

SPONSOR

THE WEEKLY MAGAZINE FOR ADVERTISERS USE

19... / \$8 a year

CHILDREN'S CENTER
 100 ROCKEFELLER PLAZA
 NEW YORK, N.Y. 10101-1684
 U.S.A. POST OFFICE PERMIT NO. 274
 NEW YORK, N.Y.

**NEW-TO-NETWORK
 TV ADVERTISERS
 ON INCREASE** p. 29

**4A booklet seeks
 'valid' measuring
 of audience** p. 33

Keep close to your customers with Spot Radio

...lling floor wax? Reach her with Radio now—while
 ...e's using the product. Spot Radio can "position"
 ...ur message at the most opportune time. Put a
 ...gh gloss on your sales with Spot Radio on these
 ...tstanding stations.

B	Albuquerque	WTAR	Norfolk Newport News
B	Atlanta	KFAB	Omaha
R	Buffalo	KPOJ	Portland
N	Chicago	WRNL	Richmond
N	Cincinnati	WROC	Rochester
OK	Cleveland	KCRA	Sacramento
AAA	Dallas-Ft. Worth	KALL	Salt Lake City
FR	Denver	WOAI	San Antonio
IL	Duluth-Superior	KFMB	San Diego
IC	Houston	KYA	San Francisco
AF	Kansas City	KMA	Shenandoah
RK	Little Rock	KREM	Spokane
IZ	Miami	WGTO	Tampa Lakeland Orlando
TP	Minneapolis St. Paul	KVOO	Tulsa
	Mountain Network		Radio New York Worldwide

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

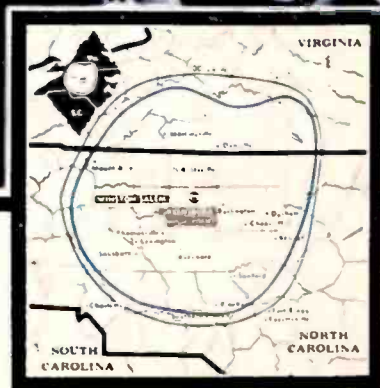
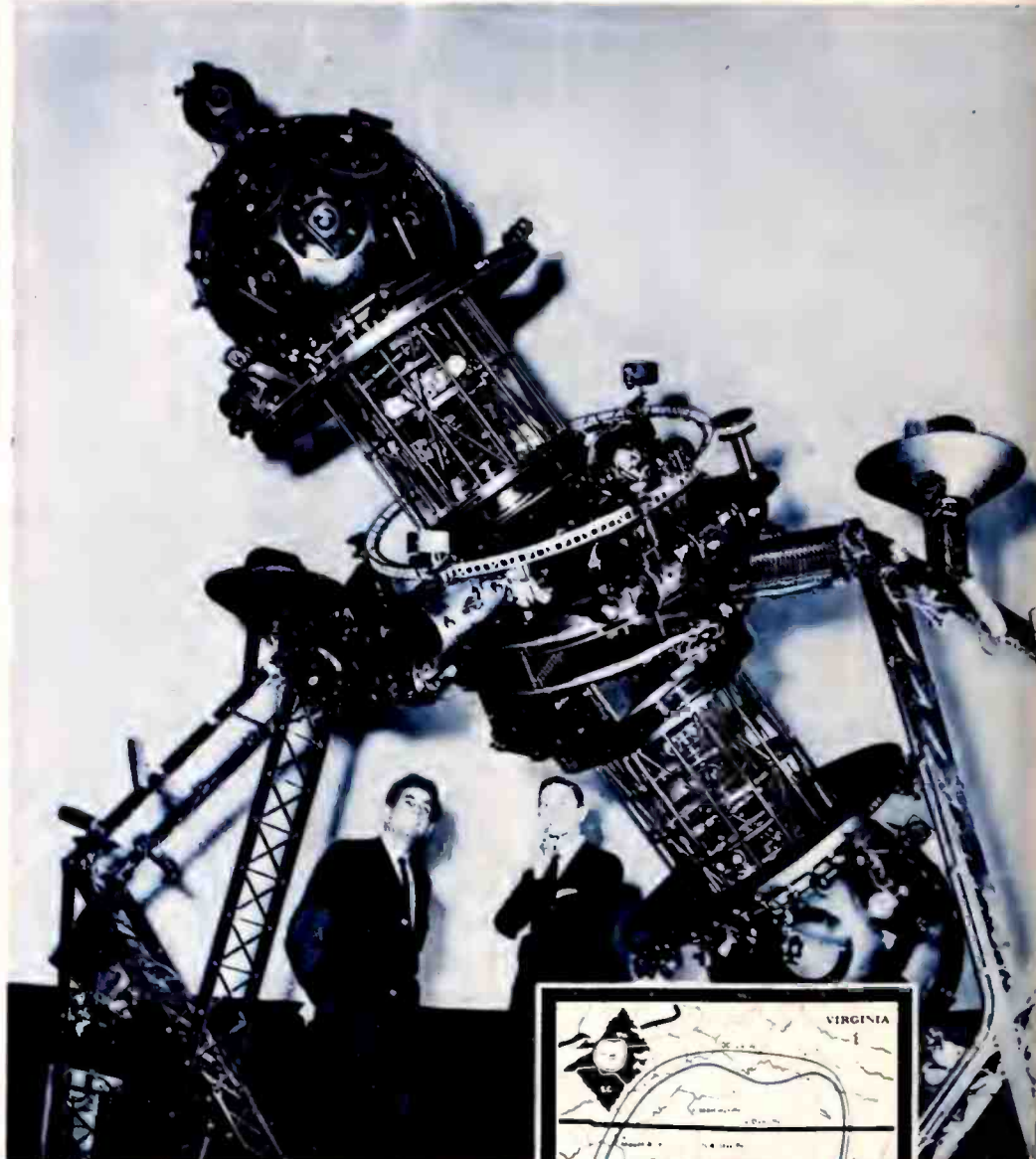
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS
 PHOENIX • LOS ANGELES • SAN FRANCISCO • ST. LOUIS





in

CHAPEL HILL



THE SOUTHERN PART OF HEAVEN is how a noted illustrator describes the unique charm of Chapel Hill. Home of the University of North Carolina, Chapel Hill is both village and thriving community . . . cultural center and pleasant place of business . . . small town living and cosmopolitan thinking. Here WFMY-TV weatherman Dave Wright views the heavens at Morehead Planetarium, one of six in the western hemisphere and first in the world to be part of the equipment of an institution of higher learning. Astronauts also study the stars here. Along with cultural attractions, traditions and sprawling campus of over 100 buildings valued at \$75,000,000.00, people also remember Chapel Hill for its gracious way of life, which moved Thomas Wolfe to write, "It's got every other town beat all holler". Chapel Hill — typical of the eager, spirited 51-county area that looks to WFMY-TV for CBS and local interest television programs. Chapel Hill — a nice place to visit, but you wouldn't want to leave there.



wfmy-tv

GREENSBORO, N. C.

"Now In Our 14th Year Of Service"



Represented nationally by Harrington, Righter & Parsons, Inc.

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINAS

DON'T MISS MICHIGAN



...where Carol Jean Van Valin (Miss Michigan '62) delivers the cream of the beauty vote. Check the tally sheets in ARB and Nielsen...they prove you will miss Michigan without WJIM-TV...for over 12 years the best sales route in that rich industrial outstate area made up of LANSING - FLINT - JACKSON and 20 populous cities...3,000,000 potential customers... 748,700 homes (ARB March '63) ...served exclusively by WJIM-TV.

If you package it, can it or bottle it, ask your Blair man how to milk-the-most out of Michigan.



Strategically located to exclusively serve LANSING FLINT JACKSON
Covering the nation's 37th market. Represented by Blair TV WJIM Radio by MASLA

WJIM-TV

!mirai

1. Los Angeles metropolitan area Spanish-speaking population: 900,000 plus

2. Average yearly income: \$800,000,000

3. For automotive products: \$72,540,000 annually

4. For food products: \$434,700,000 annually

YOU CAN HAVE YOUR SHARE!

72 National Advertisers on Spanish-language KWKW reach approximately 277,880 Latin-American homes per week at a CPM of \$0.72. KWKW's 5000 watts speak the language convincingly to a loyal audience. KWKW has 20 years' proof waiting for you!

KWKW 5000 WATTS

Representatives:
N.Y.—National Time Sales
S.F.—Theo. B. Hall
Chicago—National Time Sales
Los Angeles—HO 5-6171



SPONSOR

19 AUGUST 1963

VOL. 17 No. 33

Key Stories

- 29** NEW-TO-TV ADVERTISERS SPRINGING UP
Wide assortment of network and spot tv spenders range from fire retardant sprays to encyclopedias
- 33** 4A's CRITICAL FORAY INTO RADIO RESEARCH
Agency association issues booklet aimed at helping to evaluate and improve measurement techniques
- 34** BEER KEEPS ON SINGING AND SELLING
Brands like Carling and Bud find that music is a potent aid in fixing the message
- 36** OLYMPIC GAMES COVERAGE DRAWING SPONSORS
Six clients sign for international contests on tv; NBC closes with Japan group for summer reports
- 39** BOLD-FACE LISTINGS: A NEW PROMO IDEA
Giant advertisers sign up for National TV Log service, offering them bold-face listings in 31 newspapers
- 40** CALGON GOES TO ROME FOR NEW COMMERCIAL
Spot and network television campaign for bubble bath uses Bernini Eternal City font as background

Sponsor-Week

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THE DONNA REED SHOW



THE RIFLEMAN



BEN CASEY



WAGON TRAIN



THE PHIL SILVERS SHOW



BURKE'S LAW



THE GREATEST SHOW ON EARTH



THE JERRY LEWIS SHOW



THE LAWRENCE WELK SHOW



WSPD-TV AND ABC... WINNING PAIR IN TOLEDO

All of last year's winners from ABC together with an exciting new schedule for the coming season. This plus WSPD-TV's local programming and community acceptance make WSPD-TV a winner in Toledo.

*This same combination made WSPD-TV a winner in prime time last season.**

*ARB Feb - Mar. 1962

Represented by STORER TELEVISION SALES, INC. 

LOS ANGELES KABC	PHILADELPHIA WJZ	CLEVELAND WVU	MIAMI WTOG	TOLEDO WSPD	DETROIT WJLB	DETROIT WJLB-TV
NEW YORK W7N	MILWAUKEE WITI-TV	CLEVELAND WJM-TV	ATLANTA WYCA-TV	TOLEDO WSPD-TV	STORER TELEVISION SALES, INC.	

TV 5

SPONSOR 19 AUGUST 1963



H - R ?
KNOE now has CBS
at 540
Buy 'Em!

Because of the great number of sensitive political situations around the world which affect the lives of everyone in the booming Ark-La-Miss area, we felt it necessary to have more coverage on national and international developments. So we combined our own top local news, music and features with the worldwide facilities of the CBS network to provide the area we serve with even finer broadcasting service, and at the same time assure our clients a more effective medium for their sales messages.

KNOE
MONROE

**ONLY
STATION
THAT SERVES
ALL OF
NORTHEAST
LOUISIANA ...
NOW AT 540 kc /
... BEST frequency in La.**

PRIMARY 0.5

2.0

Reaches 28 Louisiana parishes
with bonus coverage of 28 counties
in Mississippi, Arkansas and Texas

a \$2.2 billion market

for details contact
H-R REPRESENTATIVES

KNOE
MONROE, LOUISIANA
540 KC 5000 WATTS
A JAMES A. NOE STATION
EDD ROUTT, GENERAL MANAGER

PUBLISHER'S REPORT

One man's view of significant happenings in broadcast advertising

A look at SPONSOR's editorial objectives

IT'S PLEASANT to note, as I talk to readers at stations and agencies throughout the country, that SPONSOR's constant efforts to provide a constantly improving editorial package don't go unnoticed.

It's "newsier," "livelier," "more vital," "more useful." I hear such comments often. It's nice after 17 years to still be known as "a hot book."

With SPONSOR's added emphasis on current happenings, one or two suggested that it might be helpful to restate our editorial purpose and how we differ from other publications.

So, exercising the prerogative of a publisher's column, here goes. SPONSOR is unique in that it is 100% edited to help the advertiser and his advertising agency understand, evaluate, use, and keep posted on broadcast advertising to the fullest.

Since SPONSOR is a national magazine it deals especially with tv and radio advertising information of national and regional interest—and especially national spot.

In its 17 years SPONSOR has gone from a monthly to a bi-weekly to a weekly as the dynamic evolution of its industry required. In the process it expanded from an almost exclusive diet of interpretive articles to a balanced stipend of interpretive articles and news.

But unlike some magazines SPONSOR doesn't try to cover the waterfront. SPONSOR readers are among the busiest people in the world. Our job is to select for them, each week, the essential information needed to keep them on top of the news. We want them to be fully confident that the news and trends vital to them will be found, expertly reported, analyzed, and interpreted, in each week's issue of SPONSOR. We want them to find fun in reading—so format and writing style are important, too.

We're constantly looking for ways to economize on their reading time. I've observed over the years, and in countless advertising offices, that a reader may receive seven or eight advertising trade magazines but regularly read only a select few. Our job is to make sure that SPONSOR is one of the "must reading" books.

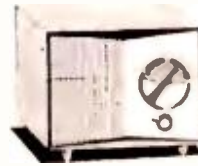
Thus, if you note a never-ending passion for improvement in SPONSOR it's because we recognize that there's always a better way to serve our reader and to strengthen his SPONSOR reading habit.

Right now we're considering a repackaging project that will enable our readers to read SPONSOR more easily and use it better while keeping the present editorial content intact. It's part of our perpetual policy of improving SPONSOR's service.

Norm Glenn

WPTR
ALBANY-TROY
SCHENECTADY
N.Y.

KLIF
DALLAS,
TEX.



DIFFERENT?

PROMOTION What's different is that WPTR and KLIF by courting and benefiting the public through promotion—provide advertisers with an extra edge. It's an imaginative and proven effective means of sales success. Station promotion gives WPTR another definable degree of difference over the competition. It makes for loyal WPTR listeners and greater patronization of the products we advertise on the air. Here's a sample of the feeling station promotion generates.

QUOTE ... could well be the team of the year. The seats were sold out. Thanks to you and the station for everything"—Al DeSantis, Sports Editor, Schenectady Union Star.
(The "WPTR Radio One ders" basketball team played before over 25,000 people and donated over \$11,000.00 to scholarship funds this past season.)

RATINGS Promotion doesn't hurt ratings either. Check these latest Pulse (April '63) all day average shares:

WPTR	Station X	Station Y	Station Z
29%	20%	16%	14%


Ask your East man what WPTR promotion will do for you.

YES: WPTR


Albany-Troy-Schenectady
VP & GEN MGR: Perry S. Samuels



robert e. eastman & CO., INC.
representing major radio stations

Fill it in. Tear it out. Mail to Blair. 
Once you've told us who you're after,
our new Bull's-Eye Marketing Ser-
vice does the rest. We dig into our
National Survey #1 and come up with
just what you've been looking for.
Find out how well America's most in-
fluential group of radio stations can
tailor-make an audience to your needs
...with Blair's Bull's Eye Planning.

Contact the nearest Blair office: New York—717 Fifth Avenue, New York 22, New York; Chicago—645 North Michigan Avenue, Chicago 11, Illinois; Atlanta—1375 Peachtree St., N.E., Atlanta 9, Georgia; Boston—118 Newbury Street, Boston 16, Massachusetts; Dallas—3028 Southland Center, Dallas 1, Texas; Detroit—Eleven Boulevard W. Building, 2990 West Grand Boulevard, Detroit 2, Michigan; Los Angeles—3460 Wilshire Blvd., Los Angeles, California; Philadelphia—1617 Pennsylvania Blvd., Philadelphia 3, Pennsylvania; St. Louis—630 Paul Brown Bldg., St. Louis 1, Missouri; San Francisco—155 Sansome St., San Francisco 4, California.

THE BLAIR  GROUP PLAN

CONFIDENTIAL PRODUCT PROFILE DATA

Product: _____

Date: _____

Agency: _____

We are primarily interested in the following type of audience for this client:

I Audience Composition	<u>18-34</u>	<u>35-49</u>	<u>50 +</u>
Men	_____	_____	_____
Women	_____	_____	_____
Adults	_____	_____	_____
Teens	_____	_____	_____
Total Listening	_____	_____	_____

II Family Size
Large Families _____
Small Families _____

III Family Cycle	Under 6 _____	6-17 _____
Families with Children		
Families without Children	_____	_____

IV Education Level	<u>Male</u>	<u>Female</u>
Less than High School	_____	_____
Some High School	_____	_____
High School Graduate	_____	_____
Some College	_____	_____
College Graduate or Higher	_____	_____

V Occupation (Male Head of Household)		
Prof., Tech., Exec., Mgr., Prop.		
Clerical, Sales	_____	_____
Craftsmen (Skilled)	_____	_____
Operative (Semi-skilled) & Manual (Unskilled)	_____	_____

VI Family Income	
Under \$3,000	_____
\$3,000 - 4,999	_____
\$5,000 - 7,499	_____
\$7,500 - 9,999	_____
\$10,000 and over	_____

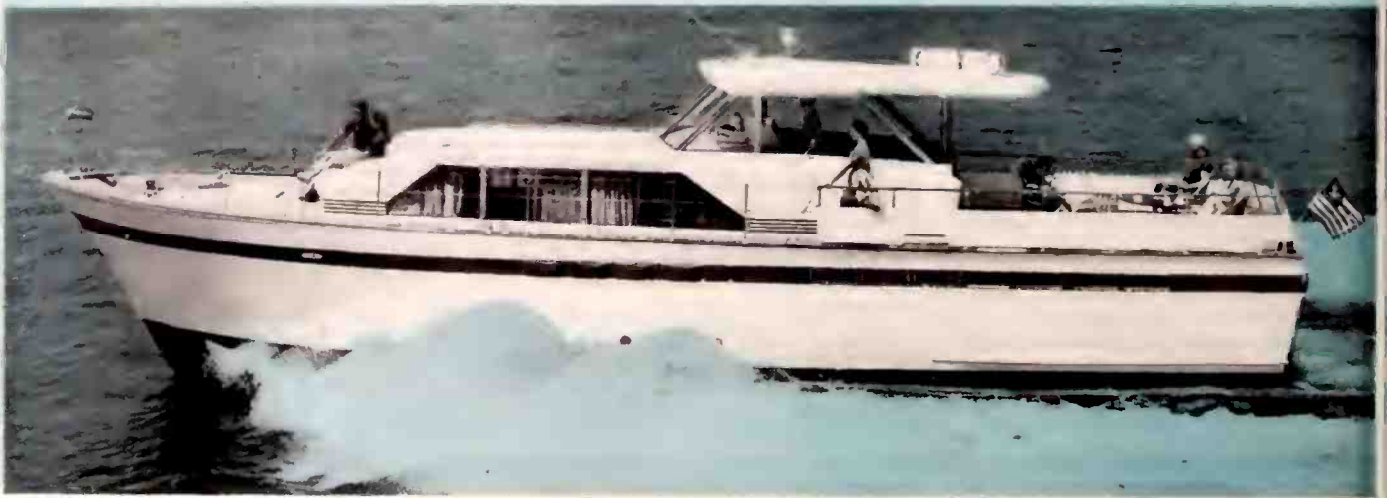
VII Other General Information

Agency/Advertiser Source

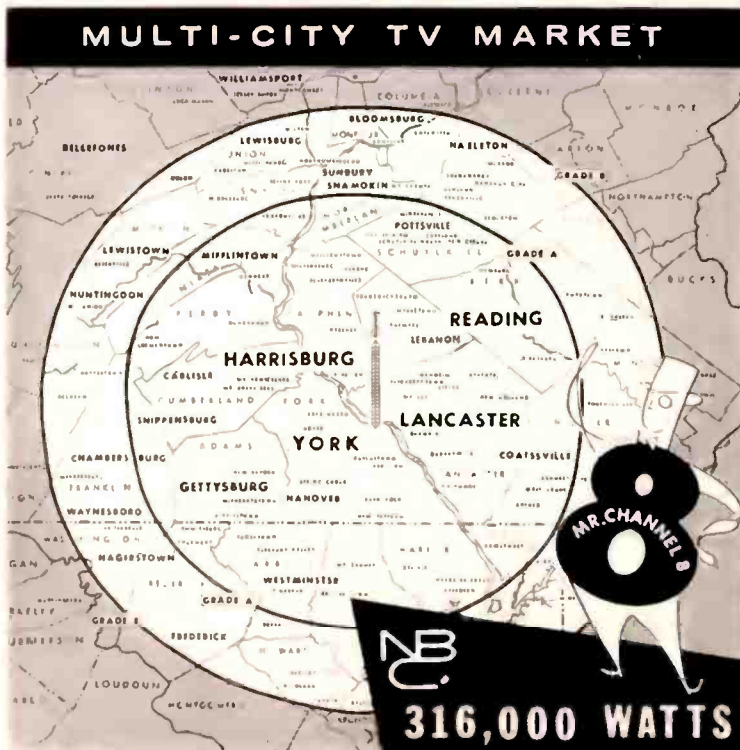


Audience measurement data are estimates only subject to defects and limitations of source material and methods. Neither Blair Radio nor its representatives assume any responsibility for the absolute accuracy of data provided.

GREAT
CAPACITY
TO RENDER SERVICE



WGAL-TV does the *BIG* -selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.
STEINMAN STATION • Clair McCollough, Pres.

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

SPONSOR-WEEK

Top of the news
in tv/radio advertising
19 AUGUST 1963

Purex-Brillo merger: Purex and Brillo have agreed to merger plans. One share of new Purex cumulative convertible preferred stock would be given for each Brillo share. Purex 1962 total tv gross time billings were \$3.4 million, almost all in network tv, while Brillo billings (Source: TvB) last year were \$1.1 million in spot, \$524,000 in network tv. Combined operations will complement each other and will enable new company to offer an expanded line of products through retail trade, statement said. Brillo will be operated as autonomous division. Brillo sales last year were \$26.4 million, while for Purex sales were \$117.3 million. Merger is subject to stockholder approval.

Cowles reports 44¢ share: Cowles Magazines and Broadcasting reports operating earnings of 44¢ per share for the first six months of 1963. Cowles owns Look and Family Circle magazines, KRNT-TV-AM, Des Moines and WREC-TV-AM, Memphis. Stations showed a substantial gain in gross advertising since 1962, when the Memphis station was acquired, Cowles reported. No comparison of earnings was made, because of inclusion of Star Publishing Reports, not previously consolidated.

McLendon station to ABC: WSYL Radio, Buffalo, first McLendon-owned station to affiliate with any radio network, joins ABC on 1 September. Board chairman and president Gordon McLendon said ABC was chosen because it provided "greater in-depth reporting of news than WSYL could provide."

Broadcaster gets "oscar": Frank Mayfield, farm director of WIBA Radio, Madison, Wis., was one of three awarded "Oscar in Agriculture" for superior service to the farming industry. Broadcasters and editors of more than 50 media competed in program sponsored by DeKalb Agriculture Assn.

TvAR elects v.p.: 15-year broadcasting veteran Marvin L. Shapiro has been elected v.p. of Television Advertising Representatives. Presently eastern sales manager at TvAR, Shapiro came to the firm in 1961 from Harrington, Righter and Parsons. He has spent five years with CBS-TV spot sales as account executive, and has served as general sales manager of WCMU-TV, Philadelphia.



SHAPIRO

Racial reverse: The racial issue took a reverse twist last week when McLendon Corp. had to justify going to 100% Negro-oriented programming on its Chicago station, bought from WGES and renamed WYNR, a year ago. McLendon said dropping of foreign-language programs and trend to all-Negro program policy had actually begun under former owners of the station who were programming 85% for Negro audience. FCC challenged the new format and went exhaustively into the situation in Chicago because WYNR had originally promised to continue former (WGES) programming policies, but there had been complaints over dropping of foreign language segments. In a lengthy defense sum-up, WYNR said their original expectation of continuing WGES policy was voiced at the proper time, in the application and it was not until later that closer study of the listeners to be served convinced them of the need to change.

Ford spots to Garroway: A year-long series of Ford radio and tv commercials are planned with Dave Garroway as "the voice of Ford for 1964." Starting with Ford's introduction of its 1964 model, the series is scheduled for September airing.

SPONSOR-WEEK continues on page 12

SPONSOR-WEEK

Top of the news
in tv/radio advertising
(continued)

Bristol-Myers launches 3: Multi-million-dollar ad drive to support national intro of three new products—Score, clear cream hair preparation for men; Ban Cream, companion to Ban Roll-On deodorant; Softique, beauty bath oil. This makes 12 high-volume, promoted products manufactured by B-M Products Div., more than twice the number of any other manufacturer in same field, according to div. prexy William M. Bristol, III. Majority of dozen were introduced in last 15 years, including six in last three years. Extensive testing using only tv and sampling took place in Nielsen Area #23 (Buffalo, Syracuse, Rochester) for Score, and in Nielsen #5 (Mimeapolis-St. Paul) for Softique. Tv and print were used to test Ban Cream in Nielsen #9 (St. Louis area). The national campaign for all three gets under way the week of 15 October; Bristol said each product will be supported with largest ad appropriation ever put behind a new item in their respective categories. He adds that B-M puts "greatest weight of advertising behind its products of any health and beauty aids manufacturer . . . to insure that millions of people know the product is available, and what it will do to contribute to their needs." Ban Cream, via Ogilvy, Benson & Mather, will be in exclusive nighttime network announcements, nighttime web participations in every Ban Roll-On commercial ("Mr. Novak," "Monday Night at the Movies," "Rawhide," "Defenders," "Candid Camera"). Monday-Friday daily daytime participations, heavy spot saturation in major tv markets. During the introductory 26 weeks for Softique, via Doherty, Clifford, Steers & Shenfield, a regular schedule of prime-time participations is set in "Monday Night at the Movies," "Candid Camera," and other top B-M shows, plus a heavy schedule of spot tv in leading markets, a major sampling/couponing, and a Softique Sweepstakes. Score, through Grey,

will use network tv and local spots in, and adjacent to, prime time, plus sampling at various athletic events during the fall.

Oil's tv billings up: Tv expenditures for all brands of gasoline and lubricants rose from \$40,606,956 in 1961 to a high of \$43,523,598 in 1962, an increase of 7.2%. TvB reports. Among 15 leading advertisers, gross time billings in network and spot tv totalled \$39,743,528 in 1962, compared with \$37,216,566 in the previous year. Tv led all other measured media with billings accounting for 58.7% of total media expenditures. Spot billings for 1962 were \$26,118,000, network billings \$17,405,598. Texaco remains number one advertiser, with Shell succeeding Gulf in second rank, though the latter upped tv total more than \$200,000.

Communications Cartel?: FCC and Comsat have buried the hatchet over the communications satellite corporation's financing—but the ultimate decision on FCC administration of international communications carriers in the U.S. may shatter antitrust precedents by merging the whole kit and caboodle. FCC chairman E. William Henry has apparently been convinced by recent letter exchange that the Comsat board is going ahead as fast as possible with its financing and research plans. He told American Bar Association meeting in Chicago Thursday that commission and Comsat had reached basic agreement, and that regardless of other developments in cable and satellite communications plans, Comsat was to go full speed ahead on its own.

Nielsen and newspapers: A. C. Nielsen is moving ahead with plans to offer newspaper data. New report from company says first audience report will be available in the winter of 1963. Nielsen magazine data introduced earlier brought objections from broadcasters because of inter-media comparisons.

SPONSOR-WEEK continues on page 14

FIRST EVERY DAY...

And Here's Why...

- **EXCITING, COLORFUL LOCAL PROGRAMMING**

Central New York's greatest news department; Upstate New York's only live musical variety show; celebrity-filled live women's show; outstanding documentaries that out-rate network programs.

- **GREATEST TV PERSONALITIES**

Fred Hillegas, Joel Mareiniss, Jerry Barsha and experienced news staff of seven; Denny Sullivan and the WSYR Gang, musical variety show starring Eileen Wehner and Fred Krick; Bill O'Donnell, sports; Ed Murphy, movies and weather; Kay Russell, women; "Salty Sam," Popeye host. Central New York's greatest salesmen!

- **BEST TECHNICAL FACILITIES**

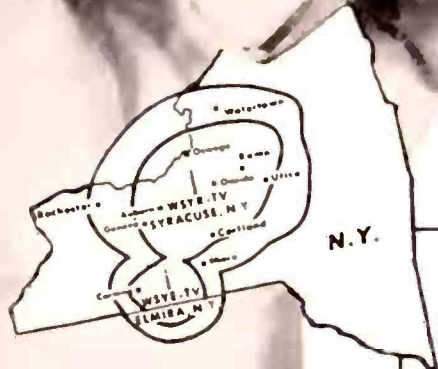
In Central New York — first with color; first with video tape; first with a modern, completely-equipped TV center and the only channel with maximum power at maximum height.

- **EXPERIENCE AND "KNOW-HOW"**

A top-flight veteran staff directed by executives averaging more than 20 years at WSYR-TV. No "Johnny-come-latelies," these.

- **OVERWHELMING SUPERIORITY**

*WSYR-TV delivers 38 per cent more homes than the No. 2 station.



24 Counties
656,700 TV Homes
2,470,800 in Population
\$4,813,849,000 in Buying Power
\$3,129,621,000 in Retail Sales

*ARB MARKET REPORT
MARCH, 1963

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

SPONSOR-WEEK

Top of the news
in tv/radio advertising
(continued)

At the White House: Nation's first residence library will have number of advertising and media books. List of 1780 titles compiled by experts for White House library include: Joseph T. Klapper's "The Effects of Mass Communication"; "The Age of Television" by Leo Bogart; "The People Look at Television" by Gary Steiner; "The Organization Man" by William H. Whyte; and "The Fading American Newspaper" by Carl E. Lindstrom.

RAB applauds 4A: Citing 4A "white paper" (see page 33) on radio research as a "major contribution to understanding of the existing needs." RAB administrative v.p. Miles David especially commended proposal for methodology study similar to RAB's. The Radio Advertising Bureau has been "working closely with agencies and advertisers on 4A report committees and with the Advertising Research Foundation" in developing its study.

Continental clean-up: Continental Wax hopes to clean-up on radio and tv with 40,000 spots introducing the new Continental Six Brand Clean and Clear Floor Wax. Promotion will be conducted on a market-by-market basis starting immediately and spearheaded by a broad broker-oriented sales program. Agency is Curtice York, Mount Vernon.

Swezey will resign: NAB code authority director Robert D. Swezey advised he will discontinue NAB services when his contract expires 15 October. Swezey, in memo to members of NAB's Radio and Television Code Review Boards, called his post "a prickly industry assignment which should be passed on periodically in order that it may have the

continuing benefit of the best energies and ideas of various qualified people." NAB president LeRoy Collins expressed regret and said he hoped Swezey would assist with preparations for and holding of anticipated meetings of the Code Review Boards.

CBS contributes to ETV: CBS will contribute \$250,000 to Community Television of Southern California (channel 28), making possible the educational station's innovation and maintenance of operations on a sound financial basis. CTSC board chairman Dr. Lee DuBridge credited CBS president Dr. Frank Stanton with "demonstrating, by public statement and positive support, a strong grasp of the television medium."

Startime in demand: NBC has received more than 500,000 orders for *Startime*, magazine previewing network's 1963-1964 schedule. The 40-page program guide, containing 220 photographs, was offered to viewers for 25¢ Closing seconds of an NBC series of one-minute on-the-air promotional films spot advertise *Startime*.

Newsmakers: Earle H. Raste, Jr. has been named managing director of KSDO, San Diego, a Gordon station. He has served as manager of Gordon's KBUZ, Phoenix . . . James R. Hill has been named vice president in charge of client service for Leo Burnett. He has served with agency since 1955 . . . Peter G. Levathes is elected senior vice president and general executive, Maxon. Levathes was director of media and tv at Y & R until 1959, later was president of tv company of 20th Century-Fox and executive vice president of film company in charge of all production.

SPONSOR-WEEK continues on page 50

THESE ARE TIMES THAT TRY MEN'S SOULS

(Time Buyers' Souls, That Is)

Every time buyer wants to buy the best availabilities on the best stations for his clients. There isn't a doubt that if a time buyer had time to go forth in the land and watch and listen in each market he could buy the best availabilities on the best stations. But he doesn't have the time. To paraphrase—A time buyer is without time in his own country.

He has leaned heavily on research to take the place of on-the-spot listening and viewing. Now rightly or wrongly some of his research is questioned. The Congress of the United States spent months investigating ratings, and the newspapers spent months in front page reporting of these investigations. Out of this toil and turmoil and smoke and fire there comes a growing appreciation of many other factors in the profile of a good station, and most time buyers search for these factors.

Although historically KRNT and KRNT-TV have had tremendous ratings and have them now, we set down here some other factors which most people consider of great value.

1. We at KRNT Radio and TV recognize our responsibility to our community. We are kind and gentle people in this phase of our operation. And not just in the city of Des Moines. For example, our Sunday worship service is put on by churches from all over our prime 26-county area as well as Des Moines. Over 150 out-of-Des Moines churches have participated.

It's a lot harder for us to work with this many churches, but it's a lot more satisfying and provides the kind of service we think a television station should provide. You should read the letters! And this is only one of scores of our dedicated eleemosynary activities.

Last year on KRNT-TV we broadcast 4,600 public service announcements and gave 480 program hours to public service organizations. On KRNT Radio we broadcast 20,450 announcements and gave 596 program hours.

In addition, many hours were spent counseling with these groups and many good deeds done.

2. Wherever you go News and Sports are the two commodities by which smart people judge radio and television stations. We're rough, tough competitors in this area of operation. We've got a big-time News and Sports operation. We measure up. Nine full-time professional newsmen. All can shoot and edit their own film . . . run their own audio-tape machines . . . write their own stories . . . and present them on the air. This represents over a hundred years combined experience.

Ours is a fabulously successful news operation. Our 10 o'clock TV News is one of the most watched newscasts in a multiple-station market in America. It has the same two sponsors now as when it went on the air eight years ago!

Most people in Central Iowa get their sports news on our stations. Last season our two top sportscasters did over 87 football and basketball play-by-play broadcasts in addition to two daily sportscasts on radio and two on TV. Soon again they'll start their play-by-play coverage. And again this Fall the three football coaches of the largest universities in Iowa will be seen exclusively on KRNT-TV in the Des Moines market.

3. It's a fact that eight of our present TV Personalities were with us when we went on the air eight years ago. On KRNT Radio we have seven air people who have been with us fifteen of our twenty-eight years. This includes our News Director and Managing News Editor for Radio and TV. That's real stability. You need stability to build audience loyalty to the stations . . . loyalty to the personalities . . . loyalty to the products they represent. Knowledgeable tradesmen agree that programs with such permanent adult air personalities will do a better job than the ones that may have three, four or five personalities popping in and out within a few years. We've proved that people

(Continued on page 55)

K·Que

HOUSTON

THE
NATION'S
FLAGSHIP
FM

NOW!

41.2%

Special Hooper report, May-June 1963, on penetration

FM set ownership in Houston market

K·Que...the FM station with AM type share of audience...with an 8.8 Sunday Hooper (May 1963), tops 6 AM stations in Houston!

280,000 WATTS OF PURE PLEASURE, 88 HOURS WEEKLY STEREO



Affiliated with K NUZ, Houston KAY-C and KAY D-FM, Beaumont

See Katz, or call
Dave Morris, JA 3-2581, Houston

DATA DIGEST | Basic facts and figures on television and radio

Women like baseball on tv

Women's varied interest in sports, reported in SPONSOR, 8 July, is further amplified in a new Nielsen analysis. Football and baseball, the two examples cited, reveal the widest differences in men versus women viewers. Nielsen notes the spread was probably due in large part to the weekday versus weekend differences in the available audience.

Based on the calendar year 1962, the composition of the home audience for the two sports looked like this:

	Men	Women	Teens	Children
Football	49%	26%	11%	14%
Baseball	36%	44%	9%	11%

Thus, Nielsen says, (excluding teens and children) men constitute two thirds of the football audience, but are substantially outnumbered by women in the baseball audience.

Nielsen also takes a look at network sports programs during 1962. For each of eight major sports is shown the average audience of the highest-rated program, in millions of homes and as a share of homes using television.

TOP PROGRAMS IN EIGHT SPORTS CATEGORIES 1962 SEASON

	Millions of homes at average minute	Share of homes using television
College football	15.2	57%
Professional football	14.1	68%
Baseball	11.7	71%
Horse Racing	8.2	69%
Bowling	5.1	17%
Boxing	5.0	18%
Golf	4.0	29%
Basketball	3.7	13%



Why KBTV Bought Volumes 3, 4, 5 and 7 of Seven Arts' "Films of the 50's"

Says John C. Mullins: President and owner of KBTV, Denver, Colorado

"There is no sure thing as far as television programming is concerned, but there is

no better insurance for good station ratings

than Seven Arts' 'Films of the 50's'!

"With the 184 Warner Bros. and 20th Century-Fox features we have recently acquired we are looking forward to dominating feature film programming in Denver for the next three years.

"For example, we had ARB do a coincidental for our *prime time* debut of 'Mr Roberts' on January 19 from 9:00-11:00 P.M. We scored an Average Rating of 32 with a 65% Share-of-Audience! How's that for insurance?"



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS LTD
NEW YORK 200 Park Avenue 972 7777
CHICAGO 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS 5641 Charleston Drive ADams 9-2855
LOS ANGELES 3562 Royal Woods Drive Sherman Oaks, Calif
STate 8-8276
TORONTO, ONTARIO 11 Adelaide St West EMpire 4-7193

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

Who's generous to a fault?

(not us)

True, someone might *think* we were do-gooders the way we get so involved in public service. But we're not really. It's just that we're dynamically interested in the community . . . and so is our audience.

That's why we take extra pains. Like our full-time Public Service Director. He doesn't just attend civic luncheons. Or wait to receive announcements written in long-hand by nice little ladies. He creates. He plans. His goal: building community interest (resulting in an alert audience for your message). He does his job well. For instance, Heart Saturday - practically a full-day's programming devoted to an on-the-air panel of distinguished doctors answering listeners' questions about heart surgery, health, disease. So successful that even with additional lines, our switchboard was jammed for six solid hours. And then there was Hurricane Carla Relief resulting in a full plane-load of food and clothing for disaster victims. Or Sabin Oral

Sunday. Or Income Tax Day. Or a hundred other special events. Adding up to nearly \$250,000 free air time a year for more than 500 different organizations. Sounds like a lot. And it is.

But that's really only half the story . . . when you consider the public service concept behind Southwest Central's authoritative, accurate news . . . or the leadership in community activities by our personnel.

The result? Rapport with our audience. Take advantage of it. Call your Petryman.



WFAA-AM-FM-TV

Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

SPONSOR-SCOPE

19 AUGUST 1963

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

Who says regional tv program buys are a vanishing breed? Note this new buy:

Through the San Francisco office of Foote, Cone & Belding, the biggest food company in the Pacific Northwest — Nalley's Inc. — has signed for co-sponsorship, on a 15-station ABC TV regional loop, *Ozzie & Harriet* for the 1963-64 season. Sharing costs is the American Dairy Association.

Nalley's also plans to backstop this campaign with heavy nighttime spot tv schedules, starting next month, for its potato chips, "IXL" and "XLNT" canned-goods lines.

The video activity is, in the words of Nalley's marketing director Robert T. Ross, "the biggest television campaign in the company's history."

ANA stated some official positions yesterday (18 August) in Joe Kaselow's column.

Harry Schroeter, ANA chairman and a v.p. of National Biscuit Co., sounded off to the New York Herald-Tribune's ad columnist thusly on a number of pertinent ad topics.

• *Tv Ratings*: "Advertisers must have data on the size and composition of tv audiences if they are to buy tv facilities and programs wisely . . . Ratings are a highly useful tool, on the whole valid and adequate, provided we understand the limitations of the sampling . . . At the same time, there are undoubtedly opportunities and possibilities for improving national audience ratings." (Schroeter voted his support, on behalf of ANA, for NAB's improve-the-ratings program.)

• *Local Tv Programs*: "Some people, for instance, contend that there are not enough cultural events on the air . . . not enough public affairs programs . . . not enough local originations . . . far too much film production concentrated on mass appeal. Reliable ratings, like the theater box office, are an essential tool to help (broadcasters) fulfill this responsibility in the public interest."

• *Racial problems*: "While every advertiser is, of course, responsible for his own advertising, ANA as an organization participated in the formulation of the recent policy statement subscribed to by all segments of the broadcast industry, including union and employer representatives . . . I am confident that this statement reflects the convictions of national advertisers as a group."

More thought on this last topic, this time from the Hollywood production front.

Always sensitive to public opinion, and doubly so in film tv, Hollywood is currently doing some backstage soul-searching concerning recent demands made by various Negro social-pressure groups. A tv associate producer recently told us in Hollywood:

"We're being asked to include running parts for Negro actors in our fall shows. This is commendable, but what do you do if you have an action-adventure series, like a western or a costume series, where there wasn't a Negro within a thousand miles of your historical location? It's quite a problem."

Dept. of Advanced Communications — Or, How Chic Can A Telefilm Deal Get?

A publicity release from Louis-Lawrence Public Relations (a flackery which prefers to set its letterhead name in lower case, as in e. e. cummings) last week announced it was handling p.r. for commercials producer Fred Mogubgub and quoted its new client as saying:

“All the details were taken care of with Louis-Lawrence account exec Sam Ferbish via long distance telephone between New York and the Riviera where Sam is vacationing.”

Hold it, Sam, baby . . . Elsa Maxwell's on the second line . . .

Daytime television is showing strong national advances in the Nielsen rankings.

Analysis of Nielsen Television Index data by CBS TV shows many time periods during the day with increased ratings during the second quarter of 1963. Following are the sets in use (average audience per minute during daytime quarter hours) for early afternoon hours, Monday through Friday:

	1962 April-June	1963 April-June
1:00 pm	21.1	22.8
1:15	21.2	23.2
1:30	21.6	24.0
1:45	21.8	23.8
2:00 pm	19.7	21.4
2:15	19.3	20.9
2:30	18.6	19.6
2:45	18.8	19.5
3:00 pm	18.4	19.1
3:15	19.1	19.7
3:30	19.0	19.7
3:45	19.7	21.2

... And still more new-product promotions are making their air debuts.

A new wine-flavored barbecue sauce is being tested in the Pacific Northwest and West Central states by R. T. French Co., via J. Walter Thompson.

Pillsbury's new group of 20 "convenience" suppers is being tested in the Midwest, via Campbell-Mithun.

General Foods is trying out a new pull-tab can version of its Birds Eye Lemonade, via Young & Rubicam.

New products often spell new money for broadcast media; see story, this issue, page 29.

With all the odds against it, radio drama is having something of a renaissance.

The individual deals are seldom blockbusters, but in the aggregate they are forming an interesting pattern which agencies and advertisers would be well-advised to watch.

Most recently, there were announcements that ABC Radio is planning a new nighttime drama series to showcase new writers and actors much as *Columbia Workshop* once did, and that *The Shadow* had gotten AFTRA's blessing for a syndicated revival.

Earlier, the QXR Network, on behalf of General Electric, had a short-term whirl at stereo radio drama (an interesting "new frontier" in itself), and stations in such major markets as New York and Cleveland made plans for local dramatic radio programs or planned showcases for recorded dramatic fare.

One need only check the sales of long-play albums to find that "spoken word" releases, poetry readings, live comedy performances, and dramas are doing well.

Why all this? Possibly it's part of the so-called "cultural explosion" since many of the radio shows have arty overtones. Possibly it's a reaction to the "literal" qualities of tv and movies, and a partial public swing in favor of radio's "theater of the imagination" where set costs are no problem.

What sort of image does the word "grandparent" evoke for you? Well, you might be all wrong.

The traditional image is a dear, sweet old silver-haired couple, sitting on the porch rocker and talking of the good old days, and wondering where the next dollar is coming from.

This picture is getting out of date, according to the Institute of Life Insurance. They're just as likely to be a smart-looking executive and his still-attractive wife headed for a vacation resort in an expensive sports car, their children no longer a burden.

Says the Institute: "Many grandparents today are in their 40's and 50's, and since all indications point to the continuation of the early-marriage trend, the number of young grandparents is likely to increase. From an economic point of view, their financial needs will be lessened while their income probably will be right at its peak."

The lesson for marketing experts is fairly clear.

Ampex is still adding new wrinkles to its video tape recorders.

Latest: a new tip material for video head assemblies called "Alfesisil," which has shown, in field tests, "increases up to 100% over previous tip materials," as well as better magnetic properties, output and color performance.

Ampex will refurbish existing heads (price \$550) with the new material, which replaces Alfenol.

Not always realized even by those who work frequently in live or taped tv is that there is a considerable wear-&-tear in video tape machines. Each "pass" of the tape through the playback system wears a microscopic layer off its surface (and off the playback head), so that a tape is fairly well shot, for video purposes, after 75 or 100 playings. The number of playbacks in any video tape is *not* "indefinite."

Telefilms are a major source of income to dramatic actors, and the income's rising.

For the fiscal year ending 1 November 1962, Screen Actors Guild collected more than \$6 million worth of residuals from telefilms for its members.

In the current fiscal year, so far, the Guild's collections have been "28% over the corresponding period a year earlier."

Last month, residual payments were almost a million dollars, a jump of 42% over the same month in 1962.

These residuals, incidentally, do *not* include: (1) special deals which call for tv residuals on theatrical pictures now included in tv packages; (2) AFTRA live-tv residual payments for taped shows televised again in the U.S. or in overseas showings; (3) the sizeable sums paid actors for re-use of filmed tv commercials; (4) residuals paid actors for doubling in such creative capacities as writers or directors.

The Tv Information Office likes the idea of promoting tv to "opinion makers."

Currently, TIO is boosting the monthly low-pressure bulletin published by WNBC-TV, New York to other stations, and suggesting they do likewise.

Now six months old, the WNBC-TV monthly report started with a circulation of 2,000 and has since upped it to some 5,000 local, regional and national notables including editors, clergy, labor leaders, city and state lawmakers, and — understandably — to FCC commissioners. Many top admen also get the bulletin.

A four-page offset job, the WNBC-TV report deals primarily with non-network shows televised by the NBC flagship which have special educational or cultural significance. It's put together by station publicity chief Al Slep.

Guess how much mail WABC, New York has received this year so far.

One hundred thousand pieces? A million? Ten million? Keep going.

The latest count is — and get a good grip on your stamp collections — 60,219,721.

This whopping total, more than most U.S. post offices handle in a year, has been largely (in fact almost entirely) due to a "Principal of the Year Election" which the station has been running, which pulled nearly 20 million pieces of mail during the month of July.

The station's top mail-pulling deejay, Bruce Morrow, pulled a mere (by comparison) 2,229 talent-mail items during the same month.

Commercial banking, largely a localized business, has set a "national" tv campaign.

Signed by ABC TV for a 12-week participating sponsorship on *Wide World of Sports* starting 5 October is The Foundation for Commercial Banks. It's the Foundation's first venture into network tv.

The bank group is out to do battle with straight savings banks and savings-&-loan firms, stressing "the benefits of full-service commercial banking."

The Foundation has plenty of weight behind it. Membership includes more than 5,200 banks with 70% of the nation's deposits. Agency is Guild, Bascom & Bonfigli (New York office).

Only WGN-TV

**can offer advertisers
balanced programming
to reach all Chicago!**

(So choose your New Year's entertainment now!)



Exciting first run films!

WILL SUCCESS SPOIL ROCK HUNTER, Jayne Mansfield •
DESK SET, Spencer Tracy • DREAM WIFE, Cary Grant •
HATFUL OF RAIN, Eva Marie Saint • LATIN LOVERS,
Lana Turner • EAST SIDE WEST SIDE, James Mason •
IT'S ALWAYS FAIR WEATHER, Gene Kelly • AMBUSH,
Robert Taylor • BEST THINGS IN LIFE ARE FREE, Ernest
SILK STOCKINGS, Fred Astaire • LOVE ME TENDER,
ANY NUMBER CAN PLAY, Clark Gable • MALAYA, Jean
GO FOR BROKE, Van Johnson • BLACKBOARD JUNGLE,
Glenn Ford • Other Top Film Features with Marilyn Monroe,
Marlon Brando • Joanne Woodward • Paul Newman •
Ava Gardner • Robert Mitchum • Clifton Webb • Jean
Jane Russell • Richard Burton • Shirley Jones •
Burt Lancaster • Dana Andrews •

Happy New Year!

WGN-TV is celebrating the New TV Year right now with new programming...dozens of all-new shows and stars for the whole family...programs for every advertiser to reach every audience! And in keeping with the New Year you'll find more programs than ever are in color.



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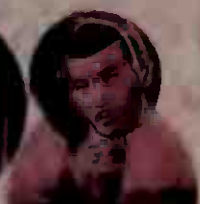
Only WGN-TV

**can offer advertisers
balanced programming
to reach all Chicago!**

(to choose your New Year's entertainment now!)

Best foreign films!

Every week action and drama!



Naked City • The Detectives

87th Precinct • Oragnet

The Lee Marvin Show • The Law and

Mr. Jones • Hawaiian Eye • Thriller • Sea Hunt

Surfside Six • Maverick • Checkmate • Roaring 20's

Wanted Dead or Alive • Adventures In Paradise

Stoney Burke • Men and War • The Rebel

UMBERTO O, Carlo Battisti

TIME OUT FOR LOVE, Jean Seberg

RASHOMON, Machiko Kyo

CONCERT OF INTRIGUE, Brigitte Bardot

QUEL IN THE FOREST, Maria Schell

RAISING A RIOT, Kenneth More

TIME RUNNING OUT, Simone Signoret

free: Party hats, favors,
noisemakers and
champagne (corks) for
everyone. Write: New
Year's Party, WGN-TV,
Chicago, Illinois.

Exciting first run films!

WILL SUCCESS SPOIL ROCK HUNTER, Jayne Mansfield

DESK SET, Spencer Tracy • DREAM WIFE, Cary Grant

HATFUL OF RAIN, Eva Marie Saint • LATIN LOVERS,

Lana Turner • EAST SIDE WEST SIDE, James Mason

IT'S ALWAYS FAIR WEATHER, Gene Kelly • AMBUSH,

Robert Taylor • BEST THINGS IN LIFE ARE FREE, Ernest Borgnine

SILK STOCKINGS, Fred Astaire • LOVE ME TENDER, Elvis Presley

WHY NUMBER CAN PLAY, Clark Gable • MALAYA, James Stewart

I-D FOR BROKE, Van Johnson • BLACKBOARD JUNGLE,

Glenn Ford • Other Top Film Features with Marilyn Monroe

Marlon Brando • Joanne Woodward • Paul Newman

Ava Gardner • Robert Mitchum • Cillton Webb • Jean Simmons

Jane Russell • Richard Burton • Shirley Jones

Burt Lancaster • Dana Andrews • Elizabeth Taylor



Plus these returning favorites!

Biography II • Mickey Mouse Club • Boro's Circus

Garfield Goose • Breakfast with Bugs Bunny

Treetop House • Hockey • Basketball • Baseball • The Arts

**Your WGN-TV representative will tell you
more about the big New TV Year on WGN**

**See him soon and make your
New Year reservations!!**

**WGN knows Chicago best...sells Chicago best...
with the programs Chicago likes best!**



**2501 Bradley Pl. Chicago 18, Illinois
Telephone LA 8-2311**

BANKS "DELIBERATELY PROVOCATIVE"

I would like to set the record straight with regard to one sentence purportedly reflecting a statement made by Dr. Seymour Banks in your article concerning the recent Seminar held by Bernard Howard and Company, Inc., reported on page 51 of your July issue.

Actually, this sentence places Dr. Banks' remark out of proper context since he did not state that his agency considers all media, except TV to be peripheral. All he did was to state he was going to be deliberately provocative in order to stimulate fresh thinking by radio station

operators about presenting their medium to big agencies. He did admit that any examination of media usage will indicate that tv is the dominant medium for national advertisers from the standpoint of spot expenditure.

However, after this opening, Dr. Banks spent most of his time telling our station operators what research they ought to do and explaining the type of data that would be most beneficial in communicating the strength of their stations and medium to the agencies. In other words, he was stimulating the assemblage at the meeting to think

in terms of better selling their medium.

Dr. Banks' speech was received with enthusiasm and applause and the stations assembled were most appreciative of his helpful remarks. As a matter of fact, we circulated among our stations material received from Dr. Banks which included the research breakdowns he feels agencies would like to receive from them.

Jack Davis.

Executive v.p.
Bernard Howard & Co.
New York

ON BLAIR'S TUNE-UP

I don't think I've ever had an occasion to write a letter like this to any trade paper, but I'd certainly feel remiss if I didn't do it. The SPONSOR article (29 July) on our National Survey No. 1 is the most intelligent and well written explanation of what this is all about that was put together by any trade publication reporter.

National Survey No. 1 is a very significant project. It would have been so whether Blair Radio had done it or not. The fact that our stations and we have spent thousands of dollars to dig out qualitative and demographic information needed by the advertising agencies represents a significant step forward for radio. The meetings we are having with this material in the advertising agencies' conference rooms attest to that.

As we are discussing Survey No. 1 with the advertising agencies, we are also beginning to get ideas for Survey No. 2, which will go into the field only in 1964. This continuing study of national radio listening habits — and the make-up of the national radio listening market — will certainly be of additional interest to your readers. We're confident that when there's more to the story your publication will do an excellent job of informing your readers on the significant aspects.

Arthur H. McCoy.

President
Blair Radio
New York

CALENDAR

AUGUST

Fordham University Conference on Educational Television, 3rd annual conference, Rose Hill campus, Fordham (19-23)

Oklahoma Broadcasters Assn., convention, Western Hills State Lodge, Wagoner, Oklahoma (23-24)

Flaherty Film Seminar, 9th annual seminar, Sandanona, Vermont (24-3 September)

Television Affiliates Corporation, programing conference, Hilton Inn, San Francisco (26-27)

Board of Broadcast Governors, hearing, Ottawa, Canada (27)

SEPTEMBER

West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs (5-8)

Arkansas Broadcasters Assn., fall meeting, Holiday Inn, North Little Rock (6-7)

American Women in Radio and Television, educational foundation, board of trustees meeting, New York (7)

Western Assn. of Broadcasters, annual meeting, Jasper Park Lodge, Alberta, Canada (8-11)

Radio Advertising Bureau, management conferences, The Homestead, Hot Springs, Va. (9-10); The Hilton Inn, airport, Atlanta (12-13); The Holiday Inn-Central, Dallas (16-17); Gideon - Putnam, Saratoga Springs, N. Y. (23-24); O'Hare Inn, airport, Chicago (30-1 October); Rickey's

Hyatt House Hotel, Palo Alto, Calif. (3-4); Town House Motor Hotel, Omaha (7-8); The Executive Inn, Detroit (14-15)

Radio-Television News Directors Assn., 18th international conference, Radisson Hotel, Minneapolis (11-14)

American Women in Radio and Television, southwest area conference, Houston, Texas (13-15)

New York State AP Broadcasters Assn., banquet and business sessions, Gran-View Motel, Ogdensburg (15-16)

Louisiana Assn. of Broadcasters, convention, Sheraton Charles Hotel, New Orleans (15-17)

Rollins Broadcasting Co., stockholders meeting, Bank of Delaware Building, Wilmington, Delaware (17)

American Assn. of Advertising Agencies, Western region convention, Mark Hopkins Hotel, San Francisco (17-19)

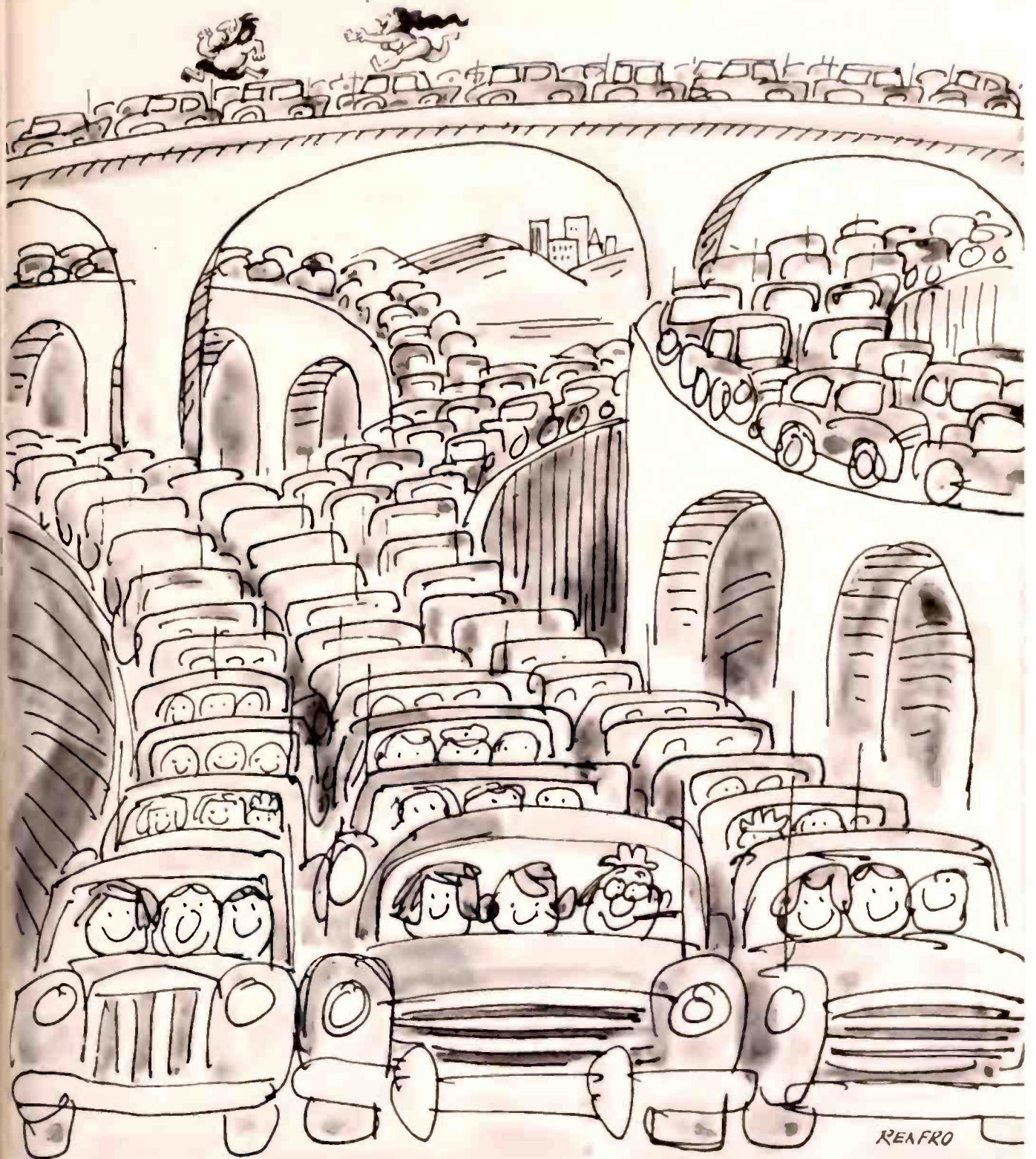
Advertising Federation of America, 10th district convention, Commodore Perry Hotel, Austin, Texas (19-21)

American Women in Radio and Television, southern area conference, Columbus, Ga. (20-22)

Nevada Broadcasters Assn., 1st annual convention, Hotel Sahara, Las Vegas (23-25)

Assn. of National Advertisers, workshop, Nassau Inn, Princeton (26-27)

New Jersey Broadcasters Assn., 17th annual convention, Colony Motel, Atlantic City, N. J. (30-1 October)



WEEKENDS ARE DIFFERENT... SO IS MONITOR

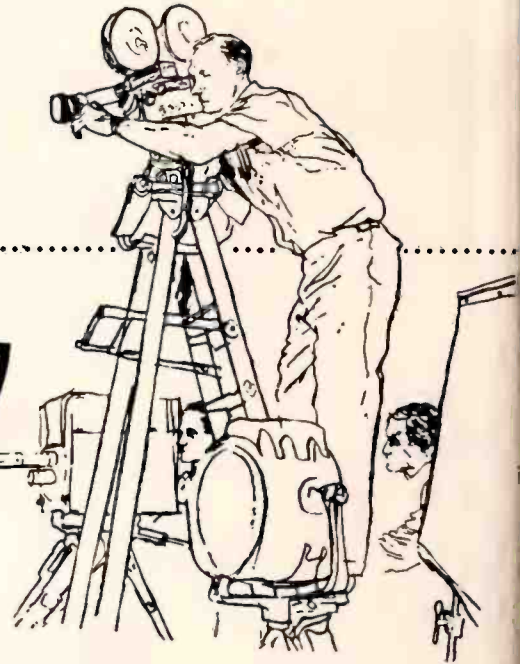
Families go places together, weekends... Ma, Pa, Sis... and little Sue, just unglued from the funnies. Pa starts the car, Ma, the radio. Sis hits back with her transistor. Sue sulks. Pa burns while Ma and Sis fiddle with their sets. "Hey!... Stay here!... That's Mike Nichols"... Sis tunes in, too... harmony... Sue sulks... Elaine May?... Chet Huntley?... Jonathan Winters?... Selma Diamond?... Joseph C. Harsch?... Sports?... David Wayne?... Ethel and Albert?... Travel Tips?... Frank McGee?... something for everyone... specially sponsors! Can't be radio!... no, it's **WEEKEND MONITOR**... **NBC RADIO**.

Time Buyers' Bonanza *one-minute availabilities*

wmal-tv

WASHINGTON, D. C.

Call Harrington, Righter & Parsons Inc. for 1-minute spot avails on more than 26-hours of new local programming each week. (Some 20-sec. and 10-sec. avails, too.)



NEWS 7

6:30-7:30 PM
MONDAY THRU FRIDAY

Early-evening 1-hour newscast re-designed to even better present the news. Flexible format with the importance of news item determining its position and length. New format tailor-made for participating sponsors.

THE SALES ACTION HOUR

5:30-6:30 PM, MONDAY THRU FRIDAY Different show each day:

Cheyenne, Surfside 6, Adventures in Paradise, Checkmate, Maverick



1ST RUN MGM
30/63 MOVIE
11:30 PM
Friday



NAKED
CITY
10:30 PM Thursday
11:30 PM Saturday



DICK POWELL
THEATRE
11:15 PM
Sunday



THE
FUNNY COMPANY
8:00-9:00 AM
(M-F)



DIVORCE
COURT
1:30-2:30 PM
(M-F)



BACHELOR
FATHER
5:00-5:30 PM
(M-F)

wmal-tv abc

The Evening Star Broadcasting Co., Washington, D.C.

Newcomers Swell Net Ranks

New television advertisers appear to be springing up with the rapidity of Cleopatra jokes. Last year, some 53 advertisers tried network television for the first time. A similar number (or perhaps more) will have made their first use of television by year's end.

New-to-network spenders this year run the product gamut from fire retardant sprays for Christmas trees to the venerable Britannica. In between, are companies tv-pushing such consumer items as new hair sprays, shoe cosmetic kits, sportswear, tea, raisins, air transportation, neckties, hats, life and accident insurance policies, and pigskin shoes.

One of the significant breakthroughs on the part of broadcast-

ers is into the publishing field, particularly among encyclopedias. For the first time, publishers are venturing into video channels. One is already spreading its message in television; the other will start in the fall.

Currently on the air is F. E. Compton & Co., Chicago, for Compton's Pictured Encyclopedia. It has purchased sponsorship in NBC-TV's *Today*. Says Daniel W. Foster, director of advertising for Compton: "The program format and audience appeal of *Today* are ideally suited to the educational campaign Compton Encyclopedia is undertaking. Another reason we selected *Today* is the opportunity to have the program's knowledgeable host, Hugh Downs, as Compton's first television spokesman."

Compton, like numerous television advertisers, is merchandising its buy with life-size displays of Downs pictured with the 15-volume encyclopedia, plus a recorded audio message by Downs for distribution to Compton salesmen. Theme of the Compton video campaign is "Compton's Puts Him There." Commercials contain reenactments of historic events with a picture of a youngster in the background looking on. The Compton business was placed by Tatham-Laird Inc., Chicago.

The other book company scheduled to make its initial appearance in television is Encyclopaedia Britannica Inc., one of the biggest publishing organizations in the world. Britannica has bought half sponsorship of *Exploring* for the



From commercial airlines to the most casual shoes

New-to-network advertisers take in every imaginable type of product and service of interest to the American consumer. Newcomers to the ranks on NBC-TV include Eastern Air Lines and Wolverine's "Hush Puppies" shoes. Both are on "Today" and "Tonight"

upcoming season. *Exploring*, a winner of many prizes, is a pioneering experiment in providing programming for youngsters in the five-through-11 year age group. An NBC News presentation, it will be seen in a new time period, Saturdays from 1 to 2 PM, starting 12 October. Dr. Albert R. Hibbs is the host. The program, produced by Craig Fisher, covers language, music, science, geography and social studies.

For years, broadcast salesmen tried to sell Encyclopaedia Britannica all types of educational features, but this is the first time they succeeded. Said Maurice B. Mitchell, president of Encyclopaedia Britannica Inc.: "We, of Britannica, have long felt that television is one of the greatest communications

media in the history of man. However, we were never able to find the right television vehicle for our almost 200-year-old educational firm until now. What we were particularly searching for was a quality educational program which would enable us to advance the accumulation and communication of knowledge."

Through *Exploring* the sponsor hopes to reach parents, teachers and children. Teacher's Guides suggesting classroom projects dealing with material aired on *Exploring* will go to elementary school teachers. Teacher's guides are intended to make the program professionally useful to the teacher. McCann-Erickson is the agency which placed the order for Britannica.

Some folks in the industry are suggesting that former FCC chairman Newton Minow, now a top executive with Britannica, had something to do with inspiring the purchase of *Exploring* for his company. Also involved in the transition was Sylvester "Pat" Weaver, former president of NBC and now media head at McCann-Erickson.

Other advertisers new to network television and who start in the fall on NBC TV include Flameco Corp. (Richard N. Meltzer) on *Today*; California Raisin Advisory Board (McCann-Erickson) on several programs; International Pipe & Ceramic Corp. (Hixon & Jorgenson) on *Today*; Monroe Auto Equipment Co. (Aitkin-Kynett), NFL High-lights; Waters-Conley (Rosenbloom-Elias) on *Today* and Wolverine Shoe & Tanning Corp. (MacManus, John & Adams) on *Today*, *Tonight* and Sunday programs.

Continuing in the Fall on NBC TV, but starting earlier in 1963 are such newcomers as Cameo (Ladybrooks) on *Today* and *Tonight*; Puritan Sportswear on *Today*; Celotex on *Today* and Sunday programs; Eastern Air Lines on *Today* and *Tonight* and Salada Tea on *Tonight*.

This past season also saw such new advertisers in NBC TV as Farah Mfg. Co., Hartford Insurance, Hat Corp. of America, Hormel, Marathon Oil, National Union, Selchow & Righter, Tubular Textile



Spot tv for new products

Tod Moore, spot tv sales development director, Katz Agency, urges spot use

Maclaine Co., U.S. Plywood and Wembley Ties.

ABC TV advertisers for the '63-'64 season new to network television include Rayette (Taplinger-Gladney); Langendorf (Y&R) with a regional buy and Nalley's (Foot Cone & Belding) and Ladybrooke. Other recent new advertisers on ABC TV have included Foster Milburn Co., Maradel Products, Inc., Midland Pharmacal Corp., C Schmidt & Sons, Inc., Duncan Coffee Co. and U.S. Gypsum. In the past two years, all told, some 33 new-to-network advertisers have allied themselves to ABC TV.

CBS TV also has racked up an impressive score with new advertisers. One of the more recent additions to the CBS TV roster is the aforementioned Monroe Auto Equipment which is sponsoring the 10-minute pre-game show which precedes each Sunday's baseball *Game of the Week*. Monroe also plans to be identified with NCAA football games when the baseball season comes to an end. Additionally, Monroe is sponsor of a flood of daily Bill Stern *Sportsreel* programs over MBS.

In appraising the new-to-network advertiser situation, Edward Bleier, vice president and national sales manager, ABC TV, asked this question last week: "When a .400 hitter goes into a streak and bats .500, is he in a slump when he bats .40 again?"

"During its infancy, television could only attract 'new' advertisers; necessarily, hundreds of them, despite indifference, ennui and hostility of advertisers originally trained



First encounter with tv

Rayette, hair spray for the womenfolk, will be seen on ABC TV's Jerry Lewis show

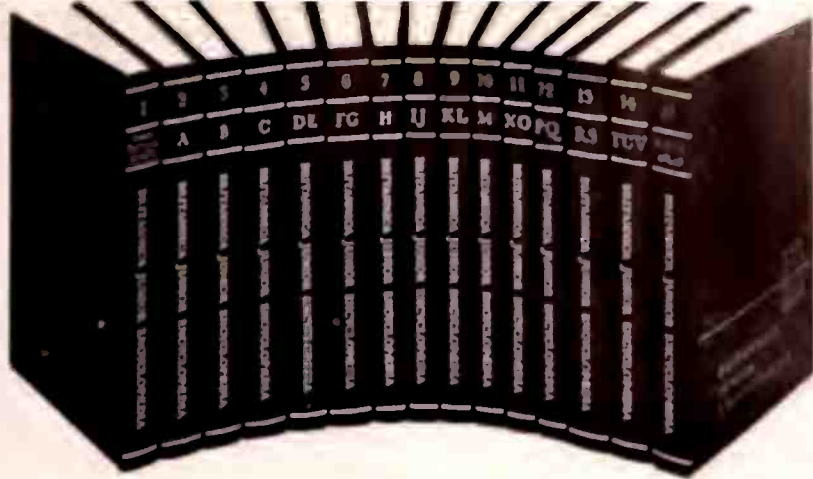
to other media," Bleier continued. "Even now, with a mature television economy, many new advertisers are attracted from an ever-diminishing availability. Most are at either extreme; the new and smaller companies and the very large industrial companies. And, of course, there is ever-increasing television use by new or established products of existing companies."

Bleier observed that among the 33 newcomers to ABC TV in the past two years are smaller packaged goods advertisers who sponsor participations in highly merchandisable and effective programs. He said that "ABC TV has attracted these smaller advertisers through participation opportunities in prime nighttime periods for family products, effective daytime programs for women, sports for men, cartoon shows for children; and, even, *American Bandstand* for teenagers."

"Additionally, the creative use of news, public affairs and sports programming, has attracted many new public relations budgets of large corporations, some with their own specialized programs," Bleier said further, "All, in all, in the upward curve of only nose-counting the new-to-tv' companies must level off. But, most significant is that television's growth comes from both general consumer and special interest advertising. Creative programming and creative salesmanship have now combined more effectively than ever to produce the results to which his trend attests."

A newcomer to network television with an affectionate-sounding moniker is "Hush Puppies" featuring a casual shoe made of pigskin by the Wolverine Shoe & Tanning Corp., Rockford, Mich. Until the late '50's, this firm made sturdy men's work shoes.

"Hush Puppies" which derives its name from the mixture of cornballs and catfish given to yapping hunting dogs with the reproof, "Hush puppies" is being brought into television for the first time by Mac-Janus John & Adams. Said a Wolverine executive when the new one was first introduced: "Let's all them 'Hush puppies' because they soothe your barking dogs."



Making their first commercial entrance in television

Network tv for the first time has publishers of top encyclopedias advertising their wares. Encyclopaedia Britannica (top) will have half sponsorship of NBC-TV's "Exploring" Compton's Pictured Encyclopedia is on "Today" with early a.m. drop-in announcements

Don Mahlmeister, account supervisor at MJ&A, raised his eyebrows when he first heard the suggested name. "I guess this is a case where you can over-research a situation," Mahlmeister said recently, "for despite our objection, 'Hush Puppies' was chosen and it has been wildly successful."

Wolverine is a great believer in advertising and spends about \$2 million annually on promotion. More than five per cent of the company's sales volume (infinitely larger than that allocated by most manufacturers) goes into promoting the company's products.

The firm's president, Adolph K. Krause, declares: "Since advertising has been a significant contributor to our growth, we've continued to devote a comparatively big proportion of our sales to it."

"Hush Puppies' entry into net-

work television has not been a spur-of-the-moment decision," according to John T. Hart, vice president in charge of marketing for Wolverine. "We have made extensive television tests on a local basis and found it raised the awareness level of Hush Puppies as a brand name." Hart emphasized, however, that television was being used over and above Hush Puppies' already established print advertising program. The *Today, Tonight* — Sunday buy on NBC TV was decided on because it best fits the profile of the typical Hush Puppies buyer, the agency said last week.

An examination of the new advertisers on television reveals that, on the whole, they are modest-sized accounts no longer fearful of approaching the networks for participation buys. As Jack Otter, NBC TV vice president, national sales,



Edward Bleier
V.P. & nat'l sales mgr., ABC TV



Joseph N. Curl
V.P., daytime programs, CBS-TV



Jack Otter
V.P., national sales, NBC-TV

puts it: "A television network should be able to accommodate any size advertising budget and our commercial patterns are geared to requirements of the small and seasonal advertiser, as well as the multi-million dollar year-round accounts, in both daytime and nighttime schedules."

Otter says the increasing number of new advertisers on NBC—many of them new to television, "testifies to the growing strength of the medium and also to the quality of the NBC TV Network schedule." Nor does Otter think that the vein is running dry on new advertisers. He has come to regard both *Tonight* and *Today*, in particular, as "maternity wards for new advertisers."

Where do new network television advertisers spring from? According to Joseph N. Curl, vice president, daytime programs, CBS TV Network, they start locally, then go regionally and ultimately wind up on the networks. Most new advertisers on the networks, particularly in daytime segments, are brought in because of advantageous deals, according to Curl.

Ideal for "fringe lads"

"With morning plans, the small advertiser, who hasn't yet got his feet wet in television, can do so and not get hurt because of escape clauses and numerous other enticements," Curl says. "For the fringe lads and the small budget advertiser, the morning plans are regarded as ideal."

Numerous new-to-tv advertisers have found ideal setups in what is also called ABC TV's Daytime or Scatter Plan which provides, plenty of reach and high efficiency at low cost. Similarly, NBC TV's Daytime

Schedule has proven a source of profit for a goodly number of low-budget advertisers making their initial appearance in television.

Much new money for television stems from new products, according to Tod Moore, director of spot tv sales development, The Katz Agency. Rorabaugh reports that approximately 100 new brands were introduced to viewers via national and regional spot tv in the first quarter of 1963.

Katz offers booklet

Moore also notes that last January The Katz Agency first offered a printed summary of its presentation, *Launching Your New Product*, the requests are still coming in. "We've had almost a hundred requests for copies during the month of July," Moore reports. "As a result, we've made a supplementary mailing to an additional 1,400 ad and marketing executives. We believe that spot tv is especially good for new product introduction. In addition to the obvious sight-sound-motion virtues of the tv medium, with spot tv an advertiser has the flexibility to properly weight his strategic introductory markets. Budgets can be controlled with a tight reign from market to market."

Competition spurs action

Moore believes new money for tv will also come from accelerated use of the medium in the summer months. He says competition is becoming much too intense for manufacturers to turn their backs on summer promotion.

"More and more, astute marketing men will be spurting ahead of competitors who, from habit or tradition, continue to rest on their oars

during warm winter months," Moore continues. "The alert, positive thinkers will discount any seasonal fluctuation in viewers; they know the audience of American tv viewers in all seasons remains a tremendous one, and that buying goes on all year 'round."

Companies named

The Katz Agency presentation cites numerous advertisers who introduced new products on television with the aid of spot on both national and regional levels. It offers a long list of examples including VO-5 and Rinse Away, Chol Full O'Nuts Coffee, Maypo Cereal Matey Bubble Bath, Climalene and Contac.

New products introduced in the first quarter of 1963 via spots included Colgate Palmolive's Cleopatra Soap, Tidy Toys Bath Oil and Goddess Soap; Dow Chemical Handi Sandwich Bags and Crab Grass Killer; Lever Brothers' Dove Shampoo and Golden Ladle Dimers and National Biscuit Co.'s Millbrook Cakes and Rose Brand Food.

Bank organization signs

Still another newcomer to network advertising joined the rank last week. It was the Foundation for Commercial Banks, a non-profit organization. Representing more than 5,000 "full-service" banks, it will use cartoon-type spots during a 12-week period on *Wide World of Sports* over ABC TV on Saturday afternoons. The advertising campaign, billing around \$200,000, will get under way 5 October. The agency is Guild, Bascom & Bonfigli. The agency said that the spots would be available for re-use on a local basis.

4A's Critical foray into radio research

THERE are more than 200 million radio sets in the United States today, and apparently nearly as many ways of estimating the audience.

Amid research-industry "confusion, inadequacy and conflict," the American Association of Advertising Agencies has issued a booklet aimed at helping radio to evaluate and improve measurement techniques. Charging that "almost every one who uses radio research is dissatisfied with it," the 4A blames the present multiplicity of services with no agreement as to which provides the most valid results" for most of the trouble.

The 4A's key recommendation: Implement the Madow-Hymanessen Committee's recommendation for the establishment of an Office of Research Methodology . . . to objectively determine the most reliable and valid audience measurements." The proposed organization, which 4A suggests be underwritten by broadcasters and their representatives, would not only test methods currently used, but originate new ones.

Granting that radio ratings data are "absolutely essential for the intelligent purchase of radio time," the Association suggests data usefulness is most often seriously di-

luted by the following factors:

▶ *Inadequacy of out-of-home listening.* Allowing "no agreement on the validity of reminder tag-diaries attached to portable sets, interviewer traffic checks of auto listening, or applications of diary or recall methods by all family members," 4A urges the investigation of new and different methods.

"Proposed methods must overcome present deficiencies, such as those resulting from memory failure between the act of listening and reporting; from second-hand reporting of listening; and from interviewing only those motorists who stop at traffic lights, missing other motorists on the open road who might have different listening patterns."

At present, says 4A, radio broadcasters "do themselves a severe disservice in risking underestimates with an approach which does not measure total audience."

▶ *Ratings research not reflecting changes in program schedule quickly enough.* It also does not reflect variations in actual listening from one time period to the next during a day. Thus, 4A calls for quicker up-dating of audience rating studies and "though it may not always be possible to follow a standardized time lapse after changes are made

with a new coverage survey the setting of a standard interim time period."

▶ *Smaller markets not "rated" by the standard services.* 4A suggests consideration be given to "expanded reporting on many smaller, but important, markets. These could be determined by surveying media people in agencies and advertiser companies."

Drawing attention to two kinds of audience description, "consumptive characteristics audience" (the percentage of a station's audience having greater consumer spending potential than is true of audiences to other stations in the area) and "special sub-groups" (segments of the total population of interest because of ethnic background, age, occupation, etc.), 4A advocates more qualitative research. "The more specifically these special audience groups can be identified as regular listeners to a station or program, the more meaning this kind of research has to the buyer. Furthermore, there should be comparability of selected audience characteristics reported for competitive station."

Since stations often claim their "public image" favorably disposes people toward commercials broadcast on that station, 4A recommends using such methods as "controlled experiments for testing listener receptivity to identical commercials in different station environments" in order to validate claims for qualitative superiority.

Although a need for remedial attention in radio research is called for, 4A reports that "influential persons and organizations are aware of the need and are calling for action or taking steps toward improvement."

One indication of an accelerated interest in better research is the program being developed by newly appointed NAB director of research Melvin A. Goldberg in cooperation with member stations, the purpose (Please turn to page 68)



Donald L. Kanter
Tatham-Laird



Ruth Jones
J. Walter Thompson

THE LONGEST BEER ON RECORD

Leading national brews prove that there's lots of mileage in radio/tv for a good jingle

H EARD about Mabel?

She's the coy-but-comely barmaid who dispenses the suds for Carling's Black Label beer.

And with the help of radio (and, to a lesser extent, tv) Mabel has created one of the all-time success stories in the worlds of brewing and broadcast promotion.

R. C. Garretson, marketing vice president of Carling, credits broadcast media with pushing Black Label from 62nd place to its present fourth position in the nation's taste. This rise was accomplished in only

12 years. Today, only Anheuser-Busch, Schlitz and Pabst—of which more later—can top Carling sales.

In 1949 Carling introduced the "Hey, Mabel, Black Label" logo and slogan. At that time Carling produced and sold only 360,000 barrels. In 1962 the company sold 5,845,000 barrels. Both in 1960 and 1961 Carling was the brewing industry's fifth-largest broadcast advertiser.

Throughout its 12-year climb, Carling has used radio to open new distribution, target its message, pro-

mote its new "handy bottle," and to advertise the opening of breweries in new communities.

Because of the deep association with its "Mabel" musical device, and its identifying whistle, Carling often uses music alone in its spots—no lyrics in either radio or tv, thus delivering an almost subliminal message. Furthermore, the familiarity of "Mabel, Black Label," heard on Canadian border stations, makes it possible for Carling's Canadian agency to get more run for its tv and radio money.

The spots score immediate identification. This is extremely important in Canada, because advertisers are restricted by law to use of a 12-second announcement which must come at the end of a one-minute spot.

Last year, Carling opened its seventh brewery, in Baltimore, with an eighth planned for Fort Worth in 1964.

Of its \$12 million ad budget, the bulk last season went into radio and tv musical spots, and the sponsorship of major sports.

One of the remarkable aspects of the Carling campaign is that the "Mabel" musical theme has remained basically unchanged, since its creation in 1951.

Phil Davis was the creator of the Carling jingle; since that time he's tuned up so many copy variations on the theme that he's lost count. While not claiming a record, Davis has difficulty in recalling any major radio tv campaign whose essentials have continued unchanged for as many years.

Long-running copy and musical themes are, however, almost a feature of the brewing industry's use of radio and tv.

Another outstanding example of longevity is Budweiser. Its basic theme, "where there's life there Bud . . ." has survived since 1955.

Well over 200 versions of it have been contrived by its creator, Bob Johnson, of St. Louis' D'Arcy agency.

In five years, from 1955 to 1964 the Bud commercials won at least one radio and/or tv award each year, and the jingles and clips are still collecting directors' trophies in 1963.



Strong melody is key to stronger sales

Meteoric rise of Black Label beer, from 62nd to 4th national seller in 12 years, is credited by marketing experts to shrewd use of broadcast media, plus jingles which are outstandingly memorable. Here, Artie Malvin sings cut Carling commercial



Long-running jingles keep life in Bud

Basic melodies and slogan, "Where there's life . . .", have been re-exploited in several hundred variations during past eight years. Agency producer Bob Johnson believes tasteful repetition doesn't pall quickly if the music is good to begin with

How can a commercial theme be kept fresh for eight years?

"I still don't think the theme has outworn its welcome," says Johnson.

"Repetition, politely and lightly done, will work for a long time."

His keynotes of the Bud commercials are:—

- Use of music ("good music, well played")
- A lack of copy ("this is in tv versions, of course, and extremely important: we seldom run to more than 16 or 18 words")
- Natural, familiar sound effects.

Prior to 1955, Budweiser had never used a jingle or a theme, and they weren't too enthusiastic when D'Arcy suggested a commercial with music. But the client OK'd the idea, and since then "I guess you can say it's been quite successful."

The theme itself was written by musician-conductor Russ David, with an assist from Johnson. "We tried to give Bud a more friendly, youthful, modern image," Johnson recalls. "Until then, it had been more solid and conservative."

"Television was at first a visualization of the sound we had created on radio, the earliest spots showing harp closeups of the instruments, the valves, the sheet music. From those first ones we've moved into realistic situations."

"In Johnson's opinion, tv commercials too often overlook the ob-

vious points which often will help sell the product. This is a seldom-heard comment; Johnson justifies it by saying:

"To me, the obvious is half the story when highlighted by sound effects: the opening of a bottle, the pouring of the beer—sounds which we could so easily overlook during the filming.

"It's a sensory thing, making a beer commercial. With that fact in mind, we have segued into the use

of food—beer and food go together. If we show a steak, you hear the sizzle. You hear the crackling of a hot dog and the popping corn over the fire. This lends credibility and realism, and gets a lot of people thirsty, too . . ."

In its overall strategy of attack in radio and tv, the brewing industry's approach has marked similarity with the tobacco industry. Cigarette manufacturers long ago discovered the enormous value of simple, memorable melodic themes. Both the beer and tobacco campaigns, in general, are remarkable for the mileage spun out of their basic commercials.

From the station and rep viewpoint, the consistent nature of spot buying on beer accounts has made the industry a desirable customer through the years. However, some of the major brewers have shown, in recent years, that they're not averse to innovation and change in their timebuying patterns.

There was considerable trade interest last season, when Leo Burnett Agency acting for Schlitz, announced it would effect its spot buying in mid-December.

Result was the Chicago agency was able — thanks to a head start



Short spots are instantly recognizable

From midwest's Burnett agency, Schlitz got current slogan "real gusto in a great light beer". Thanks to heavy visuals, terse copy and strong music, the message can be hammered home in 10's and 10-seconds, as well as via longer spots



SPONSORS GO

6 clients sponsor Games on TV; NBC sets radio sales

Nets plan extensive coverage

Both NBC and ABC expect to have large reporting and production teams at the Games to cover as many sports as possible, with the difference in time expected to be able to fly back tapes and show them on television the same day as the competition. Both networks hope to use Telstar or Relay. NBC may collocate

ATHLETES aren't the only people priming for the Olympic Games in 1964. Sponsors are busy completing plans for commercials amounting to \$8 million in broadcast time alone (\$5 million for the winter and \$3 million for the summer Games).

Although many sponsors have been interested, only six are in on the buys: Firestone, Liberty Mutual, P. Lorillard, Schlitz, Texaco, and Andrew Jergens. Here's a rundown on plans.

Only three of the sponsors—Liberty, Schlitz, and Lorillard—are veteran sports buyers. [Advertisers are becoming more and more interested in sports. Approximately \$150 million is now spent annually on time, rights, and talent for commercials aired on network and independent station sports programs. (See "Sponsored sports: a giant tv industry," 6 May.)]

The winter Olympics, from 29 January to 9 February, will be broadcast over ABC TV. Summer Olympics, 10 October to 24 October, will appear over NBC TV.

Both networks will fly video tapes back to the U.S. or, if possible, air some portion of the events live via Telstar or Relay. Although plans are not definite NBC hopes to broadcast the Games in color.

Advertisers are enthusiastic. All of them, with the exception of Liberty, will sponsor the 15 pre-winter Olympic half-hours from

FOR TV COVERAGE OF OLYMPICS

6:30 to 7 p.m. beginning in mid-October.

Firestone Tire & Rubber Co., which recently dropped its long-time video image *Voice of Firestone* on ABC, has gone sports happy. Firestone has contracted for participation on NCAA football on CBS, as well as *Championship Bowling* to be sold to 100 individual stations.

Liberty Mutual, which two years ago was only in print media, is now spending near \$2 million in television. Next year about \$900,000 will go into tv sports, all on ABC. Besides buying \$240,000 in time for the winter Games, it has bought into AFL football and *Wide World of Sports*.

The insurance company requested one-quarter sponsorship of the Games, was too late, but managed to obtain only eight minutes through the courtesy of Firestone.

Liberty believes that commercials on sports programs hit middle and upper income viewers, usually with a better education. (Many treasurers of companies and other men of influence might watch sports, whereas they might not be frequent viewers of other tv programming.)

P. Lorillard has been advertising on tv sports shows since 1945. The company is carrying one-quarter of the winter Games. In 1960 it was a large sponsor of summer Games.

Sports help to round out the company's coverage, says a broadcast executive at Lemmen & Newell, agency for Lorillard. It is one subject that attracts a large number of masculine viewers. To lure family audience schedule calls for heavy spending in variety programs, *The*

Dick Van Dyke Show, *Joey Bishop Show*, *Jack Parr Show*, and *Ed Sullivan Show*.

All of Lorillard's sports buys for 1961 are on ABC. They spread over a large area, including participation in American League Football and *Wide World of Sports*, as well as the winter Olympics. All told it's a \$4 million sports schedule.

Sports represent one of the three prevailing trends and preferences which guide Lorillard's present advertising plans, according to

Morgan J. Cramer, president of the company. (The other two are programs featuring big-name performers and color programming.)

"We are presently placing greater emphasis than ever on sports programming for Old Gold Spin Filters, Kent, and Newport. Besides the Olympics we have a full measure of golf, baseball, football, bowling, and general sports programs on the three tv networks," says Cramer.

"In many cases, we carefully adapt our commercial messages and tailor our copy to the specialized

Network Olympic radio buys are slower

ALTHOUGH tv networks in the U. S. must negotiate for video rights to the Olympic Games with official representatives, radio coverage of the international sports event operates with considerable freedom.

Any U. S. radio network, in fact, may broadcast full coverage of the Games for the asking. As a result, the news-minded U. S. radio networks—ABC, CBS, Mutual, and NBC—are already deep in the planning stages of coverage of the winter Olympic events, complete with sponsors.

In the largest deal to date, General Mills, on behalf of Wheaties, will sponsor NBC Radio's entire 1964 winter Olympic coverage.

One hundred five-minute vignettes over a period of 12 days are planned. Advance coverage will begin 25 January with the Rev. Bob Richards, director of the Wheaties Sports Federation, and NBC's Jay Miller and Len Dillon reporting.


The five-minute reports will be aired between 3 and 9 p.m. New

York time during the week and throughout the weekend on *Monitor*. The coverage will include interviews with world-wide sports celebrities, athletes, and enthusiasts, forecasts and descriptions of ceremonies and competing events.

ABC Radio has no sponsor yet for the winter Games. However, it is planning to broadcast two or three reports a day during the competition, probably a total of 15 or 30 minutes. Tom Harman and his sports crew will probably be sent over to Innsbruck to cover.

CBS has not talked about any definite plans for the Games. The network has no sponsors for the event so far and may decide to do very little.

Mutual is planning to cover the Olympics within its regular sports programs and therefore is not offering a package to advertisers, according to an executive.

The summer Games in Tokyo are still too far off to consider broadcast plans; a lot will depend on success of winter sports. 

Six sponsors take all for 1964 Games Winter Olympics, ABC-TV

Sponsor	Agency	Cost
Firestone Tire & Rubber	Sweeney & James	\$1,250,000
Andrew Jergens	C&W	625,000
Liberty Mutual Insurance	BBDO	240,000
P. Lorillard	L&N	1,250,000
Jos. Schlitz Brewing	Leo Burnett	625,000
Texaco	B&B	1,250,000

Summer Olympics, NBC-TV

Sponsor	Agency	Cost
P. Lorillard	L&N	\$1,000,000
Jos. Schlitz Brewing	Leo Burnett	1,000,000
Texaco	B&B	1,000,000

Some sponsors take winter and summer

Lorillard, Schlitz, and Texaco are big buyers for both Games. Winter Olympics were sold by quarters, summer by thirds. Lorillard is only return sponsor from 1960 Games

nature of the event," Cramer says, "We find this makes for greater impact and a higher degree of retention by viewers of our sales appeals."

Schlitz, in for \$625,000 worth of winter Games segments, is also a veteran sponsor of sports. For this fall the beer company has contracted for participation on the CBS *Sunday Sports Spectacular*.

An account executive at Leo Burnett, agency for Schlitz, says there is a touchiness nowadays about amateur and professional sports and it carries over to advertising on both. Whereas professional athletes, especially in sports like bowling and baseball, would probably smoke cigars or drink beer, amateur athletes would not.

The spokesman said that women in the sports audience are a plus factor. Since they usually buy the beer it is important that they be familiar with the brand name, but men still control the buying by stating their preference.

Texaco is a relative newcomer to network sports; last year it went heavily into sports for the first time. For next year it has signed up for both the summer and winter Olympics—an outlay of \$2,250,000 for

the Games, equalled only by P. Lorillard. Texaco will also sponsor the *Bing Crosby Golf Tournament*, the NCAA's on CBS and the baseball *Game of the Week*.

Jergens recognizes the female appeal of sports, especially winter sports.

"Examining the audience composition figures of the 1960 winter Olympics as telecast on CBS we find that female viewership compares very favorably with today's top woman-appeal programs such as *Ben Casey* and *The Nurses*, says Richard H. Depew, vice president and director of tv marketing at Cunningham & Walsh, agency for Jergens.

What evidence there is supports the observation that commercials housed in sports shows tend to perform as effectively among women as the same commercials shown in a less strenuous program context, according to Schwerin Research.

American Research Bureau data for the 1960 games bears out the theories that women like to watch sports. Considering all available telecasts for the winter Olympics, ARB audience composition figures show that more women watched than men (1.02 for men and 1.06 for

women). For the summer Games, however, men outranked women, .88 for average male audience and .75 for female audience.

CBS, which broadcast both the winter and summer Olympic Games in 1960, did a great deal of research on the audience. Says a research executive at the network, "I'm tired of doing all this research to prove that NBC and ABC have a good buy in the Olympics, and to advertisers that they should sponsor Games when they're on other networks."

A capsule report from CBS research reveals the following:

On the basis of National Nielsen 36,570,000 homes (80.9% of total U.S. tv) viewed the summer Olympics, comparing most favorably with the winter Games which were viewed in 36,883,000 homes (81.6% of total U.S. tv).

CBS research estimates that some 95 million persons viewed the winter Games and a similar number the summer Games.

Over 5 million homes or about 12.5 million people viewed the average telecast in the 32 program series.

The summer events, aired in the evening between 6 and 11 p.m. did somewhat better than CBS competition. The network's research department reports that the Olympics earned a 5% higher share than the NBC competition and 3% higher than ABC (CBS admits this analysis is limited because of the sustaining time periods on the other networks as well as other factors).

Both the weekend, daytime, and late evening Olympic events did generally better than the competition.

The summer Olympics on CBS obtained a much higher share of audience than the regular programs it replaced. For the periods in the evening 6 to 11 p.m. the Olympic share was 33.4 or 25% higher than the average for CBS programs in the preceding and following weeks.

Sponsors of the 1960 Olympic Games were: (winter) Renault, Union Oil of California, Schlitz; (summer) Atlantic Refining, Burgermeister Brewing, P. Lorillard, General Mills, Sandura Co., American Home Products, and Bristol-

Myers, all major air-media buyers. The rights to the winter Olympics, which went to ABC, were handled by Kenyon & Eckhardt, appointed by the Austrian Olympic Committee. The ad agency handles all the numerous financial problems concomitant with the sale of the broadcast packages.

Giancarlo Rossini, K&E vp-international, a key man in winning the account, was also major negotiator for Cardner when that agency won the rights back in 1960. The current rights were sold to ABC by K&E for \$500,000. The agency worked on a fee basis which amounted to about 15% of the cost.

Rossini said there were technical and financial reasons explaining why the Austrian committee did not deal with the networks directly. He said at the 1960 Squaw Valley Winter Olympics became so fouled up that ABC bowed out and CBS scooped up the rights for "peanuts."

ABC's preliminary plans call for 16 hours to be devoted to the Games, one hour each weekday night and two hours each of the four weekend days. The pre-Olympic series will be televised on Saturdays 6:30 to 7 p.m., EDT, starting 15 October. These pre-Game programs will cover the trials, facilities for the teams, and a close look at some of the top athletes who are competing. A team of producers and engineers has already been to Innsbruck to survey the Olympic site for the telecasts.

ABC will cover a variety of the sports, including ice hockey, giant slalom, slalom, cross-country, ski jumping, speed skating, tobogganing, bobsledding and figure skating, with four to six events scheduled each day of the twelve days allocated to the Games. Rooney Arledge, executive producer of *Wide World of Sports*, will head the production team at Innsbruck.

NBC, which acquired the tv rights from the Japan Broadcasting Corporation (NHK), plans to broadcast 14½ hours of the summer Olympics. Plans are still not definite, but the network says there will be daily coverage in the evening and longer programs on the weekends. It will begin coverage of the Olympics 10 October just after the finals of the World Series. ■

Advertisers get added attention with bigger, bolder listings

SELLING preferred newspaper listings to tv advertisers is a profitable business. The National TV Log, Inc. has built up a simple and obvious—but very effective—way of doing it.

NTL is a specialized newspaper representative firm offering television advertisers the opportunity to have their programs listed in bold-face, as well as at least 2 points larger type, within newspaper program listings.

Although still a relatively small operation by tv-advertising standards (the company does about \$30,000 in business each month) it has been noticed and used by a good many large advertisers. Among them: Shell Oil, E.I. DuPont, United States Steel, Prudential and Metropolitan Life Insurance, General Electric, Kaiser Industries, Procter & Gamble, Mattel, and Colgate-Palmolive.

Individual personalities also have bought the service. In a letter to the New York office Jack Paar recently said, "It's the greatest bargain I've ever seen. I never dreamed anything so valuable could be so inexpensive."

The system works similarly to that at the yellow pages in the phone book. The name of the sponsor is sometimes listed with the name of the program, however.

Problem is many people feel that bold-face indicates some editorial recommendation. So much the better for the sponsor, but since the bold-face is clearly marked by an asterisk and footnote explaining the item is an ad, its morality cannot be challenged. Bold-face in the yellow pages is not designated as a paid advertisement, but in this case the public is familiar with the idea.

Cost to an advertiser for the special service is about \$90 per line per day. The listings are bold-faced in 31 newspapers, published in 12

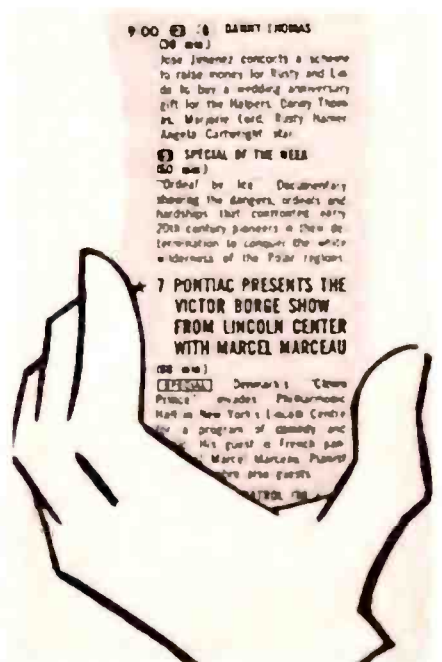
markets, 9 of which are in the top 15 markets. Total circulation reaches about 10 million people.

The idea reached fruition in 1957 under Aubrey H. Ison, now president and general manager of the NTL. At that time the four existing Los Angeles dailies were used. Since then the firm has grown to become a nationwide operation.

National TV Log's listings are limited to two advertisers in any half-hour show so as not to overload the log and thus destroy the plus-factor of the bold-face listing.

"If a tv show is preempted for a special news program or some other unforeseen reason after the listing has been published," says Ison "we pay the newspaper the full rate and give the advertiser credit."

"We are working to set up a package buy that will include the leading newspapers in the top 25 markets in the country." ■



Type makes the difference

Bold-face listing not only announces program but gives added emphasis to show. Hits viewer at time when he makes selection. Operation is small but growing



Bernini fountain for tv

Famed Fountain of Neptune was used in Calgon commercial opening sequence with sound of running water leading youngster into dream sequence of taking a bubble bath

Wanted: A Renaissance fountain, so...

CALGON GOES ON LOCATION—ROME!

THERE'S a new authority on the famed fountains of Rome. He's Arthur Ross, vice president of Ketchum, MacLeod & Grove, a Pittsburgh-based agency.

Ross, who serves as television-radio creative director for the agency, recently completed a five-day walking tour of the Eternal City in behalf of client Calgon. For the Pittsburgh company (a subsidiary of Hagan Chemicals), he inspected some 150 fountains to find a location for a commercial in behalf of Calgon Bubble Bath. The product is one of several from Calgon which will receive heavy exposure on tv this fall. With its expanding use of the medium, Calgon

also is placing added emphasis on its commercials.

Calgon is using both network and spot tv in what is reported to be the biggest campaign yet by the company (1962 network and spot tv gross time billings were \$536,000, according to TvB).

Calgon's fall network advertising includes a total of 100 commercial minutes to be run on fourteen different ABC, CBS and NBC programs. The network advertising will be devoted to Calgon Bouquet and Calgon water conditioner.

For Calgon Bubble Bath, spot tv will be used, with the recently completed commercial filmed entirely in Rome being released this week.

In this commercial, a small girl walks and skips her way through Rome's streets in pursuit of a white dove. The bird leads her to the Fountain of Neptune, completed by the most technically gifted of the late Renaissance sculptors, Giovanni Bernini. The liquid sound of the running water leads her into a dream sequence of taking a bubble bath, and after it is completed, the obliging dove—with a nice sense of timing for the technical requirements of American television—flies away from the fountain, followed by its small and spotless admirer.

The difficulties of shooting a complicated motion picture sequence in a city noted for dropping all ordin-

ary work routine to watch a movie being made were legion. But Ross came back from Rome more interested in discussing some probable trends in the "mood" commercial that he believes will be more frequently made by U. S. advertisers.

"We used the little girl in the dove to connote purity of product," he said. "Actually, though, we were trying for something deeper than that. We had soft light we wanted in Rome. We had the appeal of a fashionable and exciting city. In Bernini's sculpture, we had a fountain that could logically appeal to a child because of its interesting sculptural shapes, yet would make a powerful and emotional impact on the adult with its beauty. In combining all of these pictorial elements we're trying to reach every woman, who, despite whatever sophistication she achieves, always retains something of the 'child-woman' in her makeup all her life."

Ross admits he stayed away from a literal story rendering in making the Calgon spot—the third he has done in overseas locations for this KM&G client in the last year.

"One of the things I think we're learning in commercials, and perhaps learning it late, is that the human mind is the greatest speed racer in the world," he continued. "Five years ago, if we were making this same commercial, we would have taken great pains to make it clear to the viewer that the little girl in the spot is going into a day-dream sequence of bathing just as luxuriously as her mother. But today's woman viewer is smarter than that—a lot smarter. Modern novels, films, and television plays have accustomed her to a stream-of-consciousness treatment. In Calgon Bubble Bath we're selling a luxury product that calls for a subtle, but unmistakable, emotional and sensory appeal."

Ross admitted that production difficulties in Calgon's latest commercial spot exceeded earlier ones he completed in Puerto Rico and Jamaica, where he selected remote waterfall and ocean settings. Among the difficulties he cited were:

This time of the year, all the doves in Rome, for reasons that



Selling the product

Calgon Bubble Bath is introduced into the commercial in dream sequence. "Obliging dove" leads viewer back to the fountain

Boss did not take the trouble to fathom, fly away to Venice. He had to settle for an albino pigeon.

Training an albino pigeon with a string attached to its leg ahead of a camera crew is tough. It took two days to teach the pigeon to land on the fountain.

Bernini, an excellent man on fountains, was nevertheless unable to force the day when one of his late Renaissance masterpieces would become a central prop for commercial television. Technicians spent another day adjusting the fountain's hydraulic system so that it would send forth the right amount of spray to satisfy the producer.

"Although we filmed on Sunday morning to secure a quiet street, we had a thousand people in the square in no time flat," Ross recalls. "But the Italian police arrived in a hurry to restore order, and both they and the audience seemed to enjoy the filming."

Production on this commercial was handled by James Love Productions, Inc., and by Creative Cinema, Inc., for the two earlier Calgon commercials. Both firms have their headquarters in New York.

A number of commercials which Ross has completed for KM&G clients that include Calgon Corporation, Rubbermaid, Aleo and County Fair Bread have won awards in competitions held in Chicago, Pittsburgh and New York. ▀



Checking camera angles

Ketchum, MacLeod & Grove's Arthur Ross is shown above working on Rome location in shooting new commercials for Calgon Bubble Bath which will be used in spot tv

ANOTHER VALUABLE
ADVERTISING
OPPORTUNITY
ON **WNBC-TV**
NEW YORK



Delivers a large and responsive child audience with an exceptionally large bonus of women viewers, at new weekly rate.

HERE'S HOW IT WORKS

YOU BUY a strip of 5 one-minute announcements weekly in "Birthday House," 9-9:30 AM Monday-Friday.

YOU GET the benefit of the strip rate which brings the cost per spot down to \$252 or \$1,260 per week.

AND you get the tremendous sales response which comes when children and mothers together see your messages.

IT GIVES YOU MORE FOR YOUR TELEVISION DOLLAR

Ask your WNBC-TV or NBC Spot Sales Representative for complete details.

WNBC-TV 4 NEW YORK

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

In New York: The two WTRF-TV (Wheeling-Steubenville) Tower Topper parties (see photo) at the Overseas Press Club drew more than 400 timebuyers. Hosting the festivities were the station's executive v.p. Robert Ferguson, national sales manager Cy Aekerman, and other staff members. Channel 7's film and photo presentation pictured construction of the new 962-foot (above average terrain) tower, which greatly exceeds height of old tower (590 feet a.a.t.). According to station, new coverage gained includes 529,300 new tv homes.

Manhattan switch: Jack Quigley is now with Doyle Dane Bernbach



Timebuyers toast new tower

At the Overseas Press Club in Manhattan, Kenyon & Eckhardt foursome surrounds Hollingbery's Mary Anne Yurastz in a toast to WTRF-TV's (Wheeling-Steubenville) new taller tower. L-r are Ted Blumerstein, George Ogren, Phil Ganz, and Bob Geis.

(New York) buying for General Mills. Jack was a buyer on the Ballentine account at Esty (New York).

New at Street & Finney (New York): Rudy Nardelli has joined the agency as assistant to the media planning director. He was a media buyer on the Tetley Tea, General Foods, and other accounts at Ogilvy, Benson & Mather (New York).

KTLA-TV's (Los Angeles) fifth annual presentation: station execs report that more than 600 advertisers and agency people saw the station's 30-minute film previewing 1963-64 programming at a three-day series of luncheons at New York's Sheraton-East recently. Co-hosting the affairs with PGW execs were S. L. (Stretch) Adler, station's v.p. and general manager, and other KTLA-TV staffers. Film's general message was that there is no single L.A. market—but a complex combination of 225 different and separate communities that make up greater Los Angeles, and that KTLA-TV offers "total local" programming to reach these communities. Among agency people on hand during the first presentation were timebuyer Irene Levy, Grey; media director Herb Gruber, Park-
(Please turn to page 44)

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV^{CB} BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

**CENTS
MAKE
DOLLARS
IN
CENTRAL
ILLINOIS**

*the 52nd market**

*buy the
PLAINS
TELEVISION
STATIONS*

SPRINGFIELD
CHAMPAIGN
URBANA
DANVILLE
DECATUR

271,036 TV Homes

wics wchu wicd

*ARB

CALL
ADAM
YOUNG

son, buyer Lynn Diamond and radio-tv spot coordinator Ray Jones, both of Young & Rubicam.

Buyer makes a move: Lucille Giorelli is now with Kudner (New York) as assistant buyer on the Tussy account. Lucille was formerly a buyer with Fuller & Smith & Ross (New York).

KCOP-TV (Los Angeles) presentation: New York buyers recently saw a 16-minute color film presentation preview of the Petry-repped station's 1963 fall programs, emceed by general sales manager William Andrews. Andrews emphasized the station's sports programming, along with commentary the evening feature shows.

Fuller & Smith & Ross announces two Bills: Bill Sassos joined the agency 1 July as a media buyer, reporting to associate media director Bernie Rasmussen. Bill is working on the Renault, Raytheon, American Optical, and Hercules Powder accounts. He was formerly a media buyer at Doyle Dane Bernbach (New York). Bill Hines joined F&S&R 8 July, and is working under media director Mike Keenan on the American Chicle, West Virginia Pulp & Paper, Acco Labs, Warner-Lambert, Coats & Clark, and Commercial Solvents accounts. He was with Lennen & Newell (New York).

New at SSC&B (New York): John Nugent has joined the agency as broadcast buyer on the Montclair cigaret account, sharing buying chores with Wayne Silbersack. John was with Esty (New York) where he bought for the Ballantine account.

Tessa Allen: p-o-p please, pronto

Uptown a piece on Madison Avenue at the Lawrence C. Gumbinner agency in New York, timebuyer Tessa Allen handles such accounts as Block Drug, Whitehall Laboratories—a division of American Home Products (Neet, Dristan room vaporizer, Sudden Beauty facial cosmetic), and Sacramento Tomato Juice. She joined Gumbinner in 1956; started her career as an assistant timebuyer with the Charles Antell Company in 1950. Tessa, good-natured, but intent when it comes to media buying, brought up the point that a lot happens after the actual media buy is made. She's especially interested in merchandising, and how it can figure heavily in a media plan. As Tessa says concerning merchandising, "After the media buy for a product, merchandising can play an important part in a campaign. I find it very helpful to have a station rep spell out a complete merchandising plan of what the station can offer: in-store displays, personalities' appearances, trade calls, etc. And once we have the promise, we like very much to get fast, fast, fast proof-of-performance — while the campaign is still fresh and lively."

And how about her time away from Madison Avenue? Well, Tessa says gardening is really her favorite sport. She wields her spade, trowel, and green thumb at her home in East Orange, New Jersey.

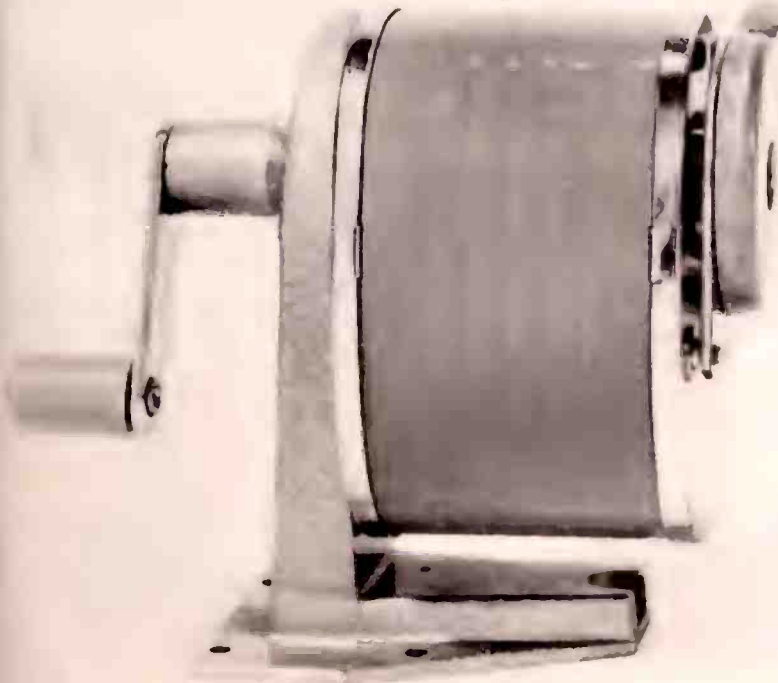


PEOPLE-POINTED . . . person-to-person radio,
 directed to people . . . programmed with a keen awareness
 of people-preference, and advertiser-insight. KLEO, radio
 that makes a "point" in the Wichita area . . . family radio
 with a "sharp" sound in Kansas. People who listen, like it
 . . . people who buy it, love it!



KLEO
 IS
 PEOPLE-POINTED

REAL SHARP



KRMG
 TULSA OKLAHOMA

KIOA
 DES MOINES IOWA

KQEO
 ALBUQUERQUE N.M.

KLEO
 WICHITA KANSAS



robert e.
 eastman & co., inc.

COMMERCIAL CRITIQUE

Trends, techniques new
styles in radio/tv
commercials are evaluated
by industry leaders

"THE REAL TURTLE SOUP"

By DON PURCELL

Why is it that with all the talent, time and money which goes into advertising, the bulk of the singing commercials we hear on the air are a "vast wasteland" of insipid, inane and childish jangle? Jangles, not jingles. A major reason is that the

2. The word "real" doesn't say anything. "Genuine" would be much stronger.
3. "Or merely the mock."—We feel this is negative. Change to: "Made from highest quality turtle stock."

Complete line will now read:

"It is the genuine turtle soup,

production house is given the "routine" task of arranging and producing the spot. There is a need for a more integrated method of creation, a proper wedding of words and music, handled by talents whose knowledge of music is as good as their knowledge of copy-writing. A closer communication is needed between agency, client and production house. Since music is an emotional method of communication, there is a need to emphasize "the feeling we wish to convey," rather than "this is what we want to say." The hackneyed phrases and clichés of copy must be abandoned.

There is absolutely no reason why a singing commercial can't be as good a song as the latest leader on the Hit Parade. And, I am sure, no client will object to his "song" becoming a hit. Exposure he can buy; fresh and original thinking will assure him a hit and possibly a "standard." But we can't achieve this by singing about platitudes such as "quality," "the finest," "the best." Such ideas will give us only dishwater. What we need is the Real Turtle Soup.



"PLEASE! I'll run it up the flagpole myself!"

songwriter's art has been confused with the copywriter's craft, and even where obvious talent is at work, the two forces seem to be at war with each other. Where inferior musical talent is at work, the results are obvious, but it is doubtful that even the finest of talents could survive the imperatives of literalism in the desire to create "sell" copy.

Let us examine Cole Porter's classic "At Long Last Love," as it might suffer under the intellectual breakdown of communication that is often the result of the "too-many-cooks" method of creation:

Lyric Line: "IS IT THE REAL TURTLE SOUP, OR MERELY THE MOCK?" COMMENTS FROM AGENCY:

1. This line asks a question. We want to say that our product IS the real turtle soup, not ask "Is it the real turtle soup?"

made from highest quality turtle stock."

NOTE: CLIENT LIKES MELODY. KEEP IT EXACTLY THE SAME!

This imaginary colloquy is not so far from what actually happens as you might think. The results are pedestrian lyrics, words which do not fit the music they have been mislabeled with, distorted pronunciations, sloppy rhymes, and lines which are good in print but unintelligible when sung.

Is there a solution to this situation? Possibly, though I have my fears. Unfortunately, the world is full of amateur songwriters. And, when a high-level, successful and creative copywriter turns his hand to jingle-writing, he is still an amateur when it comes to musical knowledge. The jingle is conceived at the agency level, and then the

—DON PURCELL



Don Purcell is president of Purcell Productions, a commercial production firm, and Purcell Productions subsidiary, Inter-Continental Broadcast Media.

Purcell credits the creativity and versatility of his organization to the wide areas of talent covered by his department heads. Lou Carter is creative director, Marv Shervan, art director, did the cartoon.



Why view on a screen . . . what they'll see on the tube!

A tv commercial viewed on the conference room movie screen may look to be a sharp winner . . . yet turn out to be a dull also-ran on the tv tube. Remember that, next time someone invites you to "screen" a tv commercial. And remember that what you'll see is a far cry from the cropped, out-of-time-phase image that comes through on tv. Like to see your tv films as others see them? View them on a tv monitor. We hope the results will help you realize why more commercials and shows every day are being carried on SCOTCH® BRAND Video Tape! 1 Tape provides an electronic original, expressly designed for tv viewing. This is no make-do electronic copy of an essentially

optical original. Every image is completely compatible with the tv set in the home.

Don't take anyone's word for it—prove it! Bring a film you're proud of to a tv station or tape production house and monitor it. Then view a video tape side-by-side on another monitor. You'll see at once the unique live quality that "SCOTCH" Video Tape offers. Other plusses: a virtually unlimited array of special effects by pushbutton, immediate play-back, no processing costs or delays—either black-and-white or color. Write for brochure on tape editing. 3M Magnetic Products Division, Dept. MCK-93, St. Paul 19, Minn.



SCOTCH is a REGISTERED TRADEMARK OF 3M MINNESOTA MINING & MANUFACTURING CO. ST. PAUL, MINNESOTA
EXPORT TO PARIS AVENUE NEW YORK CANADA LONDON UNITED KINGDOM

Magnetic Products Division **3M** COMPANY

- ★★ A new staff director will head the Surgeon General's Advisory Committee on Smoking and Health, but the same old target date of year's end for issue of the report remains.

New director Dr. Eugene H. Guthrie, appointed by Surgeon General Luther L. Terry of the Public Health Service in HEW, takes over for Dr. Peter V. Hamill, staff medical coordinator for the committee, who is on indefinite leave, hospitalized by overwork. Guthrie is on temporary assignment from post as Deputy Chief of Division of Chronic Diseases.

- ★★ No recommendations will be made in the first phase of the smoking and health study when it comes out at year's end.

HEW spokesmen say primary job at this time is the monumental one of coordinating all existing information and research on tie-in of smoking and health, plus air pollution and other factors. Aim is to pinpoint the "nature and magnitude" of health hazards in smoking.

Recommendations phase of the study may take longer than the 14 months estimated for present phase. Present committee membership of 10 non-government scientists will remain largely the same.

- ★★ Complex job of forming recommendations will have to balance health and industry problems.

Broadcaster-advertiser interests will interlock with impact on population in general, and the effect on the tobacco industry's place in the nation's economic structure.

Recommendations for any restrictive or educational program re smoking would involve roster of agencies: HEW and its Food and Drug Administration; Agriculture; Federal Trade Commission; Federal Communications Commission, ad infinitum. Capitol Hill will be drawn heavily into the fray.

- ★★ An incomplete report on broadcast ratings by the House Investigations Subcommittee staff stands at the crossroads: it could recommend active government surveillance, or continued free enterprise approach.

Subcommittee's chief counsel, Charles M. Howze said last week: "We are hoping for something definitive soon in talks with NAB. We want to find out if the industry is actually on the road to positive progress, or if it is not. The opinion the staff forms will decide the recommendations in the report we make to the Subcommittee."

Howze did not think the staff would wait much longer to decide. Speaking at staff level, but reflecting warnings made by Chairman Harris and members during hearings, Howze said dissatisfaction was deep over failure of radio and tv interests to mesh gears on audit standards. Nielsen and Pulse pronouncements, in the staff view, carry no real promise of change of tactics.

Howze comment on NAB's audit and research program: A good first step, but where's the action?



RCA CARTRIDGE TAPE SYSTEM

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



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

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

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

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

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

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



THE MOST TRUSTED NAME IN ELECTRONICS

N. Y. Negro buying survey pinpoints nine product categories shy of radio

Another survey of the buying habits of Negro families has been completed, but this latest one may bear more facts to interest the advertiser and agency in that it wasn't undertaken until after research directors of six leading ad firms were able to study and comment on the proposed questionnaires and outline of methodology.

Conducted in New York by The Pulse, in behalf of Negro-appeal WWRL, the survey was based on personal interviews with 256 Negro and 260 white households, with Negro interviewers used in Negro homes, and white interviewers in white homes. The study examines brand purchase and usage of selected products, and attempts to

construct an index of potential for both the Negro and white groups.

Product categories reported on, which WWRL sales v.p. Selvin Donneson said were chosen primarily because their manufacturers are only light users of specialized radio advertising, are: soft drinks, soup, margarine, toothpaste, insecticides, deodorants, household laundry items, shoe polish, and shortening.

But he did note that at least some of the categories—notably soft drinks—include brands which have been successful advertisers on Negro-appeal stations. A factor that does link most of the nine categories together is, that in general knowledge, they are products of

above-average usage in Negro homes.

However, the measurement of the differences between the Negro and white groups showed, for example, an 80% shift in the buying of shortening—.9 lb. weekly for Negro families in New York vs. .5 lb. per white home. Other findings: buying of soft drinks is 19% higher in Negro homes; margarine, 22%; deodorants, 22%; weekly serving of soup, 124%; purchase of household laundry items, 4.4%; toothpaste buying, 4%; toothpaste usage, 7%. Also, 68.7% of Negro homes bought shoe polish vs. 53.4% of the white homes, and purchase of insecticides was 103% higher by Negro families.

On the brand shares-of-market in each category, Pulse breaks out brand buying between three family sub-groups (no children, children 6-17 years, children under 6), and further divides each sub-group between high and low income, (above or below \$5,000).

The broad outlines of brand sales, even without this fractional information, should lead to much speculation. For example, in the deodorant field, three brand leaders are common to both Negro and white homes: Arrid, Ban, and Secret. However, Avon accounts for only 9% of white homes purchasing, but has nearly 17% of Negro homes, and is the outright Negro best-seller.

The answer presumably lies in Avon's door-to-door technique, which would give it heavy Negro weighting within the peculiar residential structure of New York's five boroughs. Significantly, the only other door-to-door brand, Fuller's Be Sweet, scores 8% among Negro and only 1% in white homes.

The markedly more expensive brands, such as Revlon and Yardley, are not hot sellers in the New York Negro market. This finding rebuts the commonly held belief that prestige items are inevitably sought by the Negro household—a partial marketing truth which has been propounded too often and too loosely.

The survey reveals differences in usage as between different types of deodorant. Thus, stick preparations



Ticking off the news for conventioners

Jack Walters formerly of CBS News, aired "Bulova News Digest" twice daily over Teleguide closed-circuit tv system (ch. 6) in N.Y.C. hotels during recent Retail Jewelers Assn. convention. The Bulova-sponsored newscasts contained natl. and intl. items plus specific convention news and views.

are little favored in either Negro or white homes. But roll-on formulas are used much more in white homes than Negro, and the position is reversed for cream deodorants. The newer spray preparations have only a small share of both groups, yet that share is 50% higher in Negro households.

When pinpointing sales by family age and income, the report points up major variations in buying patterns which may lead to profitable exploration.

Arrid's share is highest (for Negro homes) among families with children under six years; Ban gets into the 6-17 year bracket, and Avon has a decisive margin in homes with no children under the age of 18.

These brand patterns have absolutely no relation to those which were recorded among white households. Similar variations are charted in the Pulse report for the other eight product groups, revealing and documenting the fact that the urban Negro market is a great deal more complex than many advertisers had suspected.

New shop parlays billings

One of Chicago's newest advertising agencies, E.H. Russell, McClosky & Co., after only three weeks of operation, has extended its billings total to \$1,645,000. President E.H. Russell predicts that this level will rise to \$5 million before the year is over.

The company's account roster includes: Wade, Wenger Service Master Co., national professional cleaners; National Franchise Reports, publishers; Michael Kirby Associates, recreational skating schools; Domore Office Furniture; French Cafes, Inc., shopping center chain; Johnson & Anderson, consulting engineers; Weger Business Forms and its subsidiary, Weger Interiors, commercial contracting firm.

Consumers Larcenous: BBB

The National Better Business Bureau has uncovered a reverse twist to the long-standing merchandising evil—the shipping of goods through the mails to consumers who didn't order them and don't want them. Today, according to the bureau,

many reputable mail-order firms are being plagued by "ghost-ordering" of goods by consumers who have no intention of paying for them.

Although legitimate firms do not ship without an order, many do solicit orders and provide order cards for would-be buyers. Some larcenous consumers attempt to misuse this knowledge to obtain merchandise without payment, charges NBBB. They return order cards sent to them—with or without signatures—and then return all follow-up accounting statements with the

comment that no order was ever placed. Playing the role of the aggrieved recipient of unsolicited merchandise, they assert that the goods will be surrendered to any messenger who calls for them, noting that if the merchandise is not called for within a specified time, storage charges will be made.

\$4,245,000 budget marks 25th Gillette sports year

Gillette, via Maxon, Inc., on 31 August will launch a \$4,245,000 advertising campaign marking the silver anniversary of its *Cavalcade of Sports* and supporting its product promotion in connection with sponsorship of the *World Series* on NBC TV and Radio; ABC TV's *AFL Football*, *Wide World of Sports*, *Fight of the Week*, and *Wagon Train*, plus tv spots in selected markets.

The advertising drive will end 12 October, with the *World Series* promotion to feature a special combining two of Gillette's top sellers—the Slim Adjustable Razor and Foamy instant lather—into a tandem offer saving the consumer 50 cents.

Although Gillette currently participates in sponsorship of other types of programs, sports remains the backbone of its ad plans. The 1963 *Cavalcade of Sports* schedule, in addition to sponsorship indicated above, also includes baseball's *All-Star Game*, the *AFL All-Star Game*, the *NFL-College All-Star Game*, the *Rose Bowl*, the *Blue-Gray Game*, and championship bowling. The actual anniversary of *Cavalcade* will take place about the afternoon of 2 October, with the opening pitch of the 1963 *World Series*. It came into being the summer of 1939 with Gillette contracting for radio sponsorship of that year's *Series* after the post-season classic had gone unsponsored for three years. The move resulted in a substantial boost for the company, and *Cavalcade* was off to a strong start.

P-K-G and Maxon Merge

Wheels are officially turning toward the largest merger in American advertising agency history. The consolidation of Maxon, Inc. and

TvQ Quiz

Quiz yourself on program appeal to large and small-town people. Material for this quiz was provided by TvQ, based on their research of program popularity.

(A) Here are five programs with about the same appeal to adult tv viewers in general. See if you can rank them in order of their appeal to people in large metropolitan areas.*

1. Donna Reed Show _____
2. Fight of the Week _____
3. The Lucy Show _____
4. Meet the Press _____
5. Perry Como Show _____

(B) These five programs, also similar in general adult appeal, vary considerably in appeal to people in rural areas. See if you can rank them by their TvQ scores* among people in this category.

1. Ben Casey _____
2. Defenders _____
3. Gallant Men _____
4. Hazel _____
5. Monday Night Movies _____

* Mid-May 1963 TvQ Report

For answers, see page 63

Post-Keyes-Gardner, Inc. will result in a shop with approximately \$85 million in annual billings. The geographical breakdown places \$35 million in Chicago, \$35 million in New York, and some \$15 million in Detroit and San Francisco. There is also a Los Angeles office currently in operation.

The merger was prompted by P-K-G's exhaustive search for an east-coast agency affiliation. The two agencies number among their clients some top broadcast advertisers, including Gillette, Brown & Williamson, H.J. Heinz, Schlitz, General Electric, Household Products division of American Cyanamid, and Frito-Lay.

An interim agreement is imminent to provide combined agency services while legal details of the merger are still in the process of being finalized.

VICK RESHUFFLES AGENCIES: Shift in product assignments by Vick Chemical Co. division of Richardson-Merrell makes Leo Burnett a major agency for the drug outfit, increases the billings weight of Morse International, and leaves Sullivan, Stauffer, Colwell & Bayles out in the cold as far as Vick billings are concerned. Here's the lineup: Burnett will handle Clearasil, Lavioris Oral Spray, Vicks Vapo-Steain, and unspecified new products. These products have been handled by Morse International, which continues to handle other Vicks products and Lavioris Mouthwash in addition to former SSC&B accounts Tri-Span Cold Tablets, Sinex Nasal Spray, and Va-tro-nol Nose Drops. All changes take effect 1 November.

A FAMILY AFFAIR: The current issue of "Grapevine," Donahue & Coe's new house organ, finds that advertising has achieved a stature that is attracting young people to follow in their parents' professional footsteps. Noting that a survey finds an "ever-increasing number of second-generation ad people in the business," D&C has this data to add—right in its own shop are the sons

of three ad agency presidents.

DIETER SNARE: Makers of Slim-ette bread have been told by an FTC examiner to drop the radio and newspaper ads claiming weight-control via the bread, and even to drop the name "Slim-ette." Spaulding Bakeries, Inc., of Binghamton, N.Y., has agreed to a consent order and will bypass low-calorie claims for its white bread, which is dietary only in the fact that slices are slimmer. Decision is subject to commission review.

APPOINTMENTS: Chem-Fab Industries to Marshall Advertising, Hamden, Conn. . . . Colgate-Palmolive to Kenyon & Eckhardt-Novas, Interamericana for the full line in Guatemala, Honduras, El Salvador, Nicaragua, Costa Rica, and Panama, effective 1 October . . . Life Assurance Co. of Pennsylvania to Doremus & Co. for corporate public relations . . . American Homeowners Insurance Co. of Washington, D. C. to The Manchester Organizations . . . Potter & Moore, Ltd., manufacturer of perfumes and toiletries in England, to Benton & Bowles, Ltd. . . . Thomas Organ to Cunningham & Walsh, San Francisco, for national magazine campaigns and regional ad programs . . . Sugar-Lo Co., dietetic ice cream products, to Elkman Advertising, Philadelphia . . . Commercial Trades Institute, Chicago, to Bronner & Haas. Tests in all media are being instituted . . . Wallace Arnold Tours to Kenyon & Eckhardt Ltd. . . . Prominar International Corp., maker of photographic, optical, and related products, to Newman-Martin . . . Prestype to Dunwoodie . . . Alexander-Ford-du Pont, new motion picture company which will operate as AFD Motion Picture & Television Distributors, to The Goodman Organization.

MERGER: Food Marketing Corp., Ft. Wayne, and Super Valu Stores, Minneapolis. The transaction involves the purchase by Super Valu of the assets of FMC. The latter is a wholesale distributor of food and associated products with approxi-

mately 200 affiliated retailers throughout northern Indiana, western Ohio, and southern Michigan. The independently-owned and operated stores operate under two group names, Super Dollar Markets and Banner Markets. This company also supplies several large locally-owned chain groups. Warehouse sales to these stores totalled better than \$51 million at the end of their 1962-63 fiscal year in June. Projected wholesale sales for fiscal 1964 are for over \$60 million. Super Valu Stores, Inc. is the nation's largest publicly-held voluntary group sponsor. It supplies, services, and sponsors 832 Super Valu food stores in 12 north central states . . . The consolidation of Cousino Electronics, Toledo, with J. Herbert Orr Enterprises, Opelika, Alabama, brings into one organization two manufacturers in the field of magnetic tape.

EXPANDING: Firestone - Rosen, Philadelphia, has formed a new Public Relations Division within the agency. Richard L. Olanoff will be vice president in charge of the new division.

NEW PRODUCT: Alberto-Culver plans multi-million dollar campaign to introduce a new squeeze-on gel version of liquid formula Medicat-ed Rinse Away dandruff remedy.

OFF THE PRESS: American Marketing Assn. has just published "A Basic Bibliography on Marketing Research," compiled by Professors Hugh G. Wales and Robert Ferber of the University of Illinois. The volume contains more than 1,500 annotated listings classified into 28 sub-topics, including definitions and function of marketing research, origins and history, interviewing, sampling, coding, and media and advertising research. Copies may be obtained from AMA, 230 North Michigan Avenue, Chicago. Price is \$4 for members, \$6 for non-members.

AROUND COMMERCIALS: John H. Humphrey, Lee Jones, and Norton Gretzler have formed JLN Productions for the production of tv



HARRISBURG'S NO. 1 STATION

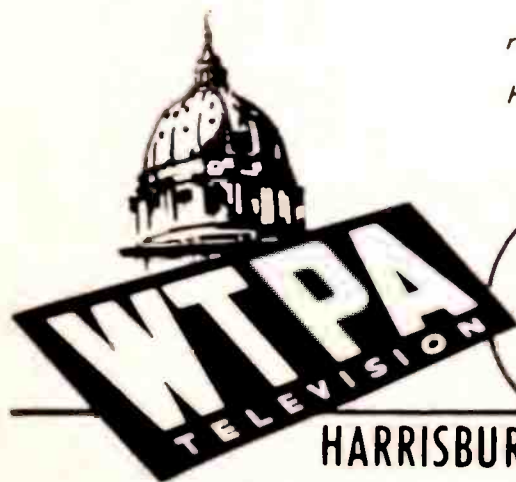
**WTPA-TV LOCAL PROGRAMING DELIVERS
151% MORE HOMES**

(MONDAY THRU SUNDAY, 5:00 P.M. TO 7:30 P.M.)

THAN THE OTHER HARRISBURG STATION*

represented by

HARRINGTON, RIGHTER & PARSONS



*ARB FEBRUARY AND MARCH 1963

commercials and non-theatrical business films. Offices are at 124 East 40th Street, New York 16 . . . Dennis C. Marlas to The Film-makers, Chicago, as producer-director. He'll work on tv commercials and industrial films . . . Al DeRise, formerly senior editor at MPO, New York, joined SIB Productions of New York as supervising editor.

NEW AGENCIES: Westway Advertising, Seattle, opened its doors 1 August. Principals are Ken Hinch, president; William Shela, executive vice president; Louis Antonsen, secretary-treasurer; and Byron Eklund, public relations vice president. Peter Pan Seafoods is the first account taken over by the firm . . . After an absence of nearly eight years, Guastella de Mexico, S.A., has reopened its offices at Calle de Napoles 49, Mexico City, with full agency services. The agency was merged with McCann-Erickson from 1951-55. Guastella de Mexico is already ser-

ving the Mexican operations of such accounts as Lady Arrow, Kelvinator, Leonard, Motorola, Lanvin Perfumes, and Supp-hose . . . Herbert E. Rose and Charles B. Wolfe have formed CH, a new St. Louis firm offering complete agency services for, advertising, public relations, and publicity. Offices are at 2031 Olive Street.

FINANCIAL REPORTS: Net profits for Coea-Cola for the first six months were \$24,340,267 as compared with \$21,694,357 for the same period last year. This is equivalent to \$1.76 per share compared to \$1.57 per share for the first six months of 1962, an increase of 12.1% . . . Pepsi-Cola consolidated six months net earnings after taxes and reserve for foreign activities rose to \$7,952,000, equal to \$1.22 per share, compared with \$7,321,000 or \$1.12 per share for the similar period of 1962 . . . Pils Beer sales for the month of July broke a ten-year record in percentage increases and sales for the first seven months of this year are substantially ahead of 1962.

ANNIVERSARY COMMITTEE: Public Relations News has formed a 20th anniversary committee, co-chaired by Paul Garrett, for 17 years vice president in charge of pr of General Motors, and Kerry King, vice president of Texaco and assistant to the chairman of the board. Serving with them will be the 12 members of the publication's Editorial Advisory Board and other pr executives still to be named. They will assist PR News' staff in planning for the July 1964-65 observance.

KUDOS: John H. Breck named to receive the President's "E" Award "for excellence in exporting."

MOVING: Bill Johnson to art director at Guild, Bascom & Bonfigli, San Francisco.

J. K. Billings to vice president and executive art director of Savage-Dow.

A. E. Roeder to marketing group supervisor of Sullivan, Stauffer, Colwell & Bayles.

Stanley G. Swanberg, executive vice president and manager of the San Francisco office of Botsford, Constantine & Gardner and a director of the company, retiring after 36 years with the agency.

Daniel I. Knight, broadcast director for MacManus, John & Adams, is leaving the agency.

Peter L. Raphael to Audits & Surveys as a project director in the consumer survey division.

Michael G. McDonald to J. M. Mathes as account executive.

R. D. Nardelli to Street & Finney as assistant to the director of media planning.

Lawrence M. Rogers to vice president of the Lambert-Hudnut Manufacturing Laboratories of Warner-Lambert Pharmaceutical Co.

Donald J. Maggini to vice president of Ceyer, Morey, Ballard.

Martin J. Foody to the advertising department of Liggett & Myers.

Dale Clark to administrative director, William Tompkins to art director, and Murray Head to production manager, Franznick-Meden.

Daniel H. Owen to account executive at Conklin, Labs & Bebee.

Donald A. Opdahl to division advertising manager of 3M's coated abrasives and related products division.

Joel S. Seiden to vice president in charge of internal services for Friend-Reiss.

Robert A. Bott to manager of field contact for Young & Rubicam, Detroit.

Brian Marohnie to national service manager of Zenith Sales Corp.

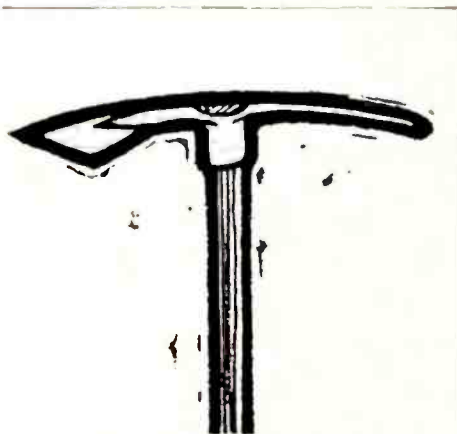
Howard G. Womack to European sales manager for B. F. Goodrich Chemical.

W. C. Townsend to manager of media services for Cockfield, Brown, Toronto.

C. Frank Kramer, Jr. to vice president and chief executive officer of the New York operations of Reuter & Bragdon, Pittsburgh.

Charles Dunkin to vice president and vice chairman of the marketing plans board of McCann-Erickson.

Irving Sonn to vice president and copy group head at Ogilvy, Benson & Mather.



WHY SALES CLIMB ALONG THE SKYLINE

You're picking a "one-buy" TV market of over 1/4 million homes with General Merchandise sales as big as the 36th metropolitan area.



SKYLINE TV NETWORK

P.O. BOX 2191 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-762-4987
Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.
KOOK Billings / KFBB Great Falls KXLF Butte
KID Idaho Falls KMVT Twin Falls.

THESE ARE TIMES THAT TRY MEN'S SOULS

(Time Buyers' Souls, That Is)

(Continued from page 15)

are loyal to people, and out here in our country they're loyal to our people and our people are loyal to them.

4. We promote all this heavily . . . a lot of on-the-air and newspaper promotion where we deal out specifics. We've got a nightly 5-minute TV program which lets people know the schedule highlights and guest stars for that night . . . and what specials and cultural and civic programs are coming up. How many stations do this?

How many stations own a legitimate theater? Our KRNT Theater seats 4,200—the largest in the country. It's the "Show Place for All Iowa." People from all over the state come to see Grand Ole Opry, or closed-circuit prizefights, or symphony orchestras, or New York road shows. In September, thousands of our Iowa friends are coming to see one of the nine performances of "Camelot." KRNT Theater helps promote our radio and television stations. Radio promotes TV and TV promotes radio and we learn about show business from all three. Every day there's a lot of cross-promotion. Most operations keep radio and television separated. Ours embrace each other. Air personalities appear on both radio and television. In our opinion, both media and personalities are far better off for it. Psychologists call this the Inter-media Motivation Factor!

5. We stand like the Rock of Gibraltar for the same fair dealings for everyone. You pay the same price as your competition on our stations. We have no PI deals, no special merchandising deals and no cut rates. We sell advertising on these fine stations at fair prices. Twenty-eight years have built us our great broadcasting reputation and we're not going to sell our birthright for a mess of pottage—now or ever.

6. For a long time we've been telling you how around 80% of the local television dollar is spent on our one-rate television station. Gov-

ernment figures for this three-station market have shown it for a long time. We do the most local radio, too. Probably the initial impact of this statement by now has worn off for some of you over the years. But think a minute. How many other markets could you go into and find this to be true? How many other stations command that kind of commercial respect? Such popularity must be deserved. These local clients have had years of battle experience with "Anniversary Sales" . . . "Weekend Specials" . . . "Year-end Closeouts" . . . "Grand Openings" . . . "Premium Offers" . . . and just regular week - in - and - week - out programs. These local advertisers have to get results NOW and they do. They've tried about everything, we suppose, but the solid fact remains that when you count the local advertising bucks spent each year, we receive by far the lion's share. Isn't this a truly unique endorsement that should be considered? 'Tis The Till That Tells That Tale of advertising effectiveness!

A time buyer reading this might say to himself that perhaps there is a little poetic license taken here on these pages. But if you came to our town and you listened and watched and visited with some of the local citizens and you dealt with us, you would find out that what we say is absolutely true. We're not out for a quick buck. We're here to stay. We live here. We're an integral part of this Community . . . have been for twenty-eight years . . . have dealt with many of the same advertisers for twenty-eight years. You, too, can buy with confidence. Our reputation is our most priceless asset and your guarantee of complete business satisfaction.

KRNT KRNT-TV DES MOINES

An Operation of

Cowles Magazines & Broadcasting, Inc.

Represented by The Katz Agency, Inc.

CBS in record half-year sales, income

A jump of some \$20 million in sales and about \$5 million in net income over the same 1962 period have given CBS the best first half in its history this year. Reporting to stockholders, chairman William S. Paley and president Frank Stanton pointed to sales of \$273,276,969 and net income of \$19,370,017 in the first six months of '63.

They added that the income figure doesn't include a net gain of \$1,499,014 on the disposition of certain real estate, which was credited directly to retained earnings during the second quarter this year.

Commenting on operation, it was noted that sales of CBS TV for the first six months were substantially above those of 1962's record-breaking first half, as the network continued to attract more advertising revenue than any other single advertising medium. In addition, sales for the CBS TV Stations Division were well above last year's first half, with the greatest contribution coming from the substantially increased sales of the five o-a's.

Also, CBS Radio's current year

sales and orders at the end of the first half of '63 exceeded by over one-third the web's revenues for the full year 1962, with sales for the seven o-o stations ahead of the same period last year.

The report to stockholders said CBS Films continues to be the largest exporter of films made especially for tv, with 64 countries now airing them at the rate of nearly 2,500 half-hour broadcasts weekly. A drop from '62 in first-half sales was reported in the CBS International Division, which derives its revenues primarily from export sales of broadcast equipment and records. This was largely attributed to the recent loss of sales in Argentina.

NBC Radio sales record lauded by affiliate execs

NBC Radio has been praised by the executive committee representing its affiliated stations for "the progress the network has made and the unquestioned leadership of NBC in programing and sales." The

action was taken last week at a meeting of the committee in the Highlands Inn at Carmel, Calif.

The committee's commendation cited NBC for hitting a new high of 43.3% of all measured commercial time in network radio for the first six months of 1963, and also for coming up with "outstanding" special programs. From January through June, NBC Radio fed over 79 hours of special news programs to affiliates, plus 579 hot line reports. The news specials and hot-line reports totaled over 126 hours.

The network's latest program innovations were explained by William K. McDaniel, executive v.p. in charge of NBC Radio. Committee members at the session included chairman Lyell Bremser (KFAB, Omaha); vice chairman John B. Tansey (WRVA, Richmond, Va.), and secretary Thomas Carr (WBAL, Baltimore).

SALES: Goodyear Tire & Rubber (Young & Rubicam) bought into 12 NBC TV programs for the 1963-64 season. Five of the programs will debut in the fall. They are *The Bill Dana Show*, *Mr. Novak*, *Espionage*, *Temple Houston*, and *The Lieutenant* . . . Action in two rounds of the 23rd *Bing Crosby National Pro-Amateur Golf Tournament* at Pebble Beach Golf Club will be televised by NBC TV on 18 and 19 January. The two-day coverage will be sponsored by Minnesota Mining & Manufacturing via Erwin Wasey, Ruthrauff & Ryan . . . J. B. Williams (Parkson Advertising Agency) bought alternate-week sponsorship in NBC TV's expanded *Huntley-Brinkley Report*. The new half-hour news series is now 90% sold with only one weekly quarter-hour available . . . Tidy House Division of Pillsbury (McCann-Marschall) will sponsor the new *Lee Phillip Show*, a weekday program for women, over some 40 midwestern stations of CBS TV starting 2 September . . . Bristol-Myers (Young & Rubicam) bought into ten NBC TV programs for the fall. Four new series involved are *The Bill Dana Show*, *Espionage*, *Temple Houston*, and *The Lieutenant* . . . **Household Finance**



A backfield that's really in motion

Chatting at the ABC TV/American Football League preview at Toots Shor's are (l-r) Irv Wilson, the web's sports and special programs sales supervisor; John Saunders, Kenyon & Eckhardt; Jay Michaels, MCA, and Bill O'Sullivan, owner of the AFL Boston Patriots

(Needham, Louis & Brorby) will fully sponsor ABC Radio's half of each Notre Dame football game in 1963. The other half will be open for local availabilities. United Motors Service Div. of General Motors Corp. (Campbell-Ewald) will sponsor the network's half of the ten-minute pre- and post-game shows . . . Golden Grain Products, via McCann-Erickson, San Francisco, will add a fall campaign of participating spots on three ABC TV shows to the heavy CBS TV schedule it carries on a continuing 52-week basis. One minute spots once weekly will be carried on the *Tennessee Ernie Ford Show*, the *Price Is Right*, and *Trailmaster* . . . General Mills is picking up the tab for NBC Radio's coverage of the 1964 Winter Olympics. One hundred vignettes are scheduled beginning 25 January. Knox Reeves is the agency . . . Jack Clark will host ABC TV's new quiz program *100 Grand* which premieres 15 September (10-10:30 p.m.), sponsored by Alberto-Culver and El Producto Cigar, both through Compton Advertising.

NEW AFFILIATES: KSEK, Pittsburg, Kan., and KZNC, Hot Springs, Ark., to CBS Radio . . . KIIW, Honolulu, became a supplementary affiliate of ABC Radio. In the event ABC sells a network program on the station, ABC will arrange and pay for the necessary overseas transmission facilities. Other ABC programs will be available at the San Francisco toll test and the station must arrange and pay for transmission facilities from that point . . . KBAT will replace KAPE and KMAC as the ABC Radio affiliate in San Antonio, effective 16 September . . . WGHP-TV, new tv station to go on the air in High Point, N. C., around 1 October, will be primary affiliate of ABC TV.

MOVING: Jack Sameth to executive producer for ABC TV programming department.

Richard J. Connelly to assistant trade news editor for the NBC Press department, succeeding Gene Walsh who was named manager, business and trade publicity.

Jerry Solomon to manager of sales

planning and Mark Cohen to manager of sales offerings, both new positions for ABC TV Network Sales Department

James E. Watson to manager, sales development, NBC Radio.

Mort Fleischmann to manager, promotion, West coast promotion department, NBC.

Paul Sonkin, manager of audience measurements, promoted to director of research, Seymour Amlen, manager of program analysis and marketing, to associate director of research; John Tiedemann, supervisor of audience measurements, to manager of audience measurements; and Sheldon Jacobs, senior research analyst, succeeds Tiedemann, all at ABC TV.

Dan Bloom to producer of CBS News Special Reports.

Jack McCarthy, manager of daytime sales service, to manager of nighttime sales service, succeeding Mark Cohen, now manager of sales offerings. Richard Masilotti, assistant manager of daytime sales service, replaces McCarthy, and Wendell Barnes, daytime availabilities coordinator, replaces Masilotti.

SERVING
A ONE & ONE HALF
BILLION DOLLAR
RETAIL SALES MARKET

WJTV ch 12 :Katz • **WLBT** ch 3 :Hollingbery
Jackson, Mississippi

Mfrs. boost broadcasting's new media

Operators of uhf tv and fm stereo stations are getting some more help from manufacturers—at least as far as production counts—in their efforts to place more of broadcasting's newer media into additional homes.

More all-channel tv receivers were turned out in June than during any month in the past seven years, as production of these sets shot from the year's monthly low of 57,208 in May to 107,500 in June—the first time output had exceeded 100,000 a month since November 1956—reports the Electronic Industries Assn.

46% air stereo programs

In addition, EIA notes that during the second quarter of this year 57% of all radio-tv and radio-phonograph combinations that were produced were capable of receiving fm stereo broadcasts, a 7% increase over the previous quarter's output. The proportion of sets produced in all of '62 able to air stereo programs was 46%.

On the uhf front, total production of all-channel sets for the first six months of '63 hit 433,339, up sharply from the 275,446 produced in a similar period last year. In fact, this June's amount is more than double the total produced in the same month last year—50,283.

In the April-June period this year, output of radio-tv and radio-phonograph combinations totaled 354,824, of which 203,324 contained fm-stereo capability. A total of 27,017 radio-tv combinations out of 57,829 produced could receive fm stereo. Of 296,995 radio-phonos produced, 176,307 were equipped to receive the broadcasts.

Distribution recovery felt

Distributor sales of tv and radio sets, slow during the first two months of this year's second quarter, recovered strongly in June to reach the second highest monthly volume of the year. Distributors sold 541,810 tv sets to dealers in June, compared with 378,215 the

previous month and 480,510 in June a year ago. This year's cumulative sales through June stood at 2,956,808. Last year during the same period, 2,724,038 receivers were sold.

Radio sales by distributors in June soared to 811,923 from the 598,410 sold in May. But despite the sharp increase, they were far below the 1,040,598 turned over in June of last year. This year's six-month sales, at 3,935,670, lagged well behind last year's tally of 4,800,574 for the same period.

665,004 sets in June

Total June production of tv receivers, including all-channel, stood at 665,004, compared with 507,499 the month before and 620,653 in June 1962. Year-to-date tallies were 3,459,921 through June this year and 3,295,501 in the same period last year. Output of radios jumped from May's total of 1,384,063 to 1,653,866 in June, but fell short of the 1,721,873 produced in June 1962. Cumulative output through June totaled 8,585,238, against 9,264,445 produced during 1962's first six months.



Miss Warmland 1963 crowned

The power of radio was demonstrated recently at the fifth annual WARMI Radio day held at a Northeastern Pennsylvania amusement park. Over 55,000 people jammed the park for the WARMI, Scranton-Wilkes-Barre, radio show and the crowning of Agnes Hospodar (c) assisted here by d. j. Harry West and Miss Warmland 1962.

Resorts rallying to radio throughout N. Y. State

Resort hotels throughout New York State seem to be switching their summer ad dollars over to radio to lure new customers and remind old ones where to spend a fun-filled vacation. According to WMCA, New York, there has been a "fabulous" upsurge in advertising from the resorts—"far in excess of any upturn in any one type of advertising we've experienced in recent years."

A. B. Gifford, spokesman for Resort Area Services which represents more than 50 resort hotels says "We use radio, of course, because we've found it to be effective. Other media haven't been producing as much in the way of results lately as they have in the past."

Top hotels use medium

Documenting WMCA's enthusiasm is this impressive list of resorts which have already run schedules on the station: the Delant Hotel, Monticello; Hotel Regal South Fallsburg; Hotel Gibber, Kiamasha Lake; Paul's Hotel, Swar

Lake; New Morningside Hotel, Hurleyville, Kauco Hotel, Ferndale, Tamarack Lodge, Greenfield Park, Swan Lake Hotel, Swan Lake; Schonk's Hotel, South Fallsburg, and Green's Hotel, West Orange.

Accent on sales

Few promotion stunts have ever wooed the olfactory nerves like WWDC's pitch for its client Accent. The Washington, D.C. station mass-mailed to grocers and editors alike three containers of various-flavored Accent, one lemon, a smoke bomb, and a chunk of garlic . . . a very large chunk of garlic. Just about the only ingredient left out of WWDC's recipe was the kitchen sink. In fact, included in the press packet was a check for 59 cents and a note advising somewhat befuddled beneficiaries to shoot the whole wad at their favorite meat departments for hamburger . . . to go with the Accent, of course.

Big city video bow for old-time radio barn dance

A Chicago radio show which over the past 39 years has served as the proving ground for such now-anonymous artists as George Gobel, Rex Allen, Gene Autry, and Filiber McGee and Molly, is now coming into the big time itself. Cashing in on the current country and western craze, WGN-TV, Chicago, has picked 14 September for the television debut of *The Barn Dance*, a program which first hit the air in 1924 as *The Old Time Fiddlers*.

With the exception of a two-year period from 1960 when banjos and fiddles were silent, the program has been a continuous feature since its start. It will be continued on WGN radio in addition to the half-hour, in color television version.

STATIONS

RADIO'S "SHADOW" RETURNS: After months of negotiations with FTRA, Charles Michelson, Inc. has finally cleared the way for September starts on one of radio's all-time most chilling thrillers, *The Shadow*. Among first stations to schedule the series is KMOX, St. Louis.

SALES: All sponsors of the Spanish show *Panorama Latino* on KCOP-TV, Los Angeles, have renewed for the seventh year of the program. They are Ajax, Beech-Nut Baby Foods, Standard Brands, and MJB Coffee . . . KRAK, Sacramento, signed the following national and regional accounts since the beginning of July—Oakland Zone Chevrolet, Carling's Beer, San Jose Ford, Pall Mall, Salem, Turkey Advisory Board, Campbell Pork & Beans, Bell Brand Potato Chips, Longendoff Bread, Oldsmobile, White King Soap, Sun Power Batteries, Plaza Hotel . . . Revenues sailed to the highest weekly total ever recorded at WLS for the week ending 26 July. Third quarter billings already on the books are 41% over the same quarter of 1962 . . . F&M Schaefer Brewing sponsor of World's Professional Pocket Billiard Championship special on WPIX . . . July was the biggest sales month in the three-year history of KFMX (FM), San Diego. Accounts signed included Seven-Up Bottling, San Diego County Fair, Lukens Pontiac, Fox West Coast Theatres, Jamar Restaurants, BOAC, and Telrad Electronics, Lundin's Children's Shoes, and Lamson's Custom Tailors . . . Frank Antone's Rancho Rambler in Portland will sponsor the new *Tommy Prothro Show* over KEX during the college football season . . . WJR, Detroit, will again broadcast a season of Detroit Lions pro games, this year as originating station for the Lions Radio Network. Marathon Oil and Altes Brewing will co-sponsor . . . WNEW, New York, New York Football Giants games will be sponsored by Howard Clothes, A&P Food Stores, Ballantine Beer, and Liggett & Myers . . . *Show Magazine* signed a contract with WTPM, New York, for the *New York Today* and *New York Tonight* programs across the board . . . Sponsors of the NFL games on KMOX-TV, St. Louis, are Falstaff Brewing, Ford Motor, Philip Morris, and American Oil . . . The 49er games on KSFO, San Francisco, bought by Standard Oil of California, Burgermeister Brewing, Chrysler-Plymouth Dealers, Corina Cigars . . . The 14 September hour-long sports special on WOR-TV, New

York City radio is heard on Long Island—the nation's 4th largest market—but it can't move Long Islanders to action the way WHLI moves them. Why? Because WHLI is Long Island . . . broadcasts from Long Island . . . is devoted to Long Island . . . exclusively! Long Islanders own their own homes, raise money for their own schools, run their own politics, have their own problems and spend their own \$3½ billion in their own communities. *Long Island is a market independent of New York City.* So they listen to WHLI . . . and they buy what WHLI sells . . . because WHLI is their station. Make WHLI your station too . . . and you'll sell Nassau-Suffolk, Long Island, the nation's 4th largest retail market. That's why major advertisers use WHLI consistently.

Why buy New York City radio for a "piece" of the rich Long Island market, when . . .

WHLI DELIVERS IT ALL!

New York City radio is heard on Long Island—the nation's 4th largest market—but it can't move Long Islanders to action the way WHLI moves them. Why?

Because WHLI is Long Island . . . broadcasts from Long Island . . . is devoted to Long Island . . . exclusively!

Long Islanders own their own homes, raise money for their own schools, run their own politics, have their own problems and spend their own \$3½ billion in their own communities. *Long Island is a market independent of New York City.*

So they listen to WHLI . . . and they buy what WHLI sells . . . because WHLI is their station. Make WHLI your station too . . . and you'll sell Nassau-Suffolk, Long Island, the nation's 4th largest retail market. That's why major advertisers use WHLI consistently.



PAUL GODOFSKY, Pres. Gen. Mgr.
JOSEPH A. LEVY, Exec. Vice-Pres. Sales
REPRESENTED BY GILL PERNA

York, *The New York Football Giants* preview: 1963 sold out to Ballantine, Chase Manhattan Bank, Colgate-Palmolive for Code 10 Hair Dressing, and du Pont for Zerex Anti-Freeze . . . The Higbee Co. renewed for another year of *Meet Your Cleveland Orchestra* on WCLV.

FINANCIAL REPORTS: Consolidated Sun Ray, Inc., owner of WPEN (AM & FM), Philadelphia, reports that for the five months

ended 30 June 1963, tentative results indicate net sales and other income of \$14,300,000 as compared to \$14,900,000 for the comparable five months of last year. Net operating income is estimated at \$439,000 as compared to a loss of \$566,000 for the same 1962 period . . . Capital Cities Broadcasting net profit for the first half of 1963 was up 52% to \$961,555 or 80 cents a share, vs. \$633,027 or 52 cents a share last year . . . 3M sales for the first six

months of the year were \$362,313,074, with net income of \$42,069,069, equal to 81 cents a share. This compares with sales of \$334,512,372 and net income of \$38,750,260 equal to 75 cents a share for the first half of 1962 . . . Metromedia reported record net income for the first 26 weeks of 1963 ending 30 June, of \$1,838,228, equal to \$1.03 per common share. This compares with \$1,021,655 or 57 cents per share for the same period one year ago. Gross

'People Formula' urged for measuring

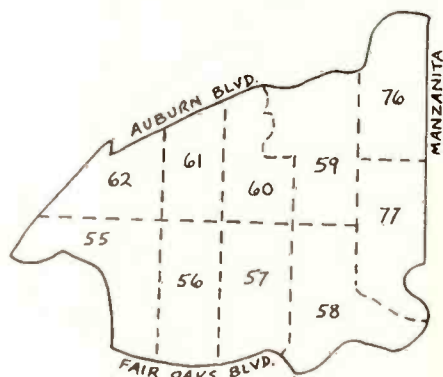
By JAY HOFFER

Sta. Mgr., KRAK, Sacramento

MOST random samplings that rely on the telephone book for the raw material on which to base their calls fail abysmally to reflect the "real" cross-representation of the universe being measured. Selections based on an arbitrary sample design constructed by fixed interval progression from a chance-selected origin point do not follow any population distribution. Calls can conceivably be made to just one section of the community under this technique, with the resultant inadequacy for a legitimate projection to the entire community. Thus, to more legitimately reflect the community being surveyed, it is imperative to compound another formula. The "People Formula" concerns itself with official census tracts as its base. Every community is divided into sub-sections. Consider the tracts that compose each of these sub-sections. Treat each sub-section as a unit to be measured. Examine Exhibit A and Exhibit B. Each reflects different areas of a community. Exhibit A contains 79,536 people, while Exhibit B contains 21,295 people. One has almost four times as many people as the other. Now, if the total community has a population of 550,000 and the total sample size were set at 1% of this figure, that 1% would

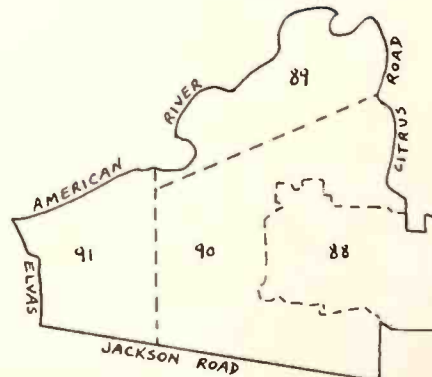
have to be applied against 79,536, then against 21,295 and so on throughout the entire community. In this way, no disproportionate share of calls could be made. The city and county directory would be used, since specific areas are contained and the directory would delineate the boundaries as close to the sub-sections as possible. Calls would be placed to those dwelling within the defined area. For purposes of qualitative analysis, the census tracts go further in providing median age by sex, owned or rented housing units, and value of property. As the sub-sections are placed together to compose the entire community, the socio-economic breakdowns can be kept separate for further study. Media penetration, product acceptance, et al can more truly be measured through this "People Formula." If, for example, a radio station's concentration of listeners were in a certain income bracket section, it follows that the retail establishments that are trying to pull trade from the marketing section can make good use of that particular station's airwaves. Waste coverage could be held to a minimum and sales efforts of the advertising media could be zeroed in closer on target. Survey the people and make the advertising dollar realize its true productive potential!

EXHIBIT A



	Total Population (All Ages)
55	9,411
56	11,191
57	10,862
58	8,557
59	7,461
60	8,871
61	6,924
62	8,827
76	2,555
77	4,877
Total	79,536

EXHIBIT B



	Total Population (All Ages)
88	5,646
89	9,121
90	3,540
91	2,988
Total	21,295

revenues increased to \$27,978,416 from \$26,206,832 in the preceding year . . . Macfadden-Bartell Corp. net sales for the six months ended 30 June 1963 were \$12,083,250, compared with \$11,229,928 for the similar period last year, a gain of \$854,322 equal to 7.6%. Operations for the first half resulted in a net profit of \$627,007, equal to 39.4¢ per share. This compares with a net loss of \$393,629 for the first six months of 1962, or a loss of 20 cents per share. The company's three radio stations had an increase in operating profits from \$91,101 to \$294,282, a gain of 213%.

PROGRAM NOTES: KABC, Los Angeles, is bringing back radio drama. Beginning 2 September, the station will air seven different half-hour series, running the gamut of adventure, mystery, and drama, two shows each night, Mondays through Saturdays, starting at 11:15 p.m., and three shows each Sunday from 3:30-5 p.m. . . . *Newsday*, a new half-hour Monday through Friday news program will premiere 26 August at noon on WTOP-TV, Washington, D. C. . . . *The Basic Issues* is a new weekly WNBC, New York, series, hosted by Dr. Lewis Webster Jones, former college president, now president of the National Conference of Christians and Jews . . . *Come to the Fair* is the overall theme of WTCN, Minneapolis-St. Paul coverage of the Minnesota State Fair. From 23 August, one day before the opening, through 2 September, station will offer 50 five-minute programs, five 30-minute shows, and a final 60-minute wrap-up of the entire activity.

NEW FORMAT: WORL, ABC affiliate in Boston, has switched over to what it calls the "Theatre of the Air" programming concept. Station explains it as a balanced combination of the old, imaginative, and beloved radio shows such as *The Shadow* and *The Third Man* with a blend of the best of the new . . . the *Boston Pops*, *Broadway Showcase*, and a morning interview-conversation show."

NEW QUARTERS: New address or WTTG, Washington, D.C. is 5151 Wisconsin Avenue, N.W. Telephone is 244-5151 . . . WMMW,

Meriden-Wallingford, took possession of modern new offices and studios at 1 Church Street, Meriden . . . From the Gold Room, which will seat 300 people for merchandising sessions, to the Looking Glass Studio, which will showcase station personalities at work to passing cars, the KCOH building is an exciting new step for the station. Located at 5011 Alameda at Wichita, Houston, the building will be opened on 26 August . . . Insti-

tute of Broadcasting Financial Management opened its New York office at 1271 Sixth Avenue, Suite 35-56 New York 20. Phone number is Circle 6-9157 . . . KFII, Wichita now broadcasting from new offices and studios, occupying more than 6,000 square feet of floor space . . . TyB has moved its western division to larger quarters in Los Angeles. The new address is 111 North Larchmont Blvd and the new phone number is 169-5231 . . . Plans

MAGICAL GROWTH EXPLAINED!

When WWTV planned its WWUP-TV satellite in Sault Ste. Marie, we anticipated an audience increase of 39.5%—and that sounded very fine to our advertisers.

Imagine our delight when ARB (Nov., 1962) showed that we had increased our audience actually 85% in the U. S. alone, not including some mighty important Canadian coverage.

The upshot? Well, we've now got the greatest "almost-undiscovered" market in the nation—47 counties—nearly a million people—retail sales nearly A BILLION DOLLARS. About four times more TV homes than Atlanta! But you may be the only advertiser in your industry who seems to know about it. Ask Avery-Knodel!

WIP

PROGRAMING

VARIED
INTERESTING
PROGRAMING"

..... is another
reason why
more advertisers
are investing more
dollars on WSUN
Radio than at
any time in our
35 year history

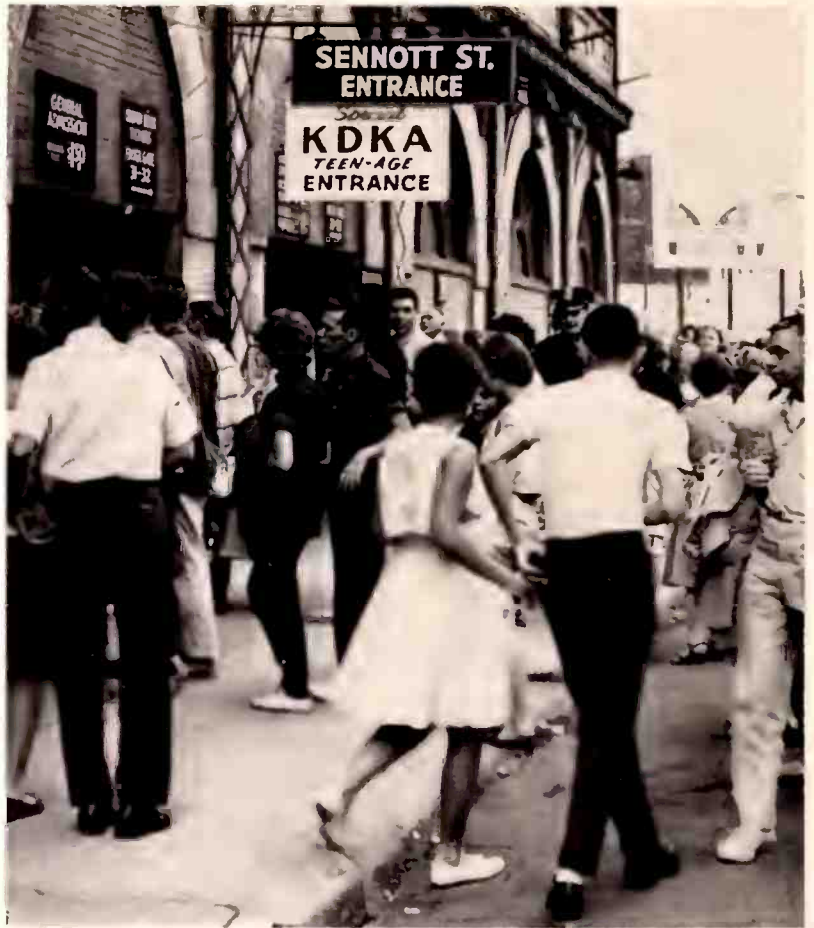
ONE OF THE NATION'S
GREAT STATIONS

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



Forbes Field teems with teens

Here are some of the more than 5,000 teenagers—one-third of the total crowd—who streamed into Forbes Field for the first of three "Teen Age Nights" run by KDKA and the Pittsburgh Pirates. A special offer featured a Hootenanny and the Pirates-Mets baseball game for 50 cents

have been approved and construction is underway on the new KOOL Radio Broadcast Center, located in the heart of downtown Phoenix on Washington Street. Control rooms will be equipped with the newest transistorized equipment . . . KPEN now located at 1001 California St., San Francisco. Phone number is TUxedo 5-4311.

MOVING: Dr. Robert E. Spiller, Felix E. Schelling Professor of English Literature, to acting dean of The Ammenberg School of Communications at the University of Pennsylvania, succeeding Gilbert Seldes. James E. Blake to general sales manager and Byron E. Anderson to national sales manager, KSTP stations, Minneapolis-St. Paul. James E. Szabo to manager of special sales and Leslie L. Dunier to the sales staff at WOR-TV, New York. Jack E. Krueger to manager of ra-

dio and television news, a new post for The Journal Co.

George H. Williams to sales manager and Richard K. Ross to assistant sales manager, KDKA, Pittsburgh.

Karl Haas, director of fine arts for WJR, Detroit, accepted appointment by Ford Foundation as its consultant in Berlin, effective 1 September. He will retain his position with the station.

Luther R. Strittmatter to general manager, Albert M. Fiala to national sales manager, and Herber M. Levin to local sales manager, all at WICE, Providence.

David A. Dary to manager of local news for WRC-TV and radio, Washington, D. C.

Don Steele to program director of KISN, Portland.

Joseph T. Loughlin to director of news for WCBS-TV, New York.

Leo Collins, formerly promotion manager and director of press in-

formation and public affairs for WXYZ, Detroit, to director of advertising and promotion at WABC-TV, New York.

Mary Coyne to director of community affairs at WABC-TV, New York.

William G. Evans to station manager of WZZM-TV, Grand Rapids, Mich.

Charles Park, Jr. to managing director of WBRB, Mount Clemens. Marvin Mirvis to sales manager of WEBB, Baltimore.

Fony Arnone, public relations director for the past five years, to assistant director of programming for KHJ-TV, Los Angeles.

George Sustek to account executive and James S. Lafferty to regional sales manager for WNBC-TV, New Bern, N.C., scheduled to go on the air 1 September.

Larry Miller to news director at WTAO, Brookline, Mass.

Bob Wilson to the sales staff at KGLQ-TV, Mason City, Iowa.

Donn B. Duffy to national sales service coordinator of WTTC-TV, Washington.

Ancil H. Payne to vice president, business, in charge of the business division of King Broadcasting.

Oliver Naylor to assistant to the general manager, Dick Stephen to general sales manager, Jesse Pevear to local sales manager, and Frank G. Potts to the sales staff of WBRC-TV, Birmingham.

John L. Sunderland to tv account executive and Joel Flemming to radio account executive, WSYR-TV and radio, Syracuse.

Dennis Seuse, the BBC's representa-

tion in the U. S. since last July, appointed general manager, Television Enterprises, succeeding Ronald Waldman, who has been named managing director of the British Commonwealth International News-film Agency.

SYNDICATION

SALES: United Artists Television sold its six one-hour Wolper dramatic specials in 36 markets to date . . .

Official Films *Battle Line* sold to 51 stations in the first six weeks of its release. Series deals with World War II and uses actual films . . .

34 stations have signed up for Seven Arts' *TV Concert Specials* featuring the Boston Symphony Orchestra. SA also reports three new sales for *En France*, here again bringing to 34 the markets for the instruction-entertainment programs . . .

WCPO, Cincinnati, purchased a series of 130 *Car Care* programettes from Interecontinental Broadcast Media. The one-minute shows will be sponsored by Gilbert Avenue Chrysler-Plymouth, local auto dealer . . . *Gadabout Gaddis*—The

Flying Fisherman now sold in 15 markets.

DISTRIBUTION DEAL: Producer Charles H. Stern signed with MCA-TV for foreign distribution of *Music of the 60's*, his series of one-hour tv specials with Percy Faith and the New Christy Minstrels, Lon Baxter, and Stan Kenton. MCA-TV has already sold the entire package of three shows in Australia to the AFN tv network.

NEW PROPERTIES: Sherwood Schwartz has created a new tv comedy series, *Gilligan's Island*, to be produced by Gladysya Productions and United Artists Television. Schwartz has written and will produce the pilot in preparation for the 1964-65 season and filming of the series is scheduled to take place in Hollywood.

PROGRAM NOTES: Allied Artists Television introducing a new series called *The Presidents*, 104 five-minute featurettes on exciting events in the lives of the young men who were destined to become the presi-

TvQ Quiz Answers		
(A)	1. Fight of the Week	27
	2. Perry Como	25
	3. Lucy Show	22
	4. Meet the Press	19
	5. Donna Reed	16
(B)	1. Monday Night Movies	39
	2. Hazel	36
	3. Defenders	32
	4. Gallant Men	30
	5. Ben Casey	26


WAVE RADIO AND TV

PROGRAM FOR THE

VERY BEST

AUDI E N C E

LOUISVILLE
BOTH NBC
BOTH REPRESENTED BY THE KATZ AGENCY
(Antique type from the Robinson-Pforzheimer Collection.)

dents of the United States . . . Bud Yorkin and Norman Lear signed a joint venture pact with United Artists Television for their Tandem Enterprises to develop and produce a new half-hour comedy series called *The Bachelors* for the 1964-65 season.

FINANCIAL REPORTS: Desilu Productions' 1962-63 fiscal year, which ended 27 April, resulted in gross income of \$21,869,581, as compared with \$14,223,850 for the preceding fiscal year. Profits before taxes and special non-recurring items amounted to \$1,278,797 for the 1962-63 fiscal year, as against \$272,478 the preceding year . . . Earnings of Technicolor, Inc. and its diversified subsidiaries for the first six months of 1963 ended 29 June rebounded powerfully to \$1,703,19 or 64 cents per share, compared with \$828,607 or 31 cents per share for the 1962 period. Consolidated sales for the first half of 1963 amounted to \$38,288,423 as compared with \$27,609,554 for the same period of 1962, a 38% increase in sales. The Marshall Burns division was the major contributor to the 105% increase in earnings enjoyed by the company . . . Net income for the first half-year ended 30 June of Trans-Lux Corp. amounted to \$343,092 or 48 cents per share, compared with \$358,795 or 50 cents a share for the corresponding period last year.

HIGH-PRICED PROMO: WOR-TV, New York, plans to spend \$1 million encompassing virtually all media, to launch the 90-minute, across-the-board *Funny Company* program. Sold by The Funny Co. in Hollywood to 77 stations on an exclusive-market basis, the program combines live action sequences with continuing cartoon characters. WOR-TV has slotted it for the fall.

NEW QUARTERS: Walter Reade-Sterling is bringing together for the first time under one roof the theatrical film production and distribution, the tv production and distribution, the 16mm and educational sales divisions, the Screen News

Newsmakers in tv/radio advertising



Frank Maguire

Maguire has been named to head ABC Radio's newly-created special program features service, and will be responsible for the creation of programs for ABC Radio's affiliated stations for sale on the local level. Currently co-producer of the network's *Flair Reports*, he was advertising administrative assistant to the president of AB-PT's Paramount Gulf Corp. before joining ABC Radio programming.

Robert A. Grant

Promotion of Grant to senior v.p. and coordinator of international operations, a new post, was announced by Lennen & Newell. Grant, who has been a v.p. since 1960, will be responsible for overseas branch operations and accounts and for expansion into new foreign markets. Prior to joining Lennen & Newell, Grant was general manager and account supervisor for Robert Otto & Company.



Stimson Bullitt

Formerly chairman of the board, Bullitt succeeds Louis Wasmer as president of KREM Broadcasting. Mrs. A. Scott Bullitt assumes the board chairmanship. Majority stockholder in KREM is King Broadcasting, of which Bullitt is president and Mrs. A. Scott Bullitt is board chairman. King comprises Crown stations KING-TV-AM, Seattle; KGW-TV-AM, Portland; and KREM-TV-AM-FM, Spokane.

Joseph F. Sullivan

Theo. Hamm Brewing has announced the appointment of Sullivan as assistant director of advertising. Sullivan has been advertising supervisor of Hamm's St. Paul division since 1960, and had previously been point of sale manager. Before joining Hamm's in 1958, he had been an advertising assistant for General Mills. Hamm's director of advertising Leonard Johnson made the announcement.



George Whitney

Whitney's appointment as a national sales tv executive in the New York office of RKO General Broadcasting has been announced. He has held a similar post in the company's San Francisco office since 1962. Prior to that, Whitney was a salesman for RKO General station KHJ-TV, L. A. and has sold for west coast outlets KLAV, L.A.; KFMB, KFMB-TV, San Diego; and KERO-TV, Bakersfield.



A truck-topping housewarming for WKMI

The WKMI "Seven Swingin' Gentlemen" celebrate in their own way the opening of modern new offices and studios at 1360 Melody Lane, Kalamazoo, for the station. Some 1,324 pounds of live d. j. weight eroon atop a Volkswagen. Station, by the way, carries a heavy broadcast schedule for Volkswagen

Digest Division and the New York office of the theatrical exhibition department. Move, effective 15 August, was to 241 East 34th Street and represents consolidation of three separate offices.

MOVING: Jack Allen to national sales rep for Alexander Film Company, operating out of Indianapolis. Don Redell to general sales and production post at Tele-Tape Productions. Ferdinand L. Manning to Videotape Center.

Julian Berecivici to vice president and director of program development for Larry Thomas Productions. He was director of daytime tv programs for ABC.

REPRESENTATIVES

HELPING HANDS: Ewing/Radio, Los Angeles, a country-western music radio rep, is expanding sales service into San Francisco and environs via reciprocal arrangement with Roland T. Kay, manager of SF office of Roger O'Connor, Inc. Ewing will in turn service the O'Connor list in the Los Angeles area.

APPOINTMENTS: WLTV, Bowling Green, Kan., and WALE, Fall

River, Mass., to Vic Piano Associates . . . KATN, Boise, to Ewing/Radio, country-western music radio rep . . . WBAB, Babylon, N.Y., to Prestige Representation Organization.

NEW QUARTERS: Midwest division office of Vic Piano Associates now at 35 East Wacker Drive, Chicago 1. Phone is 236-3220.

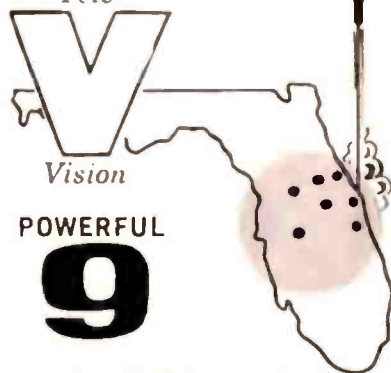
MOVING: Jack D. Pohle to manager of the Peters, Griffin, Woodward office in Los Angeles, replacing Robert G. Hinds who resigned. Donald Kirkland and Kevin Cox to account executives with Metro Radio Sales, Chicago.

Robert F. Neece to account executive with Ohio Stations Representatives.

Stephen R. Rintoul, vice president and New York radio sales manager of Venard, Torbet & McConnell, transfers to the Chicago office in the same capacity on 1 September. Howard B. Meyers, vice president in charge of the midwest division, continues with same responsibilities but with greater concentration on tv sales development and agency-client contact. Brock Petersen moves up to radio sales manager of the New York office and Dan Ruffo joins the Chicago tv sales department.

W
Wonderful
F
Florida
T
Tele
V
Vision
9

UNDUPLICATED
ABC TV Coverage
of 18 counties
in the
rich expanding
CENTRAL FLORIDA
commercial,
agriculture and
SPACE AGE
MARKET.



ORLANDO - FLORIDA
Phone: Adam Young, Inc.

Music for the
Uncommon Market

WMT-FM, on the air since
February, is sold out through
December.

WMT-FM

Cedar Rapids, Iowa

Affiliated with # MT-AM,
MT-TV, K-# MT, Fort Dodge,
EBC, Duluth

Represented by the
Katz Agency

the more
important
judgment becomes
in timebuying
decisions,
the more important
SPONSOR becomes...

these are **days of**

... because SPONSOR provides
the basis of good judgment...
because SPONSOR is where the
buyers are in broadcast
advertising

he reappraisal has been agonizing. Formulas are thoroughly shaken. Buying is now **seen** as the complicated process it has always **been**. It involves intensive probing under, around, and beyond the numbers, for the differences between stations—some subtle, some not so subtle. These are indeed days of judgment, for which the

■ broadcast trade press

(and your advertising in it) is the fastest, surest, most economical

judgment

means of protection. Never

has the trade press been more vital to buyer or seller.

But which trade magazine? Today more than ever the answer is SPONSOR, because SPONSOR concentrates on one mission alone: to feed buyers of broadcast advertising with information and illumination. SPONSOR spotlights what's being bought and what isn't . . . what's working and what isn't. SPONSOR points up changes, trends, techniques, and direction. In the process, SPONSOR has become more vital than ever in buying decision. Don't take our word for it. Ask to hear the frank, unbiased tape recordings on trade paper values as given by spokesmen from 20 key broadcast buying agencies. These are days of judgment in trade paper buying, too. The times call for probing behind the kinds and sizes of numerical claims, to determine how many are relevant and how many are not. When you do, you'll find that SPONSOR gives you the inside track on the judgments

SPONSOR

of the "few who do the choosing".

HAPPY MEDIUM BETWEEN BUYER AND SELLER

WHAT ARE YOUR PHOTO REQUIREMENTS?

RATES are rates the world over, and ours are competitive (\$22.50 for 3 negatives)

BUT QUALITY is something else again ours is superlative.

And SERVICE is still another matter ours is unbeatable!

BAKALAR-COSMO PHOTOGRAPHERS

111 W. 56th St., N.Y.C. 19

212 CI 6-3476



CARLING BEER

(Continued from page 35)

on the field — to secure the fringe minutes and prime 20's it had originally slated as most desirable.

Dimensions of the buy were 31 weeks, from January, in most major markets.

Burnett will undoubtedly try the same play this season, though Schlitz' competition is less likely to be caught napping.

"Schlitz man" real

There's interest also in the relative success of another Burnett innovation; strong emphasis on male identification in the Schlitz radio and tv copy. There now is a definable "Schlitz man," whose parentage probably stems from the Marlboro male who also was sired in the Michigan Ave. shop.

As with Budweiser, the Schlitz copy is short and terse. Visuals tend to be heavy. The slogan "real gusto in a great light beer," unveiled last season, appears to have fulfilled the hopes of the copy department, and it's generally thought unlikely that either the client or Burnett will seek to change this platform.

Michelob going prestige

Change of another kind, however, comes from Anheuser-Busch (D'Arcy), which is sticking its toe in vat with a premium beer. Michelob brand has had a drastic revision; formerly an all-draught brew, Michelob now is being marketed as a prestige drink.

As did Miller's before them, A-H has emphasized the "different" nature of its premium brew via distinctive packaging. The Michelob bottle is a startlingly handsome, Grecian-urn type container which (sans label) could well serve as a bud vase or a candle holder.

After limited mid-Western testing last season, Michelob has moved east for 1963-64, and Anheuser is making every effort to place its new brew in supermarkets as a direct competitor with imported, luxury beers.

Part of the approach to markets and food brokers is, of course, with emphasis on Michelob's promotion budget. Radio and tv are expected to take the lion's share of that budget in the new season.

Of the imported beers which Michelob must battle, none is better known than Carlsberg. In the last

few years the Danish brew has achieved strong recognition, and much of this is due to clever broadcast promotion from the Weston agency.

A good deal of the Carlsberg image has been achieved through fm radio, as a medium most likely to reach upper-bracket consumers. Ad copy, created primarily by Edward Handman, is gently amusing.

Carlsberg isn't above poking slight fun at itself, and those consumers who may try to create a sophisticated, urbane reputation for themselves by indulging in a luxury product.

Carefully selective radio buying, plus distinctive radio copy, has accomplished much for little; Carlsberg's radio budget is relatively small at around \$50,000.

This sum is a far cry from that invested by, say, Budweiser. At the peak of its season, which is May through July, Bud's "Pick a Pair" promotion will probably air on about 600 radio stations and 300 tv outlets, in addition to the syndicated half-hour series, *The Third Man*, which runs in around 80 markets.

But, at their extremes, the experience of Carlsberg and Budweiser points up the fact that the broadcast medium — and especially radio — can be tailored to fit almost any marketing need and advertising budget.

Skoal!

4A's ON RADIO RESEARCH

(Continued from page 33)

of the NAB-Goldberg program is to meet more realistically the needs of agencies and advertisers for better radio audience information.

Although the report (compiled by 4A's Committee on Research headed by chairman Donald L. Kanter of Tatham-Laird and the Committee on Broadcast Media of which Ruth Jones, J. Walter Thompson, is chairman) is more critical than laudatory, it concludes with the assurance that it is not meant as "a blanket, negative appraisal of the condition of radio research," but as constructive evaluation—and points to the awareness of many industry people of the problems involved as an important sign of promised improvement.

HARD LIQUOR COMMERCIALS: HOW SOON?

By **TOM ELLINGTON**

account supervisor

Ellington & Company, New York City

Whether they should or should not accept hard liquor advertising has been one of the longest-standing and most vexing problems of the broadcast media. To date, rather than risk what they believe might be a storm of controversy, radio and television have assented to the absolute prohibition of an entire industry from one important segment of the communications field.

However, these media are increasingly concerned that they may be faced with substantial revenue cuts, and furthermore, there is a greatly increased sophistication on the part of the average American. This sophistication, clearly evident in the changing buying, listening, and reading habits of the average person, is also apparent in their reaction to drinking. While the total consumption of liquor has increased only in proportion to population increases, most experts agree that more people are drinking today, but they are drinking less. This trend toward more general, moderate, and social use of alcoholic beverages has helped tip the public opinion scales toward a more enlightened and receptive attitude.

Curiously enough, there is almost no legal or logical justification for rejecting hard liquor advertising in broadcast media. Legally, there is no federal law—and very few state laws—prohibiting such advertising. This is quite remarkable because the liquor industry is the most regulated business in our country.

Logically, there is no reason why broadcast media should discriminate against the use of such advertising. Hard liquor advertising is quite acceptable and widely used in newspapers and magazines, which are widely read by persons of all ages.

Historically, most of the pressure to omit liquor advertising has stemmed from extra-legal pressures from governmental agencies and legisla-

tors. Such pressure may be in the form of a threat of legislation. For example, in 1961, when Old Hickory first used radio, two influential members of the Senate Commerce Committee promptly notified the National Association of Broadcasters of their intention to recommend suitable legislature unless this activity was curtailed. Now we all know the NAB already prohibits liquor advertising in their code, but realistically, the reason is legislative pressure and not moral values. The Distilled Spirits Institute "code" carried the same provision for the same reason. Another example of extra-legal pressure is the power exerted by the FCC. Few in the industry have trouble recalling the climate in 1961. Its effect on a controversial matter like liquor advertising was considerable. Many stations that might otherwise have welcomed a schedule were scared, plain and simple. However, today there is a lessened possibility of such strong extra-legal pressures.

I think FM stations will be the first to formally endorse hard liquor advertising, and that they already appreciate the validity of their case. Most of the radio industry will follow with a structure of sensible procedures and practices. Television will take longer. But with the government officially encouraging the proliferation of UHF channels, the need for a broader sponsor base will become more acute, and selective timebuying more possible. Exactly how soon? My guess would be that this sequence will be well established within the next five years.

If there is no legal or logical reason for the ban on liquor advertising why does it exist? Two objectives have been advanced. One, that a liquor commercial is beamed into the homes of many people who find the content objectionable by the very nature of the product. Second, that there is undue influence by the broadcast media on youth. In answer to the first objection, the liquor industry has never attempted to cultivate the youth market, and its

record in this respect is impeccable. It has never attempted directly to expand the size of its market. Our timebuying for Old Hickory was in keeping with this philosophy. We used evening time only on FM and so-called good music stations. The audience of these stations, especially in the evening hours, was almost entirely adult, varying from 96% to 99% over the age of 18. There is no medium and few publications now carrying liquor advertising that can match this selectivity. I fail to understand why it's believed that liquor advertisers would use rock-and-roll stations any more than they'd use a magazine like *Boys Life*. The common denominator is judgment.

As far as objections by non-drinkers to the commercials are concerned, we encountered almost no negative public reaction whatever in the six months of broadcasting. When the scheduling is handled with judgment and the commercials with taste, few people in these audiences are so authoritarian to ban advertising of a commodity enjoyed by half our adult citizens. ▀

TOM ELLINGTON



The second generation at the Ellington agency, Tom Ellington spent most of his early career in the radio and television end of the business. He currently supervises the Publicker Distillers account; was a factor in their decision to use radio for advertising Old Hickory Bourbon in 1961.

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WESTERN PAINT RIDES R-TV RANGE AGAIN

THE WALTER N. BOYSEN Co. (Oakland, Calif.) broadcast media promotion pushing its 34th annual one-cent sale in Western states and Hawaii is now under way. The paint company's drive includes 10 tv stations in five areas (Seattle, Portland, San Francisco, Sacramento, Fresno) plus 18 radio stations in eight markets (San Francisco, Los Angeles, San Diego, Sacramento, Phoenix, Seattle, Portland, and Honolulu). Saturation spot skeds are being used on all stations involved. Only major departure from previous Boyesen campaigns is absence of tv in the Los Angeles market.

Tv Buying Activity

- **Mette Munk**, new frozen Danish pastry, buying nine markets including Baltimore; Washington, D. C.; New York; and New England for a six-week schedule of minutes and 20s (fringe and day minutes, prime chain breaks). Drive will begin 30 September. Buyer at McCann-Erickson (New York) is Bob Storch.
- **Prestone Anti-Freeze** going into selected markets with prime and fringe minutes. Start dates differ as the campaign follows the weather. Buyer is George Klushmerer at William Esty (New York).
- **Colorforms** buying day minutes in a campaign aimed at pre-school children and their mothers. Drive begins 15 September for a six-week run. Buyer is Bernice Guttman at Daniel & Charles (New York).
- **Chunky Chocolates** buying fringe minutes aimed mainly at children for a nine-week flight starting 30 September. Buyer is Martha Thoman at Dancer-Fitzgerald-Sample (New York).
- **Cracker Jack** buying a 13-week schedule of day minutes to reach the kids. Nate Rindl at Doyle Dane Bernbach (New York) is the buyer.
- **Bayer Aspirin** preparing a schedule of fringe minutes and prime chainbreaks to start 2 September running to 29 December. Buyer at Dancer-Fitzgerald-Sample (New York) is Marty Chapman.
- **General Foods Instant Maxwell House Coffee** campaign due to start 9 September to run through 31 December. Buyer John O'Leary interested in minutes between 6 P.M. and 12 midnight. Agency is Benton & Bowles (New York).
- **Standard Brands Bluebonnet Margarine** campaign will begin 2 September for 13 weeks. Buyer Everett Keller purchasing fringe minutes and prime chainbreaks. Agency is Ted Bates (New York).
- **Bosco milk additive** campaign starts 1 September for 26 weeks. Buyer Frank Gianattasio at Guild, Bascom & Bonfigli (New York) interested in day minutes to reach women and children.

Radio Buying Activity

- **Fisher Flour's** (Seattle) Zoom hot cereal buying five-week spot schedules in Nebraska and Idaho via the Pacific National agency. Gertrude Nyman is the buyer.
- **Schwinn Bicycles** placing 13-week spot schedules throughout northern California. Agency is Pacific National.

Great Personalities! Great TV!



KAY CALLS 9 a.m. Monday through Friday



CAP'N JIM'S POPEYE CLUB 4:30 p.m. Monday through Friday



LUNCHEON AT THE ONES 1 p.m. Monday through Friday



By WILLIAMS MICKEY MOUSE CLUB 5 p.m. Monday through Friday

The Eyes of Pittsburgh
CHANNEL 11  **WIIC**

REPRESENTED NATIONALLY BY BLAIR TV

The Flagship and The Saint

With only a single hour of available time and a choice of all the one-hour series now being offered, WNBC-TV, New York, flagship station of the NBC-TV network, bought THE SAINT, starring Roger Moore.



PETER M. AFFE, station manager WNBC-TV, tells why...

"This brand new series seems ideal for Sunday night on our station... a singularly skillful, fast-paced, professional series with just about universal appeal."

WNBC WNBC-FM WNBC-TV
NATIONAL BROADCASTING COMPANY, INC.
RCA Building, Radio City, New York 20, N.Y. Circle 7-8500
July 24, 1963

PETER M. AFFE
Station Manager
WNBC-TV

Mr. Abe Mandell
Executive Vice-President
Independent Television Corp.
555 Madison Avenue
New York 22, New York

Dear Abe:

I think you know how pleased we are that THE SAINT is joining us this Fall. This brand new series seems ideal for Sunday night on our station.

WNBC-TV proved last season that in the 11:15 PM Sunday night period an hour-long dramatic feature could gain an impressive audience (and advertiser) following in competition with the movies generally shown at that time. After intensive investigation, we concluded that THE SAINT represents the soundest successor to "Desilu Playhouse" and the strongest, most logical addition to a Fall schedule that we consider our most exciting in years.

Our choice was, of course, based in large measure on the wide popularity of THE SAINT -- well-established through multi-million sales of Leslie Charteris's many books about his years on radio, ten full-length feature films, world wide syndication in newspapers and magazines -- as well as the inherent attractiveness of the character as portrayed by Roger Moore and the final, compelling fact that this is a singularly skillful, fast-paced, professional series with just about universal TV appeal.

All of us at WNBC-TV are enthusiastic about the addition of THE SAINT. We anticipate that Sunday nights on WNBC-TV will be even more successful than ever in the coming season.

Sincerely,



I
T
C
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