

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

Channel 2 "MEANS BUSINESS!"  
In the Land of Milk and ~~X~~<sup>M</sup>oney!



## THE NEW LOOK IN KID SHOWS ON TELEVISION

Latest outlook is for an 'uplift' in moppet programs for '61-'62. Toy makers are active

Page 27

## Merchandising by CCA lures new radio money

Page 30

## Network tv research shift in the wind?

Page 33

## The promotion dilemma of stereo fm

Page 37

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

**WISCONSIN BAY-TV**  **2**

GREEN BAY, WISCONSIN

WANS, General Manager • Represented by H. R. Televis, Inc.





# KID STUFF?

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

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

**CHANNEL**  
**W I I C**

*The eyes of Pittsburgh*

Represented nationally by Blair-TV





## BUMPER TRIP

(or this media director's name was Mahomet)

A media director set out by ear for the New York H-R offices, seeking a personal discussion about WMAL-TV. Being a slow starter (he wasn't buying WMAL-TV yet), he traveled at an average speed of only 10 miles per hour going in.

Driving home, he was so elated \* that he sped up to an average speed of 15 miles per hour.

What was his average speed for the round trip? Send us the correct solution and we'll speed you one of our unique new "round" prizes. We'll let them be a surprise, but we guarantee you, the gifts are worthy of your mathematical talents if you can solve this puzzle.

*\*He had discovered the clear-cut fact that WMAL-TV delivers the largest audience in the Washington market, 6 PM to Midnight, all week long. (NSI Jan. '61)*

# wmal-tv

Washington, D. C.

*An Evening Star Station, represented by H-R Television, Inc.*

Affiliated with **WMAL** and **WMAL-FM**, Washington, D. C.; **WSVA-TV** and **WSVA**, Harrisonburg, Va.



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

ALL  
  
 are on  
**WDBO-TV**  
 in  
**CENTRAL FLORIDA**  
**ARB\* reports**

**WDBO-TV**  
**DELIVERS**  
**35.4% more homes**  
 than sta. "B"  
**65.4% more homes**  
 than sta. "C"

from 9am to midnight  
 in CENTRAL FLORIDA'S  
 BILLION DOLLAR MARKET!

**NIELSEN\* reports**

## HOMES REACHED

STA.	MON. - FRI.		SUN. - SAT.	
	12-3PM	3-6PM	6-9PM	9-Mid.
WDBO	(00) 304	(00) 306	(00) 546	(00) 446
'B'	166	148	389	271
'C'	61	193	295	243

**WDBO-TV**  
**CH. 6 - CBS - ORLANDO**

BLAIR TVA has more FACTS!

\* March, 1961 Reports

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Why WNBC-TV bought  
Seven Arts Vol. II

Says Pete Affe:  
"The stars and titles  
among these Warner Bros.  
'Films of the 50's'  
from Seven Arts will

# ADD NEW VIGOR

to WNBC-TV's MOVIE FOUR.

With these block-busters  
complementing the  
NBC-TV network movies,  
Saturday night will be  
a real 'night out at home'  
for New York viewers."

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



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
Motion Pictures — "Gigot", starring Jackie Gleason, completed 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  
ALLAS: 5641 Charlestown Drive ADams 9-2855  
A.: 232 So. Reeves Drive GRANite 6-1564—STate 8-8276

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

By Any Yardstick

# THE BIG ONE

Takes the *Measure*

ARB

PULSE

NIELSEN

TRENDEX

# WKRG-TV

CHANNEL 5 MOBILE, ALA.

*Call Avery-Knodel, Representative,  
or C. P. Persons, Jr., General Manager*



18 September 1961

# SPONSOR-WEEK

## SAG: NO MCA FILMING

Screen Actors Guild proposed MCA and other talent agencies drop tv production as conflict of interest

The effect of a new SAG proposal with talent agencies to replace the contracts expiring at the end of 1961 would be to divorce those agencies from any production activities.

Since 1952 talent agencies such as MCA have been in the production business by virtue of special SAG waivers removing their ineligibility.

If enacted the SAG ruling would fall most heavily of MCA, whose production subsidiary, Revue Productions, is one of tv's largest. Others who would be less affected are William Morris, Famous Artist, and GAC, the last of which has gone into production only recently.

(Shortly after SAG made its proposals public GAC revealed it has been reclassified by SAG as a "CM 3" agent, of similar scope to MCA, William Morris, and Famous Artist.)

MCA's eight shows through Revue in 1960-62 will total 6½ hours of programming a week on the networks, worth an estimated \$20-22 million for the year.

Besides separating tv talent agencies from production houses, the new proposals would also prohibit the talent agents from financing or guaranteeing production, and packaging and distribution arrangements would also be revised.

The SAG ultimatum has been endorsed by AFTRA. But the Artists Managers Guild, on behalf of the talent agencies, will reportedly ap-

peal the proposals' legality, if negotiations do not produce a satisfactory compromise.

Insiders are holding their breath and waiting to see if the Federal government becomes involved in the hassle with any form of anti-trust action. Such a move has been rumored again and again but so far has failed to materialize.

The first paragraph of the SAG proposal is as follows:

"Since 1952, MCA Artists, Ltd. and a number of other agents have been granted waivers of those provisions of the Agency Regulations which prohibit production activities. These waivers, granted in the early days of television film production, were designed to encourage and promote tv film production and employment, in a depressed motion picture industry. In more recent years, additional waivers were granted agents because failure to do so would have been discriminatory. This policy cannot be continued, for it inevitably opens wide the door to such waiver to any and all applicants without limit. None of the waivers granted by the Guild were designed or intended to be permanent. All production waivers expire on December 31, 1961. The waivers have served their purpose; the reasons for their creation no longer exist."

SAG proposals provide for a six-  
(Continued on page 9, col. 1)

## NOBLE MERGES WITH Y&R IN MEXICO CITY

An important step in the Latin American advertising agency field is the consolidation, completed this week, of Young & Rubicam with Noble Advertising of Mexico City.

The resulting agency will be Young & Rubicam Noble.

Edward J. Noble, president of Noble Advertising, becomes a v.p. of Y&R (New York) and president of Young & Rubicam Noble.



Edward J. Noble

Noble Advertising is the largest in Mexico and one of the largest in the Mexico - Caribbean area. The consolidation involves Noble offices in Mexico City and San Salvador and Y&R offices in San Juan, P. R.; Caracas, Venezuela, and Mexico City.

Noble agency was founded in 1951 and bills \$5 million annually. Y&R, one of three top international agencies, bills \$50 million outside the U. S.

## July tv billings rise 4.2% to \$58.1 million

Network tv gross time billings for the first seven months of 1961 were up 7.6% over last year, according to Leading National Advertisers-Broadcast Advertisers Reports (LNA-BAR) figures released by TvB.

(Continued on page 9, col. 3)

Our own nationally honored food authority exemplifies the  
**QUALITY TOUCH**



**Julie Benell**, twice honored with top awards by the Grocery Manufacturers of America! As food editor of *The Dallas Morning News* and star of her own "Julie Benell Show" on WFAA-TV (now in its 10th year), she has received countless other awards, including many for her role in public service and humanitarian work. But more important, *she moves merchandise!* Grocers, almost without exception, say they can feel the impact of her endorsement immediately.

WFAA-TV believes in getting the right person for the right job — be it weatherman, sportscaster, or a queen for the kitchen. It is the only way to further that all-important "quality touch" so vital in the selling of a quality product. Doesn't *yours* belong here?

**WFAA-TV**

channel 8



Represented by  The Original Station Representatives



AT "Communications Center" DALLAS

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



**AIRLINE'S RADIO DRIVE IN WISCONSIN**

Icelandic Airlines (Wendell P. Colton, N. Y.) will launch a pinpoint radio and newspaper experimental drive in the state of Wisconsin from 24 September to 26 November.

Of 37 radio stations to be used, 25 are KBS affiliates. In addition, 160 newspapers in 150 cities will be used.

The airline, which has the lowest trans-Atlantic economy fares, found its typical passenger comes from a small city or town in the mid-West.

**SAG:**

(Continued from page 7, col. 2)

month transition period after January for agencies to terminate production, upon penalty of loss of franchise.

Tv production in the case of MCA has become a tail that wags the dog. MCA's annual business in tv production far exceeds that from any other source. Faced with the alternative of dropping either production or talent agency activities, some outsiders felt such a company would prefer to drop its talent function and remain in the tv film business, although such a decision would play havoc with the structure of its operations.

It remained to be seen whether talent agencies could devise a legal structure whereby they could own interests in production companies that would still be considered separate corporations by SAG.

The philosophic basis of SAG's long-time prohibition against the agent-producer is that there is a serious conflict of interest between the two. It is doubted that the agent can best serve an employee—the actor it represents—if the agent is also his employer—the producer.

Besides MCA and GAC, other talent agencies will not be heavily hit by the SAG proposals. William Morris has been an important packager

and program representation house, but it is not a major tv film producer.

But Famous Artist, for one, is understood to have quite a bit invested in properties depending on waivers.

Although MCA's production subsidiary Revue is in shows tv's largest producer, its share of the market is probably not large enough for SAG's proposals to radically affect price or other matters of direct concern to advertisers and networks.

Although the MCA-Revue situation is unique, the SAG proposals could involve a possible transfer of \$20 million dollars of annual business.

Shows filmed by MCA and Revue on the networks for 1961-62 are as follows: on ABC TV, Alcoa Premiere; on CBS TV, GE Theatre, Bob Cummings, and The Investigators; and on NBC TV, Laramie, Alfred Hitchcock, Wagon Train, Outlaws, and Tall Man.

MCA has been out of first-run syndication production for several seasons. This season, of some 68 Hollywood tv film shows, Revue will have eight CBS and Warners seven each, Screen Gems six, TCF and Four Star five each, and MGN four, a total of 42.

**Minow to address RTES this Friday**

There was a flurry of excitement in New York this week as broadcasters looked forward to what might be another major policy address by FCC chairman Newton E. Minow.

Minow will be guest this Friday, 22 September, at the first "Newsmaker Luncheon" of the 1961-62 season of the RTES (Radio and Television Executives Society).

It was at this same luncheon that former FCC chairman John C. Doerfer made his famous request to the three networks for public service and informational shows during prime tv time.

**BTS: HOW SALESMEN SHOULD DIVIDE DAY**

Broadcast Time Sales has begun a new two-man team system to cover all major agencies.

One of the two will have a minimum of 10 year's experience.

BTS also prepared a breakdown of how a salesman should spend his best 25 hours of the week, 9 a.m. to noon and 2 to 5 p.m. daily.

Active requests for availabilities and other information, 20%; services after sale of schedules, 20%; competitive presentations, 10%; general calls, new business, and pre-selling, 40%, and en route to agencies or waiting time, 10%.

**Benrus a.a. at L&N**

Hy Schneider has been named account executive on the Benrus Watch Company account at Lennen & Newell.

Since 1958 Schneider has been associate director of merchandising at L&N. Before that he held a similar post at Benton & Bowles for three years.

**July tv billings**

(Continued from page 7, col. 3)

The 1961 three-network total through July was \$422.0 million. July itself was \$58.1 million, up 4.2% over \$55.8 million in July of 1960.

Seven-month daytime was up more than nighttime, 19.5% to 2.6%. Daytime mounted to \$138.9 million and nighttime rose to \$283.1 million.

Figures for first seven months for individual networks in 1961 and 1960 (in millions) were as follows: ABC TV, \$108.9 and \$89.5; CBS TV, \$154.9 and \$161.8, and NBC TV, \$158.1 and \$140.8. In percentages, that's 21.7% for ABC TV, 12.3% for NBC TV and minus 4.3% for CBS TV.

During July alone ABC TV rose 14.1%, CBS fell 6.3%, and NBC TV increased 10.4%, all 1961 compared to 1960.

? COST PER THOUSAND \$  
 SHARE OF AUDIENCE  
 RATINGS  
 AUDIENCE COMPOSITION  
 APPERCEPTION  
 ! AVAILABILITIES ;  
 SETS IN USE



Avoid temporagoraisiphobia\*

Trust Taft AND ABC to deliver the largest audiences in four great markets.

Cincinnati

WKRC  
TV  
am  
fm

Columbus

WTVN  
TV  
am  
fm

Birmingham

WBRC  
TV  
am  
fm

Lexington

WKYT  
TV



\* Coined from the Greek and Latin, indicating fears arising out of the time-buying market.

## NEGRO POPULATION UP 25.4% SAYS KBS

Keystone Broadcasting System research director George Wharton has released some statistics on Negro population based on the 1960 census.

There are now 18,871,831 Negroes in the United States, an increase of 25.4% since 1950. Negroes now constitute 11% of the total U. S. population.

KBS's Negro Radio Network of 360 stations reaches 53% of the U. S. Negro population.



**George Wharton**

Ten states with the largest Negro population at present (and percentage changes since 1950) rank as follows: New York, 54.4%; Texas, 21.5%; Georgia, 5.6%; North Carolina, 6.6%; Louisiana, 17.8%; Illinois, 60.6%; Alabama, 0.1%; Mississippi, minus 7.2%; California, 91.2%, and Florida, 45.9%.

## Louisville goes three-network with WLKY

(Louisville): With the start of broadcasting by new ABC affiliate WLKY on 16 September, Louisville becomes a three-network tv city.

ABC TV shows were previewed before the Louisville Advertising Club by Robert L. Coe, ABC v.p. in charge of tv station relations.

Coe noted that back in 1954 when AB-PT was formed, ABC TV had about a 15 per cent share in markets where the three networks competed, the other two having 39 and 45 per cent each.

But in the Nielsen January-March service, Coe pointed out that ABC TV enjoyed 36 per cent, and the other networks 35 and 30 per cent.

## U. S. Travel's 4th agency: K&E

The United States Travel Service has added a fourth agency to develop programs of market research to lure prospective travelers to the United States.

K&E was named to handle the United Kingdom. Three agencies previously named to handle other areas are J. Walter Thompson, Interpublic, and BBDO.

## STATIONS SUPPLYING MORE & MORE SHOWS

Stations are becoming more and more important as national sources of program supply as some syndicators have been shying away from too much of their own production in the current market.

Besides MCA, NBC Films, and others, CBS Films isn't producing anything for syndication this season. Instead, it's picking up the Irv Kupcinet discussion show, produced by CBS o&o WBBM, Chicago, as a 90-minute tape for station syndication. It's the first time the distributor has picked up an o&o show for syndication—not counting the educational Sunrise Semester series, which it took off WCBS-TV, New York.

Stations which bought the Kupcinet show are KCOP, Los Angeles; WSB-TV, Atlanta; KSV-TV, St. Louis; WGAN-TV, Portland, Me.; WTNJ, Milwaukee, and WFMB-TV, Indianapolis.

## WATE appoints Eastman

Robert E. Eastman & Co. has been appointed national sales representative of radio station WATE, Knoxville, Tenn.

Representation begins 1 October. The station will celebrate its 35th year of continuous broadcasting in February 1962.

## CLASSICAL FINE ARTS STATIONS' OWN REP

A specialized representation firm to handle classical music stations, Fine Arts Radio Representatives, Ltd., was formed in New York this week.

James F. Brown is v.p. of the new company. He is also v.p. and general manager of KFLN-AM-FM, Denver.



**James F. Brown**

Branch offices will be established shortly in four other cities, Chicago, San Francisco, Detroit, and Los Angeles.

It is expected that a sales staff will handle classical-fine arts fm and am stations in the 25 or 50 top markets.

Brown described stations FARR would handle as programing to "an upper-class, high-income audience with classical and symphonic music, opera, and fine arts programs of any kind, from panel discussions to editorial features concerning various phases of the arts."

## Multiplex fm stereo having ups & downs

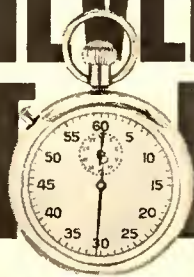
Very few broadcast advertisers have done much as yet to go into stereo fm with special commercials.

The manufacturers of home stereo equipment seem to be showing more interest than anyone else in the subject, and some have produced stereo commercials to promote their own home receivers.

But there are still several obstacles: stereo commercials won't become generally important until there are sizeable stereo set-counts in fm markets.

Some manufacturers are promoting multiplex, others are ignoring it, and a few are delaying it. Specialized component makers have the most at stake and some are pushing it.

# MUTUAL RADIO NEWS WATCH NEVER STOPS



## TONY MARVIN

News in focus—that's authoritative Tony Marvin's forte on Mutual Radio. Always one of the top news commentators in the business, now he's in the Mutual line-up—bringing his news experience into play—as a regular member of Mutual Radio's news corps.

◆ Remember: Mutual covers 94 of the top 100 markets with local affiliates—more than any other radio network. Buy Mutual Radio—and you've got it covered at the point of sale.

## MUTUAL RADIO

A Service to Independent Stations  
Subsidiary of Minnesota Mining  
& Manufacturing Company

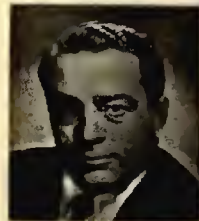


by Joe Csida

## Sponsor backstage

### Our enemies are now our friends

It seems like only a thousand years ago or so that we were dropping bombs on the Germans and the Japanese in retaliation for the bombs they dropped on us. And the Russians along with the English and the French were helping us in our efforts to save the world from Fascism. Now Lyndon Johnson has made a hurry-up trip to Berlin to assure the Germans that we are ready to lay down our lives for them, not to mention spending our last dollar and dedicating our honor to their welfare. The Russians are giving us a hard time, and the Japanese are our buddies.



With all these events going on in a span as short as fifteen years, I occasionally sit back and take a look at myself and my fellows. We are all working a lot, playing a little, building and planning for the future: our own and our kids'.

In my own case I have fallen into a situation wherein I encounter people in the record and electronic and broadcasting business from all parts of the world week in and week out. Among them are Germans and Japanese, and occasionally a Russian. The company of which I am a vice president, Capitol Records, is owned by Electrical & Musical Industries, Ltd., an important and vast English holding corporation, which owns record companies, electronics and broadcast equipment enterprises, appliance manufacturing organizations and scores of other enterprises in countries all around the world.

A couple of months ago a young German disk jockey came into town, and we helped him set up a bunch of tape interviews with our artists to be shown on West German television. A month ago we bought a 10% interest in a Japanese company called Toshiba Musical Industries, Ltd., and this week I am waiting on a couple of their bright young men to come in so that we may exchange ideas on broadcasting, recording, music publishing, etc.

### In 1945 I hated their guts

After each one of these meetings, for the past year or more now, I've asked myself: Do I hold any resentment against these guys because they're German or Japanese? My honest answer to myself is that I don't. Still in 1945 I hated their guts. And today I am not fond of Russians, although I sense that this is not really an intelligent or mature approach.

The point, however, is that while Khrushchev and Ulbricht throw up barbed wire barricades on the East-West Berlin border; while Khrushchev suddenly announces that the Russians are going to resume nuclear tests; while Kennedy snaps back that we've got enough nuclear weapons to defend ourselves and all the free world, I and all my fellows around the world work to develop an even better relationship with each other.

Not long ago a West German tv producer was in New York,  
(Please turn to page 47)

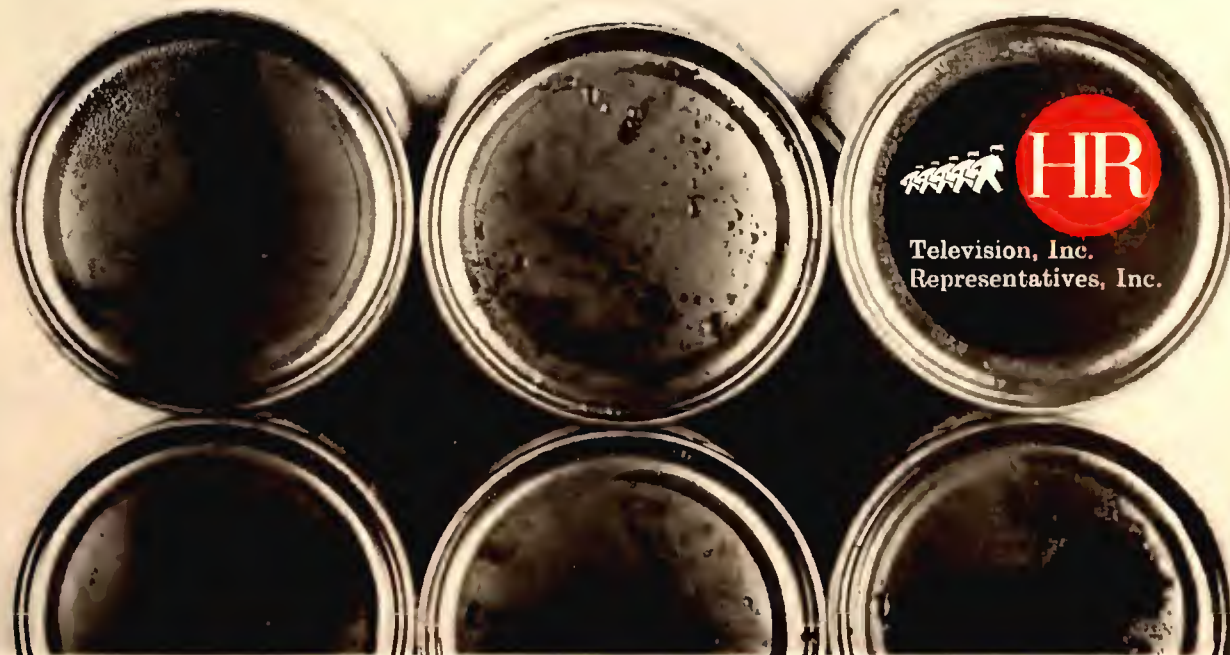



The D'Arcy Agency working with Anheuser-Busch advertising manager R. E. Krings created the PICK A PAIR theme to boost sales of Budweiser 6-paks. One of the most powerful elements behind the four-year success story of this promotion has been spot radio and spot TV — another example of the power of spot.

# Pick a Pair

BUDWEISER® IS A REGISTERED TRADE-MARK OF ANHEUSER-BUSCH, INC.

You can PICK A PAIR of markets, a hundred markets or even more! Spot Radio and Television are the most economical and flexible media to boost your sales. Your HR Radio or Television salesman will be glad to show you why.





Another reason why Tidewater, Va. (Norfolk-Newport News) is

**AMERICA'S MOST  
MISUNDERSTOOD  
MARKET:**

**BIGGEST SUPERMARKET IN VIRGINIA**

Over \$9 million\* a year in unreported retail sales are accounted for by this one commissary . . . and it's *only one of dozens* of commissaries, post exchanges, restaurants, clubs, liquor stores, theaters, shops, service stations, medical dispensaries, etc., operated for service personnel and authorized civilians by the many army, air force, naval, NASA, and other federal installations in our metro area, comprising the world's greatest military concentration.

And in addition to these millions of dollars of retail sales never seen in market statistics, there is an even greater hidden plus in the fact that this area's huge federal payroll of far more than a million dollars a day is largely available for discretionary spending.

Dig and you'll find there's a lot of treasure buried statistically in Tidewater, Va.

Another factor in widespread misunderstanding of the Tidewater (Norfolk-Newport News) market: Statistics treat the area as two separate *markets*, because the federal



# NEVER REPORTED IN RETAIL SALES

government treats it as two separate statistical areas. But for most marketing purposes the two are inseparable. A circle of 20-mile radius will completely encompass here four of Virginia's largest cities! Plus two more cities, besides. In fact, Tidewater, Va. has the greatest concentration of population in the entire Southeast . . . 817,900 people in approximately half the area of metro Atlanta or Miami.

## WHAT A PLACE TO PUT A TV DOLLAR!

Only TV or radio gives you complete one-medium coverage of the market. For more information write to any of these stations, at Norfolk, Va.

**NVEC-TV**

CHANNEL 13—ABC

**WTAR-TV**

CHANNEL 3—CBS

**WAVY-TV**

CHANNEL 10—NBC

*Adjusted for price differentials; actual sales \$7,200,000, at prices 5% to 50% below civilian stores.*

# 49th and Madison

Patting us on the back for 'Basics'

I think that the new "Radio Basics" is the best, most complete, most informative and most helpful one that you've put out to date. Congratulations!

Leonard F. Auerbach  
general manager  
Ohio Stations Representatives  
Cleveland, Ohio

\* \* \*

Thanks much for sending me the 1961 "Radio Basics."

We certainly do need a book with all radio facts. It seems that directories that take care of both media seem to get heavier with tv than they do with radio.

There is something in "Radio

Basics" for every type of station whether they be in small, medium, or large markets.

I think you're doing a great job for radio.

Victor C. Diehm  
pres. & gen. mgr.  
Hazleton Broadcasting Co., Inc.  
Hazleton, Pa.

\* \* \*

Many thanks for letting me have the 1961 "Radio Basics."

I think it's a remarkably well-researched book that will be an invaluable tool for anyone involved in buying or selling radio. I was particularly impressed by the detailed, easy-to-read tables and the convenient and attractive layout.



## Reach 28.8% more GROCERY SHOPPERS with WAVE-TV

—who buy 28.8% more food products in Kentucky and Southern Indiana!



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

CHANNEL 3 • MAXIMUM POWER  
NBC

LOUISVILLE

THE KATZ AGENCY, National Representatives

You're to be commended for this fine job in performing a vital service for a very vital industry.

Sydney H. Eiges  
v.p. public information  
NBC  
N.Y.C.

\* \* \*

Congratulations on the 1961 edition of "Radio Basics." This is an excellent service to the industry and we find it extremely useful. I'll appreciate your sending me six additional copies.

Richard H. Mason  
president and gen. mgr.  
WPTF Radio Co.  
Raleigh, N. C.

\* \* \*

Once again SPONSOR deserves the industry's plaudits for compiling an enormous amount of useful information about all facets of the radio industry. I am sure that our organization will have innumerable occasions to use the book throughout the coming year.

Congratulations on another job well done.

W. M. Fromm  
NBC  
dir.-new business & promotion  
N.Y.C.

Take heart, Mr. Smith

In regard to your 31 July article on Supermarkets—a word of encouragement to Martin Smith. The LUCKY Stores, a large chain in the West, has signed for alternate sponsorship on a major-major basis for a show, Best of Post, 8:30 pm Wed. starting 27 September for 26 weeks.

Lucky has experiment with tv in various forms before, but this venture is not an experiment. This is the start of a major marketing trend. The two clinching arguments were:

1. Develop and project a friendly image.
2. Stress economy, service, and quality with price secondary.

We have a video tape used as part of the final presentation if anyone needs ideas or help. One big hurdle that TV stations must clear is an internal one . . . we have to realize what we can't do. We've sold tv as tv, not a re-hashed newspaper.

Good luck to all.

Don S. Thompson  
Sales  
KCRA-TV  
Sacramento, Calif.





ell those big-buying young adults with  
REAKFAST CLUB, FLAIR, SPORTS and  
ECIAL EVENTS on ABC Radio. You'll sell  
ose younger families with more mouths  
feed . . . more needs to fill. The need to  
ntertain is filled more often and that's why  
ung adults represent your best market  
r beverages and foods. And ABC Radio  
is the highest percentage of young adults  
network radio.\*

**YOUNG ADULTS:  
BUY MORE BEVERAGES  
BUY MORE FOODS  
BUY MORE EVERYTHING**

---

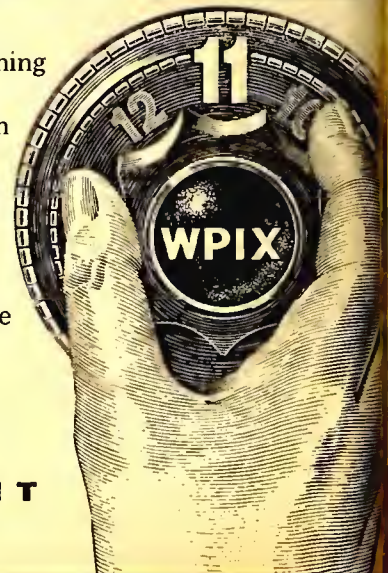
**ABC RADIO**   
**FIRST WITH YOUNG ADULTS**

\*Call your ABC Radio Sales Representative for the facts.

# kiddy cornered



WPIX-11 has a "corner" on the kiddy market. During the late afternoon and early evening hours when children dominate TV viewing, WPIX-11 *dominates all competition* seven days a week. Every year the biggest new children's show is fed into the most fabulous back-to-back lineup of children's shows in television. This year it's **DICK TRACY**. No other station comes close in delivering the tremendous New York children's market of more than *three million* youngsters.



**NEW YORK'S PRESTIGE INDEPENDENT**

# SPONSOR-SCOPE

18 SEPTEMBER 1961

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SPONSOR

PUBLICATIONS INC.

For those who've been away on vacation or not close to air media during the past two months it might be of service to recall some of the relatively significant events, situations or what-you-wills during that span.

Here are a few quick pluckings from SPONSOR-SCOPE issues to bring them up to date:

- Very slow in emerging is a pattern for pricing and policy among tv stations for the new 40-second nighttime chain-break—at least one, as agencies say, that will be economically feasible enough for broad use of the 30-second and 40-second commercial.
- **JWT scooped up the entire Liggett & Myers account** (\$18-20 million dollars worth) from both McCann-Erickson and Dancer-Fitzgerald-Sample.
- **Spot tv found itself in the midst of a mighty buying surge for the fall**, with the possibility of some of the key markets becoming prime-hour tight by October.
- **Mobiloil made its debut in network tv via Bates**, splitting \$3.2 million between ABC TV and CBS TV for the fourth 1961 quarter.
- **JWT lodged a network tv protest on this theme: advertisers who held off buying until August became the beneficiaries of deals that are embarrassing to agencies who urged clients to do their fall committing in early spring.**
- **The three leading advertiser categories in nighttime network tv will carry these weekly expenditures: Drugs and toiletries, \$3.3 million; cigarettes, \$2.4 million and foods, \$2.2 million.**
- **About 60% of the hours of nighttime network tv programming have been sold on a basis of minute participations; in other words, as spot carriers.**
- **And on the less ponderous side, there looms a sign of waning interest among youngsters in the early evening network westerns.** The source: Nielsen.

**New national spot tv business was still hitting on several cylinders the past week.**

Among the spot tv avail calls and buys out of New York: **P&G's Spic 'n' Span (Y&R)**, minutes around the clock, 10 weeks; **Texaco (B&B)**, 5-10 one-minutes a week, around kid shows, starting 13 October; **Colgate's new air freshener, Away (Street & Finney)**, 3-5 one-minutes a week, 8-10 weeks; **Aerowax (Bates)**, day and fringe night minutes, eight weeks; **International Latex's Nursery line (Lynn Baker)**, evening minutes, six weeks, 16 October; **Jell-O Pudding & Pie Fill**, minutes in kid adjacencies, 6 October; **Tender Leaf Tea (JWT)**, various segments, in flights between 16 October-3 December, 35 markets; **Lionel Toys (Grey)**, half-hour in kid time for railroading special latter part of October.

Spot tv activity out of midwest: **Drewrys Ltd. (MacFarland, Aveyard)**; **American Oil (D'Arcy)**; **Nicholas of America Zymenol (Grant)**; **Betty Crocker refrigerated products (Knox Reeves)**; **Kimberly-Clark (FCB)**.

**Ford via JWT last week started its call for availabilities in connection with the three week factory-money spot radio campaign which starts toward the end of September.**

The schedules will run **50-70 spots a week per market**, with three or four stations per market. Obvious objective: introduction of the 1962 Ford lines.

Network radio will also be used a la saturation.

**Fm stations that have installed multiplex stereo are disgruntled over the lack of promotion support from General Electric and Zenith.**

One of them, located in New England, got so discouraged over the neglect that it discontinued the stereo service at the end of August.

Benton & Bowles' media department was putting the pressure on tv reps last week for responses to a questionnaire dealing with the latest spot pricing policies of their stations.

What the agency's trying to collate are the rates percentage-wise for such units as 10 seconds, 30 seconds and 40 seconds, with the 20-second spot serving as a 100% base. Also the groundrules on preemptions; that is, whether a 20 preempts a 10, or a 40 preempts a 30 plus a 10.

Why quite a number of stations aren't in a rush to furnish the information: they'd prefer to wait until they can see whether the type of buying for the fall suggests a pattern that might be of guidance in setting up future rates and preemption policies.

Words of caution reps are passing along with their data to B&B: treat all this as strictly a temporary expedient.

Beecham Products may run into a little difficulty to placing its latest piggy-back minute commercial in spot tv.

The products involved: **Brylcreem** and **Silver Cream**, a shampoo.

Some of the stations approached have advised K&E, source of the 26-week campaign, that Beecham would have to buy two 30-minute spots for the products, unless it were agreeable to be spotted on the tail end of the late show where the possibility of triple-spotting would be avoided.

Radio stations and reps have lots of kudos for the post-buy procedure on which the Cream of Wheat team at BBDO Minneapolis has embarked in connection with the cereal's fall schedule.

First the team hosted the reps involved at a breakfast in Chicago. Then it split up, going in different directions for visits to stations.

The objectives: (1) review in detail how the Cream of Wheat "bulk" spots should be handled; (2) find out how the stations can exercise the best discretion in airing the spots according to local weather conditions; (3) answer any questions and iron out any problems that might occur to the stations.

What charms the sellers is that radio rather than being treated as a stepchild is accorded all the astute treatment and prestige worthy of the medium.

The cereal's rising sales chart should be proof that the technique pays off.

P&G's Mr. Clean (Tatum-Laird) appears to be on the way of being shorn of his special corporate epaulets and put out in the world of merchandise to pay his own way.

It's all according to the P&G pattern: Mr. C has had three intensive years of promotion out of the corporate till plus the use of the P&G identity and hereafter his No. 1 home will be tv network and he will be given doses of spot when the competitive market-by-market situation warrants.

The next big to-do in the proprietary drug field: the sustained action cold and ache remedy in tablet form.

The theory of this new anodyne development: with the drug separated by several layers of a slow activated chemical, the relief will continue for say, eight hours, instead of but a brief period. In other words, the action of the drug resumes at intervals.

You'll be hearing about this in the advertising of the headache remedies, the anti-histamines and the decongestants.

And it will all, of course, mean lots of new advertising dollars.

It might be wise for agencies to take another look at the relationship between tv network time and program costs so as to be prepared with an updated answer in case a client wanted to know what the offhand drift was.

With the growth of the minute participation on nighttime schedules the ratio's getting closer to 50-50, whereas in the days when exclusive or alternate sponsorship was dominant it was more like 60% for time and 40% for programing.

In other words, what's been happening is this: as average lineups reached their peak time costs became more stable, while program costs continued to rise. Particularly in the new areas, like adult cartoon series, not to mention the other types of situation comedy.

Lestoil won't comment on it but there's a theory circulating in the trade that the Holyoke manufacturer patterns its spot tv buying according to where each tv network fares best in ratings as to each section of the broadcast spectrum.

In other words it buys around NBC TV shows in the morning, the CBS TV soaps in the afternoon (which must be tough, considering P&G is there in full force) and around the ABC TV shows mostly at night.

From the viewpoint of the industry's best interests, Nielsen has evidently got itself into a box in using March as typical for seasonal tv viewing.

The average hours of tv usage per week for that month continue to go down. During this year's March the average home watched but 40 hours and 20 minutes, a drop of 8% compared to the previous March.

Following is a three-year comparison of that March base:

YEAR	% TV HOMES VIEWING	HOMES VIEWING	AVG. HOURS TV USAGE
1959	94.5%	40,200,000	43 hours; 12 minutes
1960	95.6%	43,200,000	44 hours; 56 minutes
1961	96.2%	45,118,000	40 hours; 20 minutes

Ovaltine (Tatham-Laird) has split this year's tv budget 50-50 between network and spot.

The network share is at ABC TV. It's the same kind of deal that Wrigley Gum bought last season: minutes a la run of schedule.

The way to latch on to the largest percentage of families that spend over \$80 a month on food prepared at home is perhaps to buy into a show with youngsters as the main target.

An ARB study, obtained through NBC TV, reveals these programs as attracting the largest and smallest percentages of such \$80 a month homes:

PROGRAM	% HOMES	PROGRAM	% HOMES
Matty's Funnies	90%	Make That Spare	39%
Rocky & Friends	84%	House Party	40%
King Leonardo	82%	Verdict Is Yours	47%
Capt. Kangaroo	81%	Lassie	48%
I Love Lucy	80%	Lawrence Welk	49%

Note: On a national basis an average of 58% of all U. S. families spent more than \$80 a month on food prepared at home.

Daytime sales at CBS TV are, apparently, whirling upward.

The network is telling affiliates that its morning plan (10-12 noon) is 80% sold out for October and November.

Aside from some odds and ends ABC TV daytime is SRO.

TvB's board of directors can look for an impressive turnout of automotive brass at the luncheon it's giving at the Statler Hilton in that city 11 November.

The inference out of General Motors and Ford agencies is this first occasion for the two towering industries to meet socially is getting mounting interest from the automotive public relations people who arrange such turnouts, like Charlie Moore at Ford and Tony DeLorenzo at GM.

It's a first in another way: a communications trade organization coming to Detroit to greet an important segment of its customers.

The visiting firemen invasion broke earlier than usual for New York reps.

Stationmen started pouring in right after Labor Day, many of them making their rep's offices a stopping point between the RAB sales clinic in Haddon Hills, N. J., and home.

Others romped in to see whether there were any pieces of business on tap around the agencies that they might snag via a personal pitch.

What made the timing a little inconvenient for the reps: the staff were pretty well occupied putting the finishing servicing touches to accumulated fall business.

Has radio missed a good bet by shying away from the specialized audience angle and instead persisting in talking only in terms of mass audience appeal?

Some pretty keen media analysts in New York agencies have lately spotlighted the affirmative to this question as a factor that's been militating against the medium in intramural discussions on media planning.

The point they make: stations should realize that by stressing their status as a specialized audience medium they are in no way minimizing their power as a selling tool for a general audience.

Parading beauty can mean lots of dollars for a tv station as well as a network.

Witness the proposition that KTTV, L.A., is seeking to sell a couple of big national accounts via Blair's special projects division: 12 features on the International Beauty Congress due in 1962.

The station would like to have the series' sponsorship split two ways, with a price tag of \$275,000 for each advertiser.

Sellers of spot radio are still complaining that a goodly ratio of agency buyers are still living in the dim past in their conceptions of how the medium should be bought.

The gripe in essence: instead of regarding the use of radio in terms of total reach, these behind-the-timers still measure the medium's value in terms of individual spots, and buy accordingly.

Observe the sellers wryly: these dodos are to be found in the largest as well as in the small agencies.

If the flow of new orders during the next two weeks maintains its present pace, national spot tv should set an all-time high in billings for a fourth quarter.

This prediction derives from a spot check made by SPONSOR-SCOPE among rep management last week.

The big gainers from the surge of national business, of course, have been the top 40-50 markets, but, according to rep reports, the smaller markets have found the going pretty sturdy from among regional and local advertisers.

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



**OURS:** We don't exactly *own* South Carolina, but we claim it as our beat. Our oyster, in a real sense. It opens up for us because we know its business, government, culture, people. People best of all: their likes, dislikes, habits, greatnesses, and strengths. A knowledge growing out of nearly 30 years of operating broadcasting facilities in the capital city. This is why we're credited with a 78.7% share of viewing (by Nielsen) in the Columbia Metropolitan Area. Over a quarter million people in the 1960 Census, largest in the state and second only to Charlotte in *both* Carolinas. And our 1526-foot tower makes more of *all* South Carolina ours than any other station can claim. □ This is another good reason why South Carolina's major selling force is

**WIS**television NBC/ABC—Columbia, South Carolina  
Charles A. Batson, *Managing Director*

A STATION OF THE BROADCASTING COMPANY OF THE SOUTH  
G. Richard Shafto, *Executive Vice President*

BCS



WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.



## The Embassy of Norway

His Excellency Paul Koht,  
Ambassador to the United States  
from Norway, and Mrs. Koht,  
prepare to greet their dinner  
guests at the Embassy . . .  
another in the WTOP-TV series  
on the Washington diplomatic scene.



Represented by TvAR

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





# half-hour by half-hour by half-hour by

Who's watching what when? The latest National Nielsen\* says that half-hour by half-hour during the nighttime telecast week, ABC-TV programs showed their competitive strength so: ABC-TV took 39 out of 51 firsts and seconds. More firsts, that is, than Nets Y or Z. More

seconds than Nets Y or Z. And, obviously (and importantly), less thirds. Looks like you, too, can have a good time on

## **ABC Television**

\*Source: Nielsen National TV Report, Average Audience, all sponsored time periods, two weeks ending Aug. 20, 1961; Mon. thru Sat., 7:30-11 PM, Sun., 6:30-11 PM.

# THE NEW LOOK IN KID SHOWS

**'Uplift' in standards of children's programs for '61-'62 season—Toy makers return to the tv networks**

The unglved brickbats showered on children's programs by FCC Chairman Minow at the NAB Convention evidently has produced results. Many observers agree that Minow's strictures forced broadcasters and package producers into a more realistic appraisal of televising by children and youth.

Kid shows in the 1961-'62 schedule, by and large, will place more emphasis on what might be described as *ed-u-tainment*, an amalgam of education and entertainment. Broadcasters have taken resolute measures to eliminate or minimize children's programs which smack of excessive violence and mayhem.



**'NEW ADVENTURES** of Pinocchio,' animation series using new form of stop motion puppetry to start on video stations this month

# Television medium beefs up the I. Q. in fall kid programs



**TYPICAL OF KID SHOWS** on local stations across the country currently spreading entertainment and enlightenment are Pat Gray (l) commentator on 'Young People's World' at Taft's WBRC-TV, Birmingham, Ala. and Sonny Fox, who conducts the highly successful 'Wonderama' series on WNEW-TV, N. Y. Fox also launches a new children's program, 'On Your Mark' over ABC TV this month, a fully-sponsored series

In fact, more than token service will be given to improving kid shows, according to a SPONSOR editor's soundings made last week. It may, if all goes well, turn out to be the golden age of viewing for the moppet set, in the opinion of industry experts. Golden, for many reasons. For example:

- More toy commercials than ever before, with the pendulum swinging back to network advertising.
- More soft sell in commercial copy aimed at the kids.
- More sales of children's programs including news for the juvenile set.
- More ideals and goals delineated in children's programs.
- More children watching television because of population explosion.
- More parent supervision of what children watch on television.

In short, predictions are for a healthier climate with less grousing on the part of parents and Washington Solons.

It's boom time at CBS TV for children's programs, according to Joseph Curl, daytime sales manager. *Captain Kangaroo* with Bob Keeshan is fully sponsored in 13 out of 20 quarter hours. A children's version of *Video Village* (*Video Village Jr.*) is a new Saturday program 50% sold.

*Mighty Mouse* is sold out. Kellogg has sole sponsorship of *Magic Land of Allakazam*. Nestle is sponsoring *Roy Rogers*. Nabisco has *Sky King*. Later, CBS TV will bring in *Flicka*, already 75% sold. CBS TV's proudest achievement, indubitably, is *Captain Kangaroo* in the children's field, a program that reportedly meets with the unstinted blessings of the FCC hierarchy. Said Keeshan, frequently hailed as "the modern Pied Piper of TV": "There's some justification for Minow's remarks. There is both good and bad on the airwaves. There are areas which could stand improvement."

Keeshan took to task local station managers who program horrible reruns and cartoons with violence but, worst of all, in his estimation, were the phoney ad claims on kids shows. "The hard sell on children's programs is irresponsible, but it is catching up with them," he said. "Parents are finally beginning to resist."

With seven new shows being added to its list of children's programs, NBC TV is confident that the new season will set the industry standard "for this most important area of programming," Mort Werner, vice president, programs, NBC TV, told SPONSOR. The web's children's shows include *1, 2, 3—Go!*, *Update*, *Walt*

*Disney's Wonderful World of Color*, *International Showtime*, *Pip the Piper*, *Bullwinkle* and *Kukla and Ollie*.

The new children's programs, Werner declared, mark a new high in creativity, information and entertainment. *Kukla and Ollie* has been sold to General Mills, Robert McFadyen, NBC TV manager of daytime sales, said. As for the weekend array of children's shows, approximately two-thirds have been sold to date, McFadyen estimated.

New approaches in children's programming are also being demonstrated at ABC TV, Edward Bleier, vice president in charge of tv daytime sales, reported. One of the web's highspots is Jim Hagerty's new concept of news for young people, *American Newsstand* which will follow *American Bandstand*.

Most emphatic on the subject of children's programs is Richard Carlton, vice president in charge of sales for Trans-Lux Television Corp., the organization which distributes the highly-acclaimed *Encyclopedia Britannica Film Library* consisting of more than 700 films encompassing virtually every subject from atomic energy to zoology. Trans-Lux also handles *Felix the Cat*, the venerable cartoon character, who seldom if ever is involved in downright vio-

lence and other turbulent goings on that disturb the children. In fact in the new series, the sturdy tabby waxes infinitely more intellectual as well as entertaining.

"There isn't a damn thing wrong with programs for children on tv," Carlton told SPONSOR. "What is wrong—and it's terribly wrong—is the sweeping condemnation which generalize all people under 18 as 'children.' From the chairman of the FCC on down to the chairlady of the PTA (local branch) you hear that something has to be done to improve television for children. Let's be specific—or there's nothing to discuss. A program at 5 p.m. featuring mayhem and slapstick comedies circa 1938 may be a step toward juvenile delinquency for an eight-year-old—but it's just fine and dandy for a 12-year-old."

Carlton cited *Felix the Cat* at 6 p.m. as perfect for the early supper set but a positive bore for younger teenagers. "So, be specific when you say 'children'." Carlton insisted. The local station, he said, can only try to balance its programing to include something for everybody. It's up to the parents, particularly the mothers, to do the selecting, Carlton maintained. No station, he said, can offer all things to all people at all times, but the chances are that every tv station offers something to somebody at sometime during the day. No matter what the station does, it can never solve this problem, he said. Only one person can control the program—the mother at home. Her task is not an easy one if the children are of different age levels. It is important to remember that the hand that rocks the cradle also controls the tv knob."

There's a sharp ground swell in the buying of better children's programs, Carlton said. He said the *EBFL* series sales was especially rewarding in recent months and that sales of *Felix the Cat* were picking up considerably. He noted that the Westinghouse Broadcasting Co. stations had renewed the *EBFL* series for another five years. "The Westinghouse stations are our best salesman for the Encyclopedia Britannica series," he declared.

Agreeing with Carlton that chil-

(Please turn to page 48)

## Sponsors and program builders cut 'evils'

Heaviest tv campaign for toy industry also features list of rules formulated by Mel Helitzer, director of advertising and public relations for Ideal Toy Corp.

1. The commercial must be honest.

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2. The toy must show true play value.

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3. The commercial must excite the imagination of the child.

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4. The commercial must not be offensive to parents.

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5. The commercial should have a catch phrase in it, if possible.

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6. Jingles should be sung by a group of children.

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7. It should be indicated that the product is immediately available at retail establishments.

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8. Whenever possible, a parent should be shown in the commercial participating in the child's activity.

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9. Avoid suggesting that a child will have any feeling of inferiority if he doesn't acquire the product.

---

10. The price of the product should be shown or mentioned as an informational service to the parent.

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## 'Felix' Cartoon to be toned down by producers



New story lines for 'Felix the Cat,' tv cartoon series, bearing in mind emotional welfare of kids, will be of such nature as not to frighten children

# CCA LURES NEW RADIO MONEY

► Community Club Award proves to be an effective merchandising aid, bringing in \$11 million since 1955

► American Tobacco, Pepsi, Coke, A&P stores are among largest of 10,000 advertisers who've bought CCA



**PROOF OF PURCHASE** by the bushel, which poured in during American Tobacco's 1960 CCA drive on WGBF Evansville, Ind., surrounds F. L. Cantanese, district mgr., American Tobacco. The company has been using CCA for five years

**A** merchandising-promotion technique which actually can operate independently of media, is proving to be a successful tool for wooing new business to radio. Community Club Awards, a plan by which advertisers can measure proof-of-purchase through women's clubs participation, has been bought on about 200 radio stations by thousands of advertisers, including such giants as American

Tobacco, Pepsi Cola, Coca Cola, and A&P food stores.

CCA estimates that \$11 million in new radio business has been brought to the medium via its program in the last five years.

What is CCA? John Gilmore, president of the Westport, Conn., operation, calls it a "merchandising aid, which can operate with or without media." His organization doesn't

put this plan into operation, but rather sells an operational blueprint to stations, and assists the stations in effectively using it.

CCA organizes all women's clubs in a community and offers good-sized cash awards for the clubs collecting the most sales slips or proofs-of-purchase of participating sponsors over a 13-week or 17-week cycle.

American Tobacco Co. now in its fifth year of CCA campaigns is far and away the most extensive user of these programs. Although cagey about giving out results, the client has been increasing its CCA budget gradually, after each audit of results.

American Tobacco has created a CCA department within its organization. The money that is spent on CCA campaigns comes, not from advertising revenue, but from merchandising funds. American Tobacco's CCA campaigns are placed through the Lawrence Gumbinner agency.

American Tobacco usually buys 12-18 spots per week per station, at card rate, 13 or 17 weeks in length, plus a 15% premium charge for CCA service, a CCA spokesman explained.

Each CCA station involved in an American Tobacco campaign makes weekly reports to the company and to CCA. Random samples of these reports indicate the type of results American Tobacco has with the campaigns.

A report from the CCA director at WSPD, Toledo, for a 13-week period reads:

"No. of cartons: 12,927 @ \$2.50 equals \$32,317.50.

"No. of packs: 74,408 @ \$0.25 equals \$18,602.00.

"Total in dollars: \$50,919.50."

A one week report from WGBS, Miami CCA director shows results as follows:

"No. of cartons: 6,902.

"No. of packs: 33,775.

"Two new outlets opened."

On the local level, 40% of CCA clients are non-radio users, including high-priced women's and specialty shops, diaper services, mortuaries, shoe repair equipment concerns, farm

equipment manufacturers, and a host of other foreign-to-radio operations.

Another unique category is schools, mainly business and beauty schools. What they usually offer are bonus slips for visits through the schools, not to mention enrollment.

Duke University's athletic department used CCA to sell subscriptions to its basketball schedule, and had over \$56,000 in increased sales.

som fruit juice containers, 71,232 Velda Dairies milk cartons, and \$3,347,837 in Food Fair supermarket cash register tapes.

U&I sugar, which took part in a KCPX, Salt Lake City, campaign, had a return of empty sugar sacks which represented purchases of 475 tons (over 47 railroad carloads) in 13 weeks.

A WFBM, Indianapolis campaign

ing. at a large local hotel, inviting the presidents or chairwomen of all the areas women's clubs. The ladies are told that if they participate in CCA they can win cash awards for their organization or favorite charity.

Participation involves organizing club members to collect various proofs-of-purchase of products of the advertisers connected with the campaign. To this kickoff meeting, usual-

## HOW CCA WORKS, WHAT IT COSTS IN A NUTSHELL

### Q. WHAT IS CCA AND HOW DOES IT WORK?

A. CCA is a "proof of purchase merchandising and promotion aid." Here's how it works. CCA organizes all women's clubs in a community and offers good-sized cash awards for the clubs collecting the most sales slips or proofs of purchase of products of participating spon-

sors. The usual campaign length is 13 weeks or 17 weeks. Advertiser schedules for those wanting to participate, are sold at a premium rate. The station conducts the campaign itself, and often reports on a weekly basis to advertisers as to the results.

### Q. WHAT DOES CCA COST THE STATION?

A. The copyrighted CCA plan is sold to the station, on a franchise basis, for 15% of the station's gross revenue of monies collected by CCA participating advertisers after prize money, agency and rep commissions are de-

ducted. It is up to the station to hire a CCA director, print the Buyers Guides (in which advertising space is sold to the participating advertisers) distribute the guides, and hold the kickoff meetings and breakfasts.

### Q. WHAT ARE THE GENERAL RESULTS OF A CCA CAMPAIGN?

A. On the station side, first and foremost, CCA campaigns have brought in new-to-radio or new-to-a-station business. The program also acts as an audience builder in that the Buyer's Guides (which every participating woman has) is a walking advertisement for the station. Tag lines at the end of commercials, offering extra

bonuses, etc. also tend to increase audience. On the advertiser side, aside from providing a new means of proof-of-purchase measurement, in many instances these campaigns have opened up new outlets for products. After campaigns conclude, many advertisers reported that sales in these areas tend to remain on upgrade.

Another fairly heavy user has been newspapers, half of which use CCA through stations which they own, but the other half using a competitive medium. Charge cards, movie chains, banks, motor boat and heavy machinery companies, have also made use of the plan.

What about other results? A 13-week campaign last fall on WGBS, Miami, brought in a "proof-of-purchase" pile that included: 72,897 Wise potato chip bags, 1,051,468 Coca-Cola bottle caps, 20,081 Orange Bloss-

brought in a return of more than 200,000 packs of Lucky Strike cigarettes, 80,000 cartons of same, and more than 50,000 meat wrappers of Stark and Wetzel products.

Gilmore estimates that of the new business which CCA brought into radio, 70% represents dollars that the station might not have had, i.e. advertisers who are either buying other stations or heretofore have not been on radio.

How does a station use CCA? The first step is to call a breakfast meet-

ly held six-to-eight weeks before the radio drive, are invited 10 or 12 of the leading advertisers.

When the meeting is over, and the women, by a show of hands, indicate their interest, the advertisers then have a chance to buy in, so to speak, by purchasing, at premium rate, a saturation radio campaign on the station.

These advertisers are listed in the "Buyer's Guide" which the station prints, and distributes to the club women participating. The campaigns

are either 13 weeks in length or 17 weeks. If the campaign is 13 weeks long, weekly prizes are awarded for 12 weeks, and at the end of the campaign grand prizes are presented.

To qualify for a prize, a club must turn in more proof-of-purchase than its competitors. On even numbered weeks, prizes are based on dollar volume per capita, on odd weeks, they are based on dollar volume.

The grand awards are given half for dollar volume, half for per capita. Usually the station will pay to those clubs that haven't won a single award during the campaign one dollar per thousand units of proof-of-purchase.

There are from five-10 prizes given weekly, roughly 70-100 prizes awarded during the campaign.

To coordinate the clubs for the station a CCA director is appointed. "She is usually a club-type woman herself, one that understands clubs, and can talk to the membership in their own language," explained Gilmore.

Basically, what the station gets out of CCA is new business, a chance for audience build-up via on-the-air promotion of winners, and station advertising through buyers guides.

What the advertiser gets is additional mileage on his radio buy and a chance to measure sales through proof of purchase. In many many instances, advertisers have benefited through increased distribution. This occurs when women "put pressure"

on storekeepers, supermarkets, etc. to stock the products that count in the contest.

Right after the kickoff meeting, CCA sales people work in conjunction with station people in making presentations to advertisers. The CCA man sells the advertiser on the overall procedure but it is the station salesman that must do the actual selling.

The buyers guides are distributed to the participating clubs a week before the air campaign begins.

At present there are 184 stations franchised by CCA on per campaign contracts. However, there is a considerable turnover of stations. Stations with franchises have a first refusal 30-day option on the next campaign. There are usually an average of 225 stations using CCA a year, but only 185 at a time, so far.

Some stations, such as WITH, Baltimore, and WXEX, Richmond, have continuous CCA campaigns, having their kickoff and payoff meetings on the same day.

Gilmore estimates that in the last six years, about \$6 million in award money has been presented to women's clubs.

One of the major features of the CCA program is the "Buyer's Guide" which is published for use of participations by the station. The guide features a photograph of the station's CCA director, and where she can be reached. Following this is a set of rules and regulations and an explana-

tion of what the prizes are and how they can be won.

The remainder of the brochure consists of full-page ads taken by the advertisers involved in the program. Each ad tells what products will give bonus points, what to save from each product (label, carton, sales slip, etc.) and in some cases, where you can buy the product.

In some instances, an ad will read "\$1,000 CCA credit if you can convince your grocer or super market to stock so-and-so's crackers."

The bonus offers are just slips of paper. What really counts in the overall tally is the exact proof of purchase.

Also scattered throughout the guide are pictures of the station's personalities, and "house" ads, on behalf of the station's format or shows.

The guide is distributed to club women, their neighbors, relatives and friends, via the woman's club chairman in charge of the CCA project. Press runs of these pamphlets have ranged from 2,000 in a town the size of Keene, New Hampshire, to a quarter of a million in Los Angeles.

In addition, an overall campaign guide is presented to the station which goes through the CCA method, step by step. This copyrighted technique, in essence, is what the station buys from CCA.

What does it cost the station? CCA charges franchised stations 15% of gross revenue attained from the campaign, after deduction of prize money and agency and/or rep commissions.

CCA was founded in 1954. This year, Gilmore set up a CCA international company which is operating in Australia, Canada, and Puerto Rico. Bill Carpenter, a co-founder of CCA, is president of the international arm.

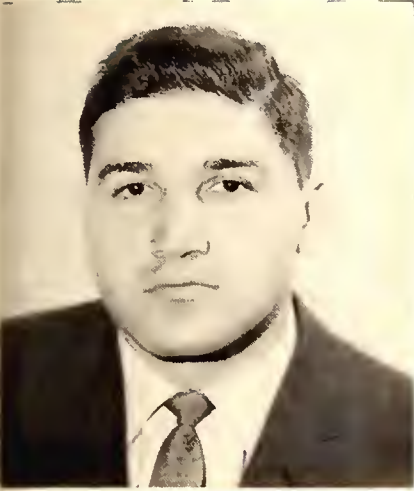
Gilmore has successfully operated CCA without media, in a recent test in Bridgeport, Conn. But, nearly everybody connected with the organization is radio-oriented, and this has been the logical medium in which to sell the program. At present, CCA sales people are getting more heavily involved in selling the plan to tv stations. There are now about 20 tv stations running CCA campaigns. ▀

**AT THE OUTSET** of a station's CCA campaign a kickoff breakfast is staged, here by WGST station executives, at which presidents of women's clubs are invited





## Current, future trends aired by network research directors



Fred Pierce (ABC)

"We're carrying studies of how many homes reached how often a step further—to pinpoint how many of these family units are 'primary' prospects, i.e. users of the product—heavy or light—vs. non-users"



Jay Eliasburg (CBS)

Sees the ARF Audience Concepts Committee report on inter-media research as pointing direction for future studies. Eliasburg sees good prospects for getting away from "misleading" use of exposure in inter-media comparison



Dr. Thomas Coffin (NBC)

Notes intensification of inter-media competition, brought on largely by "hurting" magazines striking back at tv. Now that ARF has pointed to perception as the level at which to compare media, he looks for improved methods

## Net tv research shift in the wind?

- ▼ Future net tv research will place heavy emphasis on inter-media comparison, based on reaction to ARF study
- ▼ As for day-to-day, net vs net research, audience "product profile" comes in for considerable attention

Indications are that network tv research will be shifting some of its heavy artillery away from the inter-media struggle of network vs network to the broader conflict of medium vs medium.

"Magazines have been hurting, and are responding to their problems by hitting harder and harder at tv," states NBC research director Dr. Thomas E. Coffin by way of explanation for the trend. He cites the beef-

ing up of magazine promotional organizations and magazine support of the Nielsen Media Survey as cases in point.

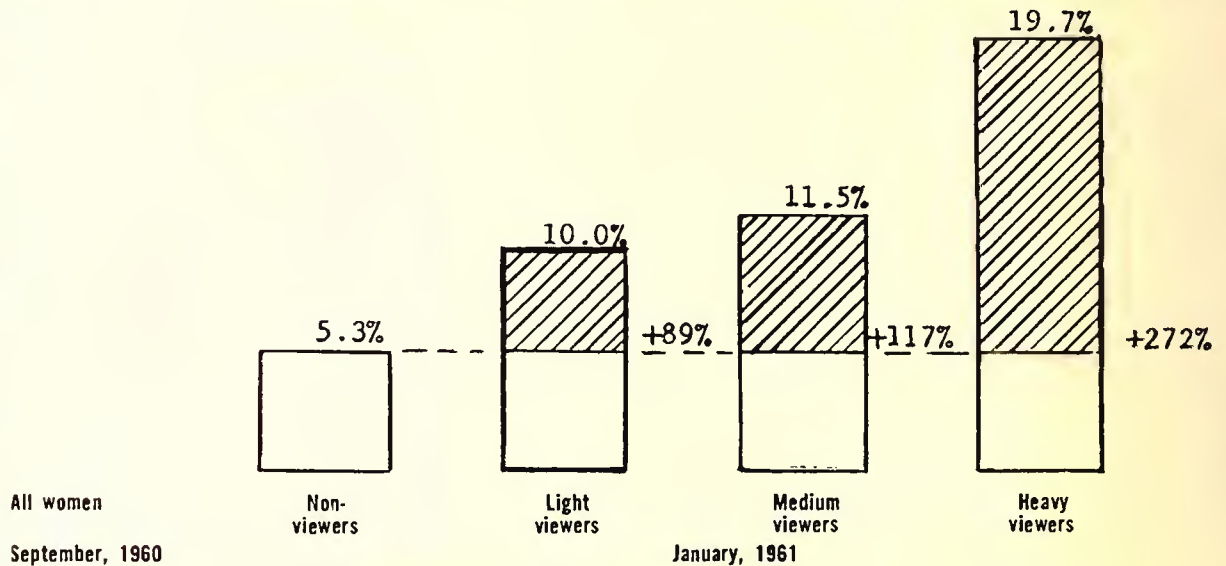
The direction to be taken by research into relative effectiveness of the media may to a large extent have been determined by the recently published findings of the Advertising Research Foundation's Audience Concepts Committee. In that report, titled "Toward Better Media Com-

parisons," the most significant conclusion drawn by the panel was that the best starting point for inter-media comparisons is at the perception level (i.e. actually seeing or hearing the advertising).

The report allows that the advertiser's goals reach beyond perception to communication and, ultimately, sales response. Based on the development of advertising research to the present time, however, perception studies make the most sense as an immediate target, according to the ARF committee.

In agreement that the ARF report represents one of the most significant developments in present-day tv research, with the reservation that it does not go far enough, is CBS TV director of research Jay Eliasburg.

## ABC TV shows scatter plan can score in brand recall



**MEMORABLE IMPRESSIONS** of the Brillo message were delivered by an ABC TV scatter plan, according to a national survey by AIM. Among those able to identify a Brillo slogan tv viewers predominated

He finds heartening the report's probable contribution to getting away from what he calls the "misleading" use of ad exposure alone as a basis of media comparisons.

Further, Eliasburg has come to the defense of the ARF findings against the critics. For instance, to the claim that perception measurement would be contaminated by memory, he replies that the committee certainly took into consideration the memory problem, but believes it can be solved. He asserts that Alfred Politz, an exponent of this criticism, faces the same problem with his firm's ad page exposure measurements, yet must feel the results it produces with this method are valid.

NBC researchers infer from the ARF committee findings that exposure-level studies purporting to compare effectiveness of the media are invalid. In an "NBC Research Bulletin" issued this past summer, reference is made to the Nielsen Media Service, which, states the bulletin, "measures vehicle exposure and attempts to compare magazines and television at this level." Also cited

is the "Ad Page Exposure" research which the magazine industry has employed as a weapon against tv.

(Exposure-level, considered by the ARF committee as too rudimentary for inter-media comparisons, refers to vehicle exposure, i.e. the number of people who make up the medium's audience, or, advertising exposure, limited to those actually exposed to the advertising under surveillance.)

Along with talk of future directions for tv research, such as implications of the ARF study, the networks naturally continue with the more immediate, down-to-earth projects designed to point up the advantages offered by their individual show lineups. For instance, ABC has commissioned Nielsen to examine its tv audience panel in terms of product usage, tying this data in with tv program preference.

Since there seldom is a great difference in ratings from one show to the next, it's important for an advertiser to know more about an audience's "product profile," points out Fred Pierce, director of research at ABC. Smoking was the subject of

the first Nielsen study along these lines conducted for ABC, with other product categories soon to be examined.

Additionally, ABC has been arranging for a number of studies of tv's ability to make memorable commercial impressions, whether by program sponsorship or scatter plans. On behalf of Metrecal, Pontiac, Brillo, Dow, etc., surveys have been conducted by AIM, a syndicated service, to determine viewer vs non-viewer consciousness of the advertising message, and in many cases product usage was also checked.

Typical of the results was the Metrecal survey. (This weight control product sponsored a Winston Churchill documentary series on ABC). Over the December, 1960-February, 1961 period studied, awareness was up 14% among viewers, to 0.7% for non-viewers; percent of weight control product users who purchased Metrecal rose 23% for viewers, 2% for non-viewers. (For indication of how a scatter plan net tv advertiser can do, see Brillo chart, this page.)

# LOVES THAT COUNTRY MUSIC

➤ Cas Walker, Tenn. supermarket chain owner, says country music on radio and tv, helped \$750 investment grow to \$20 million gross annual business

To hear Horatio Alger, that master weaver of right-is-might success stories, tell it, the road to fame and fortune is cobbled with huge chunks of get-up-and-go, and lots of unwavering determination. In Knoxville, Tenn., however, there is a man whose own success story gives rise to the feeling that Alger should, perhaps, have tossed two more ingredients into his stiff-upper-lip formula: country music, and the power of radio and tv.

The man is Cas Walker, one-time mayor of Knoxville, and current entrepreneur of a flourishing chain of supermarkets. Walker's personal claim to fame and fortune is a story which tells how he ran up a \$750.00 investment into a \$20 million gross yearly business. And Walker credits the bulk of this fantastic rise to peddling his chain store wares via the broadcast media route, to the tune of country music.

Walker has strong feelings about country music. For his 12 super markets—the majority located right in Knoxville, and one each in Morristown, Tenn., Midtown, Tenn., and Pennington Gap, Va.—he's spending over \$30,000 a month on local radio and television stations. All of it goes exclusively to country music and folk songs programming, seven days a week, 52 weeks a year.

Why country music? "Well," says Walker, "in my estimation, about 20% of the people like these types of music, even if they don't admit it." About the remaining 20% he says, "The other 20% don't like this variety of music and cuss you all the time for using it, which is also good publicity." He adds, with a philosophical shrug, "as long as you are honest and run a legitimate business, adverse publicity will help instead of being harmful."

Walker's fondness for this mode of advertising goes back some 30 years

and is based on hard, cold sales figures and facts. Take the year 1935, for example, the year Walker went back to radio after resolving the financial difficulties of those deep depression years—1933 to 1935—a trying period when he was forced to cut back all the country music advertising which he had started in 1929. In October, 1935, Walker bought two morning segments of country music on radio, time slotted from 5:30 to 6:00 a.m. and from 11:30 to noon. "Business," says Walker, "picked up from an average of \$70,000 per

month to better than \$170,000 per month—the very first month."

From that time on, he continued to add country music shows and country music spots on both radio and television. With the result: "business has continued to grow," Walker says "practically every month up until the present time." The Cas Walker Supermarkets are, at present, doing a volume of more than \$1,700,000 per month, he says.

"Country music lovers," Walker remarks, "are serious, adult-minded people who are loyal customers. And

**CAS WALKER**, the man who made a million selling his super market wares via radio and tv, to the tune of country music, down Tennessee way, is shown here with his pet hound, Rattler



you get quick results." Walker claims he can offer something on radio at 8:00 a.m. and have someone in the store asking for it by 8:30 a.m.

Along about 1953, in an attempt to attract a larger share of the food volume in the Knoxville area, the Cas Walker Supermarkets switched a small portion of its advertising budget to the then new, and only, television station in Knoxville. This first venture cost Walker something like \$121.50 a week for a period of four months. During the two years that followed, he increased the tv billings by more than 850%.

A year later—in 1954—the supermarket chain added its first 30-minute live tv program. Walker, who, back in 1929, did his own announcing when he first ventured into the fairly new medium of radio, also appeared on this first tv show in the

company of a selected group of hill-billy entertainers. The popularity of this first tv show brought about a gross monthly business increase of more than \$50,000.

This substantial increase resulted in the sponsorship of a second live 30-minute tv show. Two years later, Walker added sponsorship of *The Cisco Kid*, a syndicated film, a half-hour show seen once a week on Tuesday, from 6:30 to 7:00 p.m.

The current broadcast advertising schedule for the Cas Walker Super Markets shapes up like this:

- On WBIR-TV, Knoxville, sponsorship of an hour-and-a-half live tv show with country music entertainers, five days a week, Monday through Friday, from 6:30 to 8:00 a.m. (Walker, endowed with a flair for showmanship, P. T. Barnum style, emcees this show himself most

of the time.)

- On WATE-TV, Knoxville, sponsorship of a live half-hour show, with country music entertainers, three nights a week, 6:45 to 7:15 p.m.

- On WIVK, Knoxville, an all country music radio station, sponsorship of a daily half-hour show noon to 1 p.m. five days a week. This is backed up by a spot announcement schedule sprinkled throughout the day on this station.

- On WSWV, Pennington Gap Va. (Lee County Broadcasting Co Walker owns half interest in this station) a spot announcement schedule

Commercials on tv take the form of slides, animations, films and live personal appearances.

The results of the tv exposures, says Walker, have been outstanding. As examples, he cites these instances.

(Please turn to page 53)

CAS WALKER SAYS —



# LOOK MOM... WHAT BARGAINS at CAS WALKER'S!

DENDER'S TENDER WHOLE **FRYERS** lb. **29**

CUT-UP POUND **33¢** CUT THICK TO BARBECUE OR BROIL

BONED AND ROLLED PORK **SHOULDER ROAST** lb. **59¢**

SLICED SUGAR CURED **PICNIC HAM** 2 lbs. **87¢**

FRESH **PORK BRAINS** lb. **39¢**

**CHUCK STEAK** lb. **59¢**

LOOK WHAT YOUR DOLLAR WILL DO!

FRESH **PIGS FEET** **10¢**



LOOK MOM... PAPA GUY!

HERE is how Walker makes dual use of his newspaper space. Sandwiched in between the victual ads, is a cartooned poke at the newspaper editor, center of the civic issue opposed by Walker. The idea: why not give Mrs. Housewife civic food for thought while she decides between fish and fowl

# FM STEREO'S PROMO PUZZLE

With "infinitesimal" number of sets able to get multiplexing, real problem is right marketing formula; KPEN tie-in with set dealers draws praise

If ever an industry problem demanded the most imaginative and creative efforts of the best marketing, advertising, and promotion brains in the country, it is the puzzle posed by the 1 June decision of the FCC to permit FM stereo multiplexing.

More and more it is becoming apparent that the technical and engineering excellence of multiplexing is not the question.

With an estimated 20 fm stations now broadcasting fm stereo and between 70 and 80 expected to be multiplexing by 1 January, enthusiasm for the sound qualities of the new system is at a high peak, at least among station men, engineers and music buffs who understand the principles involved.

New York's pioneer fm station WQXR-FM, on the air since 1939, is one of the best known to announce new multiplex schedules. WQXR-FM, now broadcasting 10 hours of fm stereo weekly, will step up its schedule to 12 hours in October with the addition of weekly concerts by the Boston Symphony, according to Elliott M. Sanger, exec. v.p. of the New York Times outlet.

Unlike certain other fm stations which have had a disillusioning experience in trying to attract sponsors for multiplex broadcasts (WKFM-FM Chicago is rumored ready to drop its 16 hours of stereo) WQXR-FM has succeeded in lining Fisher Radio, London Records, RCA Victor, Angel and Capitol Records, and H. H. Scott as sponsors for its present fm stereo schedules and Air-India and Harmon-Kardon for its Boston Symphony broadcasts.

For many fm stations, however, the problem of sponsorship of multiplexing is a continuing headache ("They want us to underwrite the cost of their conversion to stereo" complains one set manufacturer), and is a major factor in the complex

## "A Milestone but—" WQXR's Sanger

In announcing WQXR-FM's new schedule of 10 hours weekly of stereo multiplexing, Elliott M. Sanger exec. v.p. of the pioneer New York Times FM station called it a "milestone in broadcasting" but warned of problems. Higher equipment costs are necessary for fm stereo operations, but no rise in time rates seems possible, emphasizes Sanger.



stereo marketing puzzle.

Other factors: public ignorance about stereo, and the infinitesimal number of receivers now equipped to receive fm multiplexing.

Despite the upsurge in sales of stereo recordings in the past three years, most radio set owners are still confused about what stereo is, say industry experts, and terms such as monaural, binaural, hi-fi, and multiplexing are adding further to the confusion.

L. P. Sandwick, v.p. Pilot Radio, believes that only imaginative station-set dealer co-operation can supply the public education necessary to put fm stereo across, and cites the example of KPEN(FM), San Francisco, as an outstanding example of this.

KPEN(FM) has synchronized its stereo schedules with set dealer drives for in-store listening, and has been particularly careful to program in a way which shows off stereo quality to those who are unfamiliar with it.

Thus, KPEN(FM) selects recordings, mainly popular standards, which dramatically separate the two-speaker signals (a Nichols-May recording in which Mike's voice comes out of one speaker, Elaine's out of the other, was cited by Sandwick as a good example). Once the in-store listener has clearly recognized stereo values, then but only then does KPEN(FM) switch to more classical selections.

In-store enthusiasm for the KPEN(FM) demonstrations (and for stereo sets or adapters) has been high, says Sandwick, but in other cities where stations are less careful to dramatize stereo advantages, "customers melt away out of the showrooms, after only a few minutes."

Incidentally, retail marketing experts seem unanimous in voting for the term "Fm Stereo," rather than multiplexing, as a label for the new system. "Don't confuse people more than they are already," they say.

As one step in the process of elimi-

nating confusion, WQXR-FM in announcing its schedule of fm stereo, simultaneously announced that it was discontinuing its AM-FM stereo broadcasts which had been on the air since 1952.

Meanwhile, despite mounting evidence that a vast and imaginative public education job must be done before fm stereo reaches its potential, optimistic statements about the future of the new medium continue to come from many phases of the industry.

Edward R. Taylor, executive vice president of Motorola and chairman of the Consumer Products Division of the Electronic Industries Assn. believes that fm stereo will open a "substantial new market" for set manufacturers.

Taylor cautioned set makers however, against rushing on the market with "unsatisfactory and untested products" which might alienate the public. He feels that fm stereo can "bring back home listening for many persons who in recent years have largely confined radio reception to the auto or portable set," and says that it will "doubtless provide a new stimulus "for the sale of radio phonographs.

John F. Meagher, v.p. for radio at the NAB, addressing a convention of radio retail dealers in Chicago expressed confidence in the future of fm stereo but placed the burden of responsibility on manufacturers and distributors of fm stereo receivers. Said Meagher, "success depends in large measure on how aggressively and cooperatively manufacturers, distributors and dealers are willing to work with fm broadcasters."

Zenith and General Electric which manufacture multiplexing equipment for stations have been under particularly heavy pressure from broadcasters to back fm stereo drives. (See SPONSOR-SCOPE).

However, most industry experts feel that not merely the equipment companies but all set manufacturers, and to some degree, record companies must be involved in the stereo drive.

And all agree that it will take a high degree of imaginative and cooperative marketing to put the beautiful new baby across.

# TV EXPENDITURES

▶ TvB figures for the first half of '61 show combined gross time billings, net and spot tv, up 3.7% over '60

▶ Added expenditures by food, grocery products and cosmetics and toiletries account for brighter picture

**A** comparison of tv spending by industries during the first half of this year and last suggests that recession psychology retained a hold on the consumer during the '61 period.

TvB gross time figures showed substantial increases in ad monies for everyday food and grocery items and fair-sized decreases in spending to push clothing, products for the home and automobiles (see box below).

Total television gross time billings for both network and spot in the first six months of 1961, according to TvB, were \$675,796,472. Last year, during the same period, the billings came to \$651,516,077.

The biggest contributor to this new glimmer are the food and grocery product industries. The total gross

time billings, in both net and spot by this group, in this period, accounted for a total of \$156,829,230, an increase of 8.3% over the \$144,766,075 expenditure during the same period last year.

The second highest buying group during this time was the cosmetics and toiletries group whose billings totalled \$72,279,095. Compared with the group's billings last year which totalled \$72,248,550, this represents a very slim .04% increase over 1960.

Although a number of product advertisers listed in the chart on this page cut back on tv advertising expenditures this year, there were a few who bolstered their belief in the medium with increased buys.

Among them (aside from those list-

## Some spent less, others more over 1960

### THESE INDUSTRIES SPENT MORE:

PRODUCTS	1961* TOTAL TV	1960* TOTAL TV
Confections & Soft drinks	\$ 31,688,226	\$ 26,202,331
Dental Products	25,488,980	19,795,180
Food, Grocery Products	156,829,230	144,766,075
Household Laundry Products	50,031,947	43,405,994

### THESE INDUSTRIES SPENT LESS:

Automotive	30,366,598	39,074,442
Clothing, Furnishings, Accessories	9,269,675	11,669,628
Household equipment, appliances	7,227,218	9,830,579
Household furnishings	3,583,835	5,542,590

\* Source: TvB-LNA/BAR—TvB-Rorabaugh

# MIRROR CAUTIOUS CONSUMER

ed in the box on the preceding page): Amusements and entertainment; building material, equipment, fixtures, etc.; consumer services; household paper products; notions; publications sporting goods, bicycles and toys and stationery and office equipment.

Among those who spent less: ales, beer and wine, chemicals institutional; garden supplies and equipment; hotels, resorts and restaurants; household cleaners, cleansers, polishes and waxes; household general; pet products; television, radios, phonographs, and musical instruments; tobacco products and supplies; transportation and travel; watches, jewelry and cameras; and miscellaneous products, etc.

A number of sponsors switched advertising strategies during the first half of this year, as compared to the same period last year, by taking ad monies away from spot in favor of a heavier splurge in network buying.

The amusements and entertainment group, for example, spent \$957,000 in spot from January through June, 1960 and only \$143,517 in net. This year, for the same period, the expenditures in total gross time billings ran \$759,000 in spot, and \$797,270 in net.

On the other hand, however, the dentrifice group which this first half, spent over \$2 million more in total tv than during the same time last year, put the extra money in spot. The spot expenditure for the January through June 1960 period added up to \$4,846,000 and for the same period this year, \$7,785,000. The money spent in network this year—\$10,178,280—stayed pretty close to the amount spent last year—\$10,710,313.

Cigarette advertisers this year took money away from spot and added more to network. During the first half of this year, that group spent \$14,052,000 in spot while \$17,598,000 was spent during the same time last year. In net, the amount spent added up to \$36,175,564 this first half this year as compared to \$33,541,456 spent last year for the same period.

## Tv gross time billings, first half, 1961

PRODUCT	TOTAL TV	SPOT TV**	NETWORK TV*
Agriculture	\$ 1,856,242	\$ 725,000	\$ 1,131,242
Ale, Beer & Wine	28,786,532	25,574,000	3,212,532
Amusement, Entertainment	1,556,270	759,000	797,270
Automotive	30,366,598	8,546,000	21,820,598
Building material, Equip. Fixt.	9,208,389	982,000	8,226,389
Chemicals Institutional	113,112	.....	113,112
Clothing, Furnishings, etc.	9,269,675	6,003,000	3,266,675
Confections, Soft Drinks	31,688,226	18,912,000	12,776,226
Consumer services	20,578,870	9,030,000	11,548,870
Cosmetics, Toiletries	72,279,095	28,925,000	43,354,095
Dental products	25,488,980	8,993,000	16,495,980
Drug products	65,923,633	21,321,000	44,602,633
Food, Grocery	156,829,230	91,819,000	65,010,230
Garden supplies, etc.	958,170	664,000	294,170
Gasoline, Lubricants	19,724,751		8,800,751
Hotels, Resorts, Rest.	370,000	370,000	.....
Household cleaners, etc.	34,241,882	14,412,000	19,829,882
Household equip., appl.	7,227,218	2,161,000	5,066,218
Household furnishings	3,583,835	1,005,000	2,578,835
Household laundry prods.	50,031,947	24,006,000	26,025,947
Household paper prods.		3,166,000	7,648,837
Household general	7,798,796	3,148,000	4,650,796
Notions	117,042	88,000	29,042
Pet products	7,975,637	3,898,000	4,077,637
Publications	2,811,240	1,707,000	1,104,240
Sporting goods, bicycles, toys	3,057,790	1,320,000	1,737,790
Stationery, office equip.	869,990	130,000	739,990
TV, Radio, Phono, Musical instr.	1,333,379	318,000	1,015,379
Tobacco products, supplies	55,415,624	15,863,000	39,552,624
Transportation, Travel	2,575,829	2,542,000	33,829
Watches, Jewelry, Camera	8,256,597	942,000	7,314,597
Miscellaneous	4,687,056	3,674,000	1,013,056
<b>PRODUCT</b>	<b>675,796,472</b>	<b>311,927,000</b>	<b>363,869,472</b>

\* Source: TvB/LNA-BAT

\*\* Source: TvB, Horabaugh

# SPONSOR ASKS:

## HOW CAN A STATION BUILD RATINGS WITH PUBLIC SERVICE PROGRAMING?

Those answering this week's question are:

- **Joe M. Baisch**, WREX-TV, Rockford, Ill.
- **Robert C. Mulhall**, WOI-TV, Des Moines
- **Thomas S. Bretherton**, WTOL-TV, Toledo
- **John A. Comas**, WSJS, Winston-Salem

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**Joe M. Baisch**, v.p. & general manager, WREX-TV, Rockford, Ill.

In my experience, remote telecasts of events having high community involvement are the best means of building audiences via public service. Properly handled they are proven audience pullers. But beyond that, remotes stimulate great feelings of loyalty and a sense of appreciation



*Remote telecasts of events with high community interest are best means*

in the people. They make viewers feel that the tv station is an integral part of their community with an intense interest in the matters closest to their hearts. They meet local needs.

For these reasons, WREX-TV programs many remotes. For example, in one week last May, this station presented four "local spectaculars" in one week: Saturday, May 27, *Rite of Ordination to the Priesthood*; Sunday, *Special Memorial Day Services from Court St. Methodist Church*; Tuesday, *Memorial Day Parade*; Thursday, *Graduation Exercises* of two high schools.

When WREX-TV does a remote, the response is immediate and enthusiastic. There is a tremendous increase in phone calls and mail from throughout the station's service area, congratulating, commending and expressing other favorable reaction.

Another sign is an influx of letters and phone calls before an outstanding local event.

But let's get down to ratings, as so many people do nowadays. In the case of the W. Rockford H. S. Commencement, which ran from 9 to 10:45 a.m., we have the May-June 1959 ARB covering the program. The average rating for the commencement was 13.4, many points above the regular daily figure: *On the Go*, 11.7; *Sam Levinson*, 9.3; *Top Dollar*, 11.4. The competition: *Dough-Re-Mi*, 1.3; *Treasure Hunt*, 2.5; *Price is Right*, 5.2.

In the case of the E. Rockford H. S. commencement which ran from 2 to 3:30 the same afternoon, the disparity is even greater, with commencement pulling double the regular daily figure in many cases. Average commencement rating was 10.6. Average daily rating in time period was 7.0. Competition programming average, 3.4.

The Bishop Lane Remote pulled 12s and 13s—consistently double the regular time period programming, which gets 5s, 6s and 7s. Competition ratings were considerably lower.

Let's examine WREX-TV's policy of presenting these commencements, which may be regarded as unusual programming on Madison and Michigan Avenues. Bringing the West and East High ceremonies to the Rockford area has proven successful year after year by all standards, with viewer mail coming in from aunts, uncles, other relatives and friends and just interested viewers. These writers expressed their thanks because they were unable to attend the exercises because of the space limitations of the theater where they are held. We shall continue this public service effort as long as possible.

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**Robert C. Mulhall**, general manager, WOI-TV, Des Moines, Iowa

The proof of the pudding axiom applies to many things, but not to television public service programming. The proof of the program is not nec-



*Public service programming best when presented without rating consideration*

essarily in the viewing. Community-minded program management constantly meets the force of public interest and public necessity on one hand, only to be alarmed by audience apathy on the other. In following the "seek out" mandate, the broadcaster quickly ascertains that what the mass audience wants on television and what it will watch, might be two separate things. Mandate or not, public service programming is a dedication with most broadcasters, and is presented for service rather than silver. We have not yet found the magic which would cause public service programming to be accepted instantly as important by the mass audience. There is no gimmick. One might facetiously contemplate a ridiculous method where in the same regulations which require balance programming would provide for required balanced viewing.

Public service programming falls broadly into two acceptable or rating strata. The first, the one-time or short series type will achieve viewership since it generally concerns an event or issue over which the public has been pre-aroused. For the sake of brevity we will lump all other into the "bread and butter" type. This represents those pieces of time in which the station places itself in the position of service to the home, agriculture, education, religion, and the host of community social and service organizations with a story to tell or a drive to conduct.

Public service programming should not be relegated but rather given proper time and continuous exposure. In doing this a station reflects a service image which is slowly accepted by the mass audience. WOI-



TV's farm and educational programs show substantial audience increase, but only after continuous exposure and when given good adjacencies.

Since there is an interdependence between stations and community and service organizations, we find that a good image can be sustained through these groups. Well-planned and thorough public service support of these people is usually rewarded by considerable promotion and lip service support for the station.

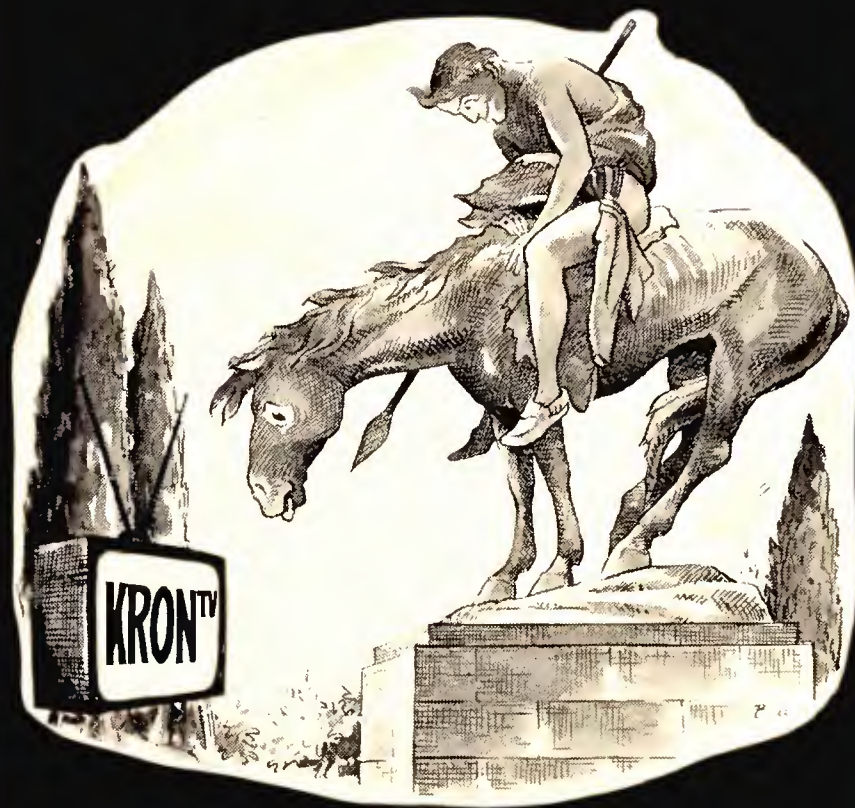
Audience, and therefore ratings, for public service programming can be increased but only after the audience is impressed with the notion that the station will not be dissuaded by low ratings. If the station does not convey the importance of public service programming the audience will not attach this importance either.

**Thomas S. Bretherton**, *exec. v.p. & gen. mgr., WTOL-TV, Toledo, Ohio*

Invest well and wisely in experienced public service personnel. Furnish them with the tools, the position, and the management backing to get the job done. This, basically, is the public service formula we've established at WTOL-TV, Toledo. Our public service people have been trained to recognize significant community needs and to pick subjects of vital local interest. They coordinate their efforts with the promotion department so that their prospective audience will be properly informed through special previewing arrangements for local press, news releases, tune-in ads and, most important of all, a properly planned on-the-air promotion campaign. When we go after the big ratings, we're competing with the best that the networks have to offer, and we've found that there's little room for the "cloud nine" approach. The emphasis is on creativity, of course, but we're also looking for basic appeal and entertainment value no matter what the subject matter.

Our public service people represent a vital segment of our overall programming structure. And, they've done a significant job. To illustrate, our *Series One* presentations, prime time specials scheduled throughout the year, have attracted more audience than our network programming regularly scheduled in the same time period. *Series One* which has covered everything from Ohio migrant  
(Please turn to page 48)

# KRON is TV in SF



*San Franciscans are sold on KRON-TV*

- SAN FRANCISCO CHRONICLE • NBC AFFILIATE •
- CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



# WPTF

## Raleigh-Durham



has **TWICE**  
as many  
adult listeners

**THAN** any other station in  
the nation's 28th radio market.

Source: 32-county area PULSE:

<b>WPTF</b>	<b>55.1%</b>
<b>Station B</b>	<b>24.1</b>
<b>Station C</b>	<b>5.2</b>
<b>Station D</b>	<b>9.2</b>
<b>Station E</b>	<b>6.4</b>



# WPTF

**50,000 WATTS 680 KC**

NBC Affiliate for Raleigh-Durham  
and Eastern North Carolina

R. H. Mason, General Manager  
Gus Youngsteadt, Sales Manager

**PETERS, GRIFFIN, WOODWARD, INC.**  
National Representatives

WPTF 32-County Area Pulse Aud. Comp., May, 1960

National and regional buys  
in work now or recently completed

## SPOT BUYS

### TV BUYS

**Colgate-Palmolive Co.**, New York, will give full introduction to a new product called Away. It has run its test campaign and this expanded promotion calls for an eight to 10 week flight. It will go into scattered markets, depending on distribution, and will start sometime in October. The frequency calls for three to five spots per week per market. Time segment: day and night minutes. Agency: Street & Finney, New York. Buyer: Helen Thomas.

**Cluett & Peabody**, New York, will go into a spot promotion for its Arrow Shirts. This will open 15 October for an eight week flight. It will use fringe minutes and prime breaks in over 30 markets. Agency: L&N, New York. Buyer: Marion Jones.

**Beecham Products**, Clifton, N. J., has a campaign planned for Brylcreem to start 2 October. There probably will be 40 to 50 markets involved in a flight of nine weeks. Time segments will be late night and early fringe minutes. Agency: K&E, New York. Buyer: John Timco.

**Texaco, Inc.**, New York, will open a campaign for its Texaco petro products. The starting date is 13 October and this will have a three week flight. It will use live kid minutes at a frequency of five to 10 per week per market. There will be some 30 to 40 markets in this promotion. Agency: B&B, New York. Buyer: Jack Mitchum and Tom McCabe.

**Lever Brothers**, New York, has a forthcoming promotion for its Mrs. Butterworth's Syrup. The starting date for this one is 24 September and it will go on through the 31 December. Time segment: night minutes and chain-breaks. This has a frequency of five to 10 per week in scattered markets. Agency: JWT, New York. Buyer: Thom Leidner.

**General Foods**, White Plains, N. Y., has a forthcoming campaign for its Jello pudding and pie filling. This will begin 2 October and can be expected to have a six-week flight. The time element in this will be prime chain-breaks. They plan to go into some 40 to 50 markets. Agency: Y&R, New York. Buyer: Louis Fox.

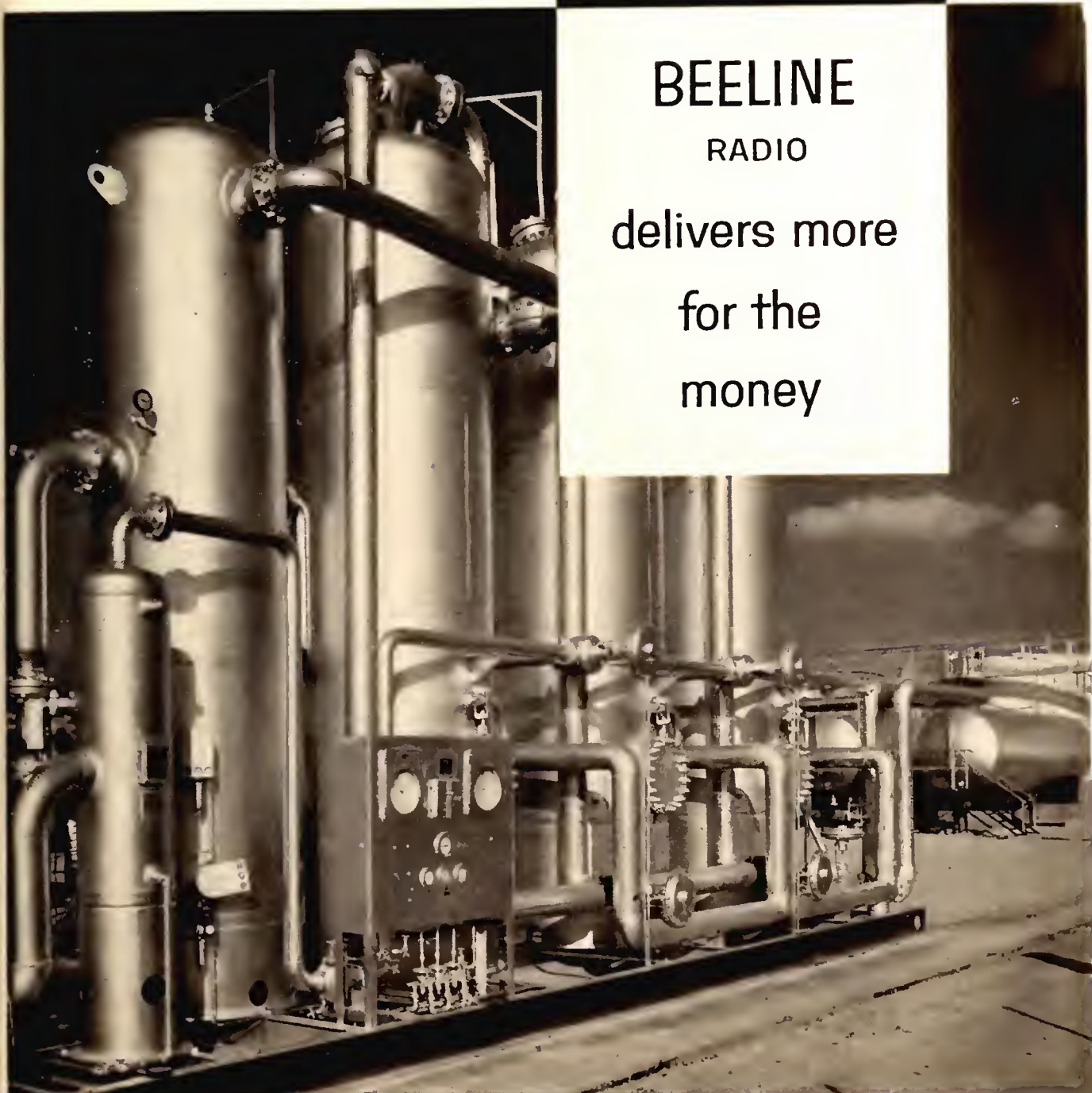
**Standard Brands Inc.**, New York, has a campaign coming up for its Tender Leaf Tea. This will go into some 35 markets on two to three stations per market. Time segments: Minutes, 20's, I.D.'s. It will open 16 October for a ten week flight. Agency: JWT, New York. Buyer: Jayne Shannon.

### RADIO BUYS

**Ford Motor Company**, Dearborn, Mich., will open a spot promotion for its new line. The starting date is towards the end of September and it's scheduled for a three-week flight. It will use saturation minutes in over 80 markets. The frequency will vary from 50 to 70 spots per station and there will be 3 to 4 stations per market. Agency: JWT, New York. Buyer: Harold Veltman.

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



# RADIO RESULTS

## BREWERS

SPONSOR: Louis F. Neuwiler & Sons

AGENCY: Direct

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

WGBI, Scranton

Announcements

## AUTOMOBILES

SPONSOR: Hampton Motor, Inc.

AGENCY: Direct

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

WVEC, Hampton, Va.

Announcements

## BEVERAGES

SPONSOR: Canada Dry Beverages

AGENCY: J. M. Mathes

**Capsule case history:** Canada Dry Beverages introduced its new low calorie coffee drink by means of a write-in offer on WCBS, New York, on the *Jack Sterling Morning Show* scheduled Monday through Saturday, 6:00 to 10:00 a.m. Sterling offered a coupon redeemable for two 16-ounce bottles of the new beverage to listeners who mailed him a postcard. This was done over a 10-day period during the regular one-minute announcements for Canada Dry. In that length of time, over 6,000 cards were received by the station asking for the coupon, and the number continued to rise for weeks after the promotion. The figure more than doubled the amount anticipated by Canada Dry's agency, J. M. Mathes, New York. This reaction was a major factor in successfully merchandising it to the food industry in the metropolitan New York area, where the beverage firm placed trade ads reporting the results on WCBS. Satisfied with the reaction, the grocery line gave product wide trade support.

WCBS, New York

Announcements

## DEPARTMENT STORE

SPONSOR: Montgomery Ward, St. Louis

AGENCY: Hart Agency

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

KWK, St. Louis

Announcements



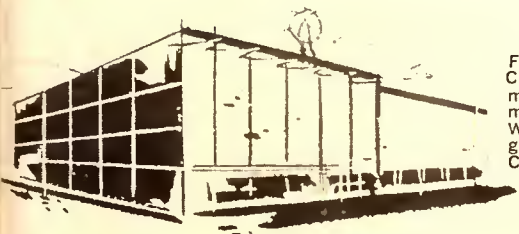
## 25 YEARS AGO ON WBNS RADIO

The big golfing news story in 1936 was Denny Shute's triumph in the PGA Tournament. Most Central Ohio folks heard it first on their favorite radio station — WBNS.

Big department store news that year in Columbus, Ohio, came from F & R Lazarus. Most folks heard *that*, too, on WBNS. Lazarus bought its first spots

with us in 1936, and has been a steady customer of ours ever since — 307 consecutive months.

Right here in our town where the man who buys the time also sees the cash register results, local advertisers just naturally keep coming back to WBNS for more. A shrewd practice, obviously, for time-buyers everywhere.



F & R Lazarus, 109-year-old Columbus institution and member of the Federated Stores merchandising group, relies on WBNS Radio to tell its story and get its share of the \$1,750,000,000 Central Ohio retail sales volume.

**WBNS**  
COLUMBUS, OHIO

*Represented by John Blair & Company*

# 'Open Heart Surgery' on WIIC, Pittsburgh



One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by

**BLAIR-TV**

"In meeting our responsibilities for community service and leadership, WIIC pays particular attention to the production of telecasts like 'Open Heart Surgery' which combine high informational value with deep human-interest. Such programs have a strong appeal to the responsible and responsive elements in our community—a factor of great importance to us, and to our advertisers."

R. A. MORTENSEN  
*Exec. Vice President  
Station WIIC*

# Keeping Viewers Alert to Medical Achievement

Alert management of leading stations is long recognized this principle with regard to programs:

The seeing-eye of Television is rarely more exciting, or more enlightening, than when focused on a local event with broad human significance.

A perfect case in point is "Open Heart Surgery"—WIBC's telecast of the operation to repair a break in the heart-wall—performed at Allegheny General Hospital.

As soon as word of the imminent operation reached Ray Stewart, Director of Public Affairs at WIBC, he arranged hospital cooperation for a two-hour telecast. Being experienced in medical broadcasts, Stewart himself served as television narrator, with Dr. D. L. Fisher of Allegheny General handling the technical narration. As a television feature, "Open Heart Surgery" combined many elements of catnip:

*Suspense*—the thrill of seeing an Oxygenator take-over the duties of heart and lungs for nearly 40 minutes, while the distance between life and death narrowed to fractions of an inch.

*Drama*—the perfectly coordinated activities of a professional team of seven, gaged in a race with time.

*Skill*—the wizardry of deft surgical fingers stitching-up an almost imperceptible break in delicate heart-muscle.

To Blair-TV, exciting cultural programming by great stations like WIBC is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

## BLAIR-TV

Television's first exclusive  
national representative, serving:

W-TEN — Albany-Schenectady-Troy  
WFBG-TV — Altoona-Johnstown  
WNBF-TV — Binghamton  
WHDH-TV — Boston  
WCPO-TV — Cincinnati  
WEWS — Cleveland  
WBNS-TV — Columbus  
KTVT — Dallas-Ft. Worth  
KOA-TV — Denver  
KFRE-TV — Fresno  
WNHC-TV — Hartford-New Haven  
WJIM-TV — Lansing  
KTTV — Los Angeles  
WMCT — Memphis  
WDSU-TV — New Orleans  
WOW-TV — Omaha  
WFIL-TV — Philadelphia  
WIBC — Pittsburgh  
KGW-TV — Portland  
WPRO-TV — Providence  
KING-TV — Seattle-Tacoma  
KTVI — St. Louis  
WFLA-TV — Tampa-St. Petersburg

## Sponsor backstage (Continued from page 12)

cooking up a most fascinating new approach to German-American television. He had with him two full hour taped programs, each in a German-speaking, and an English-speaking version. WNEW-TV bought one of them, and ran it. Called "A Child's Game," it was a very creditable drama produced in, and dealing with Berlin.

This man was Ronald Kalin, who heads up a West German company called Tele-West. They produce these dramas in two languages merely by shooting each sequence in the script, first in German, and second in English. Kalin says it's no problem at all, because of the large number of Germans who have lived for many years in the United States and speak English as well as they speak German. He himself is a good example, since he lived in America about twenty years. During that time he worked for the Bartell chain, as well as a couple of Hollywood picture companies.

### Pooling efforts for p.a. shows

A few columns back, I reported on the Intertel operation, in which a number of organizations in various countries are producing public affairs shows for transmission on tv in each of their respective countries. You'll recall that this was a Westinghouse Broadcasting Company project in which WBC, the National Educational Television and Radio Center, the Australian Broadcasting Commission and Associated-Rediffusion Ltd. of England pooled their efforts to produce documentary shows on problems in critical areas.

Now another such round-the-world effort has been launched with the organization of the International Broadcasting System, Inc. in New York. A man named John Keesing is head of this, and he has just made a deal with the Japan International Broadcasting system. The IBS plan, too, is to organize a worldwide chain of radio-tv operations to interchange programs and sell international advertisers on sponsoring such shows.

TV's top personalities also continue most active on international levels. Personalities of the caliber of Bob Hope, Jackie Gleason and Peggy Lee are always flitting around the world. And Jack Paar has done his show from a number of points overseas.

### Are we all crazy?

What does it all indicate. I sometimes ask myself, that after fifteen short years (even if they do seem like a thousand) we can be lay-down-your-life-and-die friends with our mortal enemies of 1945. And truly mortal enemies with our 1915 allies. Does it signify we are all crazy?

Does it mean we should be more consistent, or give up?

I think not. I think it is good that we are working out recording and broadcasting and yo-yo and bread deals with the Germans and the Japanese, and the Russians and all the other people all around the world. I think it is good that we proceed to work out these deals with an enthusiasm and eagerness that seems to say we think the world is going to go on forever, and not only that, but get better as it goes on.

I think it is good that we continue to work out these deals at the very moment that our respective governments are waving nuclear fists under each other's noses. I think it all proves that man has not yet learned to get along on the incredibly complex ideological levels, but man to man, he gets along pretty well.



## Take TAE and see

how to score  
more sales in  
PITTSBURGH, PA.  
... at lower cost

If we wanted to reach for football language, we would use terms like power, precision, drive. Instead, we'd like to talk your language . . . sales for your clients. There is a difference, though, between the large national firms and local ones. National advertisers usually watch overall sales pictures, financial reports, net year-end statements. Local advertisers watch the cash register daily. That's why 46 major local firms have switched from other Pittsburgh TV stations to WTAE in the past year.

A rather solid indication that you get more sales for your client on WTAE-TV, and at lower cost. See your Katz representative for the facts on the ever increasing move of local and national advertisers to WTAE in Pittsburgh.

**BASIC ABC IN PITTSBURGH**

**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL **4**

## SPONSOR TASKS

(Continued from page 41)

workers to 17th century French art in the Toledo Museum, has proved to us that good public service programming, professionally executed and properly promoted, can do well in the rating picture.



*By looking for basic appeal and entertainment values regardless of subject*

However, we cannot overlook our obligation to the specialized audiences in our viewing community. WTOL-TV backs up its prime time public service programs with morning and afternoon presentations such as *The Little Playhouse*, featuring the spontaneous interpretation of literature, music, and art by third and fourth-grade youngsters; *YMCA Forum*, a sounding board for college students; *Junior Town Meeting*, discussion at the high school level; *RFD Toledo*, a daily presentation for the farmer and his family; and so on, through approximately seventeen hours a week of public service programming. The big rating numbers are important but not all-important. There are times when ratings are secondary to specialized service.

**John A. Comas**, vice president, *WSJS*, *Winston-Salem*

Building a rating is not the prime motivating factor behind effective public service programming. Rather, a sincere desire to serve the needs of the community should be the governing factor. However, it has been *WSJS'* experience that when the public interest is best served, public support is not far behind it.

Surely today's enlightened radio listener expects more from his set than a few records sandwiched in between the late news and current weather reports. If this be true, then one way to build ratings (which is to say create an interest in the station) is simply to find out what the people want to know and then supply that information. Determine areas of local interest and focus attention on them. Face up to community prob-

(Please turn to page 56)

## TV KID SHOWS

(Continued from page 29)

dren's programming must be considered, first, in terms of age bracket problem, Martin Stone, president of the Herald-Tribune Radio Network and veteran children's program creator (*Howdy Doody*, *Gabby Hayes*, *Johnny Jupiter*, *Super Circus*, *Quaker Oats Show*, *News That Made History*) made it clear to *SPONSOR* that what appeals to the little ones has no relation to teenage tastes.

"The range from three to seven years is for 'Howdy Doody' programming," Stone asserted. "It's 'kid stuff,' if you're over nine; and you were fit for a psychiatrist if you watched it when you reached your teens. How you present 'news' to first and second graders is far different from the approach to sixth and seventh graders. Also you don't talk down to kids. You talk to them."

Stone said it was important to get kids to participate in your program. They must identify themselves with the people, the puppets, the cartoon characters, or with the story.

"Kids and old folks are the devoted fans of television who don't ask for much except that somebody (tv producers, for instance) love them," Stone said.

The toy industry plays a significant and sometimes vexatious role in the sponsorship picture of children's programs on television. Once knee-deep in activity around Christmas time, it is now a year-round business.

The Television Bureau of Advertising notes that toy and game billing should hit the \$10,000,000 mark in 1961, considerably up from the \$7,300,000 in 1960. Makers of toys have been looking at the population explosion in the United States and for them it means a bonanza in the sale of kissing dolls and super toy rockets to the moon. It is estimated that 30% of the population is under 15 years of age.

Regarded as the biggest of the toy advertisers on television is Ideal Toy Corp. which told *SPONSOR* that its 1961 budget will be close to \$3,000,000. In 1960 it spent a trifle over \$1,300,000. 70% of this year's budget will go into spot advertising. Its fall network plans include participation in *Maverick* over ABC TV, *Mighty Mouse* over CBS TV and *Bullwinkle Show* over NBC TV. Ideal reports that in addition to appearing





**Take TAE  
and see**

how to score  
more sales in  
**PITTSBURGH, PA.**

**WTAE**

SIC ABC IN PITTSBURGH

**THE KATZ AGENCY, INC.**

National Representatives

**WTAE**  
BIG TELEVISION IN PITTSBURGH  
CHANNEL **4**

on the webs, it will advertise 18 toys, games and hobby kits over 149 local shows. In the New York area it will concentrate most of its business on children's programs over WNEW-TV. and WPIX (TV), long regarded as powerhouse draws for the "skirt tuggers." WABC-TV also scores heavily with the younger set.

Ideal Toy Corp., aware of the brickbats hurled at the toy industry in general for irresponsible television commercials, will make every effort to soften its aerial sales pitches.

Mel Helitzer, director of advertising and public relations for the company, said this year's commercials will be "softer" and more "entertaining."

A strong competitor of Ideal Toy Corp. is Mattel which told SPONSOR that its budget this year will come to \$3,000,000 for tv advertising. It spent approximately \$2,000,000 last year on network and spot advertising. Mattel will continue sponsorship of *Matty's Funday Funnies* on ABC TV and increase its spots in some 50 markets. Still another heavy

tv advertiser is Remco which told SPONSOR its spot business this year will add up to \$1,700,000. It will also allocate \$500,000 for network programming as well. It will use *Shari Lewis* on Saturday mornings over NBC TV and start a 12-week campaign on *Captain Kangaroo* over CBS TV effective 30 September. In addition it will co-sponsor Macy's Thanksgiving Day Parade (Lionel is the other sponsor) and do a pre-parade show the same day.

Kenner's, another major toy maker, announced it would spend in the region of \$1,000,000 on top-rated kids' shows in over 100 major markets from 9 October until Christmas.

"After the first flush of tv excitement was over, toy dealers demanded concentrated spot tv and frequency," Helitzer said. "As ad dollars grew, the battle for prime spots grew. The top kid shows became all toy shows as wholesalers and Tv stations helped to kill the golden goose by jamming toy commercials back-to-back from one end of the show to the other. As a result, major manufacturers felt their identity was being mitigated . . . now the pendulum is swinging back to network."

The Federal Trade Commission, moreover, has been looking askance as the behavior of toy jobbers who control tv time on a number of stations. The jobbers have "tied up" important time on kids shows and have participations to major toy makers. By buying into these programs the manufacturers are guaranteed distribution by the jobbers. The pros and cons of jobber tv have been a source of much debate in the industry. The consensus: it should be abolished.

Vigorous opponent of exaggerated claims for toys on television is Leslie L. Dunier, vice president in charge of radio/tv, Mogul Williams & Saylor, an agency which handles a number of toy and other children's products. "We have resented, as much as the public, the toy commercials on the air in the past year," Dunier told SPONSOR. "Many items were exaggerated to the extent that the child was fooled. It was healthy on the part of broadcast industry leaders to call a halt to such goings-on.

Dunier saw some justification for Minow's complaint about children's programs. "There's no denying that tv could be a major force in improv-



You're only half-covered in Nebraska if you don't use **KOLN-TV**

# NOW-

## KGIN-TV joins KOLN-TV



... and look at what it does to **LINCOLN LAND!**

### VITAL STATISTICS OF THE NEW LINCOLN-LAND

(Sales Management, May 10, 1961)

Population . . . . . 888,200  
 Total Homes . . . . . 275,800  
 Effective Buying Income \$1,519,268,000  
 Urban Population . . . . . 371,000  
 Rural Population . . . . . 517,200  
 TV Homes . . . . . 237,900  
 Retail Sales . . . . . \$1,124,130,000

**T**he new Lincoln-Land—Nebraska's other big market—is bigger and better than ever before! Satellite KGIN-TV now adds its coverage to that of KOLN-TV, greatly expanding your sales opportunities in Nebraska.

The map shows the new Lincoln-Land . . . and the figures at left give you an idea of what it has to offer.

For full details on the most sales-provoking TV-coverage news in Nebraska, talk with your Avery-Knodel man.

**The Feltzer Stations**  
 WQZO-TV — GRAND RAPIDS-KALAMAZOO  
 WQZO RADIO — KALAMAZOO-BATTLE CREEK  
 WJEF RADIO — GRAND RAPIDS  
 WJEF-FM — GRAND RAPIDS-KALAMAZOO  
 WWTV — CADILLAC-TRAVERSE CITY  
 KOLN-TV — LINCOLN, NEBRASKA  
 KGIN-TV — GRAND ISLAND, NEBRASKA

## KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS  
 1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS  
 1069 FT. TOWER

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



## Are you moving, too?

**Monday, September 18, Videotape Productions of New York, Inc. moves into America's great new Videotape Center at 101 West 67th Street, New York City**

Videotape\* is really on the move—and for a very good reason! The rapid succession of recent technological advances in Videotape has been moving more and more creative advertising people and their clients from film to Videotape. To accommodate this trend we are tripling our size and operation, moving into our great new multi-studio complex—Videotape Center. The electronic compatibility of Videotape and the television system, the reason for the vastly superior picture and sound quality of Videotape, has won more and more decision makers in advertising to tape as an improvement over the limitations of film for television. Certainly Videotape has come a long, long way from its early days, not so long ago, when it was the fast, inexpensive

way to put your stand-up commercial on television. It is still fast, still less costly. But today both these reasons are secondary to the real importance of Videotape. As a growing advertising medium, the television commercial is necessarily linked with the growing technology, electronics and flexibility of Videotape. The newest and most original means of exploring the selling powers of television are happening on Videotape—at Videotape Center. Day by day more advertisers are finding this out. People concerned with investing the television advertising dollar are moving to the top-notch creative personnel and facilities at Videotape Center. These people are moving ahead with the industry. Are you moving, too?

Visit our great new Videotape Center, 101 West 67th Street, New York • Telephone: TR 3-5800



## How Do You Measure Television?

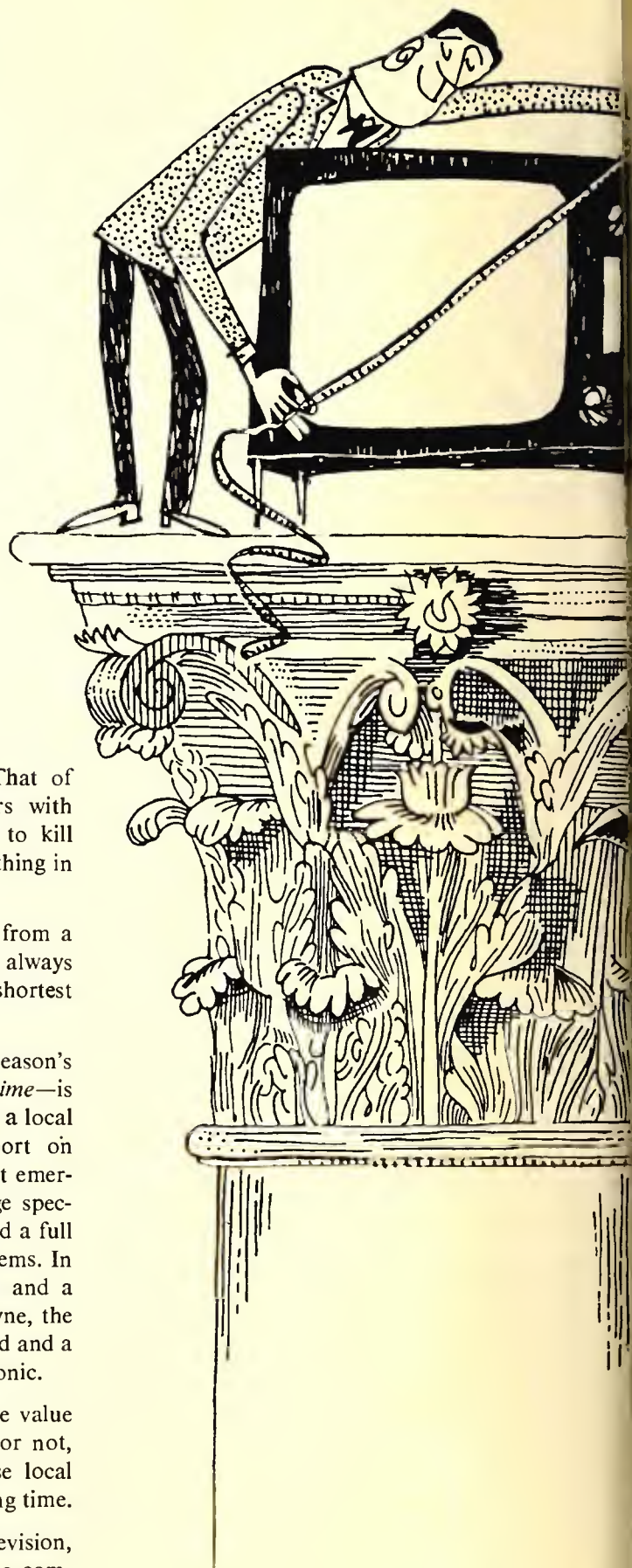
On the bias, obviously. But whose? That of nose-counters who equate big numbers with stature? That of tv critics who prefer to kill audiences instead of bad guys? Or something in between?

One yardstick we suggest: the distance from a station to its community. Corinthian has always believed that local programming is the shortest distance to its viewers.

A look back at highlights of the past season's local affairs programming—in *prime time*—is informative: In Tulsa, a candid study of a local John Birch Society leader and a report on "Tornado Alley." In Houston, a look at emergency hospital procedures and a teenage spectacular. In Sacramento, Civil Defense and a full hour non-clinical approach to VD problems. In Indianapolis, a report on flood control and a study of Indiana highways. In Fort Wayne, the work of a school for the mentally retarded and a program with the Fort Wayne Philharmonic.

Enlightened sponsors are discovering the value of such programming—but, sponsored or not, Corinthian stations are continuing these local efforts on a monthly basis in prime evening time.

When the instrument is Corinthian television, twenty-one inches reaches from station to community—and from seller to buyer.



*Responsibility in Broadcasting*

**THE CORINTHIAN**



ing the standards of our youth," Dunier said. "We need more good programing but, above all, the parents must guide their children's viewing habits.

Dunier saw a need for the use of humor in toy commercials and far less patronizing in talking to children. "But the personality who does the selling is most important," Dunier insisted. He thought Sonny Fox's handling of programs most exemplary. One of the agency's accounts, Bonomo Candy Division of Gold Medal Candy Corp. will co-sponsor "On Your Mark" on ABC TV, a Saturday morning children's program with Fox as emcee. This program will be a combo of entertainment and education.

Fox, whose *Wonderama* features on WNEW-TV, have evoked much praise for their stimulating impact on children. spoke to SPONSOR of the programs which by intent are designed for children. "Here, I think, at worse programs are uninteresting and are perhaps a waste of a child's time—at best, they are far more entertaining than adults' shows and somewhat educational," Fox said.

The real problem as Fox saw it, was not what was on the air but what was not. Children, he said, must learn to differentiate between fantasy and reality. Tv, which could do such an exciting job of bringing the world of reality to youngsters, has been content until now in supplying a steady diet of fantasy.

"It seems to me that in this area, Minow's foray into the 'wasteland' will have its greatest impact," Fox told SPONSOR. "News for children, which has been in everybody's pigeon-hole for years, has suddenly appeared on everybody's tv schedule."

Full of lure for the children of New York City and its environs is also WPIX, New York, which has been aptly dubbed the station which educates the children in the morning and titillates them in the afternoon. WPIX regards itself as a foremost outlet in a market where there are some 2,988,000 "young influentials" and where, it is estimated, one out of every two tv homes has at least one child under its rooftop. This fall will see several revisions in the children's schedule on the station. General Mills is delivering to WPIX several kids shows (all animated cartoons, including *Rocky and His*

*Friends and Mr. Peabody*. Another five-minute new children's strip is *New Adventures of Pinnocchio*, an "animagic" series produced by Dent-su (Japan) and distributed via Videocraft. It starts on WPIX 25 September. In January, 1961, WPIX will introduce another foreign import produced by Associated Redefusion of England (ATV) called *Supercar*.

Local citizenry has been hailing the *Young People's World* series running on all four tv Taft Broadcasting Co. stations. In Cincinnati (WKRC-TV) Glenn Ryle conducts the program; Robert McMeekin, local architect and bird and animal fancier, is a frequent guest on the WKYT-TV program in Lexington; Chuck Nuzum and Pat Ritter do similar programs on WTVN-TV, Columbus, and Pat Grey handles the program on WBRC-TV, Birmingham. Taft Broadcasting Co. also leased the Film Encyclopedia Britannica for integration into its *Young People's World*.

One astute industry observer pointed out that there'll always be an audience for children's programs—an audience mesmerized with the magic box. Moreover, as one preceptor mused: "Television is changing American children from irresistible forces into immovable objects."

## COUNTRY MUSIC

(Continued from page 36)

- Some 15,000 plastic garden hose were sold by the Cas Walker Super Markets in less than 30 days.

- 3,700 ladies dresses, featured only on tv, were sold in three days in one of the super markets that had never sold a dress previously.

- 1,500 cartons of tomatoes, 1,000 boxes of bananas, and more than 100,000 pounds of cobbler potatoes were sold in three days after being featured on tv.

- A total of 1,200 dozen men's shirts were sold over one weekend after being featured on tv.

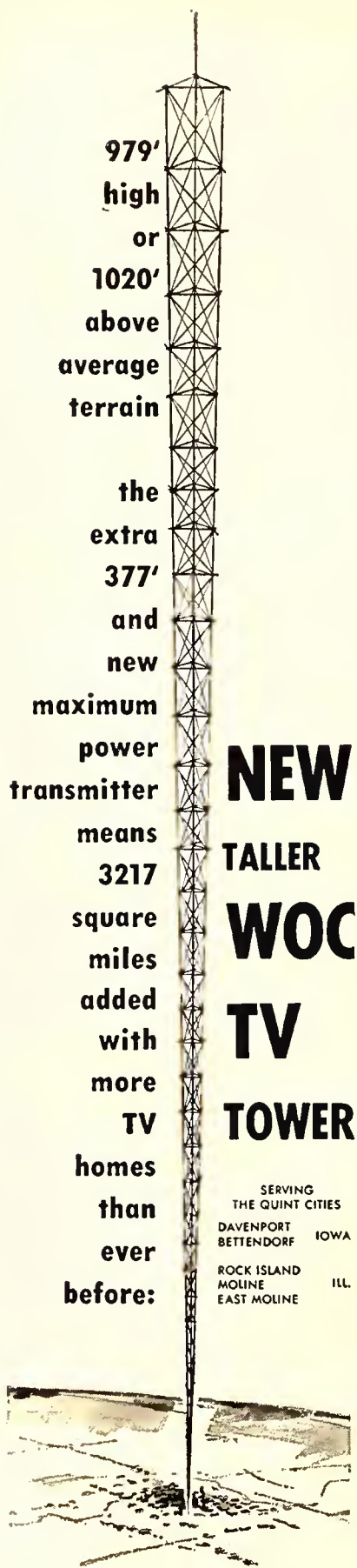
Anyone in and around Knoxville will tell you that the mild-appearing, 58-year-old Cas Walker, grandfather of three youngsters, is fast becoming a legend in the mountains of East Tennessee. More so, say some, than the legendary Davy Crockett.


But unlike Crockett, Walker threw away a coal mining pick, stuffed the

-  **KOTV**  
TULSA
-  **KHOU-TV**  
HOUSTON
-  **KXTV**  
SACRAMENTO
-  **WANE-TV**  
FORT WAYNE
-  **WISH-TV**  
INDIANAPOLIS
- WANE-AM**  
FORT WAYNE
- WISH-AM**  
INDIANAPOLIS

presented by H-R

# STATIONS



**WOC-TV Channel 6**   
 D. D. Palmer, President  
 Raymond E. Guth, General Manager  
 Pax Shaffer, Sales Manager  
 Exclusive National Representatives  
 Peters, Griffin, Woodward, Inc.

thousand dollars he had saved into a sack and went to visit some friends who owned a small grocery store. The following morning, he bought the store for \$750. That's how it all started.

Walker admits that those early days were pretty lean. When he first began using radio back in 1929, the expenditure came to a grand total of \$70 or \$80 a month, "and," candidly remarks Walker, "even then the stations would have to carry me for awhile!"

Not one to take a back seat when it comes to airing his own opinions, Walker, a former mayor of Knoxville and a member of the city council for some 16 years now, is a hot controversial figure in his area.

He makes no bones about his political feelings—likes or dislikes. As a matter of fact, he has absolutely no qualms about ridiculing the editor of the very newspaper he patronizes if he doesn't go along with the thinking.

Walker spends about \$10,000 a month on newspaper ads—a page ad in the Knoxville evening paper, and a page ad in the Knoxville morning paper, each week. The newspaper ads, says Walker, is not nearly as effective as his radio and tv advertising because of the fact he cannot inject his own personality into it. Right smack in the middle of the ads, however, the reader is apt to find a cartoon highlighting a political issue. Walker's thinking here: why not give Mrs. Housewife pause to ponder something else—an important public issue—while she decides whether to buy beef or chicken, beans or tomatoes.

A great public service doer, Walker often includes among his ads, endeavors to round up money for civic projects.

The popularity of his radio and tv shows, Walker also credits (aside from the country music appeal to the masses) to public service efforts. Says Walker: "we make appeals for blood donors for the sick, public service announcements that sell items that people don't need, we hunt for fox hunter's dogs and coon hunter's lost hounds, we help promote baseball games." His philosophy here: "we try to do so much for people, they will be ashamed to be seen trading anywhere else."

Walker manages to inject much of


his own dynamic personality into his radio and tv commercials. And a bit of his P. T. Barnum manner of exploitation is very evident here. His trademark is a pair of scissors—to symbolize cutting costs. One tv commercial has "Paladin" obviously a guitar player in this instance, pulling scissors out of a gun holster. Another shows a hearse stopping in front of one of his stores while the "corpse" jumps out and runs in the store to attend a sale.

A little bit of the Walker personality was visible in the special radio and tv promotion he did on toasters recently. A discount house was selling the toasters for \$14.95 each. Walker offered the same item to his listeners and viewers for \$10.00 in cash register receipts, plus \$4.95 in cash. The results: some 3,000 toasters were sold in the first week in addition to increasing the overall volume of business by a hefty \$70,000.

The fact that the toasters are different from the automatic pop up type—more like a little portable oven with a small tray which slides out to show if the toast is ready, made it a natural for Walker to quip during the sales pitch: "in addition to saving ten dollars, my customers can see which side of their bread is buttered."

Walker offers a bit of advice to advertisers on the use of country music. "Always," he advises, "use at least one or two spiritual numbers. Try to use a 'funny' number for the children, feature one of the tear jerkers for those who want to be sad, and be sure to use a couple of love songs for those who haven't learned better."

He adds: "something else that is important to remember is to be sure to keep up with the top entertainers, that are on *Grand Ole Opry* and on the *Tennessee Ernie Ford Show*. And stay with Red Foley and some of his old time songs and don't forget people never will tire of Roy Acuff's fine numbers. All of these," he says, "have worked for me and helped me sell millions of dollars worth of groceries."

Originally Cas Walker was able to handle all the details in connection with his advertising, his present expenditures however, are such that these business dealing have been turned over to the Tennessee Valley Advertising Agency, Knoxville. 

# big audience



## North Carolina's Grade A World

where only one station provides Grade A Coverage of 14 cities ranging in population from 11,000 to over 120,000, and City Grade Service exclusively to the state's top metropolitan market—Winston-Salem, Greensboro, High Point

Call Peters, Griffin, Wood, Inc.

**WSJS** TELEVISION  
**NB** **MST** **CH**  
CHANNEL 12  
WINSTON-SALEM / GREENSBORO / HIGH POINT

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**SPONSOR IS MOVING SOON.  
IF YOU CAN DECIPHER OUR  
NEW ADDRESS WRITE TO  
CONTEST, SPONSOR, 40 E.  
49, NEW YORK 17 AND WIN  
A PRIZE. CONTEST ENDS  
ON 29TH OF SEPTEMBER.**

**SPONSOR ASKS**

*(Continued from page 48)*

lems meeting requirements with effective support through efficient exposure.

These things cannot be done properly by the simple expedient of furnishing free time to certain recognized groups to use at their initiative and discretion. It can be managed by cooperatively developing effective programing creatively designed from the very beginning to attract and interest the listener even though the final objective of the campaign may be to inform, educate or even to entertain. A small application of creative thinking can do much to eliminate the boredom factor.

Further, these objectives cannot be reached by scheduling public service programs purely for logging purposes. We can attain stature and



*Determine  
areas of local  
interest and  
support them  
with proper  
exposure*

capture a loyal audience when we truly seek out and find those things about which we think they want to know and offer this material at a time when the audience for which it was designed can hear it.

Here at WSJS, we have been able to keep our fingers on the pulse of the community's feeling by constant attention to the community's moods and needs. WSJS is probably one of the few stations in the country with a fulltime public affairs coordinator. In our case, it is Jean Isenhower, a woman with extensive background not only in broadcasting, but also in community activities. Jean spends the majority of her time researching the public affairs and public service needs of the community and then suggests programs that will be of interest to the community as a whole. It is this type of specialization that has enabled WSJS radio to offer public service programs that stand a fine chance of increasing the overall ratings for the station. The station that holds the interest of the community in its public affairs offerings, as WSJS has done for years, is the station which stands to grow and increase in audience.

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**SPONSOR IS MOVING SOON.  
IF YOU CAN DECIPHER OUR  
NEW ADDRESS WRITE TO  
CONTEST, SPONSOR, 40 E.  
49, NEW YORK 17 AND WIN  
A PRIZE. CONTEST ENDS  
ON 29TH OF SEPTEMBER.**





# PBC

is proud  
to be in  
Broadcasting

---

Broadcasting is the industry that in one evening brought Shakespeare to more people than had ever before participated in this experience. Broadcasting has often made a magnificent contribution in the areas of public discussion, and personalities from all over the world have been brought to its microphones and cameras. This is the industry that presents great orchestras, fine plays, great entertainment, play-by-play accounts of exciting athletic contests, outstanding news events the moment they happen, invaluable assistance in emergencies, and a thousand other programs which are enlightening, desirable, and which offer new hope amidst the sometimes tawdry and cheap aspects of American life.

Broadcasting is an industry with great power and potential for good. *(Taken from comments by Herbert E. Evans, President, Peoples Broadcasting Corporation, to Federal Communications Commission.)*

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**PEOPLES**  
BROADCASTING CORPORATION

246 North High Street • Columbus, Ohio

WNAX, Yankton, S. D. WMMN, Fairmont, W. Va.  
WTTM, Trenton, N. J. WGAR, Cleveland, Ohio  
WRFD, Columbus — Worthington, Ohio  
KTV (TV), Sioux City, Iowa

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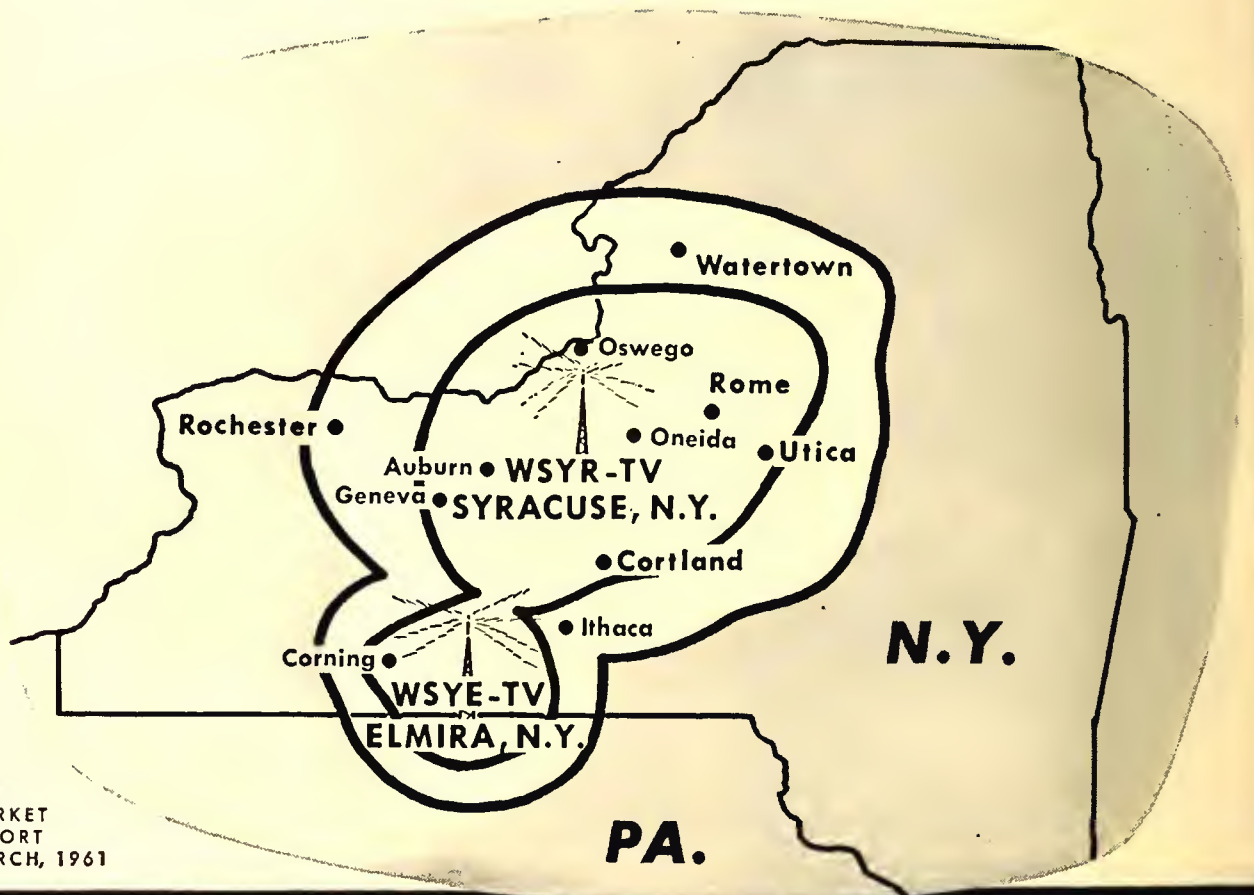
A subsidiary of Nationwide Mutual Insurance  
Company, Columbus, Ohio

# OVERWHELMINGLY

## THE LEADER\* IN THE SYRACUSE MARKET!

# WSYR • TV

### DELIVERS 42%\* MORE HOMES THAN ITS COMPETITOR!



\*ARB  
MARKET  
REPORT  
MARCH, 1961

# WSYR • TV

NBC  
Affiliate



**SYRACUSE, N. Y.**  
*Channel 3 • 100 KW*

Plus WSYE-TV channel 18  
ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

# WASHINGTON WEEK

18 SEPTEMBER 1961

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SPONSOR  
PUBLICATIONS INC.

The bill to legalize the CBS contract with the National Football League was advancing rapidly in Congress, but time was running out.

House passage seemed probable, but there would have to be a stronger push in the Senate than seemed to be in the wind.

The Senate Judiciary Juvenile Delinquency subcommittee probe into sex, crime and violence on tv was very much back in operation: it appears likely now to continue into the Congressional recess.

For the first time, the investigation went into secret sessions. NBC president Kintner and former programming vice president Levy were quizzed about testimony accusing them of orders to "beef up" programs. They refused to comment on how they had answered, and subcommittee sources were equally silent.

Officials of other networks may similarly be asked to answer questions behind closed doors. Subcommittee staff members believe that within short order all of the secrecy will be made slightly ridiculous through the calling of the same witnesses to testify in public.

There is a strong chance that the Judiciary subcommittee proceedings will represent something like a bridge to network regulation hearings before the Senate Commerce Communications subcommittee.

There could be some overlap, but it now appears more likely that the sex-crime-violence probe will end not long before the legislative hearing begins. Juvenile Delinquency chairman Dodd (D., Conn.) is committed to asking the Commerce group to bring networks under FCC regulation.

Senate Commerce Communications counsel Nick Zapple has been an interested spectator at the hearings held by the other subcommittee.

FCC chairman Newton Minow has found himself in the minority in voting on whether to force license renewal applications to hearing, or at least to elicit explanations of alleged transgressions from station operators.

The "vast wastelands" chairman has failed to carry his point on several occasions during the time since the FCC ended its August recess.

There was no shortage of votes in a second flat warning to all stations, this time directed through KDB, Santa Barbara, Calif. Only commissioners Hyde and Craven dissented against sending a very strong letter.

Previously, a similar letter was sent to KORD, Pasco, Wash. In both cases, the five-man majority felt the decisions were so important that copies were sent to all radio and tv stations.

There was one common paragraph in both letters. It said, in effect, that the FCC relies on programming promises made in applications to determine whether grants of the applications are in the public interest. It went on to warn that the FCC will not stand for departures from the promises, without "adequate and appropriate" explanations for the changes.

"In short, the licensee," noted the letter, "cannot disregard the proposals in the hope that he will simply be permitted to 'up grade' when called on to account. He does not have the right to one or any license period where he does not make a good effort to deliver on his public service proposals."

*(Please turn to page 61)*

# FILM-SCOPE

18 SEPTEMBER 1961

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PUBLICATIONS INC.

**It looks as though many NBC TV stations will follow those Saturday night network movies with an improved line of local movies.**

Screen Gems, for instance, reports such feature film sales to NBC affiliates KRCA-TV, Los Angeles; WNBQ, Chicago; WRCV-TV, Philadelphia, and WBAP-TV, Fort Worth.

Elsewhere Screen Gems also sold mammoth groups of 350 features and up to Capital Cities WTEN, Albany, and WTVD, Durham, to KLZ-TV, Denver, and to KLAS-TV, Las Vegas.

**The Groucho Marx quiz show, seen on NBC TV for nine years under various titles, is now in re-run sale off the network.**

NBC Films has 40 sales on the 250-episode package; national sales manager Bill Breen expects another 150 sales.

Buyers already include KTTV, Los Angeles; WPIX, New York; KTVU, San Francisco; WWJ-TV, Detroit; KOMO-TV, Seattle; WJXT, Jacksonville; WMAR-TV, Baltimore; WRC-TV, Washington, and WGN-TV, Chicago.

This week Screen Gems revealed plans to bring all three Marx Brothers back together in a new tv series—via a new doll process, Tri-Cinematation, being readied for 1962 network sale.

**Consumers Cooperative (Potts, Woodbury) will use one syndicated show for all its 11 markets for the first time: ITC's Whiplash.**

Purchase brings sale of the series to 98 markets.

**Ziv-UA's Everglades reached the 45-market mark this week.**

Latest sales were to Household Finance (NL&B) on WNBC-TV, New York; WRGB, Albany; WTIC, Hartford; KYTV, Springfield, Mo.; Rodenberg's Supermarket on WUSN-TV, Charleston, and WKJG-TV, Fort Wayne. (For other sales, see FILM WRAP-UP, p. 68.)

**The Lone Ranger is coming off the networks and will be syndicated by Tele-synd, a new subsidiary of the Wrather Corporation.**

The new company will be managed by Hardie Frieberg, former general sales manager of ITC. (Wrather was a former part owner of ITC.)

Initially 104 half-hour re-runs will be offered. There are over 200 episodes of Lone Ranger on film.

**Storer Programs has assigned four area managers.**

They are: Howard M. Lloyd, western manager; William A. Stout, mid-west manager; J. William Mason, southeastern manager, and Hank Davis, northeastern manager.

Offices are in Los Angeles, Chicago, Atlanta, and New York. Two Storer Programs properties are Divorce Court and Men of Destiny.

**KTVU, San Francisco, will follow up its rating success with post-1948 motion pictures with a buy of more of them.**

It used Seven Arts' Warner's pictures in a Sunday-Monday two-play strip for eight months, and good ratings results are reported. Now it bought the second batch, Volume II, of those pictures.

Seven Arts' sale of its Volume I to WNAC-TV, Boston, brings that total to 106 markets, including all of the top ten markets.

That new NBC (Canada) Ltd. unit has made three sales: Tab Hunter and Dr. Kildare to CBC and Loretta Young to P&G for 19 markets.

Elsewhere on the international front, ABC Films has opened five new European offices. Agents include Don Angel, Mrs. Margaret Jansson, and Hugh Londrini.

And in Australia and New Zealand, Bob Laphorne totalled \$250,000 in three months for Fremantle International on a variety of shows.

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## WASHINGTON WEEK

*(Continued from page 59)*

KDB was accused of having "severely limited" programming, with failing to live up to live program and commercial spot promises, and with failure to explain away "the discrepancies." The station got a regular renewal, but since its application had been held up so long the result was the same as a short-term renewal. This the FCC took great pains to point out.

Neither the KDB nor KORD cases can be considered feathers in the Minow cap. Renewals in both cases were being held up before Minow was appointed to the FCC. Though final action didn't come until this year, 5-2 votes were sufficient to carry without the new chairman.

Broadcasting now has another powerful lawmaker on its collective tail: this time it is Sen. McClelland (D., Ark.), chairman of the Rackets subcommittee.

His worry is that radio stations are being permitted to aid organized gambling with broadcasts of race returns.

The FCC sent assistant general counsel Dee W. Pincock to explain that the Commission doesn't have personnel to monitor for such things, except in cases in which complaints have been received. McClelland made no bones of the fact that he wants stronger controls over broadcasting of race results.

Resignation of Dean James A. Landis as the White House expert on regulatory agencies is expected to have no effect on broadcasting or advertising.

Landis told the President his work has been finished, but it appeared he would have been kept on except for difficulties in his private life. It was true that FCC and FTC, plus other regulatory agencies, had been reorganized with at least some of the Landis recommendations embodied in the reorganizations. Landis would have kept a continuing eye on the agencies, though.

As a practical matter, FTC is thoroughly under administration men already, FCC has Minow and there will be another commissioner coming to the end of his term each year. The Cross term expires 1 July, 1962, and Craven reaches the end of his term one year later.

Cross followed Ford and then Minow on a good many questions during the past year or two, while dissenting on some others. Craven has been most opposed of all commissioners to the new "tough" trend at the FCC.

At all events, even with Landis out of the picture and barring appointment of some substitute for him, Minow is already getting enough votes on most matters to be decided by the FCC and the FTC is thoroughly under control.

Tempest over Jack Paar and his Berlin filming would be unimportant if it could stand all by itself: practical effect will be to make it much more difficult to gain government agency and particularly Defense Department cooperation on radio and tv programs in the future.

Underlings have always been timid.

This storm will make them petrified, and it may take a long time to gain clearances in view of the safety in buck-passing such decisions.

# SPONSOR HEARS

18 SEPTEMBER 1961

Copyright 1961

SPONSOR

PUBLICATIONS INC.

The quick-buck boys are still making the rounds of manufacturing and service outfits offering free mentions of their product on network tv giveaway shows at so much a throw.

Considered a pushover, as ever, for this sort of gimmick are the overseas airlines. Puzzling about this indulgence: if caught the airline is subject to a \$25,000 fine by CAB.

Lever will be joining the fluoride dentifrice sweepstakes shortly: it's out testing one of its own

The fluoride brand scoreboard: Colgate 2; Bristol-Myer 1; and, of course, P&G's Crest.

The research sections at the tv networks will be functioning for a while with sharply truncated budgets, because of management effort to carve out a healthy profit.

Reflected here is a sardonic paradox: the sold inventory is at an almost record level but a lot of it was distress selling, which, naturally produced a rather narrow net out of the whole disposal.

Did you know what, to a large extent, keeps the small tv monitoring services going?

It's not the media people but the agency creative crowd who have these tv clipping operations furnish them with off-screen photos and audio tapes of competitive product commercials.

The obvious purpose: to find out what copy points the others are stressing.

Down Rhodesia way the Salisbury "Transmitter" has promulgated some rather sharp rules about participation in its magazine concept.

Strictest of these rules:

- To avoid the "irksome monotony" of repetition, the same 60-second commercial can't be used more than twice within a week.
- So that a little extra time won't be sneaked in on live commercials, a 10-second "mention" must be limited to 20 words and a 60-second participation to 120 words.

In Rhodesia these spot carriers are referred to as "Admags."

The Ford Foundation which on occasion has given money to tv has made its first loan-investment in the medium.

It's lent WVET, Rochester, N. Y., \$2 million to buy a half share of WROC-TV's channel, which will permit WVET to go full time and have a channel all its own.

The full payout to the owners of WROC-TV was \$6.5 million, with the balance coming from the Gannett interests.

Watch for one of the Hollywood producer-monarchs to resurrect an old network kid series for syndication purposes.

It won't ask for money but rather for minute tradeouts, a device that General Mills will have running for it in a modified sense the coming season.



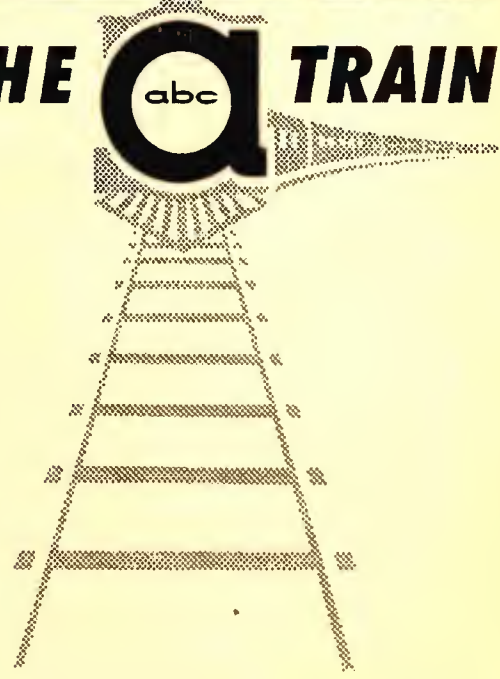
**IN LOS ANGELES, TAKE THE **a** TRAIN**

Getting bigger in a hurry. That's Los Angeles. And in this expanding market, only television can effectively reach everybody. Today, all eyes in Southern California are on ABC's Flagship in the West. Growing with the community. That's KABC-TV.

**GO FIRST CLASS ON...**

**7 KABC-TV**  
Owned and Operated by American  
Broadcasting-Paramount Theatres, Inc.

Represented by ABC-TV National Station Sales, Inc.



# SPONSOR WEEK WRAP-UP

## Advertisers

Over at Sinclair John Delaney, ad manager, and William Wernicke, v.p. at GMM&B on the Sinclair account, have put the finishing touches on a buy of tv service strips.

The work was completed after a seven week field trip and the buys will go into 60 markets. Total cost for the remainder of the year will amount to more than \$1 million.

### Campaigns:

- **General Time** for its Westclox division starts a concentrated program of local radio advertising. It will run for four months in some 90 markets. The first two weeks will see about 52 spots on 220 stations.

- **Wickman Pharmaceuticals**, (L&W), in expanding its advertising will use radio in a budget estimated at \$150,000.

- **Helene Curtis** will launch extensive tv campaigns this fall. This, on behalf of the company's toiletries,



**REMINISCING**—The 'Locomotive' served as remote site for WFDF's daily broadcasts during Old Fashioned Sidewalk Days, annual shopping event sponsored by Flint (Michigan) Chamber of Commerce. Seated in the 1923 auto is broadcaster Dan Hunter

**AN EYEFUL** of beauty appeared on Cathy Giddings show, 'Clearing House' over KNOE-TV, Monroe, La. The beauty is both Miss Louisiana and Miss USA: Sharon Rene Brown, center, with coach Mabs Jollisaint (r) and Cathy



**SEMINAR TIME AGAIN**—Radio and Tv Execs. Soc. is conducting annual eight week seminar on broadcasting beginning 24 October. L-r Roger Bumstead, seminar vice chrm. and registration chrm.; Claude Barrere, exec. dir. RTES; Matthew Culligan, RTES pres.; Erwin Ephron, seminar chrm.; Harold Maden, chrm. press & promotion comm.; Chris Rashbaum, seminar vice chrm. and program chrm.





will go into prime time on three NBC TV network shows.

• **The Adams Corporation**, Beloit, Wisc., has planned an expanded fall-winter advertising campaign. The company will double its tv market coverage.

• **Lehn & Fink** has scheduled a back-to-school promotion for its Stride Medicated pads. This will use a radio network broadcast featuring the singing stars Virginia Graham and Dion.

• **Bonomo Turkish Taffy**, (Mogul W&S), an early user of spot tv, will go into network tv for the first time this fall. They will use a kid show, *On Your Mark*, on ABC TV.

• **Gulton Industries**, Metuchen, N. J. will launch a two-month \$150,000 saturation campaign for its Life Lite Rechargeable Flashlights. This will start in November and will include tv—both spot and network.

**Acquisition: Beech-Nut Life Savers** proposes to acquire Tetley Tea and its subsidiaries. The boards of

directors of the two companies have approved in principle and the transaction will take place in the form of the purchase of all Tetley assets for cash, subject to approval of the Tetley shareholders and the English fiscal authorities.

**PEOPLE ON THE MOVE:** **John R. Morris** to v.p. in charge of marketing at Campbell Soup, from manager of public information, same company . . . **John T. McLoughlin** to president and general manager of the Cick Chemical division of Richardson-Merrell.

**Kudos: Pierre Salinger**, Press Secretary to the President, has been selected to receive Pulse's "1961 Man of the Year Award" for his part in an unprecedented mobilization of television in presidential communication.

## Agencies

**Agency appointments: Sun Oil** for its home heating oil account to

Esty, from EWR&R . . . **Sanders Associates**, electronics, to Chirug & Cairns.

**PEOPLE ON THE MOVE:** **Bruce Sielaff** to account executive at Knox Reeves . . . **Billy Graham** to media department of Smith/Greenland, from EWR&R.

**New v.p.'s: George R. Christie** and **Tod Moore**, both account executives of Ted Bates, have been elected v.p.'s . . . **Herbert Y. Gunter** has joined Norman, Craig & Kummel as a v.p. in charge of the agency's creative departments.

## Stations on the Move

**Total Stations On The Air**  
(as of 1 August 1961)

AM: 3,609

FM: 896

TV: 545

**Bought/Sold/Approved**

**Sold: WTTC-AM-FM, Towanda,**



**COMBINED PROMOTION.** A water ski show held at Beaver Lake, Ark., was produced by the combined efforts of KATV (TV), Little Rock and Scott Outboards. On hand (l-r) Mike Shapiro, gen. mgr., WFAA (AM-FM-TV), Dallas; Judy Howard, KATV Water Princess; Bob Doubleday, v.p., KATV; Bob Kalthoff, Avery-Knodel Tv, Chicago



**LONG-TERM RENEWAL** was made for national representation of Triangle Stations with Blair Cos. Signing contract are (seated l-r) Roger Clipp, v.p. and gen. mgr. Triangle broadcast div.; John Blair, pres. Blair Cos.; Edward Benedict, dir. nat. sales, Triangle; Kenneth Stowman, standing, gen. sales mgr. Philadelphia's WFIL AM-FM, TV



**BACK-TO-SCHOOL** safe driving promotion was taped by staff's children for WJAS, Pittsburgh. Jody and Cindy Vogel, offspring of announcer Lee Vogel, get pointers from program mgr. Gil Faggen.

Pa., to Clifford S. Brown, Kane, Pa., and Harry M. Brown, news director at WFRM, Coudersport, Pa., from Victor Michael. Brokered by Blackburn & Company, Washington, D. C.

**On the air:** WYFI-FM, Norfolk, Va., began broadcasting operations 2 September from the Golden Triangle Hotel. The station will be broadcasting stereophonically by October . . . KVIL, Dallas, is on the air with 119,000 watts and also looks forward to multiplex.

## Associations

The Station Representatives Association, Chicago chapter, will open its fall season with a luncheon on 18 September.

The featured speaker at this first luncheon will be Tom Wright, v.p. and media director at the Leo Burnett Company.

The Broadcasters' Promotion Association Seminar, to be held at the Waldorf-Astoria Hotel, New York City, 6-8 November, will feature James C. Hagerly as the

keynote speaker.

The opening day sessions will include panels on: image, tv image, radio image, sales promotion, market data, and radio and tv contests.

**The Georgia Association of Broadcasters have elected officers at their recent annual convention.**

Included was the first woman to hold such a position. She is Esther Pruett of WTOG, Savannah, who was elected to the board of directors.

A few of the other officers are: H. Randolph Holder, WGAU, Athens to the presidency; Hugh Tollison, WGIG, Brunswick to v.p.

The Washington State Association of Broadcasters filed a statement with the FCC, asserting that the new program forms would impose rigid controls amounting to government censorship.

The association through its president, Ronald A. Murphy, stated the commission, by threatening revocation of a station's broadcasting license can intimidate broadcasters to conform to government imposed

standards of programming as set forth in the new forms.

The association called for recognition of four basic freedoms:

1) Freedom to think first of his community needs.

2) Freedom to plan and continuously search out new areas of programming.

3) Freedom to either make a living or earn a profit.

4) Freedom to exercise his own judgment and be fairly judged thereon.

**Kudos:** The Georgia Association of Broadcasters was recipient of a Merit Award from the United States Treasury Department, Savings Bonds Division, for a "record of patriotic service to the nation."

## Tv Stations

Pulse reveals a decline in popularity and influence on the part of tv columnists.

In a study of metropolitan New York during May, 1961, Pulse found that among the 75% of viewers who read news and reviews of tv programs, only 28% do so regularly.

A similar Pulse study in August of 1958 found that 50% of the viewers read the tv column regularly.

Here's a chart giving the shift in interest of those reading the tv reviews this year as compared to 1958:

SUBJECT	1961	1958
	%	%
Review of tv specials	54	54.7
Advance information	50	62.3
Reviews of feature films	43	62.1
Reviews of regular tv shows	25	46.7
Information re performers	24	35.4
Other subjects	6	7.8
No opinion	15.2	9.1

**Kudos:** WNBS-TV, Columbus, O., has announced that its teleumentary production *Veil of Shadows* has been awarded the Chris Certificate and the Chris Statuette Award presented by the Film Council of Greater Columbus. The program dealt with modern techniques used in cataract surgery.

**PEOPLE ON THE MOVE:** Robert J. Carr to staff announcer at WDSU-TV . . . J. Allen Jensen to general manager and executive v.p. of the Idaho Radio Corporation;



# LOBSTERADIO

## serves

# MAINE . . . one of the TOP 35 MARKETS

**W**  
**L**  
**O**  
**B**

Buying the top "35" Markets? Then you must include "Lobsterland" — M A I N E

- Uniform product distribution
- Single Medium Coverage — LOBSTERADIO
- \$1.6 billion Consumer Spendable Income
- Nearly One Million Consumers
- Ratings as high as 7.6
- Rates as low as \$28 for minute spots

**1 RADIO ENTITY WITH 8 TRANSMITTERS**

REPRESENTED BY:  
Devney-O'Connell Co.

BOSTON  
George Eckels & Co.

**LOBSTERADIO EXECUTIVE OFFICES:**  
Columbia Hotel,  
Portland, Maine  
TEL. Spruce 5-2336

**MANAGER: MEL STONE**

- PORTLAND
- BANGOR
- LEWISTON
- WATERVILLE
- CARIBOU
- AUGUSTA
- RUMFORD
- SANFORD

Barry ZeVan to promotion manager, both at KID-TV, Idaho Falls, and Bob Burtenshaw to program director of KID radio.

**Happy birthday:** WPIX-TV, New York, celebrates 12th anniversary of the marriage of the station with its reporter John Tillman and sponsor Con Edison. Tillman was the first newscaster to go out regularly and cover local news stories on the spot . . . WRCV-TV, Philadelphia, commemorates its jubilee—20 years in tv—making the station one of the oldest in commercial tv in this country.

## Radio Stations

**RAB tells station managers that \$90 million gain for radio is possible by 1963.**

Kevin B. Sweeney, RAB president, at the opening of the 1961 RAB Management Conference, told 50 station managers that radio can up its income \$30 million annually in new national spot and network business.

He said this was possible if "we sell consistently enough and intelligently enough."

The RAB, in recommending radio for bowling lanes, reports that 27 million people will spend \$1 billion on bowling in 1961.

In a presentation called "Radio: Top Scorer in the League," RAB points out such facts as radio's reach with women and that women are the big plus for bowling.

As a part of a pre-broadcast promotion, WQSR, Syracuse, has bought time on tv and fm.

The station has purchased time on WHEN-TV and WONO-FM, Syracuse, to announce its going-on-the-air date.

### Ideas at work:

- **KABC, L. A.**, is celebrating its first anniversary of conversation radio by sending a carton of cigarettes around pushing the slogan "The conversation station of Los Angeles."

- **KHJ, L. A.** is engaged in a campaign to ferret out all non-agenarians in its listening audience. The station is offering free transistorized clock radios to all 93 year-olds who can prove they are five score minus seven.

- **KORL, Honolulu**, will give a \$1,000 bonus to the first dj on its staff to reach a 6 rating in Hooper or a 7 rating in Pulse.

- **WSAI, Cincinnati**, is going to give away a 6-foot mermaid to the winner of its current "Fish Story" contest. Listeners are being asked to send in their favorite fish stories.

### PEOPLE ON THE MOVE:

**James MacDonald** to account executive at KRAK, Sacramento . . . **Gerry Desmond** to program director at WEOK, Poughkeepsie, N. Y., from broadcaster at the same station.

**Kudos:** WXYZ-Radio, Detroit, and the station's v.p. John O. Gilbert, received a public service award from the Department of the Army in Washington, D. C. The station was selected for "presenting the vital and significant story of the Army-mission to a major audience of the American people" . . . **WMET, Miami**, was recipient of a certificate "in recognition of the station's outstanding contribution to good relations with the Latin American community in the area" . . . **Bert Ferguson**, execu-

tive v.p. and general manager of WDIA, Memphis, has been elected president of the Memphis and Shelby county chapter of the American Cancer Society . . . **Herb Plambeck**, farm director of W110, Des Moines, and the voice of farm radio in Iowa for 25 years was feted at a surprise dinner by 100 leading citizens, including the Governor.

**Sports sales:** **Schuler's Foods** will sponsor the 1961 Syracuse University football games as broadcast by the Northeast Radio Network . . . **Safeway Stores** will sponsor the 1961-62 Oklahoma State University football games on KRMC, Tulsa . . . **KLZ, Denver**, will again carry the play by play of Colorado University's football games.

**New quarters:** The **RAM** will bring its principal departments back under one roof when it moves to larger office space this month. The new headquarters offices will be at 655 Madison Ave., New York.

**Happy birthday:** **WBZ, Boston**, is celebrating its 40th anniversary with

"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 12** Katz

**WLBT 3** Hollingbery

Serving the Jackson, Miss., Television Market

**DINING**  
at New York's elegant  
**MALMAISON**  
is a delightful experience



**MALMAISON**  
**RESTAURANT**

10 East 52nd St., New York  
LUNCHEON... COCKTAILS... DINNER  
At the piano: Jules Kuti, 5 to 11 P.M.  
PLaza 1-0845 • Closed Sundays

**at WGY...**  
being listened to rather than just being heard is the difference between selling and not selling. People listen to **WGY** because they like **WGY PERSONALITY PROGRAMMING**. That's why **WGY** will sell for you in Northern New York and Western New England.

982-20  
REPRESENTED NATIONALLY BY  
HENRY I. CRISTAL COMPANY

**WGY** 810 KC,  
50 KW

A GENERAL ELECTRIC STATION  
ALBANY • SCHENECTADY • TROY

a gala which will include a two-hour program highlighting the era of the 1920's.

## Networks

**Radio sales:** CBS' *Arthur Godfrey Show* has two new sponsors. The first which began 6 September is the Blue Ridge Vitamin Company. Godfrey became interested enough to announce that he has become involved in ownership of this operation. The second sponsor is Kitchen Art Foods which will bow 27 September . . . Again at CBS Kiwi shoe polish has bought commercials on an extensive list of the network's programs. This will involve 207 stations for 52 weeks.

**Tv sales:** ABC has sold participation in American Bandstand and Bugs Bunny to Blumenthal Bros. Chocolate Company.

**Tv specials:** Mars, Incorp., will introduce a unique commercial on the special tv program called *Feathertop*, over at ABC. The special is a full hour musical romance planned as a pre-Halloween telecast. The commercial is in the format of a miniature musical comedy number and will be given gratis to the candy industry as a promotion for candy in general.

## Representatives

**TvAR** last week recommended to the trade a "30-10" formula as the solution to the commercial utilization of the 40-second station break.

Its key suggestion: greater emphasis be placed on the combination of a 30-second announcement plus a 10-second I.D. at the break.

A new fm radio rep firm, Robert Richer Representatives, Inc., has as its specialized target a combination of modern jazz and modern fm station.

The firm says it believes that modern jazz programming consistently reaches the higher income audience which listens to fm regularly and that a special rep firm concentrating in this area was needed.

The entire New York sales staff of Daren F. McGavren flew to Cali-

fornia to visit the Gordon McLendon stations, X-TRA, L.A., and KABL, San Francisco.

The rep firm got some intimate knowledge of the stations operations and markets and especially in the case of X-TRA which has been in operation for some three months and is devoted to news 24 hours a day.

**Broadcast Time Sales** has launched an expansion program which includes additions to its staffs as well as office space.

The office expansions include moving to larger quarters in both Philadelphia and Detroit.

Wendell Parmelee has been appointed manager of the Detroit office; George Beavers has been added to the New York sales staff; also Joe Levy to the New York sales staff, and Amy Koenig as office manager.

The J. A. Lucas Co., rep firm in Los Angeles and Detroit has organized a **Resort Market Radio Group**.

The group is comprised of six stations in key western resort areas. Surveys, Lucas disclosed, reveal a minimum of 26 million tourists annually visit these areas and that 98% have radios of one sort or another.

Charter members of the group are: KRAM, Las Vegas; KONE, Reno; KOWL, Lake Tahoe, Calif.; KDON, Salinas-Monterey; KCMJ, Palm Springs, and KIST, Santa Barbara.

The formation of **HJG-TV**, New York, a new rep firm, has been announced.

Lee Gorman will act as executive v.p. of the new sales firm. He is presently national sales manager for WINS, New York.

**PEOPLE ON THE MOVE:** Robert L. Stricklin to manager of the L.A.-western sales division of Forjoe-TV . . . Lee Gorman to head new rep firm, HJG-TV, from national sales manager of WINS, New York.

**Rep appointments:** WJAB, Portland, Me., to Foster and Creed, Boston, for New England sales.

## Film

ITC is reporting a net profit of \$1.1 million for the ten month

# TOP SPOT

... that's the position of San Francisco's KTVU among the Nation's independent television stations. Three out of eight recent ARB surveys show KTVU in the top spot among major market independent television stations in share of nighttime audience.\* This leadership has been accomplished in just a little over three years on the air. Call H-R Television for the complete story of KTVU and for top spot availabilities.



Coit Tower, atop Telegraph Hill, San Francisco landmark

The Nation's LEADING  
Independent TV Station

**KTVU**

CHANNEL

**2**

**SAN FRANCISCO • OAKLAND**

\*6 PM Midnight, Sept. '60, March '61 and May '61 ARB

Photo. Courtesy of Moulin Studios

**at WGY...**  
**being listened to**  
**rather than just**  
**being heard is the**  
**difference between**  
**selling and not**  
**selling. People**  
**listen to WGY**  
**because they like**  
**WGY PERSONALITY**  
**PROGRAMMING.**  
**That's why WGY**  
**will sell for you**  
**in Northern New**  
**York and Western**  
**New England.**

982-20

REPRESENTED NATIONALLY BY  
 HENRY I. CRISTAL COMPANY

**WGY** 810 KC,  
 50 KW

A GENERAL ELECTRIC STATION  
 ALBANY • SCHENECTADY • TROY

**WTRF-TV STORY BOARD**



T. R. Effic!

**WAY OUT SALESMAN!** He worked in the advertising department of a large magazine and just couldn't understand the awe and respect showered on him by the children in the neighborhood. Recently, he

passed a group of young boys discussing the newest satellite. Suddenly he got the message when one boy looked up to him and asked: "Are you really a space salesman?"

**wtrf-tv Wheeling**

**HIM:** "Marry me, darling and I'll make you the happiest woman in fifty states."  
**HER:** "Sorry, Buster, I don't go for that trailer living."

**Wheeling wtrf-tv**

**THE COFFEE BREAK** in America surely isn't half the fun that it is in Ireland. Irish coffee makes the difference.

**wtrf-tv Wheeling**

**JET AGE SLOGAN** for the modern dry cleaner: "Suits cleaned and pressed while you hide."

**Wheeling wtrf-tv**

**REVISION OF AN OLDIE:** "Old, speculators never die, they just trade away."

**wtrf-tv Wheeling**

**WHEN THE FOOD BUDGET** gets out of line, it's time to watch the wife at the supermarket and teach her shelf control.

**Wheeling wtrf-tv**

**SPEAKING OF SUPERMARKETS** . . . the WTRF-TV Merchandising Plan has special display agreements with 216 food markets here and that's just one phase of the merchandising services offered to alert advertisers using WTRF-TV. Just ask George P. Hollingbery.

**wtrf-tv Wheeling**

**PONDERINGS:** Cape Canaveral is America's soar spot!

CHANNEL SEVEN WHEELING, WEST VIRGINIA

period ended April 1961.

The irregular period now puts ITC's fiscal year in line with ATV's.

Gross sales for the period covered were \$50.2 million. Not included in the old fiscal year were new ITC shows such as Whiplash and Super-car.

**Pelican Films** has joined with **TTV (Total TeleVision)** to form **Parrot Productions** to produce children's parodies of adult shows.

**W. Watts Biggers**, former D-F-S v.p., heads the new corporation and **Eli Feldman** will be sales v.p.; series will be offered to sponsors in early October.

**MGM-TV** has opened a **Chicago office.**

**Ed Montus** has been appointed to central tv sales manager to service Chicago and the Midwest.

**Expansion:** **Jayark Films** has leased and taken possession of an entire floor in a new office building at 733 Third Ave., New York.

**Sales:** **MCA TV** has sold its four one-hour off-network programs to nine additional stations to up the total to 70 markets . . . Three more stations have acquired **Seven Arts' Films** of the 50's. Stations involved are: **KVIP-TV**, Redding; **WKZO-TV**, Kalamazoo; and **KVIQ**, Eureka, Calif. . . . **Ziv-UA's Economee Bat Masterson** has made new inroads at **KGO-TV**, San Francisco; **WNEM-TV**, Saginaw-Bay City, and **KSYD-TV**, Wichita Falls, Texas. Also announced is a new wave of sales for **Sea Hunt** . . . **Banner Films' Dr. Albert Burke**, A Way of Thinking series is now sold in 34 markets with new sales at: **KCOP**, L.A.; **WSB**, Atlanta; **KONO**, San Antonio; **KTVI**, St. Louis; **KOTV**, Tulsa; **WKY**, Oklahoma City; **WDBO**, Orlando; **KGNC**, Amarillo; **KCPX**, Salt Lake City; **KTVJ**, Miami, and **WLOS**, Asheville . . . **Jayark Films** has more sales for its **Blockbuster Film** package bringing the total up to 173 stations.

**More sales:** **Ziv-UA's Ripcord** has some new signatories such as **Interstate Life and Accident Insurance**. Stations in on this one are: **WJBF**, Augusta; **WCCB-TV**, Montgomery;

**KIMA-TV**, Yakima; **WSVA-TV**, Harrisonburg, Va.; **WINK-TV**, Ft. Myers; **WGEM-TV**, Quincy, Ill.; **KID-TV**, Idaho Falls, and **KBES-TV**, Medford Ore.

**PEOPLE ON THE MOVE**  
**Oliver A. Unger** has joined **Home Entertainment Company** as executive v.p. and member of the board of directors.

**Public Service**

**Public service in action:**

- **WIND**, Chicago, took part in creating a parade on the theme of back-to-school.

- **WNBQ**, Chicago, has scheduled a series of public affairs specials to be presented on Monday evenings from 6:30 to 7:00 p.m. during the coming season. They will range from local news documentaries to programs of quality music.

- **WNEM-TV**, Saginaw, Mich., will present "Science, grades five through eight, and American History in cooperation with Central Michigan Educational Council. This is the third straight year that the station has been involved in this classroom type broadcast. There will be 1,000 tv receivers placed in schools in the channel five coverage area. Some 25,000 pupils will receive their lessons in seventh and eighth grade science throughout the school year.

**Trade Dates**

**The Chicago chapter of the American Women In Radio and Television** will chose twenty women to head up the **1962 national convention of the AWRT.**

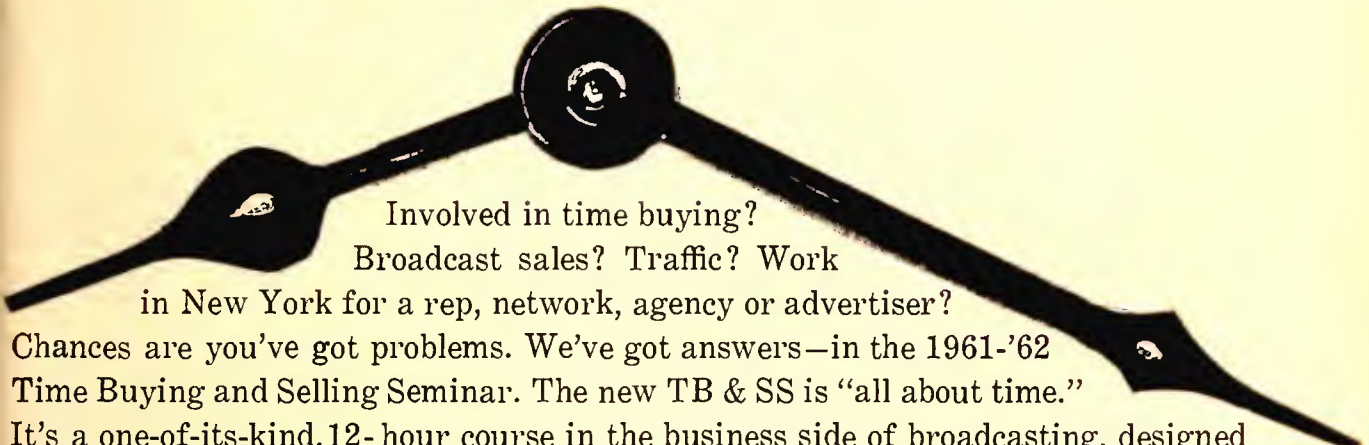
The women will be named at the chapter's opening fall dinner meeting.

The purpose of the meeting is to gather ideas for the eleventh annual AWRT conclave to be hosted by the Chicago group three to six May.

**The 1961 meeting of the National Spanish Language Network** will be in **Phoenix, Ariz., 23-24 September.**

The meeting was called by **Art Gordon** and **Harlan Oakes**, directors of the **NSLN**, for the purpose of exploring means of making available to advertisers more detailed data on the growing Spanish language market in the United States.

# All about time... in 12 hours



Involved in time buying?  
Broadcast sales? Traffic? Work  
in New York for a rep, network, agency or advertiser?

Chances are you've got problems. We've got answers—in the 1961-'62 Time Buying and Selling Seminar. The new TB & SS is "all about time." It's a one-of-its-kind, 12-hour course in the business side of broadcasting, designed to help make your work easier and provide the know-how that can mean faster advancement.

¶ Curriculum: Covers everything from the basics to the nuances of time buying and selling. Sessions: Eight, 5:30 to 7:00 p.m., every Tuesday starting October 24. Instructors: Eight industry executives representing advertiser, rep, agency and network operations. ¶ Enrollment is limited to 50. So use the coupon below *today* to reserve your place. (The check you send is tax-deductible. But then it's probably also a step toward a higher tax bracket.) ¶ If you prefer to first see a program listing the Seminar subjects, call Claude Barrere, Radio and Television Executives Society, PL 8-2450.

**Enroll me immediately in the 1961-'62 RTES Time Buying and Selling Seminar (Fee: \$15)**

Check enclosed   
Please bill me

Name \_\_\_\_\_ Firm \_\_\_\_\_

Address \_\_\_\_\_

TIME BUYING AND SELLING SEMINAR • RADIO AND TELEVISION EXECUTIVES SOCIETY • 515 MADISON AVENUE, NEW YORK 22, N.Y.

# at **WGY**...

being listened to rather than just being heard is the difference between selling and not selling. People listen to **WGY** because they like **WGY PERSONALITY PROGRAMMING**. That's why **WGY** will sell for you in Northern New York and Western New England. 982-20

REPRESENTED NATIONALLY BY HENRY I. CRISTAL COMPANY

## **WGY** 810 KC, 50 KW

A GENERAL ELECTRIC STATION  
ALBANY • SCHENECTADY • TROY

## **WSLS-TV** Roanoke, Virginia

... the  
station  
where  
leadership  
&  
integrity  
are  
tradition !



NATIONAL REPRESENTATIVES  
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"

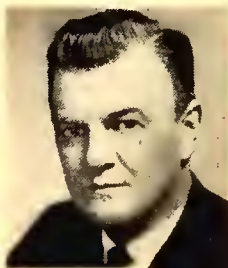
# Tv and radio NEWSMAKERS



**Kent J. Fredericks** is the new national sales manager of WXYZ-TV, Detroit. He has been a member of the station's local sales staff and replaces Thomas J. O'De who left to join the ABC TV network sales division in New York. James P. Conroy who has been the station's manager of production services, replaces him on the local sales staff. Fredericks is a graduate of Michi-

gan State University and has been at WXYZ-TV for three years. He is a veteran of two-and-a-half years' army service during which he was stationed in Germany.

**William L. Lauer** has been named manager of WNEW, New York, Detroit sales office. He was a radio account executive in the Detroit office of the Katz Agency from 1956 until he joined WNEW. Previously he was in radio sales at WGAR, Cleveland, for two years and a radio/tv announcer at WKBN, Youngstown, O., for a year. Following his graduation from Ohio University with a B.A. in 1951, Lauer served two years in the U. S. Air Force as a Captain assigned to bases in France.



**Donald S. Moeller** has been appointed general manager of WGAN-TV, Portland, Me. He comes to the station from WPRO-TV in Providence, R. I., where he had served as local sales manager. Prior to his move to sales in 1960, he was production manager for three years at the Providence station. Moeller joined WPRO-TV in 1955 as an original member of the engineering department. He has also served on the engineering staffs of WTRI-TV, Albany, N. Y., and WFLY-FM in Troy, N. Y. During World War II, he attained the rank of captain in the U. S. Air Corps.

**H. Gordon Scowcroft** has been elected marketing v.p. of the special products division of Lever Brothers Company. He was formerly marketing v.p. of the United Fruit Company and previously held responsible marketing positions with the Campbell Soup Company. Earlier he had been associated with Lever from 1936 to 1950, his last position having been in marketing research. As head of special products, Scowcroft will be responsible for the further development and marketing of several new Lever products. He is a graduate of M.I.T.





## The seller's viewpoint

*Flexibility in selecting media patterns is needed, according to George Henderson, general sales manager, WSOC-TV, Charlotte, N. C. "Buyers seem to have developed a somewhat . . . unwavering fixation on (certain) spots . . . that leaves them unreceptive to alternate availability." He feels that when buying tv, the major consideration should be the audience, not what the spot is adjacent to. Also, with improved research information, it is easier to select readily available non-prime time. Henderson contends that often the so-called non-prime time is really prime for specific accounts.*



### Creating and selling a station's image

There seems to be a reluctance on the part of some advertisers—via their agents and timebuyers—not to settle for anything other than their first choice when buying tv. In other words, on occasion there seems to be a growing tendency to skip television in a market entirely when the buyer's highly particularized order can't be fulfilled.

Buyers seem to have developed somewhat of an unwavering fixation on the spots of their choice that leaves them unreceptive to an alternate availability. For example, when a buyer has his heart set on a *Gunsmoke* spot, he probably won't accept late night spots in its stead, and that's the pity!

In short, media patterns should be flexible, reviewed and adapted market by market.

In buying, it's worthwhile not to lose sight of the overall objectives, or as the ancient saying goes, to lose sight of the forest for the trees. You're not buying an adjacency, you're buying audience, even though it may be a highly specialized audience.

Say a buyer originally wanted to buy a double or triple A spot for a cosmetic account. He finds the right prime time spot is unavailable, so he turns to fringe time instead. It might well be that he can buy two or three fringe spots for the same or slightly more money, for which he reaches considerably more women at a much greater cost efficiency. Result: A better buy.

It is no peculiarity of media men to sometimes do things in preconceived channels just because it has become customary. All of us would do well to occasionally take stock of our operating techniques to determine whether an operating mode which was efficient two years ago is still the

most profitable. Or if the operating mode ever was efficient.

For example, some buyers immediately turn away from a movie, such as the *Tarzan* package, because it immediately conjures up an image of "children." In the instance of our *Sunday Matinee*, which includes this package, this is hardly the case. The timebuyers who fight their preconceived notions and look up the audience composition on this show find that it is divided into a classical one-third each—approximately 33% men, 33% women and 33% children. So in other words this show, which delivers 66% adults, can be purchased at economical afternoon rates. In fact, many fringe times reach more adults than prime time announcements.

Moreover, improved research information available now gives national salesmen an important new tool for selling non-prime time. Now, Pulse has made available qualitative information on specific shows that make known the type of audience the program attracts. Income figures are now available, for example, the number of viewing families are in the various income categories. But more detailed information is available, too. For example, it is now possible to determine the number of viewing families who spent \$3000 or less for a new car, or more than \$3000 for a new car, or even expect to buy a new car this year. It's even possible now to know the number of viewing families who used floor wax three or more times in the past week.

Armed with such detailed information, it may be possible to prove to a buyer that time formerly regarded as fringe, may be extremely "prime" for his specific account.

# SPONSOR SPEAKS

## Big Radio

In our humble opinion, what this country doesn't need is *more* radio stations. According to last count we now have about 3600 am outlets on the air, plus some 900 fmers, with another 150 construction permits.

We strongly urge the FCC to consider seriously the proposals which have been made for a moratorium on new licenses.

What the country does need is more *good* radio stations—stations that take pride in the fact that they're radio and in their ability to render exceptional service.

Good radio stations come in all sizes, shapes, and descriptions. But it's interesting to note that some of the best thirty years ago are still the best today. And it is also interesting to note that community radio hasn't swept away the need for the big area giant that sustained some sledgehammer blows in the early tv years and has now come back stronger than ever.


Sponsors are discovering that big radio delivers big. Many of the big stations perform a heartwarming service in the small-town and rural areas while discovering how to cope with the problems of building a metropolitan rating system.

To name only a few, all radio is proud of the present-day record of such stations as WGN, WHO, WSM, WFAA, WJR, WCCO, WSM, KSL, WSB, KDKA, KLZ, WLW, KMOX, WOW, WNAX, WWL, WSPD, WHAS, WBT, WTIC—obviously we cannot list them all.

The point is that such stations, of which there are perhaps 50 in the country, represent a different breed of radio. The continuing growth of radio as a national advertising force depends in large measure on their continuing growth.

## A professional look at the press

Our hats are off to WCBS-TV for their unusually well done series "WCBS-TV Views the Press."

The programs, with Charles Collingwood as commentator, do a thorough and penetrating job of analyzing and criticizing both New York newspapers and national magazines. Best of all they're thoroughly and professionally researched. It is a great job of responsible station editorializing. 

## 10-SECOND SPOTS

**Accidents will happen!** In reporting the celebration of RCA chairman David Sarnoff's 55 years in communications, the *New York Times* took a humor tack and attributed his career to an "accident." The venerable newspaper places the date of the accident in September, 1906, when an immigrant boy, age 16, allegedly donned his only good suit and set out for the *New York Herald* office to seek a start in the newspaper world. According to the *Times*, the young chap entered an office building on Herald Square, stated his business to the first official he saw, and was hired as a five-dollar-a-week messenger—all before he realized he was not in the *Herald* building at all, but rather that of the Commercial Cable Co. next door.

**CWAFTPOBBAPAACPC:** Larry King, heard over WAME, Miami, mornings, originated a character known as Captain Wainright. The Captain is a crooked traffic patrolman who reports on bookmaking activity in Miami. One morning the "Captain" offered to form a special secret society called CWAFTPOBBAPAACPC, "Captain Wainright's Association for the Preservation of Bookmaking Bolita and Payola, and Air Conditioned Police Cars." Members would have to sign a pledge admitting that policemen are people. After the first announcement, 300 pieces of mail reportedly poured into the station and the facetious club became a reality. Now members get pocket cards and bumper stickers for their cars that read, "*Officer, Don't stop me, I know Captain Wainright, WAME.*"

**Is that an insult, Suh?** At the National Press Club in Washington, D. C., recently, a former mid-Westerner now living in Maryland confessed to Bill Lawrence, ABC TV newscaster, that he disciplined his three youngsters by making them watch the Lawrence news programs. It seems that on a visit to his family back in the mid-West, the gentleman, his wife and the three kids were kidded about their newly acquired Southern drawls. As a result, he told his family to tune in every night to Lawrence—to *learn how to talk properly again.*



**KALEIDOSCOPIC!** Dixieland jazz, Picasso, glass blowing, photojournalism, set design, modern music—"Montage" has many faces. The range of subjects covered on this weekly public affairs program is inexhaustible, as "Montage" takes its viewers on expertly-guided tours of the fascinating world of the arts...with particular attention to the local scene. Sometimes startling, always entertaining, during its three years on the air "Montage" has won two annual awards from the Ohio State University Institute for Education by Radio-Television. Too, the series has won a devoted following among St. Louis audiences, who month after month, year after year, find their favorite television programs—information and entertainment—on CBS Owned **KMOX-TV**

CHANNEL 4, ST. LOUIS



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The March, 1961, Fresno ARB survey again proves that KMJ-TV is Fresno's favorite TV station.

KMJ-TV has more quarter hour wins Monday through Friday . . . from sign-on to sign-off . . . than the other two Fresno stations combined. This is true both for the Metro Area and for total homes.

And KMJ-TV's movies have unusual audience appeal. The afternoon movies Monday through Friday were tops in every quarter hour rating from 3:00 to 5:00 p.m. The Sunday Cinema Special from 4:00 to 7:00 p.m. had a 21.5 rating compared with ratings of 10.4 and 9.7 by the other two local stations.

*\*March 1961 ARB, Fresno*



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