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OCT 25 1962

NEW GENEVA (132)

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

29 OCTOBER 1962—40c a copy / \$8 a year

**COMPUTER  
DIRECTION  
SEEN**

P. 29

**The wacky world  
of Bert & Harry,  
Bob & Ray P. 34**



## RADIO moves with a going America

The play is in motion! Radio flashes it to listeners in motion, wherever they're going, whatever they're doing. Radio sports are gaining audiences in ever-increasing numbers, and—because of this growth—sponsorship has grown, too. *Spot* Radio lets you select the sports program with the greatest local interest. Sports on these great stations will sell your product.

*Radio Division*

**Edward Petry & Co., Inc.**

*The Original Station  
Representative*

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WDOK	Cleveland	WROC	Rochester
WFAA	Dallas-Ft. Worth	KCRA	Sacramento
KBTR	Denver	KALL	Salt Lake City
KDAL	Duluth-Superior	WOAI	San Antonio
KPRC	Houston	KFMB	San Diego
WDAF	Kansas City	KYA	San Francisco
KARK	Little Rock	KMA	Shenandoah
KLAC	Los Angeles	KREM	Spokane
WINZ	Miami	WGTO	Tampa-Lakeland-Orlando
KSTP	Minneapolis-St. Paul	KVOO	Tulsa

Intermountain Network

# EUREKA!

You'd think that a local businessman who is getting outstanding results from his investment in KRNT-TV advertising would keep it to himself, like a gold prospector who had hit a rich mother lode.

But, it seems, one man can't keep from exclaiming to another "Eureka! I have found it." Result? Nearly 80% of the local television dollar in this major 3-station market is invested on KRNT-TV, a one-rate station. Amazing? It's a true testimonial by FCC figures! It's been true since KRNT-TV signed on more than 7 years ago.

Des Moines' largest buyer of local television time spends more than 90% of his advertising budget on our station. Been doing it for years, too.

The best salesmen we have are satisfied local sponsors, who spend "the critical dollar" that must come back many fold the next day in profit from added sales.

Like we've been telling you in these pages for a long time, Think—'tis the till that tells the tale.

If you're not selling like you should in Iowa's capital and biggest city, you ought to be selling on KRNT-TV. We sell results. People believe what we say.

# KRNT-TV

## Des Moines Television

Represented by the Katz Agency

An Operation of Cowles Magazines and Broadcasting, Inc.



**COVERAGE** \* It's no trick when you capture the most crowded television market in the country. We took the number 10 - programmed, merchandised, promoted and related it to a "must buy" test market audience. It's a solid approach. Some buyers call it showmanship. Others leadership. We say it sells, too!

\* ARB TV Homes

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



**KANSAS BROADCASTING SYSTEM**

**KTVH — WICHITA-HUTCHINSON**

**KTVC — ENSIGN**

**KAYS-TV — HAYS**

**KLOE-TV\* — GOODLAND**

## NEW 77-COUNTY MAJOR MARKET



\*new call letters for KWHT-TV effective Oct. 1

- 1,202,200 people – four times the population of Nevada.
- 368,740 households – 3½ times the households of Wyoming.
- 332,700 TV homes – three times greater than in Vermont.
- \$2,225,301,000 consumer spendable income in this new major market.
- Exclusive CBS-TV Coverage!
- One buy covers Kansas.

**BLAIR TELEVISION**  
*National Representatives*

# SPONSOR

29 OCTOBER 1962

Vol. 16 No. 44

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## KEY STORIES

**COMPUTERS: HOW MUCH OF AN OGRE?** / Large-scale use of computers in media will be seen in one year. A problem exists in the type of data to be fed; definitive data tests requested. P. 29

**MAGNAVOX PUTS \$150,000 IN FM** / Campaign receipts to be donated by member stations to NAFMB. Funds will be used to open New York office. Kenyon & Eckhardt supports plan. P. 33

**THE DAFT, WACKY WORLD OF BOB & RAY** / Advertisers are latching on to their new radio show. Comedy team says radio is better medium to work in. Resume Bert and Harry commercials. P. 34

**10 HINTS ON PITCHING LOCAL RADIO** / Local station salesmen say pitching non-radio advertisers is no cinch. Station must often think up campaigns and act as advertising agency. P. 36

**NEW FACTS LIFT LID ON WEEKEND RADIO** / It's now documented that weekend listening by men is almost as good and sometimes better than weekday drive times. What new study means to buying. P. 38

**HOW GROVE LABS CLEARS RADIO/TV COPY** / V.p. Roger Testament of Grove Labs tells Missouri Broadcasters what his firm does to check drug item copy before it hits the air. P. 40

**WHAT BRANDS THEY BUY IN 8 MARKETS** / 1962 TvAR Brand Comparison Report documents regional variations in usage. For example, regular coffee is big in Frisco, down in Boston. P. 42

**SPOT SCOPE** / *Developments in tv/radio spot* P. 67

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IN THE TWIN CITIES

# ROD



# IS THE FIRST NAME FOR NEWS

## ROD TRONGARD GIVES YOUR MESSAGE HEADLINE IMPACT!

News scoops didn't disappear along with the corner-boy's once familiar shouts of "Wuxtry!" Thanks to radio, *first-in-print* is now spelled *first-on-the-air*. The news "beat" is here to stay, and Twin Citians identify it with the voice of ROD TRONGARD, WLOL News Chief. Rod's hourly newscasts (on the half-hour too during morning driving time) sparkle with the insight of the born reporter. WLOL's exclusive AIR WATCH Traffic Reports are a "must" for motorists. And Rod Trongard's twice-a-day INSIDE LINE features direct (and sometimes jolting) interviews with the people who *make* the news. Your company's product can win headline prestige too — through WLOL news sponsorship or adjacent spots.

RADIO **WLOL**

MINNEAPOLIS • ST. PAUL  
5,000 WATTS around the clock • 1330 kc

WAYNE 'RED'  
WILLIAMS

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

Represented by  
AM RADIO SALES



**MIDCO**

Midcontinent Broadcasting Group

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

## FIRST CRUSAER

I have read with interest the item "WINS Breaks Precedent: Backs WMCA Brief" which appeared in *Sponsor Week* (1 October).

Four months ago, WNEW, New York, carried a comment on the subject of reapportionment, an excerpt of which follows: "Some 57% of the people of New York State live in New York City and adjacent counties. But the other 43% of the people, the rural up-staters, elect 52% of the state's legislators, and thereby, they tell the majority how the state shall be run, how its congressional districts shall be drawn, how the people's tax-dollar shall be spent. Justice has been long in coming on this question, but it is coming."

I believe you'll agree that our hand was "extended across the hotly competitive New York air waves" long before anyone else's. Pete Strauss, who has been fighting the reapportionment battle in the courts, thought so, and said as much in acknowledging our public support.—**JOHN V. B. SULLIVAN**, vice president and general mgr., WNEW, New York.

## OUTSTANDING VOICE

On 1 August I returned to radio.

Trade publications and personal contacts are my only way to learn of changes in radio during my hiatus.

The most outstanding voice is that of John E. McMillin. Is there any way I can obtain reprints of his past *Commercial Commentary* columns?—**HOLLIS FRANCIS**, sales manager, WJAG, Norfolk, Neb.

## STATION AWARDS

In *SPONSOR* of 1 October on page 64 under the Public Service column of *Sponsor Week* there is a reference to the Thomas Alva Edison Foundation national station awards.

The information regarding the deadline and other details are listed but there is no reference as to how and where a station may make an entry. Would you be kind enough to forward us any information you might have regarding these youth awards.—**LEN MENARD**, manager, KDB, Santa Barbara, Calif.

• Nominations are made by the 76 national civic organizations cooperating with the Edison Foundation. Local groups of these organizations submit a 1,000 word statement describing achievements of the radio station and tv station best serving youth in their community. For additional information write

to: Thomas Alva Edison Foundation, 8 West 40th Street, New York 18.

## 40-YEAR ALBUM

I have been so impressed reading the letters to the editor complimenting you on your 40-YEAR ALBUM OF PIONEER RADIO STATIONS that I am curious as to how I might obtain one. Although I am a SPONSOR subscriber now, I wasn't at the time the book was issued.—**Wallace Ounlap**, assistant sales manager, KOKA-TV, Pittsburgh.

Thank you for sending me a copy of the 40-YEAR ALBUM OF PIONEER RADIO STATIONS. I assure you that this material is most welcome, and gives promise of being very useful.—**John A. Notte, Jr.**, Governor of Rhode Island.

## NEW DIRECTORY

I have just received copies of your new 5-CITY TV/RADIO DIRECTORY, and it is grand.

Herewith, a request for 30 more copies, as soon as possible.—**Leonard Biegel**, CBS TV Network, New York.

## BEST PER UNIT RATE

Several months ago an article in *SPONSOR* argued that the "best per unit" rate on a rate structure should be the easiest to find instead of pouring down through a maze of figures and eventually coming up with that lower rate.

That article struck home and when we had our most recent rate card printed that's exactly how we arranged our rates.—**RUSSELL E. OFFHAUS**, vice president and general manager, WBAC, Cleveland, Tenn.

## VIEWPOINT AND DIRECTION

I want to commend you on your new zippy, modern format. I am particularly impressed with your "beneath the surface" articles.

For instance, the article "What Is a Radio Salesman?" (15 October) combines enjoyable reading with impact filled facts.

Thank you for providing a magazine with a viewpoint and a sense of direction.—**DAVID R. KLEMM**, dir. of promotion, The Balaban Stations, St. Louis.

## 4-WEEK CALENDAR

### OCTOBER

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

International Radio and Television Society timebuying and selling seminar: CBS Radio, New York; begins 30.

ABC International Television breakfast meeting featuring visualscope report on tv development: Americana Hotel, New York; 31.

### NOVEMBER

American Assn. of Advertising Agencies annual east central regional meeting featuring panel sessions for college-level educators interested in advertising, members, and guests from all media: Statler Hilton, Detroit, 1;

eastern annual conference: Americana Hotel, New York; 13-14.

National Assn. of Broadcasters fall conferences: Sheraton-Dallas Hotel, Dallas, 8-9; Muehlebach Hotel, Kansas City, Mo., 12-13; Brown Palace Hotel, Denver, 15-16; Sheraton-Portland Hotel, Portland, Ore., 19-20.

Assn. of National Advertisers annual meeting: Homestead, Hot Springs, Va.; 8-10.

Television Bureau of Advertising annual meeting: Waldorf Astoria Hotel, New York; 14-16.

Advertising Federation of America board meeting: Poor Richard Club, Philadelphia, 30; eighth district meeting: Red Carpet Inn, Milwaukee; 30-2 December.



**DON'T BOTHER TO KNOCK**  
Marilyn Monroe,  
Richard Widmark,  
Anne Bancroft



**THE MAN WHO NEVER WAS**  
Clifton Webb,  
Gloria Grahame,  
Stephen Boyd



**THE BAD SEED**  
Patty McCormack,  
Nancy Kelly,  
Eileen Heckart



**WIND ACROSS THE EVERGLADES**  
Burl Ives, Emmett Kelly,  
Christopher Plummer,  
Gypsy Rose Lee

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

# SUSPENSE

**Suspense from 20th-Century Fox in:**

**FIVE GATES TO HELL**—starring  
Neville Brand, Dolores Michaels and Patricia Owens  
**GORILLA AT LARGE**—starring  
Cameron Mitchell, Anne Bancroft and Lee J. Cobb  
**A LIFE IN THE BALANCE**—starring  
Ricardo Montalban, Anne Bancroft and Lee Marvin—  
and many more suspense films all contained in  
Volume 4's 40 great "Films of the 50's."

**Suspense from Warner Bros. in:**

**HOME BEFORE DARK**—starring Jean Simmons,  
Rhonda Fleming, and Efreim Zimbalist, Jr.  
**TOWARD THE UNKNOWN**—starring  
William Holden, Lloyd Nolan and James Garner  
**7 MEN FROM NOW**—starring  
Randolph Scott, Lee Marvin, and Gail Russell—  
and many more suspense films all contained in  
Volume 5's 53 great "Films of the 50's,"

AND . . . BROADWAY . . . ACTION . . . DRAMA . . .  
SCIENCE FICTION . . . COMEDY . . . MYSTERY...

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 60's"  
Volumes 4 & 5 now available from Seven Arts.



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
DALLAS: 5641 Charleston Drive ADams 9-2855  
L.A.: 3562 Royal Woods Dr., Sherman Oaks, Cal. 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 SRDS (Spot TV Rates and Data)  
Individual feature prices upon request.







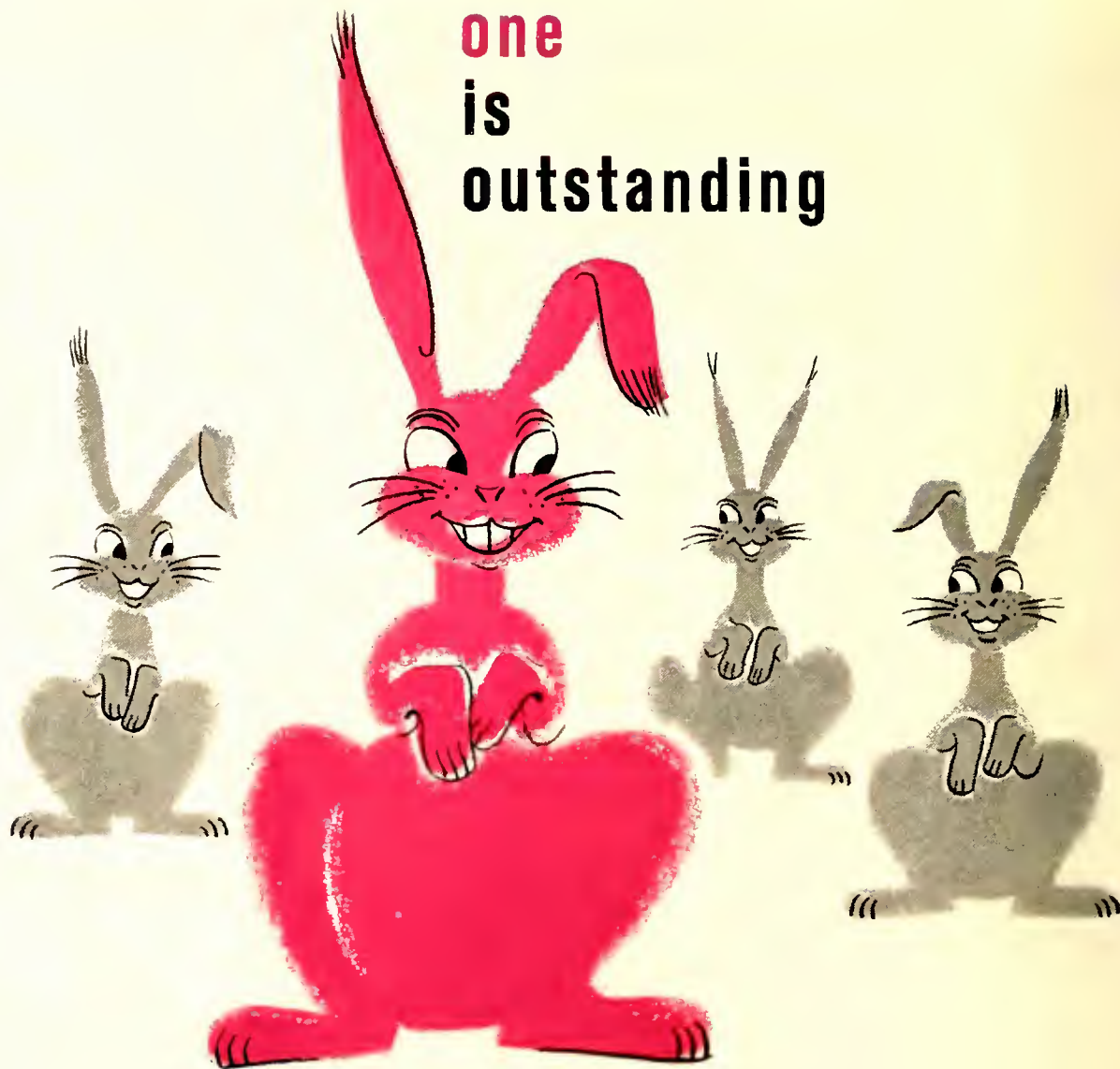
## What's Hugh Downs doing on Today?

He's the star, making the mornings bright, light and lively. With TODAY regulars Jack Lescoulie, Frank Blair and Pat Fontaine, he's delivering news and information...Yes. Weather...Yes. Entertainment...Sure! And advertising messages...in the style that has earned him the reputation as one of the most appealing personalities in broadcasting. The new TODAY is a first class showcase for advertising. It attracts an adult audience... 6,200,000 men and women every morning, Monday-Friday. It attracts a high income audience...52% of its viewing families earn more than \$7,000 a year. It attracts a hard to reach audience...TODAY is seen by a high percentage of working housewives, who are not home for the average daytime program. So wake up to the new TODAY, the golden opportunity for the early-bird advertiser.



NBC

**one**  
**is**  
**outstanding**



**THERE IS ALWAYS A LEADER**, and **WGAL-TV** in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy **WGAL-TV**—the one station that is outstanding.

**WGAL-TV**  
*Channel 8*  
**Lancaster, Pa.**

**NBC and CBS**  
STEINMAN STATION  
Clair McCollough, Pres.

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

# SPONSOR-WEEK

Top of the news  
in tv/radio advertising  
29 October 1962

## **STORY OF THE WEEK: RADIO/TV CUBAN NEWS**

Radio and tv networks jumped into the Cuban crisis with a flurry of special programs, reports, and bulletins, especially in the most acute hours of the situation early last week. Audiences were alerted via radio and tv that President Kennedy would address the nation on both media at 7 p.m. Monday. Military, political, UN, OAS, and world opinion angles were brought in and, thanks to efforts of news media, the nation's attention was focused on the Cuban crisis as on no other subject in recent years. NBC cancelled documentary films of East Berlin tunnel refugees set for 31 October—but whether to show the films was already a controversial matter before the Presidential quarantine.

## **RADIO AND TV STATIONS RESPOND TO CRISIS**

Local radio and tv stations sprang into action quickly in reaction to the Cuban crisis last week. Some examples: WTAR-AM-TV, Norfolk collected clothes for Guantanamo evacuees. WFBR, Baltimore invited telephone queries to a discussion panel. KOGO-AM-TV, San Diego, obtained a naval expert and WERE, Cleveland, assigned a political specialist for added dimensions in local news coverage. WBC lost no time in providing special coverage from Washington for local stations.

## **WJR TO RETURN TO CBS RADIO FOLD**

Probably the top radio industry item of the week was the return of WJR, Detroit, to the CBS affiliate fold. WJR drifted away in May 1959 and the reassociation takes effect 30 December. WJR's defection was accompanied by that of WHAS, Louisville, and KWKH, Shreveport, also 50-kilowatters. They have yet to return. In the meantime Detroit automakers can look forward to hearing their own sponsored news personalities on CBS within their own bailiwick, like Lowell Thomas for Oldsmobile and Bob Trout-Allen Jackson for Chevrolet. Since the WJR divorce CBS Radio has remolded its programming, putting the emphasis on news and public affairs, and restored station compensation.

## **SALINGER BRIEFS BROADCASTERS ON SECURITY**

The Cuban crisis also dominated the regional NAB meeting in Washington this past week. Presidential press secretary Pierre Salinger briefed newsmen on the importance of exercising judgment and restraint whenever national security might come into question.

## **WORLD TV MOVES INTO LIMELIGHT**

Several far-reaching suggestions were made last week in connection with the EBU meetings in New York. NBC's Sarnoff proposed a WBU, growing out of the EBU. CBS's Stanton proposed world "town meetings" via Telstar. And TvB's Cash put forth the idea of international exchanges of tv commercials.

**FCC PROMISES QUICKER ACTION ON COMPLAINTS**

Broadcasters assembled at the NAB's Washington district meeting learned that the FCC will let them know immediately how it feels about any complaint filed against them instead of letting them wait until their renewal comes up. This will apply particularly in the area of political time and editorializing. The policy removes the sword before it hangs there too long.

**NAB KEEPS DOOR OPEN FOR OUTSIDE RESEARCH**

The effect of broadcasting and politics on women were but two long-range research interests discussed by NAB v.p. and director of research Mel Goldberg at the Chicago regional meetings last week. However, it is understood the NAB is more interested in bringing in such studies from the outside than doing them itself. And high on the list of priorities is the possibility of accrediting new sources of research, such as universities, for such studies, rather than obtaining them from commercial companies in the research business.

**BROADCAST LEADERS MULL EDITORIAL SEMINARS**

Editorial seminars conducted annually by a university school of journalism or a similar institution were being talked about in private conversations at the NAB meetings in Chicago last week. Such seminars, it is hoped, could take up the philosophy of station editorializing and could also discuss the "how to do it" problems.

**COLLINS ATTACKS FCC "CIRCUSES" AND ABA'S 35**

NAB president LeRoy Collins, speaking at the Chicago regional meeting, said it was indefensible for the FCC to make a local side-show out of license renewals. He promised NAB support to any station whose rights were being invaded by the FCC in this manner. Chicago was the site of recent FCC hearings on station renewal. Collins also called the American Bar Association's canon 35, which prevents microphones and cameras from being used in the courtroom, an artificial handicap to broadcasters.

**MPO FILM CENTER UNDER WAY IN N. Y.**

MPO Videotronics' new film center, costing \$2.5 million, is now under construction in New York at 222 East 44th Street. The studio, to open early in 1963, will be the largest of its type in the world, say MPO officials. MPO's annual volume in tv commercials and sponsored films is reportedly over \$8 million. The new studio will house a unique complete plant for film production, reports MPO v.p. Marvin Rothenberg.

**NAFMB, MAGNAVOX, STATIONS IN FM PROMOTION**

Magnavox (K&E) has contributed \$150,000 and 150 stations are being sought to contribute air time in a multi-cornered deal to set up NAFMB promotion office in New York. (For details, see story, p. 33.)

## Where Cleveland learned its Manners



From WHK RADIO, the area's most popular meeting place for over two years.\* Manners Restaurant, a chain of twenty-nine dining places, reports through its General Manager John Mino: "We have used WHK RADIO consistently the past few years. We are most gratified...? That's why we have

this satisfying story to tell: In a tough 8-station market, Cleveland businessmen invest 50% of their radio budgets in WHK. Make your reservations for a full-course campaign. Contact maitre d' Jack Thayer (V. P. and General Manager) or Metro Broadcast Sales. WHK RADIO, CLEVELAND

METROPOLITAN BROADCASTING RADIO, REPRESENTED BY METRO BROADCAST SALES

### **WHAT FUTURE FOR COMPUTERS?**

Large-scale agency use of computers is foreseen by the end of this broadcast season. The problem is more how they'll be used than how much. It's expected that few agencies will be able to afford to buy their own machines, but that many will rent machine time as needed. The question of what kind of data to feed and which queries to insert is still partly unsettled. But apparently a new specialist will appear on the agency scene: the man who programs the computer—not a media man himself and with no stake in the answers. (For details, see *SPONSOR-SCOPE*, p. 20 and also story, p. 29.)

### **TFE APPOINTS COMMITTEES FOR 1963**

Television Film Exhibit, set again for the Pick-Congress Hotel in 1963 in Chicago, has named four working committees: business, publicity, entertainment, and rules. TFE broke off from the NAB this year on behalf of the syndicators and the 1963 exhibit, timed again with the NAB, makes the splintering appear permanent.

### **HEMORRHOID ADS GO—STATIONS STAY**

Three radio stations recommended for expulsion by the NAB for carrying prohibitive hemorrhoid remedy advertising have agreed to drop such advertising. But a fourth station is resigning its code membership to prevent conflict. So far, of 34 stations involved in the NAB anti-hemorrhoid remedy case, 21 have dropped the ads, nine have dropped the NAB code, and the four just mentioned were recommended for expulsion.

### **LEWIS TO URGE STRICTER CONTROL OF COMMERCIALS**

K&E board chairman William B. Lewis was to speak before the BPA today in Dallas on the subject of commercial content and scheduling. He will urge stations to take stricter control of commercials in the same way they control programs.

### **COLLEGE ADVERTISING TRAINING BOARD SEEN**

A permanent four-state organization of college professors devoted to professional education for advertising is expected to be a result of the East Central Regional conference set for Detroit on 1 November, the 4A's announced last week. Some 25 educators are expected to attend the sessions.

### **AVERY-KNODEL REVAMPING CONTINUES**

William D. McKinstry is leaving Gardner Advertising, where he has been a media buyer, to join Avery-Knodel as head of the new St. Louis office. The move takes place Thursday.

### **CORINTHIAN AD DIRECTORS MEET**

Advertising and promotion directors of the Corinthian stations will meet for a fall promotion seminar in Dallas. Meetings, set to start over this past weekend, terminate today.

# PULL!



"Steve Allen Show hit 8.8 Nielsen within 13-weeks in 7-station L.A. market!"  
Stretch Adler, VP & Gen. Mgr., KTLA

"Steve Allen Show 80% sold out after only 10 days in Syracuse!"  
Bill Grumbles, Pres. & Gen. Mgr., WNYS-TV

"Steve Allen Show 47% ahead of nearest competition in Des Moines!"  
Bob Dillon, VP & Gen. Mgr., KRNT-TV

"Steve Allen Show completely sold out Monday through Friday in Phoenix!"  
Les Lindvig, VP, KOOL-TV

"Steve Allen Show building a tremendous following in Portland, Oregon!"  
Al Sturges, Pgm. Mgr., KATU-TV

WBC Program Sales has an audition tape for you. Call or wire collect for THE STEVE ALLEN SHOW

## WBC PROGRAM SALES

A SUBSIDIARY OF

**WESTINGHOUSE BROADCASTING CO., INC.**

122 East 42nd Street, New York 17, N. Y. • Contact Mike Roberts Murray Hill 7 0808



Stations now carrying The Steve Allen Show: Baltimore, WJZ-TV; Boston, WBZ-TV; Cleveland, KYW-TV; Columbus, WTVN-TV; Des Moines, KRNT-TV; Grand Rapids, WZZM-TV; Indianapolis, WLW-I; Kansas City, KMBC-TV; Los Angeles, KTLA; Minneapolis, WCCO-TV; New Haven, WNHC-TV; New York, WPIX; Phoenix, KOOL-TV; Pittsburgh, KOKA-TV; Portland (Me.), WGAN-TV; Portland (Ore.), KATU; Reno, KOLO-TV; St. Louis, KTVI; San Francisco, KPIX; Seattle, KIRO-TV; Springfield (Mass.), WHYN; Syracuse, WNYS; Tucson, KOLD-TV; Washington, D. C., WTOP-TV.

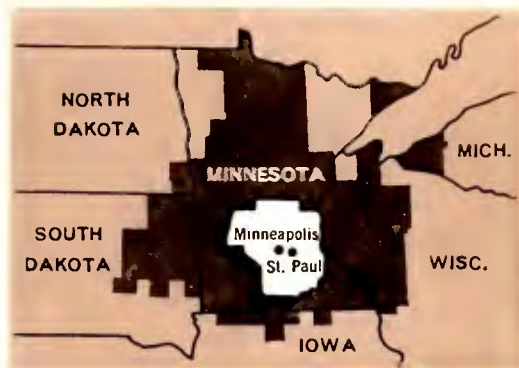


# *share of audience*

**SOURCES:**

Nielsen Station Index/Station Total/6:00 AM-Midnight, 7-day week/8 months ending June 1962 • Nielsen Coverage Service 1961  
Sales Management Survey of Buying Power, June 1962





*Two Markets in One:  
 Giant 124 County Coverage*

**TOP ACCEPTANCE!** That's what you want for your sales story. That's what you get on WCCO RADIO, whose 67% share of audience is *twice* as large as all other Minneapolis-St. Paul stations *combined!* What's more, WCCO RADIO'S quarter-hour audience is greater than that of any other station of the CBS Radio Network. Powerful WCCO RADIO delivers *two markets in one:* the five-county Twin Cities metro area *plus* 119 non-metro counties. Adds up to 124 counties with nearly 4 million population, more than \$6.9 billion buying income and \$4.8 billion retail sales. The *only* way to cover it *all*—at the lowest cost with the highest acceptance—is with WCCO RADIO, one of the great stations of the nation.

***TWICE** as many listeners  
 as all other Minneapolis-St. Paul stations combined!*

**WCCO  
 RADIO  
 Minneapolis • St. Paul**

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

Represented by **CBS**  **RADIO  
 SPOT  
 SALES**

# SEVENTEEN MEN ... and a GIRL...



... Eighteen reasons why the KAY-TALL News Department is UNMATCHED in the Ark-La-Tex . . . for COVERAGE of the news . . . MANPOWER to reach it . . . EQUIPMENT to handle it . . . and EXPERIENCE with it!

KTAL-TV News now presents the area's ONLY FULL-HOUR TV Newscast . . . NEWSCOPE, 5:30-6:30 P. M., Monday through Friday, with Huntley-Brinkley, Local News, Regional News, Opinion, plus EXCLUSIVE Radar Weather - In - Motion!



# SPONSOR-SCOPE

29 OCTOBER 1962 / Copyright 1962

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

Reps and station groups are rather puzzled by the difficulty they're experiencing in finding buyers for local election returns packages, or even minute participations.

What they're referring to in many instances are the five and 10-minute election reports that are inserted into the network schedule.

The frustrated selling gentry are of two minds as to the cause: (1) there aren't enough advertisers who have funds set aside for such contingencies; (2) sellers are making the mistake of approaching timebuyers instead of approaching account and ad managers directly, since an event of this sort entails more than a routine decision and allocation of funds.

In some agencies, BBDO making a good case in point, there's a specific person who has the task of scouting around for prospects on the list when special air media opportunities bob up. A most recent example: the Giants-Dodgers playoffs on NBC TV, as related in the 8 October SPONSOR.

Don't be surprised if Colgate during 1963 revamps ratio of tv spending and makes it an approximate even split between network and spot.

It's been running around two-thirds network and a third spot.

Another kingpin tv customer whose budget divvy may push in a similar direction is Bristol-Myers.

Much will depend in either case on those nighttime tv network readings in December.

Wednesday has replaced Sunday as the night on which the most money is being spent on regular network tv programing.

Thursday now ranks third in that precinct, whereas last fall it was sixth.

Here's a comparison of nightly program expenditures for the two falls, based on SPONSOR-SCOPE estimates:

NIGHT	1962	1961
Sunday	\$1,310,000	\$1,220,000
Monday	870,000	850,000
Tuesday	940,000	970,000
Wednesday	1,580,000	960,000
Thursday	990,000	880,000
Friday	960,000	1,160,000
Saturday	880,000	890,000
<b>TOTAL</b>	<b>\$7,530,000</b>	<b>\$6,930,000</b>

Tv stations needn't take it as a cause for concern but November national spot bookings are acting up a little peculiarly, according to what SPONSOR-SCOPE gleaned from some key reps last week.

The norm is for November to run ahead of October. It appears that it will be just the reverse this time.

October billings have been away over 1961's, particularly in the top markets, and it could be that advertisers went all out with their October flights, figuring they would slacken up somewhat the next month or take a breather for the next flight.

The situation has its bright side. It opens up opportunities for those with Christmas promotions to fatten up their budgets and pick up a lot of choice spots.

In the area of ad agency management 1963 will probably go down as the year when the era of the computer was met by staffing up with people who had this sole function: knowing how to program the machines.

The consensus of the business is the cost of the required computers (\$5.7 million) is much too prohibitive for purchase by the general run of upper bracket agencies and that the practice will be to go out and rent machine time as needed.

The dawn of the computer era in advertising will do more than presage a new relationship between the agency and the client, such as making available by the client sales, product usage and other data as basic contributions to the decision-making process.

**It will underscore and magnify the role of the media specialist.**

The theory that presupposes this is that the function of the researcher will not be one of command. He, broadly speaking, has no knowledge of media; hence he'll have no pragmatic interest in the answer.

On the other hand, the experienced media man knows first of all what is being used and why; hence he does care about the answer and is in a position to match his knowledge of media realities to what the machine tells him.

Another thing to look for is the refusal of the agency's tv program department to be shunted aside in the media selection procedure. It deems show-picking its vested interest and it must see that this power is not usurped, or risk possible liquidation.

Colgate's drug division is backing up the return of its sustained action cold remedy, Congestaïd, with an 11-week spot tv campaign.

Schedules take effect 25 November, with a week's layoff Christmas week.

Congestaïd, a competitor to Contac, was returned to the laboratory last season after some market testing. Lennen & Newell is the agency.

It may behoove tv to take a bow because of what Rexall plans to do about its 1¢ sales come 1963.

These sales have been traditionally held in November and April, but the way things have worked out for the promotions in tv there'll also be 1¢ Rexall sales in January and March.

For these events Rexall has gone in for a full week daytime blitz on two or three networks. It's obviously paid off big.

Are you looking for extra intelligence on the viewing habits of the working woman (she who spends at least 20 hours a week at non-household jobs)?

NBC TV's circulating some Nielsen findings on the subject, which by segments of the day resolves itself as follows:

**Daytime:** She spends 70% as much time viewing as other women.

**Early evening:** She doesn't spend as much time at the set as her non-working sisterhood. (Obviously, she's got a lot of household chores to make up for.)

**Prime evening:** She views only 5% less than the non-working woman.

**Late evening:** She puts in 8% more viewing than the gals who have no outside jobs. (Apparently she is inclined to make up for that lost quota of daytime viewing.)

The guess around the trade is that CBS TV will spot Danny Kaye and his entourage, due for next season, in the Sunday 9 to 10 span, the McCoys moved to 8 Monday.

If Sunday becomes Kaye's night the move will have this provocative effect: depriving General Electric of a franchise it has commanded for at least seven seasons.

Kaye has been offered to the networks on a basis of 40 originals at \$150,000 each and 12 repeats at \$50,000 per show.

# SPONSOR-SCOPE

Continued

Is NBC TV finding a rough market this season for its hefty load of actuality specials (it's got 55 of them listed)?

The impression in the trade is that the answer leans to the affirmative, but those at NBC TV freighted with the job of selling these specials say that the record so far belies this impression.

In other words, it's no pushover, but the trend of interest is going their way.

The sector in which, they admit, there's trouble is the Communist profile series. Strange as it may seem, some of the advertisers approached deem the subject a little too controversial for their commercial inclinations.

Selling actuality specials, it was pointed out, imposes a hard economic fact. The typical cost of an hour's actuality today is \$175,000, with \$30,000 net going for the program and the balance for time and networking (\$1,700).

To document the fact that actuality sales aren't going so badly that sector of NBC TV sales provided SPONSOR-SCOPE with the roster:

PROGRAM	DATE	ADVERTISERS
Polaris	19 December	Liggett & Myers (half)
Projection '63	6 January	Gulf Oil
The Tunnel	(postponed)	Gulf Oil
California	late February	Lincoln-Mercury
World of Jacqueline Kennedy	30 November	Purex
World of Benny Goodman	24 January	Purex
World of Maurice Chevalier	22 February	Purex

Bates is gratified with the showing made to date by The Jetsons but the agency's still interested in how the cartoon series' audience composition shapes up.

The deal with ABC TV which Bates made in behalf of Whitehall and Colgate guarantees a rating but at the level of adults. It's the first guarantee of the kind.

Tied in with the guarantee is a deficit makeup in terms of minutes.

Credit General Foods with this unprecedented status: having all its season's network tv shows (six this time) among Nielsen's top 15.

Three of the six ranked first, second and third.

Noted GF's Ed Ebel: with that sort of grand slam to go by it might behoove those talking about my imminent retirement to take second thought.

Colgate has been able so far to realize about \$500,000 from the sell off of its nighttime network tv program and time obligation for the last 1962 quarter.

The takers naturally picked the top-rated items among the rummage, like, for instance, Dr. Kildare and Perry Mason.

Where all this hurts as far as the networks are concerned: the picker-uppers may have spent that money directly with the networks, hence it racks up as a net loss and not a gain.

Motive for Colgate's cutback: domestic sales haven't come up to estimates.

Something about the network tv ratings so far this season that's caught the special attention of agency tv people: the unusual fluctuation that has marked the various reports.

The assumption is that audiences have been doing a lot more sampling from week to week than has prevailed in previous seasons.

Hence there's a sort of reluctance to form definite judgments on how the newcomers as well as the holdovers will shape up in the rating sweepstakes, say, come the late November reports.

Radio reps believe they figured materially in BBDO's decision to switch the agency's radio rating alliance to Pulse.

The influence, as they put it, stems from meetings that they had attended at BBDO on the matter of providing socio-economic data on their stations or their markets.

BBDO's media analysis contended that it was the function of the stations to collate this data, but the reps retorted that the information was already being syndicated and it was up to the agency to subscribe to it.

If you figure March as an index, daytime tv set usage in 1962 has taken an appreciable hop over 1961 both as a whole and for each householder-head age group.

The source of this comparison is Nielsen and here's how the average weekly usage by hours (Monday through Friday 10 a.m. to 5 p.m.) measures up:

YEAR	U. S. COMPOSITE	UNDER 40	40-54 YEARS	55 AND OVER
1962	8 hrs.; 24 min.	10 hrs.; 12 min.	8 hrs.; 12 min.	7 hrs.; 12 min.
1961	7 hrs.; 36 min.	9 hrs.; 18 min.	7 hrs.; 12 min.	6 hrs.; 36 min.

The Triangle stations have recruited the participation of ad agencies in the group's drive to get Standard Rate and Data to put out a separate book for fm.

The approach: a questionnaire seeking agency reaction to the proposal.

A similar questionnaire, the agencies were informed, has been addressed to fm broadcasters.

If the replies back up Triangle, the group intends to suggest the formation of an ad hoc committee to meet with SRDS personnel to discuss the "mechanics involved."

Philco's Miss America Pageant failed this September to hit the 20-million home mark: it fell short by about a million.

However, the other few entertainment specials aired on tv in September all told didn't have much more than Miss America's audience.

Here's the data on the September entertainment specials as reported by Nielsen:

PROGRAM	DATE	%	HOMES
Miss America	9/8	38.3	19,073,000
Variety Garden	9/18	16.5	8,217,000
Judy Garland (rerun)	9/19	13.7	6,823,000
Lincoln Center Opening	9/23	9.2	4,582,000

You may be witnessing in the tv program fare this season the beginning of a casting revolution for the medium which per se flouts one of the old myths of show business.

And that myth is this: an all-male piece of entertainment can't click, where there are men there must be women; a vaudeville bill must be properly balanced between men and women.

Strange as it may seem, the myth refused to down despite such memorable successes in show business as A Walk in the Sun, Journey's End, Stalag 17, the Long, the Short and the Tall.

Three of this season's series getting a lot of talk on Madison Avenue are Gallant Men, Combat and McHale's Navy. In each of these the character dominance is strictly male and the inclusion of the female a fairly minor fixture to the script.

## First in Hoosier Hearts

*James Whitcomb Riley, beloved Hoosier Poet, whose nostalgic verses about childhood and farm life are still treasured by Americans everywhere.*



## First in Hoosier Homes

"When the frost is on the punkin," more than at any other time of year, Americans remember our Hoosier Poet, James Whitcomb Riley, as they enjoy anew his beloved Halloween Poem, "Little Orphant Annie."

Here in Indiana, he will be remembered in a special way this year, in a half-hour television broadcast presented as part of our new documentary series, "Our Hoosier Heritage."

Developing this series took two years of hard work . . . but it was a labor of love, for we are Hoosiers to the core. And programs like this—as well as outside activities, such as our annual Antique Auto Tour and our annual train pilgrimage to the "Circus City Festival" at Peru, Indiana—keep us in touch, close touch, with our audience.

We like that. Our audience likes it. And, as you well know if you are among them, our advertisers like it.

You're not? Then find out now about the special place we have in Indianapolis and the rich satellite markets surrounding the metro area. Just ask your KATZ man.



TIME-LIFE  
BROADCAST  
INC.

*America's 13th TV Market*  
with the only basic NBC coverage of 760,000 TV set  
owning families. ARB Nov., 1961. Nationwide Sweep.



## MEDIA DIRECTOR CHEERED!

SHOWS

# WHLI *island*\*

-4TH LARGEST MARKET IN  
U.S.—A SEPARATE, INDEPENDENT  
AND DISTINCT MARKET

\*Nassau-Suffolk (Long Island) accounts for more Gas Station Sales than 25 states and its \$3¼ 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

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

**WHLI** AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

*the voice of  
long island*

PAUL CODOFKY, Pres. Gen. Mgr.  
JOSEPH A. LENN, Exec. Vice-Pres. Sales  
REPRESENTED by Gill-Perna

# SPONSOR BACKSTAGE

by Joe Csida

## Chevrolet's way with talent

In Detroit last week, I got a good close look at the way sponsors, agencies, television and radio stations and talent work in the vital area of public service. I also got a first-hand idea of how one of the nation's smartest sponsors indoctrinates talent to do a job with maximum enthusiasm.

Since I am back in my own talent management, music publishing and record producing business, it once again becomes my pleasure to work with Eddy Arnold, whom we have managed since I organized the companies in 1954. Eddy Arnold has been doing some commercials for Chevrolet, so when Garth Hintz of Campbell-Ewald called upon him to sing on a television show for charity, Eddy was glad to accept. The charity was Detroit's United Foundation, which of course is the motor city's one-for-all charity drive. The 1962 goal is \$19,800,000, which will be split up among 195 health community services in Wayne, Oakland and Macomb counties.



## Cooperation from all

Chevrolet prevailed on Eddy to come out. Ford "delivered" Vic Damone, who did a tv show, *The Lively Ones*, for them all summer. Maurice Evans, who was in Detroit playing the beautiful Fisher Theatre with Helen Hayes, and Meg Myles, who was working the auto show at Cobo Hall, rounded out the performing talent on the bill. Ben Alexander, who worked on close to 300 episodes of *Dragnet* as Jack Webb's partner, emceed. He and Eddy were particularly apt choices, because in addition to being excellent entertainers, they are sound businessmen. Ben is one of California's more successful Ford dealers. He was, as a matter of fact, a Ford dealer long before he began to ask Sergeant Friday "What do you think, Joe?" He also owns, among a number of other businesses, a Union oil station in Los Angeles and a mortuary in San Francisco.

Eddy owns substantial real estate in and around his Nashville, Tennessee, home base, including a plot and building he leases to a local Buick dealer. Among many other activities he is also on the Board of Directors of a thriving insurance company.

This able cast was jelled into a solid half-hour of well-paced television entertainment through the efforts of Pete Strand, program manager of WXYZ-TV. Even though there was very short rehearsal time available, Pete did a terrific job in directing the show. He worked with a script by a writer from another local station's staff, Seymour Kapetansky of WWJ-TV. WJBK-TV also supplied personnel. The latter, of course, is the local CBS outlet. WWJ-TV, owned by the *Detroit News*, is the NBC station, and WXYZ-TV is affiliated with ABC. All three of these key network outlets gave up 7:00-7:30 Tuesday night to carry the United Foundation show.

Chevrolet, of course, is one of the five automobile divisions of General Motors, the biggest by far of the five. Chevrolet is one of the very few advertisers who still sponsors complete major shows in prime network time. The only other example which comes readily

(Please turn to page 44)





### WANTED TO PURCHASE

Aluminum arm chairs, chaise lounges, folding tables and redwood furniture by large wholesale distributor. *London, England*

### (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.

The list is endless. And so are the business opportunities.

To help American businessmen take advantage of these opportunities, the U.S. Department of Commerce has established permanent Trade Centers, which serve as showrooms for smaller American manufacturers.

Here businessmen can find agents, buyers or distributors to represent them abroad.

One such center has already been established in London.

Another just opened in Bangkok, Thailand. Others will be launched in Tokyo and Frankfurt. Example: The biggest sale ever made in England by any single men's wear manufacturer, \$400,000, was consummated at the United States Trade Center. Another manufacturer sold \$250,000 worth of aluminum furniture.

To find out how you can exhibit at United States Trade Centers abroad 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. Hedges, 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.

*The Story of The PGW Colonel... A Best Seller For More Than 30 Years*

**ON THE GO!**



# HE KNOWS THE OTHER SIDE OF THE STREET

PGW Radio Colonels devoted 48 years to selling print media before joining our company. The Television Colonels were with the networks for 48 years. Altogether, we've had 132 years on the other side of the media street.

They were instructive years—and because of them, all PGW Colonels have a better, broader understanding of media values—and how to evaluate them.

*That's why the Colonel is always on the go!*

**P**ETERS, **G**RIFFIN, **W**OODWARD, INC.

*Pioneer Station Representatives Since 1932*

NEW YORK  
CHICAGO

ATLANTA  
BOSTON

DETROIT  
ST. LOUIS

PT. WORTH  
DALLAS

MINNEAPOLIS  
PHILADELPHIA

LOS ANGELES  
SAN FRANCISCO



# People who know the Pittsburgh market best TAKE TAE

"Our sponsorship on WTAE has been our first plunge into TV. We're surprised and delighted at the increased recognition this exposure has brought us."

J. V. Soisson,  
Vice President—Marketing  
West Penn Power Company,  
Greensburg

Why have so many Western Pennsylvania advertisers, who are interested in the growth of the Pittsburgh market, put their money on TAE-time? Take TAE and see.



**TAKE TAE AND SEE**

**WTAE** CHANNEL 4

Basic ABC in Pittsburgh

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



From two agency men came words of wisdom about computers

Computer conversation dominated the last Advertising Research Foundation convention. Two of many talking about computers were William T. Moran (l), Y&R v.p. and research mgr., and Richard F. Casey, B&B, senior v.p. and research dir.

# Computers: how much of an ogre?

- ▶ Large-scale use in media seen in one year
- ▶ Problem exists in type of data to be fed
- ▶ Rep researchers ask for definitive data tests
- ▶ Agencies may assume more of research costs

Not since the lanolin pitchmen did half-hour commercials on late night television, back in the 50's, has anything captivated the conversation of agency, advertiser and media men as has the emergence of the computer as an integral implement in advertising.

Even though only two shops, BBDO and Y&R, have installed computers and even though only one other agency has purchased a

computer—which will not be installed for another 12 months—the potential impact of the computer was so pregnant it literally dominated the recent convention of the Advertising Research Foundation. Ten of the 15 speakers at that conclave talked about the computer in research, marketing and media planning.

Among the words of wisdom delivered at that conference were two

talks that touched tender areas. Said Richard F. Casey, senior vice president and research director for Benton & Bowles: "Too much of the current attention to computers in advertising is directed toward the machines themselves, not what is going into them."

And William T. Moran, vice president and research manager of Y&R said, "Advertising has broken out of its fact finding prison. It's on the loose and looking down the throat of the business process."

**The computer jitters.** To many an individual at the station, rep and marketing level, these words magnified the potential problems they envisioned with the arrival of computers. As one such person put it, "I'm suffering from the DDT's,

the dramatic, drastic transition computers will mean. The trouble is I don't know just what it will mean."

To answer just such unmasked questions the Association of National Advertisers issued a "Report on Computers" designed to explain the role of that electronic device in advertising.

Meantime, in the bars and bistros of Advertising Alley, these were some of the comments about computers to be overheard any afternoon:

"Computers," said one broadcast supervisor, "are the greatest bit of razzle-dazzle since the T formation hit football. With a computer and tomorrow to talk about, everyone inevitably forgets how weak a me-

dia buying operation they have."

"Computers," said one marketing manager, "have a great potential but they're two years away from maximum effectiveness. And even then I'm not certain they'll ever be better than the media operation our agencies give us now. It's my hunch that any two of our non-computer agencies will out-perform any two of the computer shops even when they are fully geared."

"Computers," said one agencyman, "are glorified accounting tools. Great for saving money and time but they'll never teach them to make subjective decisions."

**Cream in our coffee.** "Computers," said one researchman, "will mean more cream in our coffee and less aggravation of our ulcers.

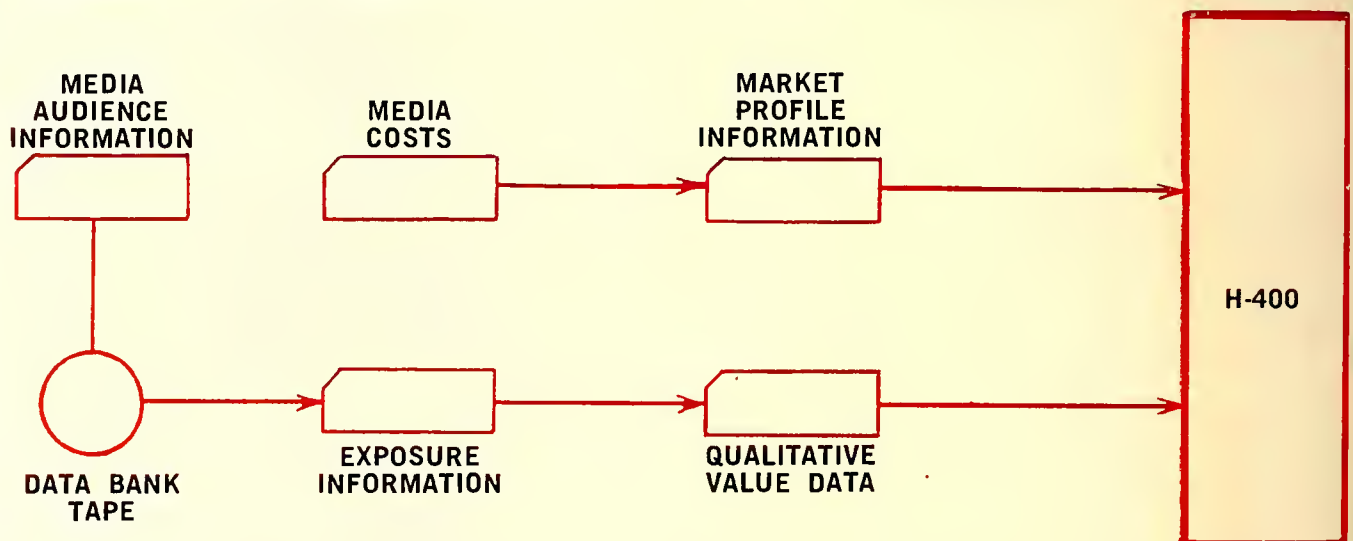
They'll consume data the way kids lick lollipops and shops like ours will provide the data."

"Computers," said a mediaman, "are the sex appeal symbol of modern Madison Avenue. Everybody wants one, everybody talks about it, but few of us have ever had it."

"Computers," said one station rep, "can be the greatest thing for spot since Carbona. Given the required information it will pinpoint differences and spotlight where those differences can be utilized to sell more goods; and that's something networks can't do."

"Computers," said one ad manager, "are like cannon without shells or like a dictionary with blank pages. Until the cannon is loaded it can't be fired and until

## Agency computers require maximum load of media audience



**MANY AGENCIES** now have and use computers as electronic estimators, calculators, and writers of orders, bills and checks. By prefixing a unit that stores, assays and analyzes media and market information, as in this chart of such a unit

of BBDO's Honeywell 400 computer, the entire process is automated. But without a maximum load of media audience information the computer cannot function at maximum effectiveness and efficiency.

the data is put on those pages that book can't give any definitions."

**Not from the computer.** "Computers," said one stationman, "pff! I went out and got the information that computer agency wanted—you know that form they sent out—and brought it in thinking I'd get some business. I got the business, but not from the computer. That, they told me, won't work until they get enough information from enough stations in enough markets."

"Computers," said one agency administrator, "can save money but a full scale computer installation can cost more than our shop can use. The baby computers we now have do our paperwork and can handle some of the information processing our media people need.

But a million dollars for a monster electronic data processor! It's cheaper for us to buy \$100 a week time-buyers and rent \$100 an hour time on an outside EDP when we need it."

That same emphasis on the economics of computerized agencies is the common factor that links agencies, advertisers and stations. Everyone accepts the need for stalling the computer with data before it can properly function, but everyone wonders who will be paying for procuring that data.

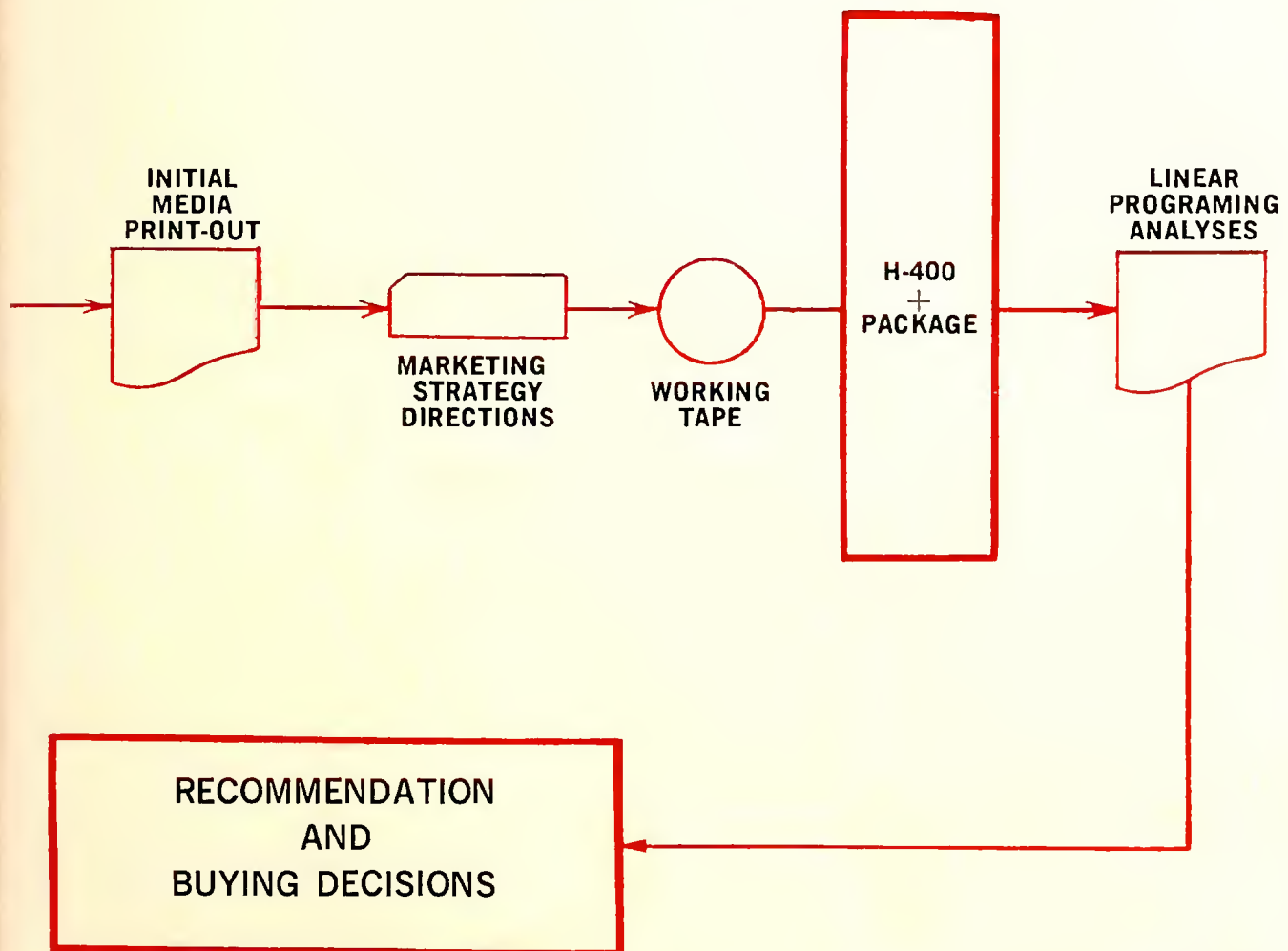
Tv stations that now spend an average of \$10,000 a year on research services, ARB, Nielsen, etc., and radio stations that spend an average of \$3,000 for similar services from Pulse, Nielsen know what

that expenditure means to them in billing. They also know that ARB has upped the cost of their new report, with demographic data, by some 15-20% and have no idea what that additional tariff will return in revenue.

**What do they want?** Nor, according to members of the TvB Committee studying the need for additional qualitative data, does anyone know what the computer agencies will actually want. Suppose ARB's demographic is not deep enough for Agency X or Agency Y comes up with another concept?

The committee does know that each of the agencies now in, or on the verge of getting into, computer operation is looking for data that is

## info for optimum output, but who pays for how many loads?



## ANA publishes papers on computers



Under the auspices of the ANA Advertising Research Committee, this report represents the papers given at a symposium, "The Computer in Advertising," conducted earlier this year as an industry service by the CENTRAL MEDIA BUREAU, INC. The papers dealt with the human and psychological factors involved, how computers work, how they are now being used by agencies and advertisers, the most factors to be considered in computer installation and maintenance, and the long range potential of this new data processing technology.



ASSOCIATION OF NATIONAL ADVERTISERS, INC., 155 East 44th St., New York 17, N. Y.

To keep its members informed of the problems and potential of the computer in advertising, the Assn. of National Advertisers compiled and published papers of numerous social scientists and marketing men

different to just enough a degree to require three different studies. Thus at J. Walter Thompson the emphasis is on data in terms of family size, age and income; at BBDO it's on the male head of the family; and at Y&R it's on the woman of the house.

The committee also knows that stations have been informed that those providing data will receive preferential treatment whereas those without specific data will be evaluated in another manner.

The committee also knows that one tv research service, planning on providing demographic data, will get a jaundiced reception by computer agencies who claim the sample size is inadequate.

**What they don't want.** What some committee men do not want is to be approached by Research

Firm A and solicited to participate in a study that, 'off-the-record' Agency X wants. For invariably this is followed by a similar approach from Researcher B for Agency Y and another from Researcher C for Agency Z.

Stations know that the computers will have to be provided with data but they'd prefer knowing what providing this data will cost, how long it will take to compile and when it will translate out in sales. What stations would prefer having is some common denominator for data requirements and that is what they still do not have.

Media research men, on the other hand, would prefer having the agencies do some definitive testing of different types of data before asking media for specifics. "What's the use of providing information,"

said one station rep researcher, "until the agencies know it's what they'll use. We can't afford to ask our stations to be EDP guinea pigs. Any time a station manager ante's up \$500 for research he wants to know there's a chance of getting some revenue out of it."

**One possible answer.** One answer has already developed, in radio rather than video. In this situation The Pulse has been asked by BBDO to do a special syndicated report in the top hundred markets and, with agency approval, to offer participation to the stations. Thus the agency will share a substantial part of the cost.

With every subscriber station getting the same information and only the agency getting the information for each station studied in each market, the overall cost can be split, in syndicate fashion, and although considerable in total still be within the reach of everyone's purse.

The station reaction to queries about participating in this special radio demographic study for use in BBDO's computer operation may establish a pattern that could apply to video and to print. With the agency picking up part of the tab, with the study designed to give the agency the demographic data it wants, and with every station getting the same survey treatment, and the study being done in the first 100 markets, the answers to many questions may result.

One of these questions has been the craving of advertiser and agency for more detailed information about the audience of the media they used, i.e. qualitative and demographic data. At BBDO this data is for use by timebuyers after the computer has indicated what markets and audiences the campaign wants to reach.

As explained by BBDO media executives Mike Donovan and Ed Papazian, "The need for this type of information existed for some time. We tried to get it some years ago when we first started thinking about computers. Actually we are not and will not use this for computers."



"It's to help the timebuyers buy the stations with the specific audiences the client wants to reach. You don't need a computer to use this kind of detailed information.

"Marketing and advertising have become more specific and media, as part of advertising, has also become more specific in planning and in buying. This data can help us be more specific in buying and it could also help media be more specific in selling."

**Two reasons for computers.** Aside from the fundamental possible economies in agency operation the computer can be useful for two reasons. In radio the ups and downs of audience size have tapered off so that each station in each market has a certain amount of stability in share of audience. In video the growth of stations and markets, the equalizing of programming appeal and type has also resulted in a degree of stability.

In the words of a researcher, "There is more middle-range audience appeal today and less of the upper and lower than there was ten years ago in television. Then if your show had a 30 rating you had a winner. If it had a 10 rating you had a flop and got out of it. Today there are more programs in the middle or 20 range. With fewer sharp ups and downs we have a stability of data that computers can handle."

With this type of research data the computer can assist in lessening the chances of failure where a major advertising campaign is concerned. For what is at stake is not just the cost of the advertising campaign. What is up for grabs is the possible washout of a new market, a new product, the loss of customers for something that has been years in the lab and more years in test markets.

These are the factors behind the inevitable use of the computer as an aid to selecting markets and media. These, according to many marketing and advertising executives are the reasons why admen and mediagenes will inevitably learn to live and work with each other in the world of the computer. ■

## Magnavox puts \$150,000 in fm

- ▶ Cooperating stations to donate money to NAFMB
- ▶ Funds will be used to open New York bureau

**F**m broadcasting's long battle to get more national ad dollars took an important step forward last week when it was announced that Kenyon & Eckhardt and the National Assn. of Fm Broadcasters had reached an agreement for purchase of \$150,000 worth of fm time in behalf of Magnavox Corp.

The buy has more than average significance for fm because a unique provision of the contract funnels payment for the time to NAFMB as a contribution from the stations on the schedule. The organization says it will use the money to establish a New York office as a full-time promotional center headed by an executive director.

**Need 150 stations.** The terms of the contract guarantee the advertiser clearance on 150 stations.

About 65 stations have already consented, and a spokesman is confident that the quota will be met, "perhaps in 15 days." The campaign will begin at that time.

The NAFMB plan works like this: certain member stations, under arrangements worked out some time ago, have agreed to reserve certain time periods which the association may sell to a national advertiser. The payment for the time would be donated to NAFMB by the station for the purpose of financing an fm bureau similar to RAB and TvB. The agreement carries two stipulations. 1) Such a sale would not divert funds from an existing fm campaign. 2) The NAFMB could not use the plan to compete with the stations.

Some NAFMB members oppose  
(Please turn to page 57)

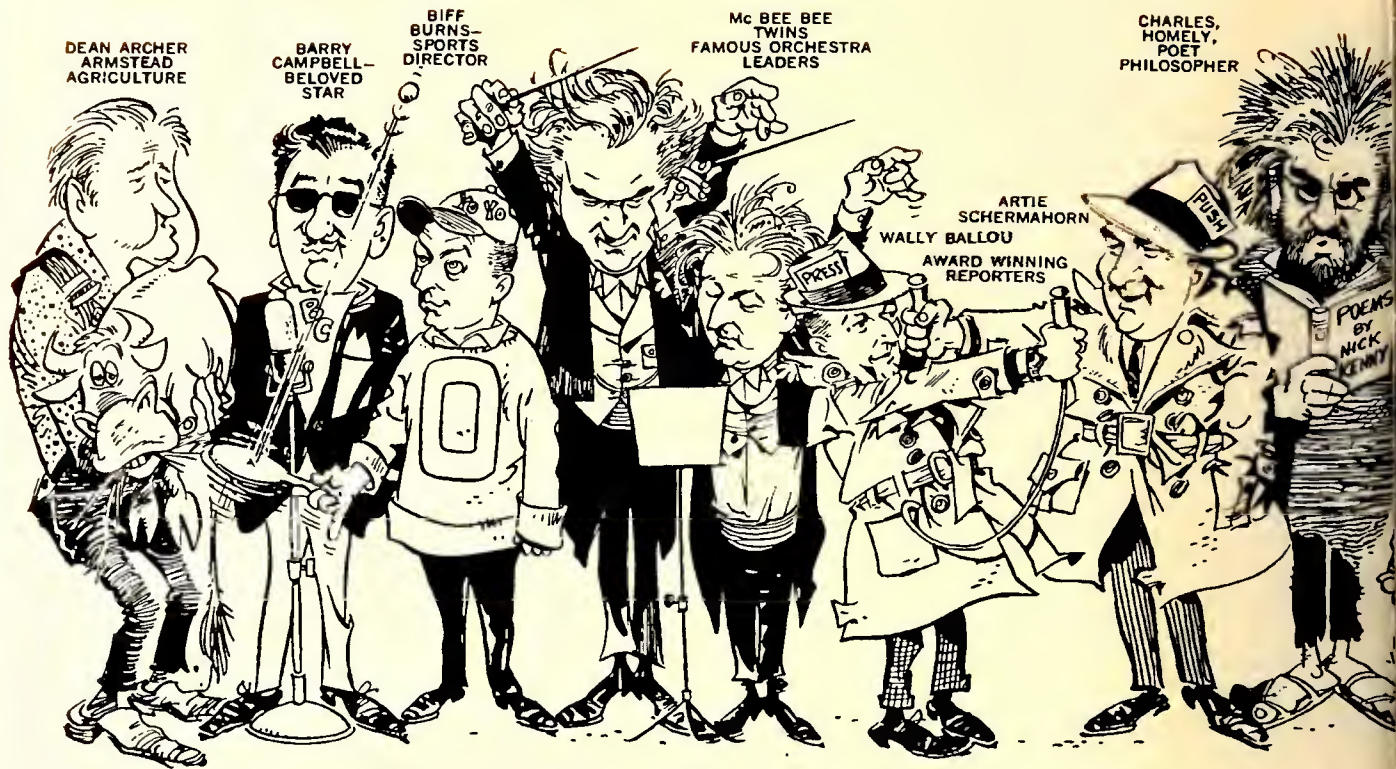


Hastings



Brosious

T. Mitchell Hastings (l) is pres., NAFMB, and head of Concert Network. Negotiator H. Brosious is pres., Hamilton Audio Electronics



# The daft, wacky world of Bob & Ray

- ▶ Advertisers flock to their new radio show
- ▶ Radio better medium to work in, boys insist
- ▶ Will resume tv voicings of Bert and Harry

Profoundly devoted to radio are those two deftly comical lads, Bob and Ray, more formally identified as Bob Elliott and Ray Goulding. Nothing short of a twister, it appears, would transport them from radio—a most persuasive means of communication which has heaped on them fame and a dazzling income.

True, they also have grazed in the verdant pastures of videoland and their voicings of Bert and Harry in the Piel's Beer tv commercials, for one, have brought them spectacular success, but it is plain to see that their collective heart belongs to daddy—and their daddy is dear old radio.

After a two-year hiatus, Bob and Ray and their variegated roster of

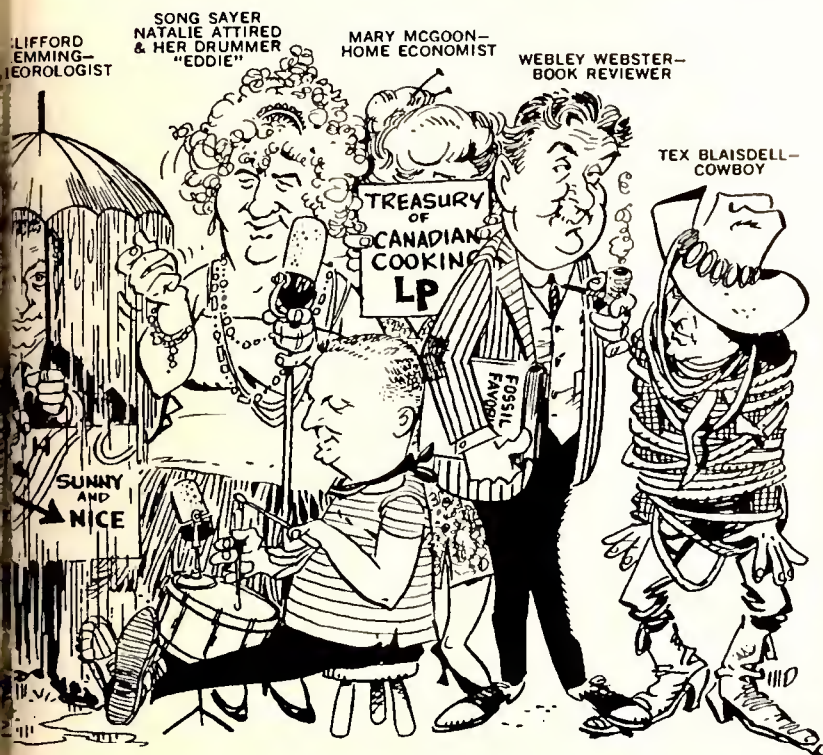
characters are giddily ensconced in a Monday through Saturday (4 to 8 p.m.) soiree on WHN, New York. And, as anticipated by station sales executives, the Bob and Ray comedy ad-libbings have brought forth a bumper crop of advertisers.

"Acceptances have been phenomenal," Herb Weber, general sales manager of WHN, told sponsor last week. "Availabilities on their program are now difficult to clear." Sponsors latching on to this skillful pair of performers are local, regional and national. They include Alemite, Blumenthal Bros. Chocolates, Firestone Tire and Rubber Co., Chock Full 'O Nuts, Fisher Body, Yonkers Raceway, Barricini candies, Beneficial Fi-

nance, Eastern Airlines, Equitable Life Assurance, Ford, Guardian Maintenance, Plaid Stamps, S&H Stamps, La Rosa macaroni, R. H. Macy's, Piel's beer, Savarin coffee, Tareyton cigarettes, Prince macaroni, Golden Press Encyclopedia, Investors Planning, Schrafft's restaurants, Camel cigarettes and Birds Eye frozen foods.

**Ad virtuosos.** What Bob and Ray do with the bulk of these commercials is evidently rousing to the increasing number of listeners to the program. In many instances, they are working from fact sheets, ideal vehicles for Bob and Ray to display their virtuosity at gay and saucy ad-libbing.

Moreover, the majority of clients today are not averse to having their products "humorized." They have discovered that the Bob and Ray approach is a fine sales weapon, be it on a local, regional, or national level. Exulted Weber: "The Bob and Ray brand of humor is spontaneous. It is true, pure entertainment and their ap-



sounded alike. "People want to hear talking again," they insisted. They thought television had lost its "liveness" except for news. Furthermore, they criticized some radio and television stations for indulging in too much "copycatism." They also were of the opinion that radio should bring back soap operas and mysteries. "Bring back programs!" they repeated.

Happily, Bob and Ray were ushered into WHN amid promotional fanfare the likes of which has rarely been seen in urban broadcast circles. Under the aegis of John P. Newman, promotion and merchandising manager, the Bob and Ray welcoming campaign, involving an expenditure of nearly \$250,000, called for multi-pronged assaults in various media. For three months, ending this week, the station virtually saturated New York and New Jersey with news of the arrival of Bob and Ray.

In keeping with some of the zany goings-on on the Bob and Ray programs, Newman evolved a "Help Bob and Ray to Fame and Fortune and a Worry-Free Old Age Kit" consisting of a da-glo bumper strip for the front of one's car ("I'm on my way to listen to Bob and Ray . . ."); a second bumper strip for rear bumper ("I've just been lis-

(Please turn to page 50)

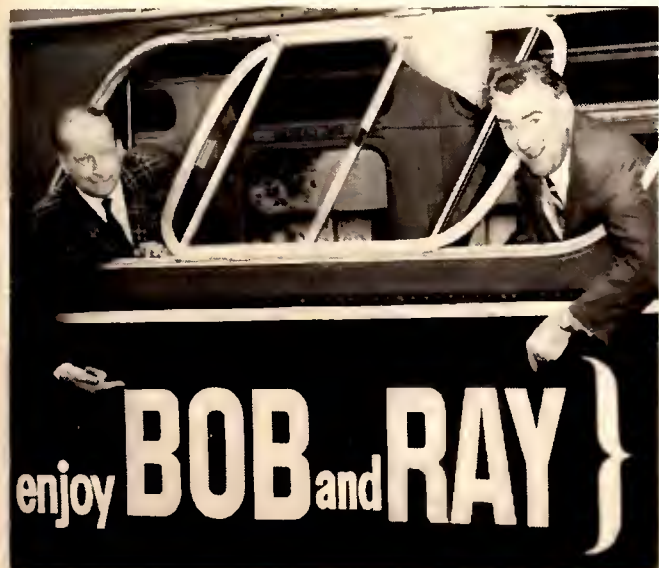
peal is most effective when aimed at the young adult."

"With the sort of material we do, based on the imagination, radio is the only desirable spot," Bob remarked. "This is the niche we're most comfortable in. Maybe you ought to put us down as pretty lazy fellows."

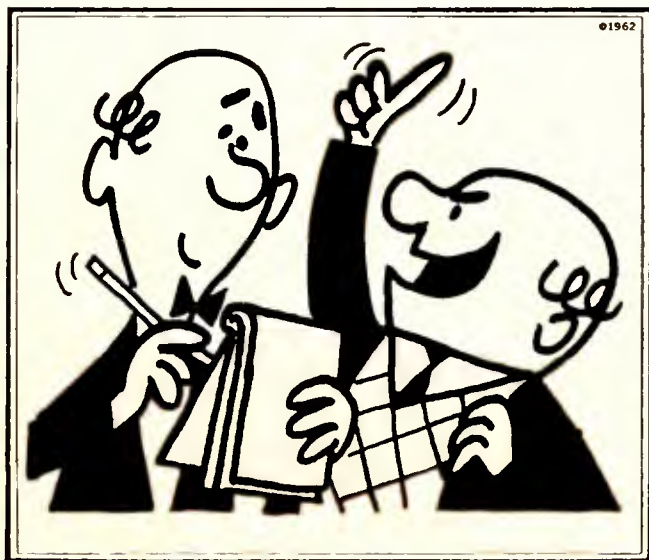
Said Ray: "It is a splendid medium to work in. Why? Simply

because we don't get cluttered up with props. On the radio all you have to do is say you are in Madison Square Garden or Yankee Stadium; on television, you have to have it painted on the wall. I think radio is going through a rebirth."

**More talks.** They said music was becoming somewhat of a bore because nearly every radio station



**Comedy team in promotion campaign**  
Bob and Ray's return to radio on regular basis was heralded with big \$235,000 WHN, New York, promo. campaign



**Backing up Bert & Harry**  
Cartoon characters of Bert & Harry, salesmen for Piel's beer, are returning to tv with Bob and Ray as voices

# 10 hints on pitching local radio

- ▶ **Selling non-radio advertisers, no cinch**
- ▶ **Station must often act as ad agency**
- ▶ **Should know customer and have ideas**

**S**elling local radio to local retailers involves a great deal more than making routine visits. Station managers say the first commandment in pitching non-radio is "know thy customer's business" and then go out and sell him with ideas for improving his business. And it is not incidental that these ideas include the use of radio.

The newspaper's firm establishment in local areas since pony-express times has proven a problem to some radio station men. From the very beginning, local merchants have looked upon print

as the basic medium. They have had experience with it, their fathers used it, they trust it, and even know a little bit about it. To secure a new radio advertiser who has been using print for years, radio people have to have originality, enthusiasm, tenacity, and a willingness to do the work an advertising agency would do for a larger client.

If the radio pitch is successful and a sale is made, radio men agree, advertisers are more-often-than-not satisfied and increase their radio budgets.

**Ten recommendations.** SPONSOR talked with local station managers and gathered 10 recommendations and pitches that have brought sales results from previous non-radio advertisers, and in some cases non-advertisers (see chart). Every station comes up with different ways of employing these techniques; some of them are noteworthy.

"The single important basis for our pitches," says WOHI, East Liverpool, O., sales manager, Charles Stuart, "is a study of the customer's complete business, based on interviews with management, personnel, and clients. With the results we make suggestions for improving his business which involve the use of radio.

**More than radio.** "Our most successful pitches have been to businesses which lacked a uniform advertising or merchandising approach. We sell them much more than radio advertising—we sell them ideas for the store."

Stuart recently signed a major women's department store which radio salesmen had been badgering for years. In 1959 the company tried radio for one month but was dissatisfied. With a plan in mind Stuart decided to show the company "what should be done" and what "radio would do." He learned that the store's owners were concerned about a lack of public acceptance of their quality lines. The buyers for these lines just weren't coming in. The store had always had a low-cost identification and newspaper advertising seemed to be unable to pull the new customers.

WOHI started by thoroughly exploring the store and talking to all the sales girls, more than 50. Station personnel interviewed an equal number of customers, and solicited opinions from office girls, their friends, and even people on the street.

**Creating a campaign.** From all the information gathered, an entire image-building campaign was

## 10 recommendations on how to sell local radio to non-radio advertisers

1. Establish a strong reputation for your station
2. Study customer's business and make suggestions for improving it which include radio
3. Walk into customer's office with campaign ideas to fit his needs
4. Convince customer radio gives the lowest cost-per-1,000
5. Document radio's large out-of-home audience
6. Explain how radio separates competitive advertisers and dominates the attention of the listener during a chosen time period
7. Be willing to handle ad agency functions
8. Don't sell against other media, sell for radio
9. Point out air personalities' rapport with audience
10. Use case histories to show what radio has accomplished

organized, involving the use of a female fashion expert. Stuart obtained the services of a nationally-recognized beauty expert who was willing to lend her efforts for the publicity gained for a new school she was opening. She would kick off the campaign with a fashion show, the store's first. Pepsi-Cola agreed to supply free drinks after the show. All of this was done *without* consulting the store's top management. "We wanted to impose a *fait accompli*," Stuart says, "and we did."

When station executives met with management they presented a written proposal which outlined an entire advertising campaign, methods, cost, scheduling, and even sample newspaper advertisements and a number of store merchandising tie-ins. This was accomplished with a half-hour tape-recorded presentation which included a discussion of the principles of radio advertising, the station's coverage and ability, and how the station would handle the proposed campaign, finishing with sample commercials.

"The management was snowed. Never before had they been presented with such a well-prepared, thoughtful, written proposal. They bought the whole package," Stuart said.

**Selling ideas.** In the Hartford, Conn., area WPOP executives also admit that in order to sell non-radio advertisers it is often necessary to create entire promotions or campaigns with merchandising methods.

The station sold Clayton Motors on the idea of a "million dollar arrival" to stimulate traffic of customers and increase the exposure of cars to the public. The amount of \$1 million (in old Brazilian money) would be delivered in armored cars on a given day. In response to the idea of seeing \$1 million, 3,500 people showed up. Results: in two weeks the dealer sold 72 cars, when his average had previously been 15 cars monthly.

To a mattress dealer in Hartford, who never advertised on radio, the station sold the idea of a leaping d.j. A station d.j. climbed



**Non-radio advertisers require thorough study**

Charles Stuart (far l) and William Kozel, WOHI, East Liverpool, Ohio, explain radio copy to assistant manager and salesgirls of A. J. Olsen Co. Station studies client's business, prepares campaign ideas to pitch major non-radio advertisers

into the display window and left all day long to prove the durability of the mattress. Radio was used to draw crowds and many buyers. Results: the store now advertises on radio regularly.

Many stations use the one-shot

promotion to draw a single advertiser, but more often than not the station has a reservoir of other approaches that appeal to new advertisers. KMOX, St. Louis, reports it has had a number of new busi-

*(Please turn to page 50)*



**Station offers to install public address system**

Alex McQueen, WSJS, Winston-Salem, N. C. (l), offers to have public address system installed during radio-advertised promotion at shopping center. Julia Caudle, promo. mgr. for shopping center and Pick Hawkins, Armstrong, discuss plans

# New facts lift lid on weekend radio

- ▶ **High male listening on weekends documented**
- ▶ **Nears peak weekday drive times in some periods**
- ▶ **Weekend spots less crowded, less costly**

**R**adio sellers who consistently run up against walls of stubborn resistance while touting the sales potential of weekend radio can treat themselves to a complacent sigh of relief. The reason: a recent CBS Radio Spot Sales survey not only debunks the battle-scarred theory that weekend radio is "dead" but offers substantial proof that these time segments dish up male audiences which rival in size the Monday through Friday drive times.

**Nine-market study.** The study is based on Nielsen in-home male listener and national car radio data. It was conducted in nine markets: Boston, New York, Philadelphia, Chicago, St. Louis, Minneapolis-St. Paul, Portland (Ore.), Los Angeles, and San Francisco. CBS Radio Spot Sales feels strongly that the uncovered data is indicative of markets across the country. And while nothing quite matches the "reach" of the early morning drive time period—the 7:30 to 8 a.m. period, Monday through Friday—the study offers proof positive to the fact that advertisers who clamor only for the already heavily crowded weekday drive-time segments are not getting the most mileage out of their advertising dollars.

**80% as high.** Percentage-wise, the study provides these eye-opening figures: during the weekend the male listening rate is 75 to 80% as high as the top morning drive-time half-hour and often higher than afternoon drive times. The study further documents that the male audience shows high tune-in steadily through the day. The highest peak is reached between 9 a.m. and noon in some cities, while in oth-

ers the afternoon period registers as high.

CBS Radio Spot Sales invited other station reps to a special meeting to make the findings known and discuss ways to implement them for radio. It was a considerably heartened group of 35 radio salesmen from 29 firms who heard CBS Radio Spot Sales' v.p. and general sales manager, Maurie Webster, during the explanatory session held in the CBS building last week. And all left the meeting with copies of the survey and sets of charts. Earlier, charts were dispatched to ad agencies and key clients.

Here is the firm's step-by-step

explanation of how the survey was conducted:

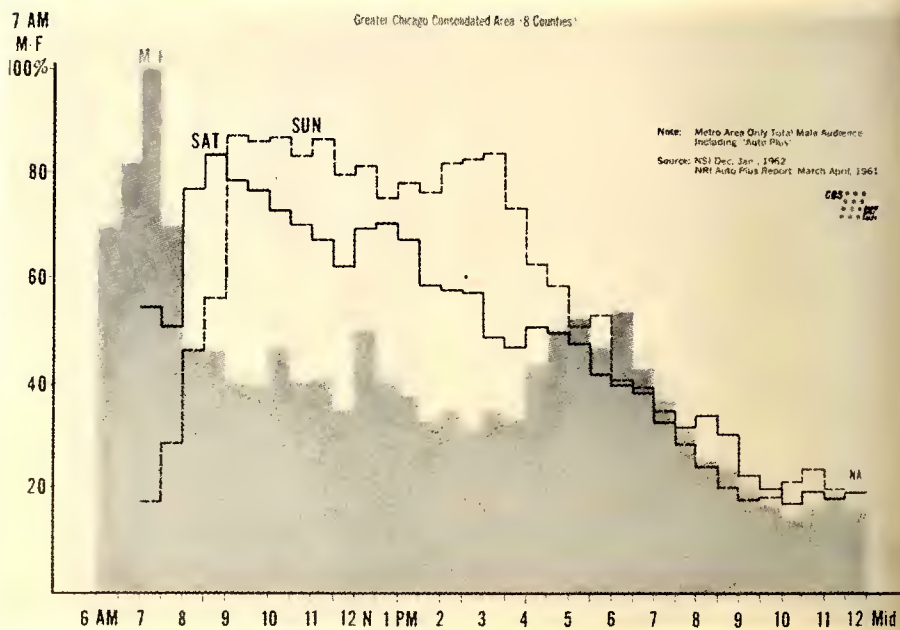
1) "Starting point was the metro area, in-home, radio audience on-the-hour and half-hour throughout the day. For example, 1 million homes.

2) "To (1), we applied listeners per home. For example: 1,000,000 × 1.5 equals 1,500,000 listeners.

3) "Then, we applied the percent of male listeners audience composition for the time period. For example: 1,500,000 × 30% equals 450,000 in-home male listeners.

4) "To the in-home metro area audience we applied the auto-plus from the NSI report for each time period. Remember, Nielsen auto-plus is a national average applied according to regional areas and does reflect regional variations. However, individual markets could have higher or lower auto-plus figures because of purely localized

## Best radio times to reach men in Chicago



### Weekend listening 30% above second-best drive time

In Chicago, 8:30-9 a.m. Saturday male listening is 85% as high as best weekday drive time. For eight continuous hours Sunday tops weekdays' peak in afternoon

variables. The figure used (the appropriate regional auto-plus as given in NSI Reports for each market) is the closest evaluation available.

"Continuing the example: 1,000,000  $\times$  20% equals 200,000 metro area car radios being used.

5) "Then, to (4) we applied the number of listeners per car from Nielsen's Car Radio Study). For example: 200,000  $\times$  1.7 equals 136,000 men listeners.

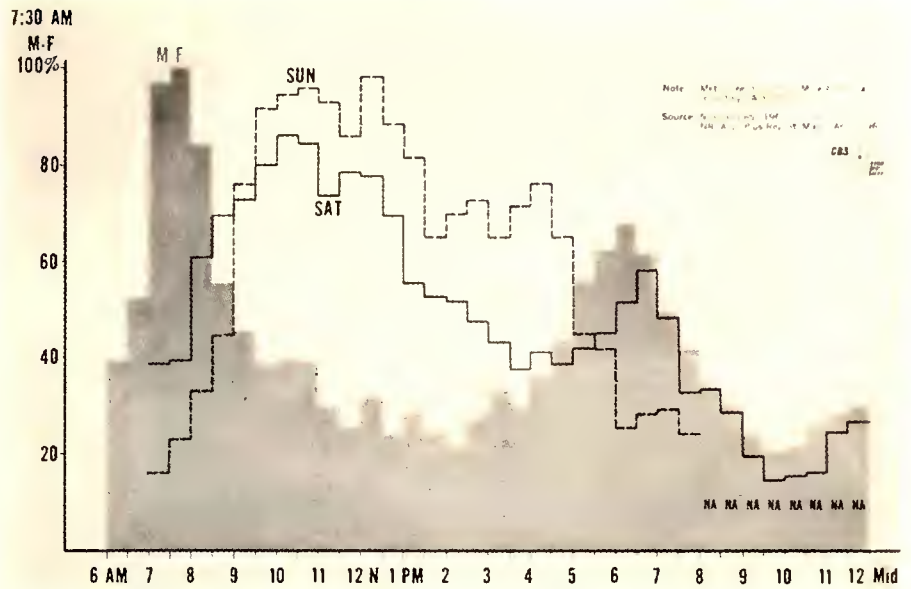
6) "To this, we applied the National Car Radio Audience Composition percentage of male listening. For example: 340,000  $\times$  40% equals 136,000 men listeners.

7) "Finally, the in-home male audience and the car listening male audience were added together. For example: in-home male listeners, 450,000; car audience male listeners, 136,000; total male listeners, 586,000."

All figures in the explanation are examples only and used for ease in interpretation.

Charts for each market were plotted with the 7 a.m. male audience (Monday-Friday) as being equal to 100% (except New York

## Best radio times to reach men in New York



### Saturday, Sunday mornings and Sunday afternoon tops

In New York, male listening is highest from 9 a.m. to 1 p.m. Saturday and 9 a.m. to 5 p.m. Sunday. Sunday audience equals high weekday drive time, at noon

City). In all markets this was the time period that attracted the largest male radio audience.

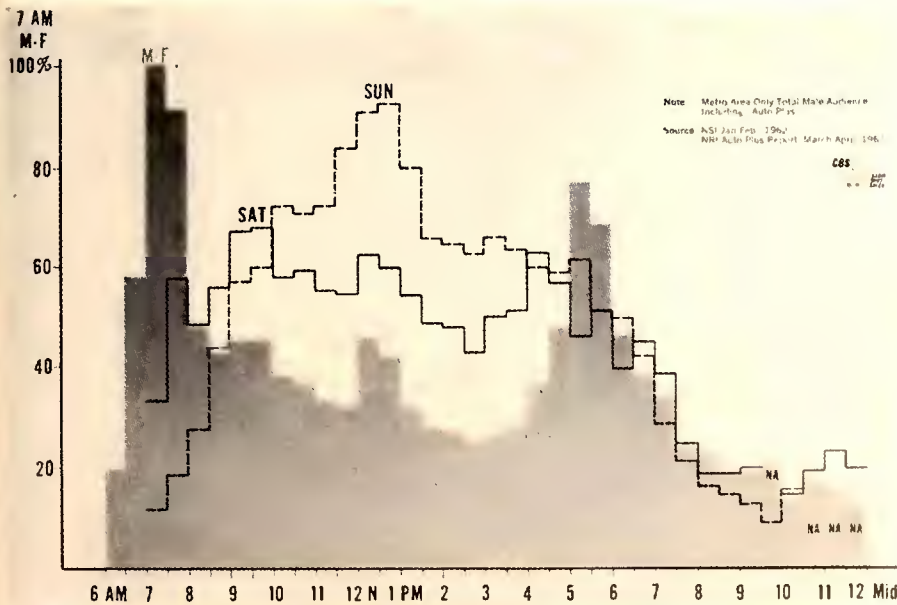
In the cities other than those whose charts appear on this page, the evidence for weekend radio is equally impressive. In both St. Louis and Minneapolis-St. Paul, Saturday listening from 9-9:30 a.m. equals the best weekday time, 7-7:30 p.m. In St. Louis, Sunday listening from 10-10:30 is also as high. Both the Saturday and Sunday peak male radio audiences in that city are higher than the second-best weekday spot. Interestingly, the No. 2 weekday period in both St. Louis and Minneapolis-St. Paul is not 5-6 p.m. drive time, but noon-12:30 p.m., according to the study.

Charts for Boston, Philadelphia, Los Angeles, and Portland, Ore., further support the strength of weekend male audiences.

**7 a.m. listeners.** Numerical male audience as of 7 a.m. in each metro area market was as follows: Boston, 123,520; New York City, 681,630 (7:30 a.m.); Philadelphia, 182,770; Chicago, 425,140; St. Louis, 100,200.

Minneapolis-St. Paul, 85,980; Portland, 50,960; Los Angeles, 359,030; San Francisco, 165,980. ▀

## Best radio times to reach men in 'Frisco



### Steady weekend audience peaks at noon on Sunday

Saturday male listeners are 70% as high as weekday, from 9-10 a.m. and 4-4:30 p.m., dropping off 20% in between. Noon-1 p.m. Sunday is 90% of weekday high

# How Grove Labs clear tv/radio copy

- ▶ **Grove v.p. tells hurdles drug copy must pass**
- ▶ **Shows Missouri Broadcasters importance of spot**
- ▶ **Suggests pitches for small-market outlets**

## BY REGINALD TESTEMENT

*v.p., Grove Laboratories*

I have no intention of trying to tell you how to run your business successfully and profitably. However, I do intend to supply you with information about our business which should have a direct influence on the selling methods you use with national accounts. And this, I am certain is of importance to you.

I represent a proprietary drug manufacturer. As you well know, this industry invests a tremendous amount of money each year in advertising. All national media are given serious consideration in planning our campaigns. In my position it is imperative that I be as objective as possible. Media must be evaluated with consideration to their various abilities to do specific jobs. Currently our faith in broadcast is evident by the amount we invest in this medium. And I say invest because it must provide a return. Perhaps if you know more about how we approach our advertising problems and how we allocate advertising funds, you will be a few steps closer to getting your share of this highly desirable and lucrative national advertising spot business.

**Press relations.** Even the mention of proprietary drug advertising sometimes puts broadcast management on the defensive. The industry has had a bad press the last few years . . . actually worse than it deserved. It has been a target for sweeping criticism and condemnation from many sides. Admittedly some of this was indicated. But it only takes a few bad actors to create a negative image. The great

majority of proprietary drug manufacturers make every effort to be truthful in their claims and to use good taste in the way the material is presented.

We are seeking out those people in your audience who have the symptoms our medications are designed to relieve. They will find it possible to have empathy for the person in a commercial evidencing the symptoms they are experiencing. Commercials can be structured to do just this and do it in good taste. For some time there has been a trend to the more sophisticated, soft sell in drug commercials. I'm sure you are aware of this. Manufacturers have learned this approach, used properly, can be more efficient than the knock-down, drag-out, hard-sell method.

**Planning commercials.** Let me cover some of the steps in the development and clearances of commercials in our company-agency relationship. Our product planning and quality control operations are headed by a doctor of medicine, an accredited member of the American Medical Association. This division provides our advertising agencies and our internal divisions with comprehensive product manuals. These manuals cover technical literature references relating to each ingredient in the formulation. Dosage, effectiveness, safety and side affects are described comprehensively. All data resulting from laboratory, animal and clinical investigations are presented in both tabular and editorial form. Where we feel it will be helpful, the division head meets with agency account management and creative personnel to present the complete story. A question and answer peri-

od permits these people to probe every area even more in detail. With this kind of indoctrination, the agency is in a better position to present sound, factual copy.

When the advertising department is satisfied with the creative product of the agency, we put it through our copy clearance procedure. The doctor heading product planning is responsible for reviewing the copy from a medical viewpoint to see that claims made for efficacy are valid. After his review, the copy goes to the lawyers on the clearance committee. Their particular firm specializes in Federal Trade Commission and Food & Drug Administration regulations and acts as legal counsel for some of the best known organizations in our fields of activity. With their up-to-the-minute knowledge of governmental agency interests and attitudes, they are in an excellent position to point out any legal problems that might occur through use of the claims presented.

After review by medical and legal, copy is returned to the advertising department. If any objections are registered by the clearance committee, revisions must be made to satisfy them. The only person who would have the authority to override such objections, and where there is valid argument for both sides, is the president of our company. We have never found this necessary. We are convinced this clearance procedure is sound and practical because we wind up with advertising copy that presents our product story without misrepresentation. So much for copy.

**Emphasis on spot.** Television and radio advertising is vitally important in our multi-million dollar advertising expenditure. Certainly we use newspapers, magazines, car cards, canoe sides, but the predominant investment is in broadcast. Of that, our company, over the last few years, has placed far more emphasis on spot rather than network.



We need the flexibility spot advertising provides. In most cases the strength of our individual brands has not developed uniformly across the country. Factory sales by product are broken down into small areas and advertising dollars we allocated to those areas accordingly. Through use of spot, we can build the kind of frequency that is most efficient for each area. It can be patterned to complement network coverage.

It is important that our cold tablet advertising be exposed to an individual at about the time when he is first catching cold. This can happen any day of the week, any hour of the day. For that reason we need all the frequency our budgets can provide. That's where spot advertising is our cup of tea.

**Nat'l spot dollars.** A recent study of national spot dollars is of major concern to most of you here today, because it reveals such an over-whelming concentration in major markets. Out of over 1300 brands studied, only 14% went outside the top 100 markets with their spot buys. To improve this situation, there seem to be several areas where you as station management people can strengthen your selling story to national accounts.

Quite often your national rates are not based as attractively as they could be. Generally speaking, we find our dollars more efficiently invested in larger markets. Once again, I am not telling you how to price your product. You are the only one in a position to determine that. I do think it important that you step over to the buyer's side once in awhile and see how your cost-per-1,000 stacks up with buys in major markets. Since quality of audience is also important, cost-per-1,000 is not the sole criterion; nevertheless it is a big one.

If you are out after business for a specific brand, better know something about its distribution and sales picture in your area. You may be spinning your wheels if the brand doesn't have adequate distribution. On the other hand, inadequate distribution might be the

basis for a selling story keyed to improving that distribution. Such information could give you an effective selling story. How do you get it? Through your local brokers, wholesalers, retailers and chains. Get to know them. They can be valuable.

Sometimes you can build a sound selling story around the use of your station by local chain and retail stores. Isn't it logical that national advertisers are looking for the same audience?

**Local markets.** You can't know too much about your local market. Know the people, their demographic characteristics, the industrial picture, economic trends, social habits, political views, civic interests, organizational activity. Every national advertiser has dif-

ferent problems. Your knowledge about one element in your local picture could very well be the important key to getting his advertising on your station.

A logical grouping of two or three contiguous markets may create a total package sufficiently large and economical to attract national advertising dollars. The Flint-Bay City-Saginaw group is an example. It is imperative that it be soundly conceived from both coverage and total make-up of the market package. Properly presented, with comprehensive information about the market group, covering retail sales by type of store, numbers of different types of outlets, population, coverage, etc., the package might be quite attractive for national advertisers. ▀



**Addresses Missouri Broadcasters Assn. fall conclave**

Two-day meeting of Missouri Broadcasters recently in Jefferson City, Mo., was addressed by Roger Testament, v.p. of Grove labs, heavy radio/tv advertiser

# What brands they buy in 8 markets

- ▶ **1962 TvAR Brand Comparison Report out**
- ▶ **Documents regional variations in usage**
- ▶ **Regular coffee big in Frisco, down in Boston**

Where a consumer lives has a bearing on what products he uses and what brands he prefers, indicates a study released today (29 October) by Television Advertising Representatives. The 1962

Brand Comparison Report sizes up what the consumer buys in eight major markets in the U. S. Here are some highlights:

- *Coffee.* In all the markets 91% or better of those interviewed

are coffee drinkers. But the wrinkle comes in the type of coffee preferred. In San Francisco, 45.5% use regular only, 12.2% instant only, and 35.3% use both. But in Boston, only 19.8% use just regular brews, while 25.2% like only instant and 46.3% drink both. Maxwell House is the top regular brand in seven markets, and the top instant in all eight.

- *Cigarettes.* 57% or more of the men in all markets are smokers. But in four markets the scales

## Brand preferences in nose drops, sprays, and inhalants

Brand	BOSTON			BALTIMORE			WASHINGTON			CHARLOTTE		
	Mar. 1962	Mar. 1961	Mar. 1962	Mar. 1962	Mar. 1961	Mar. 1962	Mar. 1962	Mar. 1961	Mar. 1962	Mar. 1962	Mar. 1961	Mar. 1962
	%	%	Rank	%	%	Rank	%	%	Rank	%	%	Rank
Alcan-Efrin	(a)	(b)		(b)	(b)		(b)	(a)		5.0	7.3	5
Benzedrex	(a)	(a)		(a)	(b)		(a)	(b)		(a)	(a)	
Congest-aid	(a)	(b)		(a)	(b)		2.2	(b)	7	(b)	(b)	
Caricidin	(b)	(a)		(b)	(a)		1.7	(b)	8	(b)	(b)	
Driston	6.7	8.6	3	16.5	17.1	3	22.3	13.3	2	14.5	19.4	3
Hedco Nose Drops	(b)	(b)		(b)	(b)		(b)	(b)		(b)	(b)	
Johnson & Johnson Nose Drops	2.0	(b)	8	(b)	(a)		(b)	(b)		(b)	(a)	
Mistal	(b)	(b)		3.1	(a)	6	1.1	4.9	10	(a)	(a)	
NTZ Nose Drops	(b)	(a)		3.1	2.8	6	1.7	(a)	8	(a)	(a)	
Neo-Syneprine	36.0	38.9	2	22.7	21.3	2	21.2	24.3	3	18.9	18.8	2
Pertussin	2.7	(a)	5	(a)	(a)		3.4	(a)	5	(a)	(b)	
Privine	1.3	8.1	9	4.7	2.4	5	2.8	2.7	6	(a)	(a)	
Prathricin	5.3	(b)	4	(b)	(b)		(b)	(b)		(b)	(b)	
St. Joseph Nose Drops	2.7	(a)	5	2.7	1.9	8	(a)	(a)		(a)	(a)	
Sinex	(b)	(a)		(a)	(b)		(a)	(b)		(b)	(b)	
Super Anahist*	2.7	4.9	5	6.3	12.3	4	11.7	15.9	4	10.7	10.5	4
Vosoxyl	(b)	(a)		(b)	(b)		(b)	(b)		(a)	(b)	
Vozol	(b)	(b)		(b)	(b)		(b)	(b)		(b)	(b)	
Vicks	39.3	34.0	1	49.4	38.8	1	35.8	39.4	1	44.0	30.9	1

Figures expressed as % of families using nose drops, sprays, and inhalants. \*Includes Anahist. (a) Less than 1.0%. (b) No purchasers found in sample or not distributed

are tipped by a predominance of non-filter smokers. In the remainder smokers of filtered cigarettes are more abundant. However, a filter cigarette is the brand leader in all markets (Kent in one, L&M in one, Winston in six markets).

• *Gold cereal.* Use of cold cereals is high, from 79% in Boston to 85.1% in Cleveland. Kellogg's Corn Flakes is the leading brand in all eight markets.

• *Hot cereals.* Consumption of hot cereal is up in all markets but San Francisco, where it has dropped 5% from last year. The overall range of use is from 62.3% in Boston to 70.7% in Cleveland. Mothers Oats is top brand in two

markets, Quaker Oats the leader in all others.

• *Beer & ale.* Baltimore is the highest ranking market for beer and ale (51.5%) and Charlotte is low-market with 26.9%. In five markets the brand leader is a regional brew.

• *Tea.* Tea-drinkers are lowest in San Francisco (76.3%) and highest in Charlotte (86%). Lip-ton is the brand leader in all markets, but even as the No. 1 brand it shows a wide range in popularity from 27% of tea-drinking families in Pittsburgh to 91% in San Francisco.

• *Cold remedies.* Vicks ranks at the top among nose drop brands

in seven of eight markets and leads the field in all eight areas among sales and ointments and cough and sore throat remedies.

**Interviews in spring.** The report is based on field work conducted in March and May 1962 by The Pulse, Inc., in Boston, Baltimore, Washington, Charlotte, Jacksonville, Pittsburgh, Cleveland, and San Francisco. In-home personal interviews with 4,800 families, an average of 600 per market, provided the data. The report draws comparisons with the 1961 study, listing data of that report with current information.

Setting aside marketing assumptions (Please turn to page 57)

## and how they rank in each of the markets surveyed

JACKSONVILLE			PITTSBURGH			CLEVELAND			SAN FRANCISCO			Brand
Mar. 1962	Mar. 1961	Mar. 1962	Mar. 1962	Mar. 1961	Mar. 1962	Mar. 1962	Mar. 1961	Mar. 1962	Mar. 1962	Mar. 1961	Mar. 1962	
%	%	Rank	%	%	Rank	%	%	Rank	%	%	Rank	
(o)	3.0		(b)	(o)		2.6	(o)	7	(b)	(o)		Alcon - Efrin
1.0	(a)	7	(b)	(o)		1.3	(o)	9	2.8	2.0	6	Benzedrex
(o)	(b)		(b)	(b)		(b)	(b)		(o)	(b)		Congest-oid
(b)	(o)		(b)	(o)		(o)	(b)		(b)	(o)		Coricidin
21.1	22.2	3	14.9	16.4	2	16.2	11.3	3	14.8	14.6	2	Driston
1.0	(o)	7	(b)	(b)		(b)	(b)		(b)	(b)		Hedco Nose Drops
(o)	(b)		(b)	(b)		1.7	(b)	8	(b)	(a)		Johnson & Johnson Nose Drops
(o)	(o)		(b)	(o)		(b)	(a)		(b)	(a)		Mistol
1.0	(b)	7	(o)	(o)		(b)	(b)		1.1	(b)	9	NTZ Nose Drops
24.6	25.5	2	6.7	3.8	4	33.6	27.1	1	14.2	25.2	3	Neo-Syneprine
1.0	(b)	7	1.5	2.2	8	3.8	2.0	5	4.0	2.0	5	Pertussin
2.4	3.7	5	3.7	2.2	5	3.8	3.0	5	1.7	(o)	7	Privine
(b)	(b)		(b)	(b)		(b)	(b)		(b)	(o)		Prothricin
1.0	(o)	7	3.7	(o)	5	(b)	(o)		1.7	(o)	7	St. Joseph Nose Drops
(b)	(b)		2.2	(b)	7	(o)	(b)		(b)	(b)		Sinex
6.6	10.7	4	9.0	14.2	3	5.1	13.3	4	6.8	8.6	4	Super Anohist*
1.4	(b)	6	(b)	(b)		(b)	(b)		1.1	(b)	9	Vosoxyl
(b)	4.4		(b)	(b)		(o)	(b)		(b)	(b)		Vazol
34.6	27.3	1	58.2	55.7	1	31.9	36.4	2	47.7	38.4	1	Vicks

in market.

# WLW-C

most important  
medium in  
COLUMBUS

Test Market of the U. S. A.

Columbus, Ohio, has become known as the test market of America—because of the wealth of product testing campaigns placed in this capital city . . . and for these half-dozen reasons:

1. Self-contained market
2. Typical and diversified population
3. Close to average income level
4. Stable market
5. Good distribution facilities
6. Good record as an indicator

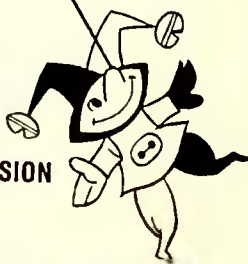
And WLW-C TV serves as the most important Columbus medium in testing the new products and also attesting to the established products . . . with its big three of top programs, top coverage, top audience!

You'll see . . . WLW-C . . . best by test!

## WLW-C

Columbus

NBC TELEVISION



The other dynamic WLW Stations

WLW WLW-i WLW-D WLW-T

Television Television Television  
Radio Indianapolis Dayton Cincinnati

Crosley Broadcasting Corporation

## SPONSOR BACKSTAGE

Continued

to mind is Kraft. Chevrolet has *Bonanza* on NBC TV Sunday night 9:00-10:00. It also sponsors in its entirety *My Three Sons* starring Fred McMurray and Bill Frawley from 9:00-9:30 Thursday night on ABC, and it bankrolls a major share of *Route 66* on CBS Thursday nights from 8:30-9:00. The *Route 66* show is shared with Phillip Morris and Sterling Drugs.

To give you some idea of what Chevy's competitors buy in network tv: Lincoln Mercury uses participations in *Stoney Burke*, *Be Casey*, and *Hawaiian Eye*, all on ABC; Chrysler buys participation in *It's A Man's World*, *Saints and Sinners*, and *Empire*, three new shows on NBC; Plymouth uses participations in *The Untouchables* on ABC and American Motors splits the bill with a number of other buyers on *The Flintstones* on ABC.

Garth Hintz told us one fact about Chevy's tv coverage which was a sharp commentary on the tough job an advertiser and agency face in trying to cover all of the nation's television viewers. In spite of the spread of *Bonanza* and *My Three Sons*, Campbell-Ewald studies show that *Route 66* reaches some 4 million viewers who don't catch either *Bonanza* or *My Three Sons*.

### The reality behind the image

After spending two days in Detroit and meeting Chevrolet and General Motors people as well as Campbell-Ewald people, and observing at first hand the way they worked with Eddy, I can see why they would be one of the few companies in the land so successful that they can still buy prime time network tv hours and half-hours. Ed Cole, who is the General Motors vice president in charge of all five of the company's automobile divisions, had the kind of warm, friendly and lengthy talk with Eddy which has made Eddy a General Motors and Chevrolet salesman for life, on stage or off. Garth Hintz, who spent a number of years in Campbell-Ewald's Hollywood offices working in their tv-radio department, but who now works in the Detroit home office, squirmed Eddy and me around. At the reception following the tv show Tuesday night I was with young Steve Saunders of the Campbell-Ewald tv-radio department in Detroit.

And on Wednesday Garth took us out to the Chevrolet plant in Willow Run. Here the Willow Run personnel director, Ed Northway, took us on a tour of this incredible assembly line operation which turns out one automobile per minute every minute of a 17-hour double-shift working day. It produces both Corvairs and Chevy IIs. The *Today* show, incidentally, was to televise high lights of the Willow Run operation the Monday after we left.

In the afternoon Garth took us out to Warren, Mich. (just outside Detroit), where we went through the General Motors Technical Center on a tour guided by Mert Carpenter. To call this fantastic complex of buildings, people, and activities a science fiction story come to life is to understate it. Among countless other activities General Motors cars for 1970 are already being planned here.

Eddy and I were fairly weary when Garth took us back to the General Motors building in town to say hello to the Campbell-Ewald brass, but you can bet that any commercials Eddy Arnold does for Chevy or General Motors in the future will bear an even greater stamp of authority and be presented with deeper conviction than ever before.

General Motors and Chevy's high position in American and world industry is obviously no accident.

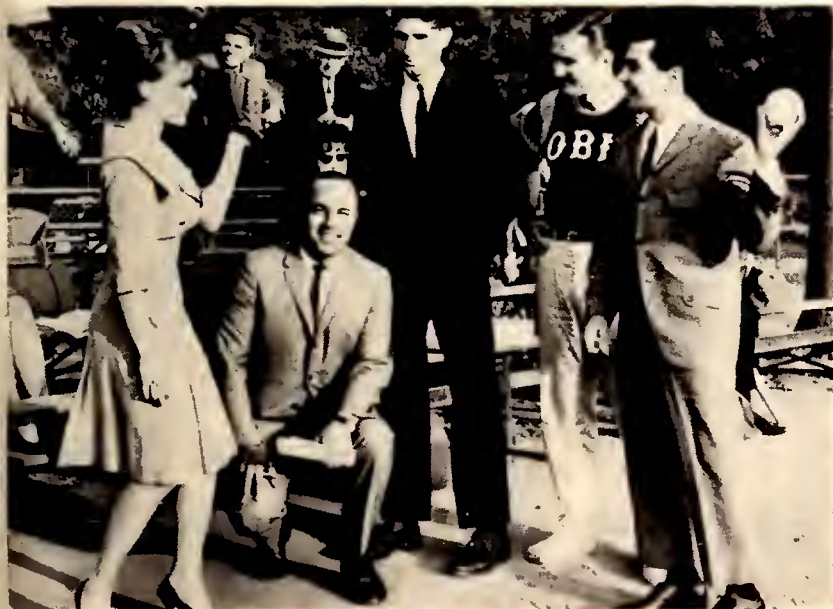
# TIMEBUYER'S CORNER

Media people:  
what they are doing  
and saying

Foote, Cone & Belding (New York) is fine-tooth combing the current crop of available timebuyers in hopes of latching on to a replacement for its departed senior buyer, Walter Reed. Walt, as reported here 1 October, abandoned his TWA, Savarin and Angostura Bitters accounts at FC&B to take on broadcast media supervisory chores at Gumbinner.

In the meantime, the agency-hopping game goes on and on. The latest players: DCS&S' (New York) Larry Reynolds who bought for such accounts as Grove Laboratories and Bristol-Myers, starts today at J. W. Thompson (New York) reportedly buying on the Lever group . . . Lambert & Feasley's Jim Watterson went, along with the Warner-Lambert business, to Lennen & Newell.

Speaking of Lambert & Feasley, Frank Sweeney, buyer on Listerine, wasn't the only one to exit the agency along with the account when it moved to J. Walter Thompson. He was joined, in the move, by senior buyer Sam Leddy.



## Movie stars go to bat for timebuyers

The game which rang down the curtain on the soltblat game season—the 95th Street All Stars game—attracted Lisa James (l) and Joey Dee (far-r), the stars of Columbia's new motion picture, "Two Tickets to Paris." Others: (l-r) D&C's Phil Brooks, L&N's Bob Jeremiah, and SSC&B's Charles Camillieri

Recommended reading: (Just in case you missed it) "Timebuyers: want to relocate?", SPONSOR 15 October issue. The story, based on a recent SPONSOR survey, clearly defines job opportunities (salaries included) in time-buying arenas in different parts of the country. The story does much to dispel "grass-is-greener-elsewhere blues" which occasionally plague even seasoned die-hards.

New York's loss is Boston's gain dept.: Marilyn Perkins, who bought  
(Please turn to page 48)

## HALEY'S COMMENT



In a word, "Wow!"

That's as good a word as any to sum up the reaction to our new morning programming combining the Wonderful World of Music with the Wonderful World of Information. At frequent intervals, we give brief service announcements such as weather forecasts, traffic reports, and news headlines, plus complete local news and NBC news broadcasts. And the letters and cards from approving listeners don't show any signs of slackening off.

To tell people about our new format, we've launched a large-scale newspaper campaign using — of all things — a family of boiled eggs to illustrate what we're talking about. One ad, for example, shows a disgruntled-looking egg and is headed, "Do they say you're too hard boiled in the morning?" The copy goes on to suggest that if you suffer from Morning Grouch, listening to WEZE is a wonderful way to get in a good mood.

The response to all this has been even better than we expected. Slightly phenomenal, as a matter of fact. Dial-twiddlers write to tell us they've given up the habit and now keep their radios at 1260, and — as one sponsor put it — "Our commercials really pull with an audience that's wide awake!"

All in all, we think we've got something pretty special to offer — not only in the number of our morning listeners but in their responsiveness. A phone call to me at Liberty 2-1717 in Boston will get you all the facts and figures, or you can contact your nearest Robert E. Eastman representative. Either way, you'll find us worth looking into.



Sincerely

*Arthur E. Haley*

Arthur E. Haley  
General Manager

Other Air Trails stations are:

WIZE	WKLO
Springfield	Louisville
WCOL	WING
Columbus	Dayton
	WRIT
	Milwaukee

"If WIS-TV were a



**The Chester Reporter**

TRAFFIC CATASTROPHES  
15

United Fund Over The Top By \$178.04

Council Votes Water, Sewer Lines To Firm Planning Move To Chester

Chopped Box In Commissions After 26 Days

Mrs. Waters, Miss West Named Teachers Of Year

Local Airport Included In Fighting Plan

Adron H. Logan  
SC Young Farmer

Adron Logan  
Farm Story



# rdinary television station..."

Chester (S.C.) Reporter

"If WIS-TV were an ordinary television station, we would not be wasting our paper and ink," said the Chester (S.C.) Reporter in a recent editorial. "But WIS-TV is one of the pioneer stations in the South, and the only one, so far as we know, that has consistently tried to meet its public service obligations with energy and imagination."

We thank our media colleague heartily. We don't think we are alone in recognizing our responsibilities, but we will continue to try to justify this kind of unusual praise, with unusual performance.

## **WIS TELEVISION**

**NBC / Columbia, South Carolina**

Charles A. Batson, Managing Director

a station of



**The Broadcasting Company of the South**

G. Richard Shafto, Executive Vice President

WIS television: Channel 10, Columbia, S.C.

WIS radio: 560, Columbia, S.C.

WSFA-TV: Channel 12, Montgomery, Ala.

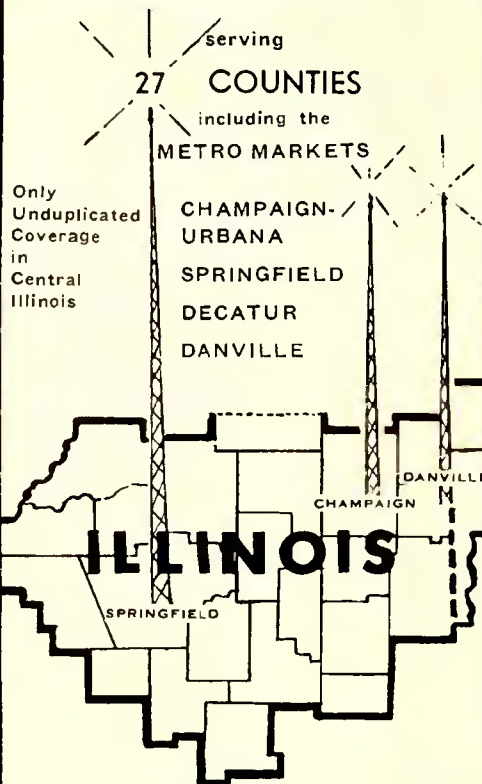
*All represented by Peters, Griffin, Woodward, Inc.*



## BUYING CHAMPAIGN?

**132** NATIONAL ADVERTISERS  
MUST BE RIGHT  
BUYING

**WICS 20 WCHU 33 WICD 24**  
SPRINGFIELD CHAMPAIGN DANVILLE



### RETAIL SALES

\$1,224,422,000

### POPULATION

953,290

### HOMES

288,544

### TV HOMES

271,038

SRDS, February, 1962

Sangamon and Macon Counties are the largest counties in Central Illinois for both Consumer Spendable Income and Total Retail Sales.

## PLAINS TELEVISION STATIONS

**WICS 20 WCHU 33 WICD 24**  
SPRINGFIELD CHAMPAIGN DANVILLE

Executive Offices 523 E. Capitol Avenue,  
Springfield, Illinois; Phone 528-0465



Serving 27 Counties in  
the Illinois Heartland



# TIMEBUYER'S CORNER

Continued

for such accounts as Avon, Visa Airlines, and Benjamin Moore paints at Monroe Dreher, New York, deserted both agency and the Big City for Boston to be media buyer at Hoag & Provandie. Marilyn will be buying on all the H & P accounts. Her Monroe Dreher post was filled by Donald Comeau who, with this job, re-enters both the business and the U.S. after a year's absence. A former Grey and Al Paul Lefton buyer, Don spent the past year in Canada trying out another field.

Just in case you're wondering who J. W. Thompson (New York) has tapped as buyers on Phillips Petroleum, their latest coup, at press-time the agency wasn't ready to name names.

New buyer: Young & Rubicam's Paul Theriault, who worked in the agency's local programing department, has been named media buyer on the Birds Eye (General Foods) account there.

Recent additions to the in-home audience figures: To Ben Sackheim's (N.Y.) Dick Goldsmith, a son named David Michael, and to Dancer-Fitzgerald-Sample's (N.Y.) Dave Wahlberg, a daughter, Sharon.

Just to set the record straight: Since mistaken identity seems to plague name-alikes Marion Monahan and Marianne Monahan to the point where, according to NL&B's Marianne, "we're beginning to feel like old friends," we thought we'd attempt to clear up some of the confusion which



Marianne Monahan  
NL&B, Chicago



Marion Monahan  
McCann-Erickson, S.F.

has become an almost daily part of the girls' existence. For one thing, the first names are slightly different. For another, Needham, Louis & Brorby's Miss Monahan has never worked in San Francisco, nor McCann-Erickson's Miss Monahan in Chicago. Marion, as many will recall, was nominated (by reps in that area) as a top buyer during SPONSOR's survey and subsequent story, "They're the Top Buyers (on the West Coast)," 1 January 1962. She was cited for her high caliber performance in broadcast buying despite the fact she is a relative newcomer to this facet of the business. Her accounts are Lucky Lager Beer and Calspray Chemical. Recently she was promoted to assistant media director for tv in the San Francisco office of McCann-Erickson. She is, so say the reps, particularly well versed on tv markets, especially towards beer and wine. Needham, Louis & Brorby's Miss Monahan, needs no introduction to buyers in and around the Chicago area. A pro in the art of timebuying, Marianne handles such accounts as S. C. Johnson, Campbell Soup, International Minerals & Chemical (Ac'cent), and Morton Salt. She has an outgoing personality and is liked, without reservation, by everyone. She was named "Timebuyer of the Year" last spring by the Chicago chapter, Station Representatives Assn.



**PEOPLE PACKAGE . . .** person-to-person radio, in one giant "people package"! That's KRMG, the friendly giant in Southwestern radio, programmed for the entire family . . . and, reaching the total Oklahoma market in one big 50,000-watt breath. People who listen, like it . . . people who buy it, love it!



**KRMG**

HAS

**P. P.**

YES,

PEOPLE

PACKAGE



THE JOHN BLAIR  STATION

**KRMG**  
TULSA,  
OKLAHOMA

**KIOA**  
DES MOINES,  
IOWA

**KQEO**  
ALBUQUERQUE,  
NEW MEXICO

**KLEO**  
WICHITA,  
KANSAS



robert e.  
eastman & co., inc.

## BOB & RAY

(Continued from page 35)

tening to Bob and Ray . . .") and sundry other things extolling the creators of such characters as *Mary Backstayge*, *Noble Wife* and *Matt Neffer*, *Boy Spot Welding King of the Free World*.

**From Boston.** Bob and Ray bounced into the national bigtime in 1951 when they signed on at NBC after a rousing beginning in Boston. Subsequently they were seen and heard on other networks in both radio and tv programs as well as on local Gotham early morning radio. Their efforts at comedy also won for them two Peabody Awards. Also they have been singled out on numerous occasions for their commercials, made through their one-time corporation, Goulding - Elliott - Graham. Greybar Theatrical Production Co. is their present corporation. They made commercials for such name brands as Millbrook Bread, Guardian Maintenance, Mutual of Omaha, Carling Black Label beer and others. They also scored heavily as the voice of the Piel Brothers for the five years of that campaign's duration. The new Bert and Harry commercials for Piel, via the Young & Rubicam agency, will be penned by Ed Caffrey. Pelican Productions will do the new animated Piel commercials, all of which is currently being preceded by a rompish, rognish newspaper-radio teaser campaign involving Bert and Harry and a crafty Madison Avenue gray-flannelled efficiency expert named E. Gordon Gibbs.

A SPONSOR editor last week rifled through the fan mail that Bob and Ray were getting from their listeners. It constituted a new high level of appreciation. It was indeed the type of mail penned by a literate, sophisticated and infinitely better level of metropolitan audience. And since these two specialists in satire know the full value of intelligent fan mail, they are inclined to fondle their appreciative audience and to worry about their health. They constantly urge their audience to wear overshoes when it looks like rain; before long, they will be sending their fans a new edition of *The Bob & Ray Citizen*, *Post*, *Gazette*,

*Herald*, *Clarion & Etoile*, a spasmodically published house organ calling attention to their multitudinous activities. Like the late William Allen White, editor of the *Eniporia Gazette*, who believed in printing all the delicious small town gossip, as well as significant items, both Bob and Ray pepper their sheets with such pieces of incidental intelligence as: "Greybar Theatrical Production Co., Sole Makers of Bob and Ray Stuff, have an annual telephone bill of over \$380" or "Bob and Ray's baseball reporter, Steve Bosco, in Florida covering spring training, says, 'There'll again be eight teams in each of the two major leagues this season'" or "The light bulbs in New York's subway trains have reverse threads to thwart 'would be' bulb snatchers."

**Program service.** On the ground that their satirical shafts should not be denied the rest of the land, Bob and Ray also have set up a "Bob and Ray Program Service" for radio stations. This service provides an outlets with a vast reservoir of three and four minute bits culled from their many previous appearances on the aerial circuits.

Already signed up are WDAF, Kansas City; KFMB, San Diego; WGR, Buffalo; WTIC, Hartford; WKMH, Dearborn, Mich.; WKNX, Saginaw; WFAA, Dallas; WDSU, New Orleans; WZOK, Jacksonville; WVAM, Altoona; WBEC, Pittsfield; KITE, San Antonio; KALF, Mesa, Ariz. and WOMP, Wheeling.

At the rate they are going, Bob and Ray figure they will have some 30 or more radio stations signed up by Christmas. Nor are the boys above lending a hand in promoting the service once a station has acquired it. A number of outlets have expressed pleasure at the ready willingness with which these two sharply comical individuals cooperate in the launching of their tailor-made programing routines. Subscribing stations are using the service to adrenalize morning shows, variety and news formats and various other sagging elements in the day's bill of fare.

Somewhat corrugated in appearance, Bob and Ray work out of a small, unprepossessing studio. Adlibbers from way back, they scorn

scripts, frequently choosing their themes following a hurried glance at the afternoon papers in promotion director Newman's office.

Unlike many performers (a peripatetic lot, at best) Bob and Ray appear to have found a comfortable nook at the Storer outlet on Park Avenue, an ideal vantage point from which to shoot their wickedly sharp arrows into the air. Radio, they insist, is their foremost object of love.

"A radio station should have a personality," they told a sponsor editor. "The stronger the personality, the greater the station's ability to play an important part in the affairs of the community that it serves. Television, on the other hand, by its very nature, seldom achieves the degree of 'intimacy' that good local radio enjoys, for radio is everywhere."

Having evaluated the role of a radio station, the pair marched into the studio, faced a ribbon mike and one of their characters, Wally Ballou, intoned the daily "Pigeon Saturation Report." "Normal to heavy in the metropolitan area," listeners were dismayed to learn.

## RADIO PITCHES

(Continued from page 37)

ness pitches pay off with such accounts as a large clothing store, a brokerage firm, a food chain, and drug firm. All had formerly used print.

Among its pitches KMOX emphasizes to prospects that radio gives good coverage in the suburbs where newspaper circulation drops off. Similarly, the station defines its coverage beyond the metro area as "regional radio," suggesting that an advertiser in weekly county newspapers could drop that schedule if he were on radio.

Another angle is to point out radio's flexibility for quick copy changes such as price-reductions on advertised items. "Vertical saturation" may be recommended to a store for a one-day event or one-department sale. The station also cooperates in building mailing lists for direct mail targets, sometimes using "test" items not advertised

in the client's print campaign.

**Station personalities.** Every station has news or program personalities who have a rapport with the audience. Station managers agree close personal identification with and endorsement by a personality is a good pitch. Station men believe this is especially true of newsmen. When an announcer is well-liked he is a good seller, because he has an air of believability and reliability associated with the news.

**Public service.** Many stations enter heavily in community affairs and public service to help establish a strong reputation as a public benefactor. Free time is often given to charitable, civic, and religious organizations, and announcements of community events are broadcast frequently.

Staff members are encouraged to participate in clubs such as Rotary, Kiwanis, Lions, Chamber of Commerce, and the Jaycees. Sometimes the membership dues are paid by the station.

Such community interest, both inside and outside the station, not only better public relations and image, but may provide the same advantages for an advertiser. For example, WITN, Washington, N. C., station manager Bill Moore says: "We consider our main job to sell ourselves to the community with the services we render them. Because of our public service programming and properly balanced air schedules, we show potential advertisers how they will benefit by associating with a medium that has prestige as a community service."

**Agency role.** If the potential advertiser has worked heavily with newspapers, he is not apt to realize the extra planning that goes into radio. Probably he has been furnished with mats by product suppliers into which he simply dropped the price and logotype. It is a simple process compared to radio buying. Radio men agree that any extra services often fall on the station. A willingness to do the added work to the best advantage of the advertiser can be a boon to the seller.

The storekeeper cannot write his own copy or continuity, so the station absorbs this burden. How should the copy be written? To



## WAVE-TV gives you 28.8% more MOTORISTS

— 28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV less than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!  
Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER  
NBC • LOUISVILLE

The Katz Agency, National Representatives



3

**new**

**SPONSOR**

**extra services**

**available**

**for your**

**use**

## 40-YEAR ALBUM of PIONEER RADIO STATIONS

1 a collection of rare and treasured pictures of radio's remarkable forty years of service arranged by decades and sections of U.S. and Canada. It's a handsome historic keepsake of radio's outstanding achievements. 284 pictures were selected from over 1,000 pictures submitted by 40 year old stations.

**130 pages. \$1.00**

## 5-CITY TV/RADIO DIRECTORY

2 SPONSOR'S 11th directory of TV and Radio services in five leading advertising markets. Several thousand copies of the 1963 edition were on order before publication. An unduplicated pocket-reference for everyone in the broadcast advertising business.

**32 pages. 50¢**

## 1962 TIMEBUYER'S MARKET GUIDE

3 A unique compilation of basic market information on 90 multiple TV station markets showing network, spot and local expenditures in market for both 1961 and 1960, total homes in area, counties in area, quarter-hour homes reached, night and day spot cost, TV Stations and essential data on each.

**136 pages. \$1.00**

### SPONSOR Services

555 Fifth Avenue  
New York 17, N. Y.

Please mail me

- copies of the 40-year Radio Album @ \$1.00
- copies of the 5-City Directory @ \$.50
- copies of the TV Timebuyer's Guide @ \$1.00

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

Address \_\_\_\_\_

check enclosed

bill me later

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE  
555 FIFTH AVENUE, NEW YORK 17

# Chicago's most favorable location for the communications and advertising industry

## JOHN BLAIR BUILDING

645 N. Michigan Avenue  
Chicago 11, Ill.



*For rental information contact*

### **Scribner & Co.**

38 S. Dearborn Street  
Chicago 3, Ill.  
Central 6-4204

whom is it being directed? What length spots should be used when? The team of salesmen and copywriter must do research on the complete store background before good copy can be written. If the store has never advertised before, other than in prepared product print, they probably have not established merchandising policies or an identifiable store image. In doing all this the station must, in fact, act as an advertising agency.

**Client distinction.** Explain to the advertiser how radio separates competitive products and dominates the attention of the listener during a chosen time period. Naturally commercials of competitive advertisers can be separated by time as well as by use of personalities.

Station men agree that it is best to assign a client's commercial to a particular personality and stick with him. For any competing product another announcer should always be used for endorsement. This adds credibility and personal identification. Salesmen pitch this voice and personality difference to give the product or store distinctive image.

Also, various times and adjacencies can be chosen to hit the exact audience.

**Cost-per-1,000.** Figures on a national level showing the low cost-per-1,000 of radio are available. Also, station men in local areas make their own studies against the newspaper or tv competition. WSJS, Winston-Salem, lists this as their first pitch. "Above all, we convince the client that our medium gives lowest cost-per-1,000," says Dick Barron, assistant manager. "We also try to bring into consideration the tremendous out-of-home audience which the medium reaches. It can be up to 40% of a total audience. We pitch that segment as a bonus to a prospective advertiser."

Most important of all pitches, salesmen say, is to try and convince the advertiser that once he enters radio he should stick with it; one even said "or not enter it at all." The building of a strong image in the minds of a radio audience is not accomplished satisfactorily with one flight of announcements, they say. ■

# WASHINGTON WEEK

29 OCTOBER 1962 / Copyright 1962

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

**Philco, as per schedule, led off proceedings before FCC chief hearing examiner James D. Cunningham on the RKO-NBC application to swap Boston and Philadelphia stations, and on Philco's bid for NBC's Philadelphia channel.**

If Philco should succeed, of course, there would be nothing for NBC to trade. Also involved is an allegation that since the RKO Windsor, Canada, station serves the Detroit market it amounts to a sixth VHF station for that company, exceeding the multiple ownership limits.

The job ahead of Philco is to prove that NBC-RCA are unfit for licensing by the FCC because of **alleged violations of the antitrust laws**, and for anything else Philco may be able to prove. RKO attorney W. Theodore Pierson said this would mean the end of NBC as a tv network, since a network must own stations to be able to exist.

Philco attorney Henry Weaver tried the Westinghouse-NBC sale-trade of Philadelphia stations for Cleveland as an opener, with subpoenaed Westinghouse board chairman E. V. Huggins as the first witness, and Chris Witting up second.

Westinghouse will appear for the purpose of presenting its own evidence later in the proceedings, but reluctantly. It originally sought status as a party to **protest NBC's entry into Boston**, later tried to withdraw but was **refused permission to bow out by the FCC**.

The facts that Weaver established with Huggins as the witness were shaken badly by NBC attorney Irving Segal. Left undisputed at the end was the Huggins assertion that Westinghouse would never have consented to the trade of Philadelphia for Cleveland if it hadn't been for **fear of loss of NBC affiliation in Philadelphia**. But Segal traced a long line of Westinghouse steps very much to the dissatisfaction of NBC and RCA, in the face of any fears of reprisals. Huggins insisted, however, that NBC had threatened to buy another Philadelphia station if Westinghouse refused to trade.

This was the trade on which Justice Department sued RCA-NBC, which resulted in the consent decree making necessary NBC divestiture of the Philadelphia stations.

**The FTC's co-op ad conference never burst out of the garment industry limits within which it started, and therefore the expected important impact on the ad industry never developed.**

Main development of importance, therefore, was the statement by FTC chairman Paul Rand Dixon at the outset that the Commission is **not opposed to co-op advertising as such**. He indicated FTC interest is in assuring that benefits available to one retailer are **available to all on non-discriminatory terms**. He stressed FTC understanding of the value of advertising.

It was alleged by retailers that manufacturers would like tough FTC regulation in this field so they could escape paying their share for co-op ads. This was denied, and the one-day conference practically turned into a debate between segments of the garment industry.

**Stereo tv would be next if the FCC approved a petition by General Electric, developer of one system.**

GE said in its petition that there are other systems in addition to its own, and asked the FCC to set standards. At present stereo is broadcast only by fm—and is considered a possibility for making fm a prosperous service—and occasionally on a combination of fm and am.

# SPONSOR HEARS

29 OCTOBER 1962 / Copyright 1962

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

A report that won't let itself be laid to rest: both Colgate and Bristol-Myers are bent on adding a new agency to their stables.

The Colgate move is expected to take place within a month.

Radio broadcasters who attended the NAB's district meeting had a gag going among them during their stay.

It was this: the promotional side of the association urges that when travelling look for a room with a radio, but there wasn't a radio in the rooms of the Biltmore hotel into which the NAB had registered the meeting's attendees.

If you took a poll among tv executives on Madison Avenue as to the client who least lets the record discourage his faith as a program chooser, the majority vote would most likely go to Henry J. Kaiser, the industrial wizard.

His choices for three successive seasons: Hong Kong, Follow the Sun, the Lloyd Bridges show.

If you've been around the business a long, long time you will probably be among those who marvelled at the occupational background from which network program directors have emerged from time to time.

Just to dig back on three of them: (1) a real estate plot salesman; (2) a statistician in the insurance business; (3) a mathematics teacher in a small military school.

Perhaps in no business other than tv, observed a Madison Avenue philosopher, can the seller of a commodity juggle paradoxes with such blitheness and impunity.

Like, for instance, on the one hand vowing in the public prints that ratings are of no consequences and on the other hand taking every promotional advantage of competitive ratings after the new season has unfolded.

Added the philosopher: life for such an avower could be so simple if he didn't have looking over his shoulder such sliderule devotees as P&G, American Home Products, Colgate and Alberto-Culver.

Remember the era in radio when the air was rife with self-liquidating premiums?

Well, if anyone's inclined to put together a roster of the champions among dime and quarter pullers they'll have to include the late Tom Brenneman, Chandu the Magician, Jack Armstrong All American Boy and Ma Perkins.

Brenneman on one occasion, with P&G and Kellogg as his co-sponsors, drew over a million quarters.

It's getting harder and harder for Hollywood tv film producers to recruit top-flight seasoned writers for half-hour series.

Money isn't the reason. Writers prefer to identify themselves with the hour show, in the belief that it accords them greater prestige within the filmmaking community.

In other words, a half-hour program is equated with the old short subjects field.



## MAGNAVOX

(Continued from page 33)

the plan because the price of the campaign is less than regular rates. They fear such a precedent would open the way for lower rates on other sales. But others are for the plan, agreeing with the association that "we have needed a full-time promotional center and executive director for some time."

The Magnavox package is six spots a day for six months. Two spots are to be run between 7 and 10 a.m., two between noon and 5 p.m. and two between 6 and 11:30 p.m. It provides an opportunity for stations to sell local Magnavox dealers adjacent spots, programs, or dealer tags.

**Agency supports plan.** Magnavox currently spends 95% of its advertising budget in print. In a letter to the NAFMB board of directors, K&E's John Shima, media group head, made this statement:

"Our client is enthusiastically behind your plan to utilize donated announcements from NAFMB stations to finance the development of

fm. The funds for this campaign have been diverted from other media, thus representing new money for the fm industry. We at K&E feel that this project will open the door for greatly increased fm expenditures, not only by our agency, but by all major agencies."

T. Mitchell Hastings, president of the NAFMB, told members in a subsequent letter what the purchase would mean to the organization. "This (\$150,000) is the minimum amount needed to cover the cost for one year of 1) a full-time national sales promotion director; 2) a New York office similar in function to RAB and TvB but geared particularly to fm requirements; 3) a research program of genuine value; 4) a series of creative presentations to agencies and national accounts for the presale of member stations, and 5) continued publication of *NAFMB Report* on a monthly basis."

Negotiations between various parties for the plan were handled by Hamilton H. Brosious, president of Hamilton Audio Electronics, New York. ▼

## BRAND COMPARISON

(Continued from page 43)

tions based on "common sense," the report's figures often show where such musings can be misleading. Off-hand it might seem obvious that more nose drops would be purchased in northern climes. But the Brand Comparison Report documents the opposite. In Jacksonville nose drops are purchased by 11% of families interviewed. In Pittsburgh the figure is only 21%.

On the other hand the study validates a somewhat expected variation in gasoline brand rankings, usually affected by regional marketing. Esso leads in Boston, Baltimore, Washington, and Charlotte. Gulf is No. 1 in Jacksonville and Pittsburgh. Sohio is the top brand in Cleveland, while Chevron leads in San Francisco.

Copies of the full report, designed to provide advertisers and their agencies with marketing and research information for their use in planning ad strategy, are available from TVAR. ▼

# DYNAMIC GROWTH!

the Key to the  
SOUTH'S FASTEST GROWING TV MARKET

Automobile Sales \$307,199,000

Ford Sales \$263,498,000

TV Homes \$ 317,523

CROSS  
ROADS  
OF THE  
SOUTH

# JACKSON, MISSISSIPPI

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

# SPONSOR-WEEK

Continued



## Accepts radio-tv news association award

Ray Wilson (r), news director, KFMB-TV, San Diego, accepts Radio & Television News Assn. 12th annual award for best regular tv newscast, from Sam Zelman, West coast buerau mgr., CBS TV, and immediate past pres. of the organization



## At the Fair

WWLP-TV, Springfield, women's services dir. Kitty Broman (c), on camera at week-long remote of Eastern States Exposition held in West Springfield



## Day at the Zoo

Thousands of Toledo youngsters and their parents turned out for the third annual WTOL Day at the Zoo. Featured event was Yogi Bear's Circus



## One way to dramatize your market story

WWOM, New Orleans, gen. mgr. David Wagenvoord brings Bourbon St. to Mad. Ave. as he serenades agencies. Combo is flanked by (l-r) Adam Young a/e's Tim White, Bob Syers, Ted Brew, Wagenvoord, rep radio gen. sls. mgr. Jim Smith

## Advertisers

One indication of the ever-growing importance of the computer in advertising is a new book published jointly by the ANA and Central Media Bureau.

The book is a collection of the speeches presented at last spring's five-session seminar on the topic sponsored by CMB.

It's available to ANA members for \$2 and the price to non-members is \$5.

**Campaigns:** A tv saturation test campaign in Northeastern Ohio for Buxbaum Co.'s Akro "Mr. Inside" and "Carpet Saver" floor mats began 21 October. Campaign will last six weeks . . . Schick Safety Razor plans to spend well over \$2,500,000 within the first quarter of 1963 for krona blades. Included in the promotion will be network tv and spot, both tv and radio, starting 1 January for 13 weeks.

**Financial reports:** P. Lorillard sales for the third quarter totalled \$133,960,261, as compared with \$124,376,515 for the same 1961 period. Earnings rose to \$7,641,365 from \$7,257,670 for the comparable period last year. Earnings per common share were \$1.13 as compared with \$1.08 for last year's third quarter . . . Falstaff Brewing had net sales for the third quarter totaling \$34,793,448, compared with \$34,390,590 for the same period a year ago. Net income was \$1,913,298 compared to \$1,873,226 last year and earnings were 87 cents per share, vs. 85 cents in 1961.

**PEOPLE ON THE MOVE:** William James Connelly, Jr., to advertising manager of Heritage House Products, subsidiary of Diamond Alkali of Cleveland . . . George H. Murphy to president of Revlon, Inc., from president of Personal Products. Charles Revson becomes chairman of the board.

## Agencies

Leo Burnett has put through several executive promotions in the creative staff.

They are:

Don Tennant becomes vice pres-

ident in charge of the creative services division and a member of the agency's executive committee; Cleo Hovel has been named vice president in charge of the tv commercial department (succeeding Tennant) and a member of the creative review committee; C. Peter Frantz becomes administrative vice president, creative services division, a new post; and R. E. (Tommy) Thompson, chairman of the agency's creative review committee, has been elected to the board of directors.

**Agency appointments:** Ternstedt division of General Motors, supplier of automotive hardware, to D. P. Brother . . . Speedliner Marine Co. to Fletcher, Wessel & Enright . . . Maradel Products to Adams & Keyes for Oleen Shampoo and P.C.K. Hair Conditioner . . . Jensen-Salsbery Laboratories, ethical veterinary supply subsidiary of Richardson-Merrell, to Klau-Van Pietersom-Dunlap . . . International Telephone and Telegraph Corp. to Donahue & Coe for its Components, Wire and Cable Group. Needham, Louis & Brorby continues to handle all phases of the ITT corporate advertising program . . . The consumer portion of Diamond Crystal Salt (\$500,000) to Grey from Duffy, McClure & Wilder . . . Equitable Securities to Metlis & Lebow.

**New quarters:** Erwin Wasey, Ruthrauff & Ryan offices in Chicago are now located at 410 North Michigan Avenue.

**New v.p.'s:** Roy T. Nordin at Hugh H. Graham & Associates, Farmington, Conn. . . James E. Fasules, Willard S. Johannsen and Bradley M. Wyatt, Jr. at Needham, Louis & Brorby . . . Frank C. Beckert at Dunwoodie Associates, Garden City . . . Robert F. Weltzien and Donn C. Dolan at Foote, Cone & Belding. Both are assigned to the Clairol account . . . James K. Jurgensen at Lillienfeld & Co., Chicago, in charge of media and radio-tv production . . . Don R. Lyons at Kricher, Helton & Collett, Dayton . . . John A. Thomas at Ogilvy, Benson & Mather.



**New leaders mull plans for coming year**

New Board of Directors of the Indiana Broadcasters Assn. First row (l-r): John Babcock, WLWI, Indianapolis; Robert McConnell, WISH, Indianapolis; Ried Chapman, WANE, Ft. Wayne. Back (l-r): Les Spencer, WKBY, Richmond; Jack Douglas, WFIE-TV, Evansville; Martin Williams, WFMS (FM), Indianapolis



**Impact for "Impact"**

Ben Hoberman (l), KABC, Los Angeles v.p., presents plaque to Ray Brown (c), pres. of Ray Brown Automotive and Robert Anderson, pres. of Walker Saussy Adv., for purchase of highest-priced local commercial on behalf of seat belts



**Formal dedication of new tower in Milwaukee**

More than 400 Milwaukee civic, business and broadcast leaders gathered for dedication of new 1,078-foot WITI-TV tower, tallest self-supporting tower in America. Greeting a visitor are (l-r) Storer tv v.p. Bill Michaels; Storer exec. v.p. Stanton P. Kettler; Storer pres. George B. Storer, Jr.; WITI-TV gen. mgr. Roger LeGrand

**PEOPLE ON THE MOVE:** John J. Destler to account executive at Chirurg & Cairns, from Y&R . . . Donald A. Norman to sales coordinator of Broadcast Clearing House . . . Marilyn Perkins to media buyer at Hoag & Provandie . . . Thomas H. Malim to the public relations staff at Beaumont, Heller & Sperling . . . Maria B. Wooden to director of the consumer service department at Richard K. Manoff . . . Avram Butensky, media supervisor, to associate media director at Dancer-Fitzgerald-Sample, New York . . . Milton Greenwald to account executive at Ben Sackheim . . . Thomas Connolly, Jr., to account executive at Doyle Dane Bernbach, from Leo Burnett, Chicago . . . William W. Kennedy to Grey Advertising, Los Angeles, as account supervisor on the Tidewater account which switched recently from FC&B where Kennedy handled it . . . Cliff Lewis to head of the new Travel & Resort Account Group at Grant, Hollywood . . . Paul Frahm, formerly with Y&R, San Francisco, to the creative staff of McCann-Erickson, SF . . . Wendell Eastling to media director of Knox Reeves.

## Associations

Don C. Daily, general manager of KGBX, Springfield, was elected president of the Missouri Broadcasters Assn. at its 1962 fall meeting.

He succeeds Robert Hyland, vice president and general manager of KMOX, St. Louis. Among the principal items of business at the meeting were the adoption of a graduated scale of member dues according to market size and the employment of a public relations firm for the association.

Speakers at the meeting included Reginald Testament, vice president, Grove Laboratories; Governor John M. Dalton; Ralph Neugebauer, Gardner Advertising; Al Christy, Potts-Woodbury, Kansas City; Larry Dixon, Dixon-Baker, Springfield; Joe Garagiola, sportscaster; John E. McMillin, Editor, SPONSOR.

Harry W. Dornseif, WCCO, Minneapolis-St. Paul, was named chairman of the Board and Thomas A. Carroll, Time-Life Broadcast, In-

dianapolis, was elected president of the Institute of Broadcasting Financial Management.

Other newly-elected officers: Richard S. Stakes, WMAL, Washington, D. C., vice president; Charles A. Hart, WHDH, Boston, secretary-treasurer.

Notables from government, education and the broadcast world will be present for the 20th anniversary dinner of the Broadcast Pioneers.

Place is the Biltmore Hotel and date is 13 November.

Entertainment, featuring headliners of radio and television, will be one of the evening's numerous highspots.

Kudos: George T. Laboda, director of radio and tv for Colgate-Palmolive, has been elected to the Board of Governors of the IRTS, filling the vacancy caused by the resignation of Roger M. Greene.

## Tv Stations

New York's Waldorf Astoria will be the scene of the eighth annual meeting of the TvB, 14-16 November.

Theme of the meeting: "The Chain of Demand."

Highlights:

- A new presentation for members, advertisers and agencies called "Jericho—The Wall Between Us."
- Addresses by Paul S. Willis, president of the Grocery Manufacturers of America, and Amory Houghton, Jr., president, Corning Glass.
- A meeting for sales managers to discuss local selling problems.
- Announcement of winners of Station-Market Presentations.
- Honoring of past TvB Board Chairmen and TvB's first president, Oliver Treyz.

The latest development in kids show programing comes from Westinghouse Broadcasting.

Starting this month, WBC stations, and others via syndication, will air the monthly specials in prime time. Shows will explore the classic arts, symphony, opera, drama, ballet, painting and sculpture and some of the forgotten arts such as poetry, puppetry, magic, mime, circus and gospel.

In special ceremonies in Toledo, Storer Broadcasting's WSPD-TV dedicated its new facilities to the late J. Harold Ryan, co-founder of Storer.

The station remains at 136 Huron Street where it has been since sign-on in 1948 but the building has been completely remodeled to transform it into a Colonial landmark for downtown Toledo.

The latest Nielsen figures are out and TvB is heralding a tv milestone.

As of last week, there are sets in 50 million homes, or 91% of all homes in this country.

Some comparative figures, by which to measure the phenomenal growth of tv set ownership: telephones today are in some 44 million homes, while newspapers are read in 47 million homes daily; in the last full year reported, 1961, newspaper circulation was 59.3 million.

Southern stations last week rose to the occasion and provided the public with speedy and accurate coverage of the Cuban crisis.

One case in point was WTAR-TV, Norfolk. The station was alerted that Navy dependents from Guantanamo Bay were being evacuated to the U. S. Naval Air station at Norfolk. The planes touched down at 10:15 p.m. and, through a series of fast moves, the station filmed the landing, rushed the film eight miles back to the studio, and after editing, it was shown on the "Eleventh Hour News" less than an hour later.

Financial report: Metromedia reported a record net income for the first 39 weeks of 1962, ending 30 September, totaling \$1,292,691, equal to 72 cents per common share, against 402,278 or 24 cents per share for the same period a year ago. Gross revenue for the 1962 period was \$38,200,266 as against \$34,542,552 for the same period ending 1 October 1961 . . . Capital Cities Broadcasting operating profit before depreciation for the first three quarters of the year rose 86% from \$1.86 in 1961 to \$3.46 in 1962 on an increase of 65% in net broadcasting income. Net profit was up 63% to 83 cents

per share and cash flow generated from operations was up 59% to \$1.63 per share.

**Offbeat sale:** The 10th annual Hollywood Deb Star Ball will be shown on KTLA-TV, Los Angeles, 1 December, sponsored by Clairol (FC&B). Points out Clairol: the proportion of Deb Stars who use haircoloring is considerably higher than the one out of three national average.

**Sports notes:** WJZ-TV, Baltimore, will carry six American Hockey League games with the Baltimore Clippers, all sponsored by the National Brewing Co. (Donor Advertising).

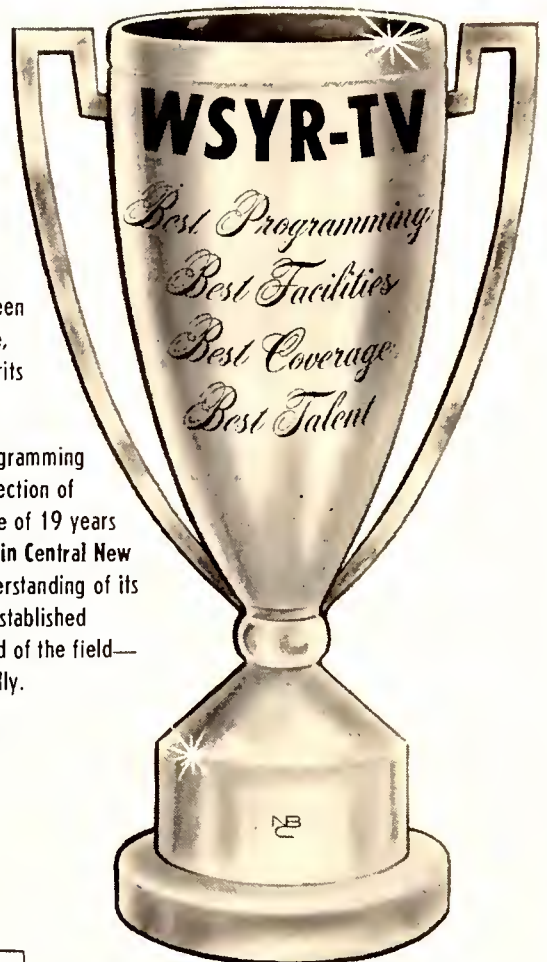
**PEOPLE ON THE MOVE:** Richard J. Braun to promotion manager for KBTB, Denver. He'll also handle promotion for sister station KBTR . . . Edward V. Cheviot to vice president and station manager of WOAI-TV, San Antonio . . . Leon Halperin to chairman of the board and Gordon P. Brown to vice president of Channel 13 of Rochester, Inc., operators of WOKR, in accordance with the original plan to rotate chairmanship and vice presidency among the directors every three months . . . Marvin Gottlieb to the sales staff of KDKA, Pittsburgh . . . Bernard P. Buhumicky to chief engineer at WNAC-TV, Boston . . . Gideon Klein to sales manager of KROC-TV, Rochester, Minn. . . William M. Scruggs, Jr., to director of sales and J. Russell McElwee to the newly-created post of new business director in addition to his present position as director of local and regional sales at WSOC-TV, Charlotte . . . Marge Injasoulian to promotion director for the KOOL stations, Phoenix.

### Radio Stations

Keystone Broadcasting System is seizing this period of new model introduction to pitch to automotive advertisers.

The main point of the presentation: half of the nation's automotive sales are made in counties covered by the national radio network of 1,130 stations and these covered counties accounted last year for

# Always the Winner In the Central New York Market!

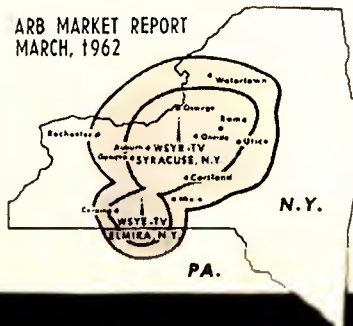


There's no beating the best. It isn't as if nobody tried. Competition is keen—and, to give credit where it's due, competitive programming often merits real praise.

But when you consider that the programming service of WSYR-TV is under the direction of executive personnel with an average of 19 years broadcasting experience right here in Central New York, a top talent staff with an understanding of its job and its audience, and a firmly established tradition of being several laps ahead of the field—staying ahead comes kind of naturally.

WSYR-TV does work at it, however, steadily and conscientiously. The results speak for themselves.

ARB MARKET REPORT  
MARCH, 1962



Delivers 50%\*  
more homes  
than Station "B"

# 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

\$17.9 billion in automotive sales.

#### Ideas at work:

• Ill content with the all too casual acceptance of morning-till-night d.j. programing, KWTO, Springfield, Mo., sent a staff member on a five-week tour of nine states and with the tape he brought back, has instituted four new series of traveling microphone shows.

• KTRH believes Houstonians don't know what they're missing if they fail to hear news director Ken Fairchild's southwestern edition news at 5:30 p.m. and a big Main Street teaser billboard says so.

• WIL, St. Louis, has started a "Homework Exchange" for students of all ages. Listeners are invited to telephone the station and d.j. Gary Stevens announces the questions on the air. Anyone knowing the answers should also phone the stations.

• WEMP thinks Milwaukee is a wonderful town. And that station's made a record which says so. It's being played on the air and

the title is "WEMP's Wonderful Town" with a specially composed cantata saluting Milwaukee and its suburbs.

**Financial report:** Taft Broadcasting reported that profit before Federal taxes for the second fiscal quarter ended 30 September was \$861,661, up 44% from \$597,688 for the previous year's same quarter. Revenue rose to \$2,671,423 from \$2,287,868, while net income after Federal taxes on income increased 36% to \$385,495 from \$283,505. Earnings per share were 25 cents versus 18 cents last year.

**Happy anniversary:** WDSU, New Orleans, has been celebrating its 40th birthday with a series of special programs on major holidays. The next show is set for Thanksgiving Day and will be called "The WDSU Story." It takes as its theme "Thank You, New Orleans, for 40 Years of Listening."

**PEOPLE ON THE MOVE:** James L. Snyder to national news direc-

tor for Westinghouse Broadcasting . . . George Miller to account executive at WITH, Baltimore . . . Edward Schoelar to chief engineer at WLKW, Providence . . . Alan N. Wasser to news editor at WINS, New York . . . Verne Wright to sales manager of WFBM, Indianapolis . . . Tony C. Malara to sales manager of WWNY, Watertown . . . Art Dawson to marketing manager at WPAT, New York . . . Rex Preis to vice president and station manager of WOAI, San Antonio . . . James Callan to director of marketing and business development and John W. Owen to director of advertising and promotion at WABC, New York . . . William A. Courtenay III to director of farm sales for the WFIL, Philadelphia . . . Cecilia Pedroza, syndicated columnist, to publicity chief for KWKW, Los Angeles . . . William J. Murray, for the past five years tv sales manager of Crosley Broadcasting's New York office, to national sales manager of WMEX, Boston . . . Arthur J. Beaudin to merchandising liaison man between

## Newsmakers in tv/radio advertising



**Ralph L. Glazer** has been named national radio sales manager for Westinghouse Broadcasting. Currently eastern sales manager for CBS Spot Sales in New York, he began his career with CBS production in Hollywood. He joined the sales staff of KNX/CRPN, Los Angeles, serving in various capacities. He was also with KSFO, San Francisco.



**Lewis R. Angelos** has been appointed advertising and sales promotion manager for Richfield Oil, replacing Ben Pollak who retired after 32 years. Angelos has served as account executive at McCann-Erickson on the Enjay division of Humble, and from 1953 to 1961 was with Geyer, Morey, Ballard on the Richfield and Sinclair accounts.

**Jack Hardingham**, veteran radio and tv sales executive, joins The Meeker Company as director of tv sales development. For the past two years he's headed his own company, specializing in market development for a limited number of tv stations. Prior to this he was senior vice president and general manager of Headley Reed Co.



**Ed McLaughlin**, manager of spot radio for Peters, Griffin, Woodward, San Francisco, has been named general sales manager of KGBS, Los Angeles. He first entered the sales field in 1958 as a member of the sales staff of KTIM, San Rafael. In '59 he became an account executive at KLX, Oakland. In 1960 McLaughlin joined PGW.



stations and grocers for The Knight Quality Stations of New England . . . **Elmer O. Wayne**, vice president of ABC and general manager of KGO, San Francisco, to executive vice president and general manager of the Texas Star Broadcasting Co., operators of KENS, San Antonio . . . **John H. Kline** to general manager of KDEF, Albuquerque . . . **Gus Gabriel** to radio account executive with WSIX, Nashville . . . **Norman F. Flynn** to account executive at WPAT (AM & FM), New York.

**Kudos:** **Charles H. Park, Jr.**, program director at WBRB, Mount Clemens, was re-elected president of the UPI Broadcasters of Michigan.

## Fm

The Maizlish properties, including KRHM, Los Angeles, and KPAL, Palm Springs, have engaged an outside firm as business management consultant.

The firm is McCormick & Hewitt. It will handle business affairs of the station and of Maizlish's syndicated radio and tv properties.

Additional note: Lester Meyers has been named office manager of KRHM and Helen Quirk was elevated to the same post in Palm Springs.

**WMUS (FM)** signs on the air 1 November to provide Muskegon Country, Mich., with its only fm outlet.

Station is owned by Greater Muskegon Broadcasters, owners of WMUS (AM) and WPLY, Plymouth, Wis.

A. E. Jackson will be sales coordinator for the new station; Herbert E. Groskin & Co., New York is the rep. Wesley B. Tebeau, general manager of the am station, will head up the fm side also. WMUS (FM) will pick up Triangle station programing from WFIL (FM), Philadelphia.

**KPEN**, San Francisco, is circulating a "Fifth Anniversary Do-It-Yourself Promotion Kit."

The first portion consists of the major ingredients—a candle to be lit at 12:45 p.m., 27 October as the station starts its sixth year of

broadcasting; a penny ("the dough for our Fifth Anniversary birthday cake"); and one staple, to be saved until receipt of the final page of the kit.

## PEOPLE ON THE MOVE:

**Robert G. Clarke** to general manager of WKJF (FM), Pittsburgh, replacing **William L. Humphries** who has transferred to another station . . . **Verne Wright** to sales manager for WFBM, Indianapolis . . . **Norman H. Kudlick** to sales representative for Fine Music Hi-Fi Broadcasters, Inc. . . . **Bennett O. Scott**, formerly sales manager of WIND, Chicago, to sales manager of WFMT, Chicago.

## Networks

**CBS TV** has put together a special kit called "Campaign '62" which gives a run-down on the network's upcoming election coverage plans.

Included in the kit are explanations of the 250,000 digital display system, a new, automated system of reporting returns, the 3,000 reporters in 50 states who will participate, the role of the IBM Precinct Profile Analysis, and lists of assignments of 21 key correspondents.

**Sales:** Hall sponsorship of NBC TV's 19 December special called "Polaris Submarine: Journal of an Undersea Voyage" to **Liggett & Myers (JWT)** . . . **R. T. French (JWT)** and **Norge Sales (Clinton E. Frank)** renewed ABC TV's "The Tennessee Ernie Ford Show."

**New affiliates:** **WOMP**, Wheeling, and **WHAI**, Greenfield, Mass., to **CBS Radio**.

**Kudos:** CBS president **Frank Stanton** got an honorary degree of Doctor of Laws from Colby College, Maine, at the school's Sesquicentennial Convocation.

**PEOPLE ON THE MOVE:** **Paul M. Hancock** to manager, sales, eastern office, NBC Radio . . . **Norman A. Lunenfeld** to manager, NBC Merchandising. He has been a sales and promotion account executive at NBC.

## Reps

This is the week for the Sixth Annual Petry Promotion Seminar.

The event will take place 31 October at the WFAA (AM-TV) Communications Center in Dallas.

Station promotional achievements, fall programing build up and tv-radio cross promotion top the agenda.

The Petry meetings, which were inaugurated at the Broadcast Promotion Assn. Convention in 1957, will follow this year's regular BPA sessions. Petry participants include radio v.p. **Ben Holmes**; radio promotion manager **Bill Steese**; tv presentations director **Jack Carter**; Dallas tv manager **Dave Milam**; Dallas radio manager **Barney Broiles**.

PGW will also hold a separate promotion seminar.

**Grant Webb** will rep the newly-formed Lark Network, a seven-station group in North Louisiana and Southern Arkansas.

The following stations are involved: **KAGH**, Crossett; **KCKW**,

**WMT** recently gave away \$35,000 in cash and merchandise.

**WMT**

A prize station if there ever was one.

Jena; KDMS, El Dorado; KMAR, Winnsboro; KRUS, Ruston; KVCL, Winnfield; KWCL, Oak Grove.

Lark will have one rate card and one bill.

**Rep appointments:** KRKD, Los Angeles, WNAD, Oklahoma City, and WHCU, Ithaca, to Weed Radio . . . WHP, Harrisburg, to Katz . . . CKPR-TV, Port Arthur-Fort William, Ont., to Young Television for U. S. sales.

**What some reps won't do department:** Ray Rhodes of Bernard Howard, San Francisco, wanted to be sure everyone knew about KXOA, Sacramento, which his company just took over from Darren F. McGavren. So Rhodes launched a one-man transit campaign, using queen size cards on 10 San Francisco buses in the downtown area. Results of his efforts aren't known yet.

**PEOPLE ON THE MOVE:** Michael J. DiGennaro to The Devney Organization as a sales representative . . . William L. McGee to tv account executive at Peters, Griffin, Woodward, San Francisco . . . Don Howe to assistant sales manager in charge of systems and procedures at H-R, in addition to his normal sales activities . . . Octavia Dorrick to statistical research supervisor and Dianne Walsh to promotion supervisor at George P. Hollingbery, New York . . . William Schrank to director of radio and tv research for Avery-Knodel . . . Bill O'Donnell to St. Louis sales manager for CBS Radio Spot Sales, replacing Gene Myers who transfers to New York account executive . . . Ronald M. Gilbert to New York sales manager for CBS Radio Spot Sales, replacing Ralph Glazer who resigned to join Westinghouse. Gilbert's been with the rep firm as account executive since 1960 . . . G. E. "Buck" Hurst to Peters, Griffin, Woodward as manager of radio, San Francisco, from KABL, San Francisco, where he was a sales executive.

## Film

Under new president Lee Moselle, Filmways has taken a further step to center most of its production

activities in California.

The move: the signing of a working agreement with John Sutherland Productions of California for the latter to use Filmways' New York commercial personnel and facilities, enabling Filmways to concentrate its tv commercial production activities on the west coast.

**ITC reports a bullish sales picture for the first nine months of this year.**

On the international sales side, the first nine months are more than 40% higher than the same period the preceding year.

Domestic sales are also going well, with "Supercar," sold in more than 100 U. S. markets and "Broadway Goes Latin" in more than 30.

**Walter Reade-Sterling has released a new feature film package.**

The 84-unit package is off to a running start with contracts already signed with WOR-TV, New York, and WGN-TV, Chicago, in the first week of release.

Titles include: "Room at the Top," "The Entertainer," "General Della Rovere," "Make Mine Mink," "Ballad of a Soldier."

**Sales:** Four Star Distribution Corp.'s off-network shows to KSMP-TV, Minneapolis, KTAR-TV, Phoenix, KGW-TV, Portland, KOAA-TV, Colorado Springs, KREX-TV, Grand Junction, and KPTV, Portland . . . Seven Arts' volumes four and five of Warner Bros. and 20th Century-Fox features to WBBM-TV, Chicago, WTIC-TV, Hartford, and WDAU-TV, Scranton, raising total number of CBS TV affiliates signing for the package to 13.

**New properties:** Teledynamics is now distributing 52 Mel-O-Toons cartoons and "The Flying Fisherman," a half-hour color show featuring Gadabout Gaddis.

**Special promotion:** Four Star Distribution Corp. could be accused of name dropping in its new promotion kit for "Dick Powell's Zane Grey Theatre." Highlighted point in the package: the 145-episode series features guest stars who have racked up a total of 17 Oscars, and six Emmies. In addition, there are

50 Oscar nominees and 37 Emmy nominees.

**PEOPLE ON THE MOVE:** Bol Winkler, formerly of Filmways, to president of a newly-formed VP subsidiary called Video Prints, Inc. . . . Stanley Dudelson, until recently sales manager of syndication at Screen Gems, to president of M&A Alexander Productions . . . Phillip Conway to eastern division manager for ABC Films . . . Jerry Kurtz formerly eastern sales account executive for Television Enterprise Corp., to eastern sales manager for NTA.

## Public Service

**Radio again came through with public service bulletins during a crisis.**

Latest test of the strength of the medium occurred during the severe windstorms which hit three Pacific Coast states earlier in the month.

Despite winds of hurricane force, felled trees and downed power lines creating power failures, several stations stayed on the air broadcasting storm information.

Two stations reporting that they braved these conditions to cover the disaster were KMO, Tacoma, and KEX, Portland.

**WJW (AM & TV), Cleveland, have decided to join the parade of stations editorializing.**

Editorials will be broadcast on radio at 8:10 a.m., 12:10 p.m., 6:10 p.m. and 11:10 p.m. daily. They will be televised at 6:55 p.m. and 11:15 p.m., Monday-Friday.

**All the radio stations, am and fm, in Dade County, Florida, will join in a unique public service effort on 2 November.**

On that day, at 12 noon, the 21 stations will simultaneously air a five-minute United Fund program urging citizens to respond to the door-to-door solicitations on the following Sunday.

The effort was spearheaded by Milton Komito, general manager of WCKR and chairman of the United Fund Radio Subcommittee.

**Public service in action:**

• **WBZ, Boston, ran, this past week a series of five half-hour re-**



ports called "Africa: Peace Corps Plus One," marking the first anniversary of the Corps.

• In observance of the 100th anniversary of the Emancipation Proclamation, WCBS, New York, is broadcasting a series of 10 lectures from the New School for Social Research. Each lecture deals with problems which continue to face our society in realizing the ideals of freedom and equality.

• KCBS, San Francisco, is taking editorial positions on every one of the largest number of propositions ever to be presented on a California ballot and will also air rebuttals to approximately 16 of these editorials by responsible representatives of differing views.

• On other election fronts: WCBS-TV, New York, has published an Election Guide to "assist you in becoming familiar with candidates and voting procedures and to serve as a reminder to exercise your voting franchise."

• WALB-TV, Albany, presented a documentary last week called "Gracewood: Home for the Hindered Mind" on medical treatment, rehabilitation, research methods and other aspects of the problem of mental retardation.

• A cooperative effort by WJBK, WJR, WWJ, and WXYZ, all AP members, with the "Detroit Free Press" and "The Detroit News" has resulted in the establishment of a data collection system utilizing DataRay 401 and DataPhone sending and receiving units in eight locations in Wayne County. Idea is to provide high speed dissemination of 6 November election results to Detroit citizens.

Kudos: WIL, St. Louis, has again been honored by the Associated Press with the AP News Coverage Award for September . . . WXYZ (AM & TV), Detroit, have been honored by the American Cancer Society for their assistance in the South-eastern Michigan division's Cancer Crusade and "Dial-to-Life" program . . . Leo "Skipper" Downs, account executive at WIS, Columbia, was named by Mayor and City Council to a special Citizens Committee to study employment of the handicapped . . . WINS, New York, got the U. S. Treasury's Freedom Bond Award for 1962 . . . WIL,

St. Louis, has received the "Certificate of Appreciation" from the St. Louis Society for Crippled Children for its participation for the 1962 Easter Seal campaign . . . The Jewish Chronic Disease Hospital paid tribute to Theodore Walworth, Jr., vice president and general manager, WNBC (AM-FM & TV), Norman Walt, Jr., vice president and general manager, WCBS-TV, and Sam Slate, vice president and general manager, WCBS, all New York. All three were co-chairmen of the hospital's radio & tv committee.

### Station Transactions

The tv-production-packaging team of Goodson-Todman has taken its initial step into the station operation area.

A company headed by the two is negotiating to buy KOL, Seattle, from the Seattle Broadcasting Co., headed by Archie Taft, Jr., Marie Storm Taft and William L. Simpson.

In recent years, Goodson and Todman have acquired controlling interest in four daily newspapers.

The sale of KRE (AM & FM), Berkeley, to Dickens J. Wright Associates of New York was for \$500,000.

Wright was major stockholder in

WPAT, New York, sold last year to Capital Cities Broadcasting for over \$5 million.

Transaction was handled by Lincoln Dellar and R. C. Crisler.

Transcontinent Television Corp. (TTC) has put in its bid for a uhf license in Bakersfield.

The move is in compliance with the FCC decision to convert that market to all uhf.

TTC now operates a vhf station, KERO-TV in Bakersfield and, after the switchover of the station to uhf, it will leave TTC with three vhf facilities. The company is, therefore, scouting for two additional vhf stations.

The FCC encouraged the TTC switch in Bakersfield. The company has had a successful uhf operation going in Scranton-Wilkes-Barrie (WNEP-TV).

KMEO, Omaha, has taken over the operation of KQAL (FM), same city.

The fm outlet was formerly owned by Jack Katz Enterprises.

The am station is owned by National Weekly, Inc., publisher of National Review. Jay Spurgeon, general manager of the station, will now serve in that capacity for both stations.

Both stations will be programed separately.

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# SELLER'S VIEWPOINT

By William S. Todman  
Partner  
Goodson-Todman  
Productions

## Game shows, a safe bet

Game shows are a good buy for advertisers even though this type of programming is not tailored to the particular needs of a sponsor.

I'll tell you why.

Game shows, being mostly live, are flexible in both format and content. A sponsor buys a game show that he—and the producers—consider “a natural.” But then it unaccountably bombs at its premiere. Somehow the ingredients that looked so good at a run-through failed to jell on the air. But is the buyer—as he would be with a film series—stuck with a beast? No, indeed, because the game show leopard can change his spots.

*I've Got a Secret* will serve as a classic example along this line. “Secret” panicked us all with its first show on 19 June 1952. It was, if I may make an understatement, not a triumph. But, because “Secret” was a live show, we were able to make major changes immediately. As a result, one of the sponsors of that first show stayed with “Secret” for the next nine seasons.

Changing a game show once it is on the air, however, is not lim-

ited to shows in trouble. It would be bad business, and even poorer showmanship, not to try constantly to improve even a good show. And this is just another reason for sponsor confidence in game show product.

There is, moreover, a game show for every advertiser. Merchandise “sold” on programs of this type range from the obvious detergents (heavy in the daytime) to glassware, cigarettes and insurance. Many products—such as Winston cigarettes and Stopette—were introduced on game shows. Stopette initially used *What's My Line?* as its sole advertising medium. The name of the product was built up entirely on this show.

Other sponsor advantages to a game show buy include rating strength and the relatively low production costs which provide low cost-per-1,000.

Good game shows, for example, almost invariably outrate their opposition. A typical 24-market Nielsen survey at the peak of this past season proves the point. *What's My Line?*, with a 22.9 and 23.6 rating, comfortably passed the nearest competition, *Adventures in Paradise*. The latter drew 18.9 and

16.4 for the respective 15-minute periods.

*To Tell the Truth*, according to the report, attracted ratings of 21.4 and 21.9 versus 18.0 and 20.6 for the hour-long *Cheyenne*, its lone network competitor in that time segment.

Longevity, meanwhile, provides another sponsor lure. Many game shows have been on the air since the early days of tv—a result being that an advertiser has time to build product identity with the program.

Sponsors who stick with these shows—and a large majority do—become as closely identified with the productions as the shows' panels and/or emcees. This sponsor identification is a powerful plus.

Even a good game, however, may be difficult to communicate on television. You can't, in my opinion, present games on film. Filmed games might be beautifully lighted, exquisitely produced and feature some of the most talented panelists extant. But they couldn't, by the very nature of stop-and-start film, capture the excitement that results only from an uninterrupted contest.

Game show producers, because their shows are live, lose out on all those lovely residuals. But here, again, the advertiser benefits from the situation: his commercial messages, because the shows are live, can be “up to the minute.” He can tape or film them the day before, if he likes, as opposed to having to prepare them months in advance for a film series.

Should he, further, want to present his message live, he can do so in the knowledge that viewers will be getting an “exclusive”—a message that will never be seen again in that precise form, in any medium. Many sponsors feel, with reason, that the live commercial is the most effective of all.

So we play our games before a studio audience. We present them live or, uncut, on tape, when facilities are unavailable to present the program at the hour it goes out on the air. This way, the spontaneity that develops—and it's there in spades—draws a viewer into willing competition and holds his attention through the word from “our sponsor.”



*William S. Todman has been producing winners such as "What's My Line," "I've Got a Secret," "To Tell the Truth," "Password," and "The Price is Right" in association with Mark Goodson since 1946. His record includes a writing stint at CBS where he first met Goodson, and radio work with Green & Brodie. He was born in New York, and studied medicine before taking up broadcasting.*

# SPOT-SCOPE

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

While Colgate returns to the spot tv circuit for its sustained-action congestant remedy Congestaid, Menley & James is also jumping in on behalf of its new and second proprietary, Duractin.

The non-aspirin analgesic offering sustained relief from minor aches and pains will be marketed regionally starting this week in New York, the entire west coast and Rocky Mountain areas as far east as Salt Lake City.

The logical expectation is a spot tv outlay at least equal to that for Contac. M&L spent just shy of \$1 million in the latter part of 1961 for the sustained-action congestant remedy.

The Florists Telegraph Delivery Assn. will make one last big splash in spot radio before its departure from the Chicago agency scene.

A Christmas and Thanksgiving campaign to promote its Flowers by Wire service is being placed in some 171 markets by Keyes, Madden & Jones. Only power stations will be used and the market list will be expanded later if the budget permits.

There's also this interesting twist to the campaign: only quality stations are being bought, with no rock 'n' roll and no top 40 included.

One-week flights running from 15 November to the 21st and 18 December to the 24th will include at least 15 one-minute spots per week in each market. Morning and afternoon drive time periods, Monday-Friday, will be used.

The account switches to Campbell-Ewald, Detroit, the first of the year.

Spot radio stands to pick up a goodly share of the \$1 million-plus campaign being launched by Japan Air Lines out of Botsford, Constantine & Gardner, San Francisco.

The radio side of the promotion will be around 25% of the total budget, including fm music programs and newscasts in all 13 of JAL's U.S. sales territories.

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

## SPOT TV BUYS

P. Lorillard is going in with a big buy. The campaign will be launched 1 December and schedules run for 12 weeks, on behalf of various cigarettes. Weather, sports, and news shows are being used. Agency: Lennen & Newell.

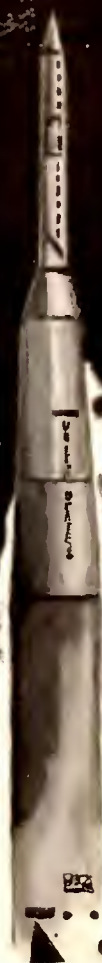
Colgate is scouting availabilities for Congestaid, its entry in the sustained-action congestant remedy field to compete with Contac and Vicks Tri-Span. The call is for fringe minutes to start 25 November and continue for 11 weeks, with a one week hiatus at Christmas time. Lennen & Newell is the agency.

S. C. Johnson is planning a campaign for its Glade. Launch date for the promotion is 5 November and schedules will continue for five weeks.

GOING UP!  
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THIRD  
MARKET

AND  
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OF THE WORLD



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**General Services**  
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Madeline Camarda  
Michael Crocco  
Rose Alexander

Fringe minutes and 30-second spots are being aimed at a women's audience, with the buying being done out of Benton & Bowles. Clay Briggs is the contact.

**Hudson Pulp & Paper** will push various products in a campaign which kicks off this week, 1 November, in a host of markets. Schedules will run for seven weeks. Time segments: minutes, chainbreaks and I.D.'s, both day and night. The agency is Grey and Jim Hine is doing the buying for Hudson.

**General Mills** is going in for 10 weeks on behalf of various cereals. The campaign will get started on 18 November, with placements set for 10 weeks. Time segments: fringe minutes in day and night. Dancer-Fitzgerald-Sample buys for the account and Jack Cornet is the contact.

**Warner-Lambers** is lining up prime 20's for Listerine Antiseptic. The kick-off date is 12 November and the campaign is of four weeks duration. These are the first placements for Listerine out of J. Walter Thompson, which just got the account from Lambert & Feasley. The buyer on the account at JWT: Florence Gulla.

**Procter & Gamble** launches a 25-week push next week, 5 November, on behalf of Jif Peanut Butter. It involves some 150 markets. Daytime minutes, scheduled to reach the kiddie audience, are being used. Grey is the agency. The buyers: Hank Hudson, Art Secor, and John Oliver.

**General Foods** Gaines Meal will break out a campaign next week scheduled for a five-week run. Some 200 markets are involved in the action which calls for prime time and fringe nighttime minutes. Agency: Benton & Bowles. Gary Lane is doing the buying.

**Norwich Pharmacal** has renewed its flights for Pepto-Bismal, with termination date set for 8 December. The call was for minutes and 20's. Benton & Bowles is the agency. The buyer: Bob Wilson.

**Procter & Gamble** has issued a renewal for its Cheer with no announcement of termination date. Early and late evening minutes will be used. The agency: Young & Rubicam. Dave Tobis is the buyer.

**SPOT RADIO BUYS**

**Los Angeles Metropolitan Pontiac Dealers Assn.** is pouring about \$100,000 into a saturation radio campaign. Schedules on some 13 stations come to a total of 522 spots weekly for nine weeks. The buy is out of MacManus, John & Adams.

**White King Soap** has launched an extensive \$100,000 western spot radio drive. Frequency is very heavy in most markets with schedules to continue for six weeks. Agency: Fletcher Richards, Calkins & Holden, Los Angeles.

# CRYSTAL BALL ANALYSIS of Rochester TV...

**I PREDICT** *(a look into the Rochester TV future with Ervin F. Lyke, President of WROC-TV Channel 8)*

• **BIGGER AUDIENCES FOR WROC-TV**

Forget the population growth in the Rochester area and there will still be a bigger TV audience because of the addition of a new channel. This has been the pattern in cities all across the country. With a larger audience Channel 8 will continue to have more viewers. In survey after survey, WROC-TV is the No. 1 station in Rochester.

• **MORE COLOR TV VIEWERS**

Sales of color TV sets are way up. With 70% of WROC-TV's nighttime shows and 50% of afternoon programs in color, more area viewers are tuning in Channel 8—the only Rochester station carrying a regular color schedule.

• **WROC-TV WILL CONTINUE TO BE ROCHESTER'S NO 1 STATION**

This prediction is based on a number of key factors: 1) Continuing surveys; 2) NBC's strong fall and winter programming; 3) Color TV, exclusive on Channel 8; 4) WROC-TV's exciting local news, weather and sports shows.



**Among Top Color TV Shows ONLY on Channel 8**

Saturday Night Movie  
Meet the Press  
Walt Disney's World  
Bonanza  
Price is Right  
Brinkley's Journal  
Tonight  
Laramie

Empire  
Virginian  
Hazel  
Andy Williams  
Sing Along with Mitch  
Jack Paar  
Perry Como

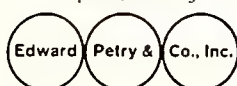
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makes viewing great  
on Channel 8**

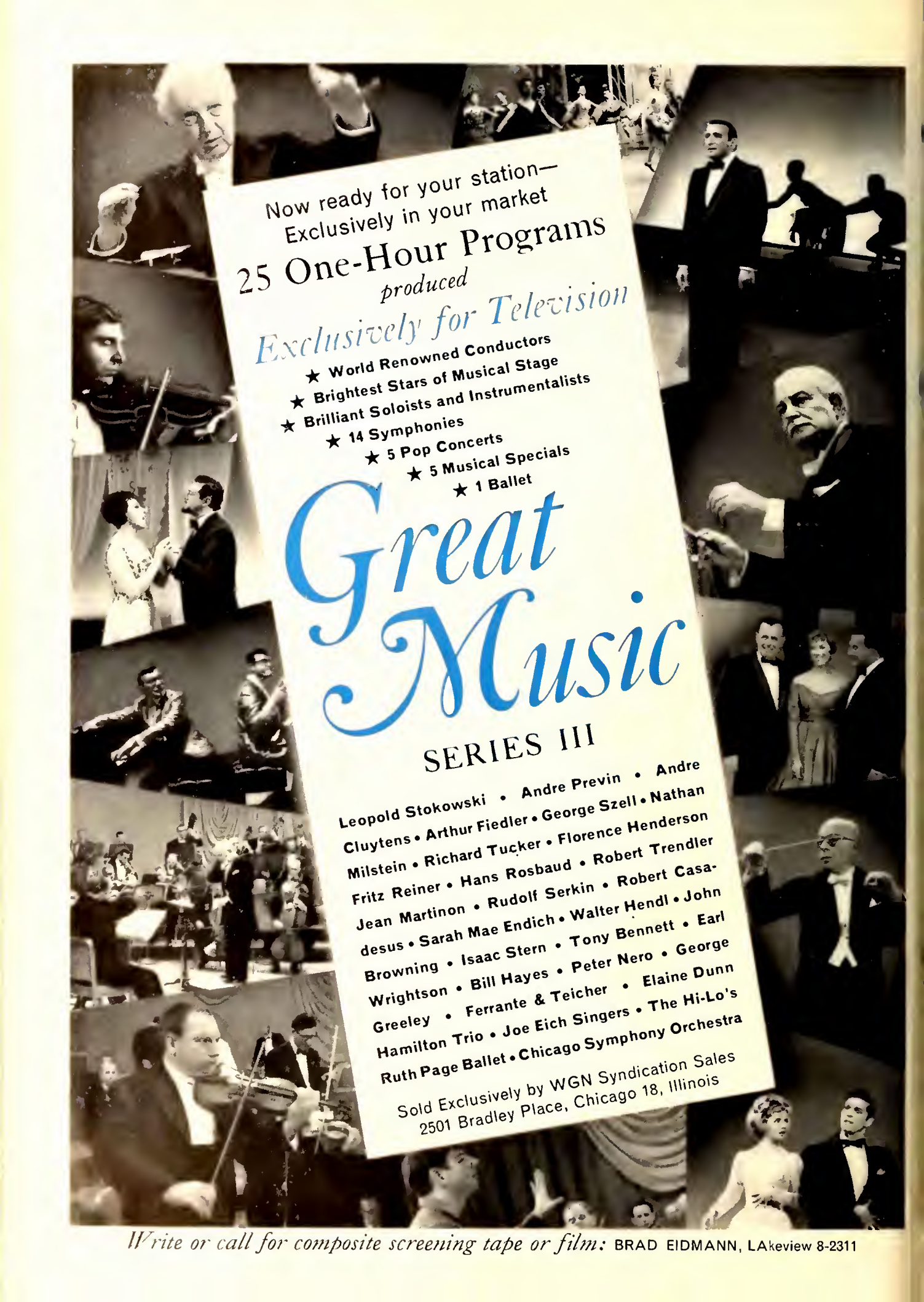
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