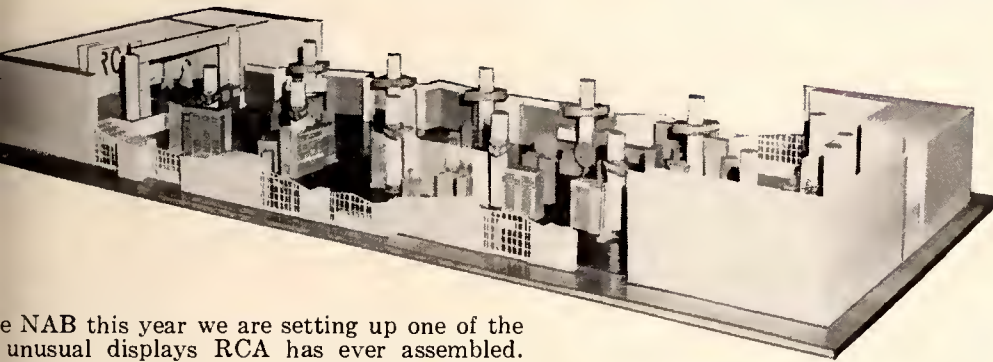


# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

## e've taken over the Ballroom at the NAB!



Scale Model of 1961 RCA Ballroom Exhibit

At the NAB this year we are setting up one of the unusual displays RCA has ever assembled. Because we have so much to show you and want to see it all in the greatest comfort, we have taken over the entire Main Ballroom of the Shoreham Hotel. Here you can inspect our line-up of new broadcast and Television equipment and see first hand our latest business-slanted developments. We're sure you'll have a ball—and what better place than the Ballroom to have it!

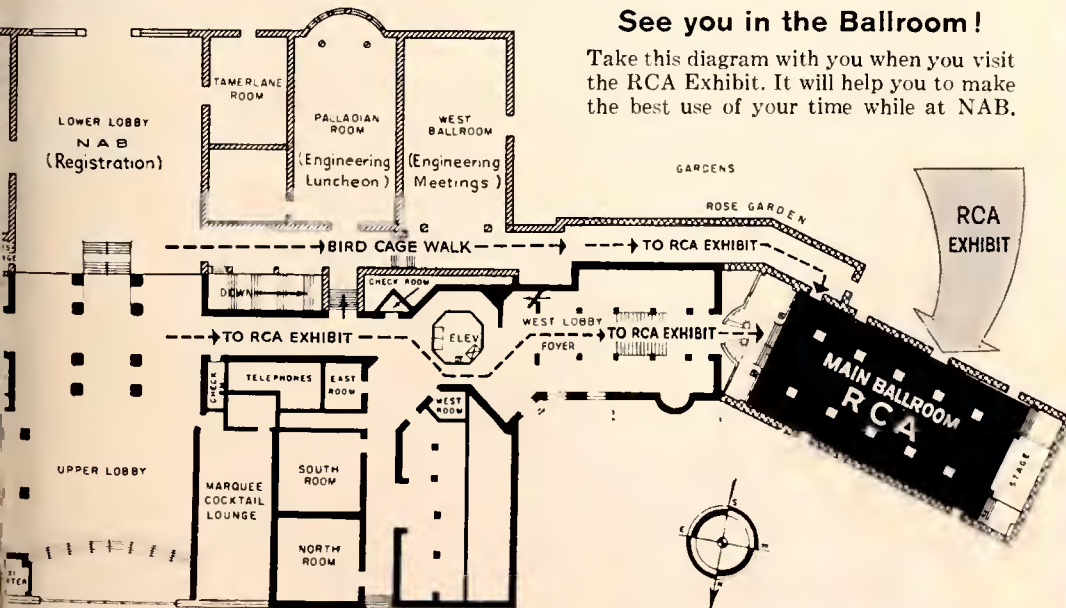


The Most Trusted Name in Electronics  
RADIO CORPORATION OF AMERICA

**SHOREHAM HOTEL**  
Street and Connecticut Ave., N.W.  
Washington, D. C.

### See you in the Ballroom!

Take this diagram with you when you visit the RCA Exhibit. It will help you to make the best use of your time while at NAB.



### ARE REGIONAL MAGS A MATCH FOR SPOT TV?

Boom in the regional editions of magazines is reaction to hefty spot tv billings rise

Page 31

### 60% of web tv nighttime shows SRO next season

Page 34

### Roman bounces back with spot tv and radio

Page 36

### 5 basic tactics for advertisers using spot radio

Page 39

# WTR REFFIGIES

Wheeling

A SERIES OF FRAMEABLE ADworld CLOSE-UPS!

## TIME BUYERS

(THE ALMIGHTY DOLERS)



#4 WTReffigy TV SERIES FROM WHEELING, WEST VIRGINIA • Scan Zoo Animals, Inc., Los Angeles, California

Important . . . WTRF-TV Wheeling Market . . . Dominant in Rich  
 Booming Wheeling-Steubenville Industrial Ohio Valley . . . 2½ Million  
 People spending 1¾ Billion Dollars Annually . . . 7500 Retail Outlets.  
 Tops in Sales . . . Service . . . Results! Better Buy . . .  
 WTRF-TV Wheeling!



316,000 watts **NB** network color

WHEELING 7, WEST VIRGINIA

Represented Nationally by George P. Hollingbery Company



**the harder they fall for WCAU-TV!**

The latest ARB\* shows that Channel 10 delivers more adults than any other Philadelphia station. And more women! If you've got big sales ideas, reach the big spenders. Call CBS Television Spot Sales or CBS Owned WCAU-TV.





# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

# Whatever

you use

## WDBO-TV

CH. 6 • CBS • ORLANDO

is **DOMINANT**

# 1st in CENTRAL FLORIDA

**NIelsen • DEC. 1960**

Metro Share

STA.	MON. - FRI.		SUN. - SAT.	
	12-3PM	3-6PM	6-9PM	9-Mid.
WDBO	59	51	49	47
'B'	27	23	27	26
'C'	13	24	22	24

Homes Reached

STA.	MON. - FRI.		SUN. - SAT.	
	12-3PM	3-6PM	6-9PM	9-Mid.
WDBO	277	279	515	387
'B'	128	128	316	215
'C'	53	108	237	203

**ARB • NOV. 1960**

(9AM - MIDNIGHT, SUN. thru SAT.)

Metro Share

**WDBO-TV DELIVERS**  
 • 36.4% more than Sta. 'B'  
 • 97.3% more than Sta. 'C'

Homes Reached

**WDBO-TV DELIVERS**  
 • 29.7% more than Sta. 'B'  
 • 64.4% more than Sta. 'C'

**BLAIR TVA has more FACTS!**

### ARTICLES

- Regionals a match for tv spot?**
- 31** Industry points up high costs, low penetration and flexibility in examining magazines' challenge to spot tv via circulation segmentation
- Plenty of SRO shows in '61 tv season**
- 34** Out of 106 network nighttime programs set for 1961-62, there are 65 currently sold out. Only 14 shows are without any sponsors at all
- Roman numbers one thanks to spot tv**
- 36** Roman Products, producers of frozen Italian food, is number one in all its markets, after a year in spot tv. Humorous commercials are used
- 5 major spot radio tactics**
- 39** Although most spot radio advertisers today use varied combinations of the many media strategies, SPONSOR selects five as the most basic
- Theatre party fetes \$350 million**
- 40** Clients representing \$350 million in tv-radio billings, are among the guests at *TV Guide's* 8th anniversary theatre party-supper celebration
- The spot tv story for 1960**
- 42** The medium was up 7.9% over 1959, TvB reports, with expenditures by food and grocery advertisers taking a big lead. P&G again top client

**NEWS:** Newsmaker of the Week **6**, Sponsor-Scope **19**, Sponsor-Week **25**, Washington Week **55**, Film-Scope **56**, Sponsor Hears **58**, Sponsor-Week Wrap-Up **60**, Tv and Radio Newsmakers **67**

**DEPARTMENTS:** Sponsor Backstage **10**, Timebuyers at Work **12**, 49th and Madison **14**, Radio Results **44**, Sponsor Asks **46**, Spot Buys **48**, Seller's Viewpoint **68**, Sponsor Speaks **70**, Ten-Second Spots **70**

**Officers:** editor and publisher, *Normon R. Glenn*; executive vice president, *Bernard Plott*; vice president and assistant publisher, *Arnold Alpert*; secretary-treasurer, *Elaine Couper Glenn*.

**Editorial:** executive editor, *John E. McMillin*; news editor, *Ben Bodec*; managing editor, *Alfred J. Joffe*; senior editor, *Jone Pinkerton*; midwest editor, *Gwen Smort*; film editor, *Heyward Ehrlich*; associate editors, *Jock Lindrup*, *Ben Seff*; *Michael G. Silver*, *Ruth Schlanger*, *Diane Schwartz*; columnist, *Joe Csida*; art editor, *Maury Kurtz*; production editor, *Frances Giustro*; editorial research, *Elaine Johnson*.

**Advertising:** eastern manager, *Willard Dougherty*; southern manager, *Herbert M. Mortin, Jr.*; midwest manager, *Poul Bloir*; western manager, *George C. Dietrich, Jr.*; sales service/production, *Jo Ganci*, *Shirley S. Allison*, *Barbaro Porkinson*.

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Member of Business Publications Audit of Circulations Inc.



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“Where there is no publicity,  
there is no justice.  
Publicity is the very soul  
of justice”\*  
—JEREMY BENTHAM

\*As quoted by the court in Jerusalem after its observation of the Capital Cities equipment in operation.

## Capital Cities Broadcasting Corporation salutes

The American Broadcasting Company  The Columbia Broadcasting System  The National Broadcasting Company  NTA Television Broadcasting Corporation  United Press International  Hearst Metrotone News  Independent Television Corporation  Associated Television Limited  A.B.C. Television Limited  Associated Rediffusion Limited  Granada TV Network  Independent Television News Limited  British Commonwealth International Newsfilm Agency  Nord-und Westdeutschen Rundfunkverbandes  Praesens-Film, A.G.,

who have joined with us to make possible the videotape record exactly as it occurs—in the courtroom in Jerusalem—of the historic trial of Adolf Eichmann.

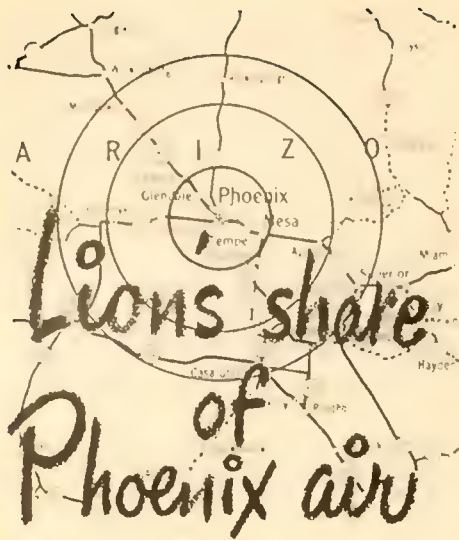


for CAPITAL CITIES BROADCASTING CORPORATION

*Milton A. Fruchtman* PRODUCER

*Leo Hurwitz* DIRECTOR





KRIZ reaches  
*more homes in the Phoenix  
 metropolitan area  
 in the course of a week than  
 any other station.\**

Based on seven days  
 a week, 24 hours a day,  
 KRIZ reaches 43.7%  
 of the *total* radio homes in  
 the nation's fastest—  
 growing city.

\*Cumulative Pulse Audience—Phoenix, Arizona  
 (Metropolitan area), November, 1960

**K R I Z**  
**phoenix**  
 call robert e. eastman & co., inc.

## NEWSMAKER of the week

*Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt, succeeds Harry Harding, executive vice president of Young & Rubicam, as chairman of the board of the American Association of Advertising Agencies. Cox, a 40-year adman, was vice chairman of the 4A's during the past year.*

**The newsmaker:** The new chairman of the board of the American Association of Advertising Agencies is Edwin Cox, chairman of the executive committee of Kenyon & Eckhardt.

Cox, who has been vice-chairman of the 4A's for the past year, succeeds Harry Harding, executive v.p. of Young & Rubicam, as association head.

Last fall Cox celebrated his fortieth year in advertising. It was in the fall of 1920 that he first joined A. W. Shaw Company in Chicago as a copywriter.

Up to 1933, when he joined Kenyon & Eckhardt, he was assistant director of advertising at A. W. Shaw, and advertising manager of Celotex Company. He was at Lennen & Mitchell in New York from 1928 to 1931 and then at Young & Rubicam.

In 1934, the year after he joined Kenyon & Eckhardt, Cox was elected vice president. He was elected senior v.p. in 1946, vice chairman of the board in 1956, and chairman of the board of directors in 1957. He became chairman of K&E's executive committee last year.



Edwin Cox

Cox has been an important figure in 4A's activities for a long time. He was vice chairman of the board in 1960-61, a director-at-large from 1957 to 1959, a member of the operations committee in 1959-60, and a member of the committee on improvement of advertising contents—of which he was chairman for 1957-59.

Cox, a director of the National Outdoor Advertising Bureau, also holds posts outside the advertising field. He is a member of the Board of Visitors of the Graduate School of Public Relations of Boston University and is a trustee of the American Foundation for Allergic Diseases.

Born in Austin, Texas, Cox attended public schools in Texas, Oklahoma, and Alabama, and was graduated in 1917 from the Dallas High School. He joined the army immediately afterwards, and, returning from France in 1919, spent a year at the University of Illinois before entering the advertising field.

The San Francisco picture:

# KRON-TV

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

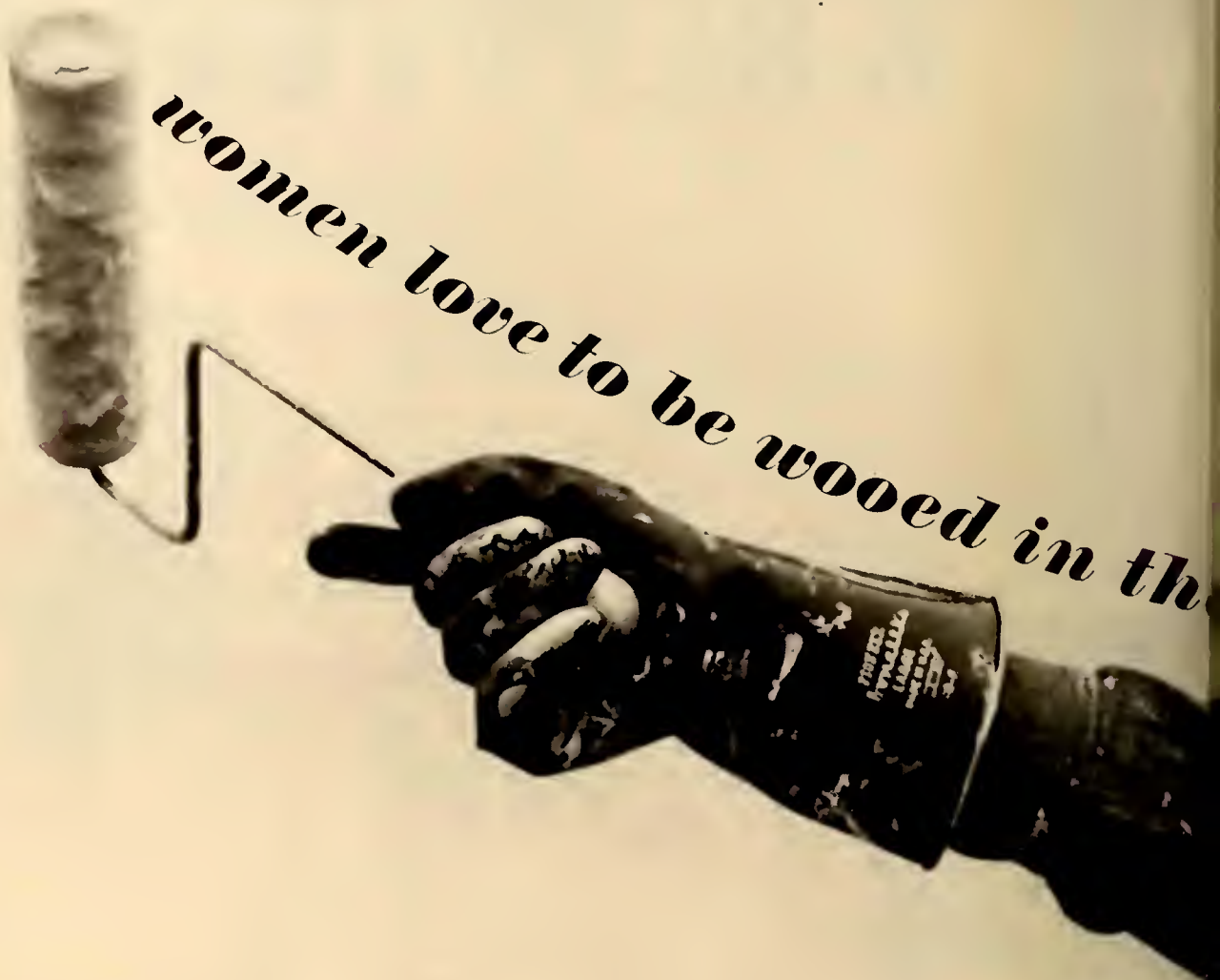
1958

1959

1960

San Francisco Chronicle  
NBC—Channel 4  
Peters, Griffin, Woodward

Source: ARB Reports  
Total Homes Reached Per  
Average Quarter Hour



**Moral: A dollar invested in day-time TV reaches more women more often than the same dollar spent at night!** Time was when the advertiser interested in talking to women stood by this hard and fast rule: Daytime for frequency; Nighttime for reach. Things have changed. A recent research study shows Daytime leading Nighttime reach at every level of frequency. NBC had Nielsen compare a typical night-time buy—an alternate half-hour—and an NBC day-time schedule of approximately the same cost. Result? Over a for-





*Daytime!*

Week period, the evening show reached 18,100,000 different homes. The NBC day-time schedule reached 22,100,000 different homes; 4,000,000 more homes for Daytime! What's more, the average day-time home received almost twice the number of commercial messages, yielding 477 more homes per dollar. Whether it's a matter of four weeks or eight weeks, homes reached once or a dozen times . . . day-time dollars reach more homes.\* So, if you've got women on your mind, consider the advantages of **NBC Television Network—first in the Daytime!**

\*Nielsen Audience & Cost Data, March-April 1960 Estimated Time and Published Talent Costs.



NBC

2:00 Jan Murray Show (color) • 2:30 Loretta Young Theatre • 3:00 Young Dr. Malone • 3:30 From These Roots • 4:00 Make Room For Daddy • 4:30 Here's Hollywood

Review, please,  
the latest survey  
of your choice:

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

●  
**Hooper** (Oct.-Dec., 1960)

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

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

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

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

Unbelievable  
unduplicated audience  
in the

Louisville Metro Area  
belongs to **WKLO\***

Need we say more?

\*Nielsen, November-December, 1960

see



robert e.  
eastman & co., inc.

Other Air Trails Stations:

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

## Sponsor backstage

### Those behind-the-scene heroes

For lo these many fast-moving and fascinating years I've looked forward each Spring to the annual convention of the National Association of Broadcasters. And I blush not at all to say that I anticipate the one coming up 7 May with the same starry-eyed (well, almost) enthusiasm as I did my first one, two decades and more ago. To begin with, since 1945 the convention represents the one opportunity I have each year to spend a little time with the most vital, interesting single gang of guys it has ever been my good fortune to encounter. I speak, of course, of the VIPs, who didn't really win World War II, to be sure, but made their own vastly pleasurable and insignificant contribution to it. Judge Justin Miller, Colonel Harry Wilder, Clair McCollough, Leonard Reinsch, Bill Hedges, Martin Campbell, Joe Ream, Bob Swezey, John Fetzer, Mark Woods, Morrie Novik, Sol Taishoff, Abel Green, escorting officer Ed Kirby, and adopted war waifs Teddy Bergman, Don Kearny and Lester Lindow constitute as interestingly diversified a group of gentlemen as exist anywhere in the world. Jack Alicoate is the only member of the original group who has left us, and we miss him, and will drink a toast to his dapper and charming memory come 7 May.



The rest come up each year with fresh stories, new achievements and the capacity to create an air of camaraderie unmatched by any other group I've ever met. Our leader, Judge Miller, as a matter of fact, is getting the NAB Distinguished Service Award this year, following the example set him by Clair McCollough who was thus honored in Chicago last year.

### Introducing EMI

At this Convention, too, I will have a direct association with an important exhibitor. My company, Capitol Records, Inc., has just organized (as you may have heard) a wholly owned subsidiary called EMI/US. The function of this company is to manufacture and/or distribute broadcasting and electronic equipment of various types. The products it will be distributing are, for the most part, manufactured by Electrical and Musical Industries, Ltd. (whence the EMI), an English organization of tremendous scope with a record for having introduced some of the finest broadcasting and electronic equipment in use around the world today. Among other items EMI/US will feature at the NAB are an excellent videotape and a small, highly effective image orthicon camera. Also featured will be a line of tubes of a most sophisticated nature, such as the traveling wave tubes used in space shots. This naturally gives me an area of interest in the convention, which I've never previously had.

A third element of special interest to me is that on opening day



my favorite television performer, President John F. Kennedy, will address the convention. I have continued to watch the President's television activities with unabated interest. A number of very able critics, notably Jack Gould of the New York Times, have indicated that they considered the President might be over-exposing himself on television and thus decreasing and minimizing his effectiveness, and his ability to get his ideas across to the public. I have seen no direct comment on this point from the President himself, but Pierre Salinger, his press secretary, told the Westinghouse Broadcasting Corporation's fourth annual public service clinic in Pittsburgh last week that he thought there was no danger of overexposure at all. It is Salinger's opinion that the people are vitally interested in everything the President says, particularly in this critical period, and that the same rules of overexposure, which hold for most performers, do not hold for the President.


### Media fight to blame?

Personally, I'm not too sure Mr. Salinger is correct. My own long observations of the people's viewing habits stir the notion in me that substantial segments of the public may "tire" of seeing too much of the President and/or develop such a feeling of familiarity with him, that his relationship with and effect upon them, is damaged. At any rate Mr. Salinger, presumably with the President's wholehearted approval, is making whatever efforts he can to prevent a decrease in the President's exposure. He told the WBC audience that after the seventh or eight Kennedy press conferences, the White House began to get letters from various sections of the country saying that the local stations were no longer carrying the telecasts and/or broadcasts of the President's press conferences.

Networks and stations should weigh very carefully the question of whether they should carry the conferences, and carry them in full, said Mr. Salinger. Among other effects of the refusal of the nets and stations to carry the conferences, he indicated that competitive media, particularly newspapers and magazines, would claim that the failure of broadcasters to carry the shows plainly indicated their unworthiness to carry them at all. Mr. S. may have something there, but completely apart from the reaction of competitive media, I hope the networks and their affiliated stations will continue to carry the press conferences in full. As I've indicated in previous columns, they are my own personal favorite programs, and I believe that substantial segments of the population find them equally fascinating and helpful.

I'd like to go a step further, as a matter of fact, and urge the nets and stations to advertise and promote the shows. At the moment, for example, spot announcements, newspaper ads, etc. urging the viewer/listener to be sure to tune in the Presidential press conference to hear what Mr. Kennedy had to say on the Cuban invasion, the unanswered questions about Yuri Gagarin's flight into space, the Laos situation, etc. would certainly be effective. In short, I believe the Press Conferences are first-rate.

The President has also come in for a good deal of criticism within Congress and outside because of the fact that some of the Presidential shows have been sponsored by such advertisers as Crest Toothpaste, Purex, Bell & Howell, etc. This is far too complex a subject to cover in the last few lines of a column, but it's certainly smart advertising for the sponsors involved, in my opinion.

See you at the NAB. 

# GOOD NEWS!

**6 out of 10 copies  
of SPONSOR go to  
BUYERS OF TIME!**



**YOU  
ARE  
CORDIALLY  
INVITED  
TO  
VISIT  
SPONSOR'S  
INTERNATIONAL  
SUITE  
AT  
THE  
NAB  
CONVENTION  
G-803  
THE SHOREHAM**

-----  
*Surprises  
galore!*

## Timebuyers at work

**Shirley Weiner** of Richard K. Manoff, Inc., New York, wishes that station men would contact a buyer to tell their station's story "ten weeks before a buying campaign starts rather than the week before it starts. Station men are a source of enlightening information about their markets and competitors and will be welcome at any time of the year except in the midst of a buying campaign. Last spring we were buying 60 radio markets and 70 tv markets within a four-week period. During this heavy work-load period we had no time to see anyone. Station men visiting New York told their reps that they wanted to see us. It was impossible, even though we wanted to see them. The time to make contact is when the buyer has time to digest their facts and figures and query them about their station. The man in the middle is the station representative. On one hand he is pressured by the station to get the appointment—and he is cognizant of how busy the buyer is. The only solution is to see the buyer and tell your story during a slack period."



**Yolanda Tini**, S. E. Zubrow, Philadelphia, discusses "audience quality": "Recently I got into a discussion with a rep about the quality of spot. What is 'quality'? The dictionary defines it as 'a distinguishing property or characteristic, that which makes or helps to make something what it is.' Taking the true meaning of the word, a high



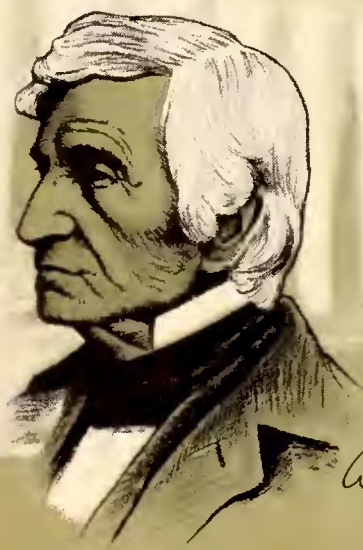
brow audience is not limited to classical programming. A quality audience for one product will be based on entirely different criteria from that which means quality to another. For many products and under many circumstances, a quality audience can be the audience of a pure rock and roll format. I cannot recall seeing literature or material cross my desk on 'audience quality.' Too often, the material we do see has to do with

numbers, and we get lost talking about quantity rather than quality. Perhaps this comes under the heading of judgment rather than survey material—there must be audience differences; however, it is my feeling that audience quality material is lacking in the industry. By quality we do *not* mean the vital statistics of audience composition."

# GREAT INSTITUTIONS

...characterized by progress

# MIT



*William B. Rogers*  
FOUNDER

**MASSACHUSETTS  
INSTITUTE  
OF TECHNOLOGY**

**KWTV**  
OKLAHOMA CITY



# 49th and Madison

## Lots of luck

With your kind arrangement the initial issue of *Brain* magazine will finally come out on 5 June 1961. It took an unexpectedly long time for the preparation but we have decided to start with a circulation of 20,000 at the onset, which is a fairly large circulation for this type of magazine in this country.

This outline explains the format and look of the magazine. It contains 121 pages, of which 101 pages are for letterpress, 12 pages for gravure and 2 pages for four-color reproductions. On the front cover and inside back-cover of the enclosed promotional specimen, we have given credit lines to all cooperating publications. Of course we shall give a full credit

line to each reprinted article too.

We shall keep mailing a copy of *Brain* every month and a marked copy via air mail to you. We should like to take this opportunity to thank you for your assistance and request your further cooperation.

N. Sakamoto  
*executive editor*  
*Brain Magazine*  
*Tokyo, Japan*

● Each issue of BRAIN is printed entirely in Japanese, contents are excerpted articles from ten United States advertising and business publications. In addition to SPONSOR, these are: ADVERTISING AGE, ADVERTISER'S WEEKLY, ART DIRECTION, BUSINESS WEEK, BROADCASTING, FORTUNE, MODERN PACKAGING, PRINTERS' INK, THE REPORTER OF DIRECT MAIL ADVERTISING.

In Tokyo January 1960, an organization called "Allied CM (commercial message) council" (ACC) was established consisting of three associations representing respectively

that of advertiser, broadcasting station and agency. It aims principally to improve and level up the broadcasting advertising condition in Japan having three committees, planning, survey and technique.

Now we are contemplating to hold "Advertising Film Festival" this fall for the first time in this country making after model of your same project and now we are endeavouring to prepare to realize the plans successfully.

Mr. Takeji Imaizumi, one of the managing staff and chairman of marketing plans board of Hakuhodo Incorporated Advertising, second biggest advertising agency in Japan (who has just founded joint company with McCann Erickson in Tokyo and shocked advertising world) and at the same time assuming the post of chairman of survey committee of ACC, is now making an inspection tour around the world, on advertising to study the activities of broadcasting advertising, especially that CM Festival.

Norio Saigo  
*executive secretary*  
*Japan Advertisers Association*  
*Tokyo, Japan*

● Japanese interest in United States tv and radio developments has increased substantially during the past year.



**WAVE-TV viewers use  
28.8% more GAS and OIL**  
—because they drive 28.8% more miles,  
in 28.8% more cars, trucks and tractors!



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

**CHANNEL 3 • MAXIMUM POWER**  
NBC  
**LOUISVILLE**  
NBC SPOT SALES, National Representatives



THIS IS ART MCCOY



THIS IS JAY WHALEN

One of those inexplicable boobos resulted in pairing the name of Arthur H. McCoy, exec. v.p. at John Blair with Jay Whalen's picture on page 6 of the 24 April 1961 issue of SPONSOR, for which we apologize. Whalen sells for Blair.



# WTVJ WINS "THE TRIPLE CROWN" OF BROADCAST JOURNALISM



*WTVJ is the first television station ever to win all three awards in one year!*

WTVJ and its News Department are honored to receive these highly respected awards. And according to the ratings, recognition is not restricted to the industry; the people of South Florida also appreciate WTVJ's news reporting efforts. Sign-on to sign-off, Monday through Friday, the area's highest-rated\* program — network or local — is "Renick Reporting", the 6:30 p.m. newscast. In news reporting as well as audience measurement, "only the sunshine covers South Florida better than WTVJ!" \*ARB Jan.-Feb., 1961

1. SIGMA DELTA CHI AWARD "for distinguished service in journalism—television reporting"
2. NATIONAL PRESS PHOTOGRAPHERS ASSOCIATION, UNIVERSITY OF MISSOURI SCHOOL OF JOURNALISM, and THE ENCYCLOPAEDIA BRITANNICA AWARD as "Newsfilm station of the year"
3. NATIONAL HEADLINERS CLUB AWARD "for consistently outstanding coverage of local news events"

**WTVJ** 

South Florida's Largest Daily Circulation Medium  
 A Wometco Enterprises, Inc. Station

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.



WTVJ  
 WLOS-TV

WFGA-TV  
 (Affiliate)

# OUTSTANDING TELEVISION



CBS 1960 OLYMPIC COVERAGE (WINTER AND SUMMER)



CBS REPORTS



G-E COLLEGE BOWL



# DING ON



For more than twenty years the annual George Foster Peabody Awards have paid tribute to the conscience and ability of the nation's broadcasters in discharging their public responsibility. This year's Peabody jury has just singled out the CBS Television Network for five awards in network television. It thus confirms the judgment of millions of Americans that we are providing not only the programs they enjoy most, but those that are most essential to a greater understanding of the events and issues of our time.

## CBS TELEVISION NETWORK



THE FABULOUS FIFTIES



NIXON DEBATES

**"OUTSTANDING CONTRIBUTION TO INTERNATIONAL UNDERSTANDING: CBS 1960 Olympic Coverage** . . . was the outstanding presentation in all 35 years of broadcast time. Technical problems were surmounted with stunning ingenuity. For the Winter Games at Squaw Valley, equipment was brought in by toboggan and cameras were carried up icy slopes on the backs of cameramen. For the Summer Games at Rome, the events were brought to the American public (often on the same day they took place) through tape, split-second transatlantic jet schedules . . . As a result, the American audience participated Winter and Summer in a great international undertaking. Such a television achievement is clearly an outstanding contribution to international understanding . . ."

**"OUTSTANDING TELEVISION ENTERTAINMENT: *The Fabulous Fifties*** combined style, humor and imagination. It was rich in touches of quality showmanship and equally rich in the memories of a decade which it revived. In recognition, the Television Award for Entertainment is presented to *The Fabulous Fifties* with a special word of praise for producer Leland Hayward, and the top talent which appeared in this memorable entertainment special."

**"OUTSTANDING TELEVISION PUBLIC SERVICE: CBS Reports.** This Award cites, in particular, the "Harvest of Shame"; commends David Lowe as producer of this unflinching account of how the migrant worker lives in America, and Fred Friendly, executive producer; and carries a special Citation to William S. Paley, Chairman of the Board of the Columbia Broadcasting System, for his valor and vision in espousing the cause of public enlightenment by underwriting these documentary studies of the world of reality and airing them in the face of formidable opposition from the competing world of unreality."

**"OUTSTANDING TELEVISION YOUTH PROGRAM: G-E College Bowl.** Through contests between two teams of students, *G-E College Bowl* helps to focus the nation's attention on the intellectual abilities and achievements of college students. The competition emphasized quick recall of specific facts and therein lies its appeal which is illuminating, educational, entertaining and exciting. The program provides weekly scholarship grants to colleges and universities. Allen Ludden as moderator deserves special mention for his excellent work . . ."

**"SPECIAL AWARD FOR OUTSTANDING PUBLIC SERVICE: Dr. Frank Stanton, CBS.** 'The Great Debates' between the Presidential candidates are recognized as conceivably the most important service ever performed by Broadcasting and one that may become a permanent part of our political heritage. The Award goes to Dr. Frank Stanton for his initiative . . . and his courageous leadership in bringing about the Joint Resolution of Congress which made the debates possible."



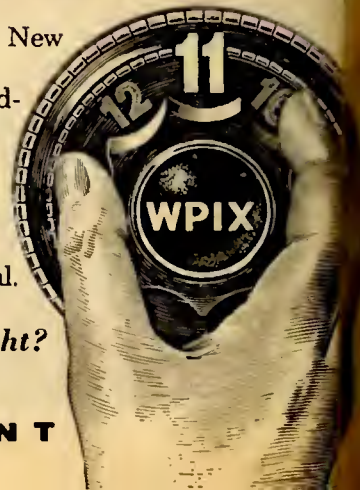


Stuck  
on  
us...

We don't believe in hiding honors under a bushel. Particularly this one. WPIX is the *only* New York independent TV station qualified to display the National Association of Broadcasters' *Seal of Good Practice*. It's far from being an empty honor – it has real and valuable meaning for *you*, our advertisers. It is an assurance of *specific* higher standards of programming and commercial practices. WPIX is the only independent *with* the Seal.

*Where are your 60-second commercials tonight?*

**NEW YORK'S PRESTIGE INDEPENDENT**



# SPONSOR-SCOPE

1 MAY 1961

Copyright 1961

SPONSOR  
PUBLICATIONS INC.

Another era in network tv seems to have come to an eclipse: the late afternoon stripping of kid shows.

The last of the Mohicans in this area, General Mills, has abandoned the idea of another 'cross-the-board network home for its Rocky and Friends cartoon. D-F-S, the agency for GM's assorted cereals, is trying to sell a proposition to stations.

The proposition: General Mills will buy two minute participations in Rocky for at least 26 weeks if a station agrees to schedule the show as a **quarter-hour strip**.

Stations already approached by D-F-S are reported **looking askance** at GM's proposal on two grounds: (1) the partial sponsorship and (2) **how are they going to fill the other quarter-hour**, because a kid strip usually runs for a half-hour at least.

As for the end of the network kid strip, it's a case of the time becoming **too expensive for the limited audience**. There's also this factor: affiliates prefer to schedule their own kid strips. It nets them **more revenue**.

**The Tea Council (Burnett) has decided to get back into radio this summer.**

Availabilities have been asked for in **30 markets**, with June starting dates.

There's some talk also about the Council running a summer tv schedule.

**Another sizeable campaign out of the midwest for radio.** Standard Oil of Indiana (D'Arcy), in about **100 markets in 13 states** starting 23 May.

**A newcomer to radio:** Derusto (Stern, Walters & Simmons), a six-week campaign in peak driving hours around weather, news and sports.

**National spot tv buying went along at a pretty brisk pace last week with Chicago agencies accounting for the bulk of it.**

**Included among the Chicago activity:** Pabst Beer (K&E), I.D.'s for eight weeks; Kool Pops (FC&B), 13 weeks spring and summer; P&G's Lava soap and Secret deodorant (Burnett); Alberto-Culver (Compton); P&G's Camay (Burnett); Sta-Nu Magic (Wade).

**Sta-Nu, a material used in the dry cleaning process to replace fabric oils, bills about \$1 million.** It just moved from Reach-McClinton.

**Some of the spot tv buys out of New York:** Lipton Instant (SSCB); Joe Lowe's Popsicles (Gardner); Van Heusen shirts (Grey), four weeks; Pepto-Bismol (B&B); Hanes knitwear (Ayer), four weeks.

**A SPONSOR-SCOPE spot check among leading tv reps last week disclosed that while May business was somewhat off as compared to a year ago the outlook for June and the forepart of July was pretty good.**

Among the observations gathered:

- The strongest pickup of spot tv seems to be out of the middle west, while the west coast seems to be under **competitive pressure of split-run magazines**. (See lead story in this issue.)

- **The summer valley is still the No. One problem of the medium.** The only way to counter it is to keep thrusting at advertisers facts and figures showing that plenty of buying by consumers takes place in the summer and that viewing in July and August still averages over four hours per home.

- Where stations will likely get a substantial revenue boost this summer will be **from retailers**.



You may not have been especially aware of it, but a phenomenon of network tv that has made almost as fast headway as the nighttime minute participation is the split, or piggyback, commercial.

At the moment there's not a nighttime package goods advertiser in the network ranks that hasn't, during the current season, split a minute between a couple of products.

A check by SPONSOR-SCOPE of about 30 split-minute commercials disclosed that a substantial percentage consisted of incompatible products, like a dog food and a deodorant soap or cold remedy and a roach powder.

Inquire into the background of this and you'll likely find the intent is to (1) get a low-budgeted brand into tv at maximum efficiency and (2) obtain for a well-budgeted product a maximum number of exposures.

The split-minute commercial is not without its curious paradox. Many tv stations that refuse a piggyback as an article of spot have no compunction about accepting the same twin-commercial when channeled by the network.

The agency credited with doing the mostest with the piggyback: **Bates.**

For the first time in some years a grocery chain is buying a regular tv network series, even though, in this case, it's just a west coast regional.

The chain is Safeway Stores and the show, Sing Along with Mitch. The arrangement is an alternate half-hour the week that Ballantine, also a regional, is on.

There appears to be a revival of interest in color.

The incident which sparked it was General Electric's announcement it would have color sets on the market in August.

That would make the manufacturer enrollment (besides RCA, of course) Zenith, Magnavox, Emerson, and GE.

Estimate of color sets in use generally quoted: 750,000.

JWT isn't far from making up for the loss of the Shell account. Just last week it picked up about \$4 million additional from Lever and \$1 million from Congoleum.

The Lever billings, all out of K&E, splits up as \$3.5 million for Handy Andy and about \$500,000 for Spry.

Another Lever product exit from K&E: **Praise**, figured this side of \$1 million.

The fact that its summer buying may have a lot to do with it, but a number of national accounts in asking for spot tv availabilities lately have tagged on bids for information on "section," or preemptible time, rates.

If it weren't for the summer circumstance, which presupposes hosts of open spots for maneuverability, these queries, say some reps, might be considered as validating preemptible rates.

Or, to look at it another way, it may mean this method of buying will become a permanent fixture in the rate structure.

Last week Lipton instant tea via SSC&B included a query on "section" rates in its request for avails, and the week before it was **Weleh Grape Juice** (Manoff).

Sales developers for a couple major reps made like firemen last week.

At the requests of their respective Chicago chapters they hurried out from New York to give the boys a hand at counterattacking some pitches competitive to spot tv.

It seems that a couple of important spot perennials were taking a too-absorbing look at either network spot carriers or Sunday supplements or both.



It took NBC TV to apply a TvQ wrinkle to the current speed-up for fall sales.

The wrinkle is one that TvQ calls its **attitude sweepstakes**, which purports to test opinion by age, income and population groups as to what shows are likely to please the most people.

Points out NBC TV: the three shows that came out with the **best total audience score** in TvQ's latest opinion roundup belong to that network; namely, Bonanza, Sing Along with Mitch and Wagon Train.

**But here's the rub:** The aforesaid three are all sold out. Anyway, the sponsors are thereby reassured.

**There's a method to the added sales pressure being put on by ABC TV in behalf of the proposed 11:15-12:30 a.m. strip of re-runs for the fall.**

The network would like to latch on to a lot of takers quickly, because with a batch of contracts in hand it will be that **much easier to pitch for clearances** at the coming week's meeting of ABC TV affiliates.

**Sellers of ABC TV daytime are beating the drums because 10 accounts which regularly use the earlier hours to sell women are cross-plugging into Bandstand.**

The reason cited by the network is that Dick Clark's 1.8 viewers per set consists of **1.18 women of all age categories.**

With ARB as the source, ABC TV splits up the audience composition for Bandstand thus: **female teenagers and kids, .66; adult women, .52; male teenagers and kids, .41; adult males, .21.**

**The core of NBC TV's latest daytime statistical foray is that new NTI data show that network delivering more homes per minute than either competitor.**

The figures cited are from the March report: NBC TV, 3,518,000; CBS TV, 3,494,000; ABC TV, 1,806,000. (The year before NBC TV was in **second place.**)

**ABC TV's taunts that it's the network of the young families has apparently got a rise out of NBC TV—at least Sunday nights.**

In pitching its fall array of programing from 6:30 to 10 p.m. NBC TV is accenting the thesis it's all primed to capture the younger families.

**Decemed one of the better program buys of the coming season is the Alcoa dramatic series (ABC TV) with Fred Astaire as the m.c.**

The schedule breaks down to 14 half-hour originals and 15 hour originals, 12 of which will be repeated. The gross per half-hour show is \$58,000 and the average for the hour programs comes out \$85,000 gross. **Time and talent figures close to \$30,000 per commercial minute.** And that includes the cost of commercials.

**Lever executive v.p. Henry Schachte made a rather provocative comment last week while talking to SPONSOR about his company's plan to mix its nighttime network tv fare with public service programing.**

The decision to do this, noted Schachte, came rather hard, because of the **cost efficiency advantage** the move implied for competitors.

Schachte sardonically pointed out that if a Lever purchasing agent paid a **dollar more** than P&G for a gross of toothpaste tubes or any other container he'd certainly stand a chance of **losing his job.**

(See 24 April SPONSOR-SCOPE for details of Lever public service program plans.)

The biggest reshuffle of station representation in the history of the business has just about been completed, with the migration of 12 stations involving perhaps as much as \$30-\$35 million in annual billings.

CBS and NBC Spot Sales were the losers and the total number of stations garnered by each of the four reps were: Katz, 5, TvAR, 3, Harrington, Righter and Parsons, 2 and Blair TV and Blair Associates, 1 each. (For more details see SPONSOR HEARS, page 58.)

Agency marketingmen who keep themselves close to the retail chains predict that the profit squeeze the supermarkets are now going through will force the leaders into diversifying their retailing interests.

Considered a significant signpost in this regard: the purchase by Stop & Shop, a New England chain, of a group of five discount stores.

As these marketers see it the supermarket chains have skimmed off the cream in adding one line, outside of groceries, after another, and to make progress—unless they chew up one another—the chains will have to move into other areas of retailing.

Who's responsible for the slow progress made in the development of qualitative research in tv?

According to network research executives, a goodly share of the reason why there hasn't been more definitive data is because the agency people haven't insisted on it.

Contends this source: the agencies have been putting the emphasis in their information quests on material like homes and costs-per-1,000 and, on the side, audience composition.

Here's an updated Nielsen breakdown of national audience composition, day and night, Monday through Friday:

TIME OF DAY	% SETS IN USE	VIEWERS PER HOME	MEN %	WOMEN %	TEENS %	CHILDREN %
9-10 a.m.	15.9	1.4	15	42	4	39
11-12 noon	24.1	1.5	19	56	4	21
1-2 p.m.	26.7	1.5	20	60	4	16
3-4 p.m.	24.4	1.5	18	59	6	17
5-6 p.m.	37.0	1.9	16	31	14	39
7:30-8 p.m.	62.0	2.2	29	36	11	19
8:30-9 p.m.	67.0	2.2	29	41	11	19
9:30-10 p.m.	65.6	2.1	33	45	11	11
10:30-11 p.m.	49.4	1.9	36	50	8	6

Period: second January 1961 NTI. Comment: The percentage of men tuned into day time this year was quite higher than the previous January. This likely reflected the unemployment situation.

One of the best-known media directors in the agency field last week made an observation to SPONSOR-SCOPE that agency managements might find worthy of meditating over.

Said he: "Every agency with nationally distributed products should be active in spot. By keeping its finger in spot an agency maintains the sort of sensitivity to know when network should be supplemented with local media and to move intelligently when necessary to insure potential sales or prop up a slipping market."

**For other news coverage in this issue:** see Newsmaker of the Week, page 6; Sponsor-Week, page 25; Sponsor Week Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 67; and Film-Scope, page 56.





THE HOME OF WIS-TELEVISION

## GATEWAY TO THE HEART OF SOUTH CAROLINA.

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

**WIS**television NBC/ABC—Columbia, South Carolina  
Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**  
G. Richard Shafto, *Executive Vice President*

BCS



WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.



By Any Yardstick

# THE BIG ONE

Takes the *Measure*

ARB

PULSE

NIELSEN

TRENDEX

# WKRG-TV

CHANNEL 5 MOBILE, ALA.

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

1 May 1961

# SPONSOR-WEEK

- ▶ **International Shoe keeps its \$800,000 in tv spot**
- ▶ **FTC watching administered prices & false advertising**
- ▶ **Kennedy, Ribicoff, Minow to address 39th NAB convention**

## COAX NEWSFILM POSES LEGAL HOTSEAT

A legal hornets-nest may be in the offing for the tv networks on the inter-station news service front.

Independent stations, it was learned from authoritative sources last week, are waiting for CBS TV to announce at this week's affiliates meeting the start of its coaxial newsfilm feed service before they raise a ticklish problem for the networks.

The question, as reported, will be along these lines: (1) Will the networks—NBC TV put this service into effect last February—offer coaxial films for local videotaping to an independent station in a market in which the service is not bought by the affiliate; (2) Would the networks be required, under the law, to make the service available in any event to affiliate and independent alike so long as the required price is met.

SPONSOR-Week has learned that the networks are fully sensitive to the implications of the problem but that they are a long way from determining what their attitudes will be.

Aside from the legal headthrobbing, up-to-the-minute coaxialing of news clips is regarded as one of the most revolutionary steps yet in tv news distribution.

It makes it possible for local stations to rebroadcast pictorial material only an hour or two after the actual occurrence of the news event.

It also provides a new dimension to local newscasting: today's news footage available to every market in the country on a same day basis.

It is expected that when ABC TV has its 11 p.m. and 6 p.m. news strips rolling it will also be in a position to provide such a syndicated service for its affiliates.

### Net affiliates set for pre-NAB meets

Network affiliates will get their annual warmups for the big industry meet, the NAB convention in Washington starting next Monday.

All three tv networks have affiliate gatherings schedule a la these dates and places:

CBS TV: May 4-5, Waldorf-Astoria, New York

ABC TV: May 7, Sheraton Park, Washington.

NBC TV: May 7, Sheraton Park, Washington.

The high points of each network agenda will be the fall program schedule, how it'll be promoted and the schedule's competitive prospects.

### ABC TV'S 6 P.M. NEWS STRIP IS \$5,750 PER QUARTER HOUR

ABC TV is asking \$5,750 gross per quarter hour for the 6 o'clock news strip it plans for fall.

It's already got interest in the project from an insurance, a tire and a chemical account.

### St. Regis hunts avails four months ahead

St. Regis Paper Co. (Cunningham & Walsh) is, obviously, in a rush to get its annual pre-school campaign set quickly as possible for Nifty Binder notebook.

The spot tv schedules don't start until the forepart of September, but reps were asked last week to gather forthwith their stations' availabilities.





## NEW GAME! FIND THE FARMER

...in the Land of Milk and ~~Honey~~<sup>M</sup>

Answer's easy. They're all farmers—well-heeled dairymen in this bountiful land of ours. We cultivate this Land with:

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

In the Land of Milk and ~~Honey~~<sup>M</sup>

# WBAY-TV

GREEN BAY, WISCONSIN

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

# 2



**Campbell-Ewald completes social class study of tv audience**

The first comprehensive study of attitudes toward television by social classes has been completed for Campbell-Ewald.

A series of 11 depth questionnaires in Chicago, Mason City, Philadelphia, Atlanta, San Francisco, Cincinnati, Oklahoma City, Worcester, and Louisville showed new trends.

Tv continues to be an important force, but audiences are more discriminating towards programs. Upper class audiences rely least of all on the medium. Program sellings have a pronounced influence on commercials.

Mysteries, soap operas, adventure, comedy, news and documentaries are rising in estimate, while westerns, specials, and variety appeared generally in decline.

**NBC'S LEADERSHIP CLAIMS**

NBC TV's gross billings for January were \$23 million. In April the network had 52 hours, 48 minutes of sponsored time. NBC Radio showed an increase in March of 5 hours, 43 minutes, over February.

In all of these reports, the latest available, NBC claimed leadership over CBS and ABC.

**KENNEDY, RIBICOFF, MINOW TO ADDRESS 39TH NAB**

President Kennedy is expected to speak briefly at the opening general meeting of the NAB convention on 8 May.

Secretary Abraham Ribicoff will address the Wednesday luncheon and FTT chairman Newton N. Minow will speak on Tuesday.

Highlights of the four day management program will include a question-and-answer session with Minow and other FCC members, a labor clinic on contracts, a report on WBC's public service activity, observance of FM day (7 May), and reports on the NAB radio and tv codes.

**RCA & deep seas equipment at NAB**

Actual equipment used in the scientific exploration of space and the deep seas will be shown by RCA in its exhibit at the NAB convention next week.

Advanced models, regarded as prototype of future cameras and tape recorders, will also be shown.

The exhibit, part of RCA's \$200,000 display in the ballroom of the Shoreham, will occupy 2,000 square feet.

**DIXON: FTC VS. ADMINISTERED PRICES, FALSE ADVERTISING**

The two big targets of the FTC in the immediate future will be "administered prices" and "deceptive advertising," according to statements made by newly appointed FTC chairman Paul Rand Dixon on "Between The Lines" on WNTA-TV, New York, on 30 April.

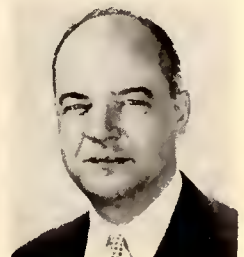
Leaving cases of conspiracy backed by evidence to the Justice Department, the FTC will pay special attention to price hikes by industry leaders followed so quickly by competitors that "prices for all intents and purposes were the same as if they had met in a room and agreed," even though evidence of conspiracy was lacking.

**William R. Hesse elevated to Benton & Bowles presidency**

William R. Hesse is the new president of Benton & Bowles. Robert E. Lusk, B&B president since 1952, steps up from the presidency to become chairman of the board.

Hesse has been B&B executive v.p. since 1958. He joined the agency as v.p. and account supervisor in 1956 after eight years in a similar capacity at BBDO.

Several months later he was elected to the board of directors. In 1957 he was appointed a senior v.p., becoming executive v.p. the following year.



William R. Hesse

**4-A's BRAKES \$130,000 TV PR DRIVE**

A revised 4-A's public relations campaign has been limited to three objectives: 1) to execute a depth study, especially with thought leader groups, to determine the reasons for tv criticism, 2) to base the public relations program upon the determinations of such studies, and 3) to immediately "reduce or eliminate from agency operations the things which lead to such criticisms" through an intensive internal educational program.

**Educational group agrees "in principle" with NTA on buying WNTA-TV, N. Y.**

A New York City citizen's group represented by NETRC has reached "agreement in principle" with NTA on the purchase of station WNTA-TV, New York, from NTA for \$5,750,000.

Final sale is expected this week. Broker is Howard Stark. NTA originally paid \$5 million for the station.





## TWO MAJOR AWARDS HONOR WAGA-TV EDITORIALS!



WAGA-TV, recent winner of the National Headliner Award for "consistently outstanding Editorials by a local TV station," has been named winner of a *second major award* for editorial excellence! A "First Award" from Ohio State University's Institute for Education by Radio-Television cites WAGA-TV for "programs illustrating television's unique communications function in developing informed citizens during a national election year." Ohio State's American Exhibition for Radio-TV is the oldest competition in broadcasting!

*famous on the local scene  
...for public service*

# waga·tv 5

THE STORER STATION IN ATLANTA

## Fairfax Cone on good ads

(London): Fairfax Cone, speaking before the Regent Advertising Club of London, offered a simple rule for good advertising.

"I believe that advertising should be done by us precisely as we would like it done to us: clearly as to its promises, honestly as to its intentions, and with sufficient substance to allow each reader or listener or viewer to make up his own mind with regard to the proposition that is presented," he said. "Its single appeal—whether large or small—should be to reasonable self-interest."

## FIRMAN UP AT CBS RADIO SALES

CBS Radio last week realigned its sales staff to carry out what it termed an expansion of client contacts.

The reassignments:

- William W. Firman became assistant national sales manager.
- Cornelius V. S. "Neil" Knox, Jr., moved from the managership of the Detroit office to take over Firman's eastern sales manager spot.
- Wayne Wilcox filled the niche that had been vacated by Knox.
- George H. Gallup, to L.A. from New York to the position of Pacific Coast sales manager, with his predecessor, Craig Rogers, coming to New York.

## RTES ESTABLISHES OWN AWARDS FOR PROGRAMS, ACHIEVEMENTS

Next October RTES will make the first of a series of its own awards on network and local New York television and radio.

Awards for programs and achievements in the year ending this June will be made at that time.

Besides program awards, achievement awards will be made for agency, advertiser, and news coverage accomplishments.

## MGM's triple-the-profit on tv grosses

Although tv constitutes only 13 cents on the dollar in MGM's gross, it comprises 40 per cent of MGM's overall profit.

In the 28 weeks ending March 1961 MGM's net income in tv was \$6 million on \$10 million gross. In film production and distribution outside tv it made \$8 million on a \$59 million gross. Hence non-tv film business was 80% of MGM's gross but only 56% of its profit.

The current lucrativeness of tv, however, was not quite as great as in 1960. Then MGM's \$8 million tv gross led to \$5 million net income, while its theatrical gross of \$49 million produced but a \$1 million profit.

## INTERNATIONAL SHOE OVERCOMES 30-DAY SPOT CONFIRMATION

(St. Louis): International Shoe Company, in obtaining confirmation from stations in 50 markets for its children's show schedules for fall 1961 and spring 1962, has overcome the "bugaboo" of the 30-day confirmation.

The ISCO development was attained with the cooperation of St. Louis reps. It will enable the company to remain in spot and still attain marketing goals of special brand promotions and dealer tie-ins, all planned months in advance.

James E. Muse, head of Katz in St. Louis, led a movement of reps to keep the \$800,000 account from going network. Reps surveyed 80 markets for ISCO's proposal of four minute spots a week for at least four weeks for its juvenile brands.

## Alice Westbrook named woman of year by Women's Advertising Club of Chicago

(Chicago): Alice Westbrook, v.p. and creative director of North Advertising, was named Advertising Woman of the Year by the Women's Advertising Club of Chicago for her contributions to tv advertising.

Mrs. Westbrook's career orbits around the Toni Company and its agencies. She joined Toni in 1947 as creative director and has been radio-tv producer and writer at Tatham-Laird and creative director on the Toni account at Edward H. Weiss.

At North since 1956 she now heads a staff of 25 writers, art directors, and producers.



Alice Westbrook

## NBC TV still a mystery on 40" break

No word is yet available on what position NBC TV top brass will take toward the 40 second spot question at its affiliates' meeting next week.

ABC TV has made no change of its announcement that it would expand nighttime breaks to 40 seconds. CBS TV stated it too would go to a 42 second break if any other network set the precedent.

## Thompson named in Branham expansion

Jack Thompson, formerly of PGW Radio, has been appointed manager of sales development for Branham by Tom Campbell, who became Branham broadcast division head recently upon the retirement of Joe Timlin.





# Why Monkey with the Metro...

The CHARLOTTE TV MARKET is First in the Southeast with 642,500 Homes\*

# Charlotte City Limits

Fables have persisted for years about how to judge a market's size by the Standard Metropolitan Area concept. Savvy Monkeys see no metro, hear no metro, speak no metro — because they know that it's the total TV Homes delivered that counts!

Speaking of delivering, WBTV reaches 55.3% more TV Homes than Charlotte Station "B".\*\*

\* Television Magazine—1961

\*\* ARB 1960 Coverage Study— Average Daily Total Homes Delivered

Compare these SE Markets!



# WBTV

CHANNEL 3 CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

# Can magazines match tv spot?

**Broadcast industry questions ability of regional editions to approach flexibility, frequency, penetration of spot tv**

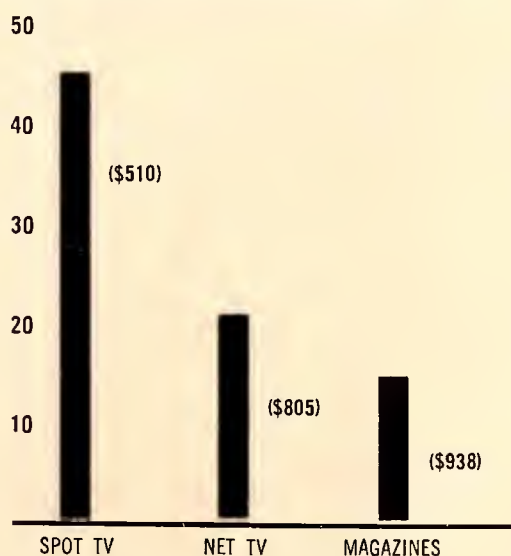
**F**ragmentations, split runs, segmented circulation, regional inserts. Call it what you will, national magazines are trying harder and harder to look like spot tv. Any resemblance is mostly on paper, the broadcast industry says, and backs it with a wealth of facts, figures, and time-tested theories.

Putting aside relative impact of the printed page versus live-action, sight-sound commercials, the industry questions magazines' attempt to emulate a medium that allows market-by-market campaigning, speedy exposure, unbounded frequency, and potential entry of approximately nine out of 10 living rooms. And for these regional runs they're charging a premium above their national cost-per-thousand which in turn has steadily increased while spot tv's c-p-m has been moving ever downward. Broadcasters assert, with research to prove it.

To equal spot tv's ability to single out a given community, so vital in modern marketing, national magazines would, of course, have to offer space strictly for its circulation in that market. Thus far, the bulk of the 139 magazines currently in the regional-run game divide their circulation into five or six regions, but further fragmentation has been developing. The *Saturday Evening Post*, for instance, offers one-state buys — apparently an attempt to boost sagging lineage, off from 3,009,000

## Why magazines are selling circulation by the segment

Percentage of increase in 1960 advertising investments above totals registered in 1957



Dollar figures in parentheses are in millions, show preliminary estimates of 1960 advertiser investments

**NEW MONEY** flowing to spot tv in recent years has motivated national magazines to counter with segmented circulation offers



## National magazines bid for spot tv's swelling billings with onslaught of regional offerings

in 1950 to 1,396,000 last year, according to the *Wall Street Journal*.

*Reader's Digest* comes about the closest to a resemblance to spot tv, at least in one market, with its metropolitan New York edition. This extreme of fragmentation evidently can be more trouble to a publisher than it's worth, as witness the *New Yorker's* abandonment of advertising limited to its metro area when national business experienced a healthy rise.

In resorting to regional inserts, national magazines are aggravating one of their biggest problems—rising fixed costs. Heightened expense of paper, ink, mail, personnel, bulk distribution, and art work already have pushed the medium's cost-per-thousand from \$2.69 in 1949 to \$3.77 in '59, based on ANA figures. (Spot tv's c-p-m dropped 40% over the same period by Gallagher Report estimate.)

Now, with the regionals, rates take another jump. For the luxury of limiting his *Reader's Digest* message to metropolitan New York an advertiser shells out five dollars per 1,000 circulation, or 57% more than a national advertiser in the publication. Premium payments for approaching, but nowhere near equaling, spot tv's ability to pinpoint a market, are even higher for the *Digest's* North Central region (\$5.10 per 1,000 or 61% above the national c-p-m) and its Southwest zone (\$5.10 or 60% higher).

Similarly with five other leading magazines whose rates for regional editions have been compared with national charges by Leber & Katz, Inc. For *Life* the range is from 15% above the national c-p-m for its Middle Atlantic edition to a 43% premium paid by the advertiser who buys *Life's* Southwest regional.

One thousand Western or Central-Southern *Esquire* homes cost \$10.43, or 36% more than the national advertiser in that publication pays. *Time* charges a 20% premium for each of its four regionals. For *Better Homes & Gardens*, the premiums range from 18% for its Central zone to 33% down South.

The regionals have been attracting progressively larger amounts of ad dollars. Approximately \$48 million went into the new medium in 1959, with the figure mounting to an estimated \$76 million last year. Some \$50 million are said to have been earmarked for regional inserts the first half of this year, with the '61 total expected to hit \$100 million.

In a few cases, this new magazine money can be traced from spot tv. The Tea Council switched its winter campaign from spot tv to regionals. The New England Confectionery Co. began retrenching on spot tv to add regional magazines in 1959, and is expected to sink nearly all of its ad dollars into the new print medium this year. Sunshine Biscuit, Appian

### High cost of national magazines' regional editions

Magazine and no. of regional editions	Circulation range of regional editions	Range of cost-per-1,000	Premium range for regional editions
<b>Esquire (4)</b>	115,000- 290,000	\$ 8.76- \$10.43	15%- 36%
<b>Time (4)</b>	340,000- 930,000	\$6.73- \$6.74	20%
<b>Life (7)</b>	415,000- 1,655,000	\$5.33- \$6.63	15%- 43%
<b>Better Homes &amp; Gardens (4)</b>	825,000- 2,055,000	\$4.52- \$5.86	18%- 33%
<b>Reader's Digest (9)</b>	485,000- 2,275,000	\$3.19- \$5.00	23%- 61%

Magazine flexibility costs money. The cost-per-thousand premiums paid by advertisers buying regional inserts in national magazines have been calculated by Leber & Katz. This aggravates rising cost problem

Way pizza and Chevron gas also have cut back on spot tv to use regional inserts.

Such advertisers are moving money out of a medium present in more than eight out of 10 American homes. And during a typical week last year, Nielsen found that 96.6% of those tv homes—or 43,211,000 households—were reached by tv. Viewing occupied 44 hours, 56 minutes in the average tv home, Nielsen found.

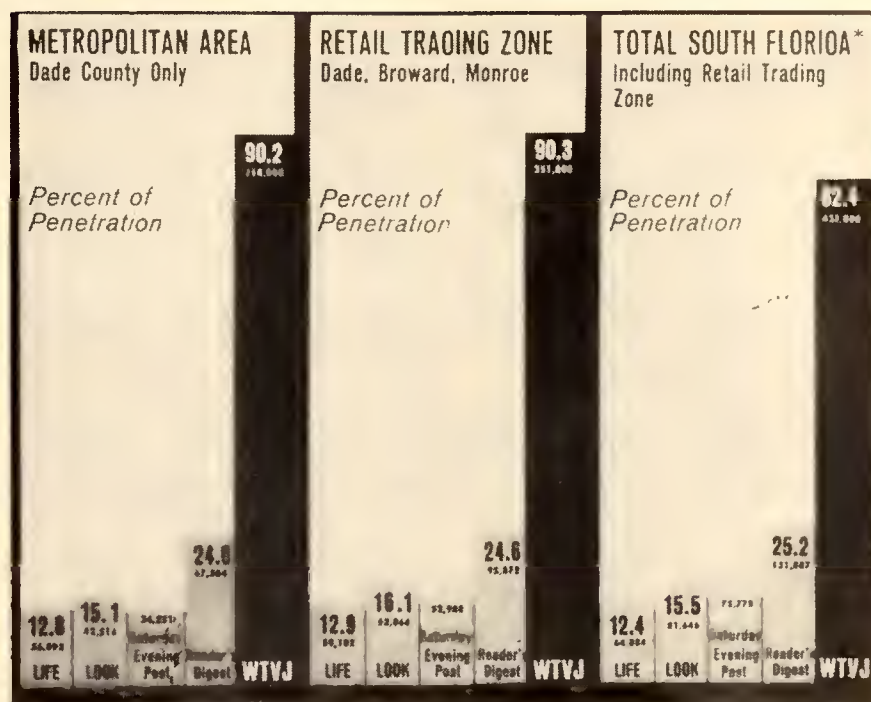
Contrast this with magazines, a medium estimated to escape 25-30% of all the people in the country completely. TvB research indicates that one of the leading circulation publications, *Life*, reaches fewer than five out of every 100 homes in one-third of the nation's counties, and gets to more than 30% of the homes only in .1% of the counties. On the other hand, the county least penetrated by tv is well over 40% tv saturated.

Uppermost in the magazine sales pitch has been ever-mounting numbers. They were content to report actual circulation during the early years of this century, when print reigned supreme. Then, in the thirties, when the first of the electronic media usurped billings, magazine researchers invented "readership," an estimate of how many hands get ahold of each circulated copy. The latest step up the magazine numbers ladder has been measurement of ad page exposure. *Business Week* has stated that magazines lose this "numbers game" to tv.

Tv, on the other hand, has seen fit to lower its numbers as they've become progressively more astronomical. In the beginning total audience was the basis. Then six-minute audience was measured to produce a more manageable "total." And, the latest basis, producing still smaller numbers, is average audience per minute.

There is a great deal of question as to the magazines' present-day methods of increasing their circulation to justify hiked ad rates. Good, old-fashioned newsstand circulation, generally acknowledged to be the most valuable from the advertiser's point of view, has been playing less and less a part. Findings in a recent survey were that newsstand share of total circulation, at 41.9% in 1949, had fallen to 26.8%.

## Magazine vs. tv penetration: no contest



BASED ON the ARB Coverage Study—1960, the net weekly circulation of WTVJ (TV), Miami, was more than three times greater than the monthly circulation of the area's most popular magazine, *Reader's Digest*. Magazine circulation figures are based on publishers' statements. This station's figures reflect national estimates of television's penetration performance

Another factor which detracts from magazines' circulation gains is the cut-rate prices at which most subscriptions and some newsstand copies are sold. Appealing to the bargain-hunting instinct does not appear to be an effective means to gain exposure for the advertiser's message. "Circulation without readership" was the phrase employed in the *New York Times* explaining *Colliers'* demise.

Regional advertisers tempted away from spot tv by the chance to gain "prestige" from advertising in a portion of a leading magazine's circulation, side by side with the giants, may be overlooking the fact that many of the giants have moved more and more of their ad dollars out of magazines and into tv. In many cases they're leaving some money in magazines for "secondary benefits," a luxury the smaller regional advertiser cannot afford if he has to relinquish the tv that provides the giants' main thrust.

Far and away the prime example of an advertising giant's magazine cut-back and accompanying tv upsurge is Procter & Gamble. The company

in 1956 spent \$11,423,731 on magazines and \$3,487,820 in spot tv. Last year, the magazine figure was down to \$3,556,864, while P&G's spot tv expenditure zoomed to \$55,084,410. And expectations are that P&G's magazine billings will not be noticeably higher, if at all, in the coming year.

Another striking instance of increased emphasis on tv at the expense of magazines is Colgate-Palmolive. Back in 1956 C-P invested \$4,776,036 in magazines, \$7,314,700 in spot tv. Colgate's magazine outlay dropped to \$2,747,867 in 1960, accompanied by an \$11,419,230 investment in spot tv.

General Foods and Lever added somewhat to their magazine budgets while increasing their spot tv investments enormously over the '56-'60 period. American Home Products added much more to spot tv than magazines, as did American Tobacco.

Budgetary changes such as these have been responsible for spot tv's heightened share of national advertising. While magazine's share fell between 1955 and 1960, spot tv increased its stake from 4.8 to 7%. ■



# SRO SIGN IS OUT ON 65 OF 106

Network television schedule-makers went into May with SRO signs displayed on 61% of their nighttime fall programs—or 65 out of 106—and with only 12% (13 shows) lacking any sponsors at all. Note that several of these may be transferred to

other time slots or removed from the charts by the third week in September when the season starts.

There were, at presstime, 33 new shows listed for fall premieres, including revised NBC Disney and *Detectives* formats. The two shows will

be moving over from their ABC slots.

Of the 33 new shows, 19 have already been sold out: six of 12 on ABC, seven of nine on CBS, and six of 12 on NBC. CBS enjoys a complete sellout on Sundays from 7-11 p.m., and on Mondays and Fridays

	SUNDAY			MONDAY			TUESDAY			ABC
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	
7:30	FOLLOW THE SUN (9/17) Kaiser	SRO DENNIS THE MENACE Best Foods; Kellogg Sc	SRO WALT DISNEY'S WONDERFUL WORLD OF COLOR Eastman-Kodak; RCA	THE CHEYENNE SHOW (9/25) Miles; P&G; Amer Tobacco; Bristol-Myers	SRO TO TELL THE TRUTH R. J. Reynolds; Amer Home P	THE AMERICANS Union Carbide	BUGS BUNNY (10/10) General Foods Ac	MARSHAL DILLON W	LARAMIE Union Carbide; R. J. Reynolds	THE R (9/17) (Alter) THE Y (10/1)
8:00		SRO THE ED SULLIVAN SHOW Colgate; P. Lorillard; Revlon A	Various-Col		PETE AND GLAOKS Carnation Sc		SRO BACHELOR FATHER (10/3) Amer Tobacco; Armour Sc	SRO DOUBBLE TROUBLE (Dick Van Dyke) Procter & Gamble Sc		
8:30	SRO LAWMAN (10/1) Whitehall; R. J. Reynolds W	SRO CAR 54, WHERE ARE YOU? Procter & Gamble V	SRO RIFLEMAN (10/2) Procter & Gamble A	SRO WINDOW ON MAIN STREET (Robert Young) Scott Paper; Toni Sc	SRO THE PRICE IS RIGHT P. Lorillard Aud-Col	SRO THE NEW BREED (10/3) J&J; Scott; Miles; Brown & Williamson	SRO ICHABOO Quaker Oats; P&G Sc	SRO THE RED SKELTON SHOW S. C. Johnson C	SRO DICK POWELL MYSTERY THEATRE Reynolds Metals My	TOP Kell Bristol
9:00	BUS STOP (10/1) Brown & Wmson; Alberto Culver; Singer Dr	SRO GE THEATRE General Electric Dr	SRO SURFSIDE 6 (10/2) J&J; Armour; Brown & Wmson; Noxzema; Pontiac; Union Carbide A	SRO DANNY THOMAS SHOW General Foods Sc	SRO B7TH PRECINCT Liggett & Myers A	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	HAWK EY (10/1) Alberto P. Lorillard; Amer Carter; hall; N
9:30	SRO THE JACK BENNY PROGRAM State Farm Mutual; Lever Dr	SRO THE JACK BENNY PROGRAM State Farm Mutual; Lever C	SRO BDANZA Chevrolet A-Col	SRO ANDY GRIFFITH SHOW General Foods Sc	SRO HENNESEY General Foods; P. Lorillard Sc	SRO ICHABOO Quaker Oats; P&G Sc	SRO THE RED SKELTON SHOW S. C. Johnson C	SRO THE RED SKELTON SHOW S. C. Johnson C	SRO THE RED SKELTON SHOW S. C. Johnson C	
10:00	ADVENTURES IN PARADISE (10/1) Armour A	SRO CANOID CAMERA Bristol-Myers; Lever C	SRO THE OUPONT SHOW OF THE WEEK (9/17) DuPont Dr-PA	SRO BEN CASEY (?) A	SRO HENNESEY General Foods; P. Lorillard Sc	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	NAD C/ (10/1) Bro Wms; Spark; Bristol; Bee; Amer
10:30		SRO WHAT'S MY LINE? Allstate Sunbeam; P		SRO I'VE GOT A SECRET P	SRO THRILLER Amer Tobacco; Sterling; Colgate My	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	SRO THE GARRY MOORE SHOW (10/3) R. J. Reynolds; S. C. Johnson V	

Abbreviations under program titles are as follows: A—action adventure; W—western; Sc—situation comedy; V—variety; Dr—drama; C—comedy; P—panel; My—mystery; A—SRO—completely sold.

# WEB NIGHTTIME FALL SHOWS

from 7:30-11 p.m. NBC is sold out Sundays from 7:30-11 p.m. and Wednesdays from 7:30-10:30 p.m. ABC is SRO on Thursdays from 8-11 p.m. and on Fridays from 7:30-8 and 8:30-11 p.m.

Six network shows are not shown

on the chart below. *Maverick*, ABC's 6:30 entry for Sundays, has no sponsors committed. *Lassie*, on CBS at 7 p.m. Sundays, is sold out to Campbell Soup; NBC's 7 p.m. Sunday show, has no sponsors as yet.

Two other ABC shows are SRO.

They are *Expedition* (Ralston Purina) at 7 p.m. Mondays and *Matty's Funday Funnies* (Mattel, Inc.) at 7 p.m. Saturdays. NBC's *The Bullwinkle Show* (in color and animated) has been sold to General Mills for 6:30 Sunday telecasts.

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
SRO ALVIN HOW Foods; al Toy Ac	SRO WAGON TRAIN R. J. Reynolds; Nt'l Biscuit; Ford	OZZIE & HARRIET (9/28) Sc	FRONTIER CIRCUS W	THE OUTLAWS Union Carbide; Brown & Wmson W	SRO THE RAGER (10/6) Autolite A	SRO RAWHIO Drackett; Philip Morris; Bristol-Myers; Colgate; Gen- eral Foods; Nabisco W	CARNIVAL TIME 7-Up V	THE ROARING 20'S (10/11) A	SRO PERRY MASON Philip Morris; Colgate; Drackett; Sterling; H. C. Moores My	TALES OF WELLS FARGO Amer Tobacco W
HER DOWNS EST (runs) illard; ott Sc	W	SRO THE DONNA REED SHOW (9/28) J&J; Campbell Sc	W	W	SRO THE HATHAWAYS (10/6) Ralston Purina Sc	W	Y	A	My	W
MY KIMATE My	SRO JOEY BISHOP SHOW P&G; Amer Tobacco Sc	SRO THE REAL McCOYS (9/28) Procter & Gamble Sc	SRO BOB CUMMINGS SHOW B&W; Kellogg Sc	SRO DR. KILOARE Colgate; Sterling; Liggett & Myers; Singer; Warner- Lambert Dr	SRO THE FLINTSTONES (9/29) Miles; R. J. Reynolds Ac	SRO ROUTE 66 Philip Morris; Chevrolet; Sterling A	CAPTAIN OF DETECTIVES Colgate; Brown & Williamson A	LEAVE IT TO BEAVER (9/30) Ralston Sc	SRO THE DEFENDERS Lever; Kimber- ly Clark; Brown & Williamson A	TALL MAN R. J. Reynolds W
SRO HER IS SHMAN de Berg) Foods Sc	SRO PERRY COMO (10/4) Kraft V-Col	SRO MY THREE SONS (9/28) Chevrolet Sc	THE INVESTI- GATORS A	SRO HAZEL (Shirley Booth) Ford Sc	SRO 77 SUNSET STRIP (10/13) Whitehall; Beecham; Amer Chiclé; R. J. Revnolds- P&G A	SRO FATHER OF BRIOE (9/29) General Mills; Campbell Soup Sc	SRO THE BELL TELEPHONE HOUR AT&T M-Col (Alternate)	THE LAWRENCE WELK SHOW (10/7) J. B. Williams; Union Carbide M	SRO HAVE GUN, WILL TRAVEL Lever; Whitehall W	SATURDAY NIGHT FEATURE R. J. Reynolds; Noxzema; Union Carbide; Thos. Leeming; Maybelline Fm part-Col
SRO US HEEL OUR Dr	SRO THE BOB NEWHART SHOW Sealtest C	SRO THE UNTOUCH- ABLES (10/12) J. B. Williams; Armour; Miles; Beecham; Al- berto Culver A	CBS REPORTS PA	SRO SING ALONG WITH MITCH P. Ballantine; Buick; R. J. Reynolds; Safeway M-Col	SRO THE CORRUPTORS (9/29) P. Lorillard; Union Carbide; Alberto Cul- ver; DuPont; Lever A	SRO TWILIGHT ZONE Colgate; Liggett & Myers Dr	SRO OINAH SHORE Amer Dairy V-Col	THE FIGHT OF THE WEEK (10/7) Gillette Sp	SRO GUNSMOKE S. C. Johnson; Remington Rand; Liggett & Myers; Gen- eral Foods W	
SRO STRONG ICLE ATRE Dr	PA	A	PA	M-Col	A	Dr	PUBLIC AFFAIRS Gulf Oil 1/2 (?) Sp	MAKE THAT SPARE Brown & Williamson Sp	W	

animated comedy; PA—public affairs; M—music; Sp—sports; Fm—feature movies; Aud—audience participation; Col—color.



# MARKETING GAMBLE PUT ROMAN ON TOP

➤ New Jersey firm's frozen Italian foods once lagged in sales with wide distribution, not enough advertising

➤ But, a pull-back to one market, New York, and a well placed spot tv-radio drive, made Roman No. One

**D**uring the past year, while pizza was busy graduating from the campus to the kitchen, Roman Products, a South Hackensack, N. J., producer of Italian food specialties, was enjoying hypoed sales as a result of a newly incorporated spot tv campaign.

Roman, a spot radio and print advertiser for the past eight or nine years, transferred 70% of its six figure ad budget to tv last fall, "and the results have been terrific."

The success of Roman Products is a story of what can happen to a company when its entire sales, distribution and advertising efforts are revamped.

Roman began producing frozen food specialties in the late 40's. Al-

though at that time it had distribution in a number of important markets, it was virtually unknown wherever it was sold. The company did very little advertising.

In 1952, when the Roman account went to Smith/Greenland, New York, the food producer's biggest problem was that it was selling in many cities throughout the country necessitating high shipping and warehousing costs.

The agency's first recommendation was that Roman stop its wide distribution and concentrate its selling and advertising in one market only. New York was selected.

At the beginning, S/G used radio and newspapers only for Roman. There were heavy merchandising tie-

ins with all stores and chains stocking the Roman lines. Sales increased steadily and so did the advertising budget. In the beginning, S/G bought into many of the major New York disc jockey names, such as Jack Lacey, Klaven & Finch, and Martin Block.

The emphasis was on saturation. The agency adopted a technique it hadn't used before, that is, buying a station one day a week, with 15-20 spots during the day. The day selected was usually Thursday or Friday, those being the most popular food shopping days.

"We believed radio had loyal listeners and we were bound to catch them before shopping day with this kind of frequency and unduplication," said Leo Greenland, president of the agency.

This radio strategy boosted Roman sales and enabled the producer to go into a second market soundly in 1956. Philadelphia was chosen and the same techniques were applied.

During these radio-using years, there was heavy emphasis on merchandising tie-ins and demonstration campaigns. Supervising these projects were Joseph Settineri, president of Roman Foods, covering New York, and Paul Carr, Roman vice president, in Philadelphia. On this project, Carr worked closely with the Gay H. Pryor organization, the company's food broker.

Last summer, it was decided that Roman was ready for an intensive approach to television. Up until then, Smith/Greenland had experimented with teenage tv shows, such as the *Ili Litt Dance Party* on WNTA-TV, New York, in 1959.

The stations chosen for Roman's intensive entrance into tv in the fall of 1960 were WCBS-TV in New York and WFIL-TV and WCAU-TV in Philadelphia.

Why these stations? "It is the agency's philosophy, when using television, to aim for a broad audience rather than the frequency which you get from radio at a much more efficient cost. At the time we did our buying, these stations had the best availabilities for reaching the broadest possible market and the largest number of unduplicated homes on an economical basis," said account ex-

ROMAN PRODUCTS' spot tv and radio campaigns have sparked the Italian food specialty line to the top in New York and Philadelphia. Here Leo Greenland, president, Smith/Greenland (Roman's agency) and Les Towne, S/G account executive on Roman, scan storyboard



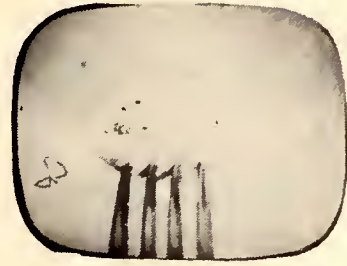
## A family squabble on ravioli's virtues sparks a Roman spot



MAN: My mother never served me anything but fresh ravioli



ANNCR: Roman Ravioli is frozen fresh. Freezing keeps that home-made Risotta cheese filling fresh and delicious . . .



Serve it with butter and cheese.



MAN, Meat, please  
WOMAN: Cheese!



MAN: Chee—Okay, you win. We'll have both Roman Cheese and Meat Ravioli



ANNCR: And try these other Roman products: Manicotti, Lasagna, Cavatelli

These frames are excerpts from a Roman 60-second spot. Photos by U. S. Tele-Service.

Executive Les Towne.

The tv buying was concentrated in minutes and 20-second spots. They were bought during all hours of the schedule to reach a certain number of rating points for daytime and evening programing. The agency felt it could get more mileage out of the proper spot buys, and has, up to now, stayed away from buying a local show.

The buying is done in seven or eight week flights.

How does the agency measure the effectiveness of its spot tv drive? "We just look at our sales," said Greenland. Roman Food specialties are now in Hartford, New Haven and Bridgeport as well as New York and Philadelphia and the line is number one in all those markets. "Our sales have responded dramatically when advertising is put behind the line," Greenland commented.

When Roman products went on tv, the agency recognized the fact that many people in the grocery business didn't understand all the problems of putting on a commercial. A grocery industry tv seminar was organized.

Dealers and buyers were invited to meet agency heads and then taken on a tour of all of CBS TV facilities including studios, tape facilities, news broadcasting, rehearsals, editing, scenery warehouses.

Roman products is run by Joseph and Cyrus Settineri, president and secretary-treasurer respectively. "The company has prospered because of its aggressive approach to marketing and its willingness to try new things in advertising," Greenland opined of his client.

Will Roman be spreading its wings? "Definitely, when we feel we can go into other markets soundly and back the distribution with the

proper amount of advertising," Greenland said.

At present Roman is on tv and in some newspapers. It just completed its radio cycle and is now considering a summer flight. Although pizza and ravioli are not usually thought of as hot weather specialties, the agency contends that "the fall-off during summer isn't as dramatic as you might think. People respond to the advertising when we aggressively promote it," said Greenland. Radio was continued through last summer.

Roman's commercials are all humorous or semi-humorous. The tv spots, of which there are two minute commercials, two 20-second spots, and six I.D.'s, feature live performers, and some demonstration about the variety of ways to prepare the products.

One of the ravioli spots, for instance, (Please turn to page 50)



# Smaller agencies say these rep services could be improved

THE SERVICE

HOW IT CAN BE IMPROVED

## AVAILABILITIES

**MOST** important needs outlined by buyers at agencies surveyed by National Advertising Agency Network related to availabilities. Many buyers said they wanted audience composition submitted automatically with each availability. They also want ratings of competitive agencies, which are seldom offered.

## COVERAGE DATA

**WHILE** most of the timebuyers queried made clear they do not expect reps to supply data on coverage of competing stations, about a third indicated they do not get complete coverage data on individual stations supplied regularly or on an up-to-date basis. Another third would like more coverage details.

## COST FIGURES

**COST** data on availabilities was mentioned often in the survey as a common problem area. The main problem seemed to be that the data was hard to understand. Buyers said they wanted the figures broken down so they can be read more easily and quickly. Facts like talent charges were often left out.

# WHAT BUYERS WANT OF REPS

❖ Survey of the smaller agencies active in spot tv discloses some dissatisfaction with avail information

❖ Facts were garnered by National Advertising Agency Network from among 62 agencies located in five cities

**T**hough the spot tv timebuyer at the smaller agency doesn't require as much service from reps as his colleague at the giant advertising houses in New York and Chicago, his demands for quality of service are just as high.

This was brought out in a recent five-city survey conducted by the National Advertising Agency Network among 62 agencies, which, though not among the top shops in billings, spend a substantial ratio of their ad monies on spot tv.

The NAAN, a group of independently-owned agencies which exchange or pool their advertising knowledge and take on jobs for each

other, found that buyers wanted the following:

- Audience composition for each availability submitted.
- Ratings of competitive agencies.
- More complete station coverage data.
- Standardization of rating information.
- Easy-to-understand cost data.

The timebuyers express no major discontent with tv reps in general, according to the findings. Most buyers indicated they were serviced well or, at least, adequately by the reps.

The chief purpose of the NAAN survey was to determine—from a

timebuyer's point of view—the adequacy of two basic kinds of information supplied by tv stations and their representatives: (1) data on the station in general, and (2) data provided with specific availabilities. Queried on such aspects of tv spot buying as station coverage data, audience figures, rates, and market statistics, buyers not only responded to specific questions, but offered their own suggestions on how rep servicing might be improved.

The agency network, with affiliates in 40 major markets and a combine staff of over 1,000, regards its survey as a "pilot," and recommends at least a doubling in the number of interviews before the conclusions could be regarded as definitive.

Two suggestions stood out among those aimed at easing the complexities of spot buying. Buyers wanted reps to include automatically, when submitting availabilities, audience composition for each avail and re

(Please turn to page 50)

# 5 BASIC SPOT RADIO TACTICS

While spot radio buying emphasis today is on varied media strategy, five basic approaches appear to prevail

Most widely-used and most basic are the blitz, the flight, 52-week exposure, vignettes, alternate week buys

With more and more emphasis being placed on media strategy in spot radio buying, the varied approaches, preferred time, and buying patterns of advertisers and agencies and the sales plans of stations and representatives, keep agency planners on their toes. There are countless ways in which the flexible medium can be oriented to suit certain budgets, problems, etc.

SPONSOR has singled out five approaches to the medium. They are among the most basic of spot radio's

strategies. These are the blitz, the flight, 52-week exposure, vignettes or news programs, and alternate week buys.

It is almost universal practice today, however, for most spot radio advertisers to use a combination or variety of techniques. Very often, for example, the sponsor of a five-minute daily news show, such as Tareyton cigarettes, will also back intensive flights several times a year.

One of the newest approaches to buying "in-depth" is for the sponsor

to buy a market—rather than a station—in depth. This way he reaches the rotating as well as the cumulative audience of each station used in his schedule.

Although the vignette has become a very popular buy in the last several years, the newscast is still a highly sought after commodity. However, what many clients have been discovering lately is that there aren't enough traffic time newscasts available.

Why newscasts? For one thing, these programs get good attention and therefore the commercial is bound to get more attention. Since newscasts are generally bought on a long-term basis, they are often backed up by blitz' during the year, especially in the case of a national advertiser like Tarcyton.

The attention getting factor is not the only attractive one in buying

## Here's how five clients use different spot radio strategies

### Blitz

*Martin Theatres*

**THIS 100-HOUSE** southeastern theatre chain believes in saturation to get all the new and renewed movie-goers up to the box office. Buying is done between 7-9 p.m. and 5-7 p.m. Spots are bought on about 80 stations, about 10-15 spots per day per station, are bought.

### Flights

*Chun King Sales*

**CHUN KING**, a Chinese food line began using spot in 30 markets last October. Chun King's flights run in groups of 3-4 weeks, then out for a few weeks. Minutes and 30-second spots are used in traffic times to reach family together. Fifty-75 spots bought weekly in larger markets.

### 52-week

*Multon's Old Spice*

**OLD SPICE** buys a basic 52-week schedule during early morning traffic periods in 10 major markets, and complements it with a 36-week campaign in 16 additional cities during peak tune-in morning time periods and a 32-week drive in top 48 markets, weekends only.

### Vignettes

*Ref Boy Ar Dee*

**THIS ITALIAN** food products company makes use of one five-minute vignette on several stations, among which are WIS Columbia, S. C., and WPTF Raleigh, N. C. Vignettes are usually sold at a station's minute rate and they are packaged out at so many per week at flat rate.

### Alt. Week

*Fels Products*

**BY BUYING SPOTS** on an alternate week basis, this advertiser concentrates the normal two-week order in one week. Fels does this in flights of 10 alt. wks. over 20 weeks, twice a year. Reasons: increased frequency on the given air time, and builds weekly cumulative audience.





HERE ARE two products which apply varied spot radio approaches. Chock Full o' Nuts has dual objectives—introductory drives in new marketing areas, heavy-up saturation in established markets. Kitchens of Sara Lee combines spot with network, revolves strategy around 'soft-sell'

news programs. The fixed position is often sought after because of the habit audience it hits.

On the other side of the coin, buying on a rotating basis, say between 6-9 p.m., gives an advertiser a large turnover, but a potentially tremendous cume.

Just as radio programming has changed continually over the years, selling techniques must also change. Just 10 short years ago, prime radio time was still nighttime. Slowly but surely early morning became the most popular and successful buy, thus taking on prime time rates.

Today, many reps predict that late night radio is soon to catch on as an attractive buy. One in particular is on the verge of selling 11 p.m. newscasts to a decaffeinated coffee advertiser.

"They'll be catching a guy when he's gone to bed," said the rep. "He's tossing and turning and the radio is telling him he should have tried decaffeinated coffee before retiring."

Of course, the rates are very attractive during this time, as they are in early morning periods on week-ends, and between 9 a.m. and 1 p.m. daily. During the latter period, it has been discovered that there is a significant automobile flow.

"In radio today we have to generate more ideas to sell with than ever before," commented Lee Vandenhandel, eastern sales manager, Peters,

Griffin, Woodward. He also pointed out that very often it is the smaller local advertiser who usually leads the way in new buying trends.

"These advertisers rarely rely on ratings information. They measure the success of their spot buys in cash register reactions," he said.

Summer time is also attracting many more advertisers. There is one southwestern insurance company for example which only buys radio during summer months because of heavy car audiences.

But, as BBDO v.p., media director Herb Maneloveg recently told SPONSOR, "every product, every client is different. There are dozens of ways to use spot radio."

Spot radio is cost efficient. A tv advertiser might spend \$105,000 per week for a nighttime network show. This same expenditure will buy over 50 radio spots per week in the top 100 markets.

Here are some other examples of how various clients use spot radio.

- Vita Foods used local familiar personalities in Washington, D. C., and several other markets, because the company felt these local shows could sell the American housewife an unfamiliar food product.

- Prince Macaroni runs 52-week 5-minute news programs plus additional spots in flights in several New England markets. This regional product

(Please turn to page 51)

## THEATRE

Clients whose air billings total that much get together with agency and top executives for a night on the town

If time had stopped about 9 p.m. Tuesday, 18 April, at Broadway's Golden Theatre, roughly \$350 million worth of tv and radio advertising and about \$1.2 billion worth of agency air billings, would have been held in limbo.

In the Golden audience that night enjoying a performance of the hit Broadway show *An Evening with Mike Nichols and Elaine May*, were executives and their wives representing around 50 top advertisers and 40 leading advertising agencies. And they were guests of the nation's largest selling magazine, *TV Guide*.

To celebrate its 8th anniversary the Triangle publication hosted 40 couples, including many advertising agency, network and station executives, and tv personalities, to an evening of theatre and a post-theatre party at Sardi's.

The advertisers represented included General Foods, Chock Full o' Nuts, Warner Lambert, Shulton, Philip Morris, Standard Brands, Liggett Bristol-Myers, AT&T, Liggett Myers, Revlon, U.S. Steel, Beech Foods, RCA, and Pepsi Cola.

Among the agencies represented were Young & Rubicam, Benton & Bowles, Ted Bates, Compton, Grey, Walter Thompson, BBDO, McCann Erickson, Dancer-Fitzgerald-Sampson, William Esty, and N.W. Ayer.

It was interesting to note that the emphasis of the theatre party was on a good time, and that there was no evidence of a sales pitch. *TV Guide* salesmen, however, will follow up the evening by presenting Nichols and May albums to their guests via personal calls.

Among the tv celebrities on hand were Arlene Francis, Mitch Miller, Carol Burnett, Chet Huntley, Millicent Wallace, Johnny Carson, Julia Meade, Betty Furness, Pat Carroll, Denn

# PARTY FETES \$350 MILLION

James and Paul Winchell.

The evening was engineered by *TV Guide's* special projects team of Mel Sokolow, eastern regional promotion manager, and Charles Reilly, assistant to publisher, James Quirk.

Prior to curtain time, several top level executives and television per-

sonalities were hosted to a dinner party at "21" by Triangle owner and president Walter Annenberg.

Why pick on Nichols and May? "*TV Guide* covers television," said advertising manager Michael O'Neill, "so it was appropriate that we spent an evening with Mike Nichols and

Elaine May, who gained their first national recognition on tv."

What will the magazine do for its 10th anniversary? No one knows for sure right now, but, as one agency head was overheard saying at Sardi's, "it'll have to be Hawaii to top this one." ◆

## JWT, D'Arcy, Ayer, Y&R, NBC execs among those at affair



**CAPPING** off *TV Guide's* 8th anniversary celebration was an after-theatre supper at Sardi's. Among the guests were (left to right) Mr. and Mrs. Jerry Jordan and Mr. and Mrs. Jack Heaton (both men are N. W. Ayer execs). Standing is AT&T advtg. mgr. Nelson Finks



**FRONT** Row Center and awaiting the curtain at *An Evening with Mike Nichols and Elaine May* are D'Arcy Advertising board chairman Robert Ganger and Mrs. Ganger, and NBC president Robert Kintner. *TV Guide* took over the Golden Theatre to host its industry guests



**INTERMISSION** gives client and agency a chance to chat. In this case its Warren Barr, vice president in charge of programing for General Foods at Young & Rubicam; Pierce Casey, advertising and merchandising manager, Birdseye division of GF, and Mrs. Casey

**ALSO** enjoying a between act smoke are Mark Byrne, media director, Wm. Esty Co.; Mrs. Byrne; Richard Jones, media dir., JWT; Mary Alice Jones, fashion coordinator, Chemstrand; and Mr. and Mrs. Robert Baumler (he's eastern advertising manager for hosts, *TV Guide*). Theatre party hosted leading advertisers and agencies





## Estimated national and regional spot tv outlay by industry

Agriculture	\$ 1,742,000	Household equipment—appliances	\$ 6,755,000
Ale, beer and wine	48,778,000	Household furnishings	2,749,000
Amusements and entertainment	1,765,000	Household laundry products	44,908,000
Automotive	22,276,000	Household paper products	6,163,000
Building materials, paints, tools, etc.	2,413,000	Household (general)	6,824,000
Clothing, furnishings, accessories	13,414,000	Notions	91,000
Confections and soft drinks	33,848,000	Pet products	8,196,000
Consumer services	18,579,000	Publications	2,770,000
Cosmetics and toiletries	56,623,000	Sporting goods, bicycles, toys	5,559,000
Dental products	11,438,000	Stationery, office equipment	451,000
Drug products	46,693,000	Tv, radio, phonos, musical instruments	987,000
Food and grocery products	165,188,000	Tobacco products and supplies	35,686,000
Garden supplies and equipment	1,092,000	Transportation and travel	4,151,000
Gasoline and lubricants	24,338,000	Watches, jewelry, cameras	4,426,000
Hotels, resorts and restaurants	867,000	Miscellaneous (trading stamps, miscellaneous products and stores)	7,357,000
Household cleaners and polishes	30,574,000		
<b>TOTAL</b>			<b>\$616,701,000*</b>

\*Gross time. Source: TvB Rorabaugh

## HOW SPOT TV LOOKED IN 1960

- The medium was up 7.9% over 1959, with expenditures by food and grocery advertisers taking a big lead
- TvB gross billings estimates again show P&G as the leading advertiser; gasoline and utilities use probed

**F**ood and grocery advertisers accounted for 27% of all spot television gross time billings in 1960, according to Television Bureau of Advertising's fifth annual spot report, released last week.

Figures compiled by N. C. Rorabaugh Co. show that \$165,188,000 of 1960's total of \$616,701,000 (gross time billings for national and regional spot tv) came from the food and grocery category. Next highest classifications were cosmetics and toiletries with billings of \$56,623,000; ale, beer and wine at \$48,778,000; and drug products at \$16,693,000.

In releasing the figures, TvB noted that the over-all total was 7.9% higher than 1959 "on the basis of similar estimating procedures." Effective with the second quarter of 1960, N. C. Rorabaugh Co. modified its procedures—adding a time period with lower rates, "early evening," to its former categories of daytime, (prime) nighttime and late night—with the over-all result of reducing expenditure estimates.

Other highlights of the report included:

- The leading user of spot tv was again Procter & Gamble, which spent

more than the totals for all but the two leading product categories, an estimated \$55,084,440 gross. In 1959, P&G spent \$45,046,800.

- General Foods was a distant second at \$18,540,740, as compared to its \$14,599,400 for third place the previous year. Lever Bros. followed GF with 1960 billings of \$16,535,560. The year before, Lever had been fourth at \$14,118,980. In 1959, second place was occupied by Adell Chemical Co. with \$18,132,030. As Lestoil Products, Inc., it dropped to \$9,961,120 and sixth place in 1960.

- The leading brand in 1960 was Wrigley Chewing Gum, which hit the "top ten" for the first time with billings of \$7,810,000. Wrigley came all the way up from fortieth place in 1959, when it billed \$2,749,420. Lestoil, leading brand in 1959, was second.

- Major type of spot tv activity was for announcements, with billing of \$166,566,000 in 1960. Program

represented \$83,803,000, while the total for ID's was \$66,343,000.

Along with its compilation of annual billings, TvB released another report showing the expanded use of tv advertising by gasoline and lubricant advertisers, with a new billings record likely again in 1961.

Gross time for the classification last year was \$40 million compared to \$32,800,000 in 1959, an increase of 22%. About 60% of the outlay went to the spot medium—\$24,338,000 (as against \$22,890,000 in 1959). Network tv jumped from \$9,941,000 in 1959 to \$15,699,000 in 1960 (TvB/LNA-BAR figures).

Spurring the upward trend, TvB noted, is the move toward national marketing of gasoline brands, as well as "the power of the total television medium to reach the overwhelming number of gasoline buyers daily."

The Bureau reported that various companies have different ways of using spot tv. Standard Oil of Indiana, for one, spreads its budget evenly among the four quarters of the year, whereas Texaco concentrates its budget in a single quarter (Texaco also uses the Huntley-Brinkley NBC TV newscasts, making it the leading tv petroleum advertiser).

Standard Oil (New Jersey) is accelerating its use of spot tv to promote the Humble brand name in its unification project. The firm recently marked the tenth anniversary of its tv newscasts. Phillips Petroleum is increasing the number of areas where it sponsors news and weather from 80 to 100 markets.

Gulf is using NBC TV news specials; Atlantic Refining is expanding sponsorship of "eustom" weather shows; Sinclair will sponsor Red Skelton on CBS TV and Lawrence Welk on ABC TV, and is considering pro football on network tv next fall.

Of special interest in the petroleum field, TvB pointed out, was the recent dropping of tv by the Shell Oil Co. A survey covering 57 stations which carried the Shell programs showed, TvB said, that in 31 instances Shell's time periods were bought by competitive gas and oil companies. In 24 additional cases, gas and oil companies applied for Shell's time but couldn't get them

(Please turn to page 51)

## Estimated expenditures of spot's top 100\*

1. Procter & Gamble Co.....	\$55,084,440	51. Consolidated Cigar Corp. ....	\$ 2,304,900
2. General Foods Corp.....	18,540,740	52. Socony-Mobil Co., Inc. ....	2,297,670
3. Lever Brothers Co. ....	16,535,560	53. Richardson-Merrell, Inc. ....	2,213,520
4. Colgate-Palmolive Co.....	11,419,230	54. Sterling Drug, Inc. ....	2,185,890
5. Bristol-Myers Co. ....	10,169,560	55. Atlantis Sales Corp. ....	2,185,120
6. Lestoil Products, Inc. ....	9,961,120	56. Maybelline Co. ....	2,115,950
7. American Home Products....	9,412,110	57. Mennen Co. ....	2,069,180
8. P. Lorillard Co. ....	8,431,630	58. Carnation Company ....	2,056,260
9. Miles Laboratories, Inc. ....	8,132,990	59. E. & J. Gallo Winery ....	2,032,500
10. William Wrigley, Jr., Co. ....	7,810,220	60. General Electric Co.....	1,966,070
11. Brown & Williamson ....	7,786,200	61. Max Factor & Co. ....	1,952,450
12. Standard Brands, Inc. ....	7,477,080	62. Carter Products, Inc. ....	1,938,580
13. Hunt Foods & Industries, Inc.	6,530,630	63. Swift & Co. ....	1,928,990
14. Warner-Lambert Pharma. Co.	6,302,760	64. Atlantic Refining Co. ....	1,897,080
15. American Tobacco Co. ....	6,056,610	65. Wander Co. ....	1,890,180
16. Continental Baking Co. ....	5,879,280	66. Jos. Schlitz Brewing Co. ....	1,884,170
17. Kellogg Company ....	5,795,390	67. Sun Oil Co. ....	1,849,770
18. Nestle Co., Inc. ....	5,679,460	68. Associated Products, Inc. ....	1,834,890
19. International Latex Corp. ....	5,591,010	69. Hertz Corporation ....	1,811,910
20. Ford Motor Co. Dealers.....	5,275,570	70. Standard Oil (Indiana) ....	1,765,030
21. J. A. Folger & Co. ....	4,387,220	71. Vic Tanny Enterprises ....	1,758,030
22. General Motors Dealers ....	4,350,470	72. Hills Bros. Coffee, Inc. ....	1,706,010
23. Coca-Cola Co./Bottlers ....	4,187,470	73. Parker Pen Co. ....	1,705,620
24. R. J. Reynolds Tobacco ....	4,173,570	74. Pacific Tel. & Tel. Co. ....	1,697,230
25. Philip Morris, Inc. ....	4,149,560	75. Drug Research Corp. ....	1,678,690
26. Gillette Co. ....	4,031,050	76. Piel Bros. ....	1,677,690
27. Avon Products, Inc. ....	4,000,240	77. General Motors Corp. ....	1,646,820
28. Pillsbury Co. ....	3,847,110	78. Great A&P Tea Co. ....	1,631,390
29. Corn Products Co. ....	3,737,550	79. Phillips Petroleum Co. ....	1,619,830
30. Anheuser-Busch, Inc. ....	3,715,300	80. Texize Chemicals, Inc. ....	1,616,270
31. Food Manufacturers, Inc. ....	3,651,080	81. Pharma-Craft Company ....	1,597,570
32. Minute Maid Corp. ....	3,623,440	82. Liggett & Myers Tobacco.....	1,542,980
33. Standard Oil Co. (N. J.) ....	3,175,400	83. Lanolin Plus, Inc. ....	1,524,800
34. Pepsi-Cola Co./Bottlers.....	3,119,040	84. Plough, Inc. ....	1,516,010
35. Canadian Breweries, Ltd. ....	3,033,050	85. Scott Paper Co.....	1,503,190
36. S. C. Johnson & Son, Inc.....	2,813,160	86. Helena Rubenstein, Inc. ....	1,475,610
37. United Merchants & Mfrs....	2,745,640	87. Amer. Motors Dealers ....	1,464,870
38. Pabst Brewing Co. ....	2,697,950	88. Safeway Stores, Inc. ....	1,454,360
39. Shell Oil Co. ....	2,630,660	89. Chesebrough-Ponds, Inc. ....	1,446,150
40. Norwich Pharmacal Co. ....	2,619,030	90. Burgermeister Brewing ....	1,441,850
41. General Mills, Inc. ....	2,569,810	91. Chrysler Corp. Dealers ....	1,404,150
42. Simoniz Co. ....	2,472,200	92. B. C. Remedy Co. ....	1,387,480
43. U. S. Borax & Chemical.....	2,466,580	93. United Vintners, Inc. ....	1,386,970
44. Welch Grape Juice Co. ....	2,455,920	94. Aerosol Corp. of America.....	1,377,270
45. American Chicle Co. ....	2,448,910	95. American Motors Corp. ....	1,361,320
46. Falstaff Brewing Corp. ....	2,403,400	96. P. Ballantine & Sons ....	1,350,480
47. Andrew Jergens Co. ....	2,402,070	97. Minnesota Mining & Man. ....	1,350,430
48. Quaker Oats Co. ....	2,362,270	98. Miller Brewing Co. ....	1,350,100
49. Theo. Hamm Brewing Co. ....	2,360,690	99. Ex-Lax, Inc. ....	1,342,060
50. Revlon, Inc. ....	2,359,060	100. Standard Oil Co. of Calif. ....	1,332,990

\*Gross time. Source: TvB-Rorabaugh



# RADIO RESULTS

## SERVICE STATIONS

SPONSOR: Conoco Oil Co.

AGENCY: Direct

**Capsule case history:** To offset a downward sales trend in Bexar County, Texas, the Conoco Oil Co. planned a promotion offering a thermo jug for only 99 cents to every driver who bought 10 gallons or more of its gas. Since 2500 customers were needed for a successful campaign, it had a problem. But station KAPE of San Antonio felt it could meet the figure with a low-budget campaign, and the oil company decided to give it a try for six weeks. No other advertising was used, other than circulars given out around four of their key service stations. Results: at the end of the campaign, Doak Neal, v.p. of Leslie Neal & Sons, Conoco's distributor, reported that more than 9000 customers had bought jugs, making it one of the most successful promotions Conoco has had in many years. Subsequently, business returned to an even keel for the oil company and has stayed on an upward trend since. Radio has proven to be its most effective type advertising in the market.

KAPE, San Antonio, Tex.

Announcements

## PUBLIC RELATIONS

SPONSOR: Home Builders Assoc., Pitts.

AGENCY: Direct

**Capsule case history:** Pittsburgh home builders and realtors have a fairly unusual way of getting good home buying prospects and promoting good will at the same time. Banded together as the Home Builders Association of Pittsburgh, the group published a brochure, *How to Buy a Home*. This booklet was given away free to interested inquirers, and the association organized an advertising campaign to publicize the offer. Two media outlets were used: radio station KQV and one local newspaper in Pittsburgh. Stated the association's president: "This year's industrial promotion under the guidance of chairman Vince Amore has been extremely successful. It has resulted in a list of over 500 parties interested in *How to Buy a Home*. These are good prospects. KQV radio pulled over 300 of the total 500 replies. Radio has delivered for us that extra plus that results in extra sales." The association expects to continue using KQV for this promotion on the same regular basis throughout the year.

KQV, Pittsburgh

Announcements

## BAKERY PRODUCTS

SPONSOR: Anadama Bread, Inc.

AGENCY: John C. Dowd, Inc.

**Capsule case history:** Anadama Bread Inc., a medium-sized regional bread company of Rockport, Mass., has successfully used radio for a number of years. They have consistently used radio because of continuing good results and because radio advertising is "well-suited to our promotional program." However, six months ago, Anadama Bread, through its agency, John Dowd, purchased a sizeable schedule of multiple daily advertising on WMEX. "During the past six months our sales have shown an increase over corresponding periods of prior years," said W. P. C. Smith, president of the bread company. He went on to say that the additional radio advertising over WMEX had been a "definite contributing factor to this increase." As a result the agency renewed the contract using this basic schedule and expects a "long association with the station." Smith credited the success of the campaign, in part, to the unusual delivery of the bread commercials by WMEX announcers

WMEX, Boston

Announcements

## SUPERMARKET

SPONSOR: Daitch-Shopwell Supermarket chain

AGENCY: Direct

**Capsule case history:** When the Daitch-Shopwell Supermarket chain of New York City expanded, it decided it needed a strong radio personality to attract people on opening day to a new outlet. Placing a heavy schedule on WLJB to advertise the personal appearance of the station's d.j. Joe Bostic, the promotion turned out to be one of the most successful the chain ever had. Said George Pitel, ad manager for Daitch-Shopwell: "With Bostic on hand to greet customers and to give out autographs, the traffic was so tremendous it was necessary to have the police regulate the flow of people into the store. Crowds lined up outside from early morning to closing." The impact of the supermarket's introduction to the neighborhood paid off for Daitch in long-range terms: the outlet, in a short period topped the sales volume of most other stores in the area that had been well established for years. Daitch-Shopwell now plans to use the station in all its future store promotions

WLJB, New York

Announcements



A BOUQUET OF MAY FLOWERS TO YOU

for making  
possible our double  
anniversary

**10**  
**10**

years of serving the  
metropolitan Washington area

years of association with  
John Blair & Co.—the “greatest”

**WWDC** *Radio Washington*



# SPONSOR ASKS

## WHAT IS NEEDED MOST TO IMPROVE RADIO RATINGS?

**Edward T. Baczewski**, *v.p., associate media director, Cunningham & Walsh, New York*

The nature of radio today makes any rating merely a measure of relative popularity and, even at that, with a major qualification. Although program directors, and advertisers, are



*Problem is not rating improvement; it's improvement of cause for given rating*

creating new radio editorial and advertising concepts to command attention, there is still a striking homogeneity in radio broadcasting. The distinctive station which attempts to stand out above the crowd does succeed, however. Ratings reflect this difference but only as gross measures, and not as accurate projections of numbers of listeners, let alone attentive listeners.

Differences exist, nevertheless, and for what they are worth, we want to know what they are. Thus, several factors must be added to radio ratings. Many of these are now part of one or several published services. In some cases, they are not reported often enough. In other cases, not enough markets are reported.

We would like to have:

1. Evidence of more accurate collection of data. This should accentuate the differences between stations. It would also eliminate the doubt inherent in ratings of less than 2.0 to 3.0—which in many cases, are based on less than 50 cases, in a sample.
2. Knowledge of the family member controlling the set, or programs, or time period.
3. More accurate definition of the out-of-house audience.
4. More frequent reporting of weekend data.
5. Coding of programs by type.

6. More evidence of audience turnover.

7. More evidence of the respondent's recognition of call letters and/or programs.

Obviously, more data costs more money. We would settle, therefore, for less frequent reporting (minimum three per year) and more information.

Whatever new data becomes available should be considered seriously by the stations themselves. If, in time, homogeneity of radio becomes more pronounced, media buyers will require only more frequent coverage studies by one-quarter hour periods. Essentially, therefore, the long-range problem is not one of improvement of rating data, but the improvement of the cause for a given rating.

**Paul Keller**, *v.p. and director of research, Reach, McClinton & Co., Inc., New York*

At the risk of incurring the strenuous objections of my acquaintances in the radio field, I will base my comments on the premise that, for the major advertiser, radio's role has



*Provide a measurement for a specific spot campaign, at reasonable charges*

shifted from that of a primary network medium to a supporting spot medium and that, in addition to the supplementary aspect of the medium, radio performs another primary function: specialization in reaching specific target groups.

With these radio strengths in mind, we must concede that today's radio audience measurements fail to shed very much light on how well the medium fulfills these functions for the advertiser. To be sure, we have NRI and Pulse and Hooper and Conlan and what have you, but do any of these measurement services provide the basis for finding out, simply and

inexpensively, how many people were reached over a given period of time by a radio effort in the area in which it was scheduled? Do they measure how well an advertiser has achieved his goal of specialization—reaching homes with enough income to be prospects for a luxury product, for example? Do they indicate how successful the sponsor has been in reaching the individual he missed with his tv and/or print campaign? They do not.

Here, then, are the chief goals that radio measurement improvements should strive for:

1. Provide a way in which the audience reach and frequency of exposure, both in and out of home, can be established for a specific spot campaign, over the duration of the campaign if possible, at reasonable charges. This should be done in terms of individuals, not homes.
2. Provide, for that schedule, a profile of the audience reached in terms of specific demographic as well as marketing characteristics.
3. Provide a means of measuring the exposure of these individuals to other media.

While I know that these needs are common knowledge, the real question is: How can this be done and who will pay for this research? In view of the relatively small investment most advertisers and agencies make in radio, there may not be sufficient interest in supporting these radio measurements.

Perhaps the answer lies in a continuing panel study (a la MRCA) capable of supplying the answers and supported at least in part by the radio industry in order to make the financial outlay required by agencies and advertisers more palatable to them.

**Richard H. Behrman**, *director of research, Gardner Advertising Co., New York*

As a researcher, I am particularly interested in two specific areas in (Please turn to page 51)

# GOING UP

HOMES REACHED BY WAVY-TV PROGRAMMING\*

9:15-9:30 A.M.

Mon. - Fri.

**"MEET MARILYN"**

**118%** increase

6:00-7:00 P.M.

Saturday

**"Peninsula Playhouse"**

**29%** increase

10:30-12 Midnight

Saturday

**"THE BIG MOVIE"**

**165%** increase

7:00-7:30 P.M.

Mon. - Fri.

Various

**34%** increase

1:00-2:00 P.M.

Mon. - Fri.

**"DIALING FOR DOLLARS"**

**87%** increase

11:00-11:15 P.M.

Sat. - Sun.

**"LATE NEWS"**

**81%** increase

\*The latest ARB shows these remarkable increases in homes reached. Tidewater, Virginia is growing and so is WAVY-TV's audience. If you're interested in reaching more homes in the greatest concentration of people in the entire Southeast, write, wire or call for availabilities.

# WAVY

# T V

Tidewater Virginia



Serving Norfolk, Portsmouth, Newport News and 49 Counties in Virginia, North Carolina and Maryland



# WPTF

Raleigh-Durham



has **TWICE**  
as many  
adult listeners

**THAN** any other station in  
the nation's 28th radio market.

Source: 32-county area PULSE:

WPTF	55.1%
Station B	24.1
Station C	5.2
Station D	9.2
Station E	6.4



NATION'S  
28th RADIO  
MARKET  
NIELSEN #2

## WPTF

50,000 WATTS 680 KC

NBC Affiliate for Raleigh-Durham  
and Eastern North Carolina

P. H. Mason, General Manager  
Gus Youngsteadt, Sales Manager

PETERS, GRIFFIN, WOODWARD, INC.  
National Representatives

National and regional buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Thomas J. Lipton, Inc., Div. of Lever Bros.,** Hoboken, N. J.: Schedules of early and late night minutes, five to 10 spots per week per market, are being set for Lipton's ice tea, in about 25 markets. Flights, totaling 11 weeks, are 7 May through 3 June; 25 June through 5 August; 20 August through 19 September. Buyer: Bob Anderson. Agency: SSCB, New York.

**Procter & Gamble Co.,** Cincinnati: Following last year's pattern, schedules for Tide begin early this month in about 50 markets. Placements are for the P&G contract year using light frequencies of non-prime minutes. Buyer: Bern Shossman. Agency: Benton & Bowles, New York.

**Best Food Div. of Corn Products Sales Co.,** New York: Campaign for Mazola oil starts the early part of May in about 25 markets. Fringe night minutes have been bought for four weeks. Buyer: Jim Alexander. Agency: Lennen & Newell, New York.

**Armstrong Rubber Co.,** West Haven, Conn.: Summer schedules for its tires begin 15 May in 25-30 markets. Schedules are for 12-13 weeks, with fringe and weekend minutes being placed. Buyer: Marion Jones. Agency: Lennen & Newell, New York.

**General Foods Corp.,** White Plains, N. Y.: La France bluing starts this month in about 15 markets. Schedules of day minutes will run for five weeks, around six spots per week per market. Buyer: Ann Jackowitz. Agency: Young & Rubicam, New York.

**Pepsodent Div., Lever Bros. Co.,** New York: Twelve-week campaign for Air Wick starts about issue date in 16 top markets. Moderate frequencies of day and night minutes are being scheduled. Buyer: John Gray. Agency: J. Walter Thompson Co., New York.

### RADIO BUYS

**Tetley Tea Co.,** New York: Summer schedules for its tea start this month in about 100 markets. Buys are for nine to 13 weeks, daytime minutes to reach women. Buyer: Art Topal and Bob Starch. Agency: Ogilvy, Benson & Mather, Inc., New York.

**Pet Milk Co.,** St. Louis: Campaign for Pet Milk begins 15 May in 50-60 markets. Day minute schedules, 9 a.m. to 4 p.m., will run for five weeks. Media supervisor: Pat Schinzing. Agency: Gardner Adv. Co., St. Louis.

**Swift & Co.,** Chicago: Schedules on Allsweet margarine start 17 May for five weeks. About 60 markets will get schedules of day minutes and 20's, with two to four stations bought per market. Buyer: Mary Lou Ruxton. Agency: Leo Burnett Co., Chicago.

**VIDEO  
TAPE**  
is the shape of  
**QUALITY**  
TV commercials  
**TODAY!**



## now editing's easier than ever... on SCOTCH® BRAND Live-Action Video Tape

Fast-moving technological advances, and the growth of creative talent trained to "think tape" is fast making video tape editing a matter of routine!

These recent editing developments have made "SCOTCH" BRAND Video Tape a really versatile medium for your commercials: the use of multiple cameras for instantaneous, on-the-spot editing... New improved, time-saving direct-cutting and splicing methods... Gen-lock mixing of film and tape, live and tape, c... and scene-by-scene, out-of-sequence shooting and editing such as the film producer has long wished for.

Other editing techniques permit one camera to shoot the whole commercial, scene by scene, in any order. Perfection of each scene is achieved, including the product "beauty shots" that require critical lighting and camera work. The best takes of all scenes are electronically edited onto "A" and "B" rolls. Rolls

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

are then played back for mixing onto a final composite tape, with titles, wipes, and optical transitions interposed. This brings a new measure of control to the making of the commercial. Difficult product shots can be stored for later use. Scenes can be lifted to make different versions. Scenes can be shortened or lengthened, transposed or eliminated.

Today's advances in editing make even more attractive the other advantages of video tape. Playback is immediate, mistakes are remedied at once by retake. The picture is "live" in quality. Special effects are created electronically—no lab work or waiting. Next TV storyboard comes along, send it to your local tape house for an analysis and bid that will surprise you. Send for the new FREE brochure, "Techniques of Editing Video Tape." Minnesota Mining and Manufacturing Company, Box 3500, St. Paul 6, Minnesota.

MINNESOTA MINING AND MANUFACTURING COMPANY

... WHERE RESEARCH IS THE KEY TO TOMORROW





## ROMAN

(Continued from page 37)

stanec, shows a husband and wife arguing the virtues of prepared ravioli.

*He: My mother never served me ravioli from a can.*

*She: It's not a can, it's a jar.*

*He: Same thing. My mother never served me anything but fresh ravioli.*

*She: Your mother had more time than I do.*

*He: No she didn't. She had Roman frozen ravioli.*

*She: What's the difference.*

*He: What's the difference? Here's the difference.*

This leads into copy on the freshness and preparation of the product and demonstration of how to prepare it.

The spot concludes with the couple arguing again whether or not to have cheese or meat ravioli. They end up deciding on both—and ending the argument with a kiss. Frames from this commercial appear on page 37.

The radio spots are also rather humorous. One in particular, features a Ronald Coleman-type voice reciting a 10-second "Ode to Roman Ravioli:"

**enter your  
personal  
subscription  
to SPONSOR**

**\$8 for 1 year**

**\$12 for 2 years**

*Roman Ravioli, thou art delish  
Roman Ravioli, thou lively dish  
Roman Ravioli, everyone capish*  
Another 10-second gem goes like this:

*Knock knock*

*Who's there?*


*Manny*

*Manny who?*

*Manicotti—Roman manicotti.*

A one minute-long ravioli spot is all in Italian with a UN-like interpreter translating the message. There are two versions of this spot, one using a man, one a woman.

Although Smith/Greenland bills roughly 70% of its clients' money in tv, the agency doesn't recommend the medium for every product. "On the contrary, we've had some difficult moments in keeping some clients off tv," said Greenland.

"If used properly, tv is the dynamic medium everyone thinks it is," he said. "If used improperly it could be an absolute disaster." One "disaster" said Greenland, "is spending lots of money without getting sales results. Not every item is a tv item. Television is no royal road." 

## NAAN SURVEY

(Continued from page 38)

ings of competitively adjacent programs.

Data on competitive adjacencies is considered extremely important, according to the buyers surveyed, but they say that such information is seldom offered. Thirty percent of the buyers said they would like to know what the competitive adjacencies are.

Information on audience composition for specific availabilities should be a routine service of the representative, buyers indicated. But they felt, by a wide margin, that this need is not being met. About a third said they would like to have audience composition broken down by age, sex, income, etc., whenever a rep presents a proposed buy. Although a number of buyers said they could get this data from reps if they asked—or they could get it for themselves from their own rating service sources—they felt it would be preferable (and much easier on them) to have it supplied as standard practice whenever avails are offered.

Here are some other conclusions drawn from the direct questioning portion of the NAAN survey:

*Station coverage data:* Almost a

third of the timebuyers indicated they do not get complete coverage data on individual stations supplied regularly or on an up-to-date basis. Another third would like more details on station coverage.

*Overall audience data:* About 20% showed interest in the possibility of obtaining additional information that would present a more complete and authentic picture of the nature of a station's audience.

*Comparative rates and coverage data:* Timebuyers generally do not expect reps to provide data regarding rates or coverage share in comparison with competing stations; 89% said either the data was adequate, or they do not expect this information from reps.

*Market statistics:* No particular emphasis was placed on the need for more market facts, such as population, retail sales, key industries, etc. Only 8% said they needed more of this information from reps.

The NAAN survey gave timebuyers the opportunity to express their own opinions on such facets of spot tv buying as pre-emptions, and the desire for information on station management, promotion, and programming. However, the percentage mentioning these was quite low, and no pattern of significance indicating a glaring lack emerged in any of these categories.

There are some areas where timebuyers suggest the rep could improve his service. Lack of rating uniformity seemed to be a major thorn in the flesh of many agencies. Buyers expressed a desire for standardization of rating information. One buyer said, "I have sometimes found, after a buy has been made, that a representative has used ARB ratings and Nielsen audience composition figures combined, without indicating this."

Cost data was mentioned often as a common problem area. Buyers would like these broken down so they can be read more easily and quickly. It was pointed out, for example, that reps seldom include talent charges for live commercials.

Of availabilities, buyers agree that the biggest problem here is to "keep current on when spots become available." It was suggested that an availability chart presented several times a week would be desirable. But on the subject of availabilities, timebuyers feel that most problems are

caused by agencies themselves. As one buyer put it, "We don't take the time we should to buy or give the rep time enough to secure information."

NAAN feels that with further probing in future interviews, a much higher percentage of buyer opinion will favor making standard the data on competitive adjacencies and facts on audience composition for specific availabilities.

Larger agencies, of course, receive this information from rating services. But some buyers deplore the time-consuming details involved in correlating such data. On the other hand, some feel that any desired competitive adjacency data can be obtained quickly by going directly to the competing station rep for such information.

The NAAN said that, in general, Chicago buyers seem somewhat better serviced than those in Washington, Boston, Detroit, and Denver. They suggest that it might be profitable for reps to do a more thorough job of servicing those agencies outside the New York-Chicago orbit. ❖

## SPOT RADIO

(Continued on page 40)

appeals to the women in the audience with the reading of a famous love letter at the end of each broadcast. Commercial then follows the love letter with: "tender loving care is also found in Prince macaroni. . . ."

• Profit Research, New York, puts \$10,000 per week in spot radio. This producer of financial know-how books inaugurated its spot radio venture with an outlay of \$1,000 a week several years ago. The company is interested in reaching the mature well-to-do over-40 businessmen who have retained their radio listening habits. Programs are bought.

• Breast O' Chicken Tuna Fish went from number four in the Baltimore market to number one through the use of 52-week schedules consisting of 15 minute-long announcements a week on WITH, with merchandising tie-ins. Minutes are scattered from 6 a.m. through late-night. These spots are the only advertising the brand does in the Baltimore market.

• General Mills Cheerios recently began using some of its Stan Frehurg-produced network commercials on a spot basis in larger markets to bolster its network drive. ❖

## SPOT TV

(Continued from page 43)

because they'd already been sold. In 17 other cases where competitors sought the Shell times, other companies in the same industry had already bought them.

Another report, released today (1 May), showed that the gross investment of public utilities in television climbed from \$9,800,000 in 1958 to \$12,300,000 in 1960, a 26% increase in two years.

A total of 164 public utilities used various tv campaigns in 64 markets last year, the Bureau reported. Ninety-one used spot announcements, 46 used program campaigns, while 27 combined spots and programs.

In terms of programs bought, the 16 utilities used news, weather, films, documentaries, sports, food and cooking shows, and home building programs, TvB said.

In a presentation, "Public Response to Public Utilities," TvB charts the versatile job that has and can be done for public utilities by spot and local tv, and quotes the advertising managers of various companies. Typical remarks:

From A. James McCollum, ad manager of Pacific Gas & Electric Co., largest investor-owned gas and electric utility in the world: "Tv has given the utility industry a device to bring back yesterday's successful door-to-door salesman, who found that the best way to sell appliances is to demonstrate them."

James L. Davidson, sales and merchandising manager of the Savannah Electric & Power Co.: "This is one of the most effective vehicles we have ever used to bring our story of the convenience and economy of electricity to the largest number of people."

And Wister H. Ligon, chairman of the National Gas Industry Tv Committee, American Gas Assn.: "AGA's entry into television was one of the most significant developments of the last decade in the marketing of gas."

"Through tv, the gas industry is able to send a top salesman into the homes of millions of its best customers and prospects to demonstrate its products—and to do this with matchless conviction at only a fraction of what even a postcard would cost. Tv has generated a resurgence in the industry's entire sales and advertising program." ❖

## SPONSOR ASKS

(Continued from page 46)

which radio ratings can be improved in order to give better direction to the use of this medium.

First of all, I would like to see what little information is now avail-



*Data on degree of listener receptivity during specific time periods*

able on audience composition expanded, and kept up to date on a regular basis. Specifically, we want to know more than what percentage of the audience is male and what is female. We want to know more than how much of the audience is adult and how much is a teen-age or a children's audience.

What we would like to know are such characteristics as the economic composition, ethnic breakdowns, the audience by occupation and by cultural interests. This is the kind of information which will enable us to better pinpoint our markets for our clients.

What's more, the demographic composition of an area changes constantly, as do program lineups and content. These unquestionably affect the quality as well as the quantity of listenership. That's why it's necessary to keep this information up to date.

There's another area, too, which I feel needs consideration. That's the area of receptivity, as compared with listenership. Right now that's an unknown quantity.

We know from a few studies what the listener was doing during specific periods that the radio was turned on. It would be extremely helpful, however, if ratings were weighted according to the average receptivity of listeners.

This would require stratification for weighting based on listener activity at the time the radio was on. Essentially, what interests me is the degree of listening which occurred in specific time periods. Unquestionably, much is absorbed subconsciously by listeners: the degree would depend on what activity engaged part of the listener's attention. ❖



**VISIT SPONSOR'S**

**INTERNATIONAL**

**SUITE G-803,**

**THE SHOREHAM**

**yours, with our compliments!**

- 1 1961 5-City Directory (just off the press)**
- 2 1961 Timebuyers of U. S. (just off the press)**
- 3 Collector's item: first exciting edition of the new U. S. Radio**
- 4 International hospitality, refreshments, and surprises**
- 5 And, of course, SPONSOR'S NAB CONVENTION SPECIAL!**



# To feature film buyers who would rather invest than speculate.

## FLICKER TAPE RUNS TWO HOURS LATE IN HEAVY FEATURE FILM BUYING

Off to bearish start, sudden recognition of true value by smart money in TV management spurs brisk buying to bull market proportions

Investment for profit in feature films for TV broke with tradition when Seven Arts offering of top quality, top priced post-50 Warner's found bold buyers among station executives with a keen eye for audience-pulling power regardless of price. Investment quality of the Warner films apparently fits the growth pattern of stations committed to a policy of providing TV advertisers with the best film programming money can buy.

## SUPPLY OF FEATURE FILMS OUTNUMBERS STOCKS ON NEW YORK EXCHANGE

Availability of some 11,000 motion pictures makes selective buying a prerequisite to TV station profits

A resounding tribute to the perspicacity of station executives, especially in smaller one-channel markets, is found in their selection of Seven Arts' "Films of the 50's". Outstanding performance wherever telecast bears out their good judgment as analysts of feature film quality.

Reasons for choosing the Warner package are variously stated by station executives. Says A. J. Bauer, General Manager, WINK-TV, Fort Myers, Florida:

"Every year we scour the market for better and better feature films for our sponsored Thursday night 'Variety Theatre'. With literally hundreds of films to choose from, we decided the Seven Arts package is in a class by itself.

"The sponsor is convinced his show is now giving the Fort

*This second issue of feature films not offered to public, but is offered exclusively to TV station executives with profits in mind*

### NEW ISSUE

## 41 feature films for TV SEVEN ARTS ASSOCIATED CORP.

offers

## Warner's "Films of the 50's" VOLUME 2

a most uncommon stock

Direct placement of these feature films will be negotiated at Suite C240, Sheraton Park Hotel, Washington, D. C. May 7-8-9-10 by

Robert Rich	Jack Heim	George Mitchell
Donald Klauber	Robert Hoffman	Lester Tobias
Lloyd Krause	Ben Elrod	Kirk Torney
	David Hunt	

Myers audience the best feature film entertainment that money can buy."

Says Jean Hendrix, Assistant to the General Manager, WSB-TV, Atlanta, Georgia:

"WSB-TV has always been strong in feature film programming. We acquired the Warner pictures to make it still stronger.

"The first thing we will do is use the 26 color films in a Friday night slot we'll call 'Warner Bros. Premiere'. Also, the high caliber of this Seven Arts release gives us pictures we'll run as specials in 'A' time. Actually all of these films have the high quality we require for our spot carriers. All in all I'd say these 'Films of the 50's' will strengthen our leadership in feature film audience here in Atlanta."

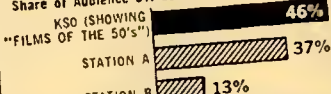
Says Robert J. Heiss, Manager of Radio & Television, WTMJ-TV, Milwaukee:

"Unlike some of the assortments we've bought in the past, we can say of these Warner features, all quality, no rubbish."

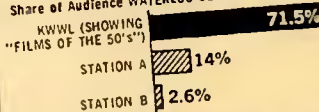
## CHARTISTS SEE FEATURE FILM MARKET HIGHLY SELECTIVE

The record-keeping analyst draws conclusions from profitable performance that accrues to stations willing to invest in top quality product. Typical chart (below) shows correlations of film quality to audience appeal as reflected in ratings, a primary base for outstanding station profits.

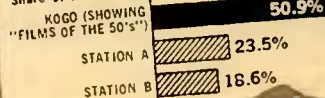
Share of Audience ST. LOUIS, MO.



Share of Audience WATERLOO-CEAR RAPIDS, IA.



Share of Audience SAN DIEGO



## QUALITY FILM CONCEPT FINDS SEVEN ARTS SALES UNSCATHED BY RECESSION

"We believe the fact that our sales have run counter to the economic climate," declares Eliot Ilyman, Seven Arts President, "stems from our great emphasis on quality product."

In its first six months on the market with the "Vol. I" package of Warner's "Films of the 50's" Seven Arts has sold 74 TV markets at prices that set all-time highs in the industry.

- Asheville, N. C.—WLOS-TV
- Atlanta, Ga.—WSB-TV
- Baton Rouge, La.—WBRZ-TV
- Bay City-Saginaw, Mich.—WNEM-TV
- Beaumont, Texas—KBMT-TV
- Billings, Mont.—KGHL-TV
- Bristol, Virginia—WCYB-TV
- Buffalo—WBEN-TV
- Charlotte, N. C.—WSOC-TV
- Chicago—WGN-TV
- Colorado Springs, Colo.—KRDO-TV
- Columbus, Ohio—WBNS-TV
- Davenport—WDC-TV
- Decatur-Springfield-Champaign, Ill.—WVTP
- Detroit—WJBK-TV
- Dothan, Ala.—WTVV
- El Paso, Tex.—KELP-TV
- Eugene, Ore.—KVAL-TV
- Fort Myers, Fla.—WINK-TV
- Fort Wayne, Ind.—WKJG-TV
- Fresno—KMJ-TV
- Green Bay, Wis.—WBAY-TV
- Greensboro, N. C.—WFMY-TV
- Honolulu, Hawaii—KGMB-TV
- Houston, Tex.—KPRC-TV
- Indianapolis, Ind.—WISH-TV
- Jackson, Mich.—WILX-TV
- Jacksonville, Fla.—WJXT
- Johnstown, Pa.—WJAC-TV
- Kalamazoo, Mich.—WKZO-TV
- Kansas City, Mo.—WDAF-TV
- Lafayette, La.—KLFY-TV
- Little Rock, Ark.—KARK-TV
- Los Angeles—KHJ-TV
- Las Vegas, Nev.—KLRI-TV
- Madison, Wis.—WISC-TV
- Miami—WTVJ
- Milwaukee—WTMJ-TV
- Minneapolis—WTCN-TV
- Monroe, La.—KNDE-TV
- New Orleans, La.—WWL-TV
- New York—WDR-TV
- Norfolk, Va.—WAVY-TV
- Oklahoma City, Okla.—KDCC-TV
- Peoria—WTVH
- Philadelphia—WCAU-TV
- Phoenix, Ariz.—KVAR
- Portland, Ore.—KGW-TV
- Portland-Poland Spring, Me.—WMTW-TV
- Providence, R. I.—WJAR-TV
- Raleigh, N. C.—WRAL-TV
- Reno, Nev.—KDLD-TV
- Roanoke, Va.—WLSL-TV
- Rochester, Minn.—KRDC-TV
- Rochester, N. Y.—WROC-TV
- Rockford, Ill.—WTVQ
- Salt Lake City—KSL-TV
- San Antonio—KDNQ-TV
- San Diego, Calif.—KDGO-TV
- San Francisco—KTVU
- Scranton, Pa.—WOAU-TV
- Shreveport, La.—KSLA-TV
- South Bend, Ind.—WSBT-TV
- Spokane, Wash.—KREM-TV
- Springfield, Mass.—Hartford-New Haven—WWLP
- St. Louis—KSO-TV
- Syracuse, N. Y.—WHEN-TV
- Tallahassee, Fla.—WCTV
- Tampa-St. Petersburg—WTVT
- Tucson, Ariz.—KDLD-TV
- Washington, D. C.—WTOP-TV
- Waterloo-Cedar Rapids, Iowa—KW
- Watertown, N. Y.—WCNY-TV
- Wichita Falls, Texas—KSYD-TV

# WASHINGTON WEEK

1 MAY 1961

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**Broadcasting and ad industries get very little time off in Washington: Congress and the government agencies have been springing something new almost every day recently.**

Last week, new FTC chairman Paul Rand Dixon indicated the new regime would hit at advertising harder than ever, despite his own background as an antitrust expert. The President's FCC reorganization plan went to Congress. And the FCC put the complicated set of sales and trades principally involving NBC and RKO on the road.

**There couldn't have been any surprise in the FCC reorganization proposal: it was outlined in the President's regulatory agency message drawn principally by Dean Landis.**

The broadcasting industry could probably look for faster action on matters before that agency. Whether they would be happier with delegation of decision-making power to panels of Commissioners, and the greater weight to be given to decisions by hearing examiners, might be another question.

The paradox, in any case, is the greater power to be given to the chairman. **He will have greater authority to assign appropriated funds to the various agency activities, without check from other commissioners.** Maybe even more important, he will be able to hire people on his own. This will give him considerable power over staff thinking on important matters, which, in turn, has much to do with the outcome of votes by commissioners.

**At the moment, there appears to be little disposition in Congress to upset the reorganization plan.**

Minow will be FCC chairman for seven years, barring resignation, wrongdoing of a type serious enough to permit him to be fired, or change of law to permit the President to fire a commissioner at will coupled with dissatisfaction in the White House with Minow. No part of that is likely.

Minow is generally regarded as **having a tough mind with respect to regulation of broadcasting and ad practices**, though he has not committed himself as yet on any specific question other than option time. The industry will regard failure of Congress to disapprove the reorganization plan as **portending much rougher waters in Washington.**

**The NBC-RKO sales and trades will probably give some clue as to how tough the new FCC intends to be on violators of antitrust laws.**

First to be considered are the applications of NBC for renewal of its Philadelphia licenses and the Philco competing application for the same facilities. Philco rests a good part of its case on the antitrust record of RCA and subsidiary NBC.

Another point to observe will be the manner in which the Justice Department intervenes in the case, and the **weight which the FCC gives to Justice Department positions on the various matters involved.**

It is considered unlikely that the FCC will fail to renew NBC licenses solely on the ground of past antitrust violations.

After the Philadelphia phase, the commission will get into the sales and trades, competing application of KRON-TV for NBC's Washington tv outlet, etc. Westinghouse and Philco will be parties, aside from the Chronicle.



# FILM-SCOPE

1 MAY 1961

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Japan will be considerably enhanced as a tv film market as a result of recent liberalization of import regulations by the Japanese Finance Ministry.

New regulations, covering the fiscal year April 1961-March 1962, include these three liberal provisions:

- No limit on foreign film imports—eliminating the quota of 10 half-hours per station per week.
- No ceiling on film price—removing the \$500 top and introducing ordinary price bargaining. (Trade estimates are that individual film prices will increase by about 25%.)
- A 45 per cent increase in Japanese dollar allocations for tv film, from \$2.1 million to \$3 million for the current year.

These new conditions, reported by Motion Picture Export Association of America, are the second set of liberalizations brought about by MPEAA efforts. A year ago the quota was raised to 10 shows, the price top lifted from \$300 to \$500, and the allocation raised from \$1.1 to \$2.1 millions.

The principal obstacle now to entirely free trade is the dollar allocation, which MPEAA will attempt to modify for the following year.

Allocations are divided at present into four categories: 1) network budget of \$8,000 weekly for the five "networks" covering Tokyo and Osaka, totalling \$2.1 million a year, limited to regular tv series; 2) station budget, according to size, without restriction on film type, worth \$610,000 annually; 3) special color budget of \$150,000, and 4) "other" allocation, understood to be \$160,000, to cover programs such as documentaries and news and sports.

Major syndicators for the most part are taking a watch-and-wait attitude on new half-hour programing for the 1961-62 season.

By contrast, it's the newer and smaller companies that are providing most of the new shows.

Two of three shows set for next season are from these small, relatively new syndicators:

- Sea Hawk, from Tv Marketeers.
- Beachcombers, from Filmaster.

The only new show set at the moment from a major syndicator is King of Diamonds from Ziv-UA.

Not a single new half-hour show of the regular action-adventure variety has been announced yet for 1961-62 by any of the following: ABC Films, CBS Films, CNP, ITC, MCA-TV, NTA, Screen Gems, etc.

However, that three-show total above is far from final. It's expected that three, four, or five additional shows will be put into syndication between now and fall. But the distributors are definitely playing it very, very carefully.

Seven Arts Associated will release 41 additional post-1950 Warner Bros. feature films at the NAB convention.

To distinguish the new group from the 40 Warner's Films of the 50's already released and sold in 74 markets, the newer group will be labelled Films of the 50's Volume II.

A continuing oddity of the current syndication market is that overseas sales departments seem to be more active than domestic ones.

This unusual situation seems so well rooted in current circumstances that it seems well on its way to becoming a new standard—which could truly turn the entire syndicated tv film industry upside down.

Screen Gems, for instance, has been active in international sales of Winston Churchill—The Valiant Years. Show has been sold in 20 foreign markets and is being dubbed into four languages: Spanish, Portuguese, French, and Japanese.

(Incidentally, the domestic sponsors of this ABC TV series, Metrecal, are making some Winston Churchill episodes available for non-tv group showing through Association Films.)

Another show doing well in international syndication is **My Three Sons**, a Don Federson ABC TV series represented by MCA-TV, dubbed recently into Japanese, and already sold throughout English-speaking countries plus Germany, South America, Mexico, Central America, and France.

**Ziv-UA reports sales of King of Diamonds to 12 stations and to Kroger Co. and Max Factor for an aggregate of 83 markets on the new series.**

**Kroger** (Campbell-Mithun) purchased the series on WDAF-TV, Kansas City; WHIO-TV, Dayton, and WCPO-TV, Cincinnati.

**Max Factor** will be the sponsor on KONA, Honolulu.

Station sales include WFLA-TV, Tampa; WGN-TV, Chicago; KCPX-TV, Salt Lake City; WBTV, Charlotte; WBRE-TV, Scranton-Wilkes Barre; WTVY, Dothan; WFMJ-TV, Youngstown; WCCO-TV, Minneapolis-St. Paul; WLAC-TV, Nashville; KCRA-TV, Sacramento; KRDO-TV, Colorado Springs; WTVM, Columbus, Ga., and KHQ-TV, Spokane.

**KMOX-TV, St. Louis, will try an unusual thematic grouping of feature films on its Late Show next week: pictures made from Best Sellers.**

Features adapted from novels and set for telecast between 7-12 May include Valley of Decision, Green Light, To Have and Have Not, Our Hearts Were Young and Gay, Cass Timberlane, and The Good Earth.

**Several syndicators were seen bolstering their personnel forces this week.**

They are:

- **MGM-TV** made **Louis Gray** director of production.
- **Seven Arts Associated** named **Harvey Chertok** advertising-sales promotion-publicity director and appointed **William O. Humphreys** account executive in Chicago.
- **Official Films** moved **Bob Behrens** into the eastern sales force and appointed **Marvin Lowe** as midwest account executive in Chicago.

**Videotape Productions of New York and Robert Lawrence Productions have entered into a joint creative effort for cooperation in video tape and film commercials production in the East.**

The main purpose of the get-together is to keep the same creative team together on commercials of both types for the same clients. Hitherto a client had to start from scratch and make film and tape commercials entirely separately.

No union personnel and no investments of any kind are involved in the Videotape-Lawrence move. The agreement, first of its kind in U. S. commercials, was anticipated by some months by an arrangement in Canada by Lawrence with Taylor Video to form a new film-tape company, Triangle Productions.



# SPONSOR HEARS

1 MAY 1961

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Due to mergers and product expansion there's a possibility Corn Products during the next fiscal year will move up into the \$25 million advertising bracket.

What's been helping accelerate this company's growth: an unusually large cash nest-egg for a corporation of this size.

The disposition of some of the more important agencies to sidestep the middle-man in their radio buying—for the purpose, obviously, of getting the local rate—has had reps recalling some history.

They remind these agencies that the radio rep as we know him today was actually a child of the agencies.

It is their recollection that, in the era of the late Scott Howe Bowen, agencies found themselves unable to determine where to place a station order. They welcomed the exclusive rep as bringing business stability to the medium.

Agency managements feel that the tv networks, either by design or dated accounting practices, are making it tougher for them to justify the 15% commission on talent.

The networks, say these managements, tend to add fuel to this point of client contention by billing the time charges on a gross basis but billing the talent net.

The discrimination obviously isn't helpful to the agency because it makes it necessary for the agency to show an imposed commission for the program phase of a purchase from the network.

Power seems to have a strange effect on the ad manager for one of the leading spenders in tv.

His big boost at a multi-agency meeting is to have two agencies tee off at each other. The contestants in their more sober moments think it quite demeaning and hope that the ad manager will switch his tactics to constructive critiques.

If you've been wondering what happened to those important stations which network spot sales are relinquishing per Washington edict, here's an up-to-date rundown:

Leaving CBS Spot Sales:

STATION	CITY	NEW REP	DATE
WBTV (TV)	Charlotte	TvAR	Late June
WJXT (TV)	Jacksonville, Fla.	TvAR	Late June
KOIN-TV	Portland, Ore.	HRP	Late May
KSL-TV	Salt Lake City	Blair Tv Associates	Already in effect
WTOP-TV	Washington	TvAR	Late June

Leaving NBC Spot Sales (tv and radio):

KOA-TV	Denver	Blair Tv	16 July
WAVE-TV	Louisville	Katz	3 June
WAVE	Louisville	Katz	3 June
WCKT (TV)	Miami	HRP	1 July
KSD-TV	St. Louis	Katz	1 July
KSD	St. Louis	Katz	1 July
WRGB	Schenectady	Katz	1 July

Undetermined: WBTW, Florence, S. C.; WIINB, Hartford; KONA, Honolulu.

**FOUND:** \$140,180,440 paid to personnel at military bases in the Providence, R.I. market area (Quonset, Davisville, Newport, New London and Otis Air Force Base). This is a plus not listed in any census breakdown of the rich, growing Providence market — a juicy bonus waiting to be picked up by advertisers on WJAR-TV, the only TV station that puts a grade A signal into all these bases. To claim, contact Edward Petry & Co., Inc. WJAR-TV • NBC • ABC.



# SPONSOR WEEK WRAP-UP

'OPEN AN ACCOUNT FOR JUNIOR' is the theme behind the East River Savings Bank's Rockefeller Plaza office display window. The illustration demonstrates how voices are recorded for animated cartoons for children's television shows, sponsored by General Mills, Inc.



SCHOLARSHIP GRANT, courtesy of Arthur W. Bagge (r), v.p. in charge of radio, Peters, Griffin, Woodward, Inc., Chicago, designed to help worthy and needy students by means of scholarship, is awarded to David Cartee (c), a Northwestern University senior, for his winning speech. All is approved by Dr. Charles F. Hunter (l), chm. of dep't. at N.U. of radio, tv, film



## Advertisers

Real Kill insecticides, a Cook Chemical division (Del Woods Associates) is getting ready to show its new half-gallon package in over 195 markets via radio and tv spots this spring.

A kiddie-character-situation appeal type of sell will be used at a 10 to 30 spots per week pace.

### Campaigns:

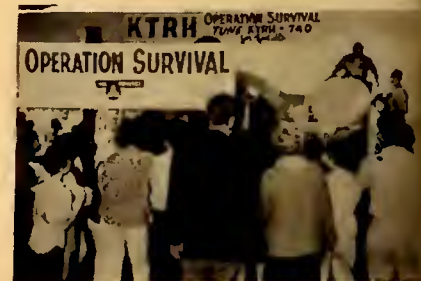
- The First National Bank of Arizona, has turned to spot radio to help spread around its "humanizing" the bank's image campaign. The Western-flavor sell: a simple catchy theme with one line of copy—Best Bankity Bank Bank in Arizona. Agency: Ptak & Richter, Phoenix.

- Swanee Bathroom Tissue, has a tv spot saturation going in the New York metro and New Jersey areas. The stations involved: WNBC-TV, WOR-TV, and WNEW-TV. Agency: Leber & Katz.

- D. L. Clark (Clark Candy



PRESS REPORTS of Eichmann trial recorded by Martin Weldon, director of news and special events for Metropolitan Broadcasting (l) with special Israeli technician assigned him



OPERATION SURVIVAL, the title of promotion by radio station KTHR, Houston to test effectiveness of confinement in a bomb shelter is proved success by Eric Goldman

Bars) is in the midst of a 13-week TV spot promotion in major markets. A minimum of three one-minute spots per week have been bought on local top-rated kiddie shows. Agency: Maxon, Detroit.

**PEOPLE ON THE MOVE:** Robert Glickman to media manager, Hunt Foods and Industries . . . George A. Mentzer, to advertising manager, B. F. Goodrich . . . Robert E. Culligan, to advertising supervisor, Revere Camera, Chicago, subsidiary, Minnesota Mining and Manufacturing . . . Benjamin Schneider elected president M. R. Thompson, Inc., subsidiary, J. B. Williams Company, New York City.

## Agencies

Y&R, as agency for Kaiser Industries, has given ABC TV a fall order for alternate weeks of *Maverick* re-runs and *Follow the Sun*.

The two series will be back-to-back, 5:30 to 8:30 Sunday nights.

Kaiser has a proprietary interest in *Maverick* along with Warner Bros. and ABV TV, and, obviously, a franchise in the 7:30-8:30 span in perpetuity, providing the show is reasonably satisfactory to both Kaiser and the network.

General Foods has a similar franchise on CBS TV, but this one is limited to three years.

**Agency appointments:** Kinney System Rent A Car, to Moss Associates . . . First Federal Savings and Loan Association of Miami, to Hume, Smith, Mickelberry . . . Transcontinent Television Corporation, to Jones & Hanger, Kansas City . . . Philip Morris, to Benton & Bowles, for its Benson & Hedges brand of filter cigarettes and international assignments, and to Leo Burnett, for its Alpine cigarettes . . . Hotel Reservation Control Center, to Bozell & Jacobs . . . Pillsbury, to McCann-Marschall, for its Tidy House division (\$1.5 million), from Guild, Bascom & Bonfigli . . . Carroll, Finch, Hutzel and Company (mortgage

notes) to Stone & Simons, Detroit . . . Tucson New Car Dealers Association and Arizona Independent Insurance Agents, to S. J. Kossack & Associates, Tucson, Ariz. . . . Tennessee Pharmaceutical, Memphis, Tenn., to Ridway-Hirsch, Memphis, for both Tennessee Pharmaceutical and its subsidiary, Econ-O-Labs.

**More agency appointments:** Lever, its Handy Andy (\$3.5 million) and Spry (\$500,000) to J. Walter Thompson; its Praise (\$1 million) to Reach McClinton . . . Congoleum (\$1 million) to J. Walter Thompson, from Keyes, Madden & Jones.

**New agency:** Leon Shaffer Golinick Advertising, Inc., Baltimore, Md., at 701 Cathedral St. (after 20 May). Temporary address: 111 N. Charles St.

**New quarters:** Monroe F. Dreher, Inc., 49th floor, 30 Rockefeller Plaza, New York City.

**Happy birthday:** Monroe F. Dre-

PRESENTATION AT '21' is topic for discussion to launch nationwide tour of the CBS radio network's new sales presentation, 'Expansion for the Sixties.' In charge: (l-r): Arthur Hull Hayes, pres. of CBS radio; Albert W. Dimes, dir. and sec'y. of Tetley Tea; Jack Doran, dir. of marketing, Mennen Co.; and George Arkedis, v.p. in charge of network sales for CBS radio



BRUSH STROKE agreement is reached between (l-r): Bill Brussman, v.p. of Nelson Stern Advertising Agency, Cleveland; Ronnie Barrett, KYW radio personality; Marty Hawthorne, KYW sales rep.; and Dob Dasher, v.p. and general mgr. of the Wagerman Paint Company, Cleveland



**DELIGHTED AND DELUGED** by 'chunky chocolates' suggestions was a problem (?) for tv station CKLW and Wolverine Associates, Detroit. The ideal idea won a prize



her, New York City, 35 years, 14 April.

**PEOPLE ON THE MOVE:** **John K. Markey**, to v.p. in charge of Chicago office, Devney-O'Connell . . . **Donald H. Halsey**, from v.p. and director, Fitzgerald Advertising, New Orleans, to v.p. special assignments, Compton, New York City . . . **Richard Iverson**, to Campbell-Mithun, Minneapolis, as assistant to the company president . . . **Richard Hillman**, from Benton & Bowles, to Doyle Dane Bernbach, as project director, research department.

**They were elected:** **Howard Black** and **Robert W. Castle**, senior v.p.'s, Bates . . . **Sidney McAllister** and **David S. Williams**, v.p.'s, Wadco.

## Stations on the Move

**TOTAL STATIONS ON THE AIR**  
(as of 1 March 1961)

AM: 3,556

FM: 839

TV: 541

### BOUGHT/SOLD/APPROVED:

Sold: **WAVY-AM-FM-TV**, Portsmouth (Norfolk) Va. by Tidewater Telradio, Inc., to Gannett Co., Inc. (owner of **WHEC AM-TV**, Rochester, N. Y., **WINR-AM-TV**, Binghamton, N. Y.; **WDAN**, Danville, Ill., and publisher of newspapers in New York, New Jersey, Connecticut and Illinois cities), brokered by Blackburn & Company, Washington, D. C.; price: \$4.5 million . . . **KCMJ**, Palm Springs, Calif., by Louis Wasmer, Spokane, Wash., and Cole E. Wylie, Sunnyside, Wash., to Ball Broadcasting; brokered by Blackburn & Company, Washington; price: \$490,000 for all the stock of the licensee, KCMJ, Inc., and all the stock of KCMJ Investment Company, a real estate firm . . . **WBRY**, Waterbury, Conn., to Gustave Nathan, former general manager, Herald Tribune Radio Network; price: undisclosed.

## Associations

The Radio and Television Executives Society is setting up an annual awards program to honor achievements in radio and tv.

According to plans, the RTES Awards will be given to network radio and tv, and New York radio and tv.

A special category has also been set up to recognize the contributions of agencies, sponsors and publications.

To be eligible for the first RTES Awards, programs must have been broadcast between 1 June, 1960 and 31 May, 1961.

Presentations will be made at a formal dinner in October.

**The Montana Broadcasters Association**, during its annual confab in Billings last week, named as organization head, **Western Broadcasting's** president and general manager, **Dale Moore**.

Other officers: vice-president, Paul Crain, president **KUDI** and secretary-treasurer **KRTV**, Great Falls; secretary-treasurer, **W. L. Holter**, owner-manager **KLTZ**, Glasgow.

The NAB has put out a new and completely revamped edition of its radio broadcasting primer **Radio U.S.A.**

Sample copies of the new-look 16-pager will go out to all NAB radio members this month.

**PEOPLE ON THE MOVE:** **Harry Novik**, president and general manager of **WLIB**, New York City, has been elected a director of the New York State Radio Association . . . **John K. Williams**, named executive secretary Georgia Association of Broadcasters.

## Tv Stations

**ABC**, avert the 40-second station breaks, has set up this policy for its o&o tv stations according to v.p. **Stephen C. Riddleberger**:

- No more than two announcements of a commercial, promotional, or public service nature will be scheduled in each 40-second station break.

- In the event two announcements occupy only 30 seconds of time, the additional 10 seconds will be used for last minute news and weather information.

Another case of broadcasters get-

ting together in a joint effort to sell its market: these Central Florida tv stations—**WESH-TV**, **WLOF-TV**, and **WDBO-TV**, pooled their funds and told the market and coverage story via large colorful trade paper ads.

As a follow-up, the tv men brochured the ads as a distribution piece.

### Ideas at work:

- **KXTV**, Sacramento, Calif., has a campaign going in its area designed to bolster, on a local level, the national campaign developed by the Advertising Federation of America and the Advertising Association of the West. The theme: *How Advertising Helps You—the Consumer!* Advertising agencies in the Sacramento-Stockton area have been invited to participate in the project to prepare 60-second announcements on the theme. The announcements will be aired throughout the year in prime times at no charge to the agencies. To facilitate matters, the station is also donating use of its production equipment.

**Kudos:** **WFGA-TV**, Jacksonville, Fla., recipient of annual *News Picture of the Year* awards: to sports director **Walt Dunbar**, for his film coverage of a *T-Bird Smashup* at Daytona International Speedway; and to the news department, a special commendation for news film coverage . . . **WTVJ**, Miami, recipient of 1960 *Television Reporting* award from the Sigma Delta Chi, National Journalism Fraternity, Chicago . . . **WBTV**, Charlotte, N. C., awarded first annual *North Carolina School Bell Award* by the North Carolina Education Association for the station's *The Exceptional Child* program and its *Face The Carolinas* series . . . **WFIL-TV** and **WFIL**, Philadelphia, recipient of *Merit Award* by the National Religious Publicity Council for "excellency in religious coverage."

**Sports note:** **KBTv**, Denver, to telecast live, eleven games direct from the Denver Bears Stadium. Sponsors are Hamm's Brewing and Conoco.

**PEOPLE ON THE MOVE:** **Mae Tichenor** elected president; **Mal Kasanoff** and **George Elliot**, v.p.'s, all **KGBT-TV**, Brownsville-Harlingen-

# A CHANNEL 5 QUIZ

TEST YOUR MARKETING SKILL  
ON THIS FIVE-FINGERED  
TELEVISION QUIZ



- Q. The slogan, "Michigan Marching Forward", can keep Michigan among the leading states in the nation. Can you tell us who leads in television news in the productive multi-city market of Flint-Saginaw-Bay City and all of Eastern Michigan?
- Q. Can you give three consecutive days of the week without naming Sunday, Tuesday or Friday?
- Q. For what purpose is Michigan Week being promoted? And what TV station in Michigan's rich and diversified 2nd market is making outstanding strides toward keeping — "Michigan Marching Forward"?
- Q. A woman declares that her grandfather is only five years older than her father. Can this be true?
- Q. In Eastern Michigan, how can I best sell my products to the most people at the lowest cost-per-thousand?



**WNEM-TV**

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

Weslaco, Tex. . . . Warren S. Walden, news and sports director, WJAR-TV and WJAR radio, Providence, R. I., promoted to public relations director, The Outlet Company . . . Gordon Davis, WIND, Chicago, general manager, appointed West Coast manager, WBC Productions, Inc. . . . Lue Stearns, from manager, New York franchise, Muzak, and v.p. Trans-Community, and Lionell Furst, from NTA Spot Sales, both to WOR-TV, New York City, as account executives . . . George Finnegan, from general sales manager, to general manager, WTVH, Peoria . . . John H. Bone, from commercial manager, WVUE, New Orleans, to general manager, WTVP, Decatur, Ill. . . . Clyde Dutton, to sales manager, WTVH, Peoria, Ill. James S. Dugan, from KETV, Omaha, to KTAL-TV, Shreveport, La., as sales director.

## Radio Stations

Of much significance to radio broadcasters is the statement on the new FCC-approved multiplex stereo system made by the Institute of High Fidelity Manufacturers.

The statement: an equivalent improvement is available for high-fidelity frequency-modulation broadcasting, making it possible for stereophonic records, tapes, and live programs to be broadcast in full stereophonic sound, and received with tuning quality comparable to monophonic frequency-modulation broadcasting.

Happy birthday: KQV, Pittsburgh, celebrating its third anniversary as an ABC o&o station.

This 'n' data: WRBL, Columbus, Ga., has put out a new single rate card . . . KVIL, Dallas, is airing *Financial Wire*, up-to-the-minute reports of stock market happenings, via a direct connection to Wall Street.

Keystone network adds 13 affiliates: WGRO, Lake City, Fla.; WRIM, Pahokee, Fla.; WSVL, Shelbyville, Ind.; WCAT, Orange, Mass.; WHMI, Howell, Mich.; KLYQ, Hamilton, Mont.; KSEN,

# A CHANNEL 5 WHIZ

OUR CHANNEL 5 GUEST WHIZ  
IS "MR. ROBIN" —  
OFFICIAL SYMBOL OF MICHIGAN  
WEEK — MAY 21-27



- A. A robin's-eye view of the latest Nielsen proves that CHANNEL 5 perches high above its 2 nearest competitors. The "Five Star Final", nightly news feature, commands a soaring 199% more TV homes than the area's 2 other 11:00 p.m. newscasts. Huntley-Brinkley at 6:45 p.m., holds a dominant 170% more TV homes than the other 2 programs combined!
- A. Yesterday, today, tomorrow.
- A. The purpose of Michigan Week is to promote the common good of Michigan's people. CHANNEL 5, serving more than 400,000 TV families in Michigan's Golden Valley, encourages a thorough understanding of education, religion and science, thus cooperating to put real meaning into Michigan Week.
- A. Her grandfather is her mother's father.
- A. WNEM-TV, CHANNEL 5, is your solid buy-way to Michigan's \$2 billion dollar Second Market, the rich and thriving multi-city viewing area of Flint-Saginaw-Bay City and all of Eastern Michigan.



**WNEM-TV**

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



Shelby, Mont.; **WIPS**, Ticonderoga, N. Y.; **WMVO**, Mount Vernon, Ohio; **WDEH**, Sweetwater, Tenn.; **KBAN**, Bowie, Tex.; **WAFC**, Staunton, Va.; and **WIXX**, New Richmond, Wis. . . . **Lloyd R. George**, from sales manager, **KBOX**, Dallas, to sales manager and sales promotion director, **K-JEM AM & FM**, Oklahoma City.

**Kudos:** **KCMO**, Kansas City, director of agriculture, **George Stephens**, awarded Honorary State Farmer Degree by the Missouri Future Farmers of America Association . . . **KCBS**, San Francisco, newsman **Fred Goerner** recipient of Sigma Delta Chi award for "distinguished service in the field of radio reporting during 1960."

**PEOPLE ON THE MOVE:** **Charles E. Jones**, from administrative v.p. for sales and client services, Potts-Woodbury, Kansas City, to general sales manager, **WHB**, that city . . . **Robert B. Hardenbergh**, from assistant manager, **WCOG**, Greensboro, N. C., to national sales manager, **WEAM**, Washington, D. C. . . . **Herman Maxwell**, from director of sales, **WNBC**, New York City, to account executive, **WINS**, that city . . . **Joseph C. Winkler**, from fm sales manager, to station manager, **WFIL-FM**, Philadelphia. He succeeds **Joseph J. Novenson** who moves to **WFIL-TV**, as producer of *American Bandstand* . . . **Nelson L. Goldberg**, from sales manager to general man-

ager, **WKPA**, New Kensington, Pa. . . . **Fred Thomas**, from account executive, **KGO**, San Francisco, to sales staff, **KRFC**, that city . . . **G. E. Wallis**, **WOWO**, Fort Wayne general manager, to general manager **WIND**, Chicago . . . **Victor E. Forker**, from general manager, **WDRG**, Hartford, Conn., to general sales manager, **WINS**, New York City . . . **Deon Routh**, from general manager and board chairman, Advertising Consultants, Inc., Portland, Ore., and Seattle, Wash., to sales representative, **KGO**, San Francisco.

## Fm

That fm listening in Canada is growing was pointed up by the Coca-Cola Ltd. buy, on a year-long sponsorship basis—of *Refreshment Time* on Canada's only fully separately programed commercial fm'ers.

The stations: **CHFI-FM**, Toronto; **CKVL-FM**, Montreal; **CFRA-FM**, Ottawa; and **CJOB-FM**, Winnipeg.

McCann-Erickson (Canada) Limited is the agency.

**Richmond, Indiana**, station **WKBV-FM** is now operating on an automatic transistorized system.

Twenty transistors were used in the conversion of standard tube type amplifiers

This automatic program operation makes it possible for the station to run 18 hours a day without repetition or attention from any manpower.

**New fm'er:** **WXEN-FM**, Cleveland, Ohio, to program 100% foreign language broadcasts.

**Fm buys:** On **WABC-FM**, New York City: Hamilton Watch, Ford Motors, The Beekman Towers, H. H. Scott Company, and Pique Products.

**PEOPLE ON THE MOVE:** **W. Lee Roddy**, from account executive, **KJOY**, Stockton, to director of sales, **KNLA-FM**, Los Angeles.

## Networks

**Net tv sales:** **Warner-Lambert Pharmaceutical** (Lambert & Feasley) has bought sponsorship in these NBC TV shows: *Tales of Wells Fargo*, *Captain of Detectives*, and *87th Precinct* . . . **El Producto** (Compton) to co-sponsor ABC TV's *The Fight of the Week*.

**Financial report:** **AB-PT** first quarter net operating earnings: \$3.425,000 or 81¢ a share compared with \$3,336,000 or 78¢ a share in 1960, based on the average number of shares outstanding during the respective quarters, adjusted for the 2% stock dividend paid in 1960.

**PEOPLE ON THE MOVE:** **Robert J. Keenan**, from sales development, NBC TV, New York City, to manager, sales planning and development, Central division NBC TV Sales, Chicago.

# SNEAK-A-PEEK

Like to see shows before you buy? Pre-view commercials? Pre-test copy lines? All without a snarl of red tape? Our Videotape equipment makes it possible. The only rep firm with a Videotape machine in its offices! Come use it. Another unique service of...

TELEVISION ADVERTISING REPRESENTATIVES, INC.

TVAR

**Net specials:** A CBS Reports: *Why Man in Space*, 27 April, sponsored by The Bell System (Ayer).

## Representatives

**Katz' v.p. director of research and promotion Daniel Denenholz**, speaking before the Advertising Agency Financial Managers group in New York City last week, blamed much of the tv rate card complexity on the frequent issuance of rating reports.

Pertinent points of his talk:

- With each new report (from 2 to 12 per year, depending upon market size, there is immediate re-evaluation—of programs, of rates, and especially cost-per-thousand values.

- This evaluation, based on rating reports, often results in schedule changes, new programs, dropping of programs, re-arrangement of programs—causing further rate revisions.

Denenholz suggested these as rate card simplifiers:

1. Stating rates in even dollars.
2. Spelling out all conditions.
3. Careful editing of all special clauses to eliminate excess verbiage.

**Rep appointments:** **KUNO** and **KTOD**, both Corpus Christi, Texas, to **Devney-O'Connell**.

**PEOPLE ON THE MOVE:** **Marvin L. Shapiro**, from account executive, Harrington, Righter, Parsons, to account executive, Television Advertising Representatives, New York City... **John A. McElfresh**, from account executive Chicago office, to New York City office, CBS Television Spot Sales... **James Thrash**, from CBS Films, Atlanta office manager, to manager, TvAR's new Atlanta, Ga. office.

**New office:** **Henry I. Christal Company**, at 3440 Wilshire Boulevard, L.A. **Kirk Munroe**, from New York office, will be manager.

## Film

**The Greater Los Angeles Press Club**, with tongue-in-cheek, has

**honored Jim Backus**, CNP syndication star.

An engraved citation honored Backus in one paragraph as follows: "he has portrayed a newspaperman as a model of society, high fashion, and a perpetually poverty-stricken polysyllabic punster."

Said the next paragraph: "he has steadfastly avoided the customary movie/tv cliches."

**Sales:** Ziv-UA's *King of Diamonds* to Kroger Co. (Campbell-Mithun) on WDAF-TV, Kansas City; WHIO-TV,

Dayton, and WCPO-TV, Cincinnati; to Max Factor on KONA, Honolulu; and to stations WFLA-TV, Tampa; WGN-TV, Chicago; KCJX-TV, Salt Lake City; WBTV, Charlotte; WBRE-TV, Scranton-Wilkes-Barre; WTVY, Dothan; WFMJ-TV, Youngstown; WCCO-TV, Minneapolis-St. Paul; WLAC-TV, Nashville; KCRA-TV, Sacramento; KRDO-TV, Colorado Springs; WTVM, Columbus, Ga., and KHQ-TV, Spokane.

**International:** Don Fedderson's *My Three Sons* on ABC TV sold abroad

# WHLI

"THE VOICE OF LONG ISLAND"

SUMMER MONTHS...  
AND THE BUSINESS  
IS BOOMING ON  
LONG ISLAND

- 10,000,000 Summer Visitors
- 400,000 Summer Residents
- 2,000,000 Year-Round Residents

WHLI'S LONG ISLAND—ONE OF AMERICA'S RICHEST SEASONAL MARKETS! MILLIONS OF PEOPLE, SPEND MILLIONS OF DOLLARS, BUYING MILLIONS OF THINGS... ON WHLI'S LONG ISLAND!

*takes  
the  
doldrums  
out of  
summer  
sales*

**WHLI... REACHES THE  
LONG ISLANDER WITH  
TAILOR-MADE QUALITY-  
PROGRAMMING**

- \* Familiar Good Music
- \* Long Island Weather, Traffic, Marine, Fishing & Temperature Reports
- \* Long Island News and Events

They Stay Tuned To WHLI... in Summer Homes, Cars, Bungalows, Boats and on the Beaches... For Entertainment and Information... from WHLI... "The Voice of Long Island"

**WHLI... Delivers the Largest Daytime, Adult-Buying Audience in the Booming Major Long Island Market (Nassau)... More Than Any Other Independent Or Network Station (Pulse)!**

**ADVERTISERS!** Break the summer lull with the exciting new sound of summer sales on **WHLI'S LONG ISLAND**... by calling for full details, today!

→ 10,000 WATTS

**WHLI** AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

*the voice of  
long island*

Represented by GILL-PERNA • **PAUL GOOFSKY**, Pres. & Gen. Mgr.  
**JOSEPH A. LENN**, Exec. V.P. & Sales Mgr.



by MCA TV in Great Britain, Australia and Canada . . . Screen Gems' *Winston Churchill—The Valiant Years* sold in 20 foreign markets and is being dubbed in Spanish, Portuguese, French and Japanese.

**PEOPLE ON THE MOVE:** **Roger H. Lewis** leaves UA where he was advertising v.p. to go into independent production . . . **John A. Brown** is manager of new Modern Talking Picture Service office in Toronto at 140 Merton Street . . . **Donald A. Benjamin** to Association Films as assistant advertising and promotion director . . . **James J. Seaborne** to John Sturn Studios as account executive . . . **Karl von Schallern** to Peter M. Robeck in Chicago as v.p. of midwest operations and sales . . . At Official Films **Bob Behrens** moves from midwest to eastern sales force and **Marvin Lowe** joins as midwest account executive in Chicago . . . **William O. Humphreys** named account executive in Chicago for Seven Arts Associated and **Harvey Chertok** named director of advertising, sales promotion, and publicity . . . **Louis Gray**

named MGM TV director of production.

## Public Service

Three network programs dealing with public affairs and the presidential elections, took top 1961 Ohio State Awards during the 25th American Exhibition of Educational Radio and Television Programs at Ohio State University, last week.

The programs: CBS' *Presidential Countdown*; ABC's *Bell and Howell Close-Up*; and NBC's *NBC White Paper*.

In the radio division, the Canadian Broadcasting Corporation took the lead with these four national first place winners: *Poet and the City*; *Soundings: Voices of April*; and *Outlook*.

**Public service in action:** **WWJ-TV**, Detroit, has started a new series — *Profile* — a person-to-person look into the careers of prominent local citizens . . . **WCAU** and **WCAU-TV**,

Philadelphia, observing the 15th anniversary of its program, *Bulletin Forum*, by devoting five weeks of the series to the exploration of timely local and national questions, hosted by celebrated guests . . . **KPIX**, San Francisco, is helping independent businessmen to handle various business problems with its new business course series, *Business Sidelines: Managing the Independent Business* . . . The Houston Post paid tribute to **KTRE-TV**, Lufkin, Texas, by reprinting, verbatim, the station's anti-communism editorial . . . **KTSM**, El Paso, Texas, gave its listeners a "look" at the area's political situation via a two-part program, *The Manipulators*, last month . . . **KABC-TV**, Hollywood, in cooperation with the L.A. Chamber of Commerce, has set out to locate, and honor, the outstanding citizen whose act or contribution has won for him (or her) the highest esteem of his fellow citizens.

**Kudos:** The National Safety Council Public Interest Award went to **WMCA**, New York City, for "leadership, initiative and originality in the promotion of accident prevention" and to **KPIX**, San Francisco, for its "outstanding record in the field of safety."

**PEOPLE ON THE MOVE:** **Edwin Moise**, from assistant producer, to public affairs director, **WWL-TV**, New Orleans.

## Trade Dates

Fm'er's at the National Association of Broadcasters convention in Washington next week, will hear **WFBM-FM**, Indianapolis, station manager **Shirl Evans** give his views on this subject: **Timely decision—why we did what we did when we did it.**

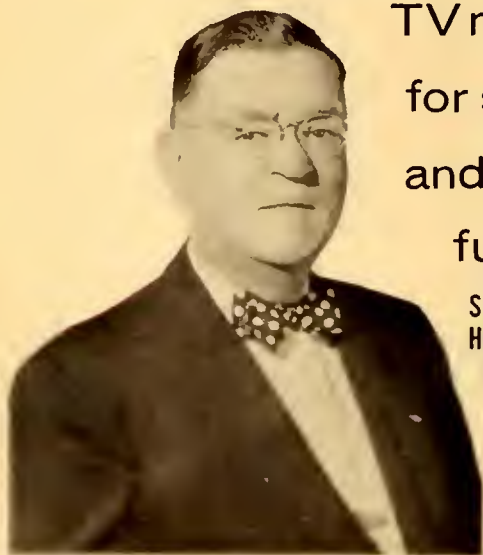
Evans' remarks will be presented on the convention's opening day, 7 May.

**Other trade dates:** 15-17 November, TvB's annual meeting, Statler Hilton Hotel, Detroit. Sales manager's seminar, new this year, to be included.

"Look South for new economic strength . . . look at the Jackson

TV market area for solid growth and a sound

future."



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

**TOM Q. ELLIS**

Clerk, Supreme Court of Mississippi

**WLBT** Hollingbery **3**

**WJTV** Katz **12**

Serving the Jackson, Miss., Television Area

# Tv and radio NEWSMAKERS



**William A. Exline**, KIRO-TV, Seattle, general sales manager, has been named station manager. A veteran in broadcasting, Exline joined KIRO-TV in 1958, after several years with the San Francisco branch of Peters, Griffin, Woodward. In preceding years, he was affiliated with KRON-TV, San Francisco, and several California and Oregon radio stations. Married and father

of four children ranging in age from two to 14, Exline is a past Comdr., Department of Oreg. Military Order of the Purple Heart.

**Seymour "Hap" Eaton** has been appointed national sales manager for WJBK-TV, Detroit. He fills the position vacated by Keith T. McKenney who recently was made general sales and administrative manager for the station. Eaton comes to WJBK-TV from Peters, Griffin, Woodward, where, since 1957 he had been an account executive. Eaton started his business career with RKO Radio Pictures in 1948. He transferred to the television field in 1953 when he was associated with NBC TV Films.



**Curtis Kent** has been appointed advertising manager of the Schick Safety Razor Company, division of Eversharp, Inc. For the past three years, Kent has served as company sales promotion manager and was headquartered in New York City. As advertising manager, he will work out of the company's Culver City, Calif., offices. In his new capacity, Kent will be concerned

with the advertising of Schick Safety Razors, Schick Krona Edge Blades, new products and, also, as assistant to the co's adv't. v.p.

**Frank Mangan**, manager of NBC TV Spot Sales, Chicago office, has been appointed director of tv sales for WRCV-TV, Philadelphia. He replaces Theodore H. Walworth, Jr., who was named v.p. and general manager of NBC's New York City stations, WNBC-AM-FM-TV. Mangan, who joined NBC TV Spot Sales in 1955, has been in media sales for some 10 years. He was associated with the Chicago branch of the Katz Agency for two years, and was an advertising salesman with the Chicago Tribune.



# "Your grandchildren will grow up under Communism!"

—says NIKITA  
KHRUSHCHEV



Will the Soviet threat come true? Will your grandchildren live under Communism? Forget God? Salute the Soviet flag?

★ ★ ★

"Never!" you say. But *are you sure?* What can you do to oppose Communism? There is one sure way. Help *Radio Free Europe!* What does it do? It broadcasts the news of freedom to 79 million captive people behind the Iron Curtain. It helps keep them from turning to Communism: It helps pose a major obstacle to the Russians starting a war. But Radio Free Europe needs help. It depends on individual Americans for its existence. Will you help? Give a dollar? Give 5 dollars . . . or more? Surely your heart tells you to give something—so that our children—and all children—shall live in freedom throughout the world.

Give Now To . . .

## RADIO FREE EUROPE

THE AMERICAN PEOPLE'S  
COUNTER VOICE TO COMMUNISM



Mail your contribution to  
Radio Free Europe Fund,  
P. O. Box 1961,  
Mt. Vernon 10, New York





## The seller's viewpoint

*The client sales manager is often the best qualified judge of which radio station will do the best sales job, according to Edward G. Sheridan, Jr., v.p., WAVY, Norfolk, Va. His opinion refutes the old belief that the program with a number one audience rating will have the most 'salesability.' A station's 'believability quotient' is the factor that the timebuyer should consider first when buying radio time, and to find this the sales executive's aid is invaluable. Sheridan suggests that Madison Ave. might benefit by this idea.*



### How to measure radio advertising effectiveness

In every market there is always one station which stands out as the promotingest, swingingest, sellingest, most exciting booth in the bazaar. In every market this single station will always have scores of customers who will recommend it to others on the basis of *known sales results*.

In most markets this will *not* be the first audience-rated station.

The problem for buyers of radio advertising is simply to ascertain which station in each market possesses this *salesability*. This is not easy. It is also not as difficult as most timebuyers would have us believe. The *client* holds the key. Among the client-agency-media trio the client is the only one having his own team in the field all of the time. A manufacturer's representative, or a drug detail man, or a food broker, or a service station dealer . . . none are especially qualified to evaluate advertising media, but are often eminently qualified to select the radio station in their territory best fitted to do the sales job required.

This is by no means a new idea. Many national users of spot radio have been doing it for years . . . Gillette, Quaker Oats, Texaco, Pure Oil, Tidewater Oil, GMAC . . . and many more have used this method with varying degrees of constancy and success. What would be new is if advertising agencies oriented themselves to sales in a systematic and organized manner to avail themselves more fully of this latent but available sales-market data. It is a truism, but, nevertheless, largely the case, that "one buys a program on television, but on radio one buys the whole station. . . ." Audience ratings are therefore not as important in buying radio as in buying television. What is of *utmost* importance is the radio station's *believability quotient* . . . that quality which invariably leads to in-

creased sales, if all other factors are favorable, or at least not hostile. Advertising agency account men need to work more closely with client sales managers if this information is ever to be made available to timebuyers in a usable form.

If 35 years ago, as radio became recognized as an advertising medium, large companies had instructed their agencies to explore the new area with their sales executives, then today we would accept as a matter of course a method of buying time quite different from today's system. But, 50 years of newspaper advertising prior to 1925 had already hardened the arteries and even then scarcely anyone thought to ask the sales manager if he was selling the product even partially as a result of the advertising.

I think that most buyers of time would be very surprised if this huge reservoir of knowledge was codified . . . surprised to find how little correlation actually exists between radio audience size and results . . . and surprised, too, at the quality of documented information available. Once the information pipe-lines began to fill with this material from the market place, more than adequate guides and "measuring points" could be set up by the media departments. Soon, only a few "pioneers" would dare question the new system, and then only for reasons of nostalgia.

Ironically, most good reps already have information of this sort provided both from their stations and from their own field trips. But, this information seems to be suspect, unless of course, it comes from a number one audience-rated station! Let New York and Chicago learn a little something from west of the Hudson River. Local people can and do *measure sales results* and buy radio advertising largely on this basis. The organization is set up, it needs only the missing link at the top.

RESERVATION SUGGESTED

## **AWARDS LUNCHEON**

**THE 2nd AMERICAN TV  
COMMERCIALS FESTIVAL**

**GRAND BALLROOM,  
HOTEL ROOSEVELT,  
NEW YORK CITY**

**THURSDAY, MAY 4th, 1961**

presentation of Awards and Screening of top film and videotape selections from 35 Product Classifications by the *TV Commercials Council* of eighty eminent advertising executives.

**SPECIAL SCREENINGS OF WINNERS  
WORKSHOPS** scheduled for  
**TORONTO—May 11, CHICAGO—  
May 16, MINNEAPOLIS—May 18,  
LOS ANGELES—May 23, WASHINGTON,  
D. C.—May 29, and other U.S.  
and Canadian cities throughout the  
year.**

and Clubs, Agencies, Advertisers,  
Production Companies and others  
wishing to book the Winners, or  
the Top 150, or any of the 35 Product  
Category reels and/or to arrange  
special workshops and seminars . . . contact



**THE AMERICAN  
TV COMMERCIALS  
FESTIVAL**

*Wallace A. Ross, Director*  
40 East 49th Street  
New York 17, N. Y.  
ELdorado 5-5877

RESERVATION FOR  
MAY 4TH AWARDS LUNCHEON SUGGESTED

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# SPONSOR SPEAKS

## P. r. for the advertising industry

Frankly, we were deeply disappointed with the new program announced last week at the 4A's meeting in White Sulphur Springs for improving the public relations of the advertising business.

So, it turned out, were a great many 4A members. The association's board of governors, after an emergency session, put the brakes on the already-approved \$130,000 Hill & Knowlton program, aimed at building advertising's image with "opinion makers" and "thought leaders."

More research, say high 4A officials, is a must.

Whether or not the H&K recommendations will ever get off the ground, following the new "in-depth" studies, seems highly problematical at the moment.

But maybe a brand new approach would be healthy.

Instead of all this solemn messing around with "trend leaders" and "thought-makers," perhaps both advertising and broadcasting would do well to concentrate the public relations fire on the nation's youth.

There's plenty of evidence that neither industry is competing successfully for top-flight college graduates with other more glamorous or "respectable" professions.

Maybe an all-out campaign, aimed at selling careers in broadcasting and advertising to our brightest young people, might force us to state our case in vital, meaningful terms.

## Ken Brown

Some of the vividness has left the broadcast business for Ken Brown is gone.

To us Ken was the spirit of the southwest, a big, warm, generous man whose station interests spread over wide spaces and far horizons. In recent years, big league baseball and big league business also took much of his time. But to the end he was very much a broadcaster. Ken was a leader and a doer. He served as head of the CBS Radio Affiliates Assn. and chairman of the Radio Advertising Bureau, among many other unselfish duties that kept him moving between Wichita Falls, Los Angeles, New York, and other cities.

Ken spelled "friend" to a host of broadcasters. We won't forget him.

## 10-SECOND SPOTS

**Orbit bit:** Although it was in all the tv listings for a week before, it's eerie that WOR-TV's "Million Dollar Movie" in N. Y.—during the week that made Yuri Alckseyevich Gagarin famous—showed *Island in the Sky*.

**Final Orbit:** Bob Hope, on his NBC special, noted the fact that two baseball clubs are now operating in Los Angeles—the Dodgers and the Angels. "With the traffic out here, it's always been one or the other."

**Changeover:** As m.c. of the Academy Awards show, Hope also said, he'd be appearing this year on another network. He added, "They're taking a chance holding it on Channel 7. *A horse may win!*"

**Centennial note:** Nightclub king Joe E. Lewis has added this bit to his act—"Let us recall the words of a show business press agent who on a fateful night in 1865 said to an unknown actor named John Wilkes Booth, '*Johnny, baby... did I dream up a publicity stunt for YOU!*'"

**From below?** Boris Karloff discussed children's fondness for playing in the dirt on ABC Radio's *Flair*: "To dig and delve in nice, clean dirt can do a mortal little hurt." *Not in the movies you made, Boris.*

**Fur will fly:** Joe Niagara, d.j. at KBIG, Catalina Island, offered a mink to the male listener who wrote the best "Why My Wife Deserves a Mink" letter. One loser wrote, "My wife deserves a mink because she looks and acts like one."

**After taxes:** Customer overheard at N. Y.'s Fleur de Lis: "I've expanded my business. Now I'm *breaking even on a much larger scale.*"

**Progress?** Here's a media note from columnist Leonard Lyons: A traveler from the Middle East saw the (very girly) show at The Dunes in Las Vegas, and told this story about girls. "An Arab sheik periodically went to a slave market, where he was deemed the best customer. He bought girls and girls, regularly. One day, during the sale of beautiful slave girls, the sheik strolled by and gave no notice. The slave dealer asked him if he cared to bid. 'No thank you,' said the sheik, '*I have a tv set, now.*'"

# WQXR wins George Foster Peabody

## Award, broadcasting's highest

## honor, for its musical "specials"

## and its "total programming of music

## ...of the highest order"

In its 25th year as America's number one good music station, WQXR has been awarded for the second time the highest honor in radio and television—the George Foster Peabody Award for distinguished achievement in broadcasting. It is also the first Peabody award for radio entertainment made since 1956.

In citing WQXR, the Peabody judges said:

"During 1960 the line 'For 25 years America's Number One Good Music Station' was more than a slogan in the case of WQXR. Its 'musical spectaculars' and its total programming of music were indeed of a high order. In recognition, this station has again been chosen for a Peabody award, the first having been presented in 1949."

• • •  
Twelve years ago when they first cited WQXR, the Peabody judges said that "no station anywhere has devoted more time or more intelligent presentation to good music than has WQXR." This year's award reaffirms this

judgment. And it underscores what nearly 400 advertisers know full well: that WQXR's fine music compels attentive listening and active response among 1,250,000 families who consider WQXR their finest and most consistent source of good music.



*Radio station of The New York Times*

# WQXR

1560 AM 96.3 FM



IN INLAND CALIFORNIA  
( AND WESTERN NEVADA )

BEELINE

RADIO

delivers more  
for the  
money



Grapes on the way to market in the San Joaquin Valley

Beeline stations cover the most agriculturally productive land in the world. In grape production, for example, Fresno county is first in the nation and five other Beeline counties rank in the top ten. This is an area which produces big and spends big.

In Inland California and Western Nevada Beeline Radio delivers more radio homes than any other combination of stations, at the lowest cost per thousand (Nielsen, SR&D).

McClatchy  
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KOH ○ ○  
KFBK ○ CA ○ ○  
KBEE ○  
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AT KAY'S CORP. A

