in product classification as well as in a number of other categories, Chevrolet, Alcoa, Autolite, Pepsi, and AT&T emerged with the most mentions.

• Chevrolet had the most honors, picking up 11 awards. The most outstanding Chevrolet commercial, entitled Corvair "Swamp," walked off

with these top awards: best automobiles, best color cinematography, and best demonstration.

Agency for the "Swamp" commercial is Campbell-Ewald, Detroit; producer, Woodburn & Walsh, Coral Gables, Fla.

Another Chevy commercial, "Road Signs," was the winner in best musical scoring. Agency is C-E, and the producer On-Films, Princeton, N. J., and New York.

Chevrolet also won in "best videotape production" with its "Anniversary Album Offer" commercial.

Agency is C-E, and the producer, NBC TV, Burbank, Cal.

Alcoa had 8 awards, including four "bests." An Alcoa series, "Qualities of Aluminum" was voted both the best series (regardless of product) and the best black and white cinematography. The same series was "also cited" (but not first) in these other categories: best copy, best musical scoring, best editing. The series was prepared by Fuller & Smith & Ross, Pittsburgh. Production company was On Films, Princeton, N. J., and New York. (Please turn to page 49)

**CIGARS & Cigarettes** winner is Winston 'Match Folder' Commercial, R. J. Reynolds. Agency: Wm. Esty, N.Y. Producer: Pelican Films, N.Y.



**BANK** category's top commercial is Bank of America's "Bankamericard No. 1." Agency: Johnson & Lewis, S.F. Producer: FilmFair, Hywd.



## Award-winning commercials voted 'best in product category'

CATEGORY	PRODUCT	ADVERTISER	AGENCY	PRODUCTION COMPANY
Series	Aluminum	Alcoa	F&S&R	On Film, Princeton, N. J.
Apparel	Sweaters	DuPont	BBDO	Elliot, Unger & Elliot, N.Y.
Appliances	Coffeemaker (Home)	G.E.	Maxon	Elektra Film Prod.
Appliances	Copier (Office)	Xerox	PKL	Elliot, Unger & Elliot, N.Y.
Automobiles	Corvair	Chevrolet	C-E	Woodburn & Walsh, Cl. Gables
Auto Accessories	Autolite batteries	Electric Autolite	BBDO	Sarra
Baked Goods	Oreos	Nat'l. Biscuit	Mc-E	Morris Engle
Baking Mixes	Yellow cake	Pillsbury	Burnett	On Film, Princeton, N.J.
Banks	Bankamericard #1	Bank of America	Johnson & Lewis	FilmFair, H'wood
Beers, Wines	Piel's beer	Piel Bros.	Y&R	Columbia Screen Gems, H'wood
Cereals	Corn flakes	Kellogg	Burnett	MPO Videotronics, L.A.
Cigars, Cigarettes	Winston cigarettes	R. J. Reynolds	Esty	Pelican Films
Cleansers, Waxes	Windex	Drackett	Y&R	MPO Videotronics, N.Y.
Dairy & Margarines	Pie Crust	Amer. Dairy	C-M	Sarra
Coffee, Tea	Instant Maxwell House	Gen. Foods.	B&B	Television Graphics
Cosmetics, Toiletries	Nail polish, lipstick	Max Factor	Carson/Roberts	FilmFair, H'wood
Gasolines, Lubricants	Texaco	Texaco	B&B	Filmways, N.Y.
Gift Items	Kodak film	Eastman Kodak	JWT	Filmways, N.Y.
Home Furnishings	Steel sinks	U.S. Steel	BBDO	On Film, Princeton, N.J.
Institutionals	Workability	Alcoa	F&S&R	WFAA-TV, Dallas
Insurance	Allstate	Allstate	Burnett	Ferro, Mogubgub, & Schwartz, N.Y.
Laundry Soaps	Ivory Snow	P&G	B&B	On Film, Princeton, N.J.
Media	N.Y. Herald Tribune	N.Y. Herald Tribune	PKL	Videotape Prods., N.Y.
Metals, Materials	Alcoa Pilferproof Wine Caps	Alcoa	KM&G	Producing Artists, N.Y.
Packaged Foods (tie)	Chun King chow mein	Chun King	BBDO	Freberg, H'wood
	Skippy peanut butter	Best Foods	GB&B	Quartet Films, H'wood
Paper Products	Scott (all)	Scott Paper	JWT	On Film, Princeton, N.J.
Pet Products	Sergeant's Flea, Tick Spray	Polk Miller	N.W. Ayer	Group Productions, Detroit
Pharmaceuticals	Band-aid	Johnson & Johnson	Y&R	On Films, Princeton, N.J.
Public Service		S. Cal. Cancer Center	FC&B	Cascade Pictures of Cal.
Soft Drinks	Pepsi-Cola	Pepsi-Cola	BBDO	Television, N.Y.
Toys	Horse	Mattel	Carson/Roberts	Lou Lilly Prod., N.Y.
Travel	Greyhound bus	Greyhound	Grey	WCD, N.Y.
Utilities	Telephone	AT&T	N.W. Ayer	Pintoff Prods., N.Y.



**POTPURRI** of music format was scrapped by KTHT, Houston, with signing of Mars Broadcasting's new program service, Demand Radio, last month. Here with John G. Johnson (l), chmn. of the board, Demand Radio 79 (formerly KTHT) is Stanley N. Kaplan, exec. v.p., Mars Bdcstg.

Part two of two parts

## RADIO'S CHANGING SOUNDS

➤ Radio formats, long under the image of top 40-ism, are once more in revolution; a report on the new programing, and how and why stations are making the big switch

*In the constant struggle to keep itchy-fingered dial switchers from fracturing rating scores, program formats in radio stations everywhere are undergoing a bit of reshuffling. Last week, in the first part of this two-part story, SPONSOR related some of the programing changes which took place recently in the nation's number one market, New York. In the article below, SPONSOR examines similar programing changes in stations in other parts of the country.*

**F**ive weeks ago, fed up with its programing format—a potpourri of music, “everything but rock ‘n’ roll”

—Houston's KTHT, scrapped its old set-up and took on a new programing service, Demand Radio. Even the call letters were set aside and Demand Radio 79 (the station's dial number) was adopted.

A creation of Mars Broadcasting, Stamford, Conn., the service feeds the station a 24-hour flow of smooth, uninterrupted programing of music, community features, public service. The music involves the original renditions of the hits of all time; only those records which sold millions of copies.

Although the new service is costly, public and advertiser reaction to De-

mand Radio 79 is summed up by the station's vice president and general manager, Charles W. Brunt: “Demand Radio is a winning combination of the right kind of music—with the guess-work taken out—and immaculate production techniques.”

Since everything except news reports are pre-taped, the new programing service, Brunt says, eliminates the risk of unexpected “fluffs” and presents instead a smooth, professional performance.

Material for community features and public service announcements is dispatched to Mars Broadcasting where it is taped by high-



priced talent not available with local budgets. The result, says Brunt, is that of a smooth-running operation unmarred by slips and delivered by top-notch performers.

Demand Radio did not mean a cut-back in station personnel. As a matter of fact, says Brunt, the station is expanding its staff to do a more thorough job of researching and preparing material for program features.

Although it is too early to weigh the success of the new programming concept via rating figures, sales figures show a gain. The first month showed a 30% hike in sales over the last month of its previous format.

New accounts, local and national, have signed up with Demand Radio 79. Among them: Frizzell Pontiac, Culligan soft water, Guardian Maintenance, Richardson Chevrolet, Gibraltar Savings, Weingarten's, James Bute paints, GMC (Fisher Body), Eljer Plumbing, Texas National Bank, Vermont Maid syrup, Site Oil, Patty General Tire, Busch Bavarian beer, 7-Up, and Gulf Oil, and several local political candidates. Renewals included Delta Airlines and Boyd Mullen Chevrolet.

Listener acceptance is measured by mail which poured into the station from adult listeners.

A total of \$30,000 is currently being spent to acquaint the Houston area with the new format. Although the station complies with FCC regulations for identification of a station's call letters at least twice per hour, the station prefers to be known as Demand Radio 79. The name was changed at the post office and everyone urged to address them thus.

To accomplish this, the station enlisted the aid of the following promotions: saturation schedules on Demand Radio 79; \$10,000 expenditure in daily and weekly newspapers; 100% showing on 24-sheet billboards; painted billboard spectacles; ad carts in Houston's top 50 supermarkets; prime time tv saturation schedules; bus cards in all 418 Rapid Transit buses; trailers in 35 indoor and outdoor movie theatres in Houston; messages imprinted on some two million Carnation milk cartons; and on-the-air promotions and contests.

In Indianapolis, last year WFBM decided to do away with its rock 'n' roll format in favor of "better music." Reports from the station indicate that on the local level, the sales picture is an extremely healthy one, and ratings point out that the change-over philosophy was sound.

"In two recent local rating surveys," says a station spokesman. "WFBM placed number one." WFBM's new programming format, known as "The Wonderful Sound of Music," features tunes familiar to listeners, recorded by leading artists. The bulk is album music. Some late single releases are used if they fit into the format.

Another station that recently dropped rock 'n' roll is Albany, N. Y., station WROW. The "Beautiful Music" format, reports the station's general manager, Robert Peebles, has received accolades from listeners and advertisers.

Says Peebles, "in addition to immediate increases in Hooper and Pulse ratings, we received an unexpected bonus of more than 1,000 cards and letters from listeners throughout our coverage area."

Just one month ago, Detroit radio station CKLW, in an effort to attract more adult listeners to nighttime radio, departed radically from their usual top 40 fare and went country-western from 7:30 p.m. to midnight.

The reasoning behind the change-over, according to a station spokesman: "Country-western enthusiasts are mainly in the 35-to-40 age group and of a higher income bracket. Country-western music is considered the folk music of America—the prime reason for its popularity among the intelligensia. In fact, some of its biggest fans are university professors."

For CKLW, this reasoning apparently is paying off. According to reports, after only one month of this type of programming, the mail reaction has been excellent and on the agency level, sales have gained considerably.

From an advertiser—Tommy Edwards' DeeJay Record Shop in Cleveland, Ohio—who ran three 10-second spots starting at 7:30 p.m. for one week, came enthusiastic reports of some 212 requests for his catalog in three days. A recent station pro-

## Here's how a station promoted its new format



NO BETTER way to reach the masses than by subway, was reasoning behind Boston radio station WNAC's subway poster campaign spotlighting new programming. Nine different two-sheet posters were exposed to half a million people each day for a period of three months

motion brought 3,872 postcards during a five-day period from listeners requesting albums they would like to hear played on the new country-western program.

While many radio stations manage to wriggle out of their rock 'n' roll garbs with success, a radio station which prefers not to be identified is experiencing an about-face. The story is one of frustration. Here's how the station manager tells it:

"'But you're a teenage station!' said the timebuyer at a New York agency when our rep salesman and I asked why our station was not included in the latest 'three-deep' buy for one of his clients. 'But look at the ratings, the cost-per-1,000, and, even with a large teen factor, we deliver more adults than the number three and number four stations combined,' protested the rep salesman.

"With an average of better than 27% of the audience in Pulse and around 36% in Hooper, we lost the business. And it wasn't the first time. A lesson learned, we took to rotating audition tapes and airchecks to prove we had an adult sound. More albums were used, emphasis was put on our news and public affairs, and we used our most adult voices in cutting these tapes the agencies would hear as representative of our station. The device worked some of the time, but not always.

"But even with the business we lost by being a 'formula' station, we still enjoyed a good deal of national spot. We were informed, however, that this business was placed 'in spite of the fact you are the teen-age station.' Seeking a way to combat what Madison Avenue calls a bad image, we began an intensive study to determine if we should change our programming. The reaction we got from timebuyers, both locally and nationally, indicated we should.

"Our one mistake was monumental. In our enthusiasm we forgot to test the tenor of our own audience. But we did talk with agency people. Timebuyers tell you they do extensive research on the markets they buy for their clients. And they tell you they are looking for the adult audience. And they tell you they are not

interested in the teenage market. Several months ago we changed our top 40 format to new and different programming. Shortly after our change, one of our competitors in this multiple-station market changed to top 40.

"Result for us: disaster. Our ratings went down. The top 40's went up. National spot business dropped off more than 80%. Even some of our faithful local advertisers who had been with us for years either cut back or did not re-new. And what were we programming? Just what the agencies and timebuyers said they wanted. First we joined the network to get the prestige of net news coverage and big name commentators. We upgraded an already good local news and sports department. We added talk features and featurettes. We hired more adult-sounding announcers. And we changed the music to pop standards.

"Our friend at the top 40 station began to get the accounts that no longer bought us. In fact, he got so much he had to multiple-spot and play competitive accounts almost back-to-back.

"What's our next move? Frankly we'd love to continue with our present programming. It sounds great! And it fulfills all the high standards of the NAB, the FCC, the agencies, and dedicated broadcasters have been talking about it for years. But we can't go hungry. We do know we can get the ratings again by switching back to top 40.

"On the other hand, we would go back to arguing with timebuyers about teenage image and rock 'n' roll. We would lose any prestige we may have gained and we would have to swallow large chunks of pride. Perhaps it is better to eat pride on the half-shell than to eat nothing at all."

In Boston, veteran radio station WNAC, after years of trying first one style and then another, now is settling down to a good working format. From 1954 to 1969 WNAC stayed with what is known as "Easy Listening." The station later switched to "Radiant Radio—" a top 40 with "definite-beat music." After six or eight months WNAC became a mid-

*(Please turn to page 52)*

## SPOT TV

► **Billings up only 2.3%**  
**TvB reports: Cash points to high talent cost in part; Wrigley gum the brand leader**

**S**pot television billings made the slightest increase on record during 1961, it was revealed in Television Bureau of Advertising estimates released today (7 May).

The figures, compiled by N. C. Rorabaugh Co., show \$617,398,000 in national and regional spot tv gross time billings. This is an increase of 2.3% over the \$603,294,000 billed in 1960. Increases in other years have been: 7.6% (1960), 18.3% (1959), 14% (1958), 12.9% (1957).

"One of the strongest influences," said Norman E. (Pete) Cash, TvB president, in explaining the low increase, "is talent costs for commercials. No doubt, a few members of the involved unions had substantial incomes, but many more who might have been employed regularly have been priced out of work. Agencies are reporting as much as a 50% increase in talent charges due to high residual costs which can only reduce further the number of people employed in the making of television commercials."

Wrigley chewing gum was the leading brand advertiser, with gross time billings of \$10,098,750. Other leading brands with billings of \$5 million or more were Wonder Bread, (\$6,155,680; Coca Cola, \$5,837,900; Kellogg dry cereals, \$5,829,050; and Maxwell House coffee, \$5,290,570.

Advertisers which spent more than \$20,000 on spot numbered 1,246 compared with 1,285 in 1960, a drop of 3%.

The major share of expenditures was spent on minute announcements, which received \$475,072,000 or 77% of the total. I.D.'s had billings of \$65,530,000, or 10.6%, and programs, \$76,796,000, or 12.4%.

Food and grocery products were the largest product classification with billings of \$170,988,000, followed by

# 1961 GAIN LOWEST ON RECORD

cosmetics and toiletries at \$59,803,000; ale, beer and wine at \$52,667,000 and household laundry products at \$48,185,000.

Largest advertiser in the medium

was Procter & Gamble, \$56,704,290. Lever Brothers at \$18,976,870. General Foods at \$17,856,170 and Colgate-Palmolive at \$14,989,170 were among the other leaders.

In spending by product categories, 17 of 32 groups were down in expenditures from the year 1960, while 14 of them were up.

The most notable gain was made

## Top 100 national and regional spot tv advertisers—1961

Advertiser	Expenditure	Advertiser	Expenditure	Advertiser	Expenditure
1. Procter & Gamble	\$56,704,290	34. Jos. Schlitz Brewing	3,353,160	67. Pacific Tel. & Tel.	1,757,550
2. Lever Brothers	18,976,870	35. Ford Motor Co., Dealers	3,329,700	68. Vic Tanny Enterprises	1,732,070
3. General Foods	17,856,170	36. Canadian Breweries	3,216,180	69. Atlantic Refining	1,712,290
4. Colgate-Palmolive	14,989,170	37. General Motors Dealers	3,165,920	70. C. Schmidt & Sons	1,669,820
5. Coca-Cola/Bottlers	10,745,140	38. Sterling Drug	3,008,580	71. Sun Oil	1,646,550
6. William Wrigley	10,098,750	39. Carnation	2,979,480	72. Wander	1,599,690
7. Bristol-Myers	9,586,450	40. Welch Grape Juice	2,930,970	73. Ward Baking	1,589,370
8. Standard Brands	8,752,320	41. Humble Oil	2,884,190	74. A&P	1,585,970
9. American Home Products	8,713,090	42. Simoniz	2,846,360	75. John Morrell	1,583,220
10. Continental Baking	8,535,930	43. Liggett & Myers	2,845,350	76. Beech-Nut Life Savers	1,572,580
11. P. Lorillard	8,003,050	44. Pharmacrast	2,767,730	77. Golden Press	1,539,140
12. Miles Laboratories	7,636,790	45. Quaker Oats	2,754,440	78. National Biscuit	1,529,570
13. Philip Morris	6,374,160	46. United Vintners	2,731,060	79. J. Nelson Prewitt	1,526,880
14. Corn Products	6,126,570	47. U.S. Borax & Chemical	2,603,750	80. General Electric	1,503,080
15. Kellogg	5,978,780	48. Richardson-Merrell	2,594,400	81. Consolidated Cigar	1,484,540
16. International Latex	5,323,280	49. Falstaff Brewing	2,555,760	82. Coffee Growers of Col.	1,465,180
17. Alberto-Culver	5,150,090	50. American Chicle	2,549,530	83. Schaefer Brewing	1,450,440
18. Gillette	5,062,430	51. Hills Bros. Coffee	2,543,510	84. Greyhound	1,444,240
19. J. A. Folger	4,735,150	52. Andrew Jergens	2,540,400	85. Standard Oil (Cal.)	1,440,660
20. Nestle Co.	4,718,820	53. R. J. Reynolds	2,299,740	86. Pearl Brewing	1,410,920
21. Lestoil Products	4,662,670	54. E. & J. Gallo Winery	2,195,310	87. Piel	1,409,790
22. Avon Products	4,540,460	55. American Oil	2,134,330	88. National Dairy Products	1,406,960
23. Anheuser-Busch	4,535,130	56. Phillips Petroleum	2,064,900	89. Swift	1,403,740
24. Pepsi-Cola/Bottlers	4,336,350	57. Theo. Hamm Brewing	2,058,460	90. Helena Rubinstein	1,393,650
25. General Mills	4,272,080	58. Pillsbury	2,049,150	91. M. J. B.	1,388,180
26. American Tobacco	4,237,670	59. North American Phillips	2,045,830	92. Chrysler Dealers	1,356,680
27. Warner-Lambert	4,183,090	60. Norwich Pharmacal	2,001,210	93. General Motors	1,355,560
28. Hunt Foods	4,166,380	61. Scott Paper	1,971,020	94. Safeway Stores	1,354,630
29. Carter Products	3,872,170	62. Ralston Purina	1,959,940	95. Chesebrough-Pond	1,353,090
30. Food Manufacturers	3,682,270	63. Louis Marx	1,883,810	96. Pan-Amer. Coffee Bureau	1,340,930
31. Pabst Brewing	3,508,490	64. Maybelline	1,866,060	97. Liebmann Breweries	1,326,700
32. Brown & Williamson	3,464,840	65. Deluxe Reading	1,841,780	98. Plough	1,318,910
33. Campbell Soup	3,366,570	66. Helene Curtis	1,763,010	99. Ex-Lax	1,310,020
				100. Pet Milk	1,305,910

Source: TVB-Rorabaugh

by the sporting goods, bicycles and toys category, which nearly doubled its spending in 1961, adding \$5,420,000 to its spot tv expenditures. Toys alone spent \$10,805,000 last year accounting for the greatest increase within this category.

Other categories with gains in 1961: Ale, beer and wine, up \$3,889,000; Confections and soft drinks, up \$5,235,000; cosmetics and toiletries, up \$3,180,000; Dental products, up \$5,430,000; foods, up \$5,800,000; household laundry products, up \$3,277,000; household paper products, up \$1,054,000; and transportation and travel, up \$722,000. (For 1961 figures, see chart below.)

Automotive registered the most significant drop in spot tv expenditures last year. This category decreased its expenditures \$5,222,000 from the 1960 figure, \$22,276,000.

Losses were shown in these other categories: Tobacco products and

supplies, off \$949,000; Agriculture, down \$651,000; clothing, furnishings, off \$3,307,000; drugs, down \$2,550,000; gasoline, lubricants, down, \$2,592,000; household cleansers, off \$7,770,000; household appliances, down \$1,999,000; household furnishings, down \$722,000; and watches, jewelry, cameras, down \$1,694,000.

Among advertisers, Lever Bros. moved into second place, replacing General Foods, which moved down to third. Lever increased its spot expenditures \$2,441,870 over 1960; General Foods spot billings dropped by \$681,000 during the same period. (For 1961 figures, see chart, previous page.)

Colgate-Palmolive remained in fourth spot, in spite of an increase of \$3,570,170 compared with 1960. Bristol-Myers dropped from fifth place in 1960 to seventh in '61, with a \$582,550 decrease in spot outlays.

Among the more spectacular jumps

in expenditures was the case of Coca-Cola and its bottlers, which more than doubled 1960 expenditures, increasing by \$5,911,750 to take fifth place behind Colgate-Palmolive. Pepsi-Cola added \$1,217,350 to its spot tv expenditures in 1961, actually surpassing Coke's 1960 spending, but still some \$5 million behind in 1961.

Alberto-Culver sprang into position as the top advertiser in the cosmetic, toiletries field, more than doubling its expenditures with a \$3,908,000 gain over 1960 to move into 17th position. By contrast, Avon advanced by only \$500,000. Revlon did not appear in the top 100 advertisers.

In tobaccos, Philip Morris moved into second place behind P. Lorillard which led in both years in this field. Philip Morris added \$1,977,570 to its billings in spot during 1961. Brown & Williamson registered a sizable drop in spending of \$4,321,160 during 1961.

## How much was spent in spot by product categories—1961

Classified	Expenditures	Classified	Expenditures
Agriculture	\$ 1,191,000	Household appliances	4,756,000
Ale, beer & wine	52,667,000	Household furnishings	2,027,000
Amusements, entertainment	1,722,000	Household laundry products	48,185,000
Automotive	17,054,000	Household paper products	7,217,000
Building material	2,081,000	Household, general	6,073,000
Clothing, furnishings	10,107,000	Notions	105,000
Confections & soft drinks	39,083,000	Pet products	8,166,000
Consumer services	18,702,000	Publications	3,082,000
Cosmetics & toiletries	59,803,000	Sporting goods, bicycles, toys	10,979,000
Dental products	16,868,000	Stationery, office equipment	680,000
Drug products	44,143,000	Tv, radio, phonographs	707,000
Food & grocery products	170,988,000	Tobacco products & supplies	29,737,000
Garden supplies & equipment	787,000	Transportation, travel	4,873,000
Gasoline & lubricants	21,746,000	Watches, jewelry, cameras	2,732,000
Hotel, resorts, restaurants	490,000	Miscellaneous	6,843,000
Household cleaners	23,804,000	<b>TOTAL</b>	<b>\$617,398,000</b>

Source: TVB-Rorabaugh



**DOUBLING** of sales figures for Casite after year of sponsorship of *Paul Harvey News* on ABC Radio, led to sponsorship renewal, says Hastings ad mgr. Marsh H. Cook shown standing (l) with Paul Harvey and wife. Point of purchase such as display rack (r) was offered dealers

## New CASITE Display Rack FREE with 28 Can Purchase

Put this profit-producing merchandiser to work for you ... to get more sales!

• This is a new product that will help you get more sales. It is a point-of-purchase display rack for Casite products. It is a new product that will help you get more sales. It is a new product that will help you get more sales.

The new product will help you get more sales. It is a new product that will help you get more sales. It is a new product that will help you get more sales. It is a new product that will help you get more sales.

• The new product will help you get more sales. It is a new product that will help you get more sales. It is a new product that will help you get more sales. It is a new product that will help you get more sales.

• The new product will help you get more sales. It is a new product that will help you get more sales. It is a new product that will help you get more sales. It is a new product that will help you get more sales.

Here's how you get it...

**YOU BUY**  
28 cans of any of the new Casite products (Leak-Stop, Fast-Stop, 3-C, Smooth Seal, Motor Hoop, or Tune-Up) at your regular price. (The 28 cans of any of the new Casite products are guaranteed for one year.)

**YOU GET**  
The new profit-producing display rack absolutely FREE.

**YOU SELL**  
The Casite products at suggested price, making your full profit on 28 cans.

Casite Division  
HASTINGS MANUFACTURING COMPANY • HASTINGS, MICHIGAN  
Casite Additives, Piston Rings, Oil Filters, Spark Plugs

# RADIO DOUBLES CASITE SALES

- Radio net proves eye-opener for longtime trade paper advertiser specializing in automotive equipment
- Success of initial 13-week trial campaign leads to 52-week full time sponsorship for Casite additive maker

**W**hen it comes to putting across effectively the merits of nuts and bolts items, network radio is proving a convincing factor. This was pointed up with considerable force early this spring when Hastings Manufacturing, maker of automotive replacement parts, shelled out nearly a quarter-million dollars and signed up for its third consecutive year on ABC Radio.

A comparative newcomer to air media, the Hastings, Mich., manufacturer first tried radio in the spring of 1960 with co-sponsorship—on a 13-weeks trial basis—of ABC's *Paul Harvey News*. Prior to that time, ads in the *Saturday Evening Post* and

various trade publications gave the Hastings its only means of consumer and dealer exposure.

The results of the first attempt to peddle wares via the radio route—results which provided the basis for a continued and full sponsorship of *Paul Harvey News* on a 52-week schedule—were outstanding. According to Hastings' ad manager, Marsh H. Cook, "The 1961 sales were almost double 1960 sales, and sales for the first quarter of 1962 are more than a third greater than the similar period in 1961."

The continuing fast rate of growth, according to Cook, is directly attributable to the radio campaign.

"While new products also influenced last years' sales picture, we feel that Paul Harvey airing Casite messages daily on ABC Radio was a substantial factor in our 1961 success story."

A daily, Monday through Friday, five-minute capsule report, *Paul Harvey News* is heard over 270 stations in 48 states. Broadcast time (E.D.T.) is 6 p.m.

Although Hastings manufacturers a number of automotive replacement parts—piston rings, oil filter cartridges, spark plugs, service tools—the radio advertising features the company's Casite additives.

Since 1940, Casite has been a nationally advertised "tune-up in a can" sold at automotive wholesalers. Until recent years, Casite was a singular product. Now the name covers a family of six under-the-hood chemicals to cure minor engine ills.

Company enthusiasm for the Paul Harvey delivery runs high. Reports ad manager Cook: "Paul Harvey's (Please turn to page 52)



**MEDIA MEN** (l-r) Martin Herbst, Sam Vitt of DCS&S see Daytona, Fla., Standard-Triumph dealer David Ruggles in "advance market" study

Part two of two parts

## DCS&S' NEW BUYING CONCEPT

### Metro rankings with findings differ

Market	Metro area rank	Television area rank	DCS&S "advanced" rank
Hartford	34	13	11
New Haven	39		
Springfield	53		
Seattle	19	19	16
Tacoma	79		
Baltimore	12	21	20
New Orleans	27	38	36
Norfolk	48	43	34
Newport News	115		
Greensboro	107	46	39
Winston-Salem	132		
Orlando	79	76	41
Daytona Beach	185		

Rankings of DCS&S may give Norfolk-Newport News, Greensboro-Winston-Salem, or Orlando-Daytona same relative importance of a New Orleans market

Agency picks "advanced" markets based on major changes in an area's living pattern, population explosion

Last week, the Flying Task Force team from Doherty, Clifford, Steers and Shenfield, reported on the results of its own "Test Market" tour through the Norfolk-Newport News, Winston-Salem-Greensboro and Orlando-Daytona Beach market areas to prove their new Mediamarketing concept of selecting "advanced" markets via criteria developed through their own research methods.

In this article Sam Vitt, vice president in charge of media and Martin Herbst, research director, elaborate on the research and statistical data they compiled which supports their "advanced" market theory in the three areas covered and shows its application to other areas in the U.S.

# The 10 states DCS&S estimates will have the largest growth

Rank	State	1960		1966		1971		1976	
		Population (000)	Index	Population (000)	Index	Population (000)	Index	Population (000)	Index
1.	California	16,109	100	19,349	120	23,246	144	27,929	173
2.	Texas	9,579	100	10,578	110	11,548	120	12,638	131
3.	Ohio	9,706	100	10,850	112	11,742	121	12,635	130
4.	Michigan	7,823	100	8,580	109	9,329	119	10,162	129
5.	Florida	5,075	100	6,109	120	7,147	141	8,185	161
6.	Indiana	4,662	100	5,298	113	5,738	123	6,178	133
7.	Washington	2,924	100	3,240	111	3,602	123	3,999	138
8.	South Carolina	2,382	100	2,686	113	2,894	121	3,102	130
9.	Colorado	1,753	100	1,912	112	2,108	120	2,327	132
10.	New Mexico	951	100	1,157	122	1,387	146	1,632	172

A CONTINUING, long-term look at population growth is taken by DCS&S. Here is its positioning of the states which it expects will have above average population increases. California will attain No. 1 position by 1971 and have a total of 28 million by 1976, which will be 76% greater than the 1960 census figure. Florida is the only other large state with this level of anticipated growth

**M**ediamarketing is a term being heard with increasing frequency around the offices of DCS&S. What it means is a new concept in planning and buying media and markets. What it may mean to the industry is a new answer to that old question: how can advertising dollars be stretched to maximum competitive effectiveness in the face of continually rising costs and lower profit margins?

Stated in its simplest terms, the DCS&S Mediamarketing concept is: make your marketing and, subsequently, your media decisions on the basis of what a market's situation actually is rather than on the basis of what it may be reported to be. If the DCS&S concept is accurate, it could have tremendous implications, particularly to national spot television advertisers. Another way of approaching the concept is to view it as a recognition of three important marketing elements which have been developing within the United States during the past several years. Those elements are 1) population explosion, 2) tv's marketing concept, and 3)

interurbia. A consideration of these elements form the basic premise from which the concept initially evolved.

*Population explosion:* This is probably the most well-heralded fact of our decade. Economists have been fascinated with the potential of this force and, as a result, it has been a key consideration in evolving the "Soaring Sixties" label. But what does it mean, in particular, to the marketing man? It means a tremendous potential brimming with opportunities if you look at the census projections over the next five, 10, and 15-year periods. Its real significance, however, doesn't emerge until the projected growth is examined state by state and city by city rather than from a purely national view. (See chart, p. 37.) When this is done, areas of greater potential immediately appeal with graphic clearness. And when the projected growth for these areas is translated from a five-year period into average daily population increases, the situation becomes far more than just an academic future to most marketing men.

*Tv's marketing concept:* Against

the background of population explosion the television marketing concept takes on even greater significance. In simple terms this concept states that an advertiser's television viewing area automatically becomes his most efficient marketing area. The result is that those advertisers who subscribe to this concept (brewers being among the leading exponents) have realigned their sales organizations to concentrate primarily on selling the television pattern area instead of their previous state, county, etc., sales designated areas. Related to the DCS&S Mediamarketing concept this means a re-evaluation of marketing areas for a new ranking alignment based upon the population within effective viewing distance of the markets' television signals.

*Interurbia:* Interurbia is the moving together of two or more marketing areas to form one large marketing area. The creation of interurbian areas seems to be gaining momentum under the influence of three key factors. First, of course, is population explosion, with people nesting and

(Please turn to page 53)

# W-POP



*"Treat yourself"  
to the*

**BIG TIME BUY**

IN

# HARTFORD

## WPOP

Hartford, Conn.

Phillip Zoppi | Adam Young, Inc.  
General Manager | Nat'l Rep.

A TELE-BROADCASTERS STATION

*Media people  
what they are doing  
and saying*

## TIMEBUYER'S CORNER

Warren Bahr has been appointed a senior media director at Y&R, in charge of development of creative media planning . . . Marjorie Redpath has been made media director of Magna, Ltd., Los Angeles. She was formerly with Kenyon & Eckhardt . . . Thoren Schroeck left Gardner Adv., St. Louis, where he was a buyer, to join KMOX, sales . . . Ed O'Shea named media director at Gaynor & Ducas. Previously, he was media and market research director at T. N. Palmer & Co. . . . Hugh Cohn has been placed in charge of all tv programing at Lawrence C. Gumbinner.



**DISCUSSING** the good music/news format his station adopted, Herb Weber (l) of WHN, N.Y., dines with BBDO's veteran buyer Hope Martinez at Vincent & Neal's Due Mondie

At a luncheon last week, Philip Leopold of WABC, New York City, told Bob O'Connell of D'Arcy that he'd run out of gas while driving with his wife on a remote upstate road. The last gas station he remembered seeing was at least 10 miles back and he started walking. His wife called after him, "Don't forget to look for a gas station which gives plaid stamps."

When Martin Herbst of DCS&S lunched with Charles Rogers of WESH-TV, Orlando-Daytona Beach, Fla., Rogers extolled the virtues of Florida. "The weather," he told Herbst, "is the same throughout the year."

"That must pose a problem," Herbst joshed. "How do you start a conversation?"

*(Please turn to page 42)*





**New, by design...**

## **...and what's more**

under the new leadership of Metropolitan Broadcasting Television, KMBC-TV now reaches more Kansas City homes than ever before! Now, six months later\* more people turn to KMBC-TV than to any other station. Furthermore, effective May 1, KMBC-TV joins the dynamic family of television and radio properties

**REPRESENTED NATIONALLY BY  
METRO BROADCAST SALES**

\*A.R.B., JANUARY 1962

**"The EARLY SHOW"**

**Tops 'em All!**

WEEKDAYS 5 to 6:30 PM

**Highest Rating**

WDEF-TV	STA. B	STA. C
18.7	11.1	9.2

**Lowest CPM Adults**

\$1.02	1.29	3.80
--------	------	------

Nielsen Nov-Dec '61



**CHATTANOOGA**

Call

Advertising Time Sales, Inc.

**NOW!**

**TOBACCO NETWORK HAS  
PERSONALITY  
PROGRAMMING**

NOW 14 daily program features  
on N. C. Regional Radio Net

Regional News □ Sports □ Weather  
Commentary □ Farm Reports

**8 POPULAR PERSONALITIES**

**AVAILABLE:**

Full sponsorship / Spot participations / Adjacencies  
(Also Merchandising and Promotion)

**BUY UP TO 28 STATIONS AT GROUP  
DISCOUNTS OR SELECT ONLY THE  
N. C. MARKET YOU NEED!**

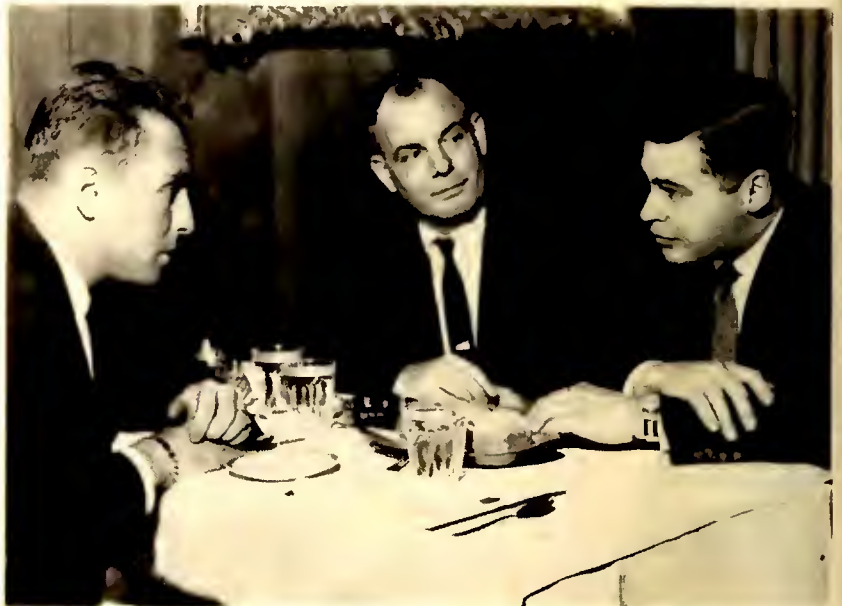
Get Regional Saturation with local  
"Main Street Radio" coverage...

See complete schedule in TOBACCO  
SRDS listing; Consult John  
E. Pearson Co. for details. **RN**  
RADIO NETWORK

**TIMEBUYER'S  
CORNER** (Continued from page 40)

Howard Webb of the Ralph Allum Co. is not a man to waste the opportunity to learn something new. At a party he was introduced to a Dr. Hallsman and asked, "Doctor, what therapy do you recommend for the bad sinus attack I had this year?" Dr. Hallsman explained that he was a doctor of economics, not a medical man.

"In that case," Webb said, "do you think I should buy more General Motors stock?"



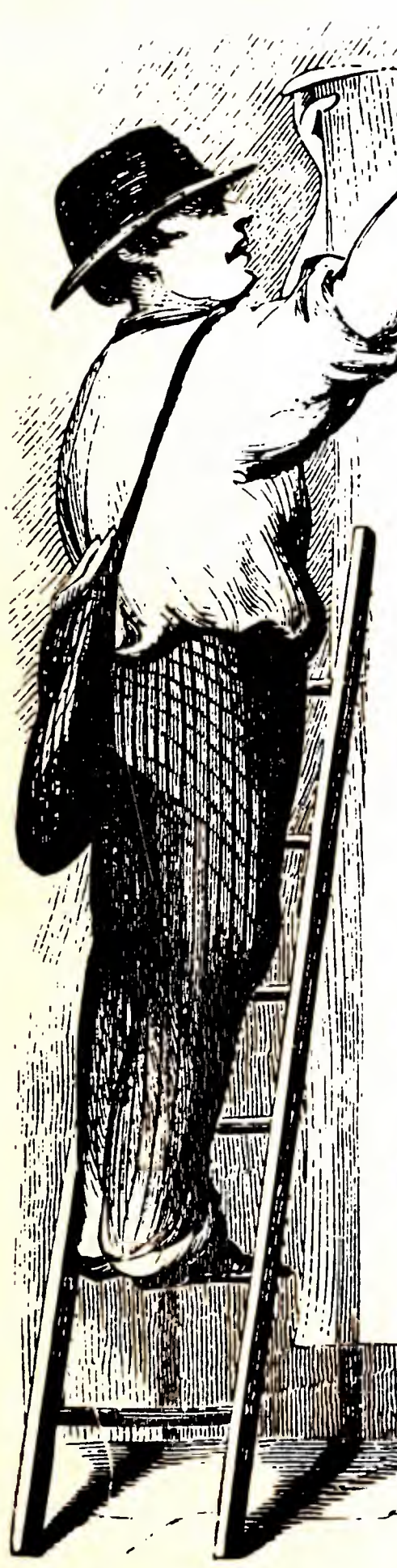
VISITING New York, Alan Henry (l), general mgr. of KWK, St. Louis, lunched with (l-r) Tom Woods of H-R Repts and Jack Fennell, Wm. Esty buyer, at Mike Manuche's

Harry Wismer, owner of the N. Y. Titans football team and WKCW, Warrenton, Va., is a gourmet of the first order. When he dined with Conrad Roth of North Advertising, Wismer described exotic and unusual foods he's had around the world.

Roth was unimpressed and then mentioned unique dishes he's eaten. "I'm sure," he said, "your palate has never savored the exquisite delicacies of Southern Fried Baloney, or sweet and sour Sweet and Sour, or Egg Foo Parmigiana."

Mary Shapiro of BBDO believes a child should be taught by example. He wrote the school teacher about his son. "If he's a bad boy, don't slap him. Slap the boy next to him. He'll get the idea."

When Jack Fennell of Wm. Esty lunched with Alan Henry of KWK, St. Louis, and Tom Wood of H-R, he talked about the house he bought in Sea Girt, N. J., last year. "It's one of those quiet towns and they'll do anything to keep it that way," he said. "Even the Fire Department has an unlisted number."



**ICE!**  
**TELEVISION STATION MANAGERS.**  
**PROGRAM DIRECTORS!**  
**FREE**  
**SAMPLE**


SEE FOR YOURSELF IN THE COMFORT OF YOUR OWN HOME

**Watch!**  **Enjoy!**

**CAIN'S**  
**HUNDRED**

A great full-hour television series is available to your station—first run off the network—starting in October this year. Taut, exciting contemporary dramas of crimebusting lawyer, Nick Cain. Unusual production values and story lines from the world's greatest studio, Metro-Goldwyn-Mayer. 30 episodes with top guest stars like Martin Gabel, Dorothy Dandridge, Ed Begley, Walter Slezak, Sammy Davis Jr., Barbara Baxley, David Brian, Larry Blyden, Marsha Hunt, Richard Kiley. Creator and executive producer, Paul Monash.

Currently drawing a bigger share of audience than all these other NBC-TV 10-11pm shows: Thriller, Bob Newhart, Brinkley's Journal, Dinah Shore/Bell Telephone Hour, Huntley Reporting, DuPont Show of the Week. (Nielsen March I & II)

 **FREE SAMPLE** screening every Tuesday on NBC-TV (10pm NYT) of **CAIN'S HUNDRED** starring Mark Richman. Watch it this week. Then contact your nearest MGM-Television salesman.

(Note: if you want a free sample for screening at the office, ask for Cain's Hundred trailer on three typical episodes. Takes only a phone call or letter—3-minutes viewing time.)

 **CONTACT MGM TELEVISION** 

**MGM** New York  
 1540 Broadway, JU 2-2000  
 Chicago  
 Prudential Plaza, 467-5756  
 Culver City  
 10202 W. Washington Blvd., UP 0-3311  
 Toronto  
 340 Victoria St., EM 3-5703



## FORD

(Continued from page 27)

Ford dealers joining with the NFL, local recreation groups, high schools, YMCAs, etc., to engage boys from six to 12 in punting, passing and kicking competitions, with professional players, in many cases, serving as judges or instructors. Winners and their dads were Ford's guests at the Green Bay-Giants championship game at season's end.

That football is the major investment of the Ford sports schedule is not by accident. Company and agency research had already shown professional football to be the fastest-growing sport in the country, and when college football proved the second fastest growing, not only in attendance and interest but in television audience, the addition of NCAA games to NFL games became the main justification for the increased budget.

"Not to mention," says Barry Frank, JWT assistant group head, "the added advantage of football coming in the fall—when the new car models are introduced."

To stay as well rounded in sports activity as possible, however, Ford reserves a number of eggs in its basket for *Sunday Sports Spectacular*, which provides identification with hockey, fishing and hunting, basketball, etc., and what it likes to term "sports in depth"—coverage of such activities as the Air Force Academy athletic program and the Harlem Globe Trotters.

Company and agency officials hasten to point out, too, that although the major broadcasting investment for the coming season is in sports, it doesn't represent the total investment. Ford has renewed this year's highly-rated *Hazel* series on NBC TV and is presently seeking an alternate week half-hour in drama or comedy to replace its dropped segments of *Wagon Train*. Concentration this summer will be on an eight-week replacement series for *Hazel*, a live personality program with a direct tie-in to the current "Lively Ones" campaign—and titled, and not without planning, *The Lively Ones*. But while "sports buys are distinctly made in light of our other purchases"—as Buchanan emphasizes—the gleam in the eye of both company and agency media men is obviously put there by the former.

Televised sports has come a long way since that sunny afternoon of 17 May, 1939, 23 years ago this month, when NBC technicians mounted an iconoscope camera on a 12-foot-high wooden platform behind third base at Baker Field in New York City, adjusted pick-up microphones on the sidelines, and proceeded to make the first tv presentation of a sports event in the United States. Carried live over NBC's experimental station W2XBS, the college baseball game between Columbia and Princeton was seen by an estimated 5,000 New York area viewers. On Sunday, 4 October, 1959—20 years later—more than 50 million people saw the Los Angeles Dodgers defeat the Chicago White Sox in a World Series game—a telecast, incidentally, which racked up the largest viewing audience for any tv sportscast before or since. Between the two events, tv had grown up and sports become a television staple.

During the 1961-'62 season, CBS TV and NBC TV each will have scheduled some 340 to 400 hours of sports; ABC TV some 275 hours—more than 1,000 hours of network sports, not to mention the hundreds—thousands—of hours which individual stations and regional networks will have chalked up. Viewer popularity of *kinds* of sports may have fluctuated through the years, but sports in general—unlike the rise and fall of western, comedy and mystery empires—have not suffered from the numbers game.

What are the numbers? According to A. C. Nielsen Co., the average audience in all sports programs (network) has declined from 10.4% in 1958 to 8.6% in 1961, or—in terms of actual audience figures—from 4,420,000 in 1958, 4,356,000 in 1959 and 4,294,000 in 1960 in 4,033,000 in 1961. At the same time, share of audience has decreased from 27% in 1958 to 26% in 1961. During eight weeks of July-August, 1961, sports programs occupied 11% of total network time but only 8% of network viewing time.

Considering this, how does one account for the phenomenal rise in number of sports programs—and, subsequently, the Ford bonanza?

With two clear-cut facts, say observers:

1. Average ratings, in the case of sports, aren't giving the right dimen-

sion, since sports audiences are *specific*, not general. Golf and hockey have much smaller audiences, say, than professional football. The average audience per NFL game last year was 7,612,000, a 51.5% share—substantially above the 4,033,000 over-all sports audience figure for the year.

2. Sponsorship of sports is *selective* and, as such, undertaken with selective objectives in mind.

In this light, the Ford buy is being watched with more than casual interest by other advertisers and agencies, raising in their minds some important industry questions:

- Is the "mass" audience in reality a myth?
- Are pinpointed audiences a wave of the future?

## LABUNSKI

(Continued from page 29)

news report," Mr. Chairman?

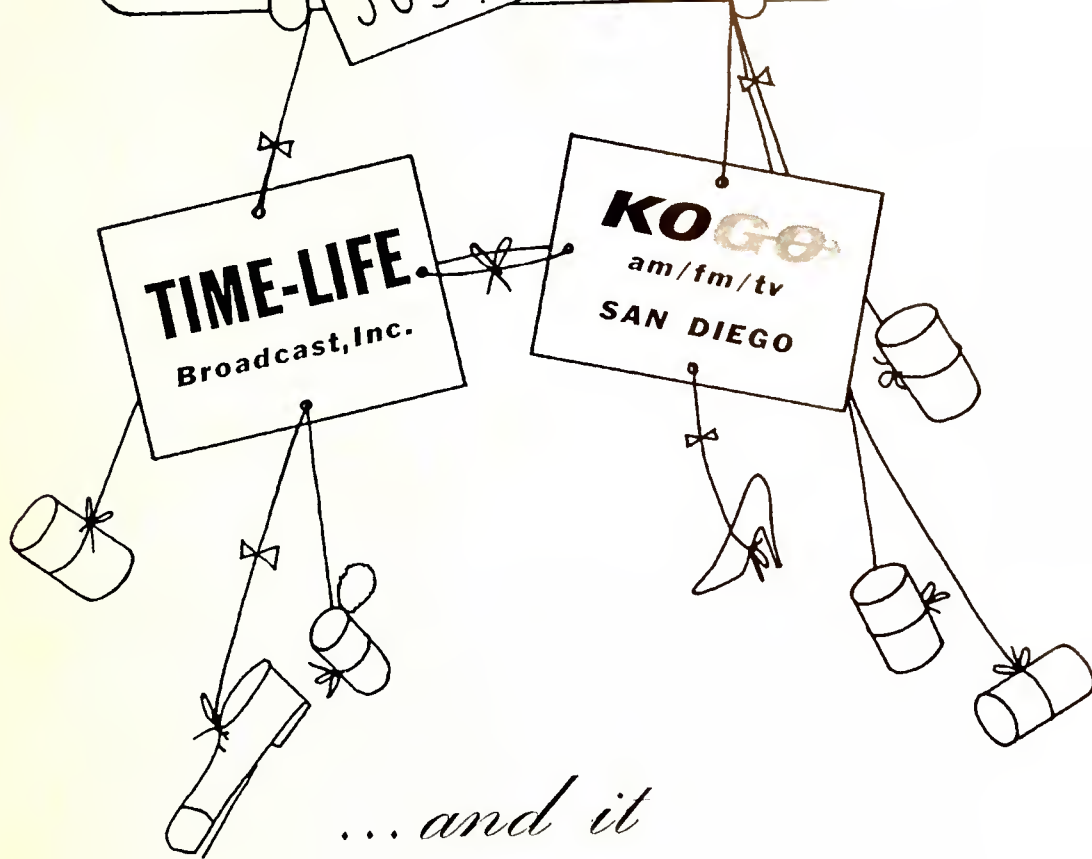
Do you mean that well-chosen sound effects designed to interest and attract the listener so offend you that you call it "an insane symphony"? Is it wrong for a broadcaster trying to get his listeners to pay closer attention to news broadcasts to use the ordinary devices of showmanship on the air?

Is "rip-snorting, inaccurate news" the same as "rip and read"? Do you mean that the wire services transmit "inaccurate news" and that stations, by not editing it, are compounding the felony?

Have mercy, Mr. Chairman; this industry has enough stereotypes and well-worn cliches as it is without having you prolong their life. You are a better phrase-maker than most critics of popular media—at least try to invent your own cliches.

What little good Mr. Minow finds in radio he describes thus: "Sometimes a listener is treated to exceptionally varied fare of well-prepared newscasts, imaginative entertainment, a drama, a children's program, enlightening commentary, breathtaking variety."

Let us interpret this a bit. Out of the items Mr. Minow names, two of them point to variety as an absolute virtue. The assumption here is that every station must offer variety for its own sake. While we agree that every station is wise to vary its appeals in order to improve its services



*... and it  
couldn't  
have happened  
to two nicer  
friends of ours!*

**THE KATZ AGENCY, INC.**

NATIONAL SALES REPRESENTATIVE FOR TIME-LIFE STATIONS:  
KOGO AM-TV, SAN DIEGO / KLZ AM-TV, DENVER / WOOD AM-TV, GRAND RAPIDS  
WFBM AM-TV, INDIANAPOLIS / WTCN AM-TV, MINNEAPOLIS

REPRESENTATIVE OF KOGO AM-TV SINCE 1953



and strengthen itself competitively, the problem is not as simple as it may seem. The fact is that in many major cities variety already exists when you take the radio service as a whole. If this is what the Chairman meant, he didn't say so. Instead, he made broadcasters recall the discussion of some time ago about the need for "program balance" on a station-per-station basis. I hope this doesn't mean that every station playing popular music must play some symphonies because, in all fairness, it will also mean that all stations playing symphonies will have to schedule some rhythm and blues every now and again. Or does "program balance" really work only one way—as an instrument to force FCC tastes and preferences on the American people? I don't know where Mr. Minow heard a drama on radio, but in case he hadn't been told, drama is a bit more exciting on television, and most radio broadcasters recognized this a long time ago. As for children's programs, I am all in favor of them, being associated with a company which was one of the first to experiment in this field, provided we find any evidence that children can be attracted to radio for this kind of fare. It is certainly worth thinking about.

### children's programs

One word of caution here—prudent radio broadcasters must not confuse so-called "children's programs" with entertainment programs which might appeal, among other people, to teenagers. Anybody who has programmed music considered to have such an appeal knows that this is an unfashionable course to follow. So perhaps Mr. Minow could be helpful by suggesting a cut-off age—11, perhaps 12—when "children's programs" (a worth-while project) become "teenage" programs (a not-so-worth-while project).

If radio broadcasters are in as much trouble as Mr. Minow says they are, and if they now follow his implied program suggestions and stay away from the things he apparently doesn't like, they are almost guaranteed to have more trouble than before. You may consider it unfortunate or not, but the American people simply do not listen to a radio station for program "categories" which look good on paper in Wash-

ington, D. C., headquarters of the FCC. The people who listen to radio far more than Mr. Minow imagines—and probably for different reasons—have various choices, among which is the ever-present one of being able to turn their radios off completely.

Here and there Mr. Minow came close to some important realizations. He did say "Radio's function as a news medium is of essential value to this country. More people are apt to hear of a major news event from radio than from any other medium of communication."

(This fact is hard to reconcile with Mr. Minow's conception of low radio usage, but let's be charitable and assume that he has had his first brush with ratings and that he may learn to interpret them better in the future.)

His only conclusion from this recognition of radio's unique ability to disseminate news was that the radio networks ought to be allowed to own more radio stations than any other licensees so that they would be better able to stay in the news-gathering business. Now Mr. Minow is a lawyer and I am not, but it is inconceivable to me that such a proposition could stand up in court when it is patently discriminatory in treating one licensee differently from another on such a basic matter as ownership limitation. This idea may even be outside the jurisdiction of the FCC. In effect, Mr. Minow is proposing that the FCC bolster the radio networks, which it does not regulate, through the device of expanding their ownership of stations, which the FCC does regulate. Why not suggest that newspapers be allowed to own more radio stations? Many of them are in deep financial trouble and some profitable radio stations might keep *them* in business as well. I am afraid that Mr. Minow is a dreamer—he hopes that by increasing the size of the library reading room he is going to get more people to read the right books.

I must say truthfully that this suggestion—while distressing in what it reveals about Mr. Minow's thinking—would be very attractive to our company, the Straus Broadcasting Group. We own and operate Radio Press International, a voice news service with over 100 station subscribers on the North American con-

tinents. RPI furnishes the same kind of news to its independent subscribers as the networks do to their affiliates. Despite the fact that RPI would obviously be in line for a subsidy under Mr. Minow's plan, we still view it as a discriminatory proposal.

The most publicity was given to Mr. Minow's complaints about commercials. He thought there were too many. His suggestion was that everybody join the NAB and follow the Code. Governor LeRoy Collins of the NAB didn't let any grass grow under his feet. He was quick to propose that advertisers in effect blacklist stations which do not subscribe to the NAB Code.

### another code

Does this mean that no station which does not subscribe to the Code has standards which are at least as good—or better? Aren't there any competent doctors who don't belong to the AMA? I don't know if anyone has explained this to Mr. Minow, but the NAB is only one of several private industry organizations. While industry organizations perform certain useful functions—whether in broadcasting, medicine, or steel—we seriously question whether among these useful functions is playing the role of arbiter of moral standards or censor of programing content. The NAB has already urged television networks to allow them to pre-screen upcoming programs, and from this point it's but a short step to suggesting something similar for radio stations. Mr. Minow keeps insisting that he is opposed to FCC censorship, yet he seems to be toying with a form of unofficial censorship.

But as I said—I too am concerned about commercials and the real problem of over-commercialization in radio. As a matter of fact, last Sunday I was listening to a radio station which carried too many commercials, and I wanted to twist the dial. Unfortunately, I had picked up the *New York Times* that morning and had sprained my wrist lifting its hundreds of pages of ads off the front steps—so I couldn't exercise the free choice which all other listeners had at that moment.

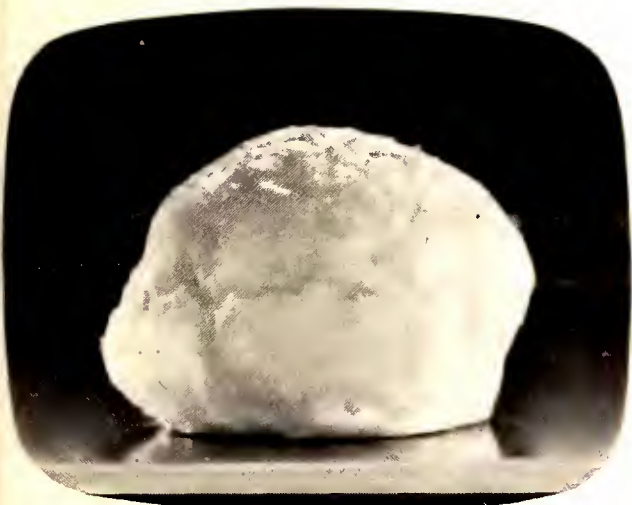
But to be serious again, I am keenly aware of the dangers of over-commercialization in radio. The simple solution seems to be to establish a



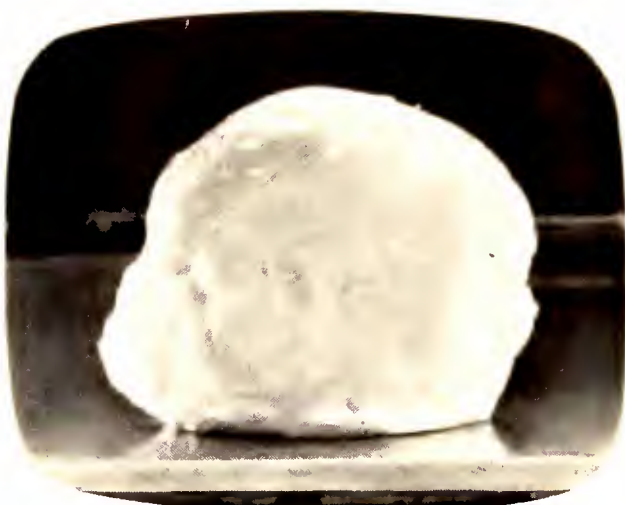
Right before your eyes . . .



UP . . .



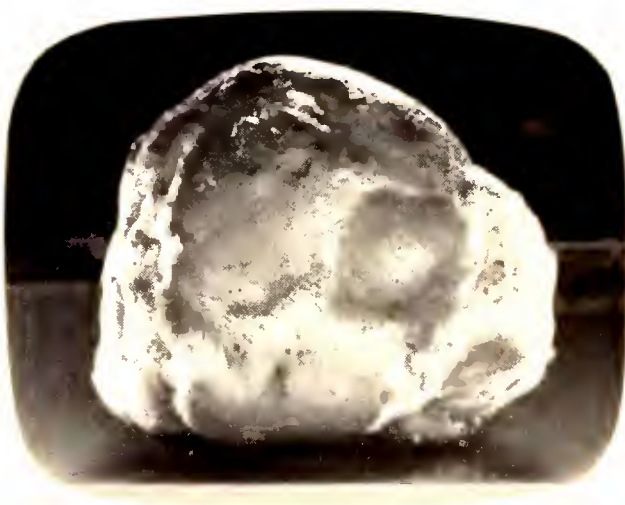
UP . . .



UP . . .



UP . . .



UP . . .

## Time does the unusual . . .

of it! A front-row seat in a baking oven! Right before your eyes, mounds of dough puff up . . . and up . . . into tender, golden-brown loaves—lusciously, lusciously, ready-to-eat—all in brief seconds!

Magic? Yes, the magic of time-lapse photography—magic that turns minutes into seconds—the magic that's film!

But that's only part of the story! Only part of the reason why so many advertisers are using film. For film gives the optical effects you must have . . . gives commercials—crisp, vivid, exciting—the way

you want them—and when!

What's more, film assures you the convenience, coverage and penetration that today's total marketing requires. For more information, write Motion Picture Film Department.

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

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

Midwest Division, 130 East Randolph Drive, Chicago 1, Ill.

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

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

numerical limit on commercial units and hope for the best—that the programming which carries this commercial content will magically improve with the change. A more positive solution—albeit far more complicated—might be to begin thinking in terms of certain minimum program standards: if a radio station plays a certain amount of music in order to entertain and to compete; if a radio station schedules a certain number of news broadcasts throughout the day; if in addition a radio station makes sure that community needs are met on a regularly-scheduled, non-preemptible basis, the major part of the commercial limitation problem would take care of itself. How, you might reasonably ask, can we be assured that broadcasters will develop such a broadcast philosophy and maintain such operating principles? Some broadcasters already have such standards; others, under pressure of increasing competition, will sooner or later recognize the need for them. Mr. Minow can add his encouragement to this trend if he will but first come to know and understand the radio business as it really is and talk to radio broadcasters in radio terms. Only then will he be in a position to exert the kind of influence he would like to see applied to the improvement of radio broadcasting services everywhere. This would be a perfectly proper role for the Chairman of the FCC to play, but he must first establish an understanding and a rapport with broadcasters which are now so obviously lacking.

In discussing financial qualifications of marginal radio stations Mr. Minow suggests that we are kidding ourselves when we expect “a tiny am station with a staff of a combo man and the owner to serve as a communications medium serving the public interest.” He may be right, but I reminded him that in 900 American communities served by radio stations, there is no daily newspaper service. Maybe the radio station is all that community has to keep in touch with the rest of the world. Some of these tiny am stations with a combo man and the owner, struggling to survive every new day, do an outstanding job in serving their communities. Their size may have little to do with their ability to entertain, to inform,

to broadcast news, and to be the watchdog in the community—exposing the town’s scandals, keeping score on the promises of elected officials, and protecting the public from isolation, ignorance, and darkness.

Does Mr. Minow propose that we obliterate small, struggling stations and depend on the networks and other industry giants to spread the word? Is it the purpose of a regulatory agency to encourage monopoly, permit mergers under which the strong gobble up the weak, all the while proclaiming undying dedication to private enterprise and the need for varied, community-oriented programming and news services?

### community hearings

On the matter of community hearings such as the ones recently held in Chicago, Mr. Minow warned the broadcasters that they had better prepare themselves for more of the same. He chided broadcasters for being afraid to face their listeners and to hear their comments and opinions. Unfortunately, he concluded this portion of his talk with the following admonition: “If some broadcasters regard these citizens [church, civic, business, educational, labor and charitable leaders] as fanatics and loud-mouths, if this is their view of their audience, I suggest that they may be in the wrong business.” Alas, Mr. Minow is confusing *audience* with *spokesmen*. The broadcaster deals with his audience every day in hundreds of ways. That is not the issue. Broadcasters are understandably leery about being put on the carpet by special-interest groups with their self-appointed and self-righteous spokesmen who, often without benefit of popular election or recognizable mandate, purport to speak for audience groups. It is at best a very superficial view of life, as any elected public will tell you. It is the individual mail from home and barbecues back in the home district which keeps a congressman in touch with his constituency. He soon learns not to pay too much attention to the visiting delegations with petitions all signed with similar handwriting.

At this stage in the speech the radio broadcasters must have felt that they had had enough for one afternoon, especially after the kind of lunch you get in a big Chicago hotel

during a convention. But Mr. Minow fed them a little dessert. He referred to his speech last fall before the Radio and Television Executives Society in New York, in which he had urged television broadcasters to sit and watch their stations for 24 hours as a test of their endurance and in order to cause them to revolt against the programming which they were furnishing the American people. Mr. Minow had further suggested to broadcasters on that occasion that they break out of the enslavement of ratings and try their own private tastes for a change.

To suggest seriously that broadcasters impose their private tastes on the American people is a prime example of the abuse of any mass medium. A mass medium doesn’t exist for the entertainment of the station operator and his family. It exists and is licensed as a public communications vehicle. How on the one hand you can argue for knowing and serving the tastes, needs, and interests of your listening area and on the other hand propose that you abandon these efforts and make your radio or television station a mirror of your private notions, is beyond comprehension.

Nobody would reasonably argue that popular taste alone is the standard for all programs on radio and television. Every responsible broadcaster recognizes that he has an affirmative duty to try to broaden tastes and expose people to new ideas—and, in so doing, to seek and weigh the views and opinions of community leaders and representative individuals. In evaluating such views and opinions, however, he must recognize two important considerations. One is that popular tastes will not change at the wave of a magic wand. They change slowly. You can keep moving the train forward and urge citizens to jump aboard, but you can’t drive it so fast that only a few manage to get on. Having said this, let me add that the realities of popular taste do not absolve broadcasters from exercising leadership, and this is the second consideration. From time to time we must move ahead of our listeners—as effective political leaders must move ahead of the electorate—even though it might be easier in either case to let the public govern the pace and to be content merely to



reflect existing tastes or preferences. Those who kid themselves about popular taste are destined for the bonerard—those who use popular taste as a permanent excuse never to pioneer, never to experiment, and never to progress are not filling their responsibilities as licensees.

You must admit that this is a more complicated approach than doing what Mr. Minow suggests—limiting commercials, programing to your own tastes and assuming the public will respond.

The problem of popular taste and broadcasters' leadership is one that we live with every day. You must know and understand popular taste, and you must recognize it as a force which, as a practical matter, governs the speed with which you can change or "uplift" people's standards.

It seems as though there is going to be some "shirtsleeve session" involving representative broadcasters and the FCC. I don't know who is going to attend, but I do know that some broadcasters who might really contribute something may not attend until Newton Minow starts to talk their language a little better than he has to date. Mr. Minow has been Chairman of the FCC long enough to have acquired some knowledge of the radio business, but sadly, he has learned very little and, if anything, his initial innocence has been contaminated by a few questionable facts which have led him to numerous improbable conclusions. I have a terrible feeling that I am on an airplane and Mr. Minow is the pilot. I see him walking up the aisle carrying a book under his arm with the title, "How to Fly in Ten Easy Lessons." The hook looks as though it hasn't been opened. I wish us all a happy landing.

## TV COMMERCIALS

(Continued from page 30)

York.

Two other Alcoa commercials won first-place awards. In product categories, the company's "Pilfer Proof Wine Caps" commercial was named best-in metals and materials. Agency is Ketchum, MacLeod & Grove, Pittsburgh; producer, Producing Artists, New York. Another was named best institutional commercial. Entitled "Workability," it was produced for

F&S&R by On Films.

Several trends in commercials were observed by Wallace A. Ross, director of the festival. Among them:

- Commercials in the proprietary drug field are on the upgrade, evidenced particularly by efforts in behalf of Bufferin, Coldene, and Johnson & Johnson.

- The trend toward "realism," i.e., the documentary approach, is intensified. In every category there was at least one entry using this technique.

- The use of extreme close-up pho-

tography of products is increasing, while the use of talent is declining.

- Graphics in commercials is reaching new peaks with art titles and high-style animation.

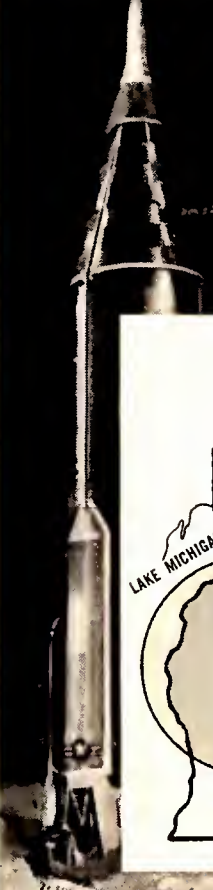
- Music is getting more attention.
- Pitchmen are down in numbers.
- Color commercials are on the increase.

These and other commercial developments were noted in an eight-minute film shown before the awards were made at a luncheon in the Waldorf-Astoria 4 May. The film,

(Please turn to page 52)

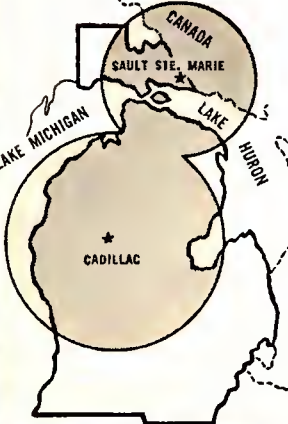
# COMING UP SOON!- WWUP-TV

Sault Ste. Marie, Michigan and Ontario



## A WWTV SATELLITE


which will help bring you  
this BILLION DOLLAR  
RETAIL MARKET!



WWUP-TV (Channel 10, Sault Ste. Marie) will go on the air this summer, as a complete satellite of WWTV in the Upper Peninsula of Michigan.

With 101,000 watts video, 50,500 watts audio, and antenna 1,214 feet above average terrain, WWUP-TV will add 55,900 households (\$235,382,000 in retail sales) to WWTV's present 188,100 households and \$761,129,000 in retail sales.

Thus again, WWTV greatly increases its leadership as one of the top television values in America. Ask Avery-Knodel!



**The Feltzer Stations**

**RADIO**  
WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJEF-FM GRAND RAPIDS-KALAMAZOO  
WWTV-FM CADILLAC-TRAVERSE CITY

**TELEVISION**  
WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTV/CADILLAC-TRAVERSE CITY  
/WWUP-TV SAULT STE. MARIE  
KOLN-TV LINCOLN, NEBRASKA  
/KGIN-TV GRAND ISLAND, NEB.

# WWTV/WWUP-TV

**CADILLAC-TRAVERSE CITY**

CHANNEL 13  
ANTENNA 1640' A. A. T.  
CBS • ABC

**SAULT STE. MARIE**

CHANNEL 10  
ANTENNA 1214' A. A. T.  
CBS • ABC

*Avery-Knodel, Inc., Exclusive National Representatives*

new...  
exciting...  
wonderful...

## RAHALL RADIO

1st...in Community Life  
1st...in Overall Ratings  
1st...in Sell  
1st...in Adult Listening

# WKAP

### RADIO 132

Allentown - Bethlehem - Easton

5000 WATTS. No. 1 latest Haaper and Pulse. Lowest cost per thousand-audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.

# WLCY

### RADIO 138

Tampa - St. Petersburg, Fla.

5000 WATTS. No. 1 January-February 1962 Haaper... double of all other area stations. Lowest cost per thousand audience... in fast growing Tampa-St. Petersburg market.

# WWNR

### RADIO 62

Beckley - W. Virginia...

1000 WATTS. No. 1 Haaper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience... featuring great personalities.

# WNAR

### RADIO 111

Philadelphia Area

500 WATTS. No. 1 latest Haaper survey report, covering large Philadelphia and Narristown market... where bulk of consumers live and buy. Lowest cost per thousand audience.

# WQTY

### RADIO 122

Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

#### RAHALL RADIO GROUP

N. Joe Rahall, President  
Represented nationally by:  
ADAM YOUNG, New York  
Philadelphia Representative:  
Paul O'Brien,  
1713 Spruce St., Phila., Pa.

## Commercial commentary (Cont. from p. 16)

We saw evidence of these dilemmas in the recent J. F. Kennedy-Roger Blough hassle over a raise in U. S. Steel prices.

We've seen it repeatedly in conflicts between Newton Minow and the more serious members of the broadcast industry.

We've seen it in the violent attacks on advertising by Messrs. Galbraith, Schlesinger, Packard, Toyne *et al.* and in the outraged reactions of advertising men to these attacks.

We've seen it in the feverish attempts at "image building" by broadcasting, advertising (and practically every other industry you can name) and we've seen it in the ardent "ask-what-you-can-do-for-your-country-isms" of some of the more hotheaded New Frontiersmen.

And what startles me about both sides is that the harder they shout and the louder they advocate, the less able they are to come to grips with the real ethical and moral principles involved.

Business, on its part, clings to stale shop-worn phrases, or tries to give economic answers to moral questions—an absurd process.

The so-called liberals, on the other hand, have become so hypnotized by the notion that Americanism is government-ism, that they make no ethical sense whatever.

No wonder the public is confused!

### Socrates spelled out the rules

Only a few months ago I had breakfast with a group of highly respected broadcasters, Jack Harris of KPRC-TV, Houston, Louis Read of WDSU-TV, New Orleans, Ed Wheeler of WWJ-TV and *The Detroit News*, and Harold Grams of KSD-TV, St. Louis.

We were discussing public attitudes toward broadcasting and what interested me most about the reactions of these extremely thoughtful men was the need they felt to get beyond mere "public relations" activity, and explore the ethical fundamentals of the problem.

Jack Harris, for example, thought that a long serious conference in some remote place, between a small select group of broadcasters, educators, business leaders and government officials, could do more than anything else to determine standards and improve industry performance.

Some such conference, or perhaps many such conferences are needed in practically every phase and kind of business today.

They must be honest, vigorous, and outspoken, however, and they cannot be unilateral.

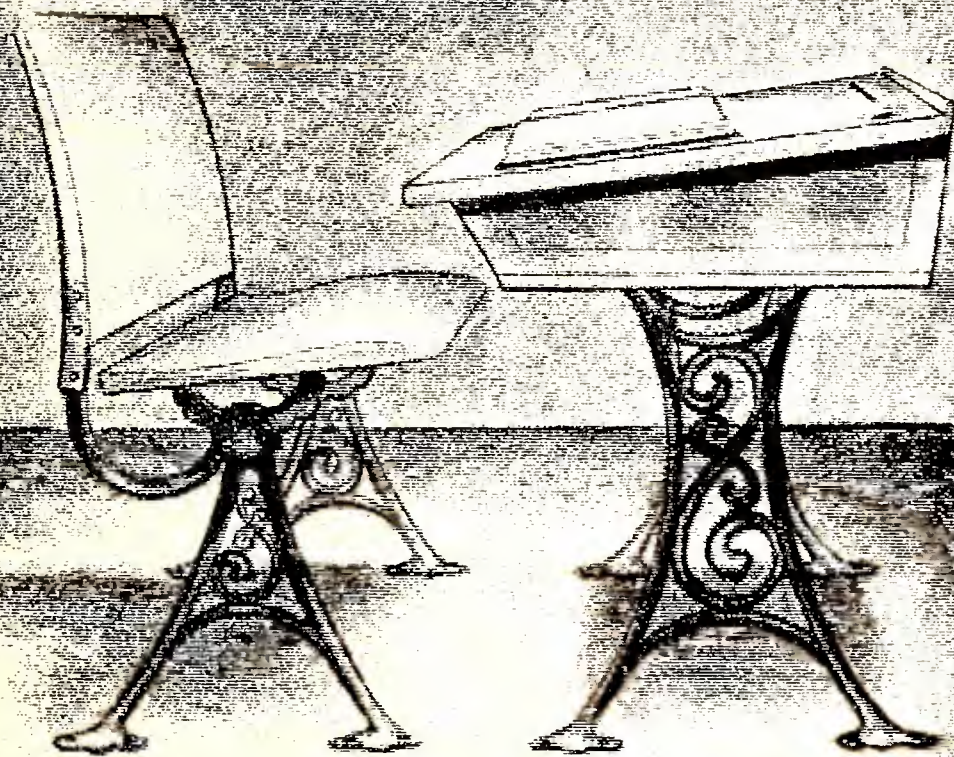
Make no mistake about it—there are very serious ethical and philosophic differences between the two camps today. And these differences are getting greater, the chasm wider, as each side spends more and more time just talking to itself.

Direct, vigorous confrontation is needed, the more direct, the more challenging, the better. For from it great good can result.

Socrates, himself, spelled out the ground rules, "*The object of our discussion is not that my words may gain triumph over yours nor that yours may gain victory over mine, but that between us we may discover the perfect truth.*"

Only as far as we in business have the willingness and the ability to engage in this sort of dialogue, can we hope for the "perfect truth" to emerge about ourselves and our work.

# DROP OUT



School Drop Out, a grave threat to our nation's future. What can be done about it? ■ The ABC television station in Los Angeles has determined that much can be done about it. In cooperation with the City and County Schools, Channel 7 is spearheading a campaign to combat this serious loss to society. ■ Specially created films for high school use, prepared material for high school newspapers, recorded spots for radio, theatre trailers, and round the clock on-the-air TV promotion are but a few examples of public appeals being made to teenagers and their parents... another community service by KABC-TV.

Owned and operated by American Broadcasting-Paramount Theatres, Incorporated  
Represented nationally by ABC-TV National Station Sales, Incorporated



## TV COMMERCIALS

(Continued from page 49)

"Heartbeats of 1962." was prepared under the auspices of the Film Producers Assn. of New York by Gordon Webber, v.p., tv commercials. Benton & Bowles; William Van Praag, Film Producers Assn.; and John P. Cunningham, chairman of the Tv Commercials Council and chairman, Cunningham & Walsh.

Following are the winners in categories not shown in the chart, page 31. Descriptions follow this order: category, product, company, agency, production company.

**Best local retail (tie):** 1. Oldsmobile, Brady Oldsmobile, Minneapolis-St. Paul; Bozell & Jacobs, Minneapolis; Studio One, Minneapolis. 2. Watermelons: 7-Eleven Food Stores, Dallas; Stanford Advertising, Dallas; WFAA-TV, Dallas.

**Best program openings and billboards (tie):** 1. *Walt Disney Show*, "Wonderful World of Color": Eastman Kodak; J. Walter Thompson; Walt Disney, Hollywood. 2. *The Ford Show*, "Peanuts . . . Dinner": Falcon div., Ford Motor; JWT; Playhouse Films, Hollywood.

**Best 8-10 second I.D.'s:** Culligan Water Softener; Culligan, Inc., Northbrook, Ill.; Alex T. Franz, Chicago; Dallas Williams Productions, Hollywood.

**Best program cast commercial:** State Farm Insurance. *Jack Benny Show*; Needham, Louis & Brorby; J&M Productions, Beverly Hills.

Following are categories in which the winners were awarded special citations.

**Best, children's market:** Arnold Cookie Pops; Arnold Bakeries; Donahue & Coe; MGM Telestudios, New York.

**Best, budget under \$2,000:** Occident flour; Russell Miller Milling; John W. Forney, Minneapolis; Videotape Productions, New York.

**Best videotape productions:** Chevrolet "Anniversary Album Offer"; Chevrolet div., General Motors; Campbell-Ewald, Detroit; NBC-TV, Burbank, Cal.

**Best black and white cinematography:** "Qualities of Aluminum" series; Alcoa; F&S&R, Pittsburgh; On Film, Princeton; Cinematographers; Marcel Rebiere, Richard Miller, Bert Spielvogel.

**Best color cinematography:** Cor-

vair "Swamp"; Chevrolet; Campbell-Ewald; Woodburn & Walsh, Coral Gables, Fla., Cinematographer: Harry Walsh.

**Best animation design (tie):** 1. Autolite; Electric Autolite div., Ford Motor; BBDO; Elektra. Art director, Georg Olden (BBDO); animation designer, Dolores Cannata, (Elektra). 2. Telephone; AT&T; N. W. Ayer; Pintoff, New York. Animation designer and director, Ernest Pintoff.

**Best special effects:** Instant Maxwell House Coffee; General Foods; Benton & Bowles; Television Graphics, New York. Special effects camera team: Bob Franz and Werner Koppmann. Film Optical.

**Best editing:** Post Grape Nut Flakes; General Foods; Benton & Bowles; On Film, Princeton. Editor, Carlo Arcamone.

**Best direction:** Areos; National Biscuit Co.; McCann-Erickson; Morris Engel Productions, New York. Director, Morris Engel.

**Best copy:** Kodak film; Eastman Kodak; JWT; Filmways.

**Best demonstration:** Corvair; Chevrolet; Campbell-Ewald; Woodburn & Walsh.

**Best musical scoring:** Chevrolet "Road Signs" series; Chevrolet; Campbell-Ewald; On Film.

**Best original music and lyrics:** Scott Soft Weve; Scott Paper; JWT; Ansel, New York. Music, Mitch Leigh, Music Makers.

**Best adapted music with lyrics:** Pepsi-Cola "Whoopee"; Pepsi-Cola; BBDO; Televideo, New York, others. Music director, Mitchell Ayers; lyrics, Richard Mercer.

**Best spokesman or woman:** Edie Adams for Muriel Cigars; Consolidated Cigar; Lennen & Newell; MPO, Hollywood and New York.

**Art for money's sake:** Stan Freberg and staff, Freberg Ltd., for Cheerios. Chun King, Nytol, and *TV Guide*. ■

## RADIO FORMATS

(Continued from page 34)

dle-of-the-road station. The announcers programmed their own music and the station's format swiveled according to the mood of the announcer on tap.

In October 1960, when former WOR v.p. Bill McCormick took over, this was scrapped and new programming inaugurated. The foundation is news. Fifteen minutes of news in

depth, completely rewritten, is on hourly daily at 6 a.m. to 11 p.m.

The music played is the variety known as "sweet." A number of talk shows were programed.

According to Pulse and Hooper rating reports, the reaction to WNAC's new programming is a success, reports the station. Pulse reports show that from 6 a.m. to noon, the station rose from a 9 share in September-October 1960 by 56% to a 14 in Pulse in January 1962. From noon to 6 p.m., it went from a 7 in a 71% jump, to a 12 in January 1962.

Hooper figures for the same period skyrocketed from a 6.4 to 14.9, 7 a.m. to noon. From noone to 6 p.m. ratings went from 6 to 13.7, an increase of 128%.

Billings are up more than 50% in 1961 over 1960. Part comes from new airline billings. A year-and-a-half ago, WNAC had only one airline. Today, in addition to being one of the few stations bought by Eastern Airlines, WNAC now has American, TWA, Irish, Pan American, Northeast, Japan and Northwest Orient. ■

## CASITE SALES

(Continued from page 37)

dynamic delivery of both news and commercials attracts a wide and faithful audience, evidenced by inquiries we receive daily from all sections of the country as the result of his broadcasts." Most of the letters received from listeners, says Cook, praise Harvey's salesmanship and ask questions about the product.

The radio campaign is backed by an intensive ad program in such trade magazines as *Motor*, *Super Service Station*, *Gasoline Retailer*, and *Service Station Management*. In addition, point-of-purchase material such as display racks, posters, etc., help the dealers sell to car owners and tie in with Casite's national consumer advertising.

Three times a year Casite sends specially prepared posters to four out of every five gas stations in the country which promote Casite's sponsorship of *Paul Harvey News*.

Dealer incentive promotions, such as offers of insulated picnic baskets, sport shirts, and air mattresses, figure prominently in promotion of the Hastings products. ■

## BUYING CONCEPT

(Continued from page 39)

seeking more and more living space. Secondly, decentralization of industry and development of brand new industries has tended to facilitate population movement because of the availability of jobs and housing from the tightly packed metro-centers. And, finally, ease of movement has been so enhanced through the use of jets and superhighways that the advantages of being situated in plenty of space between two, or maybe three or more, metropolitan centers instead of being crowded into one of them, are becoming increasingly attractive.

What this means from a marketing point of view is that the United States of today is not the series of relatively stable metropolitan marketing centers that it used to be as recently as 10 years ago. Two very obvious indicators of this are seen in the mushrooming suburban shopping centers as well as the rapidly expanding branch office developments of the "downtown" department stores.


DCS&S is not inclined to reveal all of the machinations that go into the determination of "advanced" markets. For it is in this area they feel that their Mediamarketing con-

cept will pay off most solidly for their clients in stretching advertising dollars to maximum competitive effectiveness. Some of the selective criterion, however, can be deduced from a consideration of the elements mentioned above. Primary among these is an evaluation of the population explosion factor. Questions which come to mind immediately are: is the market within a state, whose projected population is well above that projected for the nation as a whole, in a growth state? Is the market within that state projected for a growth greater than that for the state as a whole? Based upon these findings an evaluation is undertaken to determine what this means in terms of numbers of people coming into the market on a daily, weekly, monthly and yearly basis.

If the answers to these questions are in the affirmative, the market may then begin to take on the aura of an "advanced" market.

A second evaluation point takes into consideration the tv marketing concept. Has the market been truly evaluated in terms of its effective television signal? Are there some features of the market such as a geographical peculiarity or a dual mar-

ket situation or a transmitter location, which on past buying or marketing procedures has tended to militate against the inclusion of the market on a national advertiser's market buying list? Has the fact that one market is a distribution point and the other is not unduly influenced the selection of the former over the latter? The ultimate concern of this evaluation is to determine as clearly and as objectively as possible the total number of people who are within effective viewing range of the television towers.

A third criterion concerns itself with the rate of interurbanization of a marketing area. Is this market, due to the effects of interurbia, going to be as significant two, five or 10 years from now? Will it be less significant? Or more significant? What new industry is coming into the market? What are the market's plans for attracting new industries? What are their plans for expanding their current industries? The answers to these criteria and others, and the answers to their surrounding questions, will determine whether a market is an "advanced" market, and if it is, what ranking status it should be given. 

# DYNAMIC GROWTH!

the Key to the

## SOUTH'S FASTEST GROWING TV MARKET

FOOD SALES \$243,581,000

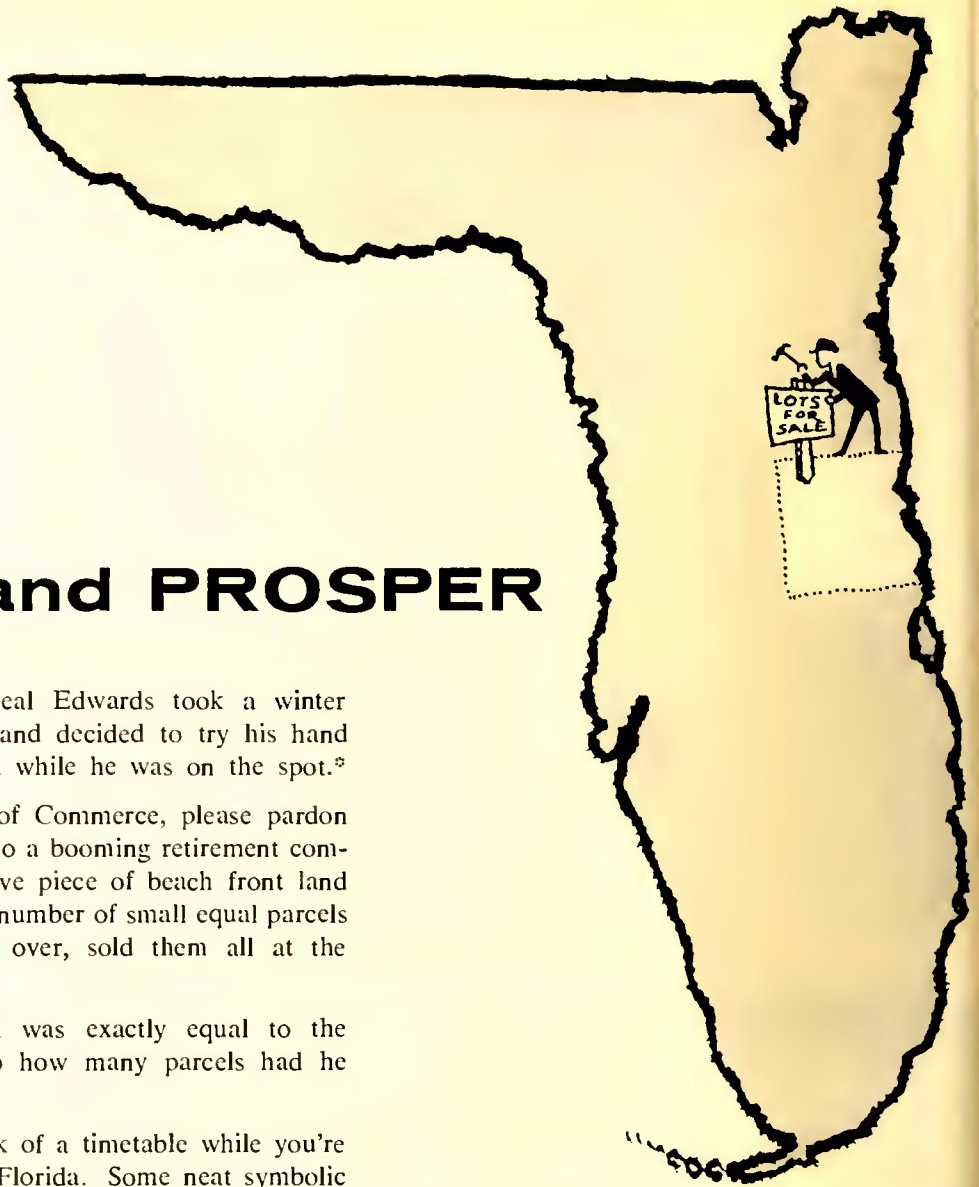
GENERAL MERCHANDISE SALES  
\$177,033,000

AUTOMOTIVE SALES \$203,955,000

CROSS  
ROADS  
OF THE  
SOUTH

# JACKSON, MISSISSIPPI

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



## DIVIDE—and PROSPER

WMAL-TV sales manager Neal Edwards took a winter vacation in Florida this year and decided to try his hand at a little property speculation while he was on the spot.\*

One rainy (Florida Chamber of Commerce, please pardon the expression) day, he drove to a booming retirement community and bought an attractive piece of beach front land for \$243. He divided it into a number of small equal parcels and, before his vacation was over, sold them all at the very low price of \$18 each.

His gross profit on the deal was exactly equal to the original cost of 6 units. Into how many parcels had he divided the piece of land?

Work this one out on the back of a timetable while you're waiting for the next plane to Florida. Some neat symbolic embodiment of the Sunshine State will be your reward.

*\* While we're on the spot, we'd like to point out that there's no speculation involved in buying spots on WMAL-TV. There's a sure profit to be had from minute participations on one of WMAL-TV's 4 daily half-hour news programs: 1:30 p.m., 6:00 p.m., 7:00 p.m. and 11:00 p.m. Ask the man who's bought them. Better still, put in a call to your H-R television representative.*

Puzzle adaptation courtesy Dover Publications, N. Y. 14, N. Y.

# wmal-tv

Washington, D. C.

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

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

# WASHINGTON WEEK

7 MAY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

**The Booz, Allen and Hamilton management study of the FCC may widen further the split between FCC chairman Newton Minow and the other six commissioners.**

While Minow, himself, has appeared for almost a year to be attempting to counteract the situation, outside developments have been making matters steadily worse for him.

While the survey doesn't recommend any greater powers for the chairman with respect to policy matters, it does look toward a firmer grasp in the chairman's hands of matters of routine. Rather surprisingly, for a survey which was supposed only to look at operating efficiency, it included **some gratuitous words of praise for the present chairman.**

BAH also went into another policy direction, recommending that **fees be charged for the FCC's licensing activities**, though this recommendation was explained as a means of increasing the Commission's working funds. It was further explained that the FCC needs more money than is now available through yearly Congressional appropriations if the tremendous workload is to be handled without undue delays.

Main trouble for Minow lies in the recommendation that the chairman be the FCC's executive officer in fact as well as in name, and that he be given an **executive director to report directly to him**, rather than to the commission as a whole. In both cases, the survey justification is that this would aid in channeling the workload for more effective handling.

BAH also got off into the policy field when it suggested that the FCC **set up definite standards for license renewals**, as well as in other ways.

The fact remains that the **giant 600-page report has hit Washington with no impact whatever.** It would be very surprising—and it would certainly take major new developments—if anything at all is done about it.

On the other hand, it does rub salt into open wounds among the other commissioners. So it may have a negative effect, if not a positive one.

Minow's troubles probably began with excessive use of the word "I" in describing regulatory goals, many of which had **already been set in motion by former Chairman Frederick Ford in the preceding year.** Then the "vast wasteland" speech focused the attention of press, public and would-be reformers on Minow. It appeared that the other commissioners were completely forgotten. First result was **Ford's smashing of the administration reorganization plan for the FCC, with substitution of Ford's own plan.**

Minow appeared to learn his lesson, and references to Ford and to the commissioners as a body, plus remarks about regulatory projects started before Minow's appointment, intruded regularly into his speeches. However, the ball was rolling, and press and public continued to treat Minow as if he headed a one-man bureau. **The BAH report, in fact, supplies the salt.**

**The FCC warned radio stations last November that broadcasting of racing information in a form useful to gamblers would be looked upon with a jaundiced regulatory eye at license renewal time.**

However, the wheels of the FCC usually move very slowly and sometimes in contradictory fashion.

Now Attorney General Robert Kennedy is in this particular act, and the FCC in "co-operating" is, in fact, **stepping up its activities.**

A new package of anti-crime bills resulted in voluntary withdrawal of a number of phone and wire services to bookie joints. This is part of Kennedy's over-all war on organized crime. Now Kennedy has revealed that he suspects **the gamblers are using radio stations to get**

*(Please turn to page 57)*

# SPOT-SCOPE

7 MAY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

There hasn't been much fan-fare about it, but FC&B, Chicago, an agency which seemed to favor network tv in a big way, is doing some fancy footwork in the spot tv ring this season.

The biggest step in this direction was a round on behalf of Kleenex, using about 50 markets as a counter-strategy for competitive P&G's Puffs, a facial tissue with a built-in skin softener. Last week the agency came back strong with a 26-market buy for Armour's new Princess Dial soap.

Although it's not a saturation campaign, frequency is heavy.

There's a postscript to the above which is causing no small degree of ambivalence on the part of mid-West reps.

Just beginning to revel in the light of FC&B's nod to spot tv, two of the agency's active accounts depart Chicago for the New York office later this month. Emigrees are Kool-Aid, buying tv spot to supplement markets where network exposure is low and Kool-Pops, the freeze-it-yourself version of the summer drink.

Incidentally, Kool-Pops is still in the market expansion stage and buying spot tv steadily as it progresses. Last year was the first time the pops proved their acceptance and food-broker opinion indicates this summer should be the success clincher for the item.

One of the most significant omens in the spring spot buying season, at least in the Midwest, is the emergence of radio in media plans of major advertisers.

A heavy-budget burst comes from Country Club Malt Liqueur (Shaw), a Goetz Brewing product buying about 75 markets. This is Country Club's first run to radio after some three years of weighty tv activity.

Three accounts in the news recently for notable tv treks are also stepping sprightly in their search for radio markets. Kitchens of Sara Lee (Hill, Rogers, Mason & Scott), buying multi-markets for its pound cake; Kool-Aid (FC&B) scouting southern stations with Negro appeal; Pure Oil (Burnett) currently arranging for franchises within programs in as many markets as it can get within its 14-state selling area.

The Gravy Train campaign which starts today represents a lot more than just a whistle-stop for tv stations: the money's being routed to some 70-80 major points on the spot tv line.

The buying, via Benton & Bowles, is a classic example of custom-fitting the schedule to the budget. The General Foods dog food account wants nighttime minutes and 20's and, according to the allocation for a particular area, is taking combinations which will add up to about six minutes and two-to-three of the shorter segments in each market.

Schedules will run for three weeks.

For details of last week's spot action see items below.

## SPOT TV BUYS

Princess Dial, product of Armour Co., bought about 26 markets for a campaign which gets underway about the first of June for 13 weeks. Time segments: day and night minutes aimed at a female audience. Agency: Foote, Cone & Belding. Buyer: Gwen Dargel. Incidentally, one indication that FC&B will be more active in spot for the Dial account this year than last: total 1961 spot billings for the soap were only \$216,560.

Gulf Oil's latest flight starts at the end of the week, 13 May in about 20 markets. It's of six



## SPOT-SCOPE *continued*

week duration, using 40-second spots in prime time. The Gulf agency is Young & Rubicam and Chris Russell is doing the buying.

**Brillo Manufacturing** is involved in a six-week promotion for its Paddy Pads, an account which billed \$446,960 in 1961 tv spot, via J. Walter Thompson. It will continue through mid-June in some 15 markets. Time segments: daytime and fringe night minutes. Buyer: Charles Spencer.

**Beech-Nut** is buying for Tetley Tea (\$81,650 last year) with schedules to start 21 May in 10 markets. The campaign is for nine weeks and the spots are day and night minutes. Agency: Ogilvy, Benson & Mather. Buyer: Art Topal.

**Duncan Hines**, another P&G big spending division, is testing Dutch Topping Mix (\$23,030 in '61) in about five markets. Nighttime minutes start 14 May to run through the P&G year and the buyer is Fred Webber. Agency: Gardner.

**The Coleman Company**, Wichita, is a seasonal account just reactivating. A four-week campaign starts 28 May on behalf of its outdoor equipment (fuel lanterns and stoves, coolers and jugs, folding ovens, etc). A host of major markets will get fringe minutes. Agency: Potts-Woodbury. Buyer: Bill Smith.

**General Mills** is testing a new cereal—Country Corn Flakes—using daytime and early evening minutes for 52 weeks in a few selected markets. The agency for the account is Dancer-Fitzgerald-Sample. Buyer: Dave Hanson.

**Lestoil**, a \$4.6 million spender last year, launched its latest flight yesterday, 6 May, which will run for six weeks. There are about 10 markets involved. Time segments: I.D.'s Agency: Sackel-Jackson, Boston. Buyer: Len Tarcher.

**Colgate-Palmolive** is active on behalf of Vel Liquid detergent, which annually accounts for over \$1 million in spot on its own, seeking fringe minutes to start 27 May for 11 weeks. It's a limited-market drive, with the buying being done out of Lennen & Newell by Jim Alexander.

## SPOT RADIO BUYS

**M. K. Goetz Brewing** is buying about 75 markets for Country Club Malt Liquor to begin in the south around 14 May and in northern markets toward the end of the month or early June, depending on regional climates. Agency: John W. Shaw. Buyer: Isabelle McCauley.

**Purolator Oil Filters** is placing flights totaling eight weeks in about 20 markets. Schedules are 21 May through 10 June, 18 June through 8 July, and 23 July through 5 August. Minutes and 30's are being used, 15-23 per week per market. Agency: JWT, New York. Buyer: Adriene Kaplan.

**National Life & Accident Insurance** begins a campaign 28 May for 13 weeks. About 10 markets get moderate frequencies of minutes. Agency: Noble-Dury & Associates, Atlanta. Buyer: Jane Dowden.

**American Tobacco** is going into 130 markets 21 May with Pall Mall schedules. Campaign is in flights and covers eight weeks. Morning traffic minutes are being bought primarily, two and three stations deep. Agency: SSCB, New York. Buyer: Mike Cambridge.

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## WASHINGTON WEEK *(Continued from page 55)*

race returns to the bookie joints. He has fed information about specific stations to the FCC, and the FCC has asked the stations to answer arched-eyebrow questions.

There is no information on the number of stations caught in the Kennedy web, but there are three in the Washington area, alone—one a very big and important station.

The government's efforts to require tv set makers to include all 82 channels went another lap: the House by a 279 to 90 vote passed bill to that effect last week.

It's now up to the Senate. The latter's commerce committee has held hearings on a similar bill. The EIA is strongly opposed to the whole idea.

# SPONSOR HEARS

7 MAY 1962

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PUBLICATIONS INC.

A report current last week which is rather hard to accept: politics played a role in Texaco's decision not to renew the Huntley-Brinkley news strip on NBC TV.

The way the poop goes is that the heads of some of the country's massive corporations have been somewhat disdainful of the viewpoints and images contained in David Brinkley's weekly Journal.

They think the atmosphere of the program is too sympathetic to the present Washington administration.

Group station owners, who may be mulling the idea of setting up their own national sales organizations and are hazy about the cost of running such a shop, will find The Katz Agency glad to offer them one statistic.

It has to do with bills for telephone, telegram and TWX communication.

Katz's expenditure for those items is now around the quarter-million mark.

America's giant corporations apparently are getting coy about celebrating their golden or whatnot anniversaries on tv: there hasn't been one of them in several years.

In reprise, the four that have used the medium for such a to-do are General Motors, General Electric, General Foods and Ford.

The networks make no point of soliciting this kind of business, but these celebrations lend a tone, an air of nostalgia and an all-out twist of showmanship that tv can relish once in a while.

Foote, Cone & Belding's timebuying department wants it known that TWA is holding fast to the clause in its contract on local newscasts giving it the right to cancel out in the event of any air crash.

The reminder was in response to an item here that TWA was leaning toward a modification of the blackout policy by retaining sponsorship of the newscast under such circumstances but eliminating the billboard.

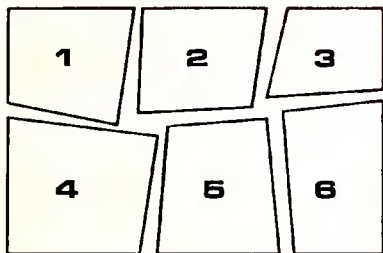
An attitude which is becoming quite rife among advertisers that have a yen for public affairs programming poses a double-edged sword.

The common dodge is to wait until the last minute on the premise that the tv network will carry the program anyway and, if unsponsored, any bid would be acceptable.

The rusty side of the sword: the sponsor may save some money but at the same time he euhres himself out of doing a proper merchandising job.

You indeed would have had to be around commercial radio from its virtual inception if you can recall when workers in the agency vineyard would not only write the script but went on the air to deliver it.

One of the quainter instances in New York was J. Walter Thompson's Robert T. Colwell, who as Dr. Cole Bailey would go on in the early morn to give advice on mouthcare and wind up with a plug for Calsodent.



**1 CHURCH SERVICES:** WBEN-TV has consistently brought live Sunday services into Western New York homes since 1948.

**2 OPERA WORKSHOP:** In conjunction with the University of Buffalo, WBEN-TV airs Music Workshop productions — affording a professional showcase for students.

**3 FAIR TIME:** Every year the busy WBEN-TV mobile unit goes to the Erie County Fair — bringing the folksy events to the 15-county area served by Ch. 4.

**4 PANEL DISCUSSIONS:** For 14 years the University of Buffalo Round Table has been a prime-time Saturday night feature on WBEN-TV (21 years on

WBEN-Radio). A significantly free-ranging community forum.

**5 CIVIC EVENTS:** Whether it be the first ships through the Seaway, the Niagara Power Project dedication or the opening of the new, nationally-famous Albright-Knox Art Gallery, WBEN-TV has crews and station personalities covering important events.

**6 HOME STUDY:** The Erie County Extension Service weekly takes homemaking ideas into area homes through the WBEN-TV production — "You and Your Family." The old traditional crafts of tatting, weaving and sewing and the present-day home-maker arts find new and eager followers.

*A quality image is the result of a quality effort.  
WBEN-TV is dedicated to keeping the community  
enlightened . . . entertained . . . informed.*

National Representatives: Harrington, Righter and Parsons, Inc.

**WBEN-TV**

an affiliate of WBEN-Radio AM-FM  
The Buffalo Evening News Stations

CH. **4**

CBS in Buffalo

# SPONSOR WEEK WRAP-UP

## Merle Jones

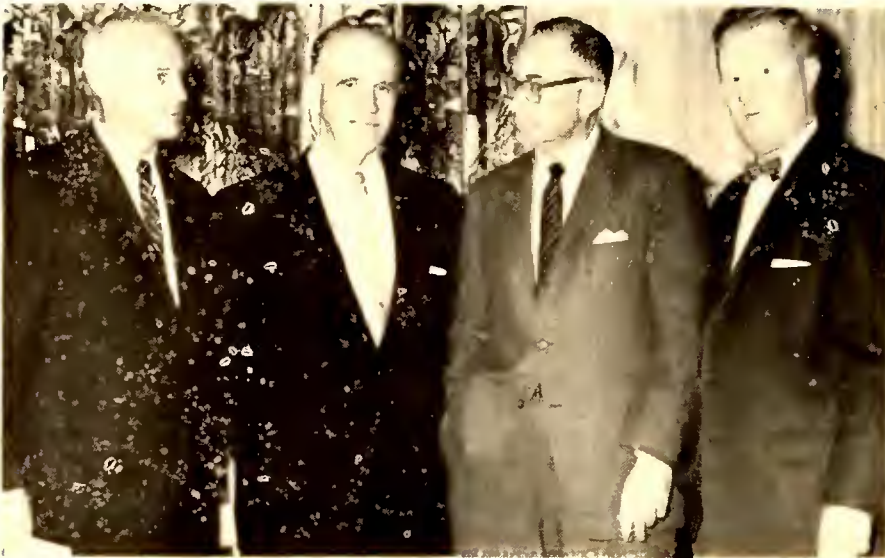
(Continued from Sponsor Week)

tion in 1956 and about 40 million today, and are still going through a very rapid increase.

CBS distributes programing to 57 of the 65 nations that have televi-

sion. It provides 300 station half-hours of news and public affairs weekly, and 1,400 half-hours of other programing, all outside the U. S. In addition, CBS Newsfilms is sent abroad to 230 stations daily, covering about two-thirds of the non-Communist world, Jones said.

**KUDOS** for 'Tv Guide' editor Merrill Panitt came from Chicago network v.p.'s for his speech before the local Broadcast Ad Club criticizing FCC public hearings. Seen (l-r): Clark George, CBS (WBBM-TV); Lloyd Yoder, NBC (WNBQ); Panitt; Sterling Quinlan, ABC (WBKB)



**HIGH HAT**—Three winning entries in a WSB, Atlanta, pre-Easter contest are modeled by station employees: (l-r) Brenda Butler, Janice Pierce and Joyce Harper. Center hat won big prize



## Advertisers

Gillette will spend more than \$1 million on its Father's Day sales drive.

Broadcast media figure heavily in the campaign, which runs from 16 May-16 June.

**Campaigns:** John H. Breck is using an intensive spot tv campaign in eight major markets to introduce two new aerosol hair sprays. Agency is Reach, McClinton & Humphrey of Boston . . . Tv also figures heavily in the drive to introduce five new non-carbonated Shasta Beverages fruit drinks in northern California



**LAS VEGAS** night run by WJZ-TV, Baltimore, was the second in seven events to familiarize local agencies with station's programing. Here men from Doner try their luck

**MISS RADIO** Month, Carol Chadwick, poses prettily with the public relations kit NAB sent to radio members for the national celebration which runs through May for stations



and Utah. Agency is Hoefler, Dieterich & Brown . . . **Hertz Rent A Car** (Norman, Craig & Kummel) has earmarked \$500,000 for its summer campaign which includes network tv . . . **Shulton, Inc.** (The Wesley Associates) will use heavy daily and weekend spot radio in 51 top markets for the nine days prior to Father's Day to promote its Old Spice for Men line.

**Acquisition:** Tillie Lewis Foods of Stockton, Calif. has bought the Andersen Soups products line from Heublein, Inc.

**Financial reports:** Philip Morris net

sales for the first quarter were \$129,433,000, up 4.5% over the same period last year. Net income was \$4,880,000, an increase of 3.6% and earnings were \$1.27 per common share, vs. \$1.21 last year . . . **Borden Co.** earnings for the first quarter rose 5.2% to \$6,385,274 or 60 cents a share and sales were \$257,790,193, against \$247,099,629 . . . **Colgate-Palmolive** net income for the quarter gained to \$5,238,000 or 62 cents a common share on volume of \$168,408,000 . . . **American Home Products** first-quarter sales rose some 9% to \$125,862,789 with earnings of \$12,674,097 or \$1.64 a share . . . **Anheuser-Busch** earned \$2,930,765 or

60 cents a share on sales of \$70,612,979 in the first quarter. Last years income for the same period was \$2,738,513 or 56 cents and sales were \$67,746,080 . . . **Warner-Lambert Pharmaceutical** earnings for the first quarter were \$4,300,000 or 81 cents per common share compared with \$3,600,000 or 68 cents per share last year. Sales totaled \$55,000,000 compared with \$48,000,000 a year ago, an increase of 14% . . . **Bell & Howell** net earnings for the quarter were \$306,000 or 8 cents per share compared to \$105,000 or 2 cents a year ago. Sales for the period were \$22,301,000 compared with \$22,835,000 last year.



**TOP BRASS** appointments at WTAR Radio-Tv Corp., Norfolk, brought together three new v.p.'s and pres. and gen. mgr. Robert M. Lambe. L-r: William A. Gietz, v.p. for tv sales; Robert Lambe; Harold Soldinger, v.p. for tv programs, operations; Jack Prince, v.p. for am and fm



**SPRUNG UP** Maynard G. Krebs, alias Bob Denver of the *Dobie Gillis Show* with a WMAZ tie, are two Miss Macon contestants. Maynard served as master of ceremonies for the local beauty pageant



**ROLL IT**—WBNS-TV, Columbus, film buyer Betty Dixon previews *Frontiers of Knowledge* for (l-r) Arnold Routson, stn. account exec.; Cameron Williams, Motorists Mutual Co.; Ron Cowman, Kight agency

**PEOPLE ON THE MOVE:** Edmund J. Lange, Jr. to associate director of Johnson & Johnson's new products division . . . Jack Finn to assistant to the president of American Home Products . . . Robert J. Mohr to director of advertising at Shulton, Inc. . . . Hugh R. Conklin to sales vice president at Lever Brothers.

## Agencies

**P&G moved its \$5-million worth of billings out of Gardner last week.**

Involved was part of P&G's Duncan Hines mix line (Double Fudge Brownie Mix, Dutch Top, Early American, Wild Blueberry Muffin and pancake mixes), which went to Compton, and Jif Peanut Butter, which went to Grey.

The mixes bill around \$2 million and the peanut butter another \$2 million.

It's the fourth P&G brand switch within three months. The others: Tide (\$11 million) from Benton & Bowles to Compton and Duz (\$3.5 million) from Compton to Grey.

**Agency appointments:** Martin-Marietta to Papert, Koenig, Lois . . . Perry-Sherwood to Kameny Associates . . . Foods Plus to Wunderman, Ricotta & Kline . . . The Joseph Horne Co., Pittsburgh to The Albert P. Hill Co. for radio broadcast media . . . The Jel Sert Co., Chicago to R. Jack Scott.

**New agency:** Corporate Advertising, designed primarily to service corporate and financial accounts which is affiliated with Cobleigh and Gordon, financial PR consultants and is based in New York.

**Happy birthday:** To Post & Murr, celebrating its first anniversary on the Chicago agency scene.

**Top brass:** Rolt Smith to senior vice president at Ted Bates . . . John R. McCarthy to account group manager at Fuller & Smith & Ross, New York.

**New v.p.'s:** Paul G. Indorf at Ted Bates . . . George Wolf at Lennen & Newell for commercial production . . . Matthew J. Lambert, Jr. at Ar-

nold & Co., Boston . . . Richard H. Depew at Cunningham & Walsh.

**PEOPLE ON THE MOVE:** William J. Curran and Jack Beauvais to the executive committee of Arnold & Company . . . Mary Ann Schatz to business manager of the radio-tv department at MacFarland, Aveyard, Chicago . . . Ronald L. David to associate producer-radio and tv for Zimmer, Keller & Calvert . . . Frank N. Moore to the broadcast group and Sargent Goodchild to the research department at Harold Cabot & Co.

## Tv Stations

**The first step toward a unified industry approach to electronic programming computers has been taken by TvB.**

A special committee headed by Donald L. Kearney, Corinthian Broadcasting director of sales, will study ways and means of disseminating available marketing information, coordinating existing data and will investigate the rental of computers on a long-term contract basis.

On a related front, ARB, as part of a long-range plan for expanded services, has made several new executive assignments. Named new assistant general manager is James Dunn. Other appointments: J. Ralph Crutchfield to ARB station sales manager; James Rupp, marketing director of station services, assuming added job of assistant product manager for market reports; and market report technical director John Thayer taking on technical direction of ARB Standard Services.

### Ideas at Work:

- To publicize its new office and studio building now under construction, WTTG-TV, Washington, D. C. is sending around attractive hour-glass paper weights with this calling card: "It's just a matter of time until WTTG's new home is finished."

**Financial report:** Transcontinent Television Corp. disclosed that net income for the first quarter was \$395,684 as compared to \$271,553 for the comparable period in 1961, an in-

crease of some 46%. Earnings per share were 22 cents as compared to 15 cents for the same period last year. Incidentally, Transcontinent took over operation of WDOK (AM & FM) in Cleveland last week . . . **Taft Broadcasting** income for the quarter ending 31 March was \$520,188 or 33 cents per share compared with \$375,703 or 24 cents for the like period last year. Revenues for the quarter rose to \$2,976,642 from \$2,643,908 and operation profit before depreciation increased correspondingly to \$1,363,223 from \$1,084,544.

**PEOPLE ON THE MOVE:** Robert L. Brown to general sales manager KBTV, Denver.

## Radio Stations

**Maurie Webster, general manager of CBS Radio Spot Sales and CBS Radio v.p., did some crystal-ball gazing on the future of spot radio for the Pennsylvania Assn. of Broadcasters.**

There are four challenges ahead which, if met, should greatly boost the medium, said Webster. They are:

- Segmented Marketing—the day when advertisers seek mass coverage are over and radio, which attracts specialized audiences, can be the most selective medium.

- Qualitative research—agencies must improve communications between client and media buyer re. station selection on the basis of editorial content.

- Intelligent use of radio's full potential—agencies and clients have inflated the cost of drive time while ignoring other important segments.

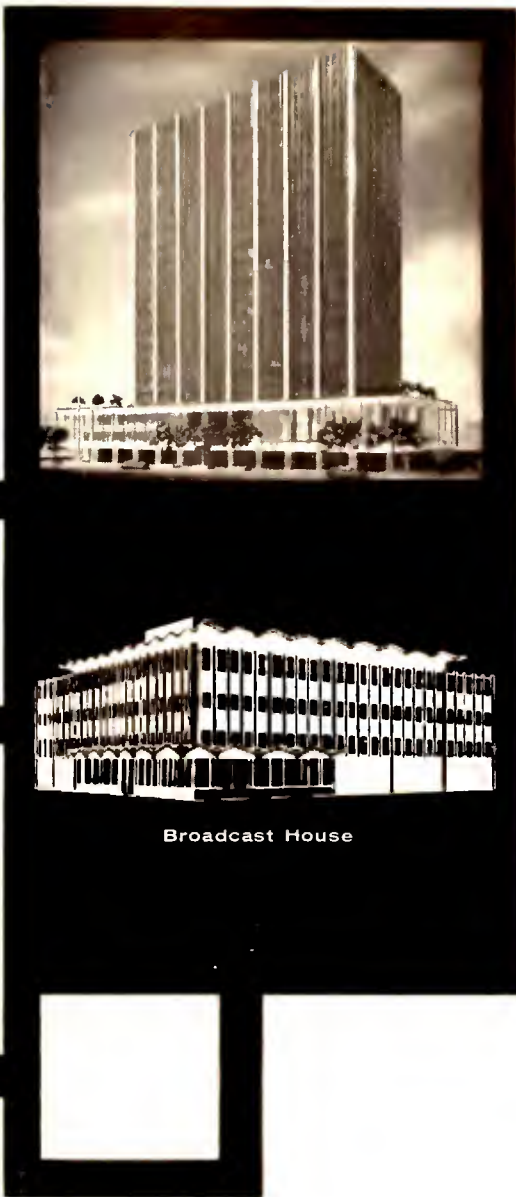
- Cooperation—must work toward local organizations where stations aid in building up the sales promotional aspects of particular markets.

**There are now 183.8 million working order radio sets in the U. S., a gain of 70% over the last decade.**

RAB, gearing up for radio's heaviest penetration season, cited these figures from its own estimate as of 1 January 1962.

Pointing to radio's summer audience gain ("the season when other

**NEW NEIGHBOR  
ACROSS THE PLAZA!**



Number One Constitution Plaza, the magnificent, twenty story Connecticut Bank and Trust Company Building, progresses toward a late 1962 completion in downtown Hartford's dynamic area of urban renewal. Broadcast House, new home of WTIC TV-AM-FM and first building to be completed and occupied in Constitution Plaza, salutes its handsome neighbor, destined to be the tallest unit in the redevelopment area. Like Broadcast House, the Connecticut Bank and Trust Company Building is an important part of the urban rebirth of America's insurance capital and a further stimulus to an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielsen reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

**WTIC TV 3/AM/FM**

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED  
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY

(media begin to pale"), the bureau also began its pitch to suntan product manufacturers. Some of the points being made:

- Seven out of 10 cars have radios, and more than 97% of car-radio owners are regular listeners.
- Housewives dominate suntan product sales and studies show that women spend two hours and 13 minutes every weekday with radio, against 37 minutes with newspapers and 39 minutes with magazines.

#### Georgia stations are all reved up for promoting Radio Month.

The state broadcasters association plans seven special events to herald the medium, headlined by the first Georgia Radio Day in cooperation with the Atlanta Ad Club. RAB president Kevin Sweeney will address the group.

Other featured events include:

- Providing promotion tapes to 135 members, with special congratulatory messages from Senators Richard Russell and Herman Tal-

madge and Governor Ernest Vandiver.

- The GAB Safety-Thon Weekend (25-27) with the theme "Lights on, and Live."

#### Ideas at work:

- **WINS**, New York, program director Don Luftig has penned a defense of the radio industry for the July issue of "Dude" magazine, which previously printed Marie Torre's blast called "The Radio Wasteland."

- Along with an updated list of its 1,130 affiliated radio stations, **Keystone Broadcasting System** is sending a coverage map based on N.C.S. 1961 weekly penetration of 1,119 stations.

- On the way to timebuyers—"power-rich new **KMBC** in a can . . . a special blend of all Kansas City" Directions for most effective use of daytime radio are on the back but "for all matters of sales performance," the label suggests, "consult your **KMBC** rep."

- Although the deadline is past, many people still remember the income tax ordeal. **WMCA**, New York, playing on the idea, is circulating a sales promotion piece which resembles the Internal Revenue Department's short form and advising advertisers to "act today to get into that higher bracket of listener response."

**Special Budweiser buy:** The Budweiser Beer division of Anheuser-Busch (D'Arcy) picked-up 52 weeks of a record show (daily, 6:40-6:55 p.m.) on **WWRL**, New York's only 24-hour-a-day Negro radio station.

**Happy Anniversary:** To **WRCV**, Philadelphia, celebrating the second birthday of its big band remotes. Station claims a "first" in bringing back the concept.

**PEOPLE ON THE MOVE:** Garrett D. Blanchfield to sales promotion assistant at **WEEL**, Boston . . . Tom Marks to sales manager of **KFRC**, San Francisco . . . Lawrence H. "Bud" McMullen to account executive at **KOMO**, Seattle . . . Charles Murdock to station operations man-

ager of **WQAM**, Miami . . . J. C. Dowell to general manager of **KQTV** and **KVFD**, Ft. Dodge . . . Arthur Barnes to sales promotion manager of **WBBM**, Chicago.

**Kudos:** Jules Dundes, CBS radio v.p. and general manager of **KCBS**, was re-elected to the San Francisco Bay Area Council Board of Governors . . . **KSAN**, San Francisco got the award for the best merchandising efforts in support of Kraft's advertising program for 1961.

## Fm

**WFLM**, Ft. Lauderdale has become the second station in South Florida to switch over to full-time fm stereo.

Station is on the air from 7 a.m. to 1 a.m. and, says manager Robert Miller, even the commercials will be in stereo.

**Program note:** **WLIR**, Garden City has a new series called "Trends in Industry" which features the educated opinions of Long Island's top industrial, financial, and educational leaders on current industrial trends . . . **WXHR**, Boston has resigned its affiliation with the **QXR** Network and will begin local programming on 3 June . . . **WBMI**, Meriden began fm stereocasting on 1 May . . . **WRIT**, Milwaukee recently began fm broadcasting to compliment its regular am programming.

**Audience data:** There's a Madison firm called **Economic Research Agency** which has just completed a project for the Madison, Wis. area which shows about 42% of the homes with FM sets and about 33% of that group are regular listeners.

## Networks

The current Harvard Business Review has something to say about tv critics who spout the "vast wasteland" line.

The magazine in an article refers to them as the kind that play a good game of finding fault but ignore financial realities.

Cuisine Exquise . . . Dans  
Une Atmosphère Élégante



575 Park Avenue at 63rd St.  
NEW YORK

Lunch and Dinner Reservations  
Michel: TEmpleton 8-6490





## From All Angles...



**KGO-TV Covers San Francisco's Top News Events** to take viewers on the scene when local history is made. In April the station telecast EXCLUSIVELY a two and one-half hour cathedral ceremony at which Archbishop Joseph T. McGucken was installed as spiritual leader of the Roman Catholic Archdiocese of San Francisco . . . the first time such an event was telecast in the Bay Area, and the second time it was done anywhere in U. S. television. Programming such as this is now a staple part of KGO-TV's public affairs endeavors. For more facts on the new KGO-TV, call UN 3-0077 in San Francisco, or contact ABC-TV National Station Sales.

OWNED AND OPERATED BY AMERICAN BROADCASTING/PARAMOUNT THEATRES, INC.



# Sorry, we don't cover Moscow . . .

## SPONSOR'S 5-CITY TV/RADIO DIRECTORY



.. 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

The article proposes a unique plan: to wit, granting a tax exemption to compensate for losses in this area.

Says writer Ernest D. Frawley: "The precedent for such an exemption exists in the public service allowance granted to a large segment of the periodical press in the form of economical postal rates and in the allowances granted to airlines in several forms."

ABC TV will award research grants totalling \$20,000 in conjunction with its new children's show "Discovery '62" which premieres 1 October.

Three University of Wisconsin professors will serve as a selection committee. No more than two grants or more than \$4,000 will be awarded for studies at any one university.

New affiliates: WAFC, Staunton, Va. has joined the CBS Radio Network . . . KCTA, Corpus Christi to the ABC Radio Network.

Specials: John H. Breck, Inc. will foot the entire bill for "Noah and the Flood," the dance-drama including original music written for tv by Igor Stravinsky to be telecast 14 June on CBS TV.

PEOPLE ON THE MOVE: Willard T. Wadleton to CBS Radio as an account executive . . . Hubbell Robinson, CBS TV senior v.p., to the U. S. National Commission for UNESCO, representing the National Academy of Tv Arts and Sciences . . . Stanley Chase to director of program development at ABC TV.

### AVAILABLE

Television-Radio Sales Executive. Thirteen years rep experience with New York agencies and clients, network consultant, national sales manager. Desires executive sales position. SPONSOR, Box 316.

## Representatives

A major expansion move by the Daren F. McGavren Co. includes four promotions from within and an addition to the staff.

Ralph Guild becomes manager of the entire organization, directing all sales and soliciting new stations. Ed Argow, currently manager of the rep firm's Chicago office, will move to New York as sales manager. Mike McNally moves from St. Louis manager to that post in Chicago and Tom Sullivan, formerly of NBC Spot Sales, will head up the St. Louis office.

Harvey Glor becomes mid-West sales representative for the new McGavren Plan.

All appointments take effect 1 June.

New quarters: As part of a planned expansion program, Tele-Radio & Tv Sales, rep firm specializing in Spanish media, has moved to the new Diamond National Building at 733 Third Avenue, New York.

PEOPLE ON THE MOVE: Arthur C. Elliot, vice president and eastern sales manager of Harrington, Righter & Parsons has been elected to the firm's board of directors . . . James R. Parker to the Chicago staff of Peters, Griffin, Woodward as a tv account executive.

## Film

Warner Brothers' decision to distribute its own tv series is certain to shake up the syndication market in more ways than one.

The film company has a ready-made backlog of off-network properties which could flood a market which has been tightening up for the past few years.

While the initial plan is for the division to unleash only the hour-long shows of the "Maverick" variety, it's possible that once Warner Bros. enters the station-to-station sales field it will take over distribution of its own tv-destined feature films.

For details and further implica-

tions of the move, see SPONSOR-WEEK, p. 7.

**Screen Gems has obtained syndication rights to the "Festival of Performing Arts."**

Produced by David Susskind and James Fleming, the hour-long series of ten concert performances premiered on WNEW-TV, New York and WTTG, Washington, D. C. last month, sponsored in both cities by Standard Oil Co. of New Jersey.

**Sales: Seven Arts** sold its post-50 Warner Bros. features to five more stations raising the totals to 124 markets for volume 1, 89 for volume 2 and 38 for volume 3 . . . **Tele-dynamics'** "True Adventure" to WGN-TV, Chicago, raising total U. S. markets to 22.

**New properties:** Two half-hour "Science in Action" specials produced at the Seattle World's Fair are now available through **RSS Corp.** as a group or to augment the 39-episode series of the same name.

**Rating record:** "The Caine Mutiny," the **Screen Gems-Columbia Pictures** feature on WCBS-TV, New York 28 April broke feature film rating records with a local Arbitron of 34.2 and an 83.4 share of audience. It was on the "Schaefer Award Theater" which pre-empted "The Late Show" at 11:15 p.m.

**PEOPLE ON THE MOVE:** Bob Farrar to director of custom production at PAMS Syndicated Productions of Dallas . . . Carl Russell to central division manager of TeleSynd . . . Joseph Kotler to vice president and director of syndicated sales for Warner Brothers newly-established syndication division . . . Richard Brandt to president, Aquila Giles to executive vice president of Trans-Lux Corp.

### Station Transactions

**KVIM, New Iberia, La.** was sold for \$100,000.

Handled by Hamilton-Landis, the

sale went to David Wagenvoord, vice president and general manager of WWOM, New Orleans and Fred Westenberger, an attorney also of New Orleans.

Seller was Queen City Broadcasting, headed by Paul M. Cochran.

## Public Service

**Two stations taking unprecedented steps in the political public service arena are WXYZ, Detroit and KTTV, Los Angeles.**

Filling in for the striking newspapers, the Detroit outlet pre-empted all programs to bring listeners the first live coverage of the State Senate. A 15-hour debate over state income tax proposals was carried by the station in its entirety, climaxed with an exclusive interview with Governor John B. Swainson.

On the West Coast, KTTV has invited all 106 candidates seeking 19 Congressional offices within the station's signal area to appear on a special four-hour primary election program 3 June.

### Public Service in Action:

• **KVIL, Dallas,** turned over an hour of broadcast time to the Texas

Democratic gubernatorial candidates to debate issues of the campaign. UPI picked up the network rights and made the broadcast available to stations throughout Texas.

• **WWVA, Wheeling** has increased its news coverage to listeners, effective with last week's introduction of United Press International service.

• **KIXZ, Amarillo** kicked-off the city's clean-up week campaign with a parade. One truck carried a coffin with signs reading "Don't let your city die, clean up, paint up, fix up." Program director Chuck Stewart pushed a broom and cart and members of the sales staff dressed as clowns and passed out balloons and candy to the young folks.

• **WWJD, Chicago** launched its exclusive series "Daly Report," announcements by Mayor Daly to promote City Improvement Projects.

**Kudos:** United Cerebral Palsy of Greater Baltimore honored **WBAL-TV** with a special public service award plaque for making possible a 17-hour Telethon . . . **WGBS, Miami** was honored by the Florida Bar Assn. for its special program "A Ghost Pleads for Justice" . . . **WITI-TV, Milwaukee** got Press Club TV news awards for spot news reporting and community service.

## the sales we reject . . . prove our worth

In selling or buying a broadcast property, one of your greatest protections is Blackburn's often demonstrated willingness to reject a sale rather than risk our reputation. For our business is built on confidence, and no single commission can be worth as much as our good name. Why hazard the risks of negotiating without benefit of our knowledge of markets, of actual sales, of responsible contacts?

## BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

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James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
RCA Building  
Federal 3-9270

### CHICAGO

H. W. Cassill  
William B. Ryan  
Hub Jackson  
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

# WTRF-TV STORY BOARD



IN AN EFFORT to help you see and play on marbles when you play on marbles, we have a "for a mada."

**wtrf-tv Wheeling**  
ONCE A MARRIAGE is the cause of divorce.

**Wheeling wtrf-tv**  
MINDFUL: When the governor asked for help in the State Program for the Preservation of Wild Life, his first volunteer was a...

**wtrf-tv Wheeling**  
THEY WERE TWIT! Hans and Fritz were wrestling near the edge of the cliff. As they tried to round-up the noise, the pair slipped over the edge. Fritz said, "Look Hans, no ma!"

**Wheeling wtrf-tv**  
A FEY AND KIDARE! Two inmates in the asylum were comparing ailments. "I'd like a right," mumbled Casey. "If I didn't have a hole in my head." "You're lucky," replied Kidare. "I have TWO holes in MY head." Then Casey batted back with, "Bah ah to you and your holier-than-thou attitude!"

**wtrf-tv Wheeling**  
FOR NO TON C! Salesman Cy says that every thing he resolves to love his enemies. All three of 'em: tobacco, women and gin!

**Wheeling wtrf-tv**  
TOGETHERNE! The two cars hit. One driver shouted, "What's the matter, are you blind?" "Blind hell!" answered the other. "I hit ya, didn't I?"

**wtrf-tv Wheeling**  
THE BRANDWAGON with alert advertisers selling the big and buying WTRF-TV audience from "Wheeling." With WTRF-TV's special brand of merchandising and promotion, results spell bonus profits. Let Rep George P. Hollingerserv tell you why the WTRF-TV Brandwagon is the best kind.

CHANNEL SEVEN **NBC** WHEELING, WEST VIRGINIA

# WHO

Des Moines

SERVES AMERICA'S

14<sup>th</sup>  
RADIO MARKET

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

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

**WHO, DES MOINES**

50,000 WATTS  
NBC

Peters, Griffin, Woodward, Inc.  
National Representatives

# Tv and radio NEWSMAKERS



**Francis P. Barron** has been named a vice president of Storer Television Sales. Barron was with WVEL-TV, Cleveland, (now WJW-TV) as local sales manager in 1954 when the station was bought by Storer. He continued in that capacity until 1958, when he was named national sales manager. In January 1959 he was made general sales manager. When plans for the formation of

the Storer rep group were announced in January 1961, Barron moved to New York as general sales manager of the new company.

**Robert W. Tunison**, manager of the tv commercial department at Leo Burnett, has been appointed vice president in charge of tv commercial production. Tunison began with the Chicago-based agency 10 years ago as a broadcast supervisor and was transferred to the tv commercial department as manager in 1955. Before his Burnett affiliation, he was with Newell-Emmett and with Henri, Hurst & McDonald. Taking over for Tunison as manager is Jackson Phelps.



**Howard M. Wilson**, who joined Geyer, Morey, Madden & Ballard last month, has been elected a member of the board. Wilson is general corporate executive in charge of creative services for the agency. His previous post was senior vice president of creative services at Kenyon & Eckhardt, where he worked for 10 years. Prior to that, Wilson was with Kudner as copy supervisor for five years and at Dickie Raymond, Inc., where he had served as copy chief. Wilson, headquarters in New York.

**Paul Girard** has been named vice president in charge of regional and national sales at KVIL, Dallas. In radio since 1932, Girard was for seven years assistant director of radio and tv for Tracy-Locke Company, Dallas. Before that he held the post of executive producer for The Associated Press in New York and, prior to that, was general program manager for the Hearst radio properties. He is co-founder and first president of the Assn. of Broadcast Executives of Texas.



## The seller's viewpoint

"In selecting test markets, one must not only examine the characteristics of the market itself; there must also be media available that have the experience of previous test schedules, according to Collis A. Young, vice president and general manager of WCOL, Columbus. Young has been with Air Trails Network since 1945 as account executive, WING, Dayton; sales manager, WIZE, Springfield, Ohio, and as an executive at WCOL since 1956. In addition, he is currently director of the Ohio Assn. of Broadcasters and a member of the Columbus and Ohio chambers of commerce.



### The characteristics for a good test market

**R**ecognizing that Columbus, Ohio, is one of the best test markets in the nation, many advertisers have made national product tests in this city which have proven successful later throughout the nation.

Is your milk bottle square? Columbus, Ohio, women first tried the non-skid, compact bottle in 1944. They liked it. Today, 90% of the nation's milk bottles are square.

Ever buy a family-size Coke? Coca-Cola chose Columbus as one city to test this new size in 1956, before offering it for sale nationally.

What an ideal test market should be depends on what you are testing, and on what kind of market you want to test. Some large companies prefer the "big city" test market, with an enormous central metropolis and miles of contiguous and varied suburban areas. More popular for testing new products are the "average city" test markets. And when such a city displays all nine of the following characteristics, it is likely to become Test City, U. S. A.

1. *Self-contained market.* Metropolitan Columbus is a relatively isolated and independent market; outside influences distort tests there less than in most other cities. No city of more than 35,000 exists within a 35-mile radius.

2. *Typical and diversified population.* Its citizens are 90% native born, and 74% are Protestant, 13% Roman Catholic and 2% Jewish—closely reflecting America as a whole.

3. *Diversified business and industry.* In Columbus, you'll find industry making airplanes and parts, caskets, conveyors, construction equipment, electric controls, food products, hardware, hydraulic and mining equipment, gillicloth, optical goods, pre-fab homes, plastics, refrigerators, roller bearings, shoes, steel casings and uniforms.

Downtown, you'll find insurance companies, and professional men, railroad executives, retailers and wholesalers; also federal, state, county, and city government workers; and professors, scientists and students from three univer-

sities, four colleges, and the world's largest private industrial research organization, Battelle Memorial Institute.

4. *Close to average income level.* Columbus departs a bit from the ideal here, but on the favorable side—with an average family income of \$7,251, compared with the national average of \$5,921.

5. *Stable market.* Because no one industry or business predominates, Columbus feels depressions and recessions less than most cities. Manufacturing plants employ 79,400; government, 32,300; farms, another 4,000; colleges, 2,000—and thousands more work in stores and offices of all kinds.

6. *Good distribution facilities.* Columbus counts 5,280 retailers selling everything from apparel to zippers; and 842 wholesalers handling food, drugs, tobacco and just about any commodity you can name.

7. *Good transportation.* A transportation hub, Columbus boasts that it is "half-a-day away from half the U.S.A." It has five major railroads, seven inter-city bus lines, 100 motor freight lines, seven airlines, a new jet-size airport and access to four state super-highways.

8. *Experience as a test city.* You need local help for most tests—and Columbus knows testing from experience. Proctor & Gamble, Lever Brothers, General Foods, Johnson & Johnson, Kraft, Campbell Soup, Colgate Palmolive, Scott, Armour, all have used the city to launch successful new lines.

9. *Good record as an indicator.* The national success of such products as Nescafé instant coffee, Lipton's instant tea, Comet cleanser indicate that if you sell it in Columbus, you can sell it to America.

In selecting test markets, one must not only examine the characteristics of the market itself; there must also be media available that have the experience of previous test schedules, are cooperative, and have the research and merchandising facilities to help implement test campaigns. ■

# SPONSOR SPEAKS

## The boys get around

Last month marked a busy travelling time for a number of broadcasters, and the kind of travelling we applaud.

More and more radio and tv men are getting out to see and call on important air media advertisers. The TvB's highly successful presentation in Cincinnati to P&G, Kroger, and other accounts, carried on the pattern set down last fall in Detroit.

Following this the TvB Board chartered a special plane to White Sulphur Springs and the 4As annual spring meeting. Their hospitality, in the form of a well-attended cocktail party for the assembled agency men was one of the hits of the Convention.

As a matter of fact, both radio and tv broadcasters were very much in evidence at the Greenbrier as invited guests of the 4As. Frank Fogarty, John Box, and Lionel Baxter were among the radio men we met at White Sulphur, for instance, and we couldn't help thinking what a marked and pleasant contrast this was to the old days, when most 4A guests were drawn from the print ranks.

All in all, we're delighted to see this growing evidence of closer ties between broadcasters and advertising men.

## A broadcaster speaks out

In this issue we are printing in full (page 28) the remarkably forthright and vigorous speech delivered last week in Wilkes-Barre by Stephen B. Labunski, executive v.p. and general manager, WMCA New York.

We urge every one of our readers to read and study Steve's remarks carefully. They are the courageous, hard-hitting, but thoughtful and analytical opinions of a man who thoroughly understands radio and is completely dedicated to the medium.

Even more important, they represent one of the few occasions in the history of the industry when a licensed broadcaster has stood up and expressed himself, publicly and at length, in opposition to the views of an FCC Chairman.

For this reason alone, it is an historic speech. We need many more of such forthright expressions.

## 10 SECOND SPOTS

### What tv needs is new writers:

The producers of *Have Gun, Will Travel* received a script from a novice writer which, to say the least, is different. It's the story of an old gold prospector who got lost in the desert. He hadn't eaten in several days, and in a last desperate effort to stave off starvation, he killed his faithful dog, Tex, cooked him, and ate him. As he ate Tex, he piled the bones neatly. When he gazed at the bones, tears came to his eyes and he said to himself, "Gee, Tex would have loved those bones."

**Special request:** Jerry Lester, appearing on WBC's *PM* show, told about the Martian who walked up to the cashier at a movie theatre and said, "Take me to Lolita."

**Continental styling:** Johnny Carson tells about visiting a showroom for foreign cars on Park Avenue. "I saw this new sports car from Italy and it had fastidious continental styling . . . fenders with cuffs, tapered doors and a button-down grill. There was one drawback. The exhaust smelled like garlic. . . . But it was economical to drive. It could go 50 miles on a gallon. Not of gasoline, but of Chianti. Come to think of it, I could go 50 miles on a gallon of Chianti too."

**The world's greatest novels:** Bob Newhart, on his NBC show, said: "Some Harvard professor once figured out that if you took an infinite number of monkeys and an infinite number of typewriters and let the monkeys type for an infinite number of times, they would write all the great books ever written. If they did this they would, of course, have to have overseers watching the monkeys. It would maybe go like this—

"Hey, Harry, come here a minute, this monkey seems to have gotten something. He's typing along pretty good. Let's see what he wrote—'To be or not to be that is the siglelaekoffektor . . .'"

**Money problems:** A rep salesman had tough luck last Friday. He wasn't able to get to the bank before 3 p.m. with a check for \$150 and the only person who would cash it was a fellow to whom he owed \$100. Take home: \$50.



# CINEMA CINEMA

MGM - WARNER BROS - PARAMOUNT - RKO  
3400 FULL LENGTH MOVIES  
EXCLUSIVE AT THIS THEATRE

BIG  
2 FEATURES  
DAILY

There's magic behind this marquee!

The magic of WLAC-TV's superb movie programming features exclusively the best of M-G-M, Warner Brothers, Paramount, . . . and now the great, new Seven Arts packages one and two, (FILMS OF THE FIFTIES).

Twice daily, these box office greats are beamed to the 438,000 families in the 36 Kentucky, 3 Alabama, and 50 Tennessee counties that rank Nashville as the 38th TV market.

WLAC-TV leads the way with NON-DUPLICATED network coverage, too.

Ⓢ of course!

**WLAC-TV**  
nashville

the "way" station *to the central south*

*Ask any Katz man—he'll show you the way!*

sell

# STRAIGHT

to 6 of America's Top 10 Markets

Go straight to the big-buy, big-wallet audiences with RKO General . . . largest, most powerful independent radio and TV chain. RKO General stations beam your message to 6 of the top 10 markets plus one of the South's richest.

Over RKO General your product is straightaway identified with the integrity of adult programming . . . gets the coverage that unlocks tremendous purchasing power.

Whether you use radio, television or the double exposure of both, you'll sell the largest markets more efficiently over RKO General

stations . . . markets where 67 million consumers live, work and buy. Contact your nearest RKO General station or your RKO General National Sales Division office for details on the chain that's basic to any national advertising buy.



A GENERAL TIRE ENTERPRISE

#### NATIONAL SALES DIVISION OFFICES

New York: Time & Life Bldg., Longacre 4-8000

Chicago: The Tribune Tower . . . . 644-2470

Hollywood: 5515 Melrose, HOLLYWOOD 2-2133

San Francisco: 415 Bush St., YUKON 2-9200

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

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

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

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

**MEMPHIS** WHBQ-AM/TV

**SAN FRANCISCO** KFRC-AM/FM

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