

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

## WKBW

### CONTINUES TO DOMINATE THE BUFFALO MARKET

<p><b>HOOPER</b></p> <p>July—Sept. 1961</p>	<p><b>WKBW</b> delivers . . . <b>111%</b> MORE audience weekly than the second station.</p>
<p><b>PULSE</b></p> <p>Sept.—Oct. 1961</p>	<p><b>WKBW</b> delivers . . . <b>68%</b> MORE audience weekly than the second station.</p>
<p><b>NCS-1961</b></p> <p>Neilsen est. radio homes</p>	<p><b>WKBW</b> delivers . . . <b>62%</b> MORE homes weekly than the second station.</p>

### 1961—THE NEW FRONTIER VS. TELEVISION

Newton Minow and the 'new' FCC is the top story of the year in '61 radio/tv roundup

Page 25

### Tv's year of counter-attack

The newsmakers of the year

### Radio: station flood is problem

Clients: L&M is the big story

### Syndication: a transition year

Local radio results of 1961

DIGEST ON PAGE 4

WKBW - BUFFALO - 1520  
10,000 WATTS • Clear Channel

Represented by  
**JOHN BLAIR & CO.**

"next to KONO-tv . . .

- this is the best way  
to inform the natives"



San Antonio's

**K** **O** **N** **O** *tv*

Channel 12

"Beat your drums" to the BIGGEST television audience in San Antonio!  
ARB's June '61 report shows KONO-TV, ABC, leads with 44.7 . . . while  
others trail with 29.8 and 25.9 . . . 6:00 PM to Midnight (Mon. thru Fri.)  
Get the "Inside Story" on San Antonio Television



**THE KATZ AGENCY, INC.**

National Representatives

# 1ST

## IN ADULT LISTENING IN LANSING!

**Pulse\*** again proves **WJIM**  
dominates the **Lansing adult**  
**audience** (24 years and older).

\*Pulse Composition Age Study—April 1961.

**42% MORE MEN** THAN STATION B

TRAFFIC HOURS 7-10 a.m. 4-7 p.m.

**25% MORE WOMEN** THAN STATION B

10 a.m. - 4 p.m.

**25% MORE ADULTS** THAN STATION B

7 a.m. - 7 p.m.

# RADIO **Jim**

NOW 1000 WATTS NON DIRECTIONAL  
CALL JACK MASLA



## ARTICLES

### 1961—The New Frontier vs. television

- 25** Though the radio/tv advertising business could look back on a host of developments in 1961, no story stood out more than the Newton Minow story. This and other stories are covered in this issue's six sections
- 26 Television:** As the year ended, industry counter-attacked against New Frontier. Business was good; even uhf was a little hopeful
- 26 Newsmakers:** Here are men who made news in radio and tv. They include the President of the United States and 20 others
- 28 Radio:** A new urgency about the the flood of new radio stations was evident as spot took a dip. Plus signs; network, stereo
- 30 Agencies and advertisers:** Single focus missing, but blue chip-pers testimony to FCC, oil changes, L&M switch make news
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- 34 Washington:** Newton Minow dominated the radio/tv scene in the nation's capital but his bark was (luckily) bigger than his bite
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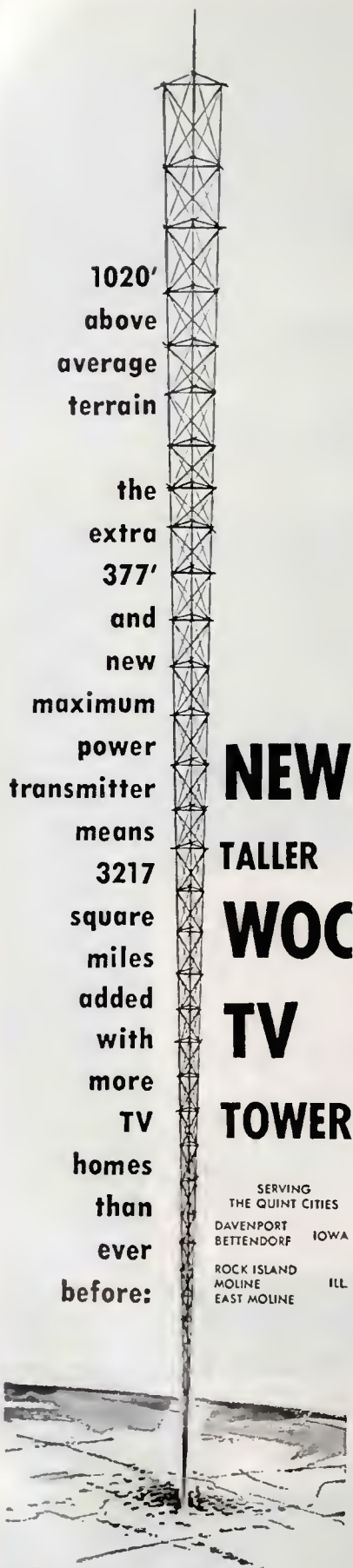
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1020'  
above  
average  
terrain

the  
extra  
377'

and  
new  
maximum

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  
Paymond E. Guth, General Manager  
Pax Shaffer, Sales Manager

Exclusive National Representatives  
Pellars, Griffin, Woodward, Inc.

Why WKTV bought Seven Arts' Volumes 1 and 2...  
and is waiting for Volume 3

Says Gordon Gray:

Our credo calls for giving the viewing public only the very best of feature films. With the outstanding titles and star roster of the Warners' Films of the 50's, we consider that these groups really

**TOP THE POST-50'S"**

Gordon Gray, President and General Manager,  
WKTV, Utica-Rome, New York



Seven Arts' "Films of the 50's"  
Money makers of the 60's



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
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)

19.6

Net Z

ABC-TV

Net Y

16.2

18.9

## **A do-it-yourself rating service.**

You connect the networks with the right numbers—and there's your rating. Good clean fun for television buyers and their families. Got the answers? Check them: \*18.9 Net Z, 16.2 Net Y, 19.6 ABC-TV

\*Source: Nielsen 24 Market Report, Average Audience, Monday thru Friday, 7:30 PM—11 PM, week ending Dec. 10, 1961.

# **ABC-TV**

25 December 1961

# SPONSOR-WEEK

## TV-ASCAP DEADLOCK

Contracts set to expire but advertisers won't be hit by strike since interim music use could continue

Advertisers needn't fear a reoccurrence in 1962 of the 1941 ASCAP strike. Even though current tv music license contracts expire at the end of 1961, stations and networks can continue using music under consent decree while they negotiate in the courts for new contracts.

It appeared this past week that negotiations might not end in new contracts before the close of the year and that telecasters might therefore begin using ASCAP music on an interim basis in 1962.

During 1961 it's estimated that tv paid \$20 million for music use, higher than the \$18 million in 1960.

There are several bottlenecks in current negotiations. One is that stations want licenses on a "per use" basis on the grounds that tv uses some music only for incidental purposes. It is understood that ASCAP wants to continue the present "blanket license." The effect of switching to a "per use" basis would supposedly be to reduce tv payments for music.

## RHEINGOLD TO JWT OVER BASEBALL SELL-OFF

Liebmann Breweries (Rheingold Beer) has reportedly switched from FC&B to JWT. The account involves \$5 million commissionable and a few million more.

(Continued on page 8, col. 3)

## BUYERS RETURNING TO CONTROVERSIAL NEWS

Controversial news specials are becoming more saleable again over at NBC TV.

With a blank on the Angola special on the White Paper series, it was feared that other shows in the group might be sustaining, too, but it isn't so.

Metrecal of Edward Dalton-Mead Johnson (K&E) has purchased part of the 26 December White Paper on K & Berlin—ending that show's sustaining streak.

Last season White Paper had no sponsor difficulties thanks to Timex's sponsorship of the list.

## Del Monte's \$1 mil. to CBS TV daytime

CBS TV won out over the other two networks for California Packing's estimated \$1 million daytime business in 1962.

The buy is for Del Monte foods and is through McCann-Erickson. Several hundred quarter hours and participations over the year are involved.

Del Monte's assignment of the business to CBS TV is significant since this is understood to be one of those cases where all three networks were pitching for the business.

## NBC TV'S \$2.2 MIL. NIGHTTIME MINUTES

NBC TV last week reported about \$2.2 million (estimated) additional nighttime minute business for the first quarter of 1962, most of it from Schick and Schlitz.

Those two advertisers purchased 23 and 21 minutes, respectively, in various nighttime shows.

In addition, nine more minutes sold were distributed as follows: Bufferin, three; Bulova, one; International Latex, one; Beech-Nut, four.

Just the Schlitz and Schick business alone comes to \$2 million.

The commitment of Schlitz has been under close observation because trade people have been sensitive to any policy changes following its shift from JWT to Burnett.

## IN A NUTSHELL . . .

- TED BATES himself to play new active ad agency role again
- NBC TV's daytime advance for 1962 is \$8 mil. written in December
- TvB's Pete Cash warns tv broadcasters not to cut rates
- LIEBMANN BREWERY (Rheingold Beer) switches from FC&B to JWT
- DEL MONTE \$1 mil. daytime tv order (McC-E) all goes to CBS TV
- SCHLITZ, SCHICK spearhead \$2.2 mil. NBC TV nighttime buys

## BATES HIMSELF TO END 6 YEAR DESK HIATUS

Agency founder Ted Bates will resume the post of chief administrative officer of the shop he started 21 years ago. For the past six years he has played a lesser role in administrative matters.



Theodore L. Bates

Rosser Reeves, present chairman, will relinquish the post of chief executive officer to devote more time to creative and copy matters. No other major changes in agency policy or personnel are expected.



Rosser Reeves

It is thought that Bates' return to an active role with his agency has a great deal to do with the kind of image it projects. Rosser Reeves is the author of "Reality in Advertising," a controversial book which argues the case for "hard sell" advertising.

## More account shifts

New agencies have been named by three million dollar accounts.

Hazel Bishop has moved to C. J. LaRoche, leaving North Advertising. Hazel Bishop is merging with Lanolin Plus and North already had the Toni account. The move involves about \$2 million of advertising billings.

Two more account changes took place this week.

CIBA moves to KM&J on 1 April; it had been at William Douglas McAdams and Sudler & Hennessey. Norge Division of Borg-Warner goes to Clinton E. Frank, leaving KM&J. Both of these are \$1 million accounts.

## Coca-Cola returning to CBS TV daytime

Coca-Cola (McCann-Erickson) will be back on CBS TV nighttime in the first quarter of 1962 after a long vacation away from that network.

The buy involves one-third of Perry Mason and also one-third of Rawhide.

## NEVER HAD IT SO GOOD ON DAYTIME ADVANCE

NBC TV's Christmas present to itself this year was a big chunk of December daytime business written for 1962, primarily for the first quarter, and adding up to \$8,171,455.

Besides buys previously announced of Lestoil, Colgate, Fels, Jergens, and Helena Rubenstein (first time on tv for Lestoil and Fels), the December activity includes Simoniz (DFS), O'Cedar (Turner), Whitehall (Bates), P&G (B&B), Green Giant (Burnett), and Kenner Products (Sive).

## Teter leaves PGW; 3 v. p.'s named

Robert H. Teter is leaving Peters, Griffin, Woodward, where for five years he headed radio as v.p. and director, and served on the board of directors. His new plans have not yet been announced.

Before joining PGW, Teter was at WBC for ten years, serving as sales manager and later general manager of KYW, Philadelphia, and also as executive assistant to the president of WBC.

At presstime, PGW named three new v.p.'s to top its radio set-up: Thomas Taylor, Vincent C. Piano, and Lee Vanden-Handel.

Taylor, six years with PGW, is account executive in Chicago; Piano is promotion director; Vanden-Handel, four years with PGW, is eastern sales manager.

## Rheingold to JWT

(Continued from page 7, col. 1)

Rheingold just committed \$6 million for tv rights to the New York Mets baseball games, and is near to closing with WOR-AM-TV New York, for \$4 million. Each is for a five year period.

Philip Liebmann, chairman of the brewery, is also advertising manager of the U. S. Brewer's Foundation which is at JWT. Policy and personnel conflicts were reported the key factors in the break with FC&B.

It's rumored that Rheingold put up the \$10 million (\$2 million a year) with intention off half and FC&B has been unable to find a buyer—hence a motive for the agency switch after a long affiliation. JWT, incidentally, has the Chesterfield account.

The WOR deal is for 133 games on tv plus night and week end games on radio. Daytime weekday games would go to another station.

Another development this past week in New York concerned the sale of WNTA TV to an educational group. After other difficulties had been ironed out, the station's owner, NTA, was still working out a settlement with its creditors so that the station could be sold free of indebtedness.

## John H. Mitchell dies

John H. Mitchell, for ABC v.p., died in Chicago last week. Until his retirement as consultant to ABC earlier this year, he had been an ABC v.p. since 1953.

Between 1931 and 1953 he was with Balaban & Katz, theatre chain.

With ABC, Mitchell was manager of WBKB, Chicago, and later, WABC-TV, New York.

He was special assistant to Leonard Goldenson in 1956 and was named general manager of KGO-TV KGO-Radio, San Francisco, in 1957.

During 1960 he was general manager CATVM, the Central American network subsidiary of ABC.





## the shell of the nut covers the meat...

Doesn't over cover it. Doesn't undercover it.  
Covers it just right.

There's a moral here for broadcasters.

Some ad publications claim from 30,000 to 60,000 readers. At most, we estimate there are perhaps 7,000 to 8,000 who might have some influence on a spot or network buy.

Why pay for a coconut to cover an acorn?

To cover the people who buy time — nothing does it like a broadcast book.

# SPONSOR

sells the team that buys the time

## O'SULLIVAN, RYAN TO JOIN HR&P

Kevin O'Sullivan and Edward Ryan have joined the New York office of Harrington, Richter & Parsons, tv station representatives.

O'Sullivan comes from ITC, where he was general sales manager. He was previously with Ronson.

Ryan was account executive with Crosley Broadcasting and, before that, sales manager of Grant Webb.

## Radio-to-print plan of Rainier promotion

Radio-to-newspapers-to-magazines is the pattern tracing the life of an unusual promotion for a West Coast beer which will be invading the East shortly.

Rainier Ale (Weiner & Gossage, San Francisco) offered Bach, Beethoven, or Brahms sweatshirts on KSFR, San Francisco, an fm classical music station.

Later ads were carried in the San Francisco Chronicle and The Los Angeles Times. Next month the novel promotion takes to the New Yorker magazine.

Rainier Ale is to be introduced in New York and other East Coast cities shortly.

## "Contagion of success" is Petty story on new foods

Successful new products have been a key factor in the dominant role of food and grocery products in tv spot spending, according to a study just released by Martin L. Nierman, executive v.p. of the Petty Company.

Thanks to its support from new food and grocery products, tv spot is the most rapidly growing medium these advertisers use. It is also the medium they prefer above all others.

Grocery store sales are expected to exceed \$50 billion in 1961. In a study comparing 1956 and 1960, it was found that food tv spot was up

71% to \$265 million (not including beer and tobacco advertising), while network tv gained 33%, magazines 11% and newspapers 5%.

The Petty study also analysed four special product groups: food products, soap and laundry products, household products, and soft drinks-confections.

In the soap-laundry field spot tv attracted 22% of media spending in 1956 and 47% in 1960, highest rise reported.

Spot tv's share of food spending went from 29% to 33%, and soft drinks-confections rose from a 42% to a 43% share. In household products the share went from 18% to 26%.

Petty pointed to successful histories of products in the detergent, cake mix, and margarine fields. Lestoil moved from unknown to major status using spot tv exclusively; it was surpassed by P&G's Mr. Clean by more spot tv.

Spot tv has been the leading medium for cakes mixes ever since P&G's Duncan Hines took over 25% of the market within 18 months using spot tv heavily. Fleishmann's Corn Oil repeated much the same pattern in margarines.

What Petty calls "the contagion of success" has produced dollar boosts of 1,400% in all-purpose detergents, 64.6% in cake mixes, and 16.0% in margarines, in spot tv spending, 1956 to 1960. These three types alone have accounted for \$28 million, or 25% of spot tv increases over the four years.

Since 1956 all 25 top grocery prod-  
(Continued on page 66, col. 1)

## Reade-Sterling merger

Walter Reade, theatrical distributor and exhibitor, and Sterling TV, tv producer and distributor, will merge into a new company to be called Walter Reade Sterling, with Walter Reade, Jr. as board chairman and chief executive officer, and Saul J. Turell as president.

## DON'T CUT RATES— CASH TO TELECASTERS

Tv broadcasters have been cautioned against cutting rates on the grounds such a move would lead to greater spending in other media but no more in tv.

Norman E. Cash, TvB president, who issued the caution, insisted that "television today is the most under-priced of all media." He noted that tv rates might well be raised in view of the excellent selling job it does.

He urged stations not to accept orders being sought by an unidentified national advertiser for 40 second spots at 150% of the 20 second rate in markets listed at 200%.

Cash cited a trade magazine study which revealed that tv costs have risen less than print recently. Spot tv since 1955 went up 53% but use kept pace and increased 48%, with CPM up only 3%. By contrast, magazine costs went up 60% with 28% circulation rise and CPM up 25% and newspapers, similarly, cost 26% more with 3% circulation rise for a CPM boost of 22%.

## Just 0.7 Nielsen points

Despite NBC TV's protests that it isn't a nip-and-tuck ratings race this season, ABC TV's latest bulletin insists that the three-network spread over the week's average, indeed, is a mere 0.7 points.

In the Nielsen 24 market ratings for the week ending 10 December, Monday through Sunday, 7:30-11 p.m., here's the one-two-three: NBC TV, 19.1; CBS TV, 18.7; ABC TV, 18.4.

The week before NBC TV explained the closeness was illusory since it had five more specials, all lower rated than the others net combined.

But there's no such unusual happening in the 10 December week, ABC insists.

ABC also notes that if you drop Saturdays and Sundays it has the five-day average lead from 7:30-11 p.m.: ABC TV, 19.6; NBC TV, 18.1 and CBS TV, 16.3.

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

## Professors and professionals

In his comments on "How can kids' tv shows entertain and simultaneously inform?" (*SPONSOR ASKS*, 20 November), Mr. John V. Roberts of Schwerin Research Corp. undertook to deliver an unwarranted attack upon educators and their ability "to engage the child's mind and heart and excite his imagination."

The job of stimulating a child's mind is one where the professional showman has no edge over teachers, talented amateurs, den mothers, or even parents! While Mr. Roberts fears the disastrous results of a program produced by the staff of a teachers college, let us not overlook the inherent advantage they have in their concentration on the end result (the child) and not on the means. At least they can make contributions equal to those of professional entertainers.

It is the fashion nowadays to lament that teachers live in ivory towers and are anti-business. We in business must be careful not to build our own ivory towers and should strive for an understanding of the contributions that can be made by others "not of the faith." The muddy thinking exemplified by Mr. Roberts' remarks is certainly not calculated to enhance the status of advertising and television in the hallowed halls of learning.

L. F. McMullin  
*director of media & research*  
Stockton · West · Burkhart · Inc.  
Cincinnati

\* \* \*

## Children's programs, British style

May I, uninvited, reply to the question posed in *SPONSOR ASKS* (*SPONSOR*, 20 November) — "How can kids' tv shows entertain and simultaneously inform?"

BBC-TV has been doing both things successfully for most of the 25 years of its existence, and de-

votes an hour a day, seven days a week to programing for children between the ages of five and 16. This occupies the time of a special department of 21 producers and assistant producers, directed by a head and an assistant head of Children's Programmes, who may also call on the services of other departments and the regional staffs of the BBC's six regions (Scotland, North, Midland, West, Wales, and Northern Ireland).

BBC-TV acknowledges an obligation to provide children with programmes similar to those found in a full and balanced service for adults, devoted to their own special needs

and interests, but with the primary object of providing entertainment and also encouraging them to develop their own talents and interests. For example, an appreciable amount of time is devoted to programmes of minority appeal, so as to encourage them to become selective rather than addictive in their viewing.

These children's programmes are normally placed between 5 and 6 p.m., to offer the minimum interference with homework and bedtime, and to provide the school-goers with diversion at a time when, at the end of the day's work, they have a chance to relax.

All these facts prove . . . that the answer to *SPONSOR*'s question is "quite easily."

Incidentally, the vast majority of our children's programing is available for sale in the United States, and I would be happy to supply details of them to anyone who is interested.

Dennis Scuse  
*television director*  
British Broadcasting Corp.  
New York, N. Y.



WAVE-TV viewers have  
28.8% more TEETH

—and keep 'em sparkling with 28.8%  
more tooth paste, powders and brushes!



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

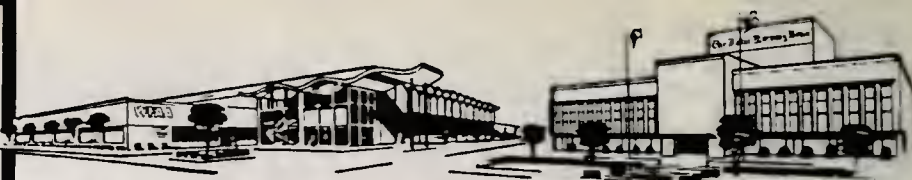
LOUISVILLE

THE KATZ AGENCY, National Representatives

# WFAA-TV

channel 8 

Represented by  The Original Station Representatives



AT "Communications Center" DALLAS

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

# MAD. AVE. GOES "BIG D"

## WFAA-TV VIDEOCRUISER TV STATION ON WHEELS



From Georgiana to Aransas Pass, WFAA-TV's Ampex VideoTape cruiser has been on the move for top advertisers, agencies and networks. Oblivious to distance, the quarter of a million dollar TV station on wheels affords unlimited opportunities for "on-the-spot" taping assignments.

With a veteran crew manning the six Marconi cameras and two Ampex VTR units, the team can create, produce and edit



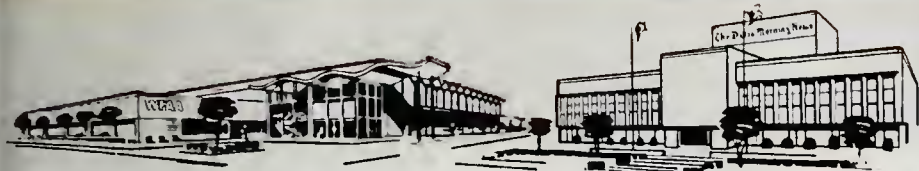
**HURRICANE CARLA**  
for ALLSTATE INSURANCE CO., some 300 miles from Dallas... the videocruiser arriving on the disaster scene before the remnants of the storm had passed. Ed Reimers interviews hurricane victims about prompt claim settlements.



**REX MARSHALL**  
comes to Dallas to tape a series of spots for Humble Oil's new "Enco" brand identification program. The entire setup and taping was completed in less than a half day, and finished tapes rushed to New York.

completely on location. A segment of the new "WFAA Productions" department, headed by Dick Gray, former New York TV director and producer, the mobile cruiser contains its own power supply within the 40-foot bus as well as enough lighting and other equipment to offer studio quality production.

LET "WFAA PRODUCTION" PUT THESE FACILITIES TO WORK FOR YOU



**WFAA-TV**  
 channel 8   
 Represented by  The Original Station Representative

AT "Communications Center" DALLAS  
 WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

# FOR TOP VTR PRODUCTION!

## GEORGIANA, ALABAMA

1500-mile round trip on a network taping assignment, dealing with the problems that a small town faces with a large call-up reserves.



## ROLL THE TAPE"

WFAA-TV's new 3½ million dollar studios with acoustics, lighting, staging and camera facilities second to none.

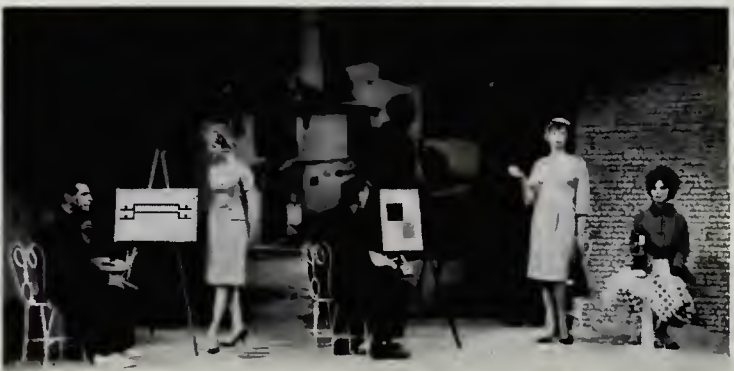
## AM EAST—PM WEST"

One of four locally originated news. The above was taped on location (at night) with all necessary power supplied by the loc cruiser's own generators.



## STUDIO FACILITIES

used by Alexander Fashions and many others for live quality reproduction and outstanding staging and direction. Camera techniques, special video effects, and multiple tape duplications (with 5 Ampex units) limit production only to the degree of imagination.



LET "WFAA PRODUCTION" PUT THESE FACILITIES TO WORK FOR YOU!



It can't be . . .



But it is!



It really is!



Yes, it really is!



What a satisfaction . . .



a good biscuit is!

# Sponsor backstage

## East and West and late night tv

The contender is still fighting prelims, so it may be quite premature to talk about his seriously challenging the champ. I'm talking about the late night live television division where the undisputed champ for five years now has been Jack Paar and his whachamacallit on NBC TV five nights a week, 11:30 p.m. to 1 a.m. A couple of challengers have stepped into the ring with Jack during those five years and each has taken the count fast.



But today as Jack prepares to leave the *Jack Paar Show*, and NBC quietly (if not completely without nervousness) negotiates with nominees to succeed him, another late night-early morning entry has been shaking the bugs out of its format. I'm talking, as observers in some eleven cities will possibly recognize, about *PM East* and *PM West*. Some time ago, Westinghouse Broadcasting Co. kicked off the *PMs* with considerable fanfare. A few of the critics said random nice words about the show, but for the most part it met with an unenthusiastic press. I was one of the writers who held out hope for the show, but criticized some of its key elements.

Over the past month or so I have been taking pains to catch the show intermittently for the express purpose of seeing how it was shaping up, both as a show and as a contender for the multi-million dollar sponsorship jackpot involved in the late night tv business, the bulk of which now belongs to Mr. Paar and NBC.

### From Kilgallen to "Tropic"

I am happy to report that it is shaping up fine. Still, as I said, a long way from being a serious contender against the mighty Paar, but just possibly a fairly strong competitor for whoever tries to fill Jack's shoes. The Westinghouse staff producers, who are responsible for the ideas the show tackles, have been doing a consistently good and sometimes outstanding job in material selection. On 15 November (air date), for example, producer Al Ramrus came up with an East-West parlay consisting of a long, meaty Mike Wallace interview with Mr. and Mrs. Richard Kolmar (Dorothy Kilgallen, of course) on the N. Y. end, and a panel discussion of the naughty Henry Miller novel, "Tropic of Cancer," from San Francisco.

The Kolmar-Kilgallen story and pictures were fascinating. There was a shot of a society Twist party, which looked like a string of frames lifted right out of a "La Dolce Vita" print. There was an awe-inspiring visit to Dorothy's and Dick's home (22 rooms, if I remember correctly) and a warm interlude with Dorothy and her little son. There was Dorothy saying that the only reason Frank Sinatra suddenly became hostile to her was because he cannot bear to have any woman say no to him. "And you may make of that what you will," said the lady columnist.

Mike Wallace, who is a very in-and-out kind of performer for my  
(Please turn to page 63)

# FILM does the unusual...

Really, it's pretty wonderful when you stop to think... a commercial can reach a consumer who hasn't a cent to his name!

"So what!", the experts said, drawing out the "what." "We'll sell to people. Man (Woman, too) is Dag's best friend, has money, can buy.

"We'll use animation to show Dag's growing excitement... as he sniffs... as he downs a Milk-Bone Dog Biscuit in nathing flat. That will get Man... he'll shell out—but quick.

"Of course, animation means film. But that's fine because film will give us the kind of commercials we want, the way we want them—and when."

And that's not all. Film gives you the optical effects you must have... assures you the convenience, coverage, and penetration that today's total marketing requires. All reasons why so many advertisers are using film.

For more information, write  
Motion Picture Film Department  
**EASTMAN KODAK COMPANY**  
Rochester 4, N. Y.

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

Midwest Division  
130 East Randolph Drive  
Chicago 1, Ill.

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

or **W. J. German, Inc.**

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

**ADVERTISER:**

**National Biscuit Company**

**AGENCY:**

**Kenyon & Eckhardt Inc.**

**PRODUCER:**

**Robert Lawrence Animation, Inc.**



# EVER LEAVE SOMETHING BEHIND ON A TRIP – LIKE YOUR CHILD?

Well, people do. Last summer a California couple taking an Oregon vacation in a station wagon with six kids forgot to count heads one morning and roared off minus one sad-eyed youngster.

Minutes later our KGW news staff, monitoring the Portland police radio, picked up the report and flashed the story. Among our listeners was a deputy fire marshal. He spotted the California license plates and flagged down the family.

Result: two slightly red-faced parents raced back to claim their missing passenger.

That's a service the Crown Stations perform for free. Glad to do it, and we do it almost every day. People expect the Crown Stations to cover the little crises, as well as the big ones. It's part of the *personal touch* we encourage and our listeners love.





Like the time the Washington roofer lost his wife among 100,000 football fans after the Rose Bowl. How'd you like his problem? He found her by inquiring at the KING-Formation booth. Our Seattle station had set up a "clearing house" for out-of-town visitors in the Biltmore Hotel in Los Angeles. Both knew where to go.

Sure, lots of stations *claim* to have the personal touch...grass roots loyalty and all that jazz. Well, we prefer to win friends *by doing things*, not by talking about them. The mark of a Crown Station—TV, AM or FM—is our willingness to go out of our way to help people, inform people, entertain people.

Know something else? It works. Ask any sales manager

shooting for new sales goals in this big, moving Pacific Northwest—the Crown Corner of the United States. He prefers his business on the Crown Stations. That's where his customers are.

## THE CROWN STATIONS

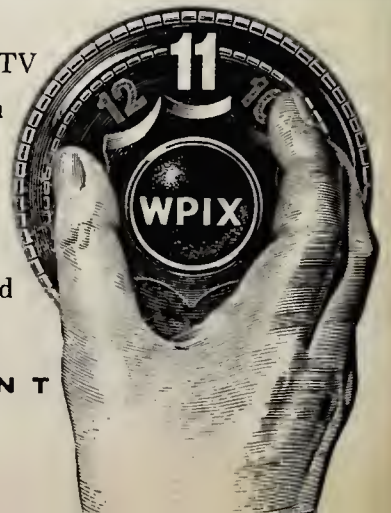
KING, AM, FM, TV, Seattle  
KGW, AM, TV, Portland  
KREM, AM, FM, TV, Spokane



## TV chair

More than 1,000,000 students in the New York area view WPIX-11 educational TV as part of their regular curriculum. From 9:00 AM to 3:30 PM Monday thru Friday WPIX-11 telecasts twenty-two different courses under the auspices of the New York State Board of Regents for in-school students and viewers at home. This marks the fourth consecutive year of WPIX-Regents programming, the only association of such magnitude in the nation between Educational Television and a Commercial Television Station.

**N E W   Y O R K ' S   P R E S T I G E   I N D E P E N D E N T**



# SPONSOR-SCOPE

25 DECEMBER 1961

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SPONSOR  
PUBLICATIONS INC.

The impression you gather from agency contacts who've been in Detroit lately is that tv won't feel impact of the current bullish automotive market until next fall.

Their anticipation is that the companies are building big ad-money backlogs which will show up in far more spending on the next models.

It's interesting to note that one of the giants, Ford, has become more wedded than ever to the concept of disbing out its budget in waves, which, obviously, bodes well for spot. There'll be some hefty samples of this flexibility this spring.

For spot tv the big news of the week was that Schlitz (Burnett) was vacating its role as an interim buyer and committing itself for 31-week schedules in 1962.

The quest is for 150-200 gross rating points per week in all the major markets on the list, with 28 January as the starting date. Types of segments: fringe nighttime minutes and prime 20's.

Word out of Schlitz has it that the extended buying policy was acclaimed by the brewer's sales organization at a meeting in Miami a couple weeks ago.

Background note: Schlitz was pretty much of an interim buyer while the account was at JWT Chicago.

Bates last week addressed to radio reps another one of those queries as to which of their stations are agreeable to taking Preparation H schedules.

Among the week's actual placements in spot radio were Blue Bonnet margarine (Bates); Accent (NL&B), 25 markets; Lincoln-Mercury (K&E), three weeks, starting 10 January; U. S. Tobacco's Copenhagen snuff (DCS&S); B&W's Tuberosa snuff (Bates); Continental Baking (Bates); Mueller's macaroni (DCS&S), 17 weeks.

The comeback this year of Chase & Sanborn coffee (JWT) contains for both marketing men and media specialists a case history of exceptional contemporary value.

It's the story of a brand that abruptly changed objectives after years of trying to go one way and found that the change paid off handsomely in increased sales.

The nub of the tale, is this. Instead of using its advertising dollars like buckshot, it trained its efforts and rather limited budget on improving its position in certain regional markets. In other words, it gave up trying to build itself on a national scale and aimed at doubling and tripling its share where the brand had its best opportunities.

The ironic part of the whole thing is that it all happened at the agency that had for many years sought to make the brand a staunch competitor on the national scene and, when that didn't seemingly work, lost the account to other agencies.

P.S.: C&S, both regular and instant, will be using 200 rating points weekly for eight weeks, starting the middle of January.

An air of pronounced optimism regarding spot tv's outlook for the initial quarter of 1962 seems to prevail among the leading rep firms.

They're telling their stations, according to a cross-check by SPONSOR-SCOPE, that that billings of the first quarter should be strong enough to provide an edge, even though a silent one, over the like quarter of 1961.

One rep added this postscript to his prediction: our confidence even takes into account the circumstance that there are 255 spot participations weekly on the networks.

The scramble in the delayed action decongestant field has had its first competitive withdrawal—if only for the current cold season.

Colgate's pharmaceutical division last week abruptly cancelled a spot tv schedule it had running for its own contender in the sustained relief decongestant sweepstakes, namely, **Driacol**, on these grounds:

- The whole decongestant field is in such turmoil with claims and counter-claims that it would be wise to suspend the promotion of **Driacol** to save it from becoming identified with any failures in the group.

- Colgate became **disturbed** at the barbs being directed by the competition at the concept being advanced for **Driacol**, that it contained different medication for day and night, preferring to let this dust settle before bringing it out again next fall.

The report **Driacol** was being returned to the lab got a vigorous denial.

A competitive brand that's spending by the millions in tv is Menley & James' **Contac**, with FC&B the agency.

If you want to single out "the" trend of the current year in local radio, you have to take note of the marathon talk programs. They've mushroomed not only in number but in length.

The national spot tv mart for the initial quarter of 1962 keeps perking along at a clip even livelier than last December.

Note how food products stared out in overwhelming profusion as against other categories in the following buying and availability-call grist of the past week:

Jell-O (Y&R), prime 20's, six weeks, starting 22 January; Custom Farms (JWT), prime I.D.'s, 1 January, four weeks; Star-Kist tuna (Burnett), 10 weeks, day and night minutes, 4 February; Decaf (McCann-Erickson), minutes, 20's, 10 weeks, 15 January; Duffy-Mott (SSC&B), eight weeks, minutes, chainbreaks 21 or 28 January; Fleischmann's margarine (Bates), 19 weeks, night minutes, 15 January, with another nine-week flight later; Florida Citrus (B&B), 16 weeks, 15 January; Bonomo taffy (Mogul, W&S), minutes in kid programs, 1 January; Rinso Blue (JWT), fringe minutes, four weeks, 3 February; Pfizer (Burnett), minutes in rural areas for animal antibiotics.

That plum that JWT plucked off the Liggett & Myers tree this year may grow into a melon before 1962 is over.

The agency estimates that the L&M billings (JWT's got all the brands) may reach as high as \$35 million, about 65% of it tv.

In that event it will be the biggest account coup since McCann-Erickson hauled in Coca-Cola and various major city bottler groups.

Footnote to the Liggett & Myers switch: JWT is going back to test **Oasis**, even though the brand has been around several years.

The Chicago office of BBDO has taken over that new product relationship which JWT Chicago never got started with Alberto-Culver.

Gardner had been expected to get the assignment, and if that had happened, would have opened a Chicago office to handle this and other Illinois accounts.

Initial Alberto-Culver product BBDO will work on, it is said, is a liquid shampoo, which will probably carry the VO-5 insignia, with spot tv the chief beneficiary. Likely start of the schedule: 2 February.

Ken Hurd, vice president and account supervisor currently in BBDO's New York office, has been assigned to the agency's Chicago office to handle the new account.

In its latest daytime brochure, filled with surveys and glorifying the personality cult, NBC TV submits an interesting wrap-up chart comparing dimensions of day and night.

The chart is based on a four-week period and here it is:

FACTORS	DAY	NIGHT
No. commercials	42	6
Unduplicated rating	49.0	40.1
Different homes reached	22,100,000	18,100,000
Frequency per home	5.8	2.9
Commercial home impressions	128,200,000	53,300,000
CPMPCM	\$1.30	\$3.42
Homes per dollar	769	292

CBS TV is being very delicate about the way it's advancing to affiliates the idea of extending Doug Edwards news from a 15-minute to a half-hour strip.

Reason for the circumspection: a lot of the affiliates have their own version of a national news stint which is part of a news-weather 15-minute strip preceding Edwards.

One thing CBS TV is making clear: the half-hour will not be sold per participations.

NBC TV is poised to bid against ABC TV for the next two years' rights to the NCAA football games.

ABC TV has had them for the past two seasons at a reputed cost of \$6 million.

Next to the NFL games and the World Series the NCAA events are the hottest sports property in tv. (For an audience comparison on football see 18 December SPONSOR-SCOPE, page 20.)

Individual reps will participate in person when TvB sets up a presentation meeting with a spot prospect.

TvB considers this an integral factor in a multi-faceted plan it's developing in behalf of the spot medium. The plan includes the preparation of a special presentation stressing the applications and successes of spot, the providing of reps with booklets they can mail or personally deliver and the maintenance of a constant rep liaison.

The in-person angle came about when a leading rep remarked the TvB's efforts could be more effective if a rep was on hand to close the deal.

Chief target in these pitches will be accounts whose spot billings have been slipping or been kind of weak the past year.

The average cutoff point at which a nighttime tv network show was consigned to the schedule's limbo last season came to a 14.4 rating—slightly above the 1959 level.

This may have been due to the fact there were more hour series.

Here's a Nielsen comparison of the average rating of program series continued or cancelled over the past four years:

FACTOR	1957	1958	1959	1960
Avg. rating for shows continued	23.7%	22.9%	22.0%	20.7%
Number of shows continued	71	69	64	69
Avg. rating for shows cancelled	15.8%	16.4%	13.9%	14.4%
No. of shows cancelled	45	42	50	44

CBS TV doubled its efforts last week to find sponsorship of a fashion special for daytime exposure.

The program would be taped within the quarters of leading Paris couturieres while their new lines were being paraded to the trade.

Original asking price for the hour package was \$175,000.

Esty last week had the nicest things to say about the way the hundreds of radio stations it does business with comport themselves in the matter of product protection.

It was referring to the results of the annual check of these stations' logs.

The findings: an excellent bill of health. The check was done in behalf of R. J. Reynolds, Nescafe, Ballantine, and Sun Oil.

Reynolds renewals for 1962 started going out last week. The same for Nescafe and Sun Oil.

You might call the daytime schedule ABC TV sold R. T. French (JWT) for 1962 something of a precedent in network advertising.

According to the arrangement, French may heavy up or lighten up on the number of weekly minutes as the victualer deems desirable.

What it does is add a new degree to flexibility in network participation.

One of the top agencies in spot tv is undergoing a change in research authority that could result in a radical revision of its timebuying techniques.

The change: transfer of the media research function from the media department to the agency's general research department.

What is expected: a fresh look at the mostly "artificial and fixed" buying formulas which the agency has been using over the years and a determination whether these formulas run counter to the more streamlined thinking among media analysts that each market is an opportunity to be analyzed and should have a flexible approach.

This thinking is predicated on this recognition: tv is a constantly changing medium and, hence, new factors must be taken into consideration in contemplating a buy. The thesis, obviously, runs counter to a policy of formula buying, unless, as in the case of P&G, the formula is under periodic scrutiny.

Latest instance of a company borrowing the name of an acquisition for its whole corporate setup is Lanolin Plus, which hereafter will be known as Hazel Bishop.

The activity theory: Hazel Bishop is a better known name to the public and the cosmetic trade. (Not long ago Pharmaceuticals, Inc., effected a similar change when it absorbed J. B. Williams.)

Lanolin Plus is also transferring the Hazel Bishop budget, whose \$2 million is virtually all in tv, to LaRoche from Daniel & Charles.

Re that name value, Hazel Bishop figures that it's spent around \$30 million on tv in the past 10 years.

TvB is not letting its November confrontation with the automotive industry lie unnurtured. It's got a series of Detroit meetings scheduled for the middle of January with key auto people to get down to cases.

Pete Cash and Guy Cunningham will head up the TvB contingent.

There's a school of researchers in agency climes that thinks confreres who talk about formulas for measuring the percentages of viewers who watch the commercials are either kidding themselves or putting on an act for clients.

Contend the critics of such formulas: when a percentage is automatically deducted from the ratings in such cases, you're applying a constant that actually doesn't exist. If there's any hase at all it's the program ratings themselves.

**For other news coverage in this issue:** see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 66; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 72; and Film-Scope, page 56.

# FARMING IS VERY



## in FRESNO

— where Beeline Radio KMJ delivers more for the money

Fresno County is the nation's #1 farm income county. How to reach this important market? With Beeline Radio KMJ, which delivers more adult audience and more total audience than any other station. KMJ leads in Fresno's 12-county Pulse Ratings 86% of the time.

Throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — at the lowest cost per thousand.

*Source: Nielsen Coverage Service Report #2 and  
April 1961, 12-county Pulse.*

### McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE





*what has an eye patch to do with you?*

**T**wo things.

One—it points out how brilliant a job advertising can really do.  
Two—it proves that the advertiser who does it generally winds up with the business.

The moral is obvious. Which brings up two things more.

One—there are some 7500 men and women involved in the purchase of national spot. Of this number—the top 2000 control over 95% of the total business. We call them the “influential 2000”. The most economical way to pre-sell this “influential 2000” is via a schedule in SPONSOR because SPONSOR has the greatest penetration of influence with this “influential 2000” of any book in the broadcast field.

Two—give your ads a “patch” of individuality. Without it—the page you buy is empty. With it—you can spark a purchase, increase a schedule, motivate a new appraisal, change a buying pattern and build your station’s volume every year.

**▶ SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE  
555 5th Ave. Murray Hill 7-8080 New York 17





1961 YEAR-END REPORT

THE NEW FRONTIER VS. TELEVISION



On 9 May 1961 a young man stood up at the NAB convention and fired a grenade. His name was Newton Minow, new chairman of the FCC. He described tv as a 'vast wasteland.' This speech made Minow 1961 Newsmaker. On 7 December 1961 two men stood up and answered Minow. They were Dr. Frank Stanton, CBS president, and Robert W. Sarnoff, NBC chairman. The counter-attack capped a radio/tv year of significant news.

For other developments of 1961, see:

Television.....	Page 26
Radio.....	Page 28
Advertisers and agencies.....	Page 30
Film and tape.....	Page 32
Washington.....	Page 34

# Tv's year of counter-attack

**TOP TV STORIES OF THE YEAR: The industry answered Minow's charges of program laxity • Tv alone increased ad revenue • Day-time tv up • Color breakthrough • House reps boom • Hope for uhf**

**F**or the television industry 1961 was a year of assessment, a year of trial and it ended by being a year of counter-attack. Despite the unparalleled critical attacks, the general economic recession and hesitant tone of industry in general, television came through undiminished in vitality.

Observers saw in the passing year the rebirth of the fighting spirit for two juggernauts of persuasion—broadcasting and advertising. Both professions had been attacked by what was described as a handful of intellectual weisenheimers and bureaucrats in Washington. Both professions, with much in common, united in the crusade to curb what they felt was unjustified criticism.

As the year drew to a close, proponents of advertising and broadcasting drew swords in counter-attacking against the "intellectual opportunists" in the New Frontier. Norman H. Strouse, president of J. Walter Thompson, rose to the defense of his profession, and in so doing also replied to critics of broadcasting. Thus a common front was established.

Academicians Arthur Schlesinger, Jr., presidential assistant; John Kenneth Galbraith, Ambassador to India, and Arnold J. Toynbee, British historian, were singled out, among others, as anti-advertising minded.

"They ignore the fact that every great Western culture has been based on a flourishing commercial econ-

omy." JWT's Strouse insisted.

Madison Avenue, in partnership with tv, maintained that carping critics, in university halls and governmental offices should stop using advertising (and broadcasting, too) as a political whipping lad. Rather than harass, the Administration should abet and foster more advertising in order to spread our markets in this land and overseas, they said.

Both Dr. Frank Stanton, president of CBS, and Robert W. Sarnoff, chairman of NBC, after mature deliberation, decided to answer FCC Chairman Newton N. Minow's "vast wasteland" speech. In separate moves each scored, directly or indirectly, Minow and other critics of

## NEWSMAKERS OF THE YEAR

**THIS YEAR'S** array of newsmakers comes from various categories including radio/tv exec offices, clients, advertising agencies, broadcasters, and station reps. Two of last year's newsmakers play return engagements: NAB Pre-ident LeRoy Collins and Rosser Reeves, top-rung executive of Ted Bates. This was a particularly outstanding year, in several spheres, for Norman H. Strouse, president of J. Walter Thompson. For one, his agency for the fourth straight year emerged the number one spender in broadcast advertising. From the station group field (Time, Inc.) comes Weston Pullen, Jr., who is directing extensive surveys on broadcast opportunities abroad and producing a new series of programs in the United States.



**ON-THE-SPOT** news, children's programs were among the year's highspots. President Kennedy (l) introduced live press conference; historic Project Mercury launching (c) was captured by tv, and among programs that caught the imagination of youngsters was (r) NBC's '1, 2, 3,—Go!'

television. Stanton in his counter-offensive declared: "I don't know of any satisfactory or democratic alternative to letting the people set the standards of programing by the simple act of accepting or rejecting what is offered."

Sarnoff's reply came during the 35th NBC anniversary goings-on in Hollywood. Sarnoff maintained that governmental critics should be more realistic in appraising the part of the public before lambasting broadcasters.

Sarnoff was also critical of broadcasters who did not carry out their obligations and who used freedom as "a smoke screen for opportunistic self-seeking."

Thus began a new and bristling chapter in the battle between broadcasters and their governmental critics.

Meanwhile, broadcasters continued to grapple with problems of how to regulate the regulatory agencies, how to increase public affairs and informational programing, how to handle

dwindling "full" sponsorship of programs and the Niagara-like rise of small-piece sponsorship, how to curb violence in westerns and crime-busting dramas and how best to fashion children's programs so that they would be a stripe higher.

This was the year of the hour-long show and the refulgent reign of the 60-second sponsor. It was the era, too, of the short-term deal and sponsorship arrangements in every conceivable size and shape.

*(Please turn to page 47)*

## The Chief Executive, NAB head and CBS commentator made news



**JOHN F. KENNEDY**

The President instituted press conferences on live tv, uncensored and uncut. Broadcasters are "guardians of most powerful and effective means of communication ever devised," he told National Association of Broadcasters



**LEROY COLLINS**

The former governor of Florida and chairman of the Democratic National Convention stepped in as president of the NAB and said he would function as "advocate, not a referee" for the United States broadcasting industry



**EDWARD R. MURROW**

When President Kennedy tapped the air media for the head of the U. S. Information Agency, he drew on the services of one of the country's most influential commentators and CBS lost one of its renowned air personalities



WHEN FCC approved standards for fm stereo broadcasting in '61, WQXR's fm stereo operation was ready to go in New York. Here is Chester Santon before two mikes for stereo broadcast. Ted Nickles is at tape machine

## 1961 YEAR-END REPORT

# Station flood key '61 quandary

**TOP RADIO STORIES OF THE YEAR: FCC officials, industry executives see too many stations • Spot radio business dips • Network radio business up 15% • Decline in rock 'n' roll • Fm stereo on march**

**T**he feeling that there are too many radio stations in the land became one of critical urgency in 1961. This feeling was shared by broadcasters as well as thoughtful members

of the FCC. SPONSOR, among others, urged the FCC to earnestly consider "a moratorium on new licenses" except in unserved areas.

Many other developments in sales

and programs presented themselves in the past 12 months. Among them were:

- A decline in spot radio business during the latter half of the year and

## NEWSMAKERS OF THE YEAR: These network executives were



**LEONARD GOLDENSON**

The president of AB-PT, along with Ollie Treyz, president of ABC, nearly completed the task of personal calls on each of the country's 100 top advertisers, an unparalleled undertaking. Object: "to listen, learn—not to sell"



**RICHARD S. SALANT**

In the midst of upheaval and change, the attorney-administrator stepped in as president of CBS News in an effort to restore the division to its one-time position as leader in the field of news and solid informational programing



**ROBERT W. SARNOFF**

The NBC chairman made many notable contributions during '61 including, at his appearance at the network's 35th birthday party in Beverly Hills, a bold address on government intrusion in major network programing standards

an indication that full-year figures might show a slight decrease over 1960.

- A move away from popular music, particularly the so-called "rock 'n' roll" category and more interest in so-called "good music."
- A stepped up campaign on the part of station reps to stimulate interest and excitement regarding the spot radio medium.
- An increase in sing-along programming.
- A spirited increase in network billings.
- The RAB's new "test market plan" to boost national radio sales.
- The dropping of station reps for house reps, a trend, however, not as pronounced as in the tv area.

A major headache of the year among owners was how to increase spot business. There was continuing concern that spot radio loses out in some ad agencies because of the amount of paperwork involved compared to some other media and the fear that some top admen considered spot radio "unprofitable" to handle.

Although spot radio billings showed improvement in the first half of  
(Please turn to page 53)



**NETWORK RADIO MILESTONES.** Shown above are Arthur Godfrey (l), Dr. Frank Stanton (c), CBS president, and Arthur Hull Hayes, president of CBS Radio, as they appeared on 'Arthur Godfrey Time' marking beginning of Godfrey's 33rd year on the air. In photo at right, Don McNeill shown when he first became host of ABC Radio's 'Breakfast Club' 28 years ago and in recent shot. (Below) Birthday for ABC Radio's 'Flair.' Celebrating are Robert Pauley (2d from r), ABC Radio prexy; Warren Summerville (l), producer-director; William Rafael (2d from l), ABC vice president in charge of programming and Clark Andrews, executive producer



## in spotlight: among them a caller on clients, a news division head



**JAMES C. HAGERTY**

The year 1961 saw the former presidential aide join the American Broadcasting Co. as vice president of news and public affairs and proceed to infuse new life in the network's news setup and present powerful documentaries



**ROBERT F. HURLEIGH**

The president of Mutual Broadcasting System noted that, under the 3M purchase of the network, Mutual had an historic year, proudly pointed to increases in average Monday thru Friday audiences and big program sales



**ROBERT R. PAULEY**

Outstanding graduate of Harvard Business School and v.p. in charge of ABC Radio was rewarded in the fall of this year for his services with election to the presidency of ABC Radio. ABC affiliate roster now comes to 372

# L&M switch: '61's big story

**TOP CLIENT-AGENCY STORIES OF THE YEAR: Blue chip advertisers reveal program-control practices to FCC • Cigarettes, oil in biggest account switches • Shell back in tv • Agency profit % down**

Unlike the tv scene where Washington influence dominated all aspects of the business, 1961 furnished no single focus for the client-agency world. Yet it was far from an uneventful year. Admen noted a number of significant events:

- There were some breathtakingly big account switches, with the outstanding mushroom cloud set off by Liggett & Myers.

- Those FCC hearings in New York brought to light sponsor attitudes toward their network programs, and a variety of approaches to influencing their content.

- Oil was news, with its marketing revolution reflected in new tv tactics (Shell's back in the medium)

and account shifts (Texaco to Benton & Bowles, Mobil to Bates).

- Agencies and advertisers sounded off against networks' lengthened breaks; further crusades against "over-commercialization" indicated by agency subscriptions to BAR.

An all-star cast of blue-chip advertisers spelled out their tv program practices for an FCC network study contingent that set up shop in New York for two weeks in October. Nearly all told of controls they exercise over their programing; the differences were in degree of control, and methods employed.

Testimony indicated that Procter & Gamble, heaviest investor in tv (\$100,000,000 per annum), is by that

same token probably the most meticulous, thorough influencer of program content. Read into the record was 21-point "Editorial Policy" which governs P&G representatives in testing the advertiser's programs. Along with the excessive passion-type taboos are stipulations against treatment of national or regional controversial issues and material that might offend almost any conceivable group in the country.

P&G general advertising manager A. N. Halverstadt maintained that though the "Editorial Policy" embraces a wide range of unacceptables, it is not program control as the term is commonly understood. He denied that this stifles creativity, asserting

## NEWSMAKERS OF THE YEAR: These client and agency people



**ROGER H. BOLIN**

The manager of general advertising, Westinghouse Electric Corp., and ANA board chairman spearheaded the much-discussed 'Project X' which should have far-reaching effects on media, research and creative work in advertising fields



**PETER G. PETERSON**

Re-assignment of top-echelon personnel at Bell & Howell was keyed by naming of Peterson president and Charles H. Percy board chairman and uping of tv budget for bold documentary programs dealing with a wide range of topics



**HAROLD H. WEBBER**

Chosen from the media field, where he was vice president and director of Cowles Magazines & Broadcasting, this experienced executive succeeded Henry Schachte as vice president in charge of consumer relations for Lever Bros.

## No. One air agency was hot corner of account switches

### ACCOUNTS GAINED

L&M filters .....	\$16,000,000
Chesterfield )	
Oasis )	\$10,000,000
Duke )	
Handy Andy (Lever) .....	\$3,000,000
Rinso (Lever) .....	\$1,000,000
Spry (Lever) .....	\$500,000
Air Wick (Lever) .....	\$1,000,000
Dinner-Redy (Lever) .....	\$600,000

Congoleum-Nairn .....	\$1,500,000
Pittsburgh Plate Glass .....	\$2,500,000
Chunky Chocolate .....	\$650,000
Planters Nut & Chocolate .....	\$1,000,000

### ACCOUNTS LOST

Schlitz Brewing .....	\$15,000,000
Elgin Watch .....	\$1,500,000
Waldorf (Scott) .....	\$1,200,000

JWT, tops in air billings for fourth consecutive year, was scene of sizable ups and downs, mostly ups. Loss of \$15,000,000 Schlitz account was recouped, in spades, with \$26,000,000 in Liggett & Myers brands, etc.

that it's "an extremely wholesome influence on programing."

At the other end of the spectrum is Bell & Howell, which limits its specifications to subject matter. For its *Closeup* series on ABC TV, the advertiser wants "... documentary and

editorial treatments of . . . current issues . . . which materially affect the life or welfare of a substantial segment of the public . . ." in the words of B&H president Peter G. Peterson.

Testimony from other key officials

at the FCC hearing revealed:

- DuPont maintains step-by-step supervision over shows it sponsors fully; prefers the happy to the "stressful."
- Chrysler looks at scripts to make  
(Please turn to page 61)

## broadened advertising thinking and spoke boldly on many issues



**WILLIAM B. LEWIS**

The chairman of the board of Kenyon Eckhardt delivered a speech at the TVB meeting in Detroit considered by many to be one of the most effective latest retorts to those assailing tv. It was called the speech of the year



**ROSSER REEVES**

The same, controversial Madison Ave. adman whose book 'Reality in Advertising' serves the ad world. At year end he was giving up his chairman of the board title at Ted Bates to devote more of his time to more creative jobs



**NORMAN H. STROUSE**

The president of J. Walter Thompson made news on numerous occasions including his recent appearance in San Francisco when he lashed out at "counterfeit intellectuals" for their attacks on American advertising methods

# Syndication in transition

**TOP FILM & TAPE STORIES OF THE YEAR: New production dips, film distributors reorganize • Reps, stations, leap into gap • Time clearances, regional buys drop • Re-run sales up, full hour sale starts**

**T**o syndicators, 1961 will go down in history as the year of the aspirin bottle, but as it came to a close there was that constructive concern common to any business that seeks to adjust itself to change.

On the one hand, the new product picture was dim. So was the new regional advertiser picture; as a matter of fact, even the old ones weren't faithful.

On the other hand, re-runs were displaying healthy sales signals for some syndicators and the international sales scene was brighter. If the conventional type of syndication programing was not flourishing, other types were.

Syndicators were making a series

of adjustments to the new era and stations were seeking to fill the gaps left open by the decline in first-run product.

There was a drastic drop in the release of new first-runs this year. The list of regular half-hour shows put on sale between January, 1961, and the present doesn't quite add up to a dozen.

Besides Ziv-UA's four — *King of Diamonds*, *Ripcord*, *Everglades*, and *Keyhole* — and ITC's three — *Whiplash*, *Supercar*, and *Danger Man* (the last partly exposed on CBS TV) — you could only list Screen Gems' *Shannon*, CBS Films' *Pursuers*, Tv Marketers' *Sea Hawk*, and Filmaster's *Beachcomber* (just recently

taken over by ITC). You might also add MGM's *Zero-One*, which was being readied in England.

There was an epidemic of company reorganizations. CBS Films for a time dropped out of first-run distribution. NBC Films dropped its CNP name, removed itself from the first-run category, trimmed its operations, and confined itself to re-run and off-network sales. NTA lost its original nucleus of leadership and came under control of NT&T, spinning off its commercials and station interests. Ziv-UA absorbed the UAA operation and placed new stress on the "UA concept" of dealing with independent producers.

Sad to relate, there was a whole-

## NEWSMAKERS OF THE YEAR: These men helped make news



WESTON C. PULLEN, JR.

The president of Time-Life Broadcast, Inc. (the subsidiary of Time, Inc.), which deals with all broadcasting matters, demonstrated his unique ability at putting together the vast complex of dynamic communications projects



ROBERT D. SWEZEY

Long active in broadcast industry affairs, Robert D. Swezey was named director of the new Code Authority of the National Association of Broadcasters and will have responsibility of interpreting both the radio and tv codes



JOHN F. WHITE

President of the National Educational Tv and Radio Center played a vital role in helping to raise the funds to acquire WNTA-TV, New York, from NTA for educational purposes in an area which called forth etv-type programing



sale exit of regional advertisers. Under the "failed to renew" classification came American Tobacco and Brown & Williamson at Ziv-UA, Balantine and Falstaff at MCA, Carling and Conoco at NBC Films, and Studebaker in national spot with an MCA-Filmways series.

But if first-run sales ebbed, there was a flood of off-network re-runs. The most significant of these were MCA's 108 hour-long shows, first of this length of syndication, and Twentieth Century-Fox's deal with ABC o&o's for late night plays of off-network re-runs.

Other off-network re-runs put on sale in 1961 included *Wyatt Earp* at ABC Films, *December Bride* and *Wanted: Dead or Alive* at CBS Films, *M Squad* and *Staccato* at MCA, *Asphalt Jungle* and *Islanders* at MGM, *Groucho* and *Deputy* at NBC Films, *Peter Gunn* at Official, and *Bat Masterson* at Ziv-UA. There were, of course, many, many others, and quite a few syndicators for the first time derived revenue principally from these sales.

The reluctance of syndicators to invest in new programs produced a



**BACKBONE** of domestic program sales were such off-network re-run series as Ziv-UA's 'Man Into Space' (top), CBS Films' 'Wanted: Dead or Alive,' and many adventure series



peculiar program vacuum. While the demand for new programs wouldn't support as much production investment as formerly, stations still wanted new shows and—being unable to obtain them from conventional sources—began to make and sell them themselves. Station groups in particular began to form special program units to make and/or sell syndicated shows. Storer Programs was a leading example of this, and Westinghouse Broadcasting also established a syndication operation; and other groups putting on a syndication part-time hat included RKO General. At the year's end Katz Agency stations made a deal with Ziv-UA giving them first refusal rights on two new shows.

The gloom of 1961 was pierced, luckily, by growing international sales. As new stations went on the air all over the world, U. S. tv film distributors made substantial increases of film exports. In previous years, the international-domestic program sales ratio was around 20-30 but in some quarters in 1961 it changed to about 40-60. While international sales in general did not top domestic (Please turn to page 62)

## in station group field, industry codes, educational tv, representation



**NORMAN E. CASH**

The president of Television Bureau of Advertising drew praise from the industry when he staged the organization's annual meeting in Detroit and told of TvB's tactics for strengthening tv and bolstering American economy



**HENRY I. CHRISTAL**

The president of Henry I. Christal, Inc., station reps, contributed considerably in the research field with Alfred Politz media studies designed to provide new audience portraits and significant new approaches to radio stations



**PETER STORER**

The passing year saw several group stations including Storer dropping station reps for house reps. Storer Television Sales opened for business with young Storer as president aided by a powerful sales force of eight men

# The assaults on programing

**TOP WASHINGTON STORIES OF THE YEAR: Minow's year on the regulatory scene • Harsh regulatory words but actions that failed to keep pace • Short-term station renewals rather than cancellations**

**N**ineteen sixty-one was Newton Minow's year on the broadcasting regulatory scene, the year of the "vast wasteland" speech, of a tough regulatory philosophy read into that and other speeches, but never directly put into words by the new FCC Chairman. It was also the year when New Frontiersmen took over three of the five places on the Federal Trade Commission, including installation of a new chairman for the

commission. Paul Rand Dixon.

Curiously, it was also the year which slowed down the rapid fire of events so characteristic of the several preceding years. Regulatory words were harsh and threatening. Regulatory actions failed to keep pace.

The FTC changed neither direction nor pace, but plodded along the same course charted in 1960 by then-chairman Earl Kintner. FCC-FTC cooperation on broadcast advertising

was extended beyond the 1960 exchange of information into a 1961 mailing of news of FTC actions and complaints to stations. Unlike the situation at the FCC, the new chairman wasn't receiving as much publicity as the old one.

The biggest Minow impact was, in fact, the glaring headlines he attracted with his assaults on radio-tv program quality. Probably the most significant development of the entire



**BELIEF IS** that FCC will dictate switch of all or major parts of tv to uhf if New York City's experimental uhf station succeeds. Newton Minow, flanked (l to r) by Seymour N. Siegel, city director of communications, Robert E. Lee, FCC Commissioner, examining transmitter of WUHF

year was the fact that, through this extensive publicity, large segments of the public suddenly became aware that broadcasting is a regulated industry. The FCC, which had received little mail from the general public, at times took on the look of Hollywood. And its mail increased for a while after each Minow speech.

The "vast wasteland" speech brought on Minow's first resounding defeat. The administration proposed an FCC reorganization which an alarmed broadcasting industry thought would put too much power into his hands, and Congress snowed it under. An alternative plan, accomplishing much the same ends while maintaining the disputed powers in the hands of the full Commission, was drafted by former chairman and now plain Mr. Commissioner Frederick Ford. This one passed easily.

Otherwise, in Minow's first months, it was Ford who provided the needed strength for Minow viewpoints. Another way of looking at it, though, was the undeniable fact that Minow could go no farther into tougher regulatory areas than Ford wanted to go. Minow could only definitely count on the vote of Robert Bartley among the commissioners. If Ford would vote the same way, there was solid hope for attracting the votes of John Cross and Robert E. Lee. T. A. M. Craven would sometimes cross over so as not to be a dissenter. But by and large, it would be Craven and Rosel Hyde holding out for full freedom for broadcasters.

The year started with some 600 license renewals being held up, almost half on "payola" questions. When the logjam broke and the pattern was finally set, it turned out that short-term license renewals with warnings were the adopted course, rather than the feared wholesale license cancellations.

The FCC proposed a new programming section for its application forms and also set the ball rolling for new station logging requirements. Both were aimed at putting into concrete form the FCC's programming policy declaration of 1960. Nevertheless, there was much anguish in the industry, fears that the FCC would dictate programming or act as a censor, and complaints that the paper

work needed to fill the proposed requirements would put small stations out of business.

The majority resisted changing essential elements, but expressed willingness to try to simplify the paperwork. The industry was asked to come in with its own ideas. The matter is still dragging along as 1961 comes to an end.

On the other hand, in the so-called "influence" cases, Public Service Television ran through all of its administrative and legal resorts, and was finally ordered off Miami channel 10. This was the case which caused former Commissioner Richard Mack to resign and which started Rep. Oren Harris in the headline business.

Other cases heard by the Harris subcommittee were in earlier stages. Most startling was the case of Crosley Broadcasting, which had won channel 13 in Indianapolis. There had been not the slightest hint of any wrongdoing by Crosley or any of the other applicants, only a finding that Commissioner Craven shouldn't have voted without hearing oral argument. Yet, the FCC ordered Crosley to give up the station. That one is still in the appeal stage, with a long way to go. Miami channel 7 and Boston channel 5, among others, are in similar danger.

The FCC proposed a new rule to cut down on "trafficking" in station licenses, under which stations would have to be held for a full license period barring emergencies. This rulemaking is also still in the works.

The FCC received and has used on three occasions its power to fine stations up to \$10,000 for willful and repeated violations of FCC rules.

The commission voted to reconsider last year's 4-3 verdict in favor of keeping network option time, but cutting it by one-half hour. New arguments were heard 4 December on the question of whether option time is in the public interest. Even if the Commission votes that it is, the Justice Department will be free to attack the practice in view of its own stand that option time is a *per se* violation of antitrust laws. But in that case the courts, not the FCC, would have to decide.

The new President instituted press



**NAB PRES.** LeRoy Collins made his first NAB public speech at Washington convention and introduced President Kennedy who hailed broadcasters as 'guardians of the most powerful and effective means of communications...'


conferences on live radio and tv, alternating with delayed broadcasts, uncensored and uncut.

Congress looked at various bills to do away with political equal time Sec. 315 entirely, to exempt from Sec. 315 time given to candidates for President and Vice President, to exempt candidates for governor and Senator, and even to force networks and stations to donate free time to politicians. It looked—and decided to shelve all bills of this nature for another year.

The FCC asked Congress for power to regulate networks, and the Harris Committee issued a report calling in the strongest terms for such regulation. However, this was also delayed until 1962.

An effort to open up House proceedings to radio and tv foundered quickly on the opposition of the late speaker, Sam Rayburn.

(Please turn to page 64)



To the  
businessman  
who can  
see beyond  
here

Our population is growing, moving, shifting. And more people than ever need more goods—opening new areas in which to build your business, to provide more jobs in America's growing economy.

But how? And where? These key questions are answered best by marketing research, often costly and time-consuming. But it doesn't have to be. And it isn't—if you consult your U. S. Department of Commerce. On file, it has a 135-million-dollar fund of marketing data—vital and valuable up-to-date facts. Yours for the asking.

You'll find information in depth on U. S. business, manufacturers, housing and many other basic aspects of market-

ing. It will help you pinpoint your profit potential and select the best areas for your product, industry or service. (A detailed study of 750,000 blocks in 475 cities will even help you find the ideal corner for a retail outlet.)

Take advantage of the many ways in which your business can grow. In new U. S. markets. In foreign markets. In developing new products and services. In attracting new industry to your community. Just write or phone the U. S. Department of Commerce Office of Field Services in your city, or Washington 25, D. C. Your U. S. Department of Commerce is always ready to help you grow with America!



**NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!**

# 1961 RADIO RESULTS



**AS A SERVICE** to advertisers and agencies utilizing spot or planning to, *SPONSOR* reprints the best capsule case histories of 1961, selected from its regular features *RADIO RESULTS* and *TV RESULTS*. This first part of the annual round-up extensively documents 32 radio advertising campaigns and illustrates how the medium is effectively selling goods and services at the local level for advertisers.

## APPAREL

SPONSOR: Stanley's Department Store  
Div, Interstate Dept. Stores

AGENCY: Louis Cohen

**Capsule case history:** Jerry Leven, general manager of Stanley's Department Store in Troy, N.Y., described it as "the biggest day in the history of the store's 19 years." Considering that Stanley's is 60% ahead in the overall picture of the entire chain of 60 stores, and is now 60% ahead of its own record of a year ago. Mr. Leven's statement is an important one. Stanley's scheduled a flight of minute spot announcements running two per hour for three days—Wednesday, Thursday, and Friday—on WROW, Albany. These sale announcements, aired from 7-10 a.m. and 12-7 p.m. brought customers in from surrounding areas as well as the city itself. In just one day, Stanley's signed up 60 new charge account customers, most of them from the outlying districts. The type of spots used, and the success they brought, was of special interest to Stanley's. Listener response to the soft sell WROW favors garnered concrete results for Stanley's.

WROW, Albany, N.Y.

Announcements

## AUTOMOBILES

SPONSOR: Mishawaka Gates Chevrolet

AGENCY: Direct

**Capsule case history:** Three weeks ago, Mishawaka Gates Chevrolet decided to get rid of eight 1960 Chevrolets, four new and four demonstrators. As usual, they called the local newspaper, but found that Thursday was the earliest that the ad could appear in the paper. They then called WNDU radio, and bought about 10 one-minute spots per day for a week. Tuesday morning the first announcement was made, and that same morning, during the early sales meeting, the phone began to ring . . . and it didn't stop ringing all day long. The client got so much traffic from the WNDU spots, that it decided to put its lower price models "for a slightly higher cost than the '60 cars" on the floor. In one week's time the dealer sold all the demonstrators, plus 30 1961 models. Virgil Van Meter, sales manager for Mishawaka Gates, says, "The immediate results and the power of radio in sustaining sales all week really amazed us. We will be back for more WNDU radio time in the future."

WNDU, South Bend

Announcements

## AUTOMOBILES

SPONSOR: Hampton Motor, Inc.

AGENCY: Direct

**Capsule case history:** Two years ago Hampton Motors, Inc., Chevrolet dealers, started to advertise on WVEC, and there have been many changes since. Business has actually doubled, and the firm recently has had to move to larger quarters to handle the increase. "Much of this increase has been definitely due to our radio campaign," said Harry Deans, who is general manager of Hampton. Another result is less tangible, but equally important to the firm, and that is the prestige it has built up through the use of WVEC and the copy approach. "Your Golden Rule Dealer" is the slogan announced in all its spots, and the dealer's honesty and integrity are stressed. The reputation for sound and reliable services, combined with the station's good will, have been an integral part of the firm's growth. Using 38 30-second spots each week, Hampton is able to vary the audience so that all types of adults are reached, and produce the most effective results. This has proved to be the firm's best formula.

WVEC, Hampton, Va.

Announcements

## AUTO REPAIR

SPONSOR: Automotive Engineering Company

AGENCY: Direct

**Capsule case history:** "You certainly were right. Radio really does deliver results." This was the reaction of Charles Cusick, general manager of Automotive Engineering Co. in Pittsburgh, to a spot campaign his company ran on KQV, Pittsburgh. For years, Automotive Engineering, one of the largest automobile repair outfits in the city—a company which specializes in transmission and motor work—had confined its advertising dollars to print. Following the inauguration of its radio campaign, business picked up to the extent that three additional mechanics had to be hired to handle all the work. Because each series of spots concentrated on a particular type of work, it was immediately evident what kind of pull the radio ads were having. Manager Cusick reported that many of his new-found customers refer to certain features of the work that they had heard about on KQV. The firm's advertising, in Cusick's own words, "will go to KQV for a long time to come."

KQV, Pittsburgh

Announcements

## BAKERY PRODUCTS

SPONSOR: Anadama Bread Inc.

AGENCY: John C. Dowd, Inc.

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

WMEX, Boston

Announcements

## BOATS

SPONSOR: Thomas Dorst

AGENCY: Direct

**Capsule case history:** While radio is used successfully to sell a number of high-priced items, few advertisers have used the medium to promote luxury merchandise. Magazines and special sections of newspapers have been used primarily. Thomas Dorst decided radio was worth a test to sell his 12 Bermuda custom-built ketches, handcrafted from life-time teak, when the Sport and Boat Show opened at the Cow Palace in San Francisco, and bought 30 one-minute live spots on KFRC inviting inspection of the model on display. The ketches sold for \$11,500 a piece. Result: Many hundreds of people came to the Cow Palace asking where the model was located on the floor, and it became one of the most popular attractions at the show. Before the show ended, Thomas Dorst had sold eight of the 12 ketches available. Using a small advertising budget on KFRC, the advertiser was able to realize \$92,000 in total sales. Again radio proved its ability to merchandise any type of product.

KFRC, San Francisco

Announcements

## BANK

SPONSOR: North Carolina National Savings Bank

AGENCY: Direct

**Capsule case history:** When the North Carolina National Savings Bank, Winston-Salem, decided to go into radio advertising for the first time they turned the problem of setting up a campaign over to the sales staff of WSJS, Winston-Salem. WSJS set up a special news bulletin package, an unscheduled number of straight one-minute news bulletins to be used whenever the WSJS staff felt material was newsworthy enough. *Up to the Minute News*, as the bulletins are called, has done a tremendous job for the bank. According to Frank O'Sheen, bank vice president, *Up to the Minute News* was our very best radio buy. The news bulletin campaign on WSJS has been a great help in establishing our identity as well as being a perfect springboard for the telling of, and selling of, specific services." In addition, O'Sheen said, the WSJS news presentation has provided a number of favorable side effects in addition to getting the bank's specific public story across to customers.

WSJS, Winston Salem, N. C.

Announcements

## BREWERS

SPONSOR: Louis F. Neuwiler & Sons.

AGENCY: Direct

**Capsule case history:** Louis F. Neuwiler & Sons, Allentown, Penn., brewers of Neuwiler's Beer and Ale, have long believed in the efficiency of radio advertising, and after the past year's experience, they do so more than ever. Neuwiler's general manager placed a year-long spot campaign on WGBI, Scranton, in an effort to reach the adult beer and ale drinking audience in the Scranton-Wilkes-Barre-Hazleton market. Their latest figures show that sales have been climbing steadily since the time the company signed with WGBI a year ago, and they have had to increase their barrel output for both the beer and ale to keep up with consumer demand in the area. Because of their sales success, Neuwiler's has decided to continue their radio spot campaign for another year on WGBI. They are still using thirty one-minute announcements each week, placed now all in morning drivetime, since they believe that their WGBI campaign was definitely instrumental in the rise of sales they had in this Pennsylvania market.

WGBI, Scranton

Announcements

## **RADIO RESULTS**

### **CLOTHING**

SPONSOR: Robert Hall Clothes

AGENCY: Arkwright Advertising

**Capsule case history:** Robert Hall Clothes recently received the largest and most successful response it has ever had for a radio write-in promotion. Robert Hall bought a schedule on WCBS using the *Jack Sterling Show* (6:00-10:00 a.m.) to promote a special contest. Sterling awarded a Robert Hall wardrobe to a listener and his entire family whose postcard was selected from those sent in. Within five days, and after only a handful of 30-second announcements had been broadcast, 23,278 cards were received. Robert Hall Clothes, which has concentrated a large part of its advertising budget on radio over the years, was impressed by Sterling's results. Jerry Bess, exec. v.p. at Arkwright Adv., said: "We are most enthusiastic about the show, and we look forward to a continued campaign for the account using both straight commercials and contest promotions. Sterling, with his tremendous personal magnetism, has the ability to not only reach people, but sell products as well."

WCBS, New York

Announcements

### **DEPARTMENT STORE**

SPONSOR: Montgomery Ward, St. Louis

AGENCY: Hart Adv

**Capsule case history:** Montgomery Ward in St. Louis decided to use radio in a special two-week promotion over KWK. The schedule consisted of 12 one-minute spots per week, and the campaign produced immediate results. Ward wanted to eliminate a large inventory of summer catalogues, and to eventually increase its number of charge account customers. By offering the free catalogues, the store hoped to compile a list of possible customers for charge accounts. D.j.s worked exclusively from ad lib sheets, and the response to the offer was so overwhelming that the entire inventory of catalogues was depleted in less than a week. The balance of the announcements had to be revised for regular advertising. Thus far, final results are not available as Ward's has not finished its final tabulation on credit accounts from the large number who received the catalogues. But a sample of the results proved its success, and Ward's placed a 52-week contract with KWK, based on it, for its regular advertising.

KWK, St. Louis

Announcements

### **FOOD**

SPONSOR: Trout Foods, Inc.

AGENCY: Direct

**Capsule case history:** Over the past 10 years, Trout Foods, Inc., distributors of pretzels, potato chips, corn curls, cookies and like products in Reading, York and Wilkes Barre, Pa., has grown from five employees and three trucks to 28 employees and 17 trucks. The real growth period began three years ago when Trout intensified its radio campaign and allocated 80% of the ad budget to WEEU for sponsorship of *Paul Harvey*, the station's network co-op program, broadcast Monday through Friday from 1:00 to 1:15 p.m. "Almost without exception we find grocers tuned to our show," says Charles D. Trout, president of the company. "This alone is an excellent door-opener, but more importantly it pre-sells our products and lends tremendous prestige to us as distributors." With radio a key factor in sales, Trout Foods' volume of business has grown 400 percent in the past years while its number of employees has increased five-fold, making it a leading area distributor.

WEEU, Reading, Pa.

Program

### **FOOD**

SPONSOR: Watkins distributor & dealers

AGENCY: Direct

**Capsule case history:** The big stumbling block in the path of the door-to-door salesman is the wary householder's closed door and closed mind. In San Luis Obispo, the Watkins dealers, who sell pepper, vanilla, and other such condiments door to door, broke this barrier by building a friendly atmosphere for themselves and their company with radio. The local distributor started a participating sponsorship, with a one-year contract, on the *Party Line Show*, KVEC, San Luis Obispo. This program, with the largest audience of any show in the area, is aired in prime housewife time, 10:30 to 10:55 a.m., Monday through Friday. It's a local exchange for recipes, household hints, etc., plus music. Watkins participates each day, emphasizing the Watkins catalog, and urging a welcome for the dealer when he calls. Each dealer is mentioned at least once a month, and they are all most enthusiastic about their radio campaign, and the 57% increase in home-call business it's helped them achieve.

KVEC, San Luis Obispo, Cal.

Program



## **RADIO RESULTS**

### **FOOD STORE**

SPONSOR: Chicken Delight

AGENCY: Direct

**Capsule case history:** Chicken Delight, a newly franchised home-delivery food store in the Las Vegas area, found spectacular success with a three-week campaign on KORK. After 21 days of operation and 10 days of saturation on the station, Chicken Delight proprietors Bob and Shirley Nolan had seen their business increase 50 to 75% in gross, and their production and delivery staff increased from four to eight. With the exception of a regular opening week direct mailing to homes in the immediate neighborhood of the store, the KORK campaign was its sole advertising. The schedule consisted of 11 30-second announcements per day over the 10-day period, and using the food outlet's slogan "Don't Cook Tonight; Call Chicken Delight," heavily pitched the convenience of home-delivered chicken, shrimp, ribs and fish. Cost of the schedule was negligible against the tremendous volume of business produced, and the Nolans now plan to use radio advertising regularly with the same approach.

KORK, Las Vegas

Announcements

### **FURNITURE**

SPONSOR: Martin Strange Furniture Store

AGENCY: Direct

**Capsule case history:** All-night radio programming paid off handsomely for the Martin Strange Furniture Store of Indianapolis. A new store in the city, it needed unusual exposure to attract customers and Robert Ohleyer, station manager for WISH, sold the outlet on the idea of an experimental all-night remote program from the store itself. Scheduled from 11:30 p.m. to 6 a.m., listeners were alerted to sale items and told that the store would be open during the entire remote show. Results: The advertiser brought over 500 people to the store during the early hours of the morning in the first few weeks alone, and the sponsor found that there was a wide open market for a store that could service buyers who ordinarily cannot shop at regular hours. Volume was so tremendous that the furniture store had a difficult time at first handling the orders. The store has now reaped a good part of its selling to nighttime, and with the help of WISH, has become a leading furniture outlet.

WISH, Indianapolis

Program

### **FOOD STORE**

SPONSOR: Sure Way Super Markets

AGENCY: Direct

**Capsule case history:** In 1952, when Sure Way Super Markets was in fourth position in Green Bay, Wisc., in terms of retail grocery sales, it started sponsorship of a 15 minute radio program, *The Sure Way Telephone Quiz*, on WBAY, Green Bay. The program, placed in the 9:30 9:45 a.m. segment Monday through Friday, features telephone calls made from the WBAY studios at random to people in the area. If those called answer the questions correctly, they receive an award. The correct answers to all questions are posted in each of the six Sure Way stores. Sure Way says that as soon as a new answer is posted, they notice a decided influx of shoppers in the stores. Sure Way is still sponsoring the shows and today the chain is in number one position. J. J. Van Essen, vice president and advertising manager of Sure Way, says a "considerable portion of our success is definitely attributable to WBAY."

WBAY, Green Bay, Wisconsin

Program

### **HANDICRAFTS**

SPONSOR: Teague's Trading Post

AGENCY: Direct

**Capsule case history:** What convinced this advertiser on the power of radio? It was just five hours after his first spot announcement on Read Wilson's *Top O' the Mornin'* show over WWNC, Asheville, North Carolina, that the customers started arriving. They came in and asked to see the handicraft items advertised on WWNC, and bought in quantity. Late evening arrivals demanded that doors be opened and lights turned on because Read Wilson had said that Teague's was open 24 hours a day, and they came in and bought. During the schedule, without the use of any sales gimmicks, sales volume increased over three times the normal. Said the manager of the store: "They kept coming, and buying, and wanting to know why they hadn't heard of us before, even though we've been in business in Asheville selling handicrafts, souvenirs, and pottery for 11 years. We've never seen anything like it." As a result, Teague's Trading Post store has become a regular advertiser on WWNC.

WWNC, Asheville N C

Announcements

## RADIO RESULTS

### HOME BUILDERS

SPONSOR: Rockhaven Homes, Inc.

AGENCY: Direct

**Capsule case history:** Home builders in Cleveland have been singing the blues about spotty sales for some time. Rockhaven Homes, Inc., decided to try a short schedule on KYW, using 20 one-minute spots, including eight "on location." Thursday, Friday and Saturday 12 spots were run during the day. On Sunday, Dex Card, KYW's morning show personality, was at the Rockhaven Homes development in nearby Chardon, Ohio, to deliver the "on location" spots (once each half hour) within KYW's regular Sunday afternoon four-hour studio-originated program. Card described the home for sale, commented on the crowds and good weather, and suggested that listeners come out and see the homes for themselves. The following week, F. W. Page of Rockhaven reported that "2,500 to 3,000 people came, and we sold 17 homes in the \$15,000 bracket, totaling \$250,000. The number of leads we have presently will probably push this figure considerably higher for us within several weeks."

KYW, Cleveland

Announcements

### HOME IMPROVEMENTS

SPONSOR: Struck & Irwin Co.

AGENCY: Direct

**Capsule case history:** To sum up in the word of the general manager of the Struck & Irwin Co., Madison, Wisc., "We are sold out." This, in a few words, tells the successful sales story of their blacktop paving advertising campaign on WKOW Radio, Madison. The company bought the five-minute 7:45 a.m. *Jack Davis Weather Show*, for three days a week, Monday, Wednesday, and Friday, starting 3 April and ending 29 September. The campaign offers Struck & Irwin's blacktop paving of driveways service. Now, even though the campaign was recently completed, the company is unable to accept more contracts because of the amount of business their radio advertising has brought them. Struck & Irwin's general manager also had this to say about advertising on WKOW: "With only a nominal expenditure on this station, our blacktop division volume will be in excess of \$200,000. An excellent return for the dollar spent." The approximate cost of the campaign on the show was \$1,000.

WKOW, Madison, Wisconsin

Program

### HOUSEHOLD APPLIANCES

SPONSOR: Conde Hardware Co.

AGENCY: Direct

**Capsule case history:** Conde Hardware store of Watertown, New York, purchased two remote broadcasts over WWNY featuring the station's women's commentator, Dorothy Parr, to promote a big two-day appliance sale. The programs were on the air both days of the promotion, from 9:30 to 10:30 a.m. F. Ehrenzeller, mgr. of the store's appliance division, reported: "We were amazed by the results from Dorothy Parr's broadcasts. Her announcement that our new Frigidaire was so frost-free that even the frozen grapes we placed in them would not stick together, resulted in over 50% of the people coming into the store asking to try the grapes. This was only on the remote broadcast that morning and it had a direct bearing on our Frigidaire sales. It was a good sales device, but it also required Dorothy Parr's impact to make it felt." The sale was also advertised in the newspapers, but the WWNY segments, costing considerably less, produced most of the sales for the store.

WWNY, Watertown, N. Y.

Programs

### INVESTMENT COMPANY

SPONSOR: The Marshall Company

AGENCY: Direct

**Capsule case history:** The Marshall Co., an investment house in Milwaukee, puts the largest slice of its ad budget into radio, and the radio budget is used exclusively on WEMP. This has been so for 10 years. In 1951, the company bought the 7:55 a.m. five-minute newscast, and still buys it. The 4:55 p.m. news has since been added, for a total of 12 newscasts a week. The company believes the news format and the institutional sort of message has helped greatly to establish the firm's image as reliable, reputable, and friendly, and set the sage for community service, and sales. Radio produces more sales than any other medium used by the firm, to people not usually reached otherwise. Over 50% of the radio inquiries result in purchases of stock. The Marshall Co. says sales from radio leads go up into six figures annually, using a \$300-a-week radio budget. The investment firm has renewed with WEMP for over 10 years, a testimonial to the medium's continual positive pulling power.

WEMP, Milwaukee

Program

## RADIO RESULTS

### LAUNDRY AND DRY CLEANERS

SPONSOR: Our Laundry and Cleaners

AGENCY: Direct

**Capsule case history:** Our Laundry and Cleaners is a medium establishment, and solicits business from a comparatively wide area in Charlotte. The service operation bought participation in WSOC's morning show for an 18-month period, and achieved very satisfactory results. Said David W. Allen, manager of the laundry, "During the time of our radio advertising on WSOC our business has been very successful and has shown a remarkable growth. I credit much of this success as a direct result of their fine program of informing the public of our services, and also to their very friendly personable manner of announcing. At one point during our association with the station, the contract terminated and for six weeks the laundry business showed a steady decline. Needless to say, we were grateful to resume our sponsorship again." The establishment considers radio advertising to be integral part of its marketing operation, and will continue to employ the medium to bring in business.

WSOC, Charlotte

Participations

### MOVIE THEATRE

SPONSOR: Paramount Theater

AGENCY: Direct

**Capsule case history:** A traffic jam hit downtown Monroe, La., shortly after 10 p.m. one night recently, and the honking of 400 automobile horns was evidence that KNOE, Monroe, has listeners aplenty. All the activity was due to a modest one-night spot campaign purchased by Ted Hatfield, manager of the local Paramount Theater. To promote the movie *Gidget Goes Hawaiian*, Mr. Hatfield purchased five one-minute spots to be run between 10 and 11 p.m. one night on KNOE. By 10:20 p.m. that night, things were happening. The KNOE announcements promised a free recording of Jimmy Darren's *Gidget*, and a free pass to *Gidget Goes Hawaiian*, to the first fifty people honking their car horns as they passed the Paramount Theater. The fifty free records and passes were delivered to each car by theater attendants in just seven minutes, and by 11 p.m. the count on honking cars had reached the 400 mark. The Paramount Theater had successfully publicized its movie for only \$10.

KNOE, Monroe, La.

Announcements

### MODELING SCHOOL

SPONSOR: John Robert Powers School

AGENCY: Direct

**Capsule case history:** The John Robert Powers school in Pittsburgh has long used radio as basic ingredient in its advertising approach. They utilize the technique of having operators stand by to take down the names of prospects who respond immediately to the sales message. This procedure has proved successful for the modeling school. "Our telephone operators are aware whenever KQV has run one of our announcements by the way the switchboard lights up," said Ruth E. Schall, director of the Pittsburgh school of modeling. Powers has used many other media, and many copy approaches, but none has produced anywhere near the results of radio. Radio is the only medium which has delivered as many inquiries to Powers with such speed. "We have found that prospects must react to our messages while the impression is still bright in their minds, and this is why radio is ideal for our kind of approach," Miss Schall added. The school plans to continue to use radio as its ad base.

KQV, Pittsburgh

Announcements

### MUSIC STORES

SPONSOR: Music Box

AGENCY: Direct

**Capsule case history:** The Music Box, with its two locations, one in Langley Park, Maryland, and one in Washington, D. C., has advertised exclusively on WMAL, Washington's, *Felix Grant Show* for the past seven years. This show, which features good jazz, is on the air from 8 p.m. to midnight, Monday through Friday. The Music Box has scheduled 12 one-minute announcements per week. Two years ago the Music Box started featuring an Album-of-the-Week, and at this time the store manager kept 30 of the featured albums in stock for potential buyers. Now, two years later, the Music Box must have at least 75 to 100 albums on hand before an on-the-air offer can be made, due to the interest and response of the WMAL listeners. The manager of the Music Box says, "My association with the *Felix Grant Show* has been magnificent, and for my part the jazz show is the best buy in town." This evening show has effectively and continually reached potential new customers.

WMAL, Washington, D. C.

Announcements

## RADIO RESULTS

### OFFICE PERSONNEL

SPONSOR: Kelly Girl Service, Inc.

AGENCY: Direct

**Capsule case history:** Kelly Girl Service, Inc., one of the leading temporary office services in the country, decided to place a campaign on KDKA to remind businessmen and executives in the Pittsburgh area of its full line of office help: secretaries, stenographers, typists, comptometer operators, key punch operators and other clerical workers. Schedule was for four one-minute announcements per week on Rege Cordic's 6 to 10 a.m. show, *Cordic and Company*, which features comedy skits, service features and music. Commercials, with a clever opening to "Mr. Boss," pitched speed and economy. Results, according to A. W. Leonard, Pittsburgh branch manager for Kelly: "Our spots on KDKA increased our dominance in the market. We began to notice a sales reaction from the very first week of the schedule." After two months on the air, a careful check by Leonard showed that the radio advertising on KDKA had increased business a full 25% for Kelly Girl Service.

KDKA, Pittsburgh

Announcements

### SERVICE STATIONS

SPONSOR: Conoco Oil Co.

AGENCY: Direct

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

KAPE, San Antonio, Tex.

Announcements

### OFFICE SUPPLIES

SPONSOR: Roberts Office Supply Co.

AGENCY: Direct

**Capsule case history:** With many office supply firms relying largely on direct mail, if they advertise at all, Roberts Office Supply Co. of Portland, Maine, has realized outstanding sales results by sponsoring classical music on WMTW-FM. The firm attributes its success over the fm station to two factors: 1) A high percentage of listeners are executives; and 2) the station's tri-station coverage (Maine, New Hampshire, Vermont). Richard Walker, Roberts' president, said: "WMTW-FM's coverage has given us access to new prospects not usually contacted by our salesmen in their routine calls, and has racked up for us major sales to customers who otherwise would never have heard of us." Recently, a new firm in the small resort village of Jackson, New Hampshire, requested a salesman and subsequently placed a substantial order, based on a commercial. Tremendous tri-state sales of this type have made the Portland office supply company's costs for advertising negligible.

WMTW-FM, Portland, Me.-Mt. Washington, N. H.

Program

### SPORT PARACHUTE TRAINING

SPONSOR: Sport-Chutes, Inc.

AGENCY: Direct

**Capsule case history:** Sport-Chutes, Inc., wanted to alert the public to their new and exciting sport, and decided the best bet would be to use radio. They bought a 20-minute segment of *Musical Showcase*, the Sunday morning show on WEBR, Buffalo. The problem unique to this service was that it couldn't actually be offered for sale, since everyone is not eligible to buy. Only those who have had military chute training or were willing to take lessons could qualify. So Sport-Chutes' WEBR message was really an invitation to the public to come out to their training site to observe the jumping activity. Hundreds of people did come, and many inquired about lessons. David Coon, Sport-Chutes' president, reported that it was "the most effective advertising we ever had. As a result of one week's program we received over 12 new students. They all mentioned that they heard about our organization on WEBR radio." Sport-Chutes, Inc., is now planning to use the station on a more regular basis.

WEBR, Buffalo

Program

## **RADIO RESULTS**

### **SUPERMARKET**

SPONSOR: Daitch-Shopwell Supermarket chain

AGENCY: Direct

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

WLIB, New York

Announcements

### **VITAMINS**

SPONSOR: Vital Health Foods Co.

AGENCY: Direct

**Capsule case history:** Vital Healthy Foods Co. had not used radio in several years and there was considerable doubt that vitamins could be sold by mail in view of the great variety of similar products being promoted. But the short schedule on KMMJ, Grand Rapids, produced results immediately for the advertiser of Vitalife. On a Monday-through-Saturday basis, six spots per week were run on the station in the women's segment of the morning variety show *On the Best*. Good copy, prepared by KMMJ's copy department, and the top KMMJ announcers racked up for the advertiser outstanding results in the market against severe competition. Selling for one dollar, 2,560 listeners responded to the vitamin commercials before the schedule was completed. The vitamin company reported that orders came in not only from Nebraska, but from South Dakota, Iowa, and Colorado. In addition, orders for Vitalife were received by the advertiser for many weeks after the schedule.

KMMJ, Grand Rapids, Neb.

Announcements

### **TRAVEL**

SPONSOR: A & B Travel Agency

AGENCY: Direct

**Capsule case history:** WELI, New Haven, Conn., has proved for two years that radio can sell high-priced luxury items. During the month of September, the A & B Travel Agency ran 120 announcements on the WELI *Bud Finch Show* telling New Haven listeners of a Sunline Cruise on the S. S. Independence. The American Export Lines allotted 40 rooms for WELI listeners who wanted to take this 23-day trip to such ports as the Canary Islands and Casablanca. Prices ranged from \$540 to \$668. Within the first seven days all these rooms were committed and there was a waiting list of 200 people. An additional allotment brought the total number of rooms up to 55. On 31 January, Bud Finch, Dick Davis, pres. and general manager of WELI, plus 105 persons, alerted to the cruise via WELI, will set sail from New York. What this adds up to in dollar terms is that a \$2,000 advertising expenditure attracted \$60,000 worth of business. Last year's trip was equally successful.

WELI, New Haven

Announcements

### **WATCHES**

SPONSOR: Rogers Jewelers

AGENCY: Direct

**Capsule case history:** For more than 10 years, Rogers Jewelers of Evansville, Indiana, has been a steady user of WJPS. During this time, it has met with continued success in jewelry sales, employing both special promotions and regularly scheduled spot announcements. At the same time Rogers has used newspaper but with negligible success as was the case with a recent Christmas promotion run to hypo sales for Elgin watches. Prior to both media purchases, watch buying had been decidedly slack. The concentrated radio campaign reversed the over-all outlook and turned in a tremendous record. Watch business for December, 1960, compared to the same month in 1959 was 40% higher and the company is "100% sure it was due to the WJPS promotion for \$19.95 Elgin watches," Mike Ellenstein, executive of Rogers, reported. "The people asked for the Elgin watches advertised on radio. It has been our most successful promotion in the last 10 years."

WJPS, Evansville

Announcements

# SPONSOR ASKS:

## HOW CAN FM STATIONS MERCHANDISE THEMSELVES AND THEIR ADVERTISERS?

Those replying to this week's question are:

- **John M. McGorrill**, WMTW-FM, Portland-Poland Spring, Me.
- **David H. Polinger**, WTFM, New York
- **Robert J. Wattoff**, FM Listener's Guide, New York, N. Y.

**John M. McGorrill**, *national sales manager, WMTW-FM, Portland-Poland Spring, Me.*

The problem facing every fm station is to increase the sale of fm receivers which in turn should increase the listening audience. During the past three years, we have tried many different methods. Some have been effective and some have not. During this period we even became a distributor for a line of fm and fm-am radios.

We have found two methods that have appeared to produce the great-



*Dealer receives a credit in air time based on % of his dollar volume*

est results in our area. The first is a close working alliance with all radio distributors and dealers.

At the present time they are the ones who stand to gain the most in a cooperative venture with fm stations as they will realize immediate revenue through the sale of fm receivers.

We worked out a plan whereby each radio dealer in our area would receive a credit in air time based on a percentage of his dollar volume from the sale of fm receivers. Certain controls were set up to protect the station from misleading information. We called a meeting of the radio distributors and outlined our plans which met with their overwhelming approval. They offered the use of their salesmen to educate the

dealers in the advantages of fm broadcasting and of selling receivers.

Another method centered around the fact that a number of our prospects were not familiar with fm broadcasting. Therefore, through the cooperation of a local radio distributor, we were able to come up with an excellent introductory plan whereby if a prospect would buy a large enough schedule, we would give him a high grade fm-am table model radio for use in his retail outlet. This brought business to the station and gave the station an enthusiastic new audience.

Merchandising for our advertisers has been accomplished by methods depending on their needs. In one case involving a nationally known product which purchased a substantial 52-week contract, we constructed some large display units for its retail outlets. Each unit called attention to the weekly program sponsored by the client and contained an fm radio tuned to our station all day. This received favorable reactions from the client, his dealers, and their customers.

Other methods have been simpler but equally effective. Examples, again depending on the client's needs, include sending merchandising letters to all dealers of a national client calling attention to the schedule and selling the merits of WMTW-FM. Letters of this nature can be two-fold in purpose.

Another method is the use of posters. We designed them for over 100 retail outlets telling their customers of an account's sponsorship of a news-cast series.

A unique method of merchandising does not always produce the desired results. The method should be tailored to the client and more often than not can be reasonably simple in nature and be far more effective.

**David H. Polinger**, *general manager, WTFM, New York*

Fm stereo is so new a medium,

promotion-advertising must begin "at home;" it must first promote an audience. On the air spots directed to those listening on monophonic fm can let them know what they're missing.

As expected, many initial stereo advertisers are sound equipment man-



*To build a stereo audience, a spot campaign on monophonic fm important*

ufacturers. Stickers, posters, all sorts of aids which invite customers in for stereo demonstrations, can be supplied by stations to dealers. A further step, at least in the initial year of fm stereo: programed hours of special effect music and features which highlight the medium's separation of sound and multi-dimensional reception. These should be timed for demonstrations during peak retail selling hours.

Stations can conduct seminars, where engineering staffs help manufacturer sales forces gain the extra know-how to bring more fm stereo sets into retail outlets. Fm stereo reps can follow with visits to retailers to make sure their station's signal is being properly received.

To whatever extent possible, a station should become a community center with a "face" as well as a sound. WFTM, for example, will conduct adult education classes at the station in languages, music and art appreciation, perhaps even drama and gourmet cooking. Such subjects coincide with the station's programing format—"continental" music and features including culinary and theater discussions. In any event, fm stations should seek ways to promote their own distinctive broadcasting features.

Remote programing also gives

form and substance to radio voices; WTFM's luncheon celebrity stereo interview program, for instance, emanating from a quality restaurant, presents the station "in person" to thousands of people a day and help create a personal identity.

Advertising still is the most effective way to spur interest in a station, a sponsor, or a medium. We should budget ourselves to the maximum; advertise in all media, including competitive radio and tv, and then—if possible—add a few more dollars.

But rather than buy all that space and time, as some fmers do merely to expose call letters, each station should promote its own distinct format and personality in as interesting a fashion as possible.

**Robert J. Wattoff**, editor & publisher,  
*FM Listener's Guide*,  
New York

"This is a non-profit organization. We didn't plan it that way, but that's the way it worked out."

This sign could hang conspicuously in too many fm stations throughout the country. To get down to bedrock, what most of these stations need is more advertising revenue. And very often, it just takes something a little extra to get the signature on a contract. Advertisers today are just plain spoiled. The big magazines and newspapers supply all sorts of extra incentives, and if it means the difference between profit and loss, there's



*Tie-in ads promoting both show and advertiser in station's program guide*

no reason why fm stations shouldn't do the same to get their share of the advertising dollar.

Probably the most available sales building tool is also the most neglected. Advertisers have found, in market after market, that fm is more than just listening. SPONSOR has run a number of items on station program guides, but although many stations have used them, very few have used them properly.

A complete merchandising package

should be built around these guides, and air time should be sold on the basis of the package:

- A spot schedule or show.
- A tie-in ad promoting both the show and the advertiser in your station program guide. A number of stations have used this phase most successfully. WQXR in New York is a prime example.
- A premium offer on the sponsor's show. Advertisers want action, and by offering an introductory copy of your program guide to anyone visiting a sponsor's store or sending for information, you can show him that his message is being heard and acted upon.
- Supply the advertisers with copies of your guide with his ad in it, to be mailed to his customer list or distributed on his counter.

There are many ways to get the job done at minimum cost.

1) Get a local printer to do the job and let him sell advertising to cover the cost. The danger here, of course, is that he might end up being competitive to you.

2) Get a local printer or individual to do the job for you in exchange for your efforts in building circulation with on-air promotion. If you get one with imagination, he can make it into an "around town" magazine. WFLN in Philadelphia has done this rather successfully.

3) Tie in with an existing local publication and have them supply you with copies in exchange for air time.

4) Use a national service which can supply you a complete professional magazine with your programs inserted in the center of the book for a fraction of what it would cost you to do the job yourself. For example, we produce our *FM Listener's Guide* (formerly *Playback*) for music stations coast-to-coast. Some of these lost as much as \$1000 a month when they turned out their own, and this has been reduced to a fraction of that amount by using syndicated program magazines.

Program guides as a unique channel of promotion are all too rare. If print media is giving you competition then why not use print to beat that competition? Package up an air schedule, printed ads, and sales action for your advertisers and sell the package wholeheartedly, and you'll do business.

## TELEVISION

(Continued from page 27)

It was the year more local stations, spurred in a measure by the prodings of the FCC, began broadcasting significant and meaningful editorials on local issues and educated executives proclaimed that broadcasting's image could only be raised through programing. "All of broadcasting starts with programing," Ward L. Quaal, executive vice president of WGN, Chicago, told his colleagues. In a similar vein, Henry M. Schachte, while still Lever Bros. exec. v.p. in the U. S., told a group in Boston that television's malnourished programing was due to "a paucity of creative talent."

Throughout Broadcast Row one heard the insistent refrain for more mature, more enduring and more reflective presentations on the nation's 21-inch screen. It was time, critics said, for tv's three R's—repeats, reruns and residuals—to play an infinitely less dominant role in videoland.

The strength of television, according to Norman E. Cash, TvB president, and other observers, also was revealed when in the face of a business downturn, tv alone managed to increase its advertising revenue. The story was almost identical to that of 1958, though in early 1961 it was far more difficult to move against the ebbing tide. Yet, television did, gaining some 6% in revenue, according to TvB. In contrast, newspapers declined 3%, magazines 2% and outdoor 5%.

Total spot tv figures for the year were not available but TvB recently released figures showing spot tv gross time billings up 1.8% in the third quarter of 1961 over the similar period last year. Gross time billings in the third quarter of 1961 were \$127,644,000 compared with \$125,012,000 in the same quarter last year, up 2%.

There were estimates, however, which showed that daytime tv network gross time billings will come to approximately \$250,000,000, a record for the three networks. This figure is roughly 20% higher than the 1960 take.

During the year there was bitter competition among network salesmen in an effort to bring in more daytime

(Please turn to page 50)




WRC creates the kind of programming Washington adults listen to. WRC creates a commercial climate that means extra attention for your message. WRC creates a strong response to your product in the Washington market.

And what a market it is! Tenth in the United States. Greatly diversified. And Washington is the only metropolitan area in the nation in which all counties (5) rank in the "top ten" for Effective Buying Income per-household. What's more, two of those counties top the list!\*

Win your full share of this market. Win Washington customers on WRC.

\*Sales Management Survey of Buying Power May 10, 1961

**WRC • 980**   
**WASHINGTON**  
 REPRESENTED BY NBC SPOT SALES

National and regional buys  
 in work now or recently completed

## SPOT BUYS

### RADIO BUYS

**Ford Motor Co.** is going into more than 40 markets on behalf of Mercury in a three-week flight which gets underway 10 January. Agency: Kenyon & Eckhardt. Buyer: Bob Morton.

**McDonald Plaid Trading Stamps**, currently running a heavy flight in Albany in association with the A&P, is expanding its spot activities to cover the New England area. Time segments: minutes. Agency: D'Arcy.

**U. S. Tobacco Company**, New York, has selected 11 markets for a promotion on behalf of Copenhagen snuff. Agency: Doherty, Clifford, Steers & Shenfield.

### TV BUYS

**Standard Brands** is going into 17 markets for Fleischmann's Margarine. Campaign begins 15 January for 19 weeks and, after a two-week hiatus, will resume for another nine weeks. Time segments: night minutes. Agency: Ted Bates. Buyer: Bob Kerrigan. An 18-market promotion for Blue Bonnet also starts 15 January, this for 21 weeks. Time segments: night minutes and one prime break a week. Agency: Ted Bates. Buyer: Bob Decker.

**Gulf Oil** will use prime 40's and breaks for a nine-week campaign which begins 31 December in about 10 markets. Agency: Young & Rubicam. Buyers: John Warner and Lou Fox.

**Nu-Color Corp. of America** will go into 13 markets early in January for Fabspray after a successful 7-week campaign in the New York area, the first use of tv for the product. Time segments: day and prime and late night spots. Agency: Product Services. Buyer: Ben Pettick.

**Lever Brothers** will promote Mrs. Butterworth's Syrup in eight markets from 1 January-21 April. Time segments: day and night minutes and breaks. Agency: J. Walter Thompson. Buyer: Thom Leidner.

**Mattel**, Hawthorne, Cal., will start its pre-Easter push 3 January in 21 markets. Minute announcements in kid shows with hosts are scheduled for 13 weeks. Agency: Carson-Roberts. Buyer: Carla Christensen.

**Duffy-Mott**, New York, is going into selected markets for eight weeks starting 21 or 28 January. Time segments: fringe minutes, prime 20s and I.D.s. Agency: SSC&B. Buyer: Nick Imbornone.

**Florida Citrus Commission**, Lakeland, has a 16-week, limited market (4) campaign mapped for fresh grapefruit. Promotion gets underway 15 January. Time segments: prime breaks and late minutes. Agency: Benton & Bowles. Buyer: Charles Smith.



Media people:  
what they are doing  
and saying

# TIMEBUYER'S CORNER

John McCormack at Bates had twin boys . . . John Collins, ex-B&B'er, new media sup. on Dutch Masters and Exquisite Form at Papert. Koenig, Lois . . . Fred Dudak of D-F-S is back from his honeymoon . . . Howard Marsh left HR&P for TvAR . . . Shirley Weiner of Manoff is off on a two-week Caribbean tour . . . One buyer received for Christmas, elegantly wrapped, a beautiful set of luggage—two A&P shopping bags.

Twisting together at the Peppermint Lounge last week were Joyce Peters of MW&S, Jim McEnaney of WHIM, Providence, Joel Levy of BTS, and Ellen Grauer of Grey. Said Miss Peters: "Anne had her Shakespeare, Elizabeth had her Browning. Even Oliver had his Twist." . . . Avery-Knodel has set up a direct phone line from Portland and Seattle to its San Francisco offices, to make buying for these areas quicker and easier.

Prideful father Marv Shapiro of BBDO told reps at the Pen & Pencil of his problems with his five-month old. "This morning I couldn't give the baby his milk," he said. "The funnel kept falling out of his mouth." . . . In Los Angeles, Florie Field has become media dir. at Nides-Cini, leaving the Goodman Org. . . . At Fuller & Smith & Ross, L.A., Maurice Bowers was made media mgr. He was previously with EWR&R.



**BUYERS** smiling at 9 a.m. Monday morning? Gathering was at H-R offices, New York, the first of a series of presentations for one week by WGBI and WDAU-TV, Scranton-Wilkes Barre, Pa. Here (l-r): Nick Imbornone, SSC&B; Enid Cohn and Joe Kilian, McCann-Erickson; Ken Campbell, H-R Reps.; and John Morena, McCann-Erickson

Many additions the past few weeks at DCS&S: Jack Giebel came over from Grey, to be a media sup. . . . Marty Daniels from JWT, where he bought on Pan Am and Mentholatum . . . Bob Silberberg, former Zest buyer at B&B, made asst. media sup. . . . David Phillips and Marvin Glasser became asst. buyers, leaving B&B and C&W respectively.

(Please turn to page 51)



Congressmen, homemakers, commuters — busy adults in Washington rely on WRC to keep them informed. These important people tune to WRC for fast, complete, accurate news coverage.

6 to 7 PM is an especially popular listening time. In this one hour, Bryson Rash, Frank Forrester, Jim Simpson and Mac McGarry, experts in their fields of weather, news, sports and business affairs, bring their listeners up to the minute on the day's happenings. Washington has learned to rely on WRC's quality reporting.

Washington also relies on WRC for lively music, information and entertainment all day long. Advertisers, too, can rely on WRC to reach this important adult audience.

**WRC • 980**   
WASHINGTON  
REPRESENTED BY NBC SPOT SALES

## TELEVISION

(Continued from page 47)

accounts. Each network levelled charges of "bargain basement pricing" against rivals. CBS TV in February launched a Morning Minute Plan which opened up the Monday through Friday 10 a.m.-12 noon period to low-cost, rotating minute participation sponsorship. Under the plan, advertisers' commercial minute participations were rotated through all four of the programs in this two-hour span within a given day of the week. In October the network said the Morning Plan was S.R.O. NBC TV, nettled by what it termed "price-cutting competition" by ABC TV and CBS TV in the daytime span, said it would ask its affiliates to take a reduction of 20% in the compensation each station got for the web's daytime "bonus programs."

Color tv would get its real breakthrough next year, it was predicted. In 1961, there was a steady, but not dramatic, sale of color sets.

The demand for more color was answered in the main by NBC TV, which broadcast 1,670 hours of network color during 1961, 62% more than in 1960.

Informed observers believed that with more colorcasting next year and with leading set manufacturers increasing their output at lower prices, the color "boom" should be launched in earnest by the fall of 1962. This year color tv was made particularly inviting by such glittering contributions as the new Walt Disney series and the recent documentary of Vincent Van Gogh.

As the year came to a close, network upper echelon executives were up to their clavicles in homework preparatory to appearing before the FCC next month. Officials of ABC, CBS, and NBC were honing up on their respective network philosophies and policies prior to a grilling in what is figured to be the last of the governmental agency's hearings on such matters.

It was in news and public affairs programing that the networks showed deep concern and lavished prodigal sums of money.

Its economic condition improved, ABC TV no longer was hesitant in beefing up its public affairs and news features. It signed on James C. Hagerty, presidential press secretary in

the Eisenhower reign, as veep in charge of news and public affairs and before long the network was boasting of its array of educational and other news-making attractions.

Last year, at this time, ABC TV had one regularly-scheduled network news show on the air—and it was sustaining. As Oliver Treyz, president of ABC TV, put it last week: "Today we have four regularly-scheduled news programs on five days a week—all of them sponsored—including the only late evening network news at 11 p.m."

The year also saw ABC TV increase its investment in sports programing. Audience levels for ABC TV's exclusive NCAA and American Football League games reached record highs and the *Wide World of Sports*, *The Fight of the Week* and *Make That Spare* picked up new audiences.

Treyz reported that ABC TV's daytime schedule scored both in audiences and in sales. In daytime sales, for example, ABC TV was 26% ahead of last year and even further improvement was predicted in early 1962 when Tennessee Ernie Ford joins the daytime schedule.

The increased emphasis and expansion in news and public affairs programing during 1961 was highlighted by NBC TV's scheduling of some 40 news specials in prime time. The network also had 10 daily and weekly news programs on its regular schedule—every one sponsored.

NBC TV had advertisers from 26 of the 28 product groups which use network tv and reportedly led in such important categories as automotive (both cars and accessories), gasolines and oil, and toiletries.

The most significant aspect of network tv in 1961, as CBS saw it, was that it continued to provide more "entertainment and enlightenment" than ever before.

The year saw several station groups ditching their station representatives for house reps, the latest being RKO General, whose tv and radio stations gross about \$12 million annually. RKO General became the fourth tv group to represent itself. The others are Westinghouse, ABC, and Storer.

RKO General created its own national sales organization to replace four national reps. Affected were H-R Representatives, Young Televi-

sion Corp., Robert E. Eastman, and Avery-Knodel.

Storer Television Sales, with Peter Storer as president, also opened for business during the summer months.

But as the year ended there was a belief that the behaviour of RKO General, the ABC-owned stations and Storer did not necessarily foreshadow a move on the part of others to do likewise. As SPONSOR noted in a recent issue, "this trend, if it can be so called, has just about run its course."

The uhf industry, which had been hanging on in the past few years with little change in its outlook, got its first ray of hope when the FCC made its strongest efforts in mid-year to support uhf. With Commissioner Robert E. Lee spearheading the campaign, the FCC won a grant for the establishment of WUHF, the experimental uhf outlet in New York City on channel 31. WUHF went on the air in November and the FCC and tv industry in general waited for the results of the station's impact, if any, on the populace. The FCC had a budget of \$2,000,000 to build the station and to learn if uhf signals can serve a "canyon city" such as New York. New York City allocated about \$350,000 to program WUHF. It was apparent that the city would take over complete operation of channel 31 in the event the FCC experiment proved successful.

For the remaining 85 uhf stations now functioning in the U. S., the brightest news was the determination of the FCC to institute deintermixture proceedings in some eight markets. Spearheaded by William L. Putnam, president of WWLP, Springfield, Mass., the uhf group, which had been quietly working for passage of a bill requiring manufacturers to make all-channel sets rather than vhf-only sets, once again became active in boosting uhf as a nationwide competitive tv service.

A phrase, "Advertising Alert," became part of the vocabulary of broadcasters as the year drew to an end. It was the name of an FTC report dispatched to tv and radio stations by the FCC alerting broadcasters to watch out for deceptive commercial copy.

During 1961 broadcasters received both praise and demerits from FTC Chairman Paul Rand Dixon.

(Please turn to page 52)

# TIMEBUYER'S CORNER

(Continued from page 49)

Bob Morton of DCS&S was given a farewell at Vincent and Neal's Hampton East last week. Since Morton is leaving the agency for stock brokering, a rep commented: "My uncle was ruined in the '29 crash. Someone jumped out of the window and landed on his vegetable wagon."

*Personality Profile:* According to Steve Caspers, of BBDO, there will be a "marked upswing in the broadcast business next year." All the accounts he works—Pepsi-Cola, Rexall, GE, and Ocean Spray—will be "buying much greater in 1962 than this year."

Caspers, now 25, has been with BBDO for over two years. Before Madison Ave., he did a two years stint in the Navy, which he spent on a tug-boat at Norfolk. He still likes water, however, and his favorite recreation is playing navigator for speed boats racing Long Island Sound. When on land, Caspers is a golf man and would "even play it in the snow if he could buy black golf balls."



LUNCHING at the Envoy Restaurant last week are (l-r) Alan Silverman, senior buyer on Colgate at Norman, Craig & Kummel, and Jerry Molfese, RKO General Nat'l Sales

Marie Coleman of Donahue and Coe, dining at the Grinzing Restaurant, told the editor of this department that she wanted to thank everyone who sent her Christmas presents. "The nylon flypaper was something I always wanted, the self-winding spaghetti was something I always needed—and what would my life be without *A Guide to the Second Best Hotels in Rangoon?*"

*Rep Who's Who:* In 1959, April, two months before TvAR officially opened doors, vet research analyst Bob Hoffman moved in as the firm's director of marketing and research. Subsequently, Hoffman was appointed to v.p. Prior to TvAR, he held a number of key jobs: dir. of promotion and planning at WOR and WOR-TV New York; dir. of market research for Manhattan Shirt Co.; and economic analyst for NBC.

Hoffman's the father of two boys, aged six and 15. He's past pres. of Radio-Television Research Council and a former lecturer in market research at NYU's Baruch School of Business.

WPEN  
HAS  
THE  
STAR  
PERSONALITIES



★ MATURE, ESTABLISHED  
PERSONALITIES ★ AWARD  
WINNING NEWS ★ EX-  
CLUSIVE HELICOPTER  
TRAFFIC REPORTS ★  
FIGHTING EDITORIALS ★  
ADULT MUSIC ★

## WPEN

PHILADELPHIA

THE STATION OF THE STARS  
CALL GILL-PERNA, INC.

"The Giant of  
Southern Skies"



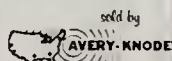
### GIANT MARKET IN THE SOUTHEAST

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

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

**GREENVILLE-SPARTANBURG-  
ASHEVILLE MARKET**

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



NB

CHANNEL 4

**WFBC-TV**  
GREENVILLE, S. C.

## TELEVISION

(Continued from page 50)

He said NAB code administrators were doing "most commendable work." Good broadcasters have sacrificed "many millions of dollars in advertising revenue in order to maintain high standards of advertising acceptance." He saluted both print and broadcast media which "stand firm against any pressures" to carry false advertising. In particular he struck out at "fast buck" advertising for fall-out shelters.

Meanwhile, the tv code review board of the NAB was on the alert to improve industry standards. The New York Code Office with Stockton Helffrich as director, and Warren Braren, assistant director, had unquestionably dented the surface in its short existence. Trade sources said thanks should go in no small measure to the filling of the NAB presidency by Governor LeRoy Collins in January and the appointment of Robert D. Swezey as Code Authority director in October.

The New York Code office during the year was active on the situa-

tion surrounding misuses of doctors, dentists and nurses; the continued sloppiness of uses of the word "guarantee" and properly qualified copy approaches to over-the-counter products for the relief of headache, muscular and other pains. Previously, the Code bulletins, issued from the Washington office, had gone in the main to Tv Code subscribers. At year's end their distribution had been extended to creative personnel at ad agencies with the purpose of disseminating to them not only Code interpretations of importance but also authoritative articles by leaders in the field influencing broadcasting. These developments were all to the good but of course needed widening and deepening, in the opinion of trade sources. It was pointed out that because most of NYCO's work to date had been with agencies, it was toward agencies an appeal had to be thrown.

Among the plus items of the year was the progress toward easing the onerous load of spot broadcast estimating and billing paperwork for agencies and stations. Three such services were beginning to spread

their wings: Broadcast Clearing House, first on the scene, followed by Central Media Bureau and Broadcast Billing Co., a subsidiary of Standard Rate & Data Service. The industry on the whole was convinced that automation in the advertising field could be a tremendous benefit but only for accomplishing time-consuming mechanical and routine tasks.

Central Media Bureau (Kenneth Schonberg, president) saw itself as more than a billing and buying service. By serving as central control for discrepancies "we can help make adjustments.

George Schiele, vice president of BBC, said his firm was primarily interested in changing the relationship between buyer and seller, in maintaining a common record that satisfied both and in eliminating the present duplication of effort. It was Schiele's contention that BBC offered the shortest and most accurate distance between the buy and the payment.

The big question was one of cooperation. Not all agencies nor station reps nor all stations for various reasons were ready to assume part of the cost to promote these important services.

In any review of the current year one could not help but single out the significant switch in the life of WNTA-TV, the New Jersey station which went from commercial to educational in one of the most tumultuous, cliff-hanging sagas in electronic history. It was a transaction filled with heroes and villains, depending on whose side you were. But the story was about to end happily for educational television in the New York metropolitan area. Industry observers, however, will meditate for a long time over the role played by the FCC in "pressuring" the owners of WNTA-TV and N. J. Governor Meyner to accede to the wishes of ETMA, the purchasing group.

Among other top tv news stories and developments of 1961: The much-discussed 40-second chain break turned out to be far from the great headache that loomed when the three webs decided to make this move.

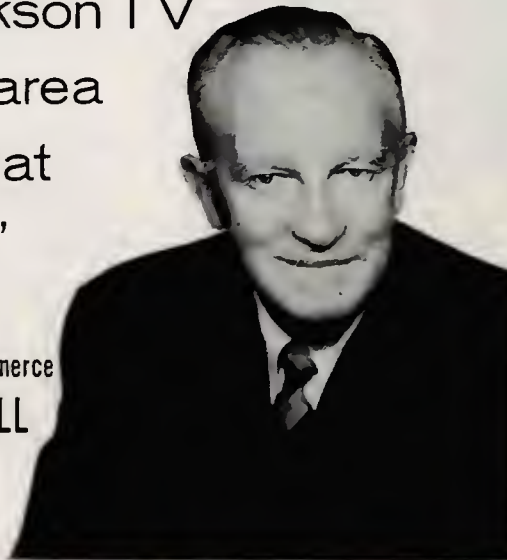
Happily, the year ended on a note of religious splendor. Pope John XXIII singled out Saint Ambrose as patron saint of educational radio and television. ▀

"America looks to the South  
for economic growth, and  
the Jackson TV  
market area  
leads that  
growth."

Past President,  
U.S. Chamber of Commerce

**BOYD CAMPBELL**

Pres., Mississippi  
School Supply



**WJTV**

Katz

**12**

**WLBT**

Hollingbery

**3**

Serving the Jackson, Miss., Television Market

**RADIO**

(Continued from page 29)

the year, they began to slip in the second half. Spot radio revenue for the first six months of 1961 was estimated at \$39,644,000. Total spot radio time sales for 1960 came to approximately \$210,000,000. Lawrence Webb, managing director of Station Representatives Association, thought 1961 figures would reveal a decrease from that of 1960 or about \$202,000,000 this year.

Sing-along swept the airwaves during '61. It made for a nation of warblers indebted in particular to Mitch Miller. Managers of many areas from coast to coast changed their formats in order to hop on the sing-along bandwagon. In some instances, as SPONSOR pointed out in a mid-summer issue, a number of stations adapted sing-along on a day-long basis while others decided and various formats, such as one sing-along selection every quarter hour. Whatever the format, sing-along caught on, and stations were using it with effective promotional steam. It was observed that sing-along programming seemed to attract local advertisers rather than national spot buyers.

Last month the FCC took another serious look at the crowded am spectrum and instructed its staff to examine the problem with an eye to arriving at some satisfactory solution. The overcrowding in the view of experts was making for ruinous competition.

Similar views were expressed during the year by NAB president Collins who said there are "entirely too many broadcasters" in some areas and that "the radio broadcaster who has to give all his efforts to survive is not able to do the job he should do."

The past 12 months saw a decline in the more raucous popular music. Some areas, however, were still successfully reaching teen-agers and young housewives with what is (often too broadly) called rock 'n' roll.

The Radio Advertising Bureau revealed that it planned to boost national radio advertising by some \$30 million annually with a new promotion plan calling for the bureau to play the role of marketing consultant with duties similar to that of station rep and ad agency. But RAB

made it clear at the outset that in so doing it would not upset the usual relationships with agencies and reps. RAB said it would seek radio business from the top 100 advertisers not at present using am heavily.

Once there was client okay, the RAB's campaign would be placed through regular agency and station-rep channels. RAB would carry on in a supervising capacity that called for selection of markets, stations, and time period as well as fashioning of commercials. During the cam-

paign, RAB would conduct research to show how successfully the medium could pay off in terms of positive sales and show clients how to use radio most effectively. To help pay for its role in getting the business, RAB would ask stations to contribute 10% of whatever billing the organization placed with them.

Since the arrival of tv, radio has striven for a direction that would be considered unique in comparison with other media. This year, accord-

(Please turn to page 60)



**YOU'RE ONLY HALF-COVERED IN NEBRASKA**

**IF YOU DON'T USE KOLN-TV / KGIN-TV!**



**... covering a bigger, better Lincoln-Land**

**VITAL STATISTICS OF THE NEW LINCOLN-LAND**  
(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	\$1,519,268,000
TV Homes	237,900
Retail Sales	\$1,124,130,000

In Nebraska's other big market there's no need to split your dollars three ways (as you must in the extreme East) to reach the viewers.

Here, two stations (KOLN-TV and satellite KGIN-TV) combine to deliver Lincoln-Land, the greatly expanded other big market in Nebraska. The map indicates the boundaries; the figures at left give you an idea what the area contains.

Avery-Knodel can give you the whole story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*The Felzer 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
- KGIN-TV — GRAND ISLAND, NEBRASKA

**The Felzer 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
- KGIN-TV — GRAND ISLAND, NEBRASKA

**KOLN-TV / KGIN-TV**

CHANNEL 10 • 316,000 WATTS  
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
1069 FT. TOWER

**COVERS LINCOLN-LAND — NEBRASKA'S OTHER BIG MARKET**  
Avery-Knodel, Inc., Exclusive National Representative

Channel 2 "MEANS BUSINESS!"

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



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

**WBAY-TV**

GREEN BAY, WISCONSIN

HAYDN R. E. AN - General Manager • Represented by H-R Television, Inc.



# WASHINGTON WEEK

25 DECEMBER 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

Westinghouse has told the FCC that no top official of Westinghouse Electric knew of antitrust law violations by that company and no Westinghouse Broadcasting executive had anything to do with any such matters.

The Commission submitted a long list of questions to Westinghouse Broadcasting and General Electric as a followup to the price-rigging case involving most top manufacturers of electrical equipment.

The Westinghouse presentation was one of the longest ever made to the FCC. It told in exhaustive detail about **programming of all Westinghouse outlets, and system-wide programing which in many cases has been carried on other stations as well.**

Westinghouse had a devil-and-deep-blue sea situation, involving the fact that the parent corporation is supposed to have some knowledge of what is going on in the broadcasting subsidiary. This problem was met with an explanation that the **two corporations are operated separately, but that top officials of the corporation sit on the WBC board.**

The presentation leaned heavily on the fact that the Justice Department had conceded it had **no information to indicate that any top Westinghouse Electric executive knew of the conspiracy.**

The FCC will undoubtedly take considerable time before it does anything one way or another. When action finally comes, it will be of the landmark variety. It will point to **future FCC policy with respect to antitrust law violations by operators of stations, or by parent companies.**

In the past, the FCC has considered such violations to be something less than noteworthy. A former chairman (John C. Doerfer) summed up this attitude with a statement to the effect that antitrust prosecutions are one of the inevitable penalties of being in business at all, at least with respect to big business. He explained that the rules are changed so often that what is legal today is considered an antitrust law violation tomorrow.

Not that anybody expects Westinghouse and General Electric to have any real trouble. However, it is believed that the cases will result in a sweeping policy statement indicating that the **antitrust "history" of applications for new stations, along with law violations by those currently operating stations, will be taken seriously indeed in the future.**

Westinghouse and GE are generally conceded to have chalked up records not only for public service, but also for pioneering, which should **insulate them from anything as drastic as loss of stations.**

**Another landmark case, and perhaps even more important in the long run, involves WDKD in Kingtree, S.C.: this could go as far as the Supreme Court and could result in important new court determinations of FCC power over stations.**

This is the case in which a disc jockey broadcast "double meanings" over a period of years. FCC hearing examiner Thomas H. Donahue handed down an initial decision recommending license cancellation in the strongest terms.

The most important charges involved Donahue's finding of "obscenity" with respect to the challenged broadcasts and his parallel finding that the **station owner had been remiss**

*(Please turn over to page 57)*

# FILM-SCOPE

25 DECEMBER 1961

Copyright 1961

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PUBLICATIONS INC.

Perennial optimists could find a handful of things in syndication in 1961 to sustain their mood.

Upbeats could be seen in these places:

- The **Katz Agency and Ziv-UA got together on a guaranteed time-period deal** for some new shows, providing double relief to the time period and programing shortage headaches of the year. (See SPONSOR WEEK, 19 December, p. 7.)

- Several syndicators re-organized to become more efficient in view of today's changed needs: **NBC Films and CBS Films trimmed their overhead, NTA was under a new NT&T regime, and Ziv-UA absorbed UAA.**

- **Syndicators crashed the barrier to full-hour off-network re-runs.** MCA was first to succeed and several others followed quickly. Also—the ABC o&os went to a late night syndication re-run policy with a group of TCF shows.

- **Station groups ventured into new programming and distribution activity:** besides Storer Programs' new unit, WBC and RKO General entered the field. Also Trans-Lux's unit, TAC, got rolling as a producer's cooperative and clearing house for locally produced shows—a development with far-reaching import.

- **Feature film sales got two boosts:** from TCF's sale to NBC TV for the first prime time use of really competitive network movies, and then from the network's ratings success with them.

But 1961 was hardly a vintage year for syndication. These were a few of its many disappointments:

- Time shortages led, inevitably, to a wide-scale exodus of regional advertisers, including American Tobacco, Brown & Williamson, Ballantine, Falstaff, Carling, Conoco, and Studebaker (out of national spot too).

- **New first-runs dipped under a dozen half-hours:** Ziv-UA's King of Diamonds, Ripcord, Everglades, and Keyhole; ITC's Whiplash and Supercar (plus Beachcomber from Filmaster and Danger Man, partly exposed on CBS TV), Screen Gems' Shannon, CBS Films' Pursuers, and Tv Marketeers' Sea Hawk.

- **Re-runs and international sales stepped in and took increasingly important roles.** Re-run sales were very important to ABC Films, CBS Films, ITC, MCA, NBC Films, Official, Screen Gems, Ziv-UA, and others. With re-run sales up and the international market burgeoning, these syndication "extras" came near to being the tail that wagged the dog.

- After getting a foot in the door in past seasons as network suppliers, CBS Films, NBC Films, and Ziv-UA could view 1961 as a complete washout.

- **Children's programing and documentary shows were rising stars** during the year, but their brightness was enhanced only by the dimming of the action-adventure sun.

In the commercials field, after several seasons of heavy mergers and re-organizations, 1961 was relative peaceful. **MGM did acquire Telestudios** from NTA, dropping out of its own film commercials production, and CBS Production Sales was closed down. But other than these two developments, the year **demonstrated the return of stability to companies in the field** and the upheaval caused by the introduction of videotape was definitely over.

An unidentified research team is working up psychological profiles of local markets to try find why certain shows succeed.

Study is being done on behalf of Ziv-UA for its Keyhole series.



**Tape syndication has led to a new development: weekly syndication.**

Instead of rotation, common with film, many tape series have relatively short station lists and almost all of them get their own copy weekly.

Among the longer tape syndications is CBS Films' 90-minute At Random, distributed for WBBM-TV, Chicago. Show is sold to WSB-TV, Atlanta; WFAA-TV, Dallas; WFBM-TV, Indianapolis; KCOP, Los Angeles; WTMJ-TV, Milwaukee; WTCN-TV, Minneapolis; WGAN-TV, Portland, Me., and KSD-TV, St. Louis.

**Official Films has taken over distribution of Little Rascals.**

Kicking off a general sales drive is its renewal on WABC-TV, New York, where the 8 a.m. strip has topped all competition over the latest three month average.

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## WASHINGTON WEEK

*(Continued from page 55)*

in not stopping the broadcasts over his facilities. However, WDKD was said also to have broadcast too many commercials and not to have provided its community the balanced programing it promised the FCC to carry.

He said there should be no interpretation to the effect that a small station was being chosen as a "whipping boy" and explained that it should be interpreted "as one of a series of events signaling abandonment of a laissez-faire policy of regulation." He added it is important to lift the station's license "as warning to others that such licensee misconduct is not to be condoned."

If the FCC overrules, and stops short of license cancellation, the possibility of a new court precedent of sweeping importance will disappear. It would then be possible only for a test of what lesser action the FCC might decide to take.

**The FCC, which has shown it likes its new power to issue fines for rules violations, has now slapped its first fine (\$5,000) on a station for broadcasting "teaser" spots.**

KDAY, Santa Monica, Cal., was found to have transgressed with 171 spots of three words each, "Remember June 25." The station was told that it had "willfully and repeatedly" violated the Sec. 317 dictate that **sponsors and products must be identified**. FCC called "ignorance no excuse," particularly since the Commission in 1959 had denied an NAB request for legalization of "teasers," and a 1960 circulation to all stations of its ruling on sponsor identification.

**The FCC has also made a complete turn in policy on Community Antenna TV Systems: it had always granted CATV's microwave facilities on a common carrier basis, through the only customers of the facilities would be the CATV system or systems owned by the same people.**

Now it has denied a microwave to a CATV after a protest by a small community TV station (KWRB-TV, Riverton, Wyo.). It quickly followed up when it appeared CATV's would shift to applications under the Business Radio Service with a **notice that hereafter such applications will be clearly spelled out as for service of a CATV system**. This will make it possible for tv stations concerned to know what is happening and to oppose the applications, and that is also the whole FCC idea.

NAB and some tv stations have been trying for years to clip the CATV wings, because the **CATV wires are ready-made for carrying pay-tv**. The FCC was completely unsympathetic in the past, but these recent actions are a **clear indication that the worm has turned—completely**.

# SPONSOR HEARS

25 DECEMBER 1961

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PUBLICATIONS INC.

Don't be surprised if Lever, when the 1962-63 season rolls around, adopts a radical policy switch a la Colgate and spreads its nighttime network tv investment over a wide multiplicity of programs.

Reports drifting out of Lever House have it that brand managers aren't quite jubilant over this season's score with the company's half-hour sponsorships.

Seems they've been accustomed to having six of their shows in the top 20 the previous two or three seasons, whereas now they have to contemplate half that number.

It will be recalled that the Colgate switch occurred after E. H. Little gave up the management reins. Little preferred his own properties, which, toward the end of his regime, included such series as the Thin Man and Sister Eileen, neither of which rang the rating welkins.

Agencymen wouldn't be surprised if CBS TV, providing it can put together a worthwhile feature package, inaugurates its Thursday night at the movies idea in the spring.

As the buying gentry see it, the competitive situation Thursday night is such as makes the right cluster of movies the choicest gambit, at least for the balance of the 1961-62 season.

The fringe activity of bartering radio time for merchandise and services appears to have reached a new height this November-December, according to deploring reps.

The rep's bitter plaint is that the practice is running out of control and is spinning an image of the medium among smaller prospective advertisers that it can ill afford.

This common situation is a measure of the extent of the blight: a station wants to know why it didn't get a piece of business on another station; when the rep checks it out he finds that it's wholly barter.

Helene Curtis, Chicago, appears to be still scouting around for an agency home for its Gay Top hairdressing and Endac, an acne product aimed at teenagers.

Both are moving out of Edward H. Weiss, which, however, will retain Enden dandruff-shampoo and batch of other items in the Curtis line.

ABC TV accounting appears to have yielded to agency contention that the buyer is entitled to a 15% commission on talent as well as time in nighttime minute participations when they constitute the elements of a package deal.

What triggered the argument was accounting's suggestion that the agencies add their commission to the talent portion of the charges, which the network billed on a net basis. Agency comptrollers preferred that such buys be treated gross all the way.

Madison Avenue agency precincts have it that CBS TV's top management is embarked on a search for high grade program (creative-plus-executive) manpower.

Targets of the intense recruitment, according to the report, are both agencies and Hollywood supplier sources.

# REACH MORE FARMERS IN THE TEXAS HOT SPOT

In the Beaumont-Port Arthur-Orange market more than 300,000 people live in rural agricultural communities. Average effective buying income for the market is over \$6,500 per family. You reach them and a total of 750,000 prosperous Texans and Louisianans in this agricultural, petroleum, petrochemical, manufacturing, lumbering and shipping rich Hot Spot only through KFDM-TV.



Peters-Griffin  
-Woodward



## KFDM-TV CHANNEL 6 RADIO 560

BEAUMONT • PORT ARTHUR • ORANGE

(Continued from page 53)

ing to observers, radio hit upon an identity of its own. Radio—local as well as network—learned that it was the only medium with an ingrown intimacy. Radio, as Robert R. Pauley, president of the ABC Radio Network, expressed it, was a telephone rather than a receiving set. Radio, in 1961, learned it could talk to another person, friend to friend.

The art of conversation was projected anew. NBC Radio continued to infatuate listeners with *Monitor*. ABC Radio introduced *Flair*, and CBS Radio was transmitting *Dimension*. Conversational radio had become more popular than ever. Salesmen were selling effectively on the premise that radio had become the one truly intimate medium with a marked effect on news. An example of this was the large increase in the number of "reimotes" this year compared to last. Network correspondents around the globe were providing more first-hand reports "so that listeners might again feel the intimacy and immediacy of participating in news in the making," to quote Pauley.

Another significant accomplishment in 1961, according to Pauley, was radio's success in orienting advertisers to its way of thinking. "We have sought out and sold the 'brave man'—the man who no longer worries about tenths of a rating point and is imaginative enough to buy because he realizes radio now has a definite direction and is gaining in stature," Pauley observed. "Proof? Billings from all network radio are up approximately 15% over 1960 and ABC's sales volume has increased by more than 21%."

The NBC network continued its pre-eminent position in 1961. William K. McDaniel, executive vice president of the web, said the network reversed an industry trend in 1960 by showing a profit. It would also show a profit in 1961, according to McDaniel, but the exact sum was not divulged because NBC reveals only a consolidated account of profits. Approximately 100 different advertisers used NBC Radio during 1961 and reportedly obtained more circulation than advertisers on any other network.

The trend toward programing

stressing news and public affairs as with the other networks proved successful in 1961. This was borne out by the fact that currently all weekday programs, *News on the Hour*, *Emphasis*, and *News of the World*, were completely sold out. *News on the Hour* was S.R.O. for the entire year. Currently the network was revoting some 58% of its schedule to news, public affairs and informational programing.

From a business standpoint, the first half of 1961 was generally disappointing for the industry, Arthur Hull Hayes, president of CBS Radio, said last week. But in 1962, CBS Radio anticipated a continuing of the successful activity of the last half of this year.

CBS Radio completed its first year of expanded hourly news and enlarged its information programing concept, *Dimension* to 47 broadcasts a week. The network launched a new nighttime variety program starring Carol Burnett and Richard Hayes during 1961 and it sent Arthur Godfrey on tour last October to turn-away crowds. Said Hayes: "Financially, then, 1961 was mixed, ending on a highly favorable trend. . . . All the evidence says 1962 will be even better."

Widespread agency acceptance of Mutual radio advertising proposals with a tendency toward longer rather than shorter flights on network radio were outstanding factors of the year, in the opinion of Robert F. Hurleigh, president of Mutual Broadcasting System.

The year in Mutual's judgment was historic because it led all other major webs in average Monday through Friday audience increases with a 19% hike. Mutual reported that it upped its clearances guarantees from 75 to 80%, while actually averaging 93% in prime daytime radio periods. Mutual currently has affiliates in each of the top 25 markets and 97 in the top 100. There is another significance in the Mutual picture. The web reported it increased gross sales by 11% and gained a 30% hike in the number of advertisers using its facilities. Among the new advertisers on Mutual in 1961 were Sylvania Electric Products; Mennen Company, and Rexall Drug Co. The year at Mutual also was marked by greater diversifications in kinds and types of products adver-

tised via news-in-depth features. Products normally linked with entertainment programs, such as foods, were listed as sponsors or participants in news features. Hurleigh and his colleagues, during the year, also established a department of sales development to promote point-of-sale merchandising campaigns for its growing list of clients.

Among the other important radio developments of 1961 were:

The Storer deal to acquire WINS, New York for \$10 million was called off and Storer reached agreement with Loew's Theaters, Inc. to purchase WMGM, New York. The Crowell-Collier deal to buy WMGM was abrogated after FCC questioned the former regarding its qualifications in managing other outlets. Storer paid \$10,950,000 for WMGM, the highest ever paid for a standard radio station. John C. Moler was made the new manager of WMGM.

According to the most recent FCC figures, there were 3,603 am stations on the air. Applications pending in early December: 850. Total number of fm stations on air: 880. Total applications for new fm stations: 190.

Dr. Lee DeForest, "father of radio," died at 87 in Hollywood. Radio development was not to his liking. "What have they done to my baby?" he was in the habit of sighing. He once wrote: "Throughout my long career. I have lost no opportunity to cry out in earnest against the crass commercialism, the etheric vandalism of the vulgar hucksters, agencies, advertisers, stations owners—all who, lacking awareness of their grand opportunities and moral responsibilities to make of radio an uplifting influence, continue to enslave and sell for quick cash the grandest medium which has yet been given to man to help upward his struggling spirit." Many grieved his loss including the FCC which passed a formal resolution noting "its deep sense of loss" in the passing of the famed inventor.

As the year came to an end, there was considerable movement in the fm-stereo world, notably in New York City where WTFM claimed it was the first station in the land to broadcast fm stereo 24 hours a day. WTFM was part of a three-way sound center, operating as a broadcasting unit, a recording studio and

a "carriage trade" retail outlet. Gerald O. Kaye, board chairman of Friendly Frost Inc., which owns and operates the combined broadcasting-merchandising unit, said there were some 15,000,000 fm sets currently in use in the U.S. and predicted that stereo and the rising trend toward fm radio in automobiles would increase the number to 50,000,000 in five years.

Other stations also were knee-deep in stereo operation including KCMO-FM, Kansas City, and KODA, Houston, which planned a 24-hour operation. In addition, WAYL, Minneapolis, and WAQE, Baltimore, were programing stereo broadcasts. All of WQXR's (N.Y.) stereo programs are now broadcast in the new fm stereo system. Six manufacturers and distributors of fm multiplex equipment bought time on WQXR, New York, to espouse the advantages of the new dimensional sound available on fm. At the end of the year WQXR-FM was providing listeners with approximately 14 hours of fm stereo each week in afternoon and evening hours. Still another successful stereo operation is WVCG-FM, Coral Gables, Fla., which went on the air the latter part of October, and is also sold out both nightly and afternoons. ■

**AGENCIES**

(Continued from page 31)

sure they furnish the "right climate" for the sales message.

- Brown & Williamson looks to written policy statements both as to program wholesomeness and how tobacco products are to be treated; seeks program say even in participation sponsorships.

- American Tobacco has not written do's and don'ts but checks scripts to see that they're good and wholesome; claims no rights on participation shows, but feels free to make suggestions there if something comes up.

- General Motors maintains a written code, similar to, but shorter than, that of P&G.

In general the hearings pointed up that network advertisers share a desire to achieve a favorable impression for themselves and their products, and therefore keep close tabs on the programs they support. They differ as to what is needed to create this atmosphere and how heavy a hand

they use in attempting to maintain it.

J. Walter Thompson, cigarettes, and oil furnished the blockbusters of of account switch pyrotechnics in 1961.

The agency, which captured top broadcast billings honors for the fourth straight year, picked up some \$26,000,000 in cigarette billings. This more than compensated for what, under other circumstances, would have been the staggering loss to Leo Burnett of Schlitz beer, which bills in the neighborhood of \$15,000,000.

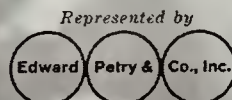
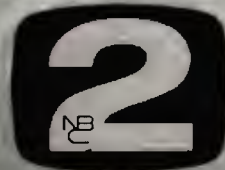
Two oil giants shifted shops during the year. Texaco terminated a 26-year relationship with Cunningham & Walsh, moving its \$14,000,000 account to Benton & Bowles. Mobil Oil brought some \$6,000,000 in billings to Ted Bates from Compton, its agency for 18 years.

JWT, with acquisition of Liggett & Myers' Chesterfield, Oasis, and Duke from McCann-Erickson, and the L&M brand from Dancer-Fitzgerald-Sample, broke into the cigarette column for the first time since 1945. Among the agency's other more size-



**TULSA'S**  
*Finest*  
**PUBLIC SERVICE PROGRAMMING**

From on-the-spot coverage of the Conference On Peaceful Uses Of Space, to 4½ hours a week of education and information programs (more than the other Tulsa stations combined), KVOO-TV offers the finest public service programs in Eastern Oklahoma. Further proof that Channel 2 is Tulsa's finest station!



The Original Station Representative

able gains this year were about \$6,000,000 in Lever business, with Handy Andy heading the list at \$3,000,000; Congoleum-Nairn (\$1,500,000), and Pittsburgh Plate Glass (\$2,500,000).

The first ultra-heavy soap account shift in years saw P&G's Tide (\$10,000,000) desert Benton & Bowles for Compton. To avoid product conflict, the latter agency relinquished Duz (\$2,500,000) to Grey.

In another large detergent defection, Lever's \$5,000,000 All account went from Needham, Louis & Brorby to Sullivan, Stauffer, Colwell & Bayles. And Norman, Craig & Kummel acquired Ajax cleanser from McCann-Erickson. While Ajax billed a shade less than \$3,000,000 this year, NC&K expects the figure to hit \$4,400,000.

The \$4,000,000 Fels soap account journeyed from Philadelphia to the New York shop of Richard K. Manoff. It formerly was serviced by Aitkin-Kynett, Philadelphia.

Doyle Dane Bernbach did some fancy new business work, mostly at the expense of Young & Rubicam, from which agency it acquired: American Airlines (\$6,000,000); a Seagram bundle (\$4,000,000), and International Silver (\$1,000,000). In DDB's loss column were a group of Schenley beverages (\$4,300,000), Salada tea (\$1,000,000), and Alpine and Benson & Hedges cigarettes.

In what the agency calls its first real account loss, Ted Bates was relieved of Minute Maid frozen juice, which bills \$4,200,000. That account was picked up by McCann, which also acquired Snow Crop juices from Kastor, Hilton, Chesley, Clifford & Atherton.

Shell Oil called a halt to the \$15,000,000 lengthy copy national newspaper campaign the launching of which rocked the tv world last year, and sent out its feelers for network entertainment programming for the coming year. This follows in the wake of rival Mobil's pioneering move for a gasoline into network entertainment shows. Thus a new pattern of gasoline tv buying has materialized, and via agencies considered at opposite polls in many aspects of advertising theory—Ogilvy, Benson & Mather for Shell, and Ted Bates, which took over the Mobil account this year.

These tactical changes and the numerous agency switches by oil

companies are indicative of the petrol industry marketing revolution which gushed ahead in 1961. Corporate upheavals, changes in brand names and logos, mergers and territorial expansion are rampant.

For example, no longer is Texaco the one truly national major oil company. Humble Oil & Refining Co. is marketing Esso of N. J. products across the land, and American Oil Co. is doing the same for Standard of Indiana.

To further this marketing revolution and solve such problems as gas oversupply and lower consumption due to compact cars, it is anticipated that the services of radio and tv will be very much in demand by the oil industry.

Advertisers and agencies grumbled over the tv networks' plan to lengthen from 30 to 40 seconds and in the case of P&G and its agencies there was quite a hue and cry. Most outspoken was Young & Rubicam president George Gribbin who stirred up the issues with telegrams to the FCC and NAB charging infringement on responsible use of the air waves and over-commercialization.

Another highly vocal critic of the lengthened breaks was Lee Rich, v.p. for media and programing at Benton & Bowles. In a letter to ABC, where longer breaks originated, he referred to research purported to indicate reduced commercial effectiveness from increasing commercial time and/or the number of commercials during a given segment of time.

But the networks went ahead with the 10-second stipend to their affiliates. A wave of confusion as to how the lengthened breaks would be handled then swept through the industry. Indicative of the prevailing uncertainties was the summoning of station officials and reps to a meeting at Y&R.

The agency's director of media relations, William E. Matthews, urged the group to clarify rate structures as quickly as possible so that it could make its buying decisions in time for fall-winter. His remarks included low-key castigation of using the longer breaks for triple spotting, and a wry plea that the new commercial lengths be priced "competitively."

As for the perennial advertiser-agency vigil against triple-spotting, Y&R was in the vanguard this year, announcing subscription to the BAR

reports which scrutinize station handling of spot announcements. A number of other agencies likewise purchased the service which makes them privy to station behavior.

A sobering note was introduced with release of the 4A's 1960 agency profit estimates. Net profits last year were down to 3.86% of gross income, compared to 4.27% in 1959.

This report was based on figures from 245 agencies, including proprietorships and partnerships. The 4A's research covering incorporated agencies only revealed that 1960 profits were 3.44% of gross income, compared to 3.77% in 1959. ■

## SYNDICATION

(Continued from page 33)

ones, they were more profitable on the same dollar income and also made their strongest bid to date to replace domestic sales as the staple of the business.

The hooker in the growth of international business was that many syndicators handled shows abroad which they did not represent at home. All the network syndication arms handle such shows abroad except NBC, which has a special international unit.

An important revenue cushion from many syndicators in 1961 was the profit from license merchandising, especially if the syndication department held rights to network properties.

The commercials field, too, had its upheavals during 1961. CBS dropped its tape commercials unit since it was outgrowing its service function, and Videotape Productions, which continued to expand, acquired many important ex-CBS tape people. MGM acquired Telestudios, a tape producer, from NTA; MGM also quietly dropped its own film commercials operations.

While half-hour action-adventure programs withered, other types of programming flourished. There was a revival of children's programming, especially animation, and documentary programs were enjoying real strength. Syndicators with short programs, such as five-minute segments, also did a thriving business.

In the feature film field, MGM joined the ranks of the post-1948 distributors and NBC TV became the

money—he's great with certain people and subjects and unbelievably stiff and dull with others—handled the Kolmars excellently. The show had an added entertainment wallop in the pianistics of a handsome young man named Lee Evans, whom Dorothy and Dick are sponsoring.

On that same evening, the Terrence O'Flaherty segment dealing with "Tropic of Cancer," from the Bay City was equally interesting. A strong-minded, articulate and handsome lady named Molly Minudri, former Public Defender for the city of San Francisco, took scornful objection to the book. Apart from objecting to Miller's repeated usage of three generally unacceptable words she described as referring respectively to intercourse, a name for a woman, and human excrement, she said she found the book extremely dull. She was delightfully withering in a most dignified and iron manner.

A man named Calvin Kentfield, who was introduced as the editor of some kind of literary magazine, tried to poohpoo Mrs. Minudri. He took what he quite obviously considered the sophisticated and mature position that it was ridiculous to object to dirty words. There should, he said, be no such things as dirty words. Mark Schorer, author of the current book about Sinclair Lewis, and a PTA lady named Jessie West abetted Mr. Kentfield and Mrs. Minudri respectively. It was an amusing session.

### Suicide to Broadway

Again on 5 and 6 December *PM West* came up with an absorbing, if somewhat grim show. This was a two-parter on *The Philosophy of Suicide*. Participating were Dr. Henry Turkel, coroner of the City of San Francisco, Dr. R. Kimmick, a psychiatrist, and Jim Dukes, a highway patrolman. The coroner was impressive in the deep and compassionate understanding he had of suicides and those they left behind. Equally compassionate, and only slightly less articulate than the coroner was the patrolman. Under O'Flaherty's questioning, they raised many provocative points on this grisly theme without ever once succumbing to the opportunity to sensationalize.

On the 6th, the New York end was one of the talent-laden Broadway Theater episodes the show has presented with increased frequency. I was especially and personally touched by this stanza because it turned out to be a warm tribute to the late Bobby Griffith, Broadway producer of a string of hits and a friend, who died last season right after he and his partner Hal Prince had opened the ill-fated "A Call on Kuprin" on Broadway.

Actually, the *PM East* program was a rundown on Hal's highly successful career, but pushed by Hal himself, it turned into a Bobby Griffith salute. In the group were George Abbott, Thelma Ritter, Tom Bosley, Larry Kert, Eileen Rodgers, Lee Becker, Phyllis Thaxter and Elizabeth Ashley. The latter two ladies, of course, are from Hal's new show, "Take Her She's Mine," which opens on Broadway soon.

On 5 February *PM West* will be dropped, and *PM East* will fill the entire time. Westinghouse's plan is to travel the show to whatever exciting and interesting place its producers may find. Shortly after 5 February. Jack Paar leaves his show and a new regular emcee takes over.

But who knows whether this prelim fighter might not be slugging it out toe to toe with the champ at some future date.

## WTRF-TV STORY BOARD



AS THE LONDONER says—  
"Welcome to our mist!"

### Wheeling wtrf-tv

OLD HAIRDOS never die, they just get 'poofoed'!

### wtrf-tv Wheeling

SMART GALS know how to get more from Old Santa—they left their legs in their stockings.

### Wheeling wtrf-tv

NEW YEARS EVE . . . that's when it's fun to go to Times Square and mangle with the crowd.

### wtrf-tv Wheeling

JUST WHAT do you send to a sick florist?

### Wheeling wtrf-tv

VP BOB FERGUSON says his Italian-American dictionary says a Pizzaburger is a guy from Pittsburgh.

### wtrf-tv Wheeling

QUOTE, Drcke House Weekly Digest, quoted one of our Story Board gems. A quote in Quote is quite a conquest!

### Wheeling wtrf-tv

CHAIRMAN OF THE BOARD . . . #10 in our WTRFfigy ADworld close-up series is underlined "Top Heavy" but several other good underlines were appropriate . . . "Sir Stance Allot" was RWE's choice, "Steering Wheel" was DMG's choice . . . others? "Throne Roomer" . . . "Pinnacle Player" . . . "Monarch Key" . . . "Roomer at the top of the Steerers" . . . "Task Forcer" . . . and what suggestions do you have?

### wtrf-tv Wheeling

THANKS M' JRY ong! A B C D E F G H I J K L M N O P Q R S T U V W X Y Z . . . (No-el! Noel and you burst into song and as we include our best holiday wishes to all of you!)

### Wheeling wtrf-tv

\*SCHEDULE TIME? Schedule WTRF-TV and reach and sell the Wheeling/Steubenville Industrial Ohio Valley from Wheeling. Our rep, George P. Hollingbery will make all the arrangements.

CHANNEL SEVEN



WHEELING, WEST VIRGINIA

in ATLANTA

# WAOK

Delivers the Basics!

## Ratings

Number 1 in the Negro Pulse and in top 3 in the general Pulse and Hooper surveys.

## Results

Fantastic case histories available on request covering getting and expanding distribution.

## meRechandising

Trade mailers, displays plus WAOK's exclusive "COUNCIL OF WOMEN" for sampling, research, etc.

Cover Atlanta Better with **WAOK**

America's Most Powerful Full Time—24 Hour Negro Programming Station

For Details And Avails Contact Daren F. McGavren Co. or Stan Raymond—W.A.O.K.—Atlanta, Ga.

Sold in combination with WRMA, Montgomery, Ala.

first network to program Twentieth Century Fox movies regularly in fully competitive prime time. On the station level, many of the post-1948's enjoyed good ratings, while one or two types of movies were also especially successful. War movies had a ratings boom, and certain stars, such as Humphrey Bogart, were racking up the local ratings points.

Stations became an increasingly important source of program supply. With many syndication cameras not rolling, quite a few distributors turned to stations, picking up local productions for syndication selling in other cities.

There was good news for syndication in the end of network contracts for the *Lone Ranger*. A special company, Tele-Synd, was set up just to syndicate this one.

A disappointment for syndication was *Gunsmoke*, half-hours of which were kept by CBS TV for network "electronic syndication" at 7:30 p.m. Tuesday. This was a triple disappointment: syndication didn't get the show, stations didn't get the Tuesday slot (which they had for a while last season), and they also lost the half-hour (which used to be a prime syndication time period) on Saturdays following *Gunsmoke* when the show expanded to a full hour.

Many syndicators' hopes were crushed in 1961 by their failure during the selling season to make network deals for the 1961-62 season. Although ABC Films had sales to ABC TV, and ITC sold one show to CBS, several other syndicators dropped out of the network-supplier category. These included CBS Films, NBC Films, and Ziv-UA.

There was a shuffle of re-alignments as syndicators strove to make more network sales. Four Star flirted with the idea of setting up its own syndication department. ITC signed Ashley Steiner as its exclusive network sales representative. And Ziv-UA engaged autonomous producers which entered into co-production deals with the networks.

Yet another syndication disappointment was the demise of many long-running shows. Certain shows in other seasons might have been good for a second season but in 1961 expired at the 39-episode mark. Similarly, shows in their second year didn't enter a third, and so on up the line.

In total, 1961 made syndication more than ever an "odds and ends" business. Deprived of the importance of its first-run programming, syndicators had to turn more and more to peripheral activity for income. Some of these activities, such as re-run sales, foreign distribution, merchandise licensing, commercials production, films for industry and education, were high in profit even if lower in gross than first-run syndication.

## WASHINGTON

(Continued from page 35)

House and Senate Committees, envisioning worldwide instantaneous tv by means of space satellites, held hearings and ran into endless arguments about ownership of such a system or systems. Committees even disagreed among themselves. It was not only public vs. private ownership, it was one type of private ownership against another, and the question of whether AT&T would be able to monopolize such a satellite system. Arguments over ownership by year's end appeared to arise more from a block than from possible technical problems.

The Senate again passed a bill to provide funds for construction of educational tv stations, and the measure was again buried in the House Rules Committee.

The FCC revived its plans for de-intermixing eight one-vhf markets, and for adding third vhf stations at short mileage separations in eight other important markets now having two vhf stations on the air. The proposal to take the one vhf away in eight markets raised fur all around, and it will be fought bitterly, plus resulting in acid Congressional hearings.

This was explained by the FCC as interim action pending greater use of the nearly idle uhf frequencies. The New York City experimental uhf station actually got started, and it is supposed to prove whether uhf will work or fail in a city with more tall buildings than any other. The presumption is that if the New York experiment works, the FCC will dictate a switch of all or a major part of television to uhf.

The FCC programming hearings, last segment of the network study which began so long ago, still failed

to reach a conclusion. The end is now slated for the week of 23 January, when representatives of the three networks will testify.

Meanwhile, the Justice Department—after years of investigation—finally moved against the talent agencies for alleged monopoly before the Los Angeles Grand Jury, with evidence and talent agencies involved in tight secret until the Grand Jury acts or refuses to act.

Rep. Oren Harris, chairman of the House Commerce Committee and the Legislative Oversight Subcommittee, immediately set up a permanent subcommittee on regulatory agencies, assumed the chairmanship, and promised great activity. Nobody heard a word out of that subcommittee for the balance of the year.

Much smoke, if little fire, came from a Senate subcommittee headed by Sen. Thomas Dodd (D., Conn.). This was all about crime, violence, and sex on tv and its effect on juvenile delinquency. The probe lapsed into silence, with only network presidents being heard in recent months, their testimony secret. The fire still smolders, however.

The courts tossed out the CBS league-wide contract with the National Football League, and the same Congress which hadn't been able to agree on a sports bill in years rushed through a measure which would permit football leagues to sign tv contracts for all their members. The same bill forbid telecasting into college game areas on traditional college game days.

The FCC decided that 12 of the remaining 24 clear channels still occupied by a single radio station should have at least one new station on each. The 25th clear channel already has two occupants. There was angry reaction, prospects of more bitter Congressional hearings in 1962.

On the other hand, the daytime-only radio stations appeared finally to be at the end of their Congressional rope in an effort to secure overruling of FCC refusal to permit them longer operating hours. The Harris committee chose to believe, instead, the clear channel, regional, and local full time stations, which contended that interference would be ruinous.

The commission approved the RKO General three-year pay-tv test in Hartford, and motion picture ex-



hibitors appealed to the courts.

Stereo fm was approved by the FCC, which also began to inquire into whether fm licenses should be cancelled or refused if the stations merely duplicate am stations.

The Commission asked Congress once more to make it illegal to manufacture tv sets for interstate sale unless the sets can receive uhf as well as vhf. The FCC felt it might not be necessary to chase tv into uhf bands, that uhf might be able to compete in the same markets if all sets could receive all channels. Congress has not even held hearings, but is expected to give more consideration.

It was, in all, a contradictory year. Not only were the harsh words not accompanied by action to match, but there were incongruous actions. There was certainly toughness, but it didn't appear to follow a pattern.

On the "tough" side, Dean Roscoe Barrow was called back into service to advise the network study staff, which he headed until it issued the lengthy report which sent shudders through the broadcasting industry. The option time question was recalled, and after that the FCC sent a letter to CBS indicating the Commission belief that its compensation plan aimed to influence affiliates to clear time voluntarily might be illegal.

In little-noticed testimony before the Celler Antitrust Subcommittee, new broadcast bureau chief Kenneth Cox revealed that the FCC is giving new study to a Barrow Report recommendation that multiple station owners be limited to no more than three stations in the largest 25 markets. He added this consideration was even entering into current applications on a case-by-case basis. However, nothing has since been heard.

Letters went out to Westinghouse and General Electric calling for justification of their broadcast subsidiaries holding licenses in view of anti-trust convictions against the parent companies.

However, the threat of wholesale license cancellations, which appeared to hang over the industry through the early months of 1961, disappeared as the year wore along. There were even signs that FCC interest in station programming would not, after all, be as strong as feared. As the year ended, there was little conclusive evidence as to how the regulatory winds would blow in 1962. ▼

# belong on your desk...



**Designed by agency men  
For agency needs**

1961 TV Basics and Radio Basics are the most comprehensive publications of their kind in the field. They cover all the basic information on all subjects necessary to help finalize a buying decision. They should be on the desk of everyone involved in the purchase of time.

Copies are still available at \$1.00 each. Or—get them free with a year's subscription to SPONSOR at \$8.00.

## SPONSOR

555 FIFTH AVE., NEW YORK 17  
MURRAY HILL 7-8080

# SPONSOR WEEK WRAP-UP

## "Contagion of success"

(Continued from page 10, col. 2)

uct advertisers have increased their spot tv spending and 20 increased the spot tv share of total advertising as well.

P&G tripled its spending, \$17.5 to

\$55.1 million, while the tv spot share rose from 21% to 50%, 1956 to 1960. The tv spot share at other advertisers rose as follows: Lever, 18% to 39%; Wrigley, 17% to 72%; Standard Brands, 12% to 41%; Hunt Foods, 16% to 50%, and Nestle, 24% to 56%.

## Advertisers

Paxton & Gallagher Co., Omaha, is scouting west coast markets and checking programing, via Tatham-Laird, for possible spot tv schedules for Butter-Nut coffee.

Heretofore, western regional activities on this account were handled by D'Arcy, but as of 1 January, Tatham-Laird takes over the business nationally. There's nothing definite on a buy as yet, but the feelers are out.

**Campaigns:** Bell Savings of Chicago (M. M. Fisher Associates) begins a concentrated three-week campaign



**DISTINGUISHED ACHIEVEMENT** awards were presented in an on-the-air broadcast to four Nebraskans for their public service by KMMJ, Grand Island. The station and its sister, KXXX, Colby, Kan., plan to honor outstanding listeners annually with solid bronze plaques

**MISS PLAYMATE** Sheralee Conners, featured in the July issue of 'Playboy,' was treated to some southern hospitality by Wayne Willard of WSJS-TV, Winston-Salem



**CANON ROAR OF APPROVAL** is sounded by WRVA, Richmond, to mark booming sales scored by rep Peters, Griffin, Woodward, Manning the gun are gen. mgr. John B. Tansey (l), PGW v.p. Art Bagge (r), and WRVA sales mgr. Hal Barre (far r) backed up by station staff

**SHORT CUT** way to measure its new 5 kw transmitter was used by WKAP, Allentown, Pa. Grounded for the picture are (l to r) d.j. Les Baer, pilot Fred Feldman, Elaine Ponoski, engineer Charles Smith



tomorrow which is slightly off-beat for a bank—it centers on radio-tv personality Miss Carmelita Pope. Series of 20-second and minute commercials are scheduled on two Chicago tv stations . . . **Keko Products** division of Kennedy Car Liner Co., having just completed a 13-week test campaign for Pollysaks in Indianapolis, is moving into 20 more markets with a \$200,000 budget. Campaign includes 20 and 60-second animated tv commercials with a jingle also used on radio utilizing a parrot's voice to convey the "magic world of Polly" theme: Agency is P. T. Murray Associates . . . **Block Drug Company's** "Nytol Girl," Lor-

raine Rogers, was introduced to salesmen at the annual meeting as the girl who made 1,350,655,950 tv impressions in 1961. She's scheduled on several NBC shows in the first quarter of 1962 . . . **Johnson's Wax** begins a month-long spot tv push for Klear floor wax 15 January, using some 150 commercials. In addition, retailers who purchase at least a five-case display for a minimum of seven days during January and February will get a \$5 display promotion allowance.

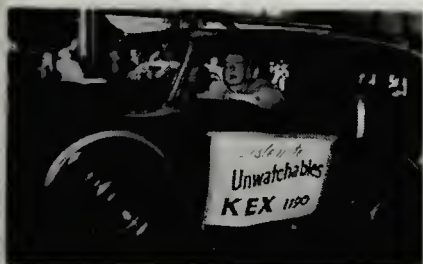
**Thisa 'n' data:** Shares representing the capitals of **Unilever N.V.**, Netherlands, and **Unilever Ltd.**, England,

were listed for trading on the New York Stock Exchange. William H. Burkhart, chairman of the four Unilever companies in the U. S. and Canada, purchased the first 100 shares of each of the two companies.

**Kudos:** The Marketing Executives Club of New York handed out awards for "new frontiers in marketing" to **Hess & Clark**, **Douglas Fir Plywood**, **Johns-Manville** and **Heublein**.

**PEOPLE ON THE MOVE:**

**Robert A. Eisentrout** to advertising manager, consumer products, at B. F. Goodrich from Lennen & Newell . . . **Thomas W. Clark** to as-



**THE UNWATCHABLES**—KEX, Portland, Ore., radio d.j.'s drove off with third prize in the Pacific International Parade in an old 1932 Packard as "The Unwatchables"



**BABY OF THE DAY** at KAKC, Tulsa, is Rickey Holly, first baby born in St. Francis Hospital. Bob Hoth, gen. mgr., presents his photo to Mrs. Natalie Warren, Foundation pres., and R. Otis McClintock, bank chmn.



**50-YARD** line seats were sent to 137 New York underprivileged kids by WKY, Oklahoma City, for the Oklahoma-Army game



**ADDED ATTRACTION** at the meeting of the New England Broadcasting Executives Club in Boston was comedian George Jessel. He had the seat of honor between BEC pres. Frank Browning of Badger & Browning & Parcher (l) and luncheon chmn. Bill Creed, Foster & Creed



**TESTIMONIAL** scroll proclaiming him Dean of Agricultural Communicators is given Daniel R. "Spec" Collins, retiring v.p. of agricultural accounts at Marsteller, Chicago, by reps and agency people with whom he's worked for the past 20 years. **Georgé Adkisson**, Peters, Griffin, Woodward, delivers the presentation

sistant to the executive v.p. for marketing at General Foods, from Young & Rubicam . . . **Norman Vance, Jr.**, v.p. and director of marketing at Mars, Inc., to the board of directors . . . **Kermit G. Welton** to sales manager of chain store accounts and **Ard H. Touloukian** to sales manager of the wholesale division at U. S. Time Corp. . . . **A. M. Sanderson** to president of Whitehall Laboratories division of American Home Products and **W. H. Allen** to executive v.p. and general manager of the Canadian branch . . . **W. J. Mc-Edwards** to advertising media manager at Simoniz . . . **James P. McFarland** to v.p. for consumer food activities at General Mills. **Lowry H. Crites** succeeds him as general manager of the grocery products division.

### **Station Transactions**

The FCC approved the sale of WMGM, New York, by Loew's Theatres, Inc. to the Storer Broadcasting Company for the record radio sale price of \$10,950,000.

The call letters will be changed when Storer takes title within 30 days. Arthur M. Tolchin, executive v.p. of the Loew's broadcasting division, will continue with the parent company as a vice president. WMGM

was Loew's only station property.

**Sale:** KYOS, Merced, Cal., was sold to McBride Corp. of Philadelphia for \$187,500 by Frank Flynn, station manager, and Mrs. Lou McCormick, owner of KSLM, Salem, Ore. Broker: Edwin Tornberg.

### **Agencies**

"Project Santa Claus," an annual event at Kudner, was a big success this year. Agency people prepared hundreds of gifts for the needy Cheyenne Indian children at the St. Labre Mission, Ashland, Montana.

Led by Loretta Bowden and Rose Wuest Laflin, Kudner girls devoted their spare time to making 88 dresses, 97 sweaters, 95 hats, 14 pairs of booties, 8 pairs of socks and a hundred or so more aprons and other gifts. And, as tradition has it, the main conference room at the agency was closed to advertising business for two days so the holiday efforts could be displayed.

**Agency appointments:** Quaker Oats to Lynn Baker Advertising for Flako products and to Compton for institutional and industrial division and flour division. Both accounts, totaling \$1 million, from Clinton E. Frank,

Chicago . . . Stineway, Ford Hopkins, Sun Drug and Stineway Self-Service Drug Stores to M. M. Fisher Associates . . . Luxo Lamp Corp. to Rose-Martin . . . Lily-Tulip Cup Corp. (\$500,000) to Friend-Reiss from Grey . . . Jeffrey Martin Laboratories to Wermen & Schorr, Philadelphia, for its proprietary drugs . . . Lever Brothers to Richard-Lewis for industrial detergents from G. M. Basford . . . Kenya Gem, Philadelphia, to Yardis Advertising . . . Butter-Nut coffee to Tatham-Laird from D'Arcy.

**Acquisition:** Clinton E. Frank, Inc., Chicago, is now sole owner of Zimmer-McClaskey-Frank, Richmond, Va., having purchased the 50 per cent interest formerly held by Henry M. McClaskey, Jr., and Allen E. Zimmer. Main account of the Richmond affiliate is Reynolds Metals Company.

**Disengaged:** Affiliation between Mogul Williams & Saylor and The Kaplan Agency was dissolved, with Alvin H. Kaplan, president of the former subsidiary, relinquishing his post as director and senior v.p. of MW&S. The new Kaplan Agency will be opened at Two Park Avenue, New York.

**Reason to brag:** The following notice is making the rounds: "Godwin Advertising takes pride in bringing to your attention the receipt by its client, the State of Mississippi, of the "Best in Advertising" award given annually by the Advertising Federation of America, Seventh District."

**New quarters:** Papert, Koenig, Lois, which has grown in staff from six to 80 in less than two years, has moved to 9 Rockefeller Plaza, New York . . . Swafford & Company Advertising is now located at 8271 Melrose Avenue, Los Angeles.

**New v.p.'s:** Robert Van Riper for public relations at N. W. Ayer . . . Ray Rhodes in the San Francisco office of Bernard Howard and Company . . . Robert Pasch at Ogilvy, Benson & Mather, from K&E . . . William A.

# Season's Greetings

*and Best  
Wishes  
for the  
New Year*

## **BLACKBURN & Company, Inc.**

**RADIO • TV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS**

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Chicago, Illinois  
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9441 Witshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-2770

Hartman, director of marketing, at Hicks & Greist, from Richard K. Manoff . . . **Frank J. Lionette** at Kenyon & Eckhardt . . . **James F. Black** and **William A. MacDonough** elected senior v.p.'s at Kudner.

#### PEOPLE ON THE MOVE:

**G. A. "Al" Honold** to account executive for Purex Drug Products at Foote, Cone & Belding, Los Angeles . . . **Howard L. Englander** to account executive for Colgate-Palmolive at Lennen & Newell . . . **Carleton Jeffery** to account executive at Dancer-Fitzgerald-Sample . . . **Warren Edwards** to the medical division as account executive at Doherty, Clifford, Steers & Shenfield . . . **John A. Dillingham** to account executive for Coca-Cola Bottling Co. of Los Angeles at McCann-Erickson . . . **Jack Low** to account executive at F&S&R . . . **George B. Norris** to account supervisor for Shulton Toiletries at The Wesley Associates . . . **Eugene Telsner** to director of research at Wade.

**Awards:** Eight staffers at various branch offices of Fuller & Smith & Ross got achievement awards totaling \$10,000 for important contributions to the profitability and progress of the agency during the past year. Recipients are: **George Lyon, Tully Plessner, Paul Brickman, Harold Hayes, Frank McKibbin, John Poister, Bill Priesmeyer, Hal Titman.**

**Kudos:** **Sidney W. Dean, Jr.**, former Interpublic v.p., and **Edmund J. Blake, Jr.**, v.p. of the investment banking firm of P. W. Brooks, have been elected to the board of John H. Henderson and Associates, marketing and communications research.

**Obit:** **William C. Vance**, 46, for over four years the tv-radio copy chief and commercial production director at Fletcher Richards, Calkins & Holden, died 8 December.

### Associations

The radio code board of the NAB has rejected proposals for a relaxa-

tion of its time standards for advertising copy.

The board is standing firm on the maximum of 18 minutes in any single hour or 5 minutes per 15-minute segment provided the weekly average doesn't exceed 14 minutes per hour. Other recent business:

- Continuation of the ban on advertising of hard liquor and intimately personal products.

- Discussion of plans for a new code presentation at the NAB convention in April.

- Report on the new monitoring program system showed 66 stations in 34 markets that were monitored for a total of 397 hours through 8 December revealed that 91.2 per cent of the commercial time was in compliance with the code's time standards.

- 1,460 am and fm stations now subscribe to the code, a 14 per cent increase over last 1 July.

**This 'n' data:** If you missed the BPA convention in New York, if you made the convention but not the marketing session or if you got to both, but would like to refresh your memory, the BPA has put together a summary of the happenings. Its edited by Art Garland, promotion manager of WGY/WRGB, Schenectady, New York . . . **TIO** is now distributing a 25-minute color slide presentation called "Television: PROGRAMING," the third of four presentations for use with community groups and station personnel.

### Tv Stations

**Wrather Corporation**, in a further diversification, has purchased almost a 50 per cent stock interest in the **A. C. Gilbert Company**, toy producers.

Price for the common stock, held by the family of the late founder of the company, cost Wrather some \$4 million, which will be payable 30 per cent in cash with the balance due in five annual installments commencing two years after the closing of the transaction.

The California-based Wrather Corp. currently owns and manages Disney-

land Hotel, Muzak Corp., "Lassie" and "Lone Ranger," tv and radio stations, and film producing divisions.

**Sales:** **WNBC-TV**, New York, added the seventh bank to its sponsor roster when Sterling National Bank & Trust Co. of N. Y. signed for "Meet the Press." Buy begins 7 January. Three of the other venerable institutions besides Sterling are using the station exclusively: First National City, Meadow Brook National, Bowery Savings.

#### PEOPLE ON THE MOVE:

**Edward Neibling** to account executive and **Bob Gregory** to the news department at **KTUL-TV**, Tulsa.

### Radio Stations

In a move to expand its services to agency media departments, **RAB** has named **Robert Schultz** national account executive to serve as liaison between the bureau and agencies.

**RAB** president Kevin Sweeney said the need for interpretation results from new types of sales effectiveness research. "We are talking a different language than 99% of all media sellers calling on agencies."

Other **RAB** activities last week included a report on reaction to the new central billing systems. Reaction is far from unanimous in their favor, said **RAB**, quoting a media v.p. of a top 15 agency: "The big drawback right now is these people are not sure of just how much they plan to charge."

**Birth of a station:** This falls in the what-some-people-won't-do department. To commemorate its new ownership and call-letter change from **KTUL** to **KELI**, Tulsa, the station offered \$100 and a full layette to the first family producing a birth certificate proving they had named their new baby "Keli." Several families tried for the prize, but Mr. and Mrs. Thomas Robertson were the first to beat it from the hospital down to the station with the evidence.

**Merry Christmas:** WCAU, Philadelphia, sent a two-in-one greeting card with a specially composed and arranged carol sung by Mel Torme . . . The 293-foot radio tower at WEJL, Scranton, high atop the Scranton Times Building, was transformed into a giant lighted Christmas tree . . . WWRL, New York, broadcast from a holiday decorated trailer parked at 125th street and Eighth Avenue to raise money, toys, clothing and food for the needy.

**Ideas at work:** KDKA, Pittsburgh, is conducting a "Penny-A-Month" campaign to aid Children's Hospital. Last year the station raised more than \$13,000 with the campaign . . . An off-hand remark by WHB, Baltimore, moderator Chuck Boyles on "Night Beat" to a listener that "we should get together for dinner," mushroomed into a full-scale public banquet attended by over 100 listeners and public officials . . . Everything came up roses in Evansville, Indiana when WROZ, as part of its saturation opening campaign, delivered 200 dozen fresh roses to leading businessmen and civic leaders . . . WOLF, Syracuse, raised 1,068 pennies in 10 days in an air promotion based on Pat Boone's new record, "Johnny Will." Theme of the record is that Boone must raise \$10 to take his girl to a dance (or Johnny will) and listeners were asked to help out in Pat's hour of need.

## Fm

**Fifty stations have notified the FCC that they are stereocasting, a gain of 24 since mid-October.**

The growth rate reflects an increase in the number of transmitter manufacturers whose equipment has been type-accepted by the FCC. Harold L. Kassens of the FCC Broadcast Bureau predicts that within the next year over 40 per cent of all fm stations will be operating on stereo.

Some station owners, however, have reported to the FCC a lack of advertiser support for their stereo broadcasts.

**On the air:** WIBW (FM), Topeka, be-

gan broadcasting 16 December, from 7 a.m. to midnight daily. In addition to carrying the Heritage Classical Music service, the station will pick up several informational programs from CBS and other sources.

**This 'n' data:** WVCG, Coral Gables, sold \$150,000 worth of sets during the first seven days of the station's stereocasting . . . Motorola reports over a 10% increase in sales of 1962 stereos since their introduction last summer . . . "FM Stereo Multiplexing" by Norman H. Crowhurst provides a detailed explanation of the FM system on stereocasting and reception in 72 pages of text and illustrations, according to EIA's radio section . . . Gerald O. Kaye, board chairman of Friendly Frost, predicts that retail sales of fm equipment for the home will rise to a record of \$350,000,000 in 1962.

**PEOPLE ON THE MOVE:** Richard E. Logan to sales manager of WGLI, Babylon, New York.

## Networks

**Toiletries, soaps, smoking materials, food and drug advertisers were among the classifications pacing network tv billing gains in the first nine months of 1961, according to TvB.**

Billings for toiletries totalled \$92,931,850, up 11.2% from the same period last year; soaps and cleansers rose 26.4% to \$65,429,506; smoking materials up 9.5% to \$62,946,836; food up 23% to \$101,612,375, and drugs up 9.5% to \$66,017,822.

Crest toothpaste was the leading brand with billings of \$2,642,606 and Procter & Gamble was the leading company with billings of \$15,094,482.

**ABC radio saw a 21% sales volume increase over last year, president Robert R. Pauley announced in his year-end statement.**

Using the first quarter as a base, the second quarter showed a seven per cent rise, the third quarter was up 14 per cent and fourth quarter was up 36 per cent.

Programs which accounted for the highest percentage of the total sales volume were "Breakfast Club" and the weekday newscasts, between them contributing 48% of the total programing revenue.

Another 1961 plus for ABC radio network—an increase in affiliates from 360 in December, 1960 to a current line-up of 372.

**Sales:** As reliable as Santa Claus, the Insurance Company of North America sponsored its traditional Christmas Eve "Sing With Bing" show for the seventh consecutive year. It's carried by CBS radio, Canadian Broadcasting Co., Voice of America and Armed Forces Radio . . . Colgate-Palmolive Co. has allocated a major portion of its daytime network tv budget in 1962 to NBC . . . Coca-Cola has signed for participations in "Perry Mason" and "Rawhide," both on CBS-TV.

**Kudos:** Jack Harris (KPRC-TV, Houston) was re-elected chairman of the Board of Delegates of the NBC TV Network Affiliates at the convention held in Beverly Hills.

Also named for another term was A. Louis Read (WDSU-TV, New Orleans), who is secretary-treasurer. Harold Grams (KSD-TV, St. Louis), and Joseph Bryant (KCBD-TV, Lubbock, Tex.), were elected vice chairmen.

## Representatives

**This was an unusually active week in station rep changes.**

With the addition of WKBW (AM & TV), Buffalo, to its station roster, Blair now represents the entire list of Capital Cities outlets with the exception of WTVD, Durham-Raleigh, which is in the Petry stable. The WKBW stations switched over from Avery-Knodel, the transfer effective immediately, as Blair bought out A-K's contract.

Blair also picked up WBT, Charlotte, N. C. from CBS Radio Spot Sales. Katz got WBRE, Wilkes-Barre, from Headley-Reed.

Everett-McKinney added three sta-

tions to its group: WFEA, Manchester, N.H., from Devney-O'Connell; WIBR, Baton Rouge, from Forjoe; WRBC, Jackson, Miss., from Bolling.

Several staff changes at Katz were announced last week, with Michael Membrado, assistant tv sales manager, promoted to sales manager for the eastern group of stations.

Other shifts: Frank McCann to assistant sales manager for the eastern group, and Oliver Blackwell to director of audience development. He'll concentrate on the new "Trailblazer" project.

New grocery products have sparked a spot tv surge in food advertising, detailed in a new Edward Petry study called "The Contagion of Success."

The industry poured \$265 million into spot tv in 1960 (not including beer and tobacco), an increase of 71% over 1956. For the same period network tv gained by only 33%, magazines by 11%, and newspapers by 5%. Spot's share of budgets soared most in the soap-laundry field, rising from 22% in 1956 to 47% last year.

Rep appointments: WJAR, Providence, to Robert E. Eastman . . . KVOS-TV, Bellingham, Wash., to Sumner-Byles, for New York and the east coast . . . KORL, Honolulu, to Torbet, Allen & Crane, San Francisco . . . WINF, Hartford, to Frederick W. Smith.

Begs to differ: Follow-up to a news notice circulated by Continental Broadcasting that it would represent WSRC, Durham, N.C. was a telegram from the property in question. Station says, and who should know better, that it's still repped nationally by Bob Dore Associates.

New officers: The A-Buy in California Radio Group, an association of independent radio stations has elected Bob Blum, national sales representative of KEEN, San Jose, president; James Hensley, KGMS, Sacramento, vice president; Mary La-

Rue, KSTN, Stockton, secretary; Knox LaRue, KSTN, treasurer.

## Film

Sales: ITC has sold "Whiplash" to WHTN-TV, Charleston-Huntington, "Supercar" to WCCO-TV, Minneapolis-St. Paul, "Jeff's Collie" to WICS-TV, Springfield, Ill., KVAL-TV, Eugene, KSTP-TV, Minneapolis, and "Brave Stallion" to KSTP-TV . . . Seven Arts scored five more station sales for its second group of Warner Brothers post-'50 films: WREX-TV, Rockford, Ill., WKOW-TV, Madison, KNDO-TV, Yakima, Wash., KRDO-TV, Colorado Springs, and KTHV-TV, Little Rock.

PEOPLE ON THE MOVE: Herschel Harris to general manager of ITC of Canada, Ltd. . . . Jerry Liddiard to account executive at TeleSynd. . . . Bruce Henry to creative director at Fred Niles communications centers . . . Ed Seeman to Gryphon Productions as a partner . . . Ira Wolff to the new post of sales planning manager at NBC Films . . . Herb Skoble to producer-director at Pelican Productions.

Kudos: Screen Gems' "Donna Reed" show was awarded a special commendation by the American Medical Assn. for the "accurate picture of a physician and his practice" as presented by actor Carl Betz.

## Public Service

One of the more ambitious public service efforts by an individual station will show its fruits today (25 December) as WSYR-TV, Syracuse, telecasts a specially-filmed show on the 138th Tactical Fighter Squadron and the 108th Aircraft Warning and Control squadron.

The station sent Don Edwards, chief photographer and producer, and cameraman Mac Child to Europe for over a week. Films of the two units, which include some 1,000 Central New York men, will be shown, sponsored by the Marine Midland Trust Co., as a Christmas

greeting for families and friends in the up-state New York area.

Public service in action: WSAZ, Huntington, W. Va., produced a program on arthritis and rheumatoid diseases in cooperation with the Cabell County Medical Society. Among those requesting prints of the program was the Raleigh-Boone Medical Group . . . WGN-TV, Chicago, is presenting a new series called "The Doctor Answers," produced in co-operation with the American Medical Assn. and sponsored by Bankers Life & Casualty Co. . . . WBAL-TV, Baltimore, ran a special telecast of the Loyola High School game to help provide financial assistance for Fred Sturm, a Loyola football player injured recently during a game. Ford Dealers of Maryland, who sponsored the game, and the station both turned over \$1,000 to the benefit fund.

## Equipment

EIA's Consumer Products division is distributing a booklet on recommended advertising practices for the home entertainment electronics industry.

Particularly timely because of new and complex equipment like FM stereo or multiplex radio receivers, stereo phonographs, and color tv, the code includes reprints of FTC guide lines against deceptive pricing, bait advertising, and deceptive advertising of guarantees.

New Products: General Precision, Pleasantville, N.Y., has added two new features to its video recorder: spot wobble, which provides smooth picture texture and an alternate synchronizing generator . . . The Cello-matic Corp., New York, has a new light source for its animation projector. The silicone-dioxide tube chemically produces balanced, color corrected white light . . . RCA has a new shipping container for head-wheel panels of tv tape recorders. Its a vacuum-formed plastic package, with polyurethane foam blocks for supporting the in-transit panel assembly.

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# Tv and radio NEWSMAKERS



**John C. Moler** becomes general manager of WMGM, New York, in early January when Storer Radio, Inc. takes formal possession of the station from Leow's Theatres. Moler, who joined Storer in 1959 as general manager of WIBG, Philadelphia, entered broadcasting in 1952 as a time salesman at WKY, Oklahoma City. He served progressively as local sales manager and commercial manager before becoming director of the outlet. Other executive appointments will be made after Moler takes office.

**D. Lennox Murdoch** is the new assistant to the president of Radio Service Corp., the parent company of KSL (TV & AM), Salt Lake City. He moves up from v.p. and general manager of the tv outlet, a post which he's held since 1954. Prior to that, he served in many capacities at the station, including continuity editor, national spot sales manager, and director of station relations. Succeeding him as tv station manager is Lloyd E. Cooney, who will also retain his present position as general sales manager.



**L. T. Steele**, with Benton & Bowles since 1937, has been named an executive vice president of the agency with supervisory responsibility for several major accounts. He will also take over as head of international operations. Steele, who's served as research coordinator and account executive, was appointed v.p. and manager of the radio and television department in 1945. Two years later he was put in charge of West Coast operations. Returning to New York, he was elected a senior v.p. in 1958.

**Don Menchel** has been elected a vice president of TV Stations, Inc., the New York-based film buying firm wholly owned by its member stations which now number in excess of 100. Menchel, who began his broadcasting career at ABC, was an administrative assistant in the network's film division. He joined TV Stations, Inc., in 1956 as a buyer and soon became manager of the buying division. In his new position, Menchel will oversee station relations and act as administrative assistant to the president.





## The seller's viewpoint

*Buyers don't care enough about a station's public service programing track record, according to Milton H. Klein, general manager, KEWB. Oakland, Cal. He feels that a station's attitude toward public service can tell a buyer more about what kind of station it is than just about any other attribute. He suggests that the station that spends time and money, and enlists the talents of a good staff to create distinctive, effective announcements for worthwhile causes is the one that is either first in the hearts of the public or well on its way to being so. It is likely to be creative across the board.*



### Public service: a buyer's best barometer

**"P**ublic service" broadcasting rarely rates attention on this page, for a very good reason. The space is made available for "frank talks to buyers of air media facilities," and when it comes to public service, station operators know that most timebuyers couldn't care less.

But I want to suggest buyers *should* care. For radio has been going through another transitional, development period and there's not a little confusion on the part of some buyers as to which station in a market is now playing the "right music," which one is striving to establish itself as a stable, dependable "good citizen" of the community, which one is providing the best climate for an advertiser's messages.

To astute buyers, a station's attitude toward public service can be a stand-out direction sign, telling them more than almost any other single attribute what kind of a station it is, how much it cares about the community in which it operates, and how much it is trying to be a meaningful medium to the people of that community.

The FCC's practice of measuring a station's public service record in terms of time allotted, rather than effectiveness, makes it all too easy to run with any "canned pitch" for a worthy cause provided by national service organizations. (It is not my intention to belittle the fine job being done by national service organizations, which devote great care and attention to their produced announcements. But the truly professional broadcaster knows best how to get the best results in his area, and he will tailor every campaign to his pattern of broadcasting.)

So I suggest timebuyers look for the station that goes to the trouble—that spends time and money, and enlists the talents of a good staff—to create distinctive, effective announcements for the same causes. They will find themselves the station that is either first in the hearts of the public, or well on its way to being so. For a station that

applies creativity to public service campaigns is more than likely the one that is also creative, imaginative, and effective in every other aspect of its day-to-day operation.

It takes talent and dedication to create different, arresting, effective public service programs and announcements. The station that does come up with them has a staff that invariably carries over that talent and dedication into programing, pace and production; into its own attractive, listenable station promotion; into unusual, effective merchandising for its advertisers.

There's another reason why buyers should consider a station's handling of public service campaigns. The station that lavishes thought and care on such campaigns is usually adroit enough to see in them an opportunity to create goodwill for itself as well as the cause, incorporating built-in station promotion with the public service effort. For example, as part of our campaign for the Boys' Clubs of America, we compiled an album of the biggest record hits of the past few years, made by upcoming artists first discovered by KEWB air personalities. The album sells for \$3.98 throughout northern California, with all proceeds earmarked for a scholarship fund administered by the Boys' Clubs. To date we've sold over 6,000 albums!

An expertly-handled public service campaign can do one more thing of significance to timebuyers. It can involve the most influential individuals in the area and convert them to boosters for the station. When we tackled the recent United Bay Area Crusade, our public affairs people went out and recorded the voices of community leaders from every possible source within our coverage area. These luminaries delivered pleas—pre-written by us—within a specially produced framework. These were then scheduled for a saturation announcement campaign. The effect was tremendous; the Crusade officials—and the community leaders—are still talking about the campaign. ▀

# SPONSOR SPEAKS

## The SPONSOR year

We think you will be interested to know what 1961 has meant to those who labor for you at 555 5th Avenue.

As the one and only trade publication edited solely for agencies and advertisers who use air media, SPONSOR has a highly specialized role to play.

Our aim is to concentrate on the stories, news items, and useful dollars-and-cents information which will enable radio tv customers to use the air media more fully, and efficiently.

Looking back on 1961, we can honestly say that more of SPONSOR's editorial content has been devoted to outstanding material of this type than at any other time in our history. Among our high spot stories of the year were major articles on unions and tv ad costs, daytime tv, spot carriers, baseball, media department organization, 40-second breaks, preemptible spots, public service programming, radio's local goldmines, rating research, radio vs. newspapers, tv kid shows, ANA's "Project X," as well as extensive roundup stories of radio tv usage by such industries as oil, cosmetics, soaps, hair tints, supermarkets, and many others.

But one thing we promise, if 1961 was a great editorial year for SPONSOR—"the weekly magazine radio tv advertisers use"—1962 is going to be even greater. Watch for our up-coming numbers.

## Commentary on good radio

Now that the FCC by a vote of 6-0 (Commissioner Bartley absent) has approved the record purchase of WMGM Radio, New York City, for \$10,950,000, we'd like to make these observations: (1) It doesn't take the commission long to act when they've a mind to. In this case less than 60 days. (2) The price is a testimonial to the popularity of radio, not only with the listening public but with local and regional advertising. National advertisers please note. (3) In recent years, Storer has done wonders with some of its radio stations, notably WIBG in Philadelphia. This contributed to the record price it was willing to pay as well as the fact that the new manager of WMGM is John Moler, who so effectively succeeded Lionel Baxter, radio vice president of Storer, as head of the remarkable Philadelphia operation.

## 10-SECOND SPOTS

**How exclusive can you get?** A southwestern tv station caught itself twixing its network that it would be unable to clear live the *Coming of Christ*, so to speak.

What happened was it received an order for U. S. Steel's "The Coming of Christ" for 20 December via NBC TV at 8:30-9 p.m. EST.

The station's reply: "Regret unable clear live this program. However, we most anxious to carry it and could either schedule it for 3:30-4 p.m. CST or . . ."

**A word to the wise:** Abe Burrows, co-author and director of the smash Broadway musical "How to Succeed in Business Without Really Trying," defines a tv consultant as someone hired by a network because they don't really know what to do with him but are afraid another network will hire him.

Burrows' advice to consultants: Never volunteer suggestions and avoid committing yourself to a definite statement, because if you do, they'll say "What do we need him for anyway?"

**Misnomer:** Those two heavyweight fights (Patterson vs. McNeeley, Liston vs. Westphal) were billed as a tv double-feature in the closed-circuit theaters. They lasted a grand total of five rounds for both of them combined.

*Shouldn't their billing have read, "Short Subjects?"*

## Is there a barber in the house?

On his ABC TV and Radio program, *Adlai Stevenson Reports*, the ambassador, who had just turned down a chance at the Democratic senatorial nomination in Illinois, was asked if the Congo or Red China was his most important problem.

"The biggest problem I have right now is to get a haircut," Ambassador Stevenson reported. "Somebody said if you don't get a haircut they will think you are running for the Senate."

**Truism:** N. Y. *Post* columnist Earl Wilson wishes he'd said, "Of course you have to have a roof over your head. Where else would the tv antenna go?"

Within all of us there are basic needs which must be met if we are to live a full, well-rounded life. One of these needs is rooted in the desire to be somebody. The feeling of being important, of being wanted and needed, is as essential to us as food. We cannot live by bread alone. A word of encouragement, a compliment, a kindness or a favor, will do much to assure another he is important and means something to somebody. To let someone know that he is wanted is one way of letting him feel important and one of the best ways for us to feel important is to be of service to others.



## Season's Greetings




Martin Himmel, President  
Dunnan & Jeffrey, Inc.  
730 Fifth Avenue  
New York, New York



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