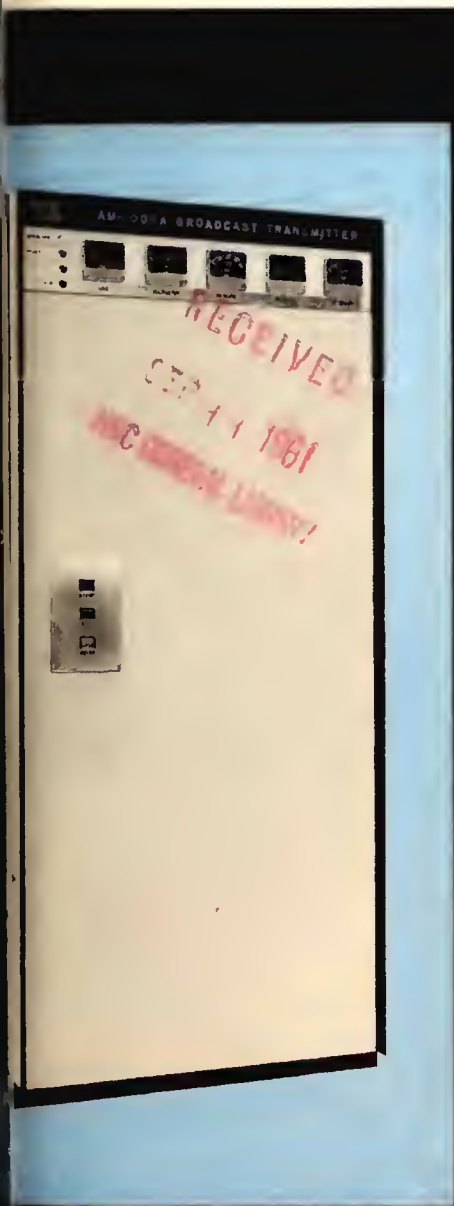


SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE



ITA Quality

1 kw AM Transmitter

No other 1 kw AM transmitter can match the quality features that are built right in the ITA 1 kw AM transmitter • Silicon rectifiers • Automatic recycling • Tetrode PA tubes • Only 3 tube types • Regulated filament and plate power supplies • Built-in dummy load. Tuned and tested, this ITA unit will be installed with free supervision. Compare its features...AM's best 1 kw buy!

A Complete Broadcast Equipment Service

ELECTRONICS CORPORATION
BROADCAST DIVISION • LANSDOWNE, PENNSYLVANIA



WHERE IS NETWORK TV HEADING?

Broadcast execs see more spot carriers and specials, death of the 15-minute day program

Page 25

How spot radio corrals mariners for Pfizer drug

Page 29

The care and briefing of timebuyers

Page 31

Tv network specials are no gamble

Page 34

DIGEST ON PAGE 4

WPEN *means*

PHILADELPHIA

PERSONALITIES

SEVEN DAYS A WEEK



MAC MCGUIRE

5:30 AM - 10 AM
Seven Days A Week

PAT & JACK

10 AM - 12 NOON
Seven Days A Week



RED BENSON

NEW ALL-TALK SHOW
12 NOON - 2 PM
Seven Days A Week

LARRY BROWN

2 PM - 4 PM
Seven Days A Week



JACK O'REILLY

4 PM - 7 PM
Seven Days A Week

BUD BREES

7 PM - 10 PM
Seven Nights A Week



TONY MARVIN

"MY TRUE STORY"
10 PM - 11 PM
Seven Nights A Week

FRANK FORD

11 PM - 2 AM
Seven Nights A Week



PLUS

EXCLUSIVE

HELICOPTER

TRAFFIC REPORTS

INTERESTING

VIGNETTES

25 DAILY

FIGHTING

EDITORIALS

FIRST IN PHILADELPHIA

MELODIC

MUSIC

REPRESENTED NATIONALLY BY GILL-PERNA

WPEN

PHILADELPHIA

*buy St. Louis a la card**

**KTVI rate card
your lowest
cost per thousand
TV buy
in St. Louis*



Represented
nationally by

BLAIR-TV

KTVI 2 
CHANNEL
ST. LOUIS

WHLI

"THE VOICE OF LONG ISLAND"

*known
by the
companies
we keep!*

AUTO STORE SALES*
\$450,424,000

SOME "BLUE CHIP"

ADVERTISERS

USING WHLI

TO REACH BIG, RICH

LONG ISLAND MARKET

*Buick
Chrysler Corp.
Comet
Dodge
Dodge Trucks
Fisher Bodies
Ford
General Motors
Lincoln-Mercury
Plymouth
Prestone
Presto-Lite
Valiant*

*Nassau-Suffolk, (Sales Management 1961)

Over 400 top advertisers
chose WHLI in 1960-1961.
Will you be on the
"preferred" list in 1961-1962?

→ 10,000 WATTS

WHLI
HEMPSTEAD
LONG ISLAND, N. Y.

AM 1100
FM 98.3

*the voice of
long island*

Represented by Gill-Perna

© Vol. 15, No. 37 • 11 SEPTEMBER 1961

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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25 Key figures turn to forecasting and predict greater volume of spot carriers, more specials, and death of 15-minute daytime programs
- Radio corrals mariners for Pfizer**
29 Success of radio drive on East coast marine markets triggers plans for invasion of other boating markets for motion sickness drug, Bonadette
- The care and briefing of timebuyers**
31 Familiarizing timebuyers with the details of new accounts appears to vary from agency to agency. Examples shown are buyers from K&E and MW&S
- The tv special: it's no gamble**
36 New, major study by Nielsen finds that network specials do just as well in audience reach, on the average, as every-week, half-hour or hour shows
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CAPITAL TYPES #10

THE KING-MAKER

Waits till dusk
when his wife makes him go
to laundromat. Cuts self shaving
every morning due to
fascination with
reflection in mirror.

Keeps sign on desk reading
"think big" . . . a needed
reminder. Needs no reminding,
however, to listen to
WTOP Radio, the station
important to people
in the Greater
Washington area.

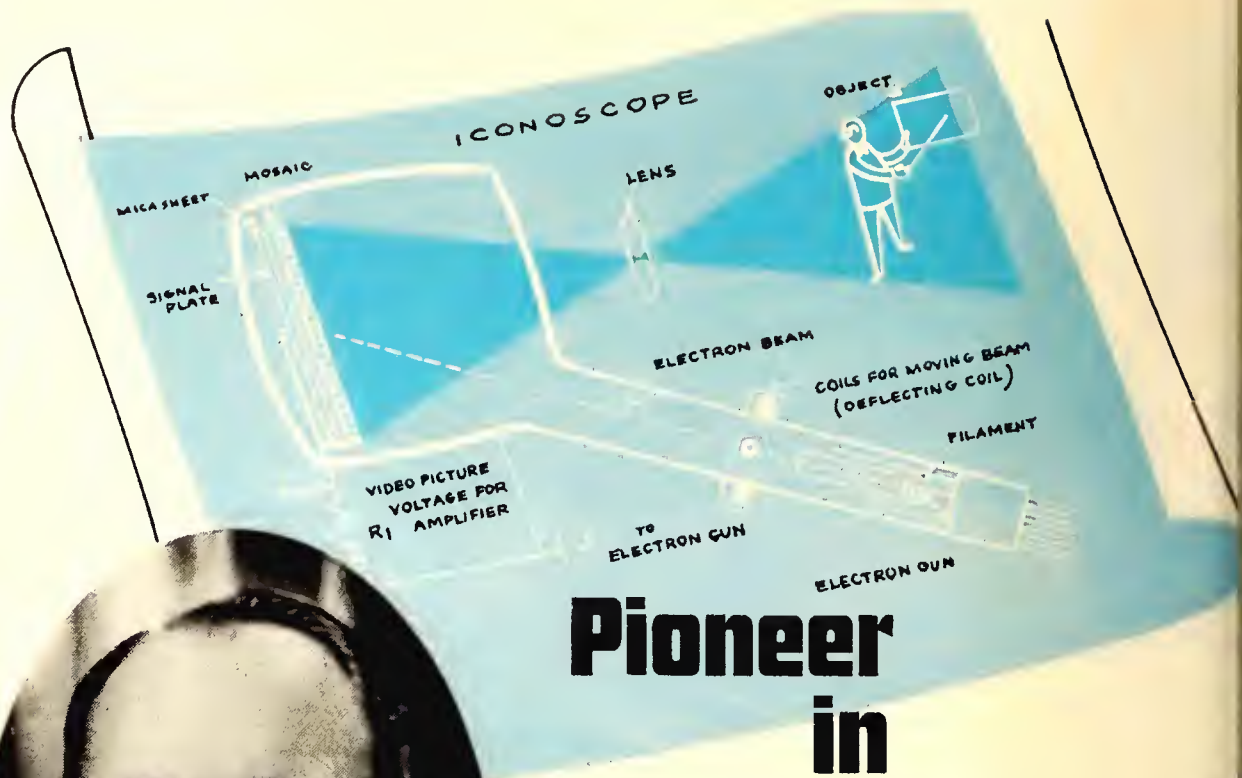
WTOP RADIO

Washington, D.C.

Represented by CBS Radio Spot Sales

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY





Pioneer in public service

Dr. Vladimir K. Zworykin spent long years of research that resulted in major television developments; among them the camera tube he named the iconoscope, for which he filed patent application in 1923, and the cathode ray or picture tube called the kinescope, which he first demonstrated in 1929.

WGAL · WGAL-FM · WGAL-TV have pioneered in the development of mass communications. Established in 1922, 1944, and 1949, respectively, these stations have been and are dedicated to serving all listeners in the cities and communities throughout their coverage areas.

WGAL-TV
Channel 8

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

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

11 September 1961

SPONSOR-WEEK

TV SPECIALS EXPLOSION

Number of entertainment specials could near 200 as NBC TV, ABC TV, expand sales; drop seen at CBS TV

The number of network specials sold for the 1961-62 season at its outset is almost as great as the total that were sold during all of last season.

Trade estimates are that there are 46 specials already sold on the three networks for the new season. And that doesn't include mid-season sales.

Last season there were 153 entertainment specials on the three networks, the majority of them on NBC TV. Two seasons ago, in 1959-60, there were only 95 entertainment specials on the three nets.

The outlay for specials in 1960-61 was about \$46 million, compared to trade estimate of \$32 million for 1959-60. In the current 1961-62 season a total of \$50-55 million has been projected.

Here's what the networks have sold for 1961-62: ABC TV has 20 specials, plus seven half-hour Kovacs shows for Dutch Masters scheduled as specials. CBS TV has 24 specials. NBC TV's schedule for the fourth quarter lists 46 specials, and trade estimates are that it has 1962 commitments for 56 more, a total of 102, not counting sales it may add during the season.

ABC TV will more than double its entertainment specials. Last year it had only eight. The new season will bring it 20 or 27, depending on whether half-hours are counted.

CBS TV seems to be easing away from specials. It had 38 last year. But as of the moment it only has 24 announced for the new season.

NBC TV will probably increase its number of entertainment specials this season. Last year it had 109, more than half of them sold after Labor Day. (See SPONSOR, 5 September 1960, p. 36.) This year's total is going at a rate that will probably exceed 1960-61.

The unsold special has become a rarity. In most cases they simply aren't scheduled until they're sold. Between the three networks there are only five unsold specials scheduled to January, three on ABC TV and one each on the other networks.

(Continued on page 10, col. 1)

TvAR backs 30-10 split in new breaks

TvAR executive v.p. Robert M. McGredy recommended the 30-10 formula as the solution to the 40-second station break.

He felt the 30 second commercial, 50% longer than the twenty, would be more than 50% more effective in sales impact.

Furthermore, the 30-10 split would protect the ID user.

This was probably the first commitment on the 40-second problem by any group.

TRIANGLE-BLAIR IN LONG RANGE PACT

Of major importance in station group-station representative relations is the signing, revealed today, of a long-term national representation contract between the Triangle Stations and the Blair Companies.

Blair-Triangle has been a combination since 1954. This week's new contract, announced jointly by Roger W. Clipp, v.p. and general manager of Triangle's broadcast division, and John Blair, head of the Blair organization, is for a lengthy additional period.

Blair-TV will continue to represent WFIL-TV, Philadelphia; WNHC-TV, Hartford-New Haven; WFBC-TV, Altoona-Johnstown; WNBC-TV, Binghamton, and KFRE-TV, Fresno.

WLHY-TV, Lebanon-Lancaster, will continue to be represented nationally by Blair Television Associates.

John Blair & Company, under the new contract, continues to handle Triangle stations WFIL, Philadelphia; WNBC, Binghamton, and KFRE, Fresno.

"To anyone familiar with broadcasting," stated Clipp, "the continuation of our association with Blair speaks for itself.



Roger W. Clipp
From the start of 1954, we have been impressed by what Blairmen have done for our stations, and we want to keep them on our team."

ESTHER ANDERSON TO EARLE LUDGIN

(Chicago): Miss Esther Anderson has joined Earle Ludgin & Company as broadcast time buyer on the media department staff.



Esther Anderson she was time buyer in Chicago for McCann-Erickson.

She was formerly chief time buyer at MacFarland Aveyard and Company.

Previously

All L&M Brands under one JWT roof

Liggett & Myers appears to be following R. J. Reynolds' example in putting all its tobacco brands under one agency roof.

The company switched L&M brand cigarettes (estimated annual billings: \$15 million) from D-F-S to JWT, which now has all the company's brands.

All the R. J. Reynolds brands are at Wm. Esty.

But Brown & Williamson isn't following such a trend. It already has brands at Bates and at KM&J, and this week appointed Compton to explore possibilities for new brands.

Building advertisers up 72% in net tv for 1961

Building materials advertisers 72.5% more in the first half of 1961 in network tv than in a comparable period in 1960, reports TvB.

Gross time billings for first half of 1961 were \$2.5 million, compared with \$1.4 million in first half of 1960.

Leading brands and their network billings were Du Pont paint, \$1.4 million; Pittsburgh Plate Glass, \$0.6 million, and Devoe and Reynolds paint, \$0.1 million.

Spot contributions of cities ranked

SRA has estimated the percentages of cities from which national spot radio and tv business is placed.

In radio, they're New York, 54%; Chicago, 23%; Los Angeles, 6%; San Francisco, 4%; Detroit, 6%; St. Louis, 2%; Atlanta, 2%; Dallas, 1%, and Boston and Philadelphia, under 1% each.

In tv they are New York, 62%; Chicago, 19%; Los Angeles, 4%; San Francisco, 4%; Detroit, 2%; St. Louis, 3%; Atlanta, 3%; Dallas, 2%; Boston, 1%, and Philadelphia, 2%.

SPOT TV RATE RISE SLOWED IN 1960-61

Spot tv rates have been going up less lately than in previous seasons, reports The Katz Agency.

Based on a 50 market sample used since 1955, one-time daytime minutes went up 2.4% from July 1960 to July 1961, compared to 11% the previous year. Twelve-plan minutes up 1.3%; previous season, 12.3%.

Nighttime half hours went up 2%; previous season, 7.6%. Nighttime twenties, one-time, 6.3% compared to 8.6% previously.

WBC begins "selling price" marketing analyses

WBC just released its first marketing analysis based on consumer prices—not manufacturer's lists.

Initial study deals with car ownership and determined that half of U. S. car-owning families never own a new automobile.

Of new cars sold half are under \$3,000 (actual selling price including any extras). Families earning over \$7,500, only one-fourth of the population, account for 38% of all new car sales and 50% of all sales of \$3,000-or-more cars.

SHELDON TO YOUNG M'WEST RADIO MGR

Roger Sheldon has been promoted to the post of mid-western radio sales manager of Adam Young

He has been with Young-TV for three years and was previously on the sales staff of stations KFME TV, San Diego; KFMU-FM, Los Angeles, and KGIL, Los Angeles.

In other appointments this week Marvin Roslin was named research director of Young-TV and Stanley Feinblatt was appointed research director of Adam Young Inc.



Roger Sheldon

Both new research directors have been with their respective Young divisions for the past three years.

AMTS is new rep firm formed for Southwest

A new station representation firm to serve the Southwest is Air Media Time Sales, Inc., formed this week in Dallas.

AMTS will serve stations not already represented in the area. President is Wells Bruen, who has been in the Southwest for a number of years and who was at one time with Hollingbery in New York.

NC&K's 3 media groups

NC&K has split its media buying department into three groups for print, broadcast and outdoor.

Each group is to be headed by an associate director who is also an assistant v.p. They are: Sheldon Boden, George Coleman and Murray Roffis.

Eugenie Stamler, a v.p., is in overall charge of media relations. Bruce Graves has been named media research department manager.



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

There have been many anguished cries from within this industry about the new and somewhat more stringent policies being applied by our Federal Communication Commission and other similar bodies.

From our point of view it looks like it is about time—for far too long, too many of us have been erroneously posing as great defenders of the public interest. For just as long most of these people have not been kidding those who are smart enough to know the facts. It should be quite clear that we ought to know our weak spots and most of us within this industry know them only too well. That the broadcasting industry has been open to certain forms of attack is due only to our harboring those within our ranks that are no real credit to this, or perhaps to any other fraternity. We haven't always kept our standards high, so we are being helped. Like many forms of medicine the taste is not pleasant, but rather than risk

serious disease and its attendant miseries we take our medicine.

That standards within this industry are not uniformly high is a tribute to several things . . .

1. We are all human.
2. The Federal Communication Commission has not been smart or consistent or strict in either its policies or its enforcement.
3. Too many of us have taken to confusing the public interest with private interest.
4. Commercial necessity has overwhelmed public convenience.

In the final analysis we should all note that we are not nearly as good as many of us like to say we are—but we are not nearly as bad as our critics in high and other places say we are, either.

Represented nationally by **HOLLINGBERRY**

WBC WOULD ASSIST WUHF-TV, NEW YORK

Donald McGannon, Westinghouse Broadcasting Company president, has announced that WBC will participate in the Federal UHF experiment for New York City.

"WBC looks forward to the opportunity of cooperating with the FCC and the City of New York in this non-commercial and important broadcasting milestone," stated McGannon.

WBC would provide programs to WUHF, test station to be operated by city-owned WNYC.

Programs would include Reading Out Loud, Dimensions Three, Children and God, Reaction, Career, and possibly Man on the Moon, Decision, and Thinking Out Loud.

Reading Out Loud was previously seen in New York on WNTA-TV. WBC does not have a New York outlet.

(Continued from p. 7, col. 2)

ABC TV has sold five specials to Westinghouse, four to Timex, two to Timex shared with Motorola, and one each to Bryl-Creem, Mars, and Chun King. Two others have three or more sponsors.

CBS TV sold seven entertainment specials to Westinghouse, four to Shell, three to Ford, and one each to Pontiac, Chevrolet, General Motors, P&G, Dow, and the American Dental Association. Motorola shares one with Sara Lee and another with Breck.

Up to January NBC TV has sold and scheduled 13 DuPont specials, seven to Bell, five to Purex, four to American Dairy shared with S&H stamps, two to Hallmark, two to American Gas, and one each to Westinghouse, Union Life, Mohawk, P&G, Revlon, U. S. Steel, Coca-Cola, Remco, and Remco shared with Lionel.

How many specials NBC TV will have in the 1961-62 season after 1 January was not announced by the

network, which is waiting to have sales before it makes its schedule public.

But it has been learned that there will be seasonal totals of 40 for DuPont and eight for Purex. It's probable that after 1 January Bell will have about 14 more, AD/S&H eight more and Hallmark four more.

Star specials are fading in popularity. ABC TV has one with Connie Francis and two with Bing Crosby. It will schedule Deborah Kerr and Jenifer Jones specials if they should be sold. CBS TV has Victor Borge, Jack Benny, Danny Kaye, and Judy Garland for one special each. NBC TV has only two Bob Hope specials sold. The most extensive star special series is that of Dinah Shore for S&H/AD, four of them set in 1961.

Most advertisers are using specials of a certain format identified with their products rather than the star. Examples are Westinghouse dramas, and Shell and Ford concerts, all on CBS TV. Others are the series for Purex, DuPont, Bell Telephone, Hallmark, and S&H and American Dairy, all on NBC TV.

Lanolin Plus merger

Although Lanolin Plus is indeed merging with Hazel Bishop sometime in October there won't be an agency shuffle as previously reported (SPONSOR WEEK, 4 September.)

Daniel & Charles and C. J. LaRoche will continue to handle the same Lanolin Plus products they now have—and North Advertising won't resign the Hazel Bishop business but will retain it all.

After stockholder approval Raymond Spector, Hazel Bishop chairman, will join the Lanolin Plus Board. Joseph Chira, present advertising director for Lanolin Plus will also take on Hazel Bishop products after the merger is final.

MILTON J. STEPHAN ELECTED B&J V.P.

Milton J. Stephan has been elected a v.p. of Bozell & Jacobs.

He joined the agency three years ago as an account executive. He also supervises the agency's Sioux City office.



Milton J. Stephan

Stephan also had 15 year's prior experience in the agency and broadcast fields.

He has also been active in the Omaha Advertising Club.

RCA predicts \$200 mil. color tv rate in 1962

Nothing has dampened RCA's optimism about color tv.

Last week John L. Burns, RCA president, predicted the color tv industry would reach a \$200 million annual rate in 1962, and \$4.3 billion by 1970—the latter figure including set sales and service plus broadcast revenues.

For the same year a figure of \$3.2 billion for black-and-white was predicted.

During 1960 the color tv industry was worth \$100 million.

Mars headed for biggest ad push yet on ABC-TV

Mars, Incorporated, reports a successful summer outdoor advertising campaign during July and August and that it will use ABC TV heavily this fall.

Spearheading the fall tv campaign is the special Feathertop 19 October on ABC TV. The candy advertiser will also have spots on the same network in American Bandstand, Leave It to Beaver, The Hathaways, Cheyenne, and Bugs Bunny—the heaviest advertising campaign in the company's history.

Why KMSP-TV bought Seven Arts' Vol. II

Says Don Swartz:

☛ Having the largest library of feature film in Upper Midwest, we felt that the addition of Volume II of Warner Bros. 'Films of the 50's' would

REJUVENATE OUR POSITION

in the presentation of motion pictures.

“Advertisers are quick to sense the strong audience appeal of these Seven Arts feature films. Three days after buying Volume II, we were over 50% sold out on 'Picture of the Week' which we're initiating September 8th on Friday evenings at 10:30 p.m.☛☛

DONALD SWARTZ, President and General Manager
KMSP-TV, Minneapolis-St. Paul



Warner's films of the 50's... Money makers of the 60's



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Loita", scheduled for Fall release...
Theatre—Tennessee Williams' "The Night of the Iguana"—Bette Davis, Margaret Leighton...
Television—Distribution of films for T.V., 20th Century Fox Films...
Literary Properties—"Disenchanted" by Budd Schulberg...
Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction

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

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

Commercial commentary

The Case Against Minowism

Last spring, when FCC Chairman Newton N. Minow stood like Casabianca on the NAB's burning deck and fired the shot heard round the tv Wasteland (to scramble a few allusions) the first reactions, particularly among broadcasters, were emotional and intuitive, rather than reasoned and logical.



I know that I myself lashed out at Mr. Minow in this column more because of what I sensed and felt about his speech than because of any carefully thought out objections to the programs and actions he proposed.

As a result it was almost inevitable that those of us who stood against the FCC Chairman would be somewhat misunderstood.

Mr. Minow himself wrote me that he wished his critics would pay "less attention to adjectives" and more to what he had actually said.

I was also accused by the media head of a prominent Chicago agency of seeking to defend "financially bloated station owners."

A leading New York rep firm executive called me "cheap and snide—but don't publish this letter." And one surprisingly worried gentleman wrote that I had no right to be so mean to "poor Mr. Kennedy who already has enough problems, what with the world situation and his family and his unfortunate appointments."

Gradually, however, it seems to be becoming apparent that those of us who strenuously oppose the Minow position are not all unmitigated heels, that we may have a perfectly respectable, honorable viewpoint, even if you don't agree with us, and that anti-Minowism may be a cause with important and profound implications.

I think this is a healthy development. And I think it may be healthy now to try to restate our case with a little more clarity and logic.

Little Sir Winston

Before we get into that, however, I can't resist reporting one amusing discovery I made while restudying the Wasteland speech.

Mr. Minow is obviously in love with Sir Winston Churchill. His rhetoric resounds with sonorous Churchillian overtones.

"Never," says he, "have so few owed so much to so many." (Shades of the RAF!) And, "I did not come to Washington to idly observe the squandering of the public's airwaves." (Remember Churchill on the Empire?)

Perhaps this boyish identifying with the great British war leader is harmless. But frankly, if it gets more intense I am afraid Mr. Minow may appear before the next NAB Convention with a big cigar in his teeth, a slug of brandy under his belt, and the stern warning that he can promise us nothing but "blood, toil, tears, and sweat."

Let's pray that he can curb such florid self-dramatization.

(Please turn to page 42)

KRIZ



KO-4

*blankets
the
Phoenix
area*

Latest PULSE* figures show

KRIZ #1

with more first-place quarter hours
than any other station.

KRIZ—307

X — 90

Y — 38

Ties — 69

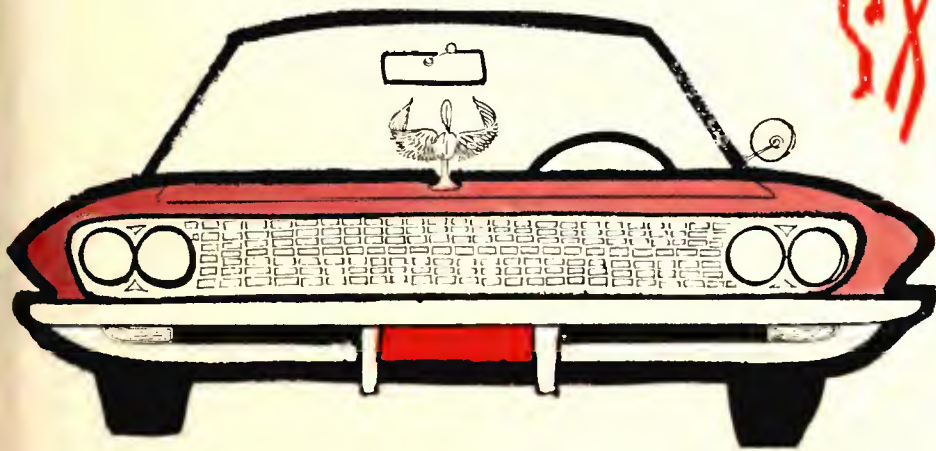
Total weekly 504
quarter hours

*According to the March, 1961 Pulse
Report.

KRIZ phoenix

call robert e. eastman & co., inc.

C because
Cleveland is
D different from
Detroit...



and because people are different in different markets . . . Storer programming is different! We put together a flexible format to fit the needs of each community . . . making it local in every respect. Result? WJW-TV now rates first* in Cleveland from sign-on to sign-off. WJBK-TV Detroit has the highest* share in any four station market . . . Further evidence that Storer quality-controlled, *local* programming is liked, watched and listened to. Storer Television Sales, Inc. has up-to-the-minute availabilities. **Important Stations in Important Markets.**

ARB-July 1961

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	WHEELING WWVA	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
MIAMI WGBS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

they felt the needle in

(all 6 ABC owned radio stations started

ABC acts to produce action! Every month a major public service effort on ABC owned radio stations reaches out to six of the nation's largest metropolitan areas—New York, Chicago, Pittsburgh, Detroit, Los Angeles and San Francisco. Each month a new stimulus to community action springs from each city's most stimulating station. Recently a polio vaccination campaign on ABC stations was spearheaded by appearances from such "local" talent as Eleanor Roosevelt and Henry Fonda in New York, John Wayne and Red Buttons in Los Angeles, Pie Traynor and David MacDonald in Pittsburgh.



aces!

(Community action polio-vaccination drive)

Result: action! The anti-polio drive is just the beginning. Month after month these public service projects will reach ever-larger audiences in six of the nation's largest markets. This is the kind of living radio that produces community action. This is the kind of living radio that produces action for the sponsor who knows where to find it—on ABC owned radio stations!

ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

What they see on WJAC-TV



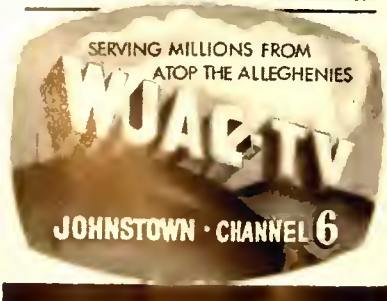
THEY BUY!



In the Johnstown-Altoona market, the "hot" one is WJAC-TV! Happy sponsors say that WJAC-TV sells everything, and in large quantities, at that. It's easy to see why this is true. Both ARB and Nielsen rate WJAC-TV tops, month after month. And the people who watch WJAC-TV are people who buy. Why don't you cook up a great sales story by advertising your product on WJAC-TV?

For Complete Details, Contact:
**HARRINGTON, RIGTER
AND PARSONS, INC.**

New York Boston Chicago Detroit
Allonto Los Angeles San Francisco



49th and Madison

EDITOR'S NOTE: In the 14 August issue of SPONSOR, John E. McMillin, writing in COMMERCIAL COMMENTARY, disputed the comments of Henry Karpus, columnist for CANADIAN SPONSOR, on the comparison of admen today and yesterday. An open letter from Karpus, who is v.p. for radio/tv at the E. W. Reynolds agency, Toronto, follows:

An open letter to John E. McMillin Senior, you're too self-conscious.

You are correct. I did write that prior to World War II. The agency man of the day was usually a "flamboyant, cigar-smoking, table-thumping practitioner in the art of personal selling. He was the golden boy in the golden age of the super salesman." But for the life of me I cannot find anywhere in the piece where I suggest that these were undesirable traits for their time. I dare say, back in the 30's success and often mere survival depended on the flamboyant, cigar-smoking, table-thumping kind of characteristics not only for agency men, but for almost any businessman who wanted to stay alive.

If you think I was disrespectful of my elders, or I kicked Daddy in the head, you read me wrong, sir. All I said was that in the golden age of the super salesman, its golden boy had to get the lead out to do it.

While I'm at it, I hope you won't mind my taking issue with some of the opinions you express in comparing advertising today with that of the bygone 30's. Firstly, you talk about the "current impoverished and sterile state of the ad agency business," and infer that we are in a business we should be ashamed of. You are so wrong. Mr. McMillin. We young'uns are mighty proud to be in the midst of advertising today. We think it is as exciting, interesting and as stimulating as it ever was—perhaps more. Sure there are a few things wrong

with it, but there are infinitely more things right with it. And by the time we're through, there will be a lot more things right with it.

In comparing the level of intellect of today's adman with his predecessor, you leave the impression that today's advertising minds are mental fleas. I don't know to which contemporary admen you are referring, but if it is to some of the Madison Avenue boys, I suggest you seek out the better and brighter ones, for they do exist in far greater numbers than you think.

Besides Madison Avenue, take a trip and meet some of the great admen of today that even you'd be proud to know in places like Chicago, San Francisco, Los Angeles and Toronto, and many other places, too. They may be the hinterland in geography, but they represent many a new frontier in advertising's intellect and thought.

No, the main stream of modern advertising is not infested with "sulking hucksters and grey-flannel suiters," as you put it. Today's adman is just as sincere and hard-working as the butcher, the baker, the candlestick maker. So have no fear, sir, the rosey apples in the reception room of today's agency will not be replaced by nuts. You seem to poo-hoo the emergence of the specialist in today's advertising while you revel in the joy of the thought that in days gone by "it was absolutely essential for an agency man to be a well-rounded individual—with a working knowledge of a dozen different industries." Well, Mr. McMillin, a "working knowledge" may have been fine for the 30's, but it just isn't good enough today. And as for "specialists," take a look beyond advertising into industry—any industry—of the U.S.A. The "S" might as well stand for "specialist," because that's the best way to get things

(Please turn to page 65)

1

OCT. 1961

*New RKO General
National Sales Division
will move you closer
to the must-buy markets*

Make a date—now—to meet a brand new authority on the nation's top markets...markets covered and nailed down by America's largest and most powerful independent radio-&-TV chain: RKO General.

This man-of-all-answers is your new RKO General National Sales Division sales executive. He was hand picked to work with you. He's been proven tops. And he's buzzing

with the latest word on every corner of every county reached by the RKO General chain.

New York City: WOR-TV, WOR AM/FM

Boston: WNAC-TV, WNAC-AM, WRKO-FM
THE YANKEE NETWORK

Los Angeles: KHJ-TV, KHJ-AM/FM

Detroit-Windsor: CKLW-TV, CKLW-AM/FM

Memphis: WHBQ-TV, WHBQ-AM

San Francisco: KFRC-AM/FM

Washington, D.C.: WGMS-AM/FM

To learn more about the service, flexibility and data-in-depth that will help you make faster decisions, better decisions, and decisions that put more muscle into every dollar you spend... call your local RKO General Station or nearest RKO General National Sales Division Office.

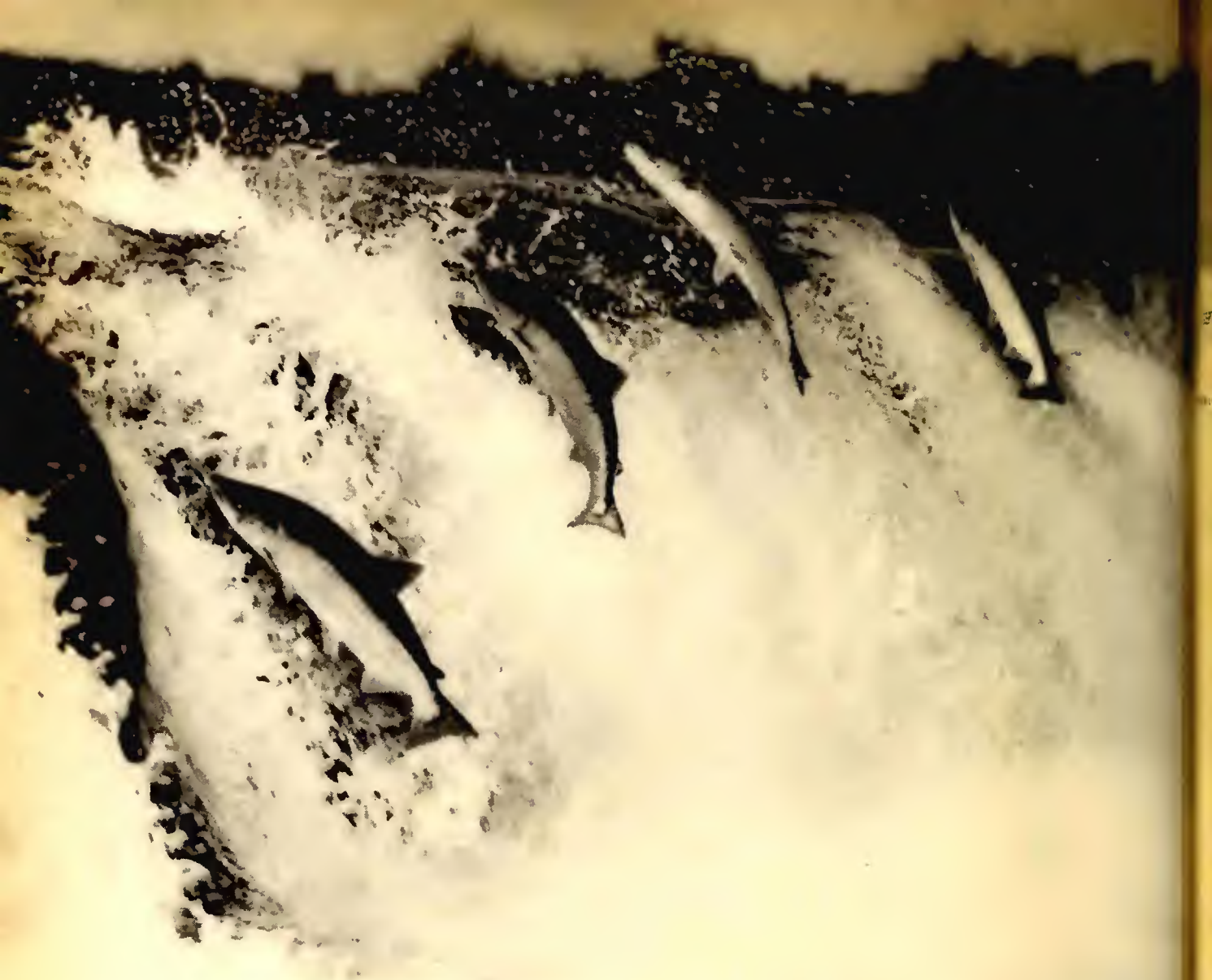
New York: 1440 Broadway, LOngaere 4-8000

Chicago: Tribune Tower, SUperior 7-5110

Hollywood: 1313 No. Vine, HOLlywood 2-2133

San Francisco: 415 Bush Street, YUKon 2-9200





there is nothing harder to stop than a trend

ABC-TV, with 8 out of the top 15 shows, again shows the way in audience ratings.*

Where program popularity counts most... in the markets where they can watch all 3 networks... most homes continue to watch ABC. The latest 24-Market Nielsen also records some leading reasons for ABC's popular victory: *Adventures in Paradise*, *The Untouchables*, *Naked City*, *My Three Sons*, *77 Sunset Strip*, *Lawman*, *The Flintstones*, *The Rebel*...8 shows, that is, in the top 15. More shows, that is, than Nets Y & Z combined. More grist for the treadmill.

ABC Television

*Source: Nielsen 24 Market TV Report, Average Audience, week ending August 20. All commercial programs, Monday through Sunday, 6:30-11:00 P M.

SPONSOR-SCOPE

Labor Day week as a rule makes a good point of vantage to envision how fall business for air media will shape up and sort of put in focus some of the trends evinced by the recent buying.

As SPONSOR-SCOPE scans the picture it notes these standout features, according to the branches of each medium:

NETWORK TV: The sellout level for the three networks in terms of commercial minutes is likely of record proportions, but there's a question whether this will be reflected much in the net take because of the "bargain-counter" climate that prevailed during the August rush of last-minute customers.

SPOT TV: For the top markets, at least, it could by the end of this month come close to an **SRO situation for both prime and night fringe time**. Where the squeeze for late buyers will be felt sharply is in the minute area, where the demand has exceeded anything in the past. The night 20's have also been faring strongly. The fourth quarter looms as a potent swing upward for the spot sector, despite the mushrooming of the network minute carrier. Fly in the ointment: **market lists are getting less extensive**.

SPOT RADIO: The hustle and bustle of buying by national accounts could have been much more invigorating than it's been so far, but there could be this bit of comfort for the spot radio seller: a lot of advertisers have deferred unloading their radio plans until their tv needs have been wrapped up.

NETWORK RADIO: Could easily find itself in a **sell-out position for the fourth quarter**, what with far less time to dispose of than it had the year before.

Ford has put in its calls for radio availabilities via JWT, with the latter part of September the starting time.

Schedules will run three to four weeks, depending on the market.

Other spot radio action out of New York: General Mills Gold Medal brand (D-F-S) in small markets, 10 spots a week, starting this week; Ocean Spray cocktail juice (BBDO), 13 weeks, 2 October; My-T-Fine desserts (Grant), two flights, October and November.

It would be a stroke of irony if Compton, ranked ultra high among spot tv operators, were to find itself hard put to fill the requirements of its latest Duncan Hines campaign.

The request, which came on the eve of the Labor Day weekend, was for a mass of fringe nighttime minutes, ranging as high as 25 a week. And that's one area of fall spot tv that's become quite tight.

Other P&G brands contending for spots at the same time: Zest, Cheer and Tide.

Even though it's bought a batch of nighttime participations on NBC TV, International Latex (Reach McClinton) will be using spot tv, mainly for what it calls its family products.

The Latex campaign will run for 10 weeks, starting 1 October.

Other spot tv activity out of New York: General Foods' new bread mix (Y&R), minutes, four weeks, 25 September; Phillips Milk of Magnesia (D-F-S), minutes, 13 weeks, 2 October; American Chicle's Clorets (K&E), minutes, 13 weeks, 2 October; Jell-O pudding and pie fill (Y&R), minutes, six weeks, 4 October; Nabisco's shredded wheat, six weeks, 15 September; Hazel Bishop (North), two 10-day flights of minutes, the first starting 20 September.

It's the first time that Hazel Bishop, which is merging with Lanolin Plus, has been in spot in several years.

As a buying center of spot radio, New York has lost a goodly chunk of its dominance.

Chicago and other timebuying centers are delivering larger ratios of spot billing coming through radio reps.

In spot tv the national and regional billings in terms of buying-center share haven't undergone much change during the past year. The only notable instance of hike is Atlanta.

Following is a comparative breakdown of billing shares updated by the Station Representatives Association:

SOURCE	TV			RADIO		
	1961	1960	1959	1961	1960	1959
New York	62.11%	62.5%	63.3%	53.85%	59.0%	57.2%
Chicago	18.60	18.5	19.8	23.34	18.0	20.7
Los Angeles	4.25	3.5	3.6	5.50	3.4	6.5
San Francisco	3.63	4.8	3.4	4.35	3.4	6.1
Detroit	1.77	1.6	1.2	5.75	5.8	2.8
St. Louis	2.57	2.8	1.7	2.19	3.5	1.7
Atlanta	2.50	1.7	2.5	2.18	3.0	1.4
Dallas-Ft. Worth	1.57	1.2	0.3	1.26	1.3	0.5
Boston	1.10	1.3	1.0	0.47	0.4	0.3
Philadelphia	1.50	1.0	1.3	.80	1.0	1.4
Others	.40	2.1	1.8	.34	1.2	1.4
Total	100.00%	100.0%	100.0%	100.00%	100.0%	100.0%

If the U. S. Brewers Institute doesn't show up as a network tv specials sponsor (it spends \$1 million on two of them in 1960-61), it'll be because it's getting too difficult to please the group's membership.

Not the choice of show particularly, but on how to compound the commercials.

Many a brewer member has his own conception of what the container or label used in the commercial should look like. A brewer spots the artist's conception in one of the commercials and says to himself: "That doesn't look anything like mine."

Another reputed gripe: Not enough emphasis is being put on the group's important public relations objective—educating beer users against the practice of scattering containers in places where they shouldn't be.

The Institute's advertising committee is scheduled to meet sometime this fall.

Network and spot tv, it turns out, have something in common that bugs them—a trend among the grocery suppliers to limit their brands to 6-8-week promotions.

Another thing they don't like in common: the disinclination of these corporations to buy consistently in daytime and nighttime combination, thereby cashing in on the value of reaching users of the products on both ends of the day's spectrum.

One important spot tv agency that's been rather late in its fall buying is the New York office of Compton.

The recommendations are in, but the action's been slow.

Among the brands awaiting decision are Schick Safety Razor and Lovera cigar.

Decreed by some media researchers as one of the mysteries of nighttime viewing trends is the steady decline of sets-in-use between 10-10:30 p.m.

The big paradox here: the sets-in-use after the network schedules have run their course, that is after 11 p.m., has been either holding steady or increasing year to year.

Here's a Nielsen three-year rundown of homes using tv 10-10:30 p.m., using January-February as base: 1961, 59.8; 1960, 60.8; 1959, 61.8. Note: the general nighttime viewing trend this year has been upward as compared to 1960.

As some tv network sales operators see it, JWT is pointing at the wrong culprits (see 21 August SPONSOR-SCOPE) when it charges the networks with penalizing early buyers by allowing bargain prices to advertisers who do their shopping for fall needs in August.

Where the blame actually belongs, argue these network executives, is in the lap of those agencies who hold off putting the client's budget into action until August, figuring that the networks, to clear out their inventory, will be amenable to cut-rating.

Cited by them as a conspicuous case in point: **Y&R with its \$7 million budget from Beech-Nut Lifesavers.** (In rebuttal to this, Y&R says that because of various client situations it wasn't free to move into network buying until August.)

Incidentally, one network has already given thought to reducing its inventory for the 1961-62 season, but, it reasons, this would have to be a three-network tactic. And that, they realize at the same time, is something legalities would strongly caution against.

NBC TV has put a price of \$4,500 gross per program on its five-minute news strip following Here's Hollywood.

It has to be an alternate-day buy. Mogen David (Weiss) is already in.

Alcoa Wrap (F&S&R) has bought a package of minutes from CBS TV daytime. The package includes participation in Calendar, the network forthcoming morning half-hour strip of news and service features.

Add ARB as another organization that would like to set up a central billing system.

However, ARB, which recently merged with CEIR, operator of digital computers, would combine this with another wrinkle: a clearing house for spot availabilities, which would be tied in with ARB ratings.

Apparently mentholated filter cigarettes have a solid stake in daytime tv: Spring, which has been using that side of the medium since April, has given ABC TV a renewal for the fall.

As some reps see it, CBS TV's slotting of Marshal Dillon (Gunsmoke re-runs) at 7:30-8 p.m. Tuesday for local sale may not turn out a boon for affiliates after all.

The reps' plaint: the show as priced by the network to the stations is too high and they're having trouble selling it.

CBS TV's rejoinder: we've been making adjustments on the co-op fee. Things can't be that tough because **75-80 stations have already sold it.**

The network's pricing explanation: **it's an involved formula,** based on the station's compensation, the going market for a syndicated film of similar status and a number of other factors.

The tv networks haven't done so well as far as fall nighttime is concerned in enticing customers away from the spot fold.

Only defector of importance is Mobiloil.

Don't be surprised if NBC TV daytime—at least, in the afternoon—converts from a double cross-plug plan to a scatter plan a la ABC TV.

The timing of the switch will depend a lot on the size of the daytime inventory when the new season is in full swing.

The beer industry is fastened with a paradox all its own, a fact underscored by data just released by the U. S. census bureau.

The paradox: barrelage and advertising expenditures keep going up, but consumption per capita is less than it was 10 years ago.

Says the bureau: in 1959 the per capita beer intake was 17.3 gallons, while in 1960 it came to 15.5 gallons.

Agency executives will readily admit that tv has had a tremendous impact on media departments in this respect: a continuing remolding of functions and shifting in importance of specific jobs.

In other words, certain arms of a media department are often in quick sequence forced into subordinate roles, while others take on added weight and necessity.

A case of diminished importance: the coverage experts—mainly because the addition of stations and change of transmitter sites has become stabilized. Also the rating curves specialists, because homes are pretty well at the saturation point and the differences between networks have been levelled out.

The experts that are on the upswing: (1) those keen on the relative strengths and weakness of all media; (2) those adept at discovering new differences of practical value to an advertiser's marketing problems in published information and data; able to find areas in research that closely relate the viewer or listener to his buying habits.

(For an undated directory of 20 top agencies' media departments, see 24 July SPONSOR, page 25.)

When the pinch in lineage is on you can expect one of the oldest and most respected daily newspapers in a community to start selling against local air media.

It's just happened with the Hartford Courant. A piece of promotion compared its four-county promotion with the tv and radio stations servicing the same counties in the Connecticut Valley.

To show it's not biased, the Courant does a similar share-of-homes-reached job versus the mass, service and weekly news magazines.

Some cheerful news for spot tv:

What looks like a strong September may balance out the limp showing for July and August, with the result that spot tv should come sailing through the third 1961 quarter with gross billings as good, if not better than, the like period of 1960.

That's the consensus of major station representatives spotchecked by SPONSOR-SCOPE last week.

The medium's been on the minus side the first six months.

If what you pick up around commercial-making studios these days is true, the watchers-out for the spurious at the FTC may find the gleanings in tv rather paltry.

People in those climes who work with agency producers report that few commercials indicate a bending over backwards to make sure that the claims, statements or testimonials can be documented or supported by laboratory evidence.

Even in cigarette commercials they're refraining from saying they've always smoked that particular brand. It's become a discovery pitch on how good they are.

For other news coverage in this issue: see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 54; Washington Week, page 57; SPONSOR Hears, page 60; Tv and Radio Newsmakers, page 66; and Film-Scope, page 58.



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WORLDWIDE BROADCASTING, WRUL Radio.



WITH
WBT RADIO
YOU FOCUS
ON THE
ONE WHO
PAYS THE
BILLS

"It's a great party, Mrs. Williams." The mother in the background is one of the nation's adults, who receive and control 98% of the U.S. income. In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money...and WBT radio has the largest number of adult listeners. Clearly, the radio station to use for more sales is the one that reaches more adults...**WBT RADIO CHARLOTTE.** Represented nationally by CBS Radio Spot Sales.

Jefferson Standard Broadcasting Company

A startling trend away from single sponsorship

SEGMENT TYPE SPONSORSHIP	1960-61		1959-60		1958-59	
	No. Hrs.	Percent	No. Hrs.	Percent	No. Hrs.	Percent
SINGLE SPONSORSHIP	23	17	40	31	37.5	36
ALTERNATE SPONSORSHIP	51	38	36	28	33	32
MULTI SPONSORSHIP*	59.5	45	52	41	33.5	32
TOTAL	133.5	100	104	100	128	100

*Three or more sponsors per program. Source: Nielsen Television Index, First Jan. Report (SPONSOR SCOPE in 28 Aug. issue projected sponsor types for 1961-62 season thus: single sponsorship, 11½ hrs, 15%; alternate week, 18 hrs, 26%; multiple, 47 hrs, 59%. However, SPONSOR SCOPE data are not completely comparable to Nielsen's).

Net tv—where is it headed?

Key web figures turn forecasters and predict greater volume of spot carriers, more specials and death of 15-min. day program

The future of network television is indeed a perplexing one. It appears to be going in divergent directions. But about one thing broadcasters can be positive. The patterns of television programming, buying, and selling are undergoing more transmigrations than those of Betty Furness' hairdos. A SPONSOR editor last week sought

out thoughtful industry executives and asked them to gaze into the crystal ball.

The question posed: "Network television: Where is it heading?"

In oracular style, they predicted numerous changes in trends and fashions for a harassed industry. Among their predictions:

- The death of the daytime 15-minute program and the disappearance of the half-hour dramatic form at night.

- More of an upswing in spot carriers at night and at the same time a growing trend for full sponsorship of specials.

- Sponsor resistance to news and

informational programs will be reduced considerably.

• Network television will find a middle ground between single sponsorship and multi-sponsorship—or between *identification* and *dispersion*.

In reply to the question of shifting directions in television selling patterns, Thomas B. McFadden, vice president, national sales, NBC TV Network, thought the trend toward participation sales would increase. Like others who foresaw more participation buys in prime time, the reasons were many for the switch from full, alternating and co-sponsorship deals. McFadden pointed out that spot carriers meant greater flexibility for the advertiser's message, a greater reach and different audiences. Also there was considerably less risk involved in going the spot carrier way, he said. "It is an opportunity for the advertiser to hedge his bet," McFadden observed.

But this didn't necessarily mean the abolition of the advertiser with sole sponsorship of programs—far

from it, according to McFadden. He said there were giant advertisers, such as Chevrolet and Ford, who would require sole proprietorship of their programs in order to promote their images and their products.

There's a growing trend for full sponsorship of specials however in the upcoming video picture, according to McFadden, especially in the field of news and informational documentaries. Sponsors seeking to create an image—such as Union Central Life Insurance Co.—are making daring buys in specials. McFadden also predicted an upsurge in entertainment specials, adding that the upcoming Dinah Shore programs were more in the nature of specials.

This point was reinforced recently by Robert Sarnoff, chairman of the board of NBC, who spoke of the web's upcoming actuality and entertainment specials. In addition to some 40 actuality specials, NBC was planning in the region of 30 entertainment specials, "fewer than last season, because we want to be more selective in an effort to assure that

each program be truly special," Sarnoff declared.

Tv's advertising picture in the future is indeed a glowing one, according to McFadden, who also expressed the opinion that NBC was becoming even more attractive in the eyes of advertisers. "Certainly, we are meeting the challenge," he said. "Our schedule for the new season proves it.

"The upcoming program schedule will appeal to all segments of our audience, especially the younger people and many of the programs we are gearing for the teen-agers were completed long before FCC chairman Minow spoke up." McFadden cited *Update*, a Saturday 12 to 12:30 p.m. program with Robert Abernathy, Washington correspondent, as presiding officer, and *1, 2, 3 Go!* a Sunday feature, both of which he was certain would bring kudos to the network. "The next few seasons would prove better air media years because of the quality and diversity of programming in store," he said. In fact, he was positive that there would be "more worthwhile excitement" on all three

Advertising agency executives confident of the future



Moratorium on pressure groups if webs are to do better, says Werner Michel, vp, tv/r, of Reach, McClinton & Company



Need for alliance among network, agency & producer, says Roland Martini, exec dir., r/tv, Gardner Advertising Co.



Steady use of tv to boost new product, says John Ennis, vp & media director, Fletcher Richards, Calkins & Holden



Sees return of tv shows backed by single sponsor—James Bealle, vice president, radio/tv director, Kenyon & Eckhardt

Television network officials look at their crystal ball



Fight between dispersion and identification, according to Edgar Scherick, ABC vice president in charge of tv net sales



Programs will run to longer form, says Michael Dann, vice president, CBS TV Network programs, New York



Television is no wasteland, in the eyes of William Hylan, vice president, sales administration CBS TV Network



Predicts wave of spot carriers within the next few years — Thomas McFadden, vice president national sales, NBC TV Net

networks, more viewers and more opportunities for advertisers to get their messages across.

Both Sarnoff and McFadden have been vehement in denying any lag in program planning and development. McFadden noted there has been more positive conversation and planning and more forward thinking about '62-'63 season than in previous years. Moreover, aggressive advertising agencies and advertisers have been on NBC TV's tail to find out what is in the hopper, it was asserted. Sarnoff, in sounding off vigorously on program planning, spoke of "a continuing trend toward spending more time, thought and effort on program preparation and actual production in the interest of greater scope and quality."

"That is why we are not only already planning our 1962-'63 schedule but have actually begun development work on some 1963-'64 programs," Sarnoff said.

Network sales departments (all three of them) look forward to boom times in the next few seasons as re-

gards the sale of news and public affairs programming. Don Durgin, NBC TV sales vice president, described it as "unprecedented" for next season and seasons to come. Said McFadden: "It is far easier today landing sponsors for public affairs and documentary shows. The climate is right. More and more advertisers are accepting the idea that good documentaries deliver a message. When properly done, these programs deliver a splendid audience."

Speaking of the greater interest on the part of advertisers for informational programming, Sarnoff recently observed: "It would be misleading to suggest that advertisers are now drawn merely by the increased size of audience for such shows. It is a matter not merely of how many commercial impressions the show creates for a product but what kind of impressions it creates—how vivid, how deep and how favorable."

Asked to comment on the selling techniques employed by CBS TV and ABC TV, McFadden smiled and said: "Challenging. They are both hard

riding competitors. They make us stay alert and we welcome the opportunity to meet their competition." McFadden saw nothing wrong with the growth of nighttime network spot carriers and thought that competing media had over-played the 40-second chain break story. "I think the newspapers take every opportunity to shoot at us. But it is a free press and McFadden denied charges that the networks are pushing their customers around. "Our customer relations, by and large, are fine," he said. "We have no unusual problems. The networks must assume responsibility for their schedules. We cannot and we will not give up the responsibility of programming. It is our job to provide a balanced schedule."

Turning oracle, McFadden said: "As long as we continue to provide the best possible known medium of advertising on the most efficient basis, we can only continue to go onward and upward. If any more exciting medium than television broadcasting is discovered, we plan to be part of it, too."

Balanced programming was vital to a network, as Bill Hylan, vice president, sales administration, CBS TV, saw it, too. "Of course we have to be the deciding factor as to what programs are going in," he said. "You have to regard programs in terms of a whole evening. A program might be a potential hit on Monday at 8 p.m., but a flop at 9 p.m. on Thursday. It depends on what's around it, plus other factors. Discussing the trend toward spot carriers, he said that there were basically two types of network sponsors "and we don't believe everybody is going in one direction. There has to be some of both types of advertisers. Hylan pointed out that in buying participation "the advertiser has no contact with the program." "He is buying a conveyor belt for his message." Hylan observed. "It is not the most effective use of the medium."

Most sales executives, including Hylan, did not agree with Minow that broadcasting constituted a "wasteland."

"Any term such as 'wasteland' is a catchword," Hylan said. "It is ob-

vious television isn't a wasteland. There is much diversity on the air."

In the role of seer, James S. Bealle, vice president and radio-television director of Kenyon & Eckhardt, predicted a trend toward the return of tv shows sponsored by a single advertiser. He was confident that scatter plans and minute purchases would continue but the trend toward splitting sponsorships "has now reached its peak, and the swing will be, to some extent, in the other direction."

"Most advertisers who can afford the cost recognize single sponsorship as desirable, but were forced in a different direction by economics and the necessity of spreading the risk," Bealle said. "Agencies are constantly eliminating the risk by program planning and proper use of the tools of research. Mergers of companies and the diversification of products by manufacturers will increase the number of advertisers financially able to buy single-sponsored shows."

Network tv can't help but go in the right direction, according to Werner Michel, vice-president in charge of television and radio, Reach, McClint-

on & Co., provided there's a general moratorium declared whereby "kindergarten teachers, garden societies, Christmas Clubs, psychiatrists, Congressman, agency stuffed shirts, other stuffed shirts, packagers, doctors, animal husbandry, trade magazine writers, myself, give the networks a chance to put their houses in order (and how they need it) and do a little work without being hit from all sides."

Michel, also hinted that it would be nice if the viewing public did a little contemplating whether the shouldn't become somewhat more selective. "Isn't that where our troubles lie?" Michel asked.

Dispersion and *identification* are the two concepts around which arguments will center for some time to come, according to Edgar J. Scherick, ABC vice president in charge of television network sales. Explaining *identification*, Scherick told SPONSOR it means forsaking a certain number of homes to develop a stronger impression among those homes that one does reach. No one, he said, is quite certain how to define this "stronger impression." *Dispersion* is exactly the opposite, he said, adding that those people who buy *dispersion* set out to buy as many different homes as they possibly can. Obviously, he added they would like to reach each home as frequently as possible, but their prime objective is net unduplicated coverage.

"The contest between *dispersion* and *identification* is the classic argument of the moment," Scherick said. "I believe that network tv purchasing will find a middle ground between the two since there are obvious value in both. The large accounts, who are major investors in web tv, will utilize a combination of both methods of buying. Presently, hour programs are associated with *dispersion* and half-hours with *identification*. This is so because in practice those people who buy *identification* buy principally half-hour programs. Such is our experience. We will continue to offer a program schedule balanced between half hours and hours so as to make available the type of buy that the advertiser may require. After all, it was ABC who pioneered nighttime net-

(Please turn to page 46)

Station reps see many more spots at night



Selling net shows on spot basis is a straw house, declares Edward Shurick, executive vice president, Blair-TV



Evening spots will mean the end of 40-second commercial, proclaims John White, national tv sales manager, H-R TV



More of programming day will be filled by local stations, says James O'Grady, executive vice president, Young-TV



PLAYING a major role in spot radio test campaign invasion of the East Coast boating markets by Bonadettes, Chas. Pfizer & Co. motion sickness drug was Captain Nick, host of 'Sportsmen of the Sea' on WHLI, Hempstead, N.Y. Shown with Captain Nick is Beth Sheldon, local beauty

Radio corrals mariners for Pfizer

- ▶ After five years of print ads, drug firm switches media, stresses boat market for motion sickness drug
- ▶ Agency places marine weather spots on 33 coastal stations. Client is likely to expand radio campaign

Nowadays, when a boater finds himself caught in the greenish grip of what the French prefer to call *mal de mer*, it isn't likely he'll try to emulate Egyptian pharaoh, Ramses I, who, rattled by this malaise on his royal barge some thousands of years ago, suspected his crew of poisoning and hid away with the hapless lot.

The modern-day boating enthusiast, instead, reasons that sea sickness—or any motion sickness, for that matter—has something to do with the balance mechanism of the inner ear, and that the malady can, in most cases, be routed by taking a bit of meclizine hydrochloride, or a similar drug. And chances are, many uneasy boaters, all along the east coast from Maine to Maryland, and

around the Catalina Island section of California, were reaching this summer, for a small, raspberry-flavored tablet version of the drug called Bonadettes.

This increased awareness of Bonadettes, a motion sickness tablet produced by the Family Products Department of Chas. Pfizer & Co., Inc., by boating families in these areas, is the direct result of a spot radio campaign spearheaded by the agency, Ted Gotthelf, Associates, Ltd.

According to Gotthelf's v.p. and board director, David H. Halpern, the drive in these sections which began 15 June and ended just last week is now in the process of being evaluated. The agency reported that future plans will be forthcoming as

soon as conferences with the client on the product have been completed. However, a SPONSOR check of outside sources indicated that plans are afoot to invade other markets—probably in other coastal and lake regions. The Great Lakes region is a strong possibility for the next campaign, as is the southern states coastal area. There has also been some talk that Pfizer is working toward all-year round radio promotion for Bonadettes, a sign that the boating market is merely the first step in a long-range campaign to make the product a major seller for the client.

Ted Gotthelf Inc. acquired the Bonadettes account, a five-year old product with a previous advertising history of magazine ads—in May of this year. Faced with the task of how best to promote a product of this type on a limited budget, the agency decided to make the initial pitch exclusively to the boating market. Other areas where there is a market for a motion sickness remedy—i.e. the motoring public, airlines, trains, etc.—will be explored

later, says Halpern.

This decision was made after a detailed research of the boating market which surprisingly enough turned up eye-opening statistics, which revealed that this was indeed, no small penny ante market. The facts and figures which add up to an attractive buying market include these:

- There are today, some 40 million persons involved in boating.
- Boats in use number something like 8 million.
- Retail sales run up to 2½ billion dollars.
- There are close to 10,000 marinas in the country.
- Yacht clubs number some 55,000.
- During 1960, there were 400 million gallons of gas consumed by recreational crafts.
- Some 10 million gallons of paints and varnishes were used on boating crafts in 1960.

To test a small portion of this vast market, the agency bought marine weather spots on 33 radio stations on coastal areas in Maine, New Hampshire, Massachusetts, Rhode Island, Connecticut, New York, New Jersey, Delaware and Maryland were bought. One station, located on the large boating and fishing area in California, the Catalina Island section, was also bought for this test. To catch the interest of boaters, the Bonadettes message, at all the stations, were slotted during marine weather forecast programs, a regular feature of these coastal radio stations.

The buys were all minutes and in order to get the most out of the expenditure, the messages were aired during the weekend recreational days—from Thursday until Sunday, at the rate of 15 spots per week at each station. In all areas, the campaign was backed up by small newspaper ads, and in all instances, the ads were pin-pointed in the publication's boating pages.

The stations involved in this first all-out attempt to break into the boating market, are these:

In Maine:
WDEA, Ellsworth
WRKD, Rockland
WMMS, Bath
WCSH, Portland

In New Hampshire:
WBBX, Portsmouth

In Massachusetts:
WLYN, Lynn
WJDA, Quincy
WPLM, Plymouth
WOCB, W. Yarmouth
WNBH, New Bedford

In Rhode Island:
WADK, Newport
WERI, Westerly

In Connecticut:
WSUB, New London
WLIS, Old Saybrook
WICC, Bridgeport

In New York:
WVOX, New Rochelle
WFAS, White Plains
WMCA, New York City
WHLI, Hempstead, L. I.
WALK, Patchogue
WRIV, Riverhead

In New Jersey:
WHTG, Asbury Park
WFPG, Atlantic City
WCMC, Wildwood

In Delaware:
WDEL, Wilmington

In Maryland:
WETT, Ocean City
WDMV, Pocomoke City
WP TX, Lexington Park
WCEM, Cambridge
WEMD, Easton
WNAV, Annapolis
WKIK, Leonardtown

In California:
KBIG, Avalon (Catalina Island)

The only deviation from the advertising format outlined above was at WHLI, the Long Island station. Here, a five minute show entitled *Sportsmen of the Sea* with Nick Gargano, a Long Island boatsman, and Gotthelf agency talent, as host was broadcast five times during the weekend: Friday, Saturday and Sunday mornings at 6:55 and Friday and Saturday evenings at 6:55 p.m.

As Captain Nick, the sportsman show host brought boaters the official marine weathercast and forecast, plus the latest in boating and fishing news. The show also featured fishing and racing news as well as tidbits from the east coast marinas. Also included were announcements of winners of The Bonadette Marina Service Awards, a special plaque awarded weekly to marinas for out-

(Please turn to page 53)

THE CARE

➤ Familiarizing media men with the details of new accounts appears to vary considerably at K&E and Mogul

If there has been a rulebook written that describes a routine procedure for acquainting the timebuyer with a new account assigned him, it doubtful that there are copies floating around.

Just as there are no two agencies that would handle an account in the identical manner, there appear to be no two shops that have the same procedure for familiarizing timebuyer with a new client. In general, however, most timebuyers go through a similar procedure in learning about a new account.

"Usually, what we get on a new account is inherited from the last agency," a timebuyer from a medium sized agency told SPONSOR. "But it's usually an automatic procedure," he said. "You just familiarize yourself with the material, and write up a new plan for the account."

To determine the procedure for familiarizing a timebuyer with the fundamental aspects of a new account SPONSOR explored in depth two agencies on the question. These were Kenyon & Eckhardt, one of the giants, and Mogul, Williams & Saylor, a vigorous, medium-sized shop.

At K&E SPONSOR zeroed in on Ralph Bodle, an energetic young man who has been primarily on one account, American Chicle, since the agency took over Clorets' advertising in January.

At Mogul it was attractive Joyce Peters, who's currently buying on one of the agency's newest air media accounts, Transogram Toys.

The over-all procedures in indoctrinating timebuyers on new accounts at these two shops are as different as vertical and horizontal. This is due, by and large, to the size of the organizations and the corporate structures therein.

AND BRIEFING OF TIMEBUYERS

FREQUENT client calls are standard practice for timebuyers at many agencies. Mogul, Williams & Saylor air media buyer Joyce Peters visited new client Transogram Toys for three full weeks learning not only the details of the account, but rudiments of the toy business in general



For example, at Mogul, Miss Peters virtually "knows everyone involved in the broadcast, copy, research, or marketing end," while at K&E, with the account group structure drawn up as it is, Bodle works most closely with the media supervisor, marketing ac-

count group head, and account executive.

At K&E, "research knowledge is very important to the media buyer because he is on the firing line with the rep, the account man at the agency, and often with the client," it was

pointed out. "Because of all this, it has come more and more necessary for the buyer to know his media research and tie it in," as Bodle's media supervisor Jack Caplan put it.

What happens when Bodle gets a new account? "I spend a good two

K&E: I spend weeks familiarizing myself with account details



BROADCAST buyer Ralph Bodle of Kenyon & Eckhardt's estimates it takes him about two full months to become completely familiar with a new account. And burning the midnight oil is not an unusual circumstance for him



AMONG THE most frequent meetings on a new account are sessions with marketing v.p.s Carrol Pfeifer (center) and Marv Antonowsky. Bodle is also frequently involved in the research area at the beginning of an account



ON THE American Chicle account, to which Bodle devotes most of his time, the estimator assigned is Joe Benjamin (right). It is Benjamin's job to prepare estimates, budgets, timesheets, leaving the buying to Bodle



THE beginning months on an account are crammed full of meetings, meetings and studying. Too often, Bodle has to see rep and station salesmen on the run. Here he discusses buys with a salesman from Jack Masla Co.

months totally familiarizing myself with the account," he said, "the while I am making buys in its behalf."

In the case of the Chicle account, the initial work involved obtaining and receiving broadcast schedules already contracted for by Chicles'

other agency, Ted Bates. It wasn't until recently that Bodle has been involved in extensive planning and buying for the account.

As Bodle sums it up, buying on a new account must evolve from "thorough investigation of the product's

marketing strategy which is the result of a combined effort of the agency's marketing team.

"Although the execution of buying and placing of advertising schedules is the most important function of the
(Please turn to page 64)

MW&S: I'm in on copy and client meetings, as well as media.



AT MW&S meetings on new accounts involve air and print buyers, regardless of where account's weight lies. Here Joyce Peters discusses Transogram Toys with print media dir. Ron Friedwald, tv/radio head Les Dunier



Photos by Herb Levart

ASIDE from media conferences, Joyce Peters lines up sessions with copy, research, marketing and client services. Copy group head Alan Johnson (left) and assoc., creative dir. Emerson Cole, discuss new commercials



WHEN an account comes in at Mogul, the timebuyer is invited to all sessions during which past advertising, including commercials and taped radio spots, are reviewed, as part of a general indoctrination program



ONE thing Miss Peters has in common with K&E's Bodle is seeing salesmen on the run. Most agencies have same general procedure for teaching buyers about new accounts, but corporate structure tends to vary method

Have You Thought of Using Radio?—Part IV

GOT MANY BRANDS? USE RADIO

❖ Advertisers with several products find radio brings unique opportunities for individual product promotion

❖ Mennen strings out brands over spot, net schedule; Canada Dry bottlers promote a multitude of flavors

A multi-product advertiser who wants to give many or all of his products a "fair shake" in terms of advertising support is a natural candidate for radio. It's one thing if such an advertiser is satisfied to put the bulk of his dollars behind one or two of his products and hope the rest will make it on the leaders' coat-tails—then perhaps the higher unit cost media are appropriate. But for a more or less across-the-board boost

for several items, radio looms as the answer, especially if the budget's less than gigantic.

On a region-by-region basis, the nation's Canada Dry bottlers keep their myriad beverage types and flavors before the public by means of spot radio. This way they amplify the message delivered via the company's net tv and national magazine lineup, and get down to specifics as to what is to be promoted

on a market-by-market basis.

Canada Dry's main line of products, its ginger ale and mixes (club soda, quinine water and collins mix) get top priority in terms of advertising exposure. Thanks to the quantity of spots available within the bottlers' limited budgets, however, there's ample opportunity to plug orange, grapefruit, cola, etc., with further mention of the Canada Dry name at every turn, relates Reginald Roomer, account executive at J. M. Mathes.

The latest refinement in radio buying techniques on behalf of the Canada Dry bottlers had its initial run in New England this past summer and success there points to applying it in other regions in the future. "We bought our own network of 30

NEW spot strategy gets a going-over by Canada Dry carbonated beverages ad mgr. Fred E. Benson, Jr. (r), and John D. Orr, a.e. at J. M. Mathes



stations in New England, hitting every county with at least two stations, with frequency ranging from 33 to 20 spots per week per station," Roome explains.

The innovation launched in this New England drive consists of "maximizing" the impact per dollar by bringing all of the area bottlers (12 in New England) into a centralized campaign. This way each of the bottlers can definitely be counted on to contribute to the radio fund, on a pro-rated basis, and the individual bottler thereby can count on additional spot support spilling over from that of neighboring bottlers.

To put over this increased impact campaign, radio expenditures on behalf of the New England bottlers were raised considerably over last year for that section, helping to bring total national spot radio spending by Canada Dry to a higher level than the previous year. And still greater expenditures are contemplated as the new approach spreads.

A firm believer in radio, both network and spot, as a booster of its product line is the Mennen Co. This toiletries producer maintains a more or less year-round spot schedule on 75 stations in the 75 top markets, heavying up in peak selling seasons. Mennen's net radio lineup encompasses news and sports programs, mornings, late afternoons, and weekends on three of the webs, with plans a work for additional exposure on the fourth.

"The large number of commercials we are able to run economically on radio gives us latitude to promote all of the products, even though we mention only one per spot," explains p.-account supervisor Bernard Heller of Warwick & Legler. "Each of our brands therefore benefits from the very good coverage radio has to offer; we find there's very little duplication, so we bring in more and more new audiences for each brand thanks to the frequency we can buy within our budget."

Mennen, out to reach primarily the men, concentrates its radio effort in the a.m. and p.m. traffic hours. Heller finds this an effective solution to what he considers a thorny problem, i.e., efficient purchase of male impressions. He notes that prime



MENNEN gets male impressions for toiletries line via radio sports and news shows. Here Warwick & Legler v.p. Bernard Heller (r) talks over future shows with (l to r): Toy Toye, CBS Radio Network; Phil Rizzuto, sportscaster for the net; William G. Mennen, Jr., v.p. of Mennen

evening network tv has a high proportion of female audience, and that circulation of totally male oriented magazines is relatively low.

Here's the Mennen net radio schedule as it now stands:

- ABC—Howard Cosell sports, early eve, Mon.-Fri.; Paul Harvey news, Tues. and Thurs. a.m.; and, soon to be added, John Cameron Swayze and *Washington Report*.

- CBS—Jerry Coleman sports, week-ends.

- Mutual—Bill Stern sports daily, morning and evening; Whitney & Bolton news, a.m., daily.

Along with the multi-brand, national exposure achieved for Mennen via its net and spot radio, with the latter heaved up in those markets not considered adequately covered by the network buys, W&L also invests in other media in accordance with what seems best for the company's marketing goals. Along these lines, Heller relates that recently a new bottle was created for Skin Bracer after shave lotion, and to project visual identification to large audiences in a short period of time, the nod went to spot tv. Working close-

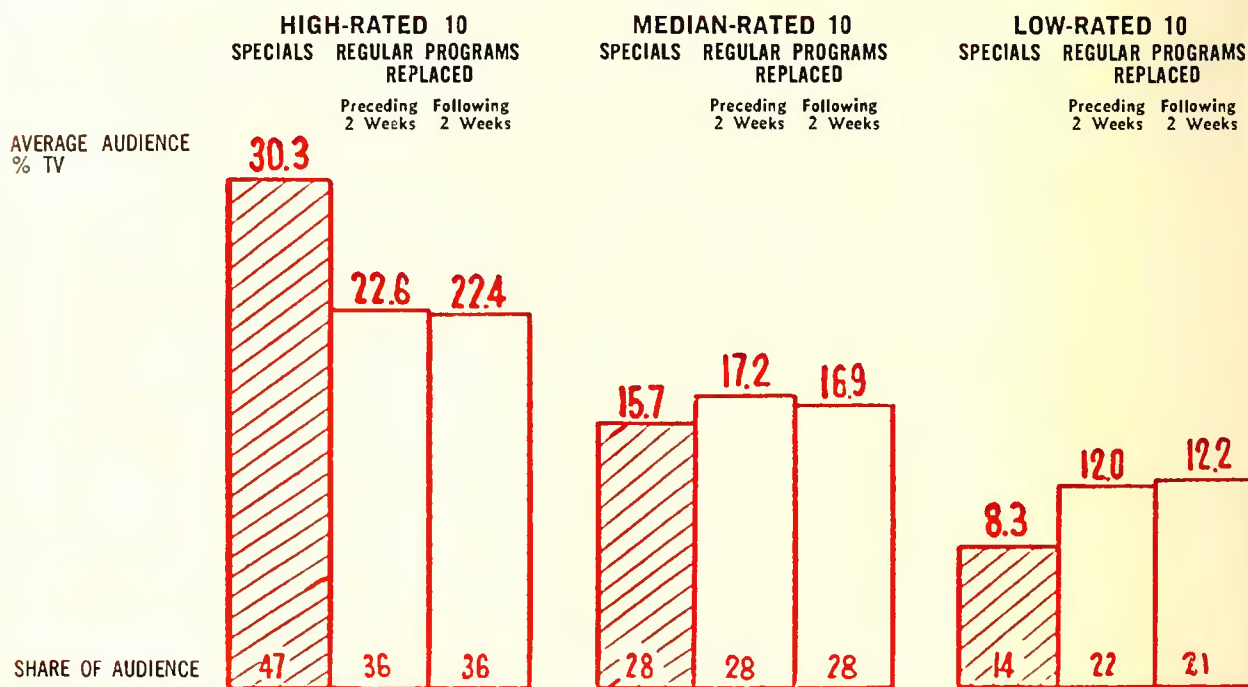
ly with the agency on decisions of this nature is Mennen marketing director Jack Doran.

Another advertiser who cashes in on the financially painless acquisition of radio spot frequency is the C. F. Mueller Co., which insists on a separate announcement for each of its pasta products. The emphasis in Mueller radio copy is on the ingredients of the company's macaroni, spaghetti, or egg noodles and to do an adequate job, without overloading the listener, it is felt that each requires a spot of its own.

All Mueller products reap the benefits of frequent radio limelight over a housewife-oriented, 33-market, 52 station drive that runs September through May, occupying one-third of the advertising budget. The radio commercials, all minutes and usually live, for the most part coincide with the heavier grocery shopping days, Wednesday through Friday.

Spot frequency averages 25 per week per market. At Doherty, Clifford, Steers & Shenfield, Mueller's agency, they've estimated the total weekly impressions achieved by the radio campaign at 27,083,223. ▀

How specials are affected by the shows they replace



EFFECT on specials of the shows they replace is shown above. The 10 top-rated, median-rated, and low-rated specials during October-April last season were compared in audience and share with shows they replaced during preceding, following two weeks. Relationship of white, shaded bars shows effect on specials

The tv special: it's no gamble

- New, major study by Nielsen finds network special does as well as the every-week show in reaching people.
- Study also finds ratings of specials are affected by pre-empted show. Top audience-getter: variety show

The ulcer-inducing tension and soul-searching that keeps agency video executives up nights when they consider a tv special sometimes suggests they're a helluva gamble.

Nothing could be further from the truth. The fact is that, whatever the risks involved (and, granted, the agency has to invest a little more foot-work and cerebration than usual), the tv special is just as effi-

cient in attracting an audience as an every-week program.

Proof of this is offered in a new study by Nielsen—the most comprehensive study of specials ever released by the marketing research firm.

Here are highlights from the full report, which has been released to Nielsen clients:

- The average audience (AA) of

the average special is just a shade below the rating garnered by the average half-hour and hour show aired regularly.

- The rating of the pre-empted show has a direct effect on the rating of the pre-empting special.

- For the advertiser particularly interested in big audiences the variety type special is his best bet.

The Nielsen study covers 96 sponsored specials aired on the networks from October 1960 through April 1961. More than half of these were put on by NBC TV. Variety shows of all types totaled 31. There were 26 dramas, 33 documentaries, four news shows and two tabbed as "unclassified."

As the leading producer of specials

NBC TV is obviously ahead in almost all of the categories. The one exception: of the 26 dramatic shows, CBS TV put on 15.

In the variety category, NBC was responsible for 19 of the 31. Most of the NBC shows were in the general variety field and none were in the comedy-variety area. CBS produced eight variety shows, of which five were comedy-variety and rest music-variety. All of ABC's shows in this area (four of them) were music-variety.

So far as drama was concerned, CBS' contribution of 15 were all in the general drama category. NBC put on eight general dramas and three mystery dramas. ABC produced no drama specials in the period studied.

Of the 33 documentaries, NBC takes credit for 18. CBS aired eight and ABC put on seven. In the news category, all four shows were NBC's.

In investigating the performance of specials, Nielsen researchers looked into the question of whether the season had any unusual effect on the audience level. The answer: no. In each of the three two-month periods beginning last November, the relationship between the rating levels of specials and regular shows remained pretty constant.

However, for the season as a whole, the figures showed a broader range of ratings for the 96 specials than for the 117 regular shows. There was a greater percent of specials rating over 30 as well as a greater percent rating under 10.

This was a reflection, on the one hand, of the generally excellent audiences attracted by comedy-variety and general variety shows (the music-variety shows didn't do as well) and, on the other, the relatively low ratings of documentaries, mystery dramas (which did poorer than general drama), and news shows.

Naturally, there was a range of ratings within each program category. However, the ratings tended to cluster on certain levels. Here's how:

Comedy-variety—All five shows fell within the 20-29.9 rating span. Average: 23.8.

General variety—Only three of the 13 shows were below 20. Average: 23.4.

Music-variety—Ten of the 13 fell within the 15-24.9 span. Average: 21.3.

General drama—The 23 shows in this category were spread out considerably. However, 11 of them got ratings of between 10 and 14.9.

Every other show but one had a rating of 15 or above, and two of these reached the over-30 level. (Only five of the hundred-odd specials went over the 30 mark.) Average: 16.7.

Documentary—Of the 33 shows in (Please turn to page 65)

HOW SPECIALS DID LAST SEASON

A. No of specials by network

ABC	CBS	NBC
11	31	54

B. Performance of specials vs. regular shows

	SPECIALS		REGULAR SHOWS
	All types	Excluding news & documentaries	Half-hour & hour programs
Average audience	17.2	19.6	18.6

C. Range of performance of specials vs. regular shows

Rating group	Percent of all shows falling in each rating group	
	Specials	Regular shows
30 & over	5.2%	2.6%
25-29.9	11.4	10.3
20-24.9	14.6	30.8
15-19.9	20.8	23.9
10-14.9	36.5	25.6
under 10	11.5	6.8

D. Specials vs. regular shows by program type

Variety	Drama	Informational
SPECIALS		
22.6	16.2	13.4
REGULAR PROGRAMS		
20.3	18.1	11.1

HIGHLIGHTS of Nielsen study of 96 specials last season (during October-April period) are summarized above. The regular shows in the bottom two charts are taken from March-April 1961 reports

SPONSOR ASKS:

WHAT ARE THE LATEST IN LOCAL RADIO PROGRAMING FEATURES?

Those replying to this week's question are:

- Douglas Bell, WSOC, Charlotte, N. C.
- Gus Nathan, WBRY, Waterbury, Conn.
- William P. Dix, WGBI, Scranton-Wilkes Barre, Pa.
- Verne Paule, WJPS, Evansville, Ind.
- Richard E. Shireman, KBTR, Denver

Douglas Bell, program director, WSOC, Charlotte, N. C.

By the time you read this, these features may not be the latest in local programing. Radio, 1961, is ever changing. No radio recipe or pattern of broadcasting will ever be the ultimate answer. The basic thing to do is to have a plan, a definite idea of what you want to do and do it. Study your service area, listen, read, think, and then dress up the ideas with local program features of interest to your listeners.

News is one of the important facets of today's new radio. In addition to the on-the-hour newscasts, regularly



One theme days—i.e., Grandmother's Day with music, news, tips, contests slanted to her

scheduled news headlines should be presented. The listener should expect news at any moment . . . unscheduled. Traffic reports are of great interest in metropolitan areas. Editorializing is not necessarily new, but the use of tape recorded voices in an editorial is new and different. Audience participation is, or can be, one of the greatest local features any station can undertake . . . asking the audience to supply everything from news tips to musical selections, jokes, riddles and opinions on the great problems of the day.

Today's radio station must appeal to basic interests and basic emotions. The ways to do this are obvious; one of the most effective ways is to make each day a special day. For instance, a day could be designated Grandmother's Day, and on that day all grandmothers would be saluted. The major portion of the programing would be tips for grandmothers, music for grandmothers, interviews with grandmothers, salutes to local well-known grandmothers, news stories for grandmothers, an open telephone line to answer the questions anyone might have concerning grandmothers, and special contests for grandmothers.

Time, weather, traffic, news, sports, music, these are the things the listeners expect. Other needs, not so apparent, are vacation information, job opportunities, good books, boating, fishing, local historical points of interest, and, of course, the more serious matters such as studies in depth of state, national and international problems.

Many albums being released today can be used effectively by making brief excerpts in a series of features.

The idea here is to take the many great recordings available and showcase them in brief features which can be used in other shows.

Hundreds of new program and production aids are available from commercial services. These range from sing-along jingles to moments in history.

Really, there is nothing absolutely new under the sun, but there is a new way to do everything.

Gus Nathan, president, WBRY, Waterbury, Conn.

Beginning at 5:30 a.m. we have instituted a new and informative format—a format only local radio can offer. Gone is the human juke box. WBRY has transformed the usual d.j. into a moderator, an anchor man for "features." No longer does he discuss the merits of a pop singer, but he guides listeners through an excit-

ing tour of the places where things are happening in Waterbury.

Every few minutes throughout the day, WBRY anchor men "take you to city hall, for an important statement from the Mayor," "take you to the employment office for a roundup of job openings," "take you to the farm bureau" or "men on the street."



"Job Openings," "The Handy Man," "New Baby Club," "Listener Gripes," "Comedy Time"

In all WBRY programs some 15 different features from 5-10 minutes in length, including: *Job Openings, Farm Report from County Farm Bureau, A Woman's World*, shopping and eating tips, *The Handy Man, Sports Feature, Feature Interview, Wake Up Service, Swap—Let's Swap, Club News, Editorial-Minitorial, Man on the Street Interview, Birthday Calendar, New Baby Club, Comedy Time, Allen Funt Candid Mike* and *Listeners' Gripes*.

The key word behind the feature is "service." WBRY starts the day with its own *Wake Up* service. A beautiful, live alarm clock is offered to WBRY listeners. Anyone who wishes to be woken between 5:15 and 9 a.m. requests this in writing. After checking the reliability of the request, WBRY has a lovely girl, with a beautiful voice, call the listeners on the phone at the time requested, and wake them with a small commercial message. "Good morning," she says, "it is now 5:30. The weather today will be sunny and warm. This is your WBRY *Wake Up Girl*, hoping you'll start your day with delicious toast made from Blank's, flavorful bread. Have a good day!" Every other call is strictly a station promo. "Good Morning," she purrs, "this is your WBRY *Wake Up Girl*. It's 5:32, and the weather will be sunny and warm.

**GOOD
NEWS!**

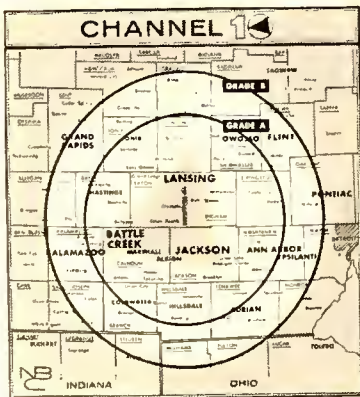
**6 out of 10 copies
of SPONSOR go to
BUYERS OF TIME!**

ONE SHOT TAKES ALL THREE

LANSING
JACKSON
BATTLE CREEK



A solid play in Michigan's Golden Triangle stakes you to a lively market—Lansing, Jackson and Battle Creek! WILX-TV cracks all three with a city-grade signal and scores big in a lush outstate area.



Operating with a 1,008 foot tower at 316,000 watts. Let this one outlet give you all three markets.

Represented by
VENARD, RINTOUL & McCONNEL, INC.

THE GOLDEN TRIANGLE STATION



Right now, Jim Blank on *Dateline Waterbury*, will give you a complete weather forecast and the latest local news, so tune your radio to 1590. Have a good day!"

We start the day with service and continue with service. Each feature is dramatically introduced to sustain excitement and interest and ends promoting the next. As many local people as possible are taped and brought into the programs. All music is lively and inoffensive. Women's clubs report their activities, all municipal agencies report their programs, and all unusual functions are reported. It's local and it's live, it's exciting and it's commercial and in combination with in-depth news and quality music it's successful.

Radio can do a better job than music and shallow news alone and WBRY is doing it. A corollary effect is the excitement of the programming is contagious and the staff responds to it, giving us a better product.

William P. Dix, *gen. mgr., WGBI, Scranton-Wilkes Barre, Pa.*

Right now at WGBI, with our commercial programming running successfully, we're in the process of presenting a series of public service



We're preparing series with Scranton Better Business Bureau exposing business frauds

broadcasts, one in conjunction with the Scranton Better Business Bureau, Inc. This informative series will be conducted by Jerome K. Miller, general manager of the bureau. The basic premise of the show will be to let the public know what the bureau can do for them, and to explain the various functions of the BBB. Miller will give specific examples of cases the bureau has handled, and he will discuss the pitfalls into which consumers may fall when confronted with such colorfully named, widespread swindles as the Gypsy House Painters, Bait and Switch Advertising, Fake Home Remodeling Outfits, etc., as well as the bad business practices of the shady used car dealers, and stores which list phony "manufacturers list price," "recommended

price," and "our price," and the many other timeless ways of separating the unwary citizen from his money.

We are also planning a series of 15-minute programs with our local FBI office. This series will be conducted by Fred A. Frohbose, agent in charge of the FBI's Philadelphia office. Frohbose will describe the various services of the FBI, and how the Bureau serves and protects the public. He'll also discuss the way in which the people in the Scranton Wilkes Barre area can help the Bureau. His discussions will range from hitchhiking to subversiveness from kidnapping to counterfeiting. We feel that these talks can't help but be both fascinating and informative.

We purposely arranged to have the actual people who are doing the work of these various services conduct these programs, to give them the authenticity and validity they just wouldn't have if done by a staff announcer.

We're planning to add more of these features to our program schedule in the future, as we come up with program ideas which we believe will entertain and inform our listeners.

Verne Paule, *gen. mgr., WJPS, Evansville, Ind.*

Modern radio today has resulted in drastic program changes for the local station. In our case WJPS billboards a modified top music format, but the music includes many standards, miscellaneous music, the feature album of the week, the golden library and other types of good music. The overall sound relies heavily on frequent news reports and news headlines programed at least twice an hour and an area concept of news . . . not just Evansville news . . . but news from a stringer system.



Programming providing vital information about the city's industrial life

Service program features are another requisite for keeping audiences. During the past three years, WJPS has developed, for instance, brief safety features, using the voices
(Please turn to page 45)

**YOU CAN
QUOTE ME...**

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation... with their Color TV engineering skills, wonderful Color programming, and Color selling power."



Jack M. Williams, Vice Pres.
Advertising and
Sales Promotion
RCA Sales Corporation

I'LL SAY THIS...

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group... covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"



Raymond W. Saxon, Vice Pres.
Marketing
RCA Sales Corporation

COLOR TV



Call your WLW Representative... you'll be glad you did!
the dynamic Crosley Stations

WLW-C
Television
Columbus

WLW-T
Television
Cincinnati

WLW-A
Television
Atlanta

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton



Crosley Broadcasting Corporation



What do Rochesterians do after midnight?

SEE PAGE 63
FOR THE ANSWER

• JOIN B.P.A. • JOIN B.P.A. • JOIN B.P.A. • JOIN B.P.A. • JOIN B.P.A. • JOIN B.P.A. • JOIN

very important persons will meet on the sidewalks of New York during the...

BROADCASTERS' PROMOTION ASSOCIATION

6th ANNUAL CONVENTION

WALDORF ASTORIA

November 6-7-8 NEW YORK, N.Y.

BROADCASTERS' PROMOTION ASSOCIATION
% P. O. Box 9736, Cleveland 40, Ohio

Send today!

Please rush me more information about BPA

Name _____

Company _____

Address _____

City _____ State _____

More seriously, however, the arguments against Minowism do not depend on the personal idiosyncracies of the man himself.

"Newton Minow," says Washington attorney W. Theodore Pierson, "is brilliant, articulate, and sincere."

But Pierson, at the Northwestern University Law School's Conference on Freedom and Responsibility in Broadcasting went on to attack the Minow course of action as "illegal, unconstitutional and (violating) basic principles on which our American society has been built."

Yes, the case against Minowism involves fundamental principles—principles which many modern theorists seem bent on disregarding.

Recently, I have read a superb essay by Roy Larsen of *Time* which appears in a new book, *The Promise of Advertising*, just published by the University of Illinois.

Larsen in this essay is not concerned with Minow but with another Administration pet, John K. Galbraith, author of *The Affluent Society*. Yet it is startling to see how closely his arguments against Galbraith's economic theories parallel the arguments against Minowism. Exactly the same principles are involved.

Minowism and Minowitiae

"Prof. Galbraith," writes Larsen, "would apparently prefer to make the equations easier to solve by ruling out public taste. In its place would be imposed the taste of government, perhaps an Office of Good Taste.

"What Galbraith overlooks is the cost—the cost in freedom, in innovations, in vitality—of interfering with human options."

This of course, is exactly what Newton Minow overlooks.

The FCC Chairman protests that he is "against censorship" and in this I believe he is being wholly sincere and also wholly naive.

How any mature man thinks that a potent government official can stand up before a group of broadcasters, spell out for them his personal tastes in tv programs, and then threaten to revoke their licenses unless they do a better job of "public service"—all this without the open implication of censorship is beyond my comprehension.

But if Mr. Minow shrinks from the label of censor, one thing at least is clear. He obviously believes that government pressure on a communications medium can produce greater benefits than can the free creative efforts of free men in a free society.

In this he violently denies a basic article of American faith.

Our belief in freedom is not merely an honorable allegiance to a noble moral concept. It is also a passionate, practical conviction that freedom brings the greatest good to the greatest number.

This is the real argument against Minowism—that it will not mean the greatest good for the greatest number of Americans.

No, Minowism in the long run can only produce Minowitiae—dozens of dull, solemn, trivial programs which may satisfy the FCC Chairman's public service formulas, and look good when described on a license renewal application, but which can only be realized at the cost of the real vitality and real creativity of the medium.

Broadcasting today does not need more Minowitiae or minutiae of any kind. We do need many more really substantial program achievements. But let's not delude ourselves about such achievements.

They can only come from free men, operating in a free creative climate, uncoerced by Mr. Minow, by the FCC, or by anyone else. ▀



QUALITY BROADCASTING SELLS RICH, RICH SOUTHERN NEW ENGLAND

QUALITY IN SEAMANSHIP IS EXEMPLIFIED BY THE TRAINING RECEIVED BY CADETS OF THE UNITED STATES COAST GUARD ACADEMY, NEW LONDON, ON SUMMER CRUISE ABOARD THE USCG EAGLE.

IN RICH, RICH SOUTHERN NEW ENGLAND, QUALITY IN BROADCASTING IS THE HALLMARK OF WTIC-TV AND WTIC RADIO WHOSE FIRST CONSIDERATION IS ALWAYS THE VIEWER AND LISTENER.

WTIC-TV 3 CBS Affiliate

REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INC.

WTIC 50,000 watts NBC Affiliate

REPRESENTED BY THE HENRY I. CRISTAL COMPANY

WTOK-TV

MERIDIAN,
MISSISSIPPI



A MOST

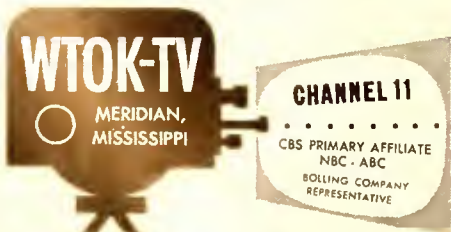
EFFICIENT

MEDIA BUY

*MISSALAND — thirty-six counties in Mississippi and Alabama covered by only one television station—WTOK-TV. Facts prove that WТОK-TV offers advertisers one of the nation's most efficient media buys. Before completing your next market list, take a close look at MISSALAND and WТОK-TV. Here's why:

- 159,400 Television Homes
- \$530,093,000 Retail Sales
- \$796,636,000 Effective Buying Income

Copr. 1961, Sales Management Survey of Buying Power, further reproduction is forbidden



National and regional buy
in work now or recently complete

SPOT BUYS

RADIO BUYS

Robert Hall, New York, is currently involved in a promotion which is but the beginning of a more extensive operation. As of 2 October this will enter 150 markets and a total of 350 to 400 stations in both radio and tv. A good part of this is radio and involves two to three stations per market. The frequency of spots will range from 40 to 50 per station per week. Time segment: day minutes. The flight will extend through mid December. Agency: Arkwright, New York. Buyer: Jim Hackett.

C. F. Mueller Company, Jersey City, N. J., will open a spot campaign for its macaroni products towards the end of September. It is scheduled for 16 weeks in some 30 markets. This will use day minutes on one station per market. Agency: DCS&S, New York. Buyer: Stew Eckert.

Chrysler Corp., Detroit, has a promotion coming up for Plymouth. This will go into the top 50 automotive markets on two to three stations per market. Frequency: six to 20 per week per station, depending upon the market involved. Time segment: traffic minutes. There will be two flights, 28 September for three weeks, and mid-November for a two-week run. Agency: N. W. Ayer, Philadelphia. Buyer: Dor Heller.

TV BUYS

American Home Products Corp., New York, has a forthcoming campaign for its Aerowax. This is scheduled for some 30 to 40 markets. For time segments this will use day and night minutes. The starting date is 11 September to continue for an 11-week flight. Agency: Ted Bates, New York. Buyer: Jack Scanlon.

The Procter & Gamble Co., Cincinnati, will soon open or add to campaigns for several of its products. After the buys have concluded Duncan Hines layer cake should be the biggest one, but for present buys Zest has reached a conclusion and will go into 50 to 60 markets starting 1 October and on through the P&G year. Time segment: night minutes. The other products, whose starting dates are all as soon as possible, are Tide and Cheer. Agency: B&B, New York. Buyer: Paul Halpern.

Campbell Soup, Camden, N. J., is preparing a campaign for its Franco American products and Swanson tv dinners. This will go into about 40 to 50 markets with both day and night minutes. Agency is asking for 75 rating points per market. The starting date will be in September. Agency: Leo Burnett, Chicago. Buyer: Eloise Beatty.

Corn Products' Best Foods division, New York, looks forward to a promotion for its Nu-Soft fabric softener. This will begin on 25 September and go on for an eight-week flight. The client will use day minutes and fringe 20's. In 25-plus markets and the frequency will vary from 6 to 15 weekly. Agency: Mc-E, New York. Buyer: Judy Bender.

SPONSOR ASKS

(Continued from page 40)

of selected seventh and eighth grade elementary school students to deliver their individual safety messages along with the Evansville Police Department's safety officer. These messages have been broadcast, primarily, in the morning and afternoon hours when children are travelling to and from school. In summer months, WJPS has had special safety messages recorded by safety officials of the Indiana, Kentucky and Illinois State Police. These messages have been tailor made for WJPS also for summer holiday driving such as Memorial Day, Fourth of July and Labor Day. A radar watch feature has also been utilized in public service feature material with the cooperation of The Evansville Police Department. This enables WJPS to tell motorists the area (not exact location) where radar is operating, making motorists more conscious of speed control.

A newly developed program feature has been *Count Your Blessings*. Produced by WJPS the program pays tribute to local and area industrial plants which certainly bring a

blessing to the economic life of the area. Personal letters were sent to the leading large and small industrial plants in the WJPS area. In return, the industrial plants sent the station statistics, history and general information about the plant. This was incorporated in the feature material and broadcast at frequent intervals.

Another program innovation in the form of specially taped inspirational messages by local Clergymen has been utilized. WJPS invited all the ministers from all the city's denominations to come to the station and select their favorite bible message, record it and then after an appropriate introduction and close, this recording was produced by WJPS. These features have been broadcast throughout the day and are a special program feature.

These examples of locally produced service features, accompanied by syndicated features such as Dottie Frye, Jimmie Fidler and others, plus well produced station jingles, contests, good music and frequent news, has been proven to be a valuable formula for successful us.

Richard E. Shireman, gen. mgr.,
KBTR, Denver

Features play a big part in our new schedule, along with good music. We here in Denver are proud of the area we're living in, and we want KBTR to have a Denver personality—to represent, resemble, reflect, and serve the



Our women's show advises homemaker on where to go, what to do, what's new in city

Denver area. For this reason, when we developed our news department, we also planned our newscasts so that local news is broadcast first.

We've had a pleasant reaction from the Denver service clubs and the general public to a new series of broadcasts with much local interest. KBTR attends the luncheon meetings of the Denver service clubs—Kiwanis, Lions, etc. We tape the remarks of the speaker, or at times record the president, board of directors, etc., discussing the club activities.

WFLA TV
PUBLIC SERVICE SHOWS

DO get audience

...in the land of Profitunity!

TAKE A LOOK AT THESE ARB SPECIAL SURVEYS ON OUR "BATTLEGROUNDS OF THE COLD WAR" SERIES!

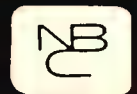
STATION	PROGRAM	DATE & TIME	RATING
WFLA-TV	"Battlegrounds—Cuba, Castro & Communism"	5-5-61 10-11 PM	18
STATION "A"	"Twilight Zone" & "Eye Witness"		18
STATION "B"	"Detectives" & "Law & Mr. Jones"		7
WFLA-TV	"Battlegrounds—Secret Life of Adolph Hitler"	5-30-61 7:30-8:30 PM	20
STATION "A"	"Jungle—Tarzan" (Movie)		25
STATION "B"	"Bugs Bunny" & "Rifleman"		3
WFLA-TV	"Battlegrounds—Remember Us?"	6-12-61 10-11 PM	12
STATION "A"	"Hennessy" & "Dangerous Robin"		15
STATION "B"	"Adventures in Paradise" & "Peter Gunn"		11

Proof positive that audiences will watch public service programs when they are timely, imaginatively programmed and actively promoted. It is this community-thinking leadership over the years that has made WFLA-TV the station that best serves West Coast and Central Florida. For costs and availabilities, contact us or your Blair-TV man.

Channel 8

NATIONAL REPRESENTATIVES, **BLAIR-TV**

wfla-tv
TAMPA - ST. PETERSBURG



We've put more emphasis on our sportscasts, with the local headlines coming first, as well as covering live games such as the Denver Broncos during the football season, and other sports news as the seasons dictate. And again on our area level approach, we *personalize* our sports news by including from time to time as a special feature, the names of players at our local public and private country clubs, etc., who have racked up the best scores for the day.

Our women's show, which is actually a *western living* program, of general interest to both men and women, suggests good picnic areas, where to go, what to do, and what's new in Denver, as well as featuring interviews with outstanding personalities.

We carry a religious service live every Sunday from the different Houses of Worship in Denver; a panel show on which Denver businessmen discuss matters of interest in the area; educational features; and, special events such as the Blue Jeans Symphony are broadcast as they happen in Denver. ◆

NET TV

(Continued from page 28)

work *dispersion* patterns."

Scherick told SPONSOR that ratings no longer serve as the prime tool in purchasing, programing and time. "A rating point is not a rating point any more," he asserted. "A rating point is the sum of its qualitative parts, and to each advertiser only some of those parts represent their real potential market. In fact, in many categories of products part of a rating point is waste circulation; money spent with no hope of sales to advertise payout. The market place is not homogenous and neither is network television. Networks even vary dramatically among themselves."

What's ahead in television programing? Michael Dann, vice president, CBS programs, New York, paints a provocative picture. The programs will continue to run to longer forms, in Dann's educated opinion. The 15-minute program will die in the daytime. The half-hour dramatic form will all but disappear from the nighttime schedule. Essentially, as Dann sees it, the networks

will have hour and half-hour show in the daytime but the nighttime schedules will consist primarily of 60 minute programs and maybe some 9 minute shows. Half-hour shows will be confined to quizzes, comedy, pane shows. Dann said the half-hour drama, so common during the first 10 years of network television, was really a radio carry over that had been outlived.

As far as subject content goes Dann observed that there would be greater variety in the dramatic form than there has been in the past. Obviously, he said, as far as the three network schedules go, the western and action form were more prominent than any other kind of dramatic show. However, with their decline in popularity, there are a great many other areas, such as romance, comedy, melodrama, etc., which will become more prominent, in Dann's opinion. In addition, the marriage between the semi-documentary and the entertainment form will undergo further development. "The success of 'The Eichmann Trial' and 'The Day Lincoln Was Shot' proves the growing public interest in programs

IN INDIANAPOLIS...

WXLW

BRINGS THE MOUNTAIN TO MOHAMMED



IN INDIANAPOLIS...

WXLW

BRINGS THE PEOPLE TO THE NEWS



RESULT: IN INDIANAPOLIS . . . WXLW DELIVERS THE GOODS!

The WXLW Traveler, a complete radio station on wheels, makes new friends daily for the station, new customers for your product as it becomes the center of attraction in every community it visits. In addition, the two WXLW Newsmobiles go the average news broadcast one better. They actually bring listeners to the news via direct, on-the-scene live reports. This combination only serves to enhance the adult programming featured exclusively on WXLW. Needless to say, these are the people who CAN and WILL buy your product . . . the people who Do listen to the only station for them in Indianapolis . . . WXLW.

CONTACT YOUR NEAREST ROBERT E. EASTMAN REPRESENTATIVE

950 ON YOUR DIAL



RADIO INDIANAPOLIS



to those who live on air...

In the last three decades advertisers and their agencies have spent billions of dollars on air. A lot of people lived on it. A lot of goods were moved.

To those who live on air SPONSOR serves a function no other publication can match, for SPONSOR is the most definitive study of air in the broadcast industry. It is the news of air—the plans of air—the progress of air—the thoughts of air—the very life of air—delivered to you every week—52 weeks a year.

Most every man who's gotten anywhere in air reads SPONSOR. The man who wants to get there faster reads SPONSOR *at home*—because the very chemistry of broadcasting—the factors that make it move

and earn its salt are just much too important for light reading on a routing list.

If you live on air—read SPONSOR at home. Read it on A time, B time or C time but make sure it's *free* time at home. At the price of only \$8 a year you can have 52 issues of this most *useful* publication in the field at your side—to see, study, tear out and file. It's the best investment you'll ever make. Order your home subscription today.

SPONSOR
THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

that have a factual basis," Dann said. "Moreover, the recent success of public affairs programming in television, as compared to the relative failure of this kind of programming in radio, also indicates the audience's desire to be informed as well as entertained," Dann declared.

All this, in the opinion of the knowledgeable Dann, means that the programming trends of the future will deal with more important programming and that the networks will offer a far more diversified schedule than in the past.

Less and less of the total television

time will be programmed by networks in the future, James F. O'Grady, executive vice president of Young-TV, predicted. "However, paradoxically, a greater proportion of the time that the networks feed will be controlled by them," O'Grady asserted. "Whereas in the past, a fair proportion of network programming was furnished by outside producers, this will diminish. We think that the networks will control much more strictly the programming which they feed. More and more of the programming day will be filled by local stations. There will be more local public service shows, pre-

pared by the stations themselves and or station groups."

This trend, as O'Grady sees it, was impelled in part by the Washington climate, but to a greater extent by the general feeling among station management that tv outlets should program more features in the community interest. O'Grady said current studies on network options might give credence to this opinion.

O'Grady stated that the increasing propensity of networks to sell individual spots will affect the station income and unless new advertisers are attracted to tv by the networks national spot revenue of station will be hurt and profit margin greatly diminished.

"The only factor that may stop this trend is the fact that the overall programming trend will take time away from the wehs," he asserted. "This would enable stations to get more income from local, regional and national spot sources."

John H. White, national tv sales manager of H-R Television, Inc., agreed with White and others that the network evening hours will definitely be carrying more spot business in the future. Commercially, this selling participations would mean that the 40-second commercial may be a short-lived innovation. "There is no question that soon a minute must be opened up on the break in order to maintain a station's national spot revenue," White maintained. "Undoubtedly since the wehs are in the spot business, before long the affiliates will require them to relinquish a minimum of one 1-minute commercial per half hour on a regular basis for national spot sales, without the prohibitive co-op fee and the other restrictions there heretofore have hampered the sale of co-op minutes."

Barring totally unforeseen conditions (and eliminating the advent of pay-tv from consideration), it appears to Leslie L. Dunier, vice president in charge of radio-tv, Mogul Williams & Saylor, that web tv will continue to be a high-potency medium for any advertiser who finds it affordable within the framework of his overall marketing plan.

"If the seemingly new network buying concepts are changing the general picture of the medium as we've known it for 13 years, it's merely another indication that network tv is



NO!

“TRIPLE SPOTTING ON KVOO-TV”

Many agencies and advertisers have been concerned about over-commercialization as a result of the 42-second breaks this fall.

The management of KVOO-TV has reaffirmed its policy which has been in effect for the past five years: there will be no triple spotting . . . no over-commercialization . . . on Tulsa's Channel 2.

“Our policy on the above remains absolutely inflexible. **WE WON'T DO IT!**”

The result? You buy with confidence when you buy KVOO-TV in Tulsa.

KVOO-TV

Represented by



The Original Station Representative

Pick a Proven Winner!

EFFECTIVE!

OUR STATION CALL LETTERS WITH A MINIATURE MIKE OR TV CAMERA

Sculptured in striking 3 Dimensions

on this Superb 'Mike' Pen

LASTING!

*Winning
Raves
Coast
to
Coast!*

"... excellent promotional pieces..." —KXLY Spokane, Wash.

"... our clients and listeners have been delighted with them..." —WRDW Augusta, Ga.

"... the hottest promotion item the station has ever had..." —KWAM Memphis, Tenn.

"... the finest quality I have ever seen..." —KTCS Fort Smith, Ark.

"... I think you have another winner... Everyone comments on them and the quality of your pens is outstanding..." —WGR Buffalo, N. Y.

"... We were delighted with the MIKE PENS..." —WNOO Chattanooga, Tenn.

"... Very impressed with their appearance and quality..." —KCLN Clinton, Iowa

"... A fine value and excellent promotion piece..." —KGCX Sidney, Mont.

"... very attractive and very effective..." —WJTN Jamestown, N. Y.

"... a terrific idea..." —KENE Toppenish, Wash.

AND DOZENS MORE LIKE THESE IN OUR FILES

NEW!

These handsome pens will win many friends everywhere for your station: Your call letters are handsomely sculptured in 3 Dimensions above the miniature mike and permanently mounted on these fine pens. On the TV pens your channel number also will appear below the miniature camera.

Each pen is masterfully hand-finished by skilled jewelry craftsmen to provide an impressive conversation piece. These superb pens—in gold or silver finish—are comparable to the finest made. They are mechanically foolproof and fully guaranteed.

SPECIAL SAMPLE OFFER

*6 Sculptured
3-D 'Mike' Pens*

Mike or Camera Design - \$15

No charge for models or dies on this special offer.

Prompt 2-week Delivery

*Cut out and
Mail today!*

RECIPROCAL TRADE

Considered

WIRE, PHONE, OR WRITE FOR DETAILS

H. ENTERPRISES, 136 West 22nd Street, New York 11, N. Y. Oregon 5-4706

H. ENTERPRISES, LTD. 136 West 22nd Street • New York 11, New York

I am interested in Reciprocal Trade. Please send full details and price list at no obligation.

Station:

Signed:

Title:

Address:

City: Zone:

State:

Kindly ship 6 Pens on Your Special Sample Offer

Mike Design

Check herewith; ship prepaid

Camera Design

Bill my station

Call letters: Channel No.:

rapidly reaching full maturity by virtue of its greater flexibility and adaptability," Dunier said.

Dunier observed that in spite of the burgeoning of spot carriers (a not-so-new concept that is likely to gain even greater acceptance in the months to come) there will always be a place for the advertiser who needs and can afford full or co-sponsorship. "Yet, it cannot be denied that participating programs permit greater net unduplicated exposure, and, moreover, accommodate a multi-product advertiser requiring maximum flexibility on a minimum (for tv) budget," Dunier declared.

According to Dunier, the other side of the picture tube presents an equally convincing argument. "Whether we talk of a continuing series or one-shot specials, the benefits accruing to a program sponsor or co-sponsor are indisputable."

The future of network tv hinges on its ability to keep pace with the shifting economic tides, Dunier insisted, and anything that allows for greater flexibility, and hence greater participation by more advertisers, will meet that objective.

Crystal-balling at his workbench at

the Gardner Advertising Agency, Roland Martini, executive director of radio-television, said everyone was trying to build that impossible bridge—the bridge that joins high quality with mass entertainment. "I'm not sanguine about that attempt," Martini declared. "There'll be good spans, but the bridge will never be completed. This dream is caviar to the general."


Martini told SPONSOR he entertains the hope of a three-way partnership: network, agency, producer. He described it as a partnership based on mutuality of purpose for the total good of the industry. "It seems to me that during the last three years there has been a growing tendency to restrict this relationship," he said. "Sometimes, unless you're a Jack-Be-Quick, information is hard to come by, and the webs treat new programming as topsecret. This makes it most difficult to plan a campaign or a buy; it is frustrating to agency, sponsor and to network salesman. The salesmen have no idea of new product 90% of the time, and their service value is reduced to peddling open minutes and assorted sustaining dogs. The often quoted argument that a

show that is 'peddled' at large loss its impact is to me poppycock. That's like saying that Leonardo da Vinci's Mona Lisa has lost its value because millions of people have seen it. As far as I'm concerned, television, in spite of all its faults, its paranoiac affair with violence, sex, westerns, is still a fairly healthy medium that assembles a lot of people in the most fantastic free forum the world has ever known. That it suffers from greed and stupidity at times is unfortunate, but only because man is imperfect."

In turning prophet, John Ennis, vice president and media director of Fletcher Richards, Calkins & Holden observed that today the marketing of consumer goods is in a strong current of corporate diversification. The consumer, he said, is being overwhelmed with many new products of which only a few will ever acquire a warm personal identity.

"If it is generally believed, as we do, that one important trend in advertising over the next decade will find more and more corporations publicly assuming responsibility for the quality of all their brand names, network tv faces an increasing opportunity to capitalize on year-'round sponsorship of consistent tv plans by multi-product manufacturers," Ennis declared. Edward P. Shurick, executive vice president of Blair-TV and dedicated student of broadcasting's ills, was concerned with the ultimate nature of programming, network finances and, finally, the fate of spot carriers.

Shurick said to SPONSOR: "Among many significant things that could contribute to the destiny of television networks are (1) greater and greater Washington influence like an iceberg to place responsibilities of significant programming, for international as well as domestic consumption, above those of escape entertainment . . . while audience ratings may suffer, impact of the medium will be enhanced."

Shurick's second point was that there was need of a complete overhauling in the financial structure of the networks to correct their declining net profit position and to head off a growing crisis of finances, (not quality or importance of service) with their families of affiliated stations. He said selling network programs on a spot participation basis was a matter of expediency. 



NO, THIS IS "KNOE-LAND"

(embracing industrial, progressive North Louisiana, South Arkansas, West Mississippi)

JUST LOOK AT THIS MARKET DATA

Population	1,520,100	Drug Sales	\$ 40,355,000
Households	423,600	Automotive Sales	\$ 299,539,000
Consumer Spendable Income		General Merchandise	\$ 148,789,000
	\$1,761,169,000	Total Retail Sales	\$1,286,255,000
Food Sales	\$ 300,486,000		

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV

Channel 8
Monroe, Louisiana

The only commercial TV station licensed to

CBS • ABC

A James A. Noe Station

Represented by

H-R Television, Inc.

Photo: Westinghouse Electric Corporation, Lighting Division Plant, Vicksburg, Mississippi, producers of fluorescent and incandescent lighting equipment for commerce and industry.

AN OPEN LETTER TO THE INDUSTRY

In the past year, to the best of our knowledge, only one single has hit a million: Elvis Presley's "Are You Lonesome Tonight?" Actually, there have been several No. 1 singles in the past few months that have not even hit half-a-million sales! We're all concerned about the badly sagging sales of singles. Everyone realizes our industry needs singles sales. They're vital to our business.

What can we do about it?

Warner Bros. Records this week introduces to all members of the industry a revolutionary new concept in singles. We call it the:



What "PLUS 2" means is this. Customers get not only the usual two new songs per single, but also the two "Oldies" (past hits of the artists) — all for the same price as an ordinary single. One single with 4 songs for the price of 2.

Everyone gets more from this:

CONSUMER: *Gets two more songs for the same price. And when the consumer catches on to the value, and sales go up... and up... and then...*

DEALERS: *Get more sales at today's normal discount structure...*

RADIO: *Gets more readily-available material for varied air play...*

DISTRIBUTORS: *Get more sales at today's normal discount structure...*

JUKE BOXES: *Get more plays...*

MUSIC PUBLISHERS AND COMPOSERS: *Get more royalties, plus more hits turned into standards...*

ONE STOPS: *Get more sales at today's normal discount structure...*

RACK JOBBERS: *Get more sales at today's normal discount structure...*

AFM AND MUSICIANS: *Get more contributions to the Trust Fund, plus more potential employment...*

AFTRA AND SINGERS: *Get more contributions to the Welfare and Pension Fund, plus more potential employment...*

RECORDING ARTISTS: *Get more royalties, plus more exposure of their hits, plus more stature built through standardizing their Oldies...*

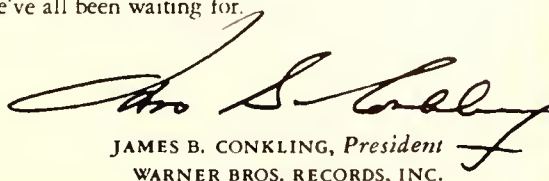
RECORD COMPANIES: *Get more sales...*

Warner Bros. Records is behind the "PLUS 2" concept 100% ... with ads, promotion, merchandising aids. We're in for the long-term push. We invite... we urge other manufacturers (many of whom can benefit more than us because of their greater store of "Oldies") to join in this project to reactivate and stimulate the singles business.

There is a future to the singles business.

Everyone will benefit.

The "PLUS 2" SINGLE may well be the revolution we've all been waiting for.



JAMES B. CONKLING, *President*
WARNER BROS. RECORDS, INC.

RADIO CORRALS

(Continued from page 30)

standing service to boatmen and for promoting safety and good fellowship.

The marina awards were just one of many special promotions developed to tie-in with the Bonadette radio announcements and carried considerable weight in spotlighting the product. Other promotions included the Bonadettes sweepstakes, a contest with 186 prizes.

The stations involved in the promotion also backed up the program with merchandising efforts of their own which included giant sized mailing cards—featuring Bonadettes and program schedules.

"The stations," says Halpern, "should get an accolade for the fine merchandising job." He says although merchandising was not a condition of the station buys, the stations came through "magnificently" on their own.

An item which played a major role in the entire campaign was the distribution of a complete and thorough-going boating safety manual entitled *The 1961 Bonadettes Manual for Safe, Happy Family Boating*, produced and written by the Council for Safe Family Boating.

The booklet, the brain child of Ted Gotthelf, president of the agency, a long-time devotee of the boating sports, and accomplished mariner, was distributed to listeners by request and also made available at the marinas.

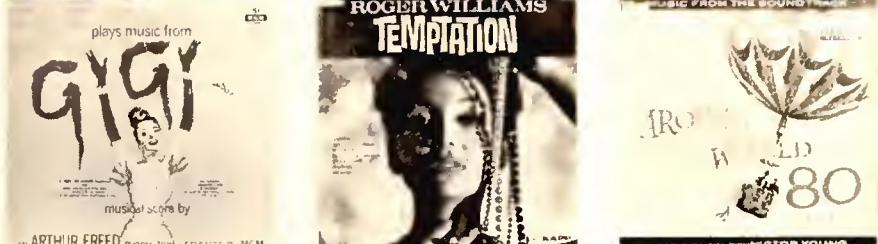
The pamphlet which contained among its host of helpful boating information a list of the selected marinas, entry blanks for the Bonadettes Boatman's sweepstakes, spotlighted also the stations on which the Bonadette message could be heard.

As evidence of the widespread appeal of the Bonadettes campaign, calls for the booklet resulted in the distribution of some 150,000 copies during the June through August boating season.

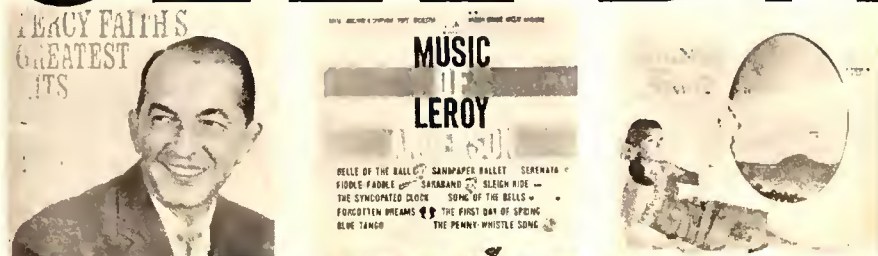
The Bonadettes message received additional exposure through the U. S. Power Squadrons and the Coast Guard Auxiliary. Both organizations mailed the Bonadettes manual as a strong aid in safe boating and requested bulk quantities of the booklet for distribution.



MUSIC TO



SELL BY!



WDOK 1260 AM 102.1 FM



CLEVELAND'S NO. 1 INFLUENCE

WDOK, 1515 Euclid Ave., Cleveland 15, Ohio

MAin 1-2890 • TWX: CV 158

Fred Wolf—President & General Manager

National Rep.: H-R Representatives, Inc.

PLaza 9-6800

SPONSOR WEEK WRAP-UP

GOLDEN JUBILEE celebration for naval aviation was held at Ryan Air Force base, Louisiana, pictured here. The show called Sky-O-Rama was sponsored by WBRZ-TV, Baton Rouge, for the third year in cooperation with the Defense Department. It was second largest air show in South



PATRIOTISM COMMENDED. Accepting a copy of the Oklahoma State Senate resolution commending WKY Radio and Television for their 'Truth Broadcast' program and sponsoring 'Fly the Flag Week,' is Norman P. Bagwell, v.p. and general manager of the Oklahoma City station. L-r are Lt. Gov. George Nigh, Senator Robert Bailey, author of the resolution, Norman P. Bagwell, Jim Terrell, asst. mgr. WKY-TV, and Lee Allan Smith, asst. mgr. WKY-Radio

Advertisers

Campaigns:

- Mazola Corn Oil and Go Medal Flour will join in a promotion using a recipe for making pastries as the theme. It includes spots on tv in major markets starting this fall.

- Strohmeyer & Arpe, special food processors, has scheduled a campaign for the metropolitan New York area starting 18 September. It will use 300 filmed tv spots over twenty week period.

- Mark C. Bloom, tire dealer Los Angeles, has signed with KML in that city to sponsor one hour multiplex stereo on Sundays from 3 to 4 p.m.

- Daniel Mordecai Company, New England food broker, has signed with WORL, Boston, for a one hour program, 11 a.m. to noon, Monday through Saturday for 52 weeks.

- The Borden Foods Company and Reynolds Wrap Aluminum Foil, teaming up to promote a new recipe, instant whipped potatoes packaged in mesan-O, will utilize network tv in

ANOTHER ANNIVERSARY is celebrated by station WWRL—their 35th. Mayor Robert F. Wagner (r) presented a certificate of merit to William H. Reuman, owner and founder at City Hall party for N. Y. station.



joint campaign during September and October. It will go into commercials on the Dick Powell Drama Series on NBC TV.

• **The Adams Corp.**, Snack Foods Firm, is expanding its fall and winter advertising to double the market coverage. In addition to continuing participation on NBC's *Today* and *Jack Paar* shows, the firm is scheduled spots on Dick Clark's *American Bandstand* and *The Magic Anch*, both at ABC and in full color.

PEOPLE ON THE MOVE: Henry Wudlick to advertising manager for the central, western and eastern divisions and **Raymond Hegre** to advertising manager for the Chicago division, both at Red Owl Stores, Minneapolis . . . **William A. Driscoll, Jr.**, to v.p. in charge of marketing, consumer products, at B. F. Goodrich . . . **Robert L. Kress** to product marketing manager for special products at Campbell Soup . . . **Josephine Young Case** has been elected a director at RCA to succeed Mrs. Douglas Horton . . . **Jack M.**

Strauss has terminated his twelve year association with the Kaynar Company and has also resigned Kaynar accounts from his advertising company, J. M. Strauss . . . **Allison B. Hart** has been made v.p. and general manager of Helene Curtis International S. A.

Acquisition: Colgate-Palmolive has acquired **Reefer-Galler, Inc.**, maker of moth control products, for a cash sum slightly less than \$1.5 million.

Agencies

Agency appointments: Better Vision Institute retains **Kohler** for professional and trade communications . . . **Harvell-Kilgore Corp.**, Bolivar, Tenn., manufacturer of specialty toys and a new line of houseware products, to **Frank B. Sawdon, Inc., L.A.**, (spot radio and tv will be involved) . . . **William Freihofer Baking Company**, Philadelphia, to **Wernan & Schorr** . . . **RMS Interiors**, Hill-Shaw Co., and **Charles Schwartz & Co.**, all

to **Bozell & Jacobs, Inc.**, Chicago . . . **Lane Foods**, Denver, to **Pleskach & Smith**, Omaha . . . **Liggett & Myers** for all of its cigarette brands and other tobacco products to **JWT** (involves the addition of L&M Filter \$8-9 million) . . . **Butter-nut Coffee** to consolidate all advertising with **Tatham-Laird**, Chicago . . . **Victor Hosiery** to **Yardis** . . . **Winrock Shopping Center**, Louisiana, to **International Advertising Corp.** . . . **Electro-Science Investors** to **Jack Wyatt Company**, Dallas . . . **Moscattello Beauty Products** to **SIMA, La.**

New name: David Cummins & Associates, New Brunswick, N. J., agency will henceforth be known as **Cummins, Macfail & Nutry, Inc.**

Expansion: Co-Ordinated Marketing, Inc., has affiliated with **Bergenholtz & Arnesen** in Copenhagen and **Centrum Fur Absatzforderung** in Zurich. This gives the New York based agency two European outlets.

(Please turn to page 61)



'S COUNTERFEIT. Having played on a 'gambling deck' during a moonlit sail where they won all this fake loot are Eleanor (1) Y&R, Rachael Newman DCSS, and Survey Glascock of WIP, the Philadelphia radio station which tossed this romantic cruise



MUU MUU GOWNS GAIN in popularity during the second anniversary of the day Hawaii was named the 50th state. Tribute was made on 'Gateway' show, KOMO TV, Seattle, by host Preston Price and beautiful station employees wearing Muu Musus



FAR-EASTLAND party, given to celebrate the fourth birthday of Eastland Shopping Center, was held at the permanent installation of WWJ, Detroit, in the Center. Tea and oriental food was served. Diane Krivens lent an exotic, oriental flavor to the fete



SPECIAL PULSE QUALITATIVE STUDY OF **SAN DIEGO RADIO**, SHOWS.....

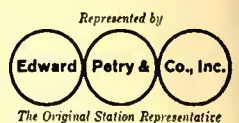
- 1** KFMB reaches more different adults daily than any other station.
- 2** KFMB's audience listens more attentively, has more travel cards, credit cards and charge accounts.
- 3** KFMB is the adults' first choice for news and for fuller details of bulletins and flashes.
- 4** KFMB would be chosen if San Diego adults could have only one station.
- 5** KFMB reaches both men and women equally, all income groups, all educational levels.

Ask your Petry man for the full brochure which shows why this great station moves more merchandise.

KFMB RADIO **SAN DIEGO**



WROC-FM, WROC-TV, Rochester, N.Y. • KERO-TV, Bakersfield, Calif.
WGR-FM, WGR-AM, WGR-TV, Buffalo, N.Y. • KFMB-AM, KFMB-FM,
KFMB-TV, San Diego, Calif. • WNEP-TV, Scranton-Wilkes-Barre, Penn.
WDAF-TV, WDAF-AM, Kansas City, Mo.



TRANSCONTINENT TELEVISION CORP. • 380 MADISON AVE., N.Y. 17

WASHINGTON WEEK

11 SEPTEMBER 1961

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The FCC is back from its August vacation: it will now have the task of following through on the whirlwind actions it set in motion back in July.

Progress will, of course, be slower on resolution of the various rulemaking proceedings than it was in setting them for action. In all cases, the Commission must wait for deadline dates for filing of arguments. Then there will be oral arguments, and delays for final decisions, plus court appeals in some cases.

Nevertheless, the months between now and the time the Commission again takes a vacation in August, 1962, will be eventful.

Network option time, programing forms and station logs, plugola rules, question of whether to "break down" roughly half of the radio clear channels, new allocations and ground rules for fm radio stations. These are all in the FCC mill. Policy with respect to cancellation of station licenses for various reasons, and court rulings on whether the FCC has abused its power in this connection, are **all due to be advanced considerably in the months to come.**

There will be nothing as dramatic as last July, when new rulemaking orders seemed to be flowing out of the FCC every day. It is now a question of waiting for the various deadlines to be reached: deadlines for filing original arguments, reply arguments, hearing oral arguments, etc. But in total, the tides set in motion during July will **transform the regulation of broadcasting.**

Causing probably as much controversy as any of these other matters has been the late-July proposal to drop in new VHF TV stations in eight large markets which currently have fewer than three VHF's.

Plus the proposal to take single operating VHF's out of eight other markets, so they will be all-UHF.

Congressmen representing each of the markets which would lose VHF TV have been bitter. They have accused the FCC of **going off in too many directions at once with respect to UHF.** The FCC, they said, first agreed to do nothing until the New York City experiment could measure UHF possibilities, and now proposes to act before the experiment has even started.

Educational tv people have actually taken the FCC to court because the VHF drop-ins are all to be commercial, rather than educational. The theory behind this FCC action was to give viewers in as many markets as possible a **choice between the offerings of the three networks.**

The FCC also must continue to deal with Congress, even though the long-drawn-out session will end shortly, and in the meantime will be little concerned with broadcasting.

Already set are Senate Commerce Committee hearings on the FCC request for power to regulate networks. Also a **House Small Business Subcommittee hearing calculated solely to embarrass the networks,** but which may find the commissioners called to testify. This is aimed, ostensibly, at discovering whether network policies handicap small businessmen. Actually it arises because, according to some observers, Rep. Dale Alford (D., Ark.) is **miffed because of web handling of segregation.**

The Alford hearings are apt to be more noise than substance, and will be much more inconvenience to network officials than to the FCC. The Small Business Committee, in any case, is investigative and **can't report out legislation.** The Senate hearings will be tougher for all concerned.

(Please turn to page 59)

FILM-SCOPE

11 SEPTEMBER 1961

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Hartz Mountain will supplement its network schedule heavily with syndication for the first time in ten top markets.

Four programs are involved: Ripcord, Everglades, Trouble-Shooters, and Adventure a Scott Island—two of them first-runs.

Stations in the ten big markets are these: WPIX, New York; WGN-TV and WBKB, both Chicago; KTLA, Los Angeles; KRON-TV, San Francisco; CKLW-TV, Detroit; WHDH-TV Boston; WEWS, Cleveland; WRCV-TV, Philadelphia; KDKA-TV, Pittsburgh, and WCTN-TV Minneapolis.

Most markets will have **just one show but some will have more.** Sale was announced by Al Goustin, general manager of Ziv-UA's special plans division.

Storer Programs' second acquisition is Men of Destiny, a biographical series on outstanding men of our times.

Storer gets complete ownership and distribution rights from producer Pathe News and Windsor Productions of New York. Series has never been seen on television.

Distribution plan is flexible: **stations can buy either individual shows or the entire library.** New production will be added as needed.

Storer's other show, previously acquired, is Divorce Court.

NTA reports that Play of the Week has been earning a good number of outstanding seasonal rating shares averages in late evening slots.

One explanation is that late at night it attracts a higher-income audience, which forms the largest single group viewing post-11 p.m. programming. (Last year Nielsen reported that after 11 p.m. 60% of the tv audience consisted of over-\$5,000 families and 31% of over \$8,000 families.)

Here are Play of the Week's ARB season average shares for October 1960 to June 1961 including two averages where the time period was switched:

MARKET	DAY & TIME	SHARE
Boston	Fri., 11:15 p. m.	37.7%
Atlanta	Sat., 10:30 p.m.	32.8%
Atlanta	Sun., 11:15 p.m.	47.9%
Little Rock	Sun., 10:15 p.m.	47.9%
Columbus, O.	Sat., 11 p.m.	38.5%
Columbus, O.	Sun., 10:30 p.m.	44.0%
Houston	Sun., 10 p.m.	36.6%
Hawaii	Sun., 10:30 p.m.	50.0%
Scranton-Wilkes-Barre	Sun., 11:30 p.m.	35.9%
Hartford-New Haven	Thur., 10:15 p.m.	35.4%
Hartford-New Haven	Sat., 11:15 p.m.	33.3%
Spokane	Sat., 11 p.m.	39.7%
Greensboro-Winston-Salem	Fri., 11:15 p.m.	53.0%

Another area where Play of the Week has done well is Sunday afternoon: for example, Philadelphia, 3 p.m., 37%; Tampa, 4 p.m., 45.5%, and Amarillo, 2:30 p.m., 40.6%.

Contrary to all expectations, MCA's full-hour off-network re-runs are being scheduled throughout the evening—not just late at night.

The shows, already sold in 70 markets, are: Suspicion, Overland Trail, Cimmaron City, and Riverboat.

Here are 15 time periods in which they have already started:

TIME	MARKET AND DAY
6:30 p.m.	Cincinnati (Sat.), Portland, Ore. (Wed.)
7:30 p.m.	Dayton (Thurs.), Atlanta (Thurs.), Cincinnati (Wed. & Thurs.)
8:00 p.m.	Los Angeles (Thurs.), Mobile (Thurs.)
8:30 p.m.	Los Angeles (Fri.)
9:00 p.m.	New York (Mon.), Columbus, O. (Thurs.)
10:30 p.m.	Green Bay (Sat.), Minn.-St. Paul (Fri.)
10:45 p.m.	Milwaukee (Tues. & Thurs.)

In what's probably the largest Latin American tv feature film deal to date, Television Industries, Inc. has sold the entire RKO film library it owns to a group called Fall River Investment S.A.

It is headed by George Caputo, who acquires tv and theatrical rights in Central and S. A. The library includes almost all the film made or handled by RKO up to 1955, about 700 features, including some 83 post-1948's.

Back in 1955 TI acquired the RKO library for \$14 million.

WASHINGTON WEEK

(Continued from page 57)

Television is practically an innocent party with respect to bills to legalize the CBS contract with the National Football League.

As Congress came back from its own Labor Day recess, it appeared that time would be too short to pass a bill. Rep. Emanuel Celler (D., N.Y.) and several members of the Senate seemed to be determined to push a bill through.

It appeared, however, that tv might gain less than it stands to lose.

Bills to legalize concerted action by leagues to bar tv have always failed in the past. This has been due to disagreement on the general question as to how much immunity sports enterprises should have from antitrust laws, rather than on the tv question.

It is now entirely possible that limitations on tv can sneak through on the back of a purely tv bill, divorced from broader antitrust questions. And this opportunity is presented by the effort to permit league-wide bargaining over tv rights.

President Kennedy has sought to revive interest in a bill to give the Federal Trade Commission cease-and-desist powers.

The measure had foundered on objections that the powers would be too sweeping.

Although hearings made no mention of advertising, the effect would be to permit the FTC to yank commercials off the air and ads out of print in short order. Requirements would be a "prima facie" case against the advertising. In such cases, advertisers could be ordered to cease-and-desist pending final proof or failure of proof. At present FTC must go through its entire process and then wait for the outcome of appeals to the courts, sometimes a matter of years, before offending advertising can be stopped.

Advertisers are against the bill, but didn't even have a chance to testify before hearings were adjourned, perhaps for the rest of this year. Opponents of the measure were too numerous within the House Commerce Committee, which was considering it.

There is no evidence that the Kennedy plea for the measure has in any way strengthened its chances for early passage.

SPONSOR HEARS

11 SEPTEMBER 1961

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There seems to be a growing difference of opinion among timebuyers in heavy spot agencies on the effect that the spread of self-repping station groups has had on their workload from the viewpoint of having to see so many more salesmen.

The buyers who hold that this does pose a problem say that the increase of salesmen becomes particularly tough when the pressure of buying is on. It prevents them from giving the time they'd like to give to competitive presentations.

Another faction of timebuyers view the group spinoff as a healthy one for them.

Added salesmen competition tends, they point out, to: (1) promote more thorough service, since they're working with shorter lists; (2) provide a better elucidation of station policies and ratecard complexities and (3) encourage a greater concentration of in-depth market information.

The Federal Trade Commission's clampdown on push money for clerks trafficking in electric shavers will make it mandatory for a couple brands to revamp their advertising and promotion strategy and outlays.

Retailers aren't unhappy about the turn of events, because, unlike a co-op arrangement, they didn't benefit from this manufacturer largess.

What some oldline admen think would make an exciting theme for a series of debates: has the invasion of advertising by self-labeled scientists advanced or hindered the craft?

You'll find a lot of veterans who are convinced that the surething boys have put a crimp in the creativeness and color of the business; that by seeking to take the trial and error and speculativeness out of advertising they have ended up in discouraging the development of the personality, the maverick and the pioneer.

In other words, the dominance of the IBM and the keeper of the books has made it difficult for the nurturing of the breed as, for instance, the late J. Sterling Getchel and the Phil Lennens, Ben Duffys and Leo Burnetts.

P&G is riding high at the moment with its bake mixes (Duncan Hines) and its dentifrices (Crest, Gleem), but it's limping along in other product areas.

Items like Jiff Peanut Spread and Charman paper. Big Top Peanut Butter is another.

A likely reason why more public utility groups aren't to be found on the tv networks: Most of these groups like to make a pother over taxation and other Government restraints and the networks don't like to find themselves in the position of taking money for the fostering of a gripe by a single-interest group.

Some reps believe that CBS TV would have done its affiliates a good turn by omitting the second part of Alvin and the Chipmunks from the title.

Their reason: agency buyers with adult products have taken the position that a show with this sort of description will have a predominantly kid audience and it would be prudent to stay away from either side of the program until an audience composition becomes available.

WRAP-UP

(Continued from page 55)

Happy birthday: Henderson Advertising, Greenville, S. C., celebrated its 15th anniversary with a huge cake baked in the form of an H and presented by the employees.

PEOPLE ON THE MOVE: James D. Daly, Jr., to the marketing research department in charge of media research at Lambert & Feasley from advertising manager of Saab Motors . . . **Everette S. Clowes** to plans and marketing department of N. W. Ayer & Son . . . **Robert J. Bamberger** to director of client relations at Alan M. Shapiro Advertising, Philadelphia . . . **Joseph G. Reda** to advertising and sales promotion manager for Tintex-Norex Laboratories . . . **Richard F. Casey** to senior v.p. at B&B . . . **Joseph Murphy** to v.p. at Pape, Brahm & Edwards from merchandising director at WNBC . . . **Robert Hardy** to account executive at Knox-Reeves . . . **George Mihaly** to account executive at Schwerin Research Corp. . . . **Dunlap Clark** to media director of The Jack Wyatt Company, Dallas . . . **John E. Sutton** to account executive at BBDO from Grant . . . **Keith Holden** to assistant director of the radio and tv department at W. E. Long Advertising, Chicago . . . **Samm S. Baker** elected a v.p. of Donahue & Coe . . . **Robert M. O'Brien** to DCS&S as a field account supervisor on the Jackson Brewing account . . . **George N. Beecher** to FC&B as v.p. and account supervisor on the Perkins-S.O.S. account.

New v.p.'s: **Jane M. Sarin**, account executive at Edridge, Inc., Trenton, N. J., has been made a v.p. . . . **Charles E. F. Millard** has been named a v.p. at B&B.

Kudos: **Harry W. Chesley, Jr.**, president of D'Arcy, won a warranty deed to a 50-acre ranch near Brasilia, the new capital of Brazil. His estimate of 435,000 was the closest to the exact figure in KXLW's contest as to the Negro population in the greater St. Louis area.

Associations

The Radio and Television Executives Society has announced a complete overhaul of its annual

Time Buying and Selling Seminar.

Luncheons and guest speakers have been replaced by a comprehensive, eight-week course in the ins and outs of the broadcasting business.

It will be taught by industry executives—and all sessions will be conducted in straight classroom style.

The Kentucky Broadcasters Association will hold their annual fall meeting at the Phoenix Hotel in Lexington.

The meeting, scheduled for 17, 18 and 19 October, will be addressed by FCC Commissioner Frederick W. Ford.

The Michigan Association of Broadcasters will consider imminent and crucial changes in the broadcast industry at their 13-16 September annual meeting.

SPONSOR's executive editor, John E. McMillin, will be among the prominent speakers at the two luncheons.

ABC-TV Affiliates Association has named **Thomas P. Chisman**, WVEC-TV, Norfolk, Va., and **Norman Louvau**, KCPX-TV, Salt Lake City, to the board of governors.

They will fill vacancies created by the resignations of John T. Gelder, WCHS-TV, Charleston, W. Va., and Joseph J. Bernard, KTVI-TV, St. Louis, who are leaving their respective stations.

Tv Stations

Ideas at work:

• **WJBK-TV**, Detroit, got a live, completely tamed leopard for B'Wana Don Hunt, star of the station's early morning kiddie show—but the pet was so friendly they had to sell him to the zoo.

• **WFBM-TV**, Indianapolis, is presenting a series of taped commercials on the why of tv advertising in general and how the station is using advertising for its sponsors.

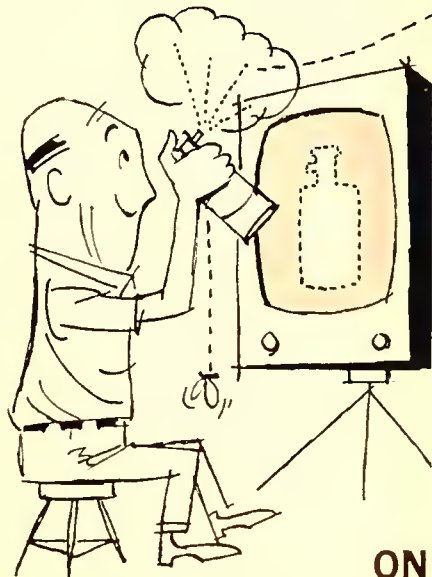
• **KDKA-TV**, Pittsburgh, celebrated its fifth annual visit to one of the nation's largest amusement parks along with 40,000 sympathetic adults and children. The stations' programs received staunch support as thousands of youngsters entered every competing event designed to billboard re-

IN
PORTLAND
OREGON

they eye it



and Buy it



ON

KOIN-TV

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 33 county area, with highest ratings (see latest Nielsen).

© Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

spective shows and personalities.

PEOPLE ON THE MOVE: Lawrence Slon to general sales manager in addition to his duties as assistant station manager, and M. Larry Blinn to local sales manager, both at WXEX-TV, Richmond, Va. . . . Ralph Beckert to sales staffer at WTTG, Washington, D. C. . . . Albert Krivin to v.p. and general manager of KMBC-TV, Kansas City . . . Gene H. Linn to director of farm programs for KCBD-TV, Lubbock, Texas . . . Kent J. Fredericks to national sales manager of WXYZ-TV, Detroit, from sales staffer of the same station . . . William D. Stiles to news and public affairs director of KFMB, KFMB-TV, San Diego, and KERO-TV, Bakersfield.

Kudos: John F. Dille, Jr., president of WSJV-TV, South Bend, Ind., has been appointed to the Indiana Toll Road Commission . . . KTUL-TV, Tulsa, v.p. and general manager Bill Swanson was presented a plaque for "outstanding sports programing" by the National Foundation.

Radio Stations

The formation of a radio sales organization, the Silver Dollar Network, made up of a Montana radio station group, has been announced by Joseph Sample, president of KOOK, Billings.

The six stations serving the Montana metropolitan areas include: KOOK, Billings; KBMN, Bozeman; KGLF, Butte; KFBB, Great Falls; KCAP, Helena; KGVO, Missoula.

PEOPLE ON THE MOVE: David W. Balfour to account executive at WWRI, West Warwick, R. I. . . . Don Waterman to account execu-

tive at WINS, New York, from WNBC . . . Donald L. Green to sales manager for WOC, Davenport . . . Rosemary Breuer to business manager at WSAI, Cincinnati . . . Leonard A. Schindler has resigned his post as general manager of WOKY, Milwaukee . . . Jim Staggs to program director, WOKY, Milwaukee from KYA, San Francisco . . . Robert Gordon to assistant general manager of WCOP stations in Cincinnati . . . Riek Sklar has resigned as program director of WINS, New York.

Happy anniversary: KRAK, Sacramento, is celebrating its first birthday and will give a special prize to the listener sending in the most original birthday greeting.

Kudos: Eldon Campbell, v.p. and general manager of WFBM stations, Indianapolis, has been appointed to membership on the President's Advisory Board of the Hoosier Capitol Girl Scout Council for a three-year term . . . William H. Reuman, owner and founder of WWRL, New York, was presented a certificate of merit at City Hall by Mayor Wagner. The ceremony honored the 35th anniversary of the station.

Merger: Bartell Broadcasting, Macfadden Publications, and Process Lithographers will enter a three-way merger. The new corporation will contain the name Macfadden Publications and the broadcasting division will be operated without a change of management.

Sport sales: Venter Packing Company will sponsor the Syracuse University football games on the Northeast radio network. To date, some 30 radio stations have joined this year's network.

Ideas at work:

• WJAG, Norfolk, Neb., will sponsor a bus to the Nebraska State Fair for the 11th year. It's the most popular way to get to the fair.

Networks

CBS' new system of communication between the network and its affiliated radio stations has become a working reality as of 1 September.

CBS Radio NetALERT became operational after two years of research, development and production.

Although it is designed for more efficient peacetime service to listeners, its capacity for establishing emergency network communications has aroused interest among civil defense agencies.

Pulse has created a "Marketing Survey of Network Television Programs" designed to give advertisers the answer to the question how many viewers actually use the product.

The survey, entitled Pulse Tv Audience Profiles #4, answers 55 qualitative questions for every network tv program.

Each question is answered in two dimensions: the absolute number of viewers hearing the characteristic of the product and the concentration of such viewers among all of a program's viewers.

The concept of cost-per-thousand viewers may thus be extended to cost-per-thousand pertinent viewers.

New affiliates: Two more stations in the Knorr group in Michigan, WKMF, Flint, and WKHM, Jackson-Lansing, have become affiliated with MBS.

Tv sales: ABC TV's *Magic Ranch* has sold to two more divisions of Beatrice Foods. They are the Adams Corp. and Clark candy . . . NBC TV has sold sponsorship in the *Bulwinkle Show* to the Ideal Toy Corp. and in *International Showtime* to Derby Foods.

Representatives

The new National Sales division of RKO General has announced the appointment of four new

Q.

What advantage is there in BONDED's four-city service?

A.

Orders can be placed in any office and coordinated for most efficient handling.

**BONDED
TV FILM
SERVICE**

NEW YORK
CHICAGO
LOS ANGELES
TORONTO



A Division of
NOVO INDUSTRIAL CORP.

sales executives in its continued expansion.

Edwin C. Metcalfe and Robert L. Fox will headquarter in the L.A. office as sales executives for tv and radio respectively, while Calvin Copsey and Alfred Racco will serve in the San Francisco office in the same capacity.

Blair Tv has circulated among buyers a novel promotional piece that takes a dig at night network participation. It's in the form of a Christmas card.

The copy therein:

"Pardon our early Christmas spirit, but . . . why count on picking a 'disaster' network buy when you can purchase an orderly, well-planned, more efficient campaign NOW! With fall buying here, look at these facts on the relative cost efficiency of spot tv versus network participations."

Appended is a cost chart for several of the Blair stations.

Rep appointments: Jack Masla & Co., has been appointed national rep for WPAW, Providence, R. I.

PEOPLE ON THE MOVE: William L. Laner to manager of WNEW, Detroit, national sales office . . . Larry Reilly to tv account executive for Advertising Time Sales from timebuyer at Ted Bates . . . Roger Sheldon to midwestern radio sales manager for Adam Young . . . Ray Hamilton to New York sales staffer at TvAR as an account executive.

Correction: The merger between New England Spot Sales and the Boston office of Walker-Rawalt as mentioned in this column on 4 September is incorrect.

The merger which has taken place is only between the principles of these companies. The new set-up looks like this: The firm name continues to be New England Spot Sales, Inc., George C. Bingham is president, Charles Bell, Jr. is v.p., Jerry Marshall is treasurer.

The Walker-Rawalt firm remains intact and the new firm continues to represent the same stations as the previous firms.

Film

Gerald Productions has completed an unusual commercial for

Mercury (Kenyon & Eckhardt).

An opening commercial of Mercury's 1962 auto season, it features the last 1961 Mercury to come off the assembly line.

Elsewhere in the commercials field, this week Douglas J. Baker, production director of Van Praag, was elected a v.p. and made a member of its plans board.

ITC has finished up production of its hour-long, taped Jo Stafford specials, made in England.

Bob Hope appears in the last of the specials, just completed.

PEOPLE ON THE MOVE: John McCormick has been appointed assistant general sales manager of United Artists Associated. For the past few years he has been sales manager of the Midwest division.

A total of 19 new sales were announced for Ziv-UA's *Everglades* and *Ripcord* series.

Some of the advertisers and stations involved look like this:

For *Everglades*: Continental Baking at WRC-TV, Washington; Progresso Foods at WTVT, Tampa; Food Town at WAFB-TV, Baton Rouge; Rural Electric Association at WJBF, Augusta, Ga. The program will also hit the air this season on WROV, Philadelphia; WNAC-TV, Boston; WSCH-TV, Portland, Me.; WINK-TV, Ft. Myers, Fla.; KLIX-TV, Twin Falls; KIMA-TV, Yakima; KHSL-TV, Chico-Redding; WNEP, Scranton.

A few advertisers for *Ripcord* include: Kissling's Sauerkraut at WRCV, Philadelphia; and Seaway Foods at WEWS, Cleveland. Stations include: WBAP-TV, Dallas; KNOE-TV, Monroe; KWTX-TV, Waco; WOAY-TV, Beckley-Oak Hill, W. Va.; and KGLO-TV, Mason City.

Rights to produce the *Third Man* for tv have been acquired by the Third Man Corp., an organization formed for this specific purpose.

This was announced by Vernon Burns, president, who also will act as executive producer of the series. Associated with the Third Man Corp. are the British Broadcasting Corporation and Prestige Productions

REPLY TO QUESTION
ON PAGE 42

They sleep —
most of them.

Most of the others
listen to

Bill DeMarse on
WBBF.

(In fact, DeMarse has more listeners during the average hour from midnight till 6 A.M. than all but two of the other Rochester radio stations can claim during the average hour from 6 to 10 A.M.)

Pulse, Monroe County, Mon.-Fri., March 1961



YOU CAN'T MISS

DULUTH
GREEN BAY
EAU CLAIRE
MINNEAPOLIS
WAUSAU

with the
"BIG CHEESE" in Wisconsin
Not only ¾ million people
but 2 million cows.

WEAU-TV
EAU CLAIRE, WISCONSIN

Corp., the latter headed by Michael Rennie, who stars in the series and is also associate producer for his own company.

New quarters: Bob Banner Associates has moved to new quarters at 545 Madison Ave. in order to encompass the rapid expansion of the organization.

Public Service

KTTV, Hollywood, drew an audience of 1.2-million in L.A for its telecast of the Southern California anti-communist school.

The cumulative audience was estimated at more than two million.

This week the station preempted its prime-time programming for four consecutive nights to present complete coverage of the evening sessions of the school.

Public service in action:

- **WFBM, Indianapolis,** gave its studios over to a meeting of more than 150 state and community civic leaders for a discussion of Indiana's progress in the stepped-up Civil Defense program called for by President Kennedy.

- **KNXT, L.A.,** will air the daily progress report of a family of four who will attempt a week-long stay in a fallout shelter.

- **Mutual's *My True Story*** will air three September programs on public service themes. The first deals with the juvenile delinquency problem (13 September), the second devotes itself to the problems involved in placing children into adopted homes (21 September), and the third spotlights the fact that cancer can be permanently cured—if caught in time (29 September).

- **WSYR, radio and tv, Syracuse, N.Y.,** demonstrated that they give more than lip service to announcements about immunization against polio. The entire station staff, plus members of their families, were vaccinated against type 1 polio at a special clinic held at the station.

- **WSM-TV, and WSM, Nashville, Tenn.,** provided complete coverage of the recent uprising by prisoners at the state penitentiary in Nashville.

- **WDTM, Detroit,** has given tape copies of all 26 of the programs called *Conversations in The Arts* to Wayne

State University so that the series function of instructing and entertaining may continue in the public domain.

- **KDKA, Pittsburgh,** gave a back-to-school dinner and broadcast to urge young people in the right direction by emphasizing that the thing is the readiness of one's self.

- **Storer Broadcasting** radio stations are supporting the members of the United States Women's Swim Team, now representing this country abroad in a series of meets, by helping defray the travel costs of the girls from the areas covered by the Storer stations.

- **WSB-TV, Atlanta,** put films of Atlanta's school system integration on the air 45 minutes after the event. The citizenry saw history being made—with peace and dignity.

Kudos: ABC's six o&o's were the recipients of a special citation from the Surgeon General of the United States Public Health Service, Dr. Luther L. Terry, for the campaign conducted by these stations this summer aimed at eliminating paralytic polio by encouraging vaccination.

TIMEBUYERS

(Continued from page 33)

timebuyer." Bodle pointed out, "the final results can only be as good as the quality of study which went into preparation of the plan. It is in the area of initial planning both from a tactical and operational standpoint that the K&E timebuyer will first devote most of his time with the new account.

At Mogul, Miss Peters, and her immediate superior, vice president in charge of radio and tv Les Dunier, are present at every indoctrination meeting held with the client even prior to commencement of creative work. At these meetings, as Dunier explained, the client divulges all pertinent information about marketing problems, history of the company, etc.

Miss Peters is also present when, for the upcoming season, it was decided which Transogram items would be promoted. She must get to know the item and such factors as what age group it would appeal to, price, markets, etc., as well as the advertising sales ratio.

All conference room reports pertaining to Transogram are routed to Miss Peters, regardless of whether they pertain to her particular area. She is familiarized with everything at MW&S that pertains to the account.

When Mogul first acquired Transogram, Miss Peters spent three full weeks at the client's sales office, during which the annual toy fair was held in N. Y. At this time she met toy jobbers and retailers, giving her the opportunity to find out all the various problems and marketing information direct from Transogram's own customers. She got a line on how many retail operations Transogram had in each market, how many of these were discount. In general, she was provided with a thorough insight into Transogram's business.

The toy business people Miss Peters met also helped her out regarding her buying. They discussed the kiddie shows in their particular market and she learned about the local live personalities and how they stand from a commercial standpoint.

In summation, Miss Peters is present at all media department meetings whether or not the account is primarily air media. Also present is Ronald Friedwald, print media director, although Transogram is primarily an air media account.

Joyce also makes rounds of the account groups, conferring with vice president in charge of client services Lawrence Stapleton, for discussion of what's expected on the account, and meeting with marketing and merchandising vice president Jules Lennard, to review the marketing end. Joyce is also acquainted with all preliminary research information from research director Harold Mooney.

An interesting feature in Miss Peters' indoctrination into a new account is her presence at screenings of old films and commercials, toy shows, playbacks of radio spots. Not only did she see old Transogram films, but other toy commercials of different companies, since this is the agency's first toy account.

She is also present at copy conferences, in which new commercials are discussed.

Miss Peters also must familiarize herself with how tv sold for the client previously, decide where improvements were needed, and make her over-all recommendations.

TV SPECIALS

(Continued from page 37)

this category, 16 fell in the range between 10 and 14.9. Fourteen others were within five rating points higher or lower. Average: 13.9.

Mystery drama—All three of the shows in this group marked up ratings between 10 and 14.9. Average: 12.3.

News—Of the four programs, all were below 15 and two of them were below 10 in rating. Average: 9.2.

In comparing the ratings of specials vs. regular shows by program types, Nielsen researchers found, not unexpectedly, that it made no difference whether a show was a special or not—viewers tend to like certain kinds of shows better than others. The average ratings of (1) variety, (2) drama, and (3) informational shows ran significantly parallel.

Finally, the study went into one of the original, burning questions about specials, namely, are they affected by the shows they pre-empt? (Another burning question—are the pre-empted shows affected by specials?—was not gone into.)

To get the answer, Nielsen researchers took the 10 highest-rated specials, the 10 lowest-rated specials and the 10 median-rated specials (median-rated are those exactly in the middle—half of the 36 specials rated higher and half rated lower) and compared these 30 with the ratings of the shows they replaced during the two weeks following and preceding the special.

The result (see chart on opening page of story) indicates a clear relationship between the ratings of specials and the ratings of regular shows.

For example, the researchers found that the Bob Hope shows did better when Hope pre-empted high-rated shows.

There are undoubtedly a complex of factors affecting specials in this area. As an example, a network with a relatively routine special may be satisfied to pre-empt relatively routine programing. And, conversely, the network programers (and agencies) will go after a particularly desirable time period if they have a rocko special coming up.

Despite these other factors, the Nielsen people are satisfied that the regular programing has *some* effect on the special. ◆

49th and MADISON

(Continued from page 16)

done in this day and age. You say we kids have it easy because we're busily promoting "bright, improved, new products," while you fellows were saddled with tired old ones. Come, come, Mr. McMillin.

Comparing the competitive pressures of today to the ones you faced back then, why you gentlemen didn't know what competition is. It is no wonder that you admit in those days you had more fun, more laughs and made more money. I believe it. You probably did all that and made more money as individuals and as agencies. Perhaps we agencies are giving away a few services that we shouldn't, and that is bound to affect our P&L, but in my bare-faced naivety I am willing to bet my bottom 15% commission that dollar for dollar we are spending our client's money far more efficiently and effectively today, than was done in the 30's.

I'm not sorry Mr. McMillin, I'm proud to go home and tell my kids that I'm in the advertising business today.

Current advertising is not "impoverished and sterile" as you suggest. It is every bit as full of energy and vitality as it was thirty years ago. And we have no more so-called "sulking hucksters" now than you had in your time. But just as in your time, these people aren't the ones who count anyway. Modern advertising has some good people in it yet who intend to inherit the traditions and add to them some of the advances of the future and leave advertising in a better state than when it was found. But we must be determined against our detractors, even at the risk of being accused of displaying shocking disrespect for our elders. You know the ones we mean, Mr. McMillin. The old admen who never die, but turn into friendly board room philosophers that can be seen any afternoon, leaning on a laurel, whittling away at "today's impoverished, sterile" advertising.

You say it was great to be young and an adman in the 30's. I say it is great to be young and an adman in the 60's. Let's agree on one thing—it's great to be young! ◆

PUBLIC SERVICE STATIONS . . . because the public interest always served first

QUALITY in RADIO— it's a "Joe" Rahall station—

WLCY— Tampa-St. Petersburg, Florida
WKAP— Allentown, Penna.
WWNR— Beckley, West Virginia
WNAR— Norristown, Penna.
WQTY— Jacksonville, Florida

RAHALL RADIO GROUP

Represented by **ADAM YOUNG**



the
embassy
hotel

Completely Air-Conditioned with Individual Room Control

Every Room with Private Bath and Shower

Olympic Size Swimming Pool and Cabana Club

Snack Bar

Beach • Solarium

Cocktail Lounge

Card Room

Television Room

Free Parking

**OVERLOOKING THE OCEAN.
COLLINS AVE. AT 30TH ST.**

MIAMI BEACH

"The Giant of Southern Skies"



GIANT MARKET IN THE SOUTHEAST

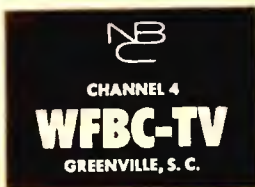
2.1 million People
\$2.8 billion Incomes
\$1.8 billion Retail Sales

Compare it with Birmingham, Miami, and New Orleans, "The Giant's"

GREENVILLE-SPARTANBURG-ASHEVILLE MARKET

Contact us or our Reps. for facts, availabilities and assistance

sold by
EVERY-KNODEL



Located in the exclusive hotel area of

NEW YORK

AIR CONDITIONING
TELEVISION
PRIVATE BATH
IN EACH ROOM

Housekeeping
Apartments, No

HOTEL PARK CHAMBERS

Corner 58th St. & Avenue of the Americas
NEW YORK CITY 19

In its location, service, atmosphere and reasonable rates, it's the ideal hotel-home for transient and permanent guests. Single \$9 to \$12. Double \$12 to \$16. 2-room suites from \$18. Lower rates by the week or month.

Write for brochure and map of New York's most fascinating places to see and things to do.

James A. Flood, Manager

Tv and radio NEWSMAKERS



John R. Callow has been appointed an account executive at Storer Television Sales, Inc. He joins STS from a post on the sales staff of CBS Radio. He was with CBS for 13 years. His other broadcast experience includes selling for WOR, New York, and the radio representative firm, Henry I. Christal, in New York. Callow is married, has two children, and lives in Stamford,

Conn. He is a graduate of Dartmouth College, and he is a U. S. Navy veteran of World War II.

Albert P. Krivin has been named v.p. and general manager of KMBC-TV, Kansas City. He comes to KMBC-TV from KYW-TV, Cleveland, where he was general sales manager for the past five years. Krivin began his broadcasting career in 1951 when he joined KYW in Philadelphia as an account executive. Three years later he was transferred to the television side of Philadelphia's Westinghouse organization and proceeded to do an outstanding job for WPTZ. He moved to Cleveland in 1956. He is a graduate of Alfred University and a World War II veteran.



Ed Winton has been named president of the Connie B. Gay Broadcasting Corp. and four subsidiary companies owned by the organization. Winton, who is one of the youngest corporation president in the country, started as a sports announcer and disk jockey at the age of 16. He later worked for Gordon McLendon at KLIF, Dallas, and KELP in El Paso. At the age of 25 he

became general manager of KELP. He joined Gay three years ago when the company was known as The Town and Country Network.

David Croninger has been named general manager of KMBC, Metropolitan Broadcasting's newly acquired station in Kansas City. He joined Metropolitan earlier this year as Detroit radio sales manager for WNEW-AM-FM, New York. Croninger is no newcomer to the Kansas City scene. He lived in that city from 1953 to 1956 when he was associated with KCMO radio

and tv and WHB radio. His background also includes periods with WTAC, Flint, Mich., where he was station manager and WIND, Chicago. He is a graduate of the University of Tulsa.



The seller's viewpoint

"An 'image' is a collective term and should mean pretty much the same to the listener as to that coterie of individuals interested in selling goods and services," maintains Jay Hoffer, station manager, KRAK, Sacramento. Hoffer, an active participant in civic affairs—he is chairman of the publicity committee of the Sacramento City-County Chamber of Commerce—explains that the image of the station should give the listener the feeling of its personality, be able to move goods and services on a long term basis, and also reflect the fact that the station has a community conscience.



Creating and selling a station's image

Everything nowadays has an 'image.' Radio stations are no different. Good, bad or indifferent, each is the possessor of an image. Some are cognizant of this and strive to keep it dynamic and responsible.

An 'image' is a collective term and should mean pretty much the same to the listener as to that coterie of individuals interested in selling good and services. The story must be told many times as the miles grow more expansive between seller and buyer. For the selling process is basically an educative process. The buyer must be aware of a station's image in the community that it serves.

What is a station? Microphones? Studios? Personnel? Yet. And much more.

A radio station is synonymous with the 'sound' that comes over the speaker and it is synonymous with community projects that exist behind the scenes. Roots that can be identified with active participation is money in the bank. There is a good association for commercials when a believable climate is created and engendered. The community has a way of responding in a very genuine fashion once a station consciously strikes out in this vein. The station achieves personality and no longer exists as a poor excuse for a phonograph surrounded by disjointed commercials. The listener gets a 'feel' about the station and the image is incubated.

How is this achieved? *By deliberate design.*

Three words that contain the wisdom of the sages. A station should decide first what it wants to be to the listener, to the community. Then, within the framework selected, it must plunge into community service projects, education programs, discussion programs, etc.

This amalgamate becomes the tool with which a station's local salesmen and national representative salesmen go forth and acquire revenue to turn into the coffers to keep the volatile pace alive.

The station must be proselytized at every sales opportunity. It is inherently wrong to sell an adjacency to a

sportscast per se, or a newscast or a 'personality' handling the commercial. Sell the station.

Of course, the selling tools exist. There are ratings to talk about, cost-per-1,000, qualitative analysis of audience, success stories, physical coverage, merchandising plans, market data, et al. It would border on the ludicrous to deflate their value. But, and it's a soul searching but, is the image of the station the kind of an image that can move goods and services on a long-term basis?

Every selling tool, individually and collectively, sinks into an abyss from which there is a difficult return unless the community has taken the station unto its bosom.

A sales representative must always be anxious to tell the story of the station. What is it currently doing and what is it planning to do? There is never the hint of a static situation. This means that there is always a reason for a call on a client. The station that is doing things needs missionaries about, preaching its story.

There are no artificial gimmicks or stunts to warrant the community's attention. Audiences that are 'bought' are nebulous, always up for sale to the next highest bidder.

Actually, the latest 'scare' that has been credited to, and laid in the laps of, the FCC is so positive in its thinking and so long range in its philosophy that some can't see the forest for the trees. What is so wrong in conducting a business that has a community conscience?

Recently, the FCC denied a new license application to an Elizabeth, New Jersey FM station on the basis of programming with the explanation that the station made no effort to determine or serve the needs of the community.

Sure, the fast buck operators and the 'con' salesmen see no basic principle involved, for to them there is none. Theirs is the domain of the pie in the sky and let the devil take tomorrow. Tomorrow must be in the plans for today, and a day that will pass proudly into a radio station's diary.

'Image' is a reflection and a station must check the reflection of itself continuously.

SPONSOR SPEAKS

Education on every tv channel

The Ketchum, MacLeod & Grove agency has just published a little pamphlet which merits the thanks of every one in broadcasting.

Titled, "See Educational Television On Any Channel Any Week," the KM&G piece does a brilliant job of answering the critics of commercial television.

It says, for instance, "Television of the commercial variety provides so many opportunities to learn and to raise one's sights that they can't all be avoided.

"If that statement startles you, you have not been watching television with a perceptive eye. . . . If the critic will only look, he will find hours of viewing whose contents plainly label it as 'good for you.'

"Can millions see Ed Sullivan present the Moiseyev Dance Company without some percentage of the viewers learning to appreciate fine dancing?

"Can a farmer watch Severeid and Brinkley and Schoenbrun cover the world and still believe that Arkansas is a world apart?

"Can a viewer look forever at stage sets designed by competent stylists and be content with a mixture of false French provincial and waterfall borax furniture in his own home? . . .

"One by one the world's great plays, great music, great artists, great intellects, great statesmen come before the cameras and in a single night reach more people than they can in all the nights that have gone before. . . .

"All history supports the belief that, as people's education and taste improve, their wants increase and they create constantly expanding markets.

"That truth alone will do more than all the government regulation or self-regulation codes in the world to upgrade television programing."

We congratulate Ketchum, MacLeod & Grove and other thoughtful agencies who can see so clearly, and state so succinctly, the real issues involved in tv criticism. As Erwin D. Canham, editor of the highly respected *Christian Science Monitor* has said, "Television has opened new horizons for millions of Americans . . . It is a sensationally impelling medium of entertainment and information."

10-SECOND SPOTS

Fractured Latin: How would some of our more popular advertising slogans sound in Latin? Here's KFRC San Francisco, sales promotion manager Bill Sweeney's rundown, with replies in parenthesis:

Frons prima est!

(It's what's up front that counts)

Ecce Mater, cavernas non habeo!

(Look ma, no cavities)

Consociatus vole!

(Fly United)

Intermissio quae jucunda est!

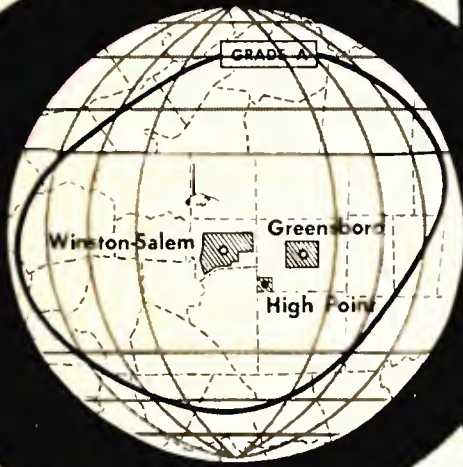
(The pause that refreshes).

Wall-to-wall tranquilizer: A recent entry into the *Congressional Record*, made by a congressman from a Massachusetts district, told posterity that we would have a calmer world if there was more wall-to-wall carpeting. Said he, "I was gratified to see that President Kennedy's office has wall-to-wall carpeting. If more people had it, we would all be more relaxed." But alas, the government doesn't make provisions for representatives office to be adorned with wall-to-wall, so it looks like this congressman has no choice but to remain in a nervous state.

Fair and warmer: As conductors of the KDKA, Pittsburgh, *Party Line* show, Ed and Wendy King, are very weather conscious during baseball season. On nights when Pirate baseball broadcasts are scheduled, the pair have to be prepared to rush to the station to do the show in case rain postpones or curtails a game. Recently while Wendy was out of town, Ed King heard the baseball announcer say that a storm was about to hit. Ed rushed out into the cloudless night with his raincoat and umbrella. *He seems to forgot that the game—and the showers—were in Milwaukee.*

Video devotee: A midwest broadcaster bemoaning the way in which kids are growing up these days told of the day, a few weeks ago, when he ran excitedly into his seven-year-old daughter's room shouting: "Hon, look quick, the moon is being eclipsed," and she replied: "On what channel?"

A big audience



North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market - Winston-Salem, Greensboro, High Point

Call Peter ... in ... Inc.

WSJS

TELEVISION



CHANNEL 12

WINSTON-SALEM / GREENSBORO / HIGH POINT

People
try it
and they
like it

Result:

KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . . "HEY PETRY, KPRC-TV."



KPRC-TV, CHANNEL 2, HOUSTON
Represented Nationally by Edward Petry & Co.

ALSO BREWERS OF
KPRC RADIO

