This is the spot for a commercial

He's starting the day the perfect way, and getting your message via Radio. Multiply him by millions of listeners at breakfast tables and you'll know why advertisers make Spot Radio such an important part of their plans.

Albuquerque
Atlanta
Buffalo
Chicago
Dallas-Ft. Worth
Houston
Kansas City
Little Rock
WINZ
WISN
KSTP
WTAR
KFAB
WIP
KPOJ
WJAR
Miami
Milwaukee
Minneapolis-St. Paul
Norfolk-Newport News
Omaha
Philadelphia
Portland
Providence
WRNL
KCRA
WOAI
KFMB
KMA
KRE]
WGTO
KVOO
Richmond
Sacramento
San Antonio
San Diego
Shenandoah
Spokane
Tampa-Orlando
Tulsa

Edward Petry & Co., Inc.
The Original Station Representative

IS THE FCC'S OPTION TIME CUT A MIRAGE?
New FCC rules will be effective on 1 January, but not much change is expected by advertisers.
Page 33

Daytime web tv show costs up but under control
Page 36

Ogilvy's speech on fees is ANA bombshell
Page 38

How local public service sells for advertisers
Page 41

DIGEST ON PAGE 4
These are the hands of a billiard champion. Hands that reflect the experience of the years... the dedication of the mind... the desire of the heart. These are the elements which produce that quality touch! You'll find them, too, in that which sets great television and radio stations apart from the rest!
The Station of the Stars

STAR-STUDDED PROGRAMING

STAR PERSONALITIES
STAR FEATURES
STAR FAN CLUB
STAR NEWS

STAR-TLING RESULTS!
MORE LOCAL and
MORE NATIONAL Advertisers
Than Any Other Philadelphia Radio Station

HITCH YOUR SALES WAGON TO A STAR

WPEN

Represented Nationally by GILL-PERNA New York, Chicago, Los Angeles, San Francisco, Boston, Detroit, Atlanta
THE CONSOLIDATED SUN RAY STATIONS WPEN - Philadelphia WALT - Tampa; WSAI - Cincinnati

SPONSOR • 21 NOVEMBER 1960
DIGEST OF ARTICLES

Option time cut—a mirage?
33 On 1 January, new FCC rules will cut two hours from time networks can option. But despite early publicity, net effect of change appears nil.

Daytime net tv show rates up, but under control
36 Here's a complete rundown for daytime shows. Hike in cost of serials estimated at 11%, compared to 47% rise for nighttime comedy shows.

OBM's ANA fee bombshell
38 David Ogilvy reveals to national advertiser meeting his agency took the Shell account on a fee basis providing for a 25% profit on the client.

College radio gets boost from BBDO and U.S. Steel
39 U.S. Steel's buy on Ivy Network plus agency's study of college radio stations tie in with belief medium is good for selling, recruiting personnel.

Why local public service sells
41 Five Corinthian stations' local coverage of national conventions featuring state delegations, was an advertising and public affairs success.

Radio gets out shopping thongs
42 Audience-participation events for spots, programs, taped by John Reed King, draw 300,000 people weekly to itinerant shopping center carnival.

Trendex's new audience flow data
45 Research service offers "audience flow" data for network tv program analyses. Also contained in this section is the network comparison.

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Member of Business Publications
Audit of Circulations Inc.
75% of Iowa's retail sales are made in areas covered by 50,000 watt WHO RADIO!

Des Moines is the heart of Iowa. It is the state's largest city. But its Metropolitan Area accounts for only about 9% of Iowa's retail sales.

In addition to Des Moines, there are seven other important metropolitan areas in the state. Together, these eight metropolitan areas account for approximately 38% of Iowa's consumer spendable income.

This means approximately 62% of Iowa's retail sales are made outside of any metropolitan area.

WHO Radio serves more than 800,000 radio homes in 96 of Iowa's 99 counties (plus a number of counties in neighboring states). 75% of all retail spending in Iowa is done in the areas you reach with WHO Radio. This remarkable area is WHO's "Iowa PLUS" . . . America's 14th largest radio market!

WHO Radio is alert, alive, aggressive! It belongs on any list designed to cover as much as the 14 largest radio markets. Ask PGW for all the supporting data. (Source: SRDS—Oct. 1, 1960)

WHO for Iowa PLUS!
Des Moines . . . 50,000 Watts

NBC Affiliate
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc., Representatives

onsor • 21 November 1960
Requests! A quiet Sunday morning program on KCBS has stirred up more than 16,000 people in and around San Francisco. Enough to get them to send money. The show was "The Scotch Gardener," with Jim Kerr, sponsored by the Liquinox Company. An offer was made on the program to send listeners a small packet of seeds for 10c. Letters and dimes poured in for months. The sponsor raised the price to 25c and the requests continued to pour in from 33 counties. That's the way people respond to KCBS.

Eye-opener! "One Deadly Drink," produced by WCAU in recognition of the 25th anniversary of Alcoholics Anonymous, produced an eye-opening response from listeners and critics alike. The N.Y. Times called it "powerful"; Variety, "intelligent and absorbing" and the N.Y. Daily News said it "proves that New York and Hollywood need not have a monopoly on important contributions to broadcasting." Audiences, actively responsive to provocative programming, also respond actively to advertising on WCAU.

Sponsors! The response of sponsors to a program is not unimportant to a radio station (or to other advertisers). As "The Jack Sterling Show" celebrates its twelfth year on the air, it's many, many happy returns for Eastern Air Lines and the Franklin Savings Bank who have been sponsors since the initial broadcast. And for Pall Mall Cigarettes and Breyer's Ice Cream who have been members of the family for over 5 years. This long, happy relationship is typical of the way sponsors respond to WCBS.

Postcards! Sure, the custom always write... but we radio station gets 1715 postcards in one week! A from 42 states? In St. Louis could only be KMOX. Every year KMOX holds an annual Radio Week during National Radio Month. This year listeners were asked to send their names, addresses and occupations to be eligible for the daily drawing of 7 radio packages. They responded at the rate of more than 24,000 per day! The customers always buy, too. And with audience research like this, it's no wonder that advertisers get swift, size results in response to KM...
sell it out:

Newest! Brand-new on the Boston scene, “Listen!” a program on WEEI Radio from 3:00-6:00 P.M. daily featuring Paul Benzaquin. Do people really listen to “Listen”? Reprints of 6 well-known New England scenes by artist, Jack Frost, were offered to listeners at fifty cents a set. In the first couple of days over a thousand requests and fifty-cent pieces were received. Mail from the first program included such quotes as: “‘Listen!’ is what Boston radio needs today!” and “‘Listen!’ I’m going to...” Around Boston, people act fast in response to WEEI.

Splendid! “This is a brief note of appreciation for the job that Mel Baldwin is doing for Super M vitamins. This agency has never experienced such splendid personal cooperation and such gratifying results. Mel has gone through our laboratory twice and has a thorough knowledge of the product. He even answers inquiries from listeners personally and most important—he has increased our sales. He is a credit to KNX.” This letter from W. C. Beals Advertising, Inc. indicates that ad agencies as well as listeners respond to KNX.

Exciting programming! That is the basic reason for the exceptional audience response to all seven of the CBS Owned Radio Stations. Only the C-O stations can offer listeners in their markets CBS Network programming in addition to their successful local shows. Now these local programs have added DIMENSION. This series of fascinating, entertaining vignettes-in-sound, conversation pieces by the outstanding people of our time, is yet another reason why more people listen to C-O programming. When people actively listen, they are more likely to hear your advertising message and respond on...
GATEWAY TO THE HEART OF SOUTH CAROLINA:
The 257,961 people who make WIS-Television's home market the state's largest metropolitan area (and a close second in the two Carolinas after a 38.1% increase in the 1960 Census) give Channel 10 their major time and attention, not to say devotion. This adds up to a 78.5 share of audience, says ARB (March 1960). And throughout South Carolina, WIS Television's 1526-foot tower, tallest in the South, delivers more of the state, more effectively than any other station. In short, South Carolina's major selling force is

WIS television - COLUMBIA, SOUTH CAROLINA NBC/ABC
A station of THE BROADCASTING COMPANY OF THE SOUTH

WIS-Television, Channel 10, Columbia, S.C.
WIS Radio, 560, Columbia, S.C.
WSFA-TV, Channel 12, Montgomery, Ala.
WMAQ IS FIRST IN CHICAGO!

...reaching more homes per average quarter-hour each weekday, 6:00 a.m.-6:00 p.m., than any other Chicago station!

The WMAQ daytime reach is 13% greater than the second station's and 16% greater than the third station's. In Chicago, the "Sound Of The Sixties" is the favorite sound of adult listeners, delivering a bigger buying audience for more advertisers.

WMAQ • NBC Owned • 670 in Chicago • Sold by NBC Spot Sales

The seventh annual recipient of the Advertising Council's Public Service Award is Neil McElroy, chairman of the board of Procter & Gamble and former Secretary of Defense and leader in a White House Education Conference, Red Cross and Community Fund drives, and Cincinnati charities.

The newsmaker: Neil McElroy has been selected by the board of directors of the Advertising Council for its 1960 Public Service Award to be presented 22 November in New York. The award, first given in 1954, each year selects an “American businessman who has contributed notably to the welfare of his country and his fellow citizens.”

Roy E. Larsen, recipient of the award last year, will make the presentation to McElroy this week in New York at the Hotel Plaza awards dinner. Larsen is chairman of the executive committee of Time, Inc.

The five other executives who have been honored with the award are: Charles E. Wilson (1954), Clarence Francis (1955), Paul G. Hoffman (1956), Sidney J. Weinberg (1957) and George M. Humphrey (1958).

Five hundred eminent industrialists and advertising executives are expected to attend the presentation ceremonies and dinner in honor of McElroy.

McElroy was selected for the 1960 award, announced Lee H. Bristol, chairman of the Council’s board, because of his outstanding past and current services to national welfare and his leadership in numerous charitable and cultural projects on both the regional and local levels.

Secretary of Defense in the Eisenhower cabinet for two years, McElroy is also especially well-known for his chairmanship of the 1954-55 White House Conference of Education, his national leadership in Red Cross and Community Fund drives, and his participation in many important fund-raising campaigns in Cincinnati.

A speaker at the awards dinner will be Roger M. Blough, chairman, United States Steel Corp.; his topic will be public opinion and its importance to the health and growth of the American economy. Sidney J. Weinberg is chairman of the awards dinner committee; other members are Bromwell Ault, Richard R. Deupree, Roy E. Larsen, Howard Morgens, Charles G. Mortimer, Juan T. Tripp, Charles N. White, and Charles E. Wilson.
not braggin' but in

DENVER

we picked up all the marbles

The September ARB shows that KLZ-TV is tops in every category!

HIGHEST RATED
• Network Show
• Local Program
• Network News
• Local News
• Local Sports
• Local Weather
• 10 of Top 15 Shows

KLZ-TV HAS THE OVERWHELMING SHARE OF AUDIENCE FROM 9:00 A.M. UNTIL MIDNIGHT SEVEN DAYS A WEEK!

CBS DENVER

KLZ TELEVISION

Channel

Represented by the KATZ Agency
Television programs that work for their sponsors in three ways

These programs—for clients of J. Walter Thompson Company—rank among the nation’s top television attractions. But, along with our clients, we believe that size of the viewing audience is only one consideration in creative television programming. Equally important, as it enters America’s living rooms, are the high character and the appropriateness of the program for the sponsor and his product.
Commercial commentary

Required reading for the industry

My mail the other morning brought me from Cincinnati a 15-page booklet which, I think, should be required reading for everyone in our business.

It is a reprint of a speech delivered by P&G president Howard Morgens before the National Industrial Conference Board a couple of months ago, entitled “Advertising from a Management Standpoint.”

Howard doesn’t make many speeches (no one at P&G does). And he is far less well-known than P&G board chairman and former Secretary of Defense Neil McElroy, who this week (22 Nov.) will be honored as the Advertising Council’s “Man of the Year.”

But having worked with him on many campaigns (he was a P&G brand man, copy chief, ad manager and executive v.p. before becoming president) I have always admired the clarity, depth, and directness of the Morgens mind, and his quiet thoughtfulness.

Years ago, when we were a couple of rising young men, he and I spent innumerable hours in New York and Cincinnati and in the club cars of Pennsylvania Railroad trains discussing, as young men do, business principles, philosophy, and ethics.

And what I think Howard has succeeded in presenting in his “Management Standpoint” speech is the clearest, cleanest, most mature, and thoughtful explanation of advertising’s role and value in our society that I have ever seen.

Perhaps Clem Uhling, manager of P&G’s public relations department, won’t thank me for this. But I suggest that you write him immediately for a copy of the Morgens speech.

Meanwhile, here are a few observations on what Howard has to say, and why I believe his message is so important.

Antidotes to nonsense

He notes at the beginning that “there is a great deal of nonsense about advertising circulating today” and that “Madison Avenue seems to be replacing Wall Street as a whipping boy.”

As an antidote to this nonsense, he suggests that certain basic principles of advertising need constant restatement, clarification, and interpretation.

In reviewing these principles—“what we at P&G believe”—remem-ber that Howard is speaking not as an armchair theorist or a flag-waving enthusiast about advertising, but as the practical operating head of a corporation with more than a billion dollars of annual sales and well over $100 million in annual advertising expenditures.

1. Consumer advertising can be efficient and productive only if it is used “in conjunction with a well-organized sales effort and in support of good quality products which are priced right for the market place.” When it is used in this way, advertising is not only the

(Please turn to page 16)
Everywhere people are NOW saying...

I'm buying the NEW Keystone Market served BEST by the Keystone U's

So are Ayer, Bates, McCann, Thompson, Y & R and others.* Why don't you, too, get more homes for less money in the Harrisburg-Lebanon-Lancaster-York area?** Buy the Keystone U's, now available as a group buy with one billing...

WHP-TV
WLYH-TV
WSBA-TV

ABC·CBS·NBC
SERVED BEST BY THE KEYSTONE U's

Check these facts for yourself. Send for fully documented brochure, “Keystone Market in the Keystone State.”

*Full list available on request
**ARB, Harrisburg-Lancaster-Lebanon-York, March 1960

Contact Keystone National Sales Office, 485 Lexington Avenue, New York, OXford 7-9737, or any of the following representatives: Bolling Co. for WHP-TV, Blair-TV Associates for WLYH-TV, Jack Masla & Co. for WSBA-TV.

SPONSOR • 21 NOVEMBER 1960
"most efficient method of selling the consumer" but has "many broad advantages which go beyond mere dollar and cents calculations."

2. Advertising creates markets, but it can only do so for "products which fill a genuine—though often unexpressed or latent—consumer want." If research shows that consumers do not respond favorably to a product when exposed to it without advertising, "then the surest way to go broke is to try to spend advertising money to create a new market for it."

3. Advertising lowers costs to the consumer. It brings about savings in manufacturing, sales, and distribution costs, and savings in buying, financing, and many other business operations.

4. Advertising spurs product improvement. "It plays a tremendous part in upgrading consumer products. . . Advertising cannot sell a poor product. It may get people to try it once. But it cannot build an enduring business on such a product. In fact the quickest way to kill a brand which is off in quality is to promote it aggressively. People find out about its poor quality just that much more quickly."

"I'll go further. Advertising cannot sell a product very long in a competitive market if that product stands still quality-wise! Advertising forces competition. Established products must improve in order to live."

Platform for image building

Such realistic, authoritative comments (and I am doing Howard a great injustice by having to summarize them so tersely) deserve, I believe, wide circulation in two vital areas.

The first is in our schools and colleges. If our writers of economics textbooks and our teachers of advertising courses based their approach on the experience-tested principles which Morgens has outlined, we'd have a better-educated younger generation.

We'd also have less to fear from such whimsical theoreticians as Vance Packard and Harvard's Professor John K. Galbraith.

The second and even more important area, however, is right within our own industry.

Every intelligent advertising man I know is being constantly embarrassed by the exaggerated claims for the business that are made by some of our own loud-mouthed, fuzzy-minded, and dangerously superficial brethren. Whenever I hear some tub-thumping adman-orator boast that our business "creates desires" and that advertising will keep the American economy humming because we can "make people want more and more new things," I want to go out and be quietly sick.

Such nonsense plays straight into the hands of our critics and, as Norman Strouse of J. Walter Thompson and Gail Smith of General Motors have pointed out in recent weeks, such men damage the entire reputation of the business.

What Howard Morgens has done in his "Management Viewpoint" speech is to define clearly, with all the vast authority of "America's most sophisticated advertiser" exactly what advertising is and is not, and what it can and cannot do.

His comments provide us all with a solid platform of principles on which we can begin to rebuild our industry's badly battered public image. As Howard says, "Advertising injects great vigor into our economic system; we must make sure that advertising is more widely understood."
Into the 21st Century goes Philadelphia, determined to be free of slums and traffic jams. First came Penn Center, downtown, where eight years ago stood a monstrous, smoke- and soot-blackened train-carrying viaduct called, with some affection, the "Chinese Wall." Almost complete: $26 million restoration and landscaping project around Independence Hall. On the boards: Washington Square East—$55 million residential re-development. Already helping relieve traffic congestion are 14 of 100 new expressway miles planned for inside city limits. Another Philadelphia center of attention, WIP, has kept Metrodelphians informed of the big changes, and helped mobilize understanding and support. This is typical of the public-consciousness which has helped differentiate WIP from its opposite numbers for 39 years. And with the added impact of Metropolitan's new concepts, WIP is growing rapidly to the foremost audience position... in Philadelphia. WIP, Metrodelphia, Pa.
Highest with Women:

More women were reached more often by The Play of the Week than any top-rated network program in the New York area, according to survey data by the A.C. Nielsen Company for a typical height-of-the-season eight-week period, ending February 7, 1960. It topped all network programs, bar none, with a total of 36,012,173 women viewer home impressions—fully 12,306,101 more than were attracted by the second-ranking Wagon Train. Can The Play of the Week sell soap, cosmetics, household goods, or anything else aimed at the feminine contingent? Put that down as the most academic question of the year.

CAN IT SELL CIGARETTES?
Highest with Adults:

When you examine the figures for adults—the ones with the real purchasing power, not possessed by the juvenile set—you have the real clincher. The audience for The Play of the Week is 98% adult. Its delivered audience of adult viewer home impressions totaled 59,439,469—the highest of any top-rated network program, in the New York area, for the eight-week period studied. Reach the people with the dollars to spend...for higher sales and profits on the most economical basis...through The Play of the Week.

CAN IT SELL EVERYTHING?
No. 2 in reaching more different homes in the New York area:

Television's foremost dramatic series, The Play of the Week, attracted more different homes than any other top-rated network program in New York except Gunsmoke, according to the Nielsen data for the period studied. It attracted more different homes (2,780,860) than these highest rated television programs in the New York area: The Untouchables, Maverick, 77 Sunset Strip, Father Knows Best, U.S. Steel-Circle Theatre, What's My Line?, Have Gun Will Travel and Ed Sullivan show.

CAN IT SELL YOU? If not, you can't be listening!

WINNER OF George Foster Peabody Award • Academy of Television Arts and Sciences “Emmy” Award • Alfred I. duPont Award

IF YOU'RE MARKET IS NOT LISTED, CALL, WRITE OR WIRE:

NEW YORK: 10 Columbus Circle • Juddson 2-7300
LOS ANGELES: 8530 Wilshire Blvd. • Olympic 5-7701
CHICAGO: 612 N. Michigan Avenue • Michigan 2-5561
THE PLAY of the WEEK

It is later than you think, Mr. Station Manager, and people (in 1960) are brighter than you think. A new wave is sweeping the land. A wave expressing the hunger and elanor for finer television entertainment that will stimulate people's minds, nourish their souls, prevent them from being reduced to pallium.

Dreamers, are we? Hopeless idealists and utopianists, too? Well, Mr. Station Manager, perhaps you're the one that's in that Ivory Tower—out of touch with the mainstream and pulsebeat of the nation. Want figures? We've got them! Read them (at left) and rejoice, not weep. Read them—and you'll discover that if you want the vehicle to sell soap or cosmetics to women...cigarettes or cars to adults, or anything—from soup to nuts—you can do it...via The Play of the Week.

It's the vehicle that delivers for you class-in-the-mass...on the most economical basis possible. And it will deliver, too, a vast audience with a plus no other television program can claim—a loyalty and responsiveness from Play of the Week viewers that translate themselves into extra sales and extra profits. Take a good look at the 56 stations which are presently alive...and kicking up their heels for joy...for being associated with television's most spectacular dramatic series, The Play of the Week!
Nick O’Neill of Young Television Corp., New York, considers a firm grounding in research of utmost importance to the effectiveness of a TV salesman. “With the ever-increasing complex of formulas that the agencies are using in the purchase of TV time, a salesman must understand exactly what a timebuyer is seeking to achieve in his buy. Only then can the rep be sure that he is selling his station in the manner most advantageous both to the station and the agency. Unless we fully understand the problem and are able to analyze it properly, we certainly will not be able to offer the proper solution,” observes O’Neill. “Of course,” he hastens to add, “I am not saying that every time salesman should have a degree in marketing. Even if he did, he does not have enough time to analyze all of the complexities that arise. But it is important for him to know when to deliver a problem to the firm’s research department, recognizing the capabilities and limitations of research and suggesting possible further analyses. At Young Television research is stressed as a vital tool in our everyday selling operation.”

Jay Whalen, The Katz Agency, New York, calls attention to a “new-old frontier in radio, one of the great media buying opportunities too often overlooked by national advertisers—nighttime radio. This is true because most stations consistently maintain the same basic format and image in the evening as they do before 7 p.m. Best of all, this largely untapped reservoir of potential customers often can be reached at ridiculously low rates. Not only are the usual Class C or D rates available, but many stations offer combination daytime-evening packages that deliver nighttime spots at a fraction of daytime cost, thereby radically lowering the average announcement rate. Since in most cases daytime radio would be bought anyway, the inclusion of a nighttime schedule allows an advertiser to round out his total audience and thus tremendously increase his reach by adding another very major listening group at a very minor cost. In addition, nighttime radio offers the advertiser an unparalleled opportunity to penetrate the consciousness of people who are relaxed and listening.”
MORE VIEWERS ARE WATCHING THIS PICTURE THAN EVER BEFORE...

THE SEASON IS EARLY AND ALREADY THESE ARE SOME OF YOUR NO. 1 CHOICES:

- THE UNTOUCHABLES
- THE KANE CITY
- THE DONNA REED SHOW
- MY 3 SONS
- THE FLINTSTONES
- 77 SUNSET STRIP
- THE LAW AND MR. JONES
- NCAA FOOTBALL
- WALT DISNEY PRESENTS
- PETER GUNN

Shown each week on Channel 7, these programs consistently top their competition. (According to Nielsen, these 10 shows were rated No. 1 in their time periods at least twice during the four weeks ending November 6, 1960.)

Channel 7's average prime nighttime audience has increased 16% in the past year.* In the same year, competitor network stations have been losing audiences: Station X shows a 5% decline; Station Y a 4% decline.

WATCH THESE AND THEY'LL SOON BE YOUR NO. 1 SHOWS:

- STAGECOACH WEST, Tuesday, 8 PM
- HONG KONG, Wednesday, 1:30 PM
- THE RIDING 20's, Saturday 1:30 PM

WABC-TV CHANNEL 7
Flagship Station ABC Television Network

THE MOST ENJOYABLE SIGHT IN TOWN

*Monday-Saturday, 1:30-11 PM, Sunday, 6:30-11 PM

PONSOR • 21 NOVEMBER 1960
Be first in your block to strike gold

Even hardened station reps from New York are astonished when they come here to learn first-hand about us and our part of the country.

We serve a region that's only slightly smaller than all of Ohio. Considering the area as a unified market, one which can be covered efficiently with minimum media buys, it compares favorably with the metropolitan areas of Norfolk, Akron, Syracuse, et al. (Incidentally, the market's currently being used for a couple of important test campaigns.)

We'd like to find ourselves on your "must-buy" list. Failing that, we assure you that your schedule placed on KGNC stations will pay off in pure gold.

There are ample figures to support our thesis. When you need them, ask us or Katz — our hardened reps.

KGNC-TV and AM
Full power on channel four 10,000 watts — 710 kcs
KGNC-FM 98.6 mgs.

NBC Television and Radio in Amarillo, Texas
The bombshell of the week and one that’s bound to have limitless repercussions: David Ogilvy’s revelation before the ANA gathering that his agency took Shell Oil’s $11-16-million account on a strictly fee basis.

The move represents the first important breakthrough against the traditional 15% commission, something that some ANA members have agitated for from away back.

Ogilvy’s key argument: the method is sound in that among other things it permits the agency to recommend less advertising and more peripheral services, if deemed necessary.

(For more on this, see page 38.)

Two more agencies—Ogilvy, Benson & Mather and B&B—have induced clients to do some token investing in the development of promising tv network programs instead of leaving this function exclusively to independent producers and the networks themselves.

The OBM plan, in brief: the advertiser—Lever and Bristol-Myers have already agreed to do it—would subsidize a pilot script plus some outlines for a series idea which looks good. After this step meets with the client’s approval, the agency would seek to induce a network to come in as a substantial partner. As the agency envisages it, if the pilot film turns out satisfactorily, the series will at least be assured a good spot on the network.

The B&B plan: develop in co-operation with a predetermined independent producer, following on a more extensive scale what Tom McDermott had started. One prospect in the works stars Jane Powell.

The general objective, as previously voiced by other agencies (JWT and Y&R) with the same idea: reduce the advertiser’s hazards in programing audience returns which have become more acute with each season.

A couple tests that have implications for spot tv:

1) General Mills new pet food, Little Kittens, is starting out in three markets with daytime ID’s via Tatham-Laird.

2) Alka-Seltzer (Wade) is trying out a 12-pack carton (as opposed to the current bottle) on day and night schedules in New Orleans.

Looks like Esty is making an annual affair of asking all radio stations with which it does business to submit a week’s logging of its commercials.


Last year some stations bristled against the complete log request and confined their information to 20-minutes either side of Esty spots.

Purpose of these annual checkups: to make sure (1) there are no product conflicts within stipulated times, and (2) in the case of Reynolds, dentifrices, mouthwashes and chewing gums are not adjacent. Esty, incidentally, is by far the biggest buyer of spot radio.

The trade can count on Burnett media v.p. Tom Wright to unloosen a gripe when he’s handed a rostrum and an audience.

Wright got his latest chance at the Tvb meet in New York last week and his theme was the mounting discrepancies in station billing and scheduling.

His contention: the situation has become so snafued that it takes an additional staff of 40 people to unsnarl the differences.
The decision of Red Heart Dog Food (John W. Shaw) to go spot tv—it’s heretofore been only in radio—involves some interesting research findings.

A survey the client made showed this interesting difference in the sales approach on dog vs. cat food: selling cat food is selling an emotion, whereas selling dog food is selling nutrition.

Slicing this contrast a little thinner: cat owners relate emotionally toward their cats, that is, are intrigued with their beauty, playfulness or what-have-you, while dog owners want to make sure their pets are getting the right vitamins.

This will be Red Heart’s tv activity: 13 and six-week flights in seven markets, for a start.

That furious activity that the sales promotion people at CBS TV and NBC TV are engaged in stems from a $4 million daytime carrot that Colgate is holding out to them.

Seems that Colgate in making its annual reexamination of its network commitments thought it might be advantageous to allocate all the business to a single network instead of spreading it between CBS and NBC.

It then became incumbent on the two networks to show which had the better daytime proposition in terms of cost-per and end rate.

The immediate business picture for the tv networks is rather mixed: on the one hand a number of accounts are dangling budgets with short-term provisions and, on the other, several important advertisers have deferred action on renewal notification dates.

A bright gleam: General Foods is expected to throw quite a bundle of extra money into tv for the first quarter, this coming out of the hefty profits estimated for the fiscal year ending 30 April.

Hamm’s Beer (Campbell-Mithun) is on the verge of branching out into another big eastern market.

Midwest reps would continue to benefit: the buying will be done either out of Minneapolis or through Chicago.

Trade sources say Hamm has always credited a goodly share of its growth to the use of air media.

General Mills has come up with its own “Capt. Kangaroo”: it’ll be called Pipo the Piper and have both a Saturday noon and Sunday noon edition on ABC TV.

The money will be from the cereal division. DFS handled the Pip deal.

It all debuts after the first of the year.

What might be tagged the mystery of the month in spot: what barter firm supplied Manischewitz Wine (Grant) with its package of tv and radio spots?

SPONSOR-SCOPE queried the better known barter enterprises and was informed in each case: we don’t know who among us made the deal.

The barter merchants did have this comment: we never solicit an account already in the medium, at least one’s that buying for cash.

TvB’s spot estimates for 1959 had Manischewitz down for $869,470.

P.S.: The Grant agency also said it didn’t know where the spot came from.

U.S. Tobacco (LaRoche) has turned to radio for a test of its Encore brands.

It’ll use about 150 I.D.’s per market on three stations each in Toledo and Buffalo over six weeks.
The consensus is that the business will have to wait until the early December ratings to get a true line on how the new network shows are shaping up.

You won't get any argument that at first flush it looks as though ABC TV's fare has been cutting up the rating patch in heavy fashion, but you will get this proviso: the general picture will be more clearly defined what with a material reduction in preemptions.

Also from knowledgeable tv agencymen comes this prediction: the casualties in the first 1961 quarter will likely fall in record profusion.

Pepsi-Cola (BBDO) will again in 1961 make its major play for the adult consumer, instead of the teenager, in radio.

The '61 plan is to buy schedules on all four radio networks.

Apparently Pepsi figures it's better to leave the teenage radio pressure to Coca-Cola and exploit the other pastures.

ABC TV is now completely off the hook with regard to the Winston Churchill series.

Mead Johnson (K&E) has picked up the remaining unsold 18 shows as a medium for selling its Metrical weight-controller.

Bell & Howell is committed for the other eight installments.

Aluminium of Canada must be having trouble getting clearances for its award winning Omnibus series on NBC TV.

It was offering stations, via JWT's media department, the full card for acceptance. The delays could be anywhere up to 14 days. There'll be seven Omnibuses this season.

Advertisers can buy the seven Mitch Miller shows on NBC TV on a regional basis.

It'll be the first time that a special series, especially nighttime, didn't require a cross country commitment from a sponsor.

The series is slated to make its bow in the Friday 9-10 period as an alternate to the AT&T programs on 27 January.

An updated set of figures out of the October I and II NTI periods that definitely won't bring cheer to the print boys:

<table>
<thead>
<tr>
<th>PERIOD</th>
<th>TOTAL NO. NETWORK ADVERTISERS</th>
<th>PERCENTAGE INCREASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 1960</td>
<td>233</td>
<td>14%</td>
</tr>
<tr>
<td>October 1959</td>
<td>204</td>
<td>21%</td>
</tr>
<tr>
<td>October 1958</td>
<td>168</td>
<td></td>
</tr>
</tbody>
</table>

Revlon demonstrated last week that even star talent can be induced to live up to all the terms of a contract if the sponsor knows he's right and sticks to his guns.

The core of the set-to: Revlon scheduled four commercials in the Harry Belafonte special (20 November). The folk singer retorted he was against four such breaks in his show since last December the same sponsor was willing to go along with two.

Belafonte was reminded of the provision of his contract which gave the sponsor sole discretion on commercial placements, and after some crossfire, which even got into print, all was peace.

Incidentally, the show's cost per commercial insert came to $85,000 each.

P.S.: Revlon will sponsor, starting January, a regular half-hour on one of the networks. In other words, it won't be depending entirely on specials for tv exposure.
McCann-Erickson has apparently gone on a younger-man kick: a number of the better-known accountmen and specialists have been nudge into early retirement and others have quit because of change in status.

Affected in media: Bill Dekker, v.p. and director, who’s in his 18th year with the agency, and Ed Wilson, associate media director, who is retiring.

Among the departing accountmen: Don Billstone and Charles Pierce.

Rarely has the sales competition between two ratings services been as heated as that involving the Nielsen and ARB local TV operations the past couple months. There appears to be no letup in the battle for agency subscribers.

Latest communique out of Nielsen lists these agencies among recent sign-uppers: Campbell-Mithun, C&W, D'Arcy, BBDO, EWR&R, Daniel & Charles, Fletcher Richards, Ketchum, McLeod & Grove; Maxon, OBM, Wade and NL&B. (Nielsen's big coup, of course, was Lever's decision to make it the official local guide for Lever agencies.)

Among ARB's most recent local service subscribers: DFS, LaRoche, Benton & Bowles, Reach McClinton.

Agencies with confectionery accounts will be interested in this: Thinshell Peanut Brittle Mix, which has been testing via TV and radio around Moline, will start national distribution around the first of the year.

And agencies without a confectionery account will be interested in this: Fresh-Pak Candy Co., Moline, which makes Thinshell, will be shopping for a national agency, preferably in Chicago.

P.S.: Kraft plans eventually to plug its own peanut brittle on the Perry Como show.

Specialists in tobacco accounts are somewhat puzzled by the fact that of the 12 brands introduced during the past two years none has managed to make a sharp dent so far on the best-seller front.

The one to watch, they pretty much agree, is Brown & Williamson's Kentucky Kings. Figured as the top 10 at the going rate for the fourth 1960 quarter: 1, Camels; 2, Pall Mall; 3, Winston; 4, Kent; 5, Lucky Strike; 6, Salem; 7, Chesterfield; 8, L&M; 9, Vice-roy; 10, Marlboro.

Cigarette marketers note that the cigarette rack has become the fastest growing item in supermarkets from a gross sales angle.

Some timebuyers in moments of whimsy are inclined to divide the methodology of reps responding to availability calls into three classifications.

These categories, broadly speaking, would run like this:

TYPE #1: The rep salesmen who trades his way up, first submitting a batch of availas with a high cost-per. If these are rejected, he gets back with a better average—and so on. But, remark the buyers, as so often happens, by the time the third bid is in the time has been bought on another station in the market.

TYPE #2: He's deft at mixing up his best and second best, and throws in the assurance that the lesser spots may be improved in due time.

TYPE #3: He submits at the start the best spots available according to the plan on the premise that first customers come first and he'll take his chance with what's left over with the next buyer.

These timebuyers rack up Type #3 as one who helps keep down the agency's cost of doing business.

For other news coverage in this issue, see Newsmaker of the Week, page 10; Spot Buys, page 64; News and Idea Wrap-Up, page 66; Washington Week, page 59; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 86; and Film Scope, page 60.
FARM GAL TAKES "HEY" RIDE!

... in the Land of Milk and Honey

Yes, this is the land of gay convertibles—the storybook land of bountiful living—where today's farmer stores "Hay" in banks, not barns. To this picture we add:

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

In the Land of Milk and Honey!

WBAY-TV 2
GREEN BAY, WISCONSIN

HAYON R. EVANS, General Manager • Represented by THE KATZ AGENCY
TV's Most Dependable Computer
(or, how you've changed your viewing preferences over the last 8 years)

Any computer, no matter how marathon the range of its "intellect," subsists on the facts fed into it by human choice. Many computers strut their electronic stuff in what is familiarly known as "Video Land." But only one computer really counts—that's the one that starts the count rolling. The one who starts the count rolling.

Who?
You.

The Dial Twister.
You are the only computer that ever really created anything. You created another network (see our signature below). You created a network second to none (see the chart to the right). You kept twisting and twisting that little dial on your living-room set and you twisted us right up there... where we now have 7 of the 10 most popular shows and are first 4 nights and tied for a fifth. Not since 1957 has Net Y, and not since 1954 has Net Z, had so high a Share of Audience as ABC-TV has today.

You (along with millions of other Dial Twisters) have made ABC the network most people watch most of the time.

That pleasing result came from your computing of certain facts fed into you. Take such bold new facts as The Untouchables, 77 Sunset Strip, The Real McCoys, The Flintstones, My 3 Sons, Surfside 6, The Roaring 20's. You digested them, computed them and reported those so highly pleasing (to us) Top Ratings.

When you were in a mood (other computers are incapable of being in or out of moods) for even more substantial fare, ABC fed you such responsible Public Service documentaries as those in the Bell & Howell Close-Up! series and Expedition. Etc. We confidently expect many more dials to be twisted our way as you start (next week) computing the intense significance and inspiring excitement of the forthcoming 26-part series, Winston Churchill: The Valiant Years. (Music background by Richard Rodgers.)

When you were in a mood to compute Sports facts, we fed (and will continue to feed) you the most Sports hours of any network: NCAA Football, American League Football, Fight of the Week, All Star Golf.

And in Specials: Remember how quickly you computed such extra-special Specials as The Bing Crosby Show, Maurice Chevalier's Invitation to Paris, Elvis Presley's return to our Frank Sinatra shores, Debbie Reynolds' TV debut.

Sample Special coming up: David the Outlaw, two-part Biblical epic starring Jeff Chandler and Israel.

Obviously, no human computer can be told what to watch and compute in this land of 180 million human computers. There is no arm-twisting in this land.

There is, however, dial-twisting a-plenty.

We owe our existence as a network to it. We owe our phenomenal growth in Client Acceptance to it. Against last year, ABC's billings are up 30% and give every evidence of continuing to outpace the growth of any other element in the TV industry.

So, whether you are an advertiser dialing-in the public... or whether you are a Dial Twister dialing in for Television's best...ABC-TV is now your first choice.

ABC TELEVISION
In TV too...FILM does the "impossible"!

HERE, THERE AND EVERYWHERE—all at once! Multi-image to show multi-use! That's the effect used to win the busy housewife in a brilliant 60-second Corning Ware TV film commercial. Multi-image produced economically...efficiently!

Want special effects? Film is your answer! Film—and film alone—can do 3 things for you: (1) provide high-polish commercials, rich with optical effects; (2) give you crisp, vivid animation; (3) assure penetration and coverage the world over.

For further information: Get in touch with Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division
130 East Randolph Drive
Chicago 1, Ill.

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

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

ADVERTISER: Coming Glass Works—Consumer Products Division
PRODUCER: Audio Productions, Inc.
ADVERTISING AGENCY: N. W. Ayer & Sons, Inc.
**49th and Madison**

**Sponsored public service**

In your 17 October edition I noted your article of “Sponsors Back 14 Types of Public Service Shows,” in which you have us listed for the *Yale Reports*.

In addition to these three hour *Yale Reports*, which we did this year, we have also done the following public service shows with full sponsorship:

*Election '60 Spotlight* — an eight-month Election Series on the 1960 Election which ran from April to November 1960.

*The Yale Glee Club*—a half-hour public service show telecast in December 1959.

*The New Haven Symphony Orchestra Debut*—half-hour public service show telecast in December 1959.

Two special 15-minute hurricane Programs the day that “Diana” struck in Connecticut.

*The Science In Connecticut series*—a half hour every third week for the 1960-61 series.

The St. Patrick’s Day Parade—telecast in March 1960.

As I stated above, all of the programs mentioned have been completely sponsored in Connecticut and are of a public service type.

Peter F. Gallagher
adv. & prom. mgr.
WNHC
New Haven

**Why always at research’s expense?**

I read, with extreme interest, your article in the 10 October issue of *SPONSOR* on “What’s Going On In Mexican Television.” I was quite impressed with the way in which Frank Boehm handled his subject matter. One thing in particular both surprised and bothered me. Mr. Boehm makes mention of the fact that in Mexico ratings are produced monthly on a personal coincidental basis, which he says “is not com-

mon in the U. S. because of labor costs.”

It is a little disheartening to me to see the most valid technique possible being employed in Mexico yet spurned in this country because of “labor costs.” When I think of all the money that is poured into television each year, some of it successfully, some of it wasted, it seems to me a pretty poor excuse to give for not using personal coincidental interviewing to a greater extent in this country. Some top advertisers, such as Rexall Drug, Chrysler Corp., Colgate-Palmolive Co., Campbell Co., among others, have seen fit, in the past couple of years, to use T.P.I. to qualitatively measure their television programs.

Certainly if they see a necessity for personal coincidental interviewing, why haven’t other major companies also embraced this technique? Why is it always “labor costs” when it comes to research, but never “labor costs” when it comes to anything else?

Miles A. Wallach
president
*Television Personal Interviews, Inc.*
N. Y. C.

**Accurate**

We’d like your permission to reprint the article on John’s Bargain Stores in full in our next edition of our company newspaper “Mr. John’s News.”

There have been many things printed in the past about various aspects of John’s Bargain Stores, yet the article in *SPONSOR* stands out for clarity and interesting presentation. There were no “misquotes,” no erroneous statements, no exaggerations.

Ted Royce
radio & tv adv. mgr.
John’s Bargain Stores Corp.
N. Y. C.

*SPONSOR is happy to grant reprint requests, providing such requests are made in writing and suitable credit is given this publication.*

31
WWL-TV... new New Orleans Favorite

Here's how to make Shrimp Creole:
Put 3 tbsp. shortening in heavy pot; heat. Chop 1 large onion, 2 stalks celery, 2 small green peppers. Sauté in hot shortening until tender, but do not brown. Add two cups canned tomatoes, 1 cup tomato paste, 2 bay leaves, 1 lb. peeled and deveined shrimp. Cook 45 minutes to 1 hour. Salt and pepper to taste. Serve over base of cooked rice. (Rice should be steamed until light & fluffy.) Serves 4. Superb with a bottle of rosé wine.

Seven days each week the New Orleans audience now gets comprehensive reports of local and world news on WWL-TV — New Orleans' most alert reporter. WWL-TV's expanded news coverage includes:

Mon. 15 minutes of news 8:00-8:15 a.m.
thru 45 minutes of news, sports and weather each afternoon 5:45-6:30
Fri. 15-minute news final nightly 10:30-10:45
Sat. 30 minutes of news, sports and weather 6:00-6:30 p.m.
Sun. 15-minute Sunday news special 10:00-10:15 p.m.

Ask Katz about WWL-TV's big new news lineup.

WWL-TV
NEW ORLEANS

Prepared by Chef Dan Evans at the Pontchartrain Hotel
WEBS’ PROBABLE TIME CHOICE

The Networks are expected to choose the best audience periods—8-10:30 p.m.—as evening option time under the new FCC rules. At present, NBC’s option time is 7:30-10:30, CBS’ and ABC’s: 8-11—on most evenings.

OPTION TIME CUT—A MIRAGE?

On 1 January FCC rules, which cut two hours from the time that TV webs can option, go into effect. But despite early publicity, most agency and television men think net effect of change will be nil.

In just six weeks, the first important change in television network regulations goes into effect with the cutting of a half hour of option time from each segment of the broadcast day. When the FCC ruling was originally announced in mid-September, much was heard from unsophisticated outside observers who hailed the move as a big step in the direction of network curtailment. However, as of this moment, there is every indication within the industry that the aura of action may have been a mirage.

Certainly the announcement set in motion the conferences, studies, and feverish behind-the-scenes activity worthy of its implications. But these have produced a feeling among agencies, networks, stations, and syndicators that despite the new rules, and perhaps even because of them, the status quo in the network-affiliate relationship will be maintained for some time to come.

Television advertisers, especially
Sec. 3.658(d), (e): first major change in TV network regulations

NEW FCC RULES restrict stations from optioning more than two and one half hours in any broadcast segment. Networks must provide 17 weeks notice to affiliates before pre-empting option time sold by stations on spot basis. "Unsuitable" web programs may be rejected after series' start

those using what on 1 January will become former prime evening option time, have been assured by their agencies that:

- No advertiser who now has a show on the air will find himself without clearances when the rules go into effect, or next fall, or indeed through the fall of '62.

- There will not be any substantial amount of prime time made available to local advertisers because of the ruling.

- There is absolutely no prospect of any wholesale or even noticeable dropping-off of markets to the point where in non-option time it would be impractical to use the networks.

- The competition for official option time periods will be as tough as ever, based not on their official status and guaranteed clearances, but—as now—on their obvious choice times.

Most observers based these replies on the thesis that it will be cheaper for affiliates to stay with the networks during prime former option times than to program locally (although some exceptions—i.e. some Westinghouse outlets—can be expected to buck this trend).

They also noted that any programming still available from syndication sources would not be of "prime time" quality, what there is of that having been gobbled-up long ago; but if there were the possibility of time being made available, the syndicators could certainly be expected to come up with fresh shows.

The one possibility of any change in the present network-station relationship could come about, Washington sources speculated, only in the second year of the Kennedy Administration.

If the President-elect fills the one Federal Communications Commission opening (one member now serves under a recess appointment), and possibly the chairmanship, with a commissioner who believes in the deletion of all references to option time from the rules, action is still expected to take more than a year.

Other speculation sees Kennedy appointing a "name" figure to head the Commission, as part of a general drive to up grade all of the federal regulatory agencies' personnel, effectiveness, and public image.

(One rumor has Commissioner Robert T. Bartley, who agrees with the view that option time is not required, being named as the next chairman.)

Any action that might be taken by stations in the light of the new rules seems to hinge on which half hours
the networks are planning to drop. On most evenings, NBC's option time is now 7:30-10:30 p.m., ABC's and CBS', 8-11 p.m. Virtually all speculation puts the new prime option time at 8-10:30 p.m., but the networks will have no comment on this until early December.

Syndicators also indicated that any action on their part would depend on the network announcements. As for the general feeling in their ranks concerning the ruling, most said that "the ruling created a little open field for us, it seemed, but so far nothing has happened and not much is expected."

Agency spokesmen were loath to comment for quotation, but many anonymously declared the whole area of FCC "control" over option time "ineffectual." Networks, they said, will continue to program as they have and will continue to be the seat of strength. As one adman put it, "I don't think we or our clients will know the difference. I think it'll just blow over and things will remain as they are."

Why then did the FCC bother to make the ruling in the first place, advertisers have asked. The answer would appear to be that it was trying to relieve present and future pressures. The present pressures, originating with the hearings on the Barrow Report in mid-1958 (which found that option time violated the Sherman Act and should be abolished), were brought by some film syndicators and stations. The future pressures would have been Department of Justice or Congressional action if it had appeared that the FCC was not regulating "broadcasting as constituted" closely enough.

Network reaction to SPONSOR's request for a statement was the same as their initial reaction to the FCC's ruling: "No comment." (One exception, ABC did have some comment for the record which follows later.) Observers felt that this silence was prudent, because it would seem that they have lost little if no control over programing.

In comments filed with the FCC before the recent ruling, NBC and CBS had estimated a $9.2 million yearly loss of revenue each if 30 minutes of prime time were actually taken back by all of their affiliates. ABC said it would lose $4.5 million in gross profits.

One sentence, spoken by a top network executive last week, summed up the entire industry's mood since the rules change: "Many of the FCC rules that we feared when we contemplated them have not proved to be anything to worry about."

Supporting the wisdom of this lack of worry is another Washington source, who stated that the FCC doesn't expect any structural changes in the present broadcast setup to come out of its ruling; that, in fact, a former chairman decided that "the look of tight control" would save the present broadcasting setup from further scrutiny by Congress and/or Justice, and would cut the ground out from under those who attacked option time as (1) illegal, (2) giving the networks too much control, and (3) hurting the syndicators and suppliers.

The order, which goes into effect 1 January, is designed so that:

- A station may not option more than two and one half hours to a network in each segment of the broadcast day. Segments are: 8 a.m.-1 p.m., 1 p.m.-6 p.m., 6 p.m.-11 p.m. and 11 p.m.-8 a.m.
- Networks must provide 17 weeks notice to an affiliate before pre-empting option time when said affiliate has a firm, written contract for the time on a spot basis (only eight weeks notice has been required).
- Affiliates may reject network programs as "unsatisfactory or unsuitable or contrary to the public interest," even after a series has started, and may substitute a program which it feels "is of greater local or national importance." (Today a station may only reject a network program when the series is first offered; may only pre-em for an "outstanding" local program.)

This right to reject programs more easily has long been sought by the stations, who had complained before the FCC that they wished to program more public service, but option time limited them. Some observers interpreted this third concession as a "show me" move by the Commission. The argument for the networks

(Please turn to page 54)
## Current quarter-hour program prices of daytime weekend

<table>
<thead>
<tr>
<th>Time</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>10-10:30 a.m.</td>
<td>$1,000</td>
<td>$200</td>
</tr>
<tr>
<td>10:30-11 a.m.</td>
<td>$1,000</td>
<td>$2,800</td>
</tr>
<tr>
<td>11-11:30 a.m.</td>
<td>$1,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>11:30-12 noon</td>
<td>$1,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>12-12:30 p.m.</td>
<td>$2,900</td>
<td>$3,000</td>
</tr>
<tr>
<td>12:30-12:45 p.m.</td>
<td>$3,300</td>
<td>$2,825</td>
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</tbody>
</table>

RATES are quarter hour even for half-hour shows in accordance with industry practice. ABC is included since it does not break down daytime rates, but rather charges a flat $2,270 per commercial.

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## DAYTIME NET TV SHOW RATES

- Hike in cost of serials estimated at 11%, slight compared to 47% nighttime comedy program price rise.
- Heightened competition in daytime tv field seen as partial explanation for the relative steadiness of rates.

Daytime network television program costs have seen their share of increases in the past five years, but in general they’re under firm control. There are even instances of costs below the 1955 level.

The most noticeable program rate hike over the five-year period is in the CBS serials, up an average of 38% by sponsor estimate. However, when the current NBC shows in the same category, down from about $2,700 per quarter hour in 1955 to $1,000 (net) today, are weighed in with the CBS entries, the percentage of increase over '55 then drops down to 11%.

This hike isn't much compared to what has happened with nighttime program costs. For a half-hour situation comedy after dark, rates are up an average of 47%, and the increase is 31% for half-hour drama program costs. The cost of nighttime audience participation shows has undergone an even greater percentage of increase than that of the other categories. Back in 1955 the average ran $19,000 as against $33,000 currently; a 69% rise.

As for the audience participation category, CBS has one show this year, Video Village, available for $1,000, a considerable drop in price compared to the $3,000 quarter-hour rate charged for such shows as Strike it Rich and The Big Payoff five years ago. CBS also has shows of this type currently which are more expensive, but not by much; House Party costs $3,500; charge for The Verdict is Yours runs $3,302.

The NBC audience participation shows for the most part range in price from $2,800 (Play Your Hunch), to $3,000 (Concentration and The Price is Right). This is a barely noticeable increment over the $2,700 charged for a quarter hour of Feather Your Nest carried on the network in 1955.

One explanation for the relative stability of program prices in daytime net tv is the heightened competition. Now three networks are hard after the daytime dollar, whereas ABC was not a factor earlier.

ABC's daytime rate structure does not readily lend itself to pinpointing of program costs. The network charges a flat rate which averages out to $2,270 per commercial minute, with bonus if the advertiser buys a
network television shows carried by CBS and NBC

<table>
<thead>
<tr>
<th>Time</th>
<th>2:20 p.m.</th>
<th>2:25 p.m.</th>
<th>3:30 p.m.</th>
<th>3:34 p.m.</th>
<th>4:15 p.m.</th>
<th>4:15 p.m.</th>
<th>4:30 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show</td>
<td>The World Turns</td>
<td>House Party</td>
<td>Millionaire</td>
<td>Verdict Is Yours</td>
<td>Brighter Day</td>
<td>Secret Storm</td>
<td>Edge of Night</td>
</tr>
<tr>
<td>Price</td>
<td>$1,190</td>
<td>$3,560</td>
<td>$3,335</td>
<td>$3,302</td>
<td>$3,250</td>
<td>$3,300</td>
<td>$3,040</td>
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</table>

Jan Murray Show | Loretta Young Show | Young Dr. Malone | From These Roots | Make Room For Daddy | Here's Hollywood |
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<td>$2,500</td>
<td>$1,000</td>
<td>$1,000</td>
<td>$2,500</td>
</tr>
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</table>

The CBS figures are gross, i.e., include agency commission, while net figures are given for NBC. Research for Tomorrow and Guiding Light are agency-produced for P&G, and rates shown are estimates.

UP, BUT ARE UNDER CONTROL

A minimum of seven quarter hours. (The rough price per quarter hour for a program only falls somewhere in the neighborhood of $3,226.) The network reports the over-all figure is up slightly over last year based on other stations now in the lineup. Tape can add to, have no effect on, or cut the program costs. It usually adds to the costs, but if used judiciously that increase can be negligible. The taping process itself is, of course, an additional expense, but if the show format allows two or three episodes to be taped in one day this expense can be cut way down, if not turned into a cost cut. The saving comes from eliminating the necessity to knock down and reconstruct scenery for separate sessions and from using stage hands and engineers, who receive a full day’s pay even if they only work part of the day. Tape is an added expense with soap operas because actors have to memorize too much to allow taping more than one program a day.

The majority of CBS’ non-film daytime shows are still live, while four of them per day are on tape. At NBC four are usually on tape, two more are taped from time to time, and two always are live.

Prospects for future daytime use of tape are difficult to determine. The feeling is that the show’s content determines whether or not tape is appropriate. If more tape is brought in to upgrade production techniques, further program cost increases can be expected.

Current daytime entries at $1,000 each

CHEAPER than same category shows of 1955 are Video Village (1), CBS game show, and NBC serial Young Dr. Malone, both available at $1,000 per quarter hour this year. Back in 1955 CBS game shows usually ran $3,000, and the price of most serials on NBC ran about $1,800-2,000.

Sponsor  •  21 November 1960
SHELL-OGILVY DEAL ROCKS ANA

Hot Springs meeting startled to hear that big oil company dropped 15% commission for new fee basis

Ogilvy gets costs plus 25% profit, should net more on account than previous agency, J. Walter Thompson

Easily the talk piece of the 51st Annual Fall Meeting of the Association of National Advertisers last week was a 25-minute presentation, by Cyril Martineau, ad manager of Shell Oil and David Ogilvy, president of Ogilvy, Benson & Mather on "A New Method of Compensating the Agency."

Martineau and Ogilvy startled 400 of the country’s top advertisers with the disclosure that when the agency took over the multi-million dollar oil account five months ago (from J. Walter Thompson) it did so under an entirely new compensation arrangement that junked the traditional 15% agency commission in favor of a flat fee based on costs plus profit.

According to Martineau four agencies figured in Shell’s final selection. All were asked if they would be willing to work on a fee basis. Three out of four (all members of the 4 As) said yes. But Ogilvy went further and said “we would prefer to work that way. We believe the commission system is an anachronism.”

Shell, says Martineau, has a “jaundiced view” of the old fashioned 15% and “We feel we have plenty of support from others who think likewise.”

The Shell-Ogilvy agreement calls for the payment of a flat fee that is based on agency costs plus an additional 25% of costs as profit. Fees are figured on an annual basis, and in working out the agency estimate says Ogilvy, “we took into account direct salaries, indirect salaries, and overhead expenses. Our profit factor of 25% compares with an average of 21% for other agencies. We don’t believe it overstates the relative caliber of our service.”

Unusual feature of the deal: Shell will not audit the Ogilvy time sheets but will accept the agency statements. According to Martineau, the oil company “had no desire to reduce the commission accruing to our agency. On the contrary, we believe the laborer is worthy of his hire.”

The Shell ad manager (appointed at the time of the agency change) said that Ogilvy would earn “substantially more” than Thompson had under the previous agency arrangement.

Ogilvy announced that he was willing to enter into this same type of agreement with any of the 20 accounts represented by the agency. Among those in the ANA audience were Ed Ebell, General Foods and Henry Schacht, Lever Bros., both Ogilvy clients. Neither, however, would comment on the proposal.

Many ANA members expressed interest in the basic philosophy outlined by Ogilvy: “We will no longer be remunerated by the media in which we place advertising.” Said a prominent food advertiser, “Long range implications of this will have advertising circles buzzing for months ahead.”

Ogilvy, in praising the Shell ar-(Please turn to page 54)

AT LEFT, David Ogilvy, pres., OB&M, which last summer took over multi-million dollar Shell account after its long tenure at J. Walter Thompson, Ogilvy had handled institutional advertising for Standard Oil (N.J.)

AT RIGHT, Cyril Martineau, mgr., Shell’s ad dept., who, with Ogilvy, explained terms of the agency-client agreement which startled more than 400 top-ranking advertisers gathered at Hot Springs, for ANA meeting.
Recent buy on Ivy Network plus agency study of the country's 100 college radio stations highlights trend

BBDO believes zoom in college attendance in next 10 years will make medium important for selling

Last month, U.S. Steel bought time on Ivy Network and inadvertently unleashed a bit of college radio speculation. Although little has been said, in recent years, of the potency of collegiate broadcasting, the steel company's buy puts the finger on that medium's steady (but quiet) growth.

For a look at the facts, take Ivy Network for example: Back in 1948 the Ivy leaguers sponsor list held two names (and a billing of $500). Today the list shows 19 (with a commensurate rise in billing). Among them a good representation of cigarette, beer, typewriter, automobile, travel, phone, finance, and food product companies.

The steady rise in sponsorship is evidenced in sponsor logs in the more than 100 college radio stations throughout the nation.

Why does a blue-chip advertiser like U.S. Steel go to college radio? Or any advertiser, for that matter. Analytically, it goes like this:

First, to sell the product. Aside from the fact that collegians are lavish spenders (87% more than the average American), the adventure-some college man (or woman) is quick to take to a new product—and, if he or she cottons to it, is largely responsible for taking it up off the ground, so to speak.

A case in point: Chino, something of a household word nowadays, broke the barrier on college ground. When Galey and Lord (Burlington Industries), maker of cotton Chino slacks, media-directed its product to college, it made a spectacular leap out of relative obscurity as a specialty shop feature, to one of the biggest selling wearing apparel items, in little more than a year and a half.

Another case: Some years back when men's hats seemed destined to become as outdated as last year's calendar, Lee Hat went out on a head-covering crusade. For this, the company went, exclusively, to college radio. The rest is history. Hats are back on heads and manufacturers are complacently turning their attention to styling. Statistically speaking, however, Lee reported (New York Times, 17 November, 1952) that hat sales in the Ivy school areas (where they purchased airtime), rose by 20%. This, they pointed out, came after only a seven-week campaign.

Still another case: When electric razors first hit the national scene, they were not immediately embraced with enthusiasm. There were many who weighed carefully the merits of the razor's capabilities. The average mature male, set in his ways, was loath to depart from his old, but tried and true, shaving mode. Not so the college man. He was quick to grasp the innovation and to pass along to his imitative companions the razor's merits. The National Advertising Service back up the results with these statistics: 63% of college students own electric razors, far more than the national share of the market.

Advertisers who go to college radio take also into consideration, the brand habit development theory. They go along with the feeling that many habits and preferences are developed at college age. What's more,
the preferences are apt to graduate along with the student and continue with him in his future life.

An example: Lucky Strike, heavily promoted on campus ground, is still one of the top-selling cigarettes, despite the quick rise in filter cigarette popularity.

Not to be underestimated either, according to statistics, is the college student’s influence in family buying. College students have much to say in the choice of family cars, clothing, major appliances, and the ilk. Not to mention a variety of other ordinary living products.

The phenomenal increase in college attendance (with much more to come—10 years hence the enrollment, so says BBDO’s The College Market, will double) gives impetus to still another, albeit more subtle, reason for the recent leaning toward college radio: large corporation advertisers may be utilizing the collegiate medium as a personnel recruitment tool.

Even at the present enrollment figure—3,402,297, the college market is a fertile hunting ground for executive type persons. And the outlook, for the not too distant future, is even brighter. Five years from now, 43% of the United States population, between the ages of 18-21, will be college enrolled.

The noted sociologist C. Wright Mills, referring recently to Ivy League graduates, bolstered this with the prediction, “From Ivy’s audience of today will come the managers, the technicians, the professionals of tomorrow.”

The advertising, tv and radio field (to name a few) already boasts a number of ex-Ivy leaguers in key positions, among them: Howard Eaton, now media director for Lever Bros.; Richard Morgan, Jr., CBS TV sales service rep.; John Wolff, account executive, WPRO, Providence, R. I.; Sherman Strickhauser, program director, WICE, Providence; Jeffrey Kuklin, manager, WNCN, New York City; Dan Sobel, tv sales, NBC; Gregory Dawson, Keil-Wachsman Associates; Jake Keever, in charge of sales, Film Master, Inc.; Robert Kanzler, public relations, Ford Motor Co.; Ding Doehler, Television Art & Commercial supervisor, Young & Rubicam; Ken Wood, radio-program executive, Young & Rubicam.

Those mentioned above added polish to their schooling by active participation in the Ivy Network stations. The training, in these instances, prove invaluable. NBC’s Dan Sobel, an ex-Ivy station manager himself, remarked about the present Ivy general manager, Richard Smith and Adam Dibble, executive manager, both Yale seniors, “they went in little boys and are ready to emerge now as sophisticated and polished business men.”

This thinking is shared by Bill Hoffman of BBDO, who recalls a speaking engagement at Princeton, recently, one of the College Network affiliates. “I was amazed at the caliber of the questions I was asked,” recalls Hoffman, remarking whimsically, “I think they could easily teach me a thing or two about the business.”

BBDO’s The College Market says “the college market is important and

(Please turn to page 55)
How advertisers fared with local convention coverage

<table>
<thead>
<tr>
<th>The advertiser</th>
<th>bought the following</th>
<th>and achieved these results</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ECKRICH MEAT PACKING CO.</strong></td>
<td>WANE-TV, Fort Wayne, package or three 30-min. and five 5-min. programs, five 15-min.</td>
<td>&quot;WE BOUGHT it for a direct sales pitch and estimate our commercials reached 900,000—one million homes times three persons per home for three million commercial impressions. ... &quot;This package fit beautifully with our advertising needs.&quot;</td>
</tr>
<tr>
<td><strong>TEXAS NATIONAL BANK</strong></td>
<td>KHOU-TV, Houston, package titled Eye on the Texas Delegates, two 30-min. shows, 18 one-min. bulletins, 17 five-15 min. film shows. Price: $3,000.</td>
<td>&quot;PACKAGE accomplished three elements we were after ... goodwill, good image, and commercial aspects.&quot; The bank had &quot;a great amount of response (mail, phone, telegram) and congratulations on the effectiveness of the coverage.&quot;</td>
</tr>
<tr>
<td><strong>FALLS CITY BREWING CO.</strong></td>
<td>WISH-TV, Indianapolis, package of two pre-convention programs featuring Indiana delegation and news flashes convention. Total: 80 announcements.</td>
<td>&quot;ALTHOUGH it was a one-shot, and has been over for about three months, we are still getting comment ... the results have been long-lived ... our competitors were more conscious of this coverage than of any other advertising we've done.&quot;</td>
</tr>
<tr>
<td><strong>CONOCO OIL CO.-SAFEWAY STORES</strong></td>
<td>Co-sponsorship of KOTV, Tulsa, package of two specials and breaks in newscasts, 86 one-min. commercials a piece, 33 at each convention. $2,000 each.</td>
<td>SAFEWAY: &quot;We built up desired prestige with this coverage.&quot; ... Conoco: &quot;An excellent buy ... we had a chance to be connected with a major national event and yet it provided us with very important local-level identification.&quot;</td>
</tr>
</tbody>
</table>

Why local public service sells

- Analysis of Corinthian client success for local tv convention packages points way to new programing
- Shell, Conoco, Safeway, among clients who bought local tie-ins with national political event in 5 markets

The plunge into local TV coverage of the national political conventions made by the five Corinthian Broadcasting TV stations may point the way to future public affairs programing of national political events at a station level. Corinthian's effort was a successful local public service project and regional advertising vehicle, advertisers generally indicated.

All five Corinthian TV outlets (KOTV, Tulsa, KHOU-TV, Houston, KXTV, Sacramento, WANE-TV, Fort Wayne, and WISH-TV, Indianapolis, were successful in selling their convention package, and in most cases the buy was merchandised extensively by the advertiser. For a quick glance at local coverage sponsorship see chart above. Not mentioned is Shell Oil Co. which sponsored KXTV's coverage.

It was Corinthian's premise that the "local point of view" was a much-neglected phase of convention coverage. "By covering the home delegation fully we felt we would be enlarging significantly TV's role as an instrument of political education," C. Wrede Petersmeyer, CBC president, said recently. "If a station is to function as a live and vital communications force in its community, it must undertake a serious journalistic role of its own," he said.

Anchor man for the five-station project was Herman Land, Corinthian director of special projects.

On 6 December the Radio & TV Executives Society timebuying and selling seminar will be devoted to Corinthian in a program entitled "Public Affairs Programing Can Pay." At that time, Corinthian will outline the increasing number of such
station packages now being developed, and will analyze some of the ways advertisers can get association with a national prestige vehicle from a local viewpoint and an in-built guarantee for a large audience.

To determine the impact on viewers of the coverage, Corinthian conducted a three-state opinion leader poll which “while by no means definitive, does suggest very strongly that local TV coverage of a convention has an enormous potential “for enlarging the political understanding of the American voter.”

Some of the findings include:
- 63% of those answering the questionnaire reported they had seen either or both of the delegations on the station.
- 80% of those respondents were able to name delegates they had seen on the TV screen—three months after the event.
- 24% named the station newscaster, in unaided recall, as having been seen at the conventions.
- Although only 15% of the respondents stated that the local coverage had affected their political views, it is apparent from the nature of some additional comments from the remaining 85% that their attitudes have been influenced in some way.

Corinthian feels local coverage brings conventions closer to home and increases the viewer’s sense of participation. “Viewers are brought face to face with delegates whose decisions affect the choice of candidate and formation of party platforms,” said Corinthian.

Local coverage also means informed commentary on the major events by local commentators who must also bring the events into sharper local focus, Corinthian pointed out.

“Such coverage will certainly have an increasing impact on future delegations to future conventions because these delegates will know they are being viewed by people who know them,” Leo Cherne, executive director of the Research Institute of America, said recently in N. Y.

As the chart on the previous page indicates, advertisers were generally pleased with results sponsorship of the conventions package brought. In most cases the buy was more or less an institutional one, and the image sought was successfully projected. “We were able to impress on the viewers of eastern Oklahoma that whenever there is an important newsy event of national prominence, KOHV and Safeway would bring it to them,” a Safeway spokesman said.

Some of the advertisers mentioned in the chart did extensive merchandising of their public affairs buys. Here is a rundown of this merchandising activity:

(Please turn to page 55)
GETS OUT SHOPPING THROUGHS

which in the aggregate appeal to just about every type of human being.

Messrs. King and Baker make sure to include a “broadcast quality” in most of the Shop-A-Thon events for radio dramatization purposes. When the Studebaker Lark is in the show, there is always a “Marathon Tankful Run,” in which one of the cars sets out with a full tank, to be driven until the last drop of gasoline is consumed, and the one who can guess closest to how long it’ll run wins a prize. The radio spots carry periodic beeper reports on the Lark’s progress.

Another audio-oriented contest consists of dropping five coins and asking contestants to estimate the sum of the coins from the sound they make. And in this, as in other contests, the winner is interviewed, which helps raise interest on the air. King usually tags the programs and spots with news of other events coming up later in the day, or the following day.

King reasons that radio is a natural for what his outfit is trying to do. He explains that most of the people who come to shopping centers do so by automobile. Radio reaches them in their cars as well as at home. They hear via his spots some of the excitement that’s going on at the local shopping center, and out they go. When they get there, they not only shop in the stores, but look over the Studebakers, since they are car owners and therefore the best market for new cars.

This theory is borne out in automobile sales attributed to the Shop-A-Thons. Baker estimates that close to 200 cars have been sold thanks to the 12 shows done for Lark thus far. An average of three to four cars is sold each day. In Miami 17 were sold during the show itself, and another 43 were added to this total afterwards as an immediate result, according to Baker.

Here’s how King and Baker bought radio and, on a smaller scale, tele-

sion, in the five markets (listed above) where the largest crowds were on hand. In Chicago, where the station lineup was made up of WIND, WJJD, WBBM, WCFL, and WGN-TV, there were 37 one-minute radio spots and 18 program participations, radio and tv. The Detroit stations were WJBK, WMHI, and WWJ over which Shop-A-Thon aired 25 one-minute announcements and 37 pro-
gram participations.

In Buffalo the on-air exposure consisted of 75 radio spots 20 seconds in length, 35 one-minute radio spots, 26 radio program participations and guest appearances, and four tv program participations and guest appearances. Buffalo stations were WEBR, WKBW, WGR, and WBEN-AM-TV.

THE WINNER of a Shop-A-Thon audience participation event gets congratulated by John R. King [mike in hand]. Taped version will be worked into carnival’s radio spots.
Here's how radio (and tv) drew shopping center crowds

<table>
<thead>
<tr>
<th>City</th>
<th>Weekly Crowd Size</th>
<th>Stations</th>
<th>Buys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chicago</td>
<td>439,400</td>
<td>WIND, WJJD, WBAM, WCF, and WGN-TV</td>
<td>37 one-minute radio spots; 18 program participations (radio and tv)</td>
</tr>
<tr>
<td>Detroit</td>
<td>409,700</td>
<td>WJBK, WKMH, and WWJ</td>
<td>25 one-minute spots; 37 program participations</td>
</tr>
<tr>
<td>Buffalo</td>
<td>380,400</td>
<td>WEIB, WBEN-AM-TV, WKBW, and WGR</td>
<td>Radio: 75 20-second spots; 35 one-minute spots; 26 participations and guest appearances. Tv: four participations and appearances</td>
</tr>
<tr>
<td>Cleveland</td>
<td>371,000</td>
<td>WERE, WGAR, WEWS-TV</td>
<td>73 one-minute radio spots; five five-minute radio programs; three tv participations</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>359,000</td>
<td>WISH, WIBC, WIRE, WXLW, WFBM-AM-TV, WLWI-TV</td>
<td>Radio: 65 minute spots; nine participations. Tv: seven participations</td>
</tr>
</tbody>
</table>

The Cleveland story was 73 spots and five programs on radio plus three tv participations via WERE, WGAR, and WEWS-TV. In Indianapolis Shop-A-Thon bought 65 one-minute radio spots, nine radio participations, one quarter-hour radio program, and seven tv participations. The Indianapolitan stations: WISH, WBC, WIRE, WXLW, WFBM-AM-TV, and WLWI-TV.

Using a similar buying pattern Shop-A-Thon has been racking up crowds averaging 300,000 across the country. Among the other cities above the 300,000 mark: Pittsburgh, Toledo, Cincinnati, Memphis, and Washington.

The Shop-A-Thon format offers stations many opportunities to promote themselves before large crowds, and they cooperate by sending their top-flight personalities to the scene to do remote coverage on their own. This, of course, helps put over the Shop-A-Thon. Additionally, the Shop-A-Thon events provide entertainment for a large segment of the community and John Reed King can describe them so colorfully that radio and tv stations readily invite him to appear on their regular programs.

King and Baker feel that they've made many converts to radio advertising among merchants in the shopping centers. They see how Shop-A-Thon's radio exposure brings people out, and start thinking of using the medium on their own. A shining example of this occurred in Miami where despite pouring rain a large group answered the Shop-A-Thon radio call and gathered outside of Richards' clothing store for a fashion show. When the proprietor saw this happen, he declared on the spot that he'd be buying radio.

Further fervor for radio was inspired in Buffalo when King tested the pull of stations there. He mentioned specific items on sale at specific stores in his spots, and sales were so heavy he was asked after a while to withdraw items from the radio advertising because they were sold out.

The Shop-A-Thon events go on day and night virtually without let-up. Shoppers register for "Silver Dollar Day" during which a name is drawn about every five minutes, and each winner gets to buy a silver dollar for three cents. The children go diving for prizes in a haystack. There are fashion shows with clothes from the shopping center's stores, and frequently the commentary is done by female personalities from local stations.

Area sports personalities are invited to speak and demonstrate their golf, bowling, etc., talents. Shoppers are given $10 and sent out to get the best buys they can for the money, with a prize to the one judged most astute. And on go the events, with radio right there to bring them to the people, and bring the people out.
Trendex's new audience flow data

Research service now includes monthly audience flow information in network television program report

Audience flow data, a by-product of program ratings, is now available in the Trendex network program report. This recent contribution to the industry will supplement qualitative and quantitative data published on a monthly basis, which include program ratings, reaction, composition, and other audience measurements.

The basic purpose of audience flow data is (1) to study and predict the potential of a show and (2) the possibility of its acceptance in a less competitive time slot.

Listed below are a group of selected network shows from the October Trendex report. The data include audience flow (inherited and recruited columns) and program reaction information. Program ratings are also included.

The inherited rating points are the number of points carried over from the previous half hour. The recruited column represents the additional rating points attributed to channel switching and new viewers tuning in. Both figures add up to the rating.

All figures are percent.

<table>
<thead>
<tr>
<th>Network audience flow and reaction data in 27 cities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Show</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>Candid Camera</td>
</tr>
<tr>
<td>Checkmate</td>
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<tr>
<td>Dante</td>
</tr>
<tr>
<td>Andy Griffith</td>
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<tr>
<td>Tab Hunter</td>
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<tr>
<td>Nat'l Velvet</td>
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<tr>
<td>Pete/Gladys</td>
</tr>
<tr>
<td>Stage-West</td>
</tr>
<tr>
<td>Stanwyck</td>
</tr>
<tr>
<td>Tall Man</td>
</tr>
<tr>
<td>Thriller</td>
</tr>
</tbody>
</table>

*Percent of viewers rating the programs "best" and "good" combined.

1. THIS MONTH IN NETWORK TV
Specials scheduled during four weeks ending 18 December

<table>
<thead>
<tr>
<th>PROGRAM (NETWORK)</th>
<th>COST</th>
<th>SPONSOR, AGENCY, DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>American Football League &amp; NCAA Football (A)</td>
<td>$ 30,000</td>
<td>Various, 11/24</td>
</tr>
<tr>
<td>Bell &amp; Howell Close-Up! (A)</td>
<td>30,000 Bell &amp; Howell, McCann, 11/25, 12/7, 12/9</td>
<td></td>
</tr>
<tr>
<td>Bell Telephone Hour (N)</td>
<td>285,000 AT&amp;T, N. W. Ayer, 11/25, 12/9</td>
<td></td>
</tr>
<tr>
<td>Blue Bonnet Bowl Game (C)</td>
<td>250,000 Liggett &amp; Myers, McCann, 12/17</td>
<td></td>
</tr>
<tr>
<td>Dow Hour Of Great Mysteries (N)</td>
<td>110,000 Dow Chemical, McManus, J&amp;A, 12/13</td>
<td></td>
</tr>
<tr>
<td>Du Pont Show Of The Month (C)</td>
<td>300,000 Du Pont, BBDO, 12/13</td>
<td></td>
</tr>
<tr>
<td>Family Classics (C)</td>
<td>265,000 Breck, Reach-McClellan, 11/30, 12/10</td>
<td></td>
</tr>
<tr>
<td>Hallmark Hall Of Fame (N)</td>
<td>275,000 Hallmark, FC &amp; B (Chicago), 12/16</td>
<td></td>
</tr>
<tr>
<td>Bob Hope Buick Show (N)</td>
<td>320,000 Buick, McCann, 12/12</td>
<td></td>
</tr>
<tr>
<td>NBC White Paper (N)</td>
<td>200,000 Timex, Doner, 11/29</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>PROGRAM (NETWORK)</th>
<th>COST</th>
<th>SPONSOR, AGENCY, DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Omnibus (N)</td>
<td>120,000 Aluminum, J.W.T., 12/11</td>
<td></td>
</tr>
<tr>
<td>Our American Heritage (N)</td>
<td>230,000 Equitable, F.C&amp;B, 12/2</td>
<td></td>
</tr>
<tr>
<td>Peter Pan (N)</td>
<td>600,000 Revlon, Grey, 12/8</td>
<td></td>
</tr>
<tr>
<td>Pop Warner Championship Football Game (A)</td>
<td>250,000 12/12</td>
<td></td>
</tr>
<tr>
<td>Project 20 (N)</td>
<td>50,000 Purex, E. H. Weiss, 11/22</td>
<td></td>
</tr>
<tr>
<td>Red Skelton (C)</td>
<td>275,000 Timex, Doner, 11/30</td>
<td></td>
</tr>
<tr>
<td>Some Comic Relief (N)</td>
<td>100,000 Lanvin, North 12/16</td>
<td></td>
</tr>
<tr>
<td>Thanksgiving Day Circus (N)</td>
<td>11/24</td>
<td></td>
</tr>
<tr>
<td>Thanksgiving Day Parade (N)</td>
<td>150,000 Lionel, Grey, Ideal, Grey, 11/24</td>
<td></td>
</tr>
<tr>
<td>Tomorrow (C)</td>
<td>200,000 Am. Machine &amp; Foundry, C &amp; W, 11/21</td>
<td></td>
</tr>
<tr>
<td>Wizard Of Oz (C)</td>
<td>200,000 Benrus, Grey, Whitman, Ayer, 12/11</td>
<td></td>
</tr>
</tbody>
</table>

SPONSOR • 21 NOVEMBER 1960
### 2. NIGHTTIME

#### SUNDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td>I Love Lucy</td>
<td>meet the Press</td>
<td>John Daly News Unit</td>
</tr>
<tr>
<td>6:30</td>
<td>Walt Disney Presents G. M. I. (MGB)</td>
<td>Disney (McB-E)</td>
<td>A-F</td>
</tr>
<tr>
<td></td>
<td>Dodger (Matz)</td>
<td></td>
<td>A-P</td>
</tr>
<tr>
<td>7:00</td>
<td>Walt Disney Presents</td>
<td>Twentieth Century Prudential (W-McC)</td>
<td>A-F</td>
</tr>
<tr>
<td></td>
<td>D-P</td>
<td>50,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>People Are Fun</td>
<td>Southern Pacific Co.</td>
<td>A-L</td>
</tr>
<tr>
<td></td>
<td>Q-L</td>
<td>25,000</td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>Maverick</td>
<td>Lassiter (Y&amp;R)</td>
<td>A-P</td>
</tr>
<tr>
<td></td>
<td>Lassiter</td>
<td>Campbell Soup (BBDO)</td>
<td>A-F</td>
</tr>
<tr>
<td></td>
<td>Dr. L</td>
<td>70,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Lawman</td>
<td>Colgate (Y&amp;R)</td>
<td>A-P</td>
</tr>
<tr>
<td></td>
<td>Colgate (Y&amp;R)</td>
<td>Kellogg (BBDO)</td>
<td>A-P</td>
</tr>
<tr>
<td></td>
<td>W-F</td>
<td>85,000</td>
<td></td>
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<tr>
<td>8:00</td>
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<td>8:30</td>
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<tr>
<td>9:00</td>
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<td>9:30</td>
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</table>

#### MONDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00</td>
<td></td>
<td>Meet the Press</td>
<td>John Daly News Unit</td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td></td>
<td></td>
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<td>To Tell The Truth</td>
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<td>A-C (McClure)</td>
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**Notes:**

- "Cost is per segment. Prices do not include sustaining, participating, or co-op programs. Costs refer to average show costs including talent and production. They are gross (include 15% agency commission). They do not include commercials or time charges. This chart covers period 26 Sept.-23 Oct. Program types are indicated as follows: (A) Adventure, (B) Comedy, (D) Documentary, (Dr) Drama, (P) Publicity, (S) Special. (An) Audience Participation. (C) Variety, (G) GCP, (L) Local, (Pr) Program, (R) Radio."
# A GRAPH

## 21 NOV. - 18 DEC.

<table>
<thead>
<tr>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
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</table>

- **Waggon Train** (7:30-8:20) NBC
- **Guestward Hal** (7:30-8:20) NBC
- **The Witness** (7:30-8:20) NBC
- **The Outlaws** (7:30-8:20) NBC
- **Wagon Train** (7:30-8:20) NBC
- **Price Is Right** (7:30-8:20) NBC
- **The Real McCoy** (7:30-8:20) NBC
- **Zane Grey Theatre** (7:30-8:20) NBC
- **Startler Telephone** (7:30-8:20) NBC
- **Happy Sons hopeful** (7:30-8:20) NBC
- **Leave It To Beaver** (7:30-8:20) NBC
- **Checkmate** (7:30-8:20) NBC
- **Tall Man** (7:30-8:20) NBC
- **The Deputy** (7:30-8:20) NBC
- **The Nation's** (7:30-8:20) NBC

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**Sponsor • 21 NOVEMBER 1960**

how does a tattoo
Two ways.

First—it's a perfect illustration of what a great campaign can do. Second—it proves that the advertiser who believes in advertising ends up a power in his industry.

So—how does this concern a broadcaster?

So—it works the same way here.

Every station that sells advertising—and has equal faith in buying it as well—always winds up with a bigger share of spot in its market.

Think it over.

And don't eliminate the "tattoo".

We respectfully suggest you find the "tattoo" that suits your station image best—then call SPONSOR.

SPONSOR reaches practically everyone involved in the purchase of time—of course. But there's a special segment it reaches best. We call it "the influential 2000" because this "influential 2000" actually purchases better than 95% of all national radio and TV spot. SPONSOR has a greater penetration of influence within this group than any other book in the broadcast field.

That's our sales "tattoo"—substantiated by every independent survey made.
### 3. DAYTIME

#### SUNDAY

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00</td>
<td>Lamp Unto My Feet</td>
<td>Adolph's; A. E. Stanley; Alberta-Culver; American Cyanamid; Armour; Better Vitamins, etc.</td>
<td>December Bride Night Fall 11/21 etc.</td>
</tr>
<tr>
<td>10:15</td>
<td>Look Up &amp; Live</td>
<td>Vick</td>
<td>sterile (10/15 B)</td>
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<td>11:00</td>
<td>UN in Action</td>
<td>Vick</td>
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<th>Time</th>
<th>ABC</th>
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<th>NBC</th>
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<tbody>
<tr>
<td>10:00</td>
<td>Matty's Fundy Funnies Mattel</td>
<td>CBS TV Workshop</td>
<td>The Texan</td>
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#### HOW TO USE SPONSOR'S NETWORK TELEVISION COMPARAGRAPHS

The network schedule on this and preceding pages (46, 47) includes regularly scheduled programming from 21 Nov.-18 Dec., inclusive (with possible exception of changes made by the networks after presstime). Irregularly sched-
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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<tbody>
<tr>
<td><strong>ONEDAY</strong></td>
<td><strong>ABC</strong></td>
<td><strong>CBS</strong></td>
<td><strong>NBC</strong></td>
</tr>
<tr>
<td>Monday NBC</td>
<td>-</td>
<td>New York: NBC</td>
<td>Captain Kangaroo</td>
</tr>
<tr>
<td>Tuesday NBC</td>
<td>-</td>
<td>New York: NBC</td>
<td>Shari Lewis, Nat. Biscuits</td>
</tr>
<tr>
<td>Wednesday NBC</td>
<td>-</td>
<td>New York: NBC</td>
<td>King Leonard &amp; Short Subjects, Gen. Mills</td>
</tr>
<tr>
<td>Thursday NBC</td>
<td>-</td>
<td>New York: NBC</td>
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<tr>
<td>Friday NBC</td>
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<td>New York: NBC</td>
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<td>21 NOV. - 18 DEC.</td>
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<th>SPECIAL</th>
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**Notes:**
- The above schedule is valid from Monday, November 21, to Sunday, December 18.
- Programs are scheduled from 6:00 a.m. to 11:00 p.m. each day.
- Special events are scheduled on various days throughout the week.
- The schedule includes a mix of news, sports, and entertainment programs.
- The scheduling may vary depending on local time zones and specific network policies.

**Additional Information:**
- Programs and special events are subject to change due to weather, events, or other unforeseen circumstances.
- Viewers are encouraged to check local listings for the most accurate information.
- The schedule is provided as a reference and should not be relied upon for daily planning.

---

**Notes on the Document:**
- The document contains a weekly schedule with programs listed for different days of the week.
- There are breaks in the text indicating the end of one block of information and the beginning of another.
- The table structure is used to organize the information in a clear and readable format.
- The schedule includes a mix of television shows, sports events, and special programs.
- The document is a snapshot of programming content and does not provide detailed information about individual programs or their content.
What type audience

promotion is most

Richard Barron, assistant to the gen-
cer, WTSF-TV, Winston-Salem, N. C.

The most effective audience promo-
tion we have been consistent, long-
rage campaign of information and public service.

For example, we advertise consist-
tently in the six principal daily pa-
papers within our coverage area: the
Winston-Salem Journal, the Twin
City Sentinel, the Greensboro News
and Record, the High Point Enter-
pise and the Thomasville Times.

These advertising rates range from
250 to 300 lines per insertion in each paper, are run
as often as three times a week in all papers. Thus, we get a combined
30,000 circulation for each insertion.

We also run the North Carolina edition of TV Guide, with weekly
alternating space of one-quarter and one-half pages.

We also run a seven-day-a-week tv colomn in both the Winston-Salem
Journal, a morning paper, and the
Twin City Sentinel, an afternoon pa-
paper. Today on Television contains
most lines of all the major shows for

the day and evening, and is liberally
laced with pictures of the stars.

In addition, we publish a monthly
magazine with news about loy-
ality personalities and shows, as well as
network stars and attractions. It
is distributed to 5,000 subscribers free and
innovation is still rising.

To keep pace, we've made a
name with a sales network and
every time we sell as sold the buyer
is given a new card which, when returned,
will place him on our mailing list for the monthly Channel 12
preview.

Our advertising promotion places
heavy emphasis on production an-
nouncements over slides. For example, we record as many of them as
possible, over the original theme of
the show being plugged. We've done
this for every type of show, from
public affairs to sports to the Satur-
day night late movie, to the top net-
work shows. This type of announce-
ment, in the form of chainbreaks,
gives us a decided advantage over
plain voice-over-slide spots.

One of the biggest promotion
is in the field of public service. With
a staff of seven full-time newsmen, we
cover stories which are impor-
tant to even the smallest communities
in our area. The hard news coverage
is supplemented by in-depth public
affairs programming. We are also con-
ducting, currently, day-long salutes
to the 16 principal cities within our
coverage. For a full day each week
one of the cities is saluted with an-
nouncements telling about the com-
munity's culture, history and industry.
Sound-on-film interviews are also
done with leaders citizens, and are
scheduled on all our daily newscasts.

We have a full-time public service
coordinator who sees to it that all
requests on public service time are
properly coordinated and scheduled
on the air in the best interests of the
participants. At the end of each
campaign the coordinator sends a re-
port to them.

As you see, all our promotion is
based on public service and dissemi-
nation of information. We don't sub-
scribe to the one-shot razzle-dazzle,
here-today-gone-tomorrow approach
which contributes nothing to our
efforts to maintain an operation that
has community respect and loyalty.

James Knight, promotion director,
WTSF-TV, Wheeling, West Va.

We have found the most effective
audience promotion to be a combina-
tion of on-the-air, newspaper, and
continuing off-beat stunt promotions.

We know on-the-air promotions to
be effective and we try to make our
WTSF-TV promotions interesting and
appealing to the audience. As an ex-
ample of how we try to present a dif-
ferent but impressive audience pro-
motion idea, recently the WTSF-TV
promotion department received a
great many requests about our fall
programming.

To satisfy these requests, we pro-
duced a half-hour fall preview pro-
gram. The WTSF-TV promotion de-
partment sponsored this program—we
wrote and directed it and present-
ed it in prime viewing time. It was
a preview of our top 12 new shows,
with comments and film clips of ac-
tions from each. This half-hour show
got a tremendous reception from the
audience and we plan on doing the
same thing each year.

One important factor of audience
promotions, on which we concentrate
each year, is a series of continuing
promotions based on a single over-
all theme. We know that in order to
make our on-the-air promotions ef-
ective we must first get people to
watch. We have to make them WTSF-
TV. Channel 7-conscious.

This year we feel we have accom-
plished that purpose with a variety
of promotions built around a "Star-
view 7" over-all theme. For two
months all of our promotions-on-the-
air and off were tagged with "Watch
WTSF-TV "Starview 7" station."

We had a quintet of lovely girls,
the "Starview 7" Starlets, who were
on hand for all of our promotions.

These individual promotions included
a "Starview 7" parade; "Starview
7"—NBC Night at the Races, where
each race was named after a new
NBC fall promotion, and at each
event we gave away a new Renault.

We had a "Starview 7" beauty

Sponsor • 21 November 1960
effective?


You Can't
Score
From there, HANDSHOE

You have to Buy Broadcast IN Lexington to reach the 149,500 homes in the prospering 30-county Lexington retail trading area. The five Lexington Broadcasters consistently and dominantly influence 559,200 people in making $445,793,000 in retail purchases and $104,334,000 in food purchases. Buying Cincinnati or Louisville won't get the job done in Central Kentucky. Get your share of $637,165,000 c.s.i. by buying Broadcast IN Lexington... the only way to reach this rich, growing 30-county trading area.

You Have to Buy LEXINGTON to Cover the Rich, Growing 30-County Central Kentucky Market

No soft sell; hit hard first on your own facilities, backed by newspapers

FROM THE FABULOUS FIVE IN LEXINGTON
WBLG ★ WLAP ★ WVLK ★ WKYT-TV ★ WLEX-TV
OPTION TIME
(Continued from page 35)

came from an ABC executive, who reasoned that "if you decrease your base of business then you decrease your volume. Therefore you decrease your potential profits while you increase your potential losses. All this adds up to an unhealthy financial situation for the networks; and the sicker the network gets the sicker its programming gets, and the sicker the affiliates get."

He indicated that if the half hour nightly were lost the networks would "certainly have to do some pruning." He couldn't say exactly what would go, but indicated that the network was "very happy about the top-flight public service programs we've recently presented" and would be reluctant to give them up—but might have to give some up.

He did say that "the battle for stations is not involved in the option time controversy," despite speculation to this effect. "We are not selling them on fewer hours, but on more and better programing."

One sidelight to the whole option time discussion is provided by the hovering presence of the Department of Justice. As mentioned before, the Barrow Report held that option time was in violation of the anti-trust laws. President Kennedy's Attorney General will be succeeding one who has been very active in anti-trust legislation, and whose assistant attorney general for anti-trust matters, Robert Bicks, has been one of the sternest trust-busters in the job. Yet they didn't bring the matter to the courts.

It is unlikely that the new Attorney General could be more vehement in anti-trust actions, and yet the possibility still exists that option time could be attacked. Even so, observers said, it should take more than a year until Justice would be ready. But the study of federal regulatory agencies by John M. Landis that Kennedy ordered on 10 November might stir earlier action.

ANA
(Continued from page 38)

rangement, said it would enable agency management to estimate income more reliably and thereby operate more efficiently.

To illustrate, he gave three examples of problems created by the 15% commission system:

1. OB&M helped a client to launch a new product. It was so successful in test markets that the client had to build a new factory. In order to pay for the factory, the client cancelled all advertising for eight months and OB&M lost $80,000 on the account for the year.

2. OB&M advised another client to change his marketing mix and put 80% of his billing into deals (non-commissionable). Sales went up but the agency suffered a severe loss.

3. In a third case, cited by Ogilvy as most serious and most significant of all, the agency has a client spending $4 million in advertising who needs—and gets—far more service than the agency can provide under its 15% commission. "As a result, part of our service to him is paid for by certain of our other clients, whose accounts are profitable. This is unfair and it troubles my conscience. But it goes on year after year in almost every agency, and will continue as long as agencies are locked into the rigid 15% commission system, regardless of the varying costs of the services required by different clients."

Martineau, who like Ogilvy is an Oxford graduate, had a long training.
in Shell manufacturing and sales before moving into the top advertising post last May.

His disclosure that the new arrangement had enabled him to lop $200,000 in annual costs from his advertising department budget drew considerable skepticism, as did his eventual goal of a $500,000 cut.

However, the consensus at Hot Springs was that the Shell-Ogilvy deal represented a real breakthrough which might easily reform the entire structure and character of the agency business.

Ogilvy revealed that if the agency’s first year cost estimate is too low, OB&M will have no recourse. On the other hand, if the estimate exceeds costs, Shell will not expect a rebate.

COLLEGE RADIO
(Continued from page 40)

will continue to increase in importance as part of the total American consumer market."

What, then, is the college market? For one thing, it is no longer a penny ante market. And it is growing, in leaps and bounds. For statistical proof: four years ago, the total number of colleges and universities in the United States was 1,850. Two years later, in 1958, it had grown up to 1,930. (These figures from the U. S. Dept. of Education).

Advertisers who have tried college radio point out that the college market is a good place to sell—or introduce—a variety of articles.

Clothing, for instance. A survey taken at Texas A&M (with a 7,200 sample) in 1957, showed that the students there spent a substantial $853,- 662 or wearing apparel. The average number of clothing items in a college man’s wardrobe tallies like this: suits, 3; sports and miscellaneous jackets, 3; overcoats and topcoats, 2; raincoats, 1; shirts, 14; four pairs of shoes; and at least one hat.

Their collegiate sisters, not to be outdone, score heavily, clothing-wise, like this: dresses, 10; suits, skirts and jackets, 12; sweaters, 10; coats, 4; blouses, 11; shoes, 9 pairs; 3 hats.

The same Texas A&M study comes up with a yearly expenditure figure of $868,320 for amusements; $481,- 464 in drugs; (with this in mind, Kean Energizing, bought Ivy Network earlier this fall, to introduce its newest product, Pep-Ups, a stay-

awake-while-driving product), and $758,268 for automobiles. Students indulge their appetites for foods to the tune of $1,032,428.

The collegiate male consumer likes to smoke (one reason, no doubt, why cigarette companies who pioneered with college radio, keep coming back, year after year). BBDO’s College Market comes up with these smoking percentages: cigarettes, 59%; cigars, 27%; and pipes, 17%.

They also like beer (and other beverages, in lesser degrees). Beer drinkers score 67%; wine, 32%; and whiskey, 53%.

Editor’s note: The second part of the College radio story which continues in the November issue of SPONSOR, will go into the details involved in collegiate network function, its people, and its sponsors.

LOCAL PUBLIC SERVICE
(Continued from page 42)

- Conoco — when the company made the convention buy, the district sales office sent letters to its 72 gasoline station outlets in the WOTV coverage area to alert them to the forthcoming event. Conoco also had

STARRING MICHAEL ANSARA AND JOHN UPTON.

The authentically-set story of the U. S. Indian who made peace with and became a “blood brother” of the Apache chief Cochise. BROKEN ARROW, the series that changed network history in 2 completely different time periods. On both Tuesday night at 9:00 pm and Sunday afternoon at 4:30 pm, BROKEN ARROW lifted the ABC-TV Network from a weak third position to a solid second place. Now BROKEN ARROW is available to repeat its success for you in your market.

A “natural” for station programming needs.

Direct from its network success to you.

INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • N. Y. 22 • PLaza 5-2100
informational election booklets as giveaways at the station level for hand-outs to customers. "We know that such merchandising pays off and is essential," a Conoco spokesman said, "and we know the gasoline stations were impressed with seeing their products identified on tv with a basically national program of the broadest audience appeal."

- Texas National Bank—ran two daily ads in both the Houston Post and Houston Chronicle promoting the Eye on the Texas Delegates program, and the times it would be on the air.

- Falls City Brewing — package was merchandised by the station with the cooperation of the distributor as follows: 20,000 convention "fact" cards were prepared and placed in retail outlets by the distributor; the convention and the local bulletin service were promoted in ads in TV Guide and TV News, a local publication, for a combined circulation in WISH-TV coverage area of 100,000; the series was featured on the regular mailing of the station program schedule. Single insertions in all three local newspapers were used; day-glow signs (1 x 6 ft.) were displayed for about four weeks on the trucks of the Marion County Falls City distributor; about 85 on-the-air promotion announcements were used.

Corinthian estimates the out-of-pocket cost of the project, to the station group is "roughly $30,000." This figure does not include factors such as salaries and pre-emption, but is instead a cash cost for expenses accrued during the project. A final figure will be released in the near future.

Following the success of the local convention coverage, Texas National Bank bought half of KHOU-TV's local election returns. The other half was bought by Harris Moving & Storage. Conoco also bought the election returns on KOTV and in other markets. Election returns were part of Eckrich's Eyewitness package on WANE-TV. WISH-TV sold its returns to Hudson Paper and Fehr's Beer, one half each.

**SPONSOR ASKS**
(Continued from page 53)

fitted to his budget. The right selection of television station, radio, or newspaper facility must be made and other complex problems face him in the over-all selling of his product.

Now you as a station manager are confronted with just minor decisions when it comes to audience promotion or the job of building viewers for your product. You know your market and the media within your market intimately so your main job is to put the budget to use where it will do the most good. Use your own station first. Load it down with spots. Use every break available. Tell your story again and again. Your product is good; it's on your station, so let 'em know about it. Use your own radio facility on the same basis. If you don't have one, buy time from the top radio station in your market. (It's surprising how inexpensive that radio time really is.) Allocate a portion of your budget for lineage in your leading newspaper. Concentrate this lineage over short periods, then lay off for a while, and hit it hard once again. Utilize Ty Guide. Take advantage of point-of-sales displays and never miss a chance to have a station personality talk favorably about your television product at civic clubs and other public gatherings.

---

**For complete audience and sales adaptability**

**Entertainment which all-fami**

**BROKEN**

On the network 67% of the BROKEN ARROW viewers were adults. (ARB audience study) sold so well for General Electric at Mikes Labs that both renewed the sales success repeated for all-famil sponsors Mars, Inc., and Ralston Purina. In transition time periods, daytime or nighttime, for adult only or all-family audience, BROKEN ARROW fits the widest possible range of audience and advertisers in your market.
In other words, sell your programs to your potential audience as hard as you'd sell for one of your best clients. If the product is good, a well-rounded, hard-hitting sell campaign will capture your audience.

Verne Paule, vice pres. & gen. mgr., WJPS, Evansville, Indiana

From an analytical standpoint, audience promotions that were directed at the major share of the audience, and those conducted on a simple mail-pull basis, seem to have worked best for the new WJPS radio.

WJPS had been established at Evansville for over nine years before new ideas, new promotion, and a new sound were instituted that helped put us on top in audience response. In our opinion promotion is the key and must be continuous if audience dominance and thereby dominance in the market are to be maintained.

To be successful a contest need not offer a trip to Europe or a spanking new car for the prize. A case in point was our Scrambled City contest. The names of three cities in our listening area were selected and the letters of one city at a time were given in scrambled sequence. The contest ran throughout the day for three broadcast days. Here a phenomenal response was generated which indicated contestants had to be listening to WJPS for several hours in a time to be able to unscramble all three names. The prize: a transistor radio. This contest proved that promotion must be aimed at the masses, be easy to enter, relatively easy to win.

When the contest is ended you have only half the available information. A thorough analysis of all contest letters and cards will reveal approximate age groups, married or single persons, children or teens, men or women, and more importantly where the mail comes from. This is a simple way to measure the relative effectiveness of various types of contests.

To counter-balance audience contests, creative public service, in addition to regular public service, of course, can be equally rewarding. Recently, for example, WJPS sponsored a 50-foot registration trailer which traveled to various industrial plants to encourage voter registration. We enlisted 1,000 new registrations that helped run up a new record in the country.

Contests by far lead the audience promotion field, with continued use of bus signs, car and truck cards, window displays and an identifiable image (such as our "Happy Mike" caricature) to maintain listener awareness of the station's call letters and frequency. This is been successful for the new WJPS radio.

Modern radio is part of the important industry of show business. Listeners like contests, they like to respond, and they like variety. But they like the consistency of solid modern programming that gives entertainment and news. Radio must continue to be different and adequate, and audience promotion can help broadcast maintain an original modern concept.

its home -- both for adult audiences and sponsors

ARROW

KEN ARROW

authentically-set adventures ... starring Michael Ansara and John Lupton...

available locally direct from its network success in which it broke network records, helping make ABC-TV the second network...

reaching just the right audiences ... 67% adult, drawing the largest share of viewers in the all-important Young Housewife homes...

fits any time period ... sponsored and renewed by both adult and all-family blue-chip advertisers...

a "natural" for station programming needs...

available now first time locally...

INDEPENDENT TELEVISION CORPORATION / 488 Madison Avenue • N.Y. 22 • PLaza 5-2100
What makes RCA FM Transmitters better...

If you want the very best FM Transmitter available, you need not shop around. RCA FM Transmitters are the finest built for broadcasting. They are designed to the highest standards of quality in the industry.

Examine our FM Exciter, for example. Note especially its direct FM system. It is capable of producing a higher fidelity signal. Also, the RCA Exciter is easier to tune—and keep tuned—than exciters using other modulation systems.

Why do RCA FM Transmitters cost more? Because of our aim at RCA to always build the very best. This superior quality often shows up in small but vital features. Take the use of circuit breakers in the 1 KW RCA FM Transmitter. Fuses could have been used, but we think of the lost air time when fuses fail... We include a harmonic filter of special design to assure the reduction of all harmonics to more than meet latest FCC requirements.

Throughout the RCA FM Transmitter line you will find that all tubes and components operate well below normal safety factors. This greatly reduces chance for component failure. It saves on maintenance costs and helps keep the station on air.

Many more of these significant advantages add up to the kind of quality that proves itself in year after year of dependable operation. In addition, you'll find that RCA Transmitters usually have higher resale value...

Experience for yourself the quality that makes RCA famous. There is a full line of RCA Transmitters to choose from: 1 KW, 5 KW, 10 KW, 20 KW, and on special order 25 KW or higher. Exciters and multiplex subcarrier generators are also available—along with a series of broadband antennas. Get the complete story before you buy. Call your nearest RCA Broadcast representative or write RCA Department NC-264, Building 15-1, Camden, New Jersey.

RCA Broadcast and Television Equipment, Camden, New Jersey

The Most Trusted Name in Radio

RADIO CORPORATION OF AMERICA
Results of the election as they affect broadcasting and advertising are no less confusing than as to "mandates" in other directions.

A new administration always comes into office resolving to correct whatever excesses have been found in the previous one. But the regulatory agencies, advertising and broadcasting have already been raked over the coals by Congress. Question is, what further can be done?

A quick look at the crystal ball suggests these prospects:

- **Anti-trust action and policing of advertising can be weakened; can't be strengthened appreciably.**

  Attorney General Rogers and antitrust chief Robert Bicks over at the Department of Justice had the biggest G.O.P. campaign contributors squirming. Their protests were credited with sidetracking Senate confirmation of Bicks as an assistant attorney general.

  In the Bicks files are results of probes into how the motion picture antitrust actions resulting in the Paramount consent decrees would fit into the broadcasting picture. Also probes into alleged monopolies by talent agencies and into how ad agencies might fit into the picture.

  If, as seems likely, Bicks is demoted or replaced, these files will be available to his successor. **They cover a wide range of practices, including production of programs by networks and network option time.** Bicks has held option time to be a per se violation of the antitrust laws.

  Thus much depends on the attitude of the new attorney general and of his antitrust assistant.

- **The new administration gets to appoint two FTC and one FCC commissioners right off the bat.** At the FTC it will have to be one Democrat and one Republican, since both open seats are Republican and the law provides that no more than three may be of the same political party.

  This could pave the way for another term for present chairman Earl Kintner, though the new Democrat will likely be named chairman. At the FCC King’s seat will likely be given to a Democrat. Odds are even as to whether the new Democrat or Bartley will be made chairman, with Ford reverting to plain Mr. Commissioner.

  At the FTC, it is unlikely that new appointments can bring more vigor into regulation of advertising. Kintner has moved with the same force as Bicks has done at the Justice Department. The new FCC appointment could, however, swing the FCC still farther toward strict regulation of broadcasting.

  King took the Doerfer seat and thereby substituted for a vote favoring minimum regulation only. He provided the margin in a 4-3 vote which preserved option time from being outlawed totally by the FCC. **With another appointment, the result could be reversed.**

  - **However, option time is not likely to be considered again very quickly.** The extent of the FCC interest in station programing, whether to shift tv to the uhf bands, whether to "drop in" new vhf stations, are among questions the answers to which might be swayed by the new commissioner.

  - **President-elect Kennedy has no firm views on any of these matters.** His appointment of former Harvard law school dean, also former chairman of CAB and SEC James M. Landis, to study regulatory agencies was aimed only at finding ways to **speed procedures and cut red tape.**

        However, Landis may have advice about new appointments.
Seven Arts Associated reports $500,000 business in eight cities for its post-1952 Warner Bros. package and is near to a deal in five other major cities.

The 40 recent feature films were sold to KSD-TV, St. Louis; WWLP, Springfield; WBN-TV, Buffalo; KONO-TV, San Antonio; WOC-TV, Davenport; WTVH, Peoria; WTVP, Decatur, and WTVT, Tampa.

Additional sales are expected shortly in New York, Chicago, Los Angeles, Baltimore, and Milwaukee.

Other feature film sales this week include CNP's for two Bob Hope pictures to KOIN-TV, Portland; WJZ-TV, Baltimore; WHNB-TV, New Haven; WAGA-TV, Atlanta; WTMJ-TV, Milwaukee; WWJ-TV, Cleveland; WISH-TV, Indianapolis; KCMO-TV, Kansas City; KTVU, San Francisco; KOMO-TV, Seattle, and KTUK-TV, Phoenix.

Meanwhile, Jayarks Films has acquired six additional feature films, including five recent Cagney Productions pictures and one Venus Enterprises film; the Cagney product will be distributed to TV domestically and to theaters overseas.

Stations are using video tape like squirrels: storing up summer and fall sports to have something to draw on in the winter.

Latest instance is Motor City Golf, a 26 week half-hour local show taped by WXYZ-TV, Detroit; besides pros to appear on the show, there'll be some well known amateurs, including ABC v.p. James Riddell.

There's a good chance that MCA will put off-network runs of about three feature shows into syndication by January.

It's possible that at least one will be a show that simultaneously continues its network exposure.

A close look at the ratings of NTA's Play of the Week in four major markets dispels the myth that quality shows don't get good audiences.

In September four-week ARB's, Play of the Week's time period status was first in that station Boston, second in four-station San Francisco and Denver, and third in seven-station Los Angeles: in each case the show beat most of the competition.

Here are network shows which Play of the Week topped or almost matched:

<table>
<thead>
<tr>
<th>CITY &amp; STATION</th>
<th>P OF W RATING</th>
<th>RATING OF NETWORK COMPETITION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston, WBZ-TV</td>
<td>8.7</td>
<td>8.0 Jack Paar</td>
</tr>
<tr>
<td>Denver, KOA-TV</td>
<td>10.0</td>
<td>10.0 Johnny Staccato</td>
</tr>
<tr>
<td></td>
<td>14.3</td>
<td>15.3 Alaskans</td>
</tr>
<tr>
<td>Los Angeles, KCOP</td>
<td>8.0</td>
<td>6.0 CBS Reports/Witness</td>
</tr>
<tr>
<td></td>
<td>9.0</td>
<td>8.5 Producer's Choice</td>
</tr>
<tr>
<td>San Francisco, KTVU</td>
<td>12.0</td>
<td>12.0 Aquanauts</td>
</tr>
<tr>
<td></td>
<td>13.0</td>
<td>13.0 June Allyson</td>
</tr>
<tr>
<td></td>
<td>13.0</td>
<td>12.0 Millionaire</td>
</tr>
<tr>
<td></td>
<td>13.0</td>
<td>14.5 I've Got a Secret</td>
</tr>
</tbody>
</table>

Additionally, in the same markets Play of the Week outscored most of its local syndicated competition, feature films and half-hours.
Stations are reaping an unusually large harvest of gift advertisers using pre-holiday feature films as specials this year.

Two of the biggest types of buyers are: toy and cosmetics advertisers.

In New York and San Francisco, for example, here are perfume sponsors of feature film specials:

- **Lanvin** (North Advertising) will sponsor The Greatest Love and The Third Key on WABC-TV.
- **Chanel** will show On the 12th Day twice on KPIX; also, the station is offering specials sales of Miracle on 34th Street, March of the Wooden Soldiers, The Miracle Man, and Beau Geste.

One of the bigger breaks to date for post-1948 feature film sales came this week as two CBS a&o's picked up NTA's 61 for '61 package.

The stations are WBBM-TV, Chicago, and KNXT, Los Angeles; the new features will go for the most part into the Best of CBS and the Early-Late Shows in those cities.

Conspicuous by its absence from the transaction was WCBS-TV, New York, which seems not to feel a need to beef up its movie inventory at this time.

**Home building advertisers are using Ziv-UA shows in 30 cities this year.**

Case of the Dangerous Robin and Tombstone Territory, for example, are being used in Arizona, Georgia, North and South Carolina, and Virginia by Bilt-Well Homes of Macon, Wise Homes of Roanoke, and P. A. T. Homes of Tucson.

**The days of the successful small entrepreneur in syndication seem to be over.**

Arthur (Skip) Steloff, who founded Heritage Productions to package and sell radio/tv sports shows, has entered the ITC combine, bringing his properties with him.

The shows include Campy's Corner, Golf Tip of the Day, Magic Moments in Sports, Willie Wonderful.

**Five tips on controlling the cost of tv commercials were given by Phillip H. Cohen, radio/tv director of SSC&B, speaking at the ANA meetings in Hot Springs this week.**

Here they are:

1) Allow enough time to plan and execute commercials. The rule of thumb is seven to eight weeks for film and nine to 10 for animation.

2) Get in all people who must do approvals at the story board or production meeting stage, and not after the rough-cut is completed.

3) Know in depth the capabilities and limitations of the various film producers.

4) Keep commercials as simple as feasible, using only those actors and sets that are important to the message.

5) Make sure that people who do the commercials arrive at the studio ready to go ahead and not still needing to prepare.

**The Jingle Workshop has reported success with a mechanical device which produces special musical and electronic effects for commercials.**

Commercials using these unusual sound tracks have been made for Vick's, Lever Bros., Alcoa, and Hamm's.

**Advertisers can use well known popular characters to solve commercials problems.**

Cluett-Peabody (L&N), for one, is using Charlie Chan in 60 second commercials telling about a wash-and-wear Arrow shirt with unique laundering features.
Of paramount interest to Madison Avenue is what the elections in the long run may portend for the advertising business.

The expectation of some agency-figure supporters of Kennedy: so long as the association leaders of the industry maintain their present ideological entente with the FTC nothing drastically untoward will happen.

As for the administration’s attitude toward tv: it could be largely influenced by the major role that the debates played in Kennedy’s election.

(For more on this theme see WASHINGTON WEEK, page 59.)

Sweets Corp. of America’s surprise for the ice cream trade: it’s introducing its Tootsie Roll ice cream brand in November and in the north (Wilkes-Barre, Pa.).

The fee arrangement between Shell Oil and Ogilvy, Benson & Mather is reported to have overseas implications.

The story is that David Ogilvy’s brother Francis, has a similar fee deal with Shell in England for his Mader and Crowder agency and that it was Francis who got the Shell ball rolling for his brother David.

Also that brother Francis has a substantial piece of OBM.

Madison Avenue observers assume that radio’s advocates will be revealing in documentary form a rounded story on that medium’s role in the recent campaign.

One figure tossed around: one out of five homes used radio for the debates.

A coterie whose growth has meant much to the dynamic side of spot tv: the rep specialists who make it their business to get recognition for the medium-sized markets.

They’re the fellows that move in after the initial schedules have been placed.

Their main quarry: the media planners or marketing director or the client himself.

Their chief tools: in-depth factual data not only about the income and retail status of the market but of the product’s potential in that market.

Looks like the tv stars have definitely snagged the spotlight from Hollywood’s box office stars as featured subjects for the big circulation magazines.

As a case in point, the Saturday Evening Post has virtually made the tv firmament its personality domain. The latest series: Perry Como.

There’s a curious side of the Campbell Soup account you may never had heard of: the only way it might be induced to come into daytime tv is via a news strip.

In other words, it doesn’t want to have the Campbell name connected with soap operas, game shows or film reruns.

Does the decor of office surroundings affect the turnover in girl personnel?

One rep firm feels that it does. It reports that since it moved into considerably more plushy quarters the ebb-and-flow of girl help has gone down considerably.
“The Sophisticated Sound of the Big Bands!”

This is the one radio station in Philadelphia whose Sophisticated Big Band Sound reaches concentrated adult audiences whose individual purchasing power is greater than that of any other audience drawn by any other radio station in Philadelphia.*

WRCV RADIO • 1060 • PHILADELPHIA

*Source: Pulse, Qualitative Report, May 1960
Sunkist Growers, Inc., Los Angeles: Its fresh oranges campaign begins this month in eight-10 markets. Schedules are for six weeks, day and night minutes. Agency: Foote, Cone & Belding, Los Angeles.


RADIO BUYS


Oon ere it herde,

at the other out it went.

But al thing which that shyneth as the gold
Nis nat gold, as that I have herd it told.
—Chaucer, *The Canterbury Tales*

Non teneas aurum totum quod splendet ad aurum.
—Alanus de Insulis, *Parabolae*

All is not golde that outward shewith bright.
—Lydgate, *On the Mutability of Human Affairs*

Yet gold all is not that doth golden seem.
—Spenser, *Faerie Queene*

All that glisters is not gold.
—Shakespeare, *Merchant of Venice*

All is not gold that glisteneth.
—Middleton, *A Fair Quarrel*

All is not gold that glisters.
—Cervantes, *Don Quixote*

All, as they say, that glitters is not gold.
—Dryden, *The Hind and the Panther*

A part from demonstrating some remarkable literary coincidences, we seize upon these quotations to drag a commercial (kicking and screaming—A.E.S.) into the act. The total farm income in WMT's 61-county Nielsen coverage area exceeds the total production of all the gold mines in the world.

Iowa's 34.8 million acres of tillable soil produce, among an abundance of other things, something like ten percent of the nation's food supply. Yet agricultural Iowa is considerably less than half the story. Personal income derived from agriculture accounts for about 25% of the total; income derived from manufacturing, trades, services and other sources, accounts for the rest.

Good wits jump; a word to the wise is enough.
—Cervantes, *Don Quixote*

WMT—CBS Radio for Eastern Iowa.

Affiliated with WMT-TV, Cedar Rapids; WQMT, Fort Dodge.

National representatives: The Katz Agency.
NEWS & IDEA WRAP-UP

DABBILN' IN APPLES during KYW, Cleveland, week-long contest are station personalities Swingin' Sweeney (l. center), Tom Griffiths (r. center), awaiting restaurateur Morris Wexler's reaction to housewife's pie. First prize: night out with winner's favorite KYW d.j.

ADVERTISERS

Hertz System is getting set to break its largest advertising campaign.

The expenditure: $7 1/2 million.

Spot tv and radio in key markets will be put to work during the expanded 52-week campaign. Minutes, 20's and eight-second I.D.'s will be used.

Norman Craig & Kummel is the agency in the U.S., Caribbean, Mexico and Hawaii, for Hertz' rent a car. Needham, Louis & Brorby handles the car and truck leasing advertising.

In Hot Springs, last week, Peter W. Allport was named new president of The Association of National Advertisers.

Other officers: Roger H. Bolin of Westinghouse Electric, chairman; John Veckly of U. S. Steel, vice-chairman.

COLORFUL CHARACTER of Bozo the Clown, caught in oil painting by Marjorie Corwin, sales secretary with Peters, Griffin, Woodward, San Francisco, won her first prize in KRON-TV's special 'Color Bozo the Clown' contest. Viewer promotion pulled over 5,000 S.F. entries in one week.
Bayer's Aspirin (DFS) has turned to spot radio for added weight in behalf of its children's brand.

The campaign is for four weeks, starting the end of November. More than one station per market will be used. The rate of schedule: 15 or more a week.

Campaigns:
- **Admirations Coffee** going heavy on spot tv and radio with its new animated soft-sell commercial in the Texas, North Louisiana and Southern Arkansas markets. Some 20 to 30 minutes weekly will be used on 124 radio stations during the 8-week flight. Twenty tv stations will share in the campaign with 20-second announcements, five times weekly.
- **Ocean Spray Cranberries** (BBDO) spending more than $2 million for the Thanksgiving, Christmas and Easter, and interim advertising campaign. Ocean Spray is scouting around for tv and radio spot for this push.
- **Instant Maxwell House Coffee** selling its product via CBS tv shows *The Danny Thomas Show*, *Aquanauts* and *Rawhide*. It also has a heavy tv spot campaign going in top metro markets with top-rated spots during prime evening viewing hours.

### AGENCIES

Agency appointments:
- National Theatres, div. National Theatres & Television, to Cole, Fischer, Rogow... Yolande Corp., to Cohen & Aleshire, for its Yolande lingerie... Home Equipment, div. White Sewing Machine, Cleveland, to Dix & Eaton, Cleveland, for the company's Apex Reinforced Plastics div. and Industrial Supply... Wilkins Coffee Washington, D. C., to W. B. Doner, Baltimore... The First National Bank of Minneapolis, from Olnstadt and Foley and the First National Bank of St. Paul from Erwin Wasey, Ruthrauff & Ryan, plus the other 70 First Bank Stock Corp. bank affiliates, to BBDO, St. Paul, Minneapolis office... Thomas J. Mahon Co., to Kenyon & Eckhardt for its Phenyl-Drose... Rand McNally, Chicago from Fletcher Richards, Calkins & Holdon, to Grant, Chicago, for its corporate institutional advertising.

More agency appointments: Town Photolabs, Inc., to Frank B. Sawdon... Wayne Knitting Mills, Fort Wayne, Ind., to Ridgeway-Hirsch, St. Louis, for its Berte Sharpey hostelry and Belles Socks... American Stores (Acme Markets) to Gray & Rogers, Philadelphia and Newark... Lehn & Fink, div., Lehn & Fink Products to Ted Bates for its Noreen hair preparations.

**PEOPLE ON THE MOVE:** Her...
hert H. Strauss from Ben Sackheim to radio-tv production manager, North Advertising, New York City . . .


MORE PEOPLE ON THE MOVE:
Matt Grass from copywriter, Al Paul Leighton, to Werman and Schorr, Philadelphia, as copywriter . . . Ned R. McDavid from public relations manager, McCall's Magazine, to manager, public relations section, Leo Burnett, New York City . . . Harold W. Gully from manager, public relations section, Leo Burnett, New York, to Chicago office, same firm and capacity . . . Donald Vogt from Needham, Louis and Brorby to public relations account executive, Leo Burnett, Chicago . . . David B. Learner from GM research laboratories to assistant director of research, BBDO . . . Louis K. Fuller from Gehl Bros. West Bend, to Mathisson and Associates, Milwaukee, as time buyer . . . Robert C. Bullen from Don Kemper to Olian and Bronner as v.p. . . . Sheldon Riskin from Alva Tranquil Co. to Olian and Bronner as account executive.

They were elected: Maurice H. Bronner from executive v.p. to president, Olian and Bronner, Chicago . . .


Retiring: Edwin F. Wilson from McCann-Erickson, after 40 years.
The Giants’ “P.Q.”
(PRESTIGE QUOTIENT)

in GREENVILLE,
SPARTANBURG
and ASHEVILLE

The third “Great Debate” from 7:30 to 8:30 P.M. on October 13, 1960 was one of those rare occasions when all three stations serving Greenville, Spartanburg and Asheville carried the same program at the same time. WFBC-TV commissioned Western Union to measure the Giant’s P. Q. by making a coincidental telephone survey in all three metro areas during the hour-long debate between Kennedy and Nixon. The ratings below were computed in the conventional manner from data supplied by Western Union on a total of 569 telephone calls.

**HERE ARE THE RESULTS OF THE SPECIAL SURVEY!**

<table>
<thead>
<tr>
<th>Station</th>
<th>Greenville Metro Rating</th>
<th>Spartanburg Metro Rating</th>
<th>Asheville Metro Rating</th>
<th>G-S-A Combination Ratings</th>
<th>G-S-A Combination Share of Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>WFBC-TV</td>
<td>48</td>
<td>30</td>
<td>27</td>
<td>37.4</td>
<td>56%</td>
</tr>
<tr>
<td>Sta. “B”</td>
<td>7</td>
<td>5</td>
<td>33</td>
<td>13.1</td>
<td>20%</td>
</tr>
<tr>
<td>Sta. “C”</td>
<td>12</td>
<td>26</td>
<td>0</td>
<td>13.0</td>
<td>20%</td>
</tr>
<tr>
<td>Others</td>
<td>0</td>
<td>8</td>
<td>3</td>
<td>3.2</td>
<td>4%</td>
</tr>
</tbody>
</table>

For Complete Details on this survey, and for rates and availabilities, contact the Station or our National Representatives.

Represented Nationally by AVERY-KNODEL, INC.
"Whatta ya mean TULSA'S a TOUGH MARKET... have you ever used KAKC?"

If you haven't used The New KAKC you don't know how easily your problem can be solved. You see, The New KAKC is the most "listened to" station in the 21 county market area of Northeastern Oklahoma (according to Pulse). And, they're an adult audience too. What about Station Image? Why, they've got the best. The New KAKC has more firsts in area service to their credit than all other Tulsa stations combined... and they're continuing to pile up more! Yes sir, The New KAKC is Tulsa's best Radio buy in anybody's book. It's been that way for quite awhile... and they intend to keep it that way.

Hi, I'm K. A. Casey... here to offer you the best radio buy in Tulsa. Call your Adam Young representative and see for yourself.

THE new KAKC Dial 970
A Public Radio Corp. STATION
KIOA DES MOINES KAKC TULSA KBKC KANSAS CITY

MORE PEOPLE ON THE MOVE:
Russ Jondreau from director radio/tv department, Claude E. Morris & Associates, to K-DAY, L.A. as sales promotion manager... Warner Rush, from general manager WCRV, Washington, D.C., to sales manager, WGHQ, Kingston, N.Y. ... David T. Dewey to WEAV-AM-FM, Plattsburgh, N.Y., as promotion director... Eric Bose from account executive to local sales manager, WSAI, Cincinnati... Phil Johnson to news director, WCSI, Portland, Me.

FM

Cadillac (MacManus, John and Adams) has again renewed sponsorship of The Cadillac Hour over KPEN, San Francisco.

The current contract: to run the program through its 32nd consecutive week.

Cadillac, whose first KPEN buy was for a six week try-out, is now buying spot schedules in other FM markets, also.

FM listening seems to be catching on all over the country.

A study made by FM Broadcasting, recently, reports these findings:
- KHOL-FM, Holdrege, Neb., 65 local establishments have installed fm facilities.
- KITT, San Diego, Pulse report shows 5,000 offices and stores listening.
- KHFM, Albuquerque, N. M., extensive fm installations in some 500 establishments.
- WFMQ, Chicago, all IGA stores as well as several hundred drug stores and offices now fm equipped.

SPONSOR • 21 NOVEMBER 1960
KETV
OMAHA—Prime Buy for LINCOLN area, TOO!

38.3% INCREASE in coverage!
On October 1, 1960, KETV became the exclusive ABC-TV station for Lincoln, Nebraska. KETV increased its network dominance by 41,210 homes, a growth of 38.3% in total coverage.**

LINCOLN THEATER CHAIN BUYS ON KETV

LINCOLN
WHERE THE HOT WIND BLOWS
WITH GINA LOLLOBRIGIDA AND YVES MONTAND

The Cooper Foundation Theaters of Lincoln, through its advertising agency, purchased 57 commercials on KETV, November 4 through 10, to advertise a new motion picture to its Lincoln audience.

LINCOLN RESIDENT PRAISES KETV PROGRAMMING
Frank E. Mussehl, retired University of Nebraska faculty member, wrote an unsolicited letter to KETV: "We appreciate KETV's transmission of the Lawrence Welk Show Saturday evenings... this program was discontinued by the Lincoln Station... We are pleased that KETV will continue its service for Lincoln viewers."

ONE BUY—TWO MARKETS:
OMAHA and LINCOLN!

Ben H. Cowdery, President
Eugene S. Thomas, V.P. & Gen. Mgr.

Call H-R Now!

KETV 7
OMAHA WORLD-HERALD STATION

SPONSOR • 21 NOVEMBER 1960
NBC Radio got a rousing vote of confidence from its affiliates at the organization's annual meeting in New York City, last week.

Speaking for the group was George W. Harvey: "The last year has been active and profitable and has seen NBC Radio adapt its network programming to the best interest of the affiliate stations. Under the present format the affiliates have an opportunity to fit his local programing into a pattern which enables him to operate the best sounding radio station in his particular area.

"We subscribe fully to the network principle of paying compensation for the use of a station's facilities."

The group also paid tribute to NBC's Bill McDaniel "For his leadership in effecting the changes which have given NBC Radio its most successful year since the early fifties."

Highlight of NBC Radio's progress report as reported by Bill McDaniel during the network's affiliate meeting brought out these facts:

- Monitor ratings have gone up 100%; rating for Emphasis and NBC News on the Hour, up 50%.
- NBC Radio has raised its rate and will continue to improve its rate structure.
- NBC has continued to pay full compensation for every minute of network time carried by network affiliate stations.
- NBC Radio plans no further changes or reductions in the network schedule established at the beginning of the year.

Here's how the nets made out in TV billings during the first nine months of this year, according to TVB.

- ABC led in gross time billings increases with 29.9% over the same period last year: from $86,744,444 to $112,721,410.
WSPD·TV fills the gap...

You can't afford to ignore the widespread Toledo market...all 21 Northwestern Ohio and Southern Michigan counties of it! WSPD-TV, with its new 1000-foot tower covers 444,400 homes...sells

TOLEDO

A STORER STATION - Represented by The Katz Agency
- CBS, 1.6% increase: from $195,350,810 to $204,356,596.
- NBC, 4.8% increase: from $169,183,474 to $177,318,634.

Network TV sales: General Foods (Y&R) to sponsor ABC’s Lunch With Soupy Sales, 3 December . . . Philip Morris (Burnett) sponsoring three more CBS public service programs in the CBS Reports series, beginning 25 November.

Financial reports: CBS consolidated net income for the first nine months of 1960: $15,496,000, compared with $17,497,000 for the same period last year. Net sales, same period this year: $336,582,000—last year: $318,291,000 . . . AB-PT, declared an extra dividend of 2½% common stock in addition to the regular fourth quarter cash dividend of 25c per share on the outstanding common and preferred stock. No extra dividend was paid last year.

They were named v.p.’s: George M. Perkins, in charge of network programs, CBS Radio . . . Hunt Stromberg, Jr., program development, CBS television.

AM Radio Sales’ Bill Losee takes a dim view of bygone radio days nostalgia. In his opinion: “Nostalgia is neuralgia.”

In his talk to a group of advertisers and broadcasters in Cleveland, last week, the rep firm’s general manager said: “Radio today has more excitement and potential than it did at first.”

The facts:
- Number of licensed stations has increased in 10 years from 1,900 to 3,500.
- There are 156 million sets in this country with 96.3% of all U.S. homes radio homes.
- Portable sets have increased from 1,800,000 in 1949 to 7,600,000 last year.
- Last year, 4,000,000 transistor radios were sold in this country.

KFMB RADIO

DOMINATES
THE BETTER
PART
OF SOUTHERN
CALIFORNIA!

LARGEST DAILY AUDIENCES ✪ BIGGEST
CUMULATIVE AUDIENCES ✪ GREATEST
ADULT AUDIENCES ✪ BROADEST COVERAGE
WIDEST PROGRAM VARIETY ✪ FINEST
PERSONALITIES ✪ BRIGHTEST INFORMA-
TIVE FEATURES ✪ MOST AND BEST NEWS
SMOOTHEST MUSIC ✪ BEST NETWORK
✪ FARTHEST REACHING MERCHANDISING

KFMB RADIO ✪ CBS
SAN DIEGO

A TRANSCONTINENT STATION
Represented by
Edward Patry & Co., Inc.
The Original Station Representatives

PONSOR • 21 NOVEMBER 1960
PEOPLE ON THE MOVE: John E. Kelley from account executive, CBS Spot Sales, New York City, to H-R Television as account executive... Edward T. Harvell from broadcast media supervisor, Shell Oil to sales staff, Avery-Knodell... J. Merrill Pietial from sales account executive. Adam Young, to Forjoe & Co., San Francisco office, as manager Western Division.


Feature film sales were especially brisk this week as distributors with post-1948 packages found a meeting ground with stations on pricing in more and more cities.

Two important packages which registered sales were:

- NTA’s 61 for ‘61 group was sold to two CBS o&o’s.
- Seven Arts Associated’s 40 Warner Bros. post-1950 features were sold to eight stations paying a total of $500,000.

Sales: Seven Arts Associated’s 40 Warner Bros. features to KSD-TV, St. Louis; WWLP, Springfield; WBEN-TV, Buffalo; KONO-TV, San Antonio; WOC-TV, Davenport; WTVH, Peoria; WTVP, Decatur; and WTVT, Tampa... NTA’s 61 for ’61 group to WBBM-TV, Chicago, and KNXT, Los Angeles... Two Bob Hope features through CNP to KOIN-TV, Portland; WIZ-TV, Baltimore; WBNH-TV, New Haven; WISH-TV, Indianapolis; KCMO-TV, Kansas City; KTVU, San Francisco; KOMO-TV, Seattle, and KTUK-TV, Phoenix... M & A Alexander’s O. T. Hush, Private Eye to XETV, San Diego; KSWO-TV, Lawton; WABC-TV, New York; KSD-TV, St. Louis; KSTP-TV, St. Paul, and WIIW, Pittsburgh... CNN’s Jim Backus to Lincoln-Mercury Dealers Association on WRCV-TV, Philadelphia, through Kenyon & Eckhardt.

Programs & producers: Arthur
BEAMED TO BUYERS!

People buy what they see, and they see it on KTBS-TV in Shreveport. What these people see are pictures of the finest quality. What they hear are sounds of truest tone. What's more, close-up of KTBS-TV power reveals a big broad coverage over four states (1,361,300* people and still growing) that brings sales (they spent $1,337,264,000* in 1959). No wonder time buyers look to KTBS-TV where people buy. It's the bright spot for spots in the Southwest.

*Sales Management, July 10, 1960

KTBS-TV
CHANNEL 3 SHREVEPORT, LOUISIANA

E. Newton Wray, Pres. & Gen. Mgr. Represented by THE KATZ AGENCY, INC.
(Skip) Steloff joins ITC, which acquires the properties of his Heritage Productions. WXYZ-TV, Detroit, video taping Motor City Golf in summer and fall for winter telecast. Jayark Films acquired five Cagney Productions feature films and one from Venus Productions for domestic TV and foreign theatrical distribution; titles are “Bugles in the Afternoon,” “Kiss Tomorrow Goodbye,” “Only the Valiant,” “Blood on the Sun” and “Johnny Come Lately.” Jayark also has Operation Escape, a half-hour series, in production in Europe.


PUBLIC SERVICE

Those stations that have set up community advisory community councils may be interested in what came out of such a cooperative setup in Baltimore. WBAL-TV-WBAL and its advisory council, after exploring a variety of local interests anent public service, agreed that the more important projects that might be embarked upon were these:

Metropolitanism, the psychological changes of old age, employment of the aged, the recruiting and training of career men in all areas of government, student home work habits and teenage summer employment.

Reports from TV stations show that more and more advertisers are backing up public service programming on the local-level.

A case in point: KPIX, San Fran-
Let's face it: The toughest rating service of all is determined by the sponsor's pen; he either signs a renewal or he doesn't. And, by this standard especially, we shine with a gem-like brilliance. For example, Esso Standard has sponsored our 11 P.M. news for five years without an interruption. Sealy Mattress has sponsored the 11:10 P.M. weather show for eight years. Ratings like these from top national advertisers pay off — for our clients and for us — against any competition.

WJAR-TV
CHANNEL 10, PROVIDENCE, R.I.

SPONSOR • 21 NOVEMBER 1960
cisco. whose locally produced current-events show, The Face of the City, attracted the sponsorship of Schlage Lock (JWT).

Other recent KPIX public service shows and sponsors: Open Heart Surgery, CIBA Pharmaceutical; American Forum, Wells Fargo Bank; the presidential election coverage, Gallo Wines and Serta Mattress.

Public Service in action: WSB, Atlanta, conducted its second annual radio/tv news broadcasting conference for North Georgia high school newspaper editors and their faculty advisors, 10 November . . . WTTG-TV, Washington, D. C., enlisted the aid of local business leaders in appealing, via taped announcements, for community service support of civic projects . . . KSFO, San Francisco, repeated its successful Under Glass performance of last year to raise funds for the United Bay Area Crusade. Studio equipment, turntables, wire services, records, etc., were moved to the sports window of a local department store for the event . . . WBBM-TV. Chicago, began, last week, a 31-week high school invita-

More public service action: KOIL, Omaha, aired a solemn and thought-provoking editorial concerning a fatal accident involving six area youngsters. The editorial strongly advised parents to look into the driving "games" played by the youthful citizens . . . WRC-TV, Washington, D. C., telecast a special program, Condemned to Move, bringing to light the mixed emotions shown by displaced residents of the city's former slum areas . . . WCKT, Miami, reading a documentary, Florida's Future, dealing with sit-in demonstrations in South Florida . . . WSOC Radio, Charlotte, N. C., began a series of audience participation programs entitled Party Line, to help clear up questionable problems on civic affairs.

Ideas at work:

- WLEE, Richmond, Va., cashed in on Halloween night doings to raise funds for the Christian Children's Fund. Enlisting the aid of the trick or treat set, the station put on a WLEE Christian Children's Fund Halloween March. Instead of the usual sweets hand-out, youngsters solicited for and received, contributions to C.C.F.

World Wide Broadcasting unveiled the details of its operations and sales plan to the trade-press last week.

It was explained that this setup, which is a part of Metropolitan, will be able to put together for coverage any number of Latin American and other countries that an advertiser wishes.

The base rate for Latin-America will be $500.

Worldwide will eventually have a news staff of at least 50 people. At present it numbers eight.

Ako unveiled was a one-hour colloquial presentation of WW's objectives, reach, clients, etc.
six out of
every ten copies of
SPONSOR
go to
readers
who buy
or influence
the buying of
radio/tv time.

SPONSOR
is written
for them.

through
SPONSOR
they get
what they need
to keep fully
posted every week.
**STATIONS ADOPT BILLING FORM**

Last May the sponsor Standard Spot Practices Committee proposed a new standardized billing form for radio/TV spot. A flood of favorable reaction poured into sponsor offices shortly after the proposal was announced. To date the billing form has been adopted by nearly 140 radio and TV stations in 38 states:

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Newspapers, ETV, Campbell Lauked In Audit Report

Communications

Birmingham newspapers, ETV, and Dave Campbell's "The People Speak" radio program received plaudits from the Birmingham Metropolitan Audit in its latest report.

In its preliminary report on "Communications Among the Birmingham People," the Audit pointed at the "dangers as well as the blessings" of the communications field.

The report called Dave Campbell's "The People Speak" program a healthy justification for public service in modern-day radio programming.

Further, the Audit report stated that civic pride extended to the newspapers, and that fortunate in several others it is better, not in others it is still better.

The Birmingham Herald and News were cited for "services that stand out in the criteria for community achievement.

Through Campbell's program, WAPI renders a unique service to the process of free communications in the area by programming large blocks of evening time to staff conversations with telephone callers.

Discussions of the issues of the day, questions and answers, problems, clarification of issues are both entertaining and educational.

The Birmingham Metropolitan Audit says "a healthy justification for public service." 20 local sponsors on a year-round basis say "Dave Campbell's People Speak sells merchandise for us."

WAPI 50,000 WATTS
BIRMINGHAM, ALABAMA

REPRESENTED NATIONALLY BY HENRY I. CRISTAL CO., INC.
WSYR Delivers 85% More Radio Homes Than The No. 2 Station

In an area embracing 18 counties, 471,290 homes, 1.6 million people with $3 billion buying-power . . .

WSYR DELIVERS MORE HOMES THAN THE NEXT TWO STATIONS COMBINED

Top programming Top facilities
Top personalities make the difference.

*All figures NCS No. 2, weekly coverage

Represented Nationally by THE HENRY L. CHRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
SOUTH • WEST • SAN FRANCISCO

WSYR
5 KW • SYRACUSE, N.Y. • 570 KC

WCOL has SOUND INFLUENCE in Columbus, Ohio

Advertising is a true investment. It must be based on sound judgment. In Columbus, you get maximum returns on your investment when you advertise on the New WCOL! The New WCOL offers the largest listening audience at lowest cost*. Don't speculate with your dollars. Invest in New WCOL Blue Chip advertising for greatest returns.

* (You invest in the largest share of audience for less than half the cost per thousand listeners of other media. Ratings and CPM figures on request)
24 hours a day broadcasting at 1230 AM 92.3 FM

The Capital Station

Columbus 15, Ohio

Represented by:

Robert E. Eastman & Co.

Leadership

Alan D. Courtney has been appointed vice president, national sales, for MCA TV, Ltd., effective tomorrow. Previously with NBC TV, Courtney held the posts of v.p., nighttime programs, administrator for the network's participating programs, executive producer of the Steve Allen Show, and most recently v.p., program administration. A native of San Francisco, the new MCA TV executive attended Princeton University, the University of Southern California, and the University of California at Los Angeles.

Robert S. Wilson has been appointed to the post of vice president and general manager of KXTV, Sacramento. Since 1954 he had been general sales manager of Corinthian's station KHOU-TV, Houston. Previously, Wilson served as sales executive in the television divisions of both Edward Petry & Co. and The Katz Agency, Inc.; in the network sales department of the Mutual Broadcasting System in Chicago, and as commercial manager of WALB, Albany, Ga. In W.W. II he was an Army Air Force pilot.

Sherwood Dodge has been elected vice president and director of marketing of the toilet articles division of Colgate-Palmolive Co. He will be responsible for the division's planning and direction of advertising, promotion and merchandising, sales and distribution activities. Previously, Dodge was with Foote, Cone & Belding, as v.p. and national marketing director, and Fletcher D. Richards, Inc., as executive v.p. and a director of the agency. He is a member of the 4A's media relations committee.

George Sperry is the new manager of promotion for WGR-TV and FM, Buffalo (a Transcontinent station). Most recently with WNEP-TV, Scranton (also owned by Transcontinent) as promotion manager, Sperry began his career as an announcer-director at WBRE-TV, Wilkes-Barre, Pa., in September, 1953. He left that station in November, 1957 to join WBPZ-TV, Lock Haven, Pa., as program director. An alumnus of the U. of Rochester, Sperry is married, the father of two sons. He is a member of BPA.
Well served by Beeline Station KFBK, modern Sacramento is one of the nation’s leading agricultural centers as well as a growing industrial community . . . the rich, bustling hub of an independent Inland California market with $1,953,322,-000 annual retail sales. It is also the State capital.

Here KFBK leads regularly in listening and programming, is No. 1 rating station most of the time. Farm programs, news, sports, good music, home economics, school and religious programs are presented in balanced format typical of all 5 Beeline stations.

Beeline stations as a group give you more radio homes than any combination of competitive stations — at by far the lowest cost per thousand (Nielsen & SR&D).

*Sales Management’s 1960 Survey of Buying Power
The seller's viewpoint

The term "specialized mass markets" may seem to contain within it contradictory words but to Ralph N. Weil, president of KATZ, St. Louis, it has some very specific meanings. The key thought is that the market is specialized but big enough to be called a mass market. Weil is involved in applications for the purchase of KCOR, Spanish-language station in San Antonio, and WMMW, Meriden, Conn., as well as in filings for stations in North White Plains and Poughkeepsie, N. Y. He had an interest in WOV, New York.

ON THE 'SPECIALIZED MASS MARKET'

In the last months of our operation of WOV (now WADO) as a leading Italian language and Negro outlet, Arnold Hardley, an associate, and myself had begun work on a new promotional approach whose basic idea we tried to sum up in the words, "specialized mass markets."

The association of the two words "specialized" and "mass" may, at first glance, seem contradictory. But the facts of modern American urban life make them perfectly compatible. Where a Negro market, for example, actually constitutes more than 31% of the over-all population, as in St. Louis, where a Spanish-speaking market comprises about 52% of the total, as in San Antonio, we are no longer dealing with a "specialized" market in the sense of something "smaller." The market is qualitatively specialized, and quantitatively mass.

We have been directly interested in this field of radio for many years. Experience has confirmed our faith in it and has given us a set of guiding principles (developed in good part over the years at WOV) which we have already put to work at KATZ, St. Louis, and which will be applied to any properties with which we may be associated.

First of all, we believe that the specialized audience deserves quality service. Specialized radio, is nobody's step-child. It is a proudful enterprise in the same sense as any other form of radio well-conducted, and everything the station does should reflect the desire to do a professional, craftsman-like job, on the air and off.

Next, we believe in the kind of specialized radio that is sensitive to the specific needs, desires, and preferences of its audience. This kind of radio relates directly to the day-to-day lives of its listeners and is an embodied part of their daily activities. One aspect of this is an alert news policy, reporting every development of special significance to the community served.

Further, specialized radio has a two-fold obligation in its public service efforts. It must collaborate closely with every legitimate activity, pro bono publico, within the specialized community itself, and it must help the specialized community attune itself harmoniously with the community at large, in the interests of the civic welfare of all concerned.

Obviously, the broadcaster himself must take a direct and knowledgeable interest in his operations if all these purposes are to be achieved.

Now let us glance at some of the business aspects of the "specialized mass market" approach.

We are now well along toward putting the final touches on merchandising and promotion plans which will be altogether new in the specialized radio field. We are in the process of working out, for future application, a new rate arrangement, and have completed and incorporated our consultation-advisory organization under the name "Key Broadcast Management, Inc."

This much is certain: specialized broadcasting is now coming of age. Great strides have been made in the Negro and Spanish fields, in particular. Years ago, when WOV pioneered the formation of the Foreign Language Quality Network with some of the same ends in view as are outlined in this article, we were, perhaps, a little ahead of our time. But now, audience and advertiser acceptance for specialized broadcasting is at an unprecedented level, and it is the purpose of the specialized mass markets concept to lift the level steadily higher, to a plane comparable with that of the finest standards in the industry.

There are a number of energetic and well-informed reps now doing business in the specialized field. We have been talking things over with them, and will discuss our ideas at some future date.
Top local news coverage adds to the big picture in CHARLOTTE

WSOC-TV

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

CHARLOTTE 9—NBC and ABC. Represented by H-R

MID-DAY NEWS
Monday-Friday 12:30 P.M.

CAROLINA NEWS SPECIAL
Monday-Friday 6:30 P.M.

11th HOUR REPORT
Monday-Friday 11 P.M.

FARM & HOME
Monday-Friday 6:15 A.M.

TODAY IN THE CAROLINAS
Monday-Friday 7:25 A.M. and 8:25 A.M.

THE SPORTSMAN
Saturday 8 A.M.
SPONSOR SPEAKS

How to run a good convention

Our hat is off to the members of the Broadcast Promotion Association for the valuable and business-like convention they ran in New Orleans last week.

Ordinarily, the mere mention of New Orleans conjures up visions of fun, food, and entertainment—Mardi Gras, Bourbon Street, the French Quarter. And we don’t for a minute mean to suggest that these charms were entirely overlooked by visiting BPA members.

But the prevailing atmosphere of the BPA meeting was serious, thoughtful, hard-working, down-to-earth.

The station promotion men who traveled to Louisiana came there to learn “how to” facts about their business, and they spent long hours trading ideas on practical matters.

We were particularly impressed with the way BPA organized its agenda. During the three-day meeting no less than 18 “how to” subjects were taken up. They ranged from “How to work with the RAB and TID” to “How to merchandise” to “How to handle trade press advertising.”

Every BPA member we talked to took away from New Orleans a store of valuable business knowledge that could be translated into money-making practices at his home base.

All in all BPA, though one of the youngest of the industry’s trade groups, put on a demonstration of “how to run a good convention” that was really impressive.

Sarnoff’s plan for ’64

That the BPA organization has grown rapidly in stature is illustrated by the fact that NBC’s Robert W. Sarnoff delivered a major policy speech at the BPA meeting.

The NBC board chairman called for major revisions in the country’s political convention and campaign system, based on the radio/TV experience of the last six months.

Bob Sarnoff suggests that the conventions be shortened, both in days and hours, and that they make “more fruitful use of the hours when most Americans are able and willing to watch.”

He also suggests moving future conventions ahead to late August, thereby shortening the exhausting campaign period by about six weeks. We applaud both recommendations, and are glad that they come from a leader of the industry that has become such a vital part of America’s political life.

10-SECONDS SPOTS

Commercial twist! A recent Western Region AAAA Convention heard these TV definitions (and “how I see it”) from Allan B. Goldenthal, v.p. of U.S. Tele-Service Corp.: ordinarry — totally ineffective; miracle — it works; regular — antiquated; new — regular; totally new — even the bottle, new new new new — certainly not more than six months old.

Western twist: Some other definitions have been making the rounds of Madison and Michigan Aves. They’re saying that a TV western is “good guy, bad guy, good horse, good girl, gunfight” and an adult western is “good guy, bad guy, good horse, good girl, bad girl, gunfight.”

Agency twist: Equal time goes to Fuller & Smith & Ross for some of its “tvisms.” Hang on. An adult western is an old egg sandwich; prime time is the 5:11 to Westport; residue is a hangover; rating is recognized by headwaiters; fake is to move to a safer ground; dolly is a blond case by the producer; pan is what the client does to the commercial, and boom is what the client loves.

Election twist: The rash of license plate jokes of a few months ago, such as H2O for Lloyd Bridges, and 38-22-36 for Marilyn Monroe, came to its ultimate climax early this month. The final entries—JAN 20 for John Kennedy, CU 1964 for Richard Nixon.

Financial twist: When the staff of WLCY, Tampa-St. Petersburg, Fla., found that the station had made it to the top of the local Hooper ratings there was a big celebration, enjoyed by everybody but program director Dick Allen. He has mixed emotions of he owns stock in the biggest competing station.

Freudian twist: Jack Paar’s NBC crew created no end of havoc during their visit to Hawaii with their mainlanders’ view of Island custom. Peggy Cass said she went to a luau where they served poi which she thought was old yogurt. Charlie Weaver said that Grampa Ogg had once had a nightmare about Hawaii. Said Charley, “He dreamed he was a power lawmower in a room full of hula girls, and just as he got to the first one he ran out of gas.”

Sponsor • 21 November 1960
tomorrow's selling is here today

in the LANCASTER / HARRISBURG / YORK market

WGAL-TV

This station with its multi-city coverage looks to the future. It's your profit buy for today and tomorrow, because it is the outstanding favorite in these three metropolitan areas, plus many other communities.

A LOOK INTO THE FUTURE

Now in planning stage for Chicago's Loop is world's tallest apartment house. 60-story twin circular towers are to contain 896 units; 900-car parking ramp to spiral first 18 floors.

MULTI-CITY TV MARKET

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
**Nielsen Station Index gets the right information from its homes**

The NSI Audilog/Recordimeter technique produces the same answers on set tuning as the accepted Audimeter method. This has been proved by simultaneous tests for both techniques in same homes.

Details on this and other studies verifying NSI data are yours for the asking. More reasons why...

**NSI is the only validated source of station audience facts available today... providing reliable information for broadcast advertising decisions.**

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**Nielsen Station Index**

*a service of A. C. Nielsen Company*

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