

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

11 FEBRUARY 1963—40c a copy / \$8 a year

**DEADLOCK ON
PREEMPTIBLE
SPOTS** p. 25

**How tv helps
to fill Yellow
Pages** p. 28

RECEIVED
1. 1963
REC L

**BIGGEST
CONCENTRATION
OF RICH
DAIRY FARMS
IN AMERICA**



*In the Land of
Milk and ~~X~~^Money!*

WBAY-TV 2
GREEN BAY, WISCONSIN
HAYDN R. EVANS, General Manager • Represented by H-R Television, Inc.



Early american in late Saint Louis

St. Louis Wick Furniture Company is a high class specialty furniture outlet. Early American, to be specific.

Wick had tried all forms of advertising before, but not with much success.

Then a KSD Radio salesman suggested Wick buy part sponsorship of Howard DeMere's "Mem'ries Til Midnight." A program of quiet, shimmering music for the late, late hours.

Heard by the younger set—driving around late at night. Thinking about marriage, furniture and that sort of thing.

Heard by the older set at home relaxing from the fast pace of the day. Thinking about adding furniture.

Wick said OK. For 4 weeks we'll try it. That was last March. Wick still sponsors the program. And it's still the only broadcast advertising Wick does.

St. Louis advertisers sell St. Louis on

KSD RADIO 55

The St. Louis Post-Dispatch Station

Charter NBC Affiliate / Represented nationally by the Katz Agency, Inc.



We'll get a million of 'em!

Over 186,000 radio listeners responded to our \$100,000 Lucky Calendar Sweepstakes during January alone. And every month they'll participate in a similar contest. By the end of '63 we'll get a million — but most important to you is the response you'll get on . . . the prize winning station

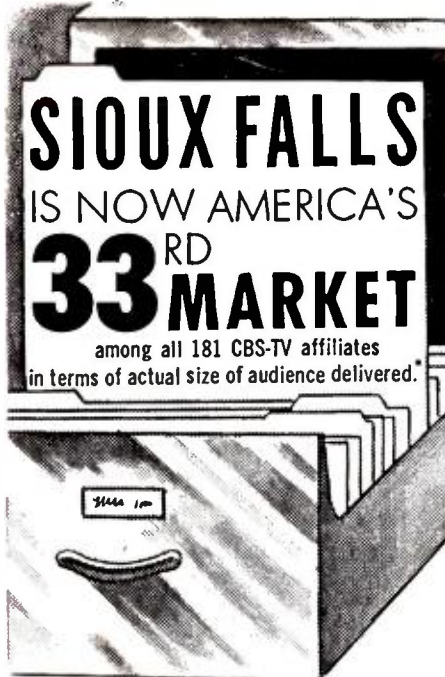
WPEN radio 95

PHILADELPHIA

Represented by AM Radio Sales Company

YOU CAN WIN A BET

BY KNOWING THIS FACT!
You Can Win a Billion-
Dollar Market Too!



KELO-LAND TV, now the 33rd highest ranking outlet in tv homes delivered by the CBS network, elevates Sioux Falls to the top tier of major markets. It does this by means of three strategically placed transmitters operating as one station. Your message on KELO-TV springs out beyond natural "line of sight." It races at split-second speed throughout Sioux Falls' 103-County Market. Only KELO-LAND TV is geared to the full distribution flow of this mighty market. Only KELO-LAND TV delivers it to you—completely, efficiently, intact!

*ARB March '62—6:30 p.m. to 10 p.m.
Sun. thru Sat. Avg. Quarter-Hour.

AND ADD THIS NEW SALES MANAGEMENT DATA (FEB. 1, 1963) TO YOUR SIOUX FALLS/KELO-LAND FILE . . .

- Total retail sales—\$1,050,925,000.
- Food—\$211,839,000.
- Drugs—\$34,258,000.

CBS • ABC

KELO-TV LAND

KELO-TV SIOUX FALLS; and interconnected
KDLO-TV and KPLO-TV



JOE FLOYD, Pres.
Evans Nord, Executive Vice
Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.

Represented nationally by H-R
In Minneapolis by Wayne Evans

SPONSOR

11 FEBRUARY 1963

Vol. 17 No. 6

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KEY STORIES

BUYERS WANT CHANGES IN SPOT TV / 4A's seeks a guaranteed two-week run for all preemptible spots; sellers reply this is an unworkable solution to a basic buying problem **P. 25**

YELLOW PAGES ZOOM WITH 'FINGERS' THEME / Broadcast media play big role in the promotion of telephone directory advertising. Cunningham & Walsh created the 'Fingers' theme **P. 28**

MORE COMMERCIAL CREATIVITY AT LOWER COST / New uses of photomation give unusual mood and motion to bank commercials produced by Ayer. Technique is fast, economical, and creative **P. 30**

\$1 MILLION RESEARCH BUDGET KEYS METROMEDIA GROWTH / A look at Metromedia's research operation, which annually spends an amount equal to the networks' average **P. 34**

NEW SPOT RADIO ESTIMATOR PUBLISHED / Sixth in a series of spot radio estimators provided agencies by The Katz Agency aids advertisers in planning campaigns. **P. 36**

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SPONSOR HEARS / Trade trends and talk

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SPONSOR ® Combined with TV ®, U.S. Radio ®, U.S.FM ®. Executive, Editorial, Circulation, Advertising Offices: 555 Fifth Ave., New York 17, 212 Murray Hill 7-8080. Midwest Office: 612 N. Michigan Ave., Chicago 11, 312-664-1166. Southern Office: 3617 Eighth Ave. So., Birmingham 5, 205-322-6528. Western Office: 601 California Ave., San Francisco 8, 415 YU 1-8913. Los Angeles phone 213-464-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U. S. \$8 a year, Canada \$9 a year. Other countries \$11 a year. Single copies 40c. Printed U.S.A. Published weekly. Second class postage paid at Baltimore, Md. © 1963 SPONSOR Publications Inc.

In Detroit...

WWJ NEWS is all

GO!



WWJ Newsman Dick Westerkamp interviews U. S. Immigration officer.



Ven Marshall covers salvage of British motorship "Montrose".



Don Perrie, hot after a story, climbs into WWJ Newsmobile.



Fran Harris chats with popular circus performer visiting Detroit.



Britton Temby interviews one of the city's leading businessmen.



Dwayne Riley investigates recent medical advances.



William Fyffe reports status of U. S. Air Defense team.



Kirk Knight is at scene of a major Detroit fire.

No schedule-shackles. No clock-straitjackets. Whatever it takes to get the story and get it across, WWJ News does. Result — spontaneous, accurate news coverage from the word GO!

WWJ

THE
NEWS
STATION

AM and FM
RADIO

Owned and Operated by The Detroit News • National Representatives: Peters, Griffin, Woodward, Inc.

IN SALES VALUE

leading stations
already scheduling
30/63 feature films

WNBC-TV
New York
WFIL-TV
Philadelphia
WGN-TV
Chicago
WTVJ
Miami
WTEV
New Bedford Providence

KSD-TV
St. Louis

KENS-TV
San Antonio

KOMO-TV
Seattle

KATU
Portland, Ore

KTVT
Ft. Worth, Dallas

WLUK-TV
Green Bay

KONA-TV
Honolulu

WMBF-TV
Rock Island

KTVK
Phoenix

WITI-TV
Milwaukee

WKBW-TV
Buffalo

KOTV
Tulsa

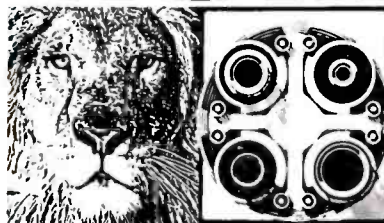
KCRA-TV
Sacramento

WHEN-TV
Syracuse

30 63 IS TOPS!



MGM



TELEVISION

Check availabilities
with your MGM
Television salesman

NEW YORK • CHICAGO
CULVER CITY • TORONTO

IN ENTERTAINMENT

30 outstanding
post '48 features from
Metro-Goldwyn-Mayer

Ambush
Angels In The Outfield
Any Number Can Play
Beau Brummell
The Big Hangover
Big Jack
Blackboard Jungle
Black Hand
The Cobweb
Dream Wife
East Side, West Side
Fiend Without A Face
First Man Into Space
Go For Broke
The Great Sinner
Green Fire
The Haunted Strangler
I Accuse
I'll Cry Tomorrow
It's Always Fair Weather
Latin Lovers
Malaya
Pat And Mike
Saadia
Silk Stockings
Somebody Up There Likes Me
The Strip
The Tall Target
The Tender Trap
Valley Of The Kings

Man and the Monster

significant happenings in
A publisher's view of
broadcast advertising

"... We created the god of program ratings.

"Now we are preparing to completely automate Mount Olympus and make a god out of a computer."

Robert Enoch, who made this statement, is president of WXLW, Indianapolis, a founder of the RAB, and an astute participant on the broadcast scene for more than 30 years. His fears mirror those of hundreds of other broadcasters who note beginning of the "computer age" and wonder what to make of it.

Media men at advertising agencies view the frantic efforts to bring the big train into focus with mixed emotions. For every media department employee who welcomes the advent of the computer there are 50 who wonder who will feed it, what it will be fed, and how it will affect their jobs.

So a little straight talk about computers is in order.

First, as expressed by Mel Goldberg, research head of NAB, careless use of the computer may result in GIGO. This means "Garbage In, Garbage Out" and emphasizes the importance of feeding the monster valid data.

But from the evidence to date (see lead stories in SPONSOR 28 January & 4 February) the computer age will bring new emphasis on qualitative rather than quantitative information. We've been satiated with easy to compute cost-per-1,000 and the like. Now enters the depth data and, from the broadcast side, the new breed of analytical media salesman, the "sales executive" described by Jack Duffield of RKO General Broadcasting in the 4 February SPONSOR (page 67).

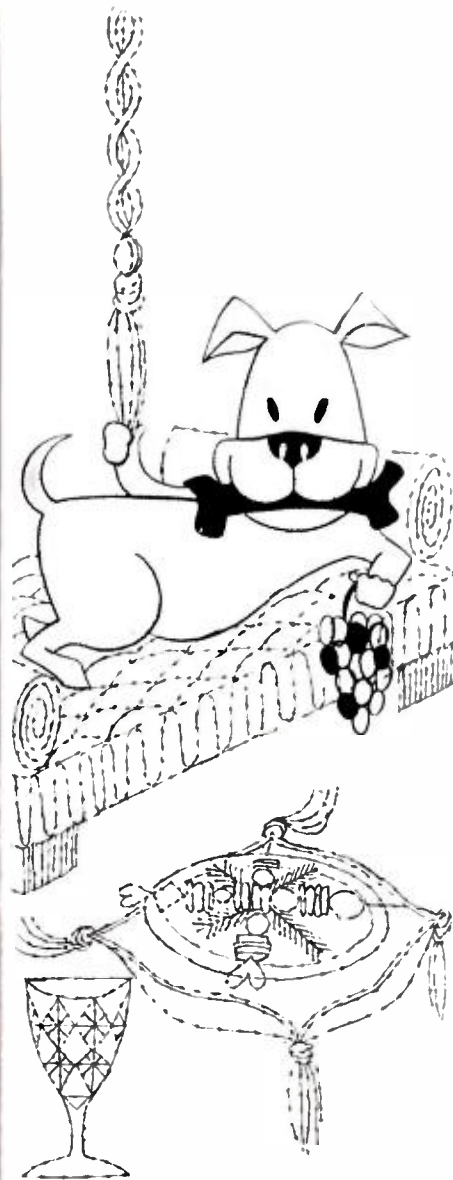
As we see it, which station in the market gets the national spot nod in the computer age will depend on two sets of information: (1) the needs of the client and statistical evaluation of the station as registered by the computer, (2) a whole set of human equation factors that no machine can measure. Point two will allow the timebuyer and media director to evaluate for himself audience receptivity, staff know how, public service record, good station practices, viewer and listener loyalty, prestige, area reach and the like. These flesh-and-blood equations are part of the stock-in-trade of media specialists and frequently will decide choice of station in the computer age.

Man is master of the monster.



NEXT WEEK IN SPONSOR

"Are Piggybacks Necessary?"—Some advertisers say they are, others disagree. Next week SPONSOR reports on where the piggyback commercial is going on tv, and why it has become a popular device.



OLD FAITHFUL: Even man's best friend gets to know us pretty well, because the family he lives with spends a lot of time tuned in. Metro share in prime time is 91%, and homes delivered top those of any station sharing the other 9%. ARB, Nov.-Dec., 1962) Your big buy for North Florida, South Georgia, and Southeast Alabama is



WCTV TALLAHASSEE
THOMASVILLE

BLAIR TELEVISION ASSOCIATES
National Representatives

READERS CALLED FORTUNATE

I have just finished reading your story on video tape in the January 28th issue. I think it is extremely well done.

Your readers are fortunate in being able to get such a clear, accurate and thorough picture of the growth and current capabilities of the tape medium.

It is no small task to assemble this kind of balanced, informative and comprehensive story. In behalf of my company and the entire video tape industry, I want to express my warmest congratulations. **JOHN B. LANIGAN**, Videotape Productions of New York.

FURTHER INFORMATION

The article "CBS Measures Media Effectiveness" in the 28 January issue of *SPONSOR* is interesting—as far as it goes.

However, it does seem to me that your readers would like to have a bit more real information.

As stated, two matched samples were selected, one was interviewed before exposure to the ads and the other afterwards. From these interviews, it was found that television is much more effective per dollar than advertising in the four

large-circulation magazines listed.

The product advertisements appeared in these four magazines and the product commercials were broadcast on different night-time television programs on all three networks.

But your article does not explain how it was determined whether the "People Influenced per Dollar" were influenced by the magazine ads or the tv commercials.

CBS always does an excellent research job so I am confident that the "net-net-net" figures are correct. But I would like to know just how the conclusions were reached. I have an idea that quite a few others of your readers would be interested in this information, too.

CHESTER MacCRACKEN, director of radio and television, Remington Advertising, Springfield, Mass.

• *Two separate matched samples were used, one for magazines, one for television. Influence of each medium was determined by the separate samples. For the full details, copies of the study are available from CBS TV.*

'EXTREMELY COMPREHENSIVE'

Our congratulations on an extremely comprehensive look at the television tape recording industry.

Your fair appraisal of the tape technique is bound to cause many people to re-assess their opinions on the relative values of tape and film. Again, our congratulations on your article and your fine publication.

JAMES E. WITTE, general manager, Tele Tape Productions.

SPEAKING OF COVERAGE

It is with a great deal of personal pleasure that we enclose a check for our initial subscription to *SPONSOR*. How many does this make? During the past eighteen years or so, since Norman Knight first brought me into the business in Morgantown, West Va., I have never worked for or with an organization that did not subscribe to *SPONSOR*.

HOWARD "JEFF" FORBES, president, Sight Sound Motion Productions, St. Petersburg, Fla.

KUDO TO AGENCY

Thank you for printing the picture and story (see 21 January, page 61) of KBAT's outdoor sign in Dallas.

I would like to give recognition and thanks where it's due. The unusual and effective design of the sign is the work of KBAT's very fine advertising agency, Waghorne, Schwerke, and Associates of San Antonio. It was work like this that brought the agency the first place award for creativity in national competition sponsored by the Junior Outdoor Poster Association.

CHESTER MAXWELL, sales manager, KBAT, Dallas, Tex.

4-WEEK CALENDAR

FEBRUARY

Assn. of National Advertisers clinic on tie-in promotions with other manufacturers: Savoy Hilton Hotel, New York, 14.

Mutual Advertising Agency Network meeting: Royal Orleans Hotel, New Orleans, 14-16.

Midwest Advertising Executives Assn. semi-annual meeting: President Hotel, Kansas City, Mo., 19-20.

International Radio & Television Society round table luncheon: Hotel Roosevelt, New York, 22. Discussion of "America's Voices Abroad"; production workshop: Hotel Roosevelt, N. Y., 27.

Broadcast Pioneers third annual mike

award banquet: Americana Hotel, New York, N. Y., 25.

National Assn. of Broadcasters annual conference of the state association presidents: Shoreham Hotel, 26-27.

American Assn. of Advertising Agencies southwestern council meeting: Sheraton Dallas Hotel, Dallas, 28-March 1; Michigan council meeting, Rackham Memorial Building, Detroit, 19.

American Women in Radio and Television, New York City chapter, "Projection '63" panel discussions, McCaun-Erickson conference room, New York, 9 March and 6 April.

California Broadcasters Assn., annual meeting, Mark Hopkins Hotel, San Francisco, 7 March.

SPECIAL HANDLING

Many thanks . . . for the fine way you handled the article ("The 10 Best Agency-Net Negotiators") in the 17 December *SPONSOR*.

HERMINIO TRAVIESAS, v.p. and manager, tv/radio department, BBDO, New York.

"KIND TREATMENT"

Thank you very much for the kind treatment which you accorded Daniel & Charles in your recent item ("Ten Hot Young Agencies to Keep an Eye On," 14 January) on the "creative" agencies.

JOSEPH H. MINTZLER, Daniel & Charles, New York.

Up-dated by the Dec. '62 Nielsen!

A FISTFUL OF FIRSTS IN ATLANTA FOR WAGA-TV!

FIRST IN PRIME TIME!
 NOV./62 ARB, 7:30 PM - 11 PM, MON. - SUN., METRO AND TOTAL HOMES
and Dec. '62 Nielsen 7:30pm-11pm Sun-Sat. Total Homes

FIRST IN DAYTIME
 NOV./62 *and Dec.* NIELSEN, 6 AM - 5 PM, MON. - FRI. METRO, AND TOTAL HOMES.

FIRST WITH ADULTS
 DELIVERS 5.8% MORE ADULTS THAN 2nd STA. NOV./62 ARB, 9 AM - MID-NIGHT, MON. - SUN.

FIRST WITH 6 OUT OF 10 TOP SHOWS
 NOV./62 ARB RANK BY TOTAL HOMES DELIVERED

*Number 1
 December
 Nielsen
 Total Homes**

Now at **WAGA-TV HEADED FOR THE TOP!**

	WAGA-TV	STATION "B"	STATION "C"
METRO SHARES*	40	40	19

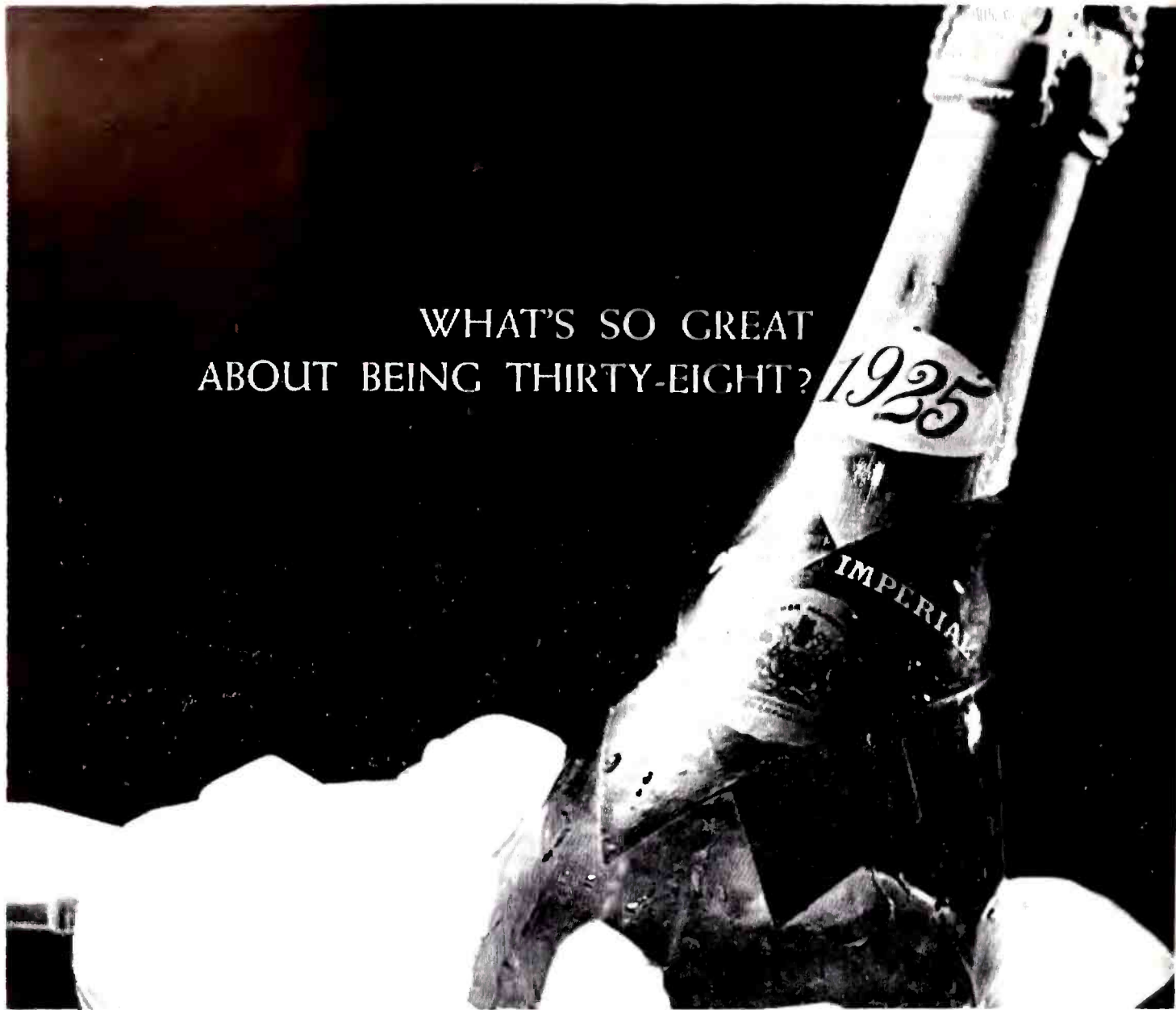
* DECEMBER 1962, NIELSEN

5 Atlanta **waga-tv**

Represented by Storer Television Sales, Inc.

LOS ANGELES KGBS	PHILADELPHIA W'IBG	CLEVELAND W'JW	NEW YORK W'HN	TOLEDO W'SPD	DETROIT W'JBK	STORER BROADCASTING COMPANY
MIAMI W'GBS	MILWAUKEE W'ITI-TV	CLEVELAND W'JW-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	DETROIT W'JBK-TV	

WHAT'S SO GREAT
ABOUT BEING THIRTY-EIGHT?



Everyone makes much about the tenth anniversary . . . it's a real tizzy when the twenty-fifth is reached . . . and they commission bards to pen immortal ballads for the fiftieth anniversary. So, why all the fuss about WTIC Radio being thirty-eight years old which it is, by the way, on February 10. Maybe it's because this is the last year we'll have a chance to claim that we're younger than Jack Benny . . . or perhaps it's because we'd like to remind you that you can still rely on WTIC for top radio advertising this year, just as you have in the past thirty-eight. Incidentally, we're not showing any signs of age. Perhaps it's because we're too excited about the future to dwell too long on the past.

If you want proof of WTIC Radio's vigor and clear leadership, ask your Henry I. Christal man to show you a copy of the latest Politz survey of our rich, rich Southern New England area.



WTIC AM/FM

Broadcast House

3 Constitution Plaza

Hartford 15, Connecticut

WTIC AM/FM is represented by the Henry I. Christal Company

SPONSOR-WEEK

Top of the news
in tv/radio advertising
11 February 1963



AFA NAMES COOPER PRESIDENT

While in Washington for the annual AFA/AAW Mid-Winter Conference last week, the AFA elected Mark F. Cooper to the presidency, which has been unfilled since last September. For the past five years public relations director of the General Telephone Co. of the Southwest, San Angelo, Tex., Cooper was selected from a field of more than 40 qualified candidates by a 10-man AFA Committee. He has had wide experience in advertising, public relations, and in state and national legislative matters. He will soon move to New York with his family to take up the new post.

LATE NEWS SHOWS GAIN MOST DURING NEWSPAPER BLACKOUT

Available data on television viewing during the New York newspaper strike indicates late news shows are the big gainers. Two weeks prior to the strike, an average of 47.1% of New York homes were using television in the 11 to 11:30 p.m. time period, according to A. C. Nielsen. Two strike weeks in December and January show homes using television at 50.6% in the 11 to 11:30 p.m. period. The same strike weeks a year ago found 48.9% of the homes using television from 11 to 11:30 p.m. No clear-cut gains are shown in the 6 to 7 p.m. time period. Meanwhile, the Bureau of Advertising of the ANPA has released figures which it says document a steady decline in retail sales in New York since the start of the strike. In comparison with Federal Reserve tabulations of department store sales in the total U. S., the New York City average was 4 percentage points lower during the five weeks preceding the strike; 5.5 points lower during the two weeks preceding Christmas; and 10.2 points during the five weeks following Christmas. In the wake of these and various reports of the effect of the newspaper blackout, RAB commissioned Richard Manville Research to study buying habits of adult women during late January in Cleveland and New York. The report indicates that 81% of women in Cleveland said they were spending as much or more in January 1963 as during January 1962. RAB administrative v.p. Miles David commented that "the radio industry does not seek to make this abnormal period a test. But claims made for newspaper 'indispensability' in a manner derogatory to other media made it necessary that we provide a balanced analysis."

OIL ASSN. BUYS FIRST AIR TIME IN 40 YEARS

The Pennsylvania Grade Crude Oil Assn. has begun 39-week co-sponsorship of ABC Radio's *News and Comments by Alex Dreier* through its agency, Meldrum & Fewsmith, Inc. Until now, the 40-year-old association billings had been in magazines exclusively. The drive-time program (Monday-Friday, 6:30-6:40 p.m. EST) is co-sponsored by the Miller Brewing Co.

BENDIX MARKETS NEW CLOSED CIRCUIT TV SYSTEM

A new closed circuit television system for industrial and institutional use is being marketed by the Bendix Corp. Known as the BX-7, the system was first developed for military and space operations. It automatically adjusts to light conditions varying from brilliant sunlight to virtually total darkness without loss of picture, says Bendix. Applications include close scrutiny of the manufacturing processes in production of paper, synthetic yarn, steel, and chemicals, as well as night surveillance of industrial property. Other uses, anticipated by Bendix, are underwater search, study of x-ray and operating procedures in hospitals, and in schools and colleges.

HUNT'S PAINTS MOVES FROM FRC&H TO Y&R

Fuller Paint Division of Hunt Foods and Industries, Inc. (150 stores and 1700 dealers in western states), has transferred its account from Fletcher Richards, Calkins & Holden, San Francisco, to Young & Rubicam, Los Angeles, effective 30 April. Y&R has been the Hunt agency since 1945. Reason for shift: Fuller staff has moved to corporate offices in Fullerton, Calif., enabling accounts to be handled through a single agency office, which the firm prefers.

ANA COURSE TO SHARPEN MANAGEMENT SKILLS

First course in the Association of National Advertisers new Advanced Advertising Management series will be held 10-15 March at the Westchester Country Club, Rye, N. Y. ANA members will bone up on subjects which include: the creative function, planning, media strategy, organization and agency relations, budgeting, etc. Faculty is made up of outstanding leaders and practitioners in advertising, marketing, and related fields.

ED GREY RESIGNS SUDDENLY FROM TED BATES

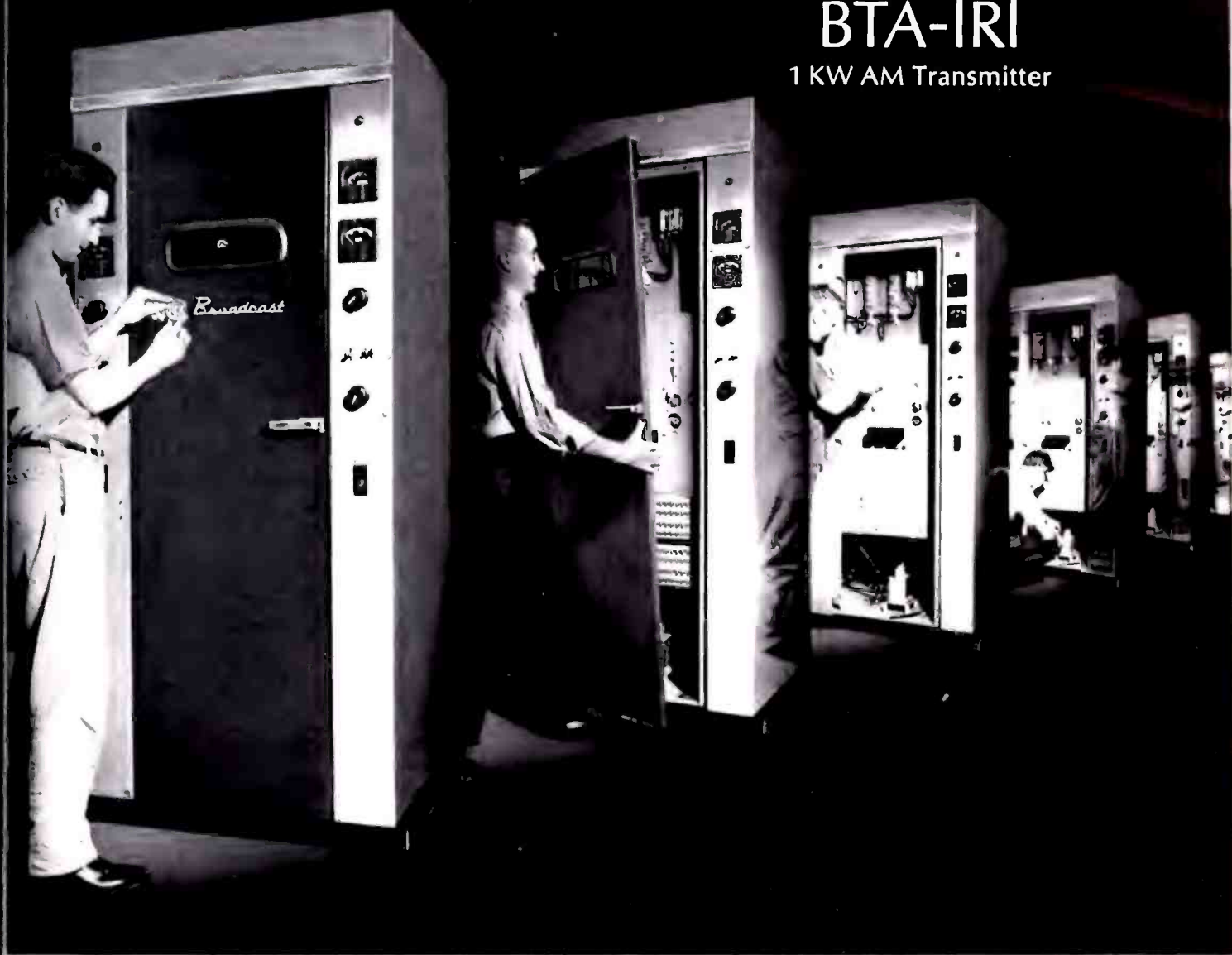
Edward A. Grey, senior vice-president in charge of media operations at Ted Bates for the past nine years and one of the best known figures in his field, resigned suddenly last Friday. The break was reputed stemming from a schism that has been reported developing in top management authority. Grey plans to put in some southern fishing before making his next connection.

SPONSOR-WEEK continues on page 14



BTA-IR1

1 KW AM Transmitter



RCA's most popular AM transmitter

This 1 KW AM Transmitter is one of the finest RCA has ever offered. More have been installed than any other type RCA 1 KW Transmitter—because it ideally meets requirements of local stations.

For the listeners, the best sound and the loudest sound. For the owners, highest assurance of fine performance, with a long list of operating advantages: Accessibility full front and rear for easy maintenance... low operating costs with few tube types... unrestricted remote control without need

for building heat, thanks to reliable silicon rectifiers and temperature controlled crystals... simplified operation and single tuning procedures, with all operating controls mounted on the front panel.

If you want the finest 1 KW, you'll want to know more about the BTA-IR1. Call your RCA Broadcast Representative. Whatever your broadcast requirements, you'll find him exceedingly helpful. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J.



The Most Trusted Name in Radio

COX TO ADDRESS OKLAHOMA BROADCASTERS IN MARCH

FCC Broadcast Bureau chief Kenneth Cox, whose appointment as commissioner is awaiting confirmation by the Senate, goes to Oklahoma next month to address a two-day seminar of the state broadcasters association there. In addition to making a major address, Cox will conduct two sessions: "Introduction to FCC Rules and Regulations" and "Program Logging." Others who will address the meeting, 9 and 10 March, are Vincent Wasilewski, chief legal counsel, NAB, and Clee Stillwater, attorney for the Oklahoma Broadcasters Assn.

GO EASY ON CONTROLS: BELL & HOWELL PREXY

Praising the performance of "Madison Avenue" and its contribution to our national economy, Peter G. Peterson, Bell & Howell Co. president, last week told the 5th Annual AFA AAW Mid-Winter Conference in Washington, "... I am not suggesting that the government does not have a right and a duty to inhibit the 'hard-core' falsehood, the base misrepresentation, the hit-and-run lie perpetrated by the fly-by-night company. But, beyond this obvious exercise of authority against fraud, we must tread very gingerly indeed."

NBC TV SEES SHARP AUDIENCE UPSWING IN NEWS, ACTUALITY SPECIALS

Using the Nielsen fourth quarter reports for the two years, NBC notes that news and actuality specials in 1962 picked up a good deal of audience momentum over those in 1961. The average fourth-quarter 1961 tv news special on the network delivered 8.8 million total homes, 6 million homes per minute and a 23% share of audience. This compares with 10.9 million total homes, 7.7 million homes per minute and a 29% share of audience in the 1962 fourth quarter.

NAB NOMINATES 33 FOR RADIO BOARD OF DIRECTORS

Ballots have gone out to all NAB radio members in the election of 13 new broadcasters to sit on the association's board of directors. Of the 29 members of the board, terms of 13 of them expire 3 April, the concluding day of NAB's 41st annual convention in Chicago. Ballots must be returned to NAB headquarters by 28 February. Election results will be announced 1 March.

SPONSOR-WEEK continues on page 42



In a class by itself...

People... Programs... Points?

When faced with a choice of mass or class, select the station in Cleveland and Northern Ohio that provides both people and points.

Most recent Hooper and Pulse total shares* show that WJW Radio with "The Finest... Friendliest Sound Around" has attracted Cleveland's largest adult audience.

Represented by The Katz Agency, Inc.

This large, adult affluent audience is attracted to WJW Radio because of balanced BEAUTIFUL MUSIC...TOTAL INFORMATION NEWS... and established PROGRAM PERSONALITIES.

Everyday WJW RADIO prestige programs and personalities produce top 40 type ratings and sales results for both national and local advertisers, 1962 gross billing: 53.5 local, 46.5 national.

James P. Storer
General Manager

*Hooper December-January 7 AM - 6 PM — 14.6 coverage
Pulse August-September 6 AM - 6 PM — 12.5 coverage
1962

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

SUNNY'S REALLY COOKING



More advertisers are spending more dollars on WSUN... than at any time in our 35 year history

ONE OF THE NATION'S
GREAT STATIONS

WSUN

5 KW 620 KC

Broadcasting 24 hours daily!
TAMPA-ST. PETERSBURG

Get all the facts from
Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

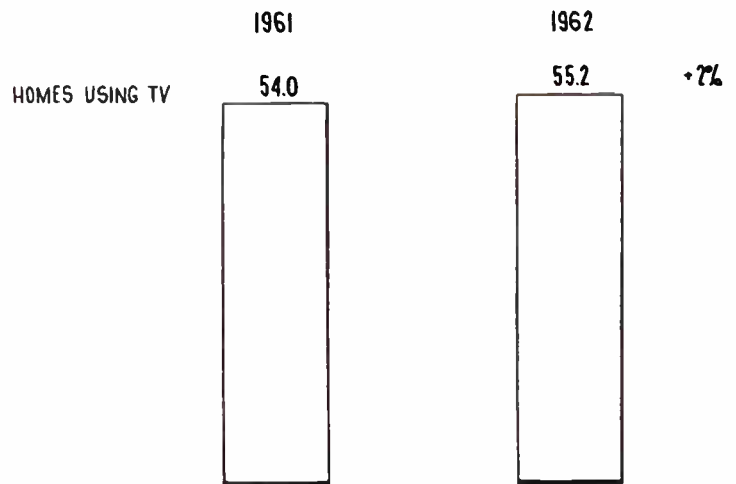
DATA DIGEST

Basic facts and figures
on television and radio

Homes tv at high level

Level of homes using television through all parts of the day continues to hold at a high plane. The charts below, provided by A. C. Nielsen Co., show increases in per cent of homes using television in all day parts except in the morning, where the decline was but one per cent.

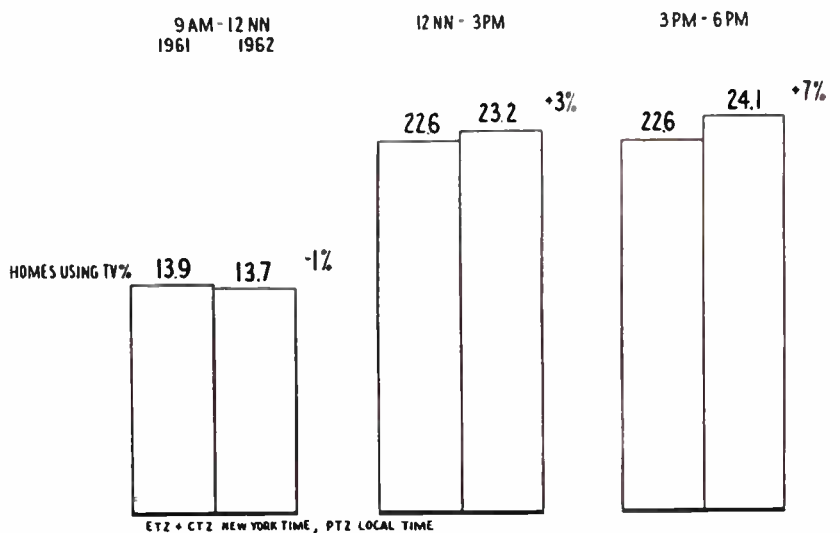
TREND OF HOMES USING TELEVISION- ALL EVENING -7- 11 PM OCTOBER



ETZ & CTZ NEW YORK TIME; PTZ LOCAL TIME

In the evening hours, television viewing showed a rise of two per cent in October 1962 over the same month a year earlier.

TREND OF HOMES USING TELEVISION- MON.-FRI. 9AM-6PM OCTOBER



ETZ & CTZ NEW YORK TIME, PTZ LOCAL TIME

In the daytime, the one per cent decline in the pre-noon hours was offset by gains of three per cent in the early afternoon hours and a gain of seven per cent in the late afternoon.

figures
radio
e day
pro-
nt of
morn:
PM
er cent
-6PM
-71
rs was
and a
MEMBER
953



"MY CLIENT'S GOT A RIGHT TO JUSTICE EVEN THO' I'D RATHER PUNCH HIM IN THE NOSE"

ABRAHAM LINCOLN JONES ATTORNEY AT LAW



THE LAW AND MR. JONES

STARRING JAMES WHITMORE

AS ABRAHAM LINCOLN JONES, ATTORNEY-AT-LAW

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es explosive stories of an impulsive, forceful lawyer dedicated to the
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re for justice than for a lucrative corporate law practice.

ning the regular cast of Janet DeGore and Conlan Carter are distin-

guished guest stars like Otto Kruger, Dick Powell, Lyle Bettger, Jean
Hagen, Hugh Marlowe, Robert Middleton, Arthur Franz and others.

This series was so popular that when it was taken off the ABC network
more than 400,000 letters of protest caused its return to complete its
network run . . . an unprecedented event in the annals of TV history.

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look South . . . and you'll see TV **3**



An eight man team that people depend on



for news, weather, sports and opinions every weekday...via TV-3 in Columbus, Ga.!

TOP ROW: Left to Right
 John Hodges— *Morning Edition*
 7:30 A.M.
 David Lea— *Mid-day Edition*
 1:00 P.M.
Night Edition
 11:00 P.M.
 Dick McMichael— *Evening Edition*
 6:30-7:30 P.M.
 George Gingell— *Evening Edition*
Personal Opinion
 6:30-7:30 P.M.
Night Edition
 11:00 P.M.
 BOTTOM ROW: Left to Right
 Doug Wallace— *Evening Edition*
 6:30-7:30 P.M.
Night Edition
 11:00 P.M.
 Don Nahley— *Night Edition*
 Sports
 11:00 P.M.
 Walter Graham— *Evening Edition*
 Sports
 6:30-7:30 P.M.
 Walter Cronkite— *CBS News*
 7:15-7:30 P.M.

These men have a "fabulous following" in TV-3 land. It's an area that covers 66 counties in Georgia and Alabama. Keeping this area informed is a responsibility TV-3 performs with men of experience.

This performance continues to pay off with additional homes delivered. The latest NSI shows our full-hour "Evening Edition" delivering the most homes of any multiple week show. It presents news, thought provoking editorials, sports and a Pulsebeat of the area. A weather show second to none . . . plus CBS News.

This is the kind of programming "in depth" that has built such a fabulous following for TV-3. People have confidence in us. So can you.

WRBL
Television
Columbus, Georgia
 TELECASTING FROM THE
 WORLD'S TALLEST TOWER
 "1749 feet above ground"

J. W. Woodruff, Jr., Pres. and Gen. Manager
 Ridley Bell, Station Manager
 George (Red) Jenkins, Dir. National Sales



CBS
 NBC

REPRESENTED BY
 GEORGE P. HOLLINGBERY COMPANY

SPONSOR-SCOPE

11 February 1963 / Copyright 1963

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

Judging from information culled by SPONSOR-SCOPE from several top agencies, the outlook for spot tv come the fall and even the first 1964 quarter is even lustrier than it's been this season.

To put what these agencies are saying in a nutshell: the budgets of their big package goods advertisers as they're now being set up accord **heftier shares for spot as against network tv.**

This sharper trend toward putting more of their blue chips on spot is traceable to these lines of advertiser **re-evaluation of their role in the medium:**

- Generally speaking, the rewards in homes impressions and cost-per-1,000 from night-time network tv turned out far below expectations and to **avoid a repetition of such an eventuality, prudence calls for a reduction of the risk there and transferring some of the eggs from that basket into spot tv.**

- Good marketing dictates that **greater stress be put on market variability** and hence added allowance should be made for augmenting network with **strategically-timed spot tv flights**, thereby insuring to each brand the **rightful measurement of promotional flexibility** in terms of both individual market and special occasion.

Note: ABC TV has adopted the flexibility theme for itself. In a brochure on regionals that the network has just put out, emphasis is laid on the ability of such regional purchases to render "maximum impact in selected areas."

The Four A's broadcast media committee, with its suggestion about protection for preemptible spots, may have opened the door for something that the SRA has been seeking for some time.

And that something has been an opportunity to review the provisions in the standard spot contract for tv stations, which the association deems somewhat outdated.

The SRA would like to make this examination of the standard form part and parcel of any discussion of a more favorable viability of preemptibles for advertisers.

(See page 25 for an in-depth analysis of the preemptible spot problem.)

Chicago reps have taken up the slack in new spot radio business which has befallen the New York sector so far this month, after a lively January.

The action in Chicago the past week included Kellogg (Burnett), Englander Mattress (North), Mystik Tape (Hartman), and Rath Packing (Ludgin).

On the national spot tv side the February pace, as far as the New York reps are concerned, is promising enough to indicate a consecutive record month for the medium.

Two agencies that have been keeping tv reps definitely on the hop these past weeks are Young & Rubicam and Compton.

Madison Avenue's lifting its eyebrows at the prices being quoted for new night-time fare scheduled by the tv networks for the fall.

Here's a sample of the tags put on one-hour shows:

PROGRAM	ORIGINALS NET (NO.)	REPEATS NET (NO.)
Clifford Odets-Richard Boone (CBS TV)	\$140,000 (34)	\$40,000 (16)
Jamie McPheeters (ABC TV)	120,500 (36)	25,000 (16)
Mr. Kingston (ABC TV)	129,000 (34)	17,500 (18)
The Breaking Point (ABC TV)	119,000 (34)	30,000 (18)

SPONSOR-SCOPE

Continued

Rep salesmen might as well face up to the fact that under the new procedure in Y&R spot tv buying there's no such thing as a personal pitch once a timebuyer issues a call for availabilities on a new schedule.

The rule now in effect—whatwith the widening application of computer to the buying process—limits the salesman's function to submitting avails. If he has any further enlightening data, he'll have to impart it in a covering letter attached to the avails.

What the agency's media chiefs, Warren Bahr and Joe St. George, are trying to tell the reps is this: the worst time to see a Y&R timebuyer is when the buying's being done and that the time to sell a timebuyer on a station or market is any time before a buy goes into the works.

Personal relationships are encouraged and timebuyers should be kept updated on a station or market story, but not when the station or market is under the buying gun.

That reshuffling in the media department of Ogilvy, Benson & Mather was mostly spurred by an urge to streamline and tighten the buying process.

As explained to SPONSOR-SCOPE, the revised setup, which allocates authority among three associate media directors instead of spreading it among five supervisors, will give the department more of a vertical mode of operation.

The three associate directors: Jules Fein, Pete Triolo, and Cliff Bottomway, the first promoted from media analysis and the other two having come up from timebuyer.

This is the period that the sports side of the tv networks unlimber their sales artillery for the events they've lined up for the coming season.

Here's the 1963-64 inventory as compiled by SPONSOR-SCOPE, with the package billings including time, rights, production costs:

ABC TV		CBS TV Continued	
EVENT	PACKAGE BILLINGS		
Challenge Golf	\$1,400,000	Triple Racing Crown	350,000
AFL Games	6,000,000	TOTAL CBS TV	\$31,650,000
AFL Championship	425,000	NBC TV	
AFL All-Stars	375,000	National Open	\$ 250,000
AFL Post-gameboard	1,500,000	Buick Open	200,000
Orange Bowl	250,000	All-Star Golf	2,800,000
Pro Bowling Tour	2,000,000	Palm Springs Classic	200,000
Make That Spare	1,500,000	Las Vegas Tournament	200,000
Wide World of Sports	5,400,000	World Series of Golf	500,000
Gillette Fights	7,000,000	Shell World of Golf	1,800,000
TOTAL ABC TV	\$25,850,000	Rose Bowl	700,000
CBS TV		Sugar Bowl	700,000
Masters Tournament	\$ 275,000	Pro Champ Football	850,000
PGA Tournament	225,000	Pro Bowl	250,000
NFL Games	10,800,000	Blue-Grey Bowl	250,000
NCAA Football Games	8,000,000	Senior Bowl	200,000
Cotton Bowl	350,000	East-West Game	250,000
Pro Football Kickoff	750,000	Pro Football Highlights	600,000
Pro Football Games	500,000	Liberty Bowl	250,000
Blue Bonnet Bowl	250,000	World Series	3,800,000
Gator Bowl	250,000	All-Star BB Game	600,000
Post Football Games	400,000	NIT Games	300,000
Baseball Game of Week	6,000,000	Bud Palmer Anthol.	1,500,000
Sun. Sports Spec.	3,500,000	TOTAL NBC TV	\$16,200,000
		GRAND TOTAL	\$73,700,000

(See 4 February SPONSOR-SCOPE for breakdown of billings by sports types.)

It could have been due to the severe cold spell at the time but bowl football on New Year's day delivered all-time record audiences.

The following data on NTI total audiences, as provided by NBC TV, shows how they must have hung on to their sets from early afternoon into the evening:

GAME	NETWORK	TOTAL HOMES
Orange Bowl	ABC TV	12,900,000
Cotton Bowl	CBS TV	16,700,000
Sugar Bowl	NBC TV	20,200,000
Rose Bowl	NBC TV	25,400,000

Note: That Rose Bowl figure denotes 51% of all tv homes, never before achieved by a football event.

All three tv networks, Madison Avenue negotiators note, have one thing in common about their selling strategy for the 1963-64 nighttime season: they're each putting inordinate effort into getting orders for half-hours as against minutes.

Obviously, ABC TV and NBC TV are taking a leaf out of CBS TV's stratagem of the moment and that is telling prospects that their only chance of getting on the fall schedule is via alternate hour or half-hour segments.

Observed the negotiator for an agency which is among the top three tv billers: "You can't blame the networks for trying to sell half-hours as a minimum segment, but you can be sure that if anybody walked in with a substantial order for minute participations he wouldn't be directed to the nearest exit."

According to Nielsen, the number of network tv advertisers given to buying into minute participation programs only has taken quite a hop this season.

Here's how the rating service has broken down the types of sponsorship buys, with the second December national report on nighttime serving as the base:

TYPE OF COMMITMENTS	1962	1961	1960
Multi-program buys only	61%	38%	28%
Alternate half-hours only	14%	23%	18%
Single sponsorships	10%	13%	26%
Multi-alternate	11%	16%	10%
Alternate & single	2%	3%	10%
Single & multi	0%	2%	1%
All basic buys	2%	5%	7%
TOTAL	100%	100%	100%

For P&G agencies these two months of February and March have the pressure and bustle that's without comparison in the business.

What keeps 'em on the tightwire: looking at network pilots, negotiating for fall time and programs, and at the same time getting their portfolios in order for the Cincinnati meetings next month at which budget recommendations are discussed.

Only two specials of an entertainment nature scored appreciable tv audiences during the past December, that is, during the periods measured by Nielsen.

These measured specials and their rating data:

PROGRAM	DATE	PERCENT	HOMES
Hallmark Hall of Fame	6 December	12.5	6,225,000
Wizard of Oz	9 December	33.0	16,434,000
Here's Edie	13 December	10.1	5,030,000
As Caesar Sees It	15 December	10.9	5,428,000
Mr. Magoo's Christmas Carol	18 December	22.8	11,354,000
AVERAGE		17.8	8,894,000

SPONSOR-SCOPE

Continued

NBC TV, assuming from the lineup that it was showing around the New York agencies last week, will retain 15-16 of its present shows for the coming season.

There's still some repositioning to be done and there's some question as to whether Hazel will be moved to CBS TV (Tuesday, 9) by Ford and whether GE will alternate with du Pont with an hour version of True.

The 1963-64 lineup as the agencies viewed it:

SUNDAY: 7:30, Disney; 8:30, P&G series; 9, Bonanza; 10-11, DuPont Show of Week.

MONDAY: 7:30, Feature movies; 9:30, TBA; 10-11, Mitch Miller.

TUESDAY: 7:30, the Matchmaker; 8-9, Mr. Novaks; 9-10, Clifford Odets-Richard Boone; 10-11, Bell Telephone Hour (alternate weeks).

WEDNESDAY: 7:30, the Virginian; 9-10, Kraft Hour; 10-11, the Eleventh Hour.

THURSDAY: 7:30, Robert Taylor; 8:30, Dr. Kildare; 9:30, Hazel; 10-11, Jack Paar.

FRIDAY: 7:30, International Show Time; 8:30, Empire; 9:30, Harry's Girls; 10-11, Andy Williams.

SATURDAY: 7:30, Joey Bishop; 8:30, Bill Dana; 9-11, Feature movies.

Spot tv should find exceptionally good pickings this spring from among advertisers who gear their spending mostly to seasonal pushes.

The business climate may be an important factor, but from agency reports there's an abnormal number of Father's Day and graduation and wedding gift schedules on the shelf ready for buying action when confirmation dates are feasible.

A couple of cases in point: (1) Norelco, Remington, and Schick, among electric shavers, are each poised for the May-June gift-appeal sweepstakes; (2) Gulton (Compton) will use 15 markets (this is double the last promotion list) to sell its renewal-battery line of radios, flashlights, and lighters. The Gulton schedule will run seven weeks.

Look for the toymakers to lean more toward spotting their commercials in adult-appeal programing when they do their buying for the fall.

The new tack is due to their discovery that parents are exerting more influence in the choice of their progeny's toys and it's become pretty much a family concern as to price, quality, and performance. It's all probably due to past abuses by some members of the toy fraternity.

At the moment the big tv users among toy manufacturers feel rather frustrated. They'd like to announce to jobbers and dealers at the New York Toy Fair slated for the week of 11 March what their tv buys will be for this fall, but they find that the networks can't cooperate because they themselves don't know what they'll be scheduling at that time, particularly in Saturday kid shows.

The FCC may have opened a can of worms in advising licensees that stations which serve substantially the same area violate the public interest by organizing to sell themselves at a group rate.

Where the rub could come for the commission: determining what are gray areas in such combination rate agreements. Particularly with respect to such combined stations whose coverage sort of overlaps, but have different markets for their basic service area.

In radio, an instance would be the Philadelphia suburban group put together by Ave-ry-Knodel and in tv, the Triangle Pennsylvania-Delaware uhf trio obviously set up to compete with WGAL-TV. CBS TV advised SPONSOR-SCOPE that its legal department was studying the FCC's notice with respect to its application to the three uhfers.

About the only rep directly and unquestionably affected by the notice is Robert Meeker, who about a year-and-a-half back organized combination rate station clusters with in Denver, Salt Lake City, and Seattle. Meeker expressed surprise at the FCC's action. He had checked his project with the FCC a year ago. No objection was expressed, but he was told he'd hear from the commission. (For more details see WASHINGTON WEEK, page 55.)

Mr. Wiggly Worm does much more than wiggle

To you, he may be just a forefinger with a face painted on it. But to any child in the Dallas-Ft. Worth area, he is a personality on "The Mr. Peppermint Show," now in its third year and starring WFAA-TV's Jerry Haynes. Sustaining the interest of his demanding audience, Jerry produces the highest ratings in his time slot. Wholesome and appealing, his is the show that mother prefers her kids to watch. And she *demonstrates* her appreciation when she buys. Product-success stories prove it . . . more eloquently than even Mr. Wiggly Worm's smile.

WFAA-TV Channel 8 abc WFAA-AM-FM-TV Communications Center.
Broadcast services of The Dallas Morning News. Represented by Edward Petry & Co., Inc.





It's Great to Live in San Antonio...

Yes—it is great...and the world-famous San Antonio Stock Show and Rodeo held every February is typical of the many activities in the Alamo City. San Antonio...where almost 750,000 happy folks enjoy Venetian-like boat rides on the picturesque San Antonio River... Grand Opera Festival...

America's third largest zoo...rides on the world's longest miniature train in tropical Brackenridge Park...South's finest golf courses...world-renowned Symphony...outdoor art exhibits on the River Walk...historic Missions...fiesta parades...outstanding Museums...world's largest Military Installations...theatrical productions...sailing on beautiful Woodlawn Lake in the heart of the city. All this and much, much more in sunny, funtime San Antonio. But beware—thousands of tourists who visit San Antonio each year make it their home!

It's Great to **SELL** San Antonio on **KONO-TV** ch. 12

K THE KATZ AGENCY, INC.
National Representatives



SPOT COSTS REFLECT VIEWING PATTERNS

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7:30	\$600	\$600	\$1000	\$600	\$400	*\$600	\$600
8 pm	\$800	\$1000	\$1200	\$1200	\$600	\$600	\$800
8:30	\$800	\$800	\$1200	\$1000	\$600	\$600	\$800
9 pm	\$600	\$800	\$1000	\$1000	\$600	\$400	
9:30	\$600	\$800	\$600	\$1000	\$1000	\$400	\$800
10 pm	\$1200	\$800	\$600	\$1000	\$1000	\$400	\$400
10:30	\$1200	\$400	\$600	\$600	\$600	\$400	\$400

This time period is calculated as 7:50 p.m. It is shown here as 7:30 for convenience of tabulation.

The preemptible system in its fullest development

This chart is prepared from portion of a rate card, in which local viewing patterns are apparently reflected by the station's charge for prime-time 20-second announcements. In this particular system, all announcements are "preemptible" in the sense that they are subject to price-reclassification, with due notice to the advertiser, and with the option to retain the spot at its reclassified rate. In this chart, the distribution of lightest areas (highest-priced spots) indicates the peak viewing

Buyers want changes in spot tv

- ▶ **4A's perturbed about preemptible practices**
- ▶ **Agencies ask for guaranteed run**
- ▶ **Cool response from stations and rep firms**
- ▶ **General overhaul of standard contract form?**

The buying and selling practices of spot television may come under review this year.

A first move toward such a review was made last month by the American Assn. of Advertising Agencies. The 4A made two "suggestions" to stations about the handling of preemptible spots. Sta-

tions now are giving their individual reaction to reps, whose collective body—the Station Representatives' Assn.—will in turn give a considered reply to the agency group.

Although the buyers of tv time have limited their "suggestions" to one section only of spot business,

knowledgable observers point out that the preemptible spot lies close to the heart of the price adjustment process. Any review of preemptible spots must, therefore, touch on broader issues: not only the mechanics of price resolution but also the concepts which underlie it.

Because of this, it's probable that the 4A's and the SRA will sit down for extended sessions at the conference table. (One result of this, hopefully, may be a thorough revision of the standard contract form. Apart from the preemptible question, both groups have other matters which they feel could bear adjustment. This is likely to pro-

A backward look at tv and preemption



WHO FATHERED PREEMPTIBLE SPOT? Bouquets and some brickbats can be spread around: some should go to John P. Denninger (left), erstwhile vp and Eastern sales manager of Blair TV. It was in 1959 that Blair picked up the idea, which had been put into effect three years earlier at WABC TV, New York. (Joseph Stamler, now vp, then was station sales manager.) Another early advocate of p-e was rep firm Adam Young.

Denninger now heads a financial counselling service, Executive Capital Planning Inc. Looking back on preemption, he says "It allowed the law of supply and demand to come into effect. I'm not surprised at its widespread adoption: We thought it was inevitable

because of the unreality of the pricing structure."

Another rep expert, Katz vp Daniel Denenholz (l., below), comments indirectly on the current 4A recommendation by saying that "Rate cards will be subject to special terms and conditions for as long as a station's audience fluctuates from period to period—and so long as advertisers and agencies place the emphasis they do on CPM. . . ."

recommendations," explains the 4A's, "is to (1) avoid waste to advertisers, representatives, and stations in making preparations for schedules which may be preempted after only a few spots have been run—or none at all; (2) to give agencies and advertisers time to compensate for the loss of preempted spots."

The immediate reaction to this, from at least some stations and reps, is a cry of "They can't have their cake and eat it, too." Their view is that buyers are trying to reduce the risk of recapture—yet simultaneously preserve the lowered price that's a consequence of the risk.

If such is the case, then the agencies are guilty of a slightly disingenuous approach. However, after discussions with 4A staffers and committeemen, sponsor finds that the purpose of the "suggestions" is not, ostensibly, to gain an advantage but to correct what's viewed as an abuse.

Buyers contend that spots are being recaptured more frequently than (experience shows) is probable under normal risk conditions. The supposition is that preemptible spots are being offered too freely.

A secure base. In the theory, of course, no station will discount its

duce feelings favorable toward a complete overhaul of the standard contract.)

Selling practices. From the buyers' viewpoint, the immediate causes of concern are some of the practices which surround the selling of preemptible spots. The broadcast committee of the 4A's has made several casts at this problem in the last two years, and the result is the brace of "suggestions" issued on 11 January.

The association is urging tv stations to consider adopting the following policies:

* No preemption during the initial two weeks of the schedule.

* At least seven days notice of preemption at any time during the schedule (unless specifically waived by the agency at the time of purchase).

"The purpose of these recom-

Liked or not, p-e spot can't be ignored

"The preemptible system is valuable, but it can be abused. It's here that stations often lose their virginity."—Jay Heitin, WNBC TV

"We use it to correct a temporary cost-inefficiency. A major re-alignment is best handled by a rate card change."—Scott McLean, Crosley Broadcasting.

"P-e will be affected by the new monitoring systems. Advertisers will check the turnover of any given spot." Roger O'Connor, Bolling Co.

"A lot of major-market spot is sold this way, where it can't be discounted too openly. It suits us, of course."—Bob Liddel, Compton.

"If properly designed it gives flexibility with respectability. But it's not suited to every situation, and it can become a problem in the hands of weak salesmen."—James O'Grady, Adam Young.

spots as long as there's a chance of making sales at the fixed rate. But agency buyers report that the sellers—under strong competitive pressure in the last 12 months—have tended to use the p-e rate as a first line of defense. The agency picture is of stations and/or reps clutching at any straw to assure a quick buy. With the base secured though preemptible booking, the seller then begins the serious business of finding buyers at the higher, fixed rate. The result (it's claimed) is an alarmingly high rate of recapture as the fixed-position buys are subsequently brought in.

Buyers also complain they have not been getting enough warning when their spots are recaptured. This is not a criticism of the Section Three, run-of-station, or "sudden death" type of buy, in which the agency knowingly runs the risk of immediate recapture without warning. The complaint is rather that too many "Section Two" buys, in which the agency is guaranteed a fixed period of advance notice of preemption, have in practice been treated by stations as a sudden-death spot. "Often," laments a typical buyer, "we find out about it only when the bills come in..."

This is the background against which the 4A's broadcast committee makes its recommendation for a standard, seven-day notice of preemption. Purpose of the suggestion is to tactfully draw the station's attention to the view that a problem exists, and also to standardize the minimum period of notice. (In the present proliferation of p-e schemes, Section Two warnings run anywhere from seven days to 28 days.)

There were a few startled yips of protest when the 4A's opinion was made public, last month. However, the seasoned members of the rep community are generally convinced that there's no essential change involved in this part of the 4A suggestion, and that if there's any abuse of preemptible spots it will be self-correcting as buyers sharply lose interest in the stations and reps that are responsible.

A reasonable notice. This appears to be the case. To borrow a

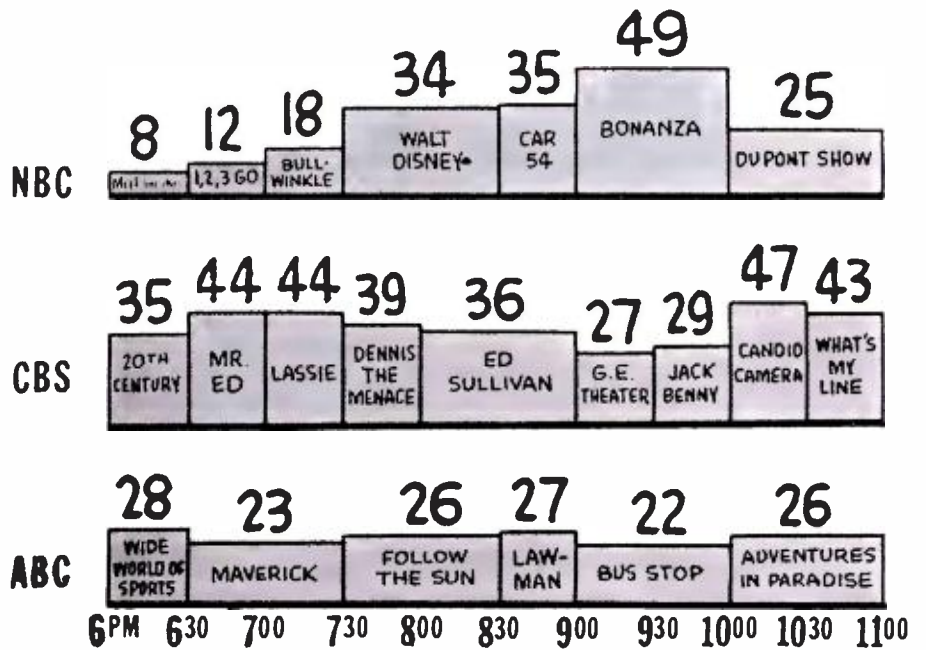
military metaphor, the 4A memo is not a front-line dispatch, but an official bulletin released after the battle. A good deal of the offending practice had already been rectified by the time the 4A's got around to notifying the stations. "It's now an isolated problem," reports Robert Liddel, Compton Agency v. p. and 4A committeeman. "Most stations today, via their reps, do offer and maintain a reasonable notice of preemption. But we'd also prefer the added stability of a guaranteed

two-week run at the start of the campaign."

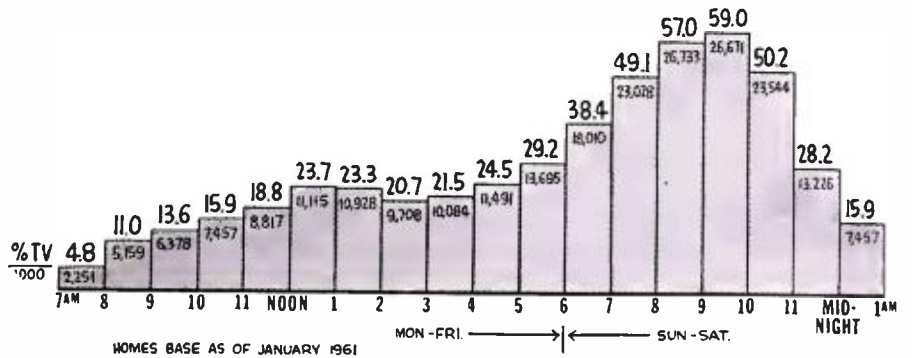
The consensus gathered by SPONSOR is against the agencies achieving a guarantee. There's a strong practical reason for sellers to object, and a no-less strong point of principle.

The suggestion comes out of a natural dislike of wasted effort: once a schedule has been set it should never, even through preemption, become a total loss. *(Please turn to page 65)*

How the television audience varies from show to show



The time periods also affect total viewing level



Two charts prepared by the A. C. Nielsen Co. illustrate the range of viewing. Not only does the total national audience vary from program to program, but there are also basic fluctuations within the broad time period. Tv spot pricing takes account of these changes.



Public and trade response to theme was enthusiastic

Cunningham & Walsh conceived "Walking Fingers" theme for Yellow Pages. Here is frame from tv commercial introduced in 1962 on the Bell Telephone Hour. Farkas Films, Inc., produced it for AT&T

Yellow Pages zoom with 'fingers'

- ▶ **B'dcast media play big role in promotion**
- ▶ **Cunningham & Walsh creates 'Fingers' idea**
- ▶ **Awareness study proves theme's impact**

The dramatic growth of telephone directory advertising in America has been described as one of the significant advances in mass marketing. And what was once essentially a local marketing service has become a major national marketing and advertising tool.

Most, if not all, of America knows it as the *Yellow Pages!*

The growth of Yellow Pages from its first telephone subscriber directory in 1878 (with its proud Victorian listings of hacks and boarding stables) to its position as an almost indispensable buyers'

guide is no accident. It is due to three decades of consistent and intelligent promotion.

In 1962, the Yellow Pages, through C&W, spent between one and two million dollars for national advertising and promotion in all media. This was supplemented by three to four times that amount spent by the 21 associated Bell System telephone companies in the areas they serve.

Reportedly, nearly half of this combined sum was allocated to the broadcast media, with the emphasis on television, and mostly in

spot. Radio's share of Yellow Pages' promotion came to approximately 15 per cent of the budget.

As indicated above, Cunningham & Walsh handles the Yellow Pages account on a national level, an assignment it has carried out with conspicuous success for some 35 years—indeed, something of an enviable record along Madison Avenue. Member telephone companies have their own advertising agencies which, in many instances, use the basic C&W advertising and promotion campaigns as springboards for local, state and regional efforts to point up the flexibility of the Yellow Pages as an advertising medium.

Constant flow of ideas. Though the Yellow Pages account may be a venerable one in the C&W shop, there is an unending flow of new ideas from staffers. Perhaps the

most notable of the C&W efforts to promote the Yellow Pages was the introduction of the "Let Your Fingers do the Walking . . ." theme in all of the advertising and promotion.

In the opinion of veteran observers of such matters, it marked the launching of one of the most successful pieces of communications in order to reach the consumer via television, radio, general magazines, newspapers, car cards, foreign language press, outdoor posters, etc.

Circulation of the classified directories zoomed about 40 per cent in the past five years. It is estimated that Yellow Pages circulation today is 70 million.

In order to make greater use of the Yellow Pages among the masses in search of goods and services, C&W feels it has come up with a most effective theme — a theme launched in early 1962 and instantly accepted here and there with minor modifications by 19 of the 21 telephone companies.

The "Fingers" theme last year was used by some 14 companies in tv spots; 18 companies used it in radio spots and nine companies par-

ticipated in the 24-sheet poster offerings, coupled with solid participation in display material made available by the C&W agency.

It was apparent from the outset of the "Finger" theme, that Yellow Pages was falling heir to a powerful attention getter. Shortly after its introduction, C&W sought to determine its level of awareness and advertiser identification.

Awareness study made. Two months after the "Walking Fingers" theme had been launched nationally, C&W asked R. H. Bruskin Associates to conduct an awareness study. The study was launched March 28, 1962. Some 2,535 personal interviews (1262 male and 1273 female adults) were conducted throughout the nation. The study showed that after nine weeks (campaign was actually introduced on 19 January), 29.5 per cent of the population could complete the phrase "Let your fingers do the walking through"

In the Northeast, this percentage ran as high as 46.3 per cent and as low as 18 per cent on the West Coast. The division between male and female who could answer cor-

rectly was about equal.

On 12 November of 1962, C&W asked the Bruskin researchers to conduct a second awareness study. In this instance, 2,531 personal interviews were conducted (1253 male and 1278 female adults), again on a nationwide basis.

The progress report was nothing short of amazing. This time the study showed that 17.3 per cent of the total population could complete the phrase "Let your fingers do the walking through" (43.9 per cent male and 50.7 per cent female.)

Again, in the Northeast, this figure ran as high as 60.7 per cent (54.4 per cent for males, 16.6 per cent for females). In the Far West these figures were lower, 22.4 per cent (18.4 per cent for males and 26.1 per cent for females).

Why had the "Walking Fingers" theme scored such penetrating results among the American people? In discussing the present national campaign with a sponsor editor, F. Malcolm Minor, account executive for the Yellow Pages at Cunningham & Walsh, observed that

(Please turn to page 66)

1962 A T & T YELLOW PAGES RADIO SPOTS
 TITLE Starter - 60
 LENGTH 1 - Minute Radio
 NO. R-TP-00-62-4

(SE NOISE OF CAR STARTER THAT CAN'T START)

ANCHOR: If your car's performance is driving you crazy . . .
 (SE DOOR SLAMS, MAN GETS OUT, WALKS AWAY FAST. FOOTSTEPS
 CONTINUE UNDER THE FOLLOWING)

and you're walking round in circles looking for parts and
 repairs...

(SE POLICEMAN'S WHISTLE)

Stop! Let your fingers do the walking! Shop the Yellow
 Pages way!

JINGLE: Let your fingers do the walking through the Yellow Pages,
 Read the ads, learn the facts, find it fast!

ANCHOR: You'll find a finger-tip trip through the Yellow Pages
 saves you many a tedious shopping trip. Whether you need
 something for your car — like tires or ignition wires...
 for your home — like roofing or weatherproofing ... for
 your office — like partitioning or air conditioning ...
 or for your family — like chinovers or shoe repair. So—
 let your fingers do the walking. Check the ads in the
 Yellow Pages under the heading you want ... for helpful
 information on brand names, product features, range of
 services, dealer locations. Check the Yellow Pages **fast!**
 and you'll find anything **fast!**

JINGLE: Let your fingers do the walking through the Yellow Pages,
 Read the ads, learn the facts, find it fast!

ANCHOR: Shop the Yellow Pages way!

Radio commercials also score

Radio spots incorporating the "Walking Fingers" theme are made available by Cunningham & Walsh to member telephone companies. Tv commercials are also available

Shop Yellow Pages way reminder

New York Telephone Company, via BBDO, has bought 60 and 20-second announcements adjacent to and within all sports events on WCBS-TV to promote Yellow Pages



A great number of still photographs were needed

Noted photographer, Donald Mack, took about 1200 photographs for each commercial. No models were substituted for bank employees, nor was artificial lighting used. The idea was to give a feeling of naturalness and friendliness to the spot

More commercial creativity at lower production cost

New use of still photographs allows great flexibility;

N. W. Ayer team produces bank commercials

with unusual motion, mood through photomation;

technique faster and more economical

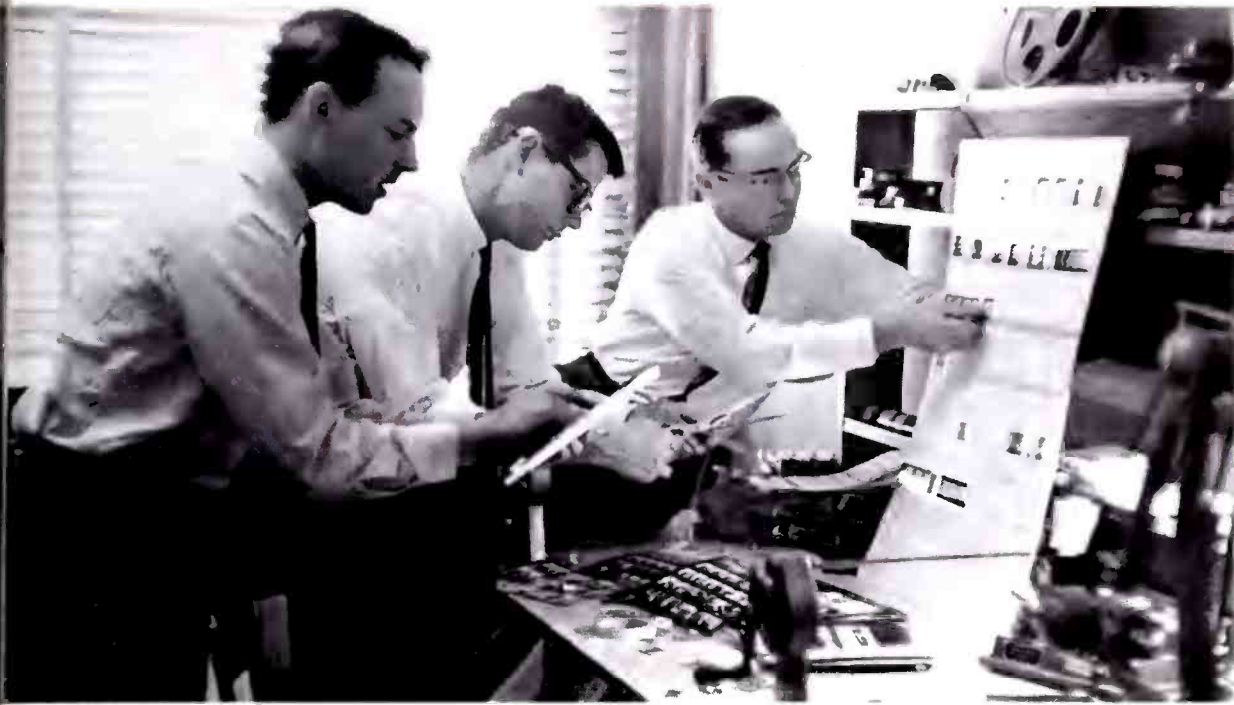
New uses of a technique called squeeze-motion or photomation have allowed many advertisers to produce creative commercials at a low cost and in record time. The technique, which turns still photographs and artwork into a movie, has been catching the attention of such major advertisers as Breck, Listerine, Betty Crocker, Colgate, and the First Pennsylvania Banking and Trust Company in Philadelphia. Only five years old, animation producers claim the process is currently ten times more pop-

ular than the straight cartoon commercial.

The First Pennsylvania commercials, handled by N. W. Ayer Agency, have achieved unusual creative levels by adding agency innovations to commercial production using photomation. The results are something new in the normally-staid bank advertising, and more important, something new in mood and motion for all advertising.

The commercials the bank wanted involved special consideration. Nine one-minute spots were needed on such services as savings accounts, personal loans, home improvement loans, automobile loans, etc. Nothing obvious was wanted such as the usual man-behind-the-desk approach in a loan situation, or routine before-and-after-loan pictures.

Creating a mood. "We wanted to create a mood and say something subtly through visual elements," said Conrad White, agency producer on the account. "It involved a way of looking at people and capturing them under natural circumstances. We wanted to show that the customer was more than just a man with a starched collar visiting



The creative team selects appropriate shots

Copywriter Chris Conway (l) and art director Wes Shaw (c) give their opinions of the photos and how they will fit jingle and mood of the commercial. Producer Conrad White places the contacts on the photoboard

the bank, and people in the bank were interested in him as a human being. What we were after was a feeling of friendliness and casualness."

Executives at the agency felt that the usual storyboard should be jettisoned in favor of a broad description of the mood the agency team would try to achieve in each segment of the spot.

"Most clients expect the finished product to be like the storyboard," White continued. "We didn't want to lock ourselves into something where we would have to photograph exact scenes with people posing in pre-determined positions."

The agency presented the client with a description for each commercial similar to the following on auto loans:

(First 20 seconds) Location is new car showroom. The photos depict a young family looking at a new car. Our viewpoint is toward the people, not the car. We are not really trying to tell what they are doing at this point. Our aim is to record the actions and reactions of these people in a warm, human, and arresting way.

(Last 20 seconds) Location is

bank interior. The photos show the same family applying for an auto loan. We are an observer of the attitudes and responses of these people. We see that the customer has been put at his ease; that the

bank people are friendly and sincerely interested. The sequence of stills does not tell a story, as such, but establishes a mood and feeling that reinforce our claim.

The mood would have to be



24. (girl singer): you come first



25. yes,



26. you come first



31. There's personal interest in you



32. (beat) (beat) (beat) from the people



Pictures synchronize with musical elements

Care is taken in arranging the photos in tempo with the jingle. Note the beat is included to keep track of the rhythm. Squares drawn in on the hand shot indicate music suggests a cut-back. About 50 were used for each commercial

captured in candid photographs—the exact photographs that would make up the commercial. Carefully selected photos would be chosen from the contacts and synchronized with an especially-prepared pre-recorded jingle.

Accent on naturalness. The photos were taken by a single photographer who was versed in the mood he needed to capture, eliminating the expense of a large camera crew. Limbs of people, backs of people, aerial shots, out-of-focus shots—almost anything was permissible if it captured the warm friendly feeling necessary. Noted photographer Donald Mack visited many First Pennsylvania banks and homes of clients, taking over 1200 shots for each commercial with a 35mm camera. The bank employees played themselves; no models were used here. Nor was special lighting considered necessary. The bank and the creative team at the agency wanted the pictures to be as natural as possible.

Contacts were then assembled and looked over by art director Wes Shaw, copywriter Chris Conway, and the producer Conrad White.

Photoboard. A storyboard never came into being, neither for client

approval nor agency use. The creative team decided to make up a photoboard or shooting board from the contacts chosen. This would be quicker and more graphic than the usual process. The contacts were tacked on to a board over the words and beats of the jingle.

Pictures to music. The commercials involved only stills with musical effects such as obvious beats, crescendos, and accented cuts to lend themselves to the video element. Where the music suggested zoom-ins, a quick succession of stills, stop-motion, or moving titles, appropriate pictures were selected. Key actions were fit to move on musical cue: musical emphasis thus pinpointing salient facts, such as the name of the bank. Where there were no words in the jingle, merely beats, pictures were found to fit them. About 50 photos were used for each spot, in contrast to the usual 10 or 12.

Blow-ups of the selected stills, usually 8" x 10" were then made. Where zoom-ins or cut-backs were required 11" x 11" were used. A field guide was then marked up for the aerial image camera, indicating where special effects were to

take place. Then they were numbered according to the footage count for animation stand shooting.

The illusion of motion was created with the aid of an aerial image camera, complicated photographic machine worth about \$25,000. As the camera assembly moves up and down on racks, the lens continually stays in focus. The "stage" below, on which original material is shot, moves on command as well. With an electronic control board, the technician directs the machine to achieve effects.

Client reception. The photomation technique proved a hit with the bank, which ordered eight or nine one-minute commercials and three 20s using the same process, about half of which are completed.

Mrs. Esther Jackson, Krewson vice president in charge of advertising and public relations at the First Pennsylvania explains: "We really took the whole production on faith. We wouldn't use an agency that wasn't competent, creative, and imaginative.

"We wanted something different in bank advertising to give us distinction in the field, and N. W. Ayer has supplied us with what we were looking for. The still photograph technique has been very effective: our staff is very enthusiastic and we've had many favorable comments from the public."

Speed and economy. Aside from the many creative possibilities photomation offers, advertisers such as First Pennsylvania utilize the process for speed and economy. Conrad White of Ayer states: "The production process cuts down to a bare minimum the number of people involved. No large camera crews are necessary, just one camera man. Production costs for each bank commercial ran about \$3,500 (excluding cost of talent and music). Live action, the only other way we would have done it, would certainly have cost double, especially if we shot on location. Using photomation, a one-minute commercial can be produced for about \$500 to \$1,000, if it is not complicated. Although we used many photographs to capture the right mood,



Animated production firm makes still photos move

Al Stahl, president of Animated Productions Inc., shoots from the blow-ups of photos with aerial image camera. The camera assembly moves up and down and the stage below moves, allowing special effects such as zoom-ins, and cut-backs

the process generally requires fewer photos than standard film production requires original material."

"As for speed, White continued, "the actual production time of our first commercial took two days. This is possible because the greatest amount of work involved is in shooting stills and organizing the contacts for the photoboard. The photoboard doubles as a true animation stand shooting board, we eliminated the complete process of visualizing the commercial through sketches."

"The speed and economy involved in the final techniques, has been recognized by several other accounts our agency handles," White stated.

Photomation technique. In general, photomation is an animation and semi-live technique whereby most animation stand shooting is done at live-action speed, instead of the single-frame stop-motion photography normally used in animation production. The name photomation is generally used. Other names such as squeeze-motion, still-motion, and limited-live action have been coined for the same technique.

By utilizing the process producers may turn to various sources of material, such as all kinds of photographs, stills, drawing charts, logos, newspaper and magazine clippings, and limited animation cartoon cells.

The process also allows for a great deal of movement. In addition, limited cartoon animation, pop-ons, slide motion, squeeze-animation, zooming product shots, as well as every possible camera movement, can be employed. Since the special visual effects, dissolves, wipes, etc. are combined during the original animation stand photography, the amount of money needed for any photomation production is less than that of regular film production.

Whether for economy, speed, or flexibility, use of photomation is growing, animation producers claim. As one producer put it: "It is the fad now. Regular cartoon animation is 'yesteryear.'" ■



Celebrities visit WSB in 1922

Visiting Atlanta in the '20s, opera singer Alma Gluck and husband Erem Zimbalist (r) are shown radio facilities by first chief engineer George Her

WSB wins BP Mike Award

- ▶ Atlanta station cited for community service
- ▶ Award dinner to be held 25 February

Station WSB, Atlanta, is the 1963 recipient of Broadcast Pioneers' annual "Mike Award" for typifying the Pioneer group's standards for excellence in community service. The "Mike," a gold-plated actual ribbon microphone of radio's early days, will be presented 25 February at the third annual Broadcasters' Foundation banquet, at the Americana Hotel, New York.

James M. Cox, president of WSB (AM-TV), will accept the award. Other station executives who will attend the dinner include J. Leonard Reinsch, executive director; Frank Gaither, general manager, WSB, and Marcus Bartlett, general manager, WSB-TV. President and Mrs. Kennedy are expected to attend the banquet, as well as members of the FCC.

WSB is the third 50,000 watt clear channel station to be so honored by the Broadcast Pioneers. The first was WLW, Cincinnati, in 1961. Last year's recipient was

WGN, Chicago.

Financial aid. Aside from the annual opportunity for an industry-wide salute for outstanding achievement in radio, the "Mike Award" dinner serves as a major contributory source for the Broadcasters Foundation fund, an arm of Broadcast Pioneers' that provides financial aid to indigent broadcasters.

In outlining the history of the Broadcasters' Foundation, Ward L. Quaal, executive v.p. and general manager of WGN, Inc., the 15th president of Broadcast Pioneers, told sponsor that the foundation began as an activity of the New York chapter in 1960.

"The man solely responsible for the Foundation's establishment and the Mike Awards idea to raise money for the fund, was Arthur Simon, then president of the New York chapter," emphasized Quaal.

In the spring of 1961, he continued, Broadcast Pioneers agreed (Please turn to page 61)



Top tv brass at Metromedia briefed on results of study

May L. McKenna, center, explains significance of new research. Others (l to r) are Larry Freiberg, v.p. and station manager, WTTG, Washington; Bennet Korn, president of Metropolitan Broadcasting TV; John A. McArdle, v.p. and general manager, WNEW-TV, New York and Jack Lym, v.p. programming, Metropolitan Television Stations

\$1 million a year for research is key to growth at metromedia

- ▶ **Studies help Metromedia win recognition**
- ▶ **Research outlays equal network average**
- ▶ **Woman at helm earns respect of colleagues**

When Metromedia's WNEW-TV thrust into the third slot in the ARB New York rankings last fall, a lot of people in the industry began to wonder where the independent station was getting its vitamins.

Metro executives, however, knew where WNEW and other company properties were getting much of their new muscle. The answer was research—\$1,000,000 worth of research a year.

While Metromedia is a growing communications empire, it is still far from being a giant in the industry. The \$1,000,000 research budg-

et, therefore, represents quite a sizeable chunk of operating expenses. The figure assumes even larger significance when one considers that a recent estimate puts the combined research outlays of the three major networks at \$3,000,000. Of course one network may spend more or less than another, but on the average, network research expenditures are the same as Metromedia's.

Money well spent. Metro's heavy investment in research can be traced to the background of John W. Kluge, president and chairman, in the food brokerage business. "In

food marketing," Mr. Kluge told SPONSOR, "research is an absolute must—it is a way of life."

In Kluge's opinion, what is true for the food business is at least equally valid for the communications business. "We ought to know more about our product than any one who buys it. We have to give our salesmen the tools that will enable them to have confidence in their product and its value to their customers. Any amount of money we spend in this direction is well spent."

Metro's track record in recent years strongly supports the validity of Kluge's marketing philosophy. In 1956, the company consisted of two television stations WABD (now WNEW) and WTTG in Washington. That year the company took a net loss of over \$1,500,000. By 1962, earnings amounted to about \$2,500,000—double the 1961 results—on gross revenues of some \$53,000,000.

Metro today has a lot of irons in the fire. In addition to WNEW and WTTG, it has acquired television stations KOVR-TV in Sacra-

mento; WTVH, Peoria, Ill.; WTVP, Decatur, Ill., and KMBC-TV in Kansas City. Acquisition of KTTV in Los Angeles is awaiting FCC approval. Its radio stations include WNEW, New York; WIP, Philadelphia; WHK, Cleveland, and KMBC in Kansas City. It also owns Foster & Kleiser, the largest outdoor advertising company on the West Coast and the second largest in the country. Metro Broadcast Sales is the company's station representative division.

At all levels. At Metro, research plays an important role at all operational and corporate levels. Reach and frequency studies and program analyses are conducted on a regular basis and are supplemented by frequent specials. All planned acquisitions or property sales are carefully examined. "We'd do a thorough research job before we bought a flea circus," Kluge asserted. A \$30,000 research project recently revealed that WRUL, the company's international broadcasting station, was something less than an ideal property for Metro, and it was promptly sold. The company also engages in basic research in areas such as materials handling.

Last year, WNEW-TV claimed some \$100,000 of the total research budget and close to \$200,000 was invested in outdoor advertising research for Foster & Kleiser. The rest

of the budget was distributed among the other Metro stations, corporate projects, and also maintained the company's research staff of 13 men and women.

The head and guiding spirit of Metro's research operations is Mary L. McKenna, vice president and director of research and sales development. In this position she is responsible for planning, executing and often personally presenting

Metro's research projects. In addition, Mrs. McKenna trains the Metro sales force in the effective use of research data.

Mrs. McKenna's advertising career extends back to 1938 when she joined Young & Rubicam as a media secretary. A graduate of the Columbia University School of Business, she has served as head of the media research department and as broadcast media supervisor for



"A medium can demonstrate its worth only by research"

Mary L. McKenna, vice president and director of research and sales development for Metromedia, a woman in a man's world, has earned respect of media fraternity



"Never let our promises exceed our performance"

John W. Kluge, president and chairman of Metromedia. His background in the food business demonstrated the need for research in all media marketing operations

Benton & Bowles; director of research and sales development for WNEW radio, and in several other posts.

Attractive and soft-spoken, Mrs. McKenna looks much more like a young Westport matron than a successful and highly regarded executive in one of the world's most competitive businesses. Yet in her gentle hands, research is often wielded as a bludgeon to win recognition and billings for Metromedia.

Research gets the client. For example, last December WNEW-TV was engaged in a dog-fight with another New York station for a \$250,000 Bosco one-station campaign on children's programs. Both WNEW and the other station presented

(Please turn to page 58)

New spot radio estimator published

- ▶ **Katz Estimator #6 based on NCS '61**
- ▶ **Designed to estimate radio campaign costs**
- ▶ **Tabulates minute-spot costs in top 150 markets**

Radio rates appear to be holding the line. Indications of this are to be found in the all-new edition of the "Spot Radio Budget Estimator" (#6) prepared by The Katz Agency and released last week.

Designed to provide quick answers for advertisers planning a radio campaign, agency timebuyers and other media planners, the estimator tabulates the cost of 12 one-minute announcements per week for 13 weeks in 150 markets, in traffic, day and evening time

classifications. It also adds a formula for estimating the cost of 12 or 24 announcements per week for schedules of one, six, 13, 39, and 52 weeks.

NCS '61 used. Because of one important change in the Estimator, however, exact comparisons between this edition, the sixth, and the previous five cannot be made, Daniel Denenholz, vice president and director of research for Katz, emphasizes. "This change is the use of data from NCS (Nielsen Coverage Service) '61 for the first

time," he notes. "Previous editions were based on NCS No. 2 (1956). The estimator was not designed for trend purposes, but as a working tool."

Denenholz adds that budgets based on this estimator will be on the high side since the stations covered in each of the top 150 markets are those having the largest total daytime weekly circulation and tend to be the higher cost stations. "A timebuyer would not necessarily use all of the top stations for his schedule which could lower costs somewhat."

Among the highlights of the new edition were:

- A minute announcement, based on 12 per week for 13 weeks, can be purchased in traffic time (rates covering, generally, the most time between 7 a.m. and 9 a.m. and between 4 p.m. and 6 p.m.) in the first 50 markets for \$2,211.21; in the first 100 markets for \$3,037.33, and in the first 150 markets for \$3,509.14.

- A minute announcement, based on 12 per week for 13 weeks, in daytime (rates covering, generally, the most time between 9 a.m. and 1 p.m.) costs \$1,847.84 in the first 50 markets; \$2,533.13 in the first 100 markets, and \$2,950.95 in the first 150 markets.

- A minute announcement, again based on 12 per week for 13 weeks, in the evening (rates covering, generally, the most time between 6 p.m. and 11 p.m.) is \$1,320.46 in the first 50 markets; \$1,880.40 in the first 100 markets, and \$2,231.85 in the first 150 markets.

Rate equivalents. The spot radio estimating formula provided by Katz shows the one-time rate in traffic time to be equivalent to 120% of the daytime rate, while the evening rate is but 75% of the daytime rate. Using 12 announcements per week for one week, the rate for traffic time is 98% of the

Formula used for spot radio estimates

*Based on minute announcement rates 100% =
daytime one-time rate*

One-Time Rate	Traffic time 120%	Daytime 100%	Evening 75%
12 anncts. per week			
1 week	98%	81%	60%
6 weeks	95	79	58
13 weeks	92	77	56
26 weeks	88	73	53
39 weeks	87	72	52
52 weeks	84	70	51
24 anncts. per week			
1 week	88%	70%	53%
6 weeks	85	68	50
13 weeks	81	65	48
26 weeks	78	63	46
39 weeks	77	63	46
52 weeks	75	61	45

Formula is derived from tabulation of rates of stations used in estimator for top 50 markets. Tests indicate the relationship of specified rates among top 50 is essentially the same as among all 150 markets listed

daytime one-time rate, according to the formula, and scales down to 84% for 12 announcements per week over a 52-week period.

Similarly, the daytime rate for 12 announcements per week ranges from 81% of the daytime one-time rate to 70% when 12 announcements per week are run over 52 weeks. The range for 12 announcements goes from 60% of the daytime one-time rate to 51% when a 52-week schedule is used.

With 24 announcements per week, the traffic time rate is 88% of the daytime one-time rate over one week while for 52 weeks, the formula shows it to be 75%.

The estimator is based on a special tabulation of stations prepared by A. C. Nielsen on special order by Katz. Using the list of the stations in each market with the largest daytime circulation, Katz compiled rates from the 1 November

1962 issue of SRDS Spot Radio Rates and Data. Rates are tabulated for the 150 markets, based on the use of one station in each market.

According to Katz Agency, "markets are ranked according to the station in each metropolitan area or home county with the largest total daytime weekly circulation. However, because of statistical limitations in the NCS data, it was not deemed advisable to show a precise ranking of markets. Accordingly, they are arranged in rank groups of ten, with individual markets listed alphabetically within each rank group."

Since the publication of NCS No. 2 in 1956, Denenholz reports, many changes have taken place prior to the preparation of NCS '61. These include new market rankings, new stations, changes in the power of the facilities, etc. These changes

resulted in a number of different stations being used for the cost tabulations in the sixth edition.

One-time rates are also included in the estimator. A one-time daytime announcement in the top 50 markets would cost \$2,401.00; in the top 100 markets \$3,299.00, and in the first 150 markets \$3,873.11, the estimator shows.

In arriving at discount, all plans, including run-of-station, were used where available, except in two situations: r-o-s or "fixed but preemptible" plans were not applied to traffic time unless the conditions of the plans clearly held for this area, and special weekend plans were not used.

Rates for one time only in the daytime ranged from a high \$165 in New York to \$6 in El Paso, Tex.

In traffic time, rates range from a high of \$128.25 in Detroit to \$5.60 in Abilene, Tex.

Cumulative totals for announcements by market groups

COST PER MINUTE ANNOUNCEMENT

Based on 12 Per Week for 13 Weeks

	Traffic Time	Daytime	Evening	One Time Daytime
1ST 10 MARKETS	\$ 805.26	\$ 686.13	\$ 482.25	\$ 899.00
1ST 20 MARKETS	1,276.12	1,055.36	724.00	1,395.00
1ST 30 MARKETS	1,641.93	1,382.24	1,002.81	1,801.00
1ST 40 MARKETS	1,915.63	1,606.14	1,122.76	2,103.00
1ST 50 MARKETS	2,211.21	1,847.84	1,320.46	2,401.00
1ST 60 MARKETS	2,442.51	2,041.89	1,467.76	2,644.50
1ST 70 MARKETS	2,626.71	2,179.19	1,591.26	2,825.50
1ST 80 MARKETS	2,785.65	2,317.30	1,703.82	3,002.00
1ST 90 MARKETS	2,917.78	2,431.93	1,800.70	3,149.50
1ST 100 MARKETS	3,037.33	2,533.13	1,880.40	3,299.00
1ST 110 MARKETS	3,157.53	2,636.73	1,973.50	3,437.50
1ST 120 MARKETS	3,259.43	2,722.83	2,051.85	3,555.41
1ST 130 MARKETS	3,345.83	2,804.23	2,125.25	3,672.51
1ST 140 MARKETS	3,427.78	2,879.43	2,188.45	3,775.71
1ST 150 MARKETS	3,509.14	2,950.95	2,234.85	3,873.11

Proclamation

Be it known that:

When laying siege to
Kansas City

One Does Well
to make One's

Headquarters

at the

KHAI

Kilorycle

Kastle

Home of Ye Olde
Swingin' Good Guys

KUDL

Irv Schwartz
V.P. & Gen. Mgr.

McGavren-Guild Co.
Mid-West Time Sales

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

Hottest rumor of the week has it that Ed Papazian, Gray and Rogers (Philadelphia) media director, is getting ready to swap buying for selling. Reports persist that he has been tagged to man Katz's soon-to-be-unwrapped new tv sales shop in Philly. Word of caution: *This Papazian is not to be confused with BBDO's same-name man who is still very much in action in the Gotham office of this agency.*

If McCann-Erickson's (N.Y.) recent reconversion to the group plan had been contrived solely to throw unsuspecting reps into a state of utter confusion, they couldn't have been more successful. Reps report the account reshuffling has caused frustrating instances like subjecting avails to the wrong buyer, etc. So, as a public service to this league of befuddled brethren, we present here a dossier of what accounts now go with which buyers.

Brendan Broderick: Best Foods-Corn Products, Savings & Loan.

Phil Stumbo: Westinghouse Electric Corp.; (major appliances, lamps, water coolers, air conditioning, residential marketing), Canadian National Railways, Cowles-Look, McGregor-Doniger, Owens-Corning Fiberglass, Trans-Canada Airlines, Norex Lab.

Mort Weinstein: Buick, Humble Oil.

Abbey Lester: Coca-Cola.

Judy Bender: John Hancock, Nestle Chocolate.

Ethel Melcher: Nestle (coffee division).

Virginia Conway: Nestle (Chocolate and Coffee) Ocean Spray, Minute Maid, National Biscuit bread.

Helen Burgert: National Biscuit (Biscuit division), Tyrex.



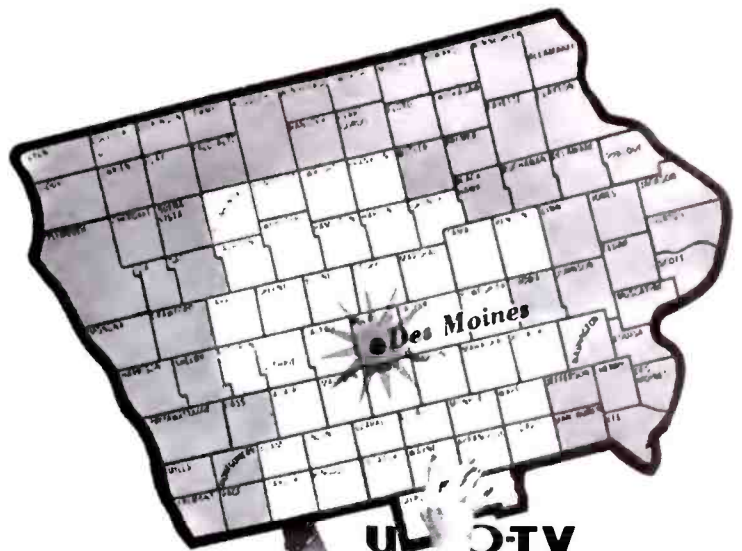
Detroit station plays host to admen in New York

Contributing to the success of WWJ, Detroit, hosted Stork Club party in New York recently were (l-r): PGW's Vic Piano; LaRoche buyer Sandy Mosheim; and WWJ gen. mgr. Jim Schiavone. Nearly 200 admen attended

Can't Help wondering: Whether Fuller & Smith & Ross' (N.Y.) Dorothy Shahinian will follow former boss Don Leonard to Kudner. Dorothy tendered her resignation last week to F&S&R.

(Please turn to page 40)

WHO-TV's FIGURES "STACK UP"!



The Nielsen '61 map shows how WHO-TV covers Central Iowa, *plus*—but take a look at the market-data figures for this 42-county area:

TV Homes	290,560
Households	328,590
CSI	\$1,914,739,000
Farm Households	72,994
Gross Farm Income	\$1,006,961,000
Food Sales	\$ 295,009,000
Gen. Merch. Sales	\$ 136,641,000
Home Furn. Sales	\$ 57,579,000
Automotive Sales	\$ 241,026,000
Gas Station Sales	\$ 119,710,000
Drug Sales	\$ 43,530,000
Total Ret. Sales	\$1,377,012,000

(Sources: May, '62 SRDS; Iowa Annual Farm Census, 1960; June 10, 1962 Sales Management.)

Get your share of this great market—most economically. WHO-TV offers you lowest costs-per-thousand on *many* great spot buys. Ask Peters, Griffin, Woodward, Inc.



CHANNEL 13 • DES MOINES WHO-TV



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives





TIME
is not all
we offer...

- personal attention
- effective merchandising
- value-plus rate plans



CHATTANOOGA

CALL ADVERTISING TIME SALES INC.



NOW!

ONE BUY . . .

**CITY-GRADE
COVERAGE OF**

TWO MARKETS

WALA-TV is the only Mobile station that also delivers city-grade coverage in Pensacola . . .

PLUS coverage of the rich Mississippi Gulf Coast; the industries and military installations of West Florida and dozens of inland cities and towns.

**The WALA-TV Market—
Over A MILLION PEOPLE with
nearly \$2 BILLION to spend!**

Contact:
Select Stations, Inc.
or
Clarke Brown Co.



TALLEST TOWER ON THE GULF COAST

WALA-TV 10

MOBILE - PENSACOLA

TIMEBUYER'S CORNER

Continued

And in the you-never-can-tell-what-will-happen-next dept.: After handing in his resignation to his agency a couple of weeks back, Jason of Del-Wood (New York) exploded a happy bombshell by announcing that he had changed his mind and would stay on. All of which sounds like a nice, normal thing to do except in this instance, Jason stated these intentions at a farewell dinner (which set the company back something like \$120) and after he had been presented with a gold desk set poignantly engraved "To Jason of Del-Wood from your friends and co-workers who love you very much." But no one at Del-Wood seems to mind one little bit: his colleagues there all happily report they're delighted he changed his mind.

Zlowe (New York) threw all superstitions caution to the winds and moved its entire media department last week from the 12th to the 13th floor.



Timebuying: Southern-style

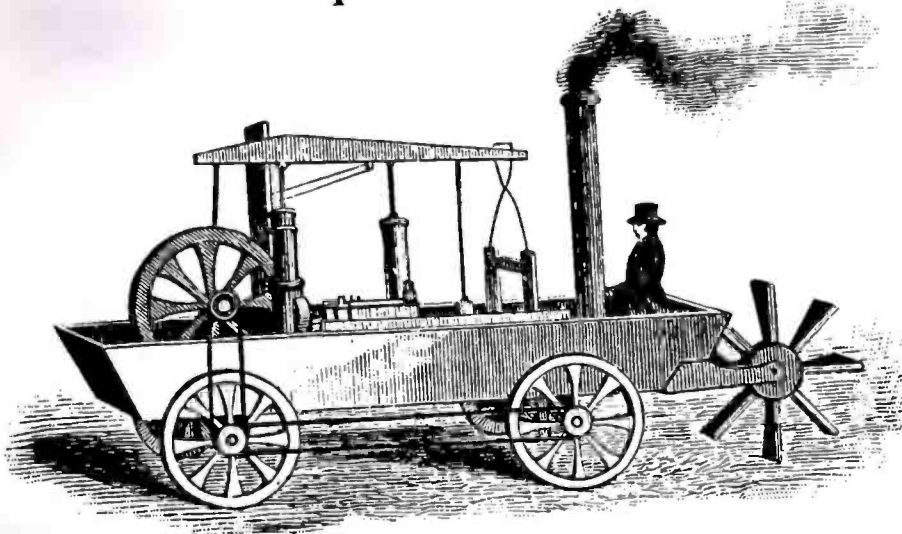
Henderson (Greenville, S. C.) media buyer Sally Luttrell is shown here looking over documented merits of Virginia and N.C. markets as covered by WSLS-TV, Roanoke, Va., with help of the station's vp. gen. mfr. Horace Fitzpatrick

Agency-hoppers: Ray Fertakos, who bought on Humble Oil (under the new group plan) at McCann-Erickson (New York) switched to SSC&B (New York) . . . Ogilvy, Benson, Mather's (New York) Pete Berla moved to Carl Ally (a new New York agency) as media director. He'll be handling Volvo account . . . McCann-Marschalk's (N.Y.) Jeff Fine went to Reach, McClinton (N.Y.) to buy on Breeze and other Lever products.

In the mean time, back at OBM, the recent reorganization of its media department has resulted in a bit of account reshuffling and title changes. For example: Art Topal turned over his Tetley Tea leaves to Cliff Jahr and was named media supervisor on Bristol Myers, Lever Bros. and KLM; senior media research analyst Steve Salonics was made media supervisor on General Foods; and Frank Menner went from buyer on Shell Oil to media supervisor on that account.

FIRST AUTOMOBILE SHOW

Centre Square • Philadelphia



Orukter Amphibolos

The above machine is now to be seen moving round the Centre Square at the expense of the workmen, who expect 25 cents from every generous person who may come to see its operation; but all are invited to come and view it, as well as those who cannot as those who can conveniently spare the money.

OLIVER EVANS



FIRST ON THE ROAD IN PHILADELPHIA

1804, when the Philadelphia Board of Health ordered Oliver Evans to build a steam engine for cleaning docks, the "horseless carriage" made its debut.

America's first wheeled vehicle to move under its own power puffed slowly, with great shrieking sounds, to the river's edge and away it sailed. The versatile 15-ton Orukter, first steam-powered master of road and river, was air-conditioned but had no radio.

On the road today, as well as in the home and on-the-job, Radio 99 is first in listenership in Philadelphia, the City of Firsts.*

According to Pulse, Hooper and NCS

Represented by Katz Agency

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

Admen no longer fear Kennedy, AFA told

The advertising industry appears to have revised its opinion of the Kennedy Administration, moving from "a climate of fear to one of quiet confidence," the 5th Annual Mid-Winter Conference, co-sponsored by the Advertising Federation of America and the Advertising Assn. of the West, was told last week in Washington by Arthur C.



Keynote speaker
Arthur C. Fatt, Grey Adv. chairman, who addressed AFA-AAW conference last week

Fatt, Grey Advertising chairman and Conference chairman.

Basing the remarks in his keynote address on a survey he took of 16 presidents of America's leading advertising agencies, Fatt also said he received a few negative comments about "frustrating delays in the Food and Drug Administration," "the method of FCC pronouncements in respect to their guardianship of public taste," and "the viewpoint of the FTC that the FTC should have the power of injunction."

Higher education sought for communicators

The communications industry can no longer "fly by the seat of its pants" in recruiting new leadership, Jacob A. Evans, vice president of TvB's central division, told the St. Paul Advertising Club in a

The FTC's position on the latter point was explained by FTC chairman Paul Rand Dixon. Temporary cease-and-desist orders, he said, speed up the process of war to ensure that no "unprincipled advertiser can delay justice long enough to make a killing."

Earlier, Dixon said, "... I think you can already see that the commission is moving strongly toward its original purpose of preventing law violations instead of riding on a white horse to make a futile example of an unfortunate few. We are quite aware that most violations of the law result from competitive pressures."

Speaking for the food industry, Paul S. Willis, Grocery Manufacturers of America president, claimed the industry has emerged as the "leadership industry"—preceeding steel and autos—and said, "... advertising is one of the key factors in the industry's fabulous and steady growth. In fact, promotion and advertising are the lifeblood of this industry."

Willis (whose talk before the TvB last fall about more "cooperation" from the tv industry incited much impassioned protest) also told the AFA/AAW Conference, "Realistically, it makes good sense for government to recognize that advertising is a real force for business expansion, because government depends upon private enterprise to provide nearly all of our industrial development, employment, goods and services, and government revenue."

Fatt told the assemblage of 1,000 advertising executives and government officials that, in his opinion, government and advertising "can't

speech prepared for delivery there today (11 February).

Noting that the communications industry—tv, radio, newspapers, magazines—historically has trained its own professionals, Evans asked, "Can we continue to do it? Is our profession less mature than, say, automobile mechanics, where trade schools train people before they en-

afford the luxury of being antagonists." We have a massive job before us in this country of getting our economy moving upward, of increasing the gross national product, of creating more jobs.

"Our industrial economy," he continued, "based as it is on mass production, cannot be sustained without an economical method of mass selling. THAT is advertising. Simply that. This administration has shown its awareness of that fact. The advertising business has in turn shown ITS awareness of that understanding."

Of the 16 respondents, whose agencies handled an estimated \$1,970,000,000 in U. S. advertising in 1962, 11 felt that the advertising industry's relations with government were much the same under the present administration as they had been during the Republican Eisenhower Administration.

Five of the 16 presidents thought government-advertising agency relations had worsened since the Kennedy Administration began, one of which added "but not significantly."

Among the hopeful signs spotted by the agency heads were:

1) The President's defense of Douglas Aircraft's right to advertise Skybolt.

2) Commerce Secretary Hodges' expression on the need for advertising and its importance to the growth of our economy.

3) The President's 14 December speech before the Economic Club.

4) The fact that the Kennedy advisors whose names were most disturbing to the advertising industry do not seem to be in influential positions.

ter the trade?

"Is communications a less important profession?" he went on. "Are we to continue to 'fly by the seat of our pants' in recruiting and training people who will be our communicators in a society so much more complex than today's?"

The responsibility must be shared by colleges and universities, Evans

said. "The creative people in communications . . . the writers, the producers, the salesmen, the administrators, must be trained in the art of communications *prior* to joining our profession."

Evans charged that our institutions of higher learning, with a few notable exceptions, are doing nothing to meet the challenge, particularly in the area of commercial programing.

\$1.5 million campaign set for canned soft drinks

The steel industry will launch a \$1.5 million consumer promotion this summer to advance the use of tinplate for soft drink cans. Television will receive between 40 and 50% of the budget, with the remainder shared by newspapers and outdoor billboards. The campaign will concentrate in the top 40 soft drink selling areas, beginning 20 May and ending 20 August.

A total of 52 ten-second spots will be broadcast in each market. Four spots per week will be aired in each market on Wednesday, Thursday, and Friday evenings in prime time. Comedian Milt Kamin will demonstrate the advantages of canned carbonated beverages in the television commercials.

In-store merchandising will feature a 10-foot display with three large cans rotating to create attention in the center of a mass display of canned soft drinks. It will appear in 7,000 supermarkets.

Ten tinplate producers are sponsoring the campaign, to be conducted through the American Iron and Steel Institute. The participating companies are Bethlehem Steel, Granite City Steel, Inland Steel, Jones & Laughlin Steel, Republic Steel, U. S. Steel, Wheeling Steel, and Youngstown Sheet & Tube.

Agency is BBDO, Pittsburgh.

PM launches new filters new "humiflex" package

Philip Morris, Inc., last week introduced a new packaging concept into cigarette marketing with the debut of two new filter brands—Saratoga and Paxton—in four mar-

kets.

Both radio and television are being used extensively to introduce the two brands. Introductory markets for mentholated Paxton are Fresno and Tulsa. Saratoga is being introduced in Hartford and Sacramento.

Tv and radio commercials for both products are emphasizing the new "Humiflex" package, which is made from oriented polystyrene, is seamless, and has a reclosable cap. Television commercials show the package submerged in water to dramatize its water-proof qualities. Copy also stresses the moisture, flavor, and aroma retention qualities of the package.

Commercials for both brands point out the advantages of a double filter. For Saratoga, copy says of the first filter that it "scrubs the flavor to make it clean," and "it smooths the taste"; the second filter "makes Saratoga extra mild." For Paxton, the first filter is described as a humidifier that "freshens the flavor with every puff"; filter No. 2 makes Paxton "extra mild."

Agency is Benton & Bowles.

Advertisers

Philip Morris is providing the first financial breakthrough for WNDT,

the new educational tv station in New York.

A special service grant, effective today, 11 February, is for underwriting the costs of "The World at 13," televised live every night at 10 p.m.

Dr. Samuel B. Gould, president of Educational Broadcasting Corp., which owns the station, made an on-the-air plea for financial assistance.

There are still four days to go until entry deadline (15) for the American TV Commercials Festival.

And this special incentive is being offered to local advertisers, their agencies, individual tv stations and production companies: all entrants of local or single market commercials will be eligible to book, without charge, the reel or reels of entries in that category after the Festival has taken place in New York on 24 May.

The National Food Brokers Assn. as part of a long-range expansion program, has made some personnel changes to provide increased serv-



Veterans of agency broadcast business feted

These four veterans in broadcast activities were among the 12 Needham, Louis & Brorby employees honored for long service. L-r: Gloria Sorensen, supervisor prod. coordination; Marianne Monahan, timebuyer; Arnold E. Johnson, v.p., are ten-year vets; Christopher Ford (r) 15 year man

ices and information for its members.

Mark M. Singer has been appointed vice president and director of all NFBA staff operations, in addition to his job as director of information; Robert H. Voight, as vice president, will handle government and trade relations, and LeRoy Newkirk is now assistant treasurer and administrator, insurance program.

Face lifting—and new formula, too: Johnson's "Glo-Coat," 30-year veteran of the self-polishing wax field, is getting a new formula and will be packaged in three new sizes of round containers with domed tops



Celebrates silver anniversary of service to Compton

Julie Brown, vice president and associate media director of Compton, accepts congratulations from Allen F. Flouton, executive vice president, after being awarded pin for 25 years of service with the agency from Walter Barber (l), v.p., associate media dir., who heads 25-Year Club

and handy snap-top caps.

Literary note: A new book is about to be added to children's libraries around the country. It's "Randy, The Transistor Radio," and author Milton D. Thalberg, vice president of Merchandising for Sony Corp. of America, conceived it as a public relations tool for the company. It has 24 pages and a hard cover, illustrated throughout by Leonard Shortall, noted American children's artist.

On price discrimination: The FTC

has issued its final order requiring Borden to stop discriminating in price in selling any of its food products. Adopting a proposed order issued last 28 November, the commission disallowed the objections to it filed by Borden.

Agencies

A subject of immediate concern to agency people who travel and entertain will be clarified at the 20 February meeting of the 4A's Central Region, in Chicago.

John P. Lindgren, of Arthur Anderson & Co., Chicago accounting firm, will interpret for the Chicago 4A Council substantiation re-

quirements of 1962 Internal Revenue Act regarding travel and entertainment expense.

There will be time for questions from the floor.

FCC was guilty of an oversight in its recent complaint against Sterling Drug and Dancer-Fitzgerald-Sample for advertising based on a comparative study of Bayer Aspirin and four competitors.

Commission forgot to mention Thompson-Koch, New York, the

other Sterling agency which participated in the preparation and placement of the challenged advertising.

It isn't often that the head of an ad agency does some public finger pointing on the subject of media departments but Daniel A. Whitney did just that before the February meeting of the Assn. of Publishers Representatives.

Lauding media representatives, Whitney said they rarely get the attention and cooperation due them by many media buyers. He blamed agency management attitudes as the cause of the problem, saying low wages paid media personnel often attract poorly equipped people to the media buying field. "These underpaid, relatively ineffective people do not understand their job in the fullest sense and cause media representatives a great deal of useless effort and anguish."

For after-hours scholars, a course in the broadcast commercial, featuring lectures by industry leaders, will be conducted by Boston University's division of continuing education, beginning 20 February.

Under the instruction of William H. McIntosh of Kenyon & Eckhardt, the 12-meeting weekly course will seek to explain the strength and limitations of radio and tv advertising and provide practical experience in writing broadcast commercials.

Course sessions will be held on Wednesday, from 7-9 p.m.

Agency appointments: Manhattan Shirt Co. to DCS&S for its men's division. Daniel & Charles continues as agency for the Lady Manhattan division . . . Alco Automotive Products, Edward E. Gurian Co., and Eric Clothing, to Shaffer-Rothenberg, Chicago, previously known as Shaffer, Rothenberg & Muta . . . The Flavour Candy Co. of Chicago to M. M. Fisher Associates . . . Earl Williams Motors to Resor-Anderson-Etcetera, Oakland . . . Village Inn Gourmet Foods to R. Jack Scott . . . KTVI, St. Louis, to Winius-Brandon . . . Grand Ba-

hama Development Co. Ltd. to Scope Advertising, New York . . . Ellis Fluid Dynamics Corp. to Donald L. Arends . . . Skyline Television Network, KYA, San Francisco, to Allen, De St. Maurice & Scroggin agency of San Francisco . . . Avoset (\$100,000) to Long Advertising, San Francisco . . . Allied Old English to Venet Advertising for two product lines of its Mother's Pantry brand of prepared foods and beverages . . . Eli Lilly & Co., pharmaceutical manufacturer, to Needham, Louis & Brorby . . . the Wrath Corp., which owns several tv properties including "Lassie," "The Lone Ranger," and "Sergeant Preston of the Yukon," to Rogers & Cowan as corporate public relations council . . . Noxema Chemical to Dancer-Fitzgerald-Sample for its Shave Creams, from DCS&S, and for its Skin Lotion, from SSC&B, and for two new products ready for test marketing. SSC&B also got two new products which will be introduced in test markets within the next 60 days. Other products continue in present agencies.

New agencies: Douglas Warren, vice president and account supervisor of Smith/Greenland, left the agency to open a new shop. It's located at 60 East 42 Street, New York . . . Four former executives and creative men from D'Arcy have banded together to form a new agency. Involved are George L. Stemmler, Jr., Larry Bartram, Homer Tsakis, and Jack Payne, with offices set up at 317 North 11th Street, St. Louis . . . Molony/Newhoff has opened its doors as an advertising-public relations firm at 5455 Wilshire Blvd., with clients billing in excess of \$250,000, according to president D. P. Molony. Mel Newhoff is vice president, and major clients are companies owned by Cosmo Capital.

Resignation: Geyer, Morey, Ballard, has resigned the ASTA (American Society of Travel Agents) account, with the agency since 1946.

Progress report: Membership in the Advertising Assn. of the West reached a total of 45 senior clubs, five junior clubs, and 6,500 individual members during 1962, ac-

ording to executive vice president Charles W. Collier.

New quarters: The M. B. Scott Advertising Agency of Los Angeles has purchased a three-story building at 8721 Sunset Boulevard, moved in, and changed the name of the building to—the M. B. Scott Building.

Name change: The B. Lewis Burton Advertising Agency of Los Angeles is now Burton & Booth following the addition of Charles A. Booth as a principal and full partner. Booth previously was a principal in the Gage, Booth & West agency, also Los Angeles.

Looking forward to: The 19 February annual meeting of the Michigan Council of the American Assn. of Advertising Agencies. Highlight of the meeting will be a program called "Insight," which will take a sharp look at creativity as practiced in agencies and in print and broadcast media. Chairman of the meeting is Joseph G. Standart, Jr., vice president and Detroit manager of Young & Rubicam and a governor of the Council.

Top brass: John B. Stodelle has been promoted to general partner of the ten-year-old Wilson Advertising Agency of San Diego and the company name has been changed to The Wilson Stodelle Co. . . . Avery McBee, formerly Washington vice president of Hill & Knowlton, to vice president in charge of the Chicago office.

New v.p.s: George Burt and Jerome L. Simons at Enyart & Rose, Los Angeles . . . Stanley T. Peterson at Guild, Bascom & Bonfigli . . . Carroll R. Layman at George Ray Hudson Advertising. He'll be new business manager and radio-tv director . . . Malcolm Lund at Knox Reeves . . . Dale Anderson at Needham, Louis & Brorby, Chicago . . . Donald C. Ayers, Norman D. Cary, and Gerald S. Schoenfeld at Cunningham & Walsh.

PEOPLE ON THE MOVE: Joseph F. Schramm to media director of The Manchester Organizations . . . Glee A. Duff II to radio and tv media director of Gray & Rogers, replacing Edward Papazian, who moves to the Philadelphia

office of Katz . . . Frank L. Kieh to media supervisor of Elkman Advertising . . . Locke Turner to account executive at Young & Rubicam, Los Angeles . . . Arnold Grossman to copy chief at Harold Walter Clark, Denver . . . Malcolm Robertson to account executive on soft goods accounts at Yardis Advertising . . . Ronald L. Toth to media director of Compton, Los Angeles. . . . Jon Werolin to assistant media director of Honig-Cooper & Harrington, San Francisco, from J. Walter Thompson . . . J. William D. Wright to account representative at N. W. Ayre . . . Charles H. Felt, vice president of Mac Manus, John & Adams, to creative director, Bloomfield Hills . . . Richard K. Diehl and W. Raymond Winfield to account executives at Needham, Louis & Brorby.

Kudos: Advertising Woman and Man of the Year in San Francisco are Katharine Doyle Spann of L. C. Cole Co. and Walter Guild, president of Guild, Bascom & Bonfigli. Awards committee chairman Kenneth Sells presented the honors at last month's meeting of the San Francisco Ad Club . . . Thomas C. Wilson, owner of the Reno agency of that same name, was singled out by Nevada Governor Grant Sawyer to head the State Centennial Commission, which is planning for the observance of the state's 100th anniversary in 1964 . . . President John F. Kennedy sent to the U. S. Senate his nomination for re-appointment of Sigurd S. Larmon to the U. S. Advisory Commission on Information. As board chairman of Y&R, Larmon will be presented with the Gold Medal Award for "Distinguished Service to Advertising in 1962" at an awards luncheon on 14 February at New York's Americana Hotel.

Obit: One of the West coast's advertising leaders for more than 50 years died 24 January. He was 90-year-old C. P. Constantine, founder of the Constantine agency in Seattle in 1906. The agency later merged in 1919 with the Portland-based Botsford agency, the first of several steps to the establishment of Botsford, Constantine & Gardner as one of the nation's leading agencies.

Purex specials to probe ministry, gambling, and the Kremlin

Purex Corp. will tackle three highly controversial subjects—gambling, the Kremlin, and the ministry—in a new series of special programs set last week on NBC TV. The Purex sponsorship was one of many signed by the network in the past month, a period in which some \$12 million in business was recorded.

Winner of many awards for such programs as *Purex Specials for Women* and *The World of Bob Hope* (and others), the advertiser will schedule a total of 15 specials on NBC TV in 1963 from April through September, all in the time period 10 to 11 p.m. *NBC White Paper: Business of Gambling* leads off 28 April, followed by *Moscow: Kremlin* on 24 May and *The Quiet Revolution*, "an objective picture of a significant trend among America's clergymen: their increasingly active role in tackling social problems, from civil rights to juvenile delinquency," set for 27 June. All are new programs.

Through the summer, Purex will feature 12 repeats including eight from *The World of* series. *Will Rogers*, *Mark Twain* and *The Real West* will complete the schedule.

Purex, which sold \$72 million in grocery products or three-fifths of total sales last year, currently spends 10-12% of sales on advertising, promotion, and salesman, with the concentration on network tv programming. Purex president Alan C. Stone- man recently summed up advertising philosophy in a report to Merrill, Lynch, Pierce, Fenner & Smith, this way: "Just to have exposure is not enough. Our approach to advertising is the influence and depth of impression our programs make."

Among other new buys at NBC TV which produced the \$12-million month were: Ford Motor., Liggett & Myers Tobacco, and Lehn & Fink for *Monday Movies*; L & M and

Polaroid for *Art Linkletter*; Timex for a December 1963 repeat of *Mr. Magoo's Christmas Carol*; Colgate-Palmolive for *House of Hope*, and Procter & Gamble for *Truth or Consequences*.

ABC to change daytime Tv lineup in April

ABC TV is rescrambling its daytime schedule 1 April so as to include its new medico strip, *General Hospital*.

In the process the network is reclaiming 1-1:30 p.m. from the affiliates and returning 11-11:30 a.m. to them.

The revised lineup:

11:30—*Seven Keys*; 12:00—*Tennessee Ernie*; 12:30—*Father Knows Best*; 1 p.m.—*General Hospital*; 2—*Day in Court*; 2:25—*News*; 2:30—*Jane Wyman*; 3—*Queen for a Day*; 3:30—*Who Do You Trust*; 4—*American Bandstand*; 4:30—*Discovery*; 5—*Newstand*.

Networks

Don Coyle, president of ABC International Television, coined the word "Worldvison" to describe the powerful force of international tv in advertising today.

Speaking before the International Advertising Assn., Coyle pointed to these facts while predicting "worldvison's" more dominant role in the future:

- After World War II, only J. Walter Thompson and McCann-Erickson were operating overseas. Today over 50 major U.S. agencies are active.

- In 1949, advertisers invested \$57 million in tv; last year, it rocketed to more than \$1.6 billion.

- Last year, free world stations, exempting the U.S. and Canada, increased from 1,244 stations to 1,666 stations. The USIA reports a world set count increase of some 11 mil-

lion sets during the same period. On the sports side, NBC TV has quite a schedule lined up for golf enthusiasts.

In addition to covering the final holes of the Palm Springs Golf Classic (3 February) and its regular weekend film series ("All Star Golf" and "Shell's Wonderful World of Golf"), the network will televise the following major links events: windup of the Tournament of Champions (5 May), the Buick Open (9 June), and the National Open (22 June.)

All three upcoming telecasts will be 90 minutes long, starting at 4:30 p.m.

Programing note: Noted sports-caster Joe Garagiola begins a new Monday-Friday five-minute sports program today on NBC Radio. Scheduled in early morning times in most cities, the show is sponsored by Memmen (Warwick & Legler).

Sales: Rexall Drug will add nighttime network tv program participating spots on CBS TV and NBC TV for its Spring 1-Cent Sales, 24 April-5 May. In daytime, Rexall will use spots on all three tv networks as well as daily radio spots on ABC, CBS, NBC, and Keystone . . . Armstrong Cork (BBDO) has signed for alternate-week sponsorship of *Danny Kaye Show* on CBS TV next fall . . . Rockwood Chocolate (Sweets Co. of America) is using NBC TV's "Make Room for Daddy" for its Easter campaign.

PEOPLE ON THE MOVE: Marian Stein to sales presentation writer for the ABC TV sales development department . . . Dr. Thomas Belviso, manager, music and literary rights, retired 31 January from NBC after almost 33 years service . . . Hilda Watson, NBC's coordinator of public service announcements, also retired 31 January after 33 years with the company.

Omaha inquiry to have wide effect

The FCC inquiry into local live programming by Omaha's three television stations was concluded after seven full days of testimony Tuesday with presiding Commissioner E. William Henry indicating similar inquiries may well be held in other cities.

Beginning 28 January, Commissioner Henry and three FCC attorneys took testimony and interrogated some 125 public witnesses as well as executives of stations WOW-TV, KMTV, and KETV.

At the conclusion of the inquiry, Commissioner Henry characterized the information obtained as "desirable and useful" and said other hearings in other cities "might be helpful." The Omaha inquiry, he said, "should effect the entire industry." Henry predicted that as a result of the Omaha inquiry "the whole area of local live programming will come under careful scrutiny" by the Commission.

Commissioner Henry declined to specify any conclusions he personally may have come to as a result of the Omaha inquiry, indicating he would want to study the record of the inquiry in detail before doing so. But he promised there would be conclusions reached, saying, "we will have wasted the stations' time and our own time if we do not draw conclusions."

Such a statement of conclusions, he thought, might be forthcoming in "two or three months." And if the Commission, itself, is not able to agree on such a statement, Henry indicated he would probably offer his own personal conclusions.

Commissioner Henry described the Omaha inquiry as "more fruitful" than the Chicago hearings. The latter, he noted, were based on complaints to the FCC about Chicago programming. The Omaha inquiry, he reiterated, did not result from complaints and "thus could cover broader areas" of programming.

Commissioner Henry also expressed his belief that as a result of the way the inquiry was conducted, citizens were "reassured to

a great extent that we did not come here to dictate programming." Several of the public witnesses, however, did question the need for such an inquiry in Omaha and the Commission's motives in conducting the inquiry. Prior to the inquiry, vigorous protest had been voiced by NAB president LeRoy Collins, Nebraska Governor Morrison, the state legislature, and other groups. Commissioner Henry indicated he felt that Governor Morrison, for one had come to feel the inquiry was of some value.

A chief bone of contention during the inquiry was the different manner in which the Commission and local broadcasters interpret "local live" programming. Frank P. Fogarty vice president and general manager of WOW-TV, challenged at the outset the Commission interpretation which calls for

at least 50% live talent participation in local live programming. Henry conceded that the Commission's interpretation of such programming would probably come under review as a result of the Omaha inquiry—but again declined to say what revisions, if any, he thought might be anticipated.

FCC attorneys also questioned public witnesses as well as station executives closely about the weight of programs in support of community projects as opposed to spot announcements. Fogarty cited the behavior of advertisers in this regard in defense of spot announcements. "Commercial advertisers," he said, "increasingly are buying participation rather than sponsoring programs. The man who spends his money for television time usually has a good sense of value, as well as machinery for



Miss USA wows Winston Salem viewers

Miss Amedee Chabot, Miss USA, relates some of the experiences she has had while touring as Miss USA. She's talking to Wayne Williard, host of "This Afternoon" on WSJS-TV, Winston Salem



New officers of Wisconsin Broadcasters Assn. get together

Broadcasting leaders at the group's annual meeting in Milwaukee, l-r seated: Don Wirth, WNAM, Neenah, outgoing pres. and ex-officio member of the board; Richard D. Dudley, WSAU (AM & TV), Wausau, treas; George Frechette, WFHR, Wisconsin Rapids, v.p. for radio; Carl Kolata, WTTN, Watertown, secy.; Glen Holznecht, WJPG, Green Bay, board member; and Bruce Wallace, WTMJ (AM-FM & TV), Milwaukee, pres. Standing (l-r): Roger LeGrand, WITI-TV, Milwaukee; and Leo Howard, WEAU-TV, Eau Claire, members of the board. Informal atmosphere seems to prevail here

measuring results. If announcements are valuable commercially, they are useful also in the field of public affairs."

Earlier, a public witness, retired advertising executive Adam Reinemund, attributed business gains in Omaha in recent years to the advent of television as an advertising medium. He also commented on the question of "prime time," contending that it is not always in the evening hours. In his own case, he said, when allocating funds from an advertising budget, he frequently planned for three or four commercials in the evening "when the sponsor can see them." But the bulk of his advertising money he said would be concentrated during the daytime hours "for best attention." Reinemund cited statistics, in this regard, indicating that "85% of the wage-earner dollar is spent by women."

Reinemund concluded "that we appreciate our present television programming in Omaha is indicated by the response we make to business men who sell their wares on to democratic rights.

3 New York stations reply to Liberal Party charges

Charges have been filed to the FCC by the Liberal Party of New York State against three New York City radio stations, alleging that they refused to sell time to the party.

The political group sought to buy a 15-minute block from WMCA, WNBC, and WQXR to be scheduled once every two weeks. When unable to obtain the time party executive director Ben Davidson filed the complaint, citing that the stations' "refusal to sell time" constituted "censorship" and a danger to democratic rights.

One station, WMCA, is known to be considering a libel action against the party. Station president R. Peter Straus last week called the charges "irresponsible and illiberal" and asked the FCC to "give this complaint prompt consideration and a hearing at the earliest possible date." He said the time period requested was unavailable because public service pro-

gramming was regularly scheduled at that hour. Straus also commented that the stations reserve the right to determine what programming should be aired and that the party presented no information as to the contents of the proposed program.

Elliot Sanger, vice president and general manager WQXR, stated that "it has always been the policy of WQXR to sell time to political candidates only prior to an election."

George Dietrich, WNBC station manager, commented that "during political campaigns WNBC sells time for presentations by or on behalf of political candidates. When political campaigns are not being conducted, the station follows NBC's long-established policy that programs on news and public issues are produced by NBC News or under its direct supervision."

Transcontinent Television reports '62 income up

An increase in net income of 22% over the preceding year was reported by Transcontinent Television Corp. for the year ended 31 December 1962.

The report indicated that part of the gain might be attributable to the acquisition of three stations, WNEP-TV, Scranton-Wilkes-Barre, and WDOK (AM & FM), Cleveland, all purchased during the year.

The 22% hike brought 1962 net income to \$1,620,583 from \$1,331,179 in 1961. Total revenues during 1962 amounted to \$15,644,254, an increase of \$180,000 over 1961 revenues.

Earnings per share of common stock in 1962 were 92 cents on the 1,765,012 shares outstanding at year end, compared with 1961 earnings of 75 cents per share, based on 1,770,772 shares.

Tv presentation released on Jacksonville market

"Five Wonderful Years in Color" is the title of a new presentation prepared by WFGA-TV, Jacksonville, Fla. The book covers the growth in Jacksonville, the metropolitan market, WFGA-TV television market, public affairs, news, weather, sports, Cape Canaveral,

awards, entertainment and facilities. The metro population gained 9.8% in the last ten years, retail sales rose 148%, and net effective buying income grew 218%, the presentation reports.

Radio Stations

WLW, Cincinnati, has swung over to the talk format in weekday evening programming.

The revamping called for a two and three-quarter hour live and taped broadcast consisting of a dozen or more short, pungent "talk" features on a broad variety of subjects by people in government, education, and entertainment, with an interspersing of music. Wrap-up title is "An Evening at Crosley Square," 8:15-11 p.m.

Prompted by the New York newspaper blackout, one-time radio performer and now realtor Helen McGregor, turned to WMCA to advertise both high-priced town houses and professional buildings.

This somewhat unorthodox use of a medium usually used to promote large volumes of low cost items has proved highly successful, according to Miss McGregor. She intends to continue with the "Barry Gray" show even when the newspaper strike ends, she says.

Schedule was placed via Edward Weiss.

In order to learn of upcoming events at the new session of Illinois' State Legislature, and to get the thinking of key members on vital issues, WIND, Chicago, again hosted a dinner for 30 important State Senators and Representatives.

"The primary purpose of these annual dinners," according to Edward Wallis, general manager, "is a continued maintenance of our direct relationship with the legislators, with whom we share the common goal of interpreting and communicating the problems, objectives, and activities of state government to the people."

Both the interest by radio stations and the success of its initial efforts has encouraged the Pennsylvania Assn. of Broadcasters to plan further efforts at state-wide coverage of important events.

The association reports that almost 75% of all stations in the state joined in the PAB's "Inauguration Network" to cover the ceremonies honoring Governor William Scranton on 15 January.

One of the prime purposes of the statewide radio network would be the dissemination of weather news during extreme periods of snow, ice, or other similar emergency.

Cleveland newspaper blackout. WDOK, in cooperation with Fisher Bros. food store chain, is printing 250,000 crossword puzzles per week, available at Fisher Bros. check-out counters.

- WWRL, New York, 24-hour Negro station, is using 603 buses in the metropolitan area to promote its programming of "Gospel to Big Beat."

- WGMS broadcasts originated



Cleveland fund drive sets record

The Cleveland Press Charity's annual Mid-America Boat Show, despite the absence of newspapers, set new attendance records, thanks to radio and television support. Richard P. Overmyer, associate director of The Welfare Federation, said "the unforeseeable lack of newspaper promotion would have made the exhibition a difficult one to stage without the cooperation of broadcast media." Attendance this year was 115,600, topping last year's record of 104,210. WJW-TV's "Dale Young Time," the only show broadcast live from the exhibition, was hailed by Overmyer. Above, center, Overmyer presents a citation to Robert S. Buchanan, WJW-TV general manager (right), with Dale Young (left), following the successful charity drive. Overmyer also noted the fund was "deeply indebted to the radio and television industry."

Questionnaires have gone out to stations in the U. S. and Canada from the Country Music Assn.

CMA will use the survey to help promote country music. The group will also mail about 5,000 radio kits containing sales and promotion aides.

Ideas at work:

- Good news for crossword puzzle addicts left high and dry by the

from a special studio at the Shoreham Hotel during last week's Washington High Fidelity Music Show. The remote involved the massive transfer of staff and equipment for the three-day jaunt.

- WLS, Chicago, will present answers to frequently asked, everyday legal problems in conjunction with the Chicago Bar Assn. Presented as a public service, the new program feature, consisting of two-



Louisville station signs season contract with Cincinnati Reds

John Fouts (l), sales manager of WHAS, and William O. DeWitt, pres. & gen. mgr. of the ball team, sign contract giving station exclusive broadcast rights in Louisville market to club's full season of over 160 games. Looking on (r) is Fred Hutchinson, manager of the 1961 National League champs

minute taped reports, will be broadcast twice daily.

- Jim Tate, the picture of generosity, invited 125 lovely ladies to have lunch with him in celebration of his moving to the 10 a.m.-2 p.m. time slot on WIP, Philadelphia.

- Two bus loads of client and advertising agency representatives boarded special Greyhound Super Scenic Cruisers for a guided tour of WWJ, Detroit's, "Tri-Vision"

outdoor displays, giant revolving signs in 36 different, high-traffic areas throughout metropolitan Detroit. Each sign features three separate messages which rotate every four seconds.

Changing hands: KOMY, Watsonville, was sold by Robert H. Dolph to Craig Lawrence, Jr. and Phillip E. Ratner, present owners of KMEL, Wenatchee, Wash. Ratner

plans to actively manage the station. Deal was negotiated by Edwin Tornberg . . . WBBR (AM & FM), East St. Louis, Ill., has been sold by a group headed by Larry R. Picus and Robert Walker to Paul Adams, who is chief engineer at WCPO, Cincinnati. Picus continues to own WOBS, Jacksonville. Hamilton-Landis handled the transaction . . . Blackburn handled the sale of WLAP, Lexington, Ky., with the consideration \$100,000. Seller is William R. Sweeney and the buyers are Dee Coe, who also owns WWCA, Gay, and WLOL, La Porte; Brendan J. Stewart, president of Incentive Capital Corp.; John D. Huckstep; and Robert P. O'Malley.

Financial report: Storer Broadcasting declared a quarterly dividend of 45 cents per share on its common stock, payable on 8 March to stockholders of record 22 February.

Programing notes: WFIL, Philadelphia, has a new sports program, keyed to the immediacy of modern radio, and inaugurated by sports director Les Keiter. It's called "Keiter Contacts" and is a daily telephone interview with an individual who has made, or is about to make news in the world of sports . . . KCBS, San Francisco, has launched "Weekend 74," which station describes as "weekend radio with programing specially designed to serve the mature weekend listener." . . . WFIL, Philadelphia, has begun broadcasting the daily feature race at flat and harness tracks in the area each Monday through Saturday afternoon . . . Senators Hugh Scott and Joseph Clark of Pennsylvania and Senators Harrison Williams and Clifford Case of New Jersey have become features of "News Conference" on WCAU, Philadelphia. Each Thursday by live telephone, one of the Senators joins newsmen Taylor Grant and George Lord to discuss the issues of the day.

Sales: The Sahara, a downtown Cleveland motor hotel, signed a one-year contract with WJW for "This is The Sahara," a two-hour nightly program of recorded music and in-person interviews from The Sahara's Starlite Room . . . The



There are ten candles on "Esso Reporter" cake

Blowing out the candles in honor of the 10th anniversary of the "Esso Reporter" on WBTV, Charlotte, are, l-r: H. R. Dowd, Humble Oil div. mgr.; Wallace J. Jorgenson, station managing dir.; Doug Mayes, the Esso Reporter; and William Melton, Humble div. sales mgr. Station feted 350

Richmond Motor Co. purchased ten one-minute spots per week for 52 weeks and the Schwarzschild Bros., jewelers, bought a 20-week schedule on the "Dick Clark Radio Show" on WLEE, Richmond.

Deadline nears: Corinthian Broadcasting has set 18 February as the deadline for applicants for its Summer Scholarship competition. Three scholarships are being offered again this year to students at the junior and senior academic level in cooperation with the Assn. for Professional Broadcasting Education colleges and universities. Each winner will receive transportation, allowance for room and board and a scholarship of \$400 for a six-week, on-the-job training program at one of the five Corinthian tv stations.

Happy anniversary: To WIL, St. Louis, which has been receiving taped 42nd anniversary salutes from major radio stations all over the country.

Kudos: Bruce Wallace, manager of public service and promotion for WTMJ (AM-FM & TV), Milwaukee, was elected president of the Wisconsin Broadcasters Assn. . . .

C. Laury Botthof, president and publisher of Standard Rate and Data Service, was elected to the board of directors of Lake Shore National Bank . . . **Bob Maxwell**, WCBS, New York, has been awarded a certificate of commendation by the U. S. Marine Corps for his help on the "Toy's for Tot's" campaign . . . Spokane's "outstanding young man of 1962" is 34-year-old Rod Clefton, production manager for KHQ (AM & FM). One of seven nominees, Clefton received his plaque recently during Jaycee week from the Spokane Junior Chamber of Commerce . . . **Duane Bock**, news director of KHQ, Spokane, has been elected president of the Spokane Press Club. He formerly was with KMO, Tacoma, and KOI and KSPO, Seattle, before moving to Spokane in 1957 . . . **Ed Meath** of WHEC, Rochester, received a special citation plaque from Dr. Gilbert Robin, national president of Alpha Omega Fraternity, for his contribution to the indoctrination and orientation pro-



Execs pause for picture at contract signing

John St. Leger (l), Time-Life Broadcast, with Harold Bull who heads the Bull Advertising Agency, Indianapolis, after signing contract on behalf of Bull client Red Cab, Inc. for St. Leger's "Topics and Trends" program. It's a five-minute, in-depth look at business, aired over WFBM, Indianapolis

gram for the fraternity . . . **E. K. "Joe" Hartenbower**, vice president of Meredith Broadcasting and general manager of KCMO, Kansas City, was named the city's Silver Medal Winner at the Advertising Round Table meeting . . . **Thomas L. Davis**, general manager of WAAF, Chicago, was selected for the 1963 Good American Award by the Chicago Committee of One Hundred. Davis was cited for his 15-year record in Chicago radio and his continuing effort to foster good race relations in Chicago broadcasting, by integrating both the station's sales and talent staffs to more effectively appeal to listeners of all races.

PEOPLE ON THE MOVE: **David Hart** to promotion manager of WNBQ, Chicago . . . **H. S. Owen**, comptroller for WPAT, New York, to the same post at Dickens J. Wright Associates . . . **Mary Spencer**, an executive in retail business for some 30 years, rejoins KSD-TV and radio, St. Louis, for special

community interest assignments . . . **Adelaide Waller** to station coordinator, **Bob Terry** to program director, and **Roger Scutt** to head of the news department of WLWN, Nashville . . . **Wayne Farrar** to news editor at WDBJ, Roanoke . . . **Charles A. King**, director of station relations, to director of news, and **Thomas J. O'Dea** and **Thomas V. Toye** to account executives for Mutual Broadcasting System . . . **Dr. George Faust**, expert on South American and Latin American affairs, to special correspondent for WHK, Cleveland . . . **Robert W. Matthews** to news director of WEBB, Baltimore . . . **Dick Porter**, account executive with KONO, San Antonio, to director of merchandising . . . **Deane Johnson** to program director of KOMA, Oklahoma City . . . **James Nathan** to sales manager of WINN, Louisville . . . **Macey I. Schaffer**, former director of advertising and promotion for WLBM-TV, Miami, to account executive with WQAM, also Miami . . . **Nancy Hurd**, forum-

erly assistant sales service manager for WCBS, New York, to the staff of KTAC, Tacoma.

Tv Stations

No personnel changes are anticipated in the management of WREX-TV, Rockford, following sale of the station for \$3,420,000 to Gannett Co.

Seller Greater Rockford Television has operated the station since it first went on the air in October 1953.

Gannett already owns WHEC (AM & TV), Rochester, WINR (AM & TV), Binghamton, and WDAN, Danville.

The transaction, subject to FCC approval, was negotiated by Philip L. Keler & Associates, financial counsel of New York.

Los Angeles will have two ethnic uhf stations when the all-Negro-format KHX (ch. 22) makes its debut there the latter part of March.

The other is all-Spanish KMEX-TV, which has been operating in

L.A. for the past several months.

Owners of the new station are H. C. "Cal" Young, Jr., and Jerome Glaser of Central Broadcasting Co., whose purchase of the facilities from John Poole Broadcasting was approved recently by the FCC.

They also operate country-western stations WENO, Nashville, WYAM, Birmingham, and WGUS, Augusta.

Young and Glaser, by the way, expect to file for three more uhf stations in major markets in the near future. The owners of KMEX-TV, Spanish International Tv Network, also have another all-Spanish uhf operating in San Antonio, and have filed for a third in Paterson, N. J.

Kaiser Industries also are going for a total of five major-market uhf's, three already having been granted.

Pay tv makes its debut in the Denver market this spring over KTVR, headed by J. Elroy McCaw, who also owns KTVW-TV in Seattle-Tacoma.

Initial programing will consist

of 2½ hours of pay tv seven nights a week, to be expanded contingent on new subscribers.

William Daniels, head of Daniels & Associates of Denver, will head up a new corporation to operate the station and will become chief executive officer and part owner.

McCaw was the former owner of WINS, New York, which he sold for \$10 million.

WBBM-TV, Chicago, has undertaken a new dimension in broadcasting believed to be the first of its kind.

Special project involves a direct, two-way communications research endeavor, along with a specially produced film and videotape presentation on Chicago's transportation facilities. Viewer participation was conducted via ballots distributed publically as well as appearing in newspapers, and requiring entrants to watch the program called "The Strangling City." Ballots will be analyzed by the University of Chicago School of Business, and reports made to the city and transportation department.

Sponsoring both the program and the research is the First Federal Savings and Loan Assn. of Chicago.

Sales: The brewers of Blatz beer have contracted for one third sponsorship of telecasts of 26 Milwaukee Braves baseball games in 1963. Telecasts will be originated by WTMJ-TV, Milwaukee, and carried by a special Braves tv network which will include WSAU-TV, Wausau; WFRV, Green Bay; and WKOW-TV, Madison.

Good news for insomniacs: WCBS-TV, New York, begins around-the-clock broadcasting on 26 February, with additional programing consisting of feature films to be called "The Late Late Show" Parts II, III, and IV. Launch date coincides with the 12th anniversary of "The Late Show," the oldest continuous feature film program in New York.

Looking forward to: The third annual Western Heritage Awards Presentation honoring outstanding efforts in western tv, motion pictures, and literature, set for 4 April

Announcing
FIFTH ANNIVERSARY
and change of call letters

WFTV

POWERFUL 9 IN ORLANDO, FLORIDA

Wonderful Florida TeleVision
serving Central Florida

(formerly WLOF-TV)

Represented Nationally By

YOUNG TELEVISION CORP.

in Oklahoma City.

New offices: Norman Boggs, general manager of Golden West Broadcasters Subscription TV, has set up new quarters at 1515 N. Western Avenue, Los Angeles.

Programming notes: The famous brother-sister violin-piano duo of Yehudi and Hephzibah Menuhin inaugurated the 1963 ten-week season of the award-winning "Festival of Performing Arts" on WNEW-TV, New York, and WTTG, Washington, D. C. . . . A new weekly series presenting entertainment and

cisco, 17-20 November at the Jack Tar Hotel . . . Elizabeth Bain was elected chairman of the board by the trustees of the Educational Foundation of American Women in Radio and Television. She's assistant to the director of program services, CBS TV . . . KNXT, Los Angeles, was awarded a certificate of special recognition by the National Conference of Christians and Jews as a result of telecasting the "Insight" series . . . Elected to fill vacancies on the board of the Broadcasters' Promotion Assn. were Pro Sherman, KOLN, Lincoln; W. Thomas Daley, CFPL-TV, London, Ont.; and John P. Dillon, WBTV, Charlotte . . . The 1963 Tom Phillips Award for excellence in the field of broadcast journalism in the tv division was awarded to WWLP-TV, Springfield, news director, Edward M. Kennedy, by UPI . . . WNAC-TV and radio also got Tom Phillips Awards, for the best news story and the best election coverage.

Chevrolet buys two fm stations

Chevrolet division of General Motors, through Campbell-Ewald, has purchased a second fm station for its fm stereo broadcasts of outstanding music. Second station is WLDM, Detroit which was signed for 26 weeks starting in January. Sponsor reported buy on WDTM, Detroit in issue of 4 February.

special features of interest to Philadelphia's teenagers, entitled "Think Young," premiered on WCAU-TV, Philadelphia, yesterday, 10 February.

Celebrating their tenth: Tom Colton's "Western Massachusetts Highlights" telecast its 2,000th program on 31 January, on WWLP, Springfield. It first appeared in 1953 on the station's opening day . . . A gala 10th anniversary celebration was staged by WBTV, Charlotte, for its "Esso Reporter," which marked its tenth successive year of sponsorship on the station in January . . . WEEK-TV, Peoria, which went on the air in February 1953.

Kudos: Joseph P. Costantino, promotion director of KTVU, San Francisco-Oakland, has been named general chairman for the 1963 Broadcasters Promotion Assn. Convention to be held in San Fran-

PEOPLE ON THE MOVE: A. Victor Sylvia to the local sales staff of WPRO-TV, Providence . . . Bob Simmons, account executive at WJZ-TV, Baltimore, to Tvar, Chicago. He'll be replaced at the station by Ed LaBerge, former sales manager for Key Broadcasting . . . George Diab to assistant general manager of WTRF-TV, Wheeling . . . Stanley Lichtenstein to program development for Kaiser Broadcasting of Oakland, which has been granted three major market uhf's by the FCC . . . Howard C. Hosmer, assistant managing editor of the "Rochester Times-Union" to managing editor, WHEC-TV and radio, Rochester, news department . . . Morton L. Jaffe to account executive for WXYZ-TV, Detroit . . . Larry Zeman promoted to mid-western sales and marketing manager and head of KTTV, Los Angeles, Chicago offices, replacing Frank Browne who now heads the station's New York offices . . . Richard Roll to the news department of WOAI-TV, San Antonio.

Fm Stations

Convinced that fm stations should be given the same considerations

WTRF-TV STORY BOARD



'August?'

ROAD WORRY? Personnel Manager to voluptuous applicant "There are two roads to success with this company. One is by hard work, integrity and concentration and the other may be of interest to you."

wtrf-tv Wheeling
CARRYING THE LOAD! Economic experts checking business indicators, observed that carloading decreased month after month. However they noted that consumption of beverages, such as wine, beer and whiskey went up 7%. Their findings reported? More people are getting loaded than freight cars.

Wheeling wtrf-tv
THE LIGHTER SIDE! The only time a woman wants to be taken lightly is when she steps on scales.

wtrf-tv Wheeling
UPGRADING COHORTS! A donkey and an Edsel met on a country road. The donkey asked, "What are you?" and the Edsel replied, "I'm a car! What are you?" The donkey answered, "I'm a horse!" They both laughed.

Wheeling wtrf-tv
SEE OF MATRIMONY! A marriage seldom goes on the rocks when a couple finds something in common to laugh about. For example, there's always the wedding picture!

wtrf-tv Wheeling
SURE FIRE! If you should ever have a skirmish with a thief at night, don't shout "Burglar," "Robber," or "Thief," nobody will come. Shout "Fire!" Everybody will show up, even the police!

Wheeling wtrf-tv
"INSTANT PEOPLE! "High G Mighty," our more than double height tower, will be up by August. Engineers estimate an additional 225,000 TV Homes will make up the WTRF-TV audience. Buy Wheeling, BIG now. BIGGER later! Ask Rep George P. Hollingbery to show you the WTRF-TV coverage map, see how we're being seen in the best circles! Ask for your set of WTRFrefligies, our ad-world close-up series, too.

CHANNEL SEVEN



WHEELING, WEST VIRGINIA

CATCH THE MARKET THAT PULLS —
MAINE



ONE STATE • ONE MARKET
ONE NATIONAL SPOT BUY!

WLOB, PORTLAND WGHM, SKOWHEGAN
WGUU, BANGOR WFST, CARIBOU
WFAU, AUGUSTA WRUM, RUMFORD
WCOU, LEWISTON WSME, SANFORD

HOME OFFICE: LOBSTERADIO
779 WARREN AVE.
PORTLAND, MAINE

REP: NATIONAL — WEED RADIO CORP.
BOSTON — BILL CREED ASSOCIATES



**The
PROOF:
women love
Channel 13
in Remarkable
Rockford**

**66%* share
of audience
12 noon to 5 p.m.**

*NSI-OCT. 1962

**ONE BUY to
saturate the
First Market
in Illinois**

(outside of Chicago)



**DIRECTOR OF
ADVERTISING AND
SALES PROMOTION**

Highly creative young man with impressive record of experience and achievement in tv-radio audience and trade promotion offers originality, a heavy writing background, and a keen knack for detailed-follow-through. A tv-radio station or advertising agency looking for a 4 in 1 combination—a specialist in hard hitting sales presentations, a strategist in exploitation, a piper piper with on-the-air promos and display ads, and a revenue and ratings booster—will be interested in writing to

**SPONSOR, Box 103
555 Fifth Ave.
New York 17, N. Y.**

as am when general radio buys are made. WFMT, Chicago, has appointed the George P. Hollingbery Co. as its national sales representative.

WFMT, which has billed itself as Chicago's fine arts station since its founding in 1951, makes the third classical music station in the top seven markets repped by Hollingbery.

The station will continue its policy of limiting commercials to an average of three minutes per hour, as well as broadcasting nothing but live commercials, under national representation.

WCLV, Cleveland, has published an fm dial card for the market, with the 15 Cleveland fm stations indicated by call letters.

The harlequin trademark of WCLV locates the station's 95.5 position.

On the reverse side the station has prepared a chart showing optimum stereo speaker placement in rooms of various sizes, and best locations for stereo listening in those rooms.

An old, familiar name returned to Florida the first of February, with the change in call letters of WCKR (FM), Miami.

The station went back to its original letters of WIOD, used from 1926-1956.

WCKR (AM) also plans a return to the original call letters, but not until 1 April.

The QXR Network's first national affiliate meeting held in New York recently brought together 28 of the year old network's 43 station affiliates.

The two-day meeting was devoted to sessions on research, promotion, sales, and formation of an affiliates' Advisory Board to develop rate structures, programming, and technical standards for the network.

A second meeting planned for 30 March, just ahead of the NAB convention in April, will cover technical stereo standards and a report on the network's expanded

programming plans.

Latest station to expand to full-time stereo broadcasting is WKJF, Pittsburgh.

The move comes after one year of part time stereo operation.

PEOPLE ON THE MOVE: James Kerney Kuser to general manager of WTOA, Trenton.

Reps

Rep appointments: WMAL-TV, Washington, D. C. to Harrington, Righter & Parsons, WMAL (AM) to McGavren-Guild, and WMAL (FM) to Walker-Rawalt... WJON, St. Cloud, to The Devuey Organization... WSOQ, Syracuse, to The Bolling Co... WNEB, Worcester, to Bill Creed Associates, for New England sales... WGCM, Biloxi-Gulfport, WOOW, Greenville, WGTA, Summerville, and WROY, Carmi, to Hal Walton & Co... WIXI, Birmingham, to Elisabeth M. Beckjorden... WJAR, Providence, to Katz, effective 1 March.

PEOPLE ON THE MOVE: Richard L. Freeman succeeds William Morgan as manager of the Detroit office of Adam Young, covering both tv and radio; and Lewis S. Krone to radio account executive with Adam Young, New York... Eric Mart to assistant research director of the tv division of Edward Petry.

Film

Over \$500,000 may be involved in the purchase by Wolper Productions of the Paramount Pictures subsidiary, Paramount News.

Transaction includes the entire news film library throughout the world, which contains more than 10 million feet of film and covers every news event of the past 36 years.

New name of the company is Wolper Newsfilm Library.

Ray-Eye Productions has moved its tv commercial and film producing studio from Kansas City to Chicago (Evanston).

WASHINGTON WEEK

11 February 1963 / Copyright 1963

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

The Celler hearings on concentration of ownership of news media will begin on 13 March with FCC chairman Newton Minow who will be the first witness.

Other than these two facts, the long-delayed hearings remain just about as much of a mystery as ever. Rep. Emanuel Celler (D., N. Y.), chairman both of the House Judiciary Committee and the antitrust subcommittee which is conducting the probe, would say only that subsequent hearing dates and witnesses will be announced at a later date.

It is expected, however, that there will be hearings for two or three weeks at least from the 13 March starting date.

Celler has made it clear that he will consider the effect on the public of the dwindling number of independent editorial voices, and also what effect radio-tv competition has had in causing them to become fewer.

The Minow appearance means that the hearings will at least start off with another question which has bothered Celler since long before he came up with the idea for the current probe. That is the desirability of permitting newspapers to own broadcasting stations, especially in one newspaper-one station communities.

The FCC has warned stations that it has information some broadcasters serving substantially the same areas are offering combination rates to advertisers, and that it considers the practice illegal and contrary to the public interest.

FCC said there is in the practice the element of price fixing by independent parties who should be competing with each other, and although it concedes it doesn't enforce the antitrust laws, it says it has a duty to consider them in the course of its regulating.

Because advertisers should be assured benefits of free and open competition, and because broadcasters not parties to such agreements should be able to compete with individuals rather than combinations, the FCC concluded, stations engaging in the practice should stop it immediately.

Echoes of the Appeals Court decision holding that the FTC went too far in its order against the Palmolive "sandpaper" commercials were heard in General Motors and Libby-Owens-Ford battling against an FTC complaint against their "open window" commercials.

The court had held FTC should not outlaw all mockups, since the consumer buys the product and not the commercial, but only those which are actually false and misleading with respect to the character of the merchandise.

GM and LOF at FTC hearings here claimed there is no difference in filming through plate glass and through an open window in this context. The consumer does get glass which doesn't distort.

GM warned that the hearing examiner's order against the commercials would also be found to ban use of all substitutions in photography. The Appeals Court in the "sandpaper" case had objected to such an all-inclusive order, though upholding the FTC on the single commercial because Palmolive was found not to be able to shave sandpaper.

This case along with the FTC's eventual final determination in the remanded Palmolive case may do much to outline the rules for use of props and mockups in place of the real thing. This will be more definitely true if the final FTC rulings are again taken to court, and if the courts give rulings which are more exact and easier to interpret.

SPONSOR HEARS

11 February 1963 / Copyright 1963

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

One of air media's oldest oil accounts will be leaving the agency that has handled it for many years.

An old-line officer in the agency who controls the account is shopping around for a deal on it. He's more interested in a stock arrangement than a share of the account's commissions.

The NAB's code authority made an unusual request of Y&R's latest bra-girdle commercial for Sarong (International Latex).

The agency was asked to let the authority have a list of the 20 stations on which the commercials will be run for eight weeks to give the code official who okayed the blurbs a chance to test his judgment against the critical reactions, if any, of viewers.

After she'd been on the job for months, Y&R discovered that its traffic personnel included a daughter of Lever Bros. chairman W. H. Burkhardt.

Her name's Diane and Y&R has the P&G account.

If it happens it would certainly be the first of its kind in that field: the head of a rep firm is reported as exploring the matter of going public.

The stock issue, obviously, would be an over-the-counter one.

Agency hands specializing in the commercial vineyards have a suggestion for those who will have the task of negotiating new contracts with the Screen Actors Guild and AFTRA this fall.

It's this: instead of retaining a lawyer expert in union matters, they do a lot of homework in advance documenting the technicalities and economics of the business of commercial usage and thereby establish a stronger position to counter illogical and spurious positions taken by the talent spokesmen.

The present SAG and AFTRA codes expire 15 November.

The passing years bring their own cluster of industry-minded individuals who tackle and articulate the problems of their business on a broad plane—most often through trade associations and kindred groups.

In advertising, such a list of "solid citizens" nowadays would have to include:

NAME	CONNECTION	NAME	CONNECTION
Charles Brower	BBDO	Thomas McCabe, Jr.	Scott Paper
Al Brown	Best Foods	Ray Mithun	Campbell-Mithun
John Burgard	Brown & Wmson.	Niles Peebles	Shell Oil
Fairfax Cone	FC&B	William Steers	DCS&S
E. L. Deckinger	Grey	David Stewart	K&E
Edwin Ebel	General Foods	Norman Strouse	JWT
Clinton Frank	Clinton Frank	Arthur Tatham	Tatham-Laird
Marion Harper	McCann-Erickson	Walter Weir	Donahue & Coe
William Lewis	K&E	Alfred Whitaker	Bristol-Myers

Headed by Fred Olsen, Ray-Eye Productions is producer of "Builders Showcase," the half-hour series syndicated in 31 markets.

Four Star Distribution, which came into being late last summer to distribute five Four Star off-network series, is putting out expansion feelers.

Vice president and general manager Len Firestone says his firm is in the market for feature films and cartoons in order to put Four Star in a better competitive position with other companies syndicating a varied product.

Happy anniversary: On 15 April 1953, ITC's half-hour series, "Ramar of the Jungle," made its New York premiere on WPIX. Ten years and 17 runs later, the same series, still on WPIX, is the top-rated program in its time period (5 p.m.), according to Arbitron.

New affiliates: WKBN-TV, Youngstown and KVAL-TV, Eugene, have become subscriber members of Television Affiliates Corp.

Financial report: The Wrather Corp. reported net income of \$405,279, or 23 cents per share for the six months ended 31 December, as compared with \$310,504 or 18 cents per share for the comparable 1961 period. Gross income for the six month period for 1962 was \$6,157,293 as compared with \$6,142,145 for the corresponding period in 1961.

New properties: Jim Bishop will host and narrate a half-hour tv actuality series in the Official Films hopper, tentatively titled "Men at War." The big battles of World War II will be covered by Bishop, author and newspaper columnist.

Sales: Twentieth Century-Fox TV's Century I package of 30 feature films to WABC-TV, New York, the 23rd U. S. station to purchase the films . . . KSL-TV, Salt Lake City, has become the 24th station to acquire all 211 Warner Bros. and 20th Century Fox feature in Seven Arts' volumes 1-5. Volume 1 is now in 133 markets, volume 2 in 108 markets, volume 3 in 90 markets, volumes 4 and 5 in 53 . . . King Features Syndicate sold its

new cartoon "Trilogy" to the six Triangle Publishing-owned tv stations, WTTV, Indianapolis, KIRO-TV, Seattle, and KSL-TV, Salt Lake City, raising total markets to 18 . . . WBC Productions' "The Steve Allen Show" to WTVW, Evansville . . . MGM-TV sold four series and 187 cartoons and short subjects to Emilio Azcarraga's Tele-sistema Mexicano network . . . KHJ-TV, Los Angeles, bought 131 more Seven Arts' "Films of the 50's." . . . Four Star Distribution Corp. announced eight new film

sales of "The Detectives," "Dick Powell's Zane Gray Theater," and "Stagecoach West."

PEOPLE ON THE MOVE: Richard C. (Joe) Clarke to executive producer and Max Dutch to sales executive of Fremantle (Australia) Pty. Ltd. . . . Herbert R. Banquer to vice president in charge of foreign operations for United Artists Television, and vice president of United Artists Associated . . . Lee Goodman to Sarra, Inc. as vice president in charge of production.



John McGowan, of Peters, Griffin, Woodward, gives Bruce the "club hat"

Bruce Curtis, of Leo Burnett, joins the Tricorn Club

Membership in the Tricorn Club stands for professional savvy about North Carolina's Golden Triangle Market. Bruce got tapped by correctly answering these two profound questions: (1) What is the Golden Triangle Market? (2) What is North Carolina's No. 1 metropolitan market in population, households and retail sales? In case you're pining to make this elite fraternity, the answer to both questions is the combined three-city "golden triangle": Winston-Salem, Greensboro, High Point. You'll pass if you also know North Carolina is our 12th state in population. So — what does knowing the No. 1 market in the No. 12 state add up to? A sure sales scoop for clients. Maybe a raise from the boss. At the least, an official hat from the Tricorn Club.

Source: U. S. Census

WSJS TELEVISION  
WINSTON-SALEM GREENSBORO / HIGH POINT

RESEARCH KEY TO GROWTH

(Continued from page 35)

schedules purporting to offer maximum coverage and top frequency of children in the New York market. Mrs. McKenna, however, went further and commissioned ARB to analyze the proposed schedules for reach, average frequency and frequency by quintiles. What emerged was a thick booklet filled with figures that showed WNEW had about one-third more child impressions per week, higher unduplicated coverage and better average and quintile frequency, as well as other favorable data.

The \$250,000 Bosco billings went to WNEW-TV. Research cost: something less than \$1,000.

Research also proved to be a potent weapon in another special project aimed at Chock Full o' Nuts spot billings. When asked to give serious consideration to WNEW-TV for its 1962 spot schedule, Chock replied that it would,

but that WNEW was unlikely to be included because the company felt that while the station would add frequency it would concentrate on a minor fragment of the tv market.

Mrs. McKenna undertook a special study which, when completed, indicated that a schedule that included WNEW would give Chock 4% more unduplicated homes with 29% additional frequency in four weeks with a material improvement in cost-per-1,000 home impressions. The study also uncovered a variety of other factors operating to WNEW's advantage.

As a result, Chock Full o' Nuts was well represented on WNEW in 1962.

Data is basic. "I can't recall that we have ever flunked out on a special research project," Mrs. McKenna said with quiet satisfaction. "We know we have good media. All we need is a chance to prove it."

It is Mrs. McKenna's contention that 80% of the media salesman's argument rests on the research data he can provide. "The only way a medium can demonstrate its worth is by research," she declared. "We can't ask people to believe that we are honest. We have to show them proof."

Mrs. McKenna believes in a straightforward approach to research. "We just present the facts as they emerge, whether they are favorable or unfavorable to our interests. We don't believe in glossy, four-color brochures. We'd rather spend the money on more research." We are constantly pressing for better measures of our product."

She also is pressing for data to fill the research vacuum that exists in many parts of the country. "In places like Decatur and Peoria there just isn't enough information available for us to work with. Even in Washington, D. C., research is dragging its foot with old and in-

NEWSMAKERS IN RADIO/TELEVISION ADVERTISING



Dan Lindquist, tv commercial producer for Guild, Bascom & Bonfigli for the past five years, has been named broadcast production manager of the agency's Hollywood office. Prior to joining GB&B in 1957, Lindquist was head of production at KCOP-TV, Hollywood. Previously, he was an art director and film director there.

Charles R. Denny has been named vice president and managing director, RCA International Division. He succeeds Douglas C. Lynch. An RCA vice president since 1958, Denny has served RCA and its wholly owned subsidiary, NBC, in various executive positions. Before joining NBC in 1947, he had been chairman of the FCC.



Joseph P. Costantino, promotion director of KTVU, San Francisco-Oakland, has been named general chairman for the 1963 Broadcasters Promotion Assn. Convention to be held in the Bay City 17-20 November. Over 400 radio-tv promotion managers are expected at the meeting, which is the BPA's first on the Pacific Coast.



efficient techniques. We are willing to spend \$100,000 to get Arbitron in Washington, but we haven't been able to get it."

As far as Mrs. McKenna is concerned, there has never been a wasted research dollar spent at Metromedia. "Research always pays back more than it gets, both in sales and in improved programming," Mrs. McKenna asserted. "Every time we complete a research project, we have a better product to offer the advertisers."

"The key to our research philosophy here at Metromedia," Mrs. McKenna declared, "is that nothing is impossible to measure. We are willing and even eager to give everything a try."

Mrs. McKenna has earned a considerable reputation as a pioneer in media research. One project she was especially pleased with was in initiating quintile analyses for an independent tv station. "Most people thought that an independent

station had high coverage of a small segment of the market, but quintile analysis showed that we could equal the best in prime net carriers. This was an earth-shaking revelation, and nobody wanted to believe it. But we had the Nielsen figures to prove it."

Mrs. McKenna has spearheaded a drive toward new and improved methods of counting outdoor reach and frequency and has proposed a technique which will enable measurement of outdoor audience composition for the first time. It was Mrs. McKenna who was one of the first to suggest to Pulse the study for measuring the real reach and frequency of radio audiences. She also has pioneered research on short-wave radio audiences.


"Mary McKenna is not locked up in an ivory tower," Kluge commented. "She and her department have created at Metromedia a firm belief in research as a powerful selling tool. People who have

worked with her research have found that they can rely on it.

"Despite the fact she is a woman in a man's world, Mary has earned the respect of the entire media fraternity as one of the top research executives in the country."

Through the efforts of Mrs. McKenna's department, Kluge explained, Metro hopes to establish a "New York Times type of reputation for honest reporting. We realize we still have to earn that reputation," Kluge continued, "but we will spare no expense in money or patience to achieve it."

Kluge believes in research that will describe the values Metro has to offer to advertisers, but he is strongly opposed to research that attacks competitive media. "At Metro," he said, "we present the facts as they are, and let the chips fall where they may."

"Our credo here is, 'never let our promises exceed our performance.' Research enables us to live up to this credo." 



Fred Frost (l), Mark Strook, and Robert Hussey have been elected vice presidents at Y&R. Frost joined Y&R in 1944 as a radio commercial writer and was most recently supervisor of tv films. Hussey has been manager of talent in the agency's Hollywood office and will now be associate director of programing. Strook joined the agency in 1962.



John R. Rockwell, marketing services director of Doherty, Clifford, Steers & Shenfield, has been elected executive vice president. He also is a member of the board of directors, chairman of the marketing plans board, and supervisor on several accounts. Rockwell joined DCS&S in 1952, starting in the media department.

John M. Fouts, sales director of WHAS, Louisville, has been appointed manager of the Detroit office of Henry I. Christal Co., effective next month. A former director of the Sales Executive Club of Louisville, Fouts joined WHAS in 1950 and was promoted to sales director in 1952. He is a graduate of the University of North Carolina.



Ben Margolis has been elected a vice president of Television Advertising Representatives. He joined TvAR in 1961 as administrative assistant after serving with CBS since 1927. At TvAR, Margolis has made significant contributions "in the philosophy and practical application of rates and pricing for spot tv" and in administration.



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

BECAUSE THE TIMEBUYER IS KING

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

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

timebuyer is king.

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

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

a service of
S P O N S O R

WSB WINS AWARD

(Continued from page 33)

that the Foundation would become associated with the group at a national level. The necessary legal arrangements were made through Sydney Kaye's law firm, and in the summer of 1961, the Broadcast Foundation, Inc., became a wholly owned subsidiary of Broadcast Pioneers'.

The Foundation's fund is administered by a nine-man board, Quaal explained. This board, comprised of Broadcast Pioneers officers, is responsible for decisions concerning fund administration.

"Operated entirely on a business-like basis," Quaal points out, "the responsibility for accounting to members is in the hands of an auditing firm."

Thus far in the Foundation's short history, three individuals unable to help themselves have been aided by the fund, says Quaal. They include Clem McCarthy, who spent his last days in a west coast sanitarium with a prolonged illness; a station salesman in a major market; and the widow of a notable technical figure in television.

Fund's goal. The immediate goal is to achieve a reserve of \$100,000. He feels that in the short lifetime of the fund effective headway has been made toward that goal. The Foundation's ultimate aim is to invest \$75,000 as a working reserve. So far contributions have been encouraging, Quaal reports, and bases his enthusiasm on the fund's three year progress, as compared to the 40-year achievement of the Motion Picture Fund (established for the same purpose) which now totals \$500,000.

The bulk of contributions to date have come from the "Mike Awards" dinners; the Hearst Foundation; H. B. Kaltenborn (founder of Broadcast Pioneers', who has contributed personally); Edward Petry & Co.; WSAU AM-TV, Wausau, Wis.; and from individual contributions, many in lesser amounts of around \$25. ■

CHANGES IN SPOT URGED

(Continued from page 27)

tions and reps agree wholeheartedly, but they also point out that with today's vogue for shorter cam-

paigns, a two-week guarantee would verge on converting preemptible spots into fixed-positions.

An appreciable number of spot campaigns now are planned in flights as short as two, three, and four weeks, and a blanket protection would appear likely to give the short-term buyer of p-e spots an unfair advantage.

Thus, when the rep or station is confronted with demands for a guarantee, the reply is certain to be that it's unworkable. And on another level, the policy-makers have a more basic objection: that the buyers, wittingly or not, are trying to distort the essential nature of spot television.

Audience levels. In this view, the 4A's are making two suggestions, each of which might separately have some merit but which combined are unacceptable. The coupling of uniform notice of preemption together with a guaranteed run adds up to a package of "stable time." When the semantics are stripped away, what's left is spot time sold on a fixed position at a fixed price—or, television, circa 1953.

"The preemptible spot," claim these proponents," is the only device that we've yet developed to bring flexibility into the price structure. It's needed, not for discounting and dealing (though it is widely used for this) but for the quick adjustment of costs to changing audience levels."

Is this a case of rarified thinking? Its advocates suggest, instead, that it's only commonsense when seen in the perspective of tv development.

Their understanding is that tv selling grew up, more or less *ad hoc*, on the broad-time principles derived from network radio. There was a nighttime tv rate which, perhaps sub-consciously, was arrived at in the belief that shares-of-audience were reasonably stable. ("Measurement techniques," as one researcher wryly recalls, "were slightly intuitive...")

With the evolution of two networks, followed slightly later by a third, and the consequent turmoil of programing and counter-programing, viewing habits could no longer be taken for granted. Con-

currently, the measurement techniques were both expanded and refined—completing the ingredients for a revolution in time sales.

Fortunately or unfortunately, the revolution hasn't arrived. The spot structure is still primarily based on the highest audience levels within a broad time period. The downward fluctuations within the base (and the troughs now tend to occur more frequently, more sharply, and with less advance notice) are—in the major markets where competition is toughest—often adjusted by means of the preemptible spot.

Simpler rate cards. "It's a left-handed way of doing things," says a rep, "but it's really the same as selling a magazine or newspaper insertion. Print rates are based on lowest, ROP schedule; if you want preferred position then you pay more. In tv, it's merely reversed; we take the highest rate as the norm, and make special arrangements for the less-desirable 'positions'."

The preemptible spot is, of course, a complicated way of handling the problem. It makes the rate-card simpler, in theory, yet in practice it becomes one of the most time-consuming and irritating of the buyer's chores. That's why there is a good deal of sympathy among stations and reps for the purpose of the current agency recommendations. To achieve the desired effect, however, will (in the sellers' view) take more than just a modification of p-e terms.

"It's the nature of the beast," says Katz v.p. Daniel Denenholz, "since advertisers and agencies seem obsessed with cpm and expect stations to adjust their rates to match competitive cpm figures. Considering the static limitations of rating reports, all concerned: agencies, advertisers, and stations, in

RADIO SALES DEPARTMENT MANAGER WANTED

Desire experienced, family man who seeks permanent position. Opportunity for advancement. Send application, references and background information to F. Robert Woodward, Jr., General Manager, Radio Station KOTH, Dubuque, Iowa.

my opinion place too much emphasis on cpm variances from rating-report to rating-report.

"But the condition is with us, all of us, and it contributes enormously to the complications of today's rate structures. We can only cross our fingers and hope that, with the growing awareness of these problems on the part of all concerned, television rate structures won't become more complicated."

YELLOW PAGES ZOOM

(Continued from page 29)

the marriage of the unusually effective copy line and visual was a natural attention-getter in practically all media. Starch readership of print ads has been unusually high. Radio and television commercials can take credit in large measure also, for the high level of awareness. "Particularly, in television, it was most effective," Minor said. "As a visual, it certainly went over big."

The first appearance of the new theme in national media came on 19 January ('62) on the Bell Telephone Hour with a C&W one-minute color tv commercial.

The color spot won many plaudits from editors, film festival judges and, yes, rival advertising agencies. At the American Film Festival it was singled out as one of the finest commercials of the year. It was entered by Farkas Films, production house, in the Venice Film Festival and Eastman Kodak used it in its ad series on "Film Does the Unusual."

Praise from rival agencies.

Agency executives were more than ever convinced that they had a hit on their hands when they learned Foote, Cone and Belding used the "Walking Fingers" commercial in a Creative Seminar as an example of excellent creative conception, writing and production.

Additional honors will be heaped on C&W staffers when the commercial finds its way into the pages of "Modern Advertising" to be published shortly by McGraw-Hill. The author, Prof. H. W. Hepner of Syracuse University describes it as an "outstanding commercial worthy of study by students of advertising."

And it is common knowledge in the communications sphere that

when performers start making parodies and basing sketches on an advertising theme, you've arrived, so to speak. This happy lot befell the creators of the "Walking Fingers" theme last spring when Garry Moore collected a sparkling Japanese take-off on the Yellow Pages and the "Walking Fingers" theme.

Where the "Walking Fingers" theme will end, no one can predict, but one thing appears certain. The "Walking Fingers" undertaking has generated an astounding degree of awareness, all agree, and this year will see it grow even greater in its impact on consumers. Moreover, it is agreed among many informed observers, that the favorable reception accorded the "Walking Fingers" by the consumers of the land, will have a profound affect upon management leaders who play a major role in the advertising, marketing and/or sales decisions of firms whose products or services are sold nationally or regionally.

The philosophy as enunciated by both C&W and its client, Yellow Pages, is that Yellow Pages was now firmly established as a directory medium and looked upon with high esteem by advertisers, especially on the local level. A tremendous breakthrough, however, occurred two years ago when Yellow Pages presented itself as an inviting marketing/advertising tool for national advertisers. For the first time in its history, display advertising in all or part of more than 4,000 directories could be bought with one contract through one contact point and from one central location and one monthly bill.

Broad circulation basis. Briefly, the purchase of directories in two or more telephone company areas under a single contract was called National Yellow Pages Services and could henceforth be looked upon as an important national advertising medium in that it provided a directional and selling service on a broad circulation basis.

As proponents of NYPS see it, the medium has unique characteristics—attributes which do indeed distinguish it from all other media. This is the way they see it: 1) It provides national advertising with a penetration down to the level of individual dealer, his address and

phone number; 2) it extends the benefits of display and product advertising at dealer level; 3) it generates for advertiser/users its own merchandising in two areas; first, through the advertising and promotion of Yellow Pages by the telephone companies, and secondly, through the Yellow Pages references by national/regional/local advertisers in their own advertising and promotion copy; 4) NYPS is also a *selling* medium; 5) NYPS also has point-of-sale effectiveness and 6) because of the referral characteristic of the directory medium, is not competitive with other media . . . and actually *complements* other national and local media.

Salesmen for the Yellow Pages, including the Reuben H. Donnelly Corp., which is the authorized directory advertising sales representative of the New York Telephone Company and several other telephone companies, do not sell space in competition with other national media.

NYPS salesmen, moreover, will shortly have additional information on the effectiveness of their medium, according to C&W staffers.

"The Bell System is planning to undertake a major national study to determine how the consumer uses the Yellow Pages," Minor told SPONSOR. "The survey will seek to determine frequency of usage by Yellow Pages headings and by the standard media demographic breakdowns. This will provide us with Yellow Page usage information on a national and regional scale that will be helpful to the national and regional advertisers."

Last year, the effectiveness of the "Walking Fingers" theme on television was demonstrated by the spot schedules bought by the local operating companies.

The evidence now in seems to indicate that the "Walking Fingers" campaign is indeed off to a galloping start and that in this year's advertising plans, broadcast media, notably television will play a dominant role. One fact is certainly ineluctable: the "Walking Fingers" theme has apparently become entrenched in the public's consciousness.

SELLER'S VIEWPOINT

By Carl Schuele
President
Broadcast Time Sales

A peek at radio's future

What year is this? (a) 1965?
(b) 1975? (c) 2000?

What year is this? (a) 1965? (b) 1975? (c) 2000? *Radio stations . . .* have each found their 'niche' and are no longer fighting among themselves. Management finally discovered the value of unified efforts. They've also learned to become an active member of the client's local sales staff. The fact that radio is able to deliver exactly what clients want has played an important role in the current success of the medium. It seems impossible to believe that only a short time ago, radio billings accounted for a mere \$500,000,000 a year! Who would ever believe that in 1962 national advertisers, all combined, spent only about \$1.00 per working set per year?

Listeners . . . continue to purchase new radios at the rate of 20,000,000 a year. Radio came back to the living rooms as a result of fm stereo, described as "swimming sound." Children have discovered wonderful programs which can be enjoyed while playing at the same time. Music, news, and sports continue to lead in popularity—but programs with imagination-appeal are gaining rapidly. Entertainment programs on radio delight millions and millions weekly—especially the comedy shows. Remotes have cap-

ured the imagination once again as listeners drop off to sleep to the live music of the big bands from famous places. All night "sleep teaching" courses are one of radio's major contributions to adult higher education.

Radio set manufacturers . . . are constantly amazed at the demand for radios. Why, they're selling at the rate of two per second of the normal business day—that's 64,800 a day! 388,800 a week! 1,684,800 a month! Over 20,000,000 a year! What a business

Rating services . . . once used merely to measure the estimated radio audience, are now reporting many more valuable statistics, like:

- (1) Interviews with local advertisers.
- (2) Characteristic differences in audiences by station.
- (3) Results per dollar invested in radio by product movement studies.

Agencies . . . are recommending radio as a primary medium to all clients who want to sell more goods at lower cost. They have discovered a method of handling radio budgets at their normal 15%—and make a fair profit. They enjoy working with radio people and have found them extremely cooperative and



Carl Schuele is the founder and president of Broadcast Time Sales, radio representative firm which he began in Los Angeles ten years ago. Schuele is now stationed in his company's New York headquarters, but has worked various cities as his company opened new branch offices. He examines in the article above what would happen were radio evaluated in terms of its basic qualities.

well grounded on how best to sell the client's product to 'their' listeners. Some advertising agencies are specializing in radio exclusively.

The radio timebuyer is respected highly. Other agency staffers still wondering how this happened—years ago the buyer was an extension on the calculator, now he's a key executive! They also wonder how a radio buyer can possibly know so much about so many stations (the answer, of course—he has been learning for years, but very few recognized his true value).

General advertisers . . . are getting better results since exposure took a back seat to on-target salesmanship. The whole thing started when the bellwethers were caught in a profit squeeze and demanded that wasted coverage be eliminated. Research taught them exactly who their prospects were (women buy soap—why pay so dearly for male circulation?). Radio was the one medium with the necessary flexibility and it was able to produce programs for special prospect-filled audiences. Among the outstanding examples are: Dr. Smock's Baby Care (Johnson & Johnson, Clapp's Baby Foods), *Secretaries Daily Guide* (Royal Typewriter, The Wyrig Line, steno bks.), *Mechanics Helper* (Craftsman Tools, Lava Soap), *AMA Journal of the Air* (Pfizer Chemical, Bayer Aspirin).

Product salesmen . . . have welcomed radio as a fellow member of the sales staff. They now have the answer to "What have you done for me lately?" Radio is local, just as their prospects are. They've found that every prospect they have is a radio listener, and here's radio driving home the old sales message as a reminder. Salesmen on-the-road fully appreciated the following of the local Radio announcers. They recommend a product and in pour the orders.

Radio reps . . . are no longer in business—they've all earned (and I do mean earned the *hard way*) so much money they're now enjoying a life of luxury.

What year is this? How the hell do I know—sure hope it's soon! You know what, though? Everything mentioned on this page is sure to come, it's just a matter of selling the greatest product-mover around . . . radiol!

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SPOT-SCOPE

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

Color tv spots will play a prominent role in the expenditure of \$1 million coast-to-coast by Earl Scheib, Inc., of Los Angeles, operator of auto paint shops in 42 markets.

Scheib, through its Los Angeles agency, Stahl, Lewis & Patton, is seeking out spots in color movie programs and is shooting all the spots in color, many of them in the cities where the firm has outlets.

Spot radio will come in for a 10% share of the total budget.

Stahl, Lewis & Patton, incidentally, is also preparing color tv spots for another L.A. client, Vic Tanny Gym and Health Clubs.

Although spot tv buying has hit a snag in the Chicago area—a condition considered normal for this time of the year—action has not come to a complete halt. Routine buys are being made by a number of top advertisers. For example: Wrigley (Meyerhoff) is adding a few additional markets; Mogen David (Weiss) is buying; P&G's Head & Shoulders (T-L) is continuing its market-by-market push, recently entering the Midwest.

SPOT TV BUYS

General Foods four-week campaign starts 18 February for its Yuban Coffee. Schedules call for nighttime minutes and chainbreaks. Benton & Bowles, New York, is the agency. Peter Hansen is the buyer.

P&G is picking up prime and fringe minutes for a campaign to push its Drene and daytime minutes for its Tide. Both campaigns will begin as soon as possible and will terminate 30 June. The agency for both products is Compton, New York. Dick Brown is doing the buying on Drene and Ron Masterman for Tide.

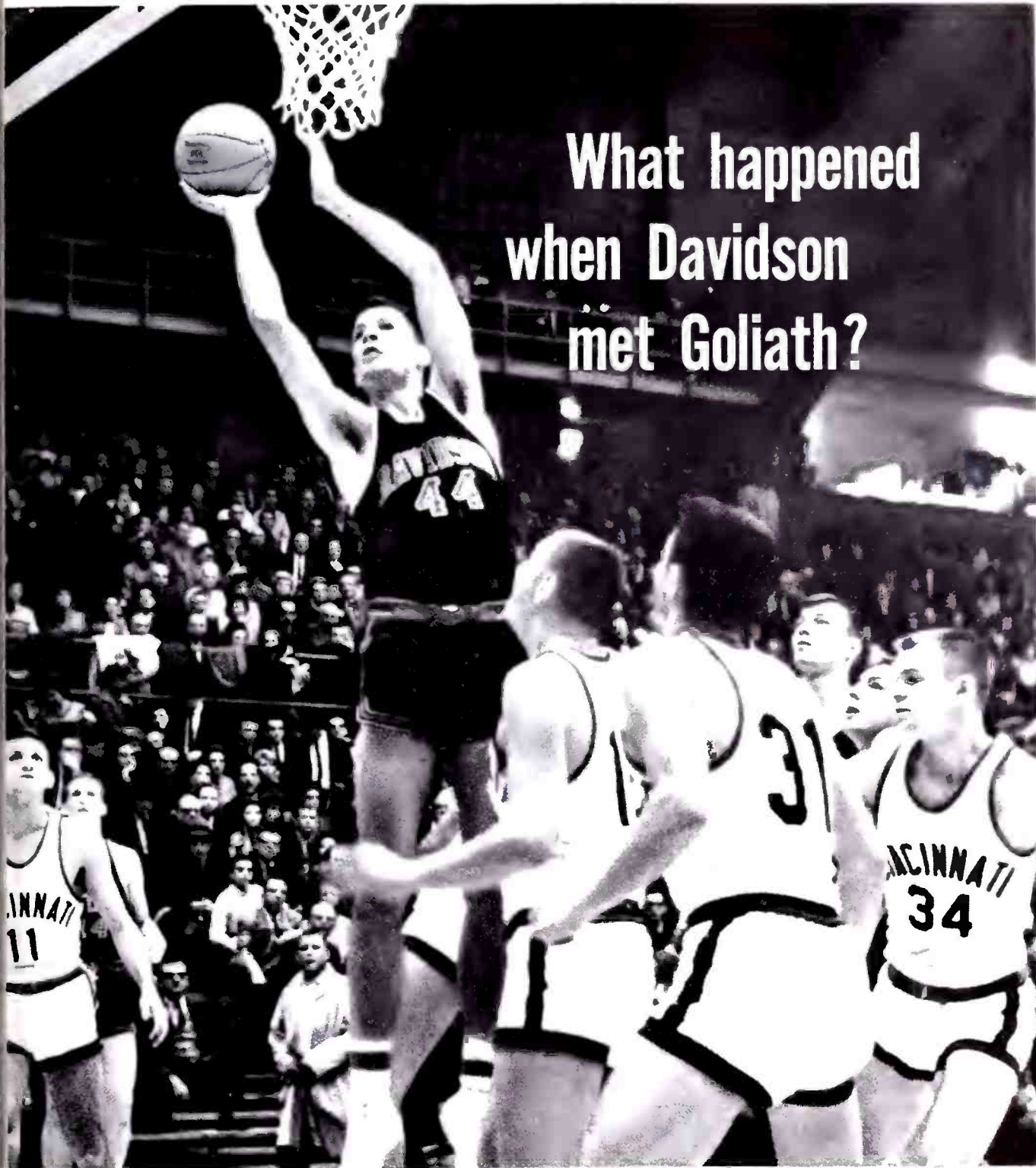
Food Manufacturers, Inc., is buying nighttime minutes slotted in adult audience time periods for a six-week campaign for its Uncle Ben's Rice. Starting date for the campaign: 24 February. Ted Bates is the agency. The buyer: Jim LaMarca.

Lever Bros. is readying a 35-week campaign to woo the women's audience for its Handy Andy. Schedules call for early and late evening minutes. Starting date for the campaign is 3 March. J. Walter Thompson is the account's agency. Herb Moscowitz is doing the buying.

General Foods eight-week campaign for its Gaines Burgers starting 24 February. Nighttime minutes and chainbreaks will carry the commercial messages. The agency: Young & Rubicam. Roger Jones is the buyer.

SPOT RADIO BUYS

Ford Division next week launches the first of two campaigns in the top 30 markets. The first flight, scheduled to run through mid-March, will push Ford's Monaco slogan. The second will push parts and services. The second flight is scheduled to run through the end of April. Buying is being done by the Ford group at J. Walter Thompson.



What happened when Davidson met Goliath?

Even come what did, a lot of WSOC-TV viewers went to bed warm and satisfied.

It happened this way:

Tiny Davidson (N. C.) College, a thousand students thereabouts, and a love of nearby Charlotte, had knocked off nationally ranked big Duke U. Next on schedule, giant No. 1 Cincinnati in Ohio. And the faithful dreamed.

Alas, the vision did not come true. Davidson lost. But the fans won, for in a special telecast direct from the Bearcat fieldhouse, WSOC-TV had brought the game to thousands of Carolina supporters.

Good public service programming in every area of public interest is a forte of Charlotte's WSOC-TV. Wins fans for the station—and its advertisers, too.

WSOC-TV

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

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

THE DEADLINES THAT NEVER END

News-makers and decision-makers are not clock-watchers for the news can and does break at any time. Total news coverage, therefore, is definitely out of the 9 to 5 job category. It's a demanding task for talented and dedicated professionals.

We have these people.

WCAU Radio News and the CBS News staff with its hundreds of reporters throughout the world, including the world's top correspondents, enjoy the challenges of reporting constant change; meet the deadlines that never end.

OUR LOG:

Nearly 300 WCAU Radio and CBS News broadcasts weekly, including news on every hour • CBS Radio NetALERT around the clock • WCAU NEWS CONFERENCE at 12:15 PM daily with listener phone participation • Two hours of news, sports, and commentary nightly at 5 on EVENING EDITION • Two WCAU Radio-Atlantic Refining GO PATROL helicopter teams with a minimum of 18 daily traffic and road condition reports • Two weather services providing special long-range and local forecasts • WCAU Radio editorials on matters of community importance

TOTAL NEWS COVERAGE...one of the major reasons why WCAU Radio is the information and entertainment center in Philadelphia

WCAU RADIO

The CBS Owned Station in Philadelphia
Represented by CBS Radio Spot Sales

