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SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

24 SEPTEMBER 1962—40c a copy / \$8 a year

**TV SPECIALS
—SOME BIG
CHANGES** p. 23

**How a radio blitz
swamped bank's
first day** p. 33

ROCHESTER'S NUMBER ONE STATION HITS

50.1

C. E. HOOPER, INC., JULY-AUGUST 1962
MONDAY-FRIDAY, 7 A.M.—6 P.M.

Uncontested leader in all monthly Rochester Hooper Surveys since June, 1962. Uncontested, during the same period, in Pulse. Miles ahead in adult listenership.



This programming did it:

1-MINUTE EDITORIALS

The only ones broadcast in Rochester. They include station campaigns favoring Foreign Aid, urging crosswalk observance, encouraging community improvement . . .

1-MINUTE SPANISH LESSONS

By Dr. D. Lincoln Canfield, Chairman of University of Rochester's Department of Language and Linguistics.

1-MINUTE SERMONS

In the voice of Rochester's Dr. Harold J. Drown of Rochester's 3rd Presbyterian Church.

1-MINUTE POLITICAL TALKS

1304 of them during the current campaign—one candidate per hour—all sustaining.

LIVE COVERAGE OF CITY COUNCIL

Also, in capsule form. And, yes, we said live.

MUSIC EXCHANGE WITH RADIO MADRID

Introduced, in English, in the voice of Spanish disc jockey Pepe Palau. (Madrid hears Rochester's top tunes, introduced, in Spanish, by BBF's general manager.)

... AND, OF COURSE, NEWS COVERAGE by 5 EXPERIENCED, EVER-TRAVELING REPORTERS, AND POPULAR MUSIC PRESENTED BY 6 OF THE CITY'S MOST SEASONED BROADCASTERS.

wBBF

ROCHESTER, N. Y.

**this is
community
service
of the
highest order**



*Honorable Chester Kowal, Mayor of the City of Buffalo,
hub of the nation's 15th market*

May I take this opportunity to commend WKBW for conceiving, producing and giving to the people of Buffalo this beautiful, moving musical tribute: The Ballad of Buffalo.

This great city and the great Niagara Frontier combine the finest benefits of living, working and playing for its over 1,250,000 residents. The Ballad of Buffalo has captured in words and music the exciting drama of our people and our institutions. It records our past and present greatness and gives promise of an even greater future. My sincere compliments to Mr. Herb Mendelsohn and the entire staff at WKBW for the Ballad of Buffalo.

Chester Kowal

Mayor of Buffalo

If you would like a copy of Ballad of Buffalo write on your letterhead to Herbert Mendelsohn, Vice President and General Manager WKBW RADIO, 1430 MAIN STREET, BUFFALO 9, N. Y. A Capital Cities Broadcasting Corporation Station.



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 A. M. RADIO SALES

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

RECORDS



THE RAID
Van Heflin, Ann Bancroft,
Richard Boone



THE LEFT HANDED GUN
Paul Newman, Lita Milan,
Hurd Hatfield



HANNIBAL
Victor Mature,
Rita Gam



NO WAY OUT
Richard Widmark,
Linda Darnell,
Stephen McNally

Action from 20th Century Fox in:
THE SILVER WHIP—
starring Dale Robertson, Robert Wagner
POWDER RIVER—starring
Rory Calhoun and Corinne Calvet
FIXED BAYONETS—starring
Richard Basehart and Michael O'Shea,
and many more action films
all contained in Volume 4's 40 great
"Films of the 50's".

Action from Warner Bros. in:
DARBY'S RANGERS—starring
James Garner and Edd (Kookie) Byrnes
LAFAYETTE ESCADRILLE—starring
Tab Hunter and Etchika Choureau
SANTIAGO—starring Alan Ladd,
Rossana Podesta and Lloyd Nolan, and
many more action films all contained in
Volume 5's 53 great "Films of the 50's".

**AND ... DRAMA ... SUSPENSE ...
COMEDY ... SCIENCE FICTION ...
BROADWAY ...**

Seven Arts Volumes 4 & 5 have
everything—everything to please
your audiences—top stars—
top stories—top directors—they're
all in Seven Arts' "Films of the 50's"
"Money Makers of the 50's" Volumes
4 & 5 now available from Seven Arts.



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
YUkon 6-1717
NEW YORK, 270 Park Avenue
CHICAGO: 8922-D N. La Crosse IP. O. Box 613; Skokie, Ill.

ORland 4-5106

DALLAS: 5641 Charlestown Drive Adams 9-2855

LOS ANGELES: 3562 Royal Woods Drive State 8-8276

TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SDDS (Spot TV Rates and Data) Individual feature prices upon request.

SPONSOR

24 SEPTEMBER 1962

Vol. 17 No. 39

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the number of low-cost actualities. P. 23

TV FILM MEN BREAK WITH NAB / IFF, representing 18 syndicators,
to have exhibits at another hotel during sessions of NAB's 1963
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REPS NOW WAIT IN A ROCKING CHAIR / Philadelphia ad agency
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A comfortable rocker, for reps only. P. 28

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COLLECT YOUR \$1 MILLION CHECK HERE / Spot 'blitz' puts over
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NFL TV FOOTBALL FOR NFL SLACKS / Stevens, fabric maker, pushes
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HOOPER CLOCKS SENSATIONAL K S O RATING SPURT!



NOW TIED FOR 1st!

It had to happen! Unique new programming vigor has pushed up KSO neck and neck with Des Moines' longtime top-rater Station 'R.' The new look in Des Moines radio — KSO 30.7, Station 'R' 30.5, Station 'I' 17.9.

That's a 56 per cent gain for KSO since the previous Hooper, versus a 13% slide for Station 'R' and a 14% slide for Station 'I.'

Computed from Hooper Share of Audience, Mon. thru Fri., 7 a.m. 6 p.m.—July-August 1962.

DES MOINES and CENTRAL IOWA

KSO

RADIO ON THE GO!

LARRY BENTSON President FRANK MCGIVERN Gen. Mgr. JOE FLOYD Vice-Pres.

Represented by H-R

MIDCO

Midcontinent Broadcasting Group

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

1962 SPONSOR Publications Inc.
SPONSOR PUBLICATIONS INC. Combined with TV & U. S. Radio & USEFM Executive Editorial,
Circulation, and Advertising Offices: 555 Fifth Ave., New York 17, 212 Murray Hill 7-8080. Chicago Office,
612 N. Michigan Ave., 312-654 1166. Birmingham Office, 3017 East 10th Ave. S., 205 744-6528. San
Francisco Office, 601 California Ave., Room 1106, 415 Market St., Los Angeles phone 217-6418. Printing
Office, 3110 Elm Ave., Baltimore 11 Md. Subscriptions U. S. \$5 a year, Canada \$9 a year, Other countries
\$11 a year. Single copies 10c. Printed U.S.A. Published weekly. Second class postage paid at Baltimore, Md.

555/FIFTH

Letters to
the Editor

NEWT 'N' BARRY

Enclosed you will find a copy of the text of my Chicago speech. As you will see, my comments on TV were entirely incidental to the main theme of the speech. And, of course, you will find that I offered no proposals for solving the problem.

Since I did not advocate the methods you attribute to me, I can only conclude that you were "wholly misguided, wholly mistaken, and wholly insincere" in your printed remarks of September 10. (*Commercial Commentary*).—**BARRY GOLDWATER**, United States Senate, Washington, D.C.

Re: *Commercial Commentary* 10 September. It makes me proud to know that in our fraternity there are responsible, outspoken defenders of the American way. Keep 'em coming.—**AMBERT DAIL**, manager, WGH, Norfolk, Va.

ANTI-DOG-EAT-DOG

I was unhappy to note in *Sponsor-Scope* (August 13) the suggestion that spot radio salesmen had better muster their forces to counter-attack network radio's efforts to obtain the Campbell Soup business. The ABC Radio Network, for one, never sells against spot radio. Network's competitors are the other national media, network television and national magazines. We firmly believe that the advertiser's basic marketing reasons for buying spot are much different from his reason for buying network, and rarely should there be a conflict.

It behooves all of radio to sell more radio, on its own merit or against other media. Radio will get nowhere by the dog-eat-dog theory of selling against itself. ABC Radio operates on that theory. Advertisers and stations know it. Perhaps that's one reason why we have added several leading stations to our network in the past year and perhaps it's a reason why our sales

are 18% ahead of last year.—**ROBERT R. PAULEY**, president, ABC Radio, New York.

THE "NEW" SPONSOR

You have certainly fulfilled your objectives in the "new" sponsor.

The changes contribute a surprising degree of improvement to a format which was good as was.—**VIRGINIA L. GRIMES**, public relation director, Geyer, Morey & Ballard, New York.

Have just finished reading the 10 September edition of *SPONSOR*.

Congratulations! The new format is indeed bright; the spot news items are highlighted effectively in a brief, concise, and informative manner.

I am thoroughly delighted with your face-lifting job. Also would like to request fifteen reprints of

your very meaty article, "Airlines: Why Spot Radio Can Help."—**LEE MORRIS**, sales manager, WSB, Atlanta.

SPONSOR IS ALWAYS MUST READING WITH ME. NOW YOU'VE MADE IT SO EASY THAT IT'S A JOY, TOO.—**PHYLLIS DOHERTY**, director of publicity, WNAC, WNAC-TV and the Yankee Network.

We like the changes in *SPONSOR* magazine. Keep up the good work.—**BOB HIX**, Bob Hix Co., Inc., Denver.

First of all, I want to congratulate you on the continuing excellence of your magazine. We find it most informative and quite helpful in keeping up with events in broadcast media.

Secondly, I should like to know if it would be possible to purchase 250 reprints of the story "Now Television Areas Equal Sales Areas" which appeared on page 27 of your September 3 issue. We will, of course, be happy to pay for these.—**RICHARD D. HARVEY**, adv. and sales promotion mgr., Fanta Beverage Company, Atlanta.

4-WEEK CALENDAR

SEPTEMBER

RAB regional management conferences: 24-25, Hilton Inn, Atlanta, Ga.; 27-28, Dearwood Inn, Dearborn, Michigan.

Assn. of National Advertisers workshop on advertising to business and industry: 25-26, Hotel Plaza, New York.

International Radio and Television Society newsmaker luncheon honoring ICG Chairman Newton Minow: 27, Hotel Roosevelt, New York.

National Federation of Advertising Agencies Western regional meeting: 27-30, Doric New Washington Hotel, Seattle.

OCTOBER

Advertising Research Foundation eighth annual conference: 2, Hotel Commodore, New York.

National Federation of Advertising Agencies central regional meeting: 5-7, Executive House, Chicago; eastern regional meeting, 12-14, Taylor Hotel, Allentown, Pa.

Advertising Federation of America third district meeting: 11-13, Hotel Columbia, Columbia, S. C.; seventh district meeting, 11-16, Hermitage, Nashville, Tenn.

RAB regional management conferences: 1-2, Glenwood Manor, Overland Park, Kansas 4-5, Western Hills Hotel, Fort Worth, Texas.

Advertising Research Foundation eighth annual conference: 2, Hotel Commodore, New York.

National Association of Broadcasters fall conferences: 15-16, Kinkler-Plaza Hotel, Atlanta, Georgia; 18-19, Biltmore Hotel, New York; 22-23, Edgewater Beach Hotel, Chicago; 25-26, Statler-Hilton, Washington, D. C.

American Association of Advertising Agencies central regional meeting: 17-18, Hotel Ambassador West, Chicago; 20-25 western region convention, Hilton Hawaiian Village, Honolulu, Hawaii

National Assn. of Educational Broadcasters 1962 annual convention: 21-25, Hotel Benjamin Franklin, Philadelphia

Broadcasters' Promotion Association annual convention: 28-30, Holiday Inn Central, Dallas.

International Radio and Television Society time buying and selling seminar: begins 30.



**GOOD MUSIC
IN MEMPHIS IS
WREC
RADIO 60**



Affiliated with CBS Radio / Represented by the Katz Agency

J. WALTER THOMPSON SNAGS LISTERINE ACCOUNT

Agency comp of the week was J. Walter Thompson's acquisition of the \$5-million Listerine account from what appears to be the liquidation of Lambert & Feasley by the Warner-Lambert empire. For background on the L&F situation see SPONSOR-SCOPE, page 15.

COLGATE CLAIMS LEAD FOR AJAX ALL PURPOSE CLEANER

Nine months after the national introduction of Ajax APC, the new product is claiming first place in the \$90 million liquid cleaner market, above Mr. Clean, Lestoil, and Handy Andy. Its "white tornado" campaign spends heavily in network and spot tv, via NC&K. The product came up very fast—but its claim to first place is not confirmed by the Nielsen indexes, which show Mr. Clean in the top slot.

TV FILM MEN WALK OUT ON NAB

The four-year running controversy between the syndicators and the NAB over convention exhibits culminated in a decision made last week by 18 film companies to exhibit at a different hotel without NAB ties in Chicago during the 1963 convention. Several of the syndicators were also dropping their associate memberships in the NAB. However, the film men took great care to point out that the divorcement was strictly amicable and there was no ill feeling. Those who participate in TFE will contribute to defray costs on a sliding scale, depending on their annual volume. (*For story, see p. 27.*)

CBS, NBC RADIO OFFER ORBIT, ELECTION SPECIALS

CBS Radio is offering the forthcoming Schirra orbits of 28 September for a total package price of \$55,000 for intermittent coverage and 37 commercial minutes. NBC Radio is packaging 7 hours of continuous coverage with 56 commercial minutes for \$83,000—half of it to be \$48,000. For election night CBS Radio is offering 30 commercial minutes in its package for \$75,000. NBC intends to have an election night package as well.

MUTUAL AFFILIATES COMMITTEE MEETS

The advisory committee of Mutual Radio affiliates, meeting in Jamaica, West Indies, this month discussed affiliate-network relations, fall programs, daily schedule expansion, the sales outlook, a new network "logo," redistricting, advertising, promotion, and sports.

HARPER: ADVERTISING BECOMING MORE TRUTHFUL

Marion Harper, Jr., president and chairman of Interpublic, Inc., described progress toward more truthfulness in advertising in a talk before a joint session of the AAAA New England Council and the Boston Advertising Club last week. Harper distinguished between objective qualities, verified by physical standards, and subjective ones, which cannot be measured. To Harper a major question facing the industry was this: "Can advertising agencies help develop 'truth in advertising' in the area of subjective and psychological values?" Harper stated that responsiveness to the consumer leads to more truthful advertising.

GENERAL FOODS DOUBLES SPOT TV OUTLAY

Spot tv men were encouraged by the rise in quarterly spending of General Foods—\$6.8 million in 1962's first quarter, compared to \$3.6 million the year before. Increased spending on behalf of Post cereals in the second quarter was a major factor behind spot's 18% advantage over network for the first six months of 1962—\$11.5 million in tv spot and \$9 million in network time. (For details, see *SPONSOR-SCOPE*, p. 16.)

JWT TO USE COMPUTER FOR RESEARCH AND MEDIA

Latest agency to order a computer for business data processing, market research, and media analysis is J. Walter Thompson, which will install an RCA 301. The computer will be put in use in 1963 and is said to be the first of its type to employ high speed circuitry in the advertising field. JWT will start the machine off on accounting assignments and then gradually develop marketing and media programing for it.

... THE WEEK OF THE COMPUTER

Two top agencies this week are ballyhooing the installation of new computers. On Tuesday, Y&R will celebrate the installation of its brand new IBM 1620 media model computer. Then on Wednesday, BBDO will unveil its Honeywell 400 computer to be used for marketing, media, and research.

COMPROMISE ENDS MCA ANTI-TRUST SUIT

Federal anti-trust investigations of MCA, in progress for the last decade, ended last week with a consent judgement. The Government allowed MCA, which already has dropped its talent agency, to acquire Universal Pictures and Decca Records. In exchange, MCA promised not to merge with any tv or movie company for seven years, to refrain from tie-in sales and block bookings, and to release to tv Universal's 215 post-1948 movies only through other distributors for five years. MCA, through Revue, already is a leading tv producer, and is expected to attain comparable rank in motion pictures via Universal.

PULSE TV PROFILES TO INCLUDE DEMOGRAPHIC DATA

Research for the sixth Pulse Tv audience profiles, which begins in November, will include demographic data in addition to product reports on individual programs, covering cigarettes, drugs, automotives, cosmetics, and soaps and detergents. The full report will cost agencies and advertisers \$950. Special questions will cost subscribers an additional \$200 each.

MAJOR CHANGES FOR TV SPECIALS SEEN IN 1962-63

Tv specials—which began ten years ago this season—are to undergo important changes this fall, with more news and information specials, fewer entertainment specials, more expensive entertainment shows, fewer single network sponsors, and healthy business for locally sponsored public affairs. (For story, see p. 23.)

SPONSOR-WEEK continued on page 58



Where Philadelphia Counter Spies Found Stella D'oro

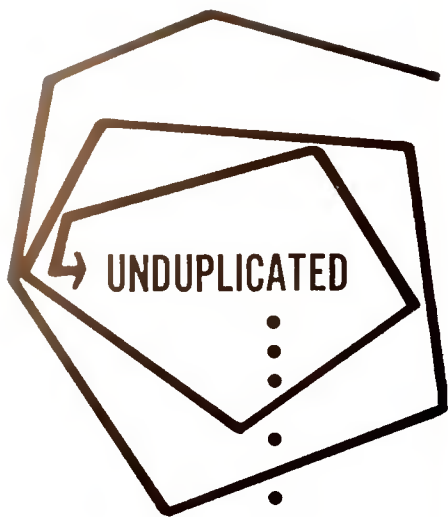
First, "they" heard about Stella D'oro biscuits and bread sticks via an exciting "Be a Counter Spy" schedule and contest on Radio (on WIP: 140 announcements in four weeks). Purpose of the campaign: To create awareness (not sales) for Stella D'oro display racks. (These were often placed in hard-to-find locations).

As part of the contest, people were asked to describe the exact location of Stella D'oro racks. RESULTS OF THE CAMPAIGN: Thousands wrote

in and correctly identified specific locations. In a matter of weeks, sales figures showed an actual increase, reversing a downward trend. OUTCOME OF THE CAMPAIGN: Stella D'oro now begins a year-long "hard-sell" campaign exclusively on one station, WIP Radio.

Schedule your next Philadelphia campaign on WIP because: Nice things happen to people who listen to (and advertise on) WIP, Philadelphia's Pioneer Radio Station.

WIP/610, Philadelphia



**ALL
THE
GREAT
ABC
SHOWS**

Unduplicated coverage makes WSUN your most efficient buy in the Tampa Bay market.

WSUN-TV

Tampa - St. Petersburg

Get all the facts from
Natl. Rep. Venard Rintoul
& McConnell
S. E. Rep. Jamee S. Ayers

COMMERCIAL COMMENTARY

by John E. McMillin

Computers, creators, and GIGO

It was Mel Goldberg, formerly of Westinghouse, now research v.p. at NAB, who explained to me recently the GIGO theory of computer operation, and it has haunted me ever since.

"With computers," says Mel, "you've got to remember one simple law, the GIGO principle, which means—Garbage In, Garbage Out."

In other words, it's what you feed the beast.

If you shovel into a computer's gaping maw de-caying facts, rotting theories, reeking assumptions, malodorous prejudices, and stinking suppositions, then what comes out may look like a miracle of modern electronics, a triumph of speedy scientific brainwork.

But it will still be garbage and you'd better watch out for it.

I suspect that the GIGO theory is particularly important to all of us in the ad business who, in recent years, have been tempted to fool around with computers.

Perhaps if you are a scientist at M.I.T., Cal. Tech., or attached to NASA and engaged in tracking Venus shots and moon probes, the incidence of garbage in computer dietetics will not be troublesome.

What you're feeding into your machine are, in the main, hard mathematical facts and coldly inhuman calculations.

But in advertising it is quite different. We're dealing principally with the intangibles of human behavior, and these can set up traps for every hard-nosed research man at BBDO, Y&R, JWT, or any other agency which has invested a million dollars or more in one of the glittering toys.

Let's see if we can figure out a few of the pitfalls and pratfalls which are attendant on computer malnutrition.

Can he compute his own wife?

Probably the most frightening danger is the extreme vocational emotionalism of the computer boys themselves.

Show me a man who is fiercely determined to apply "science" to the complexities of human relations and, nine times out of ten, I can show you a tortured individual who is driven half mad by a hot, throbbing, passionate need to make formulated sense out of the unknown.

You can observe this phenomenon in the academic world, in dozens of sociologists and psychologists. You can see it quite clearly in the business world, in scores of ad managers, research experts, and company presidents who want to make advertising "more scientific."

Their goal itself is admirable enough. But it is the personal emotionalism they bring to their work which often tricks the unwary.

For, in their flaming desire for their goals, they are very apt to confuse what is merely unknown with what is virtually unknowable.

Suppose, for example, they are determined to measure, chart, compute and predict the behavior of U. S. housewives on a typical business problem—brand preference, buying habits, tv viewing, or reac-

(Please turn to page 20)



In Detroit...

"This is WWJ NEWSMAN
DWAYNE RILEY"



Dwayne Riley typifies The WWJ Stations' leadership in news reporting. A seasoned specialist in broadcast journalism and holder of a prized citation for reportorial excellence, he has received wide acclaim for his recent 26-program documentary investigation of Michigan prisons. Riley is another key figure in the great WWJ News operation—the only local service that includes:

- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

WWJ ◀ **THE NEWS STATIONS** ▶ **WWJ-TV**

Owned and Operated by The Detroit News

• National Representatives: Peters, Griffin, Woodward, Inc.

Another example of the
 Storer Stations' Community service: "Thoughtful,
 courageous, imaginative
WITI-TV editorials
 are helping Wisconsin
 citizens to understand
 key public questions
 by presenting soundly
 reasoned opinions."

Senator William Proxmire
 1962 CONGRESSIONAL RECORD — SENATE

IMPORTANT STATIONS IN IMPORTANT MARKETS

LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBC</i>	CLEVELAND <i>WJH</i>	NEW YORK <i>WJN</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJBK</i>	STORER BROADCASTING COMPANY
MIAMI <i>WGBS</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJBK-TV</i>	

SPONSOR-SCOPE

24 SEPTEMBER 1962 / Copyright 1962

Interpretation and commentary
on most significant tv/radio
and marketing news of the week

Madison Avenue's No. 1 topic of speculation the past week concerned the future of the Lambert & Feasley agency and the Phillips Petroleum \$7-8-million account.

Warner-Lambert started the talk when it sought to find an answer to the problem of whether its agency, as services are now composed, has reached its zenith and whether the W-L-owned operation should be (a) sold, (b) merged or (c) reduced in force and absorbed in the corporate structure.

Warner-Lambert subsequently broached six or seven agencies as to their interest in absorbing Lambert & Feasley, whose No. 1 W-L item is Listerine.

When Phillips got wind of Warner-Lambert cogitations it set up dates with five or six agencies in New York for the immediate purpose of getting a line on what agency to choose if L&F ceased to have its present identity. These calls were made last week.

According to skuttlebutt in the drug trade, Warner-Lambert's soul-searching re Lambert & Feasley has stemmed in significant part from the inroads made on Listerine's market by Johnson & Johnson's Micrin (Y&R). In other words, while Listerine still holds the major share of its market, perhaps the time has come for the product to look to a large agency for the added service it might need.

Report as the drug trade has it: Listerine (estimated at \$3.4 million) will wind up at JWT, with Lennen & Newell latching on to the cosmetic items.

The subject is a little touchy for P&G, but word has drifted into the spot tv field that the Cincinnati giant has become irritated with those stations on this side of the border inclined to raise their rates to embrace their Canadian audience.

One report accruing from this circumstance is that P&G is considering cancelling its spots on a station that had recently acted on the Canadian premise, but this was firmly denied by Benton & Bowles media last week.

P&G, as is generally known, maintains its own tv empire in Canada and hence, it is assumed, regards any reach from this side as something it can casually absorb or pass up graciously.

There's a midwest advertiser who has a hunch that radio still has what it takes to make a big splash in the area of news commentary.

He's scheduled to come to New York this week to talk to his agency about sponsoring each month an hour program dealing in depth with current national and international issues.

The advertiser is convinced that this sort of radio special will have considerable merchandising punch for his sales staff.

Sellers of national spot tv have been relieved in bustling fashion of their recent plaint that there are still a lot of prime 20's available for the fourth quarter.

What with fringe minutes being so tight that stations in the top markets can't fit any more of them in even with the proverbial horseshoe, agency buyers have taken to the 20's as though they were nuggets they had been looking for all the while.

This turn of events, judging from a consensus of major reps, bodes the tightest spot market for at least October-November since the lifting of the station freeze.

By the way, stations generally won't have to worry about spots opened up by accounts disposed to take a December hiatus, such as cold remedies, for instance. There are plenty of pre-Christmas type of advertisers, say reps, ready to move in.

Have you noticed all the action going on in tv from the spray starches?

Well, marketers of packaged grocery goods seem to differ about their long haul competitive coexistence, a la the allpurpose detergent brands.

One school of such marketingmen takes the view that the sprays are riding the crest of a fad and that in a year or two the survivors will have simmered down to perhaps the older line brands that maintain a steady and consistent air exposure.

Meantime as the brands proliferate—there are more in the aerosol testing stage—tv's toll from the category zooms. Among those in the fray are Corn Product's Niagra, Boyle-Midway's Easy-On, Lestoil's Lestare, Pillsbury's Tidy and Simoniz's Reddi Starch.

Even Anheuser-Busch—and this is far out in diversification—has joined the crew of spray starch producers who confine their distribution to selected regions.

Spot tv might find this item worthy of tub-thumping: General Foods' expenditures in the medium for the second quarter of 1962 were almost double what they were for the year before.

The comparison: first quarter of 1962, \$6,766,000; first quarter 1961, \$3,527,000.

Also worthy of note: General Foods' gross time expenditures in spot tv for the first six months of 1962 exceeded the time outlay for network by almost 18%. The first half comparison: spot, \$11,530,000; network, \$9,800,000.

What probably accounted for the huge boost in GF's second quarter billings was the extra-heavy promotion of Post cereals.

The two topgun and virtual survivors of the liquid diet field, Metrecal (K&E) and Pet Milk's Sego (Gardner) are now having a go at the soup field.

Sego's product is a tomato flavor that can be taken cold or heated up as a soup, while Metrecal is introducing three actual soups—cream of tomato, clam chowder and split pea with ham.

What's significant about the pair is that they alone in a field glutted with competitors just two years ago used tv on a regular and burgeoning basis.

Metrecal's lately been inclined to put its largess into network spot carriers and daytime, whereas Sego is still bulky in spot, particularly in markets where the parent company has substantial distribution.

The latest chapter being written by the cat food market—which up to now has been a rather timid story as far as advertising goes—is the splurge uncorked by Ralston (Gardner) for its Purina Cat Chow, covering 185 tv markets.

Ralston's move could be the fuse for a competitive outburst among the canners of cat food, which includes Puss 'n' Boots and General Mills' Three Little Kittens brand (Tatham-Laird).

Incidentally, it was disclosed at the annual Pet Foods Institute convention in Chicago last week that American pet owners bought more than \$527 million worth of dog and cat victuals in 1960. This represents a sales increase of 79% for dry pet foods and 59% for canned dog foods and 68% for canned cat foods in the past six years.

Also that this product accounts for 1% of the annual sales volume in retail grocery outlets—which in itself is quite a leap from the tablescraps days.

Campbell Soup has renewed its daytime spread on NBC TV for the first quarter of 1963 even though the victualer's debut into this area of media doesn't take place until this week.

The renewal, which comes through Needham, Louis & Brorby, is worth about \$500,000.

A portion of the daytime allotment came from network radio, which is now entirely out of the Campbell media picture. Spot radio's entback was piddling in comparison.

The new season's believe-it-or-not: even though the show hit the No. 1 spot in ratings last season, Ford (JWT) has had to buy clearance for Hazel on a cardrate basis.

The spot buys are, naturally, on other than NBC TV affiliates.

What happened: when the show was announced some NBC TV affiliates were dubious about the likelihood of a show centered around a housemaid clicking and elected to commit themselves for something else in the Thursday 9:30 EST period.

Ford wanted no d.b.'s on such stations the second season.

ABC TV continues to make capital of a commercial facet that it wasn't immersed in the year before, namely Saturday kid programing.

TIME	PROGRAM	SPONSORSHIP
11 a.m.	Make a Face	Milton Bradley, half; Welch, a minute.
11:30 a.m.	Top Cat	Transigram, two-thirds; Chunky, a minute.
12 Noon	Bugs Bunny	General Foods, all.
12:30 p.m.	Alakazam	Marx Toys, two-thirds; Lakeside Toys, a third
1 p.m.	Flicka	General Mills, half; rest available.

Two some knowledgeable agency people this season's surge toward Saturday kid programing is overcast by a sense of uncertainty.

The Saturday schedules are heavily loaded with toy advertisers, and the question these agency skeptics raise is this: since toy advertisers have, on the record, been of the hit and run type will this expanded structure of youngster programing be able to recruit enough replacements after the fourth quarter to put it on a stable 52-week basis.

Of the toy gentry at least two are expected to prevail as year-round network investors, namely Marx and Mattel.

All three tv networks are running 16% ahead in total daytime hours sold for the first nine months as compared to the parallel stretch for 1961.

The summer months (July, August, September) are up 29%.

The source of the figures is NBC Corporate Planning and here's its breakdown of the sponsored time by network over the nine months:

MONTH	NBC TV	CBS TV	ABC TV	TOTAL
January	19 hrs., 40 min.	23 hrs., 40 min.	18 hrs., 35 min.	61 hrs., 55 min.
February	22 hrs., 30 min.	28 hrs., 53 min.	21 hrs., 45 min.	73 hrs., 8 min.
March	23 hrs., 3 min.	27 hrs., 28 min.	22 hrs., 40 min.	73 hrs., 11 min.
April	20 hrs., 55 min.	25 hrs., 25 min.	18 hrs., 55 min.	65 hrs., 15 min.
May	22 hrs., 3 min.	23 hrs., 38 min.	22 hrs., 10 min.	67 hrs., 51 min.
June	19 hrs., 40 min.	22 hrs., 5 min.	22 hrs., 55 min.	64 hrs., 40 min.
July	22 hrs., 45 min.	25 hrs., 13 min.	11 hrs., 55 min.	59 hrs., 53 min.
August	25 hrs., 15 min.	25 hrs., 10 min.	17 hours	67 hrs., 25 min.
September	24 hrs., 15 min.	24 hrs., 20 min.	20 hrs., 25 min.	69hrs.

There's a newcomer to the daytime retinue whose rating odyssey you can expect ABC TV to follow with special attention and that's the Real McCoys reruns that CBS TV is locating opposite the Ernie Ford show (11-11:30 a.m.).

ABC TV will be particularly interested in the McCoys' composition as far as women are concerned.

The network won't worry overly if the situation comedy has a strong pull with the kids, but if it scores strongly with housewives ABC TV may not be too reluctant to carve out another niche for the Ford show.

Here are a couple notes of things happening on the tv rating service front.

1) Nielsen will release at the end of this month its study of the adult audience profile and early and late fringe evening time. The periods spanned will be 5 to 7 p.m. and 11 p.m. to 1 a.m.

2) Trendex will do a special evening report on network tv programs in October, showing sets in use, ratings, shares, audience composition, program selection and flow of audience. ABC TV and NBC TV have subscribed. It'll also be available to agencies. Technique: 1,000 coincidental phone calls each quarter hour from 7:30 to 11 p.m. in 24 markets.

Call it any Freudian term you will but there are radio station managements in the midwest that are giving thought to reviving some of the old successful shows of the medium as a device for injecting some new excitement into their programing.

At the top of the list of resurrections would be soap opera. There could also be folksy teams like Lum 'n' Abner, an across-the-board stream of backfence chatter a la Clara, Lu 'n' Em, a woodwhittling philosopher, like the Lamplighter and a down-to-earth daily narrative in the vein of One Man's Family.

And where would they get this sort of fare? From syndicators, of course.

Imbedded in the stationmen's cogitation is a feeling that much of this would be new to the younger generation of housewife and hence a welcome novelty and change from the slick sophistication of daytime tv.

As for the older generation of housewife, she would again have a progression of regularly scheduled soaps or whatnot by which to accompany her chores as she moved around the house or apartment.

Time was when a hausfrau timed her breakfast dishwashing by Ma Perkins, her bedmaking by Life Can Be Beautiful, her lunch preparation by the O'Neills, etc.

Heinz baby foods, as some reps see it, is one product that's ready to pay a premium cost-per-thousand to get what it wants.

To begin with, markets are picked for beefing up according to birthrate levels, so that the buying pattern is pretty much of a crazyquilt.

And when it comes to picking the spots available demographic data becomes of the utmost importance, since the main target of appeal are mothers with their first child.

Because of this fine pinpointing, ratings are of lesser important.

A most gratifying turn for sellers of spot radio: National Biscuit's Cream of Wheat (Bates) issuing 14-week schedules which run until the end of December.

Significance: the product's new owner is pursuing virtually the radio plan which includes beefing up in cold weather, that BBDO espoused for years.

Radio reps had feared that Bates would steer the cereal into tv.

The business of looking over their shoulders for tv station defections keeps getting more and more acute for reps whose lists are largely oriented to secondary markets.

They've become the open hunting area for such topline reps whose lists and revenue have been pared by virtue of station groups setting up their own national sales offices.

These upperrungers are pitching in markets that they would be loath to even contemplate a year or two back.

The upshot: the medium-market rep now has to fend off raids not only from his peers but from the topcrust.

The winnah!



Round one: WRAL-TV announces change to ABC Television, effective August 1. **Round two:** Switch is made and ARB study of Raleigh-Durham metro audience is authorized. **Round three:** WRAL-TV the winner! ARB telephone coincidental reports WRAL-TV the dominant station with king-sized 49% share of audience.

Two area stations split what's left. Ringside comment. Your commercial has Sunday punch impact seven days a week on Champion Channel Five. See your H-R man for the complete ARB report and for suggestions how to K.O. your competition in the nation's 50th tv market...Channel 5 Raleigh-Durham North Carolina

WRAL-TV



PHYSICS DEPARTMENT! They new element and said on the brush electron, "Watch I don't know you from 'Whizzing' atom!"

wtrf-tv Wheeling
MATHEMATICS DEPARTMENT! For every gal there's a guy who's got a brain!

Wheeling wtrf-tv
DON'T HEAR about the rich Texan who bought his dog a job?

wtrf-tv Wheeling
FASHION: Tights for pants make feet look big.

Wheeling wtrf-tv
BORN TO BE IN the cannibal country: "How to love you, Fellow Man."

wtrf-tv Wheeling
THAT'S THE SPIRIT! The man was caught in a storm. He looked up and saw a St. Bernard coming toward him with a keg of whisky under his chin. "Wonderful!" he shouted. "Here comes man's best friend—and what a strong dog, too!"

Wheeling wtrf-tv
SHE'S THAT KIND of a girl who doesn't care for a man's company—unless he owns it!

wtrf-tv Wheeling
FOREIGN DEPART! U.S. refused import rights for a new car called the "Mafia," each car has a hood under the hood.

Wheeling wtrf-tv
A MAN who marries another man—is a preacher!

wtrf-tv Wheeling
FORGETFUL MISTER to wife: "How do you expect me to remember your birthday when you never look any older?"

Wheeling wtrf-tv
IT'S ROLLING! The Wheeling Brandwagon is just the extra merchandising pushcart you need to deliver plus profits in the Wheeling-Schenck Industrial Ohio Valley. Get in on the big WTRF-TV selling picture, see REPUBLICAN Hollingery!

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA

WAPE



"WAPE has more audience than the next leading independent station plus all the network affiliates combined."

*Hooper, JUNE - JULY, 1962

WAPE DOMINATES ITS AREA AS DOES EACH BLUE CHIP STATION

WBAH, MONTGOMERY, ALABAMA
WVOK, BIRMINGHAM, ALABAMA
WFLI, CHATTANOOGA, TENNESSEE

WAPE 25,000w 690k

REPRESENTED NATIONALLY BY RADIO TV REPRESENTATIVES, INC.

First in Audience Power Coverage

COMMERCIAL COMMENTARY

Continued

tions to ads and commercials.

Well, those are dandy ambitions and I wish them well.

But unfortunately, many of them base their work and findings on the incredible assumption that the human female (bless her sweet erratic little heart) is entirely computable and predictable.

And that, gentlemen, is a piece of intellectual garbage which only the most myopic male would ever put a shovel to.

How well can a research man or social scientist compute and predict the whims, fancies and female changeability of even his own wife?

Before he starts making loud Remington-Rand-type noises about U. S. housewives in general, let him prove himself with a single, mysterious woman. Let him try it for just one year.

It would, I am afraid, be a pretty humbling experience and severely damaging to many a masculine ego.

But it would also be healthy. For it would show him the weakness of his own assumptions, the inadequacies of his own observations, and the emotional bias of his own "science."

Creativity and computivity

Over and beyond vocational emotionalism, however, many of the computer boys have another serious deficiency.

This is their inability to understand the creative mind or recognize the essential conflict between creativity and computivity.

I am always amused when research men blithely assume that their work is, or must be, the handmaiden of creativeness.

What they fail to realize is that they and creative people look at the world through entirely different telescopes.

Your average researcher (particularly in the social sciences) tends to view human nature as something finite and measurable, provided only you can get enough accurate data on past performances.

The creative man, on the other hand, looks on human nature as an infinity of possibilities, with new answers, new solutions always inevitable because of the infinite variations and combinations of human personality.

By temperament and training the research man is pre-occupied with the group past, the creative man with the individual future.

Now in all fairness I do think that we who pride ourselves on being creative frequently overstate our case and weaken our cause.

We make claims for the overwhelming importance of creativity which are as faulty and foolish as they are flamboyant.

It's a good thing for us and for the business that we have solemn researchers who can, on occasion, yank us back to reality.

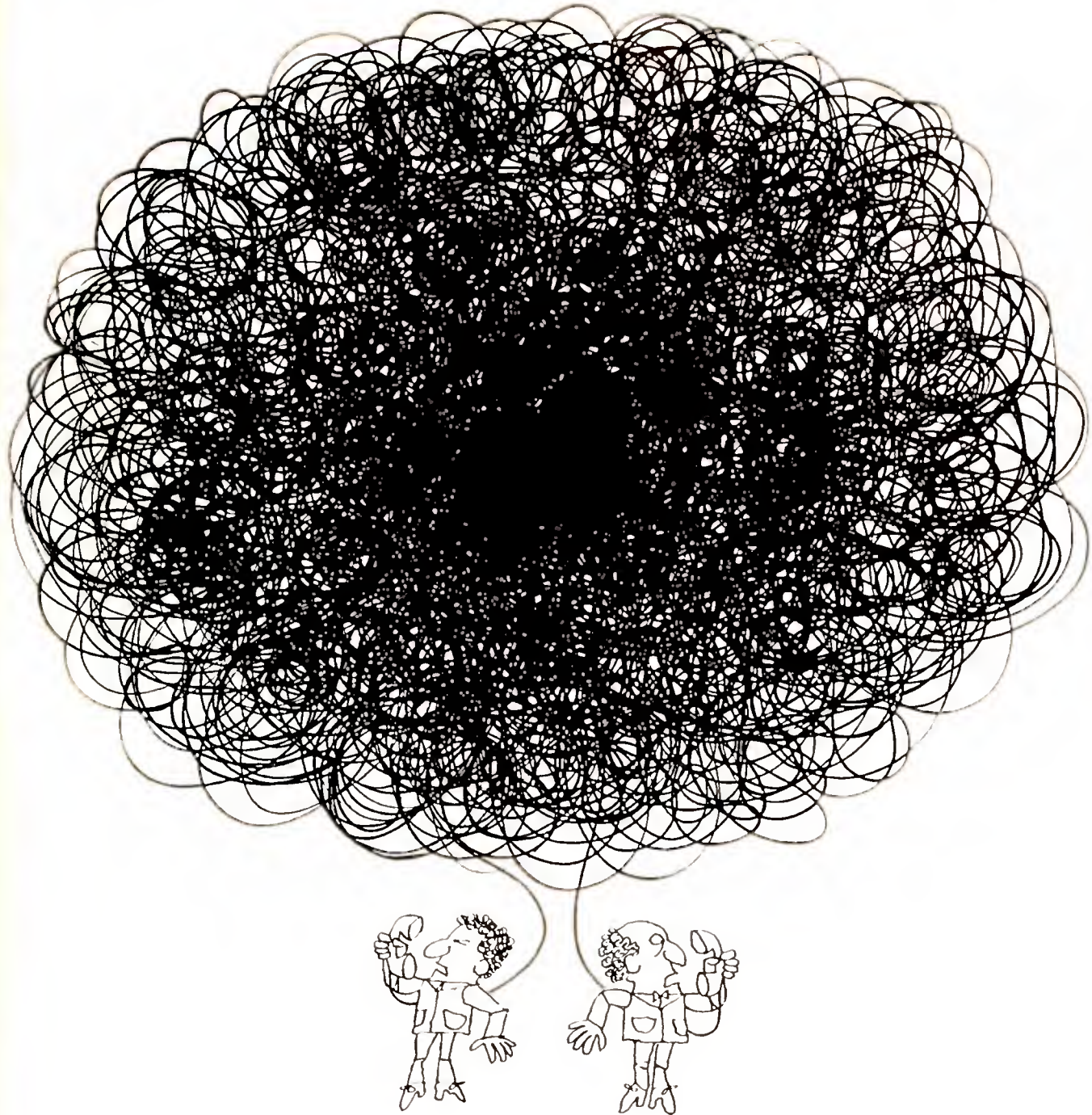
But theirs is by no means the final answer.

For, just as the Hindus have long recognized a trinity of truth in Vishnu the Preserver, Siva the Destroyer, and Brahma the Creator, so also is there a trinity of truth about modern American business.

It comprises not merely the collection and preservation of factual data about past and present. Nor is it simply the inevitable, remorseless destruction of old methods by new practices.

Equal, and fully as important, is the immeasurable creative dynamism of the individual, the unknown and limitless potential.

"They reckon ill who leave this out." Worse, they feed only garbage into their computers.



Until now, buying tobaccoland radio was a balled-up mess.

The problem with buying regional spot has always been the same—too many stations to deal with—and no direct line to the few people who could help.

Until now. Until TN Spot Sales.

This new rep organization makes SNAFU stand for "Situation Normal—All Fixed Up" when it comes to buying spot in Tobaccoland, USA. TN Spot Sales rep

the 23 stations of the Tobacco Radio Network. Buy one or all—or any number in-between.

If you're selling to the 2,000,000 people of Eastern North Carolina, let TN Spot Sales simplify your time-buying tasks. Call toll-free from New York and Chicago (ENterprise 6982), Atlanta (WN-1000), or collect from anywhere (Area Code 919 TEmple 2-8885).

TN SPOT
SALES

Representing the Tobacco Network including WGBR / Goldsboro, WGTM / Wilson, WGTC / Greenville, WCEC / Rocky Mount, WGNI / Wilmington, WLAS / Jacksonville, WFMO / Fairmont-Lumberton. Additional Carolinas-Virginia stations on request.

why paint just the town?



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

The way some people talk about covering city populations, you'd think the folks in the counties don't count.

The Charlotte City population is a fair two-hundred thousand *but* the Charlotte TV Market population is a walloping first-place 595,600 homes!

We'll add modestly that the WBTV bucket covers 43.4% more TV Homes than Charlotte Station "B." **

CHARLOTTE
595,600

Atlanta
562,600

Miami
556,600

Wash DC
541,300

Louisville
528,000

Denver
527,000

WBTV

CHANNEL 3 © CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

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

Tv specials—some big changes

- ▶ Fewer offered than in '59-'60
- ▶ Entertainment types drop off sharply
- ▶ Gains in low-cost actualities
- ▶ Single sponsorship is now an exception

The highly polished special or spectacular was seized upon with passion by the networks exactly ten years ago this season. It has since undergone severe transformations and insofar as entertainment spe-

cial are concerned, the embrace today is nowhere near as tight as it was, say, in '59-'60. During that period Madison Avenue and Broadcast Row feverishly fashioned something like a record number of 113

entertainment specials. What's happened since shouldn't happen to a Max Liebman!

SPONSOR, on the eve of the tenth anniversary of the special, talked to knowledgeable individuals on the subject. The consensus was that:

- Entertainment specials are on the wane.
- Advertisers are cottoning, more and more, to network public affairs specials or actualities.
- Single sponsorships are the exception, rather than the rule.
- Entertainment specials of the



From the very beginning entertainment specials did not come cheap

Among the most expensive specials of all-time were *The Power and the Glory* (above) with Sir Laurence Olivier, costing about \$796,000 and seen over CBS TV; Mary Martin (upper left) in *Peter Pan*, costing \$500,000 and presented over NBC TV, and Danny Kaye (lower left), one of the last hold out stars costing in region of \$500,000 and aired over CBS TV

future will be fewer, but better.

- There is an assured future for locally-sponsored public affairs documentaries.

- Costs of entertainment specials are spiralling with rocket-like velocity.

Costliest single effort. A number of fascinating trends have developed in the field of specials, Mike Dann, CBS TV v.p., network programs, New York, told SPONSOR. Dann, who has been hip-deep in specials since his early days at NBC TV, and who brings to the industry a remarkable insight and comprehension of the problem, observed that since Leland Heyward produced the first special (Ford anniversary show) in the season of '52-'53, specials have represented the costliest single efforts in the history of advertising.

Never less than \$500,000. From the start, a single special cost an

'62 billing jump for entertainment and pub affairs specials

FIRST HALF 1962	
TOTAL	\$14,947,147*
ABC	1,898,424
CBS	4,762,034
NBC	8,286,689
FIRST HALF 1961	
TOTAL	\$12,042,823
ABC	1,457,470
CBS	3,350,582
NBC	7,234,771

*First half of 1962 showed a 24.1% increase in gross time billings over similar period last year. Billings do not include sports. Sources of figures are TVB/LNA-BAR.

advertiser for time and talent, conservatively, never less than \$500,000 and often \$1 million, according to industry experts. As the chart on page 26 reveals, drastic changes have been taking place in the past ten years, notably in the reduction of entertainment specials and an increase in public affairs specials.

In the '54-'55 season, for example, the networks put on 55 specials (46 entertainment; nine, public affairs). For the '62-'63 season, a reasonably projected picture shows 185 specials on the three networks (55, entertainment; 130 public affairs documentaries). This is a lal-paloosa 1300 percent increase in the last decade.

Dann was asked why entertainment specials were going down and documentary specials were zooming. This was Dann's explanation: "As tv started to use up the major properties, titles, producers, authors and

Gross time billings for nation's top advertisers in specials

FIRST HALF 1962	
1. Gulf Oil Corp.	\$2,124,325
2. Westinghouse	1,092,728
3. Purex Co.	1,076,064
4. Savings & Loan Foundation	960,580
5. Chrysler Corp.	806,345
6. John H. Breck	675,460
7. Bell & Howell	657,469
8. Procter & Gamble Co.	604,279
9. U. S. Time	467,711
10. Hallmark	398,506
11. American Tel. & Tel.	390,725
12. Shell Oil Co.	387,810
13. American Gas Association	377,965
14. Standard Brands	375,395
15. Colgate-Palmolive Co.	363,122

FIRST HALF 1961	
1. Gulf Oil	\$1,415,521
2. Purex	1,238,894
3. Procter & Gamble	851,410
4. John H. Breck	752,270
5. Bell & Howell	739,590
6. U. S. Time	673,035
7. General Motors	647,605
8. DuPont	597,459
9. Hallmark	563,828
10. Equitable Life Assurance	419,212
11. Savings & Loan Foundation	366,898
12. Revlon	324,578
13. Lever Brothers	319,075
14. Bulova	244,595
15. Shell Oil	211,857

Source: TVB/LNA-BAR. Note: Does not include network program charges.

stars making their debut in this medium, the news and public affairs departments began to develop techniques and personnel for a more exciting coverage of the real world."

As networks started to use up the supply of what Dann aptly described as "the make-believe world talents, the supply in the coverage of the real world began to increase."

Kaye was last holdout. "For example, with the advent of Danny Kaye to tv, he became one of the last major performers who was holding out," Dann said. "But just before Kaye, the use of mobile equipment and tape became standard practice for the news and public affairs specials, so whole new worlds were open for them while the spectrum for the entertainment specials contracted."

Dann observed that 90% of what was available from Broadway musicals and films in '55 is no longer available today. "And of the remaining 10%, there are many which can't be done for one reason or another," Dann pointed out. "The greatest single challenge that network programming executives have today is the creation of exciting specials."

For one thing, the news and public affairs departments can use Telstar as a great working tool while the entertainment people still have to come up with a property or a star "to bounce off the moon," Dann mused. "A World Series, a political convention, a football game, a Miss America contest, even a Glenn in space will be repeated from time to time on a yearly basis whether it has been good, bad or indifferent," Dann noted. "It rarely happens to an entertainment special. Out of the 300 to 400 entertainment specials done, maybe 20 have been repeated at the most. The advent of tape, which gave live quality, compared to the early days of kinescoping, is of very little value as far as reruns are concerned as long as residual costs stay as high, particularly in the payment of performers. For example, all the stars who appeared in *The Power and the Glory*, including Laurence Olivier, Julie Harris and Keenan

Wynn will have to be paid their original fee."

Fewer but better specials. What, in Dann's opinion, will happen to the entertainment special? "I predict that on all the three networks over the years to come each network will plan anywhere from no more than 15 to 20 entertainment specials—and very often less.

son and Ingrid Bergman in *Hedda Gabler*, will be presented."

In the early days of specials, it was practically unheard of to have more than one advertiser on the program, according to Dann, but today it is common to have two or three advertisers on a single hour special. "So this permits an advertiser with as little a budget as \$150,

Producer, net, agency execs probe specials



David Susskind
Exec. v.p., Talent Assoc.-
Paramount, Ltd.



Michael Dann
V.p. network programs,
N. Y. CBS-TV



Alfred L. Hollender
Exec. v.p., head of broad-
cast, Grey Advertising



Herminio Traviesas
V.p. & mgr., tv/radio
dept., BBDO



John B. Simpson
V.p., nat'l dir. broadcast,
Foote, Cone & Belding



Charles C. Barry
Sr. v.p. in charge of tv/
radio dept., Y&R

News, public affairs documentaries will continue to grow, but I am certain that the quality and importance of the entertainment special will be greater than it ever was. We will do fewer entertainment specials, but they will have a chance of being far better. Such specials as a *Salute to September* or a *Famous Manhattan Melodies*, or the presentation of an unsuccessful musical from the 20's, will no longer be presented by the networks. However, occasional shows, like Michael Redgrave, Ralph Richard-

000 to participate in a special," Dann explained. "Years ago, unless you had \$500,000 you couldn't play." Nor did Dann think that sponsor identification was lost in multiple sponsorship because each advertiser could still capitalize individually in his merchandising campaigns.

Specials "are getting more important" in the view of John B. Simpson, v.p. and national director of broadcast, Foote, Cone & Belding. "For example, the Arthur Godfrey, Bob Hope, opening of Lin-

'54-'62 scorecard of network specials

	Total	Entertainment	Public affairs documentaries
1954-55	55	46	9
1955-56	70	55	15
1956-57	65	45	20
1957-58	110	80	30
1958-59	90	60	30
1959-60	189	143	46
1960-61	275	135	140
1961-62	180	95	85
1962-63 (projected)	185	55	130

There has been a sharp drop in production of entertainment specials since '59-'60 and a phenomenal increase in public affairs documentaries

coln Center, Dinal Shore and Sid Caesar specials and others, are evidence of the emphasis on quality entertainment. Forerunners of the entertainment special, like *Hallmark Hall of Fame*, *Telephone Hour* and *NBC Opera*, will, of course, be back."

Look for the feature special. Simpson also looked forward to tv's taking "another step toward developing its own programming art form—an art form it can do better than anybody else—via *feature* (formerly called documentary) specials." Moreover, "this creative trend in specials will not only be significant in reaching non-frequent viewers, but will importantly help to build the stature of the medium," in Simpson's opinion.

Most enthusiastic about its alliance with specials is Menley & James Laboratories, makers of *Contact*. Peter Godfrey, v.p. and marketing director, Menley & James, told sponsor that "we are constantly looking for tv specials which will offer Menley & James a particularly good opportunity to maintain this valuable association." Menley & James will be one of the sponsors of three one-hour specials starring Arthur Godfrey over CBS TV dur-

ing the '62-'63 season. Tv, Peter Godfrey added, has played an important part "in the introduction and success of *Contact*."

Local sponsorship. To even a casual observer, it is evident that the recent Chock Full O'Nuts purchase of a multiple schedule of public affairs specials on a local station (WCBS-TV, New York, in this instance) would serve as an incentive for other advertisers to do likewise. The client, via Peerless Advertising, bought a package covering 52 weeks of public affairs activity. Sponsor was informed that the client would not, in any way, attempt to use its stores to promote these programs, nor would it go in for hard sell commercials on the air. In virtually all instances, the company's messages would be confined to opening and closing billboards, it was reported. The approach of interrelated programming and sales packaging was fashioned by Norman E. Walt, Jr., vice president, CBS TV Stations and general manager, WCBS TV, nearly a year ago and was under development at the station for that period of time. The station, in all cases, will control the editorial content of the specials and other programs. William Black,

chairman and founder of Chock Full O' Nuts, last week said that his company planned to use only one-half to two-thirds of the advertising time "to which it is entitled so that viewers could enjoy more of the community service shows." It is estimated that the time bought on WCBS-TV by Chock Full O' Nuts is worth approximately \$600,000.

Undeniably, there is a marked falling off in entertainment specials and the trend will continue, David Susskind, the veteran producer of both specials and regular programs, told sponsor. Mincing no words, as is his custom, he said that entertainment specials "are indeed diminishing in number and will continue to diminish for various reasons."

Expense is biggest factor. Chief reason for the decrease in entertainment specials, as Susskind saw it, was the high cost of the special. "Costs are spiralling and the cost of a special today is about 100% over what it was five years ago and probably 20% over what it was two years ago," he asserted. "The trend, I feel, will continue because of labor costs, costumes, talent, all of which are inevitably soaring."

Susskind also advanced the argument that the infrequent scheduling of specials precludes any momentum; intermittently scheduled, there is no sustained build-up potential as is the case in a regular series—the habit viewing factor is missing, he charges.

"What really captures your viewer in a special is the name of the performer," Susskind said. "For instance, say you are putting on 'Getting Gertie's Garter,' you book a Marlon Brando or Elizabeth Taylor and you have a 60 Nielsen, but what fetches you that scintillating nose count is not the property but the marquee value of the star."

Networks build huge reservoirs of ill-will by pre-empting regular shows in order to insert specials that play havoc with regular viewing habits, Susskind also insisted. "Networks do not make any more money when they pre-empt the time of a regularly scheduled program

for a special because the sponsor of the pre-empting presentation pays the same charge as the one being pre-empted," he explained.

Why is the viewer no longer infatuated with entertainment specials? "So many entertainment specials were not," Susskind continued. "They were 'ordinaries.' They were actually ill-disguised conventional entertainment. The public was fooled too many times, caught on finally and the resulting national indifference to such meretricious offerings was inevitable."

Token number of big ones. These reasons, in Susskind's opinion, explain the diminishing trend in the past and probably in the future. "They set up a compelling imperative under which this trend must persist," he said. "However, there should be and doubtless will be, a token number of exciting entertainments, be they a Lincoln Center opening (Corning Glass Works, represented by BBDO, will sponsor this one over CBS TV 23 September) or an Ingrid Bergman's *Hedda Gabler* (co-production of Talent Associates-Paramount Ltd., and Lars Schmidt in association with CBS TV and produced by Susskind. No date or sponsor set for this one). Such infrequent but significant 'blue chips' cannot be denied the American public."

When the history of specials, notably those dealing with entertainment stars, is written, the name of BBDO will undoubtedly head the list. The agency has been intimately involved in a record number of specials and its programing executives are deeply concerned with all production aspects of this brand of entertainment. In tracing the history of specials, Herminio Traviesas, v.p. and manager of the tv radio department, BBDO, last week observed that in the early days of specials, it was the ad agency and not the network that developed the special program. Networks, in the beginning, were in the eager habit of bidding for these and offering prime time because of the enormous mass appeal attached to these features. As name talent got tougher and as more stars were

(Please turn to page 44)

Tv film men break with NAB

- ▶ **18 syndicators to exhibit separately**
- ▶ **TFE to use Pick-Congress during 1963 NAB**

In 1963 some 18 film syndicators will hold a separate exhibit in Chicago during the NAB convention, breaking away from the Conrad Hilton and centering their activities at another hotel, the Pick-Congress.

Since 1959 the NAB prohibited exhibits by film producers and distributors at the annual conventions, limiting their activity to hospitality suites. The NAB had charged the syndicators with conducting a circus, and the syndicators' countercharge was that they were being treated as second-class citizens.

For the past four years many syndicators were discontented with the NAB ban on exhibits and 18 have formed "Television Film Exhibit—1963" to be able to circumvent the NAB rulings.

Two weeks ago the NAB made a compromise offer to the syndicators, allowing them to exhibit in 1963 along with the equipment exhibi-

tors. This offer was turned down by the TFE committee.

Eight or nine of the 18 tv film distributors are associate members of the NAB, and several of them will drop their membership, participating in TFE instead. The eight include: Desilu, Hollywood Tv, King Features, MGM-TV, Screen Gems, Seven Arts, Trans-Lux (of which TAC is a division), UA-TV, and Video House. Executives of Screen Gems and Seven Arts have expressed their intention to drop their NAB membership.

The committee of 18 includes these non-NAB members: Allied Artists, Flamingo, Four Star, Jayark, Official, Twentieth Century-Fox, Walter Reade-Sterling, and Warner Brothers.

Not included in the TFE separate exhibit movement are the three network departments, ABC Films, CBS Films, and NBC Films, and also MCA-TV and ITC. ▶



Tv film men to hold first industry-sponsored exhibit

Co-chairman of Television Film Exhibit—1963 are Robert Rich (l) of Seven Arts and Robert Seidelman of Screen Gems. TFE represents 18 syndicators who decided to break with NAB convention after four years of controversy

Reps now wait in a rocking chair

- ▶ Agency buys a rocker for waiting reps
- ▶ Reception room innovation is welcomed
- ▶ Some reps would rather not rock, or wait

To the representative who has wiled many an hour away sitting in agency reception rooms, the promise of home-like comforts during the wait is apparently too good to turn down. At least that's the finding of Weighman, Inc., Phila-

delphia advertising agency, which recently polled visiting media reps on whether they would welcome the addition of a "comfortable, restful, soothing" rocking chair to the agency furniture.

By a tally of two-to-one, some

120 reps declared their approval and now a "modern" rocking chair rests in the Weighman reception room, amid Danish modern furniture and contemporary paintings. The rocking chair idea arose from agency empathy for the reps discomfort after three of its executives waited on a hard bench to see a new business prospect. The three—Sidney Tannenbaum, president; Nathan "Babe" Alexander, secretary; and Glen Jocelyn, executive v.p.—decided to hold an "election" and sent this letter to representa-

Rep opinions asked. "It has been suggested (not by anyone in Washington, believe us) that we place in our reception room a comfortable, restful, soothing, relaxing ROCKING CHAIR.

"This would enable representatives who must be kept waiting not only to achieve what has been described as 'instant euphoria,' but to enjoy, as perhaps never before, the fine modern paintings with which we grace our walls.

"We guarantee this rocking chair would be for representatives only, because—and we know you'll understand—we never, *never* keep clients or new business prospects waiting. For that matter, we try never to keep representatives waiting, either, whether they have appointments or not; but you know how these things sometimes are.

"Naturally, we are fully aware that rocking chairs today are the source of some political controversy. Considering, indeed, the demonstrations and counter-demonstrations a rocking chair in our reception room may cause, and what some of our clients may say about it, we don't want to install one without being reasonably certain it will be appreciated by a majority of callers. So we have decided to put the whole thing to a vote.

"Enclosed is your ballot. Just fill it in, and drop it in the mail.



First man to sit in new Weighman rocking chair

He's Robert L. Maynard, assistant general manager and sales manager, WMIW-TV, Poland Spring, Me. Standing is N.A. (Babe) Alexander, Weighman partner



Waiting is now a pleasure

That's the opinion of Ed Ryan, Harrington, Richter & Parsons, tv reps

No stamp is necessary.

"We only beg you not to ponder too long. For until all votes are in you and your fellow representatives-in-waiting must do your sitting here on Danish modern furniture that, however comfortable it may be, is definitely unrockable."

Rocking chairs or not? Enclosed with the letter to the representatives was a postcard ballot requiring voters to take a firm stand on the issue:

- () YES—I am in favor of your installing a comfortable, restful, soothing, relaxing rocking chair in your reception room.
- () NO—for purely personal or political reasons which are strictly my own business I am definitely against the office invasion of the rocking chair. Let's keep America awake!

At the bottom of the ballot was room for a signature, advising timid voters: "If you wish to invoke your sacred right to secrecy when voting, you may disregard this line."

One unusual result was that more voters who checked "yes" invoked their right to secrecy by refusing to sign their name than "no" voters.

However, the vast majority of representatives signed their names boldly. Of the 40-some representa-

tives who voted against the chair, only four chose to remain anonymous (one signing, in a burst of Republicanism, "Dwight D. Eisenhower," another, "Richard Nixon.")

Of the 80-some representatives who signified they wanted the chair installed, 11 kept their names secret (one disguising himself as "Mother Whistler").

Comments from reps. Perhaps a bit more revealing of the representatives' feelings toward the idea of a rocking chair—and of representatives themselves—were some of the comments written in on the postcard ballots. Explaining his "no" vote, one representative noted on his ballot: "Let's keep America

awake and moving forward instead of back and louth."

Another rep protested, "I'm not ready for it yet."

"I fight better on my feet," explained another.

"The Rock of Ages is all right for Sunday," cried another, "but let us keep 'The Rock' out of advertising."

Another rep based his negative answer on economical grounds: "A business call costs \$30.35. A rep should be in an out before he gets too comfortable."

Never miss a pitch. Several men who voted for the rocking chair took the opportunity to plug the medium they represent.

(Please turn to page 16)



What happens when two men from the same firm arrive

The boss gets priority. Ed Watson, WRCV-TV, Philadelphia, station mgr, takes the chair; sales mgr, Chet Messervy (l) stands with Len Stevens, agency v-p.

Tv and kids—for goodness sake

- ▶ **Tv kid show watchers raise \$125,000**
- ▶ **Backyard carnivals aid dystrophy drive**
- ▶ **Bigger tv kid campaign planned for '63**

The busy little hands of thousands of Lilliputians in the Greater Washington, D. C., area gave pause this summer to some of the wayward giants who loudly and often decry the lack of giants' fare in the land of children's tv.

Conclusively demonstrating that tv can be a wonderful influence on the young was the 11 June-31 August campaign for Muscular Dystrophy on three WTTG-TV kid

shows, which told youngsters how to arrange and conduct backyard carnivals to raise money for the cause.

The campaign netted \$52,000, which is nearly half of the nationwide total of \$125,000. Well over 50 other stations in as many markets participated in the drive.

The whole effort was so successful, one MDAA executive said, that plans already are being made

to do a bigger tv job next year, which will incorporate a "truly national drive," and a more effective "carnival kit." Presently, regional offices around the country are viewing a kinescope of one of WTTG's final "Carnival" spectaculars.

Since the Washington station made such an all-out effort, let's take a look at what was done and how it began there.

Last May, John Travers, regional director for the Muscular Dystrophy Associations, asked Donn Colee, WTTG-TV vice president and general manager, if the station would run a promotion for MD similar to a pilot project on WCPO, Cincinnati, last year which netted \$4,837 for the organization.



Carnival promoters tell how they raised dollars to fight MD

A technician cues the young carnival hosts for their appearance with Bill Johnson (back to camera), host of *The Three Stooges* on WTTG-TV, as parents and friends look on from studio bleachers. Kids were eager to tell 'how they did it'

Worthy public service. Colee (since named chairman for the Greater Washington area MD campaign) soon saw the instant appeal and vast potential of such an idea. It took shape in his mind, he said, as "the most important public service project ever undertaken by the station": a city-wide campaign that would give "entire families, and even communities, the opportunity to work together to provide wholesome, creative, summertime fun for children of all ages, and, at the same time, raise funds to combat one of the most serious and baffling diseases known to medical science."

Sky's the limit. A staff meeting was called; assignments were made; the logistics of the campaign were mapped out, and "Carnivals for MD" were off and running. All stops were to be pulled, using WTTG-TV's three top-rated children's programs as a springboard (they attract about 500,000 viewers weekly). It would be an all-station effort, so far as production, promotion, publicity, and planning were concerned. MD was to handle mailings, lists, and dollar returns.

As the campaign got underway, the office of WTTG promotion director Mrs. Cheerful Thornhill, who coordinated the many details and logistics of the project, soon looked like headquarters for a major military or political campaign—even to a map pin-pointed with carnival locations.

Here's the drill. Here's how the public service project worked:

1. A special two-and-a-half minute tape, narrated by Bill Johnson, host of *The Three Stooges*, *Captain Tugg* (Lee Reynolds), or Miss Connie of *Romper Room*, was used four times a day. In addition, eight-second spots were aimed at parents throughout the day.

In August, special 90-minute "Carnival Spectacular" programs were staged three times a week for the first two weeks; for the last two weeks, two-and-a-half hour specials were aired three times a week, making a total of 24 hours of live and taped programs.

2. "Carnival Kits," a do-it-your-



Will he really make her disappear?

Moppets study every move by Gene, the Magic Clown, at backyard carnival given by son of Washington advertising exec, Harry Merrick (Kal, Ehrlich & Merrick)

self packet of suggestions and material for staging these backyard, fund-raising parties, were offered on the air by the three participating programs.

3. Frequent telecasts of a cartoon film produced by Muscular Dystrophy Associations of America, showed young victims of the disease.

4. Personal appearances of the three WTTG-TV children's personalities—Miss Connie, Captain Tugg, and Johnson—were to be scheduled for some of the carnivals.

5. The "grand prize" for each carnival was to be a personal appearance of all carnival entrepreneurs on the station to receive an

MD citation signed by comedian Jerry Lewis, national chairman of the associations.

These appearances began 20 June for the carnival promoters and their helpers. Because of the large number of children involved—often as many as 20 “helpers” per carnival—the three programs allocated four to six minutes daily for these tributes, and carnival representatives were limited to four, while parents and friends watched from the studio bleachers.

The personal appearances came to a climax on one of the final Au-

gust spectacles, when 1,000 children, of all sizes and ages, went before the cameras for about 30 seconds each, and told Johnson, Miss Connie and Capt. Tugg all about how they came to give a “Carnival for MD”; how much money they made; what games they played, and how their friends and neighbors helped.

At last count, Florence Lowe, Washington coordinator for Metro-media which owns the station, said the summer campaign in WTTG’s 200-mile radius involved an estimated 200,000 individuals, as carni-

val promoters, helpers, guests, and adult participants: 10,000 kits were sent out; over 2,500 backyard carnivals were held, and returns ranged from \$2 to \$240.

In addition to the five states in WTTG’s coverage area—Maryland, Virginia, West Virginia, Delaware, and Pennsylvania—requests for kits, Mrs. Lowe said, trickled in from points as far away as California, Texas, Ohio, and Canada.

Puzzled station and MD officials discovered that many of the young tourists who swarm into the capital each summer, heard about the cam-

Collect your \$1 million check here

- ▶ **Denver bank stages ‘millionaire’ blitz**
- ▶ **Spot radio promotes ‘\$1 million of good luck’**
- ▶ **\$1,520 checks, 5,000 plants given away**

Five days before the Mountain States Bank opened its modern and expanded building last month in the rarefied heights of Denver, the bank began a radio “blitz” of 213 one-minute messages on four stations announcing the three-day opening ceremonies—and a very unusual promotion gimmick: a chance, through a drawing, to win the interest for one week on \$1 million. This amounts to \$767.13, computed at 4% per year. Second, third, and fourth cash prizes for three, two, and one-day’s interest amounted to \$328.77, \$219.18, and \$109.59.

As a result of the unexpected success of the opening—new accounts had been opened at triple the normal rate, even though no special appeal had been made for new business, no premiums offered, etc.—the small, neighborhood bank has made a total re-evaluation of its advertising techniques, with “a big increase in our future use of

radio assured,” according to Robert E. Jordan, MSB assistant vice president in charge of advertising.

The promotion, Jordan explained, centered around radio, tv, and film star Marvin Miller and his identity as “Michael Anthony,” the man who gives away million-dollar checks on CBS-TV’s *The Millionaire* series (currently re-running in Denver).

The spot announcements, which began 17 August on KLZ, KOA, KDEN, and KOSI, were recorded in Hollywood by Miller, some utilizing his technique of doing both voices in two-voice routines.

All spots invited listeners in to see the beautifully designed new bank, and to receive a personally autographed “check.”

Lots of zeros. On 20 August, 20-second tv adjacencies to *The Millionaire* were begun, with a slide of Miller’s profile and sound recorded by the versatile actor. The broadcasting buy was supple-

mented with print ads and bus cards and 5,000 mailing pieces were sent to East Denver residents.

The messages informed the mile-high Denverites that Miller would appear in the bank lobby during banking hours from 22-24 August. As visitors entered the bank, listeners were told, they would receive cashier’s checks for “One Million Dollars’ Worth of Good Luck” with their names individually typed in by a bank teller. The line would then form to obtain Miller’s personal signature on the checks as a souvenir of the visit. In addition, the first 5,000 visitors were to get a small, hardy English Ivy Plant.

Customers came early. On opening day the bank was forced to open its doors early to let in the crowds gathered there. By 3 p.m., bank closing time, more than 2,000 persons had jammed the lobby, obtained ivy plants, received autographed checks, and registered for a drawing for the four cash prizes.

The next day was a repetition of the first, with interest even further heightened by a rash of radio, tv and newspaper appearances and interviews by Miller, who is good copy.

On the third day of the opening, the last ivy was given away, and by

paigned on television, and jumped on the bandwagon as soon as they got home.

News of WTFG's immediate success, combined with efforts of regional and national MD offices, sparked 37 carnivals this summer in states from Oregon to Florida. However, no other station, Mrs. Lowe said, even in larger markets, approached WTFG's mammoth take. Three or four stations reported proceeds of \$6-7,000, she said.

The cost to MD? About 10%, or \$5,000, according to Travers' esti-

mate. "But we'll cut the cost next year," he added, pointing out that by underestimating the response, certain costs, such as reorders on printed material, ran high.

The "Carnival Kits," which are to be enhanced next year, included posters and handbills for the youngsters, with spaces provided to show the time and place of their own local carnivals.

The kits also told how to arrange for admission tickets (elect a treasurer); decoration (tables, crates, gaily colored crepe paper); music (circus music records from library

and record player), and food (hot dogs, lemonade, hot, buttered popcorn, ice cream).

Sixteen simple games of skill were described in the kits (penny pitch, ring-a-duck, etc.). Some carnivals had pony rides. One boy sold peeks at his rabbit. He charged two cents, he said, "but some kids got a free look because he kept jumping out of the box."

By now the summer shows have been lost to the drone of the multiplication tables. "But you just wait," said Mrs. Lowe, "wait till next year."

closing time, Miller had individually signed a total of over 5,300 checks. Registrations for the drawing totaled more than 7,000 (some people signed more than one slip).

Following the prize drawing,

Miller personally delivered the prize checks "Michael Anthony style" to the startled winners' homes.

Beaming, Jordan said, "Nearly everyone coming into the bank

mentioned hearing the familiar voice of Marvin Miller on the air 'over and over again.' We were overwhelmed by the response, and must give much of the credit to radio and tv."



Denver bank's customers pick up \$1 million checks

Actor Marvin Miller, "The Millionaire" of CBS TV who gives away \$1 million checks, is here signing one of over 5,300 checks for "One Million Dollars Worth of Good Luck." He also presented four checks as prizes worth \$1,520 during opening

How do I get an agency job?

- ▶ Study shows few new grads hired by agencies
- ▶ Admen indifferent to advertising degrees
- ▶ Many students are "afraid" of ad agencies

Like a father who misunderstands his son, many an agency man has been shunning his own protege—the advertising graduate who is looking for a chance to prove himself. In quiet retaliation the new graduates turn to company advertising departments for "the opportunity and the pay scales. They're afraid of agencies—afraid they can't make the grade, afraid of the instability they've heard about, afraid they can't get married on the kind of money paid by agencies," says a noted advertising educator.

There is a well-worn axiom in the advertising business that an agency is no better than the people in it, and a second axiom goes to the effect that the agency business is simply a business of people. It is certainly true from a standpoint of arithmetic: in 1961, nearly 70% of all the dollars taken in by agencies in the American Association of Advertising Agencies was paid out in salaries, augmented by fringe benefits—group insurance, major medical, profit-sharing and pension plans.

Fairfax Cone has described the agency business as "the only business in the world where your inventory goes down in the elevator at the end of the day."

With *people* as the core of the advertising business, advertising graduates, knowledgeable and interested in the field, should make the best trainees and potential executive material. But how many people are agencies hiring directly from college, and how many of them studied advertising?

4A study. On the basis of a response from a little less than half the offices of 4A agencies, and with an 85% response from those offices with more than 500 employees, the following conclusions were drawn.

In the first place, less than a third of agency offices hired anyone directly from college last year (31% did, 69% didn't).



Agency potentials study tv camera operations

Graduate students see demonstration of tv camera techniques at Syracuse University's tv studios, given by Professor Philip Burton, chairman of the advertising department (2nd from r). Students (l-r) are John Casey, John Malcolm, and Dick Sawyer

In the second place, the hiring of recent college graduates tended to cluster in the larger offices. Agencies with less than 100 employees hired a total of 77 graduates, 100 to 500 agencies hired 106, and over 500 employee agencies hired 321. The total is 504.

Most of the people hired were men (63% men, 37% women). Since this figure would normally include secretarial, this is a relevant statistic.

If the non-respondents follow the same pattern as the respondents—probably a liberal assumption—the total number hired from college by 4A agencies is no more than 757 annually.

Agencies hired about 1,000.

Since the 4A agencies account for about three-fourths of the volume of the entire agency business, then the total number of people hired directly from college by the agency business in 1961 probably runs less than 1,000 per year.

"A fair conclusion from these statistics would seem to be that the agency business hires comparatively few people directly from college. But who's to say if the agency business could absorb, at this point, all grads if it wanted them," says John Crichton, president of the 4As. "I understand that General Electric and International Business Machines each hire about 1,000 people a year from the campus. There are no such giants in the advertising agency business. The agency business is, on the whole, a small business. The 4A's accounts for 75% of national billing, but more than half the members of the 4A's bill less than \$1,500,000, and employ fewer than 25 people.

Few training programs. "At the moment, there are few formal training programs in the agency business. That is not to say that a great deal of training does not go on—it does, and at all levels. In a recent study, most of our answers came from the largest fifth of our agency members — and of those, only about a third had formal training programs.

"I think there will be more training programs, and more and better

Predictions on advertising education

John Crichton, president of the 4A's, recently addressed the Association for Education in Journalism at Chapel Hill, North Carolina. Here are some of the predictions he made concerning the agency's changing attitudes on advertising education.



1. The number of people in agencies with academic advertising backgrounds will increase—and perhaps be dominant.
2. New graduate personnel intake in agencies will probably grow from 33% to 50% by 1970.
3. Most of the people hired directly from college will be hired by very large offices.
4. Many more agencies will have formal training programs to offset cost of hiring away talent from other organizations.
5. More fellowships for teachers and internships for students, to acquaint them with current advertising practices.

college education, largely to offset the costs inherent in the system of hiring away talent from other organizations and educating people in the agency," Crichton predicted.

"In the Midwest—the 4A's Central Region—there is already established an outstanding program of summer fellowships for teachers of advertising who want to re-acquaint themselves with current ad agency practices. We handled about four teachers there this summer. In other areas—in our other regions and councils—similar programs are under way.

"Three of our Councils sponsor scholarships. Sixteen agencies also offer scholarships, usually to colleges near them.

"A large number of agencies—including many in the Southwest—

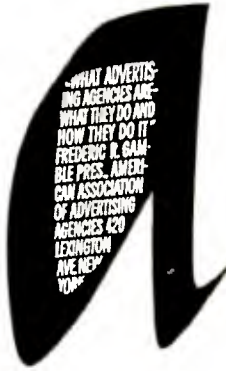
offer internships, summer jobs, for students interested in advertising as a career. One 4A agency has had up to 15 of these students in a single summer. Another agency now has six," Crichton continues.

"These are tangible evidences of the interests of the advertising agency in its employees of the future.

Agency men to college. "We have operated in a number of areas a very successful program of sending agency teams to colleges to explain various facets of agency operation. Sometimes these are men drawn from one agency; sometimes from several agencies; and in the West—at UCLA—a remarkably effective case history program series was presented using people from agencies and from advertiser organ-

ADVERTISING

THE ADVERTISING BUSINESS AND ITS CAREER OPPORTUNITIES



Advertising agencies try to help new grads

The 4As sends out free booklets on the advertising business, in addition to financial help. Despite industry efforts the agency intake of new graduates is low

izations in the area.

"Finally, we know from career analysis that the one thing advertising agency people seem to have in common is this: they worked on undergraduate radio, tv stations and publications. We are now discussing a program aimed at encouraging editors and business managers of college publications, and we may soon be making scholarship and cash awards to some outstanding students in these areas.

"Dr. Vergil D. Reed, formerly of J. Walter Thompson, recently with Michigan State, and now joining the faculty of Columbia University, is making a study, financed by the 4A's, of the teaching of advertising at graduate school levels. The report is not ready for release yet, but we do know this: we do know that the teaching of *advertising* courses in graduate schools of business is apparently decreasing, probably due to the advertising courses being combined with *marketing* courses.

"In addition to fellowships, internships, scholarships, teams to visit colleges, and a new study of education at graduate levels, we have a variety of aids aimed at helping students, directly and through their guidance counselors, find their way into the advertising business."

Crichton said (see box above).

English wanted. English is the number one field of study, closely followed by advertising, marketing, and journalism. (Students were grouped under the major subject they seem to have studied. The actual list of majors was quite varied.)

Of the 53 people who were hired directly from college who came to agencies and had been trained in advertising in college, 12 were men. Of the total group, seven had master's degrees, the remainder had bachelor's degrees.

Looking at the total number hired, one can see a general grouping: advertising, marketing, and journalism account for 114 of the 504 people, or somewhere around 23%.

"From the report only English and advertising show more than 10%, with marketing somewhat lower—around 8%. The other disciplines are fairly even, may change from year to year, and may simply be a matter of chance.

"There is no agreement among agency men as to the ideal academic background; there are as many who favor a liberal arts background as there are those who would like a firm background in advertising, marketing, or business administra-

tion. Of the ten presidents of the largest agencies in the U. S., only three came direct to the agency business from college. These ten men have very little in common in academic background. Nor is their job experience comparable: some were teachers, newspapermen, advertising managers, salesmen.

Educator on the spot. Hopping back and forth on both sides of the agency-education fence is Professor Philip Burton, currently chairman of the advertising department, School of Journalism, Syracuse University, and professional adman at Barlow-Johnson Agency in Syracuse. In addition he has been in executive positions at Procter & Gamble, Bell & Howell, Ruthrauff & Ryan, and Bruce B. Brewer Advertising Agency. He is author of six books on advertising, a former member of the board of directors of the AFA and several committees of the 4As.

In response to a request from sponsor Burton explains what advertisers should know about advertising education and recent graduates.

"Training young people in advertising puts the educator on the spot. If he loads the program with advertising courses he may be lambasted by other educators for running a 'trade' school. People in the business will likewise deplore over-emphasis on the vocational approach, declaring that they prefer job candidates with a broad liberal arts background.

"Students, on the other hand, are eager for advertising courses and, if advertising-bent, seek out schools that offer a wide selection of advertising courses.

"Most of the top ranked college advertising programs in the United States have struck a sort of middle ground. The student is given a broad liberal arts background. At the same time, he can obtain enough advertising hours to prepare himself for work in the field. Every advertising educator recognizes, however, the great importance of a well-rounded education. Accord-

(Please turn to page 46)

NFL tv football for NFL slacks

- ▶ Stevens pushes new fabric in unique tie-in
- ▶ Tv gets 80% of budget; radio shares rest
- ▶ Giants' Huff is spokesman for new line

Football fans around the country will see a lot of the N.Y. Giants' star linebacker, Sam Huff, this season in a campaign of tv and radio commercials for a new fabric made by the 49-year-old J. P. Stevens & Co., Inc.

On behalf of NFL Consort slacks (yep, that's what they're called), the grid bruiser is seen and heard before and after all National Football League games in the 14 cities in which the teams play. The messages also are aired on WHDH-TV, Boston.

The commercials, which began 16 September and continue until 16 December, are minutes on tv and minutes and 30-second spots on radio. The last 10 seconds of each are tags which permit tie-ins for local manufacturers and retailers.

Story behind the name. Before getting into details of the promotion and tie-ins and other aspects of the campaign, it might well be explained at the beginning how the unusual name, NFL Slacks, came about.

E. V. Treacy, Jr., manager of Stevens' Consort fabrics department, started it. His department is listed as #19 for purposes of the company's business office IBM machines.

Treacy, a former college gridder, is sports-minded, and he thought that perhaps some connection could be made for promotion purposes, two years ago, with the San Francisco 49ers football team.

To be brief, this fell through, but the National Football League commissioner, Pete Rozelle, suggested, "Why use one team? Why not use the whole league?"

This is how, in 1960, a new fabric 70% orlon acrylic and 30% wool worsted, came to be known as NFL Consort.

Huff 'gets the ball.' Sam Huff entered the picture in 1961, when a good player, who was well-known throughout the country, was needed for the promotion. Huff was approached by Bob Nugent, FRC&H associate director tv/radio, who in-

terested him in making the commercials. He later received a job as off-season salesman.

There was no tv or radio campaign that year, but Treacy and Charles F. Kelly, Stevens' Consort fabrics department sales manager, began a 50,000-mile cross-country tour—which extended well into 1962—showing the NFL promotion to manufacturers and leading retail outlets.

One interesting thing about the presentation, is that the commercial content, made in 1961, was not shown on tv that year. This season marks the first showing.

Following this tour, sales increased 100% in 1961 over 1960. Encouraged by this success, Treacy



FRC&H holds skull session

Discussing storyboard at agency are (l-r): Liz Griffiths, media buyer; Robert F. Nugent, assoc. director tv/radio, and Richard Stevens, v.p. and acct. supervisor

and Kelly will leave Thursday for another extensive tour, to show the new colors and stylings in the 1963 line (they always work a year ahead) and to explain the tie-ins with the big tv and radio campaign.

Their presentation is colorful and delivered with enthusiasm. Some manufacturers don't know too much about the game of pro-football, so the presentation begins with a film of Huff playing football, and then making a commercial pitch which leads into a showing of NFL Slacks. This is then followed by a 10-second tag for use by local advertisers.

The projection unit used for this showing looks like a portable tv set, and an executive in an office can watch the entire film as if he were watching tv at home. However, the machine also is capable of throwing an image on a large screen for viewing by 100 people at the same time.

'Live' rally for buyers. Following the filmed portion of the presentation, Treacy and Kelly go into the "live" pitch. Standing on either side of a large promotion folder, they alternately flip a small white football back and forth to each other as they, each in turn, read the promo and add little facts not listed. At the end, they turn suddenly to the audience—of one or 100—and flip the ball at it saying, "... and now it's your turn to



Portrait of a linebacker

Sam Huff, Giants' star defensive linebacker, will work as J. P. Stevens & Co., Inc. salesman during the off-season

carry the ball."

Here are the tie-ins made available to buyers of the NFL package, as listed in the presentation:

1. Tie in with national advertising. Run your local ads to coincide with tv and radio coverage of the games.
2. Identify your NFL merchandise at point-of-sale with free card toppers, tags and labels.
3. Use free NFL schedules, imprinted with store name for giveaways. Use them as envelope stuffers and counter pickups.
4. Display official NFL Slacks and promotion material in store windows and in sportswear depart-

ment to coincide with peak interest in the NFL games. (The more you promote the game . . . the more you're promoting your NFL merchandise.)

5. Have a local NFL player for in-store appearance, or a local football hero, to sign autographs and talk up official NFL Slacks. (Get in touch with your nearest NFL publicity director. He'll cooperate, give promo suggestions, etc.)

Made for dress wear. "The new, NFL Consort fabric is a dress pants fabric," explained Richard S. Parker, Stevens' men's wear advertising coordinator. "It is strong, wrinkle resistant and holds a crease." At our presentations we also hand out small slide viewers with eight frames of film showing Huff playing with kids and with a friend on a golf course. (This is part of the tv commercial.)

"We have a lion's share of this market" (orlon and worsted for men and boys), Parker pointed out, "and that is why we are not completely dependent on promotion to sell it.

"But we are very happy with our promotion and advertising," he added. "We believe they are also responsible for a certain 'halo' effect, that is, sales going up in other departments, such as dacron and rayon, dacron and worsted tropicals, among others."

As for the telecasting and broad-
(Please turn to page 56)



On the 50-yard line at Yankee Stadium

At famed ball-park helping with production of tv commercial are (l in photo at left): Charles F. Kelly, Stevens' Consort fabric dept. sales mgr., and E. V. Treacy, Jr., dept. mgr. At right, Huff (#70) brings down back with usual predatory finesse





Agency invades Chicagoland shopping centers

Since March Tatham-Laird's unique Mobile Research trailers have been the base for more than 5000 interviews in the Chicago area. Agency researchers pre-test ad claims, tv commercial believability among grocery and drug shoppers

Research 'em where they are

- ▶ **Tatham-Laird takes trailers to supers**
- ▶ **Mobile Research units save time, money**
- ▶ **Red-jacketed staff checks ad claims**

Last week a SPONSOR editor, weaving through the scrambled noon-time traffic of Madison at 49th, felt a clap on his shoulder and turned to confront two grinning Chicago agency magnates, Art Tatham and Ken Laird, board chairman and president respectively of the firm of Tatham-Laird.

Without even pausing to ask what two such solid Michigan Avenue types were up to along New York's ad alley, the SPONSOR man demanded, "How's your research-mobile going?"

"Too damn good," said Tatham

with a laugh, "we're swamped with work." T-L Mobile Research units (two trailers and a truck to haul them) have been in use since March and have kicked up quite a storm of interest since Art Tatham mentioned them in a speech to the ANA spring meeting last May.

The Chicago agency seems to have developed a unique and ingenious method of making consumer surveys which, in effect "researches them where they are" and, according to T-L, saves time and money and produces better results.

Physical equipment for Mobile

Research consists of a 36-foot trailer divided into five compartments for personal interviews, plus an 18-foot headquarters trailer used for screening respondents and tabulating results.

5,000 Interviews. The air conditioned units are hauled to shopping center parking lots in the Chicagoland area, and since March have conducted more than 5,000 personal interviews.

Responsibility for the Mobile Research operations rests with T-L Creative Research Director Dr. Donald L. Kanter and a staff of seven research technicians, who wore bright red jackets when working "on location."

According to T-L executives, there are at least four time and money-saving advantages in the research-mobile idea:

- I. Researchers waste no time
(Please turn to page 56)

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

BECAUSE YOU PINPOINT THE BUYER

In a personal interview survey of "top-billing timebuyers" made by the salesmen of a national representative firm 97% of the respondents specified broadcast books as their *first* reading choice; 95% as their second.

How did the non-broadcast magazines fare? Only two votes for first; three for second.

Which underscores a cardinal point when buying a business magazine schedule. Put your dollars where they impress readers who can do you the most good.

Whether you are shooting for \$2,000,000 in national spot billing or \$200,000 the principle is

the same. Sell the men and women who *really* do the buying.

In the world of national spot placement actual "buyers" number fewer than you might think. Perhaps 1500-2000 "buyers" (some with job title, others without) exert a direct buying influence. Another 3000-5000 are involved to a lesser and sometimes imperceptible degree.

Unless your national advertising budget is loaded (is yours?) we recommend that you concentrate exclusively on books that *really* register with national spot buyers. In this way you avoid the campaign that falls on deaf ears.

a service of

S P O N S O R

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

If the reps keep snatching up timebuyers at the rate they're fast becoming accustomed to, the business is apt to find itself heavy on sellers and short on buyers. The latest one to swell the tide of timebuying defectors is Bates' Bob Kerrigan. He's giving up buying on Fleischman Margarine there to do some selling for Peters, Grillin, Woodward. The reason cited in the majority of these instances is, of course, money.

Sibling dept.: From Chicago comes this contribution to our 3 September, Can't help wondering: how many sibling timebuyers, etc. item: John Harper, timebuyer, JWT, Chicago; brother, Paul C. Harper, Jr., president, Needham, Louis and Broby; Clifford J. Barboika, Jr., v.p. Adam Young, N. Y.; brother, William Barboika, account exec., BBDO, Chicago; Keith Lewis, Petry TV, Chicago; wife, Ruth Babick Lewis, timebuyer, Clinton E. Frank, Chicago. Our writer reports: "While some of these partners are not timebuyers, they are siblings—and one pair a married couple—they are related in business, as well as by blood." Contributions, anyone?



Hauling in the big ones are small play for admen

The fishermen (top l-r) Hank Hudson, Grey; Nick Imbornone, SSC&B; Bernie Rasmussen, F&S&R; Chet Slaybaugh, Bates; P. Patterson, WITN-TV, Washington, N. C.; (center) Dominick Venturalla, JWT; Cathy Coholan, NBC; Lorraine Ruggiero, Y&R; Beth Black, D&C; Frank Sweeney, L&F; (bottom) Ted Rhinehart, NBC; Earl Broome, WITN; Ron Kaatz, Burnett

Among those who managed to squeeze in a lot of fishing, swimming, dancing, dining, boating, golfing, and touring, during the four-day eastern North Carolina market tour hosted by WITN-TV, Washington, N. C., included (aside from those shown in photo above) these New Yorkers: Gen Schubert, Compton; John Timko, K&E; Jackie DaCosta, Bates; Bette Leckner and Tom Peschel, Benton & Bowles; Hope Martinez, BBDO; and Pete Berla, OBM. Also George McCoy,

(Please turn to page 42)

THE
LATEST WORD
from
K.C. Radio

FULL
TIME

5000
WATTS

Target
NOV. 1

We'll be ready.

Will YOU?

KUDL

Irv Schwartz
V.P. & Gen. Mgr.

CHATTANOOGA TV
VIEWERS HAVE
ESTABLISHED
"LUNCH 'N FUN"
AS TOPS IN
EVERY CATEGORY
THAT ANY
RATING SERVICE
HAS SEEN FIT
TO MEASURE



CHATTANOOGA

Call



NOW!

Cuisine Exquise . . . Dans
Une Atmosphère Éléante



575 Park Avenue at 63rd St
NEW YORK

Lunch and Dinner Reservations
Michel : TEmpleton 8-6490

TIMEBUYER'S CORNER

Continued

Ayer, Philadelphia; Manny Klein, Doner, Baltimore; and Eula Reggin, The Ralph H. Jones Company, Cincinnati.

Counting the days until Saturday is Foote, Cone & Belding's Martha Sykes. With good reason, of course. That's the day she puts her Clarol and Equitable buying chores away for safe keeping in her desk drawer (temporarily), marries Henry Murray—a Continental Can sales rep—and takes off on a two-week honeymoon.

Back at Compton after a week-long honeymoon is Chris Sturge who as we reported 27 August, was moved from media research into timebuying. No word yet as to his account assignment.

The Corner pays its respects this week to Kenyon & Eckhardt's veteran buyer, Lucy Kerwin. A graduate of St. John's and Columbia,



Lucy Kerwin

She's bought time nearly 20 years at K&E, now buys all media

Lucy's advertising career began back in 1941 when she joined K&E's New York office as a secretary. It wasn't long, however, before her executive ability began to show and she was moved into timebuying. Until recently, Lucy handled broadcast exclusively on Metrecal, Nutrament, Buitoni and Quaker State. Along with recent changes in K&E's media organization, she has just switched to all-media buyer, handling Mead-Johnson's Metrecal. A native New Yorker, Lucy recently ventured out into the suburbs and joined the legion of Long Island to Manhattan commuters. So far, she's happy about the whole thing, but, says Lucy, if this winter's snow is too much, next years she may again be a New Yorker.

Bravo dept.: Fo Compton's Joe Burbeck for placing 5th out of over 100 entrants in the International Championship Star Class Yacht Race in Portugal. No novice at yacht racing—he's a consistent trophy winner—Joe nonetheless faced up to some pretty stiff competition. As a member of the Larchmont Yacht Club, Joe (who buys on Ivory Liquid, Crisco Oil and Cunard Steamship when he isn't yachting) found himself battling different techniques in ocean waters. But despite his limited ocean racing experience, he came up a winner.

Taking a bit of good-natured ribbing these days (good-naturedly, of course) is K&E's Walter Staab for the naming of the Staab's pride and joy, infant daughter Pamela Ann. Shortening the name to Pam Ann, point out his ribbers, could easily do much to promote—free of charge—an airline with a similar sounding tag.

Just Unleashed



**3 GREAT NEW
SPOT
CARRIERS**

ON
**WJBK-TV
DETROIT**
2

★
**BEST OF HOLLYWOOD
FRIDAYS**
11:25 p.m. to conclusion

★
**BEST OF HOLLYWOOD
SATURDAYS**
11:25 p.m. to conclusion

Pedigreed Pictures with Potent Pull

Brand-new areas for nighttime and prime time 60's on the station that's No. 1 with Southeastern Michigan viewers. All-star movies! First time strip in the market of a top TV favorite! Call STS for choice avails.

★
Striped for the first time in the Detroit market
HIGHWAY PATROL
starring Broderick Crawford
6:30-7:00 p.m., Mon.-Sat.

BATTLE CIRCUS
Humphrey Bogart, June Allyson

THE BAD AND THE BEAUTIFUL
Lana Turner, Kirk Douglas

THE ACTRESS
Spencer Tracy, Jean Simmons

THE PEOPLE AGAINST O'HARA
Spencer Tracy, Pat O'Brien

CARBINE WILLIAMS
James Stewart, James Arness

TO PLEASE A LADY
Clark Gable, Barbara Stanwyck

THE LONE STAR
Clark Gable, Ava Gardner

DIAL M FOR MURDER
Ray Milland, Grace Kelly

ABOVE AND BEYOND
Robert Taylor, Eleanor Parker

MOGAMBO
Clark Gable, Ava Gardner

DON'T GO NEAR THE WATER
Glenn Ford, Gia Scala

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

STORER TELEVISION SALES, INC., representatives for all Storer television stations

TV SPECIALS

(Continued from page 27)

exposed to the air and as the cost factors went higher and higher in order to attract glittering names, there was a perceptible falling off of specials, according to Traviesas. High costs also led to co-sponsorships, he said.

New clients came in. When the networks were flooded with entertainment specials (circa '59-'60) it had reached the stage where industry figures were asking this question: "How can you make your special more special than the other fellow's special?" Meanwhile, lots of new clients were getting their feet wet in this special business. Today, with multiple sponsors, many new client names are also appearing on the scene.

Another important development, Traviesas noted, was the excellent client reaction to public affairs specials, both on a national and local level. "You can now approach clients with documentaries without apologizing," he observed. "There is more time and more imagination going into the production of news specials. Moreover, the networks are giving more and better time exposure to these documentaries. And, importantly, cost factors are a lot less, and in many cases, the networks are absorbing much of the production costs."

Traviesas observed that there was a trend in the business to stay away from the word "documentary" and toward "actuality." "A good 'actuality,'" he said, "properly promoted, gives you a good advertising vehicle."

From the advertiser's and the advertising agency's point of view, the tv special makes dollars and cents sense only if it is part of the overall marketing activity, Henry Buccello, v.p. and manager of the New York office, Guild, Bascom & Bonfigli, told SPONSOR.

Clients are more selective. Advertisers and networks are now more selective as to what is and what is not a special. Edwin S. Friendly, NBC vice president, special programs, told SPONSOR. The fall and decline of specials a few years ago, in a large measure, was caused by a saturation of specials the public did not regard as spe-

cial, Friendly observed. The entertainment special of today is an important segment of NBC TV's schedule, he said, and without the diversity, quality and scope of specials, tv "would be as satisfying as the month of July without the excitement of the Fourth."

Friendly's interpretation of a special is a program which presents to the tv audience a format or personality not usually seen. "For example, Danny Kaye will make his only tv appearance of the season in *The Danny Kaye Show*, an 11 November special," Friendly said. "On 18 December, NBC will present tv's first animated cartoon version of Charles Dickens' *Christmas Carol* and the NBC Opera will present five operas in English."

Single sponsors still around. Though the trend is toward multiple sponsorships of specials, Friendly says many major advertisers are still total sponsors of NBC specials this coming season. But NBC TV's real push will evidently be seen in the vast array of some 50 major news and public affairs specials this coming season. This makes a 25% increase over the '61-'62 output of NBC specials.

Nor is the bloom off good entertainment and news specials at Young & Rubicam. Commenting on the 10th anniversary year of specials, Charles C. (Bud) Barry, senior v.p. in charge of tv/radio of Young & Rubicam told SPONSOR that his agency remains convinced "that good special programs for the right clients at the right time are extremely effective."

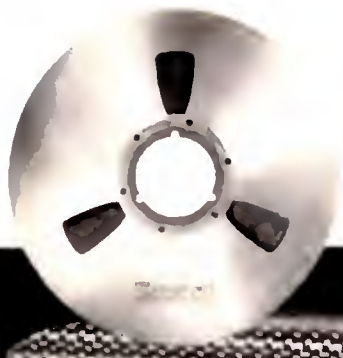
Marketing boost. "It is always necessary to have the marketing objectives of the client uppermost in any kind of tv buying, and there certainly are times when a special tv program can give a marketing program just the boost it needs," Barry declared. "The news and public affairs specials are equally good on either a one-time or continuing basis. Again, the client's needs must dictate the purchase of such properties. We have had considerable experience with them, for example in the *Gulf Instant News* programming on NBC, and are convinced that they are a fine vehicle for developing a strong and effective 'reputation' building campaign.

"In general, we believe that entertainment and news specials add 'pepper' to the schedules, and that the public benefits not only in getting information quickly and in depth on the news specials but in getting an 'extra' something in the entertainment specials."

Now they mean something. Specials are at last beginning to live up to their name and concept, Alfred L. Hollender, executive v.p. and head of broadcast, Grey Advertising, told SPONSOR. "They are becoming fewer and better," he asserted. "Their quality is adding lustre to the tv schedule. For too many years we saw specials that were far too frequent, that often harmed the name 'special' by their lack of specialness, that hurt the shows they pre-empted by losing audience, that were created primarily to accommodate advertisers who could only afford a one-shot. In the end, they hurt the medium. It looks like the years of abusing the concept are ending. And that can only mean a much brighter future for specials, and thus for the medium."

According to Leslie L. Dunier, v.p. in charge of radio/tv, Mogul Williams & Saylor, tv specials will continue to have a significant spot in the schedule. Dunier told SPONSOR there were many good reasons why an advertiser should use this type of exposure. For one, there's the chance of scheduling advertising on a nation-wide basis at peak promotional periods. "In so doing, the advertiser can also reach a considerable number of homes that may not have been reached at all before, or at least without consistency," Dunier declared.

K&E's pub service sponsors. At least three specials, largely of the actuality type, will be presented on network tv in '62-'63 season by Kenyon & Eckhardt for some of its clients, James S. Bealle, v.p. and radio/tv director, told SPONSOR. "The advertisers we represent sponsored a series of public service programs last year and produced excellent results," he said. "While we are aware that these programs generally do not pull the audience of the shows they pre-empt, they have many other values. We pioneered



Any way you look at it...



Seeing is believing where the housewife's concerned. She responds warmly to the glow of stainless steel in this video taped "U.S. Steel" commercial.



Make-believe gains conviction and added enchantment from the video taped picture that brings the "Shari Lewis Show" to life for millions on NBC.

Picture stories come to life on SCOTCH® BRAND Live-Action Video Tape!

The same vivid sense of "it's happening now" that makes a video taped drama grip the viewer's attention, works for added believability in commercials carried on "SCOTCH" BRAND Video Tape! The reason for this exceptional sense of "presence": *compatibility* of picture source and the picture itself. Both are electronic and give the viewer an image that involves no compromise.

For black and white tv, "SCOTCH" Video Tape provides a wide, expanded gray scale for gradual transitions from absolute black to absolute white. For color, the superior picture quality of video tape is even greater. Highest fidelity sound adds to the true-to-life impression. And the sharp video tape original can be duplicated with excellent copies or with kines made from the master tape.

Tape has many favorable facets for the producer of network shows, for the advertiser and agency making commercials, for local programming and closed circuit applications. Immediate playback means mistakes can be spotted and corrected at once. An almost limitless number of special effects can be achieved instantly by push-button; others are done relatively easily, and never involve lab work and the long wait.

"Techniques of Editing Video Tape" is the name of a booklet that offers a sampling of ideas used by video tape editors to build shows from tapes, create special effects . . . tells of techniques that make editing easier. It's free . . . just write. Magnetic Products Division, 3M Company, Dept. MCK-92, St. Paul 1, Minn.

SCOTCH AND THE PLAID DESIGN ARE REGISTERED TRADEMARKS OF 3M COMPANY, ST. PAUL, MINN. MANUFACTURED BY 3M COMPANY, ST. PAUL, MINN. EXPORT BY 3M COMPANY, NEW YORK, N.Y. IN CANADA: LONDON, ONTARIO ©1962 3M CO.

Magnetic Products Division **3M** COMPANY

specials here at K&E and do not hesitate to recommend them if they fall within the marketing requirements of our clients. The big special frequently falls short of marketing requirements, and big specials are becoming increasingly hard to build, likewise, difficult to sell."

Like others in the field, Dan Melnick, ABC v.p. in charge of tv nighttime programing, told SPONSOR that "most entertainment specials have, in effect, become 'ordinaries,' and for that reason ABC TV has always been very particular in the scheduling of such programing. "We are continuing our policy of limiting entertainment specials and of seeking out only outstanding shows that really are 'special' in nature, quality and appeal, such shows as *The Bing Crosby*, *Sid Caesar* and *Edie Adams* specials."

Hope was held out for better but lower specials in days to come by Max Tendrich, executive v.p., Weiss and Geller. In Tendrich's opinion, networks and advertisers

have now learned that regularly scheduled specials, as in the flood days of 1959 and 1960, were not specials at all. "Yes," said Tendrich, "specials in small doses can be a 'best buy' for an advertiser."

Many merchandising values. Art Duram, senior v.p. and head of the radio/tv department of Fuller & Smith & Ross, believes there are still fine opportunities available to anyone who hasn't made use of specials. Like other experienced advertising experts, he sees endless promotional pluses that go with the use of specials, more so these days with public service type. ▀

ROCKING REPS

(Continued from page 29)

"I'd rather see standing room only in your waiting room, due to tv buying activity," replied one.

"Yes," said another, "so that I may relax and meditate the best sales approach to add your agency to our list of happy customers."

Commenting on the "Let's keep America awake" line, "I feel you can still rock and stay awake."

Another rep said, "Yes, only if wired to receive our station's all day Better Music, as it never rocks."

An enterprising reply came in from one rep who pushed a campaign for one of Weightman's clients, Pennsylvania Dutch Noodles. "Why not? Rockers are standard equipment in every Pennsylvania Dutch house. Momma uses it to dream up noodle dishes the family will enjoy. Poppa uses it during the winter to plan the egg laying and wheat planting schedule. So, put it not in the reception room but in the boss's office to inspire him to create a new frontier program for Pennsylvania Dutch brand."

One rep quickly spotted the chair as a new advertising medium and remarked "I would like to buy advertising space on the seat."

Another who voted "yes" added ruefully, "as I seem to mostly sit and not see anyone."

A poetic approval was voted by one rep who wrote:

"A little rest now and then is relished by the best of men."

The rocker the agency installed recently is the first of several to be tried out for size. Says agency man Jocelyn: "Doubt if we'll be content with the modern rocker when we see the old-fashioned one. Maybe we'll keep both!" ▀

ADVERTISING GRADUATES

(Continued from page 36)

ingly, few advertising programs will include enough advertising courses to constitute more than one-fifth or one-sixth of the total hours required for graduation.

"For what kind of jobs do these advertising courses prepare a student who applies for an agency job after graduation? It depends upon the student's inclinations and the agency's need. Most students who go into agency work directly from college start in copy, research production, media, or account executive training programs. Like most schools offering a full advertising program, Syracuse University stresses creative training, marketing, statis-



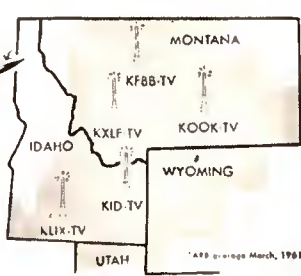
BIGGER than SACRAMENTO - STOCKTON

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

SKYLINE TV NETWORK delivers 10,100 more TV homes than the highest rated station in Sacramento-Stockton at nearly 18% less cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract—one billing—one clearance. Over 267,880 unduplicated TV homes in 5 key markets. Interconnected with CBS-TV and ABC-TV.

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

MONTANA—KXLF-TV Butte
KQBI-TV Great Falls
KQDS-TV Billings
KBLI-TV Helena
KSLI-TV Missoula to KXLF-TV



*1969 average March, 1968

Skyline

TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho

Call Mel Wright, phone area code 208-523-4567 - TWX No. IF 165
or your nearest Hollingbery office or Art Moore in the Northwest

one radio
station in
the nation's
top ten markets
surpasses all
others in
weekly penetration*

KMOX **RADIO** **"THE VOICE OF ST. LOUIS"**

** Cumulative Pulse, 1962*

*KMOX Radio is a CBS Owned station represented
nationally by CBS Radio Spot Sales*

tics and mechanical production (typography, engraving, etc.). In addition, we are lucky enough to have a full-fledged radio and television department with complete equipment. Consequently, we train many people who go directly into radio and television work on the agency, network, or station level. A number of other schools around the country also offer down-to-earth radio and television training in stations operated by student personnel. In addition to Syracuse, such schools as Missouri, Illinois, and Iowa offer this opportunity—and there are others.

Student caliber high. "While advertising agencies don't break down the doors to recruit advertising majors, we seem to place every *worth-while* major who really wants to work in the agency area. During this last year, for example, we've placed people with J. Walter Thompson, Leo Burnett, Foote, Cone & Belding, Doyle Dane Bernbach, N. W. Ayer, and many others. A good number of the top agencies come to the campus to interview graduating seniors and graduate students and I can honestly say that agency after agency has expressed amazement at the caliber of the students. Best evidence of this is that every single agency is planning to make a return trip next spring; I have letters in the file to prove this.

"Although most agency men think that each advertising major is eager to get into agency work,

this is not true. Most graduates look first at company advertising departments. They like the opportunity and the pay scales offered by Procter & Gamble, Lever Brothers, General Electric, and other big companies. They're afraid of agencies—afraid they can't make the grade, afraid of the instability they've heard about, afraid they can't be married on the kind of money paid by agencies. I would say that generally the very best advertising graduates head for company advertising departments; the agencies get what's left. I'm talking about male graduates. Women graduates, who don't indulge in June weddings, most often end up in retail advertising departments or in agencies. A woman graduate, no matter how gifted, normally has a much rougher time getting that first agency job than does a man.

"Can we really equip the student for agency work? No school, offering an advertising major, claims that its graduates can learn everything in school that can be learned on the job. But ranking schools offering advertising majors can deliver to the agency, men and women who know enough about media, about copy, about layout, about marketing, about general advertising procedure to enable them much more quickly to fit into an agency job niche. Schools can sort out for agencies the students who are naturals for the business, and those who are misfits. While almost no

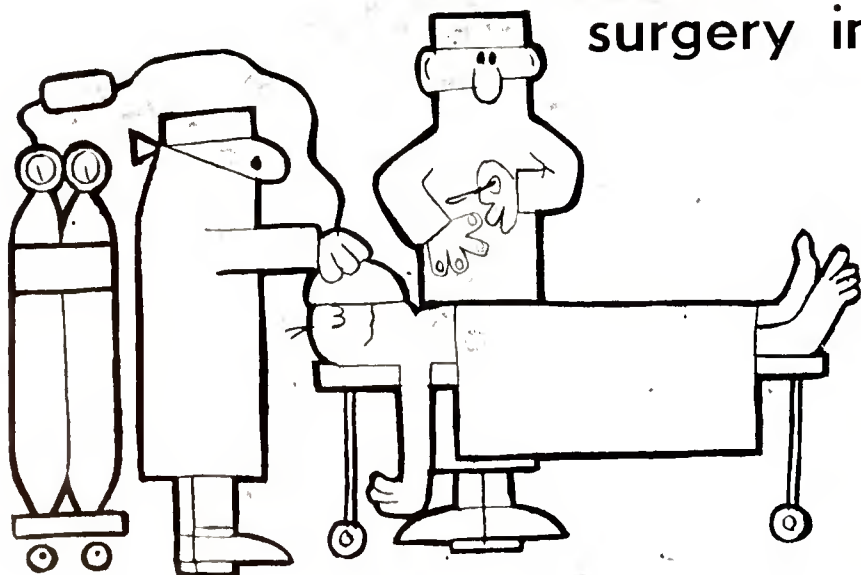
advertising educator will say his majors are ready to take over the first day on the job, everyone of them has had students who did just that.

Educators are experienced. "Anyone not acquainted with what's been going on in advertising education in recent years might wonder whether the advertising educators are capable of judging the merits of their students for advertising work. So far as I know, every first-rate university department in the country is staffed by people of long-time experience in the field. To name a few, there's Warner at Washington, Britt at Northwestern, Gross at Missouri, Crawford at Michigan State. These men have held top executive posts in agencies, in companies, in media. By any standard, they are qualified to practice advertising, to teach advertising, and to judge whether a student has enough knowledge, drive, and potential to make it with an agency or with a company.

"Advertising majors are not so numerous at the moment that advertising educators have become alarmed about a lack of job possibilities upon graduation. In most schools, there is a pretty sensible balance between the number of advertising majors and the number of jobs available. This situation is helped considerably by the fact that most advertising programs in school are tough enough to elimi-

(Please turn to page 54)

surgery in a snowstorm?



If picture quality isn't too important, viewers *could* watch another station in this market, but most people prefer to stick with us. Metro share in prime time is 90%, and homes delivered top any other station sharing the other 10%. (ARB, March, 1962) Your big buy for North Florida, South Georgia, and South-east Alabama is



WCTV TALLAHASSEE
THOMASVILLE
BLAIR TELEVISION ASSOCIATES



RCA CARTRIDGE TAPE SYSTEM

Automatically Triggers Playback Units, Tape Recorders, Turntables, and Other Devices



Here's a unique built-in feature! The Recording Amplifier of the RT-7B Cartridge Tape System generates two kinds of cue signals. One is used to automatically cue up each tape, at the beginning of a program, the same as in ordinary units. The other signal, a special Trip-Cue, can be placed anywhere on the tape. This will cause the playback unit to trip and start other station equipments.

You can preset two, or a dozen or more RCA tape units, to play sequentially. You can play back a series of spots or musical selections, activate tape recorders, turntables, or other devices

capable of being remotely started. (In TV use Trip-Cue is ideal for slide commercials. Tape announcements can be cued to advance the slide projector.)

You'll like the RT-7B's automatic, silent operation, its compactness, high styling, perfect reproduction. Cartridge is selected, placed in playback unit, forgotten until "air" time, then instantly played. Cueing and threading are eliminated. Cue fluffs are a thing of the past!

Transistor circuitry, good regulation for precise timing, low power consumption, are among other valuable features.

See your RCA Broadcast Representative for the complete story. Or write RCA Broadcast and Television Equipment, Dept. MC-264, Building 15-5, Camden, N.J.



THE MOST TRUSTED NAME IN ELECTRONICS

WMAL-TV
TV NEWS LEADER IN
THE NATION'S CAPITAL
INAUGURATES A NEW
CONCEPT IN TELEVISION
NEWS PROGRAMMING
FOR WASHINGTON

“THE EVENING REPORT”

6:30 TO 7:30 PM
MONDAY THRU FRIDAY

A complete hour-long report of all the day's news, compiled by Washington's largest, most experienced and best equipped local radio-television News staff. Its facilities include 6 radio-camera equipped Newswagons, the city's only News Helicopter, 2 World-wide News services, a high-speed film laboratory and Washington's first mobile VTR unit (in operation next month), plus the ABC World-wide News staff.

6:30-6:45 PM—ABC Evening Report

6:45-6:50 PM—Backstage

6:50-6:55 PM—Business News

6:55-7:00 PM—Sports

7:00-7:15 PM—Area Round-up News
D. C., Md., & Va.

7:15-7:25 PM—Capitol Report

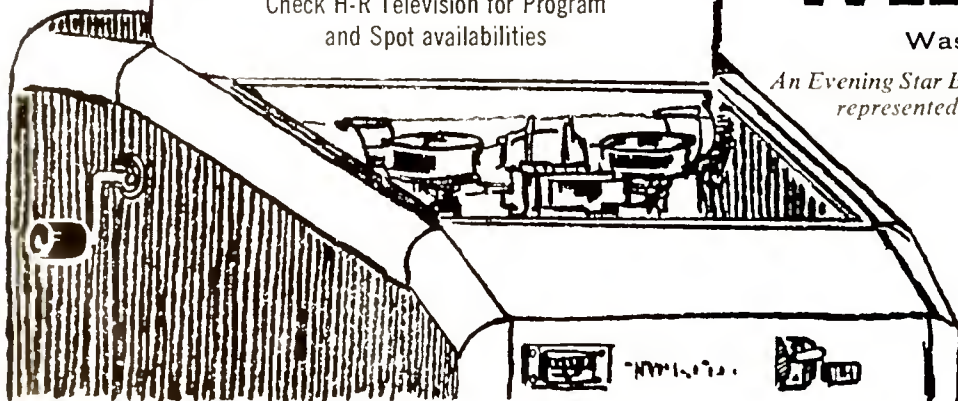
7:25-7:30 PM—Weather

Check H-R Television for Program
and Spot availabilities

wmal-tv
abc

Washington, D. C.

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



WASHINGTON WEEK

24 SEPTEMBER 1962 / Copyright 1962

What's happening
in U.S. Government
that affects sponsors,
agencies, stations

Prehearing conference on the proposed NBC swap of its WRCV-TV, Philadelphia, for RKO's WNAC, Boston, brought out a prediction that NBC's existence as a network is in jeopardy in the proceedings.

However, it must be noted that the statement seemed extravagant to all concerned in the complicated proceedings, especially to NBC.

Also involved is the Philco application for a new tv station on Philadelphia channel 3 which, if granted, would leave NBC nothing to trade. RKO General counsel W. Theodore Pierson was the one who foresaw the great danger to the network. He said the only way Philco could win the channel would be to **prove NBC unfit to operate it**, and, if NBC were so found in Philadelphia, the same thing would be true elsewhere. Finally, since a tv network can't operate without o&o stations, Pierson reasoned, the network would go out of business.

Pierson's whole point was that if Philco won the channel from NBC, that company would have a third station, there would be only two tv networks still in business, and hence **Philco couldn't give Philadelphia network programing**. Irving R. Segal, representing NBC, appeared more amused at the hypothetical chain of events than alarmed.

License renewals for the Boston and Philadelphia stations, Philco's competitive bid for Philadelphia channel 3, and the applications for the projected RKO-NBC trade are all that remain of the most sweeping series of station sales and trades in the history of broadcasting. Actual hearings are slated to start on 22 October; another prehearing conference is set for 3 October. Prospects are still for a **long and bitter battle**.

Philco appeared to lose a point on the seriousness with which RCA-NBC antitrust nolo contendere pleas would be considered. But antitrust matters will be the Philco main line of attack. Justice Department, which dictated NBC divestiture in Philadelphia, **wants to take no part in this case**.

Stability of TV channel allocations seems assured for at least 10 years. Conclusions about the success of the all-channel-set law in encouraging construction of uhf stations will be withheld for at least five and more likely eight years after the early-1964 cutoff date for making of vhf-only sets.

Chances are, if it is found that uhf stations still can't compete, a totally new set of Commissioners will have to face up to a renewed problem of what—if anything—to do about it. However, such a new Commission wouldn't have one of the most pressing problems confronting deintermixture or a larger scale shift of tv to uhf. That would be set incompatibility.

Meanwhile, there has been some stepup of interest in uhf channels, and there is a possibility of even more when additional uhf receivers are in the hands of the public. However, there is still doubt about the **economic ability of the nation to support too many high-cost tv operations in a community**.

Another interruption in the FCC trend toward "tough" decisions could be in the making with a hearing examiner's recommendation against cancellation of the license of KWK, St. Louis.

KWK was hit with another of those charges revolving around contests. FCC hearing examiner Forest L. McClenning **absolved the ownership for misdeeds of a station manager**, who was fired after the irregularities came to light. The decision is, however, subject to Broadcast Bureau appeal to full Commission.

SPONSOR HEARS

24 SEPTEMBER 1962 / Copyright 1962

A round-up of
trade talk, trends and
tips for admen

General Foods, which seems bent on becoming a substantial customer of network tv specials, proved late by a day in picking up a replay of the Mary Martin version of Peter Pan on NBC TV (tagged around \$500,000 for time, talent). An order had very shortly before GF's bid come in from Lipton and Timex. The food giant was ready to sponsor the entire two hours.

ABC TV has apparently changed course in its previously posted restrictions on advertiser participation in the Wide World of Sports.

An earlier memo had thumbed out among other things such categories as drugs and patent medicines and alcoholic or malt beverages.

Pabst has since been gathered into the fold. Explained ABC TV sales: somebody went off base; certain types of proprietaries would be welcome.

It'll cost ABC Radio \$100,000 a year for the coincidental phone recall service that the network is buying from Sindlinger, the first of which monthly reports will be issued next week.

The alliance was incidentally spawned by the network's strong dissatisfaction with Nielsen's system for counting actual listenership.

As ABC Radio research manager Elizabeth Harris puts it: Sindlinger will orient his measure to people and not to machines (audimeters).

N. W. Ayer has about seven years to go before it can celebrate its 100th anniversary but there's a quirk about its founding that may not be generally known to admen.

The actual founder was Francis Wayland Ayer, who felt that he was too young to put his own name on the door and so he adopted his father's front initial and sub-merged his own identity in the "& Son."

The elder Ayer's own interests were foreign to advertising.

The theme about sons who have followed in the footsteps of their sires is one that catches the fancy of people in any trade or profession.

Here's a random updating of that theme as far as agencymen are concerned:

FATHER	SON	CURRENT CONNECTION
James T. Aubrey	Steva Aubrey	J. Walter Thompson
	James T. Aubrey, Jr.	CBS TV
Robert T. Colwell	Howard Colwell	Kudner
	Richard Colwell	Bristol-Myers
Clifford Dillon	Bryan Dillon	Benton & Bowles
Marion Harper	Marion Harper, Jr.	McCann-Erickson
A. W. Hobler	Edward Hobler	Needham, Louis & Brorby
	Wells Hobler	Gardner
	Herbert Hobler	Videotape Productions
Chester J. LaRoche	Chester R. LaRoche	C. J. LaRoche
Henry Legler	Ross Legler	Ted Bates
Earl Ludgin	Roger Ludgin	Leo Burnett
Charles McKee	Rudyard McKee	J. Walter Thompson
Henry O. Patterson	William Patterson	Ogilvy, Benson & Mather

“Film does the unusual!”



SPARKLE! SPARKLE! SPARKLING BEAUTY: A Procter & Gamble proposition for its product ZEST, beautifully demonstrated through the stopping power of *high-speed* photography (128 frames per second). Possible only through *precision camera work*. Best with Eastman high-speed film for the negative. Plus Eastman print stock to bring all the quality inherent in the negative to the TV screen! *Two steps—negative, positive—each of vital importance to sponsor, network, local station, viewer!* For further information, write

Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

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

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

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

For the purchase of film, **W. J. German, Inc.** Agents for the sole and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Procter & Gamble, Inc. (ZEST)
AGENCY: Benton & Bowles, Inc. PRODUCER: Filmways, Inc.

ADVERTISING GRADUATES

(Continued from page 48)

nate the faint-hearted, and those who lack potential for the field. And what a time-saver this is for the agencies and the companies!

"One development that has helped enormously in preparing students for agency work is the growth of summer internship programs in which the student works during the summer before he enters

his senior year. Usually this is done with an understanding that if he likes the agency, and the agency likes him, that there may be a job waiting for him the following June. If more agencies would offer such internships there would be fewer agency worries about where to obtain competent personnel in the future," Burton contends.

"Altogether, I would say that advertising education has much to offer the advertising agency, and

vice versa. Sometimes, however, I'm a bit amazed by the skeptical attitude of so many advertising practitioners toward advertising education. An industry so beleaguered by articulate and powerful critics should welcome an attempt to raise industry standards and should certainly count as true friends the advertising educators eager to help in the training of competent personnel."

So the situation stands today, but Crichton has high hopes for the years ahead.

The future. "It is probable that the number of people whose academic backgrounds are basically advertising oriented will increase in agencies—and perhaps be predominant," the AA president said.

"Frequently young job hunters need motivation—and a good deal of tough-minded determination—to get a job in the agency business. They get pushed around a good deal. They don't get a very warm reception. Whether the agency business is actually more callous than other businesses, is a matter of opinion. But it certainly has a reputation for caring very little what young job applicants think of its personnel methods.

"This is a quote from a letter to us from a professor at a major eastern university. His point is that his promising young students were rudely treated.

"We are attempting to prepare young men and women for careers in advertising by offering them an overview of advertising's place in the socio-economic scheme of things as well as a knowledge of the basics that make it work in fulfilling its function. Early in March, two members of my senior advertising class headed for New York (admittedly unannounced) to try their luck at several of the larger agencies. I would have been delighted to have either of them working for me in the field and would stack them against the output of any graduating class for success in (and improvement of) the advertising business. They were well received at one agency, politely handled at another, and crudely dispatched at three, without any indication of what future action on their part might even-



Photo by Bobbie of Peter, Dennis & Howard, Columbia, Mo. (Special photo for WSJS)

Jerry Sprague, of Cunningham & Walsh, joins the Tricorn Club

Actually, he's belonged for years. Just never got around to being "hatted." He's belonged because Jerry knows North Carolina's No. 1 metropolitan market is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, High Point. Jerry and other media experts know it's first by those basic marketing yardsticks of population, households and retail sales. Now, how can a sales-minded spot TV schedule afford to omit the No. 1 metropolitan market in the state that is 12th in population? Big bonus, too—of 14 other thriving cities and lush farm country. All covered to their eyes and ears by WSJS Television, night and day. P. S.: Stumped for a test market—isolated, balanced, inexpensive? We take orders of all sizes.

WSJS-TV Channel 35

WSJS TELEVISION  
WINSTON-SALEM GREENSBORO HIGH POINT

NEW

to the OLD
SOUTH...

introducing

CHANNEL

WCIV

TELEVISION
CHARLESTON
South Carolina

Bringing  to the
Carolina Lowcountry



ADVERTISING TIME SALES, INC.

tually consummate in an interview. An isolated example?

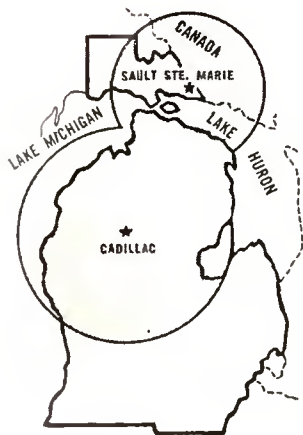
"We need to learn from Voltaire: 'We cannot always oblige, but we can always speak obligingly.'

"In the future we will need a large number of people," says Crichton. "In 1956, Norman Strouse of J. Walter Thompson forecast the need for about 3,125 people a year, of whom about 2,100 would be professionals—that is, specialists in the advertising

agency business. That forecast holds up well. Of our total needs, about one-third is now being filled from college. That proportion will almost certainly grow. It could be half the 3,125 in 1970.

"Perhaps, 10 years from now, 100,000 people will be needed to handle an advertising volume nearly double the \$12 billion total today. More of them will be the products of specialized training in college."

Suddenly we offer **35.9%** ADDITIONAL VIEWERS in NORTHERN MICHIGAN!



WWTV's new satellite (WWUP-TV at Sault Ste. Marie) is now on the air — delivering 35.9% more of the television homes in 39 counties of Northern Michigan!

WWTV/WWUP-TV combined now cover 874,100 people in Michigan and contiguous Canada. The effective buying income of people in this area is \$1,304,145,000 annually.

This unique combination really saturates our fast-growing industrial area. To get equivalent coverage with other media, you'd have to use 20 radio stations, or 13 newspapers!

Ask your jobbers or distributors in this area. They know the story!



FLASH! As we go to press, A.R.B. reports of telephone coincidental surveys arrive (started 10 days after WWUP-TV began operation as full-time satellite). Results indicate that 35.9% expected listenership increase has been greatly exceeded.

The Felzer Stations

RADIO

WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION

WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLR-TV/LINCOLN, NEBRASKA
KQIR-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY

SAULT STE. MARIE

CHANNEL 9
ANTENNA 1640' A. A. T.
CBS • ABC

CHANNEL 10
ANTENNA 1214' A. A. T.
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

NFL ON TV

(Continued from page 38)

casting of the football games themselves, it was explained by Richard Stevens, Fletcher Richards, Calkins & Holden vice president and account supervisor—and no relation to the client—that only CBS stations in the 14 league cities (plus Boston) would telecast the games, and residents would view only "away" games.

Stevens pointed out that the network paid \$9,300,000 to the league for telecast rights to the games for '62 and '63. The radio stations, he added, made the buys individually, whether they were part of a network or independent.

MOBILE RESEARCH

(Continued from page 39)

travelling from house to house.

2. No time is lost by household distractions—phones, children, pets, etc.

3. No time is wasted calling on non-shoppers.

4. No needless expense in training new interviewers for each new survey. Permanent staff handles all work.

Other than time and money savings, however, T-L believes that Mobile Surveys have other even more important advantages, including close control of new products or advertising where security is important, the ability to get "fresh" respondents in one interview under ideal conditions, and the ability to test "all six of the basic factors which determine advertising effectiveness."

T-L's six factors. The Chicago-based agency (it has branches in N. Y. and Hollywood) feels that most copy testing concentrates on only one measurement such as recall, association of ideas or sight reaction.

Tatham-Laird, which does extensive pre-testing of themes and techniques for tv commercials, believes that six factors are important.

- 1) basic appeal of the sales proposition
- 2) understanding of the sales proposition

- 3) sense of personal involvement with the product
- 4) believability of ad promises or claims
- 5) attitudes created by the ad toward the product
- 6) attitudes created by the ad to the ad itself.

T-L has been researching on this six-point basis for approximately two years.

Mobile unit operation. In conducting Mobile Research surveys, T-L selects a shopping center and hauls in its units for a period of several days (usually Thursday through Monday).


Signs are placed on the pavement around the trailers and interviewees are also buttonholed by Mobile Survey personnel, who wear bright red jackets.

Bait is the offer of a \$1 merchandise certificate, redeemable at any store in the center within ten days.

Respondents are shepherded first to the control trailer where they fill out cards of basic information (name, address, phone, sex, occupation, etc.), as well as specific information about product use or need.

This last enables the researchers to channel interviewees in the survey for which they are best suited (as many as six different surveys are conducted at once). They are then directed to the interview trailer where T-L interviewers spend 5 to 25 minutes with each. Each interview compartment is equipped to show all types of ads, including of course, tv commercials.

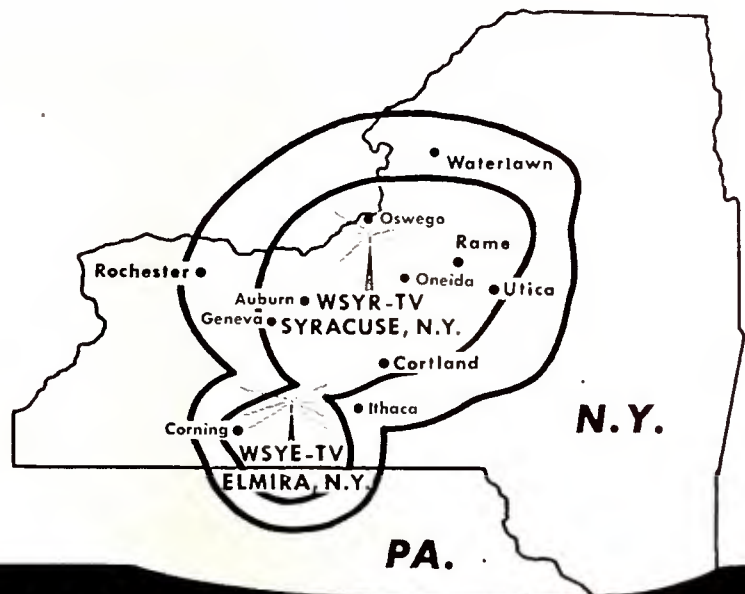
And they love it. During a four-day period T-L's research center conducts 500-1,000 interviews, which are tabulated in the control trailer and analyzed by electronic equipment and trained specialists at the agency's home office.

T-L reports "Because shoppers come to our trailers voluntarily they are in a receptive mood and do not resent being questioned. Instead, many seem flattered and consider the whole operation as a lark—a pleasant change of pace in their daily routine. Also, they appreciate the \$1 gift certificate—far more, incidentally, than some inexpensive merchandise gift." 

THE LEADER* IN THE SYRACUSE MARKET!

DELIVERS 50%* MORE HOMES THAN STATION "B"

*ARB MARKET REPORT
MARCH, 1962



WSYR • TV

NBC
Affiliate



Channel 3 • SYRACUSE, N. Y. • 100 KW

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

SPONSOR-WEEK

Continued



Mouseketeers mingle with tv fans

Jimmie Dodd (far r) and By Williams (l) have a good laugh with two young fans at West View Park, Pittsburgh. Dodd, Head Mouseketeer of the "Mickey Mouse Club," appeared with local host Williams at annual NBC/WHG Family Day



Cards on the table

WIP, Philadelphia, had to use a huge table to store more than 113,000 entries for \$12,000 home, first prize. Surveying scene: Harvey Glascock (r), gen. mgr.; Vuncie Paulsen, prog. dir.



Out of this world

That's what Priscilla Young, emcee of WSLZ-TV, Roanoke, show "Profile" thinks of this outfit. She gives audience view of what space gals will wear



Grove goes network tv

R. W. Testament, Grove assist. adv. v.p., signs NBC TV contract for Biomo Quinine. Seated: mktg. v.p. Gene Foss, NBC daytime sales dir. Jim Hergen. Standing: Gardner v.p. Charles Butler, NBC sales v.p. Angus Robinson

Advertisers

Scott Paper will put about \$150,000 of left-over fourth quarter ad money into network tv.

NBC TV is the beneficiary. Shows involved are "Play Your Hunch" and "Make Room for Daddy."

General Mills will introduce three new items in selected markets this fall.

All three, handled by Doyle Dane Bernbach, are casserole dishes: Noodles Almondine, Macaroni and Cheddar, Noodles Italiano.

Spot tv will figure importantly in the introduction.

Financial report: Sales of Campbell Soup for the 1962 fiscal year were \$591,550,000, an increase of 3% over last year's \$572,403,000. Earnings per share of \$4.01 were up 2% over the fiscal 1961 earnings of \$3.95. Net income after taxes was \$44,765,000 compared to \$43,909,000 last year.

PEOPLE ON THE MOVE: Alexander P. More to manager, advertising, of the Huntington Alloy Products division, The International Company . . . Charles A. O'Malley to executive vice president of the Borden Pioneer Ice Cream division, effective 1 November, replacing Robert H. Comfort who was recently appointed vice president of Borden's Milk & Ice Cream Co. . . . John F. Whitcomb to corporate vice president of Minnesota Mining & Manufacturing.

Agencies

The recent merger of Roche, Rickerd & Cleary and Henri, Hurst & McDonald, Chicago is one of the biggest agency combines to come along in quite a while.

Operating under the new name of Roche, Rickerd, Henri, Hurst, the merged agency estimates its billings at \$9 million.

Offices are at 520 N. Michigan Avenue.

Jadon, Chicago's only Junior Achievement advertising agency,

held its first reunion this month in the offices of its sponsor, North Advertising.

The idea of establishing an experimental agency to be staffed by young people was conceived by North president Donald P. Nathanson in the spring of 1961.

Meeting at North on a weekly basis, Jadon staffers learned basic advertising principles through informal discussions with agency personnel.

Agency appointments: Almo Industrial Electronics to Doremus & Co., Philadelphia . . . Nutrodynamics to W. B. Doner . . . Vesely Manufacturing to MacManus, John & Adams . . . Maradel Products to Kenneth Rader for a new deodorant, Dri-day, licensed from Strand Cosmetics Company . . . J. R. Clark and Nash's Coffee to MacManus, John & Adams . . . Uddo & Taormina to Weightman, Philadelphia, for its Progresso Brand Quality Foods throughout Philadelphia, Central Pennsylvania, Baltimore Washington, and Pittsburgh . . . Jacob Ruppert Brewery to Henry R. Turnbull, recently-formed agency, effective 1 January . . . Horton & Converse, 27-store drug chain, to The Goodman Corporation . . . Eldon Industries to Wade Advertising, Los Angeles . . . Empire State Hearing Aid Bureau to Wexton.

International appointment: Mobil International Oil, international division of Socony Mobil Oil, to Ted Bates. Account will be serviced from New York. At the same time, A.F.P.-Ted Bates, S. A., Paris, has been appointed by the Mobil group of companies in the Common Market plus Austria and Switzerland.

Top brass: Carl J. Rudesill has been named a senior vice president at D. P. Brother, Detroit.

New v.p.'s: James Stewart at William Esty . . . Philip Becker, William T. Noble, and William A. Sharon at Benton & Bowles . . . Richard S. Creedon at Ted Bates . . . Robert G. McKown at D. P. Brother.



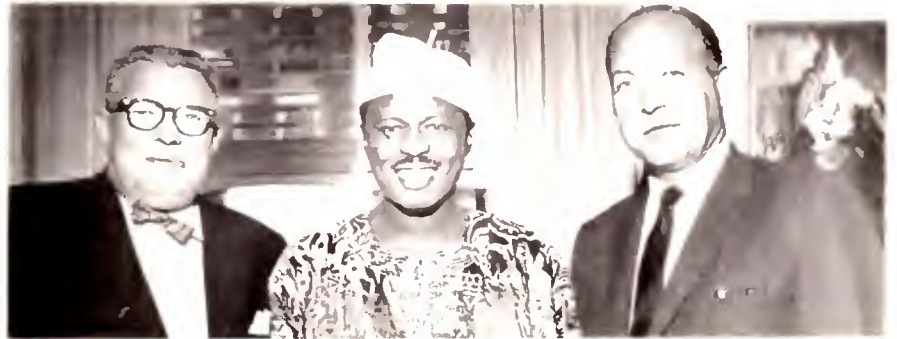
Wheel barrow race winner

Frank Messer, long-legged sports director of WRVA, Richmond, won the race blind folded. Event was part of celebration marking end of 1962 season of "Vees" Triple A League baseball



Moore gets his stars

Thomas W. Moore, v.p. in charge of ABC-TV (l), is made an honorary admiral in "McHale's Navy," by Ernest Borgnine, star of the new network series, at recent employees meeting



Tv summit conference in New York

The Honorable T. O. S. Benson, federal minister of information in Nigeria, meets with NBC officials Robert Kintner (l), pres. and Robert Sarnoff (r), board chmn.



Miss Latin America crowned at Palisades

Trudy Valldejuli is crowned by last year's winner Anita Silva, in a contest sponsored by WADO, New York, Schlitz Beer and Palisades Amusement Park, New Jersey. Contest results were broadcast over WADO by Louis Romanacco (l)

PEOPLE ON THE MOVE: Arnold Winograd to account supervisor on the Schenley account at Norman, Craig & Kimmel . . . Arthur J. Sasso to director of marketing of Newman-Martin . . . Ernest J. Ham, Jr., to Wesley Associates as account executive on American Bakeries (Taustee Bread) . . . Edwin F. Prizer to account-service coordinator at Albert Frank-Guenther Law . . . Bert Rovics to account executive at Zam & Kirshner . . . Peter Finney to the executive stall of the Miami office of J. M. Mathes . . . Robert A. Milford to tv commercial producer in the New York office of Leo Burnett . . . John L. Owen to director of broadcast for the New York office of Foote, Cone & Belding . . . Janice Williams to office manager of Lennen & Newell, Beverly Hills.

Associations

The Georgia Assn. of Broadcasters is spearheading a traffic safety campaign which would include six or seven southeastern state broadcasting associations and take effect next year.

The GAB, for the past several years, has held a state-wide Safety-Thon Weekend to promote safe driving on given holidays and now proposes that other groups join in.

A central theme would be arranged with each state handling its own promotion but all would work on the project over the same holiday weekend.

Another note from the GAB: Kenneth A. Cox, chief of the FCC broadcast bureau, heads the list of speakers invited to the Southeast Radio-TV Seminar meeting on CATV scheduled for 16 October in Atlanta.

Social note: "Showboat's A' Comin'" on 27 September when the Advertising Women of New York Foundation launches its Golden Jubilee Cocktail Party. Place is the Hotel Commodore and proceeds go to the Foundation's charitable and educational activities.

PEOPLE ON THE MOVE: Roy E. Morgan, executive vice president and general manager of WILK, Wilkes-Barre, to the board

of directors of the Assn. for Professional Broadcasting Education, replacing William Holm, former general manager of WLPO, La-Salle.

Tv Stations

Initial plans to provide national exposure for local creative talent to be presented on the "Repertoire Workshop" series are underway.

Run by the five CBS tv o&os, the series of 35 half hour programs is designed to encourage the development of local talent. Each station will produce seven programs in the series which will be seen on all five stations beginning next January.

Ideas at work:

- Concern that journalism schools tend to be heavily oriented toward the print media, and that it may be up to the nation's broadcasters to do something about it, prompted WDBJ-TV, Roanoke, to initiate an undergraduate internship program during June, July and August. A student from Washington & Lee University was put on a regular schedule at the station with the rest of the six-man news stall.

- A nearly 200-mile trip to Terre Haute was the destination of WFBM-TV, Indianapolis, Fourth Annual Antique Auto Tour. Some 135 antique and classic vehicles made the trip.

Sports sales: Twelve of the San Francisco Seals Ice Hockey games will be carried again this year on KTVU, San Francisco, sponsored by Union Oil. Station has also sold its half-hour weekly "Forty-Niner Highlights" to United Motor Service (Delco Batteries).

Sports notes: Vince Lombardi and his champion Green Bay Packers are featured in a new tv sports show carried throughout Wisconsin this fall by Old Milwaukee beer (Post, Morr & Gardner, Chicago). The 13-week series of half-hour shows is run on a live-station network . . . Diamond Head Productions, Honolulu, has obtained radio and tv rights to the annual Hula Bowl post-season football game, 6

January, which will be carried live in Hawaii and then offered to mainland stations on a delayed syndicated basis.

Social note: Northern New England's newest communications center, the new studios for WABI-TV and radio, Bangor, hosted a week-long Open House . . . "Luau on the Lurline" under the auspices of KABC-TV, Los Angeles, was a great success. More than 200 of San Francisco's agency and time-buying brass turned out at Pier 35, San Francisco, for the occasion.

PEOPLE ON THE MOVE: Charlie Rogers to account executive at WTOP-TV, Washington, D. C. . . . Raymond A. Gilvard to chief producer-director of WGAN-TV, Portland, and unit manager of TeleCan, a newly created production division of the Guy Gannett Broadcasting Services . . . Ramon Espinosa, Tom Popich and Alex M. Victor to the sales staff of KMEX-TV, Los Angeles . . . Ward Huey, Jr., to the sales staff and Bill Haggman to sales service director for WFAA-TV, Dallas . . . Elisabeth M. Beckjorden to station-network personal representative for KCND-TV, Winnipeg . . . Ben Wickham to manager of station services at the TIO . . . Charles E. Haddix to station manager of KAIL-TV, Fresno . . . E. Robert Nashick to manager of advertising and sales promotion for KPIN, San Francisco . . . Georgia Cochran to the promotion department of WTAE, Pittsburgh . . . Bruce Fleming to account executive at KOGO-TV, San Diego.

Radio Stations

Opera houses, prison cells, armor trucks, roller coasters, jury boxes, airliners, bridge tournaments are just a few of the places where portable radios accompany today's vast out-of-home audience.

This was the finding by WCCO, Minneapolis-St. Paul, from entries received in a contest on offbeat locations where listeners follow the Minnesota Twins baseball games.

The 10 winners got new transistor clock radios.

WLIB, New York, with an expan-

sion begun last week, becomes the only Negro community station delivering news on the half hour seven days a week.

Under the new coverage, the station will give news reports throughout its broadcast day on Saturday and Sundays whereas previously the final newscast of the week was at 11 a.m. Saturday.

Ideas at work:

- WNEW, New York, special science editors Earl Ubell and Stuart Loory were perhaps the first reporters ever to make a simulated expedition to the moon. The "lift off" was from the Martin Company space systems division in Baltimore and Ubell and Loory reported their progress to WNEW listeners directly from the capsule simulator by a special hookup.

- WGN, Inc., Chicago, and the Illinois Opera Guild are again, for the fifth consecutive year, conducting their annual search to uncover new operatic talent. The goal of the cooperative search will be the presenting of outstanding talent on WGN for 15 weeks, beginning 25 November, with the winner receiving \$1,000 and the singer placing second \$500.

- WNAC, Boston, is sending out, along with a weekly program schedule, a measuring tape with this suggestion: "measure WNAC and find it fits . . . news community service, entertainment."

Happy Anniversary: WSYR, Syracuse, hit its 40th birthday 15 September with all the vim and vigor of a teenager. A parade through downtown Syracuse culminated with open house festivities for the public . . . WGRP, Greenville, Pa., celebrated, on 19 September, its third anniversary of regular broadcasting with 1 kw of power.

PEOPLE ON THE MOVE: Dick Kelsey to local sales manager at WINZ, Miami . . . Buddy Womick to program director of WSPA, Spartanburg . . . Allen Powers to news director at WAIR, Winston-Salem . . . Brud Martindale and Harry D. Parks to the sales staff at WCAR, Detroit . . . Terrence J. Lalley returns to WNAX, Yank-

ton-Sioux City, as national sales representative . . . Robin Seymour to account executive, in addition to his morning show, at WKMH, Detroit . . . Jack Snee to news editor of WINS, New York . . . Randy Archer to assistant general manager and sales manager of KVI, Seattle . . . William Clark to manager of KING, Seattle, replacing Earl F. Reilly, Jr. who moves to local sales manager of KING-TV, effective 1 October . . . Jerry Birge to sports director of WTVW, Evansville . . . C. Carroll Larkin

to vice president in charge of mid-west operations for Franklin Broadcasting Co.

Kudos: Golden Microphone Award honoring their 30 years of affiliation with CBS Radio went to KSL, Salt Lake City, WSBT, South Bend, WBIG Greensboro, and WNOX, Knoxville.

Fm

WFMT, Chicago's fine arts fm station, has scored such outstanding



Pete Holland, of S.S.C.&B., joins the Tricorn Club

How come? He's wise, that's how. Wise to the fact that North Carolina's No. 1 metropolitan market (in population, households and retail sales) is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, and High Point. Want to join the Tricorn Club? You're probably eligible already, if you're also wise that North Carolina is the No. 12 state in population. And in the market upper crust today, my deah, one simply doesn't ignore the No. 1 market in the No. 12 state! And while you have your torgnette out, remember WSJS Television is your best sales entree to all this Confederate money.

©1962 by S. Census

WSJS 
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Ted VanErk, of Peters-Griffin-Woodward, "hats" Pete with Club symbol

1963 edition on the press!

SPONSOR'S 5-CITY TV/RADIO DIRECTORY



... just about every 'phone number you need in these five big cities is in SPONSOR'S 5-CITY TV/RADIO DIRECTORY.

Networks, groups, reps, agencies, advertisers. Film, tape, music and news services. Research and promotion. Trade associations (and even trade publications).

All in the convenient pocket-size, for only \$.50 from

SPONSOR SERVICES

555 Fifth Avenue, N. Y. 17

sales growth that other fm's around the country still struggling for commercial breakthrough should take heart.

The station reports a 100% increase in sales for the fourth quarter over the same three months in 1961. A record number of major new advertisers have signed long-term contracts, including several accounts new-to-radio. Newly acquired accounts include Carson Pirie Scott Co.; Bowman Dairy; Jewel Tea; Swift; Stouffers Foods; Kitchens of Sara Lee.

Stereo seems to have provided a shot in the arm, with these advertisers signing for complete stereo programs: Motorola; General Electric; RCA Victor; Concord Electronics. Cadillac and Pontiac have fall schedules.

This spiraling commercial interest in WFMT, the station philosophizes, reflects advertiser recognition of the value of fine arts radio for reaching high-education, high-income households.

The Triangle fm stations are gearing up for the first coordinated fm circulation drive ever attempted in their markets.

The promotion, which will run from 5 November-15 December, is built around the theme: "This Christmas, Give FM—the Gift of Matchless Music."

An integral part of the campaign is a massive spot schedule involving more than 300 announcements on each of the four Triangle fm properties. These spots will be donated by the stations, with provisions for interested dealers to participate.

Sale: The radio and tv division of General Electric (Y&R) will sponsor the series of one-hour Victor Borge shows on a 40-station QXR (FM) network starting 3 October. It's the first national network radio show to be broadcast in fm stereo.

Expansion: KMLA, Los Angeles, is stepping up its stereo schedule since the completion this month of a modern stereo studio.

PEOPLE ON THE MOVE: Joseph F. Parsons to general manager of KFMT, Los Angeles. Mal Ewing

and Richard J. Baroda have joined the station's sales staff.

Networks

Part of the ABC TV promotion for its fall lineup is in the coloring book tradition.

Several of the network's top shows, old and new, are featured in the book.

Sales: NBC TV coverage of the 1962 elections, 6 November, to Lincoln-Mercury division of Ford (K&E) for one-sixth sponsorship . . . Clairol division of Bristol-Myers (FC&B) bought alternate-week sponsorship of NBC TV's "Eleventh Hour" . . . NBC TV's 30 November special "Shakespeare: Soul of an Age" to Lincoln-Mercury and L&M . . . Timex (Warwick & Legler) and Lipton (Y&R) will sponsor NBC TV's re-run of "Peter Pan" on 9 February.

Kudos: William K. McDaniel, executive vice president, NBC Radio, has been appointed to the executive board of the Broadcast Pioneers, New York chapter.

PEOPLE ON THE MOVE: George A. Graham, Jr., to vice president of NBC Enterprises division, from vice president and general manager of the NBC Radio Network . . . Jack Ansell, former contributing editor of SPONSOR, to ABC TV sales development as a sales presentation writer . . . Ben Brady, executive in charge of programming, Western division, for ABC TV, to vice president . . . Arthur F. Kaue to manager of live and videotape production, Gerald Slater to production supervisor, Frank FitzPatrick to manager of administration, Washington, for CBS News . . . David A. Engles to central sales manager and Paul C. Holter to western sales manager, NBC Radio.

Reps

Stephen A. Machcinski, Jr., vice president and general sales manager of Young Television warned tv stations not to take for granted the current bullish character of the spot tv market.

He told the board of directors

of the TV Corp., of Michigan, which owns WHN-TV, Lansing, that "this is not the time to sit back and count on chips, but rather to continue to devise fresh ways of making our service demanded even more by the public and our commercial time coveted that much more by advertisers."

Appointments: WRDW-TV, Augusta, and WBOY-TV, Clarksburg to Young Tv and WSTV, Steubenville, and WBOY, Clarksburg to Adam Young . . . WSLS-TV, Roanoke, to Katz.

PEOPLE ON THE MOVE: Thomas Carroll to H-R Representatives as account executive . . . Robert Bell to vice president and general manager of the midwest office of Bernard Howard.

Film

The post-1950 feature film market to tv is richer by 166 films just released by Seven Arts and Screen Gems.

The Screen Gems group, 73 Co-

lumbia Pictures releases, has already been sold to four CBS TV o&o's (New York, Philadelphia, Chicago and St. Louis).

The Seven Arts package, 93 Warner Bros. and 20th Century-Fox features, will be sold as volumes four and five of the firm's post-'50 film groupings.

Sales: MGM-TV's "Sam Benedict" to Granada-TV for telecast in the United Kingdom . . . Robeck & Co. has sold "Trails West," retitled episodes of "Death Valley Days," in 30 markets to date . . . Allied Artists Tv's 18 "Bowery Boys" features to MetroMedia stations . . . ABC Films' "Casper the Friendly Ghost & Company" to 70 markets and "The Rebel" to 51 markets to date . . . Screen Gems' post-18 Columbia feature library to Crosley Broadcasting for its mid-western outlets and others, raising total sales to an even 100.

Public Service

NBC Films has launched "Operation: Education," a campaign to

distribute special programming to educational tv stations throughout the country.

The new plan has been initiated with sales of "Cameo Theatre" to six non-commercial stations.

Other series to be distributed include "Medic," "Victory at Sea," and "Project 20." In addition, NBC Films is considering the development of shows specifically for the educational market.

Public service in action:

- WAVY, Norfolk-Newport News, has started a unique project for the officers and men who man the nuclear powered U.S.S. Enterprise. A rape recording unit has been set up and all dependents of the men aboard have been invited to stop by and record a message for playback on the carrier's sound system.

- As in years past, WERE, Cleveland, is providing educational station WBOE with daily newscasts to be broadcast to Cleveland public schools.

- "PS 1," the morning educational series on KMOX-TV, St.

Newsmakers in tv/radio advertising



Alan Silverbach, presently director of international sales at 20th Century-Fox Tv, will be director of both international and domestic sales as of 1 October. His promotion is part of a general expansion and realignment. Silverbach joined the international department in 1946 acting in various executive capacities and joined the tv arm last year.



Fred Harm, a veteran of 25 years in Chicago radio, has taken over WAIT, Chicago, as general manager. Formerly a vice president of Plough Broadcasting and general manager of its Chicago station WJJD, Harm has resigned his position with Semrow Broadcasting as executive vice president and general manager to WXMP, Evanston.

Joseph B. Somerset has been elected vice president of Capital Cities Broadcasting, in charge of all radio programming. He joined CC in 1959 and in the fall of '60 became director of program operations for WPAT, Paterson, N. J. Before joining CC, Somerset was program director for McLendon stations and, before that, was in summer theater direction.



Robert H. Prater is the new branch manager of Broadcast Time Sales office in Philadelphia. He's been with the Muzak subsidiary of the Jack Wrather Organization since 1959 as national sales coordinator of sales for franchisers and, prior, was eastern sales manager of the broadcast division. He's also been at Benton & Bowles.



Louis, is now putting emphasis on teaching the functionally illiterate in the area to read, spell, and write.

• **KFDM-TV, KBMT-TV, and KPAC-TV**, Beaumont-Port Arthur, cooperated in a half-hour program promoting the annual United Appeals drive in both communities.

• **WTVN**, Columbus, and the **Richard H. Ullman** division of Peter Frank Organization, producers, are offering a 12-second jingle calling attention to community Sabin polio vaccine campaigns. Request your tape (\$5 flat cost) by writing the Public Service division of Peter Frank, 5420 Melrose Ave., Hollywood.

Kudos: **WIL**, St. Louis, got a "Certificate of Merit" from Radio Free Europe for its support of the 1962 fund raising campaign.

Equipment

July was the second best month of 1962 for distributor sales of radios and an average one for sales of tv receivers.

The EIA disclosed that production totals during the vacation month were the lowest of the year for both radio and tv.

Distributors sold 921,089 radios during July, compared with 1,010,598 in June, the year's peak month. July tv sales totaled 449,528 sets, against 480,510 the month before.

McMartin Industries has received **FCC Type Approval** for its **FM Modulation Monitor**.

A major design breakthrough of the unit is its capability of separation, either stereo fm or monaural modulation from SCA multiplex by at least 60 db.

One of the most powerful tv broadcasting antenna systems ever built, capable of radiating 5,000,000 watts of effective power, has just been shipped by the **RCA Broadcast and Communications Products** division.

Construction of the system is indicative of the renewed interest in uhf broadcasting since recent federal legislation on both all-channel set production and financial aid for etc.

The first system has been shipped to **WSBT-TV**, South Bend, the oldest uhf station in the country.

October will be exhibition month for the electronics industry.

The latest technological advances in professional equipment for film makers and tv broadcasters will be featured at the 92nd **SMPTE Convention Equipment Exhibit**, Drake Hotel, Chicago, on 22-25 October.

A "Telstar" display from **AT&T** will be among numerous exhibits at the 7th annual **New York High Fidelity Music Show**, 3-6 October, at the **N. Y. Trade Show Building**.

RCA is offering its precision-constructed low-light level image orthicon for color and black-and-white tv cameras as a single tube.

It was previously available only as a part of the color image-orthicon set.

PEOPLE ON THE MOVE: **Henry E. Rhea** to president of **ITA Electronics Corp.**, Lansdowne, Pa., succeeding **Bernard Wise**, founder of the company.

Station Transactions

WOIA (FM), the only commercial fm outlet in the **Ann Arbor-Washenaw County** market has started operations.

The 10 kw station broadcasts 24 hours a day and is owned and operated by **Lester Broadcasting Corp.**

H. W. (Bud) Lester, long associated with **WJR**, Detroit, as sales representative, is president of **Lester Broadcasting** and station manager of the new outlet.

WCAX, Burlington, has been sold to the **James Broadcasting Co.** of **Jamestown, N. Y.** for \$300,000.

The tv outlet, **WCAX-TV**, is not involved in the transaction, which was handled by **Haskell Bloomberg**, broker. The tv outlet will retain those call letters and the radio station will operate under new call letters following approval of the transaction by the **FCC**.

A new radio station has begun commercial broadcasting in **Hamilton, Bermuda**.

The new outlet is **ZFB-I**, owned by the **Capital Broadcasting Co. Ltd.** Owners are **Montague Shepard**, president and managing director; **Dr. V. O'D. King**, vice president; **Walter Robinson**, secretary; and directors **Arnold Francis**, **Ferry Brannon** and **Gilbert Darrell**.

Ronald Evans is station manager and **William Davis**, sales manager.

On the air: **KDEY**, Denver, is scheduled to begin programing late this month, after five years of hearings and engineering changes. The station is owned and operated by **Kenneth G. and Misha S. Prather**, principal owners of **KATI**, Casper, Wyo.

WEST COAST?

The West Coast covers a lot of territory, as do two of our associates, **Colin Selph** and **Ben Larson**. Both Colin and Ben have spent most of their business lives out West and each has years of valuable broadcasting experience. Drop in at our new and larger quarters or call **CRestview 4-8151**

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Small power tools for wood and metal working needed by distributor in Latin America.

(One of thousands of typical export opportunities for American businessmen)

The world is your market place. From South America to South Asia there's an immediate need for furniture, construction equipment, appliances, plastics, aluminum. The list is endless. And so are the business opportunities.

To help U. S. businessmen to take advantage of these opportunities, the U. S. Department of Commerce is issuing a new weekly publication. *International Commerce* contains hundreds of specific opportunities—like the one above—every week. It is designed to tell U. S. businessmen—quickly and in plain language—what products are wanted abroad and whom to contact.

For example, one company writes:

"We cannot overestimate the assistance we received from . . . your publication. . . . Starting from scratch just 18 months

ago, this company is now selling in 25 countries in Europe, Asia, Australia, Central and South America, and North Africa."

The United States Department of Commerce is ready and able to help you in many other ways: It can help you find agents abroad, survey your best markets, carry your business proposals overseas through Trade Missions, exhibit your products at International Trade Fairs and Trade Centers.

To find out more about how to get your share of profits in growing world markets, contact the United States Department of Commerce—field offices in 35 major cities. Or write: Secretary Luther H. Hodges, United States Department of Commerce, Washington 25, D. C. You'll get a prompt reply.



BUILD YOUR BUSINESS BY BUILDING AMERICA'S EXPORTS

Published as a public service in cooperation with The Advertising Council and the United States Department of Commerce.

SELLER'S VIEWPOINT

Frank talks to buyers
of air media facilities

It's network radio's turn to bat again

By Philip D'Antoni

Network radio has successfully met a formidable challenge which began slightly more than 10 years ago. Back in the early 1950's, when television was the last-rising fair-haired boy of communications, it looked as though network radio would join vaudeville as a period piece that would be fondly remembered for Jack Benny, Eddie Cantor, Bergan and McCarthy, Amos 'n Andy, and many other great names.

But while, by and large, the radio business itself and ad alley were relegating network radio to the Marconi graveyard, there were men who realized that there were millions of people who *still* listened, although they might have changed their listening habits when they bought a tv set, and that many more millions would return once the strange new device became commonplace. Among these men were many with talent, imagination, and audience insight who also realized the importance of developing a totally new type of network radio that would not only hold existing audiences but re-attract those who had defected.

Long before tv, network radio recognized the interest of listeners in comprehensive world-wide news coverage, commentary, special events reporting, and public affairs programming. Radio, as far back as the mid-1930's, heavily balanced entertainment with good news coverage. During the last 20 years, this interest has been intensified as Americans became aware that events in other parts of the world had direct bearing on their own lives, and today are anxiously concerned about world happenings.

By total emphasis on national and world news, and through the use of personalities who would present it interestingly, dramatically, and authoritatively, the Mutual Broadcasting System, particularly under the leadership of Bob Hu-leigh, and other networks have helped to create a new form of network radio.

The impact of network news has been proven over the years. With news coverage an integral part of the programming of the three national radio networks, I think I can say that, in coverage, immediacy, and efficiency, television has



Phillip D'Antoni is vice president, general sales manager, and member of the board of directors of the Mutual Broadcasting System. Unfurling the banner of network news, he states, "In coverage, immediacy and efficiency, television news has not been able to compete with the radio networks." He has also been associated with CBS Television's development groups.

not been able to compete. This is reflected in our ratings, ranging from 1.9 during the week to 2 on weekends.

But the resurgence of network radio occurred for more reasons than the interest of the public in distinguished news coverage. Network radio had to remodel its methods of selling to provide the advertiser with the lowest cost, most effective means of exposure. Among the advantages it offers the advertiser today:

1. Radio listening is local in nature. Unlike television, listeners usually stay dialed to one station. Through network radio, the advertiser can reach more stations and more people.

2. Network radio enables the advertiser to buy a large number of stations at low cost.

3. Network radio offers the advertiser flexibility. The advertiser can purchase programs, participations, seven-days, checker-point patterns, personalities, special events, sports, etc.

4. Network radio's frequency discounts allow the advertiser more mileage for the dollar; a budget that would buy only scattered schedules elsewhere permits saturation campaigns in network radio.

5. Network radio features personalities who have national recognition and loyal followings and whose handling of the commercial message adds believability.

6. The character of news coverage and special events programming lends prestige to the advertiser.

7. Network radio's personalities and programs offer merchandising and other advertising plusses: Capitalize on them in point-of-sale material, billboards, newspapers, and magazines.

8. Network radio is an important tool for the advertiser in securing the maximum assistance, cooperation and enthusiasm of distributors and dealers, and in overall good relations.

What is the future of network radio? In my opinion, unlimited! Speaking for Mutual alone, indications are that for the entire year of 1962, there will be an approximate 20% increase in billing. And because of expanded programming, we anticipate an additional 10% in 1963.

SPOT-SCOPE

Significant news, trends, buys in national spot tv and radio

It looks now as though spot radio will come through the fourth quarter with a perky accumulation of new business.

The big break of the week was the sweeping buy by the radio perennial, Cream of Wheat, about which radio reps had some qualms. They were worried about the product's new agency, Bates, swinging it over to tv.

Other sources of action were Wheatena, Borden's Ready Diet (Y&R), Bayer's Aspirin (DFS) and Copenhagen Snuff (DCS&S), which is making its traditional 10-week buy in rural markets.

Another major coup planned by the spot radio reps now appears to be lost, at least for this fall.

High hopes were pinned on Needham, Louis & Brorby, an agency to emerge as the hottest radio shop in Chicago, to pull some new accounts into the medium this fall, principally Mars, Inc. The company had shown much interest in radio and was open to pitches.

As things now stand: both agency and client believe that radio is the most direct route to Mars' major market, teenagers, and, according to NL&B, by next fall Mars will be ready to tread that avenue.

For details of last week's spot activities see items below.

SPOT TV BUYS

Swingline, Inc. starts today with a \$200,000 spot tv campaign to promote its staple gun. Schedules will run for 10 weeks in such markets as Tampa-St. Petersburg, Washington, D. C.-Baltimore, Cincinnati, Dallas-Ft. Worth, Seattle-Tacoma. Agency is Al Paul Letton.

Roman Products Corp., makers of frozen Italian foods, kicks off a 13-week promotion in Eastern markets. Included are New York, Boston, Philadelphia, Washington, D. C., Baltimore, Pittsburgh and Scranton-Wilkes Barre. Time segments: 10-second spots. Each market will get an average of 300 tv spots during the 13 weeks. Agency: Smith/Greenland.

Dodge is introducing its 1963 passenger cars with pre announcement spots which run until the end of this month. Announcement schedules begin 1 October and run into mid-November. Included are more than 250 stations in the 100 top Dodge tv markets nationally. Agency: BBDO.

The Hoover Company, an account that's been out of spot tv for about three years, is buying again in about 50 markets for a four-week schedule to begin 15 October. The request is for 75 rating points per week, using daytime minutes primarily. Agency: Leo Burnett. Buyer: Jerry Riley.

Santa Fe Railroad, unique among railways for its consistent use of tv, is buying a spot campaign in its major on-track cities, for mid-October starts. The schedules are for 26 weeks. The buyer at Leo Burnett is Sam Wilson.

Red L Foods Corp., processor of frozen seafood, has begun an introductory campaign in the New York market for the first of its frozen dinner preparations to include desserts in the tray. The campaign, which kicked-off 17 September, will run for seven weeks, using about 60 spots per week. Time segments: 10-second announcements. Agency: Smith/Greenland.



TIME BUYER HAILED!

BUYS

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*Nassau-Suffolk (Long Island) accounts for more Food Sales than 32 states and its \$3 1/4 Billion Retail Sales out-ranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

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Ima Feldstein
Dorothy Van Leuven

American Sugar Refining will launch an expensive spot tv campaign from October to November on behalf of Domino sugars. Schedules will run in 67 Domino marketing areas. Time segments: minutes and 20's. Agency: Ted Bates.

Lever Bros. is going into a score of major marketing areas to herald new design features of its New Lucky Whip aerated dessert topping. The campaign is scheduled to run for 13 weeks. Agency is Ogilvy, Benson & Mather.

Knouse Foods will promote its Lucky Leaf Baked Apples starting mid-October for six weeks. The request is for daytime minutes and prime breaks in selected markets. Agency: Marketing & Advertising Associates, Philadelphia. Buyer: Perry Shepherd.

National Biscuit is going in for Nabisco 100% Bran Flakes. Schedules, which start today, are to run for 13 weeks. Time segments: adult audience minutes from 6 p.m. on. Agency: Kenyon & Eckhardt. Buyer: Helen Lavendis.

American Home Products wants minutes, both day and night, to start the soonest for 13 weeks. The buy is on behalf of Aerowax. Agency is Ted Bates and the buying contact is Tom Clancey.

Reliance Manufacturing Company will promote its shirt line with a selective market campaign. The request is for a women's audience using chain breaks from 9 a.m. to 4 p.m. Agency: Al Paul Lefton. Buyer: Mike Wilson.

Grove Laboratories Division of Bristol-Myers is lining up markets for a campaign on behalf of 4-Way Cold Tablets. Schedules are to kick-off 5 November and run through 24 February with a hiatus the week of 24 December. Time segments: minutes, chain breaks, HD's. Agency: Donahue & Coe. Buyer: Beth Black.

North American Phillips is buying for its Norelco Electric Shavers. Night and day minutes are to start 26 November for three weeks. The buying's being done out of C. J. LaRoche by Sandy Moshein.

SPOT RADIO BUYS

Golden Grain Macaroni has kicked off a 52-week campaign featuring newly-created "Golden Moments of Opera" commercials. The series of four humorous operatic commercials plugs the theme "29 kinds of paste that refuse to stick together." Agency for the account is McCann-Erickson, San Francisco.

Cameo is active with a 13-week campaign in three top markets to promote its Cushion Grip. Tv is also included in the campaign. Time segments: minutes. Agency: Shaller-Rubin. Buyer: Dave Nathan.

National Biscuit's Cream of Wheat (Bates) for 14 weeks ending 26 December. In around 110 markets. Regular schedule runs five or more spots a week, with additional spots to be determined by the local winter weather.

Wheatena (Hoyt) issuing schedules for five to 10 spots a week for maximum of 6-7 weeks, with different starting dates, in 20 markets. Buyer: Doug Humm.

1

"...the three of us on WTIC Radio?"



2

"Sure Bob...you, I, and Fred Bernard!"



3

"But why Fred Bernard?"



4

"It's his microphone!"



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One of the top five test cities is Atlanta. It has all the characteristics of the ideal test market. And WSB-TV, with a 44% average share of audience (ARB, April, 1962), is the top tv station in this market. Television today is the best single medium for testing your product... and WSB-TV is the single dominant station that can test your product best in Atlanta. Schedule your product test in America's 24th market on Atlanta's WSB-TV.



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