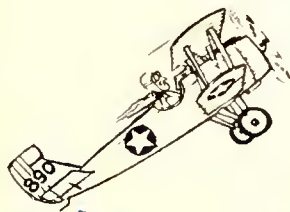


# SPONSOR

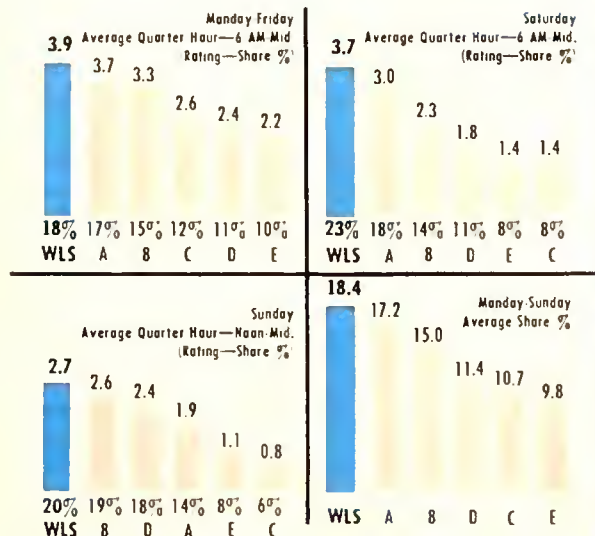
THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

## PULSE SAYS E'RE IN FIRST CHICAGO!

The latest Chicago Pulse\* (June 1961) shows WLS rated number one, Monday-Friday, 6 AM-Mid, Saturday, 6 AM-Mid, Sunday, Noon-Mid, total week—Monday through Sunday, 6AM-Mid. Need some more proof? Then check the charts.



...AND WE AGREE!



\*PULSE: Chicago 8 County Area—June 1961

### NETWORKS BEEF UP DAYTIME TV

New fall schedules show increases in news programs and healthy sales picture

Page 25

### Radio spot has mixed fall picture

Page 29

### Why Shell is buying net tv Sunday shows

Page 32

### How clients use radio to outsell richer rivals

Page 36

DIGEST ON PAGE 4

# WLS

See your JOHN BLAIR man  
Owned and operated by AMERICAN  
BROADCASTING-PARAMOUNT  
THEATRES, Inc.

**Book-by-Book, one of the 3  
highest-rated CBS Stations  
(share-of-audience)  
in 3-Station markets**

*In the Land of Milk and ~~X~~<sup>M</sup>oney!*

**WBAY-TV**

**GREEN BAY, WISCONSIN**

Haydn R. Evans, General Manager • Represented by H-R Television, Inc.

**2**



# WJIM-TV

BASIC



Strategically located to exclusively serve LANSING . . . FLINT . . . JACKSON  
Covering the nation's 37th market. Represented by Blair TV. WJIM Radio by MASLA

## How important is the 2<sup>nd</sup>?

---

Just as important as one's 2nd shoe is Michigan's 2nd TV market... that rich industrial outstate area made up of LANSING-FLINT-JACKSON and 20 populous cities... 3,000,000 potential customers... 684,200 TV homes (ARB March '60)... served exclusively by WJIM-TV for 10 years.







# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## ARTICLES

- '61-'62 daytime tv gets a face-lifting
- 25** Daytime program chieftains busy beefing up schedules with additional news programs but soapers stay sudsy and sales heads report business up
- Forecasts for radio spot
- 29** While many anticipate a 'bullish' season with expanded budgets from old users and more brands of cigarettes, others are not so optimistic
- Yes, Shell's in tv, via K&E
- 32** 50% of Shell Oil's multi-million institutional ad budget will be spent on 11 Sunday afternoon tv golf programs, 4 concerts on CBS TV this winter
- Early evening spot tv dollars up
- 34** TvB-Rorabaugh tally for second quarter. However, shows that gross time billings in over-all picture are no greater than 1960 in the same period
- If rivals "own" other media—go radio
- 36** Among the advertisers whose success with this strategy is spelled out here: Cream of Wheat, N. Y. Coke, Johns Bargain Stores, Brooks Foods

**NEWS:** Sponsor-Week 7, Sponsor-Scope 19, Spot Buys 42, Sponsor-Week Wrap-Up 52, Washington Week 55, Film Scope 56, Sponsor Hears 58, Tv and Radio Newsmakers 64

**DEPARTMENTS:** Sponsor Backstage 12, 49th and Madison 14, Sponsor Asks 40, Tv Results 50, Seller's Viewpoint 65, Sponsor Speaks 66, Ten-Second Spots 66

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

**Editorial:** executive editor, *John E. McMillin*; news editor, *Ben Bodec*; managing editor, *Alfred J. Jaffe*; senior editor, *Jo Ranson*; midwest editor, *Gwen Smart*; assistant news editor, *Heyward Ehrlich*; associate editors, *Jack Lindrup*, *Ben Seff*, *Ruth Schlanger*, *Diane S. Sokolow*, *Lauren Libow*; columnist, *Joe Csida*; art editor, *Maury Kurtz*; production editor, *Phyllis Trieb*; editorial research, *Carole Ferster*.

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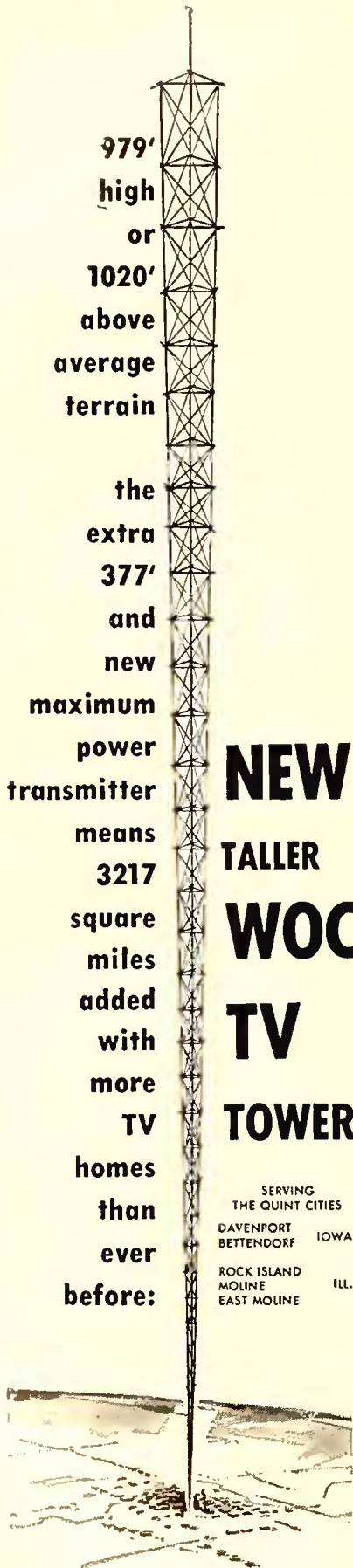
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979'  
high  
or  
1020'  
above  
average  
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377'  
and  
new  
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power  
transmitter  
means  
3217  
square  
miles  
added  
with  
more  
TV  
homes  
than  
ever  
before:

## NEW TALLER WOC TV TOWER

SERVING  
THE QUINT CITIES  
DAVENPORT IOWA  
BETTENDORF IOWA  
ROCK ISLAND ILL.  
MOLINE ILL.  
EAST MOLINE ILL.

WOC-TV Channel 6

D. D. Palmer, President  
Raymond E. Guth, General Manager  
Pax Shaffer, Sales Manager

Exclusive National Representatives  
Peters, Griffin, Woodward, Inc.



# Why WOW-TV bought Seven Arts Vol. I and Vol. II

Says Bill McBride:

With this top quality feature film fare, we

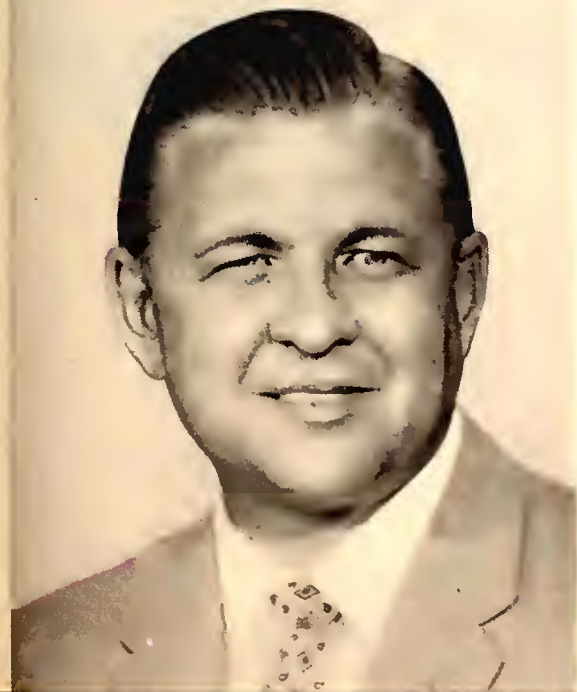
# CREATE AN IMAGE

that helps pull in audiences around the clock. Both packages of these Warner's

'Films of the 50's' are very well balanced in action, drama, comedy and variety. Now

we can telecast today's top stars, in today's pictures, to today's audience. ”

BILL McBRIDE  
Program Director  
WOW-TV, Omaha, Nebraska



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



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Lolita", scheduled for Fall release...

Theatre—Tennessee Williams' "The Night of the Iguana"—Bette Davis, Margaret Leighton...

Television—Distribution of films for T.V., 20th Century Fox Films...

Literary Properties—"Disenchanted" by Budd Schulberg...

Real Estate—The Riviera of the Caribbean, Grand Bahama, in construction

NEW YORK: 270 Park Avenue YUkon 6-1717

CHICAGO: 8922-D N. La Crosse, Skokie, Ill. ORchard 4-5105

DALLAS: 5641 Charlestown Drive ADams 9-2855

L. A.: 232 So. Reeves Drive GRanite 6-1564—STate 8-8276

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





When your television dollars are looking for the network and the time period that will deliver the biggest and most responsive national audience, remember this:



The percentages are riding with you on ABC-TV. Take a look at the latest National Nielsen, see how the lookers, coast-to-coast-wise, are spending their looking-time.



In the critical matter of half-hour by half-hour ratings, ABC-TV showed its popular appeal with 21 out of 51 firsts...more firsts, that is to say, than Net Y or Net Z.\*



\*Nielsen National TV Report; Average Audience, all sponsored time periods, two weeks ending Aug. 6, 1961, Mon. thru Sat., 7:30-11:00 PM; Sun. 6:30-11:00 PM.

ABC Television

4 September 1961

# SPONSOR-WEEK

## 1960 TV SPOT UP 8.3%

Spot went up more than network; total tv profits up 9.8% to \$244 million; o&o profit up—final FCC data

(Washington, D. C.): Profits for the entire tv industry went up 9.8% in 1960, as income rose 9.0% and expenses increased 8.8%.

So reported the FCC in its annual notice of final tv broadcast data for 1960.

The 1960 revenues were \$1,268.6 million and expenses were \$1,024.5 million. Profits before Federal income tax \$2,44.1 million.

National spot—sale of time to national and regional advertisers—went up 8.3% to \$459.2 million. This was a greater increase than either network or local sales enjoyed, which went up 5.8% and 7.6%, respectively.

Total 1960 time sales were up 5.5% to \$1,146.6 million.

Network profits (including o&o's) was 39.0% of the total industry, compared to 39.5% in 1959.

O&o income was 22.8% of network totals, and amounted to \$145.9 million. But when it came to profits the o&o's were good for 64.7% of the network's profits, or \$61.6 million. This was higher than the 63.6% the o&o's contributed to network profits in 1959.

The ratio of time to talent declined slightly in 1960. Time was 50.0% in 1960, compared to 77% in 1959, 1958, and 1957—for all three consecutive years.

National advertisers spent a slight-

ly higher fraction in spot, at the expense of network. Non-network time sold to national advertisers was \$459.2 million (before commissions), or 40.1% of total time sales, compared to 39.6% in 1959. Network time declined from 41.6% to 41.1%, and local time was steady at 18.8%.

However, network time was still ahead of spot, \$471.6 million to \$459.2 million. Local time in 1960 accounted for \$215.8 million worth of sales.

Figures were all released by the FCC in its public notice dated 29 August 1961.

(For chart on top 50 spot tv markets in 1960, compared to 1959 and 1958, see page 10, this issue.)

## Spot radio in comeback, could top 1960—SRA

National spot radio gross time sales for the first six months of 1961 were \$89.6 million, down 4.7% from 1960, according to a Price Waterhouse report for SRA.

But a second quarter comeback makes a 1961 above 1960 likely, states SRA managing director Lawrence Webb.

The first quarter showed a 7.9% drop below 1960, but the second quarter bounced back with only a 1.9% decline.

## KMBC TO METROMEDIA FOR \$8,350,000

Metromedia, Inc. has purchased KMBC-TV and KMBC, Kansas City, Mo., from Cook Broadcasting for \$8,350,000.

The transfer, approved by the FCC, was announced by John W. Kluge, president and chairman of Metromedia, and Lathrop G. Backstrom, chairman of Cook Paint and Varnish Co., parent company of Cook Broadcasting.

Both stations are represented by PG&W, which will continue to handle them.

The stations are the sixth tv outlet and the third radio outlet to be acquired by Metromedia, which was formed in 1961 as a parent of Metropolitan Broadcasting, owner of WNEW-TV and WNEW, New York, and WTTG (TV), Washington.

Back in 1958 Metropolitan acquired WHK, Cleveland, for \$600,000. In 1959 Metro-

politan purchased WIP, Philadelphia, for \$4,500,000; WTVH, Peoria, for \$600,000, and KOVR (TV) Sacramento-Stockton, for \$3.5 million.

In 1960 WTVP, Decatur, was acquired for \$550,000.

In the spring of 1961 Metromedia—up to that time known only as Metropolitan Broadcasting—was formed as a parent company of Met-

(Continued on page 9, col. 1)



John W. Kluge



**pick a card (any one)**

**and you'll get a specialist in 5 great TV markets.**

Want the market picture and/or availabilities in New York, Chicago, Los Angeles, Detroit, San Francisco... want it fast, full and factual?

It's in the cards... as shown above.

They speak singly and collectively, all 18 of them, for ABC-TV National Station Sales, Inc., ABC-TV's new owned-and-operated stations' sales organization. They speak, specifically, for KGO-TV (San Francisco) . . .

WXYZ-TV (Detroit) . . . KABC-TV (Los Angeles) . . . WBKB (Chicago) . . . WABC-TV (New York) . . . five of the most trendful stations in five of the nation's most prosperous markets.

One call, on your part, calls into action a man who will now concentrate 100% of his considerable experience on these markets. And nowhere else. Call, as they say, now.

## **ABC-TV National Station Sales, Inc.**

277 Golden Gate Avenue, San Francisco 2, California, UNderhill 3-0077  
 Madison Theatre Building, 1567 Broadway, Detroit, Michigan, WOODward 1-0255  
 1539 North Vine Street, Hollywood 29, California, NORmandy 3-3311  
 360 North Michigan Avenue, Chicago 1, Illinois, ANdover 3-0800  
 663 Fifth Avenue, New York 22, New York, SUsquehanna 7-5000



**WITH CONGRESS, IT'S  
NBC NEWS, 2 TO 1**

About 62% of the members of Congress prefer the NBC station in Washington for news.

CBS was second with 28% and ABC third with 10%.

The study was made for NBC by Walter Gerson & Associates. Over four-fifths of both houses of Congress were surveyed.

NBC also earned similar preferences for news completeness, analysis, interpretation, special programs, and general news service.

**Gross named WABC-TV  
program director**

Arthur Gross has succeeded A. L. Hollander Jr. as program director for WABC-TV, New York.

Gross was formerly general sales manager for UAA. From 1952 to 1956 he was at Guild Films. Afterwards he was v.p. and general sales manager of Flamingo Films and then director of tv sales for King Features Syndicate. He joined UAA last year.

This week WABC-TV also appointed John G. Doyle to director of sales service and Clarence L. (Len) Johnson as art director.

(Continued from p. 7, col. 3)

ropolitan. The company owns Foster and Kleiser, second largest outdoor advertising company in the U. S., and Worldwide Broadcasting, which operates short-wave station WRUL.

Besides PG&W as rep of the KMBC stations, Metromedia stations are represented as follows: Petry has WNEW-TV and WIP, Blair has WTTG, KOVR, WTVH, WTVP, and WHK, and WNEW Radio represents itself with a national sales staff headed by Bud Neuwirth.

Since Metromedia's largest station, WNEW radio, has its own representation facilities, trade observers have speculated that at some time a Metromedia house rep firm might be set up for all the stations.

**Lanolin Plus merging  
with Hazel Bishop**

Lanolin Plus is merging with Hazel Bishop and its agencies, Daniel & Charles and La Roche, will handle all the advertising of the new company.

North Advertising, which has handled Hazel Bishop, is resigning the account because it already has Toni hair care products which would have come into conflict with those of Lanolin Plus.

Morton Edell is president of Lanolin Plus and Ray Spector is advertising manager.

**Screen Gems into co-prod.  
deal on Tri-Cinematation**

Screen Gems is protecting its present lead in the tv animation field by going into a co-production deal on a new process.

Called Tri-Cinematation, the new process uses stop motion photography of life-like dolls, avoiding drawings and cels entirely.

It's said to open a "new dimension" in animation, and is probably both cheaper and faster than conventional flat animation.

Screen Gems' co-production deal is with DHB Inc., principals of which are Christos Diatsintos, Albert Hecht, and Robert Brahm.

First application will probably be a comedy series, but the process also lends itself to commercials and information films as well. There's also a neat merchandising angle for the dolls used.

Actually the process involved dates back some 35 years but up to now no one developed it properly for tv application.

Back in 1957 Screen Gems tied with Hanna-Barbera for conventional tv animation; in 1961-62 they'll have a total of five national animated shows.

**D'ANTONI IS MUTUAL  
GENERAL SALES HEAD**

Philip D'Antoni, 32, has been named general manager for the Mutual Radio Network.

He was promoted from the post of Eastern division sales manager and succeeds Frank Rogier, who recently vacated the national post.

D'Antoni joined Mutual in 1958.

He began in the broadcast field in 1950 on the CBS TV research and sales development staff. Later he joined Gill-Perna and was



Philip D'Antoni

an account executive for Weed.

In his three years at Mutual D'Antoni has brought several national advertisers into the radio network fold, including Philco, Walker mufflers, and Denver Chemical. He was also instrumental in bringing AMF and Monroe Auto Equipment back to network radio on Mutual.

**Borax's Death Valley  
32nd year on the air**

U. S. Borax has renewed Death Valley Days through 1962, its tenth year on tv.

Filmaster will produce the national spot series for the third consecutive year.

Program is oldest running series on the air; it began on radio in 1930 and has been continuously sponsored by U. S. Borax ever since—a unique record.

**Two more buy ABC TV news**

ABC TV has picked up two additional participating advertisers for its pre-5 p.m. five minute news strip which premieres this fall.

They are: Lehn & Fink (M-E, Y&R) and Blumenthal Bros. candy (Wermen & Schurr, Phila.)

## Top 50 spot tv markets—final '60 FCC data

National-regional time sales for 1960 compared with '59, '58

MARKET	NO. OF STATIONS	1960 (000's)	1959 (000's)	1958 (000's)
1. New York	7	\$59,628	\$53,851	\$43,633
2. Los Angeles	7	28,012	28,544	21,547
3. Chicago	4	27,932	25,326	19,852
4. Philadelphia	3	18,519	16,278	12,169
5. Boston	3	13,869	13,191	10,081
6. Detroit	3	10,798	10,042	8,729
7. Pittsburgh	3	10,726	10,782	8,618
8. Cleveland	3	10,391	9,004	7,328
9. San Fran.-Oakland	4	9,791	9,715	7,504
10. St. Louis	4	8,136	7,014	5,453
11. Washington, D. C.	4	7,579	6,947	5,669
12. Hartford-N.H.-N.B.	5	7,016	5,922	4,135
13. Buffalo	3	6,908	6,081	3,810
14. Baltimore	3	6,204	5,791	4,192
15. Milwaukee	4	5,877	5,514	4,822
16. Cincinnati	3	5,656	5,226	4,336
17. Kansas City, Mo.	3	5,606	4,939	4,206
18. Seattle-Tacoma	5	5,488	5,421	4,244
19. Minneapolis-St. Paul	4	5,413	5,069	4,360
20. Indianapolis	4	5,406	5,219	4,510
21. Houston	3	5,287	4,811	3,806
22. Dallas-Ft. Worth	4	5,234	4,528	3,607
23. Miami	3	4,950	4,658	3,739
24. Columbus, O.	3	4,597	4,037	3,457
25. Portland, Ore.	3	4,554	4,129	3,427
26. Atlanta	3	4,398	3,882	3,116
27. Denver	4	3,634	3,339	2,758
28. Sacramento-Stockton	3	3,545	3,382	2,683
29. Albany-S'dy-Troy	3	3,504	3,279	2,903
30. New Orleans	3	3,471	3,127	2,749
31. Memphis	3	3,138	2,851	2,434
32. Tampa	3	2,983	2,530	2,118
33. Oklahoma City	3	2,833	2,837	2,196
34. Harrisburg-Lancaster	5	2,791	2,517	2,202
35. Rochester, N. Y.	3	2,591	2,246	1,824
36. Des Moines	3	2,387	2,354	1,793
37. Omaha	3	2,360	2,414	2,058
38. San Antonio	4	2,304	2,066	1,742
39. Johnstown-Altoona	3	2,193	1,902	1,753
40. Norfolk	3	2,156	2,004	2,013
41. Tulsa	3	2,095	2,004	1,580
42. Spokane	3	2,066	1,794	1,619
43. Nashville	3	1,939	1,609	1,271
44. Charleston-Huntington	4	1,895	1,785	1,465
45. Wichita	3	1,736	1,829	1,541
46. Phoenix	4	1,704	1,467	1,213
47. Portland, Me.	3	1,658	1,461	1,277
48. Fresno	3	1,658	1,560	1,457
49. Springfield, Ill.	5	1,639	*	1,536
50. Flint-Saginaw	3	1,579	1,430	2,479**

\*Data withheld by FCC; \*\*included fourth station (Lansing).

## WORLD'S LARGEST AD MEDIUM: NBC TV?

NBC TV's billings are up \$15. million for the first six months of 1961 over the previous year.

More significantly, NBC TV's billings during this period topped those of CBS TV, giving it claim to CBS TV's former boast of being the world's largest single advertising medium.

In June (LNA/BAR) NBC TV led CBS TV by \$1.1 million, largest margin since October 1960, when NBC TV's current continuous monthly ascendancy as top network biller began.

Incidentally, P&G (B&B) will sponsor the Hollywood: the Golden Years special, produced by David Wolper which will be seen on NBC TV on 29 November.

## Stations groups release consumer studies

Consumer studies prepared by TvAR and CBS o&o's were released this week.

The TvAR study revealed that consumption of standard of non-filter cigarettes is on the increase with men in Baltimore, Pittsburgh, Cleveland, and San Francisco, but not in Boston.

But mentholated cigarettes were holding on to the women's market.

TvAR studies of margarine, hot cereals, cold remedies and beer offered few such generalizations and much more market-to-market variation.

KNXT, Los Angeles, revealed results of an ARB study on prime prospects, new product triers, and new product repeaters, relating each group to viewing habits.

The station discovered that the heaviest third of aluminum foil users accounted for 72.6% of sales and that KNXT reached 94% of the "prime prospects" at least once a week.

ARB also noted similar results for other products.



# THE BIG NEWS

... is on KNXT, as Television 2 presents Los Angeles' first daily full-hour of news! Starting October 2, "THE BIG NEWS" (Mon-Fri, 6:30 pm) will bring viewers complete coverage of the day's news; unprecedented in-depth reports of world-wide and local events, sports and weather... plus special features. Followed at 7:15 by the CBS Television Network's award-winning "Douglas Edwards with the News." Big in concept and big in fact—"THE BIG NEWS" means even bigger audiences on Southern California's number one television station... CBS Owned



Represented by CBS Television Stations National Sales





## IN THE NATION'S RICHEST RETAIL MARKET\*

In Odessa-Midland and 26 counties in West Texas and New Mexico 30% more people\*\* keep up with the changing world by viewing KOSA-TV News at 6 and 10 P. M.

If your sales message is "news worthy" you'll reach more of the *Nation's Richest Retail Market\** on

## KOSA-TV

FIRST IN ODESSA-  
MIDLAND

\*Retail Sales \$5,887 per hshld.  
Sales Mgmt Survey of Buying  
Power / May 1961

\*\*ARB, Mar. 1961

BUY 

to sell West Texans...

Get 34% of New Mexico to boot



3 QUALITY STATIONS / 1 NATIONAL REPRESENTATIVE  
QUALITY MARKETS / THE BOLLING COMPANY, INC.

Jack C. Vaughn, Chairman of the Board  
Cecil L. Trigg, President  
George C. Collier, Nat. Sales Mgr.

## Sponsor backstage

### Record give-aways booming

Broadcasters, advertisers, and advertising agencies have utilized records in many extraordinary ways over the years, but it seems to me that in recent months there has been a distinct pick-up in this area. American Tobacco recently gave away, for almost nothing, a Columbia LP featuring twelve great sides by such outstanding artists as Dinah Shore, Duke Ellington, Benny Goodman, etc. The publisher of a couple of the tunes in the LP told me the other day that his first statement was for 1,300,000 records and his second for 600,000. If I remember correctly you get the LP for \$1.00 if you sent in a Lucky Strike carton.



My own company, Capitol Records, through its custom division has produced many a highly successful premium for important advertisers. Last Christmas, we distributed well over a million of specially prepared Dinah Shore record for Chevrolet. RCA Victor has run a very attractive record promotion with Breck Shampoo for several years now. And Jack Paar right at the present time has a premium LP called *The Best of You Know Who*. This was produced by an independent record packager, whose name I don't recall at the moment for a sewing machine advertiser, whose name I, unfortunately, also fail to recall at the moment.

Stations themselves frequently use LPs to stunning effect promotionally. Last month KDKA, the Westinghouse station in Pittsburgh produced a long playing package called *Cordic and Company—Preferred*, in which their top-rated morning disk jockey Reg Cordic offers eleven of the funniest skits he's done on his 6 to 10 a.m. show over the years. Among the items in this comedy album are good-natured ribs of some of the outstanding shows and commercials on the air. There's a number called "German Gunsmoke" with Sheriff Killon and Chester presented as pseudo-Teutons. And another on the Nerts Car Rental, which deals with customers who fly into the front seats of their rented automobiles. And a third in which Lee Marvin of *M Squad* and Dale Robertson of *Tales of Wells Fargo* have an argument over who is to do the Pall Mall commercial.

### Milwaukee Braves album sells beer, natch

KDKA sales manager Don Trageser distributed this Cordic comedy sampler to advertisers and advertising agency personnel and got an excellent reaction. WEMP in Milwaukee has just produced a record album called *Go Get 'Em Braves*. The station, of course, carries the Milwaukee Braves baseball casts, and the album features "the voice of the Braves," Earl Gillespie. Earl tells the tale of the no-hit games hurled by Braves' pitchers Warren Spahn, Lew Burdette and Jim Wilson, and other key and exciting Braves' plays and

(Please turn to page 48)



## Take a second look

*(it's Gourmet House, in Duluth)*

Take a second look at the Duluth-Superior market—  
it's bigger than you think!

It's the second-biggest market\* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Albuquerque, Fort Wayne or Little Rock!

Duluth-Superior—**BIGGER** than you think—and only **KDAL** delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

\*Sales Management population estimates, January 1, 1961.



# 49th and Madison

## More singing-along

We were interested to see your article in a recent issue concerning Sing-along programing. However, we were disappointed in not being included in the article.

KPOJ was probably one of the first stations to introduce a controlled integrated sing-along format. We broke the sing-along format 14 January with a 44-hour sing-along party. We held sing-along parties following that in which we programed sing-along exclusively.

At the outset, we also followed up the promotion with sing-along included as a 40% fulltime part of our music policy. Since then, we have

gone to a 30% sing-along format.

Of course, we used other media to support the effort, including newspaper, bus cards, tv, and various others. The inclusion of sing-along has been quite helpful to our rating picture. We have gone up in every survey taken in Portland since its inception. In Pulse, we have gone up 66% from November 1960 to May 1961.

We definitely plan to continue programing and promoting the sing-along idea. In any further items in your magazine concerning sing-along, we would appreciate being included where it is practical. Also, we would be glad to forward specifics as

to how we are programing and promoting sing-along, if you desire.

Thanks for your fine article on this subject.

Gary L. Capps  
promotion mgr  
KPOJ  
Portland, Ore.

## Double first

The story of KAPE's Sunday hour long German language program should be of more than cursory interest I believe, for it's a DOUBLE first for San Antonio radio. No German language program has been broadcast in this city before in spite of the very large German population not only in San Antonio, but in the entire South Texas area. Also, no radio program has been m.c.'d before by a woman . . . and THIS one's a charmer!

Also, there will be no com-pah-pah variety of music—the all-too-often burlesque version of German music that's frequently dished up to American audiences under the guise of being the norm for Germany. It will consist entirely of present-day pop music in Germany, as well as an occasional "better" arrangement of the famous German and Viennese waltzes. But none of the trite musical items.

Ted H. Frederick  
program director  
KAPE  
San Antonio

## An odoriferous error

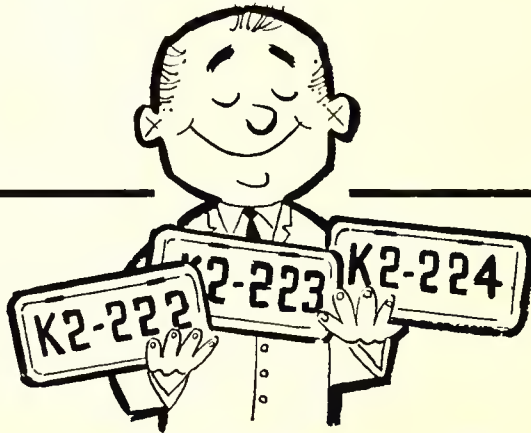
Dear "Sponsor": It pains me somewhat to see one of our Fresh commercials panned: but the really traumatic part is seeing the word "deodorant" misspelled not once but twice in one paragraph. (14 August, Ten Second Spots.)

Mauri Edwards  
vice pres./marketing  
Pharmacraft Labs.  
New York

## More compliments

Your 14 August Commercial Commentary is SO right! Thanks for reminding me about Dimnet's *Art of Thinking*. I picked up my copy for the first time since the early '30s and found it very refreshing. Keep up the good fight!

Fred G. Hartman Jr.  
pres. & gen. mgr.  
WPDM  
Canton & Potsdam, N. Y.



**WAVE-TV viewers buy  
28.8% more AUTOMOBILES**

*—and 28.8% more tires, batteries,  
anti-freeze and other supplies, of course!*

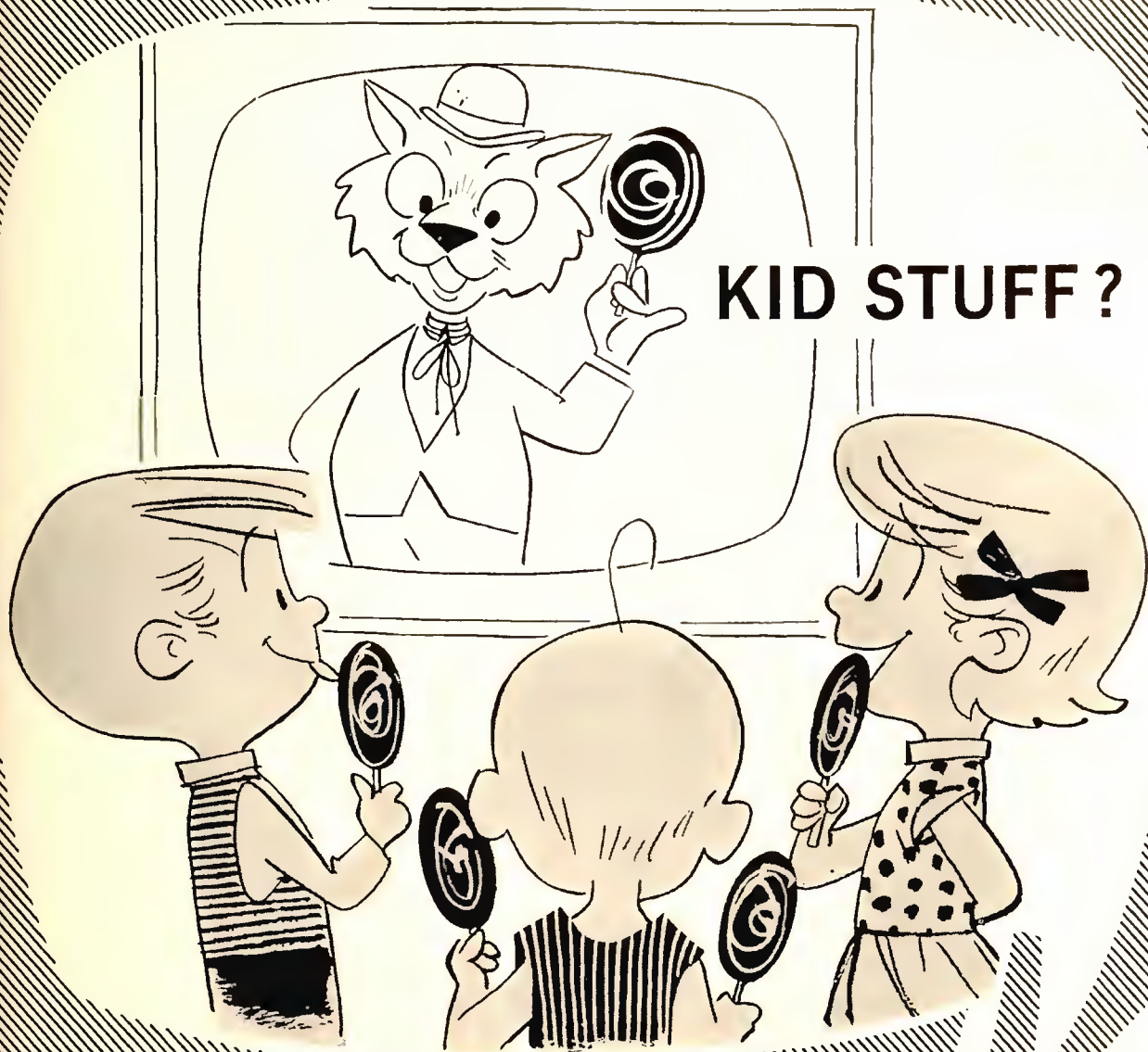


That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in any average week. Source: N.S.I., July, 1961.

CHANNEL 3 • MAXIMUM POWER  
NBC  
LOUISVILLE

THE KATZ AGENCY, National Representatives





## KID STUFF?

Yes . . . but the market for children's products is a very grown-up one. Here are some of the wide-awake marketers who are selling kid stuff via Channel 11 in Pittsburgh. How about you?

CHANNEL  
**W I I C**

*The eyes of Pittsburgh*

Represented nationally by Blair-TV



AMERICAN TOYS  
 BEECHNUT  
 CRACKER JACK  
 DELUXE READING TOYS  
 GENERAL TOYS  
 GOLDEN BOOKS  
 HAPPY HOUR TOYS  
 KOOL-AID  
 MARX TOYS  
 MATTEL TOYS  
 POLL PARROT SHOES  
 THRIFTY BINDERS  
 VIEWMASTER  
 WELCH GRAPE JUICE  
 WESTERN TABLET  
 WHITMAN TOYS

IN  
PORTLAND  
OREGON

they eye it



and Buy it



ON  
K O I N / T V

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

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

**Credit for Giant Eagle concept**

Many thanks for your Giant Eagle Markets success piece on tv results in the 7 August issue of SPONSOR. However, I thought it only fair that you should give credit where credit is due. The Jay Reich Agency of Pittsburgh was responsible for the double impact concept you outlined in the story and should have been listed as the agency for Giant Eagle Markets, since they have handled their advertising for ten years.

Caley E. Augustine  
*director of pub. rel. and  
promotion  
WIIIC-TV  
Pittsburgh, Pa.*

**An omission**

I know it was nothing more than inadvertence that caused you to omit the list of stations represented by the Paul H. Raymer Company in your Fall Facts Radio issue recently published.

For your information and for the information of your readers, here is our most current list of radio properties:

**NORTH EAST** — WQXR New York, WTAO Cambridge, WNXT Portsmouth, Ohio, WSBT South Bend, WKBN Youngstown, WZIP Cincinnati.

**SOUTH** — WRDW Augusta, WNOK Columbia, S. C., WDNC Durham.

**CENTRAL** — WCAW Charleston, W. Va., WGRD Grand Rapids, WKEE Huntington, W. Va., KRVN Lexington, Neb., KFOR Lincoln, WTRU Muskegon, KSAL Salina, KMNS Sioux City.

**SOUTH CENTRAL**—KTBC Austin, KIKS Lake Charles, La., KVLC Little Rock, KCBD Lubbock, KRGV Weslaco.

**WEST**—KERN Bakersfield, KXO El Centro, KMJ Fresno, KAGO Klamath Falls, Ore., KRAM Las Vegas, KPOL, Los Angeles, KBEE Modesto, KOH Reno, KFBK Sacramento, KTMS Santa Barbara.

Mitch DeGroot  
*Paul H. Raymer Co., Inc.  
New York*

**25 times WFBM-TV**

As WFBM-TV account executive assigned to cover Kroger, I was ex-

tremely interested in SPONSOR's (August) story about Kroger, Debbie Drake and Indianapolis. However I do have a couple of important observations.

(1) I suggest that SPONSOR's appropriate editor or editors write this phrase 25 times . . . "WFBM-TV, Indianapolis." (Our calls letters were transposed in the story).

(2) The "Spot schedule" on WFBM-TV happens to be quite substantial . . . three five minute programs per day, five days per week, 52 weeks per year (a program called "Greatest Headlines of the Century." I am quite confident, knowing my sales manager as I do, that if all WFBM-TV had was a spot schedule, I would have no interest in writing this letter.

Al Hendricks  
*account executive  
WFBM-TV  
Indianapolis*

**Barn dance—live**

I want to call your attention to an item in "Sponsorscope" on page 20 of the 24 July issue of your fine magazine.

The item refers to the resurrection of the *Grand Ole Opry* for spot tv and then mentions that the pioneering favorite of radio "ranks along side WLS' Saturday Night Barn Dance as the country's oldest and best known hillbilly entertainments, both spawning famed recorder makers and film stars."

You may be interested to know that since March 11, 1961, we have originated the new WGN Barn Dance live from our new Mid-America Broadcast Center each Saturday evening from 8 to 9:30 p.m.

The 90-minute programs offers good old-fashioned American entertainment and features an all-star cast, includes Arkie the Arkansas Wood-chopper, Bob Atcher, Red Blanchard, the Johnson Sisters, Dolph Hewitt, the Sage Riders, and WGN radio's farm service director, Orion Samuelson.

Dan Calibraro  
*manager of  
public relations  
WGN Inc.  
Chicago*



AS USUAL...

# WFAA RADIO WAS THERE!

John Davenport, WFAA-820's own Aerospace Reporter was sent to Cape Canaveral to cover our astronauts' historic space rides. Within minutes after the network reports, Davenport was giving a Texan's "eye witness account" that delved into many interesting aspects not heretofore reported. But that's the way "Southwest Central" covers the news... specialists for special stories, and on-the-spot whenever possible.

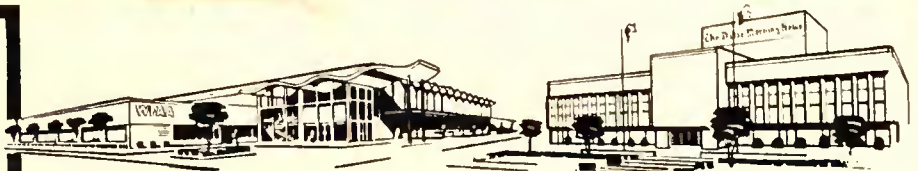
It is just another reason why more of the great news-conscious public stay with WFAA-820 all day! In most instances there are 3 to 4 special reports hourly, in addition to regularly scheduled newscasts. Just imagine what such an audience could mean to you!



**WFAA-820**

RADIO **NB** DALLAS

Represented by  The Original Station Representative



AT "Communications Center" DALLAS

WFAA • AM • FM • TV — THE DALLAS MORNING NEWS



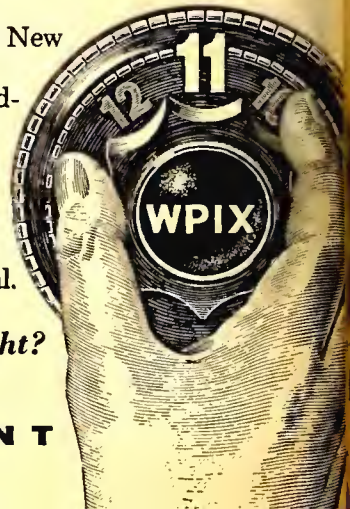


Stuck  
on  
us...

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

*Where are your 60-second commercials tonight?*

**NEW YORK'S PRESTIGE INDEPENDENT**



# SPONSOR-SCOPE

Probably the best news that befell spot radio the past week was the renewal by Esso (McCann-Erickson) of every one of its schedules and markets.

The Esso minute announcements are running on 187 stations in 50 markets, Friday, Saturday, Sunday and Monday at the rate of 12 to 70 a week, depending on the size of the market. The extension is effective 8 October.

Are there signs of waning interest on the part of youngsters in early evening network westerns, that is, those on the air between 7:30 and 8:30?

Well, if you weigh the percentages of their preoccupation this year as against last year, using the months of January and February as a base, you might make a case for the affirmative.

Here's a Nielsen comparison of children viewing of early evening westerns in relation to the average percentage of the entire viewing audience for those months:

PROGRAM	1960 AVG. AUD.	1960 KID VIEWING	1961 AVG. AUD.	1961 KID VIEWING
Cheyenne	26.8%	25%	23.1%	22%
Laramie	21.1%	19%	21.6%	17%
Wagon Train	41.8%	22%	35.3%	19%
Rawhide	27.0%	22%	31.4%	17%
Maverick	24.9%	18%	21.9%	19%
Bonanza*	22.6%	24%	26.9%	28%

\*This one is pitted against two adult leaning shows, Perry Mason, Roaring 20's.

It's become quite obvious that the segment trend in buying spot tv for the fall has been influenced by two factors: (1) the mushrooming of the network spot carrier and (2) the rate structure confusion stemming from the innovation of the 40-second chain-break.

The key point here is that the agencies, at least for the time being, have become strongly minute commercial conscious, with the result that the call for minutes has exceeded even the demand of last year, and this applies to both day and night.

This isn't to say that the flow of 20-second buying isn't up to snuff, but merely that the agencies appear to have got themselves in a curious frame of thinking: let's beef up the required spot markets with the same commercials we are using in our network participation programs.

Sales managers for the major station groups are of the opinion that this mode of thinking, which is believed to have had much to do with the hastened surge toward spot minutes, will undergo a shift in 1962 when the pricing jumble created by the 40-second chain-break has shaken itself down to simplified working pattern for the buyer.

One of these sales managers last week said he felt confident that within a short time advertisers will return to a market-by-market concept for their brands and again ply their budgets in terms of the distinct functions performed by network, on one hand, and spot, on the other hand. Theirs, for the moment, he added, is a blurred appraisal, but it's bound to be corrected.

(See Spot tv girds for battle with networks. page 27, 28 August SPONSOR.)



Spot radio will be getting some saturation business from Norelco (LaRoche) during the three weekends prior to Christmas.

It'll be over 80 markets, with a reminder announcement on the hour.

Incidentally, a third of all electric shavers (6 million) are sold between Thanksgiving and Christmas, with the purchases adding up to a million the last two weeks of the span.

Norelco's supplementing of its spot tv blitz with radio brings to mind a commentary that SPONSOR-SCOPE has picked up from time to time from agency people.

The commentary: a seeming unawareness on the part of radio sellers on the opportunities that might be found for the medium in the case of seasonal tv promotions.

Note these observes: strange it may seem, media planners must be reminded of the reminder factor, which is one of radio's potent roles, and it ought to be routine for spot radio sellers whenever they hear of a breaking seasonal tv campaign to get to the proper authority in the agency with a story on how a radio schedule would lend a sense of urgency for action to the basic campaign.

Looks like Duncan Hines layercake (Compton) will be on a substantial spot tv spree, starting the middle of October.

Placement last week of spot tv schedules for the fall was not quite as heavy as it's been since the latter part of July, but the reps nevertheless were kept pretty busy confirming a flood of recent orders.

Newcomers out of New York included Jiffy Popcorn (Victor & Richards), two flights of minutes in kid shows, adding up to 13 weeks, 4 September and 4 October; Cor Products' Nu-Soft (McCann-Erickson), day and night fringe minutes and night 20's, eight weeks, starting 28 September; Lever's Handy Pack all (SSC&B); Tidy House's Spring Rain and Dexol (McCann-Marschalk).

Out of Chicago: Star Kist Tuna, 25 markets; Franco-American, Swanson Tv Dinners and Green Giant, all Burnett.

As new custodian for Schlitz Burnett will be testing new Schlitz copy, etc., in southern markets shortly; JWT recommendations otherwise stay intact until New Years.

Y&R has prepared some 40-second commercials for Gulf Oil that it would like to introduce in spot tv when the rate situation becomes propitious.

Apparently the agency thinks that it would be better to wait until the fall buying season is over before it decides to see how closely what it considers a reasonable ratio for 40's matches second-thought rate structure.

Spot tv can expect some good tidings from the shampoo makers in the midwest according to reports.

Where the action will emanate:

Helene Curtis: a new brand will be tested in western tv markets through Campbell Mithun, starting October.

Alberto-Culver: has three shampoos for introduction, with the word out of JWT that they'll shortly bow into spot tv with a \$3-million budget. No availabilities, however, have as yet been requested.

That sharp Duz (Compton) cutback in spot schedules was all according to plan—but it's only temporary.

It had been running at the rate of 15-20 spots a week and is now down to 5-6 a week. The schedules will be fattened back to the old weight this fall.



For the tv network sales departments it's been the busiest August ever and it looks as though they'll all be in excess of 95% sellout for at least the last quarter.

The rush of bargain-hunters and last-minute decision-makers filled up many a gaping hole in the nighttime schedules, allaying, among other things, whatever qualms affiliates had about their network revenue outlook.

The big question network management is now asking itself: will this surge of good business lap over into the first 1962 quarter?

As of last week there were slightly over 300 commercial minutes among the three networks unsold for the fourth quarter, a drop from the 7000-odd minutes available at the beginning of August.

A breakdown of the unsold commercial minutes by network per the fourth quarter:

NETWORK	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.	TOTAL
ABC TV	44	17	0	2	0	7	32	102
CBS TV	0	0	13	15	75	0	0	103
NBC TV	0	23	30	0	5	2	45	105
<b>Total</b>	<b>44</b>	<b>40</b>	<b>43</b>	<b>17</b>	<b>80</b>	<b>9</b>	<b>77</b>	<b>310</b>

General Motors is talking about getting on a line with some special tv projects—this separate from its divisions' regularly scheduled efforts—come 1962-63.

What it's looking forward to, rather wistfully, is having some one come up with an idea of the magnitude and uniqueness of the late *Wide Wide World*.

To GM's top management, apparently, *WWW* is what *Lux Theatre* was to *Lever*.

Revlon, contrary to the impression it gave a month or so ago, will buttress its Christmas push with a special, and probably the most expensive one of the season.

It'll be *Bob Hope* on NBC TV. The program's cost will come to \$425,000, time to around \$120,000 and another \$50,000 will be spent on spotlight ad promotion.

Network tv at the moment has a problem child that's making it more than tough on the people in the sales department who do the juggling of products.

It isn't so much a matter of conflicting products as making sure that a product that's frowned by another isn't anywhere within pitching distance.

Good case in point, as presented by the massive order by *Beech-Nut* to NBC TV, is putting a gum to a cigarette. It happens that there's a cigarette account in virtually every NBC TV spot carrier which isn't sold out.

Another factual angle that is without precedent in this fall's nighttime network tv programming: there'll be five time periods in which all three networks will have programs different from the previous season.

The periods: Monday, 8:30-9; Tuesday, 9-9:30; Wednesday, 8:30-9; Thursday, 9:30-11; Friday, 10:30-11.

Last season's tee-off showed but three such across-network replacements, even though the casualty level was around 60%. It was higher for the 1960-61 season.

About the only year-in-and-year-out trade group reliables in network tv are the *American Gas Association* and the *American Dairy Association*.

So far there's only one other set for the 1961-62 season and that's the *Douglas Fir Plywood Association*, which is underwriting *David Brinkley's Journal* on NBC TV. In fact, all three of these associations, plus the *Savings & Loan Foundation*, are allied with that network.

Program use by the *AGA*, *Selznick specials*; *ADA*, *Dinah Shore*; *S&LA*, football.

Among the missing: *Pan-American Coffee*, *U.S. Brewers Institute*, *Better Vision Institute*, *Watchmakers of Switzerland*, *Florists' Telegraph*, *Edison Electric Institute*, *Florida Citrus*.

Tv did quite well for itself in 1960, despite the fact that it ran into a recession and other media faltered.

FCC tv broadcast financial data for 1960 released last week contained these highlights

- Total industry revenues in 1960 were \$1,268,600,000 as compared to \$1,163,900,000 for 1959, an increase of 9%.
- Total industry profits in 1960 were \$244,100,000, as compared to \$222,300,000 for 1959, an increase of 9.8%.

(See SPONSOR-WEEK, page 7, for other \$ details like spot tv revenue by markets.)

Daucer-Fitzgerald-Sample has had to limit its placement of Rocky & His Friend to 45 stations, because it's exhausted the budget allowed for the undertaking by General Mills.

The plan had been to get the cartoon strip into at least 60 markets.

This is the arrangement whereby General Mills sponsors two-three quarters a week and the station has the privileges of selling the remainder of the strip elsewhere.

The spotbuying cadre at Ogilvy, Benson & Mather had to go into a fast spin the past week to untangle itself from a flock of I.D. commitments it had made for Maxwell House regular on Rawhide.

The dilemma: after the timebuying department had tied up the I.D.s in Rawhide's middle chain-break, it discovered that the OBM tv department had bought a minute participation from the network (CBS TV) on the same show.

Substitute spots will be found with relative ease.

Spot radio can take some comfort from the fact that the margin of decrease in the second quarter's estimated billings as compared to the like quarter of 1960 was less than the comparative drop for the first quarter.

The estimated gross billings for the periods as supplied by the SRA:

PERIOD	1961	1960	DECREASE
First quarter	\$40,324,000	\$43,805,000	7.9%
Second quarter	49,320,000	50,255,000	1.9%
First half	<b>\$89,644,000</b>	\$94,060,000	4.7%

Note: The "adjusted" estimated gross billings by SRA for the first half of 1959 were \$93,350,000.

Madison Avenue spot buyers may not get excited about it but there's a winter sport broadcast just this side of the border that produces the SRO sign as far as Canadian advertisers are concerned.

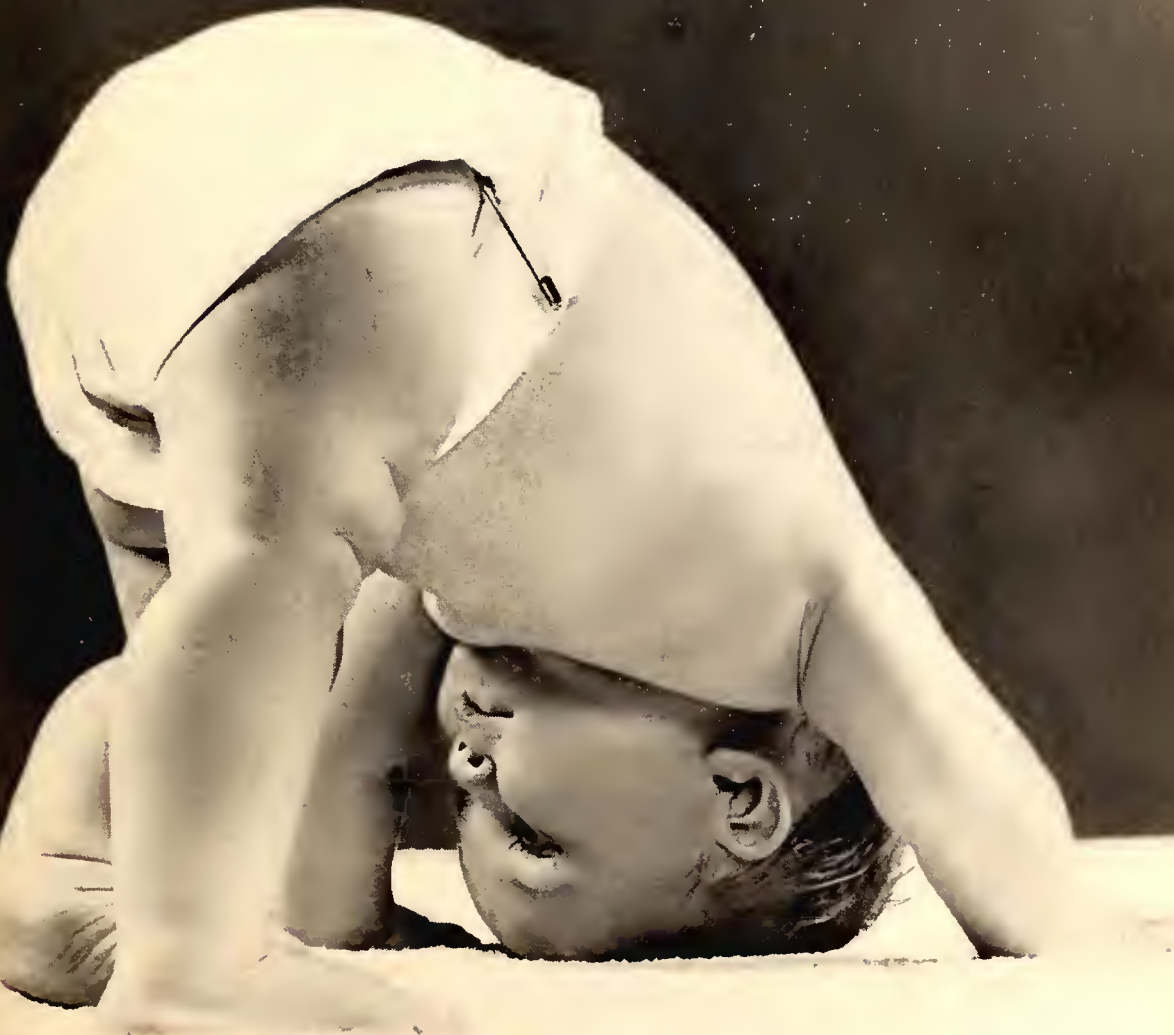
The sport: curling contests between American and Canadian teams, usually televised of a Sunday afternoon. Stations such as KXMC-TV, Minot, N.D., line up the sponsors in the summer and then fill in the schedule.

If you're not acquainted with curling, it's pushing cobblestones with brooms.

**For other news coverage in this issue:** see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 52; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newmakers, page 64; and Film-Scope, page 56.



"I knew a fresh viewpoint  
would improve television..."



Reprints suitable for framing available on request

**WSM-TV** Channel 4  
NASHVILLE, TENNESSEE



Represented by

Edward Petry & Co., Inc.

The Original Station Representative

**America's 48th Television Market**

OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

## The make-up of Florence

She's a composite of old Southern charm and vital Southern energy. She's industrially and agriculturally rich. She symbolizes a beautifully compacted area, the nation's fifth largest single-station market.



**WBTW**

*Florence, South Carolina*

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

A Jefferson Standard station  
affiliated with  
WBT and WBTW, Charlotte







**Viewers want more facts--CBS TV exec**

*Lawrence White, vice president, daytime programs, CBS TV, says day viewers want more information "and we will give it to them in 'Calendar!' " CBS TV daytime will be in the '61-'62 news vanguard*

**MORE NEWS FEATURES IN '61-'62**

# Daytime tv gets a face-lifting

▶ Daytime program chieftains busy increasing schedules with additional news programs but the soapers stay

▶ Daytime sales heads of all the tv networks report business ahead of last year and anticipate more revenue

**M**ore news and more editorial features will be pumped into the daytime fall television schedules of the three networks. It's an auspicious step—one that will certainly raise no eyebrows with the FCC. It may, indeed, according to some observers, procure merit badges from the regulatory agency.

At CBS TV, NBC TV and ABC network news chieftains are presently huddling with their daytime tv program vice presidents as the most effective means of infusing more news features beneath the covers of game shows and daytime

serials. The coming season will undoubtedly see a considerable increase of news in daytime programming patterns.

In the past, daytime news programs on television have managed to chalk up modest-sized ratings, perhaps not overwhelming, but sufficient to merit their continuance. As a result, network execs don't anticipate any significant audience drops with the addition of more news to the fall schedule.

CBS TV, for one, is readying an ambitious 30-minute morning news show tagged *Calendar* which it will

usher in Monday, 2 October, from 10 to 10:30 across-the-board. The network describes the program as embracing "the contemporary world of events, ideas and accomplishments." Should *Calendar* click it will be increased to 60 minutes. Meanwhile, the network is seeking a sponsor for the program.

"While we are aware that women make up a very large share of the daytime audience, the program will not treat women as though they are a peculiar sub-species of the human race," Richard S. Salant, president, CBS News Division said. "Rather, it will be a series for people—both men and women—who are interested in the world and what goes on around them. Its basic aim is to utilize television's unique ability to bring people and events dramatically to life."

NBC TV announced that one of its new news shows in the fall day-



### Pencilled in for daytime viewing

This fall's lineup will include several proven properties, both live and on film. NBC TV will present (above) Burr Tillstrom's Kukla and Ollie with Fran Allison in 'Kuklapolitans' from 5 to 5:05 p.m. Mon. thru Fri., 'The Texan' (upper right) with Rory Calhoun and Laurie Nelson on ABC TV and 'I Love Lucy' (lower right) high octane Desilu series which CBS TV will offer once again, but on this occasion in a different time—half hour later than before

time lineup—4:55 to 5 p.m.—which will originate live from Washington, will be sponsored by the Mogen David Wine Corp. Sander Vanocur, White House correspondent for NBC, will do the new Monday-through-Friday program starting 2 October.

Otherwise, daytime tv in the fall will produce few bated breaths, few gasps of wonderment. There'll be a hefty carryover from spring and summer schedules—audience participation and gimmick shows, the eternal soaps, a Western here, a rousing comedy re-run there. But there'll be more news, indeed.

Unlike nighttime tv, as Giraud Chester, ABC vice president in charge of tv daytime programs told SPONSOR, daytime programming doesn't necessarily go through a violent wringer when the autumn leaves begin to fall.

A SPONSOR editor asked those in charge of daytime sales to comment on the business picture for the coming months. The collective answer: cash registers are assuredly ringing more merrily than last year at this time.

"Compared to last year, CBS TV daytime sales, notably 12 noon to 5 p.m., is running about five quarter hours more and overall daytime represents about \$4 million to \$5 million increase in billings," said Joseph N. Curl, CBS TV daytime sales manager.

Business at NBC TV is from five to 10% better than last year at this time, according to Robert McFadyen, manager of daytime sales. Daytime programs at NBC TV, McFadyen said humongously, were almost two-thirds sold out.

At ABC TV, the tv picture for the coming months appears equally bright. Edward Bleier, vice president in charge of tv network daytime sales, reported that 91% of the fall programs were wrapped up sponsor-wise.

All agreed that daytime tv was getting more powerful as a merchandise mover but snaring sponsors was still a "competitive dog race."

Each web, it appears, also was racking up a flock of success stories with products that media buyers formerly hesitated to place on the tv channels. In other words, daytime television was proving itself an indestructible advertising medium. Its game shows and adult-woven soap operas plus its other entertainment features and expanded news schedules for the fall, according to predictions, would establish sales records for sponsors.

The overall CBS-TV daytime picture shapes up as follows: As in the past, *Captain Kangaroo* will be on from 8 to 9 a.m. followed by 60 minutes of local time. Then will come the new *Calendar* from 10 to

10:30 a.m. containing news and features with Harry Reasoner look after the news and emcee chores. *Love Lucy* switches from 10 to 10 a.m. There was talk originally dropping *Lucy* but both program and sales execs decided to hold to the sturdy comedy series. "The series hasn't yet approached the saturation point," said Lawrence White, vice president in charge of daytime programs, CBS TV. "This is a unique piece of property. We're not going to take it off."

*Double Exposure*, a game show, the 11 to 11:30 a.m. spot is being dropped and *Video Village* will be moved up to 11 to 11:30 a.m. *Yes Surprise Package* remains in the 11:30 to 11:55 a.m. niche. A five-minute news feature will go into the 11:55 a.m.-12 noon slot. The afternoon lineup calls for new *The College of the Air* (1 to 1:30 p.m.) absorbing the five-minute 1 to 1:15 p.m. dropped by *Ron Cochran With the News*. Most stations will broadcast *The College of the Air* on a shared basis. *As the World Turns* remains in the 1:30 to 2 p.m. period and *Face the Facts*, a game show that failed to get decent ratings in the 2 to 2:30 p.m. slot is banished. Its replacement is a game show tagged *Password*, a new Goodson-Todman production.

The third news show will go in



the 3:55 to 4 p.m. slot. Otherwise, the rest of the afternoon schedule stays the same with *Art Linkletter's House Party* and CBS TV power-packed array of serials. CBS' Morning Minute Plan according to Curl is off to a good start. The plan opens the web's 10 a.m.-12 noon segment Monday through Friday to what Curl describes as low-cost, rotating minute-participation sponsorship. Under the plan, advertisers rotate through all four of the programs in this two-hour span within a given day of the week. CBS TV sales also announced a plan which allows double cross-plugs to sponsors in the daytime schedule. NBC TV and ABC TV are also using similar devices to attract additional business from advertisers.

Curl said 57% of the 10 to noon period was already sold under the minute plan. Present advertisers in the minute participation setup include R. T. French, Best Foods, Armstrong, American Home, Uncle Ben's Rice, Curtis Pub., R. Hudnut-Fashion Quick, Thomas Leeming "Mani Magic," Chesebrough-Pond's, Spring cigarettes, Fruit of the Loom, Alberto Culver, Dow, S. C. Johnson-Klear, A. J. Siris Co., Standard Brands margarine, Morton pies, Tender Leaf tea and others.

In the 12 to 5 p.m. division, Curl said some 70% was sold for the fall. The daytime serials were all sold out, he noted. "A nice hunk of business came in from Kellogg's for September amounting to some \$300,000," he said. This was in addition to what Kellogg was buying elsewhere on the schedule. Best Foods was increasing its budget, too. Among CBS TV's

MANY new daytime properties are now being readied for the spring presentation, according to Giraud Chester, ABC vice president in charge of tv net daytime programing



**Robert McFadyen**  
NBC TV manager of day-  
time sales



**Joseph Curl**  
CBS TV daytime sales  
manager



**Edward Bleier**  
ABC TV v.p. in charge,  
network daytime sales

## SALES CHIEFS SEE SILVER LINING

Daytime television business will be ahead of last year, according to net sales chiefs. Robert McFadyen, NBC TV manager of daytime sales, reported that daytime business for the fall "is quite active and that many advertisers are using daytime television to supplement their nighttime purchases. Business is from five to 10% better than last year," McFadyen said. "Moreover, business today is extremely competitive and profits are not as great as in the past. Program costs are rising. But we're two-thirds sold out." Edward Bleier, ABC vice president in charge of television daytime sales predicted a 95% sell out for daytime programs by the end of the fourth quarter of this year, averaging about \$1 million per week. Bleier also saluted NBC TV for its research findings on daytime television. Joseph Curl, CBS TV daytime sales manager, said CBS TV was approximately 57% sold out between 10 a.m. and 12 noon and will bill more by October. From 12 noon to 5 p.m., CBS TV is now approximately 70% sold.

new daytime advertisers were Toni, with more than \$2 million in business on a 52-week basis, and Alberto Culver with about \$3 million over a 52-week period.

"I'm highly optimistic," Curl said. "about our fourth quarter business. And our first quarter of 1962 will be just as beautiful. The upswing is due to many factors—our program lineup, the acceptance of the morning minute plan, plus new flexibility of the double cross-plugs in the afternoon."

Curl concluded: "The way business has been coming in, I can't cry!"

Nor was daytime program chief-tain White anything but upbeat. His remarks to a SPONSOR editor included the following:

- That the daytime audience wants more information, more news. CBS TV will give it to them via *Calendar* and the additional news segments on the fall schedule.

- That the American culture pat-

tern is changing. People are more interested in the real world. Women want to know of the world around them. Much of daytime tv once consisted of escapist entertainment. This is no longer true. A balanced schedule is now presented.

- That television must avoid pomposity. One must always remember that you are always playing on that box to *one* person.

- That daytime serials today call for better acting, better concepts and are much more realistic. The conditions in which the leading characters find themselves are too true to real life. Moreover, the daytime tv audience is a strangely unique one. Women watch what is compelling. A woman who watches daytime tv has to give up something. Therefore programs must be compelling.

White also said that CBS TV daytime viewers would most likely get several specials in the upcoming months, among them a fashion show from Paris and the Mrs. America

## TENTATIVE NETWORK DAYTIME SCHEDULE, FALL 1961

Beginning	ABC	CBS	NBC
10 a.m.	Local	Calendar	Say When
10:30 a.m.	Local	I Love Lucy	Play Your Hunch
11 a.m.	The Texan	Video Village	The Price Is Right
11:30 a.m.	Love That Bob	Your Surprise Package (11:55—CBS News)	Concentration
12 noon	Camouflage	Love of Life	Truth Or Consequences
12:30 p.m.	Make A Face	Search For Tomorrow 12:45—Guiding Light	It Could Be You (12:55—NBC News)
1 p.m.	Day In Court (1:25—ABC News)	College Of The Air	Local
1:30 p.m.	Local	As The World Turns	Local
2 p.m.	Number Please	Password	The Jan Murray Show
2:30 p.m.	Seven Keys	House Party	The Loretta Young Theatre
3 p.m.	Queen For A Day	The Millionaire	Young Doctor Malone
3:30 p.m.	Who Do You Trust?	The Verdict Is Yours (3:55—CBS News)	From These Roots
4 p.m.	American Bandstand	Brighter Day 4:15—Secret Storm	Make Room For Daddy
4:30 p.m.	(News Program For Youth) 4:50 p.m.—American Newstand	Edge Of Night	Here's Hollywood (4:55—NBC News)
5 p.m.	Local	Local	Kuklapolitans (to 5:05 p.m.)

(Bold face indicates program changes and shifts in daytime program schedule.)

pageant, both of which the web was confident would be sponsored.

"Many advertisers are using daytime tv to supplement their nighttime buys. NBC TV daytime sales manager," McFadyen said. Among NBC TV's nighttime sponsors getting their feet wet in the daytime tv pool are American Home Products which has bought into *Concentration*, *Jan Murray Show*, *From These Roots*, *Young Doctor Malone*, and *Here's Hollywood*. P&G has also purchased chunks of *Truth or Consequence*, *It Could Be You*, *Loretta Young Theater* and *Make Room for Daddy*. Other nighttime sponsors on the daytime schedule include Beechnut, Nabisco, Sterling Drug, Block Drug, General Mills, Mennen, Thomas Leeming and Miles Labs. McFadyen also noted that Green Giant peas was returning to daytime tv via NBC TV. McFadyen said that whatever business is around now is small in nature. "Very few big bundles are left," he said. "Most of the big money has been placed by this time."

Like CBS TV, daytime execs at 30 Rockefeller Plaza, are cognizant of the fact that daytime viewers want more news in a world of rising ten-

sions and consequently are upping their news schedules considerably. But the overall program pattern is fundamentally the same with the game show and serials.

NBC TV also announced that effective 2 Oct. *Say When* (Monday-Friday 10-10:30 a.m.) and *Young Dr. Malone* (Monday-Friday 3-3:30 p.m.) will operate under the web's Daytime Incentive Dividend Plan, joining the *Jan Murray Show* (Monday-Friday 2-2:30), *From These Roots* (Monday-Friday 3:30-4) and *Make Room for Daddy* (Monday-Friday 4-4:30), all of which are already functioning under the plan. Additionally, *Make Room for Daddy* will go on the double cross-plug plan starting 2 Oct. NBC TV describes its plan as permitting an advertiser to designate one minute of commercial time within a specific quarter-hour as his "major" sponsorship and the remaining two minutes of commercial time are scheduled as cross-plugs on other days within the same program in two separate segments of a given fortnight.

In the revised setup for the fall, Miles Laboratories has purchased the new Monday-through-Friday series,

*Burr Tillstrom's Kukla and Ollie* starting 25 September from 5 to 5:05 p.m. The order came through Wade Advertising. Speaking of *Kukla and Ollie*, John Green, manager of daytime operations for NBC TV, said this program appeals to both mothers and children and predicted an enthusiastic response to the feature.

Besides pointing out that NBC TV would up its news schedule, Green said the web was knee-deep in program development for daytime viewing. "We've discovered that the housewife wants something different from the nighttime pattern when she tunes in during the day," Green declared. "She wants programs designed specially for her. She won't seek out serials at night, but it is an entirely different story for her in the daytime. If we were to remove the serials, there would be an instant outcry from the women. It is also conceivable that daytime serials may be increased. It is one of the items considered in our program development plans but primarily we are concerned with creating something new—something which will capture the imagination of viewers—something  
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# FORECASTS FOR RADIO SPOT

Radio rep firm executives applaud new buying methods which include total station story and not ratings alone

Many anticipate a 'bullish' season with expanded budgets from old users and more brands of cigarettes

Radio specialists who have nurtured the medium through its ups and downs over the years are, for the most part, eyeing the fall buying season with optimism. Although there are a few who feel the overall scene is not so rosy, the majority share the opinion that radios faltering days are numbered; that, indeed, radio is fast making its way into a stabilized niche.

In most of the rep shops, there's much anticipation for a "bullish"

season. They report new business from more cigarette brands, foreign autos, food products, and gasoline. Furthermore, they say, more big-budget tv advertisers are strengthening their efforts with spot radio and a number of old radio users are broadening out their reach with doubled—some even tripled—spot buys.

In an effort to present a fairly lucid picture of just what's happening in spot radio for the upcoming sea-

son, SPONSOR made a cross check of rep firms and talked the situation over with some of the top radio experts in the business. Their comments, presented here, cover more than just the direction in which the sales wheels are turning; many of the radio sellers also spoke up on developments in related areas of buying methods, programing, and rates.

At Adam Young, James F. O'Grady, the company's executive v.p. had this to say: "On the surface, the prospects for radio this fall seem favorable. National spot radio's billings will be up. But aside from the fact that a few of radio's former stalwarts like Continental Baking are back, the upsurge, unfortunately, will not be of radio's doing. Bluntly speaking, as I see it, the bullish outlook for this season is a function of

"Radio is caught in a two-way squeeze: as the national radio spot dollar diminishes, more new stations are established and the existing ones become more knowledgeable. There is no priority on brains. As station management gets smarter, programs better and develops more understanding, the audience spread between stations will be closer. There will be few 'winners.'"

*James F. O'Grady, executive v.p., Adam Young, Inc.*



"Regarding buying trends: Agencies are giving buyers more responsibilities and a greater voice in the selection of radio stations. Buyers are quick to exercise this additional leeway. This new trend is good. It's healthy for the advertiser, the agency, the buyer, the well-managed stations, the creative salesman. It has led to many creative buys recently."

*Carl L. Schuele, president, Broadcast Time Sales*

two extraneous forces: principally the sharp upturn of the national economy, and secondarily, the establishment of a central billing bureau, when it gets working.

Central billing will help when established, claims O'Grady. It will enable agencies, he says, to make a fair profit on radio buying. "By making radio easier to buy, it will place the medium in a more competitive position with networks, where, for a multi-station buy, there is only one contract and one bill."

The overall picture, however, remarks O'Grady, is still bleak. "Let's

face the facts," he said. "Radio is caught in a two-way squeeze: as the national radio spot dollar diminishes, more new stations are established and the existing ones become more knowledgeable. There is no priority on brains. As station management gets smarter, programs better, and develops more understanding, the audience spread between stations will become closer." There will be, says O'Grady, fewer 'winners.'

His suggestion for improving this situation: "An organization must come into being that will create more dollars and more advertising for spot

radio—because the present limited dollar availabilities are being spread thinner among more stations in a market."

He adds: "Obviously what is needed is a bigger pie to cut. The present one is getting intolerably thin. So thin, in fact, that many more stations are resorting to rate cutting, possibly to survive." "I'm not condoning the practice" he says, "merely reporting on it."

As far as the local situation, "things are not much better," bluntly states O'Grady. He says: "Unless stations band together to create more



"This year, we're looking for a bullish last quarter. The business is coming not only from old standbys, but new products, and old clients coming back to radio. This is happening because radio is becoming more stabilized with a new progressive and realistic approach."

*Max M. Friedman, eastern radio sales mgr., H-R*

"If there are two new words in the vocabularies of agency people we've been talking to, they are 'demographic' and 'judgment.' Research is concentrating far more on who is listening than ever before. No longer are gross rating points an adequate measure of a radio buy."

*Maurie Webster, v.p. and general mgr., CBS Radio Spot Sales*



"Radio can be expected to show increases overall or at least maintain the 1960 level, but it is not likely that appreciable sales increases will be felt by smaller markets since a good portion of advertising monies is not specifically allocated for these markets. Instead, money left over from tv campaigns are used."

*G. William Bolling, president, radio division, Bolling*

"We find spot radio prospects for the fall to be excellent. The major fall activities may take place a little later than usual this fall and the biggest categories will be automotive, cigarettes, anti-freeze, cold remedies, including cough drops, and some major food product advertisers."

*Ben Holmes, v.p. in charge of radio, Petry*





local radio dollars and then take their chances on getting a fair share of them for themselves. It will become even more of a rate race. Sure, national spot radio billing will go up this fall," opines O'Grady, "but only to where it has been only too recently . . . unless we do something about it."

Carl L. Schuele, president of Broadcast Time Sales, however, is optimistic about fall sales. He anticipates his company will top its present 30% increase over last year for the first six months. "No question about it" he says. Where is the business

coming from? "Increased budgets from standby confirmed spot users, plus accounts who fully appreciate the value of radio's flexibility," says Schuele.

The Broadcast Time Sales president is enthusiastically vocal in his praise of what he terms a healthy new trend in buying methods now quite apparent in the majority of agencies. Agencies, said Schuele, are giving buyers more responsibilities and a greater voice in the selection of radio stations. "Buyers," he reports, "are quick to exercise this additional leeway (more than they've had in the

past five years!) to the benefit of their clients." The result? "They are carefully going over a station's full story and paying attention to special surveys, merchandising services, management's willingness to co-operate after the sale; in short, the complete opportunities (not merely ratings alone)."

This new trend, says Schuele, while young, is present in all sizes of agencies, in all parts of the country. "It's healthy for the advertiser, the agency, the buyer, the well-managed stations, the creative salesman. Numbers alone  
(Please turn to page 11)



"We're optimistic because the American economy is showing healthy advances, and that will be good for media; we expect more big-budget advertisers who previously committed broadcast dollars almost entirely to tv to allocate monies to spot radio, to increase their reach, frequency and weight of impressions."

**Martin Beck, assistant radio sales mgr., Katz**

"Business for fall looks very good—quite bullish, as a matter of fact. It's due primarily to the new re-evaluation of the medium and to the way in which it's being talked up by people. Radio is in a more stable position now than in other years, and there's a lot more buying in daytime segments."

**Robert Teter, v.p. in charge of radio, Peters, Griffin, Woodward**



"Major advertisers are not only using more radio, but using it more creatively by tying in their commercial message more skillfully with the other media they employ. I have every confidence that the upward trend of radio buying will continue through the fall and winter of 1961-62."

**Fred Lyons, director, NBC Radio Spot Sales**

"The business outlook is excellent! Advertisers are buying heavily. Some of those who had been buying 10 or 15 spots per week are now spreading out their messages with 30, 40, or even 50 spots. There are more cigarette brands buying radio as well as foreign autos and cigar accounts."

**Daren F. McGavren, pres., Daren F. McGavren Co.**



# YES, SHELL'S IN TV, VIA K&E

➤ Half of Shell Oil's institutional budget, handled by K&E, will go to tv while product dollars remain in print

➤ A Kenyon & Eckhardt-produced golf series, plus four concerts, are set for CBS TV next season by Shell

**M**ost recent news about the Shell Oil account, since Ogilvy, Benson & Mather's announcement at last November's ANA convention that Shell would be a fee plan account using newspapers only has centered about Ogilvy's handling of the Shell *product* account.

Little if anything has been said of the multi-million dollar institutional account at K&E which has continued to plan ahead in television.

Shell's institutional advertising budget will run above that of last year, K&E senior vice president Victor Armstrong told SPONSOR. Although he wouldn't reveal the figures ("the new budget hasn't been completely tallied yet") he did say that K&E would be placing about 50% of the company's money on network tv.

The big news this year is a K&E-produced golf package, *Shell's Wonderful World of Golf*, which will be seen on eleven Sunday afternoons on CBS TV starting in January 1962. Shell will also continue to sponsor four *Leonard Bernstein Young People's Concerts*, also on that network on Sundays.

With both shows, K&E is aiming at the "self-selective upper strata audience," said Armstrong. As he put it: "we're not looking for vast nighttime ratings."

The program was conceived by Shell and K&E. Influential in the program development at Shell is Gordon Biggar, vice president, public relations, and at K&E, Armstrong.

Although the agency will probably announce shortly additional tv packages produced within the house,

plans at press time were not revealed.

The golfing series centers around some of the most famous golf courses in the world. And the featured players are the world's finest golfers. In each of the eleven matches, an American golfer, such as Gary Player, Ken Venturi, Gene Littler, play the top golfer in the country in which the match is being held.

As Armstrong explained it, the

match in itself is not the most important ingredient in Shell's treatment of golf. Narrator Gene Sarazen will explain to viewers the 'why' instead of just the 'how' of the sport. He will stop to explain why a particular pro uses a specific iron for a specific shot.

He will also explain why a particular course was selected for the match. If it is famous for a specific hole, he will give the history of the course and the hole. He will go into famous matches that have been played there in the past and talk about great shots or bad shots that were made on certain holes, that have subsequently made those holes a world-famous challenge.

The courses have been chosen be-

**THE** only American-played match in *Shell's Wonderful World of Golf* was held at Pine Valley, New Jersey. Shown with competitor Gene Littler (far right) are Shell vice president in charge of public relations Gordon Biggar, center, and K&E's senior vice president Victor Armstrong







Commercials for this season's *Young People's Concert*, also on CBS TV, will be similar to those used on the series last year. Shell's young scientists, such as William Quest Jr., are featured

cause they are very well known, but little played. The course chosen in the United States was Pine Valley, a New Jersey links which very few have played, but which is reputedly a very difficult course. At Pine Valley, Gene Littler faced Byron Nelson.

Working on the scripts and research for the series is golf authority Herbert Warren Wynne.

January-March was selected for showing the series because, as Armstrong put it, "this is the time of the year when most Americans can't get out to play golf themselves."

What about the commercials? At present none of the commercials for the show have been completed. In most instances they have been filmed, but the editing and final scripts remain to be finished.

Each show will have two one-minute commercials, both filmed in the country in which the golf match is taking place. For instance, for the Scotland show, the commercials will talk about Shell's facilities in that country.

In Paris, the commercials show a Shell barge cruising down the Seine, and although the emphasis is on travelog, the viewer is made aware of the Shell name and what Shell's Parisian facilities are.

"We're not trying to hit people over the head. We want to leave them

with a nice friendly feeling," said Armstrong.

The commercials on the *Young People's Concerts* will be substantially the same as last year. However, this season there will be just one commercial per hour, instead of two, as last season.

In those commercials, Shell depicted its younger scientists and technicians at work in their laboratories or on the oil fields. The emphasis was on appeal to youngsters to get a good education.

"Theoretically we're talking to children, but we're also talking to parents through the children," said Armstrong. "We know," he said, "that most of the Concerts' audience is composed of adults. We're telling them not to be afraid of culture, and reminding them that the future of America is the well-rounded individual."

There is no product sell in any of K&E's commercials for Shell. That is strictly Ogilvy's job. "In such a highly competitive market as gas and gasoline products, the product differences are not all that significant," said Armstrong. "We want the public to like Shell." Liking the company, plus conveniently located gas stations, can make for good business, he said.

Meanwhile Shell spokesmen indi-

cated that the company's product advertising will continue to be done strictly through newspapers, at least until well into 1962.

While Kenyon & Eckhardt produces the golf shows, CBS TV handles the *Young People's Concerts*. The latter program has been on the air for years, primarily sustaining.

*Shell's Wonderful World of Golf* is being filmed around the world by Filmways. On the shooting trips are key Filmways people, and the production staff of Shell and K&E people.

Shell is retaining all special use rights to the golf shows, so that they may be made available to the U. S. military installations as well as civic groups, men's clubs, etc.

While Shell's product advertising account was switched last year from J. Walter Thompson to Ogilvy, after a sizeable length of stay at JWT, the institutional end of the account has enjoyed the services of K&E for more than eight years.

It isn't K&E's job to hit anybody over the head on the octane attributes of Shell's oil and gas products, but rather to present the client "as a nice guy" so to speak. With this calmer, less competitive task in mind, K&E has come up with its new package of golf shows.

As the Shell advertising organization is set up, K&E works closely with the public relations department, OB&M with the advertising department. There was some indication at the client last week that the products account may re-enter television some time in 1962. But as for the upcoming season, "we will probably stick with what we have," SPONSOR was told.

Among the famous golf courses on which matches will be played for the series, are St. Cloud, Paris, Kasumigaseki, Japan; Royal Hong Kong, Jockey Club, Buenos Aires, Wentworth, London.

Shell's Biggar and K&E's Armstrong, strong amateur golfers themselves, selected the courses to be played, and put together the matches between American golfers and the top native star. For example, in Banff, Canada's Al Bakding will play Jack Burke Jr., and at the Royal Hong Kong, Bob Rosburg will play native Ching Cher-Po. ▀

## TIME BILLINGS IN SPOT TV BY INDUSTRY

Agriculture	\$ 376,000	Household equipment—appliances	\$ 839,000
Ale, beer & wine	14,788,000	Household furnishings	559,000
Amusements, entertainment	425,000	Household laundry products	12,971,000
Automotive	4,555,000	Household paper products	1,492,000
Bld'g material, equip. fixtures, paints	742,000	Household, general	1,697,000
Clothing, furnishings, accessories	3,074,000	Notions	83,000
Confections & soft drinks	9,721,000	Pet products	2,038,000
Consumer services	5,006,000	Publications	555,000
Cosmetics & toiletries	16,703,000	Sporting goods, bicycles, toys	586,000
Dental products	4,330,000	Stationery, office equipment	67,000
Drug products	7,146,000	Tv, radio, phono, musical instruments	36,000
Food & grocery products	44,392,000	Tobacco products & supplies	8,316,000
Garden supplies & equipment	408,000	Transportation & travel	1,338,000
Gasoline & lubricants	6,858,000	Watches jewelry, cameras	725,000
Hotels, resorts, restaurants	157,000	Miscellaneous	1,977,000
Household cleaners, cleansers, waxes	8,639,000	<b>TOTAL</b>	<b>\$160,599,000</b>

## Early evening spot tv dollars up

- ▶ TvB-Rorabaugh tally for second quarter shows time billings overall no greater than 1960 in same period
- ▶ However, most major industry categories and nearly all top 10 clients register increases over last year

**A**n increase in early evening buys and a decrease in daytime purchases highlighted spot tv ad patterns during the second quarter of the year.

This was disclosed by TvB today (4 Sept.) in releasing its tally of spot video gross time billings based on N. C. Rorabaugh computations.

The past three-month period is the first quarter in which comparisons can be made with the previous year (without special tabulations) since Rorabaugh changed its methods of keeping score on billings. The changeover, which took effect during

the second quarter of 1960, involved the addition of separate early evening breakdowns.

Previously, billings were broken down by (1) daytime, (2) nighttime, and (3) late night. Currently, the categories of time are (1) daytime, (2) early evening, (3) prime time, and (4) late night.

The effect of adding the early evening category is to reduce the billings total since that category used to be figured at prime time rates.

Total spot tv billings for the second quarter came to \$160,599,000. This

represents data from 338 stations.

By comparing figures from 314 stations which reported in both the second quarter of 1960 and 1961, TvB found this year's billings were a mere .04% above 1960's April-May-June period.

Daytime accounted for 25% of all spot tv billings during this year's second quarter. This compares to a 28.9% share last year. On the other hand early evening jumped from 16.9% to 21.7% in share of billings. The shares of prime time and late night remained relatively stable.

In the type-of-buy area, there was remarkably little change in the ratios of announcements, I.D.'s and programs. Announcements accounted for 75.9% of all spot tv billings (in terms of dollars), I.D.'s accounted for 11.8% and programs, 12.3%.

Though total spot billings changed little, most of the major industry cate-



ories showed increases. Food and grocery products, invariably the leader, jumped 7.2% over last year and registered a total of \$44,392,000. The No. Two category, cosmetics and toiletries, went up a slight 1.7%. The beer and wine group did best of all, percentage-wise, among the major industries, zooming up 10.4%. Household laundry products were more active and showed a jump of 15%, while confections and soft drinks rose a hefty 10.1%.

The next two categories showed declines. Household cleaners, cleansers, polishes and waxes dipped noticeably (10.1%) while tobacco products slid off 2.6%.

Here is a 1960-61 comparison of the other important industry categories (in alphabetical order):

*Automotive*: down from \$6.4 million in 1960 to \$4.6 million this year.

*Clothing, etc.*: down from \$3.8 million last year to \$3.1 million during this year's second quarter.

*Consumer services*: up to over \$5 million from \$4.3 million in '60.

*Dental products*: way up from \$2.7 million to \$4.3 million.

*Drug products*: down from \$8.1 million to \$7.1 million.

*Gasoline and lubricants*: down from \$7.5 to \$6.9 million.

*Household paper products*: down from \$1.7 to \$1.5 million.

*Household, general*: down from \$3.0 to \$1.7 million.

*Pct products*: down from \$2.4 to \$2 million.

*Transportation and travel*: up from \$1.1 to \$1.4 million.

*Watches, jewelry, cameras*: down from \$1.2 million to \$725,000.

As in the case of the leading industry categories, the leading spot tv clients were up, some of them considerably. Among the top 10 spot tv clients for the quarter, only one dropped in time billings.

P&G was up in the neighborhood of 15%; Colgate almost doubled its billings; Lever Bros. went up almost \$1 million; Coca Cola and its bottlers quadrupled their billings; Continental Baking went up more than five times; Standard Brands was up two and a half times.

## TOP 100 CLIENTS IN SPOT TV

1. Procter & Gamble	\$16,419,700	51. N. Amer. Phillips	\$674,600
2. Colgate-Palmolive	4,736,000	52. U. S. Borax	673,300
3. Lever Bros.	4,268,800	53. Vic Tanny	631,500
4. Coca-Cola Co./bottlers	3,661,300	54. American Chicle	630,000
5. General Foods	3,527,200	55. Norwich Pharmacal	625,700
6. Continental Baking	3,337,500	56. Gallo	616,400
7. Wrigley	2,700,700	57. Carnation	588,500
8. Standard Brands	2,252,500	58. Swift	581,000
9. P. Lorillard	2,212,600	59. Hamm Brewing	571,100
10. American Home Prod.	1,914,700	60. Ralston-Purina	564,700
11. Bristol-Myers	1,836,800	61. S. C. Johnson	551,000
12. Philip Morris	1,797,600	62. Welch	545,400
13. Lestoil Products	1,588,500	63. Phillips Petroleum	544,300
14. Hunt Foods	1,556,600	64. John Morrell	534,000
15. Kellogg	1,554,900	65. National Biscuit	517,500
16. Simoniz	1,483,800	66. Jergens	509,000
17. Miles Laboratories	1,475,500	67. Helene Curtis	500,600
18. International Latex	1,438,500	68. Campbell	487,700
19. Corn Products	1,368,300	69. Liebmann Breweries	481,000
20. Anheuser-Busch	1,311,000	70. Sun Oil	471,100
21. Nestle	1,291,400	71. Lanolin Plus	465,400
22. Pepsi Cola Co./bottlers	1,285,200	72. Piel Bros.	464,300
23. Quaker Oats	1,246,000	73. Atlantic Refining	454,200
24. Alberto-Culver	1,185,000	74. Interstate Bakeries	451,300
25. Carter Products	1,171,700	75. Pacific Tel. & Tel.	448,800
26. American Tobacco	1,168,800	76. Amer. Sugar Ref.	447,900
27. Brown & Williamson	1,129,600	77. C. Schmidt & Sons	446,100
28. Gillette	1,115,300	78. National Dairy Prod.	443,600
29. General Mills	1,018,700	79. Scott Paper	438,500
30. Schlitz	998,900	80. Hertz	438,200
31. Folger	950,400	81. Atlantis Sales	437,600
32. Pabst	948,100	82. Chock-Full-O-Nuts	432,100
33. General Motors dealers	922,500	83. Phillips-Van Heusen	428,400
34. Standard Oil (N.J.)	921,000	84. U. S. Rubber	425,700
35. United Vintners	898,200	85. Eversharp	418,900
36. Avon Products	880,600	86. Socony-Mobil	418,700
37. Carling	832,300	87. Standard Oil (Calif.)	414,400
38. Ford Motor Co. dealers	822,700	88. Beech-Nut Life Savers	412,100
39. Ward Baking	772,800	89. Block Drug	409,900
40. Sterling Drug	763,900	90. Cities Service	388,500
41. Hill Bros.	761,200	91. Pure Oil	379,900
42. Food mfrs.	759,600	92. General Motors	373,400
43. Warner-Lambert	738,500	93. Greyhound	363,400
44. Consolidated Cigar	730,500	94. J. Nelson Prewitt	357,300
45. American Oil	728,800	95. Calif. Spray Chemical	354,500
46. Sears Roebuck	721,000	96. Goetz Brewing	353,600
47. Pharma-Craft	713,900	97. Schaefer Brewing	351,500
48. R. J. Reynolds	712,600	98. Coffee Gr'w's, Columbia	350,800
49. Falstaff	703,400	99. Goodrich	350,700
50. Maybelline	696,300	100. Quality Bakers	347,700

# IF RIVALS "OWN" OTHER MEDIA-

► Cream of Wheat's total immersion in this strategy furnishes classic example of the rewards to be gained

► Johns Bargain Stores, Brooks Foods, N. Y. Coke also have reaped the benefits of this approach to radio

Looking for an antidote to competition that appears to dominate tv or print? A number of advertisers, backed by war chests of varying size, have bounced back with a big noise in radio.

One way or another, an advertiser must make a "big noise" these days to gain notice among the myriad commercial messages issued forth via all of the media. In this cause, frequency is a weapon of infinite value, and there is no argument but that it can be achieved economically in radio. The large advertiser can make the big noise in radio, and have plenty of money left over for forays into other media; the smaller advertiser concentrating on radio likewise is in position to make a big noise.

Probably no advertiser has demon-

strated so vividly as Cream of Wheat cereal the rewards this strategy can produce. Currently readying a dazzling fall lineup of 300 stations in 120 markets, Cream of Wheat heads into its third consecutive year of radio-induced sales increases. Ad budget stands at \$1.5 million, virtually all in radio. Based on the sales rate thus far (or even allowing for some drop-off), expectations are for the biggest volume in the company's history in '61.

But things weren't quite so rosy for this advertiser three or four years back. Historically a print user, with some radio and subsequently tv, Cream of Wheat had been sitting pretty until new competition in the form of Maypo and General Mills' Protein Plus began carving away at

its empire in 1958 and 1959.

Maypo launched its now legendary spot tv thrust in the East and by '58 opened a western front via the same medium. The Protein Plus attack flowed in the opposite direction, with heavy print exposure plus periodic boosts from the General Mills network tv emplacements.

"Although our television and magazine advertising had been doing fairly well for us, the combination was not strong enough to offset the inroads that had been made by the new competition," points out BBDO Minneapolis group head George Alarik. "About this time we grew more interested in spot radio."

It started gradually in '58-59, with radio subjected to more and more extensive tests. By the fall of '59 Cream of Wheat had shifted its tv money to radio, while holding onto the print schedule. "By mid-winter '59-60 we had definite sales increase in our radio markets and no evidence that print was contributing to the cause," relates Alarik, "so we moved all of our money into radio."

Taking advantage of traditiona

## What \$500,000 will buy in spot radio, compared to other media

	Spot radio	Nighttime tv (net min.)	Mags (full page, four color)
No. of ads	250	14	11
Average no. of homes per ad (000)	1,000	9,400	6,700
% unduplicated homes reached	57.0	72.0	30.0
Homes reached (000)	30,210	38,160	15,900
Average frequency	8.3	3.4	4.6

SPOT RADIO's frequency was far ahead, while its reach approached net tv's; magazines were well back. This comparative analysis was put together by a leading agency media man in response to a client query



# GO RADIO

etailer penchant for newspaper advertising, Johns Bargain Stores, a chain rapidly spreading through East and South, hits its rivals where they in't — radio. The chain utilizes a two-fold radio attack: a regular spot schedule in key markets, with heaviest weight in the 6:30-10 a.m. period, copy urging listeners to "come right own" to Johns; one-week blitzes of 100 spots or more in conjunction with openings of new stores, and those new stores seem to be popping up all over the lot, week after week.

As of the latest count, Johns' empire encompasses 184 outlets, compared to 24 just six years ago. That figure may hit 200 before the year is out. Volume is up from \$10 million ten to about \$36 million last year, and Johns' advertising director Ted Royce notes that sales thus far this year point toward totals well ahead of last year.

One observation Royce has made in following the progress of the radio campaign is the "fantastic success with which radio reaches Negro consumers." He feels that for this group, "radio outdraws newspapers



Bill Sherry



Bill Drutt

## "Spots every 10 minutes round the clock"

**BROOKS FOODS** hit its key markets with 400 to 740 spots per week per station bought during six- to eight-week flights, four times a year. That's how the advertiser fends off competition the likes of Heinz, Del Monte, etc. Shown above are two architects of this strategy from Brooks' agency, S. E. Zubrow, Philadelphia. They are Bill Sherry, media director, and Bill Drutt, v.p. and account executive.

five to one."

Another advertiser high on the list of those who fend off competitors heavy in other media by making a big noise in radio is Brooks Foods. And to say "big noise" is putting it mildly. Four times a year, six to eight weeks per flight, in Chicago, Indianapolis, St. Louis, Cleveland, and Detroit, Brooks airs from 400 to 740 spots per week (mostly shorties) on

one or two stations per market on behalf of its catsup, barbeque sauce, and chili hot beans.

"When you're competing for sales with giants like Heinz, Hunt's, Del Monte, who can go all out in all media, you've got to do some fast thinking," points out Bill Drutt, v.p.-account executive at Brooks' agency, S. E. Zubrow, Philadelphia.

(Please turn to page 63)

## What would it cost you to make a "big noise" in spot radio?

Avg. no. spots/wk.	Per market No. of stations	Approx. rating points/wk.	All markets Weekly cost mins. 13 wks.		% metro homes (4 weeks)	
					Homes reached	Times heard
<b>Five Markets—One through five</b>						
303	4	480		\$71,000		74-79% 26.9
<b>Seven Markets—Six through 12</b>						
241	4	480		\$31,260		78-84% 21.9
<b>Eight Markets—13 through 20</b>						
193	4	480		\$37,250		74-80% 26.2
<b>80 Markets—21 through 100</b>						
208	4	480		\$155,000		78-84% 24.0

"SPOT RADIO'S PENETRATION," a study developed by Peters, Griffin, Woodward and A. C. Nielsen furnishes these figures, for hypothetical campaigns spread over the total week. PGW v.p. Bob Teeter points out this is first measurement of number of unduplicated homes reached by a specific radio schedule at a specific cost.

# SPONSOR ASKS:

## WHAT'S AHEAD IN FM-STEREO

## FOR ADVERTISERS'

Those answering this week's question are:

- **James D. Secrest**, Electronic Industries Association, Washington, D. C.
- **Robert C. Victor**, WXFM, Elmwood Park, Ill.
- **Harvey Sheldon**, WUPY, Lynn, Mass.
- **John D. Tuttle**, International Good Music, Inc., Bellingham, Wash.
- **Joel B. Fairfax**, Fine Music Hi Fi Broadcasters, Inc., New York

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**James D. Secrest**, *exec. v.p., Electronic Industries Assn., Washington, D. C.*

Manufacturers and dealers all over the country are betting that radio listeners will prefer fm stereo. If they are right, radio advertisers also will prefer what is essentially a new art, as well as a new dimension, in radio broadcasting.

It was upon expectations of such a chain reaction of preferences that Edward R. Taylor, chairman of the EIA Consumer Products Division and executive vice president of Motorola Inc., based recent predictions that fm stereo would open up a "substantial market" for this new type of receiver.

Taylor's only qualification of his optimism for fm stereo was in the form of a caution to set manufac-



*NAB survey shows 79 stations will go stereo by end of '61, 178 by end of '62*

turers against "rushing on the market with unsatisfactory and untested products" which would alienate potential customers.

He echoed the relief of radio receiver manufacturers that fm stereo "will bring back home-listening for many persons who in recent years have largely confined radio reception to the auto and the portable set away from home." He also predicted

that fm stereo broadcasting "doubtless will provide a new stimulus" for sales of stereo phonographs and recordings "just as radio spurred phonograph record sales by stimulating the public taste for music."

It is too early for figures on set sales to reflect the boost expected from fm stereo. But they do make it clear that stereo manufacturers start with rising interest in fm radio as a base. The latest statistics from the Electronic Industries Association's Marketing Data Department, covering the first six months of 1961, show sales of am-fm receivers at the factory level to be ahead of the same period last year. Further gains are expected during the remainder of 1961.

As a corollary, it can be pointed out that the number of fm stations in the country has increased sharply in recent years. Today about 1,070 fm stations either are broadcasting or under construction.

Fm stereo receivers are now available. Many more—and in greater variety—will be in dealer displays this fall and winter. Even so, we may be at least a year away from observing the full effect of stereo upon the radio manufacturing and distributing business.

Fm broadcasters are introducing stereo in new areas almost daily. A June survey by the National Association of Broadcasters disclosed that 79 fm stations would be broadcasting stereophonic programs by the end of this year and 178 by the end of 1962. Of about 300 broadcasters who replied to the NAB questionnaire, 185 reported they plan to start fm stereo eventually.

The ultimate number of fm stereo stations is anyone's guess, but it does seem certain that it will be sufficiently large to create substantial new business for manufacturers of stereo transmitting equipment as well as for receiver producers.

NAB has received a wide variety of advertiser reaction to fm stereo as a new medium. Some feel that it will

have little effect, others that it will stimulate buyer interest in fm, but make little change in the character of the fm audience which will remain a select, high-income group. The latter is, on the other hand, agency opinion supporting our view that fm stereo radio sound will have the acceptance of music reproduced by stereo phonograph and that this will be followed by an awakening of new advertiser interest.

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**Robert C. Victor**, *gen. mgr., WXFM, Elmwood Park, Ill.*

In fm stereo, as in monaural fm, Chicago broadcasters have taken the lead over other cities in the United States. Commercially, Chicago fm



*Two Chicago stations are now stereo; a number of others have placed orders*

radio is farther advanced than the New York or Los Angeles markets, both served by more stations and possibly greater set-saturation than Chicago. With all B channels in the Chicago market allocated, and with 14 B stations operating commercially with non-duplicated am-fm programming, it can be said that almost every station is operating in the black.

Chicago is the first city to have two fm stations broadcasting in stereo; Zenith's WEFM and Frank Kovas' WKFM. In addition, a number of other stations—particularly WFMF, WXFM, and WFMT—have placed or are considering placing orders for stereo equipment.

The reasons for fm's favorable showing in Chicago are:


1) Chicago has, in terms of proportionate population, fewer am stations than New York or Los Angeles, allowing room for greater fm headway.

2) Chicago has been a pioneer fm market, with the Zenith Radio Cor-



# DENSITY

close, compact, crowded... Providence, the "Must Buy" market responds most to the showmanship of WJAR-TV. Programmed to penetrate, WJAR-TV reaches the big "Must Buy" audience with the best of NBC-ABC plus prime feature films... a harvest of sales power from continuing market leadership.

 ARB 1960 TV Homes

**WJAR-TV** **NBC** Represented by  
**ABC** Edward Petry & Co. Inc.



poration pretty much leading the way with their station, WEFM.

3) The development and active growth of program guides, such as WFMT's Fine Arts Guide which carries the listings of one station exclusively, or a multiple-station-listing guide like *Chicago Fm Guide*, has done much to keep the radio-listening public informed of the fine quality programing available in a wide range of artistic fields and levels on fm radio. Inherent in this point in the programing itself; Chicago broadcasters, whether because of high personal standards or competitive pressure, are putting forth excellent programs of serious concert music, complete operas, ballets, discussion and information programs, sessions of folk music and jazz, intelligent foreign-language programs, and other specialty programs only rarely available to the am radio listener.

The latest, and one of the most significant in terms of audience interest and intelligence—which usually complement purchasing-power—development is the formation in Chicago of a committee to advocate conversion of the Board of Education station, WBEZ, into a combination educational-and-civic station patterned after New York's WNYC. This idea has already gained much momentum, and it is possible that the idea will be effected in the future.

Fm stereo has directed great consumer attention to fm radio in general. While stereo broadcasting is at present temporarily limited in quantity, it still means an immediately increased fm audience. This is what advertisers have been clamoring for in fm—a mass audience far greater than the one-or-two-percent hi fi “bug” group.

Fm radio is rapidly coming to the fore as the quality mass-medium. This year, more than ever before, advertisers are looking into and buying fm radio time.

**Harvey Sheldon**, *president, WUPY, Lynn, Mass.*

Stereo fm radio, in itself, will not produce any direct advantages to the advertiser. For stereo fm is not comparable to television broadcasting through which added sensory appeal can be made by visual display. Unlike television, fm stereo is a technological advancement of an existing medium and not a new method of more communication.

But if all the foregoing is true, what will account for the entirely reasonable expectation of a dramatic growth in fm stereo broadcasting—and reception? The answer to this question can be made by two points: one as basic as the sense of hearing; the other a function of created demand in an economy geared to an ever increasing level of consumption.



*A rich market; listeners ipso facto prove they respond to new, better product*

The public will soon acknowledge and express a decided preference for fm stereo broadcasting because of its ability to reproduce more precisely, through a basically artificial means, sounds that can be compared in fidelity to actual live pressure hearing. This truer hearing experience through radio speakers can be attributed to both the fm and stereo performance of fm stereo broadcasting. Certainly fm radio has already proven its listening superiority compared to am radio. The addition of stereo depth to this superior method of sound transference will convince even the casual listener that the sounds emanating from his fm stereo radio come much closer to “in person” hearing than anything he has previously experienced.

All of this might be interesting to an advertiser, but any substantial benefit from mass radio communication must come from heavy stereo on the “mass.” A devoted group of radio connoisseurs assembled around a tangle of wires and tubes that are one step removed from an electronic laboratory might be enjoying finer radio sounds but by no means can be considered a mass market. What then, at least on the onset of fm stereo broadcasting, is going to convince people that they should own fm stereo radios?

People in ever increasing numbers will buy fm stereo sets because radio manufacturers, backed by powerful and extensive advertising campaigns, will push this new product for all that it is worth. To radio manufacturers this is a period of golden opportunity. Am radio production has settled into a replace-

ment market category, and a highly competitive one at best. The advent of fm stereo radio offers the advantages of a fresh market for a worthwhile new product, with the added bonus of being able to utilize already existing production lines without much change-over investment and at the same time provide an outlet for their transistor output.

The advertiser alerted to this change in public listening preferences will soon realize that fm stereo listeners represent a selected market that, by the mere fact of owning a fm stereo receiver, prove their ability to respond to a new and better product. The purchase of an fm stereo radio immediately identifies the new owner as being flexible in his buying habits and responsive to advertising.

If further proof is needed of the importance of fm stereo radio as an advertising medium, the advertiser himself will provide it by listening to fm stereo broadcasting in his own home by the end of 1961.

**John D. Tuttle**, *administrative v.p., International Good Music, Inc., Bellingham, Washington*

It already is obvious that fm, from a commercial standpoint, has something very solid in stereo. Our reps and station managers tell us that



*Stereo will give fm commercial stature, something tangible to sell client*

agency people are showing a great deal of interest, and are buying.

In Los Angeles, where our KFMU is broadcasting stereo, we have upped our billing so far, *because* of stereo, by \$11,000. We expect much the same situation in San Francisco, when we begin stereo over KBAY.

The reaction of agency people so far is very gratifying. They have often looked on fm as “just a different kind of radio.” But now, with stereo, fm is “different,” period! For stereo, too, the agencies seem to be thinking in terms of accounts we have not had on the air previously.

The availability of two channels into the home certainly will bring about changes in production of radio

*(Please turn to page 48)*



# THE NATION FOR SALE



*by Heritage  
Representatives...*

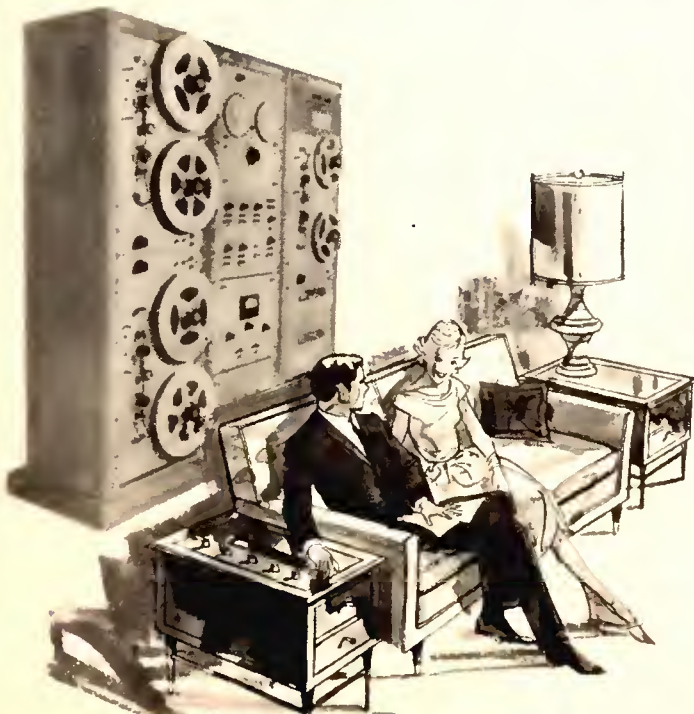
offering the dramatically burgeoning  
*national FM listening audience* . . .  
representing the most prominent FM  
Stations in every important market area  
throughout the country!

Get more information on the *National  
Heritage FM audience* . . . call or wire  
your nearest Heritage Stations  
Representative in:

NEW YORK — LO 3-2942  
CHICAGO — ST 2-5466  
DETROIT — WO 2-6265  
LOS ANGELES — DU 5-6401  
SAN FRANCISCO — EX 7-2682  
MINNEAPOLIS — FE 8-7017  
SEATTLE — MA 3-0620

# HERITAGE

## SIMPLIMATION



*Modern listening  
by Heritage*

a combination of masterful programming  
and faultless reproduction that brings  
an unprecedented selection of fine musical  
entertainment **TO THE NATIONS  
LARGEST CAPTIVE FM AUDIENCE**  
. . . **HERITAGE LISTENERS!**

From the renowned Heritage Library  
of International performances . . . great  
orchestral and instrumental work . . .  
Opera . . . light concert music . . .  
masterpieces of song . . . jazz . . . and  
selections from outstanding shows . . .  
produced and aired in true high fidelity  
using faultless automation techniques.

Heritage opens the door to better  
listening . . . and better living!

**A DIVISION OF INTERNATIONAL GOOD MUSIC, INC.**  
GENERAL OFFICES: 1151 ELLIS STREET, BELLINGHAM, WASHINGTON



T. R. Effic!

MONROE AND BARDOT! If the medical profession can report Marilyn Monroe has acute gall bladder, we think the plumbing industry should report Brigitte Bardot as the world's best-designed towel rack!

wtrf-tv Wheeling

GOING HOLLYWOOD! This is the season when the fires go all out to make screen tests.

Wheeling wtrf-tv

MONKEY BUSINESS! A monkey was negotiating for a consignment of coconuts with another monkey known as a shrewd trader. They were far apart on price and the prospective buyer was spacing around in the treetops wondering if he should increase his offer. "Now look, Cyril," said his wife, finally. "You go down there and you stick to your original figure. If he haggles, tell him he's wasting his breath. Be firm, Cyril. Don't let him make a man outa you."

wtrf-tv Wheeling

OLD TIMER? Someone who can remember when you could promise a child the moon without having to buy him a space suit.

Wheeling wtrf-tv

BUDGET DIRECTORS underlined "Glum and Frugal Corps" in the WTRF Series could also have been appropriately underlined "Excess Prophets," "Scrutiny on the Bounty," "Overhead Shrinkers" or "Price Slaughterhouse" (Hope you've written for your set of WTRF Series, our ad-world close-ups!)

wtrf-tv Wheeling

A BONUS MERCHANDISING plan is available to alert advertisers who have scheduled spot campaigns over WTRF-TV. Ask George P. Hollingbery for all the details on how you can get the Wheeling-Steubenville TV audience thru WTRF-TV

CHANNEL SEVEN



WHEELING, WEST VIRGINIA

**D. P. Brother is really plugging in Providence!**

Seems like everybody in Providence owns a car and/or a motorboat and/or a power lawn mower. What a market for spark plugs! Just ask the brains at the D. P. Brother Agency in Detroit.

And ask them what radio station they use to spark sales in this area. WICE gets the nod, naturally. WICE is the live wire station, the favorite of people on the go go go. WICE offers the perfect mix of music, news and public service programming.

Got a product you want to plug in Providence? Let WICE help you start a fire with live wire radio.



National and regional buys in work now or recently completed

**SPOT BUYS**

**RADIO BUYS**

**Union Carbide**, New York, is about to be in full swing in a campaign for two of its products. The promotion for Prestone had its initial start 28 August in a few markets the starting and future dates scattered for the other markets, about 140 all-told. This is planned as a six-week flight using prime minutes and weekend time on two to three stations per market. The other campaign is for Eveready batteries and has the same set-up, except for a scheduled flight of four weeks. Agency: Esty, New York. Buyer: Jack Fennell.

**The Nestle Co., Inc.**, White Plains, N. Y., will begin its third flight this year for Nescafe. Starting date is 11 September and it will continue for an eight-week flight. Some 75 markets will be covered, two to three stations per market. The client will use minutes and 30's from 9 a.m. to noon during the week and on Saturdays. Frequencies will range from 5 to 100 per week, according to the market involved. Agency: Esty, New York. Buyer: Phil McGibbon.

**Campbell Soup**, Camden, N. J., will open a spot promotion for soups on 18 September. This will go into more than 60 markets and will use three to four stations per market. The first flight is expected to run nine weeks and probably is to be followed up with additions. The buys are for minutes. Frequency will probably be about 12 spots per station weekly. Agency: BBDO, New York. Buyer: Hal Davis.

**TV BUYS**

**Mennen Food Products, Inc.**, La Porte, Ind., has a promotion coming up for its Jiffy popcorn. There are two flights planned for this, one to start 4 September and the other 4 October, both to run for a duration of 13 weeks. This will use minutes in and around kid shows. There are 40 markets on the schedule, which calls for one station per market. Frequency will be six to 10 or 20 spots per week, depending upon the market. Agency: Victor & Richard, New York. Buyers: Lucille Widener and Victor D. Lindeman, Jr.

**Corn Products**, New York, has campaigns on the way for two of its products. The first is Mazola oil which is scheduled to start 6 September. Stations can look forward to a four-week flight. Time periods: early and late night minutes. Probably 30 or 40 markets will be involved. Agency: L&N, New York. Buyer: Mary Jane Hoey.

The second campaign out of Corn Products is for Knorr soup. In this case the schedule calls for day and night minutes and chain-breaks if the minutes are not available. The starting date is 24 September and it will continue through 16 December. There will be some 60 to 75 markets involved in this buy. Agency: D-F-S, New York. Buyer: Bill Willis.





*"Well, we decided one thing, anyhow:  
we include Charleston-Huntington and WSAZ-TELEVISION."*

In the 72-county, 4-state Charleston-Huntington market, WSAZ-TELEVISION is the *only* television station seen everywhere. No other single television station even approaches this exclusive coverage. Reason? The market was *created* by WSAZ-TELEVISION, through its power and programming. Pick Charleston-Huntington and WSAZ-TELEVISION... reach two million people earning \$4 billion a year in the heart of the "American Ruhr" region of the great Ohio Valley. Your Katz Agency man can tell you more about this newest Goodwill Station, and why it belongs on your must-buy list.

**WSAZ TELEVISION**  
CHANNEL **3** CHARLESTON - HUNTINGTON  
DIVISION: THE GOODWILL STATIONS, INC.

## DAYTIME TV

(Continued from page 28)

like *Here's Hollywood* which certainly has endeared itself to a vast audience."

Green said the program development sector of NBC TV was at work on more daytime specials, more documentaries of concern to women and children. There's also need for a good half-hour music show on daytime tv. Green said. "Why shouldn't there be? It's a popular idiom. It is one of the areas where something should be done. Moreover, our programs have to be fascinating, entertaining, flexible—if they are to be viewed five days a week."

Green agreed with Lawrence that today's video serials are infinitely better written, better produced, better acted than those on the radio air- lanes of yesteryear.

In connection with daytime specials, Purex Corp. is upping its net- work budget this coming season and in addition to its sponsorship of eight evening specials, plans a simi- lar number of daytime specials and more quarter-hour participations in regular daytime shows on *NBC TV*. The Purex specials between 4 and 5 p.m. will be realistic, honest and come to grips with life's problems in a mature manner, Green predicted. The intelligence of the daytime view- er cannot be overestimated, he said.

NBC TV, like CBS TV, speaks of the soaps with considerable rever- ence. It has been pointing out in its promotional campaigns that the American people no longer poke fun at "Soviet science, Mickey Mantle's bubble-gum chewing and daytime drama on television." Daytime tv drama has matured to "where they do almost as much for drama as they do for soap," an NBC copywriter pontificated recently. When daytime serials occupied the radio air- lanes, they were distinguished for what James Thurber described as their "glacial" slowness. As Thurber said, it took a man nearly four days to finish a shave in a radio soaper. In a recent ad extolling daytime tv drama, the copywriter exclaimed: "More than one dramatist will tell you that the daytime serial is one of the best media of all for talented writers, since it allows so much more time to explore a dramatic situation than a single full-hour offering."

In the fall ABC TV daytime will

be going into its fourth year—and indications are that it will be a booming period. By the end of the fourth quarter of '61, ABC TV day- time will have racked up in the vicini- ty of a 95% sellout which repre- sents about \$13 million. Similar to the other webs, insofar as rate card incentives are concerned, it is cur- rently offering one bonus minute for every four purchased.

Also, ABC TV is increasing its news coverage by putting a five- minute news wrapup in the 1:25 to 1:30 p.m. spot and cutting the *American Bandstand* from 60 to 50 minutes. Starting at 4:50 p.m. it will present what is tentatively titled the "American Newsstand" a 10-minute program which James Hagerty, ABC vice president in charge of news, pub- lice service and special events, told SPONSOR the program would be geared toward the younger people of America; in fact, toward teen agers as well as oldsters in the audience. Hagerty pointed out that virtually all the people involved in the pres- entation of the *American Newsstand* will possess a more youthful outlook. It will, in the main, concentrate on the type of news not handled during the 6 p.m. and 11 p.m. presentations.

"This program will have profiles of the news-making people of the day, profiles of countries in the news, news of the draft, the reserve, news of sports, news of education, and Hollywood community news (and what's wrong with Hollywood news?)," Hagerty told SPONSOR. "This will be a legitimate news pro- gram for the younger people without talking down to them. We think *American Newsstand* can be done intelligently."

Another revision in its daytime schedule is the return of *The Texan* but in a new spot, 11 to 11:30 a.m., displacing the *Gale Storm Show*. Rory Calhoun stars in this successful Western which originally was a top- rated CBS TV nighttime attraction. Because of *The Texan's* previous score card on ABC TV, program execs decided to bring it back. It'll stay in this niche until sometime next spring when ABC TV expects to come up with a new program idea.

ABC TV daytime execs are firm believers in making program revi- sions all-year round, rather than in the fall of the year. Giraud Chester, ABC vice president in charge of tv

network daytime programs, said the consequently "we don't have dras- upheavals in the fourth quarter of the year." "We have new property which will be added to the schedu- as we go along," Chester said. "Da- time tv is an all-year-round matter. Furthermore, my hunch is that Oc- tober isn't best time of the year to make program changes."

Chester told SPONSOR that ABC TV had a score of "splendid properties" it planned to unveil within the next six months, mostly in the spring of '62. Among the properties will be *Window Shopping* with Bob Ke- nedy as master of ceremonies; *You For A Song* with Bert Parks; *Ten- nessee Ernie*, and reruns of *Father Knows Best*.

The fact that both CBS TV and NBC TV possess virtually all the da- time serials on the air- lanes, doesn't bother ABC TV too much because the latter has been concentrating on other aspects of daytime program- ing and, in its opinion, doing astound- ing well. Why ABC TV doesn't have any serials was more than adequat- ly explained by Chester: "The other networks got in ahead of us," he said, frankly. Consequently, we are busy developing loyal audiences with other types of daytime program- ing."

## RADIO SPECIALTIES

(Continued from page 31)

are not the answer—and surprising- enough the first to admit this is the professional station owner who back- up a buy with meaningful extras and then produces an evidence report suitable for the client's eyes."

This new buying trend, which en- dows the buyer with more expression has, according to BTS's Schuele, led to many creative buys recently. As an example he cites this: Buyer who are no longer told to buy only traffic hours are finding they can reach many more prospects with day- night combinations which add both frequency and reach to their sched- ules. Automotive accounts are an ex- ample.

At H-R Representatives, eastern radio sales manager Max M. Fried- man looks "for a bullish last quar- ter." Business, he says, is com- ing not only from old standbys, but from new products, and old clients who are coming back to radio. This is happening, says Friedman, because





"radio is becoming more stabilized with a new progressive and realistic approach." He adds that the year 1961 will be "as good or better than 1960." He feels that the last quarter of 1961 will recapture the loss in radio business which they had experienced during the first half.

There are a few new methods in buying, the H-R radio specialist told SPONSOR. "Stations are being bought by timebuyers today because of their image, diversified programing, and the new approach to public service."

In programing, there is, he says, a definite new trend. "Many stations are leaving the old rock 'n' roll formula and are becoming more concerned with bigger and better newscasts, public service programing, and programs of interest other than music. He adds, "Although this is tending toward the old-time radio, it is nevertheless going to be a more vitalized type than old-time radio, keyed to a faster pace."

NBC Spot Radio Sales is also looking at the fall season with optimism, according to the company's director, Fred Lyons. "It is my belief," he says, "that major advertisers are not only using more radio, but using it more creatively by tying in their com-

mercial messages more skillfully with the other media they employ." He adds that advertisers are becoming more discerning in the manner in which they buy. Lyons foresees more discussion and editorial programs. "If these are done skillfully," he says, "stations will find an even greater audience acceptance."

G. William Bolling, president radio division of The Bolling Co. is not too happy over the prospects for small market stations. He sizes up the situation like this: "according to figures released last month, spot radio in the first quarter of this year was down several percentage points over a year ago and the second quarter was spotty. This especially affects the medium to small radio markets for radio buying patterns, over the last years, have been predominantly favorable towards major markets, namely the top 10 or 20. If account activity already scheduled for the fourth quarter of this year continues at its present growth level, radio can be expected to show increases overall, or at least maintain the 1960 level. It is not likely, however, that appreciable sales increases will be felt by the smaller markets."

The flow of spot radio money, ac-

ording to Bill Bolling, is influenced by these facts: 1) the scarcity long-term commitments by major counts and reliance on the slight; and those accounts using week schedules are primarily slotted in the major markets; 2) the appeal of television as the glamour medium.

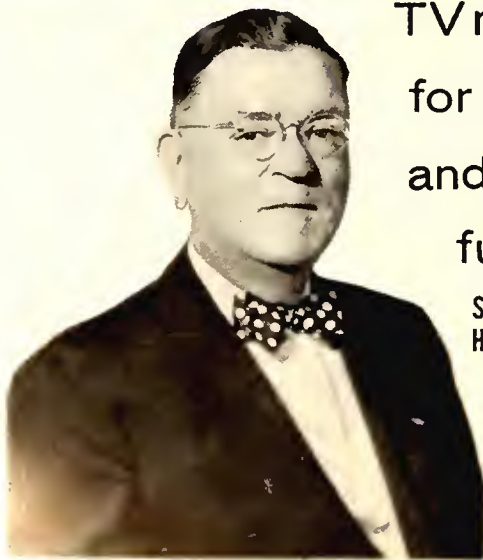
At Katz, there's high-gear optimism for the fall season. Here, according to Martin Beck, Katz' assistant radio sales manager are some of the reasons why: "1) the American economy is showing very health advances, and that will be good for media in general; 2) we expect more big-budget advertisers, who previously committed their broadcast dollars almost entirely to television, to allocate monies to spot radio to increase their reach, frequency and weight impression; 3) more advertisers who are going the television network participation route will want to strengthen their efforts with greater frequency via the spot medium, in both spot radio and spot tv. in selected markets of greatest potential to them; 4) more small and medium budget advertisers will look to spot radio as the only medium that can do an effective job for comparatively limited advertising dollars."

At Petry, the prospects for spot radio this fall are bright, according to Ben Holmes the company's v.p. in charge of radio. He predicts, however, that the major fall activities may take place a little later than usual this year, but when it happens, he says, "it will be big." He adds, "some agencies have asked about early placement of orders for a late fall start. This indicates there is a general awareness that availabilities will be in short supply in several important parts of the day."

Who will be buying? "The biggest categories for fall business," says Holmes, "will be automotive, cigarettes, anti-freeze, cold remedies, including cough drops, and some major food product advertisers."

Daren F. McGavren, president of the rep firm which bears his name shares Holmes' opinion in regard to station rates. He says "there's a steady increase in rates in the major markets." McGavren is also optimistic about fall sales. "There are more cigarette brands advertising cigar accounts also," he says. McGavren said that buying in general is much heavier—advertisers who

**"Look South for new economic strength... look at the Jackson TV market area for solid growth and a sound future."**



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

**TOM Q. ELLIS**

Clerk, Supreme Court  
of Mississippi

**WLBT** Hollingbery **3**

**WJTV** Katz **12**

**Serving the Jackson, Miss., Television Area**



ve previously bought 10 or 15  
ots per week, now spreading out  
th 30, 40, and even 50 spots. For-  
m automobiles are also buying  
avier this year, he adds.

Maurie Webster, v.p. and general  
anager. CBS Radio Spot Sales re-  
rts that fall prospects are good and  
at business for the early part of  
st year is "particularly strong."  
e adds "we see added spot radio  
dgets coming from three sources:  
"TV advertisers who are con-  
nted with steadily rising costs for  
ne and production. Many have re-  
cized that the great 'visual impact'  
television isn't worth the cost—  
d in some cases that it actually re-  
lts in their commercials looking like  
eir competitors! The profit squeeze  
all companies makes the cost of  
vertising and its real results sub-  
t to close study."

2) "We are finding long-time  
gazine advertisers taking a new  
ok at radio and realizing that it  
ay be a virgin territory for them.  
any people just don't pay attention  
print advertising, and for those  
ents radio's great creative oppor-  
nities are an exciting change—with  
od promise of more sales."

3) "Confirmed traffic-time adver-  
ers in radio who recognize that  
her time periods (daytime, night-  
ne, weekends) offer a chance to  
ach greater total audiences and to  
k to them when they are more re-  
ced."

Robert Teter, Peters, Griffin, Wood-  
rd v.p. in charge of radio, says  
usiness is "very good, quite bullish,  
a matter of fact." The increase in  
usiness, says Teter, is due to the new  
evaluation of the medium and to  
e way in which radio is being talked  
by people. More business is coming  
from cigarettes, automotive and  
soline companies. There's also ex-  
nded budgets from old radio users,  
ys the PGW man, who points out  
at more advertisers are buying into  
vtime segments.


"Radio," declares Teter, "is in a  
ore stable position now than in  
er years."

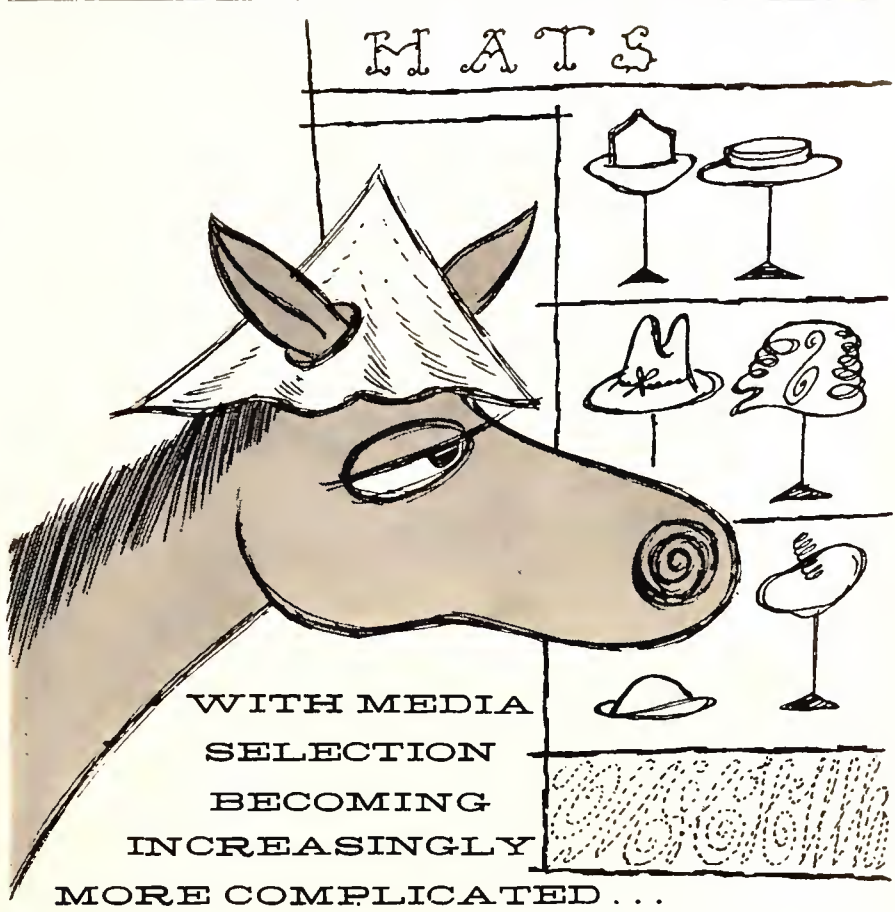
John J. Tormey, v.p. Avery-Knodel  
s this to say about the fall season:  
lost of the regular users of the  
edium are back, fatter saleswise  
th another year's use under their  
lts. Sure, we've lost an account  
re and there but we've gained oth-  
s... from television, network radio

and other media, plus "swaddlings"  
eager to win a competitive nich with  
a limited budget through the sales  
medium that delivers maximum mile-  
age per buck spent."

Who is buying? Tormey says "To-  
baccos again are big. Foods, beers,  
are digging in for their new sales  
drives. Automotive looks promising.  
Many other categories are coming in.  
Campaigns are longer."

Speaking about buying patterns,  
the Avery-Knodel executive says:  
"emerging from buying patterns of  
spot radio users this fall appears a

trend toward an awareness of the  
need to reach different segments of  
the listening audience. Mass medi-  
um that it is, spot radio is again be-  
ing used to deliver the bulk of the  
markets' customer potential, with the  
top "numbers" stations given a ma-  
jor portion of the responsibility.  
However, today many advertisers  
don't stop there. They appropriate  
more to reach further. The good mu-  
sic station is bought. The rural areas  
are sold through the station with the  
big "outside" reach and good farm  
programing. And so it goes." 



**YOUR NO. 1 BUY IS STILL  
KEWB**

national representatives:  
The Katz Agency, Inc.

Month after month in San Francisco,  
KEWB confirms the judgment of advertisers,  
many entering their third consecutive  
year with our coll letters.  
In this, one of the most active radio markets —  
where changes in letters as well as  
numbers are common — the KEWB beacon  
burns brightly. You still get  
the same low cost per thousand the  
11th week you bought the first!



**A SOUND CITIZEN OF THE BAY AREA**

games. *Go Get 'Em Braves* is being distributed through bars, restaurants and other retail establishments which sell Miller's High Life beer. Gillespie's sponsor.

Maybe the best record buy made by any advertiser in recent years is that made by Ballantine, when they bought the *Mitch Miller Sing-Along* show. While Mitch hasn't made an album for Ballantine, they've oriented some of their newer commercials to the sing-along idea. The smart net result of this, I think, is to create an automatic reminder of Ballantine in the minds of the millions of people who have bought the bearded choirmaster's many sing-along LPs, every time any of those folk put one of the LPs on their turntable.

But coming out in a week or so, is a 12" LP album which constitutes the happiest hunk of free promotion any deserving group of advertisers and their agencies ever fell into. One of the most successful of the society dance bands on records has been and is Lester Lanin on Epic. Lester took 58 of the most famous radio and television jingles; he arranged and recorded them into his latest LP, called *Lester Lanin and His Orchestra Play The Madison Avenue Beat*. Each of the ditties has been orchestrated in the eminently danceable style for which the Lanin band is so deservedly famous. The instrumentation of the band will perhaps give you the best idea of how completely professionally and elaborately these melodies are done in this package. There are three trumpets, three trombones, five saxophones, each of which doubles on woodwinds, two pianos, three guitars, bass, tuba, drums and additional percussion.

#### Lanin plugs advertisers with dance music

The tempi, as in any fine dance program, are extremely varied, and include foxtrots, rhumhas, cha chas and samhas. Gilbert Millstein of *The New York Times*, in his line notes, says: "... They (these songs treated in the Lanin style) may very well leave an indelible mark on, for example, the course of love. Is it beyond the realm of possibility, is it wild conjecture only to conjure up the vision of a tanned giant in a dinner jacket murmuring to the tiny ingenue (blonde, fresh and shining in her assiduous application of all the products intended to make her that way), "Darling, don't put huananas in the refrigerator," as they circle the dance floor?"

The banana people and Gillette are not the only advertisers represented, as I've said. Others are, alphabetically: Anheuser-Busch, Barbasol, Beecham Products, Beech-Nut Life Savers, Bon Ami, Bristol-Myers, Carling Brewing, Cities Service, Colgate-Palmolive, Duffy-Mott, Dutch Masters, Eastman Kodak, Ford Motor, General Mills, Grove Laboratories, Kellogg, KLM Royal Dutch Airlines, Lestoil, Lever Bros., Liggett & Myers, P. Lorillard, Merkel, National Federation of Coffee Growers of Colombia, Northwest Orient Airlines, Pabst Brewing, Philip Morris, Pillsbury, Potter Drug and Chemical, Procter & Gamble, Renfield Importers, Harold F. Ritchie, River Brand Rice, Robert Hall Clothes, Joseph Schlitz Brewing, Shulton, Standard Brands, Tetley Tea, Toni, Trans-World Airlines, United Fruit, Warner-Lambert Pharmaceutical, and Wrigley's.

I think any advertising or broadcasting man will get a kick out of this album and enjoy dancing to it. And, as Epic suggests, you might even have your guests try to identify the jingles in a guessing game.

#### SPONSOR ASKS

(Continued from page 40)

commercials. Creative producers going to take great advantage stereo possibilities. Even the less imaginative will be able to "ping-pong" the message from left to right. For the most part, however, stereo vendors tend to raise the quality of the commercial message.

Because we feel stereo improves the saleability of fm on a solid basis we are moving into stereo as rapidly as possible. All IGM-owned stations will be stereo as soon as the excitements are available; and we are urging more than 30 IGM-programmed stations (Heritage Music) to move in the same direction, even though they eventually will make obsolete about \$100,000 in monaural recordings now used to make Heritage program tapes.

Stereo is giving fm its first chance in a long time to grow in commercial stature, to sell something not so intangible as the quality of the audience. And with am technically not adaptable to multiplexing, it cannot compete in stereo.

It should not be too long before stereo will move a considerable portion of the total radio budget into the fm books.

**Joel B. Fairfax**, vice president, *Fi Music Hi Fi Broadcasters, Inc., New York*

Fm's audience is primarily adult, demanding a wider range of goods and services than the teen age group. It is better educated and finds employment in professional and executive



Wide open market for stations, set dealers and clients who cross promoted

capacity, thus can be appealed to with strong logical and intelligent sales messages. In addition, because of these characteristics it is frequently a pace setting group whose actions are emulated by those in the lower socio-economic category.

This distinctive audience listens to fm because of the quality, not only of the programming, but of the sound. Stereo, as it has been developed in fm multiplexing, will provide the listener with a quality of reception he



unable to obtain in any other way. Since the current fm listener is attracted to quality broadcasting it naturally follows that he will obtain stereo equipment as soon as possible. It is also worth noting that many potential listeners have waited until the FCC approved of a stereo system before purchasing fm receivers of any type. This means that as stereo receivers and adapters come on the market the already large fm audience will increase extensively.

This will not happen overnight, it will be a process of steady growth. At the present time there are available sets priced at less than one hundred dollars by three manufacturers. There are also adapters which can convert monaural fm sets to stereo where the manufacturers have made provision for the changer.

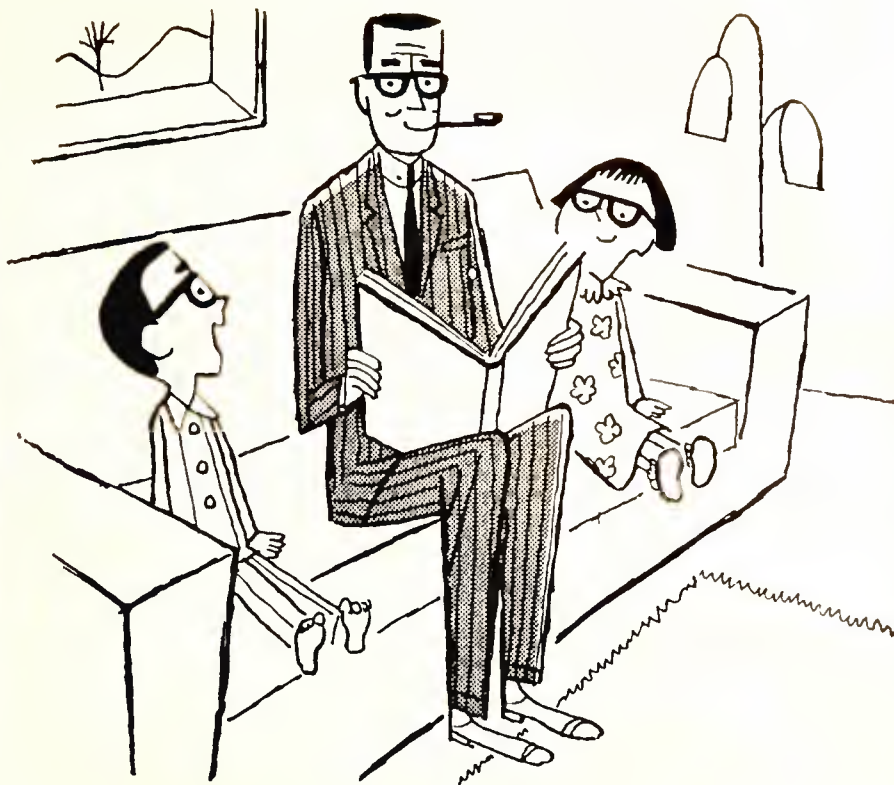
The development of a stereo audience in each market to a point where it is valuable to the advertiser will be largely the job of the station. Stations should plan campaigns to acquaint the public with the facts of stereo, and should have tie-ins with advertisers to further the sale of stereo receivers.

In our group of Fine Music Stations one is already on the air with commercial stereo. The station is doing a stupendous job of promoting, and expects the sale of sets to reach over 25,000 in three months in their market.

For the advertiser, imagination is required to fully utilize the potential of stereo broadcasting. Because it is new, the possibilities of merchandising are unlimited. There is also the prestige to be gained by being first over competition to use this media. For those advertisers of musical instruments, radios, and records fm stereos offers the opportunity to demonstrate the product in a way far superior to any other media.

Moreover, because of its higher intelligibility of reception more people will listen more frequently and for longer intervals, thus the advertiser will reap the benefits by being able to present his sales message to an attentive audience who are potential purchasers of his product or service.

Fm stereo, like all media, must be used intelligently by the advertiser. If it is, it will provide him with results more than justifying his expenditures.



## “And they bought WSBT-TV schedules and lived happily ever after!”

Advertising people learn early that WSBT-TV produces story book results in the South Bend market. The latest Nielsen Survey\* shows why: in this 3-station market WSBT-TV has an average of 41% share of sets in use, sign-on to sign-off . . . carries 36 of the areas 50 most popular shows! It's accomplished with a full schedule of CBS programs and popular local shows.

WSBT-TV also covers the rich market of northern Indiana and southern Michigan. This 15-county area has a population of 915,000; buying income of \$1.7 billion. And right in the midst of it is the South Bend Metro Area with a per household income of \$7987 . . . highest in Indiana!\*\* Get complete market and coverage details from your Raymer man or this station.

\* Feb 20-March 19, 1961

\*\* S.M.'s 1961 Survey of Buying Power

# WSBT-TV

SOUTH BEND, INDIANA

Channel 22



ONE OF CBS' HIGHEST-RATED STATIONS

Paul H. Raymer, Inc., National Representative

## TV RESULTS

### HAIR PRODUCTS

SPONSOR: Luwane Products Co.

AGENCY: Direct

**Capsule case history:** After using nine spots per week on XETV in San Diego for three weeks, Luwane Products realized a movement of 720 dozen Magic Turbans, an attractive hat type hair net for women. Sale was a record for Luwane, and a previous schedule over an extended period in another, much larger market with a considerably higher budget produced a fraction of this volume. Tests of its XETV advertising indicated penetration of specific commercials within four days and a wide range of types and compositions of audiences were reached with the nine spots per week. Consequently what had originally begun as a 10-week contract was extended to four months, and Luwane is now preparing resumption of schedule. "The retail outlet acceptance of XETV, as well as the wholesale level, is excellent," reported Wayne Sayer, Luwane's vice president. "All the market facilities in San Diego place great confidence in XETV as an advertising medium for a tremendous range of products."

XETV, San Diego

Announcements

### FURNITURE

SPONSOR: Big Red Warehouse

AGENCY: Di

**Capsule case history:** Big Red Warehouse, a large furniture store in Tulsa, has been a consistent user of television. But its sales results during June surprised even them, renewed the firm's confidence in the value of television. During June it relied on television alone, and the large slice of their ad budget was placed on KOTV, Tulsa. Taking advantage of a variety of nighttime movies, Big Red's entire KOTV schedule was bought in or immediately preceded these features. It purchased 24 one-minute and six 30-second spots, for a total of 30 spots for the month. As a result, Big Red's June business registered the largest net profit month it has had in the past two-and-a-half years. This increase in sales came from a geographic area coinciding almost exactly with KOTV's coverage reach. Big Red found it necessary to double delivery truck schedules in suburban Tulsa and northeastern Oklahoma. Because of these results, Big Red has considerably increased its schedule on this Tulsa station.

KOTV, Tulsa, Okla.

Announcements

### COOKING WARE

SPONSOR: Saladmaster

AGENCY: Direct

**Capsule case history:** There never has been a happier mixing of talent and product than Saladmaster's sponsorship of *Big Time Wrestling* on WMTW-TV, 7-7:30 p.m. on Saturdays, according to its New England divisional manager, Chris Nahatis. Until two years ago when Saladmaster bought the "mat monsters" program, the manufacturer had done most of its advertising via spot pitches. But the combination of spot and sponsorship have proved to be the most effective selling. Nahatis said: "We close on an average of eight out of 10 leads provided by the show." This is most unusual, since Saladmaster is not selling a one or two dollar item, but a \$299.95 set of stainless steel cooking utensils. "We never would have been able to grow as we have," he added, "had it not been for the coverage that WMTW-TV has given us. In this section of New England Saladmaster is a by-word. We're almost as popular as Coca-Cola, and a lot more expensive. Only television could sell with this great impact."

WMTW-TV, Poland Spring, Me.

Program

### MATTRESSES

SPONSOR: Brin's Furniture store

AGENCY: Dir

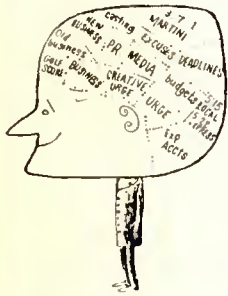
**Capsule case history:** Two advertising campaigns were run in Iowa at the same time, with drastically different results. Brin's Furniture, in Webster City, purchased a package of 60 run-of-schedule announcements on WOI-TV, Des Moines. These spot announcements were equally distributed over a three-week period, and among the many items advertised during the campaign were Englander mattresses at matching box springs. During this same three-week period a leading furniture store in the state's largest city advertised the same Englander mattress sets at the same price with a double spread in Iowa's largest newspaper. Brin's took orders for 247 Englander mattress and spring sets as a result of their WOI-TV campaign; the other furniture store sold only 24 sets. Brin's store manager said of their television campaign, "I am sold on WOI-TV as a sales medium and will continue to use it." Brin's has since renewed spot schedules on WOI-TV several times for special promotion.

WOI-TV, Des Moines

Announcements



# Heads Examined While You Wait



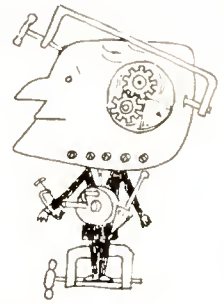
Once upon a time there was an advertising agency executive who had never been through analysis.



The traumatic experiences of his youth were sublimated.



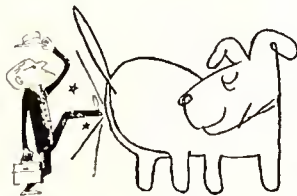
His psychic wages were adequate. He liked his work and did a conscientious job. The only time his secretary sat on his lap was when they posed for a gag picture.



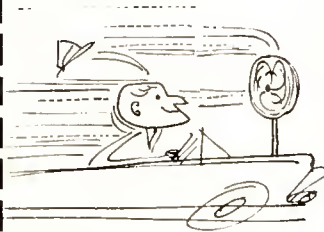
Looking at his entire working and home life, he was well-adjusted, just like other normal human beings.



He walked the tightrope between income and outgo with consummate skill, just like other normal human beings.



He'd lose an account and go home and kick the dog, just like any red-blooded American male.



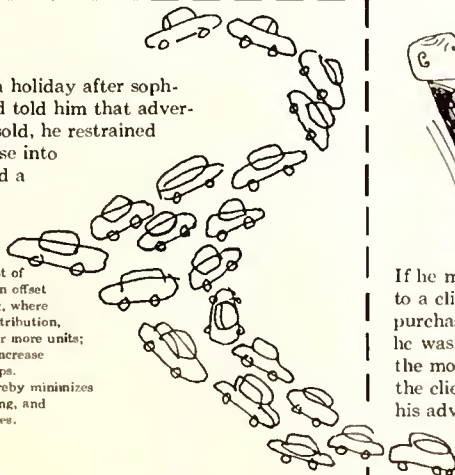
When he bought a convertible, he bought it because he liked fresh air, not because he subconsciously regarded a convertible as a mistress symbol.



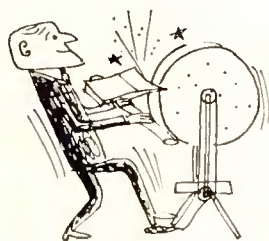
When Deep Thinkers attacked advertising at cocktail parties ("It makes people buy things they don't need") ("Television commercials—ads in papers—I never look at 'em") he patiently tried to point out the contradiction.

\*No amount of advertising can force any product on the public in large enough quantities to make it pay for the advertiser. And who's to say that our needs are the same as those of a Congolese? Khrushchev?

When his niece came home for a holiday after sophomore exposure to Econ 1A and told him that advertising raised the price of goods sold, he restrained his impulse to knock a little sense into her head and patiently explained a couple of business syllogisms.\*



\*Advertising unquestionably adds to the cost of a product. These costs are usually more than offset by savings in other areas: In manufacturing, where large-volume production lowers costs; in distribution, where higher volume spreads sales costs over more units; at the retail level, where advertising helps increase rapidity of turnover, allowing lower mark-ups. Advertising helps stabilize demand and thereby minimizes costly peaks and valleys in sales, warehousing, and inventory. The net result is lower retail prices.



If he made a recommendation to a client about a media purchase, he made it because he was convinced it was the most efficient way the client could invest his advertising budget.

WHERE IS THE PARAGON NOW?

Hard at work: for agencies, for advertisers, for media, for you—proud of his part in helping Americans enjoy their high standard of living—and well aware that he can't make you read anything you don't want to read, listen to anything you don't want to hear, watch anything you don't want to watch, or buy anything you don't want to buy.

# SPONSOR WEEK WRAP-UP

**LABOR DAY LABORERS.** Despite the holiday, Labor Day, the new 'Carol Burnett-Richard Hayes Show' will get under way Monday, 4 September, over CBS Radio. The musical variety program is starring this talented team of comedienne Carol Burnett, clowning here with the well known singer Richard Hayes. They will be heard nightly on CBS between 7:10 to 7:30 p.m., EDT



## Advertisers

Downyflake Foods, a division of DCA Food Industries, has revealed a jump in sales of almost 100% for the 1960-61 period.

The rise is attributed to the impact of concentrated advertising, as a result of which the company will spend \$1 million for the coming year, 50% more than the past period.

This year, adult tv and radio programs as well as kid shows, will be utilized.

### Campaigns:

- **Kool-Aid** started a 2-month home movie contest promotion 1 September. Prizes are worth a total of \$60,000, including cash as well as cameras, screens, etc. The campaign will be supported by radio and tv as well as other media.

- **Campbell Soup** (Burnett) will repeat its "Silver Dollar" consumer offer on Swanson "TV" brand dinners. The refund offer enables con-



**HOLDING-UP** latest, inconspicuous mike compared with 30-year-old mike is publisher Richard Amberg, 'St. Louis Globe-Democrat.' In a speech before the Conference of Chief Justices, 2 August, he upheld radio's right to broadcast live, direct from courtroom

**TOUGH QUESTION**—Only three Philadelphians (one of whom is shown standing beside car he won) could identify WIBG's 'Sound of the Times,' a specially recorded sound, out of 3,472 who sent in postcards in two-day period



sumers to receive a free silver dollar when they submit proof of purchase from any 4 kinds of Swanson dinners. The offer is limited to one refund per family. The new promotion takes place during the months of September and October.

**Testing:** P. Lorillard is test marketing a new cigarette called York, Imperial size. It's a non-filter cigarette in a new size and sells at popular prices. The two markets involved are Rochester, N. Y., and Milwaukee, Wis.

**PEOPLE ON THE MOVE:** Harry Heltzer has been made v.p. of Minnesota Mining and Manufacturing Co.

**Agencies**

**Agency appointments:** Aarbern Pharmacal, Chicago, to Geyer, MM&B . . . Goodyear Tire and Rubber for its shoe products division to Kudner . . . Alfa Romeo to Black-

Russell-Morris, Newark, N. J.

**PEOPLE ON THE MOVE:** Martin Ryan to assistant media director of North Advertising from media research supervisor at the same agency . . . George Allison to media director at NL&B, Hollywood, from media director at Y&R, L. A. . . . Morton Zieve to director of tv and radio at Simons-Michelson, Detroit, from director-producer at WXYZ-TV, Detroit . . . Frank Hefter to director of public relations at Fletcher R, C&H . . . Russell R. Anspach to Norman, Craig & Kummell as account executive on the Hertz account from account executive at Mc-E. . . . Juichi Odani to resident v.p. for american operations of Dentsu Advertising, Japan . . . George W. Craigie and Thomas B. Grimshaw, both assistant v.p.'s and account executives for Food Manufacturers, Inc., to v.p.'s at Bates . . . James H. Marshall to consultant on super market distribution at Kudner.

**New agency:** Joseph B. Neiser has announced the formation of a new agency to be called J. B. Neiser & Co. in San Diego, Cal. The new organization will specialize in advertising, sales promotion and public relations consultation.

**New V.P.'s:** Paul Moseley and Arnold J. Dentschman have been elected v.p.'s at Ted Bates.

**Stations on the Move**

The agreement made for the sale of WGMS and WGMS-FM, Bethesda, Maryland, between RKO General and Crowell-Collier Broadcasting has been terminated.

**TOTAL STATIONS ON THE AIR**  
(as of 1 August 1961)  
AM: 3,609  
FM: 896  
TV: 545

(Please turn to page 60)

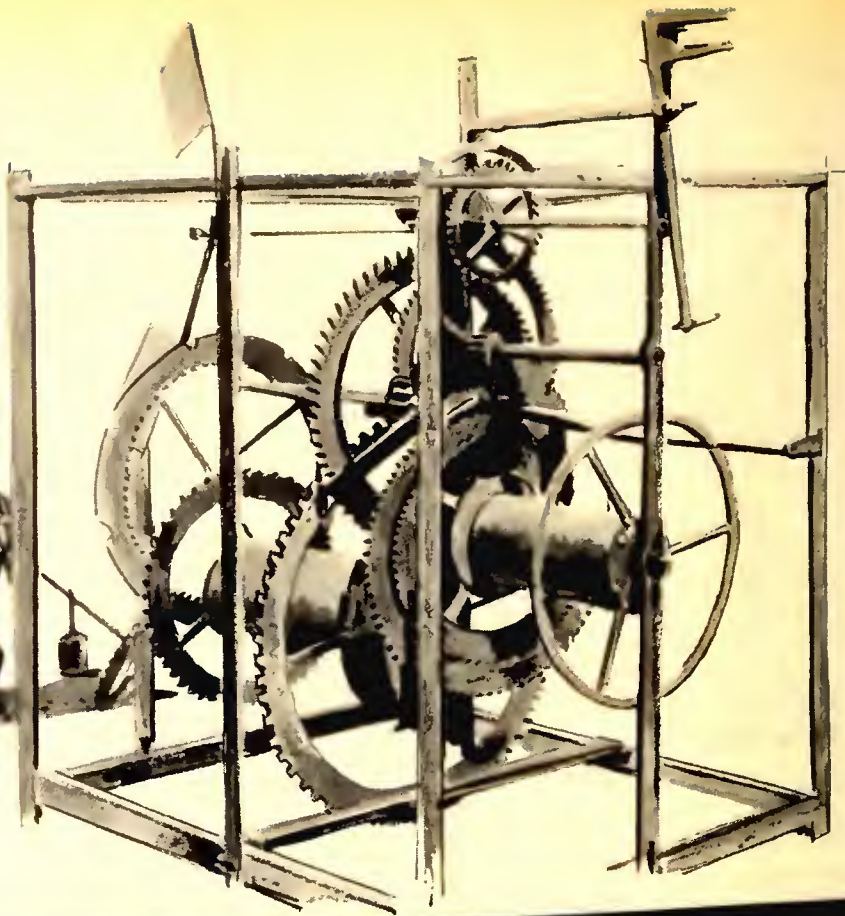
**HAPPY BIRTHDAY.** Proclamation of 'Channel 2 Week' to celebrate seventh birthday of WGAR-TV, Buffalo, was given to Van Beuren W. DeVries, (l), v.p. Transcontinent Tv Corp., gen. mgr. WGAR by Mayor Frank Sedita



**YOGI BEAR AND FRIENDS.** Greeting Ken Eddy (l), associate media supvr., Leo Burnett, are Kellogg's cartoon characters who have recently moved to WTVT, Tampa-St. Petersburg. Hiding behind Yogi disguise is WTVT national sales rep Bob Fowler, Katz Agency's Tag Simlar, WTVT asst. mgr., John Haberland, as Cindy Bear and (as himself) Gene Dodson, mgr., WTVT



**TEE GIRL** is shown starting another foursome in Dayton Advertising Club stag which was sponsored by WING, Dayton radio station and was largest in the club's history



**YOU MAY NEVER SEE THIS OLDEST CLOCK\* —**

**BUT... WKZO Radio Gets Results Day and Night in Greater Western Michigan!**

**7-COUNTY PULSE REPORT**

**KALAMAZOO-BATTLE CREEK AREA — JULY, 1960**

**SHARE OF AUDIENCE — MONDAY-FRIDAY**

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	29	19	9
12 NOON - 6 P.M.	28	17	8
6 P.M. - 12 MIDNIGHT	32	17	8

*\*The world's oldest working clock is in Salisbury Cathedral, England. It dates to 1386.*

You needn't be a clock watcher to find lots of top-rated segments on WKZO Radio for Kalamazoo-Battle Creek and Greater Western Michigan.

WKZO Radio consistently reaches the largest share of the area's radio audience. Pulse (see left) gives WKZO Radio an average of 73% more listeners than Station 'B' during 360 quarter hours surveyed, 6 a. m.-Midnight, Monday through Friday.

Take advantage of WKZO Radio's superior *around-the-clock* coverage of the fast-growing Kalamazoo-Battle Creek and Greater Western Michigan area. Avery-Knode can give you all the facts.



*The Tetzler Stations*

- WKZO-TV — GRAND RAPIDS-KALAMAZOO
- WKZO RADIO — KALAMAZOO-BATTLE CREEK
- WJEF RADIO — GRAND RAPIDS
- WJEF-FM — GRAND RAPIDS-KALAMAZOO
- WWTV — CADILLAC-TRAVERSE CITY
- KOLN-TV — LINCOLN, NEBRASKA

**WKZO**

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK  
AND GREATER WESTERN MICHIGAN**

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



# WASHINGTON WEEK

4 SEPTEMBER 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

**A bill to give the FTC power to force yanking of challenged advertising almost immediately, pending disposition of complaints, seems to be buried for a long time to come.**

One reason was that the bill would also give cease-and-desist powers with respect to other business practices. Another was that the measure was in a package with a bill to outlaw below-cost sales when such sales are for the purpose of putting competitors out of business.

There was actually no single mention of advertising at the hearings, so enmeshed were the bills with questions considered more opponent by the proponents. Advertising Federation of America was in fact prepared to testify, but failed to get the chance to oppose the whole idea.

The House Commerce Committee held the hearings, since the bills were aimed at amending the Federal Trade Commission Act. Measures were introduced by members of the House Small Business Committee, which held hearings of its own, but is not empowered to consider legislation.

**Important fact is that the measures were aimed mostly at practices of national food companies, dairies, retail chains, etc. Though advertisers would have been affected by the proposed cease-and-desist orders, the thrust was elsewhere.**

Proponents of the bills actually have a choice with respect to the pricing bill. There has been some talk, since the Commerce Committee was so cool, of rewriting the pricing bill to make it amend the antitrust laws. **This would send that measure to the Judiciary Committee, rather than Commerce.** And this, in turn, could mean that the cease-and-desist measure would be lost in the shuffle.

Advertisers were most unhappy about the prospect of cease-and-desist orders against ads challenged but not proven wrong by the FTC. Commerce committee hearings are now definitely off, except possibly to hear FTC chairman Paul Rand Dixon, at least until January. If the pricing bills are redrafted to go to Judiciary, there may not even be a resumption on cease-and-desist.

In brief, it appears that on this one front, advertisers have nothing to worry about as of now.

**Senate and House Judiciary Committees are pushing along legislation to put the seal of approval on league tv pacts such as the CBS-National Football League contract tossed out by the courts.**

Actually, the Senate subcommittee was unable to agree on a measure to this effect—or on others to spell out antitrust immunities for professional sports enterprises. One of the other bills, incidentally, would permit leagues to black out baseball tv within 75 miles of a town in which a home team is played. **The subcommittee kicked the bills along to the full Judiciary Committee for a decision.**

While the Senate subcommittee held no hearings and the full committee planned none, barring continued disagreement, the House Judiciary antitrust subcommittee listened for one day.

Only one bill, introduced by chairman Emanuel Celler (D., N.Y.), was under consideration. That would **permit leagues to dicker on tv rights for all teams, or a straight overruler of the courts in the CBS-NFL case.**

NAB, represented by government relations v.p. Vince Wasilewski, pleaded for defeat for the measure. NFL, rival AFL, and professional baseball all asked for passage. In so doing, they scattered so many commercials for the power and influence of tv that tv probably should have paid hearing costs.

*(Please turn to page 57)*

# FILM-SCOPE

4 SEPTEMBER 1961

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 PUBLICATIONS INC.

**Station groups have come to the rescue of syndication lately as important multi-market buyers of new shows.**

At a time when a few large regional buyers dropped programs to go into straight spots, the emergence of group buying has been mighty welcome to the distributors.

It's not unusual for a distributor to sell his new show to one or more of the following groups: Storer, Westinghouse, Metropolitan, Crosley, RKO, Triangle, Corinthian, etc.

For example, Filmaster's Beachcomber revealed three such multiple sales this week: to Washington Post's WTOP-TV, Washington, and WJXT, Jacksonville; Crosley's WLW-T, Cincinnati, and WLW-C, Columbus, and Time Inc.'s KLZ-TV, Denver, and WFBM-TV, Indianapolis. Besides that it made single-market sales to Storer, Corinthian, and Hearst, and NBC stations. (For details on Beachcomber, now sold in 107 markets, see FILM WRAP-UP, p. 62.)

**Four Star has been buying up interests in network shows—an indication it may have syndication distribution in mind.**

Latest is of 90 episodes of Danny Thomas' *Make Room For Daddy*, bought from Marterto. Previously it acquired Marterto's interests in 146 episodes of *Real McCoys*.

**It's Ziv-UA's experience that foods, tobaccos, and auto-automotives are its leading syndication advertisers, in that order.**

The three groups accounted for 26%, 17%, and 14%, respectively, of first-run market of the syndicator's current product.

Beyond the three other groups were: brewers, retailers, banks-loans-insurance, drug-building and builders, and utilities.

**An important vote of confidence for national syndication came from Budweiser (D'Arcy) in its renewal this week of NTA's *Third Man* for a second year in about 100 markets.**

Besides its very good ratings, the show pleased Anheuser-Busch by retaining commercial identity for it in the face of sponsor splintering affecting most syndicated and network shows today.

Here are June ARB's for *Third Man*:

MARKET	RATING	SHARE
Albany-Schenectady-Troy	25.0	64.1
Buffalo	21.0	44.7
Cleveland	21.0	36.5
Columbus, O.	23.5	57.3
New Orleans	18.5	43.5
New York	25.0	36.5
Norfolk	19.0	51.4
Providence	20.0	36.7
Syracuse	19.0	70.4
Tulsa	22.0	48.9



Videotape Productions of New York moves into leased NBC studios at 67th Street and Columbus Avenue in mid-September.

A \$1 million expansion also involves equipment and personnel as well as the new studio space.

Videotape Productions reports that its national client list has doubled in the past year. Its last ???? orders came from Westinghouse, Smith-Corona, All, Liebmann, Pan American Coffee, Tandem, Fedders, Gerber, Lestoil, Lipton, Goodman's and El Producto.

John Lanigan, v.p. and general manager, attributes the need for the expansion to advertisers' switches from film to tape commercials.

Meanwhile Tele-Tape Productions, another company whose mobile services are used extensively by Videotape, switches its headquarters from Chicago to New York on 5 September.

T-T's mobile cruisers are said to be the only ones in the East equipped with Marconi cameras.

**Music Makers' latest technical advancement is Tele-Mix.**

It's a closed circuit system of tv monitors for both musicians and engineers for use in post-scoring commercials.

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## WASHINGTON WEEK

*(Continued from page 55)*

It was already well known that the new AFL survived only because of tv money. But the well-established NFL also needed it, according to Commissioner Rozelle. He said only four of fourteen teams in the old league were able to cite profits without taking tv money into account.

Wasilewski revealed that the industry is split on the bill. ABC is in favor, NBC is opposed, and CBS takes no position, he told the subcommittee. It was the CBS contract which would be made legal by the measure. Answering questions, Wasilewski conceded there had been no vote among NAB members.

The NAB position was to the effect that viewers would lose football games, and also that in matters of such importance to the public the antitrust laws should continue to apply.

Celler managed to inject his old foe BMI, with no more than this opening. He said NAB doesn't always appear to worry about antitrust laws, since its members continue to own BMI. Wasilewski responded that BMI is completely under antitrust laws.

Point of the football leagues was that their weak teams needed a league-wide contract, or they would fail to get the tv exposure to popularize them with the fans, and the tv money to permit them to buy players to compete on equal terms.

The subcommittee appeared definitely to be sympathetic. However, all members agreed on the need for changes in the simple measure introduced by Celler, including Celler, himself.

It was agreed that there should be safeguards for college football, safeguards to prevent one league's contracting with all networks so as to ruin a competing league, safeguards against a total tv blackout, etc.

Celler said that the bill would be pushed, but with amendments, and the other members appeared to agree with him. However, the end of the session is not too far off, so disagreements on amendments as well as disagreements in the Senate Committee would have to be smoothed over very quickly, if there is to be any hope of passage this session.

# SPONSOR HEARS

4 SEPTEMBER 1961

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ARB thinks that a better comparison ought to be cited to establish statistical validity between its tv homes estimates vs. ARF-census figures.

The one it prefers: in January 1961 it projected the homes as 47.88 million (90% saturation), while the May 1961 ARF-census sampling put the total at 47.72 million homes (89.4% saturation).

But the census bureau's April preliminary figure was 46.28 million homes (86.7% saturation).

Is an agency at its strongest when its roster is loaded with growth companies? J. Walter Thompson is one agency that puts a lot of accent to the affirmative of the question in its philosophy of pitching for new business.

The list of growthers it points to with pride: Kraft, Scott Paper, R. T. French, Kodak, Lever, Ford. They're seething consistently with new products.

Three fall newcomers that a lot of people in the trade will be contemplating with deep interest: Calvin & the Colonel, Alvin & the Chipmunks and Top Cat.

Reason: the report that a couple of these cartoon series are running into no small amount of script difficulty, primarily due to a dearth of experienced cartoon writers.

It's also said that the producers involved have been resorting to old radio scripts for their plots and dialogue.

Say the experts of The Flintstones, which started the jump to adult cartoon series: here the producers had a credible gimmick, the Honeymooners and modern living transported to the Stone Age.

It's got so in spot radio that even those modest little seasonals, like 6-12 Insect Repellent (Mathes), for instance, can't be counted on each summer.

To bolster its tv network scatter plan budget for the warm spell, Union Carbide threw everything into the pot, including not only 6-12 but its Poe bug killer.

These corporate dragnets are getting more and more common—to spot's dismay.

NBC TV sought last week to make publicity mileage by calling attention to the fact that CBS TV was playing hop-scotch with it on a program change.

As NBC TV put it: We moved our Ziegfeld Touch special to October 29 and CBS put off its Power and the Glory (also a special) to the same date. The Ziegfeld Touch was skipped forward to 17 December and CBS did the same thing right on our heels.

Tut-ted CBS: it was all just a coincidence.

If Garry Moore is looking for a personal item on 'I've Got a Secret,' let him dig up somebody who repped KWK, St. Louis, back there when he was m.c.'ing a variety show on that station.

The guest could testify that he and his associates peddled him among agencies, but they couldn't even give him away. His boss at the time: Bob Convey. Rep: Raymer.





**REACH  
MORE  
SHIPPING  
EXECUTIVES  
IN THE  
TEXAS  
HOT SPOT**

No white collar, no ivy league jacket . . . but this stevedore is a valuable executive in the shipping industry. In the Beaumont-Port Arthur-Orange market, over 20,000 people are directly connected with the shipping industry. Their average effective buying income is over \$6,800. You sell them and over 700,000 other prosperous Texans and Louisianans in this shipping, petroleum, petrochemical, agricultural, lumbering and manufacturing Hot Spot only through KFDM-TV.



Peters-Griffin  
-Woodward

**KFDM-TV**

CHANNEL 6 KFDN-TV

BEAUMONT • PORT ARTHUR • ORANGE

## WRAP-UP

(Continued from page 53)

### BOUGHT/SOLD/APPROVED

**Sold:** WKNB, Hartford, Conn., to Hartford County Broadcasting Corp., Louis A. Sodokoff, president and sole stockholder, from Beacon Broadcasting Company. The price: \$270,000. Metropolitan Television Company, owner of KOA, KOA-FM, and KOA-TV, Denver, Colo., has signed a contract to purchase all of the stock of Star Broadcasting, owner of KCSJ and KCSJ-TV, Pueblo, Colo. The price: \$1,250,000.

## Associations

The Connecticut Broadcasters' Association has announced its decision to have the Association take an editorialized stand (not necessarily on the air).

The association has a membership covering virtually 100% of the state's radio and tv broadcasters.

They will take positions on vital industry, statewide community and nationally related issues.

# WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

**WRGB**  
CHANNEL 6  
A GENERAL ELECTRIC STATION  
ALBANY • SCHENECTADY • TROY

**PEOPLE ON THE MOVE:** The Oregon Association of Broadcasters has a new general manager, Karl J. Nestvold. He replaces Robert Monaghan.

## Tv Stations

The Tv Information Office sent its 150 sponsors two sections of a four part slide-illustrated presentation describing the functions and objectives of U.S. commercial tv.

The project is designed to help TIO sponsors to inform interested community groups about the industry's operations.

The four sections are called: Dimensions; Programing; Advertising; and In the Public Interest.

Zenith has announced a new line of color tv receivers as the company's entry into the color tv business.

The new line presents ten models with a simplified system of color demodulating.

### Ideas at work:

• The latest instance of a group of tv stations to coordinate a promotion for their market took place 27 August when the three Tidewater tv stations in Norfolk, Va., WVEC-TV, WAVY-TV and WTAR-TV, simultaneously ran a program entitled *Picture of Progress*. It was a part of the current joint campaign of the stations to call attention to the present and future of Tidewater.

• WXYZ-TV, Detroit, is adding 200 prominent Detroiters to its staff each month. The station's president John F. Pival sends a letter each month, with a return postcard, to leading citizens in the field of education, clergy, business, industry and labor, and asks them to contribute their ideas to the station's consideration of community problems. Each one is asked to list the most pressing issue of the day, local or national.

• CBS television stations ran an independent study via ARB for KNXT, L.A. The purpose was to correlate tv viewing in L.A. with consumer purchasing habits. The result of the study is a brochure entitled *Prime Prospects* showing that one-third of the nation's second largest

market is responsible for two-thirds or more of most food and drug purchases. The study also shows how advertisers can best reach these prospects.

• Two teenage high school students, Susan Brown of Greenwich Conn., and Davis Gingold of White Plains, N. Y., have been named winners of the WABC-TV, New York Youth Tv Writers script competition and have been retained by Channel 7 for the summer months to develop their entries into a tv program for young people.

**PEOPLE ON THE MOVE:** Robert L. Bryan has been appointed sales manager of WJZ-TV, Baltimore. He has been an account executive at the New York office of TvAR since its organization two years ago. Robert M. Adams elected president of Tv Academy's Washington Chapter. He is director of promotion at WTOP-TV, Washington, D. C. Albert J. Gillen named general sales manager at WPRO-TV, Providence R. I. . . . Aubrey L. Moore to station manager at WBRZ-TV, Baton Rouge, La. . . . David Gregory sales staffer at WBZ-TV, Boston.

**This 'n' data:** WWLP, Springfield, Mass., has a new mobile tv videotape cruiser which amounts to a tv station on wheels.

**New quarters:** WTOL, Toledo, Ohio has announced the opening of new studios at 604 Jackson St.

**A lively debate on the subject of tv violence took place on New York's WINS' Barry Farber Show the other night.**

It was G. William Bolling of the Bolling Company against Jack Kuney of NBC TV on that current subject triggered by Bolling's article which appeared in SPONSOR's 17 July issue.

Kuney, producer of the new children's show slotted for the 1961-62 season, attempted to establish a relationship between television violence and juvenile delinquency. Bolling pointed out, referring to Governor LeRoy Collins' statement before the Dodd Committee investigating this very subject, that there is little or no proof substantiating such a charge and it would take years and huge



sums of money to attempt an investigation.

Between Kuncy's remarks on "dialectical materialism" and "totality of experience," he argued, using Dr. Wertham's chimerical theory, that television is conditioning the American public to violence with the purpose of conditioning them for atomic war—a viewpoint that presumes program creators are masterminding an insidious plot to dupe the television audience.

At the outset of the program Bolling established his viewpoint on violence when he stated that he neither believes in "violence for violence sake" nor believes "violence should be necessarily construed to mean evil, or they are not synonymous."

"Television programs, violence, action or otherwise, remain because of viewer preference," Bolling pointed out. "The viewing public has every opportunity to watch other programming if they so desire."

**HF station operators from every part of the country met at their own version of "summit" conference atop Provin mountain, the home of WWLP, Springfield, Mass.**

The station operators, members of the Committee for Competitive Television, spent a day-long session in trying plans for "successful implementation of the FCC proposal for deintermixture."

Members joined in an outline of proposed plans for the operators. The decisions reached amounted to: each could file comments on their own in support of deintermixture. Each will launch grass roots campaigns aimed at legislatures, civic leaders and the public in each area to correct inaccuracies and innuendos of pro-vhf forces.

## Radio Stations

The RAB, in an audience "difference" survey, found that adults who listen to nighttime radio have a higher income than those who do not listen at night.

This is one of the facts reported in a study of nighttime radio released by the RAB. Other information brought out includes:

- The nighttime audience is more heavily male than female.

- Nighttime listeners spend less time with tv than non-listeners.

- In an average night 45 million adults listen to radio, with a much higher figure if this were projected to cover an average week.

- 20% of all Americans spend more time at night with radio than with tv.

**Radio and tv stations are quite active across the country this year in Back to School and Stay In School campaigns.**

In New York, WABC ran a Stay In School spectacular in the Coliseum, covered live by the radio station and ABC-TV news. All students who pledged to finish high school were admitted free as guests to the show which included stars from sports, radio, tv and the movies. Mayor Wagner declared 27 August to 3 September Stay In School Week.

WFLA in Tampa, Fla., ran a back to school campaign to encourage students to return to their classes and earn their diplomas. The broadcast day was saturated with messages for a full month.

**Ideas at work:**

- **WJET**, Erie, and Trask's department store have joined in a nationwide search for the young lady who will be crowned Miss Teenage America in Dallas 19 October.

- **KYW**, Cleveland, O., helped promote the city's Sandlot Benefit Ballgame between the Cleveland Indians and the Cincinnati Reds. This is the station's fifth consecutive year in the city's boost to amateur baseball.

- **WFDF**, Flint, Mich., used a 1923-model auto as the station's remote site for daily broadcasts during the city's Old Fashion Sidewalk days.

- **KIOA**, Des Moines, to promote its *Golden Sound of Popular Music* theme hid 200 bricks coated with gold glaze throughout the city and gave valuable gold prizes if presented at the station's studios.

- **CKLW**, Detroit, had its personalities ask their listeners address postcards to Go You Tigers to demonstrate to the Detroit Tigers that their loyal followers were with them all the way to a victory over the Yankees.

- **KXOK**, St. Louis, created its third annual iceberg at a shopping center in Jennings, Mo., The 75,000 lb. pyramid of ice lasted six days, 17 hours, 35 minutes, and 49 seconds.

**PEOPLE ON THE MOVE:**

**George A. Wagner** to president and general manager, KFI, L. A. . . . **Oscar Cornejo** to director of sales for WRUL, international shortwave station . . . **Lee Butler**, KTRE news director, was elected president of the Texas Associated Press Broadcasters Association . . . **J. Walter Carroll** to station manager from commercial manager, and **Martin L. Dinkins** to commercial manager from senior account executive, both at KSAN, San Francisco . . . **J. Richard Turner** to managing director of WCOP-FM, Boston . . . **Phil Evans** to director of farm programs and sales at WDAF, Kansas City, Mo. . . . **Richard Morrison** to v.p. of Richard H. Ullman, Inc.

- **KOMO (AM-FM-TV)**, Seattle, celebrated Hawaii's second anniversary of statehood with a day-long feature of the melodies of the islands.

**New quarters: KRUX**, Phoenix, Ariz., moved into its new offices and studios in the Coronet Hotel, 1001 N. Central Avenue, Phoenix.

## Fm

**WHFS-FM, Bethesda, Md., disagrees with the recent FCC proposals relating to changes in the rules governing fm broadcasting.**

The station has made its own proposals aimed at the continuing growth of fm since they make possible the following:

- 1) Protection of existing stations in order to remove the worst interference cases now existing.
- 2) Some reassignment of present stations in order to remove the worst interference cases now existing.
- 3) The assignment of new adequate coverage stations to areas now receiving little or no fm service.
- 4) The assignment of wide area coverage, highly protected stations to serve sparsely populated areas.
- 5) The assignment of local coverage stations to provide local facilities in

small and medium sized communities.

Houston fm station KQUE has filed an application with the FCC for an increase in power.

If granted, the station will have 279,000 watts as compared to its present 64,240. The increase will make it one of the most powerful fm stations in the country.

## Networks

NBC TV has sold sponsorship of the Tournament of Roses Parade, Pasadena, Cal., to the Minute Maid division of the Coca-Cola Company.

The annual event, which will be broadcast 1 January, precedes the playing of the Rose Bowl football classic. Except for the opening 15 minutes the two and one-quarter hour parade will be telecast in color.

This marks the eighth straight year that Minute Maid has sponsored the tv coverage of this colorful pageant.

Tv sales: NBC TV has the following new sponsors to report: The

# WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture in Northeastern New York and Western New England. 992-11

**WRGB**  
CHANNEL 6  
A GENERAL ELECTRIC STATION  
ALBANY • SCHENECTADY • TROY

Quaker Oats Company has taken the new NBC news series for children, *1,2,3—Go*: starting date: 8 October. Helena Rubinstein has purchased sponsorship in *Update*, the NBC news program for high and junior high school students; starting date: 16 September. Mogen David Wine has taken NBC News *Afternoon Report*, the new Monday through Friday daytime strip; starting date: 2 October. . . . John H. Breck has taken co-sponsorship on CBS TV's two-hour video drama scheduled for 29 October. It's called *The Power and The Glory*. The same sponsor has option on CBS TV's *Noah and The Flood*. This is the first commissioned work of Igor Stravinsky and will feature the Choreography of the New York City Ballet Corps under the direction of George Balanchine. Date: 12 December.

**New Affiliate: KPAL**, Palm Springs, Cal., has become the 388th affiliate of ABC Radio.

## Representatives

Two New England rep firms, New England Spot Sales and the Boston office of Walker-Rewalt, have merged.

The new firm is to go by the name of New England Spot Sales, Inc., and will continue to represent the same stations as the previous individual firms.

**PEOPLE ON THE MOVE:** Peter S. LaBruzzo to the radio sales staff of Adam Young, Chicago, from WJJD, Chicago. . . . John R. Callow, to account executive at Storck Television Sales from sales staffer at CBS Radio Network. . . . Bill Meyer to sales staffer at Torbet, Allen & Crane, L. A.

**Rep appointments:** WWOK, Charlotte, N. C., to Forjoe & Company as national rep, from Weed. . . . WAIR, Winston-Salem, N. C., and KGGF, Coffeyville, Kan., to Weed. . . . WPAW, Providence, R. I., to Nona Kirby Company as regional rep. . . . WAME, Miami, to Venard, Rintoul & McConnell as national sales rep. . . . KXYZ, Houston, and WWOM, New Orleans, to Adam Young as national rep.

**New quarters: Jack Masla & Company** is expanding for the third time since the company was organized three years ago. This move is to 577 Madison Ave., New York.

## Film

Although most tv stations just buy feature film packages as put together by the distributors there's still some important buying on an individual title-by-title basis.

For instance, WCBS-TV, New York just bought 22 titles from UAA, of which 22 are post-'48s, most of them released since 1956.

All of these are first runs; in addition the station bought three New York re-runs and two other first-runs all five pre-1948s.

The station's rights start in 1966 for seven years.

An oddity that continues to crop up in the current film market is that quite a few shows are being sold outside the U. S. before they obtain domestic sales.

Latest example is ABC Films' *Ber Casey*, sold in Canada to Ford Motor and Colgate-Palmolive on a national selective basis.

Agencies are Vickers & Benson and Spitzer, Mills and Bates.

Incidentally, earlier this year ABC Films made a national selective sale to P&G for Real McCoys in 38 markets.

The BBC arm here, BBC-TV Promotions, has expanded greatly as a program distributor, co-producer, and buyer.

It's now selling these in the U. S. *An Age of Kings* — Shakespeare *Wind of Change* and on *Call to a Nation*—documentaries, and *Lifeline* a sociological series.

They've also co-produced *Third Man* with NTA and *R.C.M.P.* with CBC, and are going into *Zero One* with MGM.

In the Far East and Australia Joe Joel has been appointed sales supervisor for Screen Gems.

Meanwhile, across the world in the United Kingdom, Vernon Burns has resigned from NTA there to devote more time to production.



A program in international distribution, PAT's *Rocky and His Friends*, being dubbed into Spanish and airs in Venezuela this fall. The series has already begun in Australia and will start this year in Japan, Canada, and England.

**Hickey Sillerman has left PTI to strike out on his own as a tv program and sales consultant.**

Two phases of his activities will be developing properties and promoting color tv film.

Harold L. Hackett, former president of Official Films, succeeds Sillerman as PTI v.p. in charge of national and syndication sales.

**VFAA-TV, Dallas, has obtained another package of top feature movies.**

The station has added the United Artists post-1952 lineup to its outstanding repertoire of films.

**ew quarters: The Film Producers Association of New York announces a move into new offices at 65 West 46th St. . . . Jayark Films as a new address at 733 Third Ave., New York.**

**ales: Seven Arts' feature film and cartoon sales are moving along right through the summer. This week Volume II of *Films of the 50's* added four more stations to bring its total to 43, and two more stations signed for 191 *Looney Tunes* cartoons. Buying the features were WNBC-TV, New York; WTVJ, Miami; WLOS-TV, Asheville, and WWL-TV, New Orleans. The two latest stations to sign for the cartoons are KBAK-TV, Bakersfield, and KCPX-TV, Salt Lake City . . . Filmaster has announced its *Beachcomber* has gone to the following new markets: WRCV-TV (NBC o&o) Philadelphia; WAGA-TV (Storer), Atlanta; KXTV (Corinnian), Sacramento; WBAL-TV (Hearst), Baltimore. In addition: WTOL-TV, Toledo; KTNT-TV, Seattle-Tacoma; KOGO-TV, San Diego; KATU-TV, Portland, Ore.; WWL-TV, New Orleans; WLBW-TV, Miami; WAST-TV, Albany; WFLA-TV, Tampa; WVEC-TV Norfolk; WRVA-TV, Richmond, Va.; WSM-TV, Nashville; WHEC-TV, Rochester; WBRE-TV, Wilkes-Barre; WSLS-TV, Roa-**

noke; KHQ-TV, Spokane; KTAL-TV, Shreveport; WALW-TV, Mobile; WDEF-TV, Chattanooga; WKJG-TV, Fort Wayne; WDBO-TV, Orlando; WIBW-TV, Topeka; WCSH-TV, Portland, Me.; WBRZ-TV, Baton Rouge, La.; WTOG-TV, Savannah.

## Public Service

**WCKY, Cincinnati, was host to joint press conference between Teamster general president James Hoffa and James Luken, leader of four dissident Teamster locals in Cincinnati.**

The four local teamster unions have broken away from the Teamsters International and Hoffa came into Cincinnati to have a live free-for-all press conference with Luken, their leader.

WCKY threw the meeting open to all representatives of radio and tv and fed the broadcast to other stations and networks.

### Public service in action:

- **WFUN, Miami**, has given a helping hand to the problem of survival with a promotion called "It's Fun To Stay Alive." Via a series of broadcasts, the station manages to stir up community interest which brought about a public demonstration of a shelter with a station personality within.

- **KTTV, L. A.**, presented four full evening sessions of the Southern California School of Anti-Communism. The special series is sponsored by a committee of 3,000 leading citizens.

- **WGR (AM-TV), Buffalo, N. Y.**, is using its mobile equipment to tour the grounds of the Canadian National Exhibition to provide film coverage for its viewers.

- **WOOD-TV, Grand Rapids, Mich.**, has prepared a thirty-minute documentary program dealing with the city's readiness for survival. The station is a proud member of the growing group of broadcasters who are acutely aware of this urgent need.

**PEOPLE ON THE MOVE: Robert Knox**, who joined the WIBG announcing staff in 1936, was named to the newly created post of director of broadcast standards and public affairs at that station in Philadelphia.

## HAVE YOU THOUGHT

(Continued from page 37)

"After selecting radio as the best buy for Brooks, we decided we would completely dominate those stations we'd use," adds media director Bill Sherry. "In some cases we were on every 10 minutes, round-the-clock, on a given station."

Sales were running some 20% ahead of the previous year at the end of the first year of this ultra-heavy radio concentration. In Brooks' other markets, some of which receive the radio commercials though on a much smaller scale, sales were up about 10%.

The Coca-Cola Bottling Co. of New York for a number of years has reaped the benefits of heavy investment in spot radio. The advertiser maintains a 40-station lineup in the city and neighboring New Jersey, Long Island, upstate New York, and Connecticut communities.

Additional indication of how effective this approach has been comes this year when, due to a reduction in budget, N. Y. Coke has given up some of its spots (though radio's allotment is nearly 100% of the new budget). Rival Pepsi has heaved up its area radio outlay, taking advantage of newly released avails formerly bottled up by Coke. In other words, Coke's big noise in radio evidently bothered Pepsi, which was concentrating on other media, so that the latter moved considerable money to radio, which medium now looms as the main battlefield for the N. Y. soft drink giants.

Here's a bird's-eye view of the Cream of Wheat spot radio tactics that, in George Alarik's words, have "successfully turned back the new competition, and has the company on the way to its biggest year."

Breakfast time (6:30-8 a.m.) gets the entire spot thrust. Cream of Wheat buys 10 spots per week per station, utilizing anywhere from one to 11 stations per market. Of the 10 spots, five are fixed, five "bulk," i.e. held in readiness until the announcer feels weather conditions are appropriate. (The copy theme is "Cream of Wheat weather" and the spots are launched on "nasty" days.)

Cream of Wheat uses 20- and 30-second announcements, which Alarik considers the best length for early morning.



## PETER GUNN

114 HALF HOURS

## Mr. Lucky

34 HALF HOURS

## Yancy Derringer

34 HALF HOURS

## WIRE SERVICE

39 ONE HOURS

Call for  
a screening



OFFICIAL FILMS, INC.

724 Fifth Avenue, New York 19, N. Y. • Plaza 7-0100

# WRGB puts your MESSAGE WHERE THE SALE BEGINS

The number 1 voice and picture  
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**WRGB** CHANNEL **6**  
A GENERAL ELECTRIC STATION  
ALBANY • SCHENECTADY • TROY

## Tv and radio NEWSMAKERS



**Donald C. McClatherty**, sales manager at A. C. Nielsen Co., has been made a v.p. He has been with Nielsen for the past ten years. His former position with the company was that of an account executive in the broadcast area. In his present capacity he is involved in the planning, development and sales of the Nielsen Media Service. McClatherty was born in Media, Pa., and was graduated from the University of Maryland Graduate School. During World War II, he served as a Lieutenant j.g. in the Pacific

**Philip Leopold** has been made director of sales development and advertising at WABC, New York. He comes to WABC after spending three years as an account executive at WINS, New York, where he worked on both local and national accounts. In his new position he will be responsible for the development of all areas, including research and promotion. A native New Yorker, Leopold attended New York University where he received his B.A., and then served with the U. S. Army Corps of Engineers. He lives in Riverdale, New York, with his wife, Beverly.



**Paul L. Farber** has been appointed assistant advertising manager of the Moger David Wine Corp. He was most recently an account executive with the Stern, Walters & Simmons advertising agency in Chicago and before that he was associated with Young & Rubicam and Van Sant Dugdale, New York and Baltimore agencies, respectively. Farber attended the University of Maryland and Johns Hopkins University. For the past five years he has made his home in Chicago with his wife and daughter.

**J. Michael Early**, New Orleans labor-management expert, was named acting manager of WWL-TV, New Orleans. The tv station and WWL Radio are owned and operated by Loyola University. Early has had an intimate association with these broadcast operations for the last 20 years and has had a particularly important insight into the relationship between the tv station and the community it serves. He has been a consultant and advisor to the stations and has had complete charge of the labor relations of both the tv and radio outlets.





## The seller's viewpoint

John M. McGorrill, national sales manager, WMTW-FM, Portland-Poland Spring, Me. He urges timebuyers to keep pace "with the changing developments in the growth of the fm industry." Says McGorrill, "The idea that fm is for big ticket quality items only is as ridiculous as assuming that it costs more money to watch the New York Yankees than it does the Philadelphia Phillies. . . . Certainly fm has a quality audience but the people that make up this audience certainly smoke cigarettes, wash their hands, put gas in their cars, feed their children, clean their clothes, and feed their dogs."



### Timebuyers, take heed of fm

In this day of continual change, supersonic speeds and outer space exploration, it is frustrating to find that many ad agency timebuyers have not kept pace with the changes that are effecting their own industry.

In particular, I feel this head-in-the-sand attitude applies to those timebuyers who have not kept pace with the changing developments in the growth of the fm industry and still use outmoded standards to guide their present day buying procedures.

I often wonder whether timebuyers are really interested in securing the best market and media buys for their client's products or whether they are just interested in bargains. High ratings at little cost and little results rather than selective buying of adult audiences with proven buying power. I have always felt that advertising was a means to create sales but sometimes I feel that time buyers use a "discount-house" approach to their buying policies, particularly where radio is concerned.

In the past few years the fm industry has opened new vistas for advertisers. Not just for high quality, big ticket advertisers, but for advertisers with mass appeal products. The steady growth of fm listening and the ever-widening of the fm audience base calls for a change in agency buying procedures. A change, which if not instituted by the agencies themselves, may well be initiated by the advertisers looking for the best results for their products.

The old concept of fm radio—the so-called "Cadillac" concept, is no longer valid. In 1961, nearly every am manufacturer had an fm line for distribution. With fm prices fairly close to am receivers and with the fm set sales continually on the increase as they have been for some time, it is becoming fairly obvious that either tv or am radio, or both, are losing listeners to the fm stations.

The changing sales patterns of fm receivers has brought a changing audience to fm but the blindly stubborn reluctance of many agency timebuyers to alter their long held concept of fm is obviously depriving their advertisers of a

new, expanding and an extremely vital sales area.

Certainly fm has a quality audience. But the people that make up this audience certainly smoke cigarettes, wash their hands, put gas in their cars, feed their children, clean their clothes, and feed their dogs. The idea that fm is for big ticket quality items only is as ridiculous as assuming that it costs more money to watch the New York Yankees than it does the Philadelphia Phillies. They're both in the same league but there the difference ends as it does between fm and am performances.

For far too long agency timebuyers have been brainwashed by the am salesmen with their accent on numbers. I think its time some one applied the common denominator of results to radio buys.

However, cracks are beginning to show on the hidden wall that has kept the fm salesmen at bay for so long. In the Boston area, for example a growing feeling of interest and enlightenment concerning fm and its potential has been shown by such agencies as John C. Dowd, Ingalls Associates, Harold Cabot, and others. These stations are buying time on fm for many of their clients.

The John C. Dowd Agency for instance has bought a 52-week schedule on WMTW-FM for its client, First National Stores. They bought it not for its "numbers" but for its proven results demonstrated on other ad campaigns on the station and for coverage provided by WMTW-FM.

Their buying concept was simple . . . people, all sorts of people, listen to WMTW-FM. These same people shop at the First National Stores in the three-state area covered by WMTW-FM; these same people have shown an exceptional loyalty to support the programming offered by the station: i.e. . . . these same people will buy products offered on WMTW-FM.

A simple concept, true . . . a concept that follows the rule that advertising is used to create sales. It is surprising that many ad agencies have gotten away from this basic principle which was their original *raison d'etre*.

# SPONSOR SPEAKS

## No stampede, no trend

The recent news that RKO General and the ABC TV owned stations have followed the lead of Storer and Westinghouse in establishing their own national representation firms has led to all sorts of industry speculation.

Some generally reliable industry figures has professed to see a trend, some have even referred to it as a stampede, in the direction of group-controlled rep firms. Rumors along the street have been a dime a dozen.

But SPONSOR, after long talks with many station managers, and with both independent and group-controlled reps, is convinced that this trend, if it can be so called, has just about run its course.

Both sense and economics are against it. Immense billings, are necessary before it becomes efficient and profitable for any group to establish its own representation—and that pretty much limits the candidates to big-billing stations in big markets. Furthermore, timebuyers and account men are already disturbed over the possibility that they won't be able to handle the increased traffic. They can't see everybody.

There will be no stampede. There will be no trend. This is our realistic view of the subject.

## Dangers in the Magazine Concept

As net tv moves into the new season with an unprecedented number of spot carriers, more and more thoughtful members of the industry are growing concerned about the new trend.

They say that in accepting, by default, the "Magazine Concept," tv may well be throwing away one of its greatest competitive aspects.

Since earliest radio days, the close identification of sponsors with specific programs, and the emotional sales power which a personality can generate for a particular product have given the air media an edge over every other form of advertising.

"They're potent arguments which neither newspapers or magazines could ever use," says one veteran. "I hate to see us drop them so carelessly."

Has the industry enough research on this vital subject? ▀

## 10-SECOND SPOTS

**What're you smoking?:** Cerebral comedian Dick Gregory, while being interviewed for an upcoming ABC TV *Close-Up!* documentary, offered a cigarette to one of the cameramen. He said he was smoking a new brand called "Censor." *"That's for the man who wants to think for everybody."*

**Keeping up with the Sarnoffs:** Did you hear about the status seeking account exec who lost 22 pounds this summer? Seems he drove around during those hot, humid days with windows closed so everyone would think his car was air conditioned.

**La Ronde:** Noting comedian-actor Red Buttons' success in films, including expectations of another hit in the upcoming *Hatari*, N. Y. *Post* columnist Earl Wilson made this droll observation: "Wouldn't it be remarkable if Red, who first burst on most of the American public as a tv star were to become so great in picture that they offered him his own tv show—again?"

**Chain reaction:** A few weeks back we reported that our reader's service dept. received a letter addressed to Miss Rita Sherbis. This incident brought on a host of "same vein" type experiences.

A midwest station told us that recently it staged an on-the-air Auto Survey to determine at what times its listeners were tuned in to their car radios. "Help us out by addressing your replies on a postcard to Auto Survey, Station XXXX," was the plea. One reply was addressed to: Otto Survey, Station XXXX and it began . . . Dear Mr. Survey.

This brought to mind the one about Sarah Lawrence College and the N. Y. Telephone Co. Some years back, Sarah Lawrence had a special phone number installed for a fund raising drive. The bill for this extra number got lost in the shuffle, and eventually the college received a letter of reminder from the phone company which was addressed to Sarah Lawrence College, Rye, N. Y., . . . Dear Miss College.

Undaunted, the institution sent its check and a note to N. Y. Telephone Co., beginning with ". . . Dear Mr. Company." And did them one better signing it Sincerely, S. L. College.



# 1580 FOOT GIANT!!!

**KTAL-TV**, now on  
the air with...

- ★ The Tallest Tower  
in the South!
- ★ City grade service in  
Two Metro Markets!
- ★ Studios in Shreveport  
and Texarkana!
- ★ Widest coverage of the  
Ark-La-Tex!
- ★ Dominant NBC for 1¼  
Million viewers!



**GIANT** . . . in Power - Coverage - Service!

## KTAL-TV

Channel 6 — NBC for

### SHREVEPORT

Texarkana and the Ark-La-Tex

Walter M. Windsor, General Manager

James S. Dugan, Sales Director

... for the full  
"Kay-Tall" story, get  
the facts from



The new KTAL-TV studios, largest and finest in the market, and  
Shreveport's only building designed especially for television.



# High!...



- *In Community Service!*
- *In Area Service!*
- *In Program Service!*  
LOCAL - NETWORK - ABC - CBS - FILM
- *In Homes Delivered!*
- *In Results!*



WREX-TV REMOTE CAMERA ON TOP OF THE 18TH GREEN AS BETSY RAWLS CANS THE WINNING PUTT IN THE COSMOPOLITAN WOMAN'S PRO/AM TOURNAMENT

**WREX-TV**  
**abc-13-CBS**



J. M. BAISCH Vice Pres. & Gen. Mgr.

Remarkable ROCKFORD, ILLINOIS