

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

*\*Peace of mind guaranteed*

*More than ever before,  
WCC means P.O.M.G.\* radio*

## MUTUAL BROADCASTING SYSTEM

*its affiliation with the*

*Hartford proudly announces*

*and sponsors in Greater*

*for its listeners*

*and bends over backwards*

*which stands on its head*

*The Savitt station*

# WCC radio

### RADIO VS. THE NEWSPAPERS: A FRESH LOOK

Air medium's challenge to the dailies is more focused than ever, a study shows.

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### Cracking the supermarkets: Part two

Page 30

### Radio as L&N's Herb Zeltner sees the medium

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### The prettiest timebuyers in N. Y., Chicago

Page 34

"next to KONO-TV...

• this is the quickest way  
• to make a lasting impression"



San Antonio's **KONO-TV** Channel 12

Make lasting impressions in San Antonio by buying MORE impressions per dollar!  
KONO-TV has 51% (67,900 homes) Sun. thru Sat. 6 to 9 PM . . . compared  
to 25% (43,200 homes) and 23% (45,000 homes) for others . . .  
according to Nielsen Survey Index, April 2, 1961  
Get the "Inside Story" on San Antonio Television  
Represented by the Katz Agency

# WJIM-TV

strategically located  
to exclusively serve

LANSING...**FLINT**...JACKSON

and we do mean

## **FLINT!**

The new March ARB shows

# WJIM-TV

with greater audience in

## **FLINT**

than any Detroit station!

(Sunday through Saturday . . . 9:00 am - Midnight)

WJIM-TV ranks first or second in several  
prime time segments with six stations reporting

*Now . . . more than ever . . . WJIM-TV dominates Mid-Michigan!*



# WJIM-TV

**Dominant in Mid-Michigan for twelve years!**

ASK YOUR BLAIR TV MAN

COVERING  
THE  
NATION'S

**37TH**  
MARKET

## Which agency has the best-groomed men?

We assume Norman, Craig & Kummel wins heads down. Judging by the amount of hair tonic these fellows sell over WICE radio — and figuring on a proportionate use of free samples back at the shop — NC&K gents must look handsome all day — and without grease.

We wish they'd send us a complimentary bottle. After 24 hours of broadcasting pop music, news, public service shows and fine commercials like NC&K's, we don't always look so good. Ahh, but that's the price we pay for being the live-wire station in Providence.

Try us soon. For hair slickum or whatever.

**WICE**  
PROVIDENCE  
AN ELLIOT STATION  
Representatives: Avery-Knodel



**PETER GUNN**  
114 HALF HOURS

**Mr. Lucky**  
34 HALF HOURS

**Yancy Derringer**  
34 HALF HOURS

**WIRE SERVICE**  
39 ONE HOURS

Call for a screening



OFFICIAL FILMS, INC.

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

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# VOLUME II

## "FILMS OF THE 50's"

# NOW FOR TV

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FORTY-ONE OF THE FINEST  
FEATURE MOTION PICTURES  
PRODUCED BY WARNER BROS.  
FROM SEVEN ARTS ! ! ! ! ! ! ! !

---

# I'll See You In My Dreams

**DORIS DAY**  
**DANNY THOMAS**  
FRANK LOVEJOY JAMES GLEASON  
PATRICE WYMORE  
DIRECTED BY MICHAEL CURTIZ



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

Motion Pictures—"Gigot", starring Jackie Gleason, now shooting in Paris...

Gene Kelly directing.

Theatre—"Gone with the Wind" in preparation...

Television—Distribution of films for T.V., Warner's "Films of the 50's"...

Literary Properties—"Romancero" by Jacques Deval...

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

NEW YORK: 270 Park Avenue

YUkon 6-1717

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

DALLAS: 5641 Charlestown Drive

ADams 9-2855

BEVERLY HILLS: 232 So. Reeves Drive

GRanite 6-1564

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

*Sugarman*



**there is nothing harder to stop than a trend**

Like the weather, ABC-TV continues hot in the run for summer ratings. Again places first where first place means most: in the competitive TV

markets offering viewers a *three-network* programming choice. They choose . . . Nielsen tallies\* . . . and the trend keeps right on trending

## ABC Television

\*Source: Nielsen 24 Market TV Report, average audience, week ending July 23, 1961, all commercial programs originating between 6-11 PM (N.Y. time) Monday through Sunday.

7 August 1961

# SPONSOR-WEEK

## RKO GEN'L REPS SELF

**Four reps to lose \$12 mil. billings as RKO General starts own rep unit; offices to cover four cities soon**

About \$50 million worth of annual station billings have been lost to station representatives recently as a result of the formation of house reps.

RKO General, whose tv and radio stations gross about \$12 million a year, now becomes the fourth group to represent itself.

Precedents for the setting-up are RKO General spot sales were provided by Westinghouse's TvAR and then by Storer and ABC TV.

RKO's move, slated for before the end of 1961, has been in the works for some time. (See SPONSOR, 20 March 1961, page 6.) Don Quinn, for about four months has been director of national sales for RKO General, with headquarters in New York. Quinn will become chief of RKO General's national sales organization. Initially offices will be in New York, Chicago, Los Angeles, and San Francisco.

The four station representatives that currently handle the RKO stations have been receiving their notices.

R K O ' s switch has been motivated by a de-

...to "increase substantially our volume of national business," stated Hayward Watson, RKO broadcast-

ing v.p., and the decision did not stem from dissatisfaction with the reps. To the contrary, Watson continued, "We congratulate them on the fine record they have made. Our national sales have shown gains over the years and we are aware of the diligence and energy our representatives have displayed."

Target date for RKO General's National Sales unit is 1 October.

Avery Knodel will lose WGMS-AM-FM, Washington. Robert E. Eastman relinquished CKLW-AM, Windsor, and CKLW-TV will be taken off Young TV's list. (WHCT, Hartford, which may become a pay-tv station, is being kept for the time being by Young TV.)

But the brunt of the loss falls on H-R Representatives and H-R Television, which will lose the rest of the RKO stations. These outlets are: KHJ AM-FM-TV, Los Angeles; WNAC-AM-TV, Boston; KFRC-AM-TV, San Francisco; WRKO-FM, Boston; WHBQ-AM-TV, Memphis, and WOR-AM-FM-TV, New York.

Actually H-R did not have the New York and Chicago business of the WOR stations to lose, since the station represented itself in these cities.

The loss of the RKO stations to the four reps entails about \$1 million annually in commissions.

Added to lost billings and commissions when Westinghouse, Storer  
(Continued on page 9, col. 2)

## CAMPBELL SOUP INTO NBC RADIO

Campbell Soup will be making the biggest splash yet in network radio this fall.

The buy will be strictly corporate, involve all the Campbell agencies and accord the lion's share to NBC.

There will be the usual seasonal regional spot radio schedules.

But the big strategy change for Campbell will be this: it's going daytime network tv, something up to now it's shied away from.

Interesting sidelight: though it has 85% of the canned soup business, Campbell keeps expanding its investments in air media from year to year.

## AB-PT has record profit for first six months

AB-PT had record profits for the first six months of 1961.

Net profits, including capital gains, rose to \$11.8 million compared to \$7.0 million previous first six months.

Similar profits in the second quarter were \$4.5 million compared to \$3.6 million in 1960. Capital gains were principally from sale of half of holdings of Microwave Associates, and were reduced by a provision for \$2 million reserve for foreign investments.

ABC International recently added an 11th station, in Panama City, Panama, to its Central American Television Network.



Don Quinn



News with *emphasis* on local and regional events. News in *depth* where news occurs. News with *reach* across 36 Kentucky and a full 50 Tennessee counties, plus the northern rim of Alabama and a slice of Illinois. *Way ahead with all the news that's fit to see.* That's WLAC-TV, winner of 4 out of 5 top area news awards in the past 4 years.

Way ahead with news feeds to the network, too. © of course.

**WLAC-TV**  
nashville

the "way" station *to the central south*

**THE KATZ AGENCY, INC.**  
National Representatives



## CHARLES DWYER TO ABC INT'L SALES

The sales manager of a Cincinnati station has been appointed sales manager of ABC International. He is Charles ("Chuck") Dwyer, assistant general manager and sales manager of WKRC-TV.

He takes over immediately as sales manager of ABC International television.

Dwyer was with WTVN-TV, Columbus in 1957 and 1958. Previously he was an account executive with the Katz Agency in Chicago for four years. Before that he was with the central division of ABC for seven years.



Charles Dwyer

## Pepsi has Teem Division for its new soft drinks

The Pepsi-Cola Company has formed a new unit, The Teem Division, to market a lemon-lime drink and other new beverage products. Robert M. Worden, 36, ten years with Pepsi, has been elected a v.p. and placed in charge of the Teem Division.

The new Pepsi products which make up the new division have been exceptionally active in air media.

Lemon-lime drinks have attained an increasing share of the soft drink market, rising from 8.5% to 16% in two years. It is expected they will reach 29% by 1970.

BBDO, which is also Pepsi's agency, will handle a stepped-up advertising campaign for the Teem products.

BBDO, agency for Pepsi, has hired an account executive in charge of the new Pepsi products.

He is Richard J. Maylander. He comes to BBDO from B&B, where he has been since 1955.

## ANA-AAAA group to help local tv

The ANA-AAAA Committee for Improvement of Advertising Content is now ready to assist on local problems of objectionable advertising.

Previously assistance was available only for national or regional agency-placed advertising.

The offer is being made known to BBB, AFA, and AAW offices.

(Continued from page 7, col. 2) and ABC TV went into the representation and, the RKO shift brings the total of such lost rep commissions to about \$4-5 million a year.

Whether or not other station groups will follow the foursome is a matter of continual conversation in trade circles.

But it was fairly definite at this time that eight other station groups would continue to prefer independent station representation.

The groups remaining loyal to the independent reps include these: Triangle, Corinthian, Time Inc., Meredith, Capital Cities, Newhouse, Scripps-Howard, and Cox.

WNEW, New York station of Metropolitan Broadcasting, now stands in much the same position WOR did some weeks ago. The station has a house rep set up for it. Trade observers are watching to see if Metropolitan, like RKO, will rep the rest of its stations.

To return to RKO spot sales, a matter that might lead to much anger is in the air: personnel raiding.

None of the reps deny RKO's right to withdraw its business, but they draw the line when they lose key people in the process.

For instance, it has been learned that one of the first men to be hired by the new RKO spot sales unit will be Frank Boehm, research man for Adam Young.

## CHICAGO LOCAL LIVE TV STAGES COMEBACK

(Chicago): Chicago is emerging again as a center both of live tv production and also as a place where local advertisers are showing definite interest in local live shows.

Park Federal Savings & Loan is sponsor of WBBM-TV Views the Press, a series originated locally by CBS o&o's. Already on the air in New York on WCBS-TV, yet a third version starts on KMOX-TV, St. Louis.

Also in Chicago is biggest news of local live production in a long time, namely Repertoire Theatre at WBBM-TV. It will consist of a series of live half-hour dramas using Chicago talent from the script on down. Series will also have four specials of 60 or 90 minutes starting around December. Lots of local ad interest is being shown in the series.

## Bernard Howard has five Negro radio group plans

Bernard Howard, radio representatives, have revealed a Negro Group Plan to cover 52.4% of the national Negro market.

Total reach of stations covered under the plan is 9.9 million Negro listeners.

In addition to a national plan, Bernard Howard is also offering regional groups: the southern group, the northern group, and the west coast group.

There is yet another group devoted to the first 15 Negro metropolitan areas.

## TvB of Canada opens office

TvB of Canada has opened its offices in Toronto at 111 Richmond Street, West.

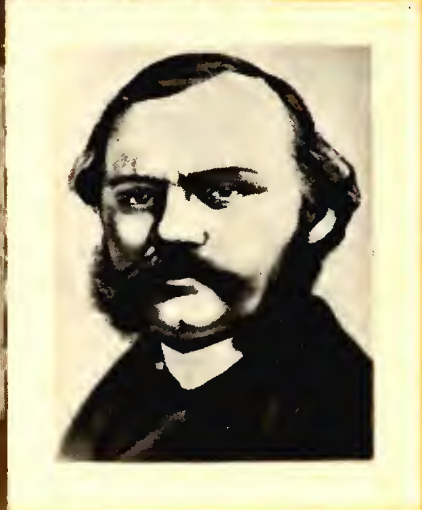
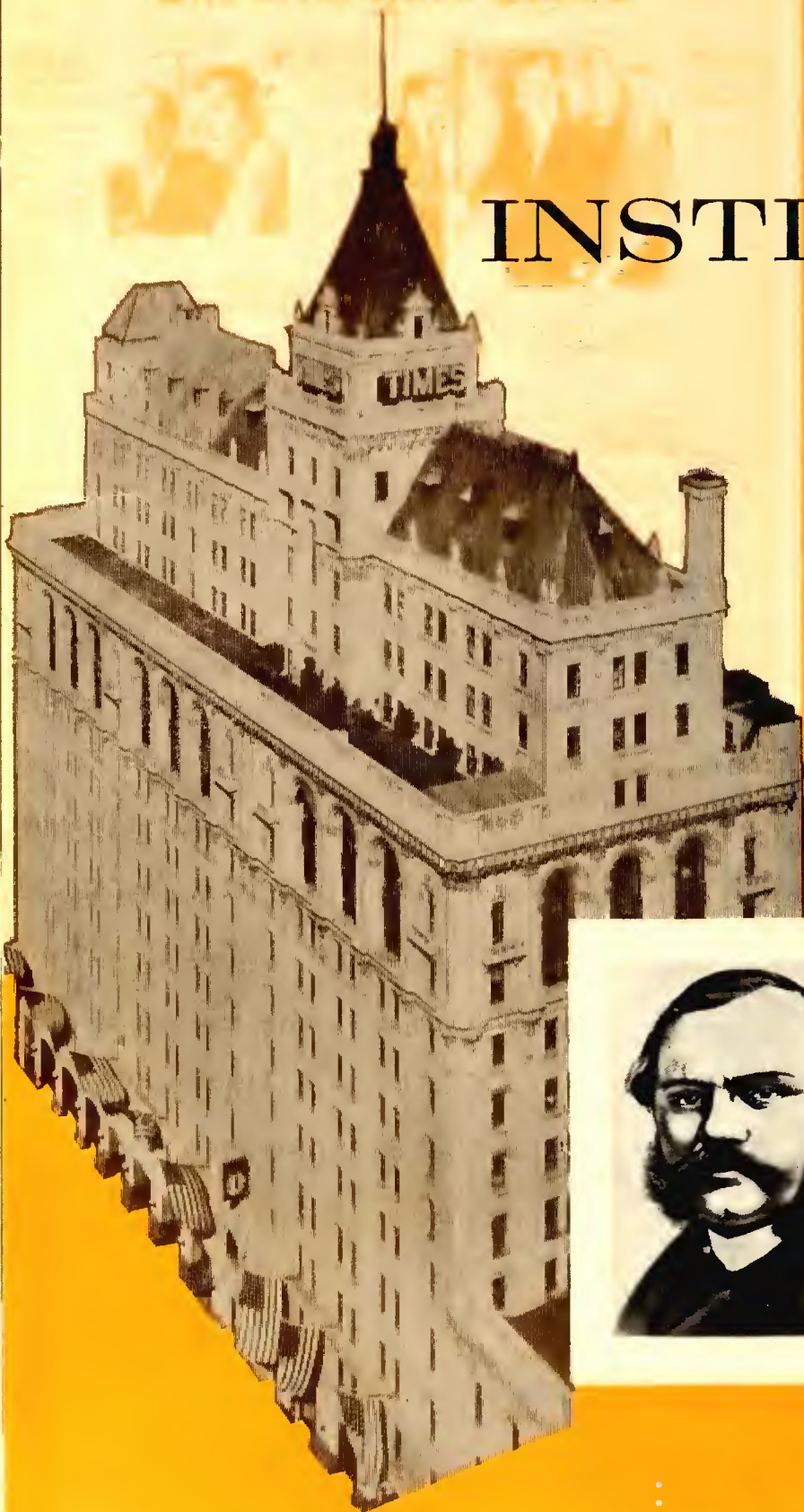
Director is William R. Seth.

Services will be similar to those provided by TvB in the U. S.

The New York Times

# GREAT INSTITUTIONS

...built on integrity



HENRY RAYMOND  
Founder

THE  
NEW YORK  
TIMES

**KWTV**  
OKLAHOMA CITY

KWTV-OKLAHOMA CITY Represented nationally by Edward Petry & Company, Inc.

**HELENE CURTIS BUYS  
60 NBC MINUTES**

Helene Curtis has purchased 60 nighttime minutes on NBC TV next season.

The three shows into which the minutes will go starting in October are Saturday Night Movie, 87th Precinct, and Dick Powell.

Trade estimates, figuring network minutes at about \$26,000 after all discounts, put the size of the buy at around \$1.6 million.

NBC TV reported that the minutes could be divided 26, 24, and 10 to a show, but did not identify shows and schedules further.

**Revlon weekly shows, no  
more Belafonte specials**

Revlon has cancelled two Harry Belafonte specials as part of its shift in advertising policy involving use of weekly programs instead.

Two Belafonte specials previously shown produced high ratings and the audience response, said Ted Bergmann, Revlon advertising v.p., and the sponsor was entirely satisfied with Belafonte.

A settlement with Belafonte has been worked out through his agent, MCA.

This March Revlon began using alternate weeks of Alfred Hitchcock and Wagon Train. This fall Revlon plans to use Ed Sullivan and Checkmate.

**Three tv types up \$16 mil.**

Leading gaining dollar groups on network tv for the first five months of 1961 have been reported on by NAB.

They are: food and grocery products, confectionery and soft drinks, and soaps, cleansers, and polishes. Respective gains of the three groups were (in millions) \$9.1, \$2.7, and \$6.2.

Biggest decliners were the automotive group, down \$3.6 million.

**Agencies tell public  
of ads' importance**

Leading agencies will tell the public of the important economic and social role played by advertising in a series of announcements specially prepared for the seven CBS Radio stations.

Twenty-eight agencies who have indicated they will participate to date are: BBDO, Buchen, Burnett, C-E, C-M, Chirg & Cairns, Cole Fisher Rogow, Compton, D&C, AF-GL, Frohlich, Gardner, GMM&B, Griswold-Eshelman, HH&M, Hixson & Jorgenson, K&E, KM&G, Klau-Vam Pieteron-Dunlap, MJ&A, Meldrum & Fewsmith, Reach, McClinton, Ross Roy-BDF, JWT, and T-L.

Stations which will carry each of the announcements 12 times are WCBS, New York; WBBM, Chicago; WCAU, Philadelphia; WEEL, Boston; KMOX, St. Louis; KCBS, San Francisco, and KNN, Los Angeles.

**Smith-Corona's \$2 mil.  
goes to BBDO from C&W**

Add Smith-Corona to the list of clients who have made the exit from C&W lately.

The Smith-Corona Marchant account, estimated at \$2 million, has gone to BBDO, effective at once.

Said Leslie C. Overlook, S-C-M's v.p. and director of marketing, "the appointment of BBDO fits effectively into our overall marketing strategy, which has been shaped by our expansion into new product areas and by the general acceleration of our product development."

BBDO will handle all Smith-Corona lines, including typewriters, office machines, and other equipment.

**SEALTEST SPONSORS  
BOB NEWHART SHOW**

Sealtest will sponsor Bob Newhart on NBC TV next season.

The Sealtest Division of National Dairy Products (N. W. Ayer) has placed an order for the half-hour show weekly at 10 p.m. Wednesdays starting 11 October.

Program will be packaged by MCA and will be taped in color at NBC TV Burbank studios.

Most new comedians to come to eminence in recent years have shown a marked reluctance to commit themselves to a regular tv series. Newhart is hence an outstanding exception.

**B&B TRIES 'UNIQUE'  
MARKETING UNIT**

A new marketing-merchandising department, said to be "unique in the advertising agency business" has been revealed at Benton & Bowles by president William R. Hesse.

The new department is headed by Robert Wallace, v.p. formerly in charge of the marketing planning department. Austin Johnson, v.p. and former head of the merchandising department,

has been named associate director of marketing services.

The new B&B unit reflects a unique alloy of its marketing and merchandising units.

The new department will "give B&B and its clients a new dimension in their total marketing programs," Hesse said.

"This will serve," he continued, "to better position the brands we handle, enable them to compete more effectively in the marketplace and result in greater efficiency of client investments in advertising and promotion."



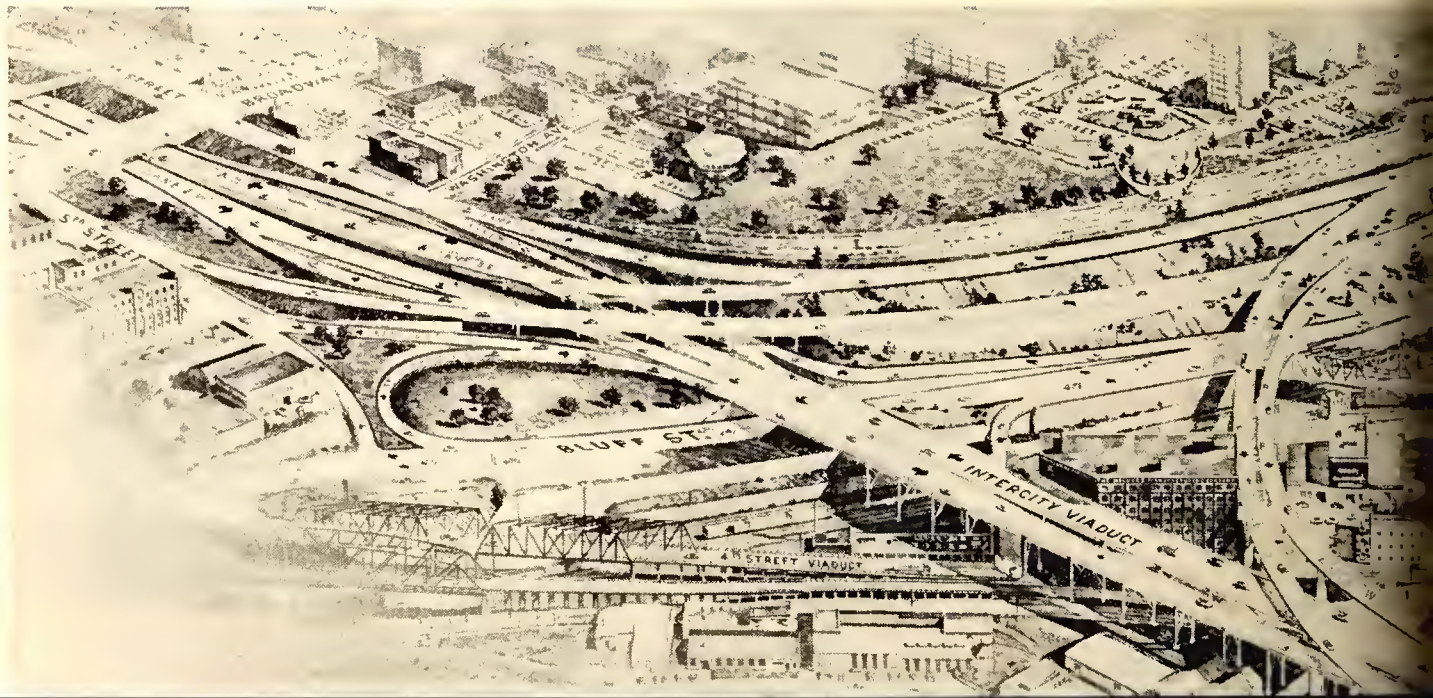
Robert Wallace

# Pardon Us . . . We're on the Grow

A hole in the ground, a super-structure climbing skyward, new expressway complexes, ribbon cutting ceremonies... these are familiar scenes in Kansas City today. Not since early days has the Kansas City skyline undergone such vast alterations. In the Country Club Plaza alone, five new luxury apartment buildings are currently under construction. This is the largest building volume of its kind at any one time in Kansas City history. • Now, let's take a broader look at the market, from Sales Management's projections for metropolitan Kansas City in 1961:

POPULATION.....	1,100,400 (UP 49,700)
HOUSEHOLDS .....	360,600 (UP 15,900)
EFFECTIVE BUYING INCOME.....	\$2,513,767,000 (UP \$215,359,000)
RETAIL SALES.....	\$1,611,791,000 (UP \$51,454,000)

Keeping pace with this bustling market are Transcontinent Television Corporation's WDAF AM-FM-TV. Ask your Petry men how the sights and sounds from Signal Hill can be your most effective tools in reaching this booming Heartland.



BLUFF STREET INTERCHANGE

**WDAF-TV 4 WDAF-AM-FM 610 KANSAS CITY**

SYMBOL OF SERVICE



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

Represented by



The Original Station Representative

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

TRADERS NATIONAL BANK



FEDERAL OFFICE BUILDING



CONTINENTAL TOWER



BUSINESS MENS ASSURANCE CO



REGENCY HOUSE APARTMENTS



COMMERCE TRUST COMPANY



**KROD-TV  
DOMINATES  
THE  
EL PASO  
MARKET**

**2 to 1**

The March, 1961, ARB shows that KROD-TV leads in total homes reached in 327 out of 494 surveyed quarter-hour segments.

This means that KROD-TV is the "dominant" station 66.2% of the time in the nation's 46th city and in the adjacent trade area of West Texas and New Mexico.

KROD-TV has been dominant in El Paso on every audience study since 1952.

**KROD-TV**

FIRST IN EL PASO

BUY 

to sell West Texans...

Get 34% of New Mexico to boot

**A TV RIGG VAUGHN STATION**

KROD-TV EL PASO KVII-TV AMARILLO KOSA-TV ODESSA MIDLAND



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

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

**Sponsor  
backstage**

**The bell tolled for radio, too**

Radio station operators in attendance at the National Association of Broadcasters convention in Washington last May who listened closely to Federal Communications Commission Chairman Newton Minow's famed "vast wasteland" speech must have been keenly aware that the bell tolled for them, too. Despite the fact that the Chairman dealt exclusively with television in that highly publicized talk, he did say that he was planning to study radio soon, and had no intention of ignoring the audio medium.



I don't know how Mr. Minow's study of radio is progressing, but under his leadership in recent days the Commission has taken a most aggressive stance in its dealing with its radio licensees. And the atmosphere created by the FCC posture in both television and radio is encouraging certain major unions dealing with broadcasters to adopt what seems to be tougher attitudes.

It is my somber thought (and most broadcasters with whom I have talked recently concur) that the Commission's renewed drive to have an increased voice in programming, and the collateral result of this drive in the way of more aggressive union attitudes must have a drastic ultimate, though moderately gradual effect on the very face of television and radio.

**Sale of radio stations killed**

In recent weeks we've seen two of the biggest radio station purchase deals killed because the FCC was not satisfied that some of the licensees involved had fulfilled their obligations to the public. The deal whereby Crowell-Collier Publishing Company was to buy WMGM, New York for \$11,000,000 ended when the FCC sent C-C a letter questioning programs broadcast by KFWB, Los Angeles; KEWB, Oakland and KDWB, Minneapolis, all three C-C stations. The Commission claimed that it had received complaints concerning C-C station broadcasts. Some, it was maintained, were in bad taste. Although the C-C brass denied the contentions and expressed confidence that any subsequent FCC investigation would show the stations operated in the public interest, the WMGM deal was dead.

The Commission also sent a letter to New York station WINS, in which it said it had uncovered instances of payola, and doubted whether the WINS license could be renewed without more exhaustive examinations. The Storer Broadcasting Company in the meantime had been planning to purchase WINS from J. Elroy McCaw for \$10,000,000, and this deal has been, temporarily, stymied.

In the meantime, in granting station KORD in Pasco, Washington a one-year license renewal, the Commission sent a letter to all broadcasters, again spelling out how meaningful are the FCC requirements for broadcasters to deliver on their promises; not only

(Please turn to page 50)



# Storer Programs Inc.

*Proud addition to a distinguished family...*

Storer Broadcasting Company proudly announces the formation of Storer Programs, Inc....another service dedicated to the established traditions of integrity and quality which have been the hallmark of Storer for more than thirty years of broadcasting.

*First program offering...*

"Divorce Court," a proven vehicle for audience and sales in markets all over America, launches Storer Programs, Inc., into the distribution and production of top-flight programming for television stations.



## 49th and Madison

### Congratulations on direct attack

Having admired the past contributions to "Commercial Commentary," I was delighted to read the latest article, "Return to Fundamentals," in the 19 June issue. It directly attacked the key issue, rather than circumventing it as others have done.

It seems to me self-evident that the viewer or listener reaches out to be communicated with and tunes in to receive the content of the program, rather than to be sold products, informed of upcoming shows, etc. As a matter of course, these functions are accepted as part of the communications process, but they are not its *raison d'être*. Therefore, I wholeheartedly agree with your conclusion that "... if we are to make

real strides toward finer tv programming, we've got to get finer program talent, much finer program executives."

As with the weakest-link-in-the-chain saying, in the final analysis a station or network can be no better than the content of its programming. For both, programming is their reason for being. I agree with you that if any one element sits at the top of the "complex" it must be programming. Otherwise, only distortion and unbalance will result—and we have plenty of evidence of that now. Underlying all of this, though not always so expressed, is the basic agreement of all elements of the complex that they are going to strive for excellence of programming. Today, it

seems, almost every conceivable goal other than this is being served.

Congratulations on a well-written, very-much-to-the-point article. Let us hope that a programming restoration/renaissance can be accomplished ... soon!

Robert E. Smith  
*tv/radio director*  
*Grubb Advertising, Inc.*  
*Champaign, Ill.*

### Too much mediocrity in agencies

Each week I read with great interest the articles in your fine periodic and especially "The Crisis in Thinking" in the 12 June issue.

I certainly agree with many of the principles, but there are several things I bear looking into. I cannot speak for network tv and the multi-million-dollar agencies, but I can speak from a local level. I know that the large agencies share one thing in common and to me, it is mediocrity. With the large staffs, millions of dollars to spend, and the facilities available I think the large agencies have succumbed to a lethargy that is dangerous to tv. Here in Cleveland, there is such a lack of creative thinking in advertising, that sometimes I do not like to admit I am a member of the advertising business.

In 14 years of watching commercials for assorted products as auto siding, home remodeling, etc., I have yet to see a new creative idea. It seems that one agency came up with a format, and the others, not wanting to think too hard, adopt the attitude, "If it's good enough for them, it's good enough for us." So, we see a constant parade of pitchmen, giving the same old tired message, with no creativeness, imagination or guts.

Agencies and stations constantly clamor for fresh talent, and yet when they are sent new faces for commercials, and qualified creative writers, 99% of them do not get past the reception desk, or if they do, are politely brushed off by account executives of the agencies, and the station managers.

I run a small one man shop with a hard core of 20 advertisers and my billings do not run into the millions, sometimes not even into the thousands per month, but I am proud of the fact that my clientele are loyal. I do not create fancy productions that may cost the sponsor dollars he cannot afford, but use space



## WAVE-TV gives you 28.8% more WEEK-END CHEFS

—and they buy 28.8% more food,  
condiments, sauces, flavorings, etc.!



That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in any average week. Source: N.S.I., Dec., 1960.

CHANNEL 3 • MAXIMUM POWER  
NBC  
LOUISVILLE

THE KATZ AGENCY, National Representatives



ized techniques in different mar-  
 ks and media to make their dollars  
 work for them and create results. I  
 write my own copy, do my own leg-  
 work and am in constant touch with  
 clients at all times.

Lenny Kahn  
 Cleveland

**Terminology corrected**

Each week I read with interest  
 SPONSOR Magazine, and I am happy  
 to say that, to date, your fine maga-  
 zine has been somewhat of a bible  
 in this office.

A few weeks ago, SPONSOR carried  
 an appointment of Adam Young,  
 as the National Sales Represent-  
 ative for all three Gordon Broad-  
 casting facilities: i.e., KSDO, San  
 Diego; KBUZ, Phoenix; and you  
 listed KQBY as a Frisco station.

In your 19 June issue, you had  
 Milton H. Klein KEWB Frisco Gen-  
 eral Manager to support sales depart-  
 ment." I was born and raised in this  
 city, and the correct usage would  
 be San Francisco, and not the termi-  
 nology "Frisco."

Looking forward to many more  
 weeks of enjoyable reading.

Dell Simpson  
 manager  
 Adam Young, Inc.  
 Missouri

SPONSOR appreciates the suggestion and we agree  
 completely.

**Station licensee at 21!**

Thank you for running the picture  
 of our award to Commissioner Ford:  
 the publicity as this is a great help  
 to us in our work, which largely  
 is in the direction of acting as a  
 liaison between the public and the  
 industry.

In note Mr. McMillin's reference to  
 "professionalism" and thought you  
 might be interested to know I  
 am the licensee of an am broadcast  
 station when I was 21 years old. If  
 anyone can beat that record, please  
 send him along to me and I will be  
 glad to buy him lunch!

This experience has been the *sine*  
*quae non* with respect to my qualifi-  
 cations as president of the National  
 Audience Board.

Enclosed is your own personal  
 copy of the June "NAB Newsletter"  
 I hope you will find it of in-  
 terest.

Peter Goelet  
 president  
 National Audience Board, Inc.



SERVING THE ONE **BIG** TOP 40  
 MARKET OF FLINT • SAGINAW •  
 BAY CITY AND MIDLAND  
 FROM WITHIN!



**WNEM-TV**

EASTERN MICHIGAN'S FIRST VHF STATION - FIRST ALL WAYS!



expos

The programming standards of a television station are always on view. All you need do is watch to see that WPIX-11, New York's Prestige Independent, has the "network look"—an array of network proven and network caliber programs night after night. Groucho Marx, Wyatt Earp, One Step Beyond, World of Giants, Troubleshooters, It's a Wonderful World, Wanted, Dead or Alive are some of the new fall shows joining the best looking and top-rated\* independent in New York—and the only one qualified to display the NAB Seal of Good Practice. Only WPIX gives you *minutes* in *prime* time in such a network atmosphere. A client list that is 98% national advertisers is the clincher. *where are your 60 second commercials tonight?*

\*During every month of this year ARB reports WPIX-11 has the largest share of audience among the Independents, 6 PM to Midnight, seven nights.



**NEW YORK'S PRESTIGE INDEPENDENT**

# SPONSOR-SCOPE

7 AUGUST 1961

Copyright 1961

SPONSOR  
PUBLICATIONS INC.

The big story of the past week as far as the dollar is concerned is the gratifying (to stations) burst of spot tv buying activity for the fall.

Major reps are reporting to their stations (especially those in the top 40-50 markets) that the third quarter will be as good as last year and may be even better.

One of these reps canvassed the top 15 spot agencies as to their prospects of business for the final quarter and the answers shaped up as follows:

**Bates:** at least as good as it was last year.

**Benton & Bowles:** should stand up quite strongly.

**Y&R:** bigger outlay for spot, with additional money from P&G and Bristol-Myers.

**JWT:** looks like a banner spot season, with Kodak, Lever, Scott Paper and Chase & Sanborn coming up with new products. Liggett & Myers will add much to the pot.

**Compton:** the same, at least, as last year, with a couple new P&G products.

**McCann-Erickson:** there'll be a hike, what with more from Esso and Coca-Cola.

**Burnett:** there could be less, even though Pillsbury, Maytag and P&G will still be on the firing line.

**Ayer:** will be up, with Corning Ware, leaning more strongly to spot.

**DFS:** figures it will be about the same.

**FC&B:** spot action should be on an even keel with last year.

**L&N:** heavier than before, with Corn Products, Cities Service and Lorillard upping their spot budgets.

**Tatham-Laird:** Mr. Kleen, Ovaltine and Whitehall will keep 'em rolling.

**D'Arcy:** with American Oil in the shop, level will be higher.

And here's how the same rep sizes up the outlook for out-of-New York offices:

**Detroit:** a substantial drop from '60

**St. Louis:** pace looks very good

**Chicago:** a marked pick up

**San Francisco:** about 15% off

**Los Angeles:** strong going

**Dallas:** Wesson loss will show

**Atlanta:** about the same

**Boston:** about the same

There's been a more than perceptible change for the good in the past two weeks in tv's business prospects for the last quarter as regards both network and spot.

The sign of renewed momentum for the networks: the number of inquiries about available nighttime participation packages. These aren't of the bargain-waiting type, but advertisers actuated by the improving climate in the economy.

As to how things are bustling in new spot tv, take a look at this roster of availability seekers or actual order-placers for the past week:

**Comet** (Compton), day and night minutes; **LaFrance** (Y&R), four weeks, day minutes, starting 4 September; **Dristan** (Tatham-Laird), minutes around the clock and sports participations; **Dr. Caldwell and Fletcher's Castoria** (Brown & Butcher); **Fleischmann's margarine** (Bates), minutes and night 20's, 10 weeks, starting 11 September; **Folger's coffee** (C&W), 15 weeks, minutes and I.D.'s, 3 September; **Ipana** (DCS&S), six weeks, I.D.'s, 50 markets; **Bromo Seltzer** (BBDO), night minutes, 18 weeks; **Scott Paper** (JWT), night minutes, 11 weeks, 4 September; **Sani-Flush** (Bates), minutes; **Peter Paul**, minutes, chain-breaks, 13 weeks, 10 September; **Nescafe** (Esty), night minutes, chain-breaks; **Old Gold filters** (L&N), prime chain-breaks and minutes, top 40 markets, 4 September.

Elsewhere: **Ralston Purina dog chow** (Gardner), minutes and chain-breaks in flights starting October; **Pet** (Gardner), daytime minutes, 23 weeks, October start; **Pard Crunchers** (D-F-S Chicago), daytime minutes.

National spot radio's standout availability call for the past week was out of BBDO for the du Pont anti-freezes, with well over 100 markets on the list, a run of four weeks and a schedule based on the rate for 30 spots on the most expensive station in a market.

Other calls in New York: Noxzema's Cover Girl facial (SSC&B), eight weeks in 40 markets; Bumble Bee tuna (Manoff), 10 weeks, starting 21 August.

Potts-Woodbury in Kansas City is buying in about 15 top markets for an "eat lamb" promotion underwritten by the American Sheep Producers Council.

C. F. Mueller (DCS&S) has about wrapped up plans for its perennial campaign in spot radio for the coming season, starting after Labor Day.

It will even add a couple more markets than it had for 1960-61. The scope of that campaign's daytime saturation was 65 markets from Maine to Florida and west to Detroit, at least two stations per market and 33-34 weeks.

Looks like nighttime news, weather and sports strips for oil companies will be at a premium on tv this fall.

Continental Oil (Clinton E. Frank) has just joined the expanding list of refiners in quest of this type of local programing. Among the others bidding for the same thing are American, Humble, Shell, and Sinclair.

Conoco, however, has so far managed to clear 18 markets and is analyzing 60 more for this kind of stripping. One advantage it's got: in the smaller markets where Conoco has been sponsoring Blue Angel via syndication, stations are inclined to give it preference on the evening strips.

A problem the refiners are running into is the shortage of talent. Where one oil company sponsors the 6 p.m. news the same talent is not available at other times.

Chrysler's Dodge line (BBDO) has broken the Detroit ice as far as buying for the fall is concerned: the schedule calls for 20 tv I.D.'s to be run off within two September weeks. As many as 100 markets may be involved.

Some stations, because of the fact the I.D.'s fall in prime time, are giving 30-day conditional confirmations, with firm acceptance in ample time before starting dates.

Quality music fm stations are in for some substantial largess from the set divisions of General Electric (Y&R) and Magnovox (McCann-Erickson).

From GE it'll be a half-hour a week for 13 weeks, starting 13 August. The Magnovox schedule is in process of lining-up.

American Chicle (Bates) will be back in spot this fall, with about 30% of the tv budget going to that facet of the medium.

Reason why Chicle bows out of spot for the summer months: it can't get the 30-40% discount that it gets for its minute participations from the networks.

A couple of the tv network soap operas seem to be losing their stride, but the sisterhood as a whole are holding up fairly well in both ratings and average homes.

At least, that's what this three-year comparison for the second June NTI shows:

FACTORS	1961	1960	1959
Number	9	10	9
Average Audience	3.2%	3.4%	7.9%
Average Homes	3,846,000	3,797,000	3,516,000

The faltering twosome: **Brighter Day** and **Secret Storm**.

There's been a lot of offhand calculating of the number of 20's and 10's tv network affiliates will have available for sale in chain-breaks per week this fall.

Based on the latest network schedules, SPONSOR-SCOPE's count-up is 237 20's and 39 10's. The assumption here, of course, is that all the 40 chain-breaks will be sold as two 20's and the mid-program breaks, plus the 30's after P&G's Rifleman and Margie, will be disposed of as 20's and 10's.

Following is a breakdown of the 40's by night of the week:

NETWORK	Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	TOTAL
ABC TV	5	4	5	4	5	5	5	33
CBS TV	7	7	6	5	3*	5	4	37
NBC TV	6	4	4	4	4	4	3	29
<b>Total</b>	<b>18</b>	<b>15</b>	<b>15</b>	<b>13</b>	<b>12</b>	<b>14</b>	<b>12</b>	<b>99</b>

Here's how the 30-second chain-breaks stack up:

ABC TV	3	4	1	3	2	2	1	16
CBS TV	0	0	0	1	2	2	3	8
NBC TV	0	2	3	1	3	3	3	15
<b>Total</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>5</b>	<b>7</b>	<b>7</b>	<b>7</b>	<b>39</b>

\*CBS Reports will be added if sold in minute participations.

P.S.: P&G got the 30-second dispensations on the ground that it had signed the order before ABC TV officially announced the 40-second station-break.

Mark it as the end of an era: International Latex, which introduced the bartered time concept on a grand scale, has taken on a load of NBC TV participations for the coming season via Bates and Reach-McClinton.

It'll be in Jack Paar and Today and six nighttime series. Billings: \$3.5 million.

P.S.: NBC TV's competitors say they froze themselves out of this piece of business when their acceptance people raised questions about Latex brassiere commercials.

Latest defection from spot to network tv: Chunky Chocolates (JWT), which bought 27 minutes on nine different NBC TV daytime shows over five weeks starting in February.

Andrew Jergens has renewed its three quarter-hours a week on the same network.

Object of a competitive scramble at the moment: Warner-Lambert's budget (\$3-3.5 million) for the 1961-62 season, with Lambert & Feasley lining it up. Looks like ABC TV has the edge.

More about daytime: Chesebrough (Compton-JWT) has split up its last quarter's budget this way: \$600,000 for ABC TV and \$200,000 for CBS TV.

Shell, as a corporate entity, has turned out to be quite a spender for the 1961-62 season, with the bill for 15 consecutive weeks on CBS TV Sundays (4-5 p.m.) running possibly to \$1.5 million.

During the forthcoming season Shell will run four Leonard Bernsteins, two more than last season, plus 11 international golf tournaments which will be put together by Filmways.

Look for AT&T to sponsor three 90-minute specials treating with space on NBC TV next season. It'll take over part of the Friday night span under commitment as the Telephone Hour.

These will be in addition to the two space shows that AT&T has coming from CBS TV within the CBS Reports complex.

Obvious cause for all this sponsorship: AT&T, in cooperation with the space agency, is scheduled to shoot up some communications satellites.

Two topics that dominated the SRA board of directors last week's meeting (1) how to go about documenting its testimony against network option time before the FCC and (2) ways and means of stemming the tide among station groups to set up their own rep organizations.

The task on the group trend is to establish a clear-cut case showing that the multi-station owner is far better off in the long run, as well as for the short term, in sticking to the independent rep than in embracing what some reps have come to refer to as, "cap representation."

An item of major concern at both NBC TV and CBS TV is the slowness with which they have been moving their public affairs inventory for the 1961-62 season.

NBC TV has gone so far as to make its stable of 26 weeks of miscellaneous public affairs programming available at prices pegged to competitive CPM's, but at presstime they were up for sale.

At CBS TV the prevailing philosophy about pricing of public affairs is that it is unwise to equate it with other forms of programming, since it isn't a matter of competitive CPM's rather that of getting the right kind of advertiser.

Don't fail to scan SPONSOR's 120-page 15th annual Radio Basics (on desk this week with your SPONSOR subscription) for the updated facts on the dimensions of radio listening, uses, programming, etc.

For instance, Basics notes this fact among hundreds of others: Of the nearly 40 million housewives in the United States, 93.8% of them listen to radio an average of 16:45 weekly.

Also, in both July and August over 203 million hours are devoted to radio exposure compared to 143 million in December and 146 million in January.

ABC TV daytime has picked up a trio of small ones for the fall that have one thing in common: they're new to the medium.

The three: Chatham blankets (Chirurg & Cairns, New York); Plasti-Kote (Alle Schapiro, Cleveland); A. J. Sirish, school supplies.

If you radio stations have been wondering what happened to your Wrigley listings, the explanation, as it now turns out, is a simple one: tv got it.

The story: Myerhoff needed that estimated \$3 million to meet increased station advertising. The three individual market lists have been combined into a "basic" market list and the advertising requests has been limited to four weeks before Christmas.

Tv stations are puzzled by their inability to find out from Reach McClintock regional offices what the plans are regarding college football this fall in behalf of Prudential Insurance.

It's been a perennial buy and the operators are wondering whether there's a curtain in the wind.

Only information on the subject obtainable from Reach McClintock's New York headquarters: regional matters are left entirely to the regional offices.

NBC TV will celebrate its 35th anniversary with a wing-ding for affiliates in Hollywood 6-7-8 December.

**For other news coverage in this issue:** see Sponsor-Week, page 7; Sponsor-Week Wrap-Up, page 62; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 71; and Film-Scope, page 56.

"All us sophisticated  
women like the programs  
on WSM-TV..."



**WSM-TV** Channel 4

NASHVILLE, TENNESSEE

**America's 48th Television Market**

NB

*Represented by*

Edward Petry & Co., Inc.

*The Original Station Representative*

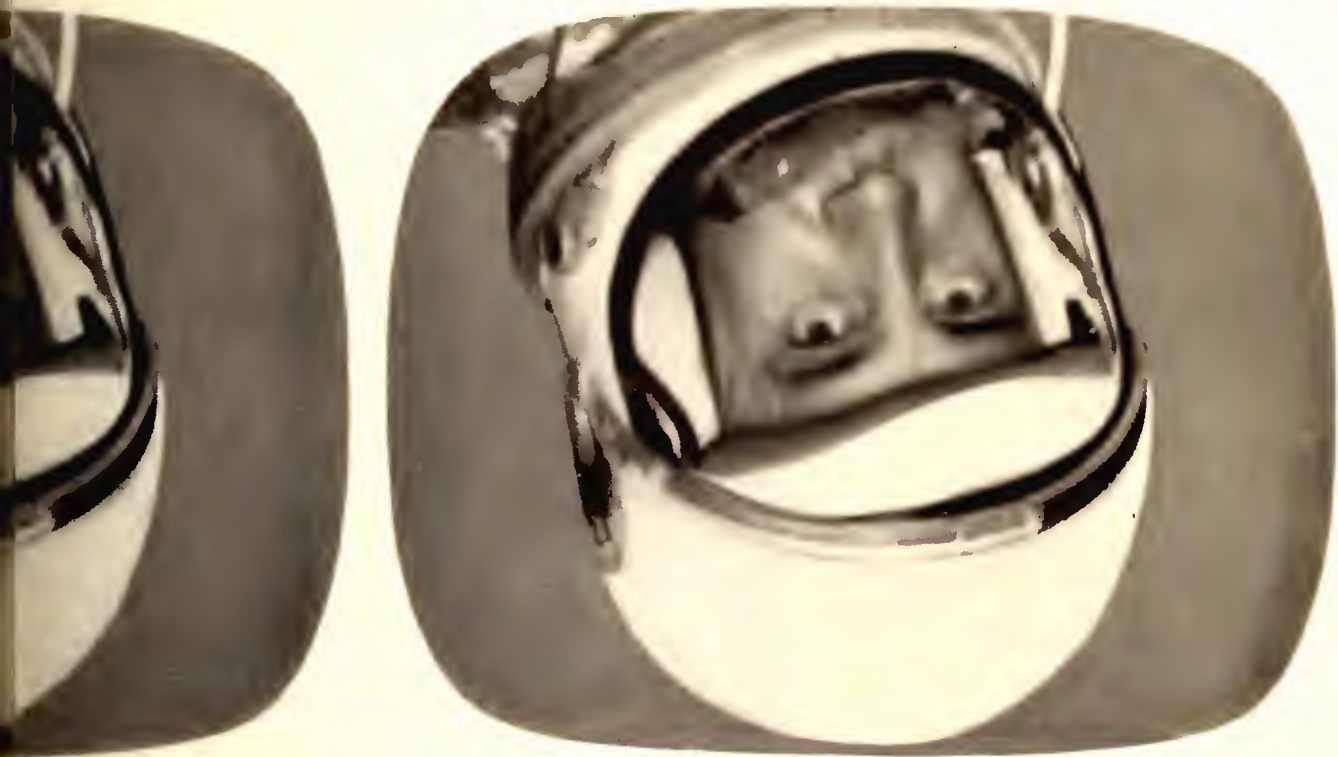
OWNED AND OPERATED BY THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

Whenever all three networks cov





the same event at the same time...



## more people watch it on NBC

When Gus Grissom rocketed into space, an estimated 43,000,000 people watched it—and throughout the shoot NBC TELEVISION attracted 61% of the network audiences.\* It happens that way all the time. FOR INSTANCE: 1. During the National Political Conventions NBC News attracted greater viewing audiences than both other networks combined. 2. In the Great Debates, viewing on NBC was substantially greater than on either competing network. 3. More families turned out to watch the Election returns on NBC Television than the total for both other networks. 4. And it happened that way again for the Inauguration. 5. And again for coverage of Alan Shepard's history-making flight. 6. When President Kennedy reported to the nation on his trip abroad, NBC News again won the biggest audience, this time by margins of 5% and 136%. 7. And in Presidential Press Conferences covered by all three networks, NBC averaged an audience pull 37% stronger than its closest competitor.

Sources: \*Trendex. Nielsen Television Index: Items 1-5, National (Average Audience Ratings). Items 6 & 7, MNA.

## **Florence merits another look**

At first glance you see external beauty.  
Another look reveals the market personified—an energetic  
industrial-agricultural complex comprising the fifth largest  
single-station market in the nation.



*Florence, South Carolina*

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



A Jefferson Standard Station  
affiliated with  
WBT and WBTW, Charlotte

## What Americans think of newspapers

---

**'A man no longer needs to read a daily newspaper in order to be well informed.'**

*CARL E. LINDSTROM, former executive editor, Hartford Times, and now professor of journalism at University of Michigan*

**'As families of our large metropolitan markets have intensified their migration to the suburbs and beyond, some newspapers appear to have failed to go along with them as they might have ... We look upon developments such as this with some concern, for they decrease the efficiency of the newspaper medium for us.'**

*JOHN R. BOWERS, car advertising manager of the Ford division*

# RADIO VS NEWSPAPERS—1961

**A fresh look at an old battle with some significant quotes from critics of the American daily press and broadcast executives**

Radio's battle with the newspapers is a grizzled one. Recently, SPONSOR took an updated look at the long struggle between these two massive forms of communication. Here are some of the significant things it found:

- More and more critics within the ranks of journalism are calling newspapers to task for not performing a better job.
- Advertisers are more aware of newspaper shortcomings both in circulation and advertising.
- Radio's challenge to newspapers is more focused than previously. The RAB study at the

Higbee Co. Cleveland department store proves that radio advertising is successful.

- Radio today is an intensely local medium and more directly competitive with newspapers.

Is the newspaper doing the penetrating job it should be doing? The American Newspaper Publishers Association says it is. The Bureau of Advertising of ANPA cites its National Sales Force program as a significant factor in advancing newspaper advertising. Other factors are the expansion of run-of-paper color, "Hi-Fi" preprinted rotogravure color, special insert sections, etc. It talks

## Facts on the Higbee Department Store Challenge Study



*Kevin B. Sweeney, president of the Radio Advertising Bureau, says the Cleveland Higbee department store study shows radio running, on the average, well ahead of newspapers in return dollar spent*

- Will cover over 1,000 items advertised on radio without simultaneous support in newspapers. The results are measured in dollars.
- Total newspaper sample to cover some 7,000 ads (more newspaper ads available to measure than radio items because newspaper budget is so much bigger).
- Higbee Co. is store which provides the figures resulting from its use of radio. Store is famous in retailing circles.
- Cleveland is market and is considered highly representative. Higbee has seven department store competitors.
- This is important, indicating Higbee's must battle competitively for its dollars.

of a new era of newspaper influence in communication media.

But do all newspapermen agree that the press is doing the job it was cut out to do? Emphatically not, according to some of its distinguished practitioners. Oswald Garrison Villard, the late crusading editor, once called it "the disappearing daily."

Carl E. Lindstrom, former executive editor of the Hartford Times and now professor of journalism at the University of Michigan, said in his recent book, "The Fading American Newspaper" that "a man no longer needs to read a daily newspaper in order to be well-informed."

"This is a new condition of journalistic affairs for which the newspaper industry is answerable in its failure to respond intelligently to competitive communication medium and in its willingness to let newspapers become a business and little more," Lindstrom wrote.

Lindstrom added: "While claiming a holy mission with constitutional protection, it has left great vacuums of journalistic obligation into which competing mediums have moved with impunity and public acceptance . . . journalism is an expanding universe; at the same time, daily newspapers are rapidly shrinking in number and scope."

Erwin D. Canham, the distinguished editor of the Christian Science Monitor, confronted with the question: "What future is there for the written press?" replied: "The electronic media have already had considerable effect on printed publications. They have taken gross segments of people's time and large slices of the advertiser's dollar . . . newspapers which entertain chiefly, rather than inform, have felt the effects most severely." Canham thought

the press could lick its problem better thinking, better writing better technology.

Social scientists have pointed that radio, which began primarily an entertainment medium, is leaning more and more on news, entertainment as a shirt-tail, press, on the other hand, once as a news service, with entertainment as secondary, currently finds itself a reverse position: first come comics, the cross word puzzles.



**SOME 800** cities support radio stations but have absolutely no hometown newspapers, declares Robert Pauley, American Broadcasting Co. v.p. in charge of the Radio Network



**RESEARCH** presents evidence that radio-like metropolitan newspapers, is able to deliver a vast audience economically, according to Richard Close, v.p., NBC Spot

ology charts and other store-  
ought syndicated features — and  
by the news.

John Tebbel, another professional  
server of the Fourth Estate, in a  
Saturday Review wrap-up of the  
American press, said that "the venom  
which it (the newspaper) at-  
tains critics raises the suspicion,  
however, that it knows it is whistling  
at a graveyard."

While newspapermen are bemoan-  
ing the depressed state of the Ameri-  
can press, radio's rescarchers and  
admen are building an impressive  
 arsenal of ammunition to substantiate  
 the case that am radio is superior  
 to newspaper in reaching people.  
 Recently after study has shown that ra-  
 dio is infinitely most cost-efficient in  
 all markets, large or small.

Perhaps the most significant sur-  
vey is the one underway by the Ra-  
dio Advertising Burcau. RAB is cur-  
rently conducting the most compre-  
hensive study ever done of what hap-  
pens when a newspaper ad appears.  
It is called the Department Store  
Challenge Study.

We are determining how many  
dollars in sales result per dollar spent  
on newspaper advertising. "Kevin B.  
Sweeney, president of the RAB, told  
SPONSOR. "Now we are in a far  
better position than the newspapers  
allow themselves to comment on the ability  
of newspapers to sell. We will have  
the results of over 7,000 ads measured

at The Higbee Co., a major Cleve-  
land department store where we are  
conducting our research. The figures  
show that many full-page ads produce  
no dollars back in sales or only a  
few dollars back. And on the aver-  
age, radio is running well ahead of  
newspapers in return per dollar  
spent."

Sweeney said the current project  
will be valuable on both local and

he pays a much higher rate. The  
RAB head added that if the findings  
of the study reveal radio can out-  
produce newspapers for a department  
store, radio can be even more pro-  
ductive for the national advertiser.  
"As the evidence from the Depart-  
ment Store Challenge piles up, it will  
be used increasingly on both the  
national and local level," Sweeney  
declared.

## A British opinion of American dailies

*"All that the majority of the press—by which I mean particularly the daily papers—manage to do is to cover the whole of this maddening and lovable continent with a thick pall of boredom. One thinks of all the trees that must have been cut down to make possible so many acres of mediocrity and one weeps at the destruction of forests to so little purpose: rape should produce much more pleasure."*

Francis Williams in the New Statesman

national levels for two reasons: (1)  
It answers with facts the folklore that  
says: "You need a picture to sell"  
and (2) The national advertiser buys  
newspaper space at a disadvantage  
relative to department stores since

Newspapers, too, have been taken  
to task for their loss of readers in  
the suburban areas. Despite what  
newspapers say about their hold on  
readers, both urban and suburban  
studies have shown that the many  
who migrated to smaller communi-  
ties, have forsaken their allegiance  
to their daily metropolitan news-  
papers. Patrick E. Rheame, RAB's  
director of member service, recently  
declared that "newspapers have, like  
Stan Musial, been losing their effec-  
tiveness gradually over the last 10  
years, and are no longer able to cover  
the suburban 'outfields' the way they  
must." He said that less than half  
of all suburban families see a daily  
metropolitan paper while "eight out  
of 10 families—regardless of location  
—are reached every day by radio."

In other words, newspapers are in  
trouble geographically. Sweeney  
pointed out that the people moved  
out farther from the hearts of cities  
and they didn't take their newspapers  
along. Unfortunately for newspapers,

(Please turn to page 50)



SPONSORS say it is impossible to compare  
different media, but at budget time media  
are always compared, says Maurie Webster,  
and gen. mgr., CBS Radio Spot Sales



TODAY when radios are virtually as mobile  
as newspapers, even more so, only those meth-  
ods which measure all listening can properly  
reflect radio's scope, says Dr. Sydney Roslow



'COFFEE BREAKS' are successful part of Allen Gray's 'Housewives Protective League' WCBS Radio, N.Y. merchandising efforts in superma

**PART TWO OF TWO PARTS**

# CRACKING THE SUPERMARKETS

- ❖ \$200 million ad appropriations of huge supermarket industry hold vast radio/television opportunities
- ❖ Broadcast experts disagree on how to break newspaper stranglehold but all are sure it can be done

**I**n the rambunctious arena of retailing, today, nothing approaches the massive supermarket in its dramatic hold on the American housewife. Much of the supermarket's advertising budget, now directed into drab newsprint, could be channeled into radio, industry experts assert, if broadcasters were to exercise imagination. Supermarket gold awaits

those broadcasters who can bob up with new ad approaches, new showmanship and more point-of-sale results. Advertising agency executives agree that the broadcast industry's score card in creating new business for supermarkets could be infinitely better.

William L. Young, senior vice president of William Esty, and an

acknowledged expert in supermarket advertising, observed last week that many supers have tested broadcasting and found it wanting. Radio and television have not, as yet, delivered a job for the supermarkets, in his opinion. The straight copy they put on the air is seldom as catching as that of other types of advertising, he said, adding that they are up against some top talents in spot commercial. Young also noted that competition among supermarkets is dead-end tough and it is going to take serious merchandising on the part of supermarket management to show continued progress. Accordingly, he said, supermarkets that build a good image—and that goes for both local

ional and national chains—will believe that objective, according to Young.

The broadcast media could be profitable for supermarkets, but nobody has found the secret ingredient yet to make it so," Young declared.

Radio and tv, in the opinion of Richard G. Zimmerman, publisher of *Super Market Merchandising* and *Discount Merchandiser*, and a student of the diverse phases of retail distribution, said last week the consumer has been conditioned to food advertising in the old papers. What the woman sees on television is almost subliminal as regards retail food advertising, according to Zimmerman. In fact, if it penetrates at all, it is marginal, he declared. Unless there is a change in consumer habits, radio and tv, he observed, would not be principal outlets for food advertising. He made it clear, however, that this did not apply to national food advertisers who have a primary purpose in using broadcast media, namely to pre-sell the consumer on the value of their brands. Nor did Zimmerman view with any degree of concern the state of supermarket print advertising. He was certain that there was a dearth of creative talent attached to retail food advertising.

"The supermarkets have murdered their print advertising and what they've done of their radio/tv advertising is even worse," he said. "I don't see any change in the foreseeable future. The broadcast media does not hold forth much allure to the supermarket manager. As for color television, when it comes of age, it will help the national advertiser, but not the retailer."

The amazing increase of the discount center (euphemisms: Bargain store, closed-door shopping center, factory outlet, mill store, promotional or self-service department store, soft-goods supermarket, etc.) has not been ignored by supermarket operators. Zimmerman said there is a growing romance between supermarket and discount house which ultimately should produce the zenith in consumer service, namely the *super supermarket*. As a result of the rise of the efficiently-operated discount center, supermarket organizations are joining forces with the former or fashioning their own. "They regard this new phase of retailing as an answer to the problem of how to pack them in at the box-office, just as the shopping center did before them." Zimmerman declared at the recent Super Market Institute convention in Chicago.

By 1970, it is predicted there will

be an industry of 10,000 discount centers—each of 100,000 to 200,000 square feet serving the major buying needs of customers. By 1970, moreover, supermarkets will be hip-deep in discount operations. It is predicted that in 10 years there will be from 30,000 to 35,000 super supermarkets in the United States. Ten years hence, super supermarkets will be handling between 25,000 and 50,000 items as part of its broadening of lines. Presently, depending on the size of the supermarket, anywhere from 3,000 to 10,000 different items are stocked—items ranging from gourmet food packaged by posh restaurants such as Chambord and Maxim's to screw drills in individual bubble packs, everything, in fact from carrots to karats (King's Super Markets are offering diamond rings at low cost.) Some supers have motorized shopping carts.

Meanwhile, the private vs. national brand war between supermarkets and the national food manufacturers continues.

Jack Lewis, marketing executive of J. Walter Thompson, recently told industry execs that national brand items, no matter how skillfully hidden in the supermarkets, will find their way into the hands of consumers. In defense of private labels,

(Please turn to page 60)



SELLING job has to be done on supers, says George Dietrich, WNBC Radio station mgr



NATIONAL brand articles will score in supers, says Jack Lewis, J. Walter Thompson

CONSTANT challenge on radio/tv to generate loyalty says Stan Joseloff of Storecast



# RADIO AS ZELTNER SEES IT

Media director of top air-biller Lennen & Newell tells why radio gets only 1½% of the agency billings

P&G-trained executive offers provocative outline of radio's problems and nine solution "remedies"

**W**hen one of the country's top air-billing agencies spends only a mere fraction of its entire budget—something less than 1½%, to be exact—in spot radio, the industry better begin asking why. That's the opinion of Herb Zeltner, v.p. and media director of Lennen & Newell, and Zeltner doesn't mince words in explaining the situation.

Last month, the youthful, but articulate media man shook-up quite a few radio people when he got up before the CBS Radio Spot Sales seminar in New York City and belted out his objections to the "bargain basement" handling of the medium by sellers.

Zeltner, who by the way, has the distinction of being one of the youngest media directors in the agency business (if not actually the youngest) took issue with much

about radio as an advertising vehicle. He lambasted the "unsubstantiated ratings," the "lack of control in scheduling messages for competitive products," and the dearth of "competitive data." He also took a poke at what he calls the "unsophisticated" sales presentations which includes, generally, he said, a completely unrealistic emphasis on station sound and limited success stories.

Lennen & Newell's media head was not taking to task all radio sellers, nor all radio stations. He made this quite clear in his seminar talk, and to the SPONSOR editor who last week talked with him in his office. He was, he said, referring to the radio industry in general.

"I don't want you to think that each morning when I get to the office I say—well, today we're just not

going to use radio at all," he grumbled. And there's no such thing as a "Lennen & Newell plan," says Zeltner. The agency, he said, uses all media and since different products call for different approaches, a specific media plan is developed only after a complete study of the market, etc., is made. For their present accounts, radio is being used as a supplementary measure and not as a basic. The whole thing, however, takes on a different flavor when he comments "radio can benefit from greater volume out of this agency when we can have greater assurance from the medium."

Obviously it takes a certain brazenness of courage to give voice, publicly, to gripes which have long been the subject of *sub rosa* grumbling. Zeltner's colleagues agree that it does. And many are of the opinion that the 30-year-old ad man "has what it takes."

Despite his boyish facade, in the trade Zeltner commands respect. Among the reps with whom he has rubbed elbows, he's known as "bright and analytical media man." CBS Radio Spot Sales eastern sales manager Ralph Glazer claims that Zeltner's candid appraisal of the radio situation has "initiated some needed soul-searching," and Mau Webster, v.p. and general manager of that same rep firm bluntly told Zeltner as "the kind of a forward-looking guy who will help radio become a profitable medium."

Undoubtedly Webster was referring to the fact that Zeltner didn't use his speech time just to pan the industry. He came prepared with a dozen or more thought-provoking "remedies" designed to take radio off the sick list. (For a detailed look at Zeltner's list of radio's ailments and its remedies, see box opposite page).

Just what is it about radio which has prompted Zeltner to relegate the medium to the bargain basement level? For one thing, he objects to the manner in which radio sellers keep trying to peddle it as a pennant item. "It's not really a cheap medium," he says. "Sure, radio spot

**HERB ZELTNER**, shown here in his Madison Ave. office, became media director of Lennen & Newell, N.Y., in 1959. Before joining agency in 1956, he spent four years at P&G, Cincinnati





cost less than tv but you may need something like 200 spots to equal about five on tv."

He objects strongly to the tendency by many stations to overload a good time slot (high traffic, news, etc.) with a potpourri of commercials. He thinks some stations have gone a little berserk on this with the result that the commercial value of a message is "washed out." In commenting on the effectiveness of radio commercials, Zeltner said that right now some stations were programming panel shows. Their initial success, suggests that people are really "listening" instead of merely having the radio "on."

Another facet of the radio industry which provokes a thumbs down attitude from Zeltner is the rate card system generally employed by the medium. They're much too complicated, says the L&N man and they're an open invitation to dealing. Buyers prefer not to haggle if they can be sure they are getting the lowest rate possible. They want the buying confidence that comes with simplified rate structures.

Zeltner takes a dim view of therenzied type of presentations to which media buyers are often subjected by radio sellers. It's a laugh-ple mixture of overselling he says, here all the station promotion pieces and success stories are competing with the station's sound and personality people. Presentations like these are, according to Zeltner, "the curse of the whole business." "There is no substitute for good audience data," he adds.

As for creativity, a word which has been bandied about a good deal in the trade lately, he says "we don't expect a seller to be a program expert!"

There should be, says the boyish-looking media head, a lot more attention given to the placement of competitive commercials. Furthermore, the lack of data on competitive products is a serious thing, says Zeltner.

He recommends that some sort of clearing house be set up to provide agencies with competitive information on all accounts using radio. Another one of Zeltner's remedial

(Please turn to page 60)

## L & N's media director lists 9 radio problems and suggests 9 'remedies'



SHOWN here is Lennen & Newell's v.p. and media director Herbert Zeltner who put together this list of reasons why he thinks radio, as an advertising vehicle, falls short of its mark. In the bottom box, Zeltner gives a detailed outline of how these shortcomings can be dealt with and radio made into a more attractive buying medium. Zeltner, 32-years-old, is one of the youngest media heads in the agency business.

### PROBLEMS IN USING SPOT RADIO

1. Misconception on Cost—How Much is Enough?
2. Overcommercialization—Lack of Standards & Reliability
3. Effectiveness of Message Delivery? Background Noise
4. Rate Dealing—Lack of Confidence in Charges—Complicated Rate Cards
5. Creativity in Buying—Audition Tapes—No Substitute for Audience Data
6. Rating Problems—Out of Home
7. Overselling—Unrealistic—Unsophisticated
8. Poor Product Association—Lack of Control—Competitive Conflicts
9. Lack of Competitive Data—Extremely Serious

### REMEDIES

1. Take Radio out of Bargain Basement
2. Firm Standards of Commercial Scheduling to Guarantee Effective Airing—Cut Volume of Station Promotion and Noise
3. Basic, Broad-scale Research on Effectiveness—Not Limited Success Stories
4. Simplified—Standardized Rate Cards—Guarantee No Dealing—Minimize, Eliminate Local-National Difference
5. Get Back to Selling Numbers—Not "Sound"
6. Offer Orientation on Interpreting Ratings—Stabilize Out-Of-Home Data
7. Tie Promotion Efforts to Meaningful Data—Concentrate on Basics
8. Clean Up Schedules—Raise Standards of Commercial Acceptance—Guarantee and Offer Proof of Good Competitive Restrictions
9. Consider Devoting Promotion Funds Toward Clearing House on Competitive Information

# HERE ARE THE PRETTIEST

Rep salesmen in New York and Chicago vote for the prettiest timebuyer in the town: Ruth Clinton, Gardner, N. Y., and Ruth Babick, Clinton E. Frank, Chicago.



**BLOND**, blue-eyed Ruth Clinton of Gardner Adv. is New York's prettiest timebuyer according to a phone poll of rep salesmen. Ruth buys mainly tv for small-budget food accounts

The young ladies whose pictures grace these pages were voted "Prettiest Timebuyers" in New York and Chicago. Prompted by response to SPONSOR's "Handsomest Reps Town" story (29 May 1961) we took the plunge into a similar contest to find "Miss Timebuyer."

Our staff made over 150 phone calls in New York to rep salesmen. The question we asked was: "Who do you think is the prettiest timebuyer in New York?"

Since all the salesmen do not have the same frame of reference, by the nature of their coverage areas, the votes were scattered among many timebuyers.

The winners, however, received far and away more votes than the other buyers mentioned.

The largest number of votes went to Gardner's Ruth Clinton. Tied in a close runner up race were Peggy George of Norman, Craig & Kummer and Peg McCauley and Martha Thoman of J. Walter Thompson. Coincidentally, misses McCauley and Thoman buy for the same account.

After the winners, there were 33 timebuyers named at least once by the reps, in New York. Of these 33, nine girls received sufficient votes to tie them for third place. These included:

Joan Stark, Grey Adv.; Jeann Sullivan, Sullivan, Stauffer, Colwell & Bayles; Lee Petry, Monroe F. Dreyfus; Babs Anderson, J. Walter Thompson; Pat Hartnett, J. M. Matheson; Elaine Hudson, Webb; Martha Sykes, Foote, Cone & Belding; Marsha Roberts, Young & Rubicam; and Martha Panella, N. W. Ayer, Philadelphia.

Of the winners in New York, it is obvious that gentlemen reps prefer blondes.

First-place winner Ruth Clinton is a striking blonde, 5' 7", with blue eyes. She was born in Brooklyn, is

# TIMEBUYERS IN NEW YORK . . .

not married, and has been with the agency for five years. She has been a timebuyer all this while.

Ruth buys on five low-budget food accounts, including A&P; Joe Lowe Popsicles; Clark Brothers chewing gum; Kennegiesser & Co., manufacturers of bananaflakes for babies, and Vanity Fair Paper Mills.

"Most of my accounts have small budgets, and it is an exciting part of my work trying to give them the most for their money," said Ruth.

Martha Thoman and Peg McCauley, who buy at J. Walter Thompson for Standard Brands and Chesebrough Ponds, are also blondes. Martha is 5' 5½" and has blue eyes. She is unmarried, a native New Yorker, and a buyer for one year. "I started as a secretary, now find buying loads of fun."

Peg McCauley, a senior timebuyer at JWT, is 5' 6½" tall and has green eyes. She too is a native New Yorker. Peg is married, has been a buyer for all six years that she's been at JWT. Prior to this she was an estimator at Dancer-Fitzgerald-Sample, and in media research at Compton.

Pat George is also a tall green-eyed-blonde. Pat, who is not married, has been with Gardner for about three years, and buys for a special group of accounts.

A Chicago counterpart of the prettiest timebuyer contest showed Ruth Babick. Clinton E. Frank Agency, as the winner. Tied for second were Marianne Monahan, Needham, Louis & Brorby, and Cecilia Odziomek, Compton.

Coincidentally, all three have spent about the same length of time in the business, an average of eleven years (although none would reveal her age).

The three share many attitudes about timebuying in general. They're content with media careers, and feel that timebuying is an excellent field for women; they are all very serious about their work, and each commented that their chief problem is one of time—time to deal with the many complexities of buying.

The New York winners also agreed

in these respects.

Chicago's winner, Ruth Babick, spent the first 10 years of her 12-year-old career, at Earle Ludgin & Co. At the Frank Agency she is involved directly on buys for Tomi, Reynolds Metals, Dean Milk and Continental Oil.

Marianne Monahan started in media at Henri, Hurst & McDonald, Chicago, before joining NL&B as an estimator. The major air-media accounts for which Marianne is timebuyer include Campbell Soup; S. C. Johnson; Morton Salt, and International Minerals & Chemical Corp.

**POSING** at the Atomic Exhibit at New York's Union Carbide Building, runners-up in New York were (l to r) Martha Thoman, J. Walter Thompson; Pat George, Norman, Craig & Kummel, and Peg McCauley of J. Walter Thompson. Martha and Peg buy on the same accounts at JWT



# . . . AND IN CHICAGO



**THE WINNAH!** In Chicago Ruth Babick of the Clinton E. Frank agency, is rep salesmen choice for prettiest timebuyer. Her runners-up are (below left) Cecilia Odziomek, Compton, and Marianne Monahan, Needham, Louis & Brorby. All three have worked in the business for about eleven years, and are quite enthusiastic about timebuying as a profession for women



Cecilia Odziomek has spent her entire agency career at Compton, the last four years in media. During the past year she has worked exclusively on the Alberto-Culver accounts, a most 100% in television.

What do the Chicago winners like best about their jobs? Ruth Babick likes the "busy" aspect of timebuying, and the "people contact." She finds the idea exchange stimulating both with reps and agency associates.

"It's a dynamic, ever-changing business," Ruth says, "always something new to learn about."

In spite of her strenuous schedule Ruth does find time for recreation. Although she's an active golfer and skier, Ruth says the only thing she really excels in his horseback riding.

Marianne Monahan considers her agency's traveling of buyers to research and study the top 20 radio markets, a "delightful activity." In the past year Marianne visited New York, Washington, Baltimore, Los Angeles and San Francisco, acquainting herself with the stations and management.

Marianne feels that personal contact with station people on their own home ground is much more satisfactory than station visits to agencies. She says that getting into the markets, being able to monitor stations, and getting to know the management is much more meaningful than any amount of coverage maps or station presentations.

"Knowing station management is very important," Marianne says. "because by management, one can pretty well judge a station."

Cecilia Odziomek considers keeping up with changing rate structures a major task because her agency buys on a cost efficiency basis.

Cecilia is a spectacular sports fan, but does participate in bowling. "I'm a very good bowler," she says. A native Chicagoan, Cecilia lives on the far south side.

Prior to last year, Cecilia was an all-media buyer for the following Compton accounts: Eversharp, Hotpoint, Morton House Foods, and Schulze & Burche Biscuit Co. ◆



COMMERCIAL planning session, held once a month, finds Debbie Drake, star of the 15-minute daily exercise show, in a huddle here with (l-r) WISH-TV, Indianapolis rep Jerry Ahlbrand; J. D. Melrose, Kroger Co. grocery sales mgr.; and Harry McDaniel, Kroger Co. adv.-sales mgr.

## Debbie's form builds Kroger image

- ▶ Daily, 15-minute exercise show on tv attracting new customers for major food chain in the Indianapolis area
- ▶ Now in its second year of Kroger sponsorship show still popular with figure-conscious female viewers

In Indianapolis, a major food chain is showing weight-conscious women how to latch onto a neat figure. In the process, the food company is managing to turn out some pretty neat figures of its own, sales figures, that is.

The food chain is Kroger—Indianapolis division. The figure-maker, both sales and feminine, is a trim, neat, blonde young woman known to her tv fans as Debbie Drake. Daily, for fifteen minutes, Debbie goes through a series of exercises designed to remedy the most prevalent

figure problems, to the delight of thousands of daytime women viewers.

Two years ago, in March, Kroger began sponsorship of the Debbie Drake Show. Almost immediately the show was a success, both in the ratings it managed to rack up and in the way it was talked up around the Indianapolis area.

Now, two years later, Kroger is just as delighted with the show as are the figure-conscious females. As an advertising vehicle, it's a natural, they'll tell you. The show wasn't

bought to push a specific product, or to overcome a sales problem, says Harry McDaniel, advertising and sales manager of Kroger's Indianapolis division. Instead it was bought as a way to build additional impact into the Kroger image.

That it has paid off is evident in a number of ways. For one, the show has drawn a terrific amount of mail and the response she attracts from women during personal appearances are not to be ignored.

Another illustration of the show's pulling power can be seen in the annual Indianapolis Consumer Analysis. The most recent report shows that in Marion County, Kroger is in second place. Second only to Standard, a chain which boasts almost twice as many stores in that area as Kroger.

The Indianapolis division of Kroger has, currently, 61 stores, 18 of



Whenever possible, newspaper ads tie-in with Debbie Drake show feature items. Kroger ad-sales manager Harry McDaniel is shown here discussing dairy food tie-in with Debbie

which are within Marion County. The remainder are scattered generally across central Indiana, with a few stores in Mid-east Illinois.

Currently, Kroger has sponsorship of Debbie Drake on WISH-TV (where the show is filmed and produced for distribution) and spot schedules on WFMB-TV; and WLW-1-TV, all Indianapolis and on WTHI-TV, in Terre Haute. Campbell-Mithun is the agency.

(Kroger, incidentally, has 26 Divisions like the Indianapolis set-up. Each are autonomous and each advertising manager handles his own strategy as best suits his market. Kroger is presently spending 12% of its 1961 advertising budget in tv and 8% in radio. For more on the parent company, see *When Will Radio/Tv Crack the Supers?*. 21 July issue SPONSOR.)

Advertising manager McDaniel says "we believed from the start that Debbie would have a unique, loyal audience interested in either gaining or losing weight. We have selected products to advertise on her show that would interest these particular people, weaving a warm Kroger image throughout the copy so that we not only sell them on the products

we carry, but on the concept that Kroger is the over-all type of store where they would like to shop."

That McDaniel was right in sizing up Debbie's audience appeal is documented in the latest share-of-audience ratings (Nielsen, May '61). It's identical to that of exactly a year ago (Nielsen, May '60) with a homes reached figure just slightly greater than one year ago.

After the first flush of extremely high rating which Debbie racked up, for a program in morning time, the ratings have settled down to a good consistent pattern.

Obviously the ladies are not taking any chances on missing the latest hit of advice from Debbie on figure alignment. The show, incidentally attracts a good audience among the teenage female viewer group.

The commercial messages which are handled on the air by Debbie, are planned at least a month in advance. Under the supervision of ad manager McDaniel, Kroger people—heads of the bakery, dairy, grocery, meat and produce departments—get together and plan the commercial content. Debbie is also present at these sessions as is Will Jackson, WISH-TV's Kroger account exec.

These points are taken in consideration before commercial decisions are made:

- Debbie's type of audience
- Debbie's personal appeal
- Product opportunities
- Seasonability of products
- Holiday tie-ins

Unique service ideas such as a salad that can be made from advertised features.

Tie-ins with other advertising campaigns that the division has in progress.

Kroger also stresses the use of Tenderay beef, dairy products, bakery products and fresh produce every week. Also, the company's Top Value Stamps are woven into every program either by showing premiums or offering stamps on a Debbie Drake feature.

A written description of the planned commercial, prepared by McDaniel is then dispatched to Campbell-Mithun who takes over the work from that point. When finished the commercials are sent to WISH-TV and taped.

A complete and thorough merchandising program is also carried out by Kroger. They include: in-store displays; shelf-talkers on Debbie Drake featured products; Debbie Drake coupons included in newspaper ads.

In addition, Kroger published Debbie Drake exercise hook to be sold in their stores. (10,000 copies were reportedly sold in less than four months) Debbie also puts personal appearances at store openings, shopping center events and public functions. During the annual 500 Festival Parade there, Debbie is the center of attraction on the Kroger Float. (Aside from being seen by over 500,000 people she gets more applause than any of the visiting celebrities, according to a spokesman.)

The Debbie Drake Show was bought on a trial basis by WISH-TV, Indianapolis, back in January 1960. The response was nothing short of "fantastic" according to station spokesman. By October of that year, national syndication by the Banner Film Co. was started. By June, 1961, the show was sold in 6 markets.

Issued every 6 months

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A revised index format begins with this half-year portion of SPONSOR's semi-annual rundown. Because of its longer length, it will be run in two issues of the magazine. The second part will appear in the next (14 August) issue. Material is now indexed under nine major headings (one-half the usual number) and 66 sub-headings (about double the usual number). The major headings are ADVERTISERS, ADVERTISING AGENCIES, ARTICLES BY PRODUCT TYPES, BROADCAST INDUSTRY, COLUMNS, DEPARTMENTS, FOREIGN, RESEARCH AND SURVEYS, and SPECIAL SECTIONS. All departments are now being indexed. As in the past a material within sub-headings is listed chronologically. In many cases, stories and departments are further identified by the name of the person, company or station written about.

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### Finance:

St. Joseph's Bank & Trust (WNDU) .....	2 Jan.
Shavian video helps bank in premium war .....	23 Jan.
S&L group widens tv's role .....	13 Feb.
Ouachita National Bank (KNOE-TV) .....	20 Feb.
Liberty Bank of Buffalo (WEBR) .....	3 Apr.
Marshall Investment Co. (WEMP) .....	29 May

### Food:

West Baking Co. (WISII-TV) .....	2 Jan.
Clover Dairy (WFRT-TV) .....	2 Jan.
Buitoni (WRCA-TV) .....	2 Jan.
Hanover Canning Co. (WTOP-TV) .....	2 Jan.
Minute Maid (WAVY-TV) .....	2 Jan.
Enrico's Food (WAST) .....	2 Jan.
Weimar Packing Co. (WTRF-TV) .....	23 Jan.
Anadama Bread (WMEX) .....	13 Mar.
Trout Foods (WEEU) .....	3 Apr.
Anadama Bread (WMEX) .....	1 May

### Household Goods:

Houshold Outfitting Co. (WDAU-TV) .....	2 Jan.
Martin Strange Furniture (WISH) .....	6 Feb.
Furniture Land (KFBM-TV) .....	12 June

### Insurance:

INA's Yule radio p.r. pays .....	9 Jan.
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### Retailers:

Hess Bros. (WFIL-TV) .....	2 Jan.
Moran's Dept. Store (WHNB) .....	2 Jan.
Boston Store (WKTV) .....	20 Feb.
Store's tv breakfast club (WGR-TV) .....	20 Mar.

### Miscellaneous:

Pine Hall Brick & Pipe Co. (WSJS-TV) .....	2 Jan.
Schilling Sales (cameras WNDU-TV) .....	2 Jan.
E. J. Korvett (canning jars WIINB-TV) .....	2 Jan.
Cook Craft (WLW-D) .....	2 Jan.
World Discount Center (WKTV) .....	2 Jan.
G&K Cleaners (WCCO-TV) .....	2 Jan.
Mag-Powr Games (KTVU) .....	2 Jan.
Acousticon Hearing Aids (WWLP) .....	2 Jan.
Movie Houses (WREX-TV) .....	2 Jan.
Paramount (KNOB-TV) .....	2 Jan.
Colfax Theatre (WNDU-TV) .....	2 Jan.
Music, Inc. (WSOC-TV) .....	2 Jan.
Hi-Boy Drive In (WWLP) .....	2 Jan.
Trinkhaus Manor (KWTV) .....	2 Jan.
Kasco .....	9 Jan.
Bocock-Stroud (WSIS-TV) .....	23 Jan.
Wonder Mouse Inc. (WLOF-TV) .....	23 Jan.
Rogers Watches (WJPS) .....	6 Feb.
A&B Travel Agency (WELI) .....	6 Feb.
Gem Stores (KHVH-TV) .....	20 Feb.
Chow Now Drive-In (WTVC) .....	20 Feb.
T. Dorst Boats (KFRC) .....	13 Mar.
Vital Health Foods Co. (vitamins KMMJ) .....	13 Mar.
If you can't beat them (Levine movie theatre) .....	3 Apr.
Kelly Girl Service (KDKA) .....	3 Apr.
Roberts Office Supply (WMTW FM) .....	3 Apr.
National Theatres Amusement Corp. (WXIX-TV) .....	17 Apr.
Panzer Products (farm WSJS-TV) .....	17 Apr.
Iluski-Bilt Homes (WSOC-TV) .....	17 Apr.
Gordon Service (WWLP) .....	17 Apr.
Conoco Oil Co. (KAPE) .....	1 May
Hlome Builders Assoc. (KQV) .....	1 May
Datch-Shopwell (WLIB) .....	1 May
Boostair Hearing Aid Corp. (WMAL) .....	29 May
Sport Chutes Inc. (WEBR) .....	29 May
Distributor kills two birds (lawn mowers) .....	5 June



International Harvester (WKTV)	12 June	p. 50
Jewelry Jewelers (KOTV)	12 June	p. 50
Make it duk ikleeger Alcoame (Alcoa)	26 June	p. 31
Just the tv plans did it (Transogram Toys)	26 June	p. 40
Joe Mfg. (beds WNDU)	26 June	p. 44
Paramount Theatre (KNOE)	26 June	p. 41
Mortensen's Rug Cleaning (KFRC)	26 June	p. 44
Perne's Trading Post (WWNC)	26 June	p. 44

## BROADCAST INDUSTRY

### Activities:

Sponsor Asks: How can stations profitably merchandise for clients?	30 Jan.	p. 51
Broadcast leaders back U.N.	6 Feb.	p. 10
Local news! spot on move	10 Apr.	p. 35
Local touches for heavy topics at WBC meet	24 Apr.	p. 36
Special to NAB	8 May	p. 67
Radio tv center plans for future (WFAA)	29 May	p. 38

### Associations:

Local spot form cuts paper work (4 A's Sta. Reps)	2 Jan.	p. 30
NAB, AFTRA & tv ad costs (pt. 1)	20 Feb.	p. 37
NAB, AFTRA & tv ad costs (pt. 2)	27 Feb.	p. 40
NAB, AFTRA & tv ad costs (pt. 3)	6 Mar.	p. 38
Equipment exhibitors at NAB	8 May	p. 81

### Government:

Plans for '61 Washington	13 Feb.	p. 35
Shows over ratings; do they make sense?	28 Mar.	p. 33
Phone numbers on the bill	8 May	p. 88
Which those tv station groups	29 May	p. 27

### Personalities:

Earl A. Knorr (obit)	9 Jan.	p. 66
Can you place these faces?	27 Feb.	p. 39
J.E. Fellows	8 May	p. 56
John Miller	8 May	p. 58
W.R. McCollough	8 May	p. 60
Leoy Collins	8 May	p. 62
A young Communist writes	15 May	p. 75
Most handsome reps in town	29 May	p. 36

### Problems:

Association solves network's big market frequency problem	9 Jan.	p. 32
Second break triggers trouble	15 May	p. 35
Pining; 40-second migraine	26 June	p. 29

## Radio

### Activities:

Radio puts ex-cops on road patrol	20 Mar.	p. 44
Radio 'buy now' drives chase recession blues	17 Apr.	p. 43
Radio is key in gasoline drive	22 May	p. 43
Radio sets up counter battles	29 May	p. 34

### Basics:

Radio Basics/Jan.	2 Jan.	p. 48
Radio Basics/Feb.	30 Jan.	p. 52
Radio Basics/Mar.	27 Feb.	p. 48
Radio Basics/Apr.	27 Mar.	p. 52
Radio Basics/Apr.	26 Apr.	p. 46
Radio Basics/May	22 May	p. 47
Radio Basics/June	19 June	p. 44

### Campaigns:

Radio digs out dog owners	9 Jan.	p. 36
IA's Yule radio p.r. pays	9 Jan.	p. 41
Weller maps out radio campaign	6 Feb.	p. 44
How radio worked for S. C. Johnson (part one)	20 Feb.	p. 46
How Snow uses radio promotions	27 Feb.	p. 28
Quaker oil gets d.j. impact on radio	27 Feb.	p. 41
Radio is tops with leader LaRosa	6 Mar.	p. 42
Droit's radio cheer helps out in Boston	20 Mar.	p. 39
Finance with a personality (Lennox)	27 Mar.	p. 14
Radio sets up counter battles	8 May	p. 34
Radio is key in gasoline tax drive	22 May	p. 40

'Reverse payola' pays off for radio sponsor	29 May	p. 39
Q-Tips' radio folk song	19 June	p. 38

### Case Histories:

Martin Strange Furniture (WISH)	6 Feb.	p. 50
Rogers Jewelers (WJPS)	6 Feb.	p. 50
A&B Travel Agency (WELD)	6 Feb.	p. 50
Conde Hardware Co. (WWNY)	6 Feb.	p. 50
T. Dorst Boats (KFRC)	13 Mar.	p. 58
Automotive Engineering (KQV)	13 Mar.	p. 58
Anadama Bread Inc. (WMEX)	13 Mar.	p. 58
Vital Health Foods Co. (vitamins KMMJ)	13 Mar.	p. 58
Kelly Girl Services (KDKA)	3 Apr.	p. 62
Trout Foods, Inc. (WEEL)	3 Apr.	p. 62
Roberts Office Supply (WATW FM)	3 Apr.	p. 62
Liberty Bank of Buffalo (WEBR)	3 Apr.	p. 62

So You Think You Buy Saturation? (Brooks Foods)	10 Apr.	p. 40
Conoco Oil Co. (KAPE)	1 May	p. 44
Home Builders Assc. (KQV)	1 May	p. 44
Anadama Bread, Inc. (WMEX)	1 May	p. 44
Daitch-Shopwell (WLIB)	1 May	p. 44
Boostair Hearing Aid (WMAL)	29 May	p. 16
Marshall Investment Co. (WEMP)	29 May	p. 46
Firestone Tires (WWNY)	29 May	p. 46
Sport Chutes, Inc. (WEBR)	29 May	p. 46
Joyce Mfg. Co. (beds WNDU)	26 June	p. 44
Paramount Theater (KNOE)	26 June	p. 44
Mortensen's Rug Cleaning (KFRC)	26 June	p. 44
Teague's Trading Post (WWNC)	26 June	p. 44

### Commercials:

Radio spot reach tough to gauge	20 Feb.	p. 42
16 ways to improve your radio copy	27 Mar.	p. 38
5 basic spot radio tactics	1 May	p. 39
Reps get new pitches for spot radio	29 May	p. 34

### Costs and Spending:

Radio spending: past, present, future	2 Jan.	p. 28
Farm radio's drug spending is up	9 Jan.	p. 33
1971 report: business is lousy but . . .	19 June	p. 35

### Fm:

Steinway's sound gets fm schedule	23 Jan.	p. 40
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### Marketing:

A retailer takes a hard look at radio	30 Jan.	p. 43
Mutual & 3M: 12 months later	17 Apr.	p. 38

### Personalities:

Quaker Oil gets dj impact on radio	27 Feb.	p. 41
Dealers like radio show biz (Crosby-Clooney)	5 June	p. 40

### Ratings:

Radio's never ending rating battle	2 Jan.	p. 32
When should clients buy block and or cume audiences?	23 Jan.	p. 48

### Reps:

10 misconceptions about radio	6 Mar.	p. 31
Reps get new pitches for spot radio	29 May	p. 34
Big radio topic: shopping frequency	26 June	p. 38

### Stations:

Story behind the story at WJR	23 Jan.	p. 32
Talented grads join salute to WLW	13 Feb.	p. 42
1971 report: business is lousy but . . .	19 June	p. 35

### Time Selling:

Clients speak out on radio	2 Jan.	p. 36
10 misconceptions about radio	6 Mar.	p. 31
5 basic spot radio tactics	1 May	p. 39
Radio's local goldmines (part one)	19 June	p. 29
Radio's local goldmines (part two)	26 June	p. 31
Big radio topic: shopping frequency	26 June	p. 38

# In Chicago



...world's busiest rail center... the city's railroad terminal district is larger than the entire state of Rhode Island! Handling 45,000 freight cars daily—more than New York plus St. Louis—Chicago continues to live up to poet Carl Sandburg's apt description "freight handler to the nation"!



In Chicago

# WGN

## TELEVISION

*offers better  
programming through dedicated  
community service!*



### WGN IS CHICAGO

Quality • Integrity • Responsibility • Performance

## TV RESULTS

### AUTO PRODUCTS & SERVICES TOYS

SPONSOR: McCourt General Tire Co.

AGENCY: Universal  
Advertising

**Capsule case history:** The McCourt General Tire Co., in an effort to focus attention not only on its 98 cent wheel alignment inspection, but also to acquaint customers with its other services, launched a spot campaign on television station KETV, Omaha. Thirty 10-second station break announcements, three to six per day, r-o-s, were purchased by McCourt. The items which McCourt showcased included the sale of used and new tires, recapping, and brake adjustment and relining. The results: a 69% increase in wheel alignment, brake adjustment and relining over the same period one year previous; a 60% increase in new tire sales over the previous year; 50% of the new tires sold were of the premium grade; a 20% increase in overall business. KETV delivered customers who bought new tires rather than having old ones recapped. This resulted in a 20% decrease in the low price used tire renovating services, accruing instead to new tire sales. KETV hit the sales target.

KETV, Omaha

Announcements

### SUPERMARKETS

SPONSOR: Giant Eagle Markets

AGENCY: Direct

**Capsule case history:** A new concept of increasing advertising impact for supermarket campaigns has met with great success by the Giant Eagle Markets over WIIC-TV, Pittsburgh. The *Double Image* concept consists of the sponsorship of a syndicated program Thursday night, shopping news night, followed by the sponsorship of local news in the *Dave Garroway Show* Friday morning. This concept of the *Double Image* program has been called a "many splended thing" by Charles Krupensky, ad manager for Giant Eagle. According to Phil Marella, local sales manager for WIIC, Krupensky was impressed by two specific results of the *Double Image* story, "First, it has been easier to sell co-op minutes because of additional time which spreads the cost thinner, plus giving us three more spots in the *Walter Winchell File*. Thus we realize the prestige that accrues from participating in a network program." All in all it added up to a renewal for 26 more weeks on WIIC-TV.

WIIC-TV, Pittsburgh, Pa.

Announcements

SPONSOR: Williams & Shelton

AGENCY: Boettiger & Summer

**Capsule case history:** "Our only concern was to keep plenty of Magic Wood on hand to fill jobbers' and dealers orders and re-orders quickly." This was the report by Walker Gary of Williams and Shelton, a wholesale toy distributor in Charlotte, N. C., after a two-month pre-Christmas television spot campaign. The spots, delivered live by Joey the Clown on *Clown Carnival* over WSOC-TV, Charlotte. Originally the spot schedule was to have run for six weeks. At the end of that period, "because of the steadily increasing tempo of sales and at the enthusiastic request of local jobbers and dealers," the contract was extended. The one-minute announcements were augmented with the use of Magic Wood as prizes and give-aways on the program. As Gary pointed out, the campaign ran so well that orders for the toy—which usually wane after the holidays—continued through January and well into February. Gary requested that WSOC and Joey the Clown did a "tremendous selling job."

WSOC-TV, Charlotte, N. C.

Announcements

### FLOUR

SPONSOR: Southern Biscuit

AGENCY: Smith Agency, Inc.

**Capsule case history:** Southern Biscuit is on the rise in Florence, S. C., since the flour company decided to purchase a 13-week spot schedule on a local television station. When the Mooresville Flour Mills first entered that market, they placed two class A minutes and four 10-second ID's per week on WBTW-TV, Florence. Since this was completely new territory for the company, they were relying completely on warehouse distribution in the area to sell their product. Within only six weeks after the schedule began, Southern Biscuit Flour became the number one flour in a warehouse. At the start of the series, that warehouse had had seven different flours including all the nationally advertised brands. Warehouse salesmen admitted that on the strength of WBTW-TV advertising alone they were able to place good initial orders with the retail trade and received substantial repeat business. As a result, Mooresville Flour Company bought an increased schedule for 52 weeks.

WBTW-TV, Florence, S. C.

Announcements

# Flint-Bay City-Saginaw moves into the top 40 (in actual TV homes delivered)

new market? Not really. Only in the sense that when Flint and Bay City-Saginaw (two long-established TV markets) were combined, they formed one large eastern Michigan market. And this moved the market up among the nation's top 40.\* It's now in the same neighborhood as Providence, Charlotte and Denver.

It's top 40 in terms of actual homes delivered, too: people watching television, not just set owners. And it's so easy for you to reach them. For nearly

all the viewers in these three heavily populated cities get their television from within the market area—on stations, such as WJRT, which have City-Grade service to all three.

If you'd like more information on the big move, the big market and how big we are in it, just call Harrington, Richter & Parsons, Inc. Offices in New York, Chicago, Detroit, Boston, Atlanta, Los Angeles and San Francisco.

\*Based on ARB Reports—March, 1960 (Sun.-Sat., 6-10 p.m.)



# WJRT

CHANNEL 22 • FLINT-BAY CITY-SAGINAW, MICH. • CITY-GRADE SERVICE

# SPONSOR ASKS:

## WHAT SHOULD A STATION LOOK FOR TODAY IN SELECTING A REP? (PART 1)

Those replying to this week's question are:

- **L. H. Rogers, II**, Taft Broadcasting Co., Cincinnati
- **George C. Collie**, Trigg-Vaughn stations, Odessa, Texas
- **Julian Kaufman**, XETV, San Diego
- **Fred Fletcher**, exec. v.p., WRAL-TV, Raleigh, North Carolina

**L. H. Rogers, II**, v.p. in charge of operations, Taft Broadcasting Company, Cincinnati



*Creative salesmanship and good administrative services are most important*

The quickest answer is "net dollars." This is not entirely facetious since the proper choice of a national rep will bring a maximum return in net dollars.

The primary guide line must be "creative salesmanship." Of secondary, nevertheless great importance, are administrative services.

Isn't it pretty hard for a rep to be "creative"? True enough, yet that's the very reason why it's so important that your national salesmen are not mere order takers. Creativity at the representative level takes the form of adequate market research, promotion and merchandising service, specialized treatment of individual market problems, program consultation, and new business development, among others.

Under administrative services, I would classify handling of contracts and billings, and most important of all, guaranteed billings.

But selling is a two-way street. No matter how a rep is staffed and organized, it's absolutely essential that the station manager and national sales manager maintain a continuing close liaison with their individ-

ual rep salesmen. Contrariwise, I have known a station operator to sign up with a rep because he had the biggest station on the list. While there may be some ego-flattering aspects of approach, I think it's exactly the wrong way to go about it. I would much prefer a rep with a strong list of "must buy" markets, some larger and some smaller than mine so that any business which gravitated to the firm through superior effort would be "plus" dollars on my station.

None of these efforts may be part of a representative contract; but, they are concrete evidence of the kind of creative thinking and "extra" effort which in the long run add up to my first criterion: more net dollars.

**George C. Collie**, national sales mgr., Trigg-Vaughn Stations, Odessa, Texas

There are probably as many varying ideas of how to select a representative as there are station operators. Each station has special needs which require services of differently oriented representatives. Certainly it goes without saying in this business that no matter what the needs of any station or group of stations the first and most important consideration in selecting a representative whether today or two or five years ago is sales. Naturally it is impossible to predict a representative's performance but its potential is measured by several yardsticks: What has



*Besides sales, staff caliber, varied experience and rep services are needed*

been its track record in similar markets; has it been successful keeping-switching business; has the staff been able to develop new areas of income; does it represent station in your region; what has been their own growth.

These criteria, although only a thumbnail sketch, should be met within a reasonable time after appointment.

Equally important is the size of their staff and offices. Many stations may find that revenue is short of what it could be because of insufficient personnel to cover agencies and minimum offices covering the buying centers of the nation.

Too, sales staff caliber in the outer offices should be as equally proficient as New York's staff.

With the complexities that comprise today's business a major consideration is representative services: promotion, research, publicity, advertising. These four areas are the arms of sales, and are immeasurably important since creative thinking and presentation of a station's salient facts rest here—the foundation of salesmen's pitches. Thus, the service departments of good representatives to be strong in this field must possess depth not only in numbers but in variety of experience.

Another desirable point in a representative is its image. Representatives reflect station judgment and sound business practices and must have impeccable character.

This image is rounded off in the reps attitude of getting *all* the business of each account. All too often you hear the comment "We got a piece of this, what more do you want." In doing business today, if you settle for less than all the business, you end up with very little. The rep possibly doesn't get the entire budget, but the attempt gets a much higher percentage. This is the heart of a good rep—fight for every dollar, every time.

**Julian Kaufman**, v.p. and gen. mgr., XETV, San Diego

It has always been a source of amazement to me, when being "pitched" by a national rep firm, what appears to be a concentrated effort to avoid that which is most pertinent to the matter. In fact, so

obuse are reps in stating their case, but I am convinced that a prerequisite for training, is a legal background.

Specifically, I am referring to the fact that a general manager, receiving a proposal, is intensely inter-



*A good record elsewhere, but most important: an individual approach*

ested in what a new group can do for his station, based on an honest study of conditions, as opposed to being educated on how outstanding was the performance for the station in Garnst Hills, South Dakota. The fact of the matter is, that it is not likely a rep would have been invited to make a proposal in the first place if the station personnel were not satisfied that the "basics" were more than adequate. Or to put it another way, most station managers are ready to concede at the outset that the rep has offices in the major markets, has run up all kinds of imposing records elsewhere, is well-financed, and is familiar with all the favored Madison Avenue addresses. These items, of course, complement the whole picture, but to give them the principal emphasis, is to miss the target. And yet, over the years, there have been only two presentations out of a cluster, wherein any effort had been made to gather data custom-tailored for my station. The proposals principally submitted gave little or no indication that my station was the recipient of any different approach from any other station on the rep's potential list.

It is evident that a presentation designed individually for a station, requires more time and money than dusting off the "flip-over cards" used so successfully in the previously mentioned Garnst Falls presentation), but, to me at least, it could make all the difference. Each station has a different background, different personnel, different policies and problems indigenous to their area. To assume this does not exist is tantamount to suggesting a partnership arrangement completely with-

(Please turn to page 61)



**"For weeks the same nightmare...**

**no time available on WSBT-TV!"**

Unharness those nightmares, Mr. Admen, WSBT-TV has some availabilities. So, you can still reach the South Bend market effectively and economically. And what a dream of a market it is . . . 15 counties in Northern Indiana and Southern Michigan with a population of 915,000 and a buying income of \$1.7 billion. South Bend, the trading center of this market, has a per household income of \$7870 . . . highest in Indiana\*.

The latest Nielsen Survey\*\* shows WSBT-TV's dominance of this 3-station market . . . captures 41% shares of sets in use, sign-on to sign-off . . . carries 36 of the area's 50 most popular shows! It's accomplished with a full CBS schedule and with popular local shows. For complete details on the market and on availabilities, call your Raymer man.

\*Copr. 1961 Sales Management Survey of Buying Power; further reproduction forbidden.

\*\*Feb. 20-Mar. 19, 1961

**WSBT-TV**

**SOUTH BEND, INDIANA**

Channel 22

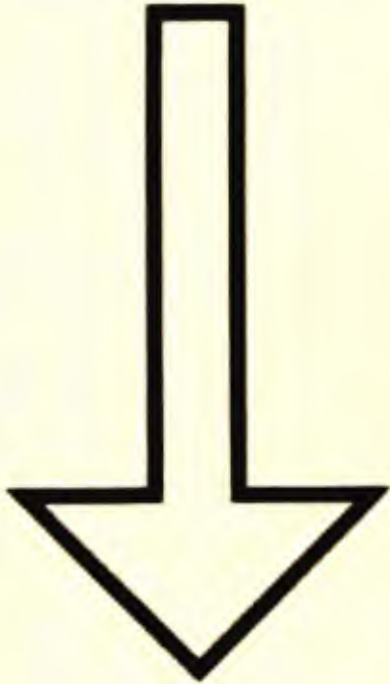


ONE OF CBS' HIGHEST-RATED STATIONS

Ask Paul H. Raymer, National Representative

Review, please,  
the latest  
accepted survey  
of your choice:

**ANY or ALL!**



The unbelievable Family  
audience in the  
Louisville Metro Area  
belongs to **WKLO**

Need we say more?

Call Bill Spencer  
or



robert e.  
eastman & CO., Inc.

Other Air Trails Stations:

**WING**, Dayton, O.

**WCOL**, Columbus, O.

**WIZE**, Springfield, O.

**WEZE**, Boston, Mass.

National and regional buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Warner-Lambert**, Morris Plains, New Jersey, is opening a campaign for its Bromo-Seltzer starting 23 August. The time segment will be nighttime minutes in an 18 week campaign. This will go for approximately 40 markets. Agency: BBDO, New York. Buyer: Harold Davis.

**Chock Full O'Nuts**, New York, will use prime I.D.'s and chain breaks for a 13-week promotion beginning 5 September. This will go into 12 to 15 eastern markets. Agency: Pecerless, New York. Buyer: Clara Haber.

**Old Gold Spin Filter**, New York, will go into a 13-week campaign beginning 4 September. It will use prime time chain breaks and nighttime minutes. This will involve about 40 of the top markets. Agency: Grey, New York. Buyer: Mary-Lou Benjamin.

**California Oil**, Perth Amboy, N. J., will promote its Chevron Gasoline in East coast markets with a 11 September start. For time segments it will use minutes, chain breaks and I.D.'s for a four-week flight. Agency: BBDO, New York. Buyer: Marvin Sapiro.

**Bristol-Myers**, New York, will open a spot campaign for its Ipana, starting 20 August. The schedule calls for a six-week flight which will include some 40-50 markets with odd distribution. It will use nighttime I.D.'s. Agency: DCSS, New York. Buyer: Lou Bullock.

**Carnation**, Los Angeles, will promote its new product, Carnation Coffee Mate, starting 17 September in 50-60 markets around the country. The product, which is being given a substantial budget, will use minutes and chain breaks for time segments. Agency: EWRR, L.A. Account executive: Carl J. Short.


**P&G**, New York, is going into a campaign for its Crest tooth paste starting 6 August. It will use nighttime minutes and various flights in the top 40 markets. Agency: B&B, New York. Buyer: Merrill Grant.

**Standard Foods**, New York, will begin a spot campaign for its Fleischman's margarine starting 11 September. This is going into the top 50 markets with nighttime minutes and 20's. Agency: Bates, New York. Buyer: Conant Sawyer.

**Folger's Coffee**, San Francisco, is beginning a spot campaign on both the East and West coasts. For the East and Mid-west, it will go into 30-40 markets. This will start 3 September for a 15-week promotion. Time segments will be 20's, I.D.'s, and chain breaks. Agency: Cunningham & Walsh. Buyer: Frank Vernon.

**Hill's Coffee**, San Francisco, will open a campaign in 80-100 markets using 10's and 20's at prime time adjacencies. Agency: N. W. Ayer, New York. Buyer: Paul Kizenderger.





**"Yes,  
I killed  
him,  
but..."**

Cold premeditated murder, or self-defense? WFAA-820 listeners were amazed at the stark, real-life, on-the-air confession from the lips of the accused man. Once again "Southwest Central" newsmen had scored a beat by taping an interview from just outside the jail cell. But WFAA-820 is where the unusual usually happens. And that's why it's fast becoming the most listened-to spot on the dial . . . with more reports first and first hand!

You can reach this huge news-conscious highly informed audience almost any time of day. Call your Petryman now for the full story on "Southwest Central"—home of electronic journalism for all North Texas!

*"Southwest Central"*

from  
COMMUNICATIONS CENTER



RADIO SERVICE OF THE DALLAS MORNING NEWS

**WFAA** 820 radio  
DALLAS



The Original Station Representative

(Continued from page 29)

"the people who moved are the best customers." Sweeney said.

A similar view was expressed by Robert J. Leder, vice president and general manager of WOR, New York. More people are listening to radio in more places today, Leder said. "Radio moves with the population shifts of the nation," he stated. "A new community springs up and radio is there," Leder said. "A family moves to the suburbs and they have instant radio which means instant advertising."

Nor are large advertisers pleased with the behaviour pattern of the newspaper medium, particularly of newspaper coverage in the suburbs. At the recent Newspaper Advertising Executives Association conclave in Detroit, John R. Bowers, car advertising manager of the Ford division, complained of newspaper coverage in the suburbs. "As families of our large metropolitan markets have intensified their migration to the suburbs and beyond, some newspapers appear to have failed to go along with them as they might have," Bowers said. "Since these migrants are generally better prospects for us, the result has been some deterioration in the quality of newspaper circulation. We look upon developments such as this with some concern, for they decrease the efficiency of the newspaper medium for us." Bowers also lodged other complaints about newspaper advertising. He said newspapers must provide more efficiency in advertising. He squawked that his ads get lost in the newspapers. As he put it: "... smothered by food and department store advertising and swamped by discount houses and tire sales."

He said that a number of big American dailies "still consider some preferred positions out-of-bounds for national advertisers. 'Well forward, main news section' too often begins on page eight or farther back for the national advertiser," Bowers said. "And for this privilege of taking second best, he pays premium rates.

"It is difficult for me to believe that such discriminatory practices do not have an adverse effect on the efficiency of your medium to us," Bowers snapped.

Members of the American News-

as to types of programming, but amounts of certain types of business.

This phase of the KORD case clearly suggests that broadcasters may easily discover new ceilings placed on their earning power in the future. And against such new limitations on income, there is little doubt they will have to anticipate increased costs in practically every area of their operations. At the same time, for example, as the Crowell-Collier's WMGM deal was going down the drain, the American Federation of Television and Radio Artists struck KFWB, their Los Angeles station, because the amount of increase the station offered to grant newscasters was considered insufficient by AFTRA.

**Broadcasting's immediate future**

I am writing this on Wednesday, 19 July. On Saturday, the 22nd, Herman Kenin, president of the American Federation of Musicians will address the Convention of AFTRA in Detroit. I have an advance copy of Mr. Kenin's speech, and if he delivers it as written it will give further evidence of what broadcasters may look for in the immediate future. Here are some excerpts:

"Don Conaway (president of AFTRA), my good friend and laborer in the adjoining vineyard—or as FCC Chairman Minor labels it, the 'vast wasteland' of radio and tv—has extended a great privilege in inviting me to visit with you at this convention. . . . The truth is that you and we, for too many years, have been fighting a delaying action against the greediest monopolistic interests ever foisted upon a free society—the monopoly of the public airwaves. . . . In the nineteen twenties when the infant radio industry was struggling to build an audience and an advertising potential, its licensees were imploring our musicians to contribute of their talents. They glibly assured us that 'what's good for radio is good for musicians'. . . . But their promises were as phony as some of their payola programming is today. Even while the Federation of Musicians was reeling under the impact of unemployment caused by motion picture sound track that wiped out, virtually overnight 18,000 theater pit jobs, these same broadcasters turned to automation to replace nearly all of the live musicians in their studios. Since that sorry era, the situation has become progressively worse until today there is less than a statistical half of one musician employed in each of the radio stations in this country. . . . You, too, have been given promises by the broadcasters. You, too, know what such promises are worth. Even the FCC has been given promises by the industry. These pledges to operate in the public interest, to serve the community needs, to provide employment for live talent, are necessary to obtain a free grant to exploit the airwaves. . . .


"... the greedy licensee has become our new and potent weapon. But we cannot be content to sit gleefully on the sidelines and merely chortle over his greedy mistakes. . . . My message to you today is a call to joint action. I said that both of these great unions of ours have been fighting delaying actions. The time has come to go on the offensive. . . . Recent actions of the FCC sustain this belief.

"I urge that the great entertainment unions join in demanding loudly and continuously of the FCC, the Congress and the public that licensees be compelled to live up to their obligations." And so on.

It looks like an interesting season coming up.

# DENSITY

The "Must Buy" market is "close, compact and crowded"...the "Must Buy" Providence market, **most**\* "close, compact and crowded" in the country responds most to WJAR-TV. Programmed to penetrate, WJAR-TV responds to its advertisers with fresh sales impact from a "Must Buy" audience.

 ARB 1960 TV Homes

## WJAR-TV

**NBC · ABC**

Represented by  
Edward Petry & Co. Inc.

paper Publishers Association contend that more copies of the daily paper are sold every day than packs of cigarettes, bottles of milk or units of almost anything else. Forty-six million of the 53 million U. S. households receive a paper every day and this audited circulation has kept pace with the increasing number of households, according to the ANPA. The Bureau of Advertising of the ANPA says that newspaper sales have more than doubled since 1920 and that "this growth (during the period which saw the advent of both radio and tv) reflects the ever-present demand for the news as only the newspaper can present it: complete and correct."

This view, however, is not shared by all journalists here and abroad. Cecil Harmsworth King of the *London Mirror* group, recently lambasted American dailies for their writing and makeup. Francis Williams, writing in the *New Statesman*, said that "all that the majority of the press—by which I mean particularly the daily papers—manage to do is to cover the whole of this maddening and lovable continent with a thick pall of horedom. One thinks of all the trees that must have been cut down to make possible so many acres of mediocrity and one weeps at the destruction of forests to so little purpose: rape should produce more pleasure."

There are individuals, however, in radio, newspapers and ad agencies who feel that the answer to the question of competitive media buys must ultimately depend on what one is trying to accomplish in the market place for a particular client.

"Too many conditions enter into the media decision—product, marketing strategy, copy approach, and many other factors," Harold Miller, vice president and associate media director of Grey Advertising said last week.

Each medium has an enormous audience," said Jay Victor, head of the Jay Victor & Associates ad agency. "Each for a little different reason. Comparing newspapers to radio is like seeking a comparison between woman and man. Which is better—for what? Boys do what boys do much better than girls. And it is a matter of common knowledge that in certain other areas—there is nothing

like a dame.' So with radio and newspapers.

In agreement with Victor is Martin Stone, president of the *Herald Tribune* radio network, Stone thought too much attention was paid to radio vs. newspapers as an ad vehicle and not enough concern for the value of radio or newspapers or both. "Since radio is an intangible where newspapers represent the tangible, radio must sell its medium in terms of the drama of an idea," Stone declared. "Radio has its values in its economies, its flexibilities, its repetitive exposures. Newspapers may fill the voids of oral broadcasting; radio is useful where newspapers are lacking. The advertiser's true needs are what really counts."

Both Robert R. Pauley, ABC vice president in charge of radio network, and Martin Goldberg, director of research, HR Representatives, Inc., singled out the RAB study at the Higbee Co. in Cleveland as convincing proof of radio's ability to *outsell* newspapers.

Pauley cited figures showing how little time people spend with newspapers today compared with radio. "But the clinching argument is now provided by the study RAB has been conducting through the Higbee Co.," Pauley said.

Goldberg said the Higbee findings show "even more dramatically the superiority of radio in terms of number of sales for each dollar spent on advertising."

The notion that it is impossible to compare different media was pool-pooled by Maurie Webster, vice president and general manager of CBS Radio Spot Sales. "Agencies often tell us it's impossible to compare different media, but at budget time media are *always* compared," Webster said. He conceded that radio *isn't* always better than newspapers and advanced this explanation: Newspapers have been in business a long time, and many advertisers know they bring results. They clearly outdistance us in some fields—for radio has no coupons, we don't compete well for small classified ads, we can't handle legal notices and we carry few obituary advertisements. There are some clients we don't serve—hard liquors, many anatomical remedies and others." Webster was positive that radio's performance de-

serves a larger share of the combined radio and newspaper budget than it has been getting.

Dr. Sydney Roslow, director *The Pulse*, and a researcher who has probed both print and broadcast media, said that as a research specialist it was his function to measure and to report. "The ultimate responsibility for the application rests on the buyer as well as the seller of advertising," Dr. Roslow said. "This is precisely because we are talking about radio vs. newspapers, I can resist making this suggestion: radio would do itself a great service if it stopped referring to the out of home audience as 'plus,' a 'bonus'; something nice to have but not necessarily worth paying for."

Dr. Roslow said that last winter, according to Pulse data obtained in regular personal interviewing, there were 2,155,700 additional families reached out of home during the average quarter hour. "A number like this is worthy of a better description than a 'plus,'" Dr. Roslow observed.

"Instead both buyer and seller should consider the radio audience always as an entirety," Dr. Roslow continued. "We can confidently conclude from all efforts and experience that the so-called 'out of home' audience is here to stay; that it is genuine; that it is growing; that its existence may be consistently and reliably verified by scientific measurement; and—in passing—that it ought to bear a selling price commensurate with its value to the advertiser . . . in this day and age when radios are becoming virtually as mobile as newspapers, even more so, only those techniques which measure all listening can properly reflect radio's scope and comparative ability."

Research offers conclusive evidence that radio, unlike metropolitan newspapers, will deliver a vast audience economically, Richard H. Close, vice president, NBC Spot Sales, said last week. "For instance, a combination of just three radio stations in a major market will deliver an actual audience (not circulation) for your commercial of over 50% of the homes with the metropolitan area alone," Close said.

Melvin A. Goldberg, director of research for Westinghouse Broadcasting stations, also maintained that

(Please turn to page 60)

A black and white photograph of a hand holding a black eye patch. The hand is positioned at the top left, with the thumb and index finger gripping the top edge of the patch. The patch is a simple, solid black shape with a strap extending downwards and to the right. The background is a light, neutral color.

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

**T**wo things.

One—it points out how brilliant a job advertising can really do.

Two—it proves that the advertiser who does it generally winds up with the business.

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

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

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

**▶ SPONSOR**

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

40 East 49th St. MU 8-2772 New York 17

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

*In the Land of Milk and ~~X~~ Honey!*

**WBAY-TV**  
GREEN BAY, WISCONSIN

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



# WASHINGTON WEEK

7 AUGUST 1961

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PUBLICATIONS INC.

There is more than meets the eye in FCC proposals to create eight more all-UHF tv markets, with more to follow later: nor is the narrow 4-3 vote by which the Commission adopted the proposals to be taken at full face value.

Major consideration in the minds of the minority amounted to "what's the rush?" They believed it would be well to await outcome of this fall's UHF tests in New York City before rushing into anything.

The sum total of the actions is a significance far beyond the eight markets, and even beyond further markets which might lose their VHF stations. It means the Commission is determined at last to clear the way for more tv stations, and has finally decided that UHF is the only way.

This means, in turn, that there is now a very great likelihood that much and perhaps all of tv will be switched over to UHF if the New York City experiment shows this would be possible without significant loss of service.

Of course, the interim proposals are in the form of proposed rulemaking, as they must be if any FCC action along these lines is to stand up in the courts. Date for filing of arguments was set at 2 October. But since all the arguments for and against have been repeated many times, the FCC final decision isn't likely to be changed.

In brief, the significance of the vote is that the New York City test will now influence only how far the shift to UHF will go.

The networks took a bad beating at the latest sessions of the Senate Judiciary juvenile delinquency subcommittee: Sen. Dodd (D., Conn.), chairman of the group, made efforts to pin blame directly on the networks for the amount of crime, violence and sex on the air.

Introduced into the record were memos seeking to link NBC's Kintner and Levy with "beef up" instructions to Ziv-UA, and others showing that the ABC westcoast continuity acceptance chief Dorothy Brown had protested scenes in this fall's upcoming "The Corruptibles," which Desilu ignored and ABC had thereafter accepted without question.

Dodd left little doubt that he will not stop with pinning the blame, but will press for action on two fronts. First, he will pressure Congress to pass legislation providing for regulation of networks. Second, he will work for Department of Justice, or perhaps Congressional action, to outlaw the owning by networks of financial interests in the programs they schedule.

Dodd appears to think his case is growing stronger as he goes along, and so the end is not yet for these investigations of the effect of tv on youth. It appears likely that there will be further hearings, perhaps hearings through the period of Congressional recess, and a report aimed to hit Congress early in the next session.

Cities which would get third VHF tv stations under the UHF proposals, and on a drop-in basis, are Oklahoma City, Dayton, Baton Rouge, Birmingham, Jacksonville, Knoxville, Charlotte and Johnstown, Pa.

And Providence would get channel 3 if the decision is, in fact, to lift that channel from Hartford as part of the proposal to make the latter city all-UHF.

The FCC adopted a flurry of "punitive" actions, but it was difficult to tell whether they added up to a hardening or softening of the Commission position.

Revocation proceedings were instituted against WPFA, Pensacola, for alleged falsification of station logs by owner Edwin H. Estes, along with alleged threats to employees if they

*(Please turn to page 57)*

# FILM-SCOPE

7 AUGUST 1961

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Keep your eye on how CBS handles *I Love Lucy* now that it has been taken out of the 10-10:30 a.m. daytime strip.

There are five years of production amounting to 179 episodes, and the series has already had two nighttime runs and about six in the daytime Mondays through Fridays.

Once regarded as a hot property that CBS wanted to keep out of syndication (lest ABC TV and NBC TV affiliates pick it up locally and pit it against CBS TV) the value of the show will now have to be re-appraised.

CBS has several alternatives for *I Love Lucy*:

- To give it to CBS Films for off-network syndication. This would turn the show into an immediate revenue producer.
- To keep the show for a CBS TV feed which stations could pick up, selling it off locally. This would keep the show out of the hands of the competition.

The second alternative is currently being tried with *Gunsmoke* half-hour re-runs, being carried in "electronic syndication" as *Marshal Dillon* for CBS TV affiliates at 7:30 p.m. Tuesday.

*Gunsmoke* is similar to *Lucy* as a ratings magnet that CBS TV is carefully keeping off the open syndication market. So far (although it's very early) some 45 CBS TV affiliates have picked it up as *Marshal Dillon* in "electronic syndication"; the figure is expected to exceed 100 in the next two or three weeks.

Filmaster's *Beachcomber*, starring Cameron Mitchell, has made two regional deals for fall start.

They are:

- American Stores (Gray & Rogers) in Philadelphia, Baltimore, Wilkes-Barre, and Syracuse.
- Streitman Biscuit (Ralph H. Jones, Cincinnati) in Nashville, Roanoke, Orlando, Bristol, Clarksville, and Birmingham.

That long talked-about possibility of a late night re-runs deal between ABC and a network producer became a reality this week.

Long rumored was this: that ABC TV would put re-runs of Warner Bros. hours on for post-11 p.m. programming. But not enough affiliates could be cleared and so the deal fell through.

This week the five ABC TV o&o's (not all the affiliates) did in fact make this deal: two full-hour re-runs—but with Twentieth Century-Fox, not Warners.

The shows' *Hong Kong* and *Five Fingers* (the latter was initially on NBC TV, not ABC TV) will be used in late night as spot carriers.

It's probably the first time the ABC TV o&o's have collectively made such a purchase of two tv series.

Incidentally, you can see the contrast between TCF's behavior and MCA's in the matter of full-hour off-network re-runs: MCA is understood to have carefully researched out weak time spots on a market-by-market basis, and then pretty well called the shots, with lucrative results.



Screen Gems just added \$1 million estimated feature film business thanks to two sales of 500 features.

WLW-A, Atlanta, purchased 210 post-1948 Columbias and the rest of pre-1948's in a buy estimated at \$750,000.

WGAN-TV, Portland, Me., bought much the same package.

Screen Gems has sold four stations 500 features in recent months.

**ITC has made its third deal with an NBC TV o&o for Whiplash.**

WNBC-TV, New York, just purchased the series; the previous purchasers were KRCA-TV, Los Angeles, for Miles (Wade), and WRC-TV, Washington, for County Fair Bread (KM&G).

**Whiplash, now sold in 62 markets,** also made deals recently to KXLY-TV, Spokane; Louisville; WGAN-TV, Portland; WLBT, Jackson; WLOS-TV, Asheville, and WJXT, Jacksonville.

**Seven Arts Associated is celebrating the 100th sale of Warner's Films of the 50's.**

Station is WSAZ-TV, Huntington; another recent purchaser of Volume I was KID-TV, Idaho Falls.

Late sales in **Volume II, now in 34 markets,** were to WHP-TV, Harrisburg, and WJAC-TV, Johnstown.

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## **WASHINGTON WEEK**

*(Continued from page 55)*

didn't go along. **Renewal of license held by Estes for WMOZ, Mobile, Ala., was also placed in jeopardy.**

On the other hand, the FCC cut from \$10,000 to \$2,500 the fine levied against Crowell-Collier for operation into nighttime with daytime power and directional pattern. And WILD, which had a number of serious allegations against it, got off with only a one-year license renewal.

The Commission held up sale of WMIN, St. Paul, Minn., to hold hearings on allegations that both the seller, William F. Johns, Jr., and buyer, Tedesco, Inc., **have done too much buying and selling of stations.** Similarly, an application to sell construction permits for five as yet unbuilt fm stations was designated for hearing **on grounds of bad faith.**

Also on the tough side, the Commission again decided to take a tv station away from an applicant who won it after alleged "off the record" approaches. This time Biscayne TV, president Niles Trammell, and all unsuccessful competing applicants except Sunbeam TV. And, as in the Miami channel 10 case, Sunbeam was awarded a four-month license. Biscayne will be permitted to continue operation of WCKT-TV until it exhausts court appeals.

WAVA, Arlington, Va., got a one-year license renewal, despite its showing that it had inherited the commercial and programing practices under attack when it bought the station, and had made tremendous strides toward correcting them.

**The Senate Commerce Committee held hearings on the nomination of A. Everett MacIntyre for the FTC seat now held by Robert T. Secrest, whose term expires on 26 September: hearings were little more than a formality.**

MacIntyre has been serving as counsel for the **House Small Business Committee,** a post he will hold until he joins the FTC. There isn't much doubt that substitution of the MacIntyre vote for that of Secrest will produce still more toughening at that regulatory agency.

# SPONSOR HEARS

7 AUGUST 1961

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**CBS TV is putting the finishing touches to its masterwork, the Power of Television.**

The project has been in the works for a long time and the network's research department is very hush-hush about the contents.

**Schick shaver (N.C.&K.) is attempting to work out a barter deal for its Christmas tv campaign, with several barter merchants mixed up in the dicker.** While at Benton & Bowles the account always paid stations on the barrelhead.

**Some of the agencies on the Today strip are anticipating that NBC TV will due time make up for the exit of Dave Garroway with a bit of sweetening.**

Like, for instance, an increase in the number of bonus spots.

**The agency boys with stop-watch minds are looking forward to the dawn of 40-second station-break with a certain amount of satanic glee.**

It is their contention that a station, assuming it sells a 40 or two 20's, can't identify it within two seconds, including audio.

They figure it's closer to four or five seconds minimum.

**Station groups going into the rep business on their own have had a hard inducement, if only by implication, in recruiting salesmen.**

The added touch of honey: there's an added executive opportunity, such as getting station operation.

**Seller reaction to Dick Pickham's unflattering references to tv before the magazine association: another case of Bates talking out of two sides of its mouth.**

Noted one seller: "For public consumption Bates is critical of programing but when it comes to actual practice the agency will be found in the forefront for participation in the type of programing it deploras."

**From the moving going on in the past few years you might get the impression that there's been a mass migration to more modern buildings by the New York agencies, but if you scan the addresses of the major agencies you find out it isn't so.**

Among the bigger billers that are still occupying the same old place from away back Y&R, JWT, Esty, K&E, DFS, FC&B, BBDO.

All seven are doing business at the same stand they started at, expanding the footage of the building as needed and with one of them in particular **foregoing such fancy modern comforts as air conditioning.**

**Agency showmen with long memories ruefully grant that film has this one advantage over live programing: it can't talk back.**

They recall occasions when the star in a fit of truculence would threaten to walk out the rehearsal if the booth weren't cleared of everybody but the director.

**REACH  
MORE  
CHEMICAL  
WORKERS  
IN THE  
TEXAS  
HOT SPOT**

Research chemists, engineers or laborers, they're all workers in the chemical industry. In the Beaumont-Port Arthur-Orange market over 120,000 people are directly connected with the chemical and petrochemical industries. Their average effective buying income is over \$7500 per family. You reach them and over 700,000 other prosperous Texans and Louisianans in this petroleum, petrochemical, agricultural, lumbering, manufacturing and shipping rich Hot Spot only through KFDM-TV.



Peters-Griffin  
-Woodward



CHANNEL

60

**KFDM-TV**

BEAUMONT • PORT ARTHUR • ORANGE

## RADIO VS. NEWSPAPERS

(Continued from page 52)

newspapers have not grown with the population "beyond the central city and because of the physical problems of distribution they will not be as flexible and up-to-date."

Radio today, according to Martin Beck, assistant radio sales manager, The Katz Agency, is bursting with vitality and new programing concepts.

"Advertisers have to consider buying many newspapers to saturate a market while on the other hand, a single radio network buy takes in the same area," George A. Graham, Jr., vice president and general manager, NBC Radio Network, told SPONSOR. "Additionally, in potential circulation, radio has a decided advantage over newspapers." Graham said. While 96 per cent of American's homes have radios, the total circulation of all daily newspapers covers but 33% of U.S. homes, according to Graham.

"We submit that in impact on an advertiser's sale force, in in-store displays, a network radio program with its personalities, its aura of show business, is far more dramatic than a newspaper campaign," Graham declared.

The achievement and effectiveness of radio over newspapers was demonstrated with consummate skill in an advertisement run by a radio station. It was a photograph of a newsstand loaded to the gunwale with newspapers and magazines.

The newsdealer was intently listening to the radio!

## SUPERMARKET

(Continued from page 31)

Aaron Wine, director of store operations for Dilbert's Quality Super Markets, said: "Ours is a two-headed industry. Private labels will continue to be bought by the consumer with a food budget. Packers enjoy private label business, too. Even some retailers who win awards for being national brand-conscious carry a high percentage of private labels."

How effective are present-day supermarket commercials and co-op programs on radio and tv? It is contended that in supermarket advertising it is never simply a matter of selling a product: you always have to sell the store, too. Stanley Joseloff, president of Storecast Corporation of America, and specialist in

point-of-sale and promotion in supermarkets, last week said that "neither radio nor tv begins to do the job merely by screening out this week's special on peaches, poultry or porterhouse." The approach, according to Joseloff, is inadequate because (1) competitive markets will probably meet the prices and (2) the customer who responds to that kind of come-on is a likely prospect for other markets' come-on too."

"The constant challenge is on radio and tv to generate loyalty for a particular market by every creative, imaginative device that makes a customer feel foolish and disloyal to shop anywhere else," Joseloff asserted. "Radio and tv can do the job, but a lot of people have to get on the ball to accomplish it." Storecast is the pioneer in "Music to buy by," the supermarket music system that helps put the customer in a buying mood.

More and more radio and tv stations in key markets are utilizing every promotional angle to boost their food advertising revenues. There is hardly a station that hasn't whipped up a marketing plan souffle or supermarket-point-of-purchase platter designed to please both national advertiser and the supermarket, ultimate recipient of the marketing mix.

In the New York area among the stations offering such deals are WOR with "Guaranteed Merchandising" plans which assure advertisers of special displays, prime shelf position, in-person attendance of performers and numerous other point-of-purchase assists. WCBS Radio is wooing advertisers with what it calls TMP (Total Marketing Plan) designed to give clients various displays in some 2,000 chain and co-op stores and more than 300 independents. In addition, WCBS Radio is tempting advertisers with its "Housewives' Protective League" a 13-year-old feature that give sponsors dual on-air advertising and point-of-sale merchandising.

More than 3,000 chain stores, co-op and independents are currently hooked up in WNBC Radio's "Chain Lightning" point of sale promotion, an all-encompassing plan that calls for plugs on the station's Times Square "spectacular" sign; a luncheon-is-served deal wherein a sponsor's product is sampled, served and

carried home by some 4,000 homemakers each week.

A selling job, especially organizing has to be done on the supermarket if radio is to profit from this avenue of business, in the opinion of Geo S. Dietrich, WNBC Radio station manager. Dietrich is certain that supermarket continues to be one radio's biggest sales challenges. 7 percentage of supermarket ad budgets going into radio remains disproportionately small, Dietrich said.

"Several, like A&P and Kroger for example, continue to spend on cash basis intermittently," Dietrich said. "At the same time, nearly have demonstrated an active interest in the medium's potential through their participation in trade arrangements. In short, the door is open the basic points seem to have been made. I believe it is purely a selling job from here on. But it is a selling job that needs to be especially organized."

Dietrich noted that the argument which convinced the department stores, to their ultimate benefit traffic and sales, can also sell to supermarket. It remains, Dietrich insisted, for the broadcasters to get told well enough and to the right people.

Wrapped up in the supermarket package are broadcast problems yard wide. The odds on success of radio-tv ultimately producing a more effective presentation for the soaring super supermarkets are certain high, according to the testimony. ▼

## ZELTNER

(Continued from page 33)

suggestions, made during his CE seminar talk last month, sparked a most immediate action by CBS Radio Spot Sales. The suggestion—the rep companies offer orientative courses for buyers on the interpretation of ratings—is, at the moment under serious consideration at CBS. A spokesman said, however, that he thought all the reps should "get in the act" in this area.

Herb Zeltner, who was named media director of Lennen & Newell in December, 1959, at the fledgling age of 30, so to speak, first joined the agency in 1956. He was, at the time, media group supervisor on the Colgate-Palmolive account. He moved up to assistant media director less than a year-and-a-half later and

November of 1958, he was appointed a vice president.

Zeltner came to L&N after four years — from 1952 to 1956 — with Procter & Gamble, Cincinnati, Ohio. During his tenure there he had assignments in advertising department methods and organization; grocery trade activity; and media supervision and planning.

An interesting side note here: Zeltner shares a common bond with two other young top agency men. BBDO's 35-year-old Herb Maneloveg and Redham, Louis and Brorby's Robert Gullhorst, also 36 years old, in addition to youth, all have had experience with Procter & Gamble, or one of its agencies.

Zeltner, who was graduated Magna Cum Laude, from New York University School of Commerce, Accounts and Finance, has a degree in marketing and economics. He is married, has a small son and lives in an East Side Manhattan apartment.

In his sixth floor office at 380 Madison Ave. where phones keep ringing and the very atmosphere has a hurry-let's-get-going air, Zeltner made short shrift of the SPONSOR interview. He waved away personal questions with a candid "there's really nothing colorful about me at all."

If lighting the fuse to a radio subject bombshell is lacking in color—Zeltner's appraisal of himself could very well be right.

#### SPONSOR ASKS

*Continued from page 47)*

at "personalization" and, perhaps, vital knowledge by the second party. For one, have no desire to pay commissions on such dubious enterprises.

**Red Fletcher**, *exec. v.p., WRAL-TV, Raleigh*

We have been in radio for 22 years and in television for five. I guess we have been connected with at least four national rep offices since we began broadcasting and have been indirectly related through regional network to four or five more.

The first thing I look for today in election of a rep is the character of the ownership and management. This seems to permeate the entire organization.

I, of course, would want a rep who has a good "list" within the top 100 markets. I believe that today's markets are more important than stations because of the way national advertising is distributed. I would like to know that my rep has no fear of trying to sell his station in the market when it is not No. 1.



*I look for the character of the ownership and the management*

My rep should be familiar with my staff, my facilities and my market. This should be brought about by personal visits to the station facilities and area.

Most national reps provide at least 50% of a station's gross income; therefore, the possibility of close working relationships between the station and the rep is extremely important.

Further, I would like to know that the station rep had a limit to the number of stations he would repre-

sent and this should be firmly established in writing. I would also like to know that I was at least in the top one-half of his list in gross billings because then we would have a mutual concern about our success with him.

Regional offices of reps are becoming more important, it seems to me, and the manner in which these are covered by manpower or location of branch offices is of some importance.

I would further look for a rep who was willing to advise me with regard to trade publications, whether I took his advice or not.

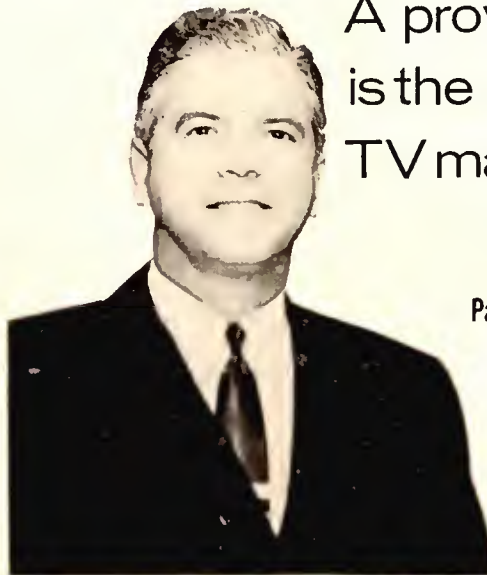
The rep who can provide quick and accurate audience research and promotional aids has a very distinct advantage over the organization which is limited to sales effort.

To some station managers, the rep's method of compensation to its salesmen will have some bearing on a choice.

With respect to programing, my rep's experience with other good operations can be beneficial to me regarding, for example, difficult local programing periods, syndicated shows, etc.

## "America's new economic strength lies in the South.

### A proven leader is the Jackson TV market area."



Past President, American Municipal Association

**ALLEN C. THOMPSON**

Mayor, Jackson

**WJTV** Katz **12**

**WLBT** Hollingbery **3**

Serving the Jackson, Miss., Television Market

# SPONSOR WEEK WRAP-UP

## Advertisers

General Foods chairman Charles G. Mortimer, presiding at the annual meeting of the Corporation reported that \$121-million was spent on advertising in the last fiscal year.

This is an increase of about \$1 million over the year before. The figures cover all forms of consumer promotion.

Net earnings for the first fiscal quarter, which ended June 30, were reported to be \$17.2-million as compared to \$16.15-million for the similar period last year.

The Advertising Federation of America will conduct a continuous campaign to give the public an understanding of advertising contribution to the American way of life.

The program, formerly called Advertising Week-Year, will be entitled the Advertising Recognition Program. Its chairman for 1962 will be Douglas L. Smith, advertising and media

**UNDERWATER TELEVISION.** Ann Elliott, WWL-TV, New Orleans, has won the largest women's television audience in the city with such unusual programs as her Scuba Diving course. The programs, given over a two week period, were televised underwater in a 4,000 gallon tank



**IN A GOOD HUMOR.** To celebrate his representing KOA-TV, Denver, Bill Vernon, Blair-TV, tossed this party. Ice cream was served while a carousel whirled in the background. Attending the fete (l. to r.) Dick Harris, sales mgr., KOA-TV; Lou West of Gumbinner; Al Kalish, FC&B; Barrie Alley, B & B; Bill Vernon; Bob Jones and Paul Halpren, B & B



**PINT-SIZED HEROINE.** Kimberly Dakis, age 7, accepts the Youth Courage Award given by KRON-TV, San Francisco. Making presentation was Mayor Art Finley, host of 'Popeye Show'. Girl saved father from drowning when he was knocked out in a dive

handing manager of S. C. Johnson Sons, Racine.

total advertising is to grow, new clients are needed. This was the opinion of George G. Huntington in a speech delivered in Chicago.

Huntington, v.p. and general manager of TvB, while speaking to the Advertising Age Creative Workshop, mentioned that the growth of the advertising industry cannot depend entirely upon the increased budgets of current clients.

He said, "We all must find new clients by showing more basic material to manufacturers that they do have publics that need to be reached, that they have obligations to their customers' customer, that only by going to the public through their own advertising can they have a vote in the future of their own industry."

The A.N.A.-4A.'s Committee for Improvement of Advertising Content has now made its facilities available when requested on lo-

cal problems of objectionable advertising.

Previously the committee has dealt only with national and regional agency-placed advertisements.

The committee has offered to work with other organizations such as the Better Business Bureau who are often instrumental in setting up local improvement programs.

**Campaigns:**

- **Ashland Oil & Refining**, (Ralph H. Jones Co.), Ashland, Ky., will use radio and tv in eight states for a campaign beginning this week. The theme will be friendliness and helpfulness of its dealers, an idea which the company hopes to promote indefinitely.

- **Space-Tone Electronics and Educational Services, Inc.**, are marketing a book and 331 '3 record of Shepard's space flight. Much of the voice and many photographs are those which have not been available to the public.

- **Lucky Auto Supply Stores**, California, signed schedules with ra-

dio stations in eight cities of that state. The announcements are geared to the company's silver Jubilee celebration theme of "twenty five years of service to the motoring public."

**PEOPLE ON THE MOVE:** Henry Wendt, Jr. to director of advertising, American Cyanamid from general manager of the surgical products division, same company . . . Arthur P. Morgan to v.p. and manager of company acquisitions services, Richardson-Merrell (formerly Vick) from v.p. of Empire Trust Company . . . Harold H. Webber to consumer relations v.p., Lever Brothers.

**Agencies**

**Kenyon & Eckhardt has formed Kenyon & Eckhardt Ltd. London, in affiliation with the London Press Exchange.**

The two agencies will cooperate in their efforts in world markets.

The new agency will be staffed by American and British personnel.

**PAPER ANNIVERSARY.** Mayor Samuel W. Murphy cuts first anniversary cake in KGBS, Los Angeles, celebration. Looking on are (l to r) City Councilman H. A. Henry, G. B. Storer, pres., Storer Broadcasting; and W. B. Campbell, v.p. and managing dir. of KGBS



**PICK-A-PAIR** awards were presented by WMAL-TV's two Pick-A-Pair girls during sales campaign. WMAL-TV, Wash., D.C. gave awards to dealers with displays of the campaign. Photo at l, shows A. Dawson, Budweiser sales mgr., R. Werling, WMAL, watch as the girls give award to A. Huck and E. Rosenfeld, of Alloy's Ft. Davis Liquor Co.

**POOL AND PICNIC PARTY** given by H. B. Meyers of Venard, Rintoul & McConnell for St. Louis' Gardner Advertising. Party theme was 'put out the heat of a St. Louis summer.' Practicing theme on lovely Shirley Stafford with water buckets are Ron Levy, Ralph Neuberger, and Fred Weber



**Agency appointments:** Sterling Milk, Erie, to **Lando Advertising**, Pittsburgh and Erie . . . **Siesta Sleep Shops**, Massachusetts and New Hampshire, to **Allenger Advertising**, Brookline, Mass. . . . **Southern Greeting Card Co.**, Memphis, to **Bozell and Jacobs** . . . **Magnavox**, government and industrial division, to **The Biddle Company** . . . **Air-Way Sanitizer**, Toledo, to **George L. Mallis, Inc.**, Philadelphia . . . **Bates Fabrics** to **Lawrence C. Gunbinner** . . . **General Artists Corp.**, to **Lawrence Kane & Artley**. Four new accounts: **Deseret Paint**. 3-D brand. **Salt Lake School of Electronics**: **Ahlander Hardware**, toy jobbers; **A & R Sausage**, all of Salt Lake City, to **Gardiner Advertising**, of the same city . . . **Dr. Pepper**, for Canadian advertising, to **Grant** from **K & E** . . . **Burma-Vita** to **R. Jack Scott** from **Bozell & Jacobs** . . . **Mama Weaver Noodle**, Columbus, to **Sykes Advertising** . . . **Univis** to **Hume Smith, Mickelberry**.

**PEOPLE ON THE MOVE:** **William B. Templeton** to tv programming consultant, **Ted Bates** from v.p. in

# WRGB puts your MESSAGE WHERE THE SALE BEGINS

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

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

charge of radio-tv, **Cunningham & Walsh** . . . **Gerald H. Bruce** to v.p., director of merchandising, **Cole Fischer Rogow** . . . **Robert J. Livingston** v.p., to head **Omaha, Neb.**, regional office of **GMM&B**, from manager of **Portland, Ore.**, office . . . **Dr. Gordon M. Doub** to director of creative research, **NL&B**, from supervisor of special projects, same agency . . . **Gerald C. F. Allen** to v.p. in charge of media and research from v.p. and director at **Advertisin Analysis** . . . **Norman D. Leebron** to director of sales development, **Alan M. Shapiro Advertising** from director of film programing, **MBS** . . . **D. C. Cronin** to v.p. in charge of client relations at **Richard C. Lynch Advertising** from director of field marketing, **D'Arcy** . . . **Richard E. Fisher** to v.p. and director of public relations, **Northeast Airlines**, from v.p. of public relations, **Fletcher Richards, C & H** . . . **G. B. Work, Jr.**, to media coordinator, **Zimmer, Keller & Calvert**.

**New v.ps.:** **William P. Gordon**, account executive at **D-F-S**, has been made a v.p. . . . **Dr. Jaye S. Niefeld**, marketing director at **Clinto E. Frank**, has been elected v.p. . . . **Robert H. Wesson** and **Roger Bye** to v.p. posts at **Miller, Mackay, Hoek & Hartung**, Seattle.

**Affiliation:** **Compton** has an interest in and has established working relations with **Saussy Advertising**, **New Orleans**.

**New Quarters:** **GMM&B**, western division, has consolidated its **Chicago** operations and moved its headquarters to the **Blair Building**, 645 North Michigan Ave. . . . **Nemer Advertising**, **Minneapolis**, has moved to larger space at **2323 Wayzata Blvd.**

## Stations on the Move

**TOTAL STATIONS ON THE AIR**  
(as of 1 July 1961)

**AM: 3,602**

**FM: 889**

**TV: 543**

### BOUGHT/SOLD/APPROVED

**Sold:** **WXXX**, **Hattiesburg, Miss.**, to a group comprising **George Mooney**, president of **WKGK**, **Knoxville**, **Abe Waldauer**, **Memphis attorney**, **F. E. Walker**, manager of **WXXX**, and **D. F. Prince**, **FCC attorney** from

**David A. Matison**. The price: **\$100,000**. Brokered by: **Hamilton-Land & Associates**, **Washington, D. C.** . . . **WTKM**, **Hartford, Wis.**, to **Ralph Schewe** and **Galen Brunner** from **John Shinnors** and **John Cleery**. The price: **\$63,000**. Brokered by: **Hamilton Landis & Associates**, **Washington D. C.**

## Tv Stations

**In the first five months of 1961 TvB reports, food and groceries, confectionery and soft drinks, soaps, cleansers, and polisher increased net tv billings.**

**Food and grocery gross time billings for the January-May period were \$57,565,293, a gain of \$9,136,666 against the previous year. Soaps, cleansers and polishes' billings for the five months totaled \$35,982,908 a rise of \$6,202,443, while confectionery and soft drinks totalled \$8,882,430, an increase of \$2,693,260.**

**Automotive industries showed the biggest decline in 1961 with billings of \$19,664,494 in the first five months a loss of \$3,593,661.**

**Programing note:** **WOR-TV**, **New York**, will increase its programing schedule by more than 12 hours this coming fall. Included in the expanded schedule will be the return of the popular **Million Dollar Movie**, going into its eighth year and **The Big Preview**.

**PEOPLE ON THE MOVE:** **Andrew Potos** to account executive, **WITI-TV**, **Milwaukee** . . . **Richard Holloway** to regional sales manager, **WLOS-TV**, **Greenville, S. C.**, from general sales manager, **WFMY-TV**, **Greensboro, N. C.**

**Sports sales:** **KNXT**, **Hollywood**, will telecast the **Los Angeles Rams** pre-season schedule of professional football. **General Tire and Rubber (D'Arcy)** will sponsor the series.

**Kudos:** **KPLR**, **St. Louis**, was awarded the **NATESA** citation for meritorious service to the television service industry "for the furtherance of high ethical standards" . . . **WCCO-TV**, **Minneapolis**, exec. v.p., **F. Van Konynenburg**, was named the new president of the **Minneapolis Downtown Council** . . . **Larry Walker**, executive v.p. and general manager,





**YOU MAY NEVER SEE A FISH SWIM 57.5 MPH\* —**

**BUT... WKZO-TV Gets Lightning Fast Results  
In Kalamazoo-Grand Rapids!**

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA  
February 20-March 19, 1961

Advertising on WKZO-TV is the fastest way to make contact with the *most* consumers in the big Kalamazoo-Grand Rapids market.

WKZO-TV delivers more homes than Station B in 77.5% of all quarter hours surveyed, Sunday through Saturday, Noon-Midnight (NSI—Feb. 20-March 19, 1961).

What's more, Kalamazoo *alone* is predicted to show the greatest increase in personal income and retail sales of any city in the U. S. between now and 1965.

Get in the swim in Kalamazoo-Grand Rapids and Greater Western Michigan with WKZO-TV. *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac-Traverse City, to your WKZO-TV schedule.*

*Sources: Sales Management Survey of Buying Power and Television Magazine.*

*\*Swordfish, including marlins, are unrivalled for speed—fastest speed quoted is 50 knots (57.5 mph).*

**STATION TOTALS**

	Homes Delivered		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
<b>Mon. thru Fri.</b>				
9 a.m.-Noon	48,400	34,000	58.7	41.3
Noon-3 p.m.	65,900	53,800	55.0	45.0
3 p.m.-6 p.m.	56,400	71,900	43.9	56.1
<b>Sun. thru Sat.</b>				
6 p.m.-9 p.m.	155,600	96,800	61.7	38.3
9 p.m.-Midnight	138,200	66,200	67.6	32.4



*The Feltzer 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-TV**

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids  
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

WSOC-TV, Charlotte, appointed to the advisory committee of the Board of Education, N. C.

**Thisa 'n' data:** H & B American Corp. announced that it has acquired, in an all cash transaction, the community antenna television system in Prescott, Arizona. H & B now owns or has under contract to buy cable tv properties priced at over \$9-million.

## Radio Stations

**The Globe, northeastern Pennsylvania's largest department store, is in its 12th consecutive year of broadcasting.**

The store broadcasts a full hour of news, music, and weather—six days weekly over WEJL, Scranton.

The Globe also goes into Sunday news programs, participations in a morning show, and a weekly *Athlete of the Week* program.

**The RAB has created a presentation aimed at showing the importance of radio for the restaurant business.**

The survey, called "Building Big-

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ALBANY • SCHENECTADY • TROY

ger Restaurant Business," presents some facts like these:

- 60% of the time it's the housewife who makes the decision "lets eat out."
- 94.7% of housewives and young homemakers listen to radio each week.
- 90% of the men listen to radio each week—and they're the ones who pay the tab.

### Ideas at work:

• **WABC, New York,** has equipped each salesman with a two-way radio transmitter so he can keep in constant contact with the station while he calls on his accounts.

• **WHLL, Wheeling, W. Va.,** recently took over a local drive-in theater for an evening and offered a free night at the movies to all listeners. Prizes were awarded and one listener was crowned Mrs. WHLL to reign along side of Miss WHLL.

• **WDRG, Hartford, Conn.,** gave free helicopter rides to listeners who expressed a desire for a ride. The response was so heavy that the station had to choose the winners via a drawing.

• **WONE, Dayton, O.,** entertains movie goers at intermission by showing its current billboards on the screen along with station jingles and the three top records of the week—and reminds the audience to tune in. This goes on at six drive-in theaters in the area.

**PEOPLE ON THE MOVE:** Joe Klass to sales manager, KEWB, San Francisco, from sales staffer, same station . . . Dee Miller to sales staffer, KHAT, Phoenix, from KPHO, Phoenix . . . Phillips Clark to sales staffer, WVOX, New Rochelle, N. Y. from K & E . . . Tom Paris to general manager of VIP Radio, Inc., from manager of WVIP, Mt. Kisco, New York . . . Dwight L. Case to sales manager of the Gordon Group, to headquarters at KQBY, Frisco . . . Keith T. McKenney, managing director, WSPQ-TV, Toledo, O. . . . Paul Kelley, Jr., to sales manager, WTAO, Boston, from WESX, Salem . . . Eleanor B. Machia to commercial manager, KJIM, Fort Worth Texas, from account executive and special accounts consultant, same station . . . Richard H. Harris to general manager, WDGY, Minneapolis, from v.p. of Dandy Broadcasting . . . Lee R. Smith to general manager,

and Kenneth H. Goldblatt to s. manager of WQXI, Atlanta.

**Kudos:** WHK, Cleveland, received the 1960 Exceptional Service to Safety Award from the National Safety Council for the station's state-wide safety campaign during last summer.

## Fm

**Neiman-Marcus is enthusiastic about a one-hour classical music program on WRR-FM, Dallas the store's first venture into radio.**

The program, co-sponsored by Telgel, Capitol, American Express and Telefunken, reaches the quality audience of professional people in whom these advertisers are interested.

The main content of the program called *World of Music*, are symphonies, operas, chamber music, and concertos.

**Thisa 'n' data:** KLSN, Seattle, became the first in the West to broadcast compatible fm stereo effective July.

## Networks

**CBS TV is going to expand and diversify its daytime informational programming as of 2 October.**

The network will begin a half hour of news and information, to be broadcast Mondays through Fridays, from 10:00 to 10:30 a.m. and to be produced by the public affairs department of CBS news.

Also scheduled to begin 2 October will be two five-minute news programs, also to be broadcast Mondays through Fridays, from 3:55 to 4:00 p.m. and another from 11:55 to 12:00 noon.

**A. C. Gilbert Company got in as the first buyer on ABC TV's new children's show, *Discovery*.**

The new program will occupy the 5:00 to 5:30 time slot and will explore the modern world in terms the children can understand.

**New affiliate:** WMMM, Westport, Conn., has become the 428th MB affiliate.

**Program note:** CBS TV's award-winning children's show, *Captain Kangaroo*, will be expanding to

all hour daily, six days a week, beginning 2 October.

**radio sales:** Ac'cent-International (NL&B, Chicago), a division of International Minerals and Chemical, has purchased a four week "30-plan" schedule at CBS Radio.

**tv sales:** U. S. Time will sponsor your full-hour entertainment specials on ABC TV during the 1961-62 season.

## Representatives

**Maine Broadcast System, WCSH, Portland, WLBZ, Bangor, and WRDO, Augusta, has appointed Broadcast Time Sales as its national rep.**

The addition of the three Maine Broadcast System stations brings new acquisitions to BTS in the last two and one-half months to a total of seven major markets.

**The John E. Pearson Company has given Key Broadcast Management the job of organizing the rep firm's group of specialized stations into a separate department of business.**

Pearson, who represents the largest group of Negro radio outlets in the country, stated that the specialized market has now come into its own and requires a sharpening up of the entire Pearson operation.

**Rep appointments:** WHP, Harrisburg, Pa., to Broadcast Time Sales . . . KADY, St. Louis, to Spot Time Sales . . . KHAT, Phoenix, to Weed Radio . . . WKEE, Huntington, W. Va., to Ohio Stations Representatives as regional rep for the state of Ohio . . . KHEY, El Paso, Texas, to Leonard, Rintoul & McConnell . . . CHAR, Anchorage, Alaska, to Leonard, Rintoul & McConnell as national rep . . . WAST, Albany, N. Y., to Peters, Griffin, Woodward . . . CFM, Kansas City, Missouri, to Spot Time Sales.

**PEOPLE ON THE MOVE:** Robert P. Cronin to v.p. of Broadcast Time Sales . . . Leonard C. Feldman to research director, Harrington, Righter & Parsons from research department of NBC . . . Willis W. Ungersoll to account executive, Har-

ington & Parsons from Katz . . . David H. Sandeberg has not gone to Weed but is still very much alive at his own firm, Sandeberg Gates & Company.

## Film

**Sterling Television will turn out 20 additional half-hour episodes in the Silents Please series.**

The additions to the series, remakes of the motion picture classics of the past, will be out for release after October of this year.

**Ziv-UA has made up a roadshow of simulations of diamonds used by kings as a promotion for its King of Diamonds series.**

First advertisers to use the special promotion will be Langie Fuel Service of Rochester, N. Y., and Kroger stores. First station will be KCPX-TV, Salt Lake City.

**Tele-Video Productions has opened New York's newest motion picture studios in the heart of midtown Manhattan.**

The largest addition in the last two years to New York's growing film industry, the studios will be used for tv commercial films, tv film series, and feature motion pictures.

Location is at 316 West 57th St.

**ABC Films is optimistic about Wyatt Earp's ratings future if it goes into 7:30 p.m. slots in off-network syndication.**

Basis is research showing that the series earned an average of 32.9 Nielsen in 20 markets last season where it was shown at 7:30 p.m.—73% higher than its 19.0 rating at the usual 8:30 p.m.

Seventy-eight episodes of *Wyatt Earp* are being offered by ABC Films with up to 226 shows available in certain markets.

**MGM-TV has sold 15 pre-1948 MGM features to the entire French network of the CBC.**

Other MGM-TV deals in Canada lately were these: the 700-feature library to CKCO-TV, Kitchener: 125 features to CFTO-TV, Toronto, and 48 to CFCY-TV, Charlottetown. The first two of these stations also purchased short subjects and/or cartoons.

**Embassy Pictures and Filmways will co-produce two motion pictures in Europe and then, after theatrical release, use the pictures as tv pilots.**

The two shows are: a *Hercules* story and *Capri*.

Joseph E. Levine of Embassy made two previous *Hercules* pictures; this, his third, might mark his entry into tv.

**U. S. tv film distributors are beginning to adopt a practice from the motion picture business: the international sales convention.**

Screen Gems is the first to try it. Meetings this week under Lloyd Burns were attended by Steve Krantz and Bruce Ledger (both Canada), Joe Joel (Australia), Harold Winston (Mexico), George Blaug (Europe), Al Zecha (Far East), and Helios Alvarez (Brazil).

**PEOPLE ON THE MOVE:** Paul A. Minor, account executive for Transfilm-Caravel, has been elevated to v.p.

**New markets:** Seven more advertisers and three more stations signed

## WTRF-TV STORY BOARD



T. R. Effic'

house bigger'n him over and said "You need it!"

A TEXA OIL MAN was visiting New York. His city friend showed him all the sights including the Empire State Building. His friend asked: "Isn't that a magnificent structure?" "It's nothin'," said the Texan, "I've got an out-tha't!" The New Yorker looked

**Wheeling wtrf-tv**

IN THIS DAY AND AGE, it takes nerves of steel just to be a neurotic!

**Wheeling wtrf-tv**

CONSUMER RESEARCH PANEL depicted in the WTReffigy ADworld Series and underlined "Brand X or Brand Exodus?" has prompted other suggestions "Who's Ahead Hunters" "The Comparison Shoppers" "Knights of the Sound Label" and "Counter Spies" Send in your suggestions!

**Wheeling wtrf-tv**

PERSONNEL MANAGER "Tell me young man, what have you done?"

JOB APPLICANT: "About what?"

**wtrf-tv Wheeling**

TWO INMATES at the asylum were discussing their love affair. "Don't fight it, Sweet heart," begged the boy. "This thing is bigger than both of us!"

**wtrf-tv Wheeling**

THE TROUBLE with working like a horse' all day is that you're too tired at night to do anything but hit the hay.

**wtrf-tv Wheeling**

ADVERTISING RESULTS are delivered when your messages are transmitted to the Wheeling-Steubenville TV audience by WTRF-TV from Wheeling. Ask Hollingsbery!

CHANNEL SEVEN

NB

WHEELING, WEST VIRGINIA

up for Ziv-UA's *Ripcord* last week.

Advertisers are Luther Coggin Oldsmobile (Martin, White & Mick-  
wee) and Household Finance on  
WAPI-TV, Birmingham; Fleetwood  
Coffee (Nelson Chessman) and Mead-  
ow Gold Dairies on WAFG-TV, Hunts-  
ville; Kruger Jewelry and Al Mata-  
mora's Restaurant on KTBC-TV, Aus-  
tin, and Leatherwood's Dairy on  
WHIS-TV, Bluefield.

New stations are WMAZ-TV, Ma-  
con; KGUN-TV, Tucson, and WJRT,  
Flint.

Furthermore, Standard Oil of Tex-  
as added three stations to its region-  
al lineup: KCBD-TV, Lubbock;  
KCTV, San Angelo, and KROD-TV,  
El Paso.

Add Genessee Beer (McCann-Mar-  
shalk) to the list of regionals sold  
for Shannon.

Six markets — Buffalo, Rochester,  
Syracuse, Schenectady, Altoona-Johns-  
town, and Erie—were purchased on  
the Screen Gems series.

This 'n' data: KGMB, Hawaii,  
will bring exercising the American  
way via tv to Hawaii when the Fred  
Niles' syndicated *Ed Allen Time* starts

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at the CBS outlet . . . **Denise Mc-  
Cluggage**, the woman race driver,  
last week stopped at the Fred Niles  
studios in Chicago to consult with  
Gordon Weisenborn on his forthcom-  
ing motion picture of the European  
motor road races.

## Public Service

**Eight leading citizens in the area  
of KHOL-TV, Kearney, Neb.,  
have formed a committee to meet  
periodically to advise on current  
needs of the community.**

The station hopes to give its public  
service format a closer working rela-  
tionship with the community.

The eight members were chosen ac-  
cording to their various activities:  
from the fields of farming, education,  
science, religion, etc.

**Broadcasters in Virginia issued a  
brochure giving some facts and  
figures as to the extent of public  
service activity in that state.**

In the midst of information given  
was that of highway safety: It head-  
ed the 1960 six month period with  
51,716 announcements. Also, the  
over-all picture for the same six  
months: an average of 11,662 pub-  
lic service announcements per week,  
with a value of \$1,661,816.

**Public service in action:**

• **WKRC**, Cincinnati, did an hour  
and 20 minute broadcast of an ad-  
dress on "brainwashing" by Major  
Wm. E. Mayer, before a group of  
Army psychiatrists. The program,  
repeated on three consecutive nights,  
created such a stir among the citi-  
zenry that 25,000 copies had to be  
printed to fill requests of listeners.

• **KCRG (AM-TV)**, Cedar Rap-  
ids, Iowa, prepared a set of safety  
tips concerning automobiles, water,  
bicycle and picnic safety practices in  
the parks. Printed on cards, they at-  
tach to car visors with rubber bands.

• **W-GTO**, Cypress Gardens, Fla.,  
is participating in providing Spanish  
lessons for the children of Palm  
Beach County. The station has co-  
operated with the Dade County school  
system, Miami, whose people are in  
the closest physical contact with the  
peoples of Latin America.

• **WAST**, Albany, N. Y., has  
twenty local specials in the making  
for the coming season. The programs

are mostly of the public service-c-  
ture sort and amongst them is *Do-  
thy in the Land of Oz*, a full-leng  
ballet based on the Wizard of Oz.

• **WFME**, Chicago, in cooperati-  
with the Reader's Digest will prese-  
a series of interviews with nation-  
authorities entitled *All Ameri-  
Wants To Know*. Some of the m-  
to be interviewed include such not-  
bles as General Curtis E. LeMa-  
U. S. Senator Barry Goldwater, A-  
thur Godfrey, etc.

• **KETV**, Omaha, has complet-  
plans with KUON-TV, the Universi-  
of Nebraska station in Lincoln, a  
simulcast that station's education  
programing. With the start of scho-  
this autumn KETV and KUON-T-  
will telecast seven and one-half hou-  
of classroom instruction each wed-  
directed at elementary grades, fro-  
8:00 to 9:30 a.m., Monday throug-  
Friday.

• **KMOX**, St. Louis, reports th-  
*At Your Service*, all talk program-  
12 noon to 7 p.m., now a year and  
half old, shows an average increas-  
of 55 per cent in total homes pe-  
quarter hour in the metro area ove-  
ratings of one year ago.

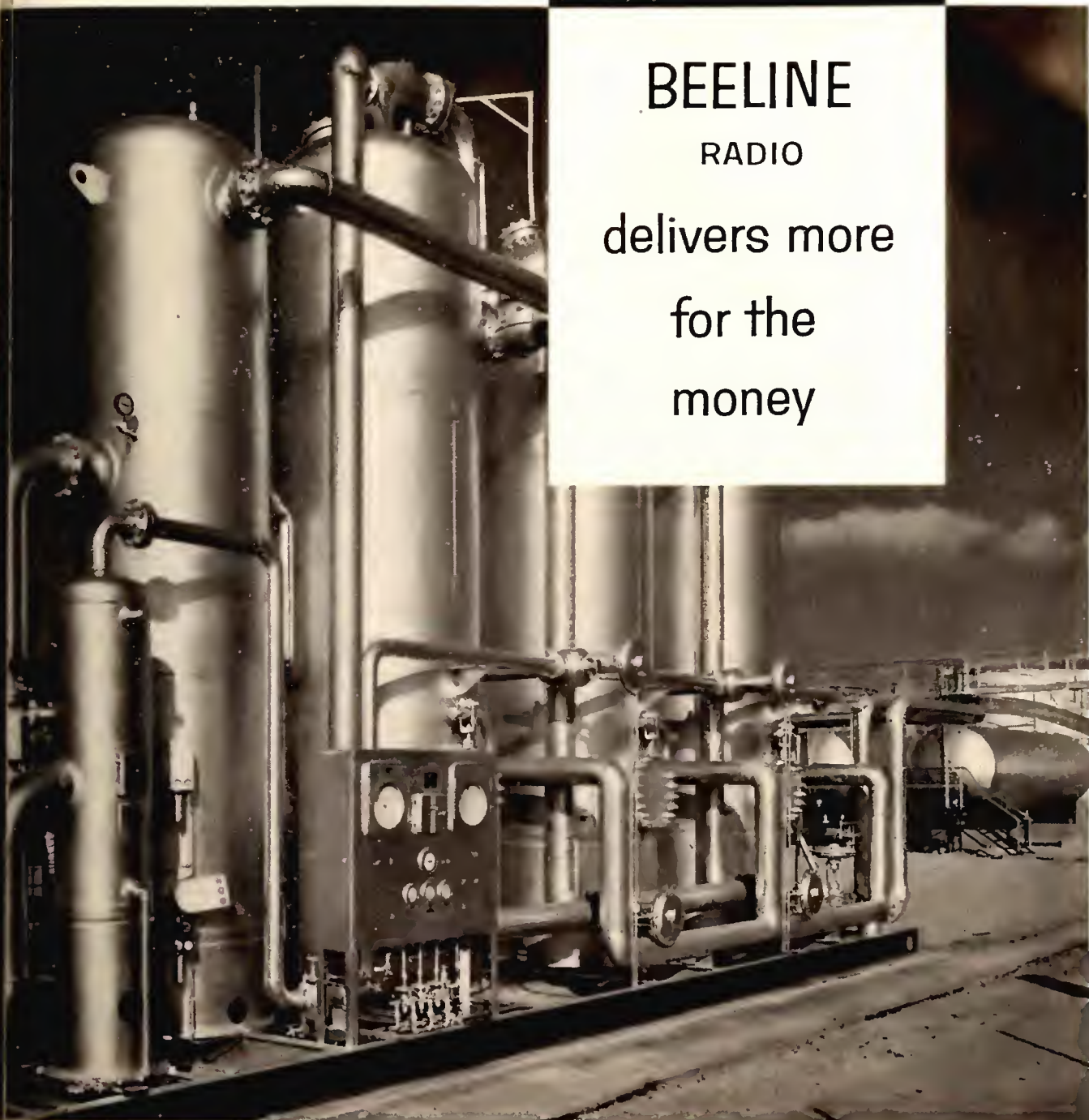
**Kudos:** **WTVJ**, Miami, Latin new-  
editor Manolo Reyes was presente-  
with a citation by Miami Mayor Rol-  
ert King High for "his work in pro-  
moting good-will and understandin-  
between the people of Miami and th-  
growing Latin American colony" . .  
**WFBL**, East Syracuse, N. Y., gen-  
eral manager **Henry T. Wilcox** ha-  
been cited by the Syracuse Board o-  
Education "for the contribution h-  
has made to the younger citizens o-  
this community" . . . The Milwau-  
**kce School of Engineering** wa-  
awarded a plaque by the America-  
College Public Relations Associatio-  
for achievement in educational radi-  
The award relates to a series don-  
with **WISN**, Milwaukee, entitle-  
*Sounds of Science* and is broadcas-  
weekly . . . **WLOS-TV**, Greenville  
N. C., public affairs director **Arthur  
Whiteside** was awarded a specia-  
plaque by the Mars Hill Civitan Clu-  
in recognition of his role in helpin-  
to solve a school crisis in that are-  
. . . **WSB**, Atlanta, Ga., and the **Coca  
Cola Bottling** were awarded plaque-  
for their activities in the helicopte-  
patrol as a contribution to traffic  
safety.

IN INLAND CALIFORNIA  
( AND WESTERN NEVADA )

BEELINE

RADIO

delivers more  
for the  
money



In 1959 Kern county petroleum production was over \$287 million — 29% of the California total. (Source: Bureau of Mines.)

You're talking to consumers with incomes well above average when you use the Beeline stations. In Bakersfield, for example, effective buying income per household is \$8095\* — 27% higher than the national average, 16% higher than California's average. This is sales potential for your product.

Beeline's KERN helps you tap it. In fact, throughout Inland California and Western Nevada, the Beeline stations deliver more radio homes than any other combination of stations — and at the lowest cost per thousand (Nielsen, SR&D).

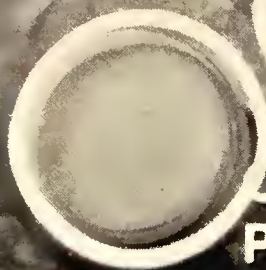
\*Sales Management, May, 1961

McClatchy  
Broadcasting  
Company

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



**DOUBLE  
CIRCLE**



**OF  
PROTECTION**

THREE SHOTS FROM  
A SHOOTING SCRIPT:

"CAMERA MOVES UP AND  
OVER JAR AND LID SO  
WE LOOK DIRECTLY DOWN  
ON THEM FROM OVERHEAD  
AND SEE THEM AS TWO  
CIRCLES. SUPER:  
'DOUBLE CIRCLE OF  
PROTECTION.'



"DISSOLVE TO GIRL  
IN SLIP, REACHING  
AS IN FIRST SCENE.  
FLOAT IN ONE WHITE  
CIRCLE OUTLINE  
WHICH MOVES IN SYNC.  
WITH AUDIO.



"HOLD CIRCLE AND  
DISSOLVE TO GIRL  
AT TABLE AS IN  
SECOND SCENE. FLOAT  
IN SECOND CIRCLE.  
NOW BOTH CIRCLES  
MOVE IN SYNC. WITH  
AUDIO."

# FILM Does the unusual!

...te the technic shown here. The  
...ducer calls it "live action."  
...ually, it's a combination of  
...amera movement and a controlled  
...ot beam (or beams) of any size  
...hape. In this case, single circles.  
...is optical printing.

Result: a highly effective com-  
mercial, one with striking sales  
impact.

In fact, film offers many technics  
to produce the kind of commercials  
you want, the way you want them  
and when!

What's more, film gives you the  
convenience, coverage and penet-  
ration of multiple markets that  
today's total selling requires.

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

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

Midwest Division  
130 East Randolph Drive  
Chicago 1, Ill.

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

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

**ADVERTISER:**

**Odorono**

**AGENCY:**

**Ellington & Company, Inc.**

**PRODUCER:**

**Gray-O'Reilly Studio**

## Tv and radio NEWSMAKERS



**Daniel B. Burke** has succeeded Thomas S. Murphy as general manager of W-TEN-TV, Albany, N. Y. Murphy has become executive v.p. of Capital Cities Broadcasting. Burke comes to W-TEN from General Foods where he served in various advertising and marketing capacities for the past six years. Most recently he was new products manager of the Jello division. He is a graduate of the University of Vermont and the Harvard Business School. He served as a First Lt. in the U. S. Infantry in Korea. He is married, has two children, and will reside in Loudonville.

**Calvin Thompkins Lucy, Sr.**, Virginia's grand old man of broadcasting, will retire 1 October after giving a lifetime to the promotion of radio and tv. He has headed WDVA-Radio's operations in Richmond, Va., since it first went on the air in 1925 and has been president of WRVA-TV since the station began telecasting in 1956. Lucy started as a tobacco man with Larus and Brother in 1912. He will be succeeded by William R. Preston, newly elected v.p. John B. Tansey is general manager of WRVA-Radio and Barron Howard is v.p. and general manager of WRVA-TV.



**Jack Havey** has been named national sales manager for WGAN-TV, Portland, Me. He had been the promotion manager at the same station. Along with his move, Robert W. Jamrings, recent manager of the local sales department, has been appointed regional sales manager and Richard E. Bates, former director of sales, has been assigned to manage the new marketing and sales development department. Before coming to WGAN-TV in 1953, Havey was director of radio and television for the American Legion National Headquarters in Washington, D. C.

**William H. Coney** has been appointed director of public affairs for KHVH and KHVH-TV, Honolulu. His new position is another step in the stations' long-range plan to answer the needs of the community in depth. Coney is a member of an old Island family and received his education locally at Punahou and the University of Hawaii in addition to further studies at Columbia in New York. His background includes advertising and broadcasting experience on the Mainland and at Kaiser Broadcasting.



## The seller's viewpoint

*"Broadcasters today all over . . . are proving themselves responsible by demonstrating a capacity for community service . . . all the while keeping their eye on the basic incentive of the free enterprise system—profit," asserts J. M. Baisch, v.p. and general manager WREX-TV, Rockford, Illinois. He states there are good, responsible broadcasters who will keep tv from going backwards to unimaginative programing. "We have been through the boondocks, muddy fields and thickets—let's not go backward and call it progress."*



### An objective look at the tv industry

**F**or too long now, tv has been haunted and harpooned, cajoled and criticised, punched and pricked, needled and nicked, snobbed and spoofed, judged and juried, blamed and blasphemed—not for what tv has been presenting, but for what the public has been looking at!

The pipelines of solid down-to-earth public involvement tv fare are being constantly fed into the electronic boxes all over the nation. It is high time we examined the totality of our industry with an objective perspective.

There is a great story of continuously improved product from the tv factories and assembly lines. This very magazine, in its 17 July issue for example, carried ads that tell a great story of continuously improved product from the tv factories and assembly lines:

- Page 5—Seven Arts "Films of the '50's"
- Page 7—New Daytime Look ABC TV rolling toward improved daytime—CBS TV uplevelling
- Page 29, 31, 49—"Look Ma—Only Four Years Old" (Video Tape)
- Page 32—"Recipe for Creative Rado" (15 steps for uplevelling am)
- Page 59—Banner Films "A Way of Thinking"
- Page 59—ZIV-UA Sign Dave Wolper exclusive contract to produce 38
- Back Cover—Hearst BCG "Perspective on Greatness" (package for local use).

This is what's happening and what will happen shortly. Now let's take a look at where we've been. In the same issue of SPONSOR on page 35:

Boxing, baseball, tennis. Culmination of USO Drive, "Bottlenecks of '41," Monmouth Signal Corps Show, Feature Film: "Death from a Distance," with Russell Hopton, "Words on the Wing," a streamlined spelling bee, "Where the Golden Grapefruit Grows."

We have been through the boondocks, muddy fields and thickets—let's not go backward and call it progress. I think it is a gross mistake to think in any kind of terms of a program centering in Washington. Remember the FCC

forms all broadcasters must fill out—the licensee is sole responsible for what is telecast over the facilities assigned to him.

Broadcasters today all over this great nation are proving themselves responsible by demonstrating a capacity for community service far beyond the scope of the ivory towers and far beyond the creative imaginations of the inhabitants of the hallowed halls of Washington. Broadcasters have well served their audiences, all the while keeping their eye on the basic incentive of the free enterprise system—profit—that symbol of force which is the catalyst which rewards for effort and service.

Television will survive (despite numerous and powerful enemies) only because it serves and only for as long as it serves! But it will survive stronger and serve more admirably *only* at the level of license responsibility . . . the grass roots of its origination.

We are *for* any program of industry improvement, in its programming, promotion or public relations. But to succeed it must be originated, planned, generated and executed at the local station level. Neither legislation nor great big-brotherness nor Washingtonitis is going to do it. (And I sincerely take the Honorable Newton Minow at his fellow commissioners at their word. They sincerely do not intend to take over program control.)

The only road on which tv can show continued growth and continuing improvement, continued and expanding service is at the local level with each licensee assuming his full share of the pleasurable responsibilities affixed to his trusteeship by accepting the golden opportunities for serving mankind in the communities reached in his sphere of service.

We need networks, strong networks. We need film syndicators, good film syndicators. We need facilities, good facilities. We need and have good ones.

We also have good responsible broadcasters! In the final analysis it is the broadcasters themselves who will keep tv from going back to "Where the Golden Grapefruit Grows."



# **1961 RADIO BASICS**

(120 FACT-PACKED PAGES)

A treasure chest of solid selling information on the one advertising medium that encompasses almost every man, woman, and child in America.

Yours this week with your  
SPONSOR subscription.

# SPONSOR SPEAKS

## Mr. Minow and censorship

We are delighted that an increasing number of broadcasters are openly challenging the censorship implications in the speeches and public utterances of FCC Chairman Minow.

Recently, after Colorado Congressman Wayne N. Aspinall had presented an interview with Mr. Minow on his weekly taped program, Rex Howell, owner and manager of KREX, Grand Junction, added his own editorial comments in reply to Minow.

Howell charged Minow with failing to distinguish between the rightful expression of his personal tastes and what has become generally regarded as an official position of the Federal Communications Commission.

In this, said Howell, he "collides head-on with the non-censorship provisions of the Communications Act."

An even stronger attack on the Minow philosophy was voiced recently by John W. Guider, president WMTW-TV, in a speech before the Portland, Maine, Rotary Club.

Guider accused the FCC head of "instituting a proposal for censorship of tv stations via threats of license cancellation and of advocating program control by processes running from threats of failure to renew a station's license to administrative examination of a station's program format."

People who argue for such measures, says Guider, "dare not admit, or possibly don't realize, that what they are proposing is censorship, plain and simple, and different only in degree from that imposed by totalitarian states."

Senator Styles Bridges (Rep.-N.H.) was so impressed with the Guider remarks that he commented on them in the Senate and had the whole speech read into the Congressional Record.

SPONSOR applauds such forthright and vigorous expressions as those of Messrs. Howell and Guider, and hopes that more and more broadcasters will speak out on this issue.

No matter how many favorable fan letters Chairman Minow received for his "wasteland" speech, and no matter how much he is praised by his intellectual friends, the principle he advocates is totally wrong, and totally dangerous.

Radio and television men are acting as good Americans when they use their constitutional guarantee of free speech to challenge Mr. Minow.

## 10-SECOND SPOTS

**Forlorn foresight:** While photographing President Kennedy for national magazine recently, photographer Arnold Newman was rather stunned to hear his subject inquire about a portrait Newman had taken of him some five years ago for *Holiday Magazine*: "It was thrown out," Newman replied sorrowfully, "on the ground that you were felt to be one of the members of the Senate least likely to succeed."

**Bridge anyone?** After SPONSOR's recent article on "The Handsome Reps in Town" (29 May) 10 real estate salesmen were called in Chicago and told they won that city's counterpart to the New York contest. "We're meeting on the Michigan Avenue Bridge at 10 a.m. for pictures," the lucky winners were told. By 2 p.m. that afternoon the somewhat befuddled and annoyed salesmen decided that waiting for the photographer just wasn't worth it. They irately put in a call to SPONSOR's Chicago bureau, where they found that there was no such contest in Chicago. Sheepishly, they sidled away, one by one, realizing they had just bought an egg stretcher. (The egg stretcher salesman was a fellow rep . . . just having a little fun.)

**They'll vouch for it:** Prior to the Fourth of July, KBON Omaha aired a schedule of announcements for Ed Mitchell's Used Car Lot. Each spot was tagged with: "At Ed Mitchell's ask for Ken." Second announcer: "If Ken is out, see Hans." First announcer: "If Hans is gone, see Marvin." Second announcer: "If Marvin is out, steal it." *Box score: Five cars sold. One stolen.*

**The most perfect squelch:** WINS New York personality Barry Farber interviewed Alfred Hitchcock on "WINS Open Mike" from Leone's restaurant recently. Farber asked Hitchcock: "As a director—if the plot called for a guest to be murdered on an interview show, how would you do it?" Hitchcock's reply: "With the proper interviewer, he could be bored to death."

# This Fall in Birmingham

# 19 OF THE TOP 20

# SHOWS\* WILL BE

# ON WAPI-TV

THE CREAM OF NBC AND CBS TV NETWORKS

- |                        |                     |
|------------------------|---------------------|
| ★ GUNSMOKE             | ★ RAWHIDE           |
| ★ ANDY GRIFFITH        | ★ JACK BENNY        |
| ★ DANNY THOMAS         | ★ BONANZA           |
| ★ GARRY MOORE          | ★ DUPONT SHOW       |
| ★ HAVE GUN WILL TRAVEL | ★ DENNIS THE MENACE |
| ★ G. E. THEATER        | ★ TO TELL THE TRUTH |
| ★ CHECKMATE            | ★ (SYNDICATED)      |
| ★ RED SKELTON          | ★ DOBIE GILLIS      |
| ★ CANDID CAMERA        | ★ ED SULLIVAN       |
| ★ I'VE GOT A SECRET    | ★ WAGON TRAIN       |

\* ACCORDING TO ARB, MARCH 1961, THESE SHOWS REACHED MORE HOMES THAN ANY OTHER.

**WAPI-TV**  Channel 13  
Birmingham, Ala

REPRESENTED BY HARRINGTON, RIGHTER AND PARSONS, INC.



**BE A  
PENNY  
PINCHER  
OF DISTINCTION!**

Look at KTVU!

You get a lot more—for a lot less—when you buy this San Francisco Bay Area station. The lowest rates.

Excellent availabilities in prime time, or in high-rated shows that are just right for your sales message.

A clean run for your money with no forced combinations—no triple spotting.

The most attractive discounts in the Bay Area.

Phone KTVU or H-R Television Inc. and tell us what you want. Then make your own comparison.

**KTVU**  
CHANNEL **2**

**SAN FRANCISCO • OAKLAND**  
One Jack London Square, Oakland 7, California

**SAN FRANCISCO BAY AREA**