

DECLASSIFIED

MAY 14 1962

1962-63

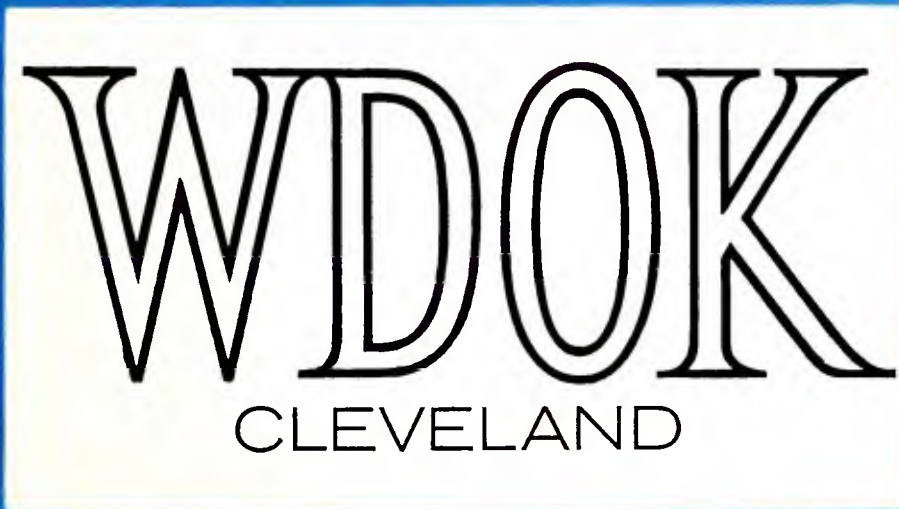
SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

14 MAY 1962—40c a copy / \$8 a year

TV'S WILD TOY-
spin gains more speed
— record \$14 million
in net/spot creates kid
show boon p 31

AFFILIATE'S POW-
er — how much have
they? CBS TV's pend-
ing compensation cut
stirs speculation p 34



is now represented nationally by

The logo for Edward Petry & Co., Inc. features three white circles arranged horizontally. The middle circle contains the text 'Radio Division' at the top, 'Edward Petry & Co., Inc.' in a large, bold, sans-serif font in the center, and 'The Original Station Representative' at the bottom. The other two circles are empty.

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

We, the affiliates, congratulate

The Inter Mountain Network

on your New Representation by . . .

Edward Petry & Co., Inc.



**61 Radio Stations
DOMINATING
the Intermountain
Empire!**

Colorado

KBTR	Denver	5000 W. 710 K.C.
KGHF	Pueblo	5000 W. 1350 K.C.
KGIW	Alamasa	250 W. 1450 K.C.
KVRH	Salida	250 W. 1340 K.C.
KLMR	Lamar	1000 W. 920 K.C.
KGEK	Sterling	1000 W. 1230 K.C.
KBZZ	La Junta	250 W. 1400 K.C.
KCRT	Trinidad	250 W. 1240 K.C.
KCOL	Fort Collins	1000 W. 1410 K.C.
KYOU	Greeley	1000 W. 1450 K.C.
KVOR	Colo. Sprgs.	1000 W. 1300 K.C.
KRLN	Canon City	250 W. 1400 K.C.
KEXO	Grand Jctn.	250 W. 1230 K.C.
KVFC	Cortez	1000 W. 740 K.C.
KDGO	Duranga	250 W. 1240 K.C.
KFTM	Fort Morgan	1000 W. 1400 K.C.
KBOL	Boulder	1000 W. 1490 K.C.

Idaho

KWIK	Pocatello	250 W. 1440 K.C.
KIFI	Idaho Falls	5000 W. 1260 K.C.

Montana

KLIX	Twin Falls	5000 W. 1310 K.C.
KGEM	Baise	10000 W. 1140 K.C.
KBRV	Soda Springs	500 W. 540 K.C.
KBMY	Billings	1000 W. 1240 K.C.
KATL	Miles City	1000 W. 1340 K.C.
KPRK	Livingston	1000 W. 1340 K.C.
KOPR	Butte	1000 W. 550 K.C.
KBLL	Helena	250 W. 1240 K.C.
KXLO	Lewistown	1000 W. 1230 K.C.
KMON	Great Falls	5000 W. 560 K.C.
KYSS	Missoula	1000 W. 910 K.C.
KXXL	Bozeman	1000 W. 1450 K.C.
KGEZ	Kalispell	1000 W. 600 K.C.
KDBM	Dillon	1000 W. 800 K.C.
KOJM	Havre	1000 W. 610 K.C.
KLTZ	Glasgow	250 W. 1240 K.C.

Utah

KALL	Salt Lake City	5000 W. 910 K.C.
KLO	Ogden	5000 W. 1430 K.C.
KOVO	Prava	5000 W. 960 K.C.
KVNU	Logan	5000 W. 610 K.C.
KOAL	Price	250 W. 1230 K.C.
KSVC	Richfield	5000 W. 980 K.C.

Wyoming

KVEL	Vernal	1000 W. 1250 K.C.
KURA	Moab	250 W. 1450 K.C.
KUTA	Manti./Blndg.	1000 W. 790 K.C.
KLUK	Evanston	250 W. 1240 K.C.
KVRS	Rock Springs	1000 W. 1360 K.C.
KOVE	Lander	1000 W. 1330 K.C.
KVOC	Casper	1000 W. 1230 K.C.
KPOW	Powell	5000 W. 1260 K.C.
KWYO	Sheridan	1000 W. 1410 K.C.
KRAL	Rawlins	250 W. 1240 K.C.
KFBC	Cheyenne	250 W. 1240 K.C.
KOWB	Laramie	5000 W. 1290 K.C.
KYCN	Wheatland	250 W. 1340 K.C.
KASL	Newcastle	250 W. 1240 K.C.
KIML	Gillette	250 W. 1490 K.C.
KBBS	Buffalo	250 W. 1450 K.C.

Nebraska

KNEB	Scottsbluff	1000 W. 960 K.C.
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Nevada

KORK	Las Vegas	250 W. 1340 K.C.
KELK	Elko	1000 W. 1240 K.C.

New Mexico

KENN	Farmington	5000 W. 1390 K.C.
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ABC Radio West





IT TAKES TWO

...to cover Michigan I

Just as important as that other leg is Michigan's 2nd TV market...that rich industrial outstate area made up of LANSING-FLINT-JACKSON and 20 populous cities ...3,000,000 potential customers... 821,000 TV homes (ARB November '61) ...served exclusively by WJIM-TV for over 10 years.

WJIM-TV

BASIC



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

DAIRYLAND

JUBILEE!

- New audience for the Standard News Roundup at 10 p.m. Mon.-Fri. . . . Up 42% (ARB March '62)
- New audience for DAIRYLAND JUBILEE . . . now the highest rated local variety program in Madison!
- Now with 7-ARTS features and exclusive Milwaukee Braves baseball, WKOW-TV can provide a DAIRYLAND JUBILEE for your sales in booming Madison, where payroll growth doubles the U.S. average. Join the trend to Ch. 27 and be jubilant. Contact Ben Hovel at ALpine 7-2261, or your Young TV salesman.

WKOW-TV abc

MADISON, WISCONSIN



Ben Hovel, Gen. Sales Mgr.



Larry Bentson, Pres., Joe Floyd, Vice-Pres.
Tony Moe, Exec. Vice-Pres. & Gen. Mgr.

MIDCO

Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND TV and RADIO Sioux Falls, S. D. • WLOL-AM, FM Minneapolis-St. Paul • KSO Des Moines

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SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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More power for affiliates?

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DEPARTMENTS: Sponsor Backstage 15, 555/5th 19, Time-buyer's Corner 48, Seller's Viewpoint 73, Sponsor Speaks 74, Ten-Second Spots 74

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Number one of a series of paid testimonials.

**“We*
always
listen
to
Jack
Sterling”**



*PATRICIA ANNE STERLING, MARY ELIZABETH STERLING, CATHARINE JEAN STERLING, SUSAN ADELE STERLING, NANCY EDNA STERLING

“We never miss him 'cause...We like the funny things he says...and, the music makes us want to dance around the breakfast table...and, the news about whether school is open or not. Now can we have our allowance, Daddy?” ■ Join the Sterling girls (and most of New York) in enjoying the Jack Sterling Show, Monday-Saturday, 6 to 10 AM on

**WCBS
RADIO
880**
101.1FM

A CBS OWNED RADIO STATION



It was a great trip.

"60 HOURS TO THE MOON... a fascinating, imagination-igniting hour."

N.Y. Daily News

"Chalk up one for Jim Hagerty's ABC News shop."

Variety

"First-rate documentary."

Newsweek

"Well worth the attention of viewers of any age."

Time

We are obviously gratified at the critical response to 60 Hours to the Moon.

It was television's full-scale report to the public on an exceedingly complex subject: our country's plans for future steps into Space.

It faced scientifically and realistically the many problems involved; indicated the inestimable new knowledge to be gained; stressed the opportunities for our youth in the national space program.

Guided by ABC's Science Editor Jules Bergman and Astronaut John Glenn, the report

ranged the country for on-the-scene views at the work in progress. In all, some 20 N.A.S.A. scientists outlined their parts in the effort.

To take this wealth of technical material and make it exciting, as well as informative, television represented a big challenge. ABC News is prepared for such challenges.

It should also be noted that Olin, in sponsoring this program, likewise met a challenge in its acceptance and fulfillment of corporate responsibility to the public interest.

ABC Television



14 May 1962

Latest tv and
radio developments of
the week, briefed
for busy readers

SPONSOR-WEEK

TEXACO'S NET MINUTES

Texaco (B&B), just out of NBC TV news, going into \$1.0 mil. summer tv network spot carrier campaign

Texaco (B&B), which has cancelled out of the Huntley-Brinkley news strip, is going the way of Mobil—buying into spot carriers.

For NBC TV it's the biggest summer bonanza yet. Texaco is making it 70 minutes on 14 different nighttime shows plus Tonight.

The billings for this summer blast—starting in mid-June and ending after Labor Day—will come to about \$1 million.

It will be recalled that it was Mobil that innovated for the petroleum industry the practice of using nighttime network minutes.

After Texaco announced it was not renewing for the NBC TV news strip there was a suggestion that the bulk of its fall budget would go spot.

That may happen, but as far as the summer is concerned spot tv's share of the Texaco largess will be but a trickle. In other words, there'll be some spot.

RAMBLER SEWS UP RADIO NETS FOR SPACE SHOT

American Motors (GMM&B) has sewed up the major radio networks again for space shot coverage.

The advertiser will use all three major networks for the second orbital attempt scheduled for later this month.

Rambler also used all the radio networks to cover the Glenn shot.

NOTICE IMMINENT OF NEW CBS RATE PLAN

CBS TV stations will be notified in the very near future of the new network compensation plan affecting afternoon rates.

A CBS TV spokesman explained last week that existing contracts cover such rate changes and the contracts will not have to be renegotiated. All that is required is CBS' fiat notification.

It was confirmed that the new plan would probably go into effect as of the first of the year. This means that stations will receive almost eight more months of revenue at the present rates.

It was emphasized by a CBS representative that only afternoon compensation is affected by the new plan. It will not affect any other time area of network service.

NBC TV to be 68% color

Chicago:

More than two-thirds of NBC TV's fall nighttime programming will be in color, sales v.p. Don Durgin told the RCA distributors here last week.

Durgin estimated it would be 68% compared to 57% this season and 41% last season.

SRA award winners

Rep. Walter Rogers (D., Tex.) last week before the SRA urged the industry to express itself more.

At the luncheon Elizabeth Black of Donahue & Coe won the Silver Nail Timebuyer award, William H. Kearns, vice-chairman of the board and chairman of the executive committee of Ted Bates, won the Gold Key award, and Marianne Monahan, NL&B timebuyer, won the Chicago timebuyer of the year award.

ABC's \$46 MILLION 7-WEEK SALES SPREE

ABC TV has been doing business at the rate of almost \$7 million a week, the network announced last week. It estimates its advance on 1962-63 booked in the past seven weeks at \$46.0 million.

The network's own estimate is that during the seven week period it wrote 52% of all business done by all tv networks, the other two sharing the remaining 48%. The seven weeks correspond with the period since ABC TV's new administration took over.

ABC TV also announced some new buys made during this period: R. J. Reynolds, McHale's Men; Armour, several shows; Breck, Going My Way; American Dairy Assn. and Warner-Lambert, Ozzie & Harriet; Sunbeam in several shows; Block Drug in nine shows; Bristol-Myers in several shows; Lincoln-Mercury in nine shows; and also Mobil Oil, Schick, Polaroid, and Philco, in several shows each.

GEN'L MILLS \$2.8 MIL. DAYTIME NBC TV NEWS

General Mills put an estimated \$2.8 million into daytime news strips on NBC TV for next season.

The news kick involves renewal of the 12:55 p.m. five minute strip plus a buy of the 10:25 a.m. news segment which will start sometime before the end of the year, depending on clearances.

Last week Thomas Leeming also bought into NBC TV daytime for next year, various shows, ordering about \$.8 million of quarter-hours, and bringing NBC TV's daytime advance total to about \$3.6 million.

Not counted in the tally above are Bristol-Myer's buy of 52 minutes in various nighttime shows of the current season and Amoco's quarter- sponsorship of the NFL championship game.

Sealtest (Ayer) will sponsor a nighttime Play Your Hunch for 15 weeks this summer.

NAB Radio Review Code Board reconstituted

Nine leading radio broadcasters last week were named by NAB president LeRoy Collins to serve on a reconstituted Radio Code Review Board.

Two executives were newly appointed and several others were reappointed.

Cliff Gill (president, KEZY, Anaheim), was reappointed for a two-year term as chairman. Also reappointed was Robert B. Jones, Jr. (v.p., WFBR, Baltimore).

Appointed for two-year terms were Richard H. Fairbanks (president, WIBC, Indianapolis), Lee Fondren (station manager, KLZ, Denver), and Richard H. Mason (president, WPTF, Raleigh).

The following will continue for the remaining year of their terms under the old board: Richard O. Dunning (president, KHQ, Spokane), Elmo (Continued on page 66, col. 1)

GUMBINNER CREATES NEW RADIO/TV POST

Broadcast billings have expanded so much at Lawrence C. Gumbinner—they now account for about 45% of its total—that the agency has decided to create the post of v.p. of the tv/radio department.

Hugh Cohn, who in effect has been taking charge of broadcast matters for some time, has been named to the post. He'll be in charge of programing, media, and administration.



Hugh Cohn

Cohn joined Gumbinner in 1958 as business manager of radio-tv. He once held a similar post at Grey.

Oil big in tv news, weather, documentaries

Petroleum companies assumed a major role as sponsors of tv news, weather, sports, and documentaries in 1961, reports TvB.

Gross time billings in tv were \$40.6 million in network and spot in 1961, slightly higher than 1960. In 1961 spot tv got \$21.7 million and network tv \$18.9 million. (In 1960 spot had \$24.3 million and network has \$15.7 million.)

About \$26 million of the 1961 expenditure in tv went into news, weather, sports, and documentaries. Among the leaders were Standard Oil of New Jersey, Socony-Mobil, Gulf, Texaco, Standard Oil of Indiana, Phillips, Sinclair, Sun Oil, and Atlantic Refining.

The top 15 companies increased tv spending slightly and cut newspaper spending slightly in 1961, TvB reported.

Shell invested in the Leonard Bernstein tv broadcasts in 1961 and returned to heavy spot tv and network golf in 1962.

EDITORIAL

John McMillin: Editor

Effective immediately John E. McMillin is named editor of SPONSOR. For the past four years John has served as our Executive Editor. As every reader of SPONSOR knows, he has contributed a penetrating knowledge of agency and advertiser matters, both broadcast and otherwise, that has left its mark on every issue.

His great powers of expression, coupled with years of practical advertising experience, makes him uniquely fitted for SPONSOR's editorial undertakings.

At the time that John was appointed executive editor in 1958, I said to him, "Our industry is urgently in need of a man who will speak and write authoritatively and fearlessly on broadcast advertising problems, who will help lead in advancing the industry. You have that opportunity."

Today I relinquish the title of editor, which I have held since 1949, with great pleasure and with the assurance that full responsibility for SPONSOR's editorial product is in the hands of a man who has proved himself eminently qualified for the job.



PUBLISHER

10 MAY 1962

New RCA Cartridge Tape System with "TRIP CUE"



Here's the cartridge tape system with something new—*trip cue*! This unique feature allows you to record a special trip-cue tone that, during playback, can be used to start the next device in an automatic or semi-automatic system, with split-second timing. (In TV operations it may be used to advance slide projectors.)

Delayed broadcast, spot announcement campaigns, production aids, themes, station breaks can be handled by the RT-7A with a minimum of effort. Cartridge is selected, placed in a playback unit, forgotten until "Air" time, then instantly played at the flick of a button. Cueing and threading are eliminated.

Check this handsomely-styled equipment against any other for compactness and design... Provides transistor circuitry, low power consumption, simplicity of operation! It's one more in a growing line of value-packed new products for radio and television stations from the pioneer in broadcasting. See your RCA Broadcast Representative. Or write to RCA Broadcast and Television Equipment, Dept. HB-264, Building 15-5, Camden, N. J.



Typical packaging is this attractive four-unit console with single BA-7 Cartridge Tape Record and Playback Amplifier and three Cartridge Tape Decks, as illustrated.

Separate units of this system available are the Record and Playback Amplifier, and the Cartridge Tape Deck. A Cartridge Storage Rack is also available.



The Most Trusted Name in Electronics
RADIO CORPORATION OF AMERICA

THE MIRACLE OF EASTER/THE MENACE OF COMMUNISM/A PROGRAM OF NEWS EDITED FOR



THIS IS NBC

One of a series of advertisements which reflects the balance, scope and diversity of NBC's program service.

YOUNG PEOPLE / DEBUTANTES AND A DIVA / A PRECINCT HOUSE AND A TRIP DOWN U.S. 1



LARGEST SINGLE SOURCE OF NEWS, INFORMATION AND ENTERTAINMENT IN THE FREE WORLD

AVERY-KNODEL REALIGNS EXECUTIVES

Avery-Knodel, which put itself under the light of a management study earlier this year, has made some sweeping executive realignments.

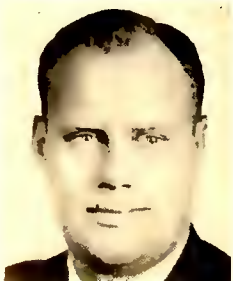
The following executive changes were made: senior v.p. Thomas J. White was put in administrative charge of the New York office and made a member of the executive committee, and senior v.p. Roger H. O'Sullivan was put in charge of the Chicago office.

In addition, three new appointments were announced: Edward W. Lier has been named director of sales development for radio and tv, Robert J. Kizer has been named director of television sales, New York, and Donald F. McCarty has been appointed director of radio sales, N. Y.

Katz agency opening Philadelphia office

Increased radio national spot activity originating in the Philadelphia area has led The Katz Agency, station representatives, to open a radio office in that city.

Arne N. Ramberg has been appointed manager of the new office. He has been in media buying and research since 1949, most recently as time buyer at N. W. Ayer. He was previously associated with W. B. Doner, Paul Venze Associates, and Lynn Baker, Inc.



Arne N. Ramberg

FCC am freeze

Last week the FCC called a partial halt to accepting new am applications. The move is the first step in a series intended to re-examine rules governing am assignments.

Nielsen 24-market report going to 30

Nielsen will add six markets to its rapid 24-market tv ratings service in the fall.

The new 30-market service, issued 50 times a year and delivered four days after the close of the ratings period, will replace the present 24-market report.

The new report will represent about 50% of U. S. tv homes and will include Los Angeles, San Francisco-Oakland, Portland, Ore., Buffalo, Milwaukee, and New Orleans.

The new service, like the present one, is intended to measure three-network markets which carry programs at "origination time."

NBC: CBS' CRONKITE NOT EXPLOITING SIU's

NBC TV is rubbing in what it calls the lower ratings of CBS TV's early evening news since Walter Cronkite began.

Says NBC, Cronkite at 7:15 p.m. in his first week got only a 10.8 AA and 29% share during 37.9 SIU, while the earlier Huntley-Brinkley had 11.2 AA and 35% share even despite its lower 31.7 SIU, all according to the Nielsen MNA Report for 23-27 April.

NBC also points out that Cronkite did not do as well in his first week as Douglas Edwards in his last week for which an MNA report is available (9-13 April), where Edwards' 15.3 AA and 31 share was ahead of Huntley-Brinkley's 13.5 AA with identical 31 share.

Reed on L&N's Colgate

Elliot W. Reed last week was appointed senior v.p. and coordinator on the Colgate-Palmolive account at Lennen and Newell.

FRANCIS NAMED ABC TV COAST SALES V.P.

Vincent A. Francis has been named v.p., ABC TV West Coast sales.

Francis joined ABC in 1945 as a disc jockey at KGO, San Francisco, and has been in sales since 1947, joining the radio network in 1947 and national spot sales as general manager in 1949.



He was made sales manager of KGO-TV in 1951 and sales manager of ABC TV western division in 1956, shifting his headquarters to Hollywood in 1959.

Halverstadt elected P&G advertising v.p.

Albert N. Halverstadt has been elected v.p. of advertising of Procter and Gamble. Halverstadt, who joined P&G in 1930, has been general advertising manager since 1960.

The post of advertising v.p. has been open for some time. Its last occupant was E. A. Snow, now v.p. of the toilet goods division.

RAB gives awards to radio commercials

RAB has awarded prizes of \$1,000, \$500 and \$250 to the creators of three winning radio commercials heard in 1961.

First prize went to Stan Freberg for Meadow Gold dairy commercials (Hill, Rogers, Mason, and Scott). Edward A. Trahan, v.p. of W. B. Doner, and Ralph W. Cummings of Cummings Productions won second prize for their Gibbs jingle.

Third prize for an F. & M. Schaefer marching song commercial, was shared by four BBDO executives: Radio production head Tom Anderson, v.p. and creative supvsr. Jim Jordan, tv/radio musical dir. Joe Hornsby, and jingle writer Ted German.

BECAUSE **MILWAUKEE** IS DIFFERENT



**HOW MANY VOICES
SHOULD SPEAK TO—AND FOR
1,063,000 PEOPLE?**

Storer Broadcasting Company believes the printed word is not enough to inform, guide and serve 1,063,000 people. Thus, WITI-TV* is now the authoritative broadcast voice in Milwaukee. It has a vital role to fill! . . . to agree when agreement is proper — to dissent when the occasion demands — to speak without fear or favor — and induce *action* when needed. This is another example of the way Storer suits its programming to the needs of the communities it serves. **IMPORTANT STATIONS IN IMPORTANT MARKETS.**

** Represented by Storer Television Sales, Inc.*

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



It happened very suddenly . . . like a good TV trend should. This spot buying machine became obsolete when feature films produced by major Hollywood studios in the Fifties began to appear on television. Big pictures with big stars and big up-to-date stories created new audience interest and record viewing. This increase of sets-in-use

FOR SALE

**TV SPOT
BUYING
MACHINE**

in all kinds of time periods created new spot buying opportunities in market after market.

Now all a really knowledgeable time buyer needs for easier and wiser buying is a little light. Like this list of select stations carrying the most impressive post '48 features yet released—those produced by Metro-Goldwyn-Mayer.

THE LIST

markets and television stations carrying the exciting post '48 feature films of

METRO GOLDWYN MAYER
the best pictures in town

ny, N.Y.	WTEN	Miami, Fla.	WCKT
na, Pa.	WFBC	Minneapolis, Minn.	KMSP
in, Texas	KTBC		WCCO
rsfield, Calif.	KBAK	New Haven, Conn.	WNHC
more, Md.	WJZ	New York, N.Y.	WOR
mont, Texas	KBMT	Oklahoma City, Okla.	WKY
hamton, N.Y.	WNBF	Omaha, Neb.	WOW
lo, N.Y.	WBEN	Palm Beach, Fla.	WPTV
ampaign, Ill.	WCIA	Peoria, Ill.	WMBD
ago, Ill.	WGN	Philadelphia, Pa.	WFIL
innati, Ohio	WKRC	Phoenix, Ariz.	KTAR
rado Springs, Colo.		Pittsburgh, Pa.	WIBC
	KRDO	Portland, Me.	WCSH
s, Texas	WFAA		WMTW
nport, Iowa	WOC	Portland, Ore.	KATU
er, Colo.	KLZ	Reno, Nev.	KOLO
ne, Ore.	KEZI	Rockford, Ill.	WTVO
t, Mich.	WJRT	St. Louis, Mo.	KMOX
no, Calif.	KFRE	Salt Lake City, Utah	KSL
nville, S.C.	WFBC		KUTV
ulu, Hawaii	KONA	San Antonio, Texas	KONO
napolis, Ind.	WFBM	Scranton, Pa.	WDAU
sonville, Fla.	WJXT	Seattle, Wash.	KOMO
mazoo, Mich.	WKZO	Springfield, Ill.	WICS
as City, Mo.	KCMO	Springfield, Mass.	WWLP
ville, Tenn.	WBIR	Syracuse, N.Y.	WHEN
yette, La.	KLFY	Tampa, Fla.	WTVT
ing, Mich.	WJIM	Terre Haute, Ind.	WTHI
Vegas, Nev.	KLRJ	Toledo, Ohio	WTOL
non, Pa.	WLYH	Tucson, Ariz.	KOLD
z, Ohio	WIMA	Tulsa, Okla.	KVOO
Angeles, Calif.	KTTV	Washington, D.C.	WMAL
sville, Ky.	WHAS	Weslaco, Texas	KRGV
son, Wisc.	WISC	Wilmington, N.C.	WECT



Sponsor backstage

Print media on the defensive

I find the competitive struggle forever fascinating. It's always interesting to watch the intra-industry battle for pre-eminence between one station and the next, one network and its neighbors. But the tussle that often strikes me as exceptionally amusing and frequently exciting is the one between broadcasting and its major media competitors, the newspapers and magazines.



On a Tuesday afternoon during the recent National Association of Broadcasters Convention in Chicago I took a breather and sat down with the *Chicago Tribune*. I came upon a most interesting full seven-column ad, part of the body copy of which said:

“... There is a dinosaur aura about some of America's larger magazines these days. An overconcern for bigness and a dim-eyed disregard of the mental level of the content.

“Why the drive for pumped-up circulation? There are two answers, both of them less than brilliant. First, an urge to say, ‘I'm bigger'n you are!’ and claim a dubious kind of leadership-by-the-numbers. Second, a quixotic effort to compete with television in the eiphers game.”

What happened to Rex?

That ad, in case you missed it, wasn't run by a television network or station. It was an ad for *The Saturday Evening Post*. Its head said: “What on earth happened to Rex?” The Rex referred to was *Tyrannosaurus rex*, a reverse line drawing of whose skeleton decorated the upper center of the layout.

The lead paragraph said:

“His body grew bigger and bigger. His brain didn't. Things changed. He was too dumb to change. Though he ruled the earth, he perished.”

Then, of course, is made the previously quoted point about magazines who try to compete for mass audiences with television. Of course the theme of the *Satevepost* pitch is in these paragraphs:

“Even more important is the dinosaurs' seeming ignorance of the cultural effects of television and the Sputnik.

“The two go together, for the Sputnik awakened in this nation a new-found need to know. A need that is greater today after five years of growing. And television, with its great national reach, has failed by and large to satisfy that need.”

I don't know by how much of a “by” or by how large a “large” the *Post* feels television has failed to satisfy this need for knowledge but I could surely fill the rest of this column with a long list of shows which satisfy many needs for knowledge on an almost unlimited range of subjects.

(Please turn to page 57)

MGM
TELEVISION

MODERN RADIO IN ACTION:

year after year **WCCO RADIO**
delivers record-breaking





Acceptance!

Six times in the last 12 Nielsen reports, WCCO Radio has broken its own share of audience record. Now it is a mammoth 68.6%. ■ This amounts to *twice* as many listeners as all other Minneapolis-St. Paul stations *combined*. And it is the greatest share reported for any station in the 32 major markets measured by Nielsen. ■ Record-breaking *acceptance* is the direct result of today's concept of modern radio in action. At WCCO Radio, this means full-size programming that is keyed precisely to the tastes and needs of 1,085,370 radio families. ■ Modern radio can also open the way to new sales records for you throughout the giant 124-county area served so well by WCCO Radio—one of the great stations of the nation!

68.6%

JAN.-FEB. 1962

Share of audience

WCCO RADIO

Minneapolis • St. Paul

Northwest's Only 50,000-Watt 1-A Clear Channel Station

Represented by

CBS  **RADIO SPOT SALES**

NEW YORK • CHICAGO • DETROIT • ST. LOUIS
LOS ANGELES • SAN FRANCISCO • ATLANTA

Sources: Nielsen Station Index/Station Total
6:00 A.M. - Midnight, 7-day week

NCS '61

MUSIC NOTED...

Boston Symphony Orchestra in a series of 13 one-hour TV Concert Specials has already been sold in these markets:

WNEW-TV, New York, N. Y.	WTVN, Columbus, O.
WJBK-TV, Detroit, Mich.	WTRF-TV, Wheeling, W. Va.
WHDH-TV, Boston, Mass.	WICM-TV, Erie, Pa.
WTTG, Washington, D. C.	WABI-TV, Bangor, Me.
WMAR-TV, Baltimore, Md.	KFSA-TV, Ft. Smith, Ark.
WGR-TV, Buffalo, N. Y.	KOLD-TV, Reno, Nev.

The concerts, featuring the world renowned 104-piece orchestra to be conducted by Charles Munch and Erich Leinsdorf, will include the works of Beethoven, Haydn, Honegger, Schumann, Franck, Milhaud, Piston, Mozart, Bach, Copland, Handel, Diamond, Purcell, Wagner, Mendelssohn, Sibelius and Brahms.



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue Phone 8-1111
CHICAGO: 8922-D N. La Crosse, Skokie, Ill. Office 4-1100
DALLAS: 5641 Charlestown Drive Phone 5-1800
L.A.: 232 So. Reeves Drive GRanite 8-1544-1111 or 8-2111



555/5th

A world of readers

On page 8 (*Sponsor-Week*) of the April 23rd issue of SPONSOR you carried a story, continued on page 64, regarding the fact that KBOX-Dallas and KXOL-Fort Worth had appointed Robert E. Eastman as our representatives. We appreciate the publicity very much; however, the article stated that KXOL is a Balaban station, which is not true. We have a working arrangement with KBOX, a Balaban station, in which we sell the two in combination nationally.

KXOL is a member of the Wendell Mayes Radio Group, Texas' largest radio chain, and you evidently have a world of readers because this story has been called to my attention numerous times.

Inasmuch as it has attracted attention, it will be greatly appreciated if you will clarify, in a future issue, that KXOL is a Wendell Mayes station and not a Balaban station.

Earle Fletcher
manager
KXOL
Fort Worth
Texas

Managerial status unchanged

There seems to be some confusion as to the actual status of WQXR AM and FM and its recent transfer of the managerial duties of the QXR Network.

The operation of WQXR AM and FM has in no way been affected. It remains a wholly owned subsidiary of *The New York Times* under the same management as it has been for the past 25 years. The Interstate Broadcasting Co. never owned any network, as such. We merely acted as management for QXR Network.

The point is that there has been absolutely no change whatsoever in the managerial status or the ownership of WQXR AM and FM. I think that the second paragraph on page 58 (*Sponsor Hears*) of the April 30 issue of SPONSOR might be subject to

misinterpretation, and I would appreciate it if you would clarify this.

Norman S. McGee
vice president
WQXR
New York

The item referred to said WMCA remains the lone radio station in N. Y. which is independently owned and operated.

Passing the credit

Your article, "How Radio 'Pictures' Color," in the 16 April issue, conveyed in grand fashion the fine story of the current radio campaign undertaken for our client, W. P. Fuller & Co., by our San Francisco office.

As SPONSOR reported, many who "previewed" the Fuller messages considered them "something of a renaiss-

sance in advertising."

Don't you agree that our client deserves special credit for encouraging such an unusual and daring approach for selling paint?


S. J. Frolick
sr. v.p.
dir. tv-radio
Fletcher Richards,
Calkins & Holden
New York

More on Burnett suite

With reference to the *Sponsor Speaks* article in your 23 April issue, titled "An Apology to Leo Burnett," let's set the record straight. Leo Burnett was not the "first agency suite ever at the NAB."

The J. Walter Thompson Agency maintained a hospitality suite at the last four Conventions. Of course they were never listed on any convention board, nor did they ever put up any signs, but their hospitality has become a tradition among those who know their way around.

Lawrence Webb
mngng. dir.
Station Representatives Assn.
New York




BIGGER than SACRAMENTO - STOCKTON

**One Buy Delivers
IDAHO - MONTANA**
plus 11 counties in Wyoming
at lower cost per thousand

SKYLINE TV NETWORK delivers 10,100 more TV homes than the highest rated station in Sacramento-Stockton at nearly 18% less cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.

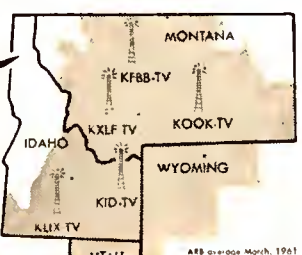
IDAHO — KID-TV Idaho Falls
KLIX-TV Twin Falls

MONTANA — KXLF-TV Butte
KFBB-TV Great Falls
KOOK-TV Billings



Skyline
TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho



*ARB average March, 1961

Call Mel Wright, phone JACKSON 3-4567 - TWX No. 1 F 165
or your nearest Hollingbery office or Art Moore in the Northwest



The Embassy of South Africa

His Excellency Dr. W. C. Naudé,
Ambassador of the Republic of South Africa
to the United States, and Mrs. Naudé,
on the balcony of the Embassy . . .
another in the WTOP-TV series
on the Washington diplomatic scene.

WTOP-TV
WASHINGTON, D.C.



Represented by TvAR

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





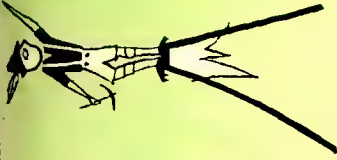
Untrumped honor

In meaning and significance the coveted Seal of Good Practice is an unexcelled honor in broadcasting. WPIX-11 is singularly proud in being the *only independent TV station in New York* whose high commercial standards and practices has merited this emblem of the conscientious broadcaster. It is also *your* guarantee that *this* television station measures up.

where are your 60-second commercials tonight?



KEEP ON TOP



**OKAY! Enter my
Second Subscription at \$4**

**OF THE BEST RADIO/TV
NEWS AND VIEWS**

*Enter your personal
subscription to **SPONSOR**
and receive the next 52
issues for only \$8.00*

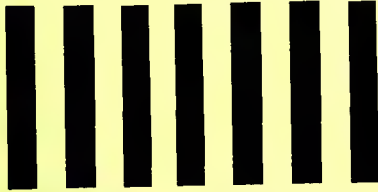
SPONSOR
555 FIFTH AVENUE
NEW YORK 17, NEW YORK

BILL ME BILL COMPANY PAYMENT
ENCLOSED

Name _____
Title _____
Company _____
Address _____
City _____ Zone _____ State _____
 Check here if you want SPONSOR sent home
Address _____
City _____ Zone _____ State _____

CARD MUST BE FILLED IN COMPLETELY TO ISSUE SERVICE

FIRST CLASS
Permit No. 47613
New York, N. Y.



BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY

SPONSOR
555 FIFTH AVENUE
NEW YORK 17

BUSINESS REPLY MAIL

No Postage Stamp Necessary if Mailed in the United States

POSTAGE WILL BE PAID BY

SPONSOR

555 FIFTH AVENUE
NEW YORK 17

FIRST CLASS
Permit No. 47613
New York, N. Y.



KEEP ON

TOP

OKAY! Enter my
Second Subscription at \$4
OAKLE / EST. RADIO / TV
NEW / ANG'S VIEWS

Enter your personal
subscription to **SPONSOR**
and receive the next 52
issues for only \$8.00

SPONSOR
555 FIFTH AVENUE
NEW YORK 17, NEW YORK

BILL ME BILL COMPANY PAYMENT
ENCLOSED

Name _____

Title _____

Company _____

Address _____

City _____ Zone _____ State _____

Check here if you want SPONSOR sent home

Address _____

City _____ Zone _____ State _____

CARD MUST BE FILLED IN COMPLETELY TO ISSUE SERVICE

SPONSOR-SCOPE

14 MAY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

The medium's wheel has certainly come to a full term when the tv networks find themselves hoping that Colgate's new buying policy doesn't become too contagious.

That policy essentially is this: commitments for network time are limited to 13 weeks so that the Colgate brands and marketing people may at the end of each quarter be in a position to reappraise and reevaluate their needs, particularly in the daytime area.

For Colgate the policy serves as a safeguard against a continuing overextension of brand budgets, but for the networks it's obviously not so good: they must keep anticipating a certain amount of cancellations and keep noting what pieces of the competition's business they may be able to pick up to make up for such losses.

Difference between Colgate and other major network customers: while they do reserve the right to cancel at certain periods, they still issue 52-week contracts.

Hamm Brewing (Campbell-Mithun), which makes no bones about attributing much of its success to spot tv and radio, seems to have Philadelphia as the next point of invasion.

The Minneapolis-St. Paul-based operation went westcoast about a year and a half ago and has also lodged footholds in Baltimore, Washington, Virginia and North Carolina.

Even though the Philadelphia go signal has yet to come, Hamm is taking a look at Philadelphia spot availabilities.

Pet Milk's Sego (Gardner) keeps pressing Metrecal (K&E) in the meal-in-a-can-dietary-control sweepstakes.

After grooving in southern markets, Sego is moving northward with a three-week introductory campaign in spot tv, focusing on its new chocolate malt flavor.

Of special note about Sego: it was introduced when the spate of Metrecal competitors were giving up the ghost.

Source of Sego's strength: (1) it went for the can when interest in liquid dietary controls were at their height; (2) the brand went into vending machines along with other beverages and at the same price.

Transfer of the Nescafe account from Esty to McCann-Erickson should have happy boding for tv network and spot daytime.

McCann-Erickson used daytime for Nestea with eminent success last year. Its reputed philosophy is that a similar job can be done for Nescafe by concentrating the thrust in the daytime area.

P.S.: General Foods is also taking a sharp look at daytime expansion in behalf of its Yuban and Maxwell House brands.

From the manufacturing point of view Hollywood has become so dependent on tv that the production of boxoffice film has the aspect of the tail on the dog.

An avenue of comparison is total hours of film and it broke down this way for 1961:

Boxoffice features: total shows, 254; give them an average of two hours and you've got around 500 hours of film.

Tv entertainment: total shows, exclusive of syndication, 79, which added up to 61 hours; multiply this by the number of originals (which averages at 36) and you've got a total of 2,296 hours.

DuPont's antifreeze division (BBDO) will confine its tv network activity to the company Show of the Week (NBC TV) for this winter's promotion, with a good possibility that spot tv will also be used.

Spot radio (over 100 stations) will continue to be a staple in the division's media plans.

Heublein's A-1 sauce (Fletcher, R, C&H), a comparatively small brand in the food field, will have reached the status of bigtime in this respect: it will be on all three tv networks.

The condiment's now on ABC TV and CBS TV daytime and it's bought about \$150,000 worth of scatter minutes, also daytime, on NBC TV.

About \$50,000 was spent on the sauce in spot tv last year.

General Mills' cereal division will continue through next season its buying formula for the Rocky & His Friends strip on 70 stations.

The deal: the station buys the cartoon from the producer, General Mills obligates itself for two spots a day and the remaining spot is sold by the station.

ABC TV appears bent on helping CBS TV and NBC siphon off the kid-appeal business that has been drifting away bit by bit from the early evening schedules.

Both CBS TV and NBC TV have established little empires for this sort of money in the Saturday morning span, with CBS TV running six half-hour shows and NBC TV, five.

Come the fall ABC TV will have a number equal to NBC TV's.

From indications Gulton Industries (Compton) will be spending three times as much as it did last year in tv for its Christmas promotion of self-recharging flashlights and transistor radios.

It will have minutes in Jack Paar's weekly show and Tonight and a substantial spot tv campaign in at least the top 20 markets.

S. C. Johnson is getting more and more involved in product diversification—and incidentally posing, like a number of other fast-growing firms, a problem for tv networks in the area of product protection.

To its list of floor waxes, insecticides, air refresheners, auto polishers and shoe polishers Johnson has added a lawn fertilizer called J-Way. The newcomer's being tested in small tv and radio markets via FC&B.

Speaking of waxes, it may be pertinent to recall how Johnson got into that business. It's main business when it was founded in 1886, was the handbuilding of parquet floors. Inquiry from floor customers on how to care for the wood led to the manufacture of the wax. Armstrong Linoleum lately got into this wax-making act.

NBC TV Sunday afternoon (4-5 p.m.) inherits this January the 13 Wonderful World of Golf hour programs, which Shell Oil is sponsoring for the second consecutive season.

The series ran on CBS TV this season, but that network will have no room for it because of the need for the same hour for the Sunday Sports Spectacular.

Agency for these events, which costs Shell about \$150,000 each in time, talent, etc., is Kenyon & Eckhardt.

SPONSOR-SCOPE *continued*

The entertainment specials in March, according to NTI, got a better average rating than the same class of programming scored in February or January.

Following are the March specials and their average audience count:

PROGRAM	PERCENT	AVERAGE AUDIENCE HOMES
Milton Berle	23.7	11,613,000
Hollywood Melody	21.6	10,584,000
Bob Hope	26.8	13,132,000
Tonight in Samarkand	19.6	9,604,000
Young People's Concert	9.4	4,606,000
Average for March	20.2	9,898,000
Average for February	18.6	9,114,000
Average for January	15.3	7,483,000

An interesting contrast: during the same month of March there were six informational specials and these, as revealed by NTI, wound up with a 11.1 average.

Those six in terms of rating and homes per average minute:

The Great Challenge	4.3	2,107,000
Thresholds for Tomorrow	9.7	4,753,000
Westinghouse—The Land	12.0	5,880,000
The Real West	19.1	9,359,000
NBC White Paper	5.0	2,450,000
US #1: American Profile	16.7	8,183,000
Average	11.1	5,439,000

Remington Shaver (Y&R) keeps piling up its Christmas promotion eggs in network tv.

It's bought four minute participations in NBC TV's 11th Hour, which makes 43 spots to be used on that network alone for the four weeks starting 20 November.

The selective spot schedule won't be up for placement for three-four months.

The daytime gentry at ABC TV are playing the fall program slotting close to the vest.

They think they've got an ace in the hole with the *Father Knows Best* reruns and they're not going to fix the series' slot until the competition officially announce to advertisers their own fall daytime lineups.

The prime nighttime schedule on the tv networks this fall will account for only three more regular series than the year before: film will still account for 73% of all programming, and a bit more if you include the series that use both live and film.

The ratios by total shows and total hours for the fall schedules, as worked out by SPONSOR-SCOPE:

NETWORK	#	FILM SHOWS (%)	ALL LIVE OR TAPED (%)	LIVE & FILM (%)	TOTAL
ABC TV	27	(84.3%)	4 (12%)	1 (3.2%)	32
CBS TV	24	(66.6%)	9 (25%)	3 (7.4%)	36
NBC TV	19	(67.8%)	5 (17.8%)	4 (14.4%)	28
Total	70	(72.9%)	18 (18.3%)	8 (8.3%)	96

NETWORK	#	FILM HOURS (%)	HRS. LIVE OR TAPED (%)	HRS. LIVE & FILM (%)	TOTAL
ABC TV	21½	(86%)	3 (12%)	½ (2%)	25
CBS TV	16½	(66%)	6½ (26%)	2 (8%)	25
NBC TV	17½	(70%)	4½ (18%)	3 (12%)	25
Total	55½	(74%)	14 (18.7%)	5½ (7.3%)	75

Those concerned with the promoting of tv see Metropolitan Life's sponsorship of CBS TV instant news specials this fall as a felicitous breakthrough for the medium.

Tv will then have the two largest life insurance companies, namely, Metropolitan and Prudential. The third, Equitable, was around early last year for about \$400,000.

The Newspaper Advertising Bureau is seeking another \$600,000 to its war chest to combat the continuing inroads of tv.

It's already operating on \$2.2 million, but it says it needs the added money to increase its sales staff from 18 to 26 and for research.

Pitching target: 500 advertisers with budgets of \$1 million and over and 140 agencies with billings of \$5 million and above.

Points of comparison: (1) the TvB operates on a budget of \$1 million; (2) in '61 newspapers billed \$3.5 billion, while tv garnered around \$1.3 billion from time, talent and production.

Looks like P&G has about made a choice of what brand name will eventually be identified with its cooking oil.

It's been testing two, Crisco and Puritan. The odds are on the old standby, Crisco.

However, the Puritan label will go on being tested for another year. P&G had set up a two-year test for the pair, and the company makes a policy of letting a plan continue through its designated completion date.

Crisco Oil last year spent about \$600,000 in spot tv, as against Puritan's outlay in that medium of \$200,000.

So that no one appears slighted, it should be noted that S. C. Johnson is using ABC TV as well as NBC TV for its annual summer blitz.

The ABC TV commitment entails over 100 minute participations.

Broadcasters will be interested to know that the breed of agency looking for data with which to program its computers has already run into a set of conditions proposed by one sector of the print medium.

That sector is the business papers, at least the leaders among them.

What these business papers are asking: (1) the computer-using agencies get together and decide just what information they want for their programing, what form it is to take and how often they want it; (2) this standardization be handled through the 4 A's; (3) the cost of furnishing the data be kept within bounds.

What the business papers are trying to avoid is having to "reshuffle the cards" for every interested agency and finding themselves not only in constant confusion but spending as much as \$50,000 a year for the researching of the required material.

The tv network nighttime spot carrier has tended to strengthen the networks' position in this particular respect: the use of full station lineups.

Participating advertisers have been persuaded into accepting the networks' claim that it's difficult to get clearance for carriers unless the order stipulates full sponsorship in consecutive weeks.

It's somewhat different in daytime. Because of the economics of the business, the number of stations in the lineup of a participating advertiser can vary from day to day, or week to week.

For other news coverage in this issue: ¹ see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 64; Washington Week, page 59; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 72; and Spot Scope, page 60.



**TV ISN'T
ONLY**

Huntley-Brinkley
The Dick Powell show
Dr. Kildare
Perry Como
Bonanza



Good TV also calls for the right Perspective.

WCSH-TV's "Perspective" series publicly probes and analyzes life in its coverage area. This series, produced by the Channel 6 News Staff, delves into such timely topics as correctional institutions, educational TV, the vacation industry, the fluoridation of water, medical research and hospitals. In fact, anything that is of interest to the State of Maine is apt to be on "Perspective."

Films from the "Perspective" series have been used for classroom work at Columbia University, The University of Maine, Maine nursing schools, and numerous private showings. The American Heart Association's 1960 Howard W. Blakeslee award was won by the "Perspective" documentary film on open heart surgery.

"Perspective" is a new dimension in public service
to the people of Maine by

WCSH-TV CHANNEL **6** NBC for
PORTLAND

MAINE BROADCASTING SYSTEM

THE KATZ AGENCY, INC.
National Representatives



**Where
were you
on the
night of
April 28?**



In New York, just about everybody was tuned to the Schaefer Award Theatre, for the New York television premiere of "The Caine Mutiny," on Channel 2.

Broadcast from 11:15 pm to 1:34 am—well after normal peak viewing hours—this post-'50 Columbia blockbuster scored the highest rating (34.2) of any program (network or local) on any station at any time during the entire week. In fact, it achieved the highest rating of any program for the entire month, with the single exception of the Academy Awards broadcast! Its record-breaking 85.3 per cent share of audience completely swamped the five-station competition.

Amazing? Yes, but not so unusual for the station which consistently—month after month, year after year—delivers the biggest audience in the biggest market in the nation. In other words, keep your eye (and your advertising!) on Channel 2... like 'most everyone else.

WCBS-TV
CBS Owned



YOU MAY NEVER GROW THE LONGEST MUSTACHE* —

**BUT... With WKZO Radio You'll Cover
The Face Of Greater Western Michigan!**

In every one of 360 quarter - hours between 6 a.m.-Midnight, Mon. thru Fri., WKZO outpulls all competitors in Kalamazoo - Battle Creek and Greater Western Michigan. (Pulse, Sept., 1961.)

The 1961 NCS Advance Listing credits WKZO with reaching 40.4% more homes than all other Kalamazoo stations combined.

Greater Western Michigan is a fast-growing market. Kalamazoo alone is expected to outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965. (Sales Management Survey, June 10, 1960.)

Ask your Avery-Knodel man for all the facts!

7-COUNTY PULSE REPORT			
KALAMAZOO-BATTLE CREEK AREA — SEPTEMBER, 1961			
SHARE OF AUDIENCE — MONDAY-FRIDAY			
	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	18	7
12 NOON - 6 P.M.	24	16	9
6 P.M. - 12 MIDNIGHT	34	13	13

*The mustache of Masudiya Din of India measures 8½ feet from tip to tip and is still growing.



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

WKZO
 CBS RADIO FOR KALAMAZOO-BATTLE CREEK
 AND GREATER WESTERN MICHIGAN
 Avery-Knodel, Inc., Exclusive National Representatives

TV'S \$14 MILLION TOY-SPIN

Dizzying speed of toy-kid show revolution (near \$11 million in spot, over \$3 million in network) has industry happy—and frankly worried

Release last week of toy industry expenditures in spot and network in 1961 by Television Bureau of Advertising, plus astronomical estimates for 1962, has again focused attention on an industry classification that has become increasingly more controversial, as well as an area of programming that has mushroomed in recent years.

Toy manufacturers spent \$10,805,000 in spot television in 1961. They spent \$8,255,000 in the fourth quarter alone, a head-spinning 121% increase over the fourth quarter of 1960. Concurrently, they showered \$3,152,337 on the networks. Altogether, they made television \$14 million richer last year.

Even more significantly, they created a demand for expanded "kid" programming that will have a decided influence on stations, networks, syndicated film companies and other national advertisers this fall. Newton Minow may have started the revolution, but the dazzling parade of plastic missiles, plastic rockets, plastic spaceships—not to mention the millions of now-plastic tin soldiers—are a solid army behind him.

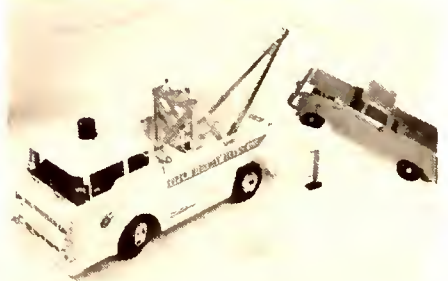
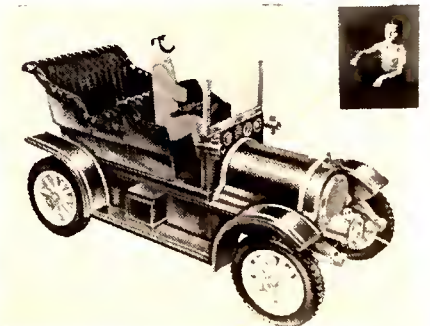
Here's what the "revolution" portends, according to a SPONSOR survey of networks, stations, reps and film houses, toy manufacturers and their

advertising agencies:

- An expansion of both vertical (Monday-through-Friday) and horizontal (Saturday and Sunday) children's programs, both locally and on networks, highlighted by two meaningful developments: more network affiliates dropping such late afternoon fare as CBS TV's *Edge of Night* to

program kid shows locally, and the emergence of ABC TV as a full-fledged contender for a slice of the kiddie pie.

- The distinct possibility that in this particular area, spot tv not only will continue to outdistance the networks (in terms of kid show advertisers), but in many respects grand-



TOYS AND MORE TOYS: 1961's record-breaking use of tv kid shows will be even bigger in 1962. Two advertisers' items, Louis Marx's (top) and Remco's, will again be top contenders



'DISCOVERY'—ABC TV's late afternoon children's strip (4:30-4:50 p.m. M-F) debuting this fall—will limit toy advertising to less than 50% commercial time. Network tags show 'constructive entertainment,' has subjects such as children in Arctic (l), life aboard atomic submarine

slam them, even blitz them.

- A revenue bonanza for independent tv stations, since these are able to program many more hours of kid shows than are network affiliates, and since—as one agency man told a SPONSOR editor—"there's so much toy money around this year it's like a madhouse."

- A direct challenge to the syndicated film companies to meet the new "quality" approach of the networks with less slapdash product for segmented local live children's shows.

- More standardization of rate structure and advertiser protection practices—that is, a larger number of stations are expected to follow the trend toward flat rates, as opposed to the traditional frequency discount policies, as well as the more industry-wide trend toward product, but not corporate, protection.

- A more accelerated revolution in the toy industry itself, tv's influence manifesting itself in the types of toys manufactured (more "active" toys as opposed to "passive" ones, those lending themselves best to demonstration techniques); in the creation of more seasonal items; in the competitive race toward 52-week schedules as opposed to the familiar Christmas push only.

- A sober warning from several agency account executives—those directly involved in the toy market boom—that the bubble could burst wide open one of these days. Reasons? The situation is wild, getting

further out of hand; the exploitation of children's imaginations, innocences, and natural desires raises serious ethical questions.

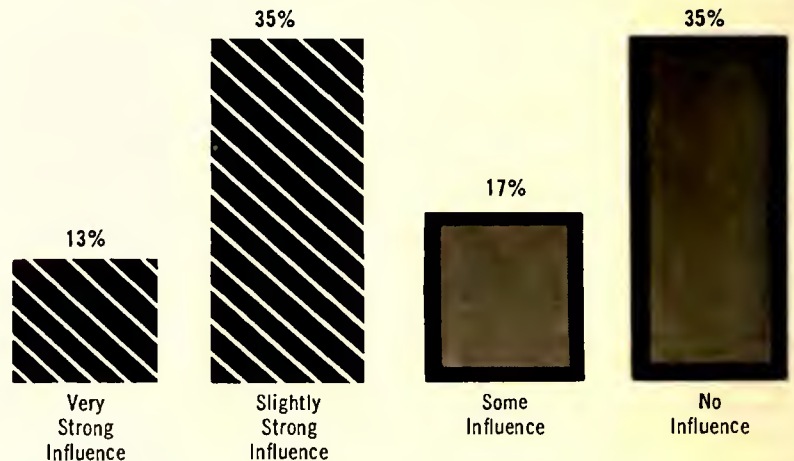
These signs-of-the-times, most industry observers note, are especially remarkable in view of the fact that less than three years ago names like Mattel and Remco, though not unknown to tv, were hardly sizeable influences, while Louis Marx Co.—one of the nation's largest toy manufacturers—wasn't in the tv picture at

all. Now, alongside Ideal, Lionel, American Doll & Toy, Parker, Kenner, Emence, Horsman Dolls and dozens of currently less-prominent comers, they're not unlike sooners in an Oklahoma land rush.

"It used to be feast-and-famine in kid shows," says Bob Hemm, account executive at Blair-TV and coordinator of toy advertising. "From September through December, the shows would spring to commercial life, but the other eight months were pretty

WJXT study reveals parents' attitudes

PURCHASING INFLUENCE OF CHILDREN UNDER 7



THOUGH LIMITED both in subject and sample size, this recent study of parents' attitudes toward purchasing influence of children (conducted by William Wahl Associates research firm

barren. Now it's not only a question of supplying time on existing shows, it's a question of supplying shows themselves—and not only new shows, but more inventive ones."

In both network and spot, this seems to be the over-riding sentiment. A random check of stations, for example, reveals these general patterns:

1. Identification with a kid show personality is no longer so important. At one time the personality was a key factor in toy manufacturers' buys. But with multi-toy advertising now a fact of life, the personality is indigenous to the show, not the toy.

2. The live format with film segments is the most popular at present, shows every sign of continuing to be. The all-live format is fast fading from the scene, with kids themselves demanding more professional fare. As for the film segments, *Popeye*, *The Three Stooges* and *Bozo the Clown* are still the most successful audience-getters, with older series such as *Our Gang* still a factor. But more recent five- and 10-minute shows like *Mr. Magoo*, *Dick Tracy*, *Space Angels*, and *Super Car* are strong contenders, with *Wizard of Oz*, *Pinnocchio*, and several foreign-

made vehicles beginning to catch on. Still others, such as *Romper Room* (now in 93 cities in the U. S., Puerto Rico and Canada) and *Ramar of the Jungle* are being used successfully. But the need for expanded and newer syndicated efforts is pressing. *Mickey Mouse* goes back into syndication this year, available in September, and other cartoon and "filler" segments

are in the hopper, but many stations are crying for more scientific, more real-world fare.

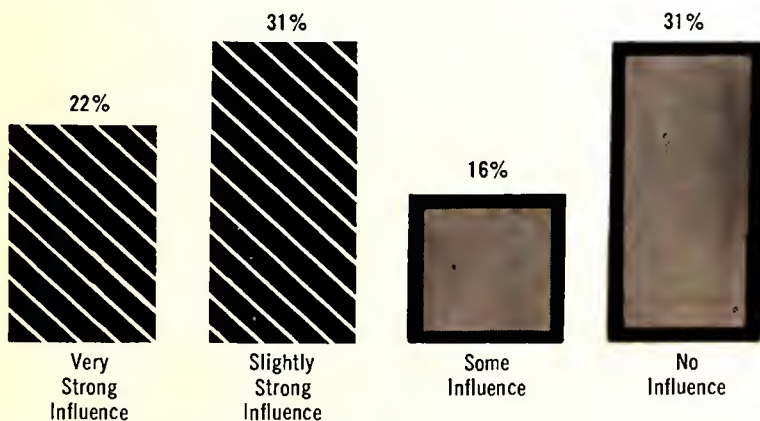
3. There is still no great demand for earlier morning "tot" programming by the toy manufacturers. Their concentration is mainly on strips and Saturday/Sunday shows, all aimed at the six-to-12 age groups. With corporate protection no longer vital,



LOCAL KID SHOW format using live studio with film segments is now in majority, as exemplified by *Jungle Jay Show* on WKBW-TV, Buffalo, where safari set leads into jungle-type films

toward children's purchasing power

PURCHASING INFLUENCE OF CHILDREN BETWEEN 7 AND 13



for WJXT (TV), Jacksonville, Fla.) provides encouraging data for advertisers reaching and selling children via tv. The largest percentage of parents in 355 homes checked some influence

or even necessary, their buying habits have changed radically, too, in the last year or so. Where many once looked for a single strip in kid programming, they now tend toward two and three strips, upping their buys from three to five spots per week to twelve and fifteen per week.

4. Saturday and Sunday shows are more attractive to the toy advertisers than they were a few seasons back, mainly because of stations' cross-promotion efforts. Unlike most other program types, kid shows cannot be promoted in newspapers, magazines, etc., because of obvious limitations of child readership. Thus the entire promotion burden is on-tv itself, and most stations report overwhelming successes in the ability of strip "mother" shows to create audiences for the week-end offspring.

5. Encouraged by the success of the toy people, other national adver-

(Please turn to page 52)



ABC TV affiliates chairman, John F. (Jack) Dille, Jr., is pres., WSJV-TV, Elkhart-South Bend, Ind., publisher-editor, *Elkhart Truth*



CBS TV affiliates chairman is Thomas Chauncey, who is also president and general manager of station KOOL-TV, Phoenix, Ariz.



NBC TV affiliates chairman, Jack Harris, is vice president and general manager of KPRC-TV, the *Post* station in Houston, Tex.

MORE POWER FOR AFFILIATES?

- **SPONSOR** analyzes traditional and future strength of the affiliate groups in influencing network policy
- The role of the three tv affiliate associations is dramatized by pending compensation cutback at CBS TV

At the Waldorf-Astoria Hotel in New York last week, two important developments were taking place. First, there was the widely watched meeting of CBS TV with its affiliates to discuss a possible cutback in their compensation of between 6 and 7%.

The second development—mostly ignored in the excitement of wondering how a network would sell its stations on accepting less money—was possibly the more important since it put the spotlight on a little-known and exceptionally powerful phenomenon known as the television affiliates association.

Ten years ago, any such move to reduce station payments would have had the curmudgeon, station operators making trade paper headlines with their blasts of the networks. And in those days, and earlier, such noted mavericks as Stan Hubbard, Walter Damm, George Burbach and Bob Covey, among others, gave network executives the needle at the drop of a

noodle; and often gave the NAB and the FCC a nudge or two, too.

And while it is true that the compensation cutback might still erupt into print, it is also true that little, if any, of the cut, thrust, and parry of the current negotiations is being played in the press. Rather these, and other problems, are being and have, for the last decade, been resolved internally in an efficient, effective and adult manner by the affiliate associations.

Each of the three television networks has such an association and, while each differs in degree, each is dedicated to providing two-way communication that keeps the network aware of what its affiliates think, want, and need; and keeps the affiliates posted on what the network is planning, preparing and programming. And they work and work well!

As one network station relations chief put it, "The affiliates are like our exclusive franchised dealers.

Their association is a two-way sounding board that takes the guesswork out of our relationship. Working with their board means each of us can work with a small group, can be candid with each, can cover touchy topics frankly and honestly, and can respect each other."

Or, as one association executive said, "The network affiliate relationship provides an opportunity for a healthy give and take. Both sides work at it and we've found the network responsive to our needs. Maybe it works because each of us tries to meet the other halfway, but it works."

And maybe it works for another reason. In the words of another association leader, "It used to be the network against a single station when it came to negotiations. Now its the network against the affiliate association; now we have some strength. And now when we meet, the top brass, from the chairman of the board on down, is on hand and pays attention. Now no one takes us for granted and, to get action, we need only pick up the phone and talk to the head man."

Just where and when the tv affiliate associations were formally organized is buried in the storaged transfiles of everyone concerned. But it is known that in pre-war days NBC had midwived and financed a station

planning and advisory committee, and CBS had done the same with its affiliates advisory board, in an attempt to stabilize the situation which had about strangled relations between the affiliated radio stations and the network station relations departments.

In those days, few station operators did any long-range thinking. They were independent cusses, riding a gravy train, who wanted no part of anything that might help anyone except themselves. They snorted at the network advisory associations as "stooge-led," and even hooted at the NAB between conventions.

Once the war was over and the allocation freeze ended, these mugwumps and mavericks found as the number of stations increased that competition was keener, greater, and

closer. Not only did the number of radio stations boom, but television began to blossom. Gradually a new generation began to move into the executive suites of broadcasting.

And suddenly the day of the curmudgeon was gone. New men, aware of the need and familiar with the intricacies of organization, quite literally took over the dormant advisory committees.

As one such "new" man put it: "The stakes in tv were much too high. We had too much time and money invested in our network affiliation to indulge in the personal histrionics that were part of radio. The network is my supplier. Anything that makes my supplier stronger means I get better product. And anything that makes my business better means he

has a strong dealer at the local level."

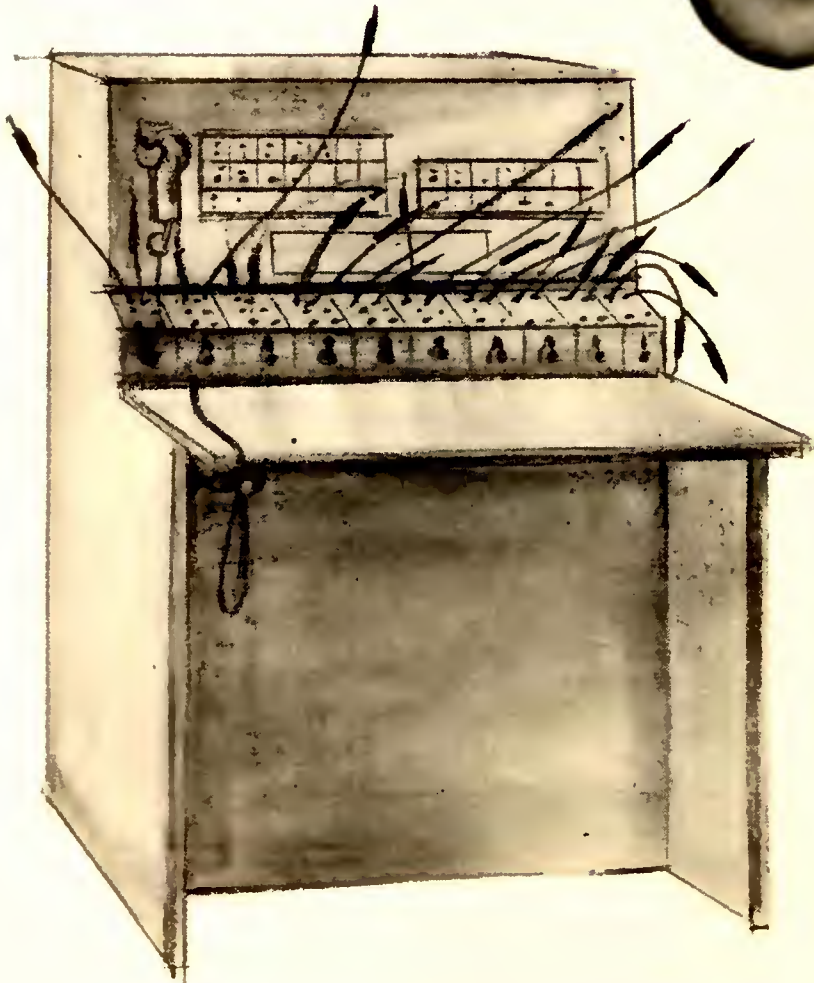
The NBC and CBS affiliate associations started "about 10 years ago," ABC in 1957. Each represented the stations affiliated with the network, but excluded the network-owned stations. The members of each association elected their own governing board, variously named directors, delegates or governors, who elected in turn, their own officers.

Each board included representatives of the various elements among the affiliates, i.e., large and small market stations, uhf's, and vhf's. Two of them charge annual dues, permit only paid-up members to vote. The CBS association charges no dues, which may be why they have almost 100% membership. Each director
(Please turn to page 54)

The three affiliate associations differ in dues, membership

NAME	ABC TV Affiliates Assn.	CBS Television Affiliate Assn.	NBC Television Affiliates
STARTED	1957	1951	1951
MEMBERS	103	201	134 of 169 eligibles
RUN BY	board of governors	board of directors	board of delegates
CHAIRMAN	John F. Dille, Jr., WSJV-TV, South Bend-Elkhart, Ind.	Tom Chauncey, KODL-TV, Phoenix, Ariz.	Jack Harris, KPRC, Houston, Tex.
OTHER OFFICERS	Thomas P. Chisman, WVEC-TV, Norfolk-Hampton, Va., vice-chmn.; D. A. Noel, WHBQ-TV, Memphis, Tenn., secy.; Martin Umansky, KAKE-TV, Wichita, Kan., treas.	Tom Baker, Jr., WLAC-TV, Nashville, Tenn., sec'y.	Harold Grams, KSD-TV, St. Louis, vice-chmn., basic; Joe Bryant, KCBDD, Lubbock, Tex., vice-chmn., optional; Louis Read, WDSU-TV, New Orleans, sec'y-treas.
OTHER BOARD MEMBERS	Mike Shapiro, WFAA-TV, Dallas; Howard Maschmeier, WNHC-TV, Hartford-New Haven; Norman Louvau, KCPX-TV, Salt Lake City; W. W. Warren, KOMO-TV, Seattle; Geo. H. Rogers, Jr., WKRC-TV, Cincinnati.	Tom Murphy, Capital Cities Broadcasting, New York; Robert Lambe, Jr., WTAR-TV, Norfolk; Charles Crutchfield, WBTV, Charlotte, N. C.; August C. Meyer, WCIA, Champaign, Ill.; Donald Sullivan, KVTU, Sioux City, Ia.; J. C. Kellam, KTBC-TV, Austin, Tex.; George Whitney, KFMB-TV, San Diego; Art Mosby, KMSO-TV, Missoula, Mont.; Joe Bauer, WINK-TV, Ft. Myers, Fla.	Otto Brandt, KING-TV, Seattle; Charles Batson, WIS-TV, Columbia, S. C.; R. O. Lewis, KTAR, Phoenix; Marcus Bartlett, WSB-TV, Atlanta; R. O. Dunning, KHQ-TV, Spokane; Owen Saddler, KMTV, Omaha; Van Beuren DeVries, WGR-TV, Buffalo.
TERM	two years, maximum two terms	three years, no re-election	two years, maximum two terms
DUES	\$100 per year	none	\$50 per year

Fun's fun —



*Why did all the phones
start ringing in
SPONSOR's almost
deserted office on a
quiet Saturday morning?
Read this hair-raising
true life drama.*

but oh those telephone bells!

Hard-working SPONSOR editors get startling proof of radio power

5 May 1962 was just an ordinary Saturday morning in the life of SPONSOR's hard-working staff.

Publisher Norman Glenn and executive v.p. Bernie Platt were relaxing at their Westchester homes.

Art Editor Maury Kurtz was still asleep on Long Island. Eastern Sales Manager Will Dougherty in Hartsdale was just opening his eyes. Business manager Chips Barrie was lazily thinking about a game of tennis.

In SPONSOR's gleaming new offices at 555 5th Avenue, the advertising department was shut down. The circulation, accounting, reader service, and production departments were dark.

Only in editorial was there a faint stirring. Two lonely figures sat hunched and silent over their typewriters, wrapped in cosmic thought.

News editor Ben Bodec, chewing on a pipe, was punching out pithy, meaningful items for this week's *Sponsor-scope*. He had checked in at 8:40 a.m.

Executive editor John McMillin, who had arrived 10 minutes later, was staring moodily out of the window on E. 46th St. trying to summon up inspiration for a weighty and profound think-piece.

The time was 9:42. And suddenly, down the hall, a telephone rang.

Bodec got grumpily to his feet and trudged to answer it. "Hello," he growled.

"Hello," said a sepulchral voice, "God is watching you." There was a click of a receiver.

Bodec's jaw dropped. "Did you hear that?" he asked. Almost before he had time to explain what he had heard another phone rang in another office.

"God is watching you," said the voice firmly.

"What kooky character . . . ?" said Bodec. "Who in the name of . . . ?" said McMillin

There was another ring in yet another office "Yes, who is it?" snarled Bodec. "How is the story going?" said a pleasant voice.

"How is the story going?" demanded still a fourth call of McMillin.

"How is the story going?" asked a dulcet female as Bodec lunged for another phone.

And suddenly, all at once, every telephone in SPONSOR began to ring violently, insistently, imperatively. "How is the story going? How is the story going? How is the story going?"

Bodec made a dash for the reception room and began fumbling at the switchboard. "I don't know how to shut it off," he wailed.

McMillin went racing from office to office taking phones off hooks. And always in some remote corner there was another one blasting away.

Bodec began yanking lines out of the switchboard. There was a sudden silence. They tiptoed back to their offices and gingerly replaced their receivers.

Instantly, there was a screaming horrible jangling of bells. "How's the story going? How's the story going?" It was 10:15 before they could settle down to work and still keep the phones on the hooks.

"What kooky character?" said Bodec. "What jerk?" said McMillin.

But if they had been engineers rather than mere editors they would have known that no one man could have been responsible for all that tintinabulation.

It just happens (though we didn't plan it that way) that SPONSOR's offices are right across the street from and on the same floor as radio station WNEW.

On that Saturday morning the hotshot team of Klavan and Finch were doing their stint before the WNEW microphones, when one of them happened to look out the window and burst into laughter.

"Isn't that terrible? Isn't that pathetic?" he asked the WNEW audience. "Here it is a beautiful Saturday morning. New York is practically deserted. Nearly every one of you is looking forward to a day of fun and relaxation. And across the street from us a couple of poor guys are sweating away at their work. Let's call 'em up."


This was the first call, the "God is watching you" call. But then Messrs. Klavan and Finch began to improvise on the idea. "Why don't you call them? Why doesn't everybody call them? Why don't you just ring 'em up and ask 'em "How's the story going?"

"They work at the trade publication SPONSOR and their number is MU-7-8080."

As the calls began to pour in Klavan and Finch watched from their secret vantage point. "They're running around like crazy. They're taking the phones off the hooks," they reported as they gave the WNEW audience a play-by-play of Bodec's and McMillin's mad scramble.

"Yes," exulted the demon D.J.s, "Why doesn't everybody call them? They work for SPONSOR. Their number is MU-7-8080. Just ask 'em—how is the story going?"

And that, friends, is how a couple of jaded, sophisticated SPONSOR editors really learned for the first time about the power of radio.

If you don't think that thousands of people are listening to it, even on Saturday morning, even on a bright spring day, just ask Ben Bodec or John McMillin. 

COMMERCIAL TV WORLD WIDE

Study by Nielsen executive lists 47 foreign countries with commercial tv; all accept spot announcements, all but 11 allow commercial program sponsorship

By E. P. H. JAMES

In several nations, in spite of a late start and some onerous restrictions, television advertising already commands an equal or higher proportionate share of total national advertising expenditures than it does in the United States. While initial advertiser investments in television might not mean very much, a steeply rising growth in expenditures is almost certainly an indication of favorable consumer response to tv advertising.

Gross tv time sales in Britain have increased steeply each year since the service began in 1955. They now range around 15 percent of estimated total advertising expenditures. The 1960 British figure was \$215 million—and expenditures increased to approximately \$245 million in 1961, regardless of the 11 percent duty now levied on television advertising. Over \$108 million were spent on this medium in Japan during 1960, representing about 22 percent of the total for all media. In West Germany, where television advertising is limited to 10 or 12 minutes daily, within a time span of about 1½ hours on weekday evenings (no advertising on Sundays), advertisers have bought substantially all the available spots, and the backlog of unfilled orders in the hands of stations exceeds the value of time already sold. Even with this handicap, in 1960 some \$30 million were spent for television advertising in West Germany, about 10 percent of the all-media total. 1961 estimates were close to \$55 million and the share-of-total also rose substantially. In the United States, the 1960 total of local and national tv expenditures approximated \$1.150 billion and accounted for 14 percent of all U.S. advertising dollars. 1961 totals were moderately higher, the earlier growth curve having now flattened out.

While television advertising made its effective debut in the U.S. shortly

after the end of World War II, its beginning in most other countries—even those which were among the pioneers in the non-commercial de-

velopment of television—has been later by ten or more years, and remains just a “future possibility” in some instances. So far, in most Euro-

These are the countries outside the

OUTSIDE THE U.S. 47 countries now offer commercial tv. All accept spot announcements, all but 11 allow commercially sponsored programs. Figures below for homes are for general guidance only, and are based on a synthesis of best available data as of January 1961. Substantial increases in almost all

COUNTRY	HOMES WITH SETS	SPONSORED PROGRAMS
Argentina	600,000	Yes
Australia	1,200,000	Yes
Austria	205,000	Yes
Bermuda	9,000	Yes
Brazil	1,100,000	Yes
Canada	3,768,700*	Yes
Colombia	175,000	Yes
Costa Rica	9,000	Yes
Curacao	5,500	Yes
Dominican Republic	18,000	Yes
Ecuador	2,000	No
Egypt (U.A.R.)	40,000	Yes
El Salvador	28,000	Yes
Finland	95,000	Yes
Germany (East)	1,050,000	No
Germany (West)	4,750,000	No
Great Britain & Northern Ireland	10,378,000**	No
Guam	10,000	Yes
Guatemala	50,000	Yes
Haiti	2,100	Yes
Honduras	4,800	Yes
Hong Kong	6,900	Yes
Iran	35,000	Yes

*Nielsen Estimate

**TAM (Television Audience Measurement Ltd) estimate, omitting approximately 2 million U.K. homes owning

pean nations, television service (with or without advertising) has been limited to about 7 hours per day, generally starting in the early evening. There is naturally some pressure to lengthen these hours, especially where commercial service is offered.

Unlike the printed mass-media, however, television advertising is as yet unavailable in some of the most progressive and highly developed nations. While the absence of advertising is due, as a rule, to official restric-

tions or prohibitions, dating back to the early years of radio broadcasting, the "appetite" of television is beginning to break down some of the prohibitions.

The cost of television programing is so much greater than for sound alone that license revenues from set owners have in many countries been found insufficient to operate a full-scale television service. Even where license revenues have so far proved adequate to maintain a non-commer-



SPECIAL assistant to the president, A. C. Nielsen Co. E. P. H. James studied world tv

U.S. where you can use commercial tv

countries have occurred since then. The figures do not include receivers in public places which reach large numbers of non-set-owners in certain countries with relative low family tv ownership. And in Europe especially, many transmitters serve large additional audiences in neighboring countries

COUNTRY	HOMES WITH SETS	SPONSORED PROGRAMS
Iraq	25,000	Yes
Ireland (Eire)	100,000	Yes
Italy	2,200,000	No
Japan	6,805,000	Yes
Korea	12,000	No
Lebanon	18,500	Yes
Luxembourg	6,500	Yes
Mexico	1,000,000	Yes
Monaco	12,000	Yes
New Zealand	4,000	No
Nicaragua	5,500	Yes
Nigeria (East) Nigeria (West)	6,000	Yes
Okinawa		No
Panama	23,000	Yes
Peru	75,000	Yes
Philippines	48,000	Yes
Portugal	55,000	Yes
Puerto Rico	200,000	Yes
Rhodesia	5,500	No
Spain	300,000	Yes
Thailand	55,000	Yes
Uruguay	35,000	Yes
Venezuela	325,000	Yes
Yugoslavia	20,000	No

sets not equipped for commercial waveband at date of estimate.

cial service, the demonstrated selling effectiveness of television elsewhere has stimulated a strong demand from manufacturers, especially of consumer goods, for the opportunity to use television advertising in their home markets.

Programing costs and the inviting prospects of substantial advertising revenues are not the only factors pointing to the likelihood that television advertising facilities will be offered, within the next few years, in most countries which have heretofore held out against it. One of the strongest incentives is the public demand for a choice of program fare, which naturally calls for the establishment of at least two television services, providing simultaneous coverage of each nation's television audience. Moreover, it has been demonstrated very clearly that if duplicate services are genuinely competitive, rather than operated by a single organization, the rivalry stimulates enterprise and results in better programs on both systems. Advertising further stimulates this valuable competitive spirit.

A search of available American and British directories indicates that of the 80 countries with television, there are now 48 which offer television advertising facilities. In many countries, the television stations are owned and operated directly by the government or by government-licensed "authorities," in others by combinations of government and private enterprise, and in the rest by purely commercial operators. Many

systems restrict advertising to an hour or two each day and some allow commercials on as few as three days out of every week. All accept advertising in the form of spot announcements, and all but 11 accept sponsored programs.

On the face of it, this lineup offers impressively wide scope for international advertising. It is true in fact that a number of advertisers are already international users of television, particularly in those countries which offer the services of a number of experienced native advertising agencies or branches of international agencies. These countries have imaginative and efficient production organizations, well able to design and deliver commercials suited to the market, as has been well illustrated by the examples shown yearly at the Cannes Festival and other international meetings. At this stage, however, it must be recognized that many others among the countries listed are still in an early stage of commercial television development. Their regular audiences are relatively small, local facilities for campaign administration, programing and commercial production are limited, and measured audience information is meager.

The international dissemination of essential facts, figures, rules and regulations is also sparse at present. Although some excellent directories are now available they are only beginning to build up their circulations abroad. Copies of even the most widely used American television directories are scarce in Europe, for instance, and the equivalent publications of other countries are seldom encountered in the U.S.A. Among the best known American references are Standard Rate and Data's "Spot Radio" and "Spot Television" series. Valuable British directories include "Commercial Television Year Book" and "International Commercial Television Rate and Data Book." The sales or promotional publications of networks and larger stations in several countries are also both comprehensive and factually detailed.

While there are basic similarities in the way television advertising time is offered for sale in all countries, the

(Please turn to page 55)

A YOUNG MAN WITH

► At the 'ripe old age' of 32, Howard Eaton has shifted from Lever to v.p. of programing at Grey agency

► Sees Grey with tremendous growth potential; role of ad agency is one of support of innovation, Eaton says

"The Grey agency is a big agency with tremendous growth potential. Much of its growth has come from the corresponding growth of clients it has served. Grey has a broad base of clients in diversified fields. I hope I can contribute to the continuation of this trend."

In these sober, succinct words, a brown-eyed, 180-pound young man, age 32, characterizes the Grey Advertising agency—a firm which billed some \$58,500,000 in 1961 compared with \$51,750,000 the preceding year.

The serious young man who speaks in this fashion of the Grey agency is Howard Eaton who recently joined the firm as vice president for programing in the broadcast department. The agency's tv/radio program board is headed by executive vice president Alfred L. Hollender. Eaton had moved over to Grey from Lever Brothers where he had been media director for the past three years. Previously he held the post of radio/tv manager at Lever Brothers. He was with Young & Rubicam in tv programing prior to his Lever Brothers association.

The consensus in the industry is that this gifted young man, with incalculable drive, will contribute considerably to the enhancement of the constantly growing advertising agency on Park Avenue with its nearly 550 employees and some 55 top-rung clients. Said Richard C. Butler, who succeeded Eaton at Lever Brothers: "Working with Howard Eaton was both an experience and a pleasure for me. His knowledge of media and marketing problems today should serve him well in his new venture."

Joseph M. Allen, vice president of the Assn. of National Advertisers, singled out the young man for his ex-

pert knowledge of mass media, notably the broadcast field. Eaton, until recently, was chairman of the important broadcast advertising committee of the Assn. of National Advertisers.

"Howard Eaton's knowledge of broadcasting, acquired on both the agency and advertiser side of the desk, made him a strong leader as chairman of the ANA broadcast committee," Allen told SPONSOR. "Eaton always exhibited statesmanship. I'm confident that he can do a great job in the agency field." Co-workers say that Eaton attacks all industry problems with singular force and remarkable comprehension. One of his more notable recent contributions was in the nature of an ANA white paper regarding public service programing and the need for the television medium to carry more such programs and the added belief that these programs should be sponsored.

"The subject of public service program sponsorship, as Eaton puts it, 'has been a fascination of mine for some time.'"

Like other serious students of advertising and its basic place in the American economy, Eaton views with concern the abuse heaped on advertising by some. He was asked to comment on the attitude toward advertising among some liberals on campuses and in Washington. How can it be corrected?

"There are two aspects to this question," he said. "One, some understanding of the basic function of advertising as it relates to increasing the speed of distribution of goods," he explained. "Point two, the occasional malpractice—this bothers me, but not nearly as much as malpractice in medicine or law or the government where the damage to human be-

A PLENTITUDE OF GREY MATTER

ings can be temporarily hidden. In advertising it is exposed to a vast audience instantly."

Hollender, Eaton's boss, recently observed that "these days agencies rise and fall on their tv billings . . . media know-how alone is not enough. We need more program people in the agency." What about this, Eaton was asked?

"He's my boss and I naturally agree with him," the young man smiled, and then said seriously: "The role of the agency has become one of support of innovation. The best idea is the one that no one has done before. Not the fifth carbon copy."

Eaton agreed with Herbert D. Strauss, president of Grey, that agencies can never take all the credit for what clients do. It takes two to formulate and execute marketing and advertising strategy, Strauss pointed out.

"There has been a radical change in the awareness of the advertiser's role within client companies, and a tremendous development in the skills with which these companies use advertising," Eaton said. "Very highly trained advertising people exist in these companies. The client can be a tremendous help to his agency by having someone in his organization who can make available to the agency the facts needed to create good advertising."

Eaton also has some sharp observations to make concerning network sales methods and the onetime battles that raged between copy and art in most agencies. Regarding network sales, Eaton declared:

"It has been said that in tv there exists a two and one-half network economy. That is, there isn't enough advertising money to go around to support three healthy networks. I think this is a temporary situation, but it can only be altered by the sellers of the medium going back to the days before 1956 when they aggressively sought new business by describing the copy advantages of television. For example: the New York Stock Exchange is now running an

advertisement without pictures in which two women converse about stock ownership. Instant Tender Leaf Tea is running print advertising demonstrating how hot water can be poured over the product to make a good cup of tea. Both of these are

naturals for tv in which the conversation or the demonstration could actually take place before the eyes of the viewers.

"Perhaps the networks should assign more salesmen, as do the magazines, to the client level."



FORMER media director of Lever Brothers, Howard Eaton, 32, has moved into vice presidency for programing in broadcast dept. of Grey. He'll work with exec. v.p. Alfred Hollender

According to Eaton, there used to be huge battles in agencies between copy and art—the deathless prose of a writer versus the brilliant photography of the art man.

“This friction led to great advertising,” Eaton said. “I don’t sense that same abrasiveness between tv copy writers and commercial producers. Words have tended to be more important in commercials than pictures, whereas the reverse should probably be true.”

Speaking of FCC Chairman Newton Minow’s strictures against tv and radio programing, Eaton had this to say:

“I believe the FCC is aware that it borders on violation of the First Amendment of the Constitution each time it attempts to delve into matters of programing. As long as it stays within legal bounds, I would encourage its activities. However, legislation cannot produce a good program. Parenthetically, a dull public service program is no better than a dull situation comedy. Good programs will only be produced by the

ingenuity of hard working writers, professional actors and directors who can bring to life this precious, ethereal mixture which causes entertainment.”

Discussing the '62-'63 tv program structure on the networks, Eaton said “it is a truism that there’s nothing new in show business.”

“We’ve seen this past year the return to television of excellent drama based on hospital settings as we have in the past seen shows about lawyers,” Eaton continued. “This next year the contemporary western will come into being. As far as television is concerned, this is a new type of show. The three new ones are *Empire*, *Stoney Burke* and *Wide Country*. They all have considerable merit. In addition, *Going My Way* is a new dramatic form for television. We are also starting to see the birth of the political drama in *Mr. Smith Goes to Washington*. All of these are dramatic programs, but don’t fit any of the established Nielsen program categories. This is healthy. This gets back to the business of innovation.

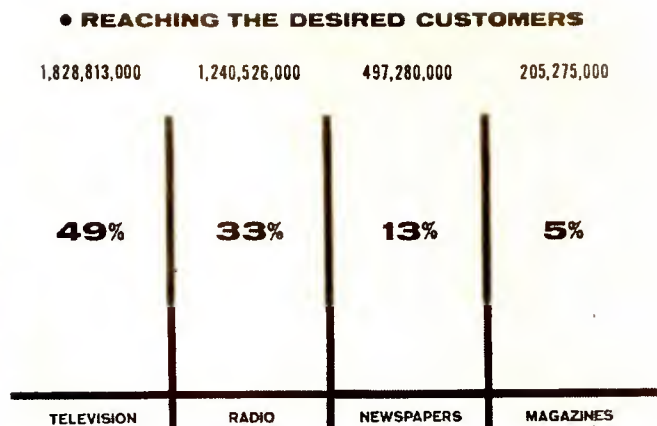
To date the best tv agencies have sought after this and encouraged producers to proceed with these projects.

Diverse and rich as Eaton is in his knowledge of media and marketing, the young man brings to radio (believe-it-or-not Ripley) a wealth of sportscasting savvy. Though skilled like a professional in describing football, Eaton looks upon sportscasting today as a hobby, as an exceptionally absorbing manner in which to relax from his weekday activities. For more than a decade Eaton has been broadcasting Yale’s Saturday football games from the press box on the western rim of the Bowl. He has been the radio voice for all the Yale home and away games since 1946, his freshman year at the university. He has won praise for his play-by-play reporting from some of the most hardened sports writers in the country, among them Dan Parker of the *New York Mirror*.

Richard W. Davis, president of WELI, New Haven, the station over
(Please turn to page 64)



BY DESCRIBING the copy advantages of television, Howard Eaton suggests that sellers of the broadcast medium 'go back to the days before 1956 when they aggressively sought new 'business.' Three networks should assign more salemen as do magazines at client level, Eaton says



BOOM in suburban population (l) from 1950-60, up 47%, was hardly matched in central cities, up 8%, or other areas, up 9%, in study of 189 metro areas. Radio's popularity among four media (r) is second to tv in Sindlinger study of hours spent with each during average week 1961

RADIO KO's PRINT IN SUBURBIA

- Radio packs a powerful punch in growing suburbia with 83% penetration vs. newspapers' 48% in 10 cities
- CBS Radio Spot Sales presentation shows suburbs have 39% growth edge on cities in boom during the '50s

New evidence of radio's strength over newspapers in reaching consumers on the move from city to suburbia arises from a presentation put out early this spring by CBS Radio Spot Sales.

Tied to U.S. Census, Sindlinger, Pulse, and Audit Bureau of Circulations data, the presentation points out these facts:

- Between 1950 and 1960, the suburbs of 189 metro areas increased 47% in population. Population in central cities of these metro areas grew only 8%.

- Radio is now far in front of newspaper in penetrating the metro population, according to Pulse and ABC figures for 10 major U.S. cities.

- Radio is second only to television in the number of hours spent per week among four media (radio, tv, newspapers, magazines). Sindlinger studies for 1961 show that Americans spend 1,240,526,000 hours listening to radio, or 33% of the time spent with all four media.

In commenting on suburbia's im-

portance to agencies and advertisers. Maury Webster, v.p. and general manager, CBS Radio Spot Sales, observes that "market growth in the past decade hasn't been equal. The suburbs are huge; the central cities and other areas have subnormal growth.

"In surveying the 189 principal metropolitan areas, we found that the cities themselves grew only 8%, against a 19% national growth. But their suburban areas increased by 47% and the rest of the country is up a mere 9%. Everything is subnormal—except the suburbs," comments Webster.

Income is higher in suburban communities, according to Webster, as much as 42% above the income level in city centers. He also points to higher home and auto ownership among families outside the city.

Comparing the ability of radio and newspapers to reach the areas of greatest growth, the CBS Radio Spot Sales presentation cites Pulse and ABC data for 10 major U.S. cities.

In the penetration of the city zone during the average week, radio reaches 83.6%, newspapers, 48.6%.

A recently completed survey, as yet not released by the CBS rep arm, indicates that New York radio stations outstrip metropolitan dailies in reaching 26 counties. The study compares circulation and coverage using 10% penetration as base.

Thus, of the local media, Webster declares, "radio is the medium that will reach the desired customers. There are far more customers today and they will continue to increase. The sales opportunities are there for the alert advertisers whose advertising is properly directed."

"Budgets," Webster warns, "must match the real markets—not just the metropolitan area to which most newspapers and many radio stations are restricted. In calculating circulation, metropolitan area rankings just aren't adequate for measuring a station that reaches beyond the metro area."

Emphasizing that radio, particularly the "powerful, regional station," has increasing importance to both audience and advertisers, Webster points to programing as a factor. "Influential programing—with much greater attention from listeners and a superior editorial climate for advertisers—offers an advantage to advertisers numbers can't measure."

CLEANER CLEANS UP WITH SPOT

- Spot television campaign for Glamorene snares large share of credit for sharply increased product sales
- Agency creates an effective illusion of media saturation through the strategic buying of minutes and 20's

With the deft use of minute and 20-second tv commercials in certain key markets, four Glamorene, Inc. products—spray starch, oven cleaner, rug shampoo and shampoo machine, dry cleaner and dry cleaner machine—have zoomed in sales. In the first three months of this year, sales of the aforementioned Glamorene products have already reached 50 per cent of the anticipated increase for the entire year.

Both Alan Saunders, Glamorene account executive at Riedl and Freede, and Jerold Hulsh, vice president and general manager of Glamor-

ene, told SPONSOR that as a direct result of the tv campaign reorders have been "gratifyingly beyond expectations" and manufacturing and shipping personnel are hard-pressed to keep up with the demand.

With an overall budget of some \$500,000 dedicated to all media including merchandising, the agency is allocating approximately \$200,000 in spot tv: \$100,000 in radio; \$50,000 in print, and in the vicinity of \$100,000 in merchandising.

Last year, according to Saunders, everything went into radio. This year tv is getting the brunt of it. At the

beginning of the year, however, Glamorene also bought a 13-week saturation radio schedule to cover areas not encompassed by the tv stations.

The following stations are carrying the tv campaign: WOR-TV, WABC-TV, WCBS-TV, WNEW-TV, New York; WBKB, KNBQ, Chicago; KGO-TV, San Francisco; KABC-TV, Los Angeles; XETV, San Diego; KOVR-TV, Stockton; KJEO-TV, Fresno, and KCPX-TV, Salt Lake City.

Glamorene products lend themselves naturally to visual presentation "and that is why we went into television in the first place," Saunders said. Prior to its association with Riedl and Freede, Glamorene had largely confined its advertising to mass consumer magazines and daily newspapers. At this point, the client affiliated itself with six regional advertising agencies. Each had its own special strategies. This proved unworkable and did not produce the anticipated results.

After pondering the matter, Riedl and Freede decided that Glamorene could best achieve its desired results by pursuing this line of advertising and merchandising strategy:

1. Blueprint a long-range advertising and merchandising selling plan.
2. Develop a comprehensive merchandising program to gain enthusiastic trade support for your advertising planning.
3. Create honest tv commercials for utmost believability of product effectiveness.
4. Create an illusion of media saturation through strategic buying.
5. Don't sit back and wait for results. Follow through at the retail level.

Both Saunders and Hulsh maintain that the results to date have corroborated virtually everything sought in the long-range media plan. "The sales results obtained through our television presentations are first rate," Saunders said. "Sales in the television markets are running far ahead of sales increases in all other mar-

Solving the problem of rug cleaner sales



IN FIRST three months of '62, these and other Glamorene products have already reached 50 per cent of anticipated increase for year. Success is attributed to 'honest sell' on television



CAMPAIGN required retail level follow through, says Allan Saunders, Riedl & Freede

kets," he continued.

Asked how the agency went about creating the illusion of saturation, Saunders gave a graphic example by citing how the media department bought its spots in the New York market.

"In New York, for example, we started off with eight spots a week for one week on WOR-TV's *Million Dollar Movie*," Saunders explained. "Then we switched to WABC-TV for three weeks with 22 spots each week. On WABC-TV we used 17 or 18 daytime spots of one-minute duration. The remaining spots were in prime time. Then we took a week's hiatus, followed by a campaign over WCBS-TV with six or seven spots each week, all in prime time, for three weeks. Then another week's hiatus. Next we went to WNEW-TV for 18 spots a week—all minutes at nighttime—for two weeks. This was followed by a return to WOR-TV's *Million Dollar Movie* for a final week. Here we used eight spots, all minutes. All in all, we had 10 weeks stretched over 13 weeks. By jumping weeks in between and by switching from channel to channel we were able to create this illusion of saturation."

The Glamorene account came into

the agency in the fall of 1960. Glamorene's first big product was a granule dry cleaner for rugs. Because of the newness of the product and lack of competitors, Glamorene had no difficulty winning customers. Before long, other firms entered the field by introducing liquid rug cleaners. Glamorene was forced to do the same. But to maintain successful sales of the dry rug cleaner, Glamorene emerged with an electric rug brush designed for use with the dry cleaner. As a key facet of the strategy, it was decided that the electric brush was to be *rented* to consumers through hardware-houseware stores.

The account approached the agency with this problem: rug cleaner sales had fallen off considerably and there was urgent need to stimulate business. What could be done? The agency felt that the first step was to let the trade and consumers know about the electric brush gadget. Rent

the electric cleaner and the dry cleaner will have to move, the agency argued.

Step number one called for the education of jobber salesmen. As a result of the educational campaign, some 70 to 100 machines a week were placed in various retail outlets. Step two called for a double truck with return order post card insert in major hardware-houseware trade papers. Glamorene got nearly 1,000 orders, which were credited to the jobbers whose names were on the card.

The agency told SPONSOR that the 15,000 machines on the market today are being rented on the average of four times a week and with each rental the consumer buys a gallon of dry cleaner. Once the rug brush distribution problem was solved, the agency devoted its energies to the complete Glamorene line. Here is the

(Please turn to page 64)



KEY FACET of advertising strategy was that Glamorene electric equipment was to be rented to consumers via hardware-houseware stores. Above is Glamorene display for electric cleaners



What happens when Marketing & Advertising don't pull together?

Sophisticated marketing & advertising men know what these crazy mixed-up horses mean.

Marketing has taken a new direction; and advertising must head the same way, *if they are both to pull in the same direction.*

What direction? Today's most basic trend in marketing can be summed up in nine words: "The United States is becoming a nation of cities." Certainly, our big cities are spreading; are becoming, *more and more*, everyone's best markets. That's why well over half your sales come, or should come, from *the top 20 TV markets alone* (where 58% of the nation's income, and 55% of all TV homes, are now concentrated).

Money can be made only where the money is!

Tilt!

Are you getting as *much* as 50% of your advertising impact where you want *more* than 50% of your sales? That's worth checking because "national advertising" almost always tilts the wrong way; tilts away from your best markets, not toward them; reducing selling pressure where you want it most.

You never see this negative tilt in your "national figures." Yet look behind them, at the audiences you're *actually* getting in the concentrated "big half" of your selling areas. When you check the *individual market audiences* for your TV Network shows, in the top 20 selling areas, you'll see how much the distribution of your national advertising-impact can "fall short" in your best (and toughest) markets.*

That's why "national coverage" is no longer the adequate answer in itself, if you want your marketing and advertising really to pull together.

What's the answer?

Do you want to speed turnover? Challenge competition? Counteract competitive moves? Equalize marketing valleys? Bolster thin national advertising, where sales potentials are highest?

The most versatile answer to *all* these questions is already being used by 92 of the top 100 advertisers (and hundreds of others) exclusively, or to correct the "wrong-way-tilt" of their national coverage.

It's Spot TV – *Individual Market Television* – the most controllable, most flexible, most powerful, individual market selling-force in America today.

You'll find Spot TV offers a remarkable range of solutions to tough problems. Its versatilities adapt to virtually every budget-size, campaign length, message-length, as well as to choice of markets, seasons, and *all forms* of program sponsorship.

If you've a marketing problem, large or small, let us show you how Spot TV can be tailored to your needs.

*If you would like to see a new detailed exclusive analysis of the marketing "tilt" of 65 different Network TV programs, entitled "TILT—The After-Math of Network TV", write us at 666 Fifth Avenue, New York (19) or call JUDSON 2-3456.



TELEVISION ADVERTISING REPRESENTATIVES, INC.

Representing: WBTV Charlotte (Jefferson Standard Broadcasting Co.)
□ WTOP-TV Washington and WJXT Jacksonville (Post-Newsweek Stations)
□ WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX San Francisco (Westinghouse Broadcasting Company)

TVAR Offices in

New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.

HALEY'S COMMENT



I have a Great Aunt Minnie who used to run a boarding house and whose attic is now filled with piles of notes and letters. What happened was that back in her landlady days, Aunt Minnie read about a school teacher who found a letter one of her pupils had sent her years before. The pupil was now famous, and the teacher sold the letter for the magnificent sum of \$25.00.

Aunt Minnie couldn't recall any potentially valuable notes she'd ever thrown out, but she got to thinking that any one of her boarders might suddenly burst into fame, and she'd better be ready. The exhibits run to things like, "Will you please turn up the heat in my room? My African Violet is freezing. (Signed) Edna Blake", and "The reason my rent isn't paid is I'm not paying it until you fix my faucet. (Signed) Herman LeBlanc". For all Aunt Minnie knows, Edna and Herman have gone to their just reward years ago without leaving a single footprint in the sands of time, but she's hanging onto those notes anyway.

I can't kid her about it anymore, either. With people writing from all over New England, telling us how much they enjoy our Wonderful World of Music, my collection of letters and notes is beginning to outweigh Aunt Minnie's. Not that I keep them with the hope of selling them, but if you think I'm the sort of person who's capable of throwing away a friendly, flattering word, you've got the wrong man. On the other hand, if you're looking for a proven way to sell your client's product or service, you've got the right man. The volume of mail we receive is proof in itself that WEZE's audience just keeps growing and growing, and our sponsors can tell you that it's a buying audience as well as a growing one.

Let's get together and talk about it. Maybe we could even swap signatures.

Sincerely,



Arthur E. Haley

Arthur E. Haley
General Manager

P. S. The way for us to get together is for you to write or phone me at WEZE, Statler Office Building, Boston, Mass., Liberty 2-1717, or to contact your nearest Robert E. Eastman representative, okay?

*Media people
what they are doing
and saying*

TIMEBUYER'S CORNER

Bern Kanner, who is a v.p. and associate media director at Benton & Bowles, has been appointed manager of the media department. . . . Anthony Rosa has left Ted Bates for D'Arcy where he's group supervisor. . . . Thoren Schroeck joined KMOX-TV, St. Louis, sales. He was previously a buyer at Gardner, St. Louis. . . . With the reorganization of various departments at Gardner in St. Louis, Bob Faust, Pat Schinzing, and Ralph Neugebauer were made media supervisors.



TALKING about the Albany, New York, market last week, Frank McDonald (l), DCS&S' buyer, and Bob Peebles, general mgr. of WROW, lunch together at the Pen & Pencil

When Ralph Hennen of WGHF (FM), Brookfield, Conn., came to town last week, he told Jeanne Sullivan of SSC&B: "There's nothing new about hi-fi. It's been with us since the beginning of time. God built the first speaker system from one of Adam's ribs."

There's an expensive barber shop right off Lexington Ave. in the lower Fifties where a number of media men and reps go to get their haircut. Roger Rice of WHIC, Pittsburgh, and Phil Stumbo of McCann-Erickson, were in there last week. While the barbers were cutting their hair, Stumbo said to Rice, "How much do you pay for a haircut in Pittsburgh?"

"Only a dollar twenty-five," said Rice.

"Yeah," said the barber, "but look at the fare."

(Please turn to page 50)

KMBC-TV

Over the top in Kansas City

KMBC-TV is now the number one station in Kansas City. First in homes...first in audience* (all through the day and night, seven days a week)! When you think of Kansas City think first of KMBC-TV



METROPOLITAN BROADCASTING TELEVISION
REPRESENTED BY METRO BROADCAST SALES

IN
PORTLAND
OREGON...
IT'S
EYE-CATCHING

The weather isn't always exactly sports-suited here. When the weekends are just too wet, a great many men (and women, too) in Portland and 34 surrounding Oregon and Washington counties, will tune in on KOIN-TV. It's so easy for a man to just sit back and watch his favorite sport. It's so easy to reach that man, with KOIN-TV. Nielsen has our score.



KOIN-TV



Channel 6, Portland, Oregon
One of America's great influence
stations

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

Give them a call, won't you?

**TIMEBUYER'S
CORNER** (Continued from page 18)

Paul Reardon of Ted Bates, so a rep tells us, interviewed a young girl who applied for a buyer's job. She said that she'd had seven years buying experience in Chicago and a check showed that she had only two.

"What do you mean by telling me you had all those years experience when you didn't?" said Reardon.

"Well, you said you wanted a buyer with imagination," she replied.



LUNCHEON: (l-r) Otis Williams of PGW, Paul Reardon, assistant v.p. at Ted Bates, and Harry Shaw, general mgr. of WSJS-TV, Winston-Salem, N. C., meet at the Envoy

Harry Shaw of WSJS-TV, Winston-Salem, N. C., and Herman Raichle of JWT got into a cab last week which had an old pocket-book next to the driver. Shaw asked him if it had been left.

"Nah," said the driver. "When business is slow, like when I'm out in Brooklyn, I stop for a few minutes, near a corner, put it in the back seat, and leave the door wide open. It's empty, but you'd be surprised how many people jump in for a short hop when they see it." Then he added, "Before they get out I ask them if it's still back there so they won't take off with it."

Marie Coleman of Donahue & Coe is getting ready for her usual festive summer. For a number of years she rented a cottage in the Breezy Point section of the Rockaways where she entertained many agency people every weekend. One year she changed the name of her cottage at least 10 times. She started off with the sign "Seldom Inn," then changed it to names such as "Cozy Inn" and "Walk Inn." After an exhausting season of visitors, it finally read "All Inn."

RADIO RESULTS

SPORTING GOODS

SPONSOR: Johnson-Lambe Company

AGENCY: Direct

Capsule case history: As spring came to Raleigh and golfers' thoughts strongly turned to #2 irons, practice-putting, outwitting favorite sandtraps and water hazards, the Johnson-Lambe Company, purveyors of sports equipment, turned to WRAL, Raleigh. Johnson-Lambe bought a three-day flight of 63 spots on WRAL. These 10-second announcements were aired on an all-day, run-of-schedule basis. Did golfers get the message, and most important, did they buy? Well, Johnson-Lambe says they were amazed at the results. This brief campaign brought the sponsor over \$5,000 per day in sales of golf equipment during the run of announcements, but what's more, there was a carry-over of increased sales for at least two weeks after the campaign. This short but forceful campaign aimed at a specialized segment of listeners, golfers, was so successful that Johnson-Lambe has planned a big promotion on tennis goods to run during the month of May. The sponsor now plans to renew.

WRAL, Raleigh, North Carolina

Announcements

HOUSEHOLD APPLIANCES

SPONSOR: J. Burnham, Inc.

AGENCY: B. J. Butler
Advertising, Inc.

Capsule case history: A summary of the past year's flights and their effectiveness for one of the largest single users of radio in the Buffalo market was the subject of a report from B. D. Steiger of the B. J. Butler Agency. The sponsor is J. Burnham's, Inc., the largest volume appliance dealer in the western New York area. Burnham's ran flights of minute spots days, nights, and weekends on WEBR, Buffalo. Burnham's is not an institutional advertiser and they must get results. In the report to WEBR, Steiger said that radio again was their big media gun. The agency made conclusions from an analysis made covering their 1961 expenditures on all upstate New York radio stations. Burnham's ran over 2,000 spots on WEBR alone. Said Steiger, "We feel that we are in an enviable position to evaluate the various stations and their ability to do a job for us . . . and the selling ability of certain stations. WEBR is a leader among the stations which do an effective job for us."

WEBR, Buffalo, New York

Announcements

FARM PRODUCTS

SPONSOR: Southern States Cooperative

AGENCY: Direct

Capsule case history: A long-time user of WSLS in Roanoke, Va., Southern States Cooperative has had reason recently to reconfirm its choice of radio as an advertising medium. On 12 March, they began a schedule of five one-minute spots per day, five days a week. The campaign centers around farm and home needs for spring. The products being advertised are truck and tractor tires, hybrid seed corn, Unico white paint, starting and growing mash, and Southern States fertilizer. Robert R. Fezgans, Southern States Cooperative regional manager, said, "This campaign has paid off. Many people have called as a result of the advertising and we have benefitted from added sales as a result of these spots." The limited number of items advertised in this campaign enables store managers to correlate customer requests to the WSLS radio announcements. Repeated results are credited by the station for the long standing relationship between Southern States and WSLS.

WSLS, Roanoke, Virginia

Announcements

BANK

SPONSOR: Security Federal Savings & Loan

AGENCY: Direct

Capsule case history: Delavan Baldwin, manager of the Security Federal Savings and Loan, now tallies the results of a special new depositors promotion for both January 1961 and January 1962. In the 1961 campaign, the bank used newspaper coverage during the opening phases of its new depositors drive but utilized a heavy spot saturation throughout the entire month exclusively on WJAX, Jacksonville, Florida, with a total of 100 chain-breaks and 47 minute spots. Deposits for the month totaled over \$900,000. On the basis of this success, Baldwin set up the 1962 campaign hoping to approximate the 1961 results, using the same media formula: heavy radio schedules plus some support from newspapers at the start. The radio budget was increased to enable purchase of the same number of announcements at a higher rate, with the entire radio budget again on WJAX. Deposits during January 1962 exceeded one million dollars. The sponsor now plans to use only WJAX for radio spots.

WJAX, Jacksonville, Florida

Announcements

**BUT
WHEN
MAN
BITES
DOG...**



... That's news

Trade publications deliver two kinds of news. One might be more classified as "chatter"; the second kind of news means something.

SPONSOR delivers the second kind of news.

Week after week its pages are filled with the meaningful facts and conditions of the broadcast industry.

This is the sort of news that a man reads for his own self interest; the sort he needs to keep abreast of the times.

Book such as this are never skimmed thru. They are read thoughtfully, carefully and more often than not—at home. And this kind of news about **SPONSOR** should have a vital meaning to every station interested in national spot business.

SPONSOR delivers more of the right people in the right frame of mind than any other book in the broadcast field. It's the kind of publication that makes trade paper advertising make sense.

SPONSOR

555 FIFTH AVENUE, NEW YORK 17

TOY-SPIN

(Continued from page 33)

tisers (mainly foods and candies, such as LaRosa, Buitoni, Lipton), normally not thought of as "kid" advertisers, are forming surprising lines at the box office. In Chicago, for example, Oscar Mayer is going strong with hot dog commercials aimed specifically at children, and traditionally adult items such as Chocks and Bactine (kids don't buy their own vitamins and disinfectants!) will be going almost 100% kid tv this fall. Even Downy Flake muffins has taken on the kid format, while others (namely Fritos, Campfire marshmallows and cereals) are now using kid formats for the introduction of new lines. In addition, the toy success has initiated a whole new industry of children's toiletries. Matey, for instance, invested some \$3 million in tv last fall for its bubble-bath-for-kids.

An example of kid programing's jet age propulsion may be found on WGN-TV in Chicago. In the spring of 1957, WGN-TV programed 14 hours and 35 minutes of kid programs per week. This spring the figure reads 29 hours and 15 minutes per week. Even more remarkable is the rating picture. WKBW-TV in Buffalo, for example, is getting 20 ratings (ARB) on its *Jungle Jay Show*, a 1:30-5:30 p.m. Monday-through-Friday feature which uses a safari-type background for its live portions, highlights *Tarzan*, *Jungle Jim*, *Bomba the Jungle Boy* and *Ramar of the Jungle* in its film segments. Observers account for such rating consistency by the inventive "closeness" between live studio and film episodes.

Many observers—in particular, reps—feel that spot tv will continue to get the lion's share of the toy advertising dollar because of the peculiar marketing and distribution problems of the toy manufacturers themselves. With areas of distribution more unequal than with most other advertiser-types—along with budget variance by markets, the always-important seasonal factor, and the fact that toys as "hot" items are an unknown quantity until almost the middle of the toy season—the champions of spot contend that toy manufacturers need a market-by-market approach, rather than the network blan-

ket approach, much more than do most other national advertisers.

Rates, too, they say, have much to do with the booming spot picture, although at present the inequitable variance of rates in metropolitan markets is an ironic sidelight. The highest per-minute rate in New York City, for example, is \$575, while WFIL-TV in Philadelphia charges \$600 flat per minute on its kid programs. New York, most observers concur, is badly underpriced ("Should be \$1,200-1,300 at least," says one rep), while cities like Chicago and Los Angeles are scaled in proper proportion to market conditions. The magic cost-per-1,000 number, by the way, is in the \$2 area.

Other notable spot/toy highlights:

- Remco and Mattel are scheduling on a 52-week basis in many markets. Others, such as Hasbro, are advertising on a heavy flight basis past the normal toy season. Marx is in-and-out on a year-round basis.

- Three major toy advertisers—Remco, Mattel and Louis Marx—spent more than \$5.5 million in tv in 1961, are expected to topple even this figure in 1962.

- The A. C. Gilbert Co., reportedly suffering a sales drop in its builder toys and science kits, has earmarked more than half (\$550,000) of its doubled \$1 million 1962 advertising budget for a 53-market tv spot campaign in the fall, seeking to reverse the decline through tv's now-established pre-Christmas results.

The network picture will undergo a major metamorphosis this fall, with ABC TV off and running. Between its *American Bandstand* (4-4:30 p.m.) and *American Newsstand* (4:50-5 p.m.), ABC will introduce a 20-minute Monday-through-Friday "constructive entertainment" called *Discovery*, in which Mattel, Kenner and Transogram, as well as Binney & Smith, have already bought participations. This will be the only network kid strip in late afternoon, and although ABC officials are estimating modest ratings (competition will be *Edge of Night* on CBS, *Here's Hollywood* on NBC), they feel a 20 share of audience will be commercially successful.

The most unique action in pre-air planning of *Discovery*—so far as toy advertisers are concerned—is the restriction of toy advertising to less than 50% commercial time.

"We don't want the show deluged with toy advertising," says Ed Bleier, vice president in charge of tv daytime shows. "This is a quality format, which needs commercial balance. One of our main reasons for undertaking it on a strip basis is the fact that only with such a show, and at such a time, is there an opportunity to get kids and their mothers together. We expect mothers to watch *Discovery*, whereas we know they're not watching *Bugs Bunny* on Saturdays. We feel we're helping to obviate the *Soupy Sales* and *Three Stooges* type of programming."

ABC's Saturday line-up is being expanded, too. 11:30-12 noon will see *Top Cat* lifted from current prime time viewing, with Transogram already a participant. At 12 noon, *Bugs Bunny* will continue his run for General Foods, with the Tuesday 7:30-8 p.m. program eliminated. *The Magic Land of Allakazam* will have the 12:30-1 p.m. berth, with Lakeside Toys and Marx already signed up. The network is also shopping around for additional kid programming for its 11 a.m. and 1 p.m. time periods.

As far as Saturday competition is

concerned, neither CBS nor NBC now program kid shows in the 12:30-1 p.m. period, but 11:30-12 noon promises to be highly competitive, with a circus show (NBC) and Roy Rogers (CBS) against *Top Cat*, as well as the 12 noon period when *Bugs Bunny* will hop against *Sky King* on CBS and *Mr. Wizard* on NBC.

Much thought is being given by ABC program and sales people to the 11 a.m. time period, where CBS now programs *Rin Tin Tin* and NBC programs *Fury*. Notable also in the ABC line up is Saturday 7-7:30 p.m., where *Matty's Funnies with Beany and Cecil* will be debuting. Mattel has already signed up.

The CBS and NBC line-ups do not promise any particular upheaval. *Captain Kangaroo*, in early morning, continues to be CBS's anchor man. NBC has announced acquisition of Emencee Industries (musical and electronic toys) for one-half sponsorship of its *Bullwinkle Show*, which will be moved from 7-7:30 p.m. Sunday to 5:30-6 p.m. Sunday, beginning 23 September. General Mills will continue its one-half sponsorship of the series. NBC also announced orders from six toy manufacturers for its

REACH OUT

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Reaffirms its established policy which for 47 years has been responsible for Standard's proved integrity to its subscribers.

The delivery of all Standard Publications is guaranteed by contract—insuring regular on-time delivery—with no omissions, no skipping of weekly bulletins, monthly supplements, or Agency Lists.

In fact, with dependable, scheduled regularity, you can expect and will receive

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Saturday morning schedule during the pre-Christmas months next season. They are: American Character Doll, Horsman Dolls, Hassenfeld Bros., Wham-O Manufacturing, Marx, and Remeo. As previously announced, Lionel and Remeo will co-sponsor *Macy's Thanksgiving Day Parade and Circus* on 22 November.


Noteworthy in both the spot and network pictures is the tv advertising effectiveness study on parents' attitudes toward purchasing influence of children, released in March of this year by WJXT (TV), Jacksonville, Fla. Conducted by William Wahl Associates, an independent research firm affiliated with Gallup and located in West Palm Beach, Fla., the survey consists of personal interviews with homemakers in 355 tv homes during January of this year. Almost half (48%) of the parent-respondents indicated that the younger children had either a *very strong* or *slightly strong* influence on their purchasing, and over half (52%) noted the same degree of influence on the part of the older group of children. Only 35% and 31% reported no influence at all for younger children and older children, respectively.

But while results such as these are cause for jubilation in many industry corners, a growing number of people are eyeing the kid show-toy market boom with sober concern, if not alarm. SPONSOR has learned that several top-level conferences between agencies, networks and station groups have taken place recently, all exploring the practical and ethical issues involved. Two issues stand out:

1. The practice among many toy manufacturers of advertising high priced items with the dubious word, *only* (*only* \$29.95; *only* \$47.50), thus taking advantage of a child's ignorance of money matters.

2. The probability that, come fall, some toy manufacturers will abstain from price mention altogether, thus whetting appetites for the same costly toys; and, as some agency men see it, simply abandoning the unsuspecting parent to the same "shocks," but at the store level.

As an agency account executive for one of tv's leading toy advertisers summed it up for a SPONSOR editor: "If the tv-toy story continues as it is, the only possible ending is the breaking of the American parent. Most stations program at least three hours

of kid programs a week, and 90% of the commercials in these shows, during the Christmas season, are for toys. At this rate, the average child is asked to purchase about \$300 worth of toys per hour. At the lowest estimate, this amounts to \$900 a day. Let's face it. It's wild, getting wilder by the year, and while the questions are plentiful, no answers have yet come around." 

TV STATESMEN

(Continued from page 35)

pays his own expenses and any large expense is split among the entire association.

ABC membership is limited to basic affiliates; NBC members include basic and option affiliates with a vice-chairman on the board for each. But the chairman must always represent a basic affiliate. The CBS association breaks its board into nine districts, plus two small (or extended market plan) station members.

The elections of the board members also differ. Each staggers its board membership so that continuity is maintained by never electing a full board at one time. The ABC affiliate chairman names a nominating committee; the NBC board appoints nominating committees which agree on a single slate of candidates. Each of these board men are elected by secret ballot for a two-year term and may be re-elected once.

CBS board members serve for three years and may not be re-elected although they can be nominated after a three-year hiatus. Each outgoing board member nominates two candidates from among his constituents. These names are screened by the board to make certain, for example, that no group-ownership operation has more than one representative among all the nominees. The list is then turned over to an outside legal firm. These lawyers run the actual election by mail and certify the winners.

The board members of each association actually work at representing their constituents, at soliciting and often ferreting out any and all questions, comments and complaints their constituents may have about network relations. These are screened by the full board and digested into an agenda for their next meeting with the network.

The agenda can, and does, include such simple housekeeping queries as, "How come my payment checks are always late?"—usually resolved by speeding-up the billing procedure—to such basic policy matters as "When are we going to get color programming?" or, "Isn't it about time our network did something about its news operation?"

At a typical meeting, held earlier this year, such problems were discussed and resolved with a full roster of network brass including: chairman of the board, president, executive vice president, and the vp's for administration, operations, sales, programs, finance, station relations, news and research.

The network executives, in turn, had an agenda which included: a report on the current season in terms of audience, sales and programming; a presentation about network economics; programming plans for the balance of this season, for the summer, and for the new season; an outline of what the news department had in the works; an analysis by the research department; availabilities; additional daytime minutes; product and program promotion; expansion of closed circuit previews and other matters.


Actually the various affiliate associations wear the pants in this marriage with the network. The board members usually know what the grass root membership wants before the network realizes it and when the demand is great enough the network fills that want.

Thus the ABC affiliates were responsible for the 40-second station break; for prodding the network into expanding its sports coverage even though they lost college football to CBS; for pushing the network to "do something to hypo news and public affairs, get a name to head it up" until ABC went out and hired Jim Haggerty. The affiliates also kept asking about color until, at their last meeting, the word came that ABC's company owned stations were going into color and color feeds would be available to the affiliates.

The NBC affiliates asked for and got additional daytime minutes, increased closed circuit previews, and had a hand in the sharp upturn of the network news operation a couple of years ago.

The CBS association was directly responsible for the shakeup in CBS

News that put Dick Salant in charge of that operation. They asked for additional sports programming so often that CBS bid-in the NCAA football schedule. And the CBS TV *Baseball Game of the Week*, due to be dropped because the network was barely breaking even, was continued when the board noted that the smaller affiliates needed these programs.

There is no doubt that the network affiliate associations have been an important factor in the growth of television. Much of the success stems from the mature and mutual respect each has for the other and their problems. It is unusual, it was unexpected and it works—so far. 

INTERNATIONAL TV

(Continued from page 40)

difference in detail is so varied that space will not permit an attempt to catalog them. Broadly speaking, the American type of rate card structure is discernible as the model for many countries which accept sponsored programs.

A general idea of the practices followed in the countries which permit only spot announcements can be obtained from studying the British system, although it must be pointed out that there are in fact numerous departures from the British pattern, especially where commercial periods are limited to a small portion of the total broadcast time, and the choice of spots is limited.

In the United Kingdom, the rate cards of the programme Contractors divide the time span from sign-on to sign-off into six or seven "day-parts," with a graduated scale of rates indicative of the audience potential of each segment. On payment of a surcharge, spots may be scheduled at specified times within a chosen daypart. 30-second announcements are regarded as standard but 15-second spots are also widely used, and units of 5, 7, 45 and 60 seconds may be purchased. The spots are placed between programs, or in what are called "natural breaks" in the programs. The commercial breaks will normally contain two or more announcements, and first or last position in the break may also be reserved, at a surcharge. The positioning of announcements frequently differs from station to station, since the advertising spots are not released over the network even when

inserted in network programs. The stations cut-in at the proper moment and insert the commercials scheduled for their respective transmitters.

In addition, most of the British Contractors have certain features-called "magazine programs" which are usually confined to the transmitters of individual contractors, and are not networked. Typically, they are broadcast during off-peak hours, and feature a "personality" offering entertainment and/or commentary. They include an average of some eight to ten 60 or 90-second advertising participations in a total of up to 20 minutes.

Some of the contractors also offer low-rate magazines which are somewhat more like moving billboards, featuring brief ads strung together with a minimum of talk or entertainment. These provide an inexpensive vehicle for local advertisers.

One further type of purchase which is offered by some British stations is known as the "guaranteed audience plan." Under this arrangement the advertiser buys a circulation of so many thousands of homes within a given period of time and supplies the station with a commercial announcement to be used. The station then places the announcement at its discretion in any time spot considered suitable. The following week, when the audience research reports are issued, the audiences for these times are examined and if they fall short of the guarantee the spots are repeated at other times. At the end of each month the program contractor bills the client and shows the audience totals reached. Normally these will be in excess of the guarantee but, if they should happen to be lower, the announcement will normally be repeated still further until the guarantee is met. If a time limit should have been agreed upon, or if it should be undesirable to continue repeating the announcement, the advertiser would be rebated proportionately for the short-fall in audience.

While the British system does not permit program sponsorship, the availability of advertising time at frequent intervals throughout the broadcast day provides wide scope in the selection of spots to reach specific kinds of audiences. This can involve as careful a study of the appeals of individual programs, and their result-

(Please turn to page 63)



bas'ic (bās'ic) of or at the base; fundamental

. . . the fundamentals of broadcast buying and selling are your business. Time was you could carry the few essential facts and figures in your head. But not today. Your business is too complex.

In fact, ordering these books is a profitable decision . . .

1 **ALL-MEDIA EVALUATION STUDY (1954).** An 100% objective, analytical appraisal of eight major media, the fruit of two years' research guided by an all-industry advisory panel. Thousands of copies bought by leading advertising agencies. The supply is limited.

155 pp. \$2.00

2 **1961 TIMEBUYERS OF THE U.S.** Listing of time-buyers and their accounts in all major business centers, representing 98% of all radio/tv spot billings. In handy pocket format.

50 pp. \$1.50

3 **1961-62 RADIO BASICS.** The only all-radio fact-book. Audience data, programing, advertisers, costs, research, FM . . . every aspect of today's dynamic radio industry is covered in detail, available only in this major study.

120 pp. \$1.00

4 **THE NEGRO MARKET (1961).** Tenth annual edition of SPONSOR's famed survey of this important market. Incorporates the latest survey and census material; tells what the market is, what it buys, and how it can be tapped. Includes unique log of 200 Negro-appeal radio stations.

44 pp. \$.50

5 **1961-62 TV BASICS.** An outstanding compilation of tv dimensions and statistics, compiled by advertiser and agency experts. Color, tape & film, costs and schedules, programing, viewing patterns . . . the latest research with dollar-and-cents purpose.

136 pp. \$1.00

That's why SPONSOR suggests you take a look at these seven factbooks. They're the best of their kind, compiled by experts and tailored to your needs. They'll save you time and help you make profitable decisions.

6 **1961 FIVE-CITY DIRECTORY.** Directory of advertising and broadcast firms and services in New York, Chicago, Detroit, Los Angeles and San Francisco. Pocket-sized for your convenience.

40 pp. \$.50

7 **TV DICTIONARY/Handbook for Sponsors.** Third revised edition contains 2200 television terms. Edited by Herbert True, of the University of Notre Dame, assisted by 37 contributors and consultants from every branch of the industry. Some copies of this rare edition still available.

50 pp. \$2.00

SPONSOR PUBLICATIONS

555 Fifth Avenue, New York 17, N.Y.

Please send me in the quantities indicated the books I have ordered below.

Book No.	1	2	3	4	5	6	7
Quantity							

Payment enclosed Bill my company

Bill me

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ STATE _____

Sponsor backstage (Continued from page 15)

"To our advertising friends," says the *Post* ad, "we say that counting noses alone is not enough. Noses do not buy; people buy. People are not numbers; they are people. Being people, some are more equal than others. Being people, they react to different media in different ways."

I believe that there will always be a place for well-edited magazines, attuned to their times, and supplying a kind of information and entertainment large numbers of the people want. I hope *The Saturday Evening Post* is outstanding among them. I hope Walter Winchell was completely wrong in publishing this item a couple of weeks ago:

"*Satevepost* brass confide to intimates: 'No matter what happens from here on we will lose a million dollars a year.'"

But right or wrong, the current *Satevepost* sales pitch sounds to me very much like a competitor on the defensive, and rather reaching for an angle.

About the same time that *Post* ad was running in newspapers in major markets around the country, salesmen were making calls on agencies with little transistor radios. The point of the radios was to illustrate that radio breaks the big news stories to millions of people almost instantaneously. These salesmen weren't radio station or network time salesmen. They were space salesmen for one of the finest newspapers in the nation, the *New York Herald Tribune*. Along with the transistor demonstrations, they were passing out a pitch of John Hay Whitney, the paper's publisher and editor-in-chief, conceding the aforementioned speed with which radio brought the news to the people.

The obvious edge of radio

The *Tribune* boys' pitch was that, therefore, the smart newspaper, the *Trib* for instance, was "far more selective and livelier in its reporting and much sharper in its analysis of the causes and implications" of the news. Just as *The Saturday Evening Post* was conceding the big circulation appeal to television, just so was the *Tribune* acknowledging, indeed emphasizing, the obvious edge radio has in the area of being first with the news.

Whether the newspapers and magazines have any alternatives to recognizing these vital superiorities of television and radio or not, the situation certainly keeps them in an unenviable competitive position. I'm happy my destiny doesn't lay with selling space in printed media these days. It seems to me one of the more difficult methods of earning a share of bread.

Major magazine and newspaper pitches these days seem to dwell increasingly on their determination and exceptional capabilities to tackle important subjects in depth, and to influence the population and cause action and reaction.

I wonder whether *The Saturday Evening Post*, the *Herald Tribune* or any newspaper or magazine could have gone into more effective and attention-grasping depth on the subject of abortion than the much discussed *Defenders* show on CBS TV last Saturday (28 April) night. The influence of the show, the action or reactions it will cause are still to be seen and felt. But that kind of a show makes me wonder whether, even in the area of penetration of subject and influence, our printed word friends are on really solid ground. ■

new...
exciting...
wonderful..

RAHALL RADIO

1st...in Community Life
1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening

WKAP
RADIO 132

Allentown - Bethlehem - Easton

5000 WATTS. No. 1 latest Hooper and Pulse. Lowest cost per thousand-audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.

WLCY
RADIO 138

Tampa - St. Petersburg, Fla.

5000 WATTS No. 1 January-February 1962 Hooper . . . double of all other area stations. Lowest cost per thousand audience . . . in fast growing Tampa-St. Petersburg market.

WWNR
RADIO 62

Beckley - W. Virginia. .

1000 WATTS. No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience . . . featuring great personalities.

WNAR
RADIO 111

Philadelphia Area

500 WATTS. No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market . . . where bulk of consumers live and buy. Lowest cost per thousand audience.

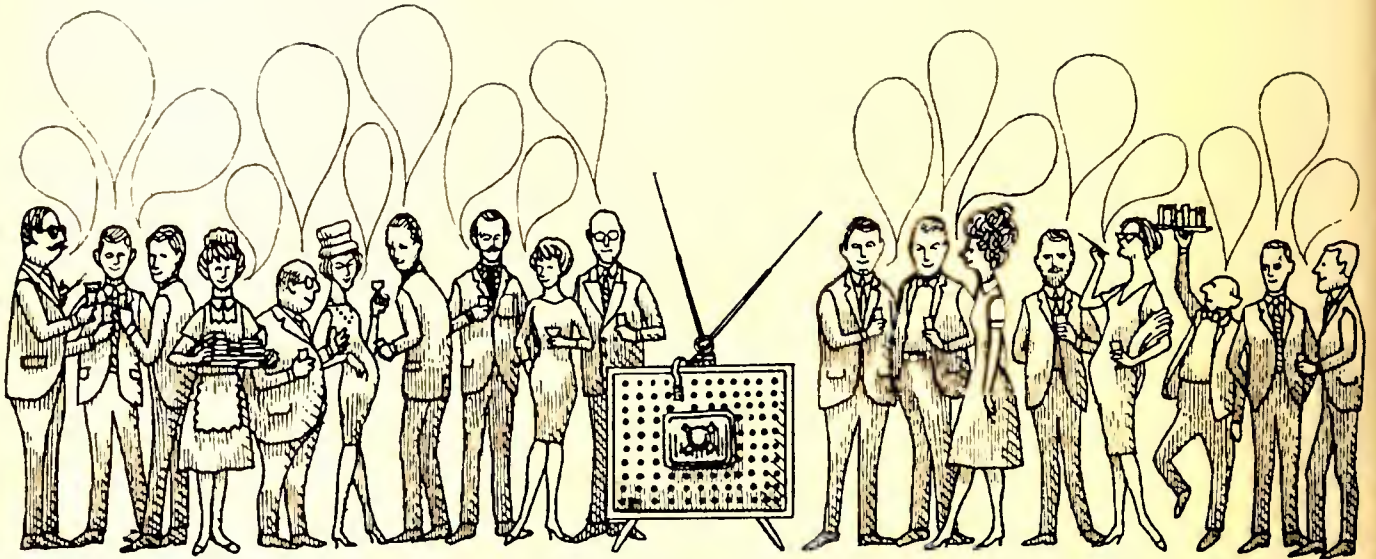
WQTY
RADIO 122

Jacksonville - Florida

1000 WATTS. Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

RAHALL RADIO GROUP

N. Joe Roholt, President
Represented nationally by:
ADAM YOUNG, New York
Philadelphia Representative:
Paul O'Brien,
1713 Spruce St., Philo., Pa.



WRC-TV personalities are conversation stoppers. Washingtonians sit up and take notice when WRC-TV personalities have the floor. Richard Harkness . . . Bryson Rash . . . Frank Forrester . . . Jim Gibbons . . . Jim Simpson . . . Inga Rundvold. They're all big names in an area abounding in VIP's. It's a fact . . . WRC-TV personalities deliver more homes than any competing channel in the important 11:00-11:30 P.M. service area, Monday through Friday. Same holds true against live local competition, 6:30-6:45 P.M., Monday through Friday.* Make your product the center of attraction in America's No. 10 market . . . let Washington's leadership station be your spokesman!

WRC-TV 
IN WASHINGTON CHANNEL 4
NBC OWNED
 REPRESENTED BY NBC SPOT SALES

*FIRST AGAIN—ARB, NSI (1st in total homes, sign-on to sign-off, all week long. ARB, Mar. '62; NSI, Jan. '62)

WASHINGTON WEEK

14 MAY 1962

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The accused had already been hung before the Senate Judiciary Juvenile Delinquency subcommittee got around to giving them a hearing.

That was the situation facing top network executives as they tried to explain charges that programs were "hypoed" with sex, crime and violence on direct orders of the networks.

The subcommittee had at hand copies of interoffice memoranda, and communications between network figures and independent program packagers. This was ammunition for an **attempt to prove that the guilty verdict already reached had been amply justified.**

As a point of fact, the report of the overlong investigation might already have been written before the networks were called upon to send down their top officials for still another quizzing.

Subcommittee chairman **Thomas J. Dodd (D., Conn.) had already issued his pronouncement to the effect that the "culprits" were, in fact, guilty.** Staff members supposedly doing a job of probing, instead pronounced opinions, and these held (a) that there is excessive crime, violence and sex on the air; and (b) it has the effect of increasing juvenile delinquency.

Dodd had already announced publicly that networks must be brought under FCC regulation in order to cut down on this allegedly harmful fare.

Testimony of network officials was supposed to ring down the curtain on the marathon juvenile delinquency hearings. Whether it would actually do so, or **whether Dodd will find new areas to probe, is open to question.**

At all events it did appear that the final report would be released before the end of this session of Congress. There is some doubt that this timetable will permit any additional hearings, but **there is no doubt that the final report will hit tv hard.**

Dodd has been pressing for network regulation throughout this session.

Any Senate bill looking toward such a goal would have to be approved by the Senate Commerce Committee, which has jurisdiction over broadcasting. Efforts by the Connecticut Democrat to convince this committee that it should start the ball rolling **have not yet met with any success at all.**

The question of whether networks should be regulated has been on the Commerce Committee agenda for some time, independent of the Juvenile Delinquency subcommittee hearings. No move has been made to set hearing dates, and it is now **questionable whether any such dates will be set during this Congressional session.**

The expected strong Dodd subcommittee report could result in hearings on network regulation either during the recess period, or during the next session of Congress. Even if action were quick and the Commerce Committee did begin action during this session, the time is already so late that it would be next to impossible to pass legislation on the subject this year.

Dodd's strategy appears to be to **create a big enough splash to force action on network regulation.** He has an uphill fight, since there is no recognition of any overwhelming need for such action by Congress. And this very fact could result in an even more scorching report by Dodd's subcommittee.

The all-channel tv set bill still has the Senate to hurdle, though proponents remain completely confident of passage.

More pressure is being exerted against the bill, however, than was true in the House.

Proponents are heartened by the wide margin by which the bill passed the House, as well as by opposition of many Senators to FCC-proposed deintermixtures which would remove op-

(Please turn to page 61)

SPOT-SCOPE

14 MAY 1962

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Chevron brand, which is distributed by the California Oil Co. of Perth Amboy, N.J., is returning to spot radio after a four-year absence from that medium.

In the interim it had been exclusively in spot tv, as far as broadcast media is concerned.

The money for radio is coming out of spot tv, with the **radio campaign embracing 75 markets for 16 weeks starting 22 May.** Chevron's area of distribution: 12 states extending from Maine to Virginia.

Interesting sidelight: Chevron gained much fame from its unique tv commercials and the trade will doubtless note **how the brand has gone about adapting that uniqueness to radio.**

Budweiser's (D'Arcy) annual Pick-A-Pair promotion kicks off the end of this month, with budgets reportedly a little bigger than last year.

The campaign, in all media, lasts for two months and the **vital factor, both in sales and the success of Pick-A-Pair, is whether the month of June is a hot one** in most sections of the country. If, as last year, the month of June is unseasonably cool, the promotion will probably be extended.

Incidentally, Budweiser, which has been the sales champ for the past five years, is now **concentrating a little harder on sell.** Bud's tv and radio pitch, while still in the soft-sell category, has changed copy ever so slightly but significantly to put heavier emphasis on sell. Instead of "Where there's life there's Bud," it's now **"This calls for Bud."**

Its been like old-home-week lately with all the veteran soaps and detergents back on the tv buying line.

Recent weeks have witnessed the return of Colgate-Palmolive's **Vel, Tide and Fab** and P&G's **Ivory.** Another stalwart starting the availability search is Colgate's **Super Suds (Street & Finney),** for a 4 June start.

Also prominent in the tv spotlight last week were the **insecticides,** with schedules starting soon, slightly in advance of the bug-biting season.

For details of this and other spot activity of the past week see items below.

SPOT TV BUYS

Helene Curtis is in selected markets to promote various products with 52-week schedules. Time segments: nighttime minutes. Agency: Edward H. Weiss. Buyer: Bruce Galler.

Gulf Oil is testing its insecticide (Gulf Spray) in limited markets. Schedules start 16 May and run for 17 weeks using nighttime breaks and I.D.'s. Agency: Erwin Wasey, Ruthrauff & Ryan. Buyer: Irene Hess. (The account is good for some \$58,000 in spot tv annually.)

Miles Laboratories is seeking minutes in kids shows in over 20 markets on behalf of Bactine Liquid. Campaign kicks off 1 June and continues for eight weeks. Agency: Wade, Chicago. Buyer: Andy Anderson.

Golden Grain Macaroni starts today, 14 May, with daytime minutes in selected markets. Schedules run for 13 weeks. Agency: McCann Erickson, San Francisco. Buyer: Marianne Monahan.

Colgate-Palmolive is testing Action Bleach in a few markets. It's a lengthy buy starting 11 June and running through December. Time segments: daytime and nighttime minutes and 30's. Agency: Ted Bates. Buyer: Bill Petty.

Saffola, the polyunsaturate mentioned here 16 April for its first spot tv campaign, is going into a few selected markets again on behalf of its margarine starting today, 14 May, for eight

SPOT-SCOPE *continued*

weeks. Time segments: daytime fringe and prime minutes and breaks. Agency: Garfield, Hoffman & Conner, San Francisco. Buyer: Frances Lindh.

Associated Products is buying several markets to promote its 5 Day Deodorant Pads. The campaign is scheduled to start 4 June and will run for 13 weeks. Time segments: prime breaks and minutes and fringe minutes. Agency: Doyle Dan Bernbach. Buyer: Nate Rind.

Colgate-Palmolive is back on the buying line for Super Suds Detergent. Daytime minutes start 4 June and run for 17 weeks and daytime, fringe and prime I.D.'s will begin the same date for four weeks. There are some 10 markets involved. Agency: Street & Finney. Buyer: Eleanor Scanlon.

Gerber Products launches a six-week flight for its baby foods next week, 21 May. Schedules are in selected markets, using daytime breaks. Agency: D'Arcy. Buyer: Don Hotaling.

American Home Products wants daytime and night minutes for its Black Flag insecticide to start soon and run through October. Agency: Ted Bates. Buyer: Tom Clancy.

Toni division of Gillette and all three of its Chicago agencies, Frank, North and Wade are re-shopping and re-shuffling its current big buy for a 20 May changeover to 87 rating points in each market. Up until now 100 rating points was the schedule level.

Procter & Gamble is lining up markets for Secret, as reported here recently. Buying is being done out of Leo Burnett, Chicago and the campaign, which kicks off 27 May, will run through the P&G year, using nighttime minutes. Buyer is Wes Parma. Secret's 1961 spot budget: \$2,169,210.

Armour kicks off a campaign for its grocery products division on 10 June. Foote, Cone & Belding, Chicago is seeking minutes in women's viewing time in about six selected markets. Promotion will run for 13 weeks. Buyer: Gwen Dargel.

Scott Paper is going into selected markets for its Hankey Pack, seeking daytime and early and late night minutes to start 28 May for eight weeks. Agency: J. Walter Thompson. Buyer: Joan Ashley.

SPOT RADIO BUYS

Pet Milk Co. will hit major markets on 4 June with a 15-minute program aimed at the Negro market called "Showcase." It's a three-day-a-week deal, with the show produced by Pet's agency, Gardner St. Louis. Campaign is on behalf of the evaporated milk.

California Oil Co. (Perth Amboy) is buying big chunks of radio time in 75 markets for Chevron Gas. It's a 16-week heavy saturation campaign, starting 22 May in Chevron's north-east marketing area (Maine to Virginia). Time segments: afternoon and weekend drive minutes in all markets and 20's in some markets where weather reports are available. Agency: BBDO New York. Buyer: Marv Shapiro.

Sunkist lemons schedules start at mid-month in a number of top markets. Placements are for 11 weeks, using minutes and 30's. Agency: Leo Burnett, Chicago. Buyer: Sam Wilson.

Nestle is placing Nestea schedules of Saturday and Sunday prime minutes in about 30 markets, two- and three-stations deep. Start is 16 June for 10 weeks. Agency: McCann-Erickson, New York. Buyer: Judy Bender.

Quaker State Motor Oil begins its summer run 21 May. Schedules of minutes are set for 13 weeks. Agency: Kenyon & Eckhardt, New York. Buyer: Agnes Del Colle.

WASHINGTON WEEK *(Continued from page 59)*

erating vhf stations in their own states.

Opponents, chiefly the set-makers, now fully awake to the fact that the measure has a good chance for passage, are **relying on the unusual nature of the bill.**

They are also aware of the fact that either Chamber will occasionally fail unexpectedly to bring up for a vote a bill which has overwhelmingly passed the other Chamber. It is conceded that **if the bill is debated on the Senate floor, it will pass.**

SPONSOR HEARS

14 MAY 1962

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PUBLICATIONS INC.

Chicago reps, always resourceful in spirit, were able to comfort themselves over the switches of hunks of the Pillsbury and Duncan Hines accounts to New York.

Why they weren't shaken:

- The Pillsbury billings (from Burnett to McCann-Erickson) were generally placed with network tv.
- Gardner, which lost out to Compton, can be depended on to use that Duncan Hines spot experience to sell the spot tv gospel to not only its present accounts but a line competitive to DH which is waiting in the wings to go Gardner.

BBDO New York is going through its tri-annual routine of tearing down personnel cubbyhole partitions and modernizing their looks.

For sales reps the ritual poses a slight hardship: they have to do some wandering around before they can spot their buyer destination.

It appears that the series of March of Time programs that Time, Inc., taped last November is doomed to gather dust for evermore.

The project, which is estimated to have cost around \$300,000, had Ambassador Henry Cabot Lodge as the narrator.

The toughest account to ride herd on for an agency is a trade association.

If petty bickering breaks out among the members, the agency is often the goat. Or if the agency takes on the account of a member's competitor, the miffed member calls for the agency's scalp. It's now happening in the case of a banking group.

Just to set the record straight, the minute participation in nighttime network tv programming was not actually an ABC TV innovation.

Back in 1948-49 DuMont was selling 'em to drug manufacturers via the Whelan chain on the Sid Caesar-Imogene Coca show.

The FTC eventually got into the act and tabooed the Whelan tie-up because of something that had to do with the Robinson-Patman Act.

A leading rep has abandoned his plan to plump for the adoption by tv stations of a rule requiring a four-week cancellation notice, instead of the present two, as is the contractual rote.

He checked among agencies and was told uniformly that the plan would throw a roadblock for spot, since it was the two-week out that gave the medium its special advantage, namely, flexibility.

One of the computer companies is so anxious to get a wedge in the advertising field that it's offering a free deal in working out a media problem.

The stipulation: everything be treated in code names so that the resulting material could serve as a sample case history for peddling of the computer service among advertisers and agencies.

INTERNATIONAL TV

(Continued from page 55)

ant audience characteristics, as if actual sponsorship were being considered. The advertising rate levels for spot announcements may well justify such care—at least in the peak periods, for which “one-time” rates of 30-second spots are listed at \$3000 for London alone, and add up to about \$11,000 for all ITV stations. The incentive thus exists for scientific campaign planning and for skillful time buying.

Although statistics on the ownership of television sets are obtainable for most countries, they vary considerably in accuracy, completeness and the adequacy of provision for subordinate area breakdowns. Also, because of the rapid growth of television ownership, published figures sometimes lag behind the actual situation. Even in some countries where individual receiving-set licenses are mandatory, the official figures based on licenses issued may be somewhat short of total ownership, depending on the current number of unlicensed (and unrecorded) television sets in use. The sales records of receiver manufacturers, wholesalers and retail dealers seldom provide adequate information on the ultimate distribution pattern of set ownership by market areas, states, counties or other minor civil divisions.

Thus, the compilation of comprehensive and reliable statistics on television ownership, in a form suited to the analytical and planning requirements of major advertisers, is a complex and expensive undertaking, requiring technically sound surveys of homes throughout the area concerned, and correlation with supplementary Census data. Such studies are typically undertaken on an annual basis, with currency maintained by interim projections, but few countries provide information of this detail and scope at the present time.

Under such limitations, the table of national tv ownership on pages 36 and 37, is offered with some necessary reservations, as an approximate picture for 1 January, 1961. It was put together after a study of several published listings which were in turn compiled from a variety of sources. They were not all of identical date and not always in close agreement, so that it was felt necessary to make some extrapolations for which the



Are you sure you're considering the whole ball of beeswax?



Your advertising plans for Inland California and Western Nevada are incomplete if you're forgetting about the best way to reach this entire vital market — BEELINE RADIO. It's a fact that the McClatchy stations reach more radio homes here than any other combination of stations — at the lowest c/M. (Nielsen Coverage Service Report #2, SR&D.)

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD



writer makes no claim to infallibility. In short, the table is essentially a personal appraisal and does not aspire to the status of a Nielsen report.

Television, as a system of mass communication, is already worldwide in its ramification. Through film and tape, many programs have multi-national exposure, while special cables and short-wave links have extended networks over national boundaries. Eurovision (the all-Europe network system) has already disseminated many programs of the highest international interest. Satellite development will soon permit instantaneous intercontinental coverage, at least for events of world importance. Advertising coverage is following close behind. Already a number of well-known American trade-names are familiar on the television screens of Great Britain and Germany. Several international films of European origin now use television advertising in the United States as well as in other countries of the Western Hemisphere. In fact, for several years past, television advertising has been successfully conducted on an international scale by certain leading advertisers. ■

EATON

(Continued from page 42)

which Eaton brings the Yale games to local listeners, speaks with admiration of Eaton's unerring fidelity in describing gridiron encounters. "During the three years Howie Eaton did staff work for us while attending Yale, he gained valuable experience in the various aspects of production and announcing, particularly in play-by-play announcing of Yale football," Davis told SPONSOR. "After graduation a vocation became an avocation as Howie returned each fall to the WELI broadcast booth atop the press box at the Yale Bowl to broadcast Yale football."

"A broadcaster's chief fears are not double reverses or great deception by a quarterback," Eaton observed recently. "We have three sets of eyes watching every play—mine and those of the spotter for each team. I watch the ball and the spotters pick up the names of the rushers, passers and tacklers. It's a bit difficult at the very start of the season, but I don't think we make many mistakes after the second game." ■

Eaton said he was too young to recall the radio football reports of Ted Husing and Graham McNamee but in his opinion the best football reporting on the air was turned in by Bill Stern. "Stern brought a sense of drama to the game," Eaton said. Both Red Barber and Mel Allen, in Eaton's opinion, are superb baseball broadcasters and Marty Glickman, he feels, is tops in basketball. Hockey, as Eaton sees it, is the sport most difficult to describe on the air.

What with Saturday afternoon football and a Mt. Everest of required reading including an avalanche of trade papers and professional journals, it doesn't leave him much time to indulge in other hobbies. He concentrates on the cinema, and the theatre. The Eatons prefer off-Broadway productions. "The most exciting theatre-going today is off Broadway," he observed.

Eaton is married to the former Elena Bosworth of Watsonville, Calif., a town some 80 miles from San Francisco. Mrs. Eaton attended Stanford University and later worked as a librarian in the San Francisco *Chronicle* "morgue." Their home in Manhattan is rich in books, semi-abstract paintings and prints.

Among the books are such disparate titles as Robinson's "A History of Naval Tactics"; Fiedler's "Love and Death in the American Novel"; Schlesinger's "The Politics of Upheaval"; Flaubert's "Madame Bovary"; Esar's "Joke Dictionary"; "A Marianne Moore Reader"; Perelman's "The Most of S. J. Perelman" and a shelf filled with Kipling's romantic accounts of British imperialism at the turn of the century. What the titles reveal are the enlightened tastes of two young and thoughtful people keenly interested in both the Old World and the New and of the crucial years ahead.

At Grey, Eaton will be working with Hollender: Larry Deckinger, media director; Hal Miller, associate media director; Helen Wilbur, media supervisor for network programs and Sidney Hertzler, business manager.

The general feeling on Madison Avenue and Broadcast Row is that the present Grey tv/radio department is hip-deep in fresh creative talents and that with the Eaton arrival it added still another proven program executive to its staff. ■

GLAMORENE

(Continued from page 45)

audio of a typical 20-second Glamorene Dry Cleaner tv spot:

Not for sale but for rent.

Glamorene's Electric Rug Brush, the new, easy way to apply Glamorene Dry Cleaner.

Beautifully dry cleans your rugs in minutes.

Ready to walk on.

Wherever Glamorene is sold, rent

And with Glamorene Rug Shampoo, everyone gets professional results.

Glamorene Electric Rug Brush.

Low Daily Rental.

Here is the Glamorene Rug Shampoo 20-second spot:

Not for sale but for rent.

New Glamorene Electric Rug Shampooer . . . shampoos rugs and carpets easily as vacuuming.

Low Daily Rental.

Saunders said all the tv commercials were done on tape. "We were tremendously pleased with the results," he said. "We shot two 10's and four 20's. We started at 10 in the morning and we wrapped up at nine that night with an hour out for lunch and an hour for dinner. The maximum number of takes was four per commercial. Some were done in two."

All in all, there has been a consistent ringing of cash registers since the spot television campaign was launched. Not only has Glamorene clicked on the mainland of the United States, it has also managed to make a deep dent in the state of Hawaii.

Hulsh told SPONSOR: "After the first three weeks of tv programing, I was sorry we hadn't gone into more tv markets. In Honolulu, for example, we have an electric rug shampooer distribution that was practically nil—that is, it was nil until we decided to test the effectiveness of television. We ran the electric rug shampooer commercials on a Honolulu station. After the first week, Glamorene received a long distance call from Honolulu pleading for machines. They said they were swamped with calls asking where they could get them."

Accordingly, Hulsh has made up his mind what next to do. "You can be sure that television will be the major medium in all future Glamorene advertising programs." ■

SPONSOR /40-YEAR ALBUM *of PIONEER RADIO STATIONS*



Our editors have selected the 275 pictures and story captions that make up a remarkable record of radio. It reveals a great advertising medium as it was born and as it grew.

The 40-year Album will be, we believe, your book of the year. We're anticipating a heavy demand with thousands of extra copies beyond normal press-run. Advertising rates same as regular issues.

Wire your reservations today.

Address SPONSOR, 555 Fifth Avenue, New York 17



SPONSOR WEEK WRAP-UP

Advertisers

Another advertiser has incurred FTC disfavor for deceptive tv advertising.

The industry watch-dog commission ruled that Carter Products and agency SSC&B cease and desist practices relating to tv promotion of Rise shave cream.

Ruling: the "ordinary lather" compared unfavorably to Rise in tv commercials was actually "a phony substance resembling shaving cream." The FTC also rejected Carter's contention that the commercial didn't compare Rise with all competing shaving creams but merely with

NAB

(Continued from Sponsor Week)

Ellis (program manager, WSB, Atlanta), Herbert L. Kreuger (v.p., WTAG, Worcester), and Robert L. Pratt (manager, KGGF, Coffeyville).

The Radio code is administered

by Robert D. Swezey, NAB Code Authority director, and by Charles M. Stone, Code Authority manager for radio. Their decisions may be appealed to the Radio Code Review Board, which can also recommend Code amendments to the radio board of directors.

PLATTER SPINNERS—WGBI staffers Betty Shelhamer and Irene Drusbosky sport special poster featuring station d.j.'s for display in eating haunts of Scranton-Wilkes Barre area



ACCEPTING AWARD for WTVR, Richmond, is Walter A. Bowry, Jr. (r). Gil Spector presents third-place certificate from General Outdoor Advertising for billboards



BRINGS BACK BANDS—Celebrating its second anniversary as the first station to revive live big band remotes, WRCV, Philadelphia, presents Music Festival award to Ray McKinley



SEARCH by WXLW, Indianapolis, for "typical listening family" ended, after hundreds of entries, at door of Richard A. Elliotts, here with news dir. William Anderson (c) and exec. v.p. Robert Enoch (r). Now-famous family won \$500 and station learned lots about audience

those which were "ordinary," meaning inferior.

Campaigns: Sergeant's dog care products (Ayer) will get the biggest network tv support in their history this summer, using both ABC TV and NBC TV shows and including the new daytime "Tennessee Ernie Ford Show" . . . Pet Evaporated Milk is aiming at the Negro market with a new radio campaign using a show produced by Gardner agency called "Showcase." A 15-minute, three-days-a-week series on topics of special interest to Negroes, the show debuts in major radio markets on 4 June . . . Cott Beverage (Riedl and Freede)

is using tv spots in New York and Connecticut through September.

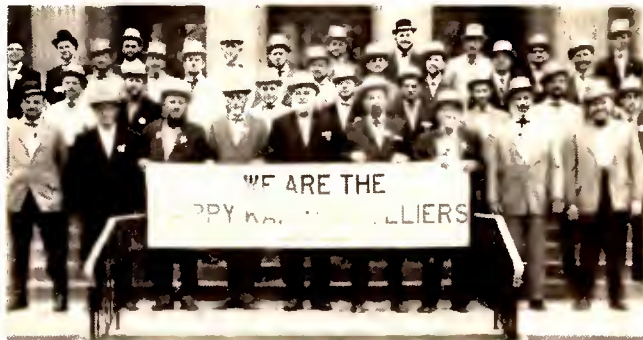
Financial reports: Pepsi-Cola reported net income for the first quarter \$2,602,000 as compared with \$2,448,000 for the same period last year. Per share income was 40 cents vs. 38 cents last year . . . B. T. Babbitt earned a net profit of \$101,506 or 7 cents per common share in the first quarter, up 43.2% over 1961's earnings of \$70,880 or 5 cents. Net sales were \$4,986,563, an increase of 4% . . . Sterling Drug's net profit was \$6,371,741, compared with \$6,119,005 last year. Earnings were equivalent to 80 cents per common

share, compared with 77 cents and sales were \$61,049,774 vs. 58,413,519 last year.

Acquisition: The Drackett Co., marketer of Drano, Windex, Vanish, and Twinkle Copper and Silver cleaners, has purchased the O-Cedar division of Martin-Marietta Corp. Price for the U.S. and Canadian O-Cedar business was about \$9,500,000 cash.

PEOPLE ON THE MOVE: Marshall Bartlett to manager—marketing for the General Electric tv receiver department . . . H. W. Grathwohl to member of the board of Noxzema Chemical . . . Robert K. Adams to

SHINGLE HANGING—Cliff Bolgard and Andy Zeis, media directors for Compton, Chicago, hang their shingle in front of the department's offices on the fifth floor of the La-Salle-Jackson bldg.



HAPPY KAPPIES—To help celebrate Allentown's (Pa.) 200-year bi-centennial, WKAP formed one of the Brothers of the Brush Chapters, known as the Happy Kappy Kavalliers. Kappy is stn.'s nickname

SWAPPING impressions are marshals in the Cherry Blossom Parade Robert Conrad of "Hawaiian Eye" and Janet DeGore of "The Law and Mr. Jones" (c). Listening in are Neal Edwards (l), WMAL-TV, Washington, gen. mgr. and John Coyne of P. Lorillard



PUBLIC SERVICE award is presented by Thomas Coulter (l), chief exec. of Chicago Assn. of Commerce and Industry to Lloyd Yoder, NBC v.p. and gen. mgr. of WMAQ-WNBQ on the former station's 40th anniversary. John Keys, WMAQ station mgr., looks on happily

the newly-created post of field sales manager of Schick Inc. . . . **Howard S. Brod** to assistant to the president of American Home Products . . . **Edward R. Bartley**, director of marketing research for B. F. Goodrich, to vice president of the American Marketing Assn. . . . **Joseph M. Lime** to manager-marketing of the General Electric Large Lamp Department . . . **Joseph L. Tinney** to manager of commercial production for Colgate-Palmolive.

Agencies

The current pre-occupation of U. S. agencies with establishing European operations should not deter them from other areas.

Such was the advice from Kenyon & Eckhardt president David C. Stewart, announcing the launching of Kenyon & Eckhardt Do Brazil.

The new agency, which begins on 1 June, will be helmed by Pedro Valderrama, currently with the agency's Mexico office.

Agency appointments: Chun King Corp. (\$400,000) to **McCann-Marschalk** for its frozen foods, from BBDO, Minneapolis . . . Pillsbury (\$2 million) to **McCann-Marschalk** . . . Jif peanut butter (\$2 million) to **Grey** and Duncan Hines cake mixes (\$2 million) to **Compton**, from Gardner . . . The New York Soccer Club to **Wexton** . . . Power Designs to **Robert D. Eckhouse** . . . Qantas Empire Airways to **Cunningham & Walsh** . . . Borden Co. to **Y&R** for its Ready-Diet . . . Circus Foods to **Donahue & Coe**, from The Milton Carlson Co. of Los Angeles . . . The U. S. Army has reappointed **Dancer-Fitzgerald-Sample** for the coming fiscal year . . . The O-Cedar line to **Young & Rubicam** . . . Wilson & Co. (\$1 million) to **Compton** for its canned meats, from Campbell-Mithun . . . Gaylord Products to **Herbert Baker Advertising** . . . Union Central Life Insurance of Cincinnati to **Meldrum & Fewsmith**, from Stockton, West & Burkhardt.

New agency: **Herbert L. Haft**, **Leonard Saffir** and **Arthur B. Siegel** have

formed an agency in New York, with affiliates in Miami, Denver and San Francisco and representation in Tokyo, Hong Kong, Manila and Copenhagen.

Mergers: **Winius-Brandon** of St. Louis and Kansas City and **Richard Lane & Co.** of Kansas . . . **Harris & Co.** and **J. R. Brumby and Associates**, both of Miami, effective 1 June. New name is **Harris, Buggeln & Brumby**.

New quarters: New headquarters for **Tracy-Locke Co.** will be the first major building in Dallas designed from the ground up to meet the requirements of an advertising agency. Completion is scheduled for mid-summer of next year on North Central Expressway near Haskell Avenue.

New name: With the installation of F. Sewall Gardner as chairman of the board, **Post & Morr**, Chicago, becomes **Post, Morr & Gardner**.

New v.p.'s: **Charles B. Shank** and **John Connor** at Needham, Louis & Brorby, Chicago and New York respectively . . . **David John Salembier** and **Gilbert C. McDonald** at Young & Rubicam.

PEOPLE ON THE MOVE: **Leonard L. Davis, Jr.** to public relations director at F&S&R . . . **Sidney M. Kessler** to associate media director on drug accounts at Sudler & Hennessey . . . **Hendrik Booraem** to tv program supervisor at Lennen & Newell . . . **Laura McGee** to assistant media buyer at Harris & Weinstein . . . **Laurence E. Babb, Jr.** to account executive at Daniel F. Sullivan Co., Boston . . . **Robert I. Rizer, Jr.** to head of the farm marketing group and **Joseph Kerst** to the creative staff at EWR&R, St. Paul-Minneapolis . . . **Robert L. Cornish** to account supervisor at Morse International . . . **Bergen F. Newell** to account executive at Louis Benito Advertising . . . **Charles W. Riley** to account executive at Donahue & Coe . . . **Roy Drushall** to west coast manager for the Frank B. Sawdon Agency . . . **Richard Krigman** to as-

sistant account executive at Chirurg & Cairns . . . **Joseph H. Radder** to the staff of Comstock & Co. . . . **Faith A. Farrell** to account manager and **Alice M. Gore** to supervisor of the account manager department of Weightman, Inc.

Kudos: **David G. Watrous**, president of Earle Ludgin & Co., has been elected chairman of the Chicago Council of the 4A's for 1962-63. Other officers: **Arthur W. Schultz**, v.p. of FC&B to vice chairman; **Robert Ross**, merchandising director of Burnett, to secretary-treasurer.

Associations

NAB president LeRoy Collins seems to be preparing radio stations for a possible FCC crackdown on new licenses.

He attributed radio's greatest economic headache, overpopulation, to overzealous FCC authorization in the past in a speech before the Kansas Assn. of Radio Broadcasters. Whereas he assured the group that he was not arguing for a monopoly in radio, he reminded the assembled broadcasters that the NAB and the Commission "are now working together to develop joint studies and conferences to find answers to this overpopulation problem."

News from the Missouri Broadcasters Assn. includes the passing of a resolution urging elimination of section 315 from the Communications Act.

Also revealed was an association plan to hold clinics throughout the state to inform community leaders on the positive contributions of broadcasting to civic life.

PEOPLE ON THE MOVE: **Spencer Denison**, station and sales manager of WVIP, Mt. Kisco, to NAB field representative . . . **Ben Strouse**, president and general manager of WWDC (FM), Washington, D. C. to chairman of the NAB 1962-63 FM Radio Committee . . . **Harold L. McClinton**, president of Reach, McClinton to eastern region chairman, **John F. Henry**, vice president of Geyer,

Morey, Madden & Ballard, Detroit, to east central region chairman and **George Bolas**, vice president of Tatham-Laird to central region chairman of the 4A's.

Tv Stations

Station managers from all RKO General's broadcasting divisions convene in New York in June for the Spring Managers' Meeting.

The semi-annual gathering will include both general and individual station meetings, which will review current broadcasting and programming policies, discuss plans for the future and serve as a platform for the exchange of ideas.

There's a tv first coming up on 29 May: WPIX, New York will televise "The Salesmachine," TvB's report on tv's role in the economy.

The program marks the first time in the New York market that tv has been used to demonstrate its own selling strength.

Produced and directed by George G. Huntington, TvB vice president and general manager, the program is narrated by Ed Herlihy.

Financial report: Taft Broadcasting declared a quarterly dividend of 10 cents per share, payable 14 June to stockholders of record 15 May . . . Metromedia reported gross revenue for the first 13 weeks of 1961, ending 1 April, at \$12,270,314 vs. \$11,059,589 last year. Net income for the period was \$138,732 or 8 cents per share vs. \$12,334 or 1 cent per share last year. Incidentally, Metromedia is applying for a listing on the New York stock exchange.

PEOPLE ON THE MOVE: Edward L. Doyle to assistant program manager of WBZ-TV, Boston . . . **Charles Wood** to general manager of WHCT, Hartford . . . **Lawrence J. Pollock** to director of research and advertising services for WABC-TV, New York . . . **Arthur Murrellwright**, general sales manager of WROC-TV, Rochester, to vice president of Veterans Broadcasting Co. . . . **John A. Garner** to Carolina sales manager of WFMY-TV,

Greensboro . . . **Joel D. Lasky** to advertising and promotion manager for WHEC-TV and radio, Rochester.

Kudos: WBAL-TV, Baltimore won a 1961 Albert Lasker Medical Journalism Award for "The Dark Corner," a program on the problems of mental retardation . . . **WRCV-TV**, Philadelphia won four awards made by the Pennsylvania Associated Press Broadcasters Assn. . . . **WPRO-TV** and **WJAR-TV**, Providence got resolutions commending them for service to the people via news and public affairs programming . . . **John B. Soell**, vice president and general manager of KTVE-TV, El Dorado has been appointed to the national standing committee on public relations for United Cerebral Palsy Associations.

Radio Stations

WGN, Chicago is distributing a new radio-audience study which it expects will boost local billings some 15%.

The station commissioned the Research Guild to make the study under the supervision of its own research section. Sample included over 1,000 Chicago adults.

One salient finding: an average of 23% on-the-wheel audience should be added to the in-home radio audience to reflect Chicago's actual radio reach.

Fifty-two stations joined RAB in April, a new record for the month.

In addition, the bureau increased its ranks by 176 stations during the first four months of the year, nearly as many joined RAB in the entire year of 1961.

Ideas at Work:

• Its better to give than to receive is the motto in Chicago where **WLS**, celebrating the second anniversary of its "Bright Sound" sent a bouquet of yellow roses to the executive reception room of ABC and a special rosebud for the lapel of Leonard Goldenson. Also included on the gift of roses list: 7,000 advertising and agency people.

• There are two mike personalities at **KOIL**, Omaha, named Tuttie and Fruttie who, dressed as policemen, cruise the city streets in the station's traffic car looking for safe drivers. If they spot a candidate, they describe the car over the station from their mobile radio and if the car pulls over the driver gets a "ticket" exchangeable for cold cash.

New affiliate: KBTR, Denver has joined the InterMountain Network. Station will also retain its ABC affiliation.

Sports sale: KCBS, San Francisco has signed Coco-Cola Bottling Co. and Honda for the 21-22 July broadcast of the Russian-American Track and Field Meet.

New agency: Broadcast Clearing House, centralized spot radio and tv billing company, has appointed **Jane Pinkerton Associates** as public relations and promotion counsel.

Kudos: KQV, Pittsburgh got a special citation from the U. S. Air Force Recruiting Service . . . **WABC**, New York was honored by the Committee of 500 Against Drug Addiction for its "relentless crusade against teenage addiction" . . . The Shomrim Society of the New York City Police Department has selected **William B. Williams** of **WNEW** as its annual "Man of the Year" . . . **WOR** got the 1961 Traffic Safety Achievement Award from the New York Department of Traffic . . . **WCAU**, Philadelphia won awards from the Pennsylvania Associated Press Broadcasters Assn. for outstanding news operation and editorializing.

PEOPLE ON THE MOVE: Len Hensel to national sales manager for WSM, Nashville . . . **Gerard Flesey** to KOFE, Moscow, Idaho, as vice president and general manager . . . **Frederick W. Hodge** to general manager of Northeast Radio Network, with headquarters in Ithaca . . . **Marvin Address** and **Reginald Mead** to local sales representatives of WGMS, Washington, D. C. . . . **Chuck Christianson** to general sales manager of

San Jose Broadcasting Co. . . . **Martin E. White** to feature sales director for WMBR, Jacksonville . . . **George J. Bloom** to supervisor of the WBBM, Chicago radio creative department . . . **Ouane A. Hatch** to commercial manager of WSAV, Savannah . . . **Gus Parmet** to account executive at WCOP, Boston . . . **Martin Small** to general manager of KWBY, Scottsdale, Ariz. . . . **Harvey L. Hudson** to the board of directors, v.p. and managing director of WLEE, Richmond and **Joe Mason** to station manager.

Station Transactions

KYA, San Francisco has been sold for \$1,250,000 to a station group headed by **Clinton O. Churchill** of Buffalo, New York.

Seller was Golden State Broadcasters, Inc., an affiliate of MacFadden-Bartell which operates WADO, New York and KCBQ, San Diego.

Churchill was vice president of WKBW, Buffalo, recently sold to Capital Cities.

Blackburn brokered the deal.

There's a new member to the ranks of station owners in the midwest.

Marine Capital Corp., a small business investment firm, has bought WFOX, Milwaukee from Howard Miller Enterprises of Chicago. Jack Raymond, general manager of the

station under the previous owner, is co-owner and will serve as president and general manager of Fox Broadcasting.

WWLP, Springfield, Mass. has applied to the FCC for an increase in power from its present 219,000 watt level to a 2,200,000 watt level.

If granted, the increase would make the station the most powerful commercial broadcast facility in the world.

Fm

WTAR (FM), Norfolk begins full-time stereo broadcasting early in June, making it the first full-timer in the state.

The station has been heavily promoting the stereo start including a week-long session of special meetings for set distributors to preview technical and programing plans.

A Stereo First: WPFB, Middletown, O. claims pioneer status for recording on remote and in stereo the complete three-hour Miami University Greek Week Jazz Concert. Program was then sold to Columbia and Capitol Records and Customcrafters Audio, a Cincinnati hi fi shop.

PEOPLE ON THE MOVE: V. Dale Smith to general manager and **Rob-**

ert F. Stiles to commercial manager of KHOF, Los Angeles.

Networks

The computer craze, now sweeping top agencies, has cut its mark at **NBC TV**.

The network, in preparation for centralization of its California facilities, will install a computer-operated switching device at its Burbank production studio. The most advanced switching central of its kind in the broadcasting industry, the computer makes possible programing a day's activities in advance and permits rapid changes in program schedules to accommodate fast-breaking news events.

KRCA, NBC TV's o&o will be moved to Burbank as part of the centralization program.

New affiliates: WCIV-TV, Charleston to **NBC TV** . . . **WRAL-TV**, Raleigh to **ABC TV** . . . **KRAK**, Sacramento to **ABC Radio**.

International entente: Yugoslav Radiotelevision, publicly-owned broadcasting company of Yugoslavia, has joined the second annual International Program Exchange conducted by the **CBS** owned tv stations. The contribution, Yugoslavia's first to U. S. tv, is a ballet called "The Legend of Ohrid." It will be seen on the five CBS stations at a future date.

PEOPLE ON THE MOVE: John W. Kiermaier to vice president for public affairs, **CBS** news . . . **Charles Ayres** to vice president and associate sales director and **Peter Reinheimer** to eastern sales manager at **ABC TV**.

Representatives

Top radio rep **Robert Eastman** thinks too much time is wasted on the agency side on "statistical lint-picking" while creative advertising is being ignored.

In remarks to the Pennsylvania Assn. of Broadcasters Eastman charged that agency-originated com-

Outstanding values in broadcast properties

Good fulltime facility in a major market. Adequate cash flow. The balance can be paid over 8 years.

CALIFORNIA
\$950,000

This profitable FM station is located in an under-radioed university city. Ideal living conditions. Good future. Requires \$20,000 cash down.

MIDWEST
\$75,000

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C. CHICAGO

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
Federal 3-9270

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John C. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

Colin M. Selph
Calif. Bank Bldg.
9441 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-2770

plexities create unnecessary work and result in inaccurate conclusions. Radio will be easier to buy when creative people once more realize the power of words and sounds to stir consumer desire, he said.

Rep appointments: WONE, Dayton to Venard, Rintoul & McConnell, effective 1 June. James S. Ayers Co. will be the southeastern rep and Torbet, Allen & Crane the west coast rep . . . KQV, Pittsburgh to Ohio Stations Representatives for Ohio sales.

PEOPLE ON THE MOVE: Mel Trauner has been appointed director of radio research for Edward Petry . . . Ray M. Stanfield to director of radio promotion and research for Peters, Griffin, Woodward.

Film

One of the most extensive promotion contests conducted within the tv film syndication field in years has just been completed by Ziv-UA.

Stations carrying "Everglades" have been receiving entries for two months on "What I Like About TV Programing." Prizes include an all-expense-paid trip for two, including a week in Florida's Everglades.

Financial reports: Seven Arts Productions, Ltd. reported earnings of \$1,100,555 after taxes, equivalent to 85 cents per share for the fiscal year ending 31 January. Previous years earnings were \$1,090,212. Of an estimated \$18,000,000 in total revenue, approximately \$13,000,000 represented rentals from tv distribution via Seven Arts Associated Corp. . . . Screen Gems reported net income for the first nine months of the 1962 fiscal year (1 June 1961-31 March 1962) of \$2,428,236 after estimated taxes vs. \$1,817,752 for the like 1961 nine months. Earnings per share were 96 cents against 72 cents in 1961.

New properties: Twentieth Century-Fox has released 91 hours of the off-ABC TV show "Adventures in Paradise" . . . Ziv-UA has signed Patty Duke for a situation comedy

tentatively titled "The Patty Duke Show."

PEOPLE ON THE MOVE: N. W. (Nick) Russo to general sales manager of Mel-O-Toons . . . Al Ordoover to research director of MGM-TV.

Public Service

An independent tv station in New York has matched the three networks in a public service venture.

WPIX will contribute \$250,000 towards the cost of operating the city's only educational tv station WNDT. (When the outlet was first bought from NTA the tv networks offered similar contributions.)

Initial payment of \$50,000 will be made on 1 June with four additional payments to be made on 1 June of each year that the station continues operation as the educational channel in New York city.

Public Service in Action:

- The WCPO stations are running a safe driving campaign in cooperation with the Cincinnati Police and Safety Council during the entire month of May. Each day one possible traffic violation is described.

- In a promotion to gain funds for the Easter Seal Campaign, WHEB, Portsmouth announcer Tom Neely walked a 26-mile route to gather donations.

- Five radio stations in the Altoona, Pa. area joined forces recently to raise \$1,577 for the American Cancer Society by hosting a Twist dance for the local youngsters.

- KMBC-TV, Kansas City raised \$2,800 to buy a small bus for the Crippled Children's Nursery.

Kudos: New York Mayor Robert Wagner commended WLIB for its editorial campaign for the Receivership Bill giving the city right to make repairs in slum houses . . . WKAP, Allentown and WNAR, Norristown received honorable mentions in the awards made by the Pennsylvania State University Cooperative Extension Service and the PAB . . . WTMJ, Milwaukee won two certi-

cates of merit from the Milwaukee Press Club . . . KSFO, San Francisco won the Radio-TV Guild of S.F. State College annual award . . . WEJL, Scranton won a public service award for outstanding broadcasting of farm, home and garden news . . . WSAI, Cincinnati has been selected to receive the 1962 Ohio State Bar Assn. Journalism Award for 11 programs on the functions of the various courts of law.

Trade Dates

Advertisers will converge on New York 20-22 May for the ANA Spring Meeting.

This year's national forum will take place at the Hotel Commodore and on the agenda are several leading advertisers including: Max Banzhaf (Armstrong Cork), Albert N. Halverstadt (P&G), Michael P. Ryan (Allied Chemical), Harry F. Schroeter (National Biscuit), John Veckly (U. S. Steel).

John McMillin, executive editor of SPONSOR, will participate in a panel on Creative Research and Marketing Developments.

The fourth annual awards for public service to advertising will be presented at the joint convention of the AFA and the Advertising Assn. of the West.

All nominations postmarked not later than 25 May and sent to AFA headquarters, 655 Madison Ave., New York will be eligible.

The awards go to those whose "professional achievements and dedicated leadership in public service have added greatly to the stature, acceptance and effectiveness of advertising."

Calendar: The New Jersey Broadcasters Assn. holds its Spring meeting 17 May. The group will be the guests of Rutgers University, New Brunswick . . . William D. Tyler, advertising consultant and writer, is slated to address the joint national meeting of the AFA and the Advertising Assn. of the West, scheduled 23-28 June in Denver.

WHAT ARE YOUR PHOTO REQUIREMENTS?

"HADIBUTKNOWN"

When we show a prospective client just a few samples of our publicity photography, he more-than-likely exclaims, "Hadibutknown!" This puzzles us for a moment but then he continues, nodding with approval. "Such fine photos," he says, "such fair rates (did you say only \$22.50 for 3 pictures, \$6 each after that?)"—and such wonderful service ("one-hour delivery, you say?")—why, *had I but known* about you I would have called you long ago." Well, next thing he does is set our name down (like Abou Ben Adhem's) to lead all the rest of the photographers on his list. Soon, of course, he calls us for an assignment and from there on in he gets top grade photos and we have another satisfied account. (Here are a few of them: Association of National Advertisers — Advertising Federation of America — Bristol-Myers Co. — S. Hurok — Lord & Taylor — New York Philharmonic — Seeing Eye — Visiting Nurse Service of New York.) Why don't *you* call now and have our representative show you a few samples of our work?

BAKALAR-COSMO PHOTOGRAPHERS

111 W. 56th St., N.Y.C. 19
212 CI 6-3476



Tv and radio NEWSMAKERS



William A. Bates, general manager of WDAF (AM-FM & TV), Kansas City, has been elected a vice president of Transcontinent Television Corp., owner and operator of the station. Bates has been general manager of the WDAF properties since 1953. His first association with the station was in 1946 as a member of the announcing staff. After three months, he became assistant

program director and then became the program director of the tv outlet when it went on the air in 1949.

Christy T. Allen is the new manager of southwest regional operations for Batten, Barton, Durstine & Osborn. Allen is a vice president and management supervisor in the agency's San Francisco office. He will handle his new assignment from Dallas, an office he helped establish in 1956. Allen joined BBDO in 1948. His previous experience in the broadcasting-advertising industry included posts at Compton and A. C. Nielsen, the latter as a vice president.



Ed Argow has been appointed New York sales manager of the Daren F. McGavren rep firm. For the last two years Argow has been managing the company's Chicago office but prior to that he was with McGavren in New York. His initial start in the broadcast business was with Dancer-Fitzgerald-Sample where he served both as a timebuyer and later as an assistant account executive.

Argow's sales career began with the Forjoe Company where he was assistant sales manager.

Charles Ayres has been appointed ABC vice president and associate sales director for the tv network. In his new capacity Ayres will report directly to Edgar J. Scherick, network vice president in charge of tv sales. Ayres has most recently been vice president and eastern sales manager for the tv network. Prior to that his background was in radio. He was vice president in charge of both NBC and ABC radio networks. His appointment is part of the network's general realignment.



The seller's viewpoint

"With the development of new customerized research services, radio and tv have become by far the most fully evaluated media available to today's advertiser," according to Frank G. Boehm, director of research and promotion for the national sales division of RKO General. Before taking over the newly formed position last fall, Boehm was vice president and director of research, promotion, and advertising at the Adam Young companies. "The television industry has certainly met the challenge of providing more qualitative data demanded by advertisers," he says.



Consumer research is tv's emancipation proclamation

For the first time, television research is measuring the advertiser's score in reaching his prime consumer "targets." Both ARB and Pulse, financially supported by broadcasters and advertising agencies, are producing exciting new customer-oriented audience data on local and national television programming. No longer need the advertiser scatter his shots by buying on a cost-per-1,000 home basis and trusting that some of his shot will nick the target. He can tell by means of the new research on nationwide programs whether his program or spot adjacency is right or whether he is wasting ammunition (ad dollars) by associating with the wrong program vehicle.

For example, data are now available to tell the cigarette advertiser that mystery adventure or westerns are his best bet to reach male smokers. Conversely, variety shows are below "average" vehicles for this advertiser. RKO General will shortly be releasing their first in a series of market/media research studies, "Target . . . the Consumer," revealing the differing appeal of six different program types on 20 separate consumer groups. With ARB data to be released this fall, the advertiser will be able to extend this analysis to individual markets. By utilizing spot tv's flexibility he will be able to maximize his particular target "hits" in each tv market.

The television industry has certainly met the challenge of providing more qualitative data demanded by advertisers. New programs can now be developed to maximize the impact on specific consumer targets. Stations can purchase programming or develop it themselves, recognizing in advance the potential advertisers for the program type.

Just as spot television permits the advertiser to concentrate his advertising weight in those geographic interurban markets in which most of America's purchasing power is concentrated, the new strata of research will permit proper demographic distribution of advertising impact.

With the advent of automated evaluation at the adver-

tising agency, it is the concern of every broadcaster that the spot radio and television media be properly characterized in relation to other media. Machines are only as good as the data they digest. With the development of these new customerized research services, radio and tv have become by far the most fully evaluated media available to today's advertiser. It is the responsibility of the broadcaster to offer all assistance possible to advertisers in the proper interpretation of this new information.

The question is often raised, should a station or group of stations become involved in selling broadcast as media, or should it stick to selling a station's specific story?

The trade organizations can never substitute for the salesman selling the product he knows best—his own station. At the same time, the station salesman is not always able to catch the busy advertiser's ear with a specific station presentation. How then to interest top agency echelons and the client himself in the use of hitherto unknown spot media? One way is to provide a background of new research data on the many facets of radio and television marketing. On this foundation of client-arresting media information is developed the specific approach that relates individual stations to the medium's values.

Recognition of the values in this piggy-back selling of media and specific stations has led to the designation of specialists in agency-client relations within the major national sales organizations.

One of the greatest obligations imposed on the national radio salesmen today is the development of an awareness at both the advertiser and agency level of the merits of spot radio . . . but in combination with specific means of using the medium, should interest be shown by the client.

Those major station groups recognizing this need for generating interest with a combination of general and specific selling will reap the harvest of new spot radio and tv business.

SPONSOR SPEAKS

The 4A's at the crossroads

What has been described as "the most crucial year in the history of the 4A's" began last week when John Crichton assumed the office of president.

It would be a difficult spot for any man following Fred Gamble's distinguished 18-year term as head of the agency association, and his 33 years of 4A work.

But there seems to be a strong feeling in agency circles that John Crichton's burden has been made heavier by the need for a change in direction of 4A goals and activities.

Marion Harper, Jr., chairman of the association, staked out both the problems and some suggested solutions in his recent speech at White Sulphur Springs.

One of his most interesting points was this. "It is well to remember that for both business and media, advertising is a subsidiary or auxiliary interest. The first allegiance of business is to its products; the first allegiance of most good media is to *their* product—their editorial or programing content. Neither business nor media has a primary interest in fighting advertising's battles.

"That interest should be ours. And out of it arises a double responsibility for the agency business, to advance and present the cause of advertising, and to win endorsement of the agency function."

It's hard to argue with the directness and clarity of Marion Harper's thinking on this point.

And it is undoubtedly a good thing for the 4A's that the vigorous and dynamic board chairman of Interpublic Incorporated is available as counselor and chief advisor to John Crichton in his new job.

For what Harper is saying is what many agency men have long felt. that the 4A's ought to play a considerably larger role than it has in the past. As he puts it, the association should "take an entirely fresh initiative in providing leadership for advertising and the advertising agency business."

We applaud this spirit, and wish John, Marion, and their 4A associates well. We'll go beyond that. We, at SPONSOR, promise them our wholehearted support in their new programs for the coming year.

10 SECOND SPOTS

Lateness: There's an agency president who is a stickler about everyone in his shop reporting at 9:30 a.m., sharp. One of the legendary stories about him is the time a v.p. arrived with one eye closed, his left arm in a sling, and clothes in tatters. "It's 10:30," pointed out the president, "and you were due at nine-thirty."

"I fell out of a third-floor window," the v.p. explained.

The president said sarcastically, "It took a whole hour?"

Engagement announcement: A secretary at McCann-Erickson became engaged last weekend, and came into the office on Monday, anxious to show off her new ring. No one noticed it—despite the fact that she lighted a half-dozen cigarettes for people, draped her hand across the water cooler, and made sweeping gestures with her arm. Finally she couldn't take it any longer, and announced it in a loud voice: "If it gets any warmer in this office I'll take off my ring."

Narcissism: Merv. Griffin, hosting the *Tonight* show on NBC TV, told about the little girl who said to her mother, "Mommy, I want my own mirror, I'm tired of making up in door-knobs."

Sports: Bob Palermo of Donahue & Coe tells about the horse which showed up at the Polo Grounds and asked the New York Mets' Casey Stengel for a tryout.

With the shortage of good ball players today, Stengel said, "Okay, let me see you hit a few."

The horse got up there and hit five balls right out of the park. Stengel said, "Great. Now let me see you shag a few in the outfield." The horse proceeded to make the most prodigious one-handed catches Stengel had ever seen. "This is amazing," he told the horse. "You can hit and you can field. Can you run?"

The horse replied, "Look, Case, if I could run I would've been in last week's Derby."

Quote of the week: Jackie Gleason said, "My idea of roughing it is drinking champagne out of tin cups."



DENSITY*

Providence . . . most crowded television market in the country . . . where WJAR-TV reaches more homes, more people with dynamic showmanship and dominant coverage. Test market experience has proven the penetration of WJAR-TV as it unlocks the sales potential of a "must buy" audience.

* ARB TV Homes

WJAR-TV

NBC • ABC — REPRESENTED BY EDWARD PETRY & CO., INC.
OUTLET COMPANY STATIONS IN PROVIDENCE WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR



OUTLAWS

HEADED YOUR WAY! Don't call the marshal — call NBC Films. It's the best western hour ever released for a syndicated series. "Outlaws" rides in with fifty hours of programming that proved a big hit with network audiences. ■ You can see how big in a recent Nielsen MNA report (April 2-8). "Outlaws" raced ahead to capture its time period with a 34 share of audience. And how the action delivers men! "Outlaws" runs 67% in front of the closest competition in men viewers per set. ■ Round up "Outlaws" for your station. The bounty: A first-run syndicated series with a strong following in your area. One of America's leading actors, Barton MacLane, as a continuing star. Well-known Hollywood, Broadway and television performers in guest roles. And more viewers and sponsors for your station! ■ Here's a showdown to look forward to. Get your detailed description of "Outlaws" from

NBC FILM 

*ARB, Feb. '62. Nielsen National, Jan. - March '62