

RECL ED

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

4 JUNE 1962—40c a copy / \$8 a year

AGENCY ENIGMA—
*is marketing dead as
an agency function?
Ad leaders ponder a
vital question* p 27

ABC TV's HOT SEAT
*—a close-up of Tom
Moore and how he is
changing the course of
the network* p 32

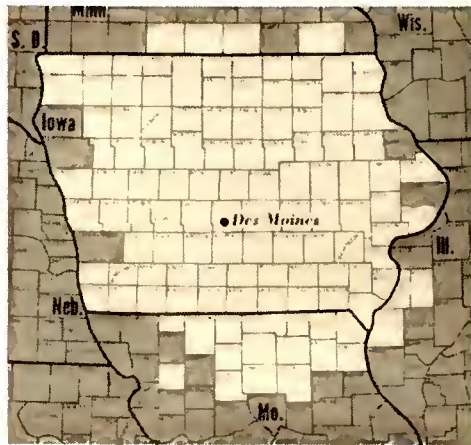


*For the first
time Warner Bros.
most popular
TV series are
available on an
individual
market basis.*

■ MAVERICK, starring James Garner and Jack Kelly; ■ SURFSIDE 6, starring Van Williams, Lee Patterson, Diane McBain and Margarita Sierra; ■ SUGARFOOT, starring Will Hutchins; ■ THE ROARING 20's, starring Dorothy Provine, Rex Reason, Donald May and Gary Vinson; ■ BRONCO, starring Ty Hardin; ■ BOURBON STREET BEAT, starring Andrew Duggan, Arlene Howell and Richard Long; ■ THE ALASKANS, starring Roger Moore, Dorothy Provine and Jeff York; ■ LAWMAN, starring John Russell, Peter Brown and Peggie Castle; ■ COLT.45, starring Wayde Preston and Donald May.

Warner Bros. TV Division, 666 Fifth Ave., New York, N. Y. CI 6-1000

WHO Radio reaches 42% of all the homes in "IOWA PLUS"



Nielsen
Coverage
Service
1961
Map © 1962
A. C. Nielsen Co.

DURING the years since NCS No. 2, the idea has grown and grown that, to reach an important percentage of radio listeners in any large area, it is necessary to use a multiplicity of stations throughout the area.

NCS '61 now proves that this is not true in WHO Radio's case. 42% of the total homes (44% of radio homes) in the mapped area above listen to WHO

Radio weekly. WHO Radio actually *reaches* 354,050 homes in Iowa, Minnesota, Illinois and Missouri.

Today as for many, many years, you can talk to more people per dollar with WHO than with any other radio station in Iowa. By any and every measure, WHO Radio is one of the greatest "buys" in American advertising.

WHO

for Iowa **PLUS!**

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport



Peters, Griffin, Woodward, Inc., National Representatives



WPEN wins more top awards for news in Associated Press Competition than any other radio station in Pennsylvania . . .

Results of Associated Press Awards to Radio Stations in Pennsylvania . . .

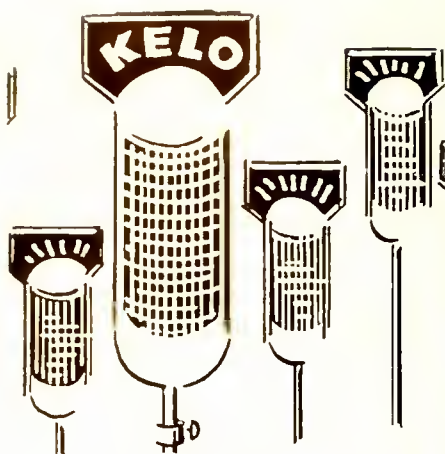
OUTSTANDING WOMEN'S NEWS	OUTSTANDING COMMENTARY	EDITORIALIZING	OUTSTANDING REPORTING	OUTSTANDING NEWS OPERATION
FIRST WPEN	FIRST WPBS SECOND ... WPEN	FIRST WCAU SECOND ... WPEN	FIRST WPEN	FIRST WCAU SECOND ... WPEN

You can't win 'em all, but we believe the above record supports our claim that your commercial gets a pretty good break on WPEN.

WPEN

THE STATION OF PERSONALITIES

REPRESENTED NATIONALLY BY GILL-PERNA, INC., NEW YORK



OTHER STATIONS, PLEASE COPY!

It's a charmer, that KELO-PLAN RADID. But there's no patent on it. Once you've watched it perform for you, Molohon-style, on KELO SIDUX FALLS, feel free to ask your station buys in other markets to wrap you up a package like it too. The live ones will, and we'll be happy to forward them the KPR blueprint.

KELO-PLAN RADID is a whole new method of massive saturation—easy to buy as a single spot. It gives you machine-gun coverage across the clock . . . driving times in droves . . . KELO's other peak periods too . . . and KELO-LAND's full battery of personalities to talk up your spots. Get with it!



NBC

KELO

13,600 WATTS RADIATED POWER

Sioux Falls, S.D. and all Kelo-land

JOE FLOYD, President

in Molohon, Mgr., Evans Nord, V.P. & Gen. Mgr.

Represented nationally by H-R

in Minneapolis by Wayne Evans & Associates

MIDCO

Midcontinent Broadcasting Group

KELO-LAND tv and radio Sioux Falls, S. D.;
WLOL am, fm Minneapolis-St. Paul; WKOW/am
and tv Madison, Wis.; KSO radio Des Moines

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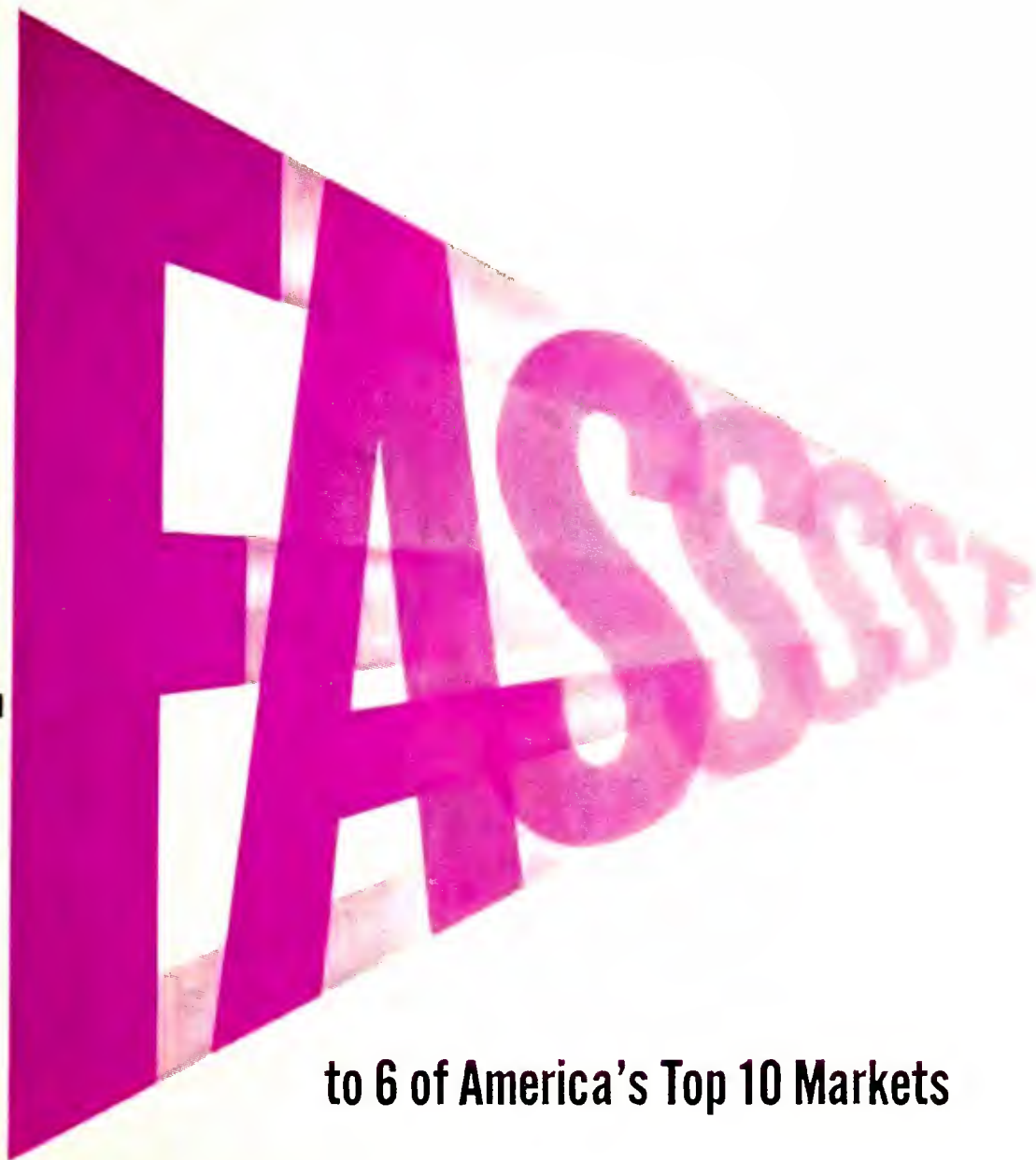
Member of Business Publications
Audit of Circulations Inc.

EPA

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SPONSOR PUBLICATIONS INC. combined with TV. Executive, Editorial, Circulation, and Advertising Offices: 555 Fifth Av., New York 17, Murray Hill 7-8080. Chicago Offices: 612 N. Michigan Av. (11), 664-1166. Birmingham Office: 3617 8th Ave. So., FAirfax 2-6528. Los Angeles Office: 6912 Hollywood Blvd. (28), HOLLYWOOD 4-8089. Printing Office: 3110 Elm Av., Baltimore 11, Md. Subscriptions: U. S. \$8 a year. Canada \$9 a year. Other countries \$11 a year. Single copies 40¢. Printed U.S.A. Published weekly. Second class postage paid at Baltimore, Md.

SELL



to 6 of America's Top 10 Markets

Fast reaction is common reaction with RKO General audiences. Their built-in loyalty to these strong stations, and their belief in the dependability of RKO General advertisers mean that you need less time to introduce a service, build a brand, make a sale.

You sell fast on RKO General stations because you sell in 6 of the top 10 markets, plus one of the South's richest areas. You reach areas populated by 67 million consumers.

You sell fast because adult programming and a sense of community responsibility have helped make RKO General the largest, most powerful independent broadcast chain in the country.

Get the details on reaching the RKO General target markets, fast and efficiently. Talk to your local RKO General Station or the RKO National Sales Division man.



A GENERAL TIRE ENTERPRISE

NATIONAL SALES DIVISION OFFICES

- New York: Time & Life Building, Longacre 4-8000
- Chicago: The Tribune Tower, 644-2470
- Hollywood: 5515 Melrose, HOLlywood 2-2133
- San Francisco: 415 Bush St., YUKon 2-9200
- Detroit: Guardian Bldg., WOODward 1-7200
- Atlanta: 1182 W. Peachtree N.W., TR 5-9539
- Dallas: 2533 McKinney St., RIVERSide 2-5148
- Denver: 1150 Delaware St., TABor 5-7585

NEW YORK WOR-AM/FM/TV

LOS ANGELES KHJ-AM/FM/TV

DETROIT CKLW-AM/FM/TV

BOSTON WNAC-AM/FM/TV
THE YANKEE NETWORK

MEMPHIS WHBQ-AM. TV

SAN FRANCISCO KFRC-AM/FM

WASHINGTON, D. C. WGMS-AM. FM

king-size audience

WGAL-TV

Your advertising dollar spent on this multi-city station is doubly rewarding. First, because of its wide market coverage, including several metropolitan areas, and many other cities and towns. Second, because of the vast size and loyalty of its audience. WGAL-TV is far and away the favorite of viewers in hundreds of communities.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC and CBS

STEINMAN STATION
Clair McCollough, Pres.



Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco



4 June 1962

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

SPONSOR-WEEK

FCC BLOCKS CBS PLAN

FCC rules CBS TV compensation plan is in violation; orders 40 CBS station contracts to be renegotiated

Washington:

The FCC last week unloaded a hard tackle on CBS TV in the network's efforts to get a better clearance break from affiliates.

Ruled the FCC:

1) The new CBS TV compensation plan fattening up the clearance incentive was in violation of the commission's rules and regulations.

2) The network must renegotiate the contracts with some 40 stations that accepted the new compensation plan. (In other words, make it unbinding.)

The plan, under attack from the Department of Justice also via a suit, provides for stations getting 10% of the regular station rate for the first 60% of network programming and 60% of the card rate for each additional hour of CBS TV programming cleared.

Under the old compensation plan affiliates cleared the first five hours gratis and received 30% after that.

At the time CBS TV announced the plan NBC TV intramurally expressed a scepticism about the network being able to put it through in light of the option time pressures being exerted from various Washington quarters.

(In New York CBS TV headquarters said that it would reserve comment on the FCC's ruling and order

until it's had a chance to study the decision.)

The Justice Department had filed a suit in New York City on 12 April against CBS, charging the network with forcing stations under the new plan to take almost the entire network afternoon and evening lineup.

The FCC said it believed the CBS plan was intended "to hinder a station" from clearing for other network and non-network programs."

RKO's SUBSCRIPTION TV OUTLET TO START SOON

WHCT, Hartford, said to be the nation's first subscription tv station, will go on the air 29 June on channel 18.

The station, which will not have commercials, goes on the air within four months in a U. S. Court of Appeals decision upholding an earlier FCC license allowing the owner, RKO General, to conduct a three year test of the Zenith subscription tv system.

Y&R MEDIA DEPT. MAY GO CHIEFLESS

It now appears that Young & Rubicam, which placed over \$95 million in air media and some \$225 million in all media last year, will be with-

(Continued on page 10, col. 3)

Voice style use in legal jeopardy

There may well be sweeping implications for animated commercials and cartoon programming in a Federal court decision that an entertainer has the right to sue for unauthorized use of imitations of his style or vocal delivery.

The decision could apply to commercials and cartoon shows that borrow the voice style of well known comedians. The precedent came up in the suit of Bert Lahr for \$500,000 against Lestoil and Robert Lawrence for alleged use of his style in animated commercials seen in 1958.

The case was first dismissed in a Boston Federal court but has now been sustained in a Court of Appeals.

Lahr's lawyer said he may also sue Kellogg for a parallel unauthorized characterization in Yogi Bear, a national spot cartoon series produced by Screen Gems.

NBC TV writes \$9.2 mil. in 1962-63 daytime

NBC TV reported last week daytime sales for 1962-63 amounting to \$9.2 million (estimated) in quarter hours and minutes.

Three advertisers signed for extensive quarter-hour schedules. They are: P&G (Compton, B&B, D-F-S), Borden (Y&R), Miles (Wade).

In addition, Quaker Oats (Lynn Wade) came in for minutes.

MEXICAN TV MOGUL TO INVADE U.S.

A network of seven Spanish language tv stations in the U. S. near the Mexican border has been formed and a national sales representative, Spanish International Network Sales, has been created for the stations.

What's novel is that Emilio Azcarraga, Jr., an important figure in Mexican tv, is behind the group which is invading seven U. S. tv markets. So far all the markets announced are near to the Mexican border—but reports were circulating last week that Azcarraga was negotiating for a station in New York City.

There are said to be 3 million Spanish speaking viewers covered by the U. S. border stations.

Carlos Franco has been appointed v.p. and general manager of the newly created sales representative, Spanish International Network Sales.

The seven stations, which are the only stations received in the United States which program entirely in Spanish, are KWEX-TV, San Antonio; XEFE-TV, Nuevo Laredo-Laredo; XEJ-TV, Juarez-El Paso; XEFA, Nogales-Tucson; XEWT-TV, Tijuana-San Diego; XEM-TV, Mexicali-El Centro, and KMEX-TV, Los Angeles (in construction, starting 1 September).

Emilio Azcarraga Jr., is president of SI and Rene Anselmo is executive v.p. in program production. Franco was formerly with Y&R, Kudner, and Crosley Broadcasting.

Pulse: battery radio ratings 13 years old

Pulse, replying to Nielsen's recent announcement of a new battery radio audience measurement service without mentioning the rival by name, last week retorted that it has been doing just that for the past 13 years.

Pulse president Sydney J. Roslow points out that Pulse measures out-of-home auto and battery radio lis-

(Continued on page 62, col. 1)

Trendex to start ad impact service

Trendex has developed a new syndicated service which it calls the Advertising Penetration Index.

A new quarterly service will use 5000 households for 3000 complete interviews to determine brand acceptance and awareness.

Trendex's tv audience measurement services will continue on a custom basis.

The first API, prepared late in June, will be ready late in July. The next reports will be available in late October, January 1963, and the following April and July.

Trendex will relate advertising penetration to the following scale: unawareness, awareness, comprehension, conviction, action, and repeat action.

The service intends to measure what it calls "Share-of-Mind," a preliminary to an advertiser's share-of-market.

BERGMANN FORMS UNIT, CHARTER PRODUCERS' CO.

Ted Bergmann has formed Charter Producers' Corporation, a new programming company. He resigned as v.p. of advertising for Revlon recently.

Bergmann describes the new company as "a producers company wherein the members will function individually and collectively in the production, acquisition, and management of program properties."

The plan calls for a revolving fund available to producers who will concentrate on the creative end of tv production while Bergmann handles the business end.

The group also intends to plan programs for advertisers.

Bergman, before joining Revlon, was president of Parkson Advertising for three years and v.p. and associate director of tv for McCann-Erickson for two years.

WALL ST. DIP, CLIMB STIRS MADISON AVE.

The attention of Madison Avenue was riveted on Wall Street last week as admen watched to see what kind of recovery the stock market would make after its most drastic drop since 1929.

The networks jumped in with news coverage, following the market on regularly scheduled news programs, and adding special shows.

ABC TV did not add any special programs but Howard K. Smith covered the situation on his Wednesday show, and the network has Walt Rostow and Walter Heller coming up on Issues and Answers on 3 and 10 June. ABC Radio added no special coverage.

A humorous sidelight at ABC: an episode of Leave it to Beaver called "Stocks and Bonds" was inserted into the network schedule for 23 June.

CBS TV did a special show from 7:30-8 p.m. on Wednesday, and CBS Radio added 10 minutes of extra news on the market Tuesday at 4:35 p.m.

NBC TV added a special news show at 11:15-11:30 p.m. Tuesday and NBC Radio had a 15 minute special news program at 9:45 the same night.

Mutual did not add any special news coverage of the stock market.

Newman named H&G v.p. and media director

Stanley Newman has been named v.p. and media director for Hicks & Geist.

Newman will be in charge of a newly combined all-media department, and will be responsible for evaluation and purchase of print and broadcast media.

The radio and tv programming and production departments continue under v.p. V. J. Daraio. Horace Judson, former print media director, moves up to become agency services supervisor.



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

A great number of things have been said from time to time about the UHF channels by those people who know very little about the subject, who nevertheless pontificate at great length on this, or any other matter. We have heard talk about the UHF from those who represent manufacturers, people who have represented VHF operators and they all say things about the ultra high frequency television band.

We are not about to say that these people are not entitled to hold opinions; but we actually happen to know something about the ultra high frequencies, and we have gained all our knowledge the hard way. Our company operates television channels from 14 to 81 and all the way stages, and our stations operate in some of the ruggedest mountain country east of the Mississippi, and furthermore, for the most part we make a profit. We'll grant that we don't make a fantastic profit like those who

oppose the Commission's deintermixture proposals.

We can tell you that we know something about UHF and that those people who talk from a wealth of inexperience on this subject are no more competent to tell all about UHF than we are to talk about outer space.

We can assure the world from having done it the hard way against what everyone knows have been pretty tough odds, that UHF can and does provide an excellent and very satisfactory means of serving "the public interest, convenience and necessity."

It reaches people in the hills and the woods and the plains. It carries advertising value and impact and we're proud to note our channel is 22—or 32—or 14—or 74 or 81.

Represented nationally by **HOLLINGBERRY**

CBS' Hayes salutes KMOX as 'talk' pioneer

CBS Radio president Arthur Hull Hayes, heard last week on a KMOX, St. Louis program via a two way line from New York, said that the station was "the pioneer" in the field of news and information programming and that programming of this type continues to be the trend.

Hayes said that over 55% of CBS Radio network programming is of news or related types. He suggested that people wanted information and a revival of network soap operas was unlikely.

The program on which Hayes appeared was *At Your Service*, the host of which is Jack Buck.

Post-50 features sold

Seven Arts Associated reports four more sales of its post-1950 feature films last week.

The stations are: WNAC-TV, Boston; KOAT-TV, Albuquerque; WALA-TV, Mobile, and WEEK-TV, Peoria.

ABC TV meetings

Executives of ABC TV will meet with the board of governors of the tv affiliates association in New York on 6 June, it was announced last week by Robert L. Coe, v.p. in charge of tv station relations.

The meeting will take place at the Savoy Hilton. On the same day at the Roosevelt Hotel in New York, ABC International and CFTO-TV, Toronto, will hold a presentation and cocktail party for advertising executives.

NBC TV sales service

NBC TV has reorganized its sales service department, director Stephen A. Flynn announced last week.

Under the new arrangement, Arthur J. Johnson becomes manager, co-op, station sales and clearance, George A. Hooper is manager, station sales and clearances, Theodore Reinhard is manager, co-op sales, Harvey Cannon is manager, special services, and James P. O'Brien is manager, station services.

Y&R media dept.

(Continued from page 7, col. 2)

out a specific departmental media chief come 1 July.

At the end of this month, William E. "Pete" Matthews, v.p. and director of media relations and planning, is retiring after 18 years with the agency. The post with this title will then remain vacant.

Last week agency president George H. Gribbin announced that William J. Colihan, Jr., had been elected a senior v.p. and would report to him directly on the combined fields of media, merchandising, and research.



Wm. J. Colihan, Jr.

The new chain of command will have v.p. and senior media directors Joseph F. St. Georges and Warren Bahr reporting to Colihan and Colihan reporting to Gribbin, but there won't be a media chief in the sense the role exists at most agencies.

According to a Y&R spokesman, the problem of naming a successor to Matthews hasn't come up yet. But it is just four weeks until Matthews is scheduled to depart, which might leave Y&R in an unusual position for an agency its size—fourth in broadcast billings in 1961.

Colihan's background has been mainly in creative areas, extending over both print and broadcasting. He was made copy director and a v.p. in 1957 and executive copy director two years later. Last year he was appointed assistant to the president. In his early years at Y&R—he came in in 1936—Colihan had outdoor media experience.

Matthews, who made his intention to retire definite last week, will collaborate on a book on media, taking up the buying side. Afterwards he intends to negotiate for a radio station in a southern city.



The PGW Colonel gives "Pete" Peters a 30-year toast

THE FAMOUS PGW Colonel himself, recruited for the 30th anniversary celebration of the founding of Peters, Griffin, Woodward (formerly Free & Sleinger, later Free & Peters) toasted PGW president H. Preston Peters last week as Mrs. Peters looks on. The company's staff and their families joined in a big dinner celebration on 29 May in New York. PGW is national sales representative for 37 tv stations and 27 radio stations, with 12 offices.

Reaching for Tomorrow

...is a community and the station that serves it.

From the magnificent U.S. Science Pavilion at the Seattle World's Fair—three outstanding religious leaders, a minister, a rabbi and a priest—probe the relationship between Science and Religion in today's space-age. ★ Each Sunday on KOMO-TV this program makes a forward step toward better understanding. ★ The program is CHALLENGE. For this distinguished series the National Conference of Christians and Jews conferred its highest honor, the "1962 Brotherhood Award."

KOMO-TV SEATTLE 

REPRESENTED NATIONALLY BY KATZ



... "for outstanding contributions to better human relations and the cause of Brotherhood."

THE BEST IS YET TO COME

BEGINNING with experimental telecasts on March 4, 1947 and introducing regular daily programs on June 3 of that year, WWJ-TV is Michigan's first television station—now celebrating its Fifteenth Anniversary.

Following its 1947 debut, WWJ-TV—like that memorable June—was “bustin’ out all over” with television firsts in the Detroit market area:

FIRST WITH • Detroit Tiger Baseball • Boxing
• Auto Racing • Boat Racing • Soap Box Derby
• Wrestling • Detroit Lions Football • University
of Michigan Football • Red Wings Hockey
• Bowling • City Council Meeting • Detroit
Symphony Orchestra • Polo • Olympic Swim-
ming Trials • Community Chest Program
• Colorcasts in Detroit

TO COME...

Since those pioneer days, WWJ-TV has observed and participated in the notable cycles of television's progress—from Jerry Lester, Dagmar, Milton Berle to Robert Montgomery, Sid Caesar, Mr. Peepers to Bonanza, Bob Newhart, Mitch Miller. Paralleling them, WWJ-TV has nurtured and produced its own local dramas, audience participation shows, newscasts, documentaries.

WWJ-TV cameras, projectors, and monitors have seen the good things that fifteen exciting years of television have created. Each of those creations stands as a monument to its own era of entertainment, education, enlightenment.

WWJ-TV looks back proudly on those fifteen years, knowing full well the ingenuity, energy, and endless toil each year reflects. But with interest and anticipation, WWJ-TV looks forward to the eras that lie ahead, confident that television's resources are boundless, that even greater accomplishments are on their way, and that *the best is yet to come.*

WWJ-TV

THE
NEWS
STATION

389,890 RADIO HOMES

Largest Circulation on
Florida's West Coast



Accredited Nielsen circulation
in 19 counties and larger
than any other station on the
Suncoast! More advertisers
are investing more dollars on
WSUN radio than at any
time in our 35-year history!

Florida's
Clear Signal
Station 5 KW 620 KC

Broadcasting 24 hours daily!

WSUN 620 KC
TAMPA - ST. PETERSBURG

National Representatives:
Venard, Rinfoul & McConnell
Southeastern Representatives:
James S. Ayers, Inc.

by John E. McMillin

Commercial commentary

Start of the 5th year

I'm cheating a little with this column. I'm writing it far in advance, on Saturday, 19 May, (Saturday work again!) so that I can get away for a 10-day vacation in upper New York State.

It will appear on 4 June, the day I get back to my desk, and it cannot therefore be tied to any red hot news development. It does have for me, however, a special, personal news peg.

This is *Commercial Commentary* #105 which means that it marks the beginning of my 5th year as a columnist, my 5th year at SPONSOR, and my 5th year in the trade paper business.

It is also my first *Commentary* as SPONSOR's Editor.

For these reasons, then, I'd like to try to set down here for myself (and for you, too, if you're interested) my feelings about this somewhat-less-than-historic but, to me, fascinating occasion.

First of all about *Commercial Commentary*. Looking back over the 125,000-odd words I've poured into this space, I can certainly say I've had more fun, more pleasure, more personal satisfaction with this than with any other assignment I've ever known in business.

When you give a writer a chance to write, and write regularly, about what interests him most—boy, you hand him heaven!

A ready-made platform

When you give him a ready-made platform from which he can freely express his ideas to several thousand people, you give him the sun, moon and stars. And this is precisely what Norm Glenn did for me when he started me off on a columnist's career in June 1958.

The writing itself, the sheer fun of setting the words down on paper, the healthy tonic discipline of having to do it for regular deadlines, the joyful discovery that the more you write, the more you can write, and the more ideas you have, the more you get—these are very great rewards.

But I'd be less than honest and human if I didn't admit that my greatest pleasure has come from the letters the column brings me.

Letters from old friends, and new ones, letters from those who agree and those who don't, letters from all sorts of odd places.

I treasure my old columns and keep them carefully in scrapbooks at home. I treasure my letters just as carefully. My wife teases me for mooning over my fan mail, and threatens to throw it out for cluttering up the house. But believe me, it is my pride and joy.

Actually, however, *Commercial Commentary* has accounted for only a fraction of my work at SPONSOR.

Fully 85% of my time has been spent in trying to learn the brand new trade of trade paper editing, and in exploring the two fascinating worlds between which SPONSOR is a bridge.

(Please turn to page 47)

**"We
always
listen
to
Allen
Gray"**



*KURT GRAY, BRUCE GRAY, BEEZER GRAY, MRS. LEE GRAY

Allen Gray is listened to by more Mothers of hockey players and sandlot shortstops who say, "Allen Gray helps on-the-go families really score with news about food products that don't throw the budget out at home

**WCBS
RADIO
880**
101.1FM

...and, he knows how to help housewives go extra innings with the daily chores by inviting them to meet interesting people, commenting on the big and little things in life and offering 'em a refreshing pause."

A CBS OWNED RADIO STATION

NOW! FROM THE TALLEST STRUCTURE IN THE WORLD!

1749' ABOVE THE GROUND

WTVM

THE ONLY STATION
Serving Columbus, Al-
bony, and Macon, Geor-
gio, with a primary Grade
"B" unduplicated signal.

WTVM

is #1 sign-on to 12:00 noon;
3 p.m. to sign-off, Mon.-Fri., in
average 1/4 hr. homes reached
according to Morch '62 ARB!

WTVM

is #1 sign-on till 12:00
noon, Mon.-Fri.; from
7:30 p.m. to sign-off Sun.-
Sat. in average total
homes per 1/4 hr. oc-
cording to Morch '62
NSI!

WTVM

has the #1 kid show, 5-6 p.m.,
according to both ARB & NSI!

WTVM

is the station to GROW
with! Ask about the
amazing GROWTH
TREND when you...
call the man from
YOUNG TV!

COLUMBUS

MACON

ALBANY

WTVM

9 COLUMBUS GA



YOUNG TELEVISION CORP.



YOUNG TELEVISION CORP.

555/5th

We can get things started

I have just returned from an out-of-town trip and have been catching up on my reading. Thank you for the very nice editorial ["The 4A's at the Crossroads," page 74] in the May 14 issue of SPONSOR.

There is a great deal of work to be done, and while I don't expect everything to happen during my term as chairman, maybe we can get things started.

Marion Harper, Jr.
president
Interpublic, Inc.
New York

Freedom and responsibility

First, let me compliment you on your attention-getting headline writer.

Second, in last issue of SPONSOR the "Baisch Anti-FCC Revolution" headline is misleading (*Sponsor-Week*, 21 May, page 12).

Third, on behalf of the Illinois Broadcasters, permit me to set the record straight. This fine organization was in existence before I started my active television career in Illinois, and even then its Board was crusading for freedom and responsibility among broadcasters. I spoke as Chairman of our current I.B.A. freedom committee and we intend to continue to speak out!

Further, neither Baisch nor the Illinois Broadcasters are anti-FCC. We are *for* freedom. We seek the same status of freedom of the airwaves enjoyed by the press from the same fountainhead of protection of freedom for our people—the 1st amendment to the Constitution. We are *not* willing to settle for a *half-free* basis. Broadcasters are mature. They are responsible. And they are fair. And it is not freedom for private use we seek. We fight for freedom *for* the

public who are the ultimate beneficiaries of broadcaster's freedom to speak!

Amiel wrote: "Truth is not only violated by falsehood; it is outraged by silence."

There are more than twice as many broadcast outlets as there are daily newspapers, so there is no reason to continue to subject broadcasting to the shifting winds of politics when there are available outlets for competitive ideas with the established "doctrine of fairness" as our guideline.

The IBA calls for:

1) the NAB to take the leadership and aggressive action to define broadcaster's rights under the 1st amendment to the Constitution of the U.S.,

2) for action to repeal section 315,

3) to alert all broadcasters to face and fight the dangers so apparent in the Yarborough Report by the Senate Subcommittee on Freedom of Information,

4) to oppose repeat performances of the recent Chicago television hearings and the recent 14 radio station field investigation in San Francisco, and

5) to oppose the proposal for establishment of pre-screening of programs by the NAB Code Office.


Through the years, many stout-hearted at the FCC have been front-line advocates of freedom for broadcasting. There still are. We join and support them in their dedicated efforts to keep broadcasting free for the protection of all Americans. On this point, there is no compromise. It is our duty to fight for freedom—it is the FCC's duty to protect those rights under the Constitution.

J. M. Baisch
Chmn., freedom committee
Ill. Broadcasters Assn.



DENSITY

Providence...where television professionals practice the skills of market reach and audience penetration. A test market... a "must buy" market... most crowded television market in the country where, the follow through of WJAR-TV adds noteworthy distance to your sales message.

 ARB TV Homes

WJAR-TV

NBC • ABC - REPRESENTED BY EDWARD PETRY & CO., INC.
OUTLET COMPANY STATIONS IN PROVIDENCE WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND WJAR RADIO IN ITS 40th YEAR

Can an earnest, honest young man from a small town make good as a Senator in Washington?

Yep.



Senator Smith comes on the Washington scene with some special qualities.

Like native wit and grassroots common sense. Like boyish charm and mature integrity. Like a comfortable feeling about people and an uncomfortable feeling about white ties and tails.

Above all, like dedication to the big ideal and devotion to the little man.

Thus armed, the Senator attacks with equal zeal the private problems of a Senate janitor and the public problems of the people's welfare.

The Senator, you'll recall, was first introduced to the nation in an Award-winning film. Overnight he became—and has remained—an all-time favorite.

In the part created by Jimmy Stewart, one Fess Parker bids fair to extend this popularity. (We seem to remember a previous role Fess Parker played with much the same qualities. And success.)

Mr. Smith's new term starts Saturday, Sept. 29 at 8:30 PM.

On the record, there is good reason to believe the Senator can represent your interests handsomely.

Coming on ABC-TV: "Mr. Smith Goes to Washington"

SPONSOR-SCOPE

4 JUNE 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

If you're disposed to contemplate advertising in its broad ramifications and prospects, you'll be interested in a paradox that some investment experts see confronting the American economy.

They say the outlook for sales continues bright but that there's a big fly in the ointment which has the manufacturer baffled and bewildered.

What has happened is this: just within the past few years there's been tremendous consumer product development spun off by the country's research in defense hardware and space travel.

The backlog of these new and improved products has created a headache for American business. Only a tiny percentage of these products have seeped into manufacture for two reasons: (1) the difficulty of determining how best to use the available capital and manpower to promote them; (2) the problem of integrating the new tooling with the other equipment investment so as to avoid clogging up the lines of production and marketing.

CBS TV is the first of the tv networks to yield to ANA nudging that the credits coming at the end of a nighttime film be slimmed down to a minimum.

These lengthy crawls had become a source of irritation to a special ANA committee, headed by John W. Burgard, Brown & Williamson v.p. of advertising on the grounds that much of it was a lot of folderol and they likely militated against maximum audience attention.

What CBS TV has done to bring these crawls under control: set a definite table of time length for all program above and below line credits, with 1 September as the date of effectiveness for the new policy.

Length allowed: a 15-minute program, 30 seconds; a 30-minute program, 45 seconds; an hour show, 60 seconds. Producer organization credits will be limited to three seconds, which bars mention of both the parent and the subsidiary companies.

The rep fraternity got quite excited last week about some buys on the tv networks which they considered as siphoning billings out of spot.

The buys in point:

- Seven nighttime minutes a week for the summer on NBC TV for P&G's Crest and Zest out of Compton.
- Seven daytime minutes a week on CBS TV for the summer for Norwich Pharmaceutical's Pepto-Bismol via Benton & Bowles.

The burn particularly was with regard to Pepto-Bismol, which has been going steady with spot for years. TvB estimates it was about \$2-million worth in 1961.

Judging from impressions gained from key reps, national spot billings in June should at least hold its own with the turnover for the same month the year before.

The flow of new business sort of ebbed the second two weeks of May, contrasting sharply with a big April.

However, for tv stations, according to the same reps, there's this comfort: local business is maintaining a good seasonal stride, even though not ample enough to take up the national slack.

CBS TV's specials sales specialists are scouring the big money advertising field for some one to pick up a \$600,000 tab for a two-hour program dedicating the opening of New York (Cultural) Lincoln Center.

Date and time of the event: Sunday, 23 September, 9-11 p.m.

Breakdown of the package: \$172,000 gross for the program, which has hosts of major musical names and international diplomatic figures: \$280,000 gross for the time \$150,000 (non-commissionable) as a contribution to the Center.

Unlike Tetley, Salada (C&W) is remaining true to the long-held tradition that spot radio and iced tea commercials have an affinity all their own.

For Salada it'll be a nine-weeks of saturation, starting 18 June.

(See details in SPOT-SCOPE, page 57.)

Larger families go on providing a more consistently high use of tv during prime hours than the small households.

Here's an excerpt from the NTI complete report for November-December 1961 which puts that difference into percentage perspective:

TIME SPAN	TOTAL U.S. SETS IN USE	1-2 FAMILIES	5+ FAMILIES
7-8 p.m.	57.5%	53.2%	63.7%
8-9 p.m.	63.3%	56.9%	70.6%
9-10 p.m.	62.6%	54.5%	70.4%
10-11 p.m.	52.3%	43.4%	60.5%

Sellers of spot radio might do well to spread the approach that Midas Muffler (E. H. Weiss) has adopted for the campaign it's debuting on NBC Radio.

That approach in a nutshell, as expressed by Midas president Gordon Sherman: "We're simply taking advantage of the natural qualifications of radio for dramatic, yet believable sound treatment."

Though Sherman didn't exactly say so, it might be inferred that radio, after these many years, can still do quite a creative job of telling a sales story in sound. That is, aside from raucous horns, deafening bells and indiscriminate echo chamber effects.

The theme of the Midas campaign is "Quietville, U.S.A.," with the commercial using a medley of sounds that blend in naturally with the copy.

Sherman's reason for switching media: We found that the impact of video over audio alone just didn't justify the cost differential."

An agency where radio can find a most sympathetic ear is Needham, Louis & Brorby.

One pattern of the medium—the station rotation plan—has served some of its clients so well that it's recommending the same thing to other clients for fall starts.

NL&B's pet plan for radio: buy several stations in a market but instead of running the schedules concurrently, run them at different periods on the various stations.

Among the agency's users of the plan the past season: Campbell soup, Minerals and Chemicals' Aceent, Johnson's wax, Kraft, Rival Packing, Massey-Ferguson.

The value of late fringe time as a tv audience commodity is still on the up-swing.

Here's the latest confirmation of this out of NTI, with the figures in the comparison relating to the average tune-in of homes seven days a week for April of each year:

TIME SPAN	1962	1961	1960
11 p.m.-midnight	14,161,000 (28.9)	13,460,000 (28.7)	12,249,000 (27.1)
Midnight-1 a.m.	8,134,000 (16.6)	7,363,000 (15.7)	6,554,000 (14.5)

SPONSOR-SCOPE *continued*

ABC TV last week solved its bafflement over why it's been unable to get fall sponsorship for the high-rated Flintstones.

It put the cartoon on the roster of minute participation shows and immediately sold a batch of such minutes, along with participations in nine other shows to Norelco.

The package will be run off as part of the shaver's intensive pre-Christmas push. (NBC TV had also been bidding for the business.)

If you, as an advertiser or agency, have a product oriented to teenagers you'll be interested in knowing the latest dimensions of that nighttime audience.

According to ARB's second April report, the average number of teenagers tuned in to a nighttime program was 1,794,000.

In the same report the average number of viewing persons in the 18-39 brackets was given as 5,798,000.

Massey-Ferguson (NL&B) suggests the picture of a guy with money to spend but he can't find what he wants to spend it on.

Also a user of spot radio, M-F is sold on the country music format for Saturday nights, but he can't get network clearance for such a program. The barn dance, apparently, has become a dodo as far as the tv networks are concerned; to wit, they've got more sophisticated fish to fry.

Back a few years ago Massey-Ferguson, which, incidentally, sells farm equipment, had one of these jubilees on ABC TV with Springfield, Mo., as the origination, and it was very happy with the results.

There's a good chance of NBC TV retaining the Kukla and Ollie strip after Miles' Chocks and Bactine depart, and use a highly favorable survey as a tool to sell it elsewhere.

The study showed that these products enjoyed a prestige and quality identification as a result of the strip. Miles and the network shared the cost of this study.

Reason Miles went off: the budget on the vitamin brands had been cut and Miles could not keep up the network strip and local kid personality shows at the same time.

Which of the two hospital programs has the more loyal audience week in and week out and month in and month out?

SPONSOR-SCOPE put the query to ARB and it did a special machine run through on 12 installments each of Dr. Kildare and Ben Casey covering February through April.

The answer: Virtually no difference whatever.

Apparently the type of show that attracts the men least this season is the situation comedy.

You can see that for yourself in the latest breakdown by NTI (January 1962 data) of audience composition by program type:

CATEGORY	VIEWERS PER HOME	%MEN	%WOMEN	%TEENS	%CHILDREN
General drama	2.2	36	46	9	9
Suspense-mystery	2.1	36	41	11	12
Situation comedy	2.3	28	37	13	22
Westerns	2.3	35	37	12	16
Adventure	2.4	39	41	12	8
Variety	2.2	35	43	10	12
Quiz-Aud. Partic.	2.1	36	46	9	10

It's been some years since the advent of a new tv station has caused as heated a representation scramble as the one now going on for the third Syracuse, N. Y., tv station that's due on the air this fall.

Three of the reps say they've got the inside track on this national spot billings plum, which, it is estimated, could run as high as \$1 million.

William H. Grumbles, who'd been a supervising operator for RKO General in Memphis and on the westcoast, will be general manager of the new station. He was a part owner of WHHM, Memphis.

Things have begun to bubble at Doyle Dane Bernbach's Chicago office, after operating almost five years with a skeleton force and a limited amount of business.

Within recent months it's taken Rival dogfood away from NL&B and Cracker Jack from Burnett and acquired Eversweet orange juice.

The Chicago office credits the spurt to the fact that DDB New York's penchant for winning awards makes a good pitching point. Hence the creative work for mid-west clients will be handled in N. Y. and the media buying in Chicago.

The Ford Division has rounded out its tv network empire for the 1962-63 season with the pickup of an alternate week of Ensign O'Toole on NBC TV.

The contract on O'Toole is for 19 broadcasts over 39 weeks, which in billings should figure around \$1.7 million.

Ford had previously committed itself for \$15.5 million for sports and Hazel. Incidentally, Gillette (Maxon) will again sponsor half of the Rose Bowl.

W. E. (Pete) Matthews, one of the more articulate and outspoken agency media chiefs, seems headed for the other side of the counter.

He's quitting as Y&R v.p. and director of media relations and planning at the end of this month and is seriously interested in acquiring a southern radio station.

In the meantime he'll be coauthoring a book on the buying and selling of media.

It doesn't look as though his title and authority are being passed on to someone else in the department. (For further details see SPONSOR-WEEK, page 7.)

Like American Home Products, Carter Products isn't going along with Bates on the agency's stand against accepting anything less than 15 minutes product protection.

Carter ordered the agency to restore on WBC's Boston station a schedule Bates had cancelled in retaliation for WBC's reducing protection to 10 minutes.

Contrary to finger pointing from the competition, CBS TV is offering only one show in the revised afternoon schedule at station compensation, namely, *To Tell the Truth*.

The rate setup on *Truth* is station comp for time and \$4,400 for a quarter hour of the program. The price tag put on the new half hour version of *Secret Storm* is rate card for time and \$3,400 gross for a quarter hour of the program.

Brighter Day and *The Verdict is Yours* carries the minute participation prices prevailing for the entire morning lineup.

Both CBS TV and NBC TV got whopping daytime renewals last week. CBS' came from Alberto-Culver, six quarter-hours a week and worth annually about \$4 million, while NBC's extension was from Miles Labs (Wade) and involved four quarter-hours a week and a potential yearly billing of \$3 million.

For other news coverage in this issue: see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 62; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 68; and Spot Scope, page 56.

“Charlotte’s WSOC-TV... enthusiastic support and outstanding results”—Andy Anderson, Wade



*“We get enthusiastic support and outstanding results from WSOC-TV. Success of *Chocks in the Charlotte market, resulting from promotion on Channel 9’s ‘Clown Carnival’ represents one of the nation’s truly fantastic sales stories.”*

ANDY ANDERSON
Wade Advertising, Inc.,
Chicago

* CHOCKS (T.M.) Miles Products,
Div. of Miles Laboratories, Inc.

Nowhere—but on WSOC-TV—do you find so many fine local programs in the Carolinas. Presentations like award-winner “Clown Carnival.” These programs produce big sales successes for advertisers. They enable you to reach the audience you want, when you want it. Ask us about opportunities for your product here. You will do well with WSOC-TV... one of the great area stations of the nation.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

Sigma Delta Chi Award

For distinguished service in the field of television reporting during 1961. Winning news film was entitled "Mississippi U.S.A.," produced by WKY-TV News.



Western Heritage Award

For the best Western Documentary of 1961. Program was entitled "101 Ranch," produced by public affairs department of WKY-TV News.



Television History Award

For the best documentary on state history produced during 1961, in competition co-sponsored by the American Association for State and Local History and BMI. Film was entitled "The Run," produced by public affairs department of WKY-TV News.



WKY-TV

WINS

3 MORE

NATIONAL

AWARDS

WINNING AWARDS doesn't make a station first in the market. It's the result of a station fulfilling its obligation to viewers by creating programs that inform in depth as well as entertain in breadth.

We have found that by thinking of community interests first . . . the community thinks of us first.

This is reaffirmed by latest ARB ratings. WKY-TV (in a three-station market) has 56% of the audience between 9:00 AM and Midnight, 7 days a week.

Time Communicators to 1½ Million Oklahomans

WKY-TV

ABC CHANNEL 4

OKLAHOMA CITY

WKY Television System, Inc. ■ WKY Radio,
Oklahoma City ■ WTVT, Tampa-St. Petersburg,
Florida ■ Represented by the Katz Agency

3 MORE
EXAMPLES
OF WKY-TV'S
EMPHASIS
ON
SERVICE

THE CITY POPULATION IS PEANUTS!



The Charlotte MARKET is
Tops in the Southeast with
595,600 TV Homes*

Two-hundred thousand peanuts is a fair size city patch, but it's *still* peanuts compared to the TV Homes in the elephantine Charlotte Television Market.

Don't forget! WBTV Delivers 43.4% more TV Homes than Charlotte Station "B"! **

Compare these SE Markets!

*Television Magazine-1962 **NCS '61-Nightly



Represented Nationally by Television Advertising  Representatives, Inc.

SPONSOR ASKS A RUDE QUESTION —

**IS MARKETING 'DEAD'
AS AN AGENCY FUNCTION?**

The question agency men either don't like to talk about or squarely face elicits some sharp, provocative answers from top echelon ranks

A few years ago marketing was the most talked-about subject in the agency world. Today you hear far less about it. Does this mean less emphasis on marketing as a prime agency function? Less stature for marketing men? Are they being subordinated by the current swing to 'creativity'?

"Damn! Those are the most penetrating, complex, thought-provoking questions asked of an

agency by a broadcast trade journal in years!"

Thus the president of a major advertising agency in New York responded to a SPONSOR editor's inquiries last week. His reaction underscored the quiet explosives of an issue that—while seldom aired in open forum—is one of the touchiest, most abrasive—indeed most religiously avoided—in agency circles today.

Agency presidents speak out on the relationship of marketing



ROLLAND W. TAYLOR

President, Foote, Cone & Belding

“Marketing is certainly not dead as an agency function. Creative thinking and marketing thinking must both be present if advertising is to be truly effective.”

How were the questions finally answered? First, the background against which we asked them:

It was only seven years ago that SPONSOR ran a then-controversial four-part series, “The Advertising Agency in Transition.” The lead article of 12 December 1955 asked the sobering questions, “Is ‘marketing’ the newest agency tool—or cliché? Is the expansion of marketing services by advertising agencies built on a sound foundation, or is it destined to pass away in a few years as just another fad? Or does this development offer the agency an opportunity to establish itself more firmly than ever as an integral force for selling goods? Is the expansion of the so-called marketing services an assurance or a threat to the agency’s

economic and professional stability? Will marketing upset the authority and stature of the creative media department and other traditional services of the agency?”

At the time, this powderkeg of a change in client-agency relationship was brought about by the cascade of new products, the rapid growth of self-service supermarkets and the impact of television—all of which so intensified the manufacturer’s competition that he was forced to reorient not only his marketing concepts, but his strategy and planning as well. He had entered an era in which bypassing the dealer—becoming direct seller to the consumer—was the key to his economic survival. It was this post-war shift in both theory and practice that caused the

CHARLES V. SKOOG, JR.

President, Hicks & Greist

“Marketing is a smart creative man’s deepest well . . . today it is more vital than at any other time in the history of business and industry . . . it gives creative direction.”



major advertisers—particularly the big grocery and drug manufacturers—to say to their agencies, in effect:

“We’ve got new marketing approaches and concepts and we want you to assist us in those aspects with counsel and services. So we suggest that you retool your approach and give us as much of a hand as you can in helping us solve our marketing problems. And we also suggest that you gear your advertising plans realistically to our total marketing budget and that your planning of any nature for us be integrated with our marketing strategy. To us you’re no longer just an advertising agency; you’re a general marketing services agency.”

Here are what some of the leading advertisers and agencies were telling

to traditional agency functions

HAROLD L. McCLINTON

President, Reach, McClinton & Co.

“The well-staffed agency can successfully assist in the client’s marketing plans as far as the client will permit. It is that simple.”



RUDOLPH MONTGELAS

President, Ted Bates & Co.

“The No. One function of an advertising agency is the preparation of copy. It is from the advisory standpoint that agencies should get into the marketing area. Wherever an agency can aid a client it should do so. The agency should do more of the work of a client than the client should do the work of an agency.”

SPONSOR in December 1955:

Donald S. Frost, advertising vice president, Bristol-Myers: “It is not only extremely desirable but urgent that the agency participate in the client’s over-all marketing operation.”

Henry M. Schachte, advertising vice president, Lever Brothers: “The big agency or little agency that’s making the big impact on the client is the one which has gotten itself integrated to a substantial degree with the client’s marketing picture—that is, taken responsibility for everything that can help sell a product.”

Chairman of the board of an agency in the \$50-million plus class: “As we see it, the object of the client’s bringing the agency into the marketing picture is to improve the agency’s function, not only on advertising but

as a general aid to selling goods.”

President of an agency in the \$15-\$20 million range: “The talk about marketing and the agency’s responsibilities to the client for a lot more of it have the earmarks of somebody selling a new glamor baby. . . . When an agency undertakes to offer general marketing counsel or service, it’s taking on a big load, and, in my opinion, a very precarious one. I’d rather create good advertising and build sales by merchandising that advertising properly.”

All in all, it was a “marketing revolution” (as the industry tagged it at the time), a considerable departure from traditional responsibilities, welcomed by most advertisers, hailed by some agencies, frowned upon by others; a departure which,

seven years later, is as closeted as a well-kept family secret. It is against this house-divided history that SPONSOR asked its “rude” questions last week. Here is how some of the more articulate top agency executives chose to answer them. The floor is theirs:

Rudolph Montgelas, president, Ted Bates & Co.: “The No. One function of an advertising agency is the preparation of copy. The No. Two function is the implementation of that copy via intelligent media buys, followed up, of course, by pre- and post-testing and the checking of copy effectiveness at point-of-sale. These activities are what an agency is primarily hired for. It is from the advisory standpoint that agencies should get into marketing. It seems

(Please turn to page 45)

RADIO'S UNKNOWN AUDIENCE

➤ New light on listeners' attitudes comes out of an in-depth survey which shows daily listening extensive

➤ They think irritating commercials have the most influence, but recognize and resent insincerity in copy

In-depth interviews with a selection of new car owners in Chicago last December have turned up some startling facts on patterns of radio listening and listener attitudes. Among the revelations:

- Personal listening is far more extensive daily than generally acknowledged.

- Radio is a family medium; each member has preferences in programming and a personal receiver set.



TEENAGERS hear two to six stations

- Irritating advertising is acknowledged by listeners as a powerful influence, despite much consternation.

- Humor in copy is potent, according to listeners, when used in a framework that sells, not merely entertains.

- Consumers resent insincerity in advertising and they are sophisticated enough to spot it in any form.

These facts arise from a pilot motivational research project conducted for the Better Broadcast Bureau, New York, by Barlow Survey Service, Chicago. The study is in use in a presentation prepared for Station Representatives Assn. in an effort to stimulate more spot radio business among auto-makers and their agencies.

"The extent of personal radio listening on a daily basis is much larger than is believed," comments Clifford J. Barborka, BBB president, in announcing the results. "This is so even though some is a daily accumulation of small doses, and in spite of the fact that many actual listeners don't consider themselves listeners when first asked the question.

"The reasons for the latter phenomenon," he concludes, "may be that their initial response to the question of radio listening is to compare it with the 'living room' way they once listened to radio or the 'living room' way they presently watch tv. But the fact that radio plays an important part in people's lives clearly emerges through the technique of lengthy individual and group interviews."

One hour or more each was spent interviewing individual males in the lower middle and upper lower income groups, and individual housewives in the upper and lower middle classifications.

Two-and-a-half hours was spent each with a male group in the upper middle and lower middle strata, a housewife group in the lower middle, and a group of teenagers between ages 18 and 20. Interviewees were selected by telephone scanning and had to have purchased a new '61 or '62 car within the previous 14

months. None were told that they were being surveyed on radio.

Many people, when first asked if they listen to radio, said they don't or "not too much."

But after the interview is underway and people relate the pattern of their exposure to media, radio pops up as an important part of their day.

Here's an example of one such interview:

At first this man says he doesn't listen to radio. Later he states that he does listen "just when driving the car." And still later in the interview he declares that he listens "early in the morning and when I come home from work."

In filling out a questionnaire at the close of the interview, he states that he does listen to three stations. When asked the programs that he tunes to on each station, he lists the names of disk jockeys for two stations and *football* for the third.

In another case, a young married woman who goes to work declares at first that she doesn't listen to radio. As the interview progresses, she mentions that she does listen to it in the car to and from work. She can name personalities and stations.

She then states that she has the radio on in her bedroom when she wakes up in the morning and puts the *other* one on while she is in the kitchen. Finally, she says that radio



CAR listening creates built-in sales boost



MEN listen more than they admit at first

keeps her *company* and she listens as she is going to bed.

In a group interview with teenage boys, each member states he doesn't listen and, in fact, has little good to say about the medium. But as the two-hour interview proceeds and as ideas are exchanged, the teenagers, without being aware of it, offer up contrary evidence.

One testifies that he listens to two stations, another listens to three stations, two state they listen to four stations and one teenager says he listens to no less than six stations.

Moreover, through the course of the attitude probing, the group as a whole showed a remarkable familiarity with the personalities, programming and call letters of many stations, even those they state they don't listen to.

This reverse phenomenon indicates that the brief "yes" or "no" type of research may be understating the extent of radio listening.

Another aspect of radio listening that is revealed in the study is that it is an all-family medium. Each member not only has access to a separate set or his own set, but listens to his or her own station.

One woman says she listens to the radio in the car. When she is home, she listens to fm. "The children listen to rock 'n' roll upstairs." This woman works in a newspaper office where the radio is on all day.

One woman, when asked how car companies should advertise on radio, states, "They should be on different stations to get different types

of people." She is also a radio listener, although she is a trifle reluctant to identify herself with the *habit*. "I listen at home—all day. Can't stand listening, but I have it on. It's like company to me."

Among confessed radio listeners—as well as those who reluctantly admit there's a radio in their life—the comment is the same when asked about car listening:

"All the time in the car. Just leave it on."

"Listen to radio a lot in the car—morning, noon, and driving home."

Here's the way one consumer evaluated the radio in the car when asked about the equipment her auto came with: "Just radio and heater—*standard* equipment."

A male response: I'm out quite a bit in the evening, you know, and I drive a lot. I have the station on all the time either at home or in the car."

From an advertising standpoint, the study points up some very significant views and attitudes.

The need for sincerity in advertising, especially for automobiles, appears particularly acute. Car buyers feel they are at the mercy of car company, dealer, and service station. The research points to the fact that the lack of assurance, the lack of credibility in commercials and advertising may be the major reasons for rejection.

Most comments were aimed at dealer commercials, but manufacturers were served up a piece of the bitter pie, too.

One man referred to a hard selling dealer commercial that closed with the line "and may God bless you." He comments, "Why should this dealer want to call God's blessing down on me. It's ridiculous."

In another case, a dealer spot features an astronaut who is circling the globe and while enroute, the commercial goes, he will stop to take advantage of a great new car offer. A woman comments, "A 10-year-old child wouldn't believe that."

Another commercial that is cited is one for a dry gas in which a child tells his dad to go buy it. A man comments, "It's nuts, insincere; would never buy it. I resent the idea

of getting to the man through the child."

Linked closely to insincerity, but covering a broader base of advertising fundamentals, is the objection to commercials that irritate.

But the surprising reaction is that they are aware that the irritating ones are those that they remember best. Some state they wouldn't buy the product, even if they did remember, but others admit they bought the product in spite of themselves.

A classic example is provided by this man in a group interview:

"There was a commercial quite a few years ago. It was 'Whiz, the best nickel candy bar there is.' Any of you remember that? (The group responded affirmatively.) It used to drive me nuts every time I heard it.



HOUSEWIVES say radio is good company

But you know what I did? "I wouldn't buy a Whiz candy if they gave it to me." I said. "Then I'm bowling one night and I get hungry. I turn around and I go to buy a candy bar. What did I buy? Don't tell me—I bought a Whiz. I'm half through eating it and I'm mad at myself. They got me."

The sales effectiveness of irritation is, of course, a moot point. But even those who say they won't buy the product concede they remember the name.

Here's an excerpt of remarks made by a man who is discussing a dealer's commercial:

Did you buy a car there? "No, I wouldn't consider them. I didn't like their advertising. Just because I remember it doesn't mean that I

liked it or would go there." *What was there that you didn't like?* "Because they yelled it at you." *You don't like this, you don't think it's effective?* "It's effective as far as helping me remember the name, but as far as bringing me into the place it isn't effective."

In another case, a woman refers to a dealer whose commercials are *aggravating*, but she remembers the store sells Chevrolet.

A number of respondents state that they tune out advertising they don't want to hear.

One man offers this candid appraisal:

"We are bombarded so much by all media that we become punch drunk and tune it out. The things that hit us over the head, that irritate, that are constantly repetitious, we remember. When something good comes along, and we recognize that it's good, we all too often don't remember."

Some penetrating reaction also is observed in response to humor in commercials. Basically, listeners enjoy humor.

One man mentions that he likes humor but that it is certainly not enough to make him buy.

The commercials you tune into are many times the humorous things? "I'm a nut myself so I appreciate humor." *And these are the ones that attract you, are they?* "I listen to them but they don't sell me. Don't misunderstand. I remember the ads (referring to a gasoline sold in the Chicago area). I listen to those ads. I think everybody does. But I'll have to agree that I don't think they tell you to go and buy the product. We are all adults, but who is going to turn away from a Popeye cartoon or something like that."

Many of the commercials whose copy lines and brand names are volunteered by the interviewees are of the humorous or entertaining variety.

The "Culligan man" (water softener) comes in for more voluntary mentions than any other. The humorous line—"we're in the Yellow Pages under water"—is quoted many times.

The study time and again demonstrates
(Please turn to page 48)

THE TOM W. MOORE PICTURE AT ABC TV

▶ Oliver Treyz's replacement predicts SRO business at ABC TV but says real punch won't come until '63-'64

▶ Hails his former chief as a genius of showmanship and salesmanship; says Minow's influence is for better

The grizzled Brooklyn Dodgers, with Hilda Chester's raucous cowbell in the background, were in the habit of muttering "wait until next year!" At ABC TV, where Leonard H. Goldenson, president of AB-PT recently named Thomas W. Moore vice president in charge of the ABC Television Network, they can hardly wait until next year. Executives and staffers are confident that they'll knock the stuffings out of CBS TV and NBC TV before the new year rolls around.

No one denies that Oliver Treyz, the exciting chieftain, contributed a staggering amount of leadership to the third network, and the first one to acclaim his undoubted assets is Moore, who worked closely with him for many years.

Moore is personally and profoundly grateful to Treyz for first taking a chance on him. "He made me his network sales chief when I had been sales manager of a syndication operation," Moore told a SPONSOR editor last week. "I'm also grateful to him for appointing me head of programming."

In Moore's opinion, Treyz is a genius of showmanship and salesmanship; a combination which phenomenally helped in the tremendous growth of ABC TV. Like Goldenson, his boss, Moore said that Treyz's method of operation did not, however, adapt itself to the strong organizational administration essential to network television today.

But as a creative salesman, both Goldenson and Moore, agreed that Treyz couldn't be beat. "The best in the business," they concurred.

Moore said that television, basically, will always be a showman's medium and "there will always be an important place for Ollie Treyz."

Moore said feelingly: "Treyz's greatest contributions are probably in front of him." Moore is now sitting in the office formerly occupied by Treyz. It is not a prepossessing office, but it is full of memories of heroic-sized battles that made history for the network. Moore is a tall man, "six feet, even" he said. He weighs 200 pounds and there is little hair on the top of his head. There is the unguent drawl of the southland in his voice.

Moore, who on several occasions has had to face the inquisitive index finger of the FCC, does no longer view with graveness the actions of the regulatory agency of the government. Moore said that Minow's initial entrance in the arena of broadcasting came with a force that was "shocking" but that as the FCC chairman became more familiar with the complex problems of the industry, things took a turn for the better.

"His initial force in the field was shocking," Moore recalled. "But as he has learned about our industry, his influence was for the better. He has come to recognize that broadcasting is a complex business and he appreciates the multiplicity of its problems. The net result of Minow's becoming chairman of the FCC is a plus to broadcasters."

The crises in broadcasting that spring up from time to time often bring about healthy reforms, according to the network chieftain. The FCC investigations, historically, have

been helpful, as Moore sees it. Moreover, self-evaluation is a good thing, in Moore's opinion.

But in the case of the Senate subcommittee on juvenile delinquency, the time could indeed have been used to better advantage, according to Moore. The subcommittee's chairman, Sen. Thomas Dodd, Democrat of Conn., should have reached into other fields of communications—other aspects of human society for the cause of juvenile delinquency, the network official thought. "There are many fertile areas for the investigation of juvenile delinquency," he observed.

Program control, in the final analysis, must rest with each individual station manager, Moore maintained. The responsibility of the licensee is absolute, he insisted, and therefore, any supplier of programming, such as a network, does so only through the individual station.

Moore said that creative control must rest with the individual producers. "Then, all along the way there must be a series of checks and balances brought about by all the parties involved. The networks must show strong responsibility, the stations must show responsibility to their audiences. The advertiser and the agency also have an active influence on programs. But they do not, as a practical matter, have creative control."

He regards the broadcasting business as ever-changing. It is a young business, as he sees it, and each year seems to bring tremendous progress. He indicated that he would do his utmost to meet the challenges that exist in his new role at ABC TV and was confident that when October rolls around, ABC TV would be SRO insofar as program sales were concerned.

Meanwhile, ABC TV is not doing too badly, in his opinion. He displayed a carefully prepared chart which showed the exact number of commercial minutes sold on the three competing networks for the '62-'63 season. Based on these figures, Moore estimated that his network was 82½ percent sold now; CBS TV was 91½ percent sold, and NBC TV was presently in third position with 80 per-

(Please turn to page 60)



TV GETS 89% OF WAX BUDGETS

➤ \$18.8 million spent in tv in 1961 on behalf of floor and furniture polishes boosts 1960 outlay 11.5%; Johnson spends 40% of total; Beacon ends tv blackout

Tv last year all but cornered the market on floor and furniture wax and polish advertising, taking in \$18.8 million of \$21.1 million spent in measured media — representing 89.1% of the total advertising pie for that industry. (Shoe polish buys would increase this percentage to 89.1%.)

The figures, released by Television Bureau of Advertising, show that S.

C. Johnson & Son leads the big-time tv spenders with \$8,539,061, or 10%, of the entire amount spent by all other companies.

Simoniz spent \$5,530,382 on tv messages in 1961, and American Home Products, \$1,731,470. This represents 95.4% and 99.7%, respectively, of the companies' all-media budgets.

Union Carbide Corp. and Conti-

ental Wax Corp. last year placed their entire advertising budgets in the medium.

The TvB chart below is a tabulation of major advertisers. The figures represent floor and furniture polishes and waxes gross time and space billings only in 1960 and 1961. Advertising expenditures for insecticides, paint, fabrics, shoe polish, and other products are not represented in



COUNTRY bumpkin Clem Kadiddlehopper (Red Skelton) thought he'd get an S. C. Johnson shine on his shoes as long as he's wearing them. Exec. J. G. Dick lends a hand. Firm sponsors Red's show alternate weeks. Model (r) demonstrates Pledge, backed by big '60 spot drive

Top '61 advertisers'

1961

	Spot	Net
S. C. Johnson & Son	726,095	7,725,000
Simoniz Co.	2,611,100	2,950,000
American Home Products	296,095	1,731,470
Beacon Co.
Union Carbide Corp.	145,570
E. I. du Pont
E. L. Bruce Co.	37,550
Continental Wax Corp.	441,600

1960

S. C. Johnson & Son	2,446,430	5,430,000
Simoniz Co.	2,190,030	2,190,030
American Home Products	76,780	1,731,470
Beacon Co.
Union Carbide Corp.	517,240
E. I. du Pont
E. L. Bruce Co.	33,550
Continental Wax Corp.	887,050

Sources: Spot: TVB-Rorabaugh. Network: TVB/LNA

the chart.

In addition to the rise in the percentage of buys in tv commercials, the volume has been increasing noticeably in the last few years. The \$18.8 million 1961 total was an 11.5% increase over 1960's \$16.9 million wax and polish tv outlay.

This growth is due not only to bigger expenditures each year, but also to the entry of companies which had never tried tv.

A case in point is the Beacon Co. which this year is moving "heavily" into spot tv on a test market basis. With the firm's entry, all major wax and polish manufacturers are now in tv.

The reason for the virtual dominance of tv in the floor and furniture

wax and polish field was perhaps best explained to SPONSOR by Johnson's assistant advertising and merchandising director, Harold D. Wakefield: "Much of our problem is telling people what our products are and how to use them in the proper way. That's why we are so strong on tv commercials, because they do that very well.

"The company," Wakefield continued, "also has been able to integrate its promotion with tv with good results, such as displays in retail stores and consumer offers."

The Racine, Wis., company—long associated with Fibber McGee on radio—first used tv in 1950. Currently the firm is a sponsor of *The Red Skelton Show*, *The Garry Moore Show* and *Gunsmoke*, all on CBS TV.

Participations are also used on eight daytime shows, aimed at women, on ABC TV and NBC TV.

Furniture polishes get the big play during the day. At night, the automotive products receive more emphasis.

As the chart indicates, Johnson last year cut its spot tv huys way down and added about \$2.5 million to the network purchases, as compared to the 1960 figures.

Wakefield said, in connection with this, that spot tv is used heavily, as in 1960, whenever the company wants to introduce or push a new product. Pledge, a furniture polish in a pressurized can, was such a product that year.

(Please turn to page 49)

gross time-space billings for floor and furniture polishes

1961

Network tv	Total	Magazines	Newspapers	Total	% tv
7,812,971	8,539,061	222,785	5,541	8,767,387	97.4
2,919,282	5,530,382	91,277	173,725	5,795,384	95.4
1,435,380	1,731,470	4,534	1,736,004	99.7
.....	963,966	963,966
631,957	777,527	777,527	100.0
709,952	709,952	17,417	727,369	97.6
.....	37,550	201,378	458,326	697,254	5.4
117,999	559,599	559,599	100.0

1960

5,329,901	7,776,331	569,934	209,082	8,555,347	90.9
2,191,797	4,371,827	306,375	524,413	5,212,615	84.1
1,474,294	1,551,074	24,140	1,575,214	98.5
.....	875,660	875,660
.....	517,240	31,122	548,362	94.3
907,574	907,574	39,695	947,269	95.8
.....	33,550	232,215	265,765	12.6
219,447	1,106,497	1,106,497	100.0

Source: Leading National Advertisers. Newspapers: Bureau of Adv.

CHEVRON BACKS SAFETY BELTS

➤ Caloil's dealers sell automobile seat belts at cost, provide free installation to build up station traffic

➤ Agency budgets \$400,000 for eight-week drive in radio, tv, billboards, print; radio gets biggest share

A "seat belts save lives" campaign—which offers safety belts at cost to auto owners plus free installation—is being advertised in 12 northeastern states on radio, tv, highway signs and in print on behalf of California Oil Company's Chevron dealers.

The special effort, which began 22 May, has been allotted 40% of Chevron's \$1-million-plus budget for the year.

Minute and 20-second spots are being aired on 120 radio stations in 75 markets at a rate of more than 50 spots a week in each market. This costs one-third of the safety-belt budget.

One-page black-and-white ads are appearing in Northeast editions of four national magazines, and Chevron dealers are placing ads in local newspapers. Also, 500 "Scotchlight"

highway signs are being used.

In addition, Dr. Paul Calabrisi, professor of anatomy at George Washington University and a consultant to Caloil, is on an eight-week tour of all major market areas proclaiming the importance of seat belts. He appears on tv and radio programs and addresses civic groups.

Ed Wetzel, Batten, Barton, Durstine & Osborn executive on the Caloil account, explained to SPONSOR that the seat-belt idea is "simply a traffic builder . . . to bring new faces into Chevron stations.

"We're giving the belts away at cost, \$5.95, and we're not even charging for the time and labor to install them. In the Abercrombie & Fitch catalogue, or any of the others, you'll find the same belt listed for \$12.95."

There is no tie-in to buy gasoline

or oil, Wetzel explained, because "we feel a tie-in would defeat our purpose. This is an honest public service.

"Of course," he continued, "it takes about 25 or 30 minutes to install them (belts). And that gives the driver a chance to look around the station and get acquainted. And if he wants to get a lube job or a tankful of gas or some oil, that makes us happy.

"But the main thing is to get acquainted. And we want to save lives. The petroleum industry benefits most if driving is safe," Wetzel pointed out. "Furthermore, Caloil is a pusher of seat belts. They believe in them. For years, they've made them available to employees and have deducted the cost from their pay checks."

As for the radio buys, Wetzel said they are chiefly in drive times. Many helicopter and traffic report shows are being completely sponsored during the campaign. Day shows which appeal to women also are being used.

If the seat-belt campaign is successful, it will be continued till Labor Day, he said. Otherwise, it will be followed by a product drive.

At the start of the campaign, Caloil's advertising manager, Max Barry, undertook a lengthy tour in which he demonstrated the belt to Chevron people in the 12-state marketing area: Maine, Vermont, New Hampshire, Rhode Island, Connecticut, Massachusetts, New York, New Jersey, Pennsylvania, Delaware, Maryland, Virginia, and the District of Columbia.

The belts, Barry explained, are manufactured by Davis Aircraft Corp. from a strong form of nylon, Caprolan, produced by Allied Chemical Corp.

They meet all specifications of the federal government's General Services Administration, he said, the Society of Automotive Engineers and the Federal Aeronautics Administration.

The seat belts are available in black, gray, and beige, although other colors may be ordered. ▼



CALOIL advertising manager, Max Barry, demonstrates strength of Davis Aircraft seat belt now being sold at cost and installed in cars free at Chevron stations in 12 northeast states

ment in giving advertisers "an opportunity to take on a certain importance in individual markets." "The do-gooder show," he says, "gives both local and national advertiser an added dimension."

Donahue & Coe's media head, Jerry

Enthusiasm for the TAC service runs high at all member stations. And reports from TAC people relate that almost without exception, producer stations request affiliation as subscribers also.

The beginning of TAC goes back

consulted — financed by Trans-Lux and guided by the broadcasters. In keeping with this thinking, a seven-man committee composed of broadcasters, was formed to function as advisors.

The committee: Richard Borel, di-



RECAP of Oklahoma's territory days, Circa April 1889, entitled "The Run," is contribution to TAC library from WKY-TV, Oklahoma City

Arthur, credits the type of shows now reposing in the TAC library with serving a twin-pronged purpose. For one thing, "it's basically the answer to a lot of criticism leveled at tv today," he says. For another, it provides the advertiser with the means for establishing identity on a local level.

Arthur praised the emergence of the locally produced shows—from the provincial to a product of universal interest—and the slotting of the shows in better time periods. It points out the growing understanding of the potency of these types of programs," he adds.

more than a year. Pre-Minow—or P.M. as TAC officials prefer to call it. According to TAC v.p. Bob Weisberg, the idea for making available, on a national basis, the very fine locally producer tv shows, was mullied over by Trans-Lux long before Minow rattled the broadcasting industry with his vaste wasteland charge.

On the premise that this type of distribution should be governed by the broadcasters themselves, Trans-Lux talked with tv station men in all parts of the country. The result was the setting up of a separate organization—a cooperative venture, sanctioned by the majority of station men

rector of tv, WBNS-TV, Columbus, Ohio; Eldon Campbell, v.p. and general manager, WFBM TV, Indianapolis, Ind.; Roger Clipp, v.p. and general manager, radio and tv, Triangle Publications, Philadelphia, Pa.; Jack Harris, v.p. and general manager, KPRC-TV, Houston, Tex.; Norman Louvau, president, KCPX-TV, Salt Lake City, Utah; David C. Moore, president, Transcontinent Television Corp. New York; and A. Louis Read, executive v.p. WDSU-TV, New Orleans, La.

The committee members who serve for a two-year period, meet twice a year and are otherwise available for

consultation by TAC on any question regarding the acceptance of programming, policy, or financial questions. The committee is also the guide-rule for setting the standards for programs that are to be accepted for the TAC library. Additionally, the committee inspects the company's financial statements and helps decide policy in cooperating with government, industry and community organizations and to assure encouragement and distribution of shows that are in the public interest.

The selection of the committee was not determined by TAC. It was rather, something of a broadcasters "round robin." In other words, Roger Clipp, the first one approached to serve as committee man was asked to suggest one other broadcaster who was active in the area of public affairs. He suggested Dick Borel. Dick Borel then suggested Jack Harris, and so it went, each man suggesting a broadcaster noted for his interest in this area.

In the months that followed the inauguration of the working committee, stations were signed up as producers and/or subscribers and scores of submitted tv shows were screened. By the first of January, this year, some 100 locally produced programs had been carefully screened and 25 accepted for distribution. Station membership at that time was 18. Since that date, station member-

while the series are hardly off the ground, so to speak, viewer comments, both written and phoned, a wide range of material from juvenile delinquency to the actual hirth of a child by Caesarean section, have brought about some interesting and surprising rating results at some of the subscriber stations. "Birth by Appointment," for example, produced by WBNS-TV, Columbus, brought eye-opening rating figures when it was shown in Columbus, recently. A special two-part coincidental telephone survey was conducted after the showing of the program to determine the size of the audience and to record viewer reaction. The survey disclosed a rating which gave the program a 75.4% share of audience against such popular tv shows as *Adventures in Paradise* with a 19.3% share, and *Goodyear Theater* with a 5.3% share.

Audience reaction showed from a total of respondents, 92 favorable re-

sponses and one negative.

In reply to the question "do you recall the sponsor of this program?" of the 93 respondents asked to identify the sponsors, 78 (83%) were able to specifically make the identification.

KOMO-TV, Seattle, reports that when it showed the opera, "Don Pasquale," a WRAL-TV, Raleigh, N. C. production, it drew an outstanding rating in viewers despite the fact it battled three potent factors. The factors: "Don Pasquale" was slotted on a Sunday afternoon—an unseasonably warm afternoon when the outdoors beckon to the majority—opposite CBS *Sports Spectacle* and a national football game. Despite these handicaps, KOMO-TV reports the opera pulled some 80,000 viewers.

Reports from subscriber stations also are filled with news of growing sponsorship, both on the local level and national. They also report that



"GREAT Voices from Great Books," narrated by Hans Conried (l), with associates, is WBKB, Chicago, show. Scene (r) from WXYZ-TV, Detroit's "Inside the Congo"



"BIRTH by Appointment," produced by WBNS-TV, Columbus, audience pulled 73.5% share

ship has grown to 48 and TAC's library of shows to 55.

The shows themselves which cover show great interest and enthusiasm for the shows.

A number of the subscriber stations, recognizing the shows pulling power, have slotted them in prime times. Dave Crockett, programming manager of KOMO-TV, Seattle, for example, reveals that instead of the usual "filler" slot, the station is devoting prime station option time periods—Wednesday's 6:30 to 7 p.m. for

(Please turn to page 61)

In Chicago



... the Adler Planetarium and Astronomical Museum is the first planetarium built in the Western Hemisphere and contains the world's finest collection of ancient astronomical instruments. Here, a lecturer can reproduce the majestic drama of the heavens—past, present and future—over a simulation of Chicago's famed skyline.



In Chicago

WGN

TELEVISION

*offers better
programming through dedicated
community service!*



—the most respected call letters in broadcasting

WGN IS CHICAGO

KUDL

where
kansas citizens
meet
for

a

BIG SOUND TREAT!

Irv. Schwartz
V. P. & Gen. Mgr.

BAaltimore 1-0077

Media people
what they are doing
and saying

TIMEBUYER'S CORNER

Murray Evans of WBAB, Babylon, N. Y., is interested in using Phil Brooks, who buys on American Tobacco at Donahue & Coe and who is a sports expert, as a sportscaster for a new nighttime show. . . . John Shima appointed a media group head at K&E, N. Y. He was formerly with the L.A. office. . . . Harold Cabot & Co., Boston, has expanded its media department. Ed Fitzmaurice, who was with Leo Burnett, Chicago, has been named media director. Joan Abbott, Paul Hughes, and Portia Raider have been made group supervisors.



LUNCHING: (l-r) Roger Rice and Melvin Jones of WJIC, Pittsburgh, Joe Gavin of Blair-Tv, Grey Advertising's Ed O'Connor, account executive for Greyhound, and Jerry Rettig, account's timebuyer, discuss bus lines' media plans, while at Mike Manuche's

Meet Herb Stone: Now four years with Reach, McClinton & Co., he buys for Martini & Rossi, Prudential Life Insurance, N. J. Bell Telephone, and Tenneco Oil. He began in research at the agency and previously had been at D-F-S for a year in their research department, after graduating from Boston University in 1957. Stone feels that a "good background in research is virtually a necessity for a buyer today."

He's 28, a Navy vet, and lives with his wife, the former Rosalyn Hoffman, in New Rochelle. They have one and three-quarters children. In his spare time, he works at his hobby of patching up and retooling old cars. Last week he wasn't able to complete the paint job on one car, so it's green on one side, blue on the other. "If I have an accident," he says, "the witnesses will contradict each other."

(Please turn to page 44)

decision

The first year
in a new business
is the year
to watch.

It's the Year
of Decision.

We're proud to
mark our
First Anniversary;
it's been
a successful year!

We're on our way...



ADVERTISING TIME SALES, INC.

KPLC-TV
NBC-ABC
Channel 7

KPLC Radio
5000 Watts
NBC

LAKE CHARLES, Louisiana

&

KALB-TV
NBC-CBS
Channel 5

KALB Radio
5000 Watts
ABC

ALEXANDRIA, Louisiana

Proudly Appoint



EXCLUSIVE

National Representative

ON

JUNE 1, 1962



T. B. Lenard, President
Art Reuben, Director of National Sales

TOBACCO NETWORK HAS PERSONALITY PROGRAMMING

NOW 14 daily program features
on N. C. Regional Radio Net

Regional News □ Sports □ Weather
Commentary □ Farm Reports

8 POPULAR PERSONALITIES

AVAILABLE:

Full sponsorship / Spot participations / Adjacencies
(Also Merchandising and Promotion)

BUY UP TO 28 STATIONS AT GROUP
DISCOUNTS OR SELECT ONLY THE
N. C. MARKET YOU NEED!

Get Regional Saturation with local
"Main Street Radio" coverage...

See complete schedule in **TOBACCO**
SRDS listing; Consult John **RN**
E. Pearson Co. for details. **RADIO NETWORK**

"The EARLY SHOW"

WEEKDAYS 5 to 6:30 PM

HAS the Adult AUDIENCE

WDEF-TV	STA. B	STA. C
40.7	34.9	24.4

Average Share of Audience

LOWEST CPM ADULTS TOO

Nielsen Feb-Mar '62



CHATTANOOGA

Call

Advertising Time Sales, Inc.

NOW!

TIMEBUYER'S CORNER

(Continued from page 42)

Things you should know about K&E's media department: Its media department's functions are related to two of the agency's organizational concepts—first, the all-media system and second, the marketing group system. The all-media system requires a buyer to be knowledgeable enough in print and broadcast to assist in the planning and preparation of recommendations. The buyer must also supervise the preparation of necessary estimates, schedules, and budgets and the purchase of spot broadcast. The advantage of K&E's all-media system, it feels, is that the buyer reviews all media alternatives in terms of a client's marketing objectives rather than in a specialized area . . .



VISITING N. Y., Harold Parry (l), gen. sales mgr. of WCKY, Cincinnati, talks about his market with McCann-Erickson buyer Ethel Melcher at the Executive Restaurant

K&E's marketing group system enhances the value of the all-media method by placing the buyer into a group responsible for not only media planning, but also research and merchandising planning. For example, Paul Roth, the media group head, Leonard Carlton, the merchandising group head, and Sherwin Wasserman, the research group head on the Beecham and National Biscuit accounts, report to Grady Chandler. Chandler is responsible for coordinating their total effort.

Through this organizational structure, the media supervisor on Beecham and National Biscuit, who is Lou Kennedy, and his buying staff, made up of John Timko and Walter Stabb, become thoroughly familiar with the marketing problems as they affect media objectives, strategy and buying. They, in turn, are able to coordinate their buying with the clients' marketing objectives.

AGENCY MARKETING

(Continued from page 29)

to me that the responsibilities of the agency and the responsibilities of the client are clear-cut. Agency research should be responsible for research on *advertising*. Client research should be responsible for the *product*—its testing, its packaging, its distribution, etc. Wherever an agency can aid a client in its marketing problems, through counseling, it certainly should do so. Some clients desire this, others do not. But the agency should no more do the work of a client than the client should do the work of an agency."

Harold L. McClinton, *president, Reach, McClinton & Co.*: "The well-staffed agency can successfully assist in the client's marketing plans as far as the client will permit. It is that simple. There should be no reason why agency account people cannot become just as knowledgeable about the business as their opposite numbers in the client organization. It seems to me that 'planning for profit' is the name of the game in which we are all

engaged. If this is a proper description of what we are *trying* to do, then what earthly reason is there, within the marketing complex, for an Iron Curtain between client and agency?"

"The only division that *must* occur is the division of the work load . . . in the *execution* of the plans developed. In marketing, the agency's true primary function is planning, the client's function is execution. We must not lose sight of the agency's basic functions and responsibility—the planning, development, dissemination, and evaluation of advertising. But please remember, also, that these functions must be based on a deep and sophisticated knowledge of consumer needs, wants, and habits. We see on every hand—in print and on the air—advertising that is imaginative, ingenious, compelling, persuasive—and often amusing. All of it is resultful to some degree. But none of it, to my knowledge, reaches its maximum potential unless it is completely geared to the marketing necessities of the products or services it advertises."

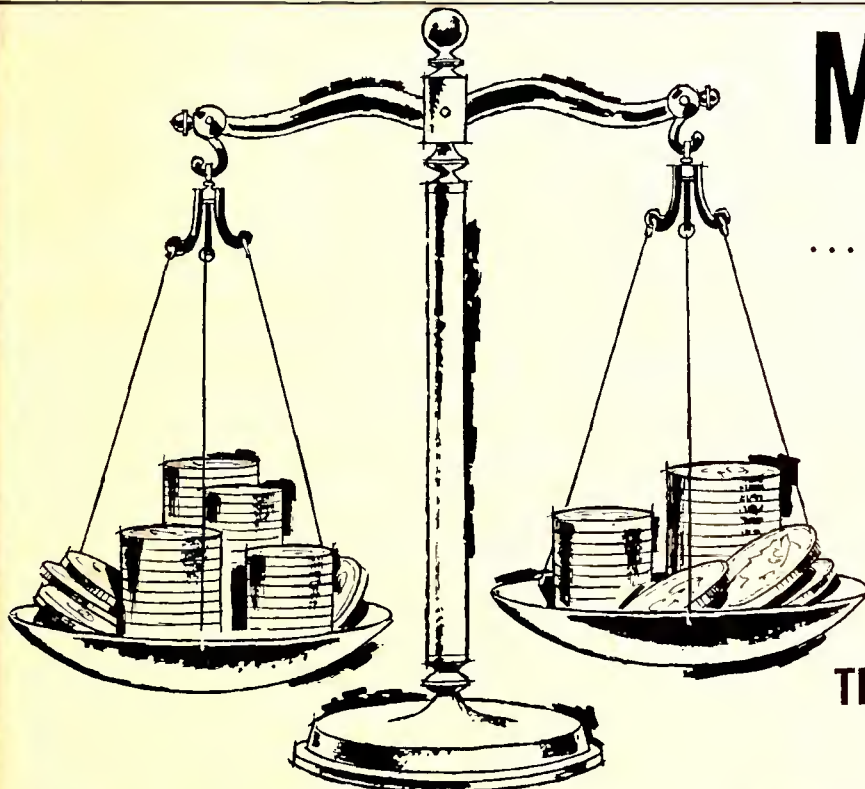
Esty Stowell, *president, Ogilvy,*

Benson & Mather: "Both trends [marketing and creativity] are superficial. The essential fact is that no agency worth its salt can afford to be weak or preoccupied in either direction."

Grant Worrell, *executive vice president, Erwin Wasey, Ruthrauff & Ryan*: "It is insane to say that the marketing phase of the advertising agency business is dead. It is like saying that research is passe because it does not receive as much fanfare and publicity as it has in the past. Marketing today is a more important agency function than ever before; it has to be with today's competition and cost of advertising."

"Right now, 'creative' advertising is in the spotlight. This is well and good provided that creativity is justified by marketing factors. If it is not, the agency is merely running house ads at the client's expense. Some of the outstanding creative campaigns have been sales failures because marketing was ignored. The advertisements got awards and the agencies got fired. On the other

(Please turn to page 43)



MISSISSIPPI

... the nation's STAR PERFORMER
in economic improvement
during the past year!

*Personal incomes in
Mississippi showed
an 11.6%* gain
in one year . . .*

**THE LARGEST GAIN IN
THE NATION!**

**Business Week Magazine*

WLBT channel **3** : HOLLINGBERY - **WJTV** channel **12** : KATZ

Hubert is going to Harvard

... at least, he was until he got a D in third grade arithmetic, which, rationalized his fond parents didn't show what Hubert could really do.

Like grades in school, program ratings are a measure of performance. In television, performance is partly a matter of program preference. Ratings tell how many people are watching and something about these people.

This is useful information for everybody involved... for advertisers buying audiences... for stations building a program service... and for just plain people getting what they want from TV.

Maligned, misunderstood, misused, and perhaps occasionally mistaken, ratings are here to stay. They are indispensable for a popular medium that wants to stay popular. Where the customer does not pay directly for the product, ratings afford the only practical way to find out what he wants.

But, say the critics, the majority, when it comes to television, should not rule. And it doesn't, not all the time anyway.

The award-winning Corinthian documentary, "A Visit to St. Albert's Monastery," didn't do much better in rating points than Hubert did in arithmetic. The big difference: we didn't expect that it would, but we're proud of it anyway.

Responsible broadcasters will always want an accurate measure of audience response as one more factor in developing a varied and free program service.

Responsibility in Broadcasting

THE CORINTHIAN

I doubt if you can find anywhere two such completely absorbing, exciting, and complex industries as are represented in American advertising and American broadcasting or two whose roots reach as deeply into as many phases and aspects of our national life.

Radio and tv span a spectrum which includes news and show business and government and politics, and music and the arts and education and entertainment—you name it, broadcasting is in it.

Advertising, on its part has an equally spectacular range. It is involved in selling all the works and services of all the people, and it is involved in all their purchases and trade.

These two worlds are by no means the same, however. And that is why I think SPONSOR's role is so unique and extraordinary.

Our job is to know both, to belong to both, to represent both, to help both, and to further the understanding of each for the other.

It is, of course, a staggeringly difficult task. No one could possibly know all there is to know about advertising and all there is to know about broadcasting in 20 lifetimes.

But it is certainly the greatest challenge I've ever faced. And to the degree that we at SPONSOR can respond to the challenge, we can perform a surpassingly valuable and important service.

The role of a trade paper

Perhaps that is the greatest single lesson I've learned since joining SPONSOR in 1958. Four years ago, I had only the haziest ideas about the role, function, and potentials of a trade paper.

My work here has taught me, not only that it is vitally important for an industry to have a forum and a voice, but that there are certain absolutely essential functions which can only be performed by a vigorous, and enlightened trade press.

Only the trade press, for instance, can consistently and actively present, in behalf of broadcasters who operate under federal license, the opposition arguments to Mr. Minow's theories.

Only the trade press can bluntly and publicly attack certain advertising practices which many admn deplore, but which they fear to discuss openly, because of client or company connections.

Only a trade publication, such as SPONSOR, which is dedicated to narrowing the gap which separates advertisers and broadcasters, can dig into inter-industry quarrels, get both sets of arguments out on the table and exposed to the healthy light of day.


Only the trade press can fight certain vital battles for the industry, or industries it represents. Only the trade press can accurately present the flavor, climate, and personality of those industries.

And all this is over and beyond, and quite in addition to, the news, information, facts and figures, and "how to" features we are expected to provide as part of our regular weekly routine.

All in all, it is a tremendous assignment. I can think of few spots which ask more of a man, offer more opportunities for growth, learning, creative expression, and solid service.

Do you wonder then, that I'm thrilled about my new job?

I'm going to take just long enough at the Thousand Islands, and in the Adirondacks to get a mild tan, some amateurish fishing, and even more amateurish golf.

Then I'll be back, ready to chew up wildcats. See you soon. 



 **KHOU-TV**
HOUSTON

 **KOTV**
TULSA

 **KXTV**
SACRAMENTO

 **WANE-TV**
FORT WAYNE

 **WISH-TV**
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM & FM
INDIANAPOLIS

Represented by H-R

STATIONS

AGENCY MARKETING

(Continued from page 45)

hand, some of the most brilliant creative campaigns have been built on sound marketing bases. There was a reason for the creativity; the advertisements sold products at a phenomenal rate."

Charles V. Skoog, Jr., president, Hicks & Geist: "Marketing is a smart creative man's deepest well. Our business is, in effect, 'problem solving' in all advertising areas. How it is possible to solve a problem, especially a creative one, without a thorough exploration of the marketing area, is virtually impossible to comprehend. Marketing gives creative direction. It does not necessarily set a precise course, but certainly keeps you from heading south when you should be aiming north. Any good creative man seeks knowledge before he takes pad and pencil in hand. Marketing gives him this knowledge—it will always be thus. Today it is more vital than at any other time in the history of business and industry."

President of an agency in the \$70-80 million class: "Marketing for many years has been used as a status-building term and as a master camouflage to cover many basic activities that agencies have been undertaking for a long time. The term has been a catch-all, as well, for many small services agencies perform but do not define as actual principles or methods. The lack of clarity in definitions of marketing have caused many and serious misunderstandings between agencies and their clients, and the entire area needs early and valid definition."

Thaine Yonst, vice president and merchandising director, Doherty, Clifford, Steers & Shenfield: "We believe that a full-fledged marketing and merchandising program is essential to any advertising campaign, and we are increasing our efforts in that direction. Merchandising multiplies the impact of the advertising campaign by bringing the campaign to the sales counter."

Rolland W. Taylor, president, Foote, Cone & Belding: "Marketing is certainly not dead as an agency function. There may have been a period when there was much more talk about it than at present, but I believe its place in our business has

been constant for many years. However much emphasis has been placed on marketing, I can't believe that anyone seriously engaged in our business has ever discounted the importance of genuine, but disciplined creative effort in the production of advertising. On the other hand, while we seem to be in a cycle of much more talk about the 'creative' effort of agencies, it is dangerous to conclude that marketing understanding is any less important than before. Creative thinking and marketing thinking must both be present if advertising is to be truly effective."

Sumner Wyman, vice president, Lawrence C. Gumbinner: "We certainly don't believe that marketing is dead as an agency function, nor do we see its importance diminishing. To the contrary. We consider it an integral part of the service we render our clients. Servicing a client in depth is a long-standing Gumbinner principle. Nor do we see any decrease for marketing men. Far from being subordinated by the current emphasis on creativity, we consider marketing to be a part of our creative function. A marketing man can be just as creative in his field as a copywriter or an art director."

Chairman of the board of an agency in the \$20-25 million class: "The agency business is a lot of businesses, and the client must always be the source. But the so-called marketing activity should by no means be the prime function of any advertising agency, however large. If an agency takes over this advertiser function, it is on the wrong path. The agency is the imaginative, the creative arm of the industry. The making and placing of ads is its *raison d'être*."

Top executive of an agency in the \$250-300 million class: "The question about marketing vs. creativity can be argued endlessly, mostly because each term, and particularly creativity, is subject to various definitions. Marketing is a reasonably specific term, but creativity is somewhat elusive. The prevalent meaning of creativity seems too confined to ad making. It is applied, popularly speaking, as a measurement of words and pictures. Creativity seems to be measured according to what the advertisement or commercial looks like, and what it says. Let's not forget that marketing, too, can be creative, as can research, media, etc." ■

RADIO RESEARCH

(Continued from page 32)

strates the need for greater effectiveness in communicating a product's name and its most saleable features—and making these points remembered.

At the same time, consumers show they believe that advertising serves a justifiable purpose.

Should dealers advertise? "Yes. People don't know where to go."

Another comment: "I don't think it's possible to get big volume without advertising. Repeating name is important."

A teenager makes this reply:

What would you do if you were a car company? "Repeat your name over and over again. Get your name across. Even humor works. Name is important for plain brainwashing."

Reactions, however, raise questions as to whether advertising is doing the intended job. There was only one outstanding exception to the general vagueness of advertising recall. And that was Dinah Shore on tv for Chevy.

A typical reaction: "I know Dinah Shore used to sponsor the Chevy last year. Now I forget who sponsors the Oldsmobile."

One woman comments, "Lawrence Welk was advertising something for a while."

Another man offers this reply:

Are you aware of any advertising for different makes of automobiles? For instance, this year what they are saying? "No, not particularly."

Here's another male comment:

Before you got your Chevy, you switched from a Pontiac to a Chevy, had you heard anything about the '62 Chevy before you bought it? "No, mam, I did not. In fact, I did not even know that the design had been changed to eliminate those horrible fins on the back."

Here's another candid exchange between interviewer and interviewee:

Have you heard any Buick advertising or seen any? "I've seen some in magazines." *What were they saying about the 1961 Buicks? When you bought yours do you remember?* "No." *Any other place besides magazine advertising?* "I can't remember any other place. I don't remember any tv. I don't remember any radio." *How about currently?* "No.

I don't remember any radio or tv currently."

And this response from a woman:

Do you recall any advertising for the '62 Pontiac? "I don't think any of the major automobiles advertise. Chevy is about the only one I remember more than the others because of their big advertising with Dinah Shore. They have extensive advertising on there. They talk about the economy run. I think it's Chevy that talks about the economy run."

A man states, "I cannot recall any radio automobile advertising except Rambler."

Local dealer advertising appears to be better remembered than national. And in many cases, the reason appears to be harder hitting techniques that, in essence, consumers disapprove.

As sophisticated as advertising knowledge has become, the research shows that consumers have kept pace or jumped ahead, indicating a need for admen and media to close the gap.

TV WAXES

(Continued from page 35)

Spot is used in such a situation. Wakefield explained, because it can be set up on a staggered timetable or can be used to break into a pre-selected area of the country before other areas.

"Network schedules, of course," he added, "help distribution because of their reach to millions of people, especially at night."

In addition to the millions spent on floor and furniture polish advertising, the country's glossmakers also spent \$5.7 million in 1961 for shoe polish messages. Of this, \$5.1 million found its way into tv. In 1960, \$2.7 million was spent in tv for shoe polish advertising.

In this area, Johnson spent \$2,930,206 in 1961 for its shoe polish products, of which 85.4% was channeled into television.

Because of the diversity of products, Wakefield said, the commercials are of all kinds. Live-action messages are used to the greatest extent, especially in the floor and furniture polish storyboards. In contrast, however, the firm's insecticide commercials are heavy on animation, in order to get many product points across fast.



Forty years of service ...



to the ever growing northern California area. KFBK, Beeline Radio's Sacramento, California station began operation in 1922 and has been under the McClatchy banner throughout its entire history. Forty years devoted to building listener loyalty through exceptional service and quality programming.

McClatchy Broadcasting Company

PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE



delivers more for the money in Inland California and Western Nevada

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



what has an eye patch

do do with you ?

Two things.

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

The moral is obvious.

Which brings up two things more.

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

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

▶ SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

555 Fifth Avenue MU 7-8080 New York 17

The other 30

*offer advertisers uncommon advantage
(that's why they sell and sell and sell)*

- ★ Coverage of more than half the homes in counties doing 63% of total U.S. retail sales.
- ★ Audience concentrated in major metropolitan areas.
- ★ 100% color reception.
- ★ No restriction on length of commercial message...you say all you want to say to sell your product.
- ★ Tested "magazine" format prevents audience drop-off due to low-rated show.
- ★ Unique device gives immediate provable response to special offers.
- ★ Prime time always available at no premium, whether for one-time promotion or on regular cycle.

networks...

No electronic miracles, these other three networks . . . but the most powerful selling force in America, according to many leading advertisers.

They are the three big syndicated Sunday newspaper magazines, each offering a new spectacular every week-end, with no re-runs, even in Summer months.

Without counting cumes, the three syndicated Sunday magazines deliver your commercial to more than 25 million different homes every broadcast. They are viewed in the best time period of all . . . on Sundays, when next week's shoppers are relaxed and ready to take in what sponsors have to say . . . and more than half of this audience is in the top 50 markets.

Response? Just ask your audit survey to check a retail selling floor on Monday morning and watch merchandise advertised in Sunday magazines move out the front door! Or be in an advertiser's mail room when those bags of coupons start coming in!

The record shows that most big advertisers today agree that to make advertising dollars perform most efficiently, Sunday magazines should be part of the program. And when you start analyzing the efficiency of Sunday magazines you will quickly find you should start with Parade, reaching 11 million families all over America through their favorite Sunday newspapers.

Just remember that name . . . the call letters are **PARADE, the basic buy of the other three networks, located at 733 Third Avenue, New York City.**

Again WROC-TV is **FIRST** in Rochester!

FIRST in Facilities



The *New* WROC has the most modern broadcast facilities in the East. Announcer Studio D (Right) has 11 video monitors, intercom and switching equipment and provides both visual and audible contact between announcer and master control switches.



FIRST in Popularity

FOR THE SECOND CONSECUTIVE TIME
WROC-TV CARRIES 9 OUT OF 10 OF THE SHOWS YOU LIKE BEST

SHOW	RATING
No. 1 Hazel	52.5 Channel 5
No. 2 Dr. Kildare	51.5 Channel 5
No. 3 Bonanza	48.5 Channel 5
No. 4 Saturday Night at the Movies	44.8 Channel 5
No. 5 Sing Along with Mitch	44.75 Channel 5
No. 6 Flintstones	42.5 Channel 5
No. 7 Dick Powell	42.25 Channel 5
No. 8 Walt Disney's World	40.5 Channel 5
Perry Mason	40.5 Station B
No. 10 87th Precinct	39.75 Channel 5

March, 1962 ARB

BULLETIN: Nielsen for March agrees giving Channel 5 the seven most popular programs in town!

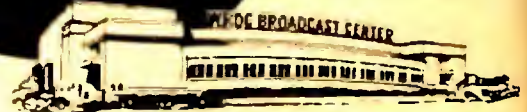
FIRST in Coverage

Each night the 6:30 news and weather with Tom Decker and Bob Mills tops the competition by 62,000 viewers according to ARB; by 68,000 according to Nielsen.

*Buy the station
more people watch*



TV 5
CHANNEL
BASIC NBC



WASHINGTON WEEK

4 JUNE 1962

Copyright 1962

SPONSOR
PUBLICATIONS INC.

The move to give the Federal Trade Commission greater power to stop challenged practices quickly has gained considerable strength.

Hearings this year held by the House Commerce Committee produced somewhat less opposition to FTC injunctive powers than was true last year.

Opposition to the administration-backed idea is still formidable enough to defeat the idea, according to all indications, but a **compromise method of reaching much the same goal appears to be in the wind.** While some members of the committee still favor the status quo, there are indications that a **majority would have the FTC go to court for injunctions.**

Injunctive power within the FTC, itself, would be faster. But the process of going to court would be almost as fast, especially in view of the fact that the administration bill would make FTC injunctions subject to court review.

At the present time, a challenged practice can go on for many months and even years, depending on how much the company challenged wants to fight the case. The FTC can't order a stop until the company has **either surrendered or has chosen to fight the case as far up as the Supreme Court.**

FTC chairman Paul Rand Dixon pleaded for the whole loaf, but got into all-out hassels with members of the Committee. Mahlon F. Perkins, Jr., for the Four A's and John J. Ryan for the AFA ranged the ad industry alongside many other industries in terming the FTC injunction proposal **an abuse and extension of police power.** Dixon said that under present rules, "the most stupid lawyer in America could keep a case alive for several years." Opposition witnesses probably pointed the way in which compromise will run with their position that only courts should have injunctive powers.

Dixon also pointed out that **ad campaigns are usually of short duration,** after which another theme is selected in any case. He said that the **"damage" is often done before the FTC can stop false ad claims.** Committee members favoring that approach point out that courts move with relative speed in temporary injunction cases, and the speed with which the FTC could stop false ad claims under this method would depend on the FTC's own speed in acting.

There is **very little expectation that any change whatever can be pushed through Congress this year,** but committee members professed to believe there is a strong likelihood of action next year.

Advertisers learned something else of interest at the same hearings: **Committee chairman Oren Harris (D., Ark.) is still determined to hold hearings on tv ratings, and sponsors and their ad agencies will be quizzed.**

Harris asked Perkins a complicated question about which station an advertiser would choose in a complicated hypothetical case.

Perkins was unable to answer, whereupon Harris said "somebody had better start thinking about it because I am fixing to open it up in the not too far distance, **who is controlling national advertising and where you send it and on what basis,** and in so doing we are fixing also to find out just **how dependable your advertising people are on these so-called reports that you get from certain areas from whatever method you use,** which I can't discuss at this moment."

The original hypothetical case was worded in the same manner, so there should be no surprise that Perkins was unable to answer.

Two more radio stations have been put in jeopardy, as FCC hearing examiner
(Please turn to page 57)

SPOT-SCOPE

4 JUNE 1962

Copyright 1962

SPONSOR
PUBLICATIONS INC.

There's an interesting creative-marketing twist in that General Mills campaign which kicks off today in some 50 markets.

The four-week run is for GM potato products and Noodles Romanoff and the minute plugs are for all the food firm's potato items. There can be no piggyback inferences in this because the commercial is based solely on one commodity—potatoes—but highlights each GM variation on the theme.

The campaign is out of Knox Reeves Minneapolis.

Reports from the mid-West are that spot tv activity is moving along at a fairly brisk pace on business already running.

Salvo (Burnett) is finishing up its market expansion and is just about completely national now. Incidentally, the P&G product recently heaved up its nighttime schedules to compensate for a cut back in daytime spot while participating in P&G's daytime network schedules.

Another P&G item based at Burnett, Secret, continues market by market expansion.

Availability quests last week included two advertisers with an eye toward syndicated half hours to start in September.

Miles (Wade) will pick up a 52-week tab for film shows in AA time supplied by the station while U.S. Borax (McCann-Erickson) wants an open half hour to accommodate Death Valley Days, also for 52 weeks.

For details of the other spot activity last week see items below.

SPOT TV BUYS

Malt-O-Meal has begun lining up kids minutes for a 24 September start in top markets for a 26-week campaign as reported here last week. Agency: Campbell-Mithun Minneapolis. Buyer: Mary Paul.

Bristol-Myers starts today, 4 June, on behalf of Vitalis. Scheduled for five weeks, the campaign consists of fringe-time minutes in a host of markets. Agency: Doherty, Clifford, Steers & Shenfield. Buyer: Stu Eckert.

American Home Products Whitehall Laboratories division will run through the summer with placements for Dristan tablets using nighttime minutes. Agency: Tatham-Laird. Buyer: Rita Lande.

Miles Laboratories is seeking a half-hour in AA time starting in September for 52 weeks. Miles will buy syndicated film shows from the station for the campaign. Agency: Wade. Buyer: Walt Mayer.

U.S. Borax is also questing a nighttime half-hour in several markets starting in September for 52 weeks. Borax will sponsor Death Valley Days in selected markets. Agency: McCann-Erickson. Buyer: Les Wallwork.

Falstaff Brewing is in for 13 weeks on behalf of its beer. Time segments: prime breaks. Agency: Dancer-Fitzgerald-Sample. Buyer: Chuck Downing.

Procter & Gamble is buying network supplements in smaller markets for Camay. The campaigns, using nighttime minutes kicks off 1 July with open-end P&G schedules. Agency: Leo Burnett, Chicago. Buyer: Dick Taylor.

Chun King breaks on 25 June with a three-week flight. This is a departure for Chun King,



SPOT-SCOPE *continued*

which usually goes with a two-week flight each time. Agency: BBDO, Minneapolis. Buyer: Betty Hitch.

Standard Brands is going into several markets on 8 June on behalf of Tender Leaf Tea. Campaign, using prime breaks and I.D.'s and fringe minutes will run for 13 weeks. Agency: J. Walter Thompson. Buyer: Martha Thoman.

Thomas J. Lipton is buying for Lipton instant and regular tea. Schedules start 17 June in markets across the country. It's of 13-week duration. Time segments: prime and fringe I.D.'s. Agency: Sullivan, Stauffer, Colwell & Bayles. Buyer: Nick Imbornone.

Cutex is buying for its lipstick and nail polish with schedules to start 10 June and continue for seven weeks in selected markets. Time segments: fringe minutes. Agency: Doherty, Clifford, Steers & Shenfield. Buyer: Rita Venn.

Revlon will promote its Living Curl Hair Spray with prime and fringe minutes and some live daytime minutes starting today, 4 June for three weeks in several markets. Agency: Norman, Craig & Kummel. Buyer: Al Silverman.

Milani Foods, Inc., will start its three-five week promotion on 25 June, not 11 June as reported here last week. There are 15 markets slotted to get daytime and fringe minutes and prime breaks. Agency is Riedl and Freede and the buyer is Loraine Schulze.

Andrew Jergens is buying several markets with schedules to start 18 June. The campaign, using prime breaks and fringe-time minutes will continue for six weeks. Agency: Cunningham & Walsh. Buyer: Eleanor Accles.

SPOT RADIO BUYS

Salada is buying a host of markets for a summer-long push on behalf of its iced tea. The campaign is for nine weeks starting 18 June and using minutes and 10's in woman-oriented time. Frequency is 15 minutes per week per market and 20 10-second spots per week per market. Agency: Cunningham & Walsh. Buyers: Harold Deisher and Stu Brown.

Anseo Films is going in with a 13-week run early this month. A number of top markets get traffic and weekend minutes. Agency: Lennen & Newell, New York. Buyer: Mary Jane Hoy.

Alcoa Aluminum promotional campaign for its beer cans is planned for this month. Schedule will be for four weeks using morning drive minutes. Agency: Ketchum, MacLeod & Grove, Pittsburgh. Buyer: Pete Turk.

Ford Div. begins a two-week campaign early this month. Drive time minutes are being scheduled in 60 markets. Agency: JWT, New York. Group head: Hal Veltman.

Roi Tan schedules are set in a small number of top markets. Morning and afternoon rotating minutes began 2 June for eight weeks. Agency: Lawrence C. Gumbinner. Buyer: George Blinn.

General Cigar kicks off schedules this month for White Owls in the top 15. Placements are for Monday-through-Friday drive-time minutes and weekend sports show participations and adjacencies. Agency: Young & Rubicam, New York. Buyer: Gene Camerik.

Tidy House set schedules for an early June start for 13 weeks. Drive time and housewife minutes are being used. Agency: McCann-Marschalk, New York. Buyer: Otis Hutchins.

WASHINGTON WEEK *(Continued from page 55)*

Herbert Sharfman issued an initial decision which would put them off the air unless the decision is overturned.

WMOZ, Mobile, Ala., and **WPFA**, Pensacola, Fla., both owned by Edwin H. Estes, are endangered because of alleged falsification of logs to cover up "overcommercialization." The case concerned WMOZ, but the hearing examiner said **the falsification made Estes ineligible to operate any station.**

SPONSOR HEARS

4 JUNE 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

To give credit where credit is due, the Bates agency is the source of a flock of commercial innovations in tv. Among them are these:

- The piggyback commercial.
- The splitting of the minute on daytime network into separate 30-second commercials spotted in different places in a program.
- Getting a plug for the product into the billboard.
- Guaranteed audience composition.

With the tv networks controlling all but a few hours of their programming and the scatter plan a hardy fixture, the matter of buying from the tv networks has become in no small part one of give-and-take negotiation.

And if you were to ask network sales people whom they deem the toughest clients when it comes to exacting a stiff pro quo they'd probably top the list with Carter and Alberto-Culver.

For those who like historic tidbits: Jack Benny this fall will have a spot other than Sunday for the first time since 1933.

He made his debut in network radio—Canada Dry was the account—occupying the Thursday 8-8:30 period on CBS, during the 1932-33 season.

It was Chevrolet that introduced the comic to Sunday, but on NBC, in the fall of '33. Jell-O, which latched on to him in 1934, will co-sponsor with State Farm Tuesday nights.

One thing you can't do, if you've been around the business for some time, is underestimate a veteran rep's capability for sardonic humor—so long as it's not quoted.

Take for instance last week's memo exchange between one such oldtimer and a station over a new presentation that the station had submitted for comment.

Said the station: "We'd like to guard against media people characterizing some of the presentation's script as hokum."

Retorted the rep: "I appreciate your concern, but, you know, media departments in agencies are inclined to sneer at hokum until it turns up in their trade speeches."

The agencies really don't need any organized service to police triplespotting around their commercials: a competitive station in the market gladly does it.

To cite an example that popped up last week: a tv station bent on weaning away a Texaco schedule twixed its rep to call attention to Cunningham & Walsh the fact that the opposition had sandwiched in the Texaco bit between two other commercials.

P.S.: the agency has the matter under investigation.

Ever hear of the classic case of where the old Federal Radio Commission found that it had gone out of its depth on the matter of overcommercialization.

It happened in the mid-30's and evolved from the discovery by an FRC fieldman that a farm station carried a noon-12:30 strip which consisted exclusively of classified ads about feed, fertilizer and second-hand farm equipment.

The FRC ordered the station to desist from this kind of programming. The surrounding farm papers chortled. The farmers howled to their Congressman. The legislator relayed the protests to the FRC and the order was rescinded.

*Why it pays
to advertise your station
in a broadcast book*

BECAUSE THE TIMEBUYER IS KING

There's nobody better qualified to advise you how and where to invest your national advertising dollars than your own national representative.

He'll tell you that the time-buying system really works. Which means that at any of the top 50 (or top 100) advertising agencies placing national spot business the recognized time-buyer, backed up by his supervisors, decides which stations get the nod. Sure, there are exceptions to the rule. Of course there are some account executives and ad managers that exert a heavy influence. But, by and large, the

timebuyer is king.

Reaching the timebuyer, and the other men and women who strongly influence a spot buy, is a job for a specialist. That's why the several thousand timebuyers (by job title and job function) who buy national spot read the broadcast books. Moreover, they rely on them. They rely on one or two favorites almost to the exclusion of all others.

Buy broadcast books to give your national campaign impact where it will do the most good . . . at least cost.

a service of
S P O N S O R

Cuisine Exquise . . . Dans
Une Atmosphère Élégante



575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel: TEmpleton 8-6490

MOORE OF ABC

(Continued from page 33)

cent disposed of for the coming season.

"Sales are splendid at ABC TV," he said with satisfaction. Commenting on the nature of the material which his network would feature for the coming season, he declared: "It is a chess game of building programs. We're pleased with the schedule. It is ABC TV's best to date, but it can, of course be improved on."

Moore made it plain that some 75 percent of the '62-'63 program season's lineup was already set when he took over the job vacated by Treyz, and that he's carrying out objectives made previously. But the real big push, the Sunday punch, so to speak, will not be delivered until the '63-'64 season rolls around.

He is especially confident of two programs on the fall and winter agenda, namely *The Jetsons* slated for Sunday night viewing, and *Stoney Burke*, a Monday night entry. "These are genuine sleepers," Moore enthused.

Moore was elated that ABC TV was getting a better break as regards facilities in the television markets of America. Before long, he hoped the third network would be standing shoulder to shoulder with NBC TV and CBS TV. "We now have availabilities in Syracuse, Rochester, Greensboro, Raleigh and possibly Grand Rapids," he exclaimed. "Our handicap is falling away rapidly."

The chief executive of ABC TV said there would be changes in the programing department of the network. "We will designate a head of programing within a couple of weeks," he declared.

There will be more public service sponsorship by advertisers. Moore observed. "I believe there is no single advertiser on television who would not like to have public service programing," he said. "The only thing deterring advertisers from it is the low audience rating. The first objective of the documentary producer must be to broaden the appeal in order to achieve larger audiences. Sponsorship will follow such an increase."

He is convinced that something must be done about the super-abundance of credits flashed on the screen at the end of each program. "There

is no question that between all the people involved who are pressing for air credits—there is a loss in total entertainment time.

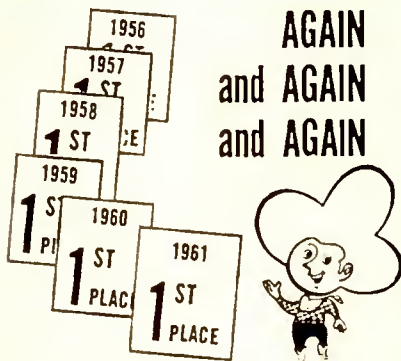
Moore thought there was a strong need for an all-industry conference "to establish standard procedures to stop the trend and thus achieve the maximum of program time."

When Moore is not at his home in Darien, Conn., in the company of his wife, the former Claire Stirrat of Scattle, and their two children, Thomas W. Jr. and Jeanne, he can be found at a local golf club or on a hunting expedition in the far west. He describes himself as a "pretty bad golfer who is pleased" if he can break 100. On occasion he will play with Stuart Upson, a vice president of Dancer-Fitzgerald-Sample, but as a rule his golfing companions do not come from the broadcast industry. Asked about Moore's golfing abilities, Upson told SPONSOR in cautious tones: "We get out in the sun now and then." Pressed for more details, Upson declared: "Moore hits a big ball every now and then. I think he's a good putter. That, sir, is as far as I want to go!"

One gets the feeling that his hunting eye is better than his golfing swing. Moore told SPONSOR he was looking forward to some hunting with Joe Foss, commissioner of the American Football League. They expect to head out for the South Dakota hills for pheasant shooting and later aim for the Wyoming wilds in time to bag some antelope. Perhaps later Moore and his companion will go for quail in the South.

When he isn't hunting or duffing at golf, he is reading non-fiction. Fiction, it appears, holds little interest for him currently. "I figure television gives me all the fiction I need," he observed, adding that he thought video had killed off the need for fiction reading in the big national magazines. He recently read Richard Nixon's "My Six Crises" and Theodore H. White's "The Making of the President."

However, there are two fiction authors, who can draw him away from biographies and appraisals of current history. They are William Faulkner, who comes from the south so familiar to Moore, and Ernest Hemingway, because of the latter's remarkable comprehension of sports psychology. Moore was born in Meridian, Miss.,



AGAIN
and AGAIN
and AGAIN

KAKC

is FIRST IN TULSA

and the 21 County Advertiser Area

Now in the
6th YEAR of
CONSECUTIVE 1ST PLACE RATINGS

QUALITY • COMMUNITY SERVICE



Represented nationally
by Adam Young, Inc.

Another Station of

prc

PUBLIC RADIO CORPORATION

One of America's
Fastest Growing Radio Groups

KAKC — Tulsa
KBEA-KBEY/FM
Kansas City
KXYZ-KXYZ/FM
Houston

and went to Mississippi State College and the University of Missouri from which he received a bachelor's degree in journalism in 1939.

Moore worked for the *Meridian Star*. In 1941 he enlisted in the U. S. Navy. He emerged as a full lieutenant in 1945. He went to work for CBS in 1952 as an account executive on the West Coast with CBS TV Film Sales and became general sales manager, headquartered in New York, in 1956. He was named ABC TV vice president in charge of sales in November 1957. The next year he was named ABC TV vice president in charge of programming. The next big promotion came this March after the sensational shakeup at ABC TV when Treyz got his famous walking papers.

Treyz quickly wrapped up his personal belongings but left behind what is described in lexicographical circles as the finest book of its kind, namely the second (not the third) edition of G. & C. Merriam's "Webster's New International Dictionary." As an old journalism hand, Moore was taught to cultivate the dictionary habit and this he appears to be doing assiduously.

Among the words he is looking up are "new" and "image" and by combining them, observers say, he hopes to upgrade the network with steady blood transfusions.

The result should be a closer working liaison with all departments and a properly balanced program structure, it is said.

Speaking in the argot of astronauts, all systems in the third network, with Moore at the throttle, have been declared in "go" condition. Observers say ABC TV's visibility is indeed peachy. There is disquiet, naturally, at the rival networks. Foes are hoping that the new order at ABC TV falls flatter than a transcription platter, but the prevailing impression is that Moore and his savvy, rambunctious sidekicks, including Julius Barnathan, v.p. and general manager of the network, and news and public affairs v.p. James Hagerty are skillfully clothing the network with both dignity and sales appeal. Gone is the era of the one-man mandamus, observers note, and this, they insist, is good for the boys on West 66th Street.

LOCAL TV WEB

(Continued from page 39)

the series. KOMO-TV, like several other stations, deem the series worthy of a special introductory production. At KOMO-TV, the series have been titled *American Adventure* and the production staff have put together an imaginative opening using a popular master of ceremonies who, seated before an American Colonial fireplace, explains the story, then on a pull-open map, locates via a star, the town where the particular program was produced.

A subscribing station pays an annual "flat fee" (based on market size). The membership fee entitles the station to use as many programs from the TAC library as he desires. He is also permitted to slot them according to his requirements.

The producer station, on the other hand, stands to reap far-reaching benefits. First, since credit is given to the producing station with each telecasting, the station is certain to gain in national prestige and stature. Second, with money earned through the station's distribution, the station

is financially better equipped to produce other—and perhaps better—programs of this type. In addition, the TAC staff, growing with the needs of the fast developing membership, is able to provide professional production assistance to member stations should they so desire it.

The increasing number of submitted productions by producer stations give proof to the stimuli sparked by national recognition of these locally produced shows.

While it is premature to evaluate the correct returns in revenue which a producer station can expect for the distribution of his show, estimates based on a "dry-run" covering the first three months of operation indicate that a program over a three-year period can earn as much as \$8,000.

The rapid development of the TAC service has resulted in the possibility of setting up a national association of program directors. With this in mind, a meeting has been scheduled mid August in Chicago to be attended by programming representatives of both subscriber and producer stations.

RAPID TRANSIT?

One of the major problems in the Greater San Francisco Market is the plight of the poor commuter and what to do about him as this area continues to explode.

You'll find no argument, however, about the statement that **KRON IS TV IN SF!**

Why? Because ARB Reports* for the past 51 consecutive months prove that KRON-TV has reached more homes per average 1/4-hour than any other TV station in the market.

Move fast! Get full details from your Peters, Griffin, Woodward Colonel, or

*ARB, Jan. '58-Mar. '62

KRON-TV 
Channel 4 San Francisco





SPONSOR WEEK WRAP-UP

Advertisers

Pet Milk has acquired a major producer of snack food via a cash transaction.

Company in question is Laura Scudder's, a subsidiary of Signal Oil and Gas Company in California.

The new Pet Milk subsidiary distributes throughout California, Arizona, Nevada and Utah. Headquarters and main plant are in Anaheim with other production plants in Fresno and Salt Lake City. There are also more than 40 distribution centers.

Campaigns: John H. Breck will participate during the summer in five

PULSE

(Continued from Sponsor Week)

tening in 266 markets, as often as monthly in some cases.

"The out-of-home audience is reflected in each station's rating—not as a lump sum for an entire market,"

said Roslow.

"People don't normally or easily carry diaries, meters or telephones about with them," he stated, "but when they do come home, and when they do, they can easily tell Pulse interviewers what they heard, on what kind of sets, and where."

BELLS are ringing in KQV, Pittsburgh, Dial-A-Score for sports news. Susan Nova (D&C) won contest guessing number of calls. L-r: Frank Boyle (Eastman); Gerry Arthur (D&C); Ted Smith, sales mgr.



SIGNING WBAL, Baltimore, and WISN, Milwaukee, into membership in the NAB is Hearst Corp. broadcast v.p. and gen. mgr. D. L. Provost as NAB pres. LeRoy Collins smiles approvingly. Looking on are NAB v.p. Wm. Carlisle (l) and WBAL v.p.-mgr. Thomas Carr



BEACH CORNERS, S. F.—Scott Beach, co-host of 'Spectrum 74' on KCBS, San Francisco, has a corner on San Francisco. A street sign in the Marina section of the city reads Scott/Beach. Beach also has a corner of his own on the radio dial with his four-hour show

CBS TV nighttime shows with minutes and 10-second billboards . . . **General Mills** will introduce a 23 oz. family size brownie mix this month with a heavy NBC TV schedule, starting 11 June in daytime shows. NL&B is the agency . . . A new beer made with toasted malt is being introduced by **Storz Brewing** in the company's seven-state trade area. Campaign, via **Bozell & Jacobs**, includes tv and radio.

Financial report: **Philip Morris** declared a regular quarterly dividend of 90 cents a share on common stock payable on 16 July to stockholders of record on 19 June . . .

Helene Curtis reported net sales for the year ended 28 February were \$68,341,119 compared with \$54,038,126 for the preceding year. Net income totaled \$3,427,418 compared with \$3,229,841 or \$1.64 per share vs. \$1.59 per share the previous year.

PEOPLE ON THE MOVE: **G. J. Wachholz** to the new post of division vice president of the photographic products group of **Minnesota Mining and Manufacturing** . . . **G. W. Sandell** to general manager of **Revere Camera Co.** of Chicago . . . **Stanley T. Pender** to manager of market research for **B. F. Goodrich Chemical** . . . **David Hanson** to assistant advertising

manager at **Liggett & Meyers** . . . **J. Robert McMenamin** to manager of advertising and sales promotion for **U. S. Rubber Tire Co.**

Agencies

Leo Burnett clients will be investing more money in tv advertising in 1962 than in any previous year in agency history, according to executive v.p. **Leonard S. Matthews**.

He said this year's volume of tv activity, programing and commercials, will approach the \$80 million mark in both network and spot business. This exceeds 60% of Burnett's total annual client billing.

FILLING in while Detroit's two dailies sat idle for 30 days, these four from **WJBK-TV** help in remarkable radio-tv jobs done to bridge gap. L-r: **Carl Cederberg**; **Lou Miller**; **Bob Maher**; and **Jac LeGoff**



ELEPHANTINE effort by **KMOX**, St. Louis, for U. S. Savings Bond campaign included two elephants in local parade. Stn. personality **Bob Holt** does the interview. Circus wagons brought up rear



AWARD to **Storer Broadcasting** for carrying **Foundation for the Blind** radio series is accepted by radio v.p. **Grady Edney** (c). **James Storer**, blind gen. mgr. of **WJW**, Cleveland, from **AFB** dir. **Robert Barnett**

HEADLINERS at the **Atlanta Ad Club** meeting gathered for this shot. They are (l-r): **Moreland Moncrief**, retiring pres. of the club; **Frank Gaither**, **WSB**, Atlanta, member of the board of **RAB**; **Kevin Sweeney**, pres. of **RAB**; **Allen Woodall**, pres. of **WDAK**, Columbus, Ga. and **RAB** board member; **H. Randolph Holder**, pres. of **WGAU**, Athens, Ga. and **GAB** pres.



Matthews, who is in charge of broadcasting, media and administration in Chicago, further disclosed that Burnett, Hollywood will be concerned with a record number of tv properties, supervising some \$30 million worth of programing.

Agency appointments: WCKR, Miami to **Bishopric/Green/Fielden**, effective 1 June . . . Parfums Marcel Rochas to **Smith/Greenland** for a French import line of Moustache men's toiletries . . . Consumer Products division of Hedwin Corp., Baltimore, to **Norman J. J. Berger** . . . The Foundation for Commercial Banks (\$1,250,000) to **Guild, Bascom & Bonfigli**, San Francisco, succeeding J. Walter Thompson, effective 15 June . . . WLS, Chicago to **Peitscher, Janda/Associates** . . . ACF Industries to **Ketchum, MacLeod & Grove** . . . Peau Sache to **Olian & Bronner** Chicago . . . WFAA Communications Center, Dallas to **Taylor-Norsworthy** . . . The Puma Corp., formerly Dura-Brite Products, to **Birmingham, Castleman & Pierce**.

Overseas merger: The biggest all-British merger in advertising history catapults two long-established agencies into the top 25 list in Great Britain. **Armstrong-Warden**, whose clients include Richard Hudnut, and Eversharp-Schick purchased 100% of the shares of **Smiths'**, which handles clients like Knorr, Chivers and Scholl. Annual combined volume is estimated at \$8.5 million.

New agency: **Theodore L. Reimel, Jr.**, formerly promotion director and account executive of Weightman, Philadelphia has resigned to establish his own agency at 1617 Pennsylvania Blvd., Philadelphia.

Top brass: **Robert L. Richards** to manager of the Boston office of Albert Frank-Guenther Law . . . **Edward A. Gumpert, John F. Henry, Jr.**, and **Howard M. Wilson** to the executive committee at Geyer, Morey, Madden & Ballard . . . **Leo A. Kelmenson** to senior vice president of Lennen & Newell and also to the

post of assistant to the president. . . . **Top brass:** **William J. Colihan, Jr.** to senior vice president at Young & Rubicam in charge of media merchandising and research.

New v.p.'s: **James K. Richter** at Storm Advertising . . . **R. Alan Gardner** at Young & Rubicam . . . **Paul Schlesinger** at Needham, Louis & Brorby Chicago . . . **Philip Meyer** at Cunningham & Walsh.

Kudos: The Assn. of Better Business Bureaus presented a tile plaque to **John P. Cunningham**, chairman of the Board of the AFA, in appreciation of the fact AFA was the founding organization of the BBB movement just 50 years ago . . . **Seymour Kagan**, manager of the international media section at Fletcher Richards, C&H, was elected president of the International Media Buyers Assn.

PEOPLE ON THE MOVE: **Warren C. Rossell** to tv-radio production supervisor at Ketchum MacLeod & Grove, New York. He'll be succeeded in Pittsburgh as tv-radio production group manager by **William S. Morris** . . . **Eugene Austin** to account executive at McCann-Erickson, Los Angeles . . . **Betty Williams** to tv commercial producer for F&S&R corporate tv department . . . **George Frey**, SSC&B vice president in charge of network relations, to New Merritt Enterprises as sales consultant . . . **Richard G. Sears** to account representative at N. W. Ayer, New York . . . **Charles F. Magee** to account executive at Robert Otto-Intam . . . **Mike Miller** to copy chief and manager of the copy department at Albert Frank-Guenther Law.

Associations

The advertising manager of one of Connecticut's largest department stores had some promotional tips for the state's Broadcasters Assn.

Ralph Daddio of G. Fox & Co. told the group that all media interested in getting part of the department store's ad dollar should be "aware

of the prospective clients policies, needs and objectives and help him do a better selling job by submitting constructive, soul-searching recommendations."

Directory: The Kansas Assn. of Radio Broadcasters has just issued an updated directory of am, fm and tv stations in the state, including Kansas City Missouri stations which cover important counties in the eastern part of Kansas.

Kudos: **Paul Crain**, general manager of KRTV, Great Falls was elected president of the Montana Broadcasters Assn.

Tv Stations

Tv's share of tobacco advertising in measured consumer media rose from 63.9% in 1960 to 66.9% last year, according to TvB.

Gross time billings in 1961 were \$114,605,184, an increase of 1.8% over 1960. Of the total \$84,868,184 went to network, compared with \$76,912,694 in 1960. Spot tv got \$29,737,000 against \$35,686,000 the year before.

Leading tv advertiser in the field was R. J. Reynolds which had measured media expenditures of \$37,451,875 in 1961.

Leading brand on tv was Kent, with gross time billings of \$10,738,373 in network and spot tv followed by Winston with billings of \$9,277,042.

Kudos: **WNAC-TV** and radio, Boston got certificates of appreciation from the U. S. Coast Guard for support of boating safety . . . **George Carras** of WSOC-TV, Charlotte, was chosen Southern tv photographer of the year at the Southern Short Course in News Photography annual competition . . . **WHAS-TV**, Louisville won a 1962 Journalism Award of Sigma Delta Chi local chapter for a documentary on the wasting of Kentucky farmland.

PEOPLE ON THE MOVE: **Norman Louvau**, vice president of WAPA-TV, San Juan, to chairman of the board of WOLE-TV, Aguadilla-Mayaguez, P. R. . . . **James R. Hoel**, of the NBC

Chicago tv spot sales staff, to local sales manager of WNBQ (TV), Chicago.

Radio Stations

The value of farm products sold in the U. S. is about \$30 billion annually and \$23 billion of this is spent in areas covered by the farm network stations affiliated with Keystone Broadcasting.

This is the salient feature of the market study which Keystone is currently presenting to advertisers and agencies. The study shows KBS coverage of 78% of all U. S. farms.

In a series of 11 documented case histories, RAB is illustrating how low-margin discount operators are using radio to sell items, upgrade their image and attract traffic.

Stores covered in the report span the nation, from the Towers Marts chain along the Eastern seaboard to the White Front stores in Los Angeles.

Ideas at work:

- During Radio Month WPGC, Washington D. C. ran 15-second promos every two hours with salutes for the medium from leading civic leaders.

- As part of its 40th birthday celebration, WFBR, Baltimore is sending hundreds of Chesapeake Bay oysters with cultured pearls inside to agency buyers. Two will contain anniversary rubies, each weighing well over one carat.

- KBOX, Dallas, has just concluded its annual "Principal of the Year" contest. Prizes and a record dance were awarded to the top school.

- WKBW, held the surprise social event of the Buffalo season at its studios to introduce the newest member of the staff. A young Buffalo made his debut at the reception presenting him to the business and civic world of Buffalo. His name: Alexander Graham Bull, the new station mascot and symbol of an ever growing Buffalo.

Financial report: Rollins Broadcast-

ing declared a regular quarterly dividend on common stock of eight cents per share payable 25 July to stockholders of record 25 June.

Happy anniversary: To CKLW, Detroit, celebrating its 30th anniversary during June . . . To WBIG, Philadelphia, on its fifth anniversary under Storer management.

Kudos: William M. McCormick, president of the WNAC stations in Boston and Yankee Network division of RKO General was presented with the standard of excellence award of the Greater Boston Chamber of Commerce . . . WRIT, Milwaukee won the first place for entertainment award presented by the Milwaukee County Radio and Tv Council . . . James H. Quello, vice president and general manager of WJR, Detroit, was elected to the Board of Directors of the Adcraft Club of Detroit.

PEOPLE ON THE MOVE: Edward B. Ingeman to account executive at WHLI, Hempstead . . . Wells F. Bruen to KBOX, Dallas as an account executive . . . Hayden Young to account executive at WIL, St. Louis . . . James S. Morgan to the sales staff of WWJ, Detroit . . . M. E. "Doc" Fidler, manager of the member development department of RAB to Rounsaville Radio Stations as a sales vice president . . . Frank Dusenbury to general manager and vice president of Golden Triangle Broadcasting . . . Jack Griswold to news and sports director at WEJL, Scranton.

Fm

The QXR network of 36 fm stations launched an expansion program and four-pronged campaign to boost fm as an advertising medium.

Instituted by Novo Industrial Corp. which recently acquired the network, the program plans to bring the network up to 50 stations by the end of the year and to add another 50 by the end of 1963.

Four steps to achieve this end are:

(1) creation of a national research program and an "fm research bank" to service advertisers.

(2) establishment of the first national spot sales organization called FM Spot Sales.

(3) development of new network programming on a major scale.

(4) development of new engineering and technical standards for stereo and monaural transmission.

Target date at WSB, Atlanta, for beginning multiplex stereo broadcasts as well as separate am and fm programming is 18 June.

The station's fm arm will now have an independent schedule of 18 hours daily, including 5½ hours of stereo music and studio-produced features.

Networks

CBS TV has made official the long-anticipated realignment of its daytime schedule.

Changes are as follows: "The

WTRF-TV STORY BOARD



"Wheeling?"

HEALTH OF A WIFE? Realtor: "What do you mean you've thought up a fine healthy name for our new development?" Partner: "I'd like to call it 'Gesund Heights'."

wtrf-tv Wheeling

SOUTHERN COMFORT! The Southern preacher was trying to get the petty racketeer to do some soul-searching. He asked, "In time of trial, what do you think can give you the most comfort?" The racketeer proudly answered, "That's easy, suh, ah'd say a hung jury!"

Wheeling wtrf-tv

BRAINSTORMING producing ideas the hard way!

wtrf-iv Wheeling

COMPLEX PRONE! The patient insisted that he had an inferiority complex. After many couch sessions, his analysis reported: "I've good news for you. You don't have an inferiority complex, you are inferior!" (Thanks to Lil and Dick Tilton of Rocky River, Ohio)

Wheeling wtrf-tv

"LARGE BLANK WALL, NO BUDGET" . . . That's what the Delores Vaeth of Philadelphia's Al Paul Lefton ad agency wrote when she requested her set of WTRFeffgies, our adworld close-up series. Rod Smith of New York's tv Ad Rep. Inc. says "I know all of those people." Write for your WTRFeffgies, you don't even need a reason.

wtrf-iv Wheeling

RETURNING FROM ABROAD, the tipsy gavel was questioned by the customs officer: "Do you have any pornographic material in your possession?" "I should shay not," replied the traveler. "I don't even have a pornograph to play it on!"

Wheeling wtrf-tv

CET ON the Wheeling brandwagon for merchandising extras!

CHANNEL SEVEN

NB

WHEELING, WEST VIRGINIA

Verdict is Yours" moves to 11-11:30 a.m. from 3:30 p.m., followed at 11:30-11:55 by "The Brighter Day," expanded from its present quarter-hour 4 p.m. time slot.

The new daytime version of "To Tell the Truth" goes in at 3:30-3:55 with "The Secret Storm," now seen at 4:15-4:30 to be seen at 4 p.m. as a half-hour show.

All changes take effect 18 June.

One hundred and fifteen promotion managers from ABC TV affiliates will gather for the Fifth Annual Promotion Clinics in June.

Meetings will be held in New York on 18-19 June, in Chicago on 21-22 June and in San Francisco on 25-26 June. They are geared to an exchange of ideas between the network and affiliates and the mapping of plans to promote the new season starting in the fall.

CBS has laid the groundwork for the eventual take-over of the Republic Studios in North Hollywood.

A long-term lease arrangement between Radford Realty, a wholly-owned subsidiary of CBS-TV and Republic provides for production of "Rawhide" to start on 25 June. On 1 May 1963 the entire facilities, subject to Republic's present studio commitments, will be operated by Radford.

Diversification: AB-PT has contracted to acquire Florida's Silver Springs, the 3,900 acre resort area which includes the glass bottom boat ride over the main spring.

Kudos: ABC and the **Bell & Howell Co.**, sponsor of the "Close-Up!" documentary series were awarded a double citation of merit for public service programming by the National Council of Churches.

PEOPLE ON THE MOVE: Spencer Harrison, CBS vice president and business manager, talent and contract properties, to **Ashley-Steiner** as a general executive in the capacity of vice president in charge of the legal and business affairs department . . . **Herbert A. Claassen** to ac-

count executive at ABC International Television . . . **Salvatore J. Iannucci, Jr.** to vice president, business affairs at CBS TV.

Representatives

An updated version of its "Spot Television Advertising Cost Summary" is being distributed by Katz.

Designed for quick estimating of spot tv costs, market-by-market rates are listed for nighttime half hours and 20's, daytime minutes and 20's and late-night minutes.

The summary is not offered as a guide to individual market rankings, but as an estimate of costs in markets of the same size where aggregate costs for a group remains approximately the same.

There are several more attache cases spotted along Madison Avenue this week, compliments of Peters, Griffin, Woodward.

Actually decorative envelopes, the cases contain a handsome pictorial account of the past 30 years of national spot broadcasting and PGW's 30th year in business.

Rep appointments: WHTN-TV, Huntington-Charleston to Select Station Representatives . . . **WMET**, Miami to Tele-Radio & Tv Sales . . . **KPLC** (AM & TV), Lake Charles, La. and **KALB** (AM & TV), Alexandria to Advertising Time Sales.

PEOPLE ON THE MOVE: Gene MacLean, Jr. and **Lynn Hall** to The Meeker Company, New York . . . **Sheldon J. Bitkower** to radio research manager at H-R . . . **Dick Williams** to sales account executive in the New York office of Select Station Representatives.

Film

A plan to stimulate the flow of young people into tv has come from Bob Banner Associates.

A series of Fellowships has been established by The Banner Foundation to offer students an opportunity for on-the-scene participation during

the creating of weekly and special network tv shows.

Grants will cover transportation costs and living expenses for an eight-week period.

Official Films has decided to produce a second year of "Biography."

Done in conjunction with David L. Wolper, 26 films in the current series have been completed and 13 others are in various stages of production.

The first 39 half-hours have been sold in 78 markets.

Sales: MGM-TV's "Northwest Passage" to CBC as a summer replacement . . . **Allied Artists TV's** "Tv Cavalcade of the 60's," post 1948 features, to 22 markets . . . **Telesynd's** "The Lone Ranger" to WLBW, Miami and WTTV, Indianapolis . . . **Seven Arts'** volume 3 of post-1950 Warner Bros. features to seven more stations raising the market total to 50 and volume 2 to four more stations, upping the total to 94 . . . **Warner Bros.** tv program division sold five additional hour series to WNEW, New York and KCOP, Los Angeles.

New properties: Storer Programs is distributing a new series of 26 half hours produced in cooperation with UPI and Movietone News called "Communism: R.M.E." . . . **Heritage Productions** is marketing a series on skiing headlined by Skitch Henderson as host. The series consists of 26 videotape segments, 15 minutes each, for showing from October 1962 to April '63.

Expansion: Dolphin Productions, which specializes in tv commercial production, has established a programming division, which will concentrate initially on documentary and news-feature series and a Public Relations Film division, to service corporations and institutions. Kurt Blumberg has been named director of sales and Robert J. Kinney sales representative.

International distribution: Arthur E. Breider, former SPONSOR sales manager, has set up his own dis-

tributing company in Milan, Italy called **Cobre Distributors** to handle tv programs and commercials. He'll be following commercial developments in Europe, including The Film Festival in Venice beginning 11 June.

Kudos: Screen Gems was awarded the Presidential "E" Award in acknowledgement of its achievements in the furthering of its foreign business in line with President Kennedy's export objectives.

PEOPLE ON THE MOVE: John Maxson to sales manager of Sponsors Film Service, a division of Advertising Radio and Television Services . . . Larry Cooper to account executive at Cellomatic . . . Robert W. Rawson to vice president in charge of sales and sales development at Advertising Radio and Television Services . . . Phillip Conway to account executive at ABC Films.

Public Service

A water safety campaign, designed by the American Red Cross, will be carried by "Romper Room" in its 95 markets this summer.

The project kicked off last week with the showing of a one-minute animated safety film aimed at the pre-school set. The films deal with safe practices while swimming, rescue techniques and other related subjects.

Public service in action:

• **WTAE**, Pittsburgh recently played host to a group of civic and business leaders in a special seminar to determine tv's role in promoting area renewal and redevelopment.

• **WTKO**, Ithaca is awarding, for the second consecutive year, six scholarships to area high school students totaling \$1,400. Area merchants and businessmen will participate in "Operation Scholarship."

• **KETV**, Omaha answered questions about the new Sabin polio vaccine on programs featuring representatives from the Omaha-Douglas County Medical Society.

Kudos: KCBS, San Francisco got the

Bay Area Publicity Club's first annual Silver Spindle Award for excellence in editorial public relations during 1961 . . . **WERE**, Cleveland was awarded the Twyla M. Conway Award for coverage of the John Glenn orbital flight . . . **WNBC-TV**, and **WABC** New York got the city's public service award in recognition of campaigns in support of the "Stay in School" program . . . The Los Angeles City Council saluted the **Southern California Broadcasters Assn.** and its member radio stations for public service locally last year.

Equipment

A new and revolutionary wireless portable tv camera was used by **CBS TV** in its coverage of **Scott Carpenter's orbital space flight**.

Delivered by Ikegami Electric Co. of Kawasaki, Japan and originally developed by the Chubu Broadcasting Co. of Nagoya, the camera was adapted for CBS TV requirements jointly by Chubu and Ikegami.

The new miniature camera utilizes a 3-inch type 5820 image orthicon camera tube. It can be fitted with a zoom lens or with any of the usual tv studio camera lenses. It operates without any cables.

Financial report: The **EIA** reported that total factory sales for 1961 were \$1,225,000,000, somewhat less than the \$1,271,000,000 reported during 1960.

Station Transactions

The **FCC** has approved the purchase of **KRIC (AM & FM)**, Beaumont by **Texas Coast Broadcasters**.

Buyer is a new corporation formed by five businessmen who own and operate **KNUZ** and **KQUE (FM)** in Houston.

Seller: The Enterprise Company, publisher of the Beaumont Enterprise and Journal.

Target date for the new am station in **Oroville, California** is 1 July.

Owner and manager **James E. Walley** has most recently been general manager of **KAGR**, Yuba City-Marysville and **Al Sumbler**, station manager, has been associated with **KXRX**, San Jose.

The new station's transmitter site is at Grand Avenue and Sixteenth Street, with studios in the Oroville Inn.

Program policy includes feature information programs and a basic middle of the road music pattern.

You see more opportunities through our eyes . . .

And you are protected from the hazards of negotiating on your own by Blackburn's penetrating knowledge of markets. We do not send out lists; every sale is handled on an individual basis. Seeing the total picture through our eyes widens opportunities and narrows the risk for both buyer and seller.

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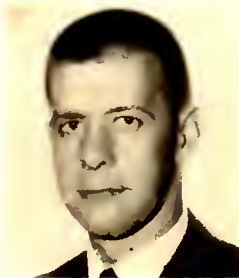
555 Fifth Avenue, N. Y. 17

Tv and radio NEWSMAKERS



Ted Bergmann, who has just formed Charter Producers' Corporation (See Sponsor-Week, page 7), has a long history in advertising and broadcasting. He was, until his recent resignation, a vice president of advertising for Revlon. Before joining Revlon, Bergmann was president of Parkson Advertising for three years and vice president and associate director of tv for McCann-Erickson for two years. Previously he held various executive posts at the DuMont Television Network.

Robert M. Peebles, general manager of WROW, Albany, has been named a vice president of Capital Cities Broadcasting. Peebles joined WROW as station manager in 1959 and was subsequently promoted to general manager. He is a former vice president and general manager of WKNY Radio and Television in Kingston, N. Y. Capital Cities credits Peebles with introducing WROW's "Beautiful Music" policy, inaugurated in January 1961, which began the station's trend toward better adult music.



Myron E. (Mel) Grossman is the new director of sales promotion for H-R Representatives and H-R Television. For the past six years Grossman has been associated with WBNS-TV and radio in Columbus, Ohio as a staff announcer, disc jockey, merchandising director and, more recently, as sales development director. A native of Ohio and a graduate of Kent State U. in Kent, Ohio, Grossman received his Master's degree in radio-tv programming from Ohio State U. in Columbus.

Ray M. Stanfield has been appointed director of radio promotion and research for Peters, Griffin, Woodward. Currently vice president and general manager of the Belk Radio stations, Stanfield has also served for the past five years as general manager of WIST, Charlotte. Prior, he held the positions of director of sales and programming and news-sports director of WIS, Columbia, S. C., from 1953 to 1956. Earlier he was associated with WFBC and WEJC, Greenville.



The seller's viewpoint

Thomas A. Welstead, vice president and general manager of WLBW-TV, Miami, Florida, asks "Could this happen? Who knows?" as he presents a stirring drama starring three clicking, winking media machines. Welstead was vice president and national sales manager of the station prior to his present post. In 1948 he joined L. B. Wilson, Inc., owners of the Miami station, as eastern sales manager, and handled all sales for the firm's Cincinnati station, WCKY. He was named a vice president in 1954. Welstead concludes that the wise media buyer combines numbers and judgment.



Machines take over buying of air media

PLACE . . . Somewhere on Madison Avenue

DATE . . . 1973—Fall

The scene is set in an antiseptic marble-walled room. Nothing is in view but three banks of light-blinking, clicking machines. . . . Machine 1 speaks:

Machine 1:

"Well it's fall buying time again . . . did you see the truck load of crystal ball rating books they dropped in my hopper? By the time I straighten out those human errors and guesswork, I'll probably spring a sprocket."

Machine 2:

"Huh! You've got a lot of problems! All you have to do is digest that mess of contradictory information—I've got to figure out which service is correct and buy the time. It's getting to the point where we ought to develop a machine to watch, listen and report. This would sure get the humans out of this system."

Machine 3:

"I wish you two metal monstrosities would stop griping. I get all the work of taking orders and writing them—plus billing and banking checks. Bah! What you two need is a Ouija board. Picking numbers out of a hat would be more accurate than depending on you."

Machine 1:

"A lot you know! All you think we do is store information and spew it out. My rheostat almost split last night when one of those wise guy station fellows tried to feed me—"in-store merchandising"—"power-packed promotional support"—"local success stories"—"local program personalities." How do we evaluate these non-mathematical entities?"

Machine 2 and 3 (together):

"Throw them out! Throw them out! (Machines start to chant and blink multicolored lights.) If they ain't got mathematics, they don't count for nought. Numbers is the thing! Numbers is the thing! Give me an old fashioned 31.3 or a rousing 12.0. Numbers! Numbers! Numbers!"

Machine 1:

"Shh! Here comes that human with another load."

(Curtain slowly down as human feeds numbers into Machine 1, and Machine 2 and 3 eliek gayly.)

Could this happen? Who knows? Many agencies are experimenting with machine buying, machine billing, instant numbers. Should these machines replace the common-sense buying of the experienced media man, the man who takes not only the numbers into consideration but a station's personnel; the market; the support a product is given by a station; the service and cooperation a station renders to and for a client? Are these not important!?? Which do you prefer—statistics out of a machine or service from a station? Consider the wise media buyer—the buyer who knows stations as well as numbers—who combines both for the benefit of his client.

Of course machines and mathematical models can never take the place of a good media man's judgment. He must use them to give him added information which he can temper with his own experience and understanding of media.

Mathematics can build a pathway down which the media man can travel by means of his intuition, making decisions along the way and altering the route to meet the changing demands not foreseen by the machines.

The media man will always be the keystone in media buying, no matter how many winking, blinking machines come on the scene.

SPONSOR SPEAKS

The Colonel is 30 years old

Thirty years ago the Peters, Griffin, Woodward Colonel (with Jim Free as head colonel) opened an office in Chicago.

Today the PGW Colonel is famous. He represents 37 tv stations and 27 radio stations, maintains 12 offices, provides timebuyers as well as stations with countless services that weren't dreamt of a scant 10 years ago.

The Colonel today is dynamic H. Preston Peters, he started as a very junior colonel himself and worked his way up to head of the giant national representative firms of our industry. Second in command is Lloyd Griffin, highly respected head of the tv division.

SPONSOR congratulates all the Colonels on their many outstanding contributions to the broadcast advertising industry.

1440 minutes daily in Detroit

The Detroit newspaper strike demonstrated once again that broadcast news does the job.

For 30 days the two Detroit newspapers were on strike. Instantly the radio and tv stations of that great city came to the rescue. Some, like WJBK-TV, went far beyond the call of duty. WWJ and WWJ-TV, WXYZ and WXYZ-TV, WJBK and WJBK-TV, CKLW and CKLW-TV, WJR, WKMH, W-CAR, and many other stations in the area filled the air waves with reports that kept the populus informed 1440 minutes each day.

The broadcast industry has no desire to crow over the misfortunes of another medium of communication. Every medium has its place. But there are those who, for whatever reasons, tearfully lamented that Detroit without newspapers was ignorant and totally uninformed. With survey after survey showing an increasing preference for tv and radio news, with Detroit homes almost solidly tv and radio equipped, and with the remarkable record demonstrated by Detroit's broadcast facilities during the strike, this just doesn't make sense.

Congratulations to IRTS

The Radio and Television Executives Society recently changed its name to the International Radio and Television Society. In an era of communications satellites, and advertising agencies handling Common Market accounts, IRTS sounds fine.

10 SECOND SPOTS

Music critique: Comic Jack E. Leonard said of Louis Prima's latest record release, "It sounds like the Mafia with bugles."

Sports: Frank Gifford, the New York Giants football star and sportscaster, feels that it is important that men in sports learn the art of being interviewed on tv and has worked out a simple formula for them to use. What ever sports question is asked, all they need answer is one of the following: "Yes" or "No" 2) "It's too early to say" 3) "C'mon now!", and 1) "Well, there are two sides to every question—depending upon the circumstances."

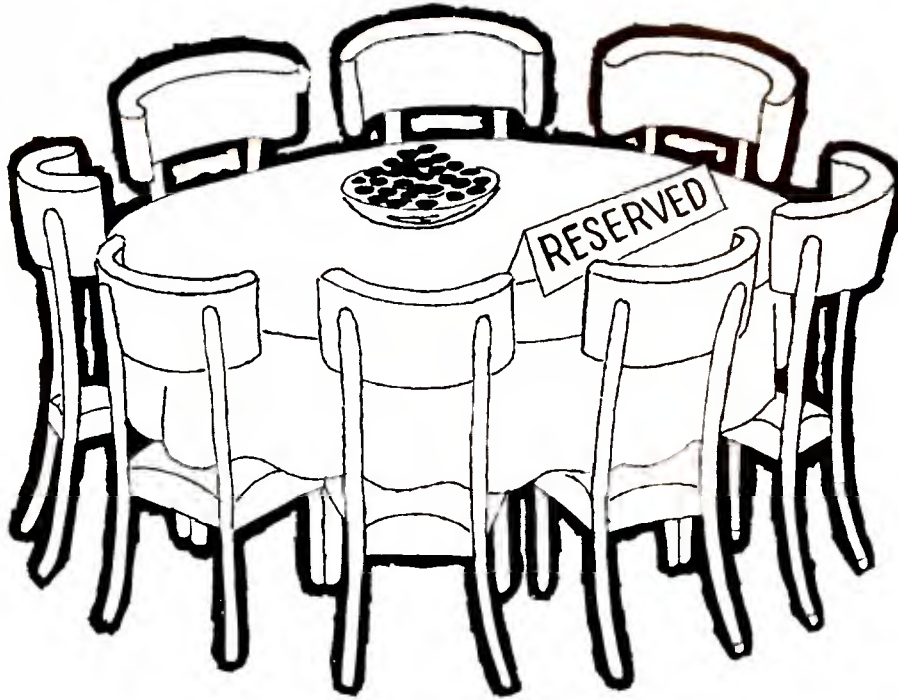
Civilization: Jimmy Dean, who hosts NBC TV's *Tonight* show the week of 9 July, recently returned from South America and told a group of advertising men about the influence of Madison Avenue on the Amazon natives. "Because of the vermouth commercials they heard on their short-wave sets," he told them, "the headhunters now stuff shrunken heads with pimentoes and put them in martini glasses."

Childhood: Comic Alan King, in Chicago for an engagement at the Living Room, appeared on a local d.j. show and was asked what kind of childhood he had. "My father was unusually mean," he said. "He made me go to bed without dinner." When the d.j. pointed out that many fathers discipline their kids this way, King said, "For nine years?"

Quiz shows: Johnny Carson asked a contestant on his ABC TV show *Who Do You Trust?*, "Who was the plumbing inspector of Ethiopia?" Replied the contestant, "What year?"

Economics: Discussing the unemployment problem in Hollywood, Broadway singing star Martha Wright commented: "The trouble with Hollywood is that it's an underdeveloped community with overdeveloped women."

Animals: Dennis Beaumont, of the Troy-Beaumont Co., recently bought a large dog to keep burglars away. "Now," he says, "I have only one problem—the dog steals."



CANDY IS DANDY BUT SPOTS ARE QUICKER

Four agency account executives, celebrating a bonus*, took their wives to dinner at a charming candle-lit restaurant.

After the meal a silver salver of thin mints was passed. Each lady, vigorously protesting rigid adherence to a diet, slipped mints into her purse under the pretext that "she was taking them home for the children." Anne took one candy, Bonnie 2, Celia 3, and Diane 4.

Each husband, unrestrained, took as many as he wanted. Robinson took the same number as his wife, Johnson twice as many as his, Gordon three times as many as his and Powell four times as many as his.

After the party left the restaurant, the hapless manager made a quick audit and discovered that he was out 32 mints.

What was each wife's last name? Correct pairings will rate a toothsome tidbit. If you have a weight problem, tell us, and we'll send a book instead.

**Each canny AE had bought a spot program on WMAL-TV; each client was delighted with results. Boss came through with bonus.*

Try it yourself. To check availabilities on WMAL-TV's 4 well-watched half-hour news programs—1:30 p.m., 6:00 p.m., 7:00 p.m. and 11:00 p.m.—contact your H-R television representative.

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y.

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

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



JUST ACROSS CONSTITUTION PLAZA!

Number One Hundred Constitution Plaza, a sleek onyx structure of eighteen stories, nears completion a few short paces across Constitution Plaza from Broadcast House. When completed, It will house yet another major Hartford office of the Hartford National Bank and Trust Company, an organization founded in 1792. Like Broadcast House, first of a complex of modern structures to be completed in Constitution Plaza, the Hartford National Bank and Trust Company is playing an important part in the urban rebirth of America's insurance capital by providing further stimulus to an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielson reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Politz Media Study of the Southern New England area.

WTIC TV 3/AM/FM

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
 WTIC AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY