

MAY 21 1962
F.D.C. GENERAL L13P62

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

21 MAY 1962—40c a copy / \$8 a year

WHO SHOULD PAY
*the big tab for media
by machines? Industry
hotly argues computer
research* p 31

NEW BOSS FOR 4A
*—John Crichton tells
what he thinks of ad-
vertising's role in the
U. S. today* p 35



HONORED AGAIN BY

NATIONAL RECOGNITION

DEVOTED ALWAYS TO

LOCAL ACHIEVEMENT

recipient of

THE OHIO STATE UNIVERSITY
AWARD FOR AN EDUCATIONAL
TELEVISION SERIES...1961

WBAL-TV

BALTIMORE, MARYLAND

MARYLAND'S BROADCAST CENTER

REPRESENTED NATIONALLY BY EDWARD PETRY CO






AMERICA'S HIGHEST RATED
TOTAL "GOOD MUSIC" STATION*

Beautiful **WRYT** *Music*

PITTSBURGH America's 8th Market
WRYT IS RIGHT FOR PITTSBURGH

Represented nationally by Daren F. McGavren Co., Inc.

*Source: Pulse, Inc., Share of Audience. Latest figures for all major markets



MORE
THAN
MEETS
THE
EYE...

The local scene can't give you a picture of what's seen in the booming *regional* market. WJXT cuts quite a figure in all of North Florida/South Georgia. Canny buyers can reach *215% more homes* per quarter hour outside the Jacksonville metro area. *No other* advertising medium comes close to WJXT in circulation or efficiency in covering this *total* market.

Dec. 1961 NSI, 6 AM-2 PM, Sun.-Sat.

WJXT



JACKSONVILLE, FLORIDA

Represented by TvAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY



Common Market

1. In Europe a union of contiguous nations formed to promote natural distribution flow and reduce trade barriers.

2. In the U.S. the 103 counties, popularly known as KELO-LAND, tied together by natural distribution flow and by a remarkable, single communications system (KELO-LAND TV) which matches that natural distribution flow.

THE UPPER MIDCONTINENT'S GREAT COMMON MARKET

One TV Medium Covers this Common Market's Full Distribution Flow!

Only one television medium advertises your products throughout the Sioux Falls-103 County "common market." That television medium is KELO-LAND TV. To be lured into diverting your time "buys" to stations in next-door markets is to leave your wares untold and unsold within the vast KELO-LAND market itself.

CBS • ABC

KELO tv LAND

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

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

Represented nationally by H-R In Minneapolis by Wayne Evans



Midcontinent Broadcasting Group
KELO-LAND/TV & radio Sioux Falls, S.D.; WYOL/AM, FM Minneapolis-St. Paul; WKOW/AM & TV Madison, Wis.; KSO Des Moines

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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YOU CAN QUOTE ME...

"WLW TV and Radio land is a big part of America—reaching 20 million people in 9 states, which include a wealth of rich farm acres and prosperous homes. That's why we use the Crosley group for the Agrico Fertilizer products of The American Agricultural Chemical Company. The big WLW Stations' scope is a ripe field of rural and urban markets."

Al H. Wegener, Account Executive
Marsteller Inc., New York

I'LL SAY THIS...



"The Crosley Stations take a lot of the guesswork out of media buying because the WLW TV and Radio facts and figures are sharp and clear, based on Crosley's 40 years of leadership and experience in the broadcasting business. If you want action in your media transactions, tune your time to the dynamic WLW Stations . . . and watch 'em go!"

Helen M. Seele, Associate Media Director
Marsteller Inc., New York



Call your WLW Stations' representative . . . you'll be glad you did!

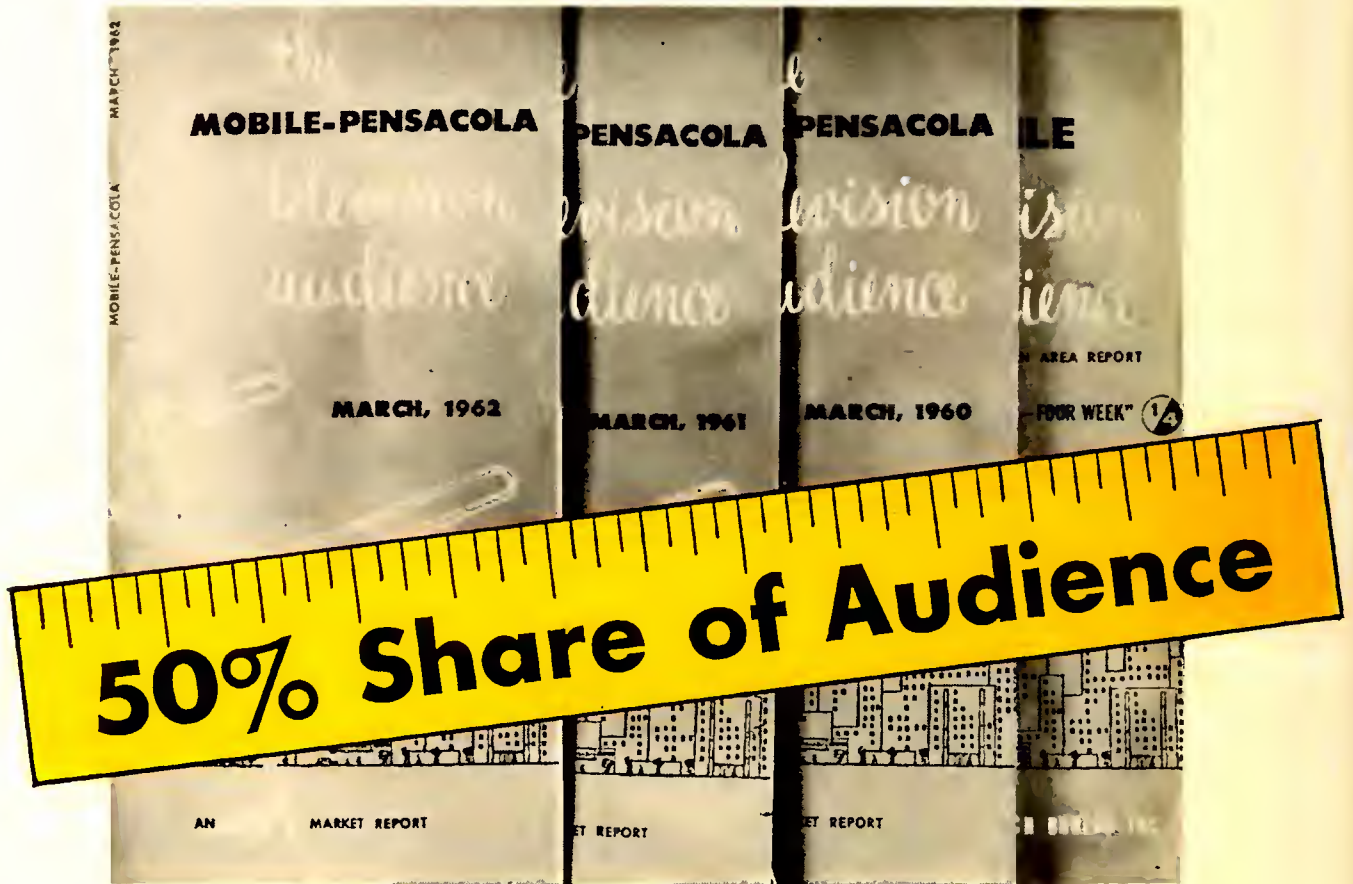


Crosley Broadcasting Corporation

The Exception To The Rule

W K R G • T V

Mobile—Channel 5—Pensacola



WKRQ-TV Mobile-Pensacola has enjoyed
50% or More Share of Audience in every March ARB
Measurement Since 1959 . . . From 9:00 AM to Midnight

For Details Call

EVERY-KNODEL—Representatives

or: C. P. PERSONS, JR., General Manager



21 May 1962

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

SPONSOR-WEEK

BATES-WBC POLICY TIFF

Bates cancels \$2 million tv spot on WBC stations due to lack of guarantees on 10 minutes protection

Bates last week brought the burgeoning problem of product protection to a high boil by cancelling what could have amounted to about \$2 million in business.

Bates' action seems to be shrouded in mystery in this respect: it singled out Westinghouse stations as a sort of symbol of the creeping constrictions against product protection.

It happens that both the NBC TV and CBS TV o&o's have reduced their protection spans to 10 minutes, and as a matter of fact, CBS TV o&o's, like Westinghouse, don't actually guarantee any protection.

Perhaps there may be a clue to the connundrum in this remark by Ed Grey, Bates v.p. in charge of media: "Tv is a highly productive medium, and before the medium asserts a policy more discussion is required as to how deeply the change will effect clients' interests."

Another facet of the mystery is why Bates refrained from taking strong action against Westinghouse until 17 days after the new policy took effect.

The new policy, as announced by WBC to agencies 29 March, may be summed up in this paragraph: "While the separation of directly competitive product or service advertising is not part of any contractual relationship, **effort will be made by station to provide at least 10-minute separation of product or**

services that in view of the stations are directly competitive."

(The WBC protection span had previously been set at 15 minutes.)

It might be inferred that what stirred Bates against WBC in particular was that phrase, "in view of the station. . . ." In other words, Bates may have suddenly realized that the acceptance of this unilateral right of choice by a WBC station had sinister prospects for Bates, and that this might be interpreted

(Continued on page 8, col. 3)

TEXACO STAYING IN NETWORK MINUTES

Texaco's decision to stay on NBC TV with minutes instead of the Huntley-Brinkley news—and also in lieu of dropping network and going entirely into spot—now appears to be stabilized.

In addition to a \$1 million summer spot campaign (see SPONSOR-WEEK, 14 May), Texaco (B&B) is now buying for fall as well. Last week Texaco put about \$1 million more into 30-35 minutes on six nighttime shows for 13 weeks this fall.

When Texaco dropped the NBC TV news it was suggested the bulk of its tv budget would go into spot. This is definitely not the case, at least through the end of year.

Texaco seems to be following the Mobil-Bates pattern.

WBC viewpoint

The following is a part of a statement made by a WBC spokesman regarding the Bates cancellation:

"We regret the decision of Ted Bates Agency, who has been a substantial buyer of the WBC stations for many years, to cancel business because of our recently announced policy on product protection. . . . However, we believe, after more than a year of thought and study of this matter, that policies relating to product protection must evolve as a medium evolves. The growth of network spot carriers and the multiplicity of products advertised are changing facets of the industry that require this revision. WBC does not expect any increased revenue, nor will there be an increase in commercial frequency or volume or in the number of commercial positions. WBC is making this change in order to afford equal opportunity to all categories of advertisers to buy comparably on the WBC stations. . . ."

Blair-Tv presentation

Blair-TV last week showed its "Market Sense" presentation, comparing spot tv minutes and network participations, to an audience of creative, media, and research directors of 25 leading agencies.

General sales manager Frank Martin pointed out trends toward individualized commercial treatment aimed at "segmented" audiences.

**FEB. NET TV TIME
UP 12% TO \$61 MIL.**

Network tv gross time billings rose 12.3% this February and the first two months of the year were up 11.5%, TvB reported last week.

February network billings were \$61.3 million, of which ABC TV has \$15.8 million, up 5.5%, CBS TV had \$23.5 million, up 15.6%, and NBC TV had \$22.0 million, up 13.9%.

Daytime was up 18.4% and nighttime rose 9.5% in February.

For the first two months CBS was up 14.8% to \$49.1 million, NBC TV was up 12.8% to \$45.6 million, and ABC TV was up 5.2% to \$32.4 million.

**Miller leaving Katz;
Axtell Chicago head**

Chicago:

Roy Miller will retire from Katz Agency at the end of the month.

Miller, a 20 year Katz veteran, has been v.p., manager of the Chicago office, and radio sales manager. He will be succeeded as manager of the Chicago office by Alan T. Axtell.



Roy Miller

Axtell, Chicago tv sales manager of Katz, joined the rep in 1955. He opened a St. Louis office in 1957 and managed it until 1960, when he returned to Chicago. He was previously with CBS Radio spot sales from 1949 to 1959, and earlier was with the Branham Company.



Alan Axtell

**16 week radio
advantage expected**

Radio's adult audience will exceed that of tv for 16 weeks during the summer of 1962, RAB president Kevin B. Sweeney predicted last week.

Last summer radio had an average daily audience greater than tv for 13 weeks, he noted. The two previous summers radio led for eight weeks and in 1958 it led for a single week.

The summer impetus comes from outdoor radio listening. There are now more than 47 million radio-equipped automobiles and 25 million portable radios have been sold in the last three years.

**ATLANTA MEDIA PLANNERS
NAME NEW OFFICERS**

Atlanta:

The newly formed Atlanta Media Planners' Association has elected Eugene J. Cogan as president. He is v.p. and media director of McCann-Marschalk, Atlanta.

George Bailey of BDA is first v.p., Pamela Tabberer of LNB&L is secretary treasurer, and Anne Benton of TW, Lidie Waters of D'Arcy, and Bob Dulaney of KTF&S are members of the executive committee.

WBC sells KEX, Portland

WBC, which recently purchased WINS, New York, to raise its complement of radio stations to its full allotment of seven, last week sold KEX, Portland, and is now down to six stations again.

The purchaser was Golden West Broadcasters. Purchase price was not disclosed. Golden West also owns KMPC, Los Angeles; KSFO, San Francisco, and KVI, Seattle.

BATES-WBC POLICY TIFF

(Continued from page 7, col. 2)

as actually guaranteeing no product protection.

Bates may have also visualized the impact the acceptance of this proviso could have on the whole structure of product protection.

WBC's explanation for the insertion of the "at least" provision is that slips affecting the span between competitor products have been growing and that the cost of make-goods by the station have become too high. In fact, it's taken on the aspects of an economic strain.

WBC thinks that Bates has thrown its billings weight into an area that may make the agency look good to its clients but which suggest a questionable interference with a medium's attempt to solve a serious equity and economic problem, mainly arising from the proliferation of competitive brands and product diversification by a goodly number of advertisers.

**MGM-TV reports \$6.5 mil.
feature film sales**

MGM-TV reported last week that it had written \$6.5 million in syndication business on feature films since last May.

The syndicator has 60 post-1948 feature films in distribution, consisting of two groups of 30 each. The respective groups have been licensed in 62 and 48 markets.

**Donald Foley to ABC
as advertising-promotion v.p.**

Donald Foley has been appointed v.p. and director of advertising and promotion for ABC.

Foley will be in charge of all advertising and on-the-air promotion for all the ABC radio and tv divisions.

He was manager of trade and owned station advertising at NBC since 1956. From 1950 at CBS, he was stations promotion service director and later tv spot sales advertising director.



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

If we are engaged in a project to bring more and better television to the people, then this battle must be fought consistently, not with a feint here and a withdrawal there.

In order to have a reason for enactment of all-channel receiver law we should have some UHF stations, and without deintermixture, soon and strong, we most likely will not. save in one or two residual areas that people will shortly forget. Deintermixture is as important as the all-channel legislation, if anyone is really sincere about doing something to improve the nation's television picture.

But look at another facet of this matter. Such a law must first be enacted, and it may take some doing to get an all-channel law without restrictive riders; and then it must withstand

the test of the courts. And no one should be so naive as to assume that it won't be lengthily and laboriously due processed.

Look at the record. In 1950 Congress passed a law the effect of which was to impose stiff penalties on the Communist Party as a group and its members as individuals; these being the avowed enemies of our entire society: . . . Yet this law was held up in its effectiveness for 11 years, and this by the Communists. How long the same stunt can be worked by the Capitalists is anyone's guess.

All-channel legislation is no substitute for fair competitive opportunity.

Represented nationally by HOLLINGBERRY



Coverage, yes... but what about those curves?

The time comes when any young lady can use blanket coverage. Still, it doesn't do much for her curves, does it? And, oddly enough, the same thing is happening in marketing, today.

Beyond question, all marketing curves have changed in our time. Some are beautiful. But some are the most uncomfortable curves in a marketing man's life. For example: more than half his company's sales are likely to be concentrated in only 20 critical markets where the competition is toughest: *in the top 20 TV markets alone* (where 58% of the nation's income, and 55% of all TV homes, are found).

Marketing is not on the level!

Every marketing man knows his product's sales-curves also go up and down like a roller-coaster, *from market to market*. (Just one example from TvAR research: The percentage of all consumers who use a leading food-product varies from 63% in Pittsburgh to 39% in Cleveland... two major markets less than 125 miles apart!)*

Obviously, the ups-and-downs of any product's individual market variations cannot be solved "nationally." They must be solved *in the market*, or not at all.

What price blanket coverage?

Blanket national coverage is no answer, here. For it's based on national media delivering the *same* message, at the *same* time, to *all* markets.

That's *rigidity* (as though all your marketing-curves were alike!), just when smart marketing increas-

ingly demands *the skilled adjustments of selling-pressures where and when you need them most*. This takes a little skill. But how it pays off!

Do you want to speed turnover? Challenge competition? Counteract competitive moves? Equalize marketing valleys? Bolster thin national advertising where sales potentials are highest?

The most versatile answer to *all* these questions is already being used by 92 of the top 100 advertisers (and hundreds of others) exclusively, or to correct major market weaknesses in national coverage. It's Spot TV — *Individual Market Television* — the most controllable, most flexible, most powerful, individual market selling-force in America today.

You'll find Spot TV offers a remarkable range of solutions to tough problems. Its versatilities adapt to virtually every budget-size, campaign-length, message-length, as well as to choice of markets, seasons, and *all forms* of program sponsorship.

If you've a marketing problem, large or small, let us show you how Spot TV can be tailored to your needs.

*If you would like to see a new detailed exclusive analysis of the marketing "tilt" of 65 different Network TV programs, entitled "TILT—The After-Math of Network TV", write us at 666 Fifth Avenue, New York (19) or call JUdson 2-3456.



TELEVISION ADVERTISING REPRESENTATIVES, INC.

Representing: WBTV Charlotte (Jefferson Standard Broadcasting Co.)
□ WTOP-TV Washington and WJXT Jacksonville (Post-Newsweek Stations)
□ WBZ-TV Boston, WJZ-TV Baltimore, KDKA-TV Pittsburgh, KYW-TV Cleveland and KPIX San Francisco (Westinghouse Broadcasting Company)

TvAR Offices in
New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta.

BAISCH's ANTI-FCC SET OF RESOLUTIONS

A set of anti-FCC resolutions was adopted by the Illinois Broadcasters Association Freedom Committee last week. Joe M. Baisch, v.p. and general manager of WREX-TV, Rockford, is chairman.

The resolutions were directed against the FCC for the most part and urged the NAB to intervene on behalf of station "freedoms."

One point asked that Section 315 be eliminated. Others demanded that hearings like the one in Chicago not be repeated elsewhere and that investigations, such as one on 14 San Francisco radio stations, cease. Another point opposed the principle of NAB Code Authority pre-screening.

Chira lands at MW&S as division v.p.

Joseph Chira, former v.p. and director of advertising for Lanolin Plus, has returned to the agency field, joining Mogul Williams & Saylor last week as v.p., account group supervisor, and director of the agency's drug, toiletries, and cosmetics division.

At Lanolin Plus, Chira was responsible for the launching of new products. He was a member of the executive marketing committee.

Chira was previously with K&E as senior account management executive on the Max Factor account and, earlier, held marketing and new product posts at Helena Rubenstein.

Emil Mogul, MW&S president, termed the appointment a major expansion move, mentioning that the agency has acquired four important accounts recently, including Maradel Products and Griffin Shoe Polish.

NAB to resume 1½ day conferences

The NAB will be back to one-and-one-half day fall conferences this year after last year's attempt to hold one day meetings.

Reason for the change back to the longer meetings is that one day just wouldn't do for separate radio and tv sessions.

Fall schedule is as follows:

Atlanta, 15-16 October; New York, 18-19 October; Chicago, 22-23 October; Washington, 25-26 October; Dallas, 8-9 December; Kansas City, 12-13 November; Denver, 15-16 November, and Portland, Ore., 19-20 November.

6 NAB committees named

Washington, D. C.:

NAB President LeRoy Collins last week announced the appointment of six committees composed of members of the board of directors.

The six committees and their chairmen are: Radio Fund Finance, John F. Patt, WJR, Detroit; Television Fund Finance, Joseph C. Drilling, WJW-TV, Cleveland; General Fund Finance, composed of radio and tv committees with their chairmen serving as co-chairmen; Convention, James D. Russell, KTTV, Colorado Springs and another still unselected executive, co-chairmen; By-Laws, B. Floyd Farr KEEN, San Jose, and Membership, Robert F. Wright, WTOK-TV, Meridian, and Carleton D. Brown, WTVL, Waterville, co-chairmen.

PGW opening Phila. office

PGW will open a Philadelphia office, its eleventh, on 1 June with Donald K. Heller as manager.

Heller has been with N. W. Ayer since 1957. He was previously affiliated with Al Paul Lefton and Warwick & Legler.

TvB REBUTTAL TO DAILY NEWS FIGURES

TvB has answered the New York Daily News' presentation on chain-break audiences with a six-page rebuttal.

TvB asserts that the News' ARF study doesn't mention its research proves that 82% of New York adults watching shows before or after a break were in the room during the break.

The News contended that tv has viewing during an average hour of 33.2%, but during chainbreaks this falls to 22.5%, of which only 12.6% of the adult population can be said to be really watching.

(Continued on page 64, col. 1)

WPIX in \$3 mil. program boom; buys Allen series

WPIX (TV), New York, will undergo a \$3 million programing expansion shortly. The station is going back into daytime commercial service and is expanding its morning service.

The station has acquired the new Steve Allen show from WBC, and the first non-WBC station to sign for it. Purchase price is reportedly \$10,000 for five late night shows a week.

WPIX is also expanding its production of documentary and public affairs shows. Subsequent syndication of certain shows made by the station or elsewhere around the world will be handled by Desilu Sales.

AB-PT expecting record second quarter in 1962

Leonard Goldenson, AB-PT president, expected that the second quarter would be a record one for profits for the ABC Broadcasting Division. He made the statement last week at the AB-PT annual stockholder's meeting.

Thirteen directors were re-elected and David B. Wallerstein, president of Balaban & Katz, Chicago, was elected a new director.



Special Issues

We're commemorating two important events this year in Philadelphia: WIP Radio's 40th anniversary and Joe McCauley's 20 years of continuous on-the-air service. WIP can point to a long list of "Firsts" in 40 years of maintaining the highest standards in broadcasting. We'd rather make an issue of Joe McCauley, affectionately known as Philadelphia's Morning Mayor, and a tradition with hundreds of thousands of Philadelphians. For over a generation, they (and scores of happy clients), have started each day with Joe McCauley on Philadelphia's Pioneer Radio Station **WIP RADIO**

*A Metropolitan Broadcasting Station
Now represented by Metro Broadcast Sales*



555/5th

Blasting off about blasting off

The one criticism of television that I hear continually, and that I support strongly myself as a viewer (as well as advertising executive), is the way commercials blast out loudly from the tv set!

Certainly this is one element that could be remedied quickly and easily at the telecast source—keeping the sound of the commercials at the same level as the program. I've discussed this with many people in agencies and in advertisers' organizations who are responsible for commercials, and not one has said he has planned that the commercials should blast out louder than the program.

So I read a detailed explanation somewhere in the trade press proving that the commercials really aren't louder—they only "seem louder." As a listener, I'm completely unimpressed; the commercials sound louder to me, and my angry reaction is two-fold: (1) I resent the advertiser blasting at me and I determine not to buy his product; (2) I'm even more upset that this blasting provides specific, sound (pun intended) ammunition for the critics of advertising as a whole.

If SPONSOR can influence the telecasters to turn down that knob, it will help turn off a source of justified public criticism and resentment.

Samm Sinclair Baker
Larchmont,
New York

Just the reverse

The April 30 issue SPONSOR carried an item about the rating values of two-or three-part television shows (*Sponsor-Scope*). It was stated that, "in terms of buildup ratings the two and three-parters have been pretty much of a bust."

Our experience this year with *Walt Disney's Wonderful World of Color* for Eastman Kodak and RCA

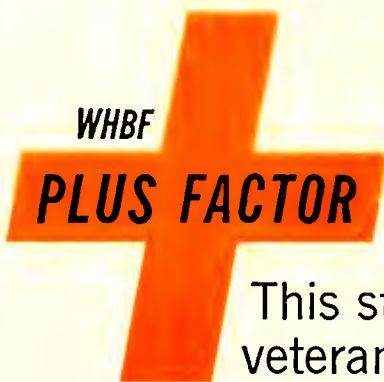
has been just the reverse. We have had six multiple part shows, one a three-parter, all of which have done better on the second and third weeks

than they did on the first week.

The following is a share rundown:

- Horsemasters—1—32.4
- Horsemasters—11—35.9
- Light in the Forest—1—35.8
- Light in The Forest—11—38.7
- Hans Brinker—1—36.9
- Hans Brinker—11—42.1
- Sancho, The Homing Steer—1—36.4
- Sancho, The Homing Steer—11—41.6
- Comanche—1—36.2
- Comanche—11—39.9
- Prince & The Pauper—1—33.0
- Prince & The Pauper—11—33.1
- Prince & The Pauper—111—34.4

ONE OF A SERIES



This station is a veteran in the broadcast industry: radio 37 years--television 12 years...

The roots of WHBF in the Quad-City community are deep and strong. Since conception, WHBF has grown up under an environment of good manners and sound management. Only once has the station changed hands—and that was over 30 years ago when Rock Island Broadcasting Co. an affiliate of the Rock Island Argus bought WHBF.

And so, as a long established institution in the Quad-Cities, WHBF knows the ways of this community of 270,000 urban residents and the surrounding trade area of twelve agricultural counties.

The experienced personnel at WHBF (some with over 30 years service) understand broadcast techniques and pursue with determination the high standard, adult format of programming that builds long lasting prestige and audience acceptance.

You get more of the plus factors when WHBF is your communicator in the Quad-Cities. Ask Avery-Knodel for availabilities and details.

WHBF

RADIO • FM • TELEVISION

Call Avery-Knodel



The evidence of these 13 telecasts would seem to indicate that multiple part shows of quality do indeed build in audience levels.

As SPONSOR pointed out, one of the variables, story strength, is important and in the Disney show, the multiple part stories have been excellent.

Murray Skurnik
assoc. radio/tv
group head
J. Walter Thompson
New York

Davis Factor clarifies

In reference to the article in your April 30, 1962 issue of SPONSOR, page 58, (*Sponsor Hears*) we are advising you of the following facts.

At the time we terminated our relationship with Kenyon & Eckhardt, or at no time thereafter, did we have any understanding of any kind with Mr. Howard Wilson that would indicate that our account would follow him to any other agency with whom he might associate. On the contrary, before our decision to terminate was finalized, Mr. Wilson very energetically worked for a continuation of our relationship with Kenyon & Eckhardt.

While several agencies were under serious consideration, only one agency other than Geyer, Morey, Madden & Ballard, Inc. travelled to California to meet with us and make any kind of a presentation. This one agency came at their own insistence, without any encouragement on our part other than to grant them the necessary time for a discussion. We also advised this agency that some of our executives would be in New York within a week and we would meet with them in their New York office. However, they still preferred to come out to Hollywood. Their presentation was not a formal one but simply a discussion of their services, personnel and experiences. At the time of this meeting, our company had not decided on an appointment.

We received many telephone calls from a great number of agencies and, in one case, a vice president of an out-of-town agency happened to be in Hollywood on other business and he came in and spoke with our advertising director for a short period.

Any statement that our company went through "... the multiple pitch

routine so as to be able to satisfy stockholders in the event any question about the transfer was raised..." is completely false.

It is one of the writer's responsibilities to maintain a proper relationship with the stockholders of our company and to protect their interests. We feel that your statement directly attacks the integrity of the management of our company.

To summarize, we consider your article erroneous in content and implication. The solicitation of that portion of our business that was given

to Geyer, Morey, Madden & Ballard, Inc. was handled with businesslike dignity and with considerable consideration given to the expenses that any agency would incur in soliciting our account. The agencies that we did speak to were asked simply to discuss the personnel available and the experiences of that agency.

Davis Factor
chairman of the board
Max Factor & Co.
Hollywood

See SPONSOR HEARS, page 62 for reply.



WGN-TV CITES CONTAGIOUS COLOR ENTHUSIASM IN CHICAGO MARKET

Ben Berentson, WGN-TV General Manager: "Enthusiasm and interest in Color TV is growing and spreading every day. To meet this great opportunity and exciting challenge, we've planned over 1600 Color hours this year, and we foresee a major break-through in Color sales to advertisers in '63." Color TV has big opportunities for you, too. Find out about them today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

THE REBEL

starring Nick Adams



NOW LOCAL

For Fall '62 release: 76 high rated 1/2 hours for syndication! The eminently successful REBEL enjoyed top Sunday night audiences on ABC's Television Network for 2 solid years. A 32.9% average* share-of-audience* put THE REBEL into 9,729,000 homes each week during the 1960-'61 season. Already bought and programmed by the NBC Network** THE REBEL faces no hiatus this summer. This invaluable exposure of your property will cover 12 weeks this summer on the network: A springboard for your local programming this fall. So rally 'round THE REBEL, boys! Write for full details today; or call . . .

ABC FILMS, INC. 1501 Broadway
New York 36
LA. 4-5050

*NATIONAL NIELSEN, JAN.-MAY, 1961 **WED. 8:30-9 P. M. STARTING JUNE 27. (REPLACING JOEY BISHOP)

Editor: Rick Allen



AT NOW LOCAL PRESS TIME ALL THESE TOP STATIONS ALREADY SOLD!

- WABC-TV New York
- KCOP Los Angeles
- WGN-TV Chicago
- WXYZ-TV Detroit
- WRC-TV Washington, D. C.
- KTVT Dallas-Fort Worth
- KMSP-TV ... Minneapolis-St. Paul
- WFLA-TV .. Tampa-St. Petersburg
- WBIR-TV Knoxville
- WNEP-TV Scranton/Wilkes-Barre
- WLOS-TV Asheville

It's moving fast ...so better act fast!

by John E. McMillin

Commercial commentary

"The Great Time-Killer"

I have just been reading an advance copy of a very depressing book, *The Great Time-Killer* by Harold Mehling, to be published this week by World Publishing of Cleveland and New York.

This is probably the most vicious attack ever made on the world of commercial television, and what disturbs me is the fear that it might easily become a national best seller, like Vance Packard's *Hidden Persuaders*, which it somewhat resembles.

Mehling, an ex-newspaper man, combines a reporter's zeal for names and facts, with a snake oil pitchman's ability to twist his material into pretzels of untruth.

His book is luridly, sensationally written. But it is readable. And while most of his conclusions are as phony as a three dollar bill, I'm afraid they may sound plausible to a lot of prejudiced or gullible people outside the business.

The general thesis of *The Great Time-Killer* is "We have been robbed—deliberately, there is no doubt of that—by sponsors and their Madison Avenue advertising agencies, and by the hired hands in the Hollywood laugh-laugh mills."

To support these contentions, Mehling marshals an imposing array of names, quotes, incidents and stories (Oh research, what crimes are committed in thy name!) and mentions practically everyone in the business—John Doerfer, Charles Van Doren, Ollie Treyz, Frank Stanton, Rosser Reeves, Howard Morgens, Robert Sarnoff—with an acid and scurrilous scorn. He has kind words only for the likes of David Susskind and Newton Minow.

In a sense, of course, it is too bad to give comfort to the enemy by publicizing such a book in any way.

But I think it will do all of us in the industry some good to be familiar with Mehling's tricks and techniques. For, depend on it, we're going to be asked about *The Great Time-Killer*.

The attacks on P&G

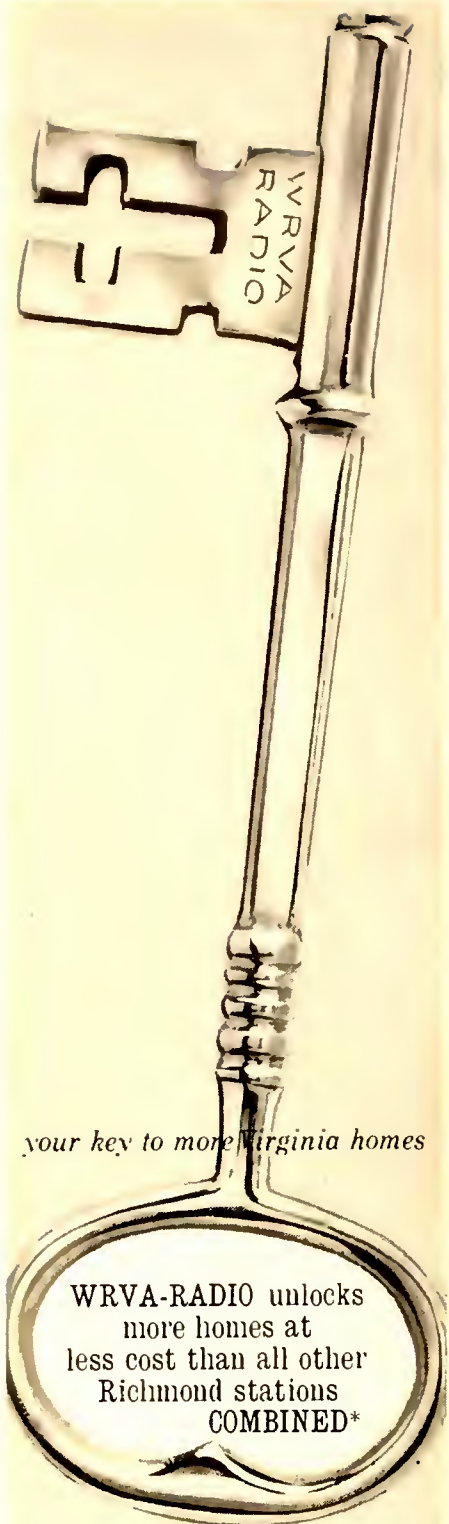
Obviously, in a single column it would be impossible to answer all the barbs in Mehling's 340-page opus.

But I think we can get some idea of *The Great Time-Killer* by examining a single subject, its 12 references to Procter and Gamble.

Having worked closely for 15 years with the Cincinnati soap giant, this is a topic I think I know something about. And while I don't believe that the P&G operation is perfect (and I'm sure Neil McElroy and Howard Morgens would never claim this) still I know that it doesn't deserve the lurid treatment Mehling gives it.

Here for instance is his judgment on P&G's use of radio soap operas—"to push Chipso, Oxydol, Ivory, Camay and other goodies among the women of the populace, and these women have never





your key to more Virginia homes

WRVA-RADIO unlocks
more homes at
less cost than all other
Richmond stations
COMBINED*

*NCS '61 Radio—50% and over penetration

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia



National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

Commercial commentary

been regarded very highly by advertisers.

"It was for this that the soap opera was manufactured. In its perfected, aired form, the soaper may not have done more to degrade the woman than concubinage, but at least it tried."

Well, Mr. Mehling, having once been responsible for handling 12 different P&G serials, I can personally assure you that this was not what we were trying to do. And we had no orders from Cincinnati to attempt it. On the contrary, we were constantly trying to introduce more truth, significance, and maturity into our scripts. And P&G's Bill Ramsey backed us to the hilt in these attempts.

Our problem was always to find writers, and I might point out to you that if the lush, florid dishonesty of *The Great Time-Killer* is any sample of your own ability, I would never have considered you for the scripts of a *Mary Martin* or *Against the Storm*.

Post hoc propaganda

Turning to tv, Mehling offers this startling reason why tv shows have deteriorated. "The medium's decline has occurred in fairly direct ratio to the increasing investment of major advertisers since 1950, and P&G's own spending illustrates the point."

He then prints a table showing the year-by-year increase in P&G's ad budget from \$33 million in 1950 to \$103 million in 1960 and an increase in tv's share of budget from 1.7% to 92.6%.

Here surely is a mad, bigoted accountant trying to dazzle us with *post hoc* reasoning and bewitchingly incomplete figures!

There are a few facts which Mehling doesn't offer. *Total tv income* between 1950 and 1960 increased far faster (from \$200 million to \$1,600 million), than P&G's ad budget.

P&G's big swing to tv came in 1951. In that year it placed 18.5% of its budget in tv (\$7.57 million) which was roughly 2% of all tv advertising. In 1960, its \$103 million tv expenditure was less than 1% of the total. Even if you accept Mehling's tortured reasoning it's hard to see how P&G can have more influence with less share.

But perhaps his dirtiest anti-P&G crack comes in a passage that begins . . . NBC's Robert Sarnoff says that advertising 'can only propose, the public disposes and rightly so.' Sarnoff pleases major advertisers with such speeches, but the most artful defense of massive consumer goods advertising comes from his best client, P&G, which is the league leader in endowing commercials with saintliness.

"Howard Morgens, who as P&G's president supervises its annual investment in tv, boosts advertising by knocking the Russians. This technique is a guaranteed crowd-pleaser, whatever its deficiency in logic."

Now listen, chum, that's carrying it too far. I've known Howard for more than 20 years. He is not a speech-making guy (nor is any P&G man.) To my knowledge the only major policy speech on advertising he has made since becoming president was an address to the National Industrial Conference Board in 1960.

Before any reader begins accepting the shoddy histrionics of *The Great Time-Killer*, I think he should write Clem Uhling at P&G in Cincinnati, for a copy of the speech itself.

He might also write Crown Publishing, and ask what standards of professional decency allow them to publish such a book. ▼

ADD ACTION!



ADD COLOR!



For more audience reaction!

now available for first run off network

NORTHWEST PASSAGE

26 half-hour episodes of the exciting exploits of Rogers Rangers... Stars Keith Larsen, Buddy Ebsen and Don Burnett... Based on Kenneth Roberts' best-selling novel... Color quality is the finest... Tops for any time period.

Put more color in your schedule with a program the whole family will enjoy. A fresh, promotable and economical availability. Contact any MGM Television office for full details. (Also available in black and white)

NEW YORK, JU 2-2000 • CHICAGO, ILL., 467-5756 • CULVER CITY, UP 0-3311



SOUTH'S
T  **P**
S **P** **O** **T**
for TV
MARKETING

Metro Norfolk & Newport News

have the greatest concentration of people in the Southeast—nearly 900,000 in half the area of metro Atlanta or Miami.

Greater urban population than metro Charlotte, Greensboro, High Point, Winston-Salem, Durham and Raleigh all combined.

A market so compact you can get better distribution of advertised merchandise, better coordinated wholesale and retail promotion, more results per man-hour of your merchandising effort, more sales per outlet, more sales per advertising dollar!

ONLY THREE TV SIGNALS

No other station pulls a rating here. What a place to put a TV dollar! For more information write to any of these stations at Norfolk, Va.

WTAR-TV
CHANNEL 3
CBS

WVEC-TV
CHANNEL 13
ABC

WAVY-TV
CHANNEL 10
NBC

Are You Making This \$200 Million Error? Norfolk-Newport News has been called America's most underestimated market; for example, a hidden plus of \$200 million in effective buying income lies in the fact that our huge armed forces payroll is largely available for discretionary spending. So add at least \$200 million to the EBI for this market. Still other millions omitted from statistics on this market: Retail sales by the many commissaries, PX, shops, clubs, etc., operated here by Army, Navy, and Air Force (largest military concentration in the world).



Damn the torpedoes. Full speed ahead.

This is Ernest Borgnine in another great role—the no-spit, no-polish skipper of a crazy PT boat crew in the South Pacific.

Don't be fooled by that old tub. When Lt. Commander McHale goes into action, he runs a tight ship.

But McHale—like many a Navy man whose unit was temporarily isolated by our island-skipping campaign in the South Pacific—has been left to do his fighting in highly improvised fashion.

Survival, let alone victory, under such conditions calls for heroism. And humor. In equal parts.

This is how it is with *McHale's Men*,

ABC's new breezy brawling action comedy. In it, Ernest Borgnine creates another of his believable masterpieces of great make-believe.

Whether *McHale's Men* are cooking up a potable jungle brew for their island hosts or dishing up a diet of homemade tinfish for the Japanese, the action is fast, the farce is furious.

It may be a funny way to fight a war, but it's a sure way to win an audience.

Get, as they say, aboard.

COMING ON ABC-TV: "McHALE'S MEN"

SPONSOR-SCOPE

21 MAY 1962

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SPONSOR

PUBLICATIONS INC.

From the way NBC Corporate Planning looks at it there's going to be a sharp difference on the accounting side between the second and third quarters for at least two networks.

Put in quarterly perspective the view is this:

- Second quarter sales for the two networks will not only exceed last years but there'll be a profit for them.

- All three networks will have a heftier sponsorship for the third quarter but they'll come out of it with a low profit, if any, due to draining discounts plans, the selloff of surplus merchandise, in many cases, at rates which just about cover station compensation and out-of-pocket talent.

The same conning tower expects spot tv to experience better times than last year's second and third quarters for this reason among others: lots of new advertisers and brands that weren't around the same time in '61.

It may be disconcerting to BBDO to know that the initial agencies interviewed by a TvB committee on their disposition toward demographic audience breakdowns felt that the sellers of spot tv ought to seek first the improvement of basic audience data.

Like, for instance, fattening up the local samplings, so that the ratings would have a sounder and more knowledgeable base.

A corollary impression gathered from these early interviews—there'll be about 15 agencies queried altogether—was this: since most spot schedules are of a short flight nature, buyers have to move too fast to be able to give much contemplation to the qualitative nuances of the market or competitive station availabilities.

(For more on this theme see article starting on page 31.)

CBS TV has thrown its own commercial package in the fall elections coverage ring.

Instead of offering just returns, the package includes some warmup programs, like an hour on 30 May and a preelection special 26 September.

Price asked from a single sponsor is \$1 million and \$500,000 for half sponsorship.

NBC TV put an elections coverage package on the market several weeks ago, with no takers as yet.

ABC TV's new summer daytime rate, running from 4 June-31 August, is \$2,150 per commercial minute plus a bonus minute for every four purchased.

The reduction is about 23%, and applies to new business. Advertisers already in the house will be entitled to a bonus minute for every 2½ minutes paid for.

S&H stamps (SSC&B) last week raised the dander of random radio reps by suddenly querying stations about their willingness to take this business at local rates.

The questioning letter said something about the fact that Sperry & Hutchinson maintains local redemption centers and attaches local tags to the S&H commercials.

What lent added pungency to the quest as far as the reps were concerned: S&H has been buying at the national, or general, rate for the past five-six years.

Remarked one of them: "This bid of S&H is like a house of cards; if it gets the local rate then stations will find Top Value and Plaid stamps asking for the same thing."

Lever and P&G have a product headache with their synthetic bar soaps. Sales of their respective brands, **Praise** and **Zest**, seem to have come to a stall. It may be largely due to complaints about the synthetic bars being somewhat harsh on the skin.

However, there's an exception to the plight and that's **Dial**, which has been able to carve out its own niche in the deodorant market.

Rules of thumb in spot tv buying can be very specious things, but there's one kicking around New York agencies that might bemuse station people.

It runs something like this:

- 1) You take the average audience in prime time of the top station in a market.
- 2, If, for instance, that station is found to deliver a \$2.30 CPM, then it should be axiomatic for one to buy a spot on any other station in that market at a CPM which is under \$2.

P.S.: Sellers should remember that agencies are most sensitive about being identified with formula buying; the signals can change the next week.

Scratch a tv network sales or research executive on the subject of Nielsen's media comparison service and he'll grumble that it's another case of some one basically oriented to air media playing into the hands of the magazines by encouraging contrasts.

They'll also remind you that the comparison of figures overlooks the vital emotional factor.

Their challenge: show me magazine ads that can compare with the impact of a Milton Berle for Texaco and an Arthur Godfrey for Lipton Tea.

The sales ratio thinking of a number of tv stations in secondary markets is bound to have an effect on radio business.

The mood these tv stations are articulating: it's imperative that they increase the percentage level of their local business, particularly daytime.

Question: why is it important that they broaden their base of local revenue?

Answer: to make up the revenue lost from the drift of once selective spot brands to network spot carriers and the anticipated cut in station compensation from the networks.

For many such tv stations a concerted effort to broaden the local income base poses a dilemma: they would be competing unstintingly with their own radio station as well as the newspapers.

P&G will be spending a little bigger fragment of its \$120-million ad budget on magazines this next fiscal year and with that it will do a different kind of probing of the effectiveness of printed copy vs. tv commercials.

The new magazine approach has already been tested: questioning recipients of a national magazine in two sets; namely, those who saw the regular ad as against those who see a P&G ad on the same brand whose insertion has been limited.

Intertwined in the questioning are related copy proddings involving tv.

The hope: to establish some averages that might serve as an authentic indicator of print vs. tv effectiveness.

That periodic scramble among the three tv networks for the Chesebrough-Pond's business is on.

The prize: the budget for the last 1962 quarter which could come to \$1.5 million.

At the moment CBS TV has the bulk of the daytime and NBC TV is running nighttime minute participations in behalf of Vaseline hair tonic.

All evidences point to a walloping last quarter in nighttime sales for all three tv networks.

There's been some hesitancy among the smaller fry of regular nighttime network users until they got a better picture of future sales prospects, but they're expected to act soon.

What could ensue is one of the **busiest order-taking Mays in network history.**

Here's a sample of those that have yet to commit themselves for the fall: **Metrecal, Frigidaire, Ponds, Reynolds Metals, Beacham, Beech-Nut, International Latex, Pepsi-Cola, Coca-Cola, Schlitz, All State, Lanolin Plus, Maybelline, Dow Chemical, Helene Curtis.**

Others, like Ford and Quaker Oats, have additional money to spend.

Nighttime network tv, it may be roughly estimated, will spend between \$250-275 million on filmed entertainment series during the 1962-63 season.

One thing noteworthy about the source of this film: there are far more individual suppliers than prevailed the year before.

Last fall's roster of suppliers came to 19, these accounting for 79 program series, whereas, even though there'll be nine film series less next season, the roster of suppliers will total 29.

Here's how the 70 film series break down by sources of two or more shows:

PRODUCER	ABC TV	CBS TV	NBC TV	TOTAL
MCA-Revue	5	1	4	10
Screen Gems	5	2	2	9
CBS TV	0	6	0	6
Four Star	1	1	4	6
Warner Bros.	4	0	0	4
Marterto (Danny Thomas)	0	3	1	4
Desilu	2	2	0	4
MGM TV	0	0	3	3
Hanna-Barbera	2	0	0	2
Filmways	0	2	0	2
Miscellaneous	8	7	5	20
TOTAL	27	24	19	70

Note: This does not include the four hours of box office features on NBC TV & ABC TV.

One of the tv networks is rebating not only on time but program charges when it is unable to clear certain stipulated markets.

It's a twist, if it becomes general enough, that could add heavily to the networks' woes over **burgeoning program investments.**

The program rebates granted by the network in question are the same percentages as applied to time.

Rebates on time for uncleared markets is something that's existed from ABC TV's emergence as a solid third network, but the **program rebate** is a new development.

ABC TV sort of progenitored the idea several years back when it agreed to a two-way rebate if a hookup couldn't deliver over **90% of USA homes.**

In keeping with its new policy of reviewing and reevaluating its tv network activity each quarter Colgate has turned over to CBS TV quite a chunk of its daytime business.

The reapportionment of this business gives NBC TV, effective 1 July, only half of it, whereas during the current quarter it has virtually all of it.

Part of the package deal with CBS TV, covering the third quarter, involves NBC TV losing Colgate as sponsor of the 2:25 p.m. news strip and CBS TV gaining that allegiance for its 3:55 p.m. strip.

H-R's New York offices last week had the rare experience of playing host to competitive reps.

The occasion: they came over in a group to look at H-R's new paperwork system, something that was evolved after a six months study for it by Booz, Allen & Hamilton.

The visitors deemed the method quite a step forward in the sellers' battle with the ever mushrooming paperwork jungle.

An industry that shows all the vestiges of needing a shot in the arm is the big-time sector of frozen foods.

Marketers say that its growth has come to a virtual halt, and they attribute this markedly to the competition from local firms, whose prime requisite for going into business is deep freeze equipment.

If you're interested in an updating on where the three American soap giants are throwing their heaviest international marketing weight, scan this item.

By company the geographic picture might take the following outline:

P&G: very strong in England and expanding fast onto the Continent; has a foothold in the Philippines and Australia and has just started in Venezuela as its South American base of invasion.

Lever: holds sway in England, even though P&G's pushing hard there, the Continent and the British dominions, all home bailiwicks. It will be recalled that because of this competitive pressure Henry Schaeche was switched to overseas advertising.

Colgate: has been on the Continent, particularly with its Palmolive bar, from away back and manifests strength in Central and South America.

TvB last week issued a blast at some unfavorable reflections on chainbreak advertising which the N.Y. Daily News has embodied in a presentation that's being shown to admen around the country.

The research for the presentation was done by the Advertising Research Foundation and purports to show that a very small portion of all adults, from 15 up, in the New York market said they watched all of the stationbreak without channel switching or other non-viewing activities.

TvB's six-page analysis rips hard at the research figures' basic assumption. (For details of the answer see SPONSOR WEEK, page 7.)

Things for tv apparently haven't been going well with the leading retail chains. Here's a comparison in billings as obtained from TvB which tells the story:

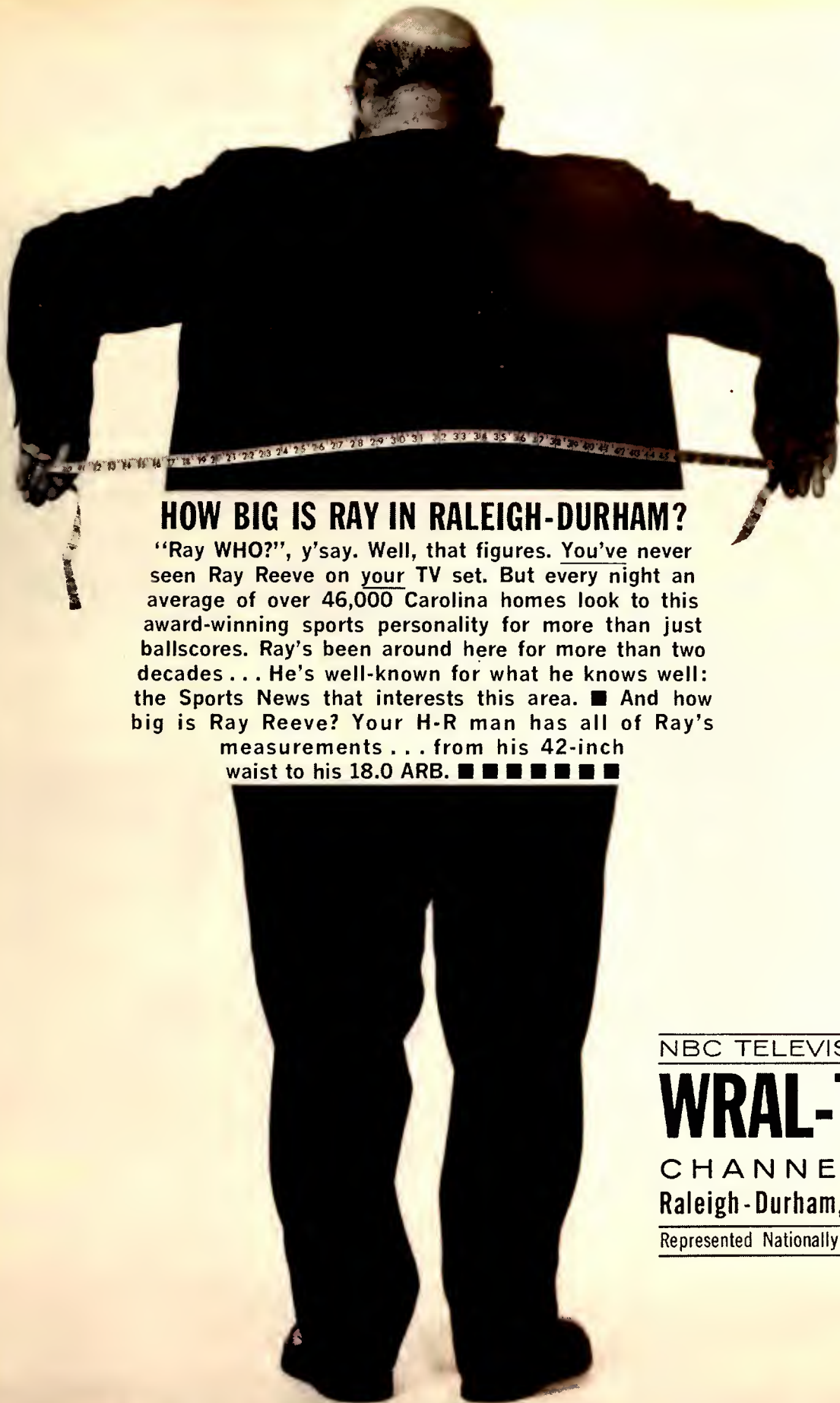
CHAIN	1961	1960
Montgomery Ward	\$664,000	\$709,000
Sears	382,000	404,000

Electric shaver makers are nurturing the hope that 1966 will be the year when their sales graph will take a big burst upward in relation to population growth.

It's the year they figure that the buying power of that war baby population explosion will flower into adulthood.

Shaver sales have been running behind population sprouting, but the industry has this to warm their outlook: over 50% of American youth are owners of electric shavers by the time they graduate high school.

For other news coverage in this issue: | see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 64; Washington Week, page 59; SPONSOR Hears, page 62; Tv and Radio Newsmakers, page 72; and Spot Scope, page 60.



HOW BIG IS RAY IN RALEIGH-DURHAM?

“Ray WHO?”, y’say. Well, that figures. You’ve never seen Ray Reeve on your TV set. But every night an average of over 46,000 Carolina homes look to this award-winning sports personality for more than just ballscores. Ray’s been around here for more than two decades . . . He’s well-known for what he knows well: the Sports News that interests this area. ■ And how big is Ray Reeve? Your H-R man has all of Ray’s measurements . . . from his 42-inch waist to his 18.0 ARB. ■ ■ ■ ■ ■ ■ ■ ■

NBC TELEVISION

WRAL-TV

CHANNEL 5

Raleigh - Durham, N. C.

Represented Nationally by H-R

(Data based on March 1961 NSI & ARB Mon-Fri averages, plus a sworn statement from Ray's tailor.)



FAST, SMOOTH ROAD TO S

SCOTCH® BRAND VIDEO TAPE COMBINES VISUAL ELEMENTS INSTANTLY FOR "RIGHT-NOW" VIEWING!

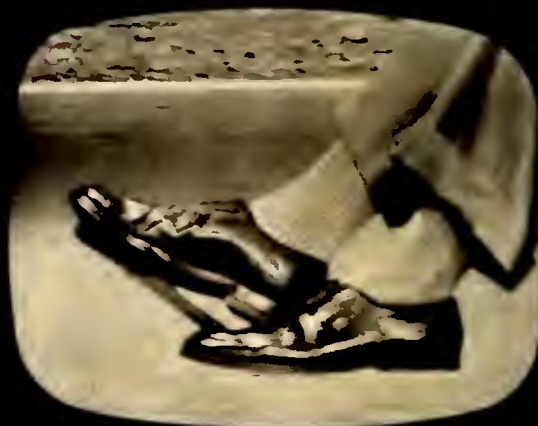
On "SCOTCH" BRAND Live-Action Video Tape, you can electronically mix free-wheeling visual ideas with unequalled speed! No sweating out the lab wait for costly, time-consuming processing! Video tape plays back the picture moments after the latest "take"—helps conserve precious production time.

The sky's the limit on special effects you can achieve with "SCOTCH" Video Tape. The automotive "teaser" commercial at right, for example, matted the man, seat, steering wheel into a previously taped highway scene. It dramatized the performance but kept secret new car styling. With video tape and today's versatile electronics equipment, you can combine different backgrounds and foregrounds . . . put live-action on miniature sets or in front of stills or movies . . . combine several images of the same person. You can introduce pixies and giants . . . do split-screen comparisons . . . create special-pattern wipes . . . combine photos, drawings, cartoons, movies, live-action—you name it! Video tape shows how you're doing immediately when improvements are easy, corrections economical!

And that's not all! "SCOTCH" Video Tape achieves "presence" extraordinary, makes recorded pictures look live. Editing's easier than ever. And "SCOTCH" Video Tape records in either black-and-white or color, with no lab processing. Ask your nearby video tape production house for details on all the advantages of tape. Or send for *free* booklet, "Techniques of Editing Video Tape," which includes several examples of special effects. Write Magnetic Products Division, Dept. MCK-52, 3M Company, St. Paul 1, Minn.



1. For this automotive commercial, highway scenes were first video-taped, using pre-recorded sound track to cue zooms, other camera angles.



4. Now dolly in for a close-up. Sound track that cued the highway scenes assured proper background perspective for the close-up.

"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL, 1, MINN. EXPORT 99 PARK AVE. NEW YORK CANADA LONDON ONTARIO. ©1962 3M CO.

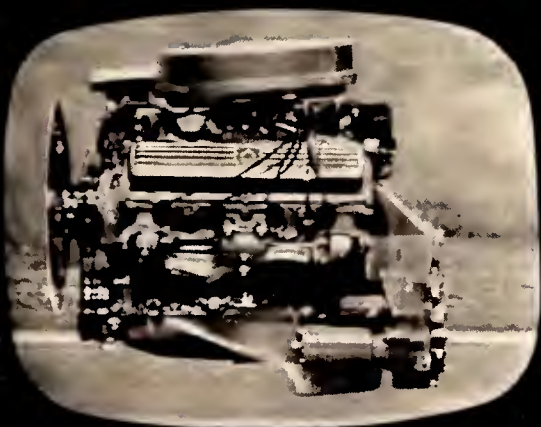
SPECIAL EFFECTS—NO LAB DETOUR!



2. Seat, steering wheel, gas pedal were added at the studio, using VideoScene, a high-quality electronic matting process.



3. Presto! The driver's in the picture, too. VideoScene process masked out supporting platform, steering column, other unwanted elements.



5. A close-up of the engine, shot in the studio and matted against highway background, was no problem with VideoScene.



6. A superimposed slide completes the teaser commercial, which shows the ride, but keeps new-car styling a well-guarded secret.

Magnetic Products Division **3M**
COMPANY

Florence
is unique

She walks in beauty,
vital as the television market she
symbolizes. Florence is
unique—the fourth largest single-station market
in the nation. No other single
medium effectively serves
this growing agricultural-
industrial area.



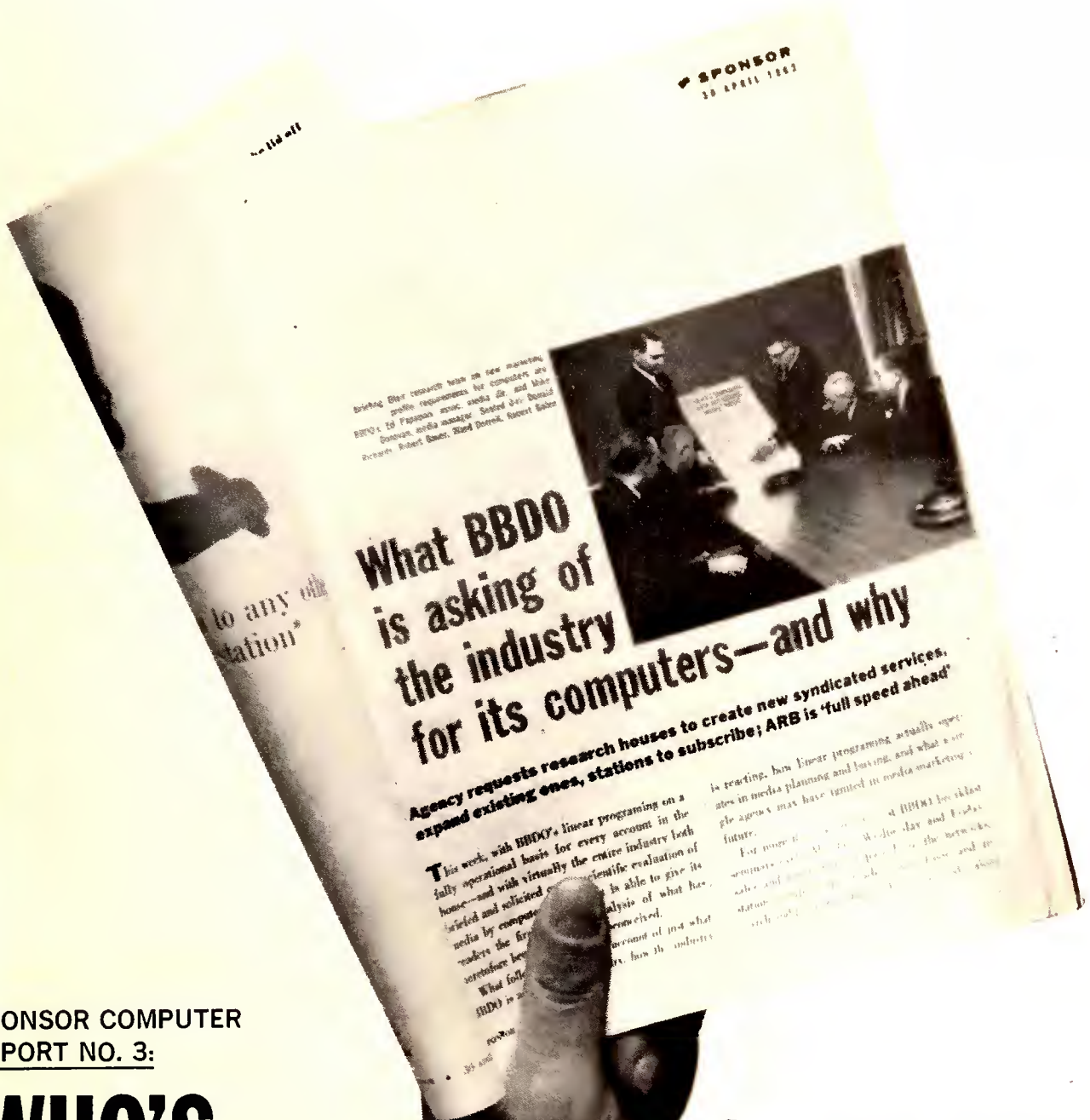
WBTW

Florence, South Carolina

*Channel 8 • Maximum power • Maximum value
Represented nationally by Young Television Corp.*

A Jefferson Standard Station affiliated with
WBT and WBTW, Charlotte





SPONSOR COMPUTER REPORT NO. 3:

WHO'S GOING TO PAY?

Last week, heads spinning with resolve, a special Television Bureau of Advertising committee met in New York to tackle one of the industry's bitterest, most contentious, problems: who's going to pay for the additional market research demanded by

Cost and centralization of qualitative data arouse industry confusion about new computer research demands; TvB is stirred to take action

electronic computers, and how can this data be brought to a central place?

Headed by Donald L. Kearney, director of sales for Corinthian Broadcasting Corporation, this TvB committee's action marks the first concentrated effort by broadcasters to come to grips with an explosive which BBDO may have ignited (see SPONSOR, 30 April), but which now reaches into every corner of the industry. It reflects not only broadcasters' mounting concern with demographic audience measurements and their costs, but with what TvB in a 27 April release calls "the splintering action on the part of agencies in

their concept of programing through electronic computers." As Kearney himself states it: "One of our main purposes is to see that stations aren't being railroaded into subscribing to services that aren't, and won't be, meaningful."

In its initial course of action, the committee is working with advertisers, agencies and research firms to coordinate existing data available from the television industry, including audience characteristics, product profiles, consumption patterns and other information not now being used by marketers. As part of its objective to put this data in a central place, the committee is also in-

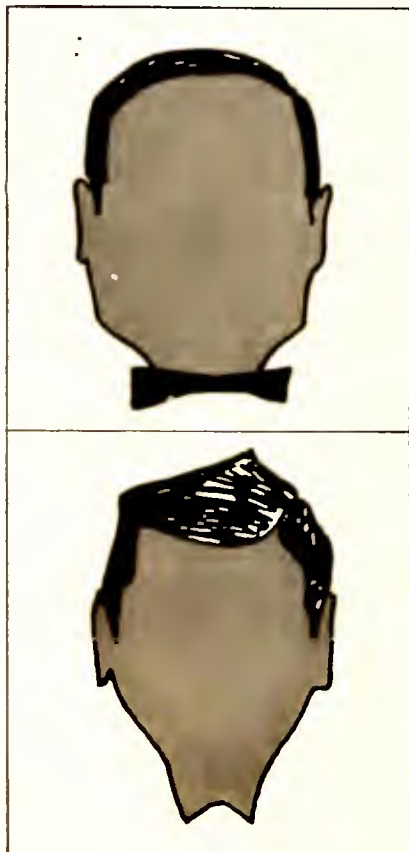
vestigating the rental of electronic computers on a long-term contract basis.

In view of this major step toward coordinating what for months has been utter confusion, SPONSOR has gone to more than two dozen leaders among advertisers, agencies, station groups, reps and research houses (many of whom talked—but refused to be quoted by name) to determine the blistering computer-research climate in which TvB will now be gyrating.

As it stands:

1. Only one agency—BBDO—is actually using computers for media selectivity. At least one other top

Here are things being said about measurements, computers



Executive v. p. of top rep firm...

"Both selling and buying are getting too complicated. Measuring too close to the bone will take the last ounce of spirit out of both. . . . Let's get a little more sell back in the industry."

Research director of another top rep firm...

"I think qualitative measurements will put more selling back into spot. There'll be more sales tools with this additional information. What salesman ever frowned on sales tools?"

agency—Young & Rubicam—has its own computer installation. But several other agency giants—namely, Leo Burnett, Compton, McCann-Erickson, Lennen & Newell and Ogilvy, Benson & Mather—reportedly are “actively exploring” computer operations.

2. The three top soap companies—Procter & Gamble, Colgate and Lever—have expressed serious interest in getting additional demographic data, are unanimous in their feeling that this qualitative material will be of vital aid to their respective marketing strategies.

3. At least one major research firm—ARB—is scheduled for definite qualitative research this fall. Two others—Nielsen and Pulse—are exploring the possibility of demographic breakdowns, although their fall plans are not yet finalized.

4. A growing number of reps and station groups are at work on qualitative marketing research programs of their own. One, RKO General, will soon be releasing its first in a series of market/media research studies, “Target—the Consumer,” which will reveal the differing appeal of six different program types on 20 separate consumer groups. (See SPONSOR, 14 May).

5. In general, the atmosphere is charged with industry-wide belief that qualitative measurements, along with computers, are indigenous to broadcasting's future. The unrest and diffusion which characterize that atmosphere today stem from ways and means, not ends. Many stations and reps are balking at the staggering costs such measurements portend. They foresee a time when one agency will require a marketing profile vast-

ly different from another's, thus forcing them to subscribe to an endless multiplicity of services. Competitive research houses, on the other hand—not to mention the research departments of the individual advertisers, agencies, reps and station groups—are far from agreement on just *what* should be measured—and *how*. Agency views on just how far demographic breakdowns should go, for example, contrast sharply.

At the center of these varied directions, of course, are the research houses themselves. One in particular—ARB, the only announced candidate in the “full speed ahead” demographic race—is the target both for praise and criticism. As its projected audience profile format revealed (SPONSOR, 30 April), ARB had originally proposed for its initial fall studies a breakdown in the 18-39 age

—by industry leaders who prefer their names not be used

Sales v. p. of leading station group . . .

“To hell with this talk of new measurements. All we really need is more strength in existing measurements. There are a lot of sore feelings about this thing . . . and more are coming.”

Another station group executive . . .

“You just watch the station have to pay for the competition between agencies and research houses. I haven't spoken with one agency yet that was moving in the direction of another.”





CONCERNED: Donald L. Kearney of Corinthian Broadcasting heads TvB committee intent on coordinating qualitative research data



CONCERNED: Laurence Roslow of Pulse says qualitative measurements are sound, sees cost and sample sizes as the problem areas

group only. A sizeable number of reps, station groups and agencies with whom SPONSOR spoke considered this qualitative measurement much too limited in range, some contending that the 39-49 age group is, on the average, a better buying group, that only if the *total prime* market is measured can meaningful data emerge.

This criticism has not fallen on deaf ears. Jack L. Gross, head of ARB's New York office, told SPONSOR at press time that the final form the first profiles will take has still not been determined, that ARB is seriously considering expanded breakdowns to cover the 18-31, 35-50 and

over-50 age groups. It is also deleting the "persons reached and viewers per set" category and replacing it with a "metro share" category.

Other rep and station reservations:

- The new qualitative measurements will compound the headache of paper work, already to a point of saturation.

- Since any new measurements will be limited for the time being—a stop-gap device, says one rep—timebuyers could easily be running in the wrong directions with them.

- Without substantial increase in sample sizes—commensurate with the demographic breakdowns—the resulting data could be both misleading and unmeaningful.

Gross feels that these are all minor complaints, that no one could seriously object to *more* information.

"Additional marketing information is like motherhood," he says. "Who can possibly be against it?"

He also defends ARB's "evolutionary" rather than "revolutionary" approach to demographic breakdowns as absolutely necessary until the way they will be used is determined. "This means a step-by-step operation," he says.

As for cost—the explosive who-pays-the-tab issue—Gross envisions the distribution of these costs among advertisers, agencies and stations. The three leading soap companies, he says, have already expressed a willingness to pay their share; the increased cost to stations for this fall's qualitative studies should average out to about 15%.

But costs, however equitably distributed, will continue to be a major problem. Frank Boehm, director of research and promotion for the national sales division of RKO General, estimates that BBDO's project alone would cost his company \$40,000. About a fourth of the reps with whom SPONSOR spoke felt that agencies and advertisers should bear the brunt of the costs, since they're the ones looking for additional information. Some estimated that stations now pay more than 50% of research costs. The majority, however, feel that a share-basis is necessary, since stations (and reps) have an obligation to advertisers and agencies if they want this

kind of data.

While most of the measurement and cost issues revolve currently around ARB, both Pulse and Nielsen find them serious confrontations in their own formulation of plans. Pulse considers the requirement of additional dollars of paramount importance in the course of demographic measurements.

"Certainly we're in agreement with the qualitative philosophy," says Laurence Roslow, associate director. "For about a year we've been doing a local tv book in about 15 top markets, where several qualitative factors have been included. For the past two years we've had qualitative measures three times a year on a national basis for 35 markets. But cost is of major concern. A sample increase of 50%, for example, would increase costs some 40%."

Sample size itself is another problem area, says Roslow.

"Eventually samples will have to be increased," he maintains, citing the possibility of increase in number of individual reports while actual number of reports are reduced. He also points out that the use of computers on a much more widespread basis than today's will be necessary to handle the new material.

"Until more agencies are using computers," he claims, "the potential combinations which demographic factors will create cannot be accomplished by hand."

Nielsen, too, sees the over-all financial support of stations, agencies and advertisers as essential to any revolutionary measuring technique. As for measurement itself, says Nielsen, the real problem is a large enough sample to report real differences.

One thing those at the station and rep level fear most is that the research houses might be veering off in such different directions that—even were initial cost disposed of—the station's ultimate cost would be as staggering as it would be unavoidable. One research director, for example, sees the time when a broadcaster might end up buying, say, ARB, Pulse, Hooper and Nielsen—plus an ARB *qualitative*, a Pulse *qualitative*, a Hooper *qualitative*, a

(Please turn to page 52)

PORTRAIT OF THE NEW 4A BOSS



◆ John Crichton, new 4A's president, outlines his ideas on how the advertising image can be improved in the U.S.

"Agencies create sales, reputations, and profits for their clients through advertising," the man with the straight-stemmed smoking pipe said to a SPONSOR editor last week.

The speaker was John Crichton, the new president of the American Assn. of Advertising Agencies and probably the tallest (six feet, four and one-half inches) man in the fraternity of advertising. On 7 May, this 43-year-old former editor of *Advertising Age* succeeded Frederic R. Gamble who had completed 33 years with the 4A's, the last 18 as president.

The consensus in the industry is that Gamble's successor, working in harmony with Marion Harper, Jr., board chairman of the 4A's and board chairman of Interpublic, will stir up considerable comment about the plus marks in American advertising.

Numerous advertising men are certain that the Crichton-Harper combination, aided by the full membership of the 4A's, should add no small amount of legitimate lustre to an industry that has felt the constant lash of polysyllabic criticism from the intellectuals of the land.

The Harper program enunciated at the association's recent conclave in White Sulphur Springs, calls for a 10-point campaign to uplift the image of advertising in American life. Its goals are to: set up an information center; create a program of continuing research to determine what ads are irksome to the public and to take action to rectify these matters; promote consumer judgment of advertising; help agencies encourage young people to enter the industry.

"Advertising agencies should spearhead a cooperative information program, enlisting all groups involved with advertising. Advertising agencies should clearly take the initiative

since their interest in advertising is total—it's their reason for being," Harper said. "And each of the advertiser, media, and promotion groups has enough of an interest in building advertising's reputation to take part."

What appears most important in the new setup of the 4A's was the recent adoption by the trade associations membership of a new "creative code" providing for possible annulment of 4A membership by "clear and wilful" violators of the code. This, as the industry sees it, is a noble move on the part of the organization. A public relations program with strong "teeth," industry people are saying, should go far in the fight against delinquents in the field. Most important, as industry leaders viewed it last week, both Harper and Crichton see eye-to-eye on the goals ahead.

Said Crichton to SPONSOR: "The 340 entrepreneurs who are members of the 4A's are people who have built

their own businesses. They have much at stake. They are highly skilled communicators."

The new 4A president was asked to comment on a recent remark by J. Edward Dean, director, advertising department of E. I. du Pont de Nemours Co. who had suggested that one way of lifting the advertising standards was to put aside the shotgun and approach offensive advertising "with the keen marksmanship of individual selection." Dean thought that by singling out the advertisements and the business firms that transgress public taste and make excessive and unsupported claims "we can score a bull's eye without condemning the innocent with the guilty . . . the vast majority of advertising efforts are honest presentations of fact."

Crichton says Dean's thesis is hard to quarrel with. "Nobody objects to advertising. But what one objects to

is some individual advertisements."

Crichton is profoundly impressed with the behavior pattern of many of the top advertisers in the broadcast media. One is struck with his admiration for the production skills and copy that go into the majority of television commercials.

"There are many straight forward commercials in excellent taste," he insists. "The general level of commercials is excellent and rising all the time."

It is Crichton's belief that networks and independent stations should be made solely responsible for the editorial matter on the air. He emphasizes over and over that "the people in charge of a medium must control it." As for the magazine concept, advocated by a number of far-seeing individuals in the industry, Crichton says, "If you give the sponsor some flexibility, the magazine concept (Please turn to page 53)



THIS IS a materialistic and mobile society "and I devoutly hope it will remain so" says John Crichton, new president of the 4A's. Seen on the wall in the New York office of the organization are paintings of past 4A leaders (l to r) A. W. Erickson, William H. Johns, Clarence B. Goshorn



SURPRISE and delight are reflected by Elizabeth Black of Donahue & Coe as she learns she is Silver Nail Timebuyer of the Year. A media supervisor, she is surrounded here by D&C executives. Her comment: "I don't know why I should get an award for something I enjoy so much"

3 BUYERS HIT THE TOP

What makes an award-winning timebuyer? A look at the careers of SRA winners—Beth Black, Donahue & Coe; Marianne Monahan, NL&B; William Kearns, Ted Bates

Silver Nail Timebuyer of the Year, Elizabeth Black was the first Ruthrauff & Ryan timebuyer, has a 28-year media record

If knowing the ropes of broadcast buying is the more important criterion for winning the Silver Nail Timebuyer Award, Beth Black of Donahue & Coe is probably among the front-runners of all time. For Beth is not only among the foremost practitioners of the art; she is also among the hallowed few who helped invent it. For in 1934—after three years as secretary to the boss of the radio department—she became the first person at the old Ruthrauff & Ryan agency to take the title of "timebuyer."

"I didn't plan it that way," she recalls. "They just told me one day that they were creating a new job and asked me if I'd like to try it." She accepted and has had media responsibilities of one kind or another ever since.

During the '30s and '40s, Beth worked with some young rep salesmen who later became some of broadcasting's most important figures. "I remember, particularly, Art Hayes, who was then a salesman for CBS Radio Sales; Pete Peters, who visited our agency out of Free & Slesinger,

Chicago; and Hank Christal, who was then with Edward Petry & Co."

Hayes, of course, is now president of CBS Radio. Peters later became a partner in Free & Peters, is now president of Peters, Griffin, Woodward. And Christal is president of his own rep firm, Henry I. Christal Co.

To top it off, Beth began in advertising as secretary to a man who founded one of today's largest advertising agencies—the late Alfred W. Erickson, a founder of McCann-Erickson.

During an 11-year stay at R&R (her starting salary was \$50 a week), Beth bought some of the first spot radio campaigns for Dodge cars, Gillette Safety razors, Noxzema, and

Lever Bros.' Rinso and Lifebuoy soaps.

"In those days there were no rating services, nor were there as many radio stations as today. The best way to learn the stations was to make field trips—a wonderful method of knowing the station through personal contact with the market. Today, of course, it's neither as necessary nor as practical."

In 1939 Beth moved to the Joseph Katz Co. as media director for the New York office. For the next 14 years she supervised buying in all media for Katz clients. She bought heavily in spot radio for Ex-Lax, and supervised that client's first test campaigns in television around 1950.

While at Katz she also dipped her hand in buying for political campaigns. In 1952 she bought time for the Democratic National Committee and later worked on campaigns for New York's Mayor Robert F. Wagner and former Governor of New Jersey, Robert Meyner.

In November 1953 Miss Black left Katz to become director of broadcast media—and later media director—for the Harry B. Cohen Agency. It was during this time that she gained distinction for her shrewd placing of the entire radio-tv budget for Grove's 4-Way cold tablets. The Cohen agency later became known as Cohen & Aleshire. On 1 August 1961, Donahue & Coe acquired the agency.

As media supervisor, Beth now handles the broadcast buying for 4-Way cold tablets and she supervises placements for Acnotabs, Dormin, Lydia Pinkham, and Lady Esther.

Beth was born in Richmond Hill, Queens, has spent all her life in New York City. She attended the Scudder School for Girls on Lower Fifth Avenue, which she recalls was the "type of school laughingly known in those days as a 'finishing' school."

In addition to her professional prizes, Beth is today an accomplished fisherwoman, holding a 20-year record for a 5 $\frac{3}{4}$ -pound land-locked salmon caught in her favorite fishing haunt, the Averill lakes in Vermont.

After hours, she attends the theater, plays bridge, and works double-crossics.



BIG MOMENT for Marianne Monahan, Needham, Louis & Brorby timebuyer, is receiving the Timebuyer of the Year plaque from Tom Harrison, John Blair & Co., pres. of Chicago SRA

The small-town girl who made good in the big city. Marianne Monahan of NL&B is SRA's Chicago Timebuyer of the Year

Professional savvy plus personal grace could well be applied to Marianne Monahan of Needham, Louis and Brorby, who was voted timebuyer of the year by Chicago's SRA Chapter, because coincidentally she was also honored in SPONSOR's repoll of prettiest lady timebuyers (SPONSOR, 7 August 1961).

Marianne has spent eleven years in the advertising agency business, all of them in media. She joined NL&B's media department in 1953, after two years with Henri, Hurst & McDonald. In 1954 she became an assistant timebuyer, and four years later was promoted to timebuyer, the position she currently holds.

In her timebuying capacity at NL&B, Marianne works on such key accounts as Johnson's Wax, Kraft Foods, International Minerals and Chemical (Ac'cent), and Campbell Soup. For these advertisers she buys both radio and television, network and spot. During the past several years she has had an opportunity to utilize radio to excellent advantage in a number of specific product sit-

uations, when buying schedules for Ac'cent, Campbell's V-8, and various Kraft products.

Miss Monahan reflects the NL&B media philosophy that an essential pre-requisite to proper use of radio is a thorough understanding of the medium's dynamic nature, and a recognition of the changing pattern at

SRA award requirements

Silver Nail—a candidate must have been a buyer of spot broadcast media for at least five years.

Gold Key—must have been in advertising for 15 years, starting as a timebuyer.

Chicago award — same qualifications as for Silver Nail award, except the timebuyer must be employed in Chicago.

the local level as stations seek to find the correct programing key to their respective markets.

Broadcast buyers at NL&B are sent into the field to do on-the-spot radio analysis in major markets as one means of developing a fuller understanding of the medium. The advantage of traveling markets has given her an insight into the broadcast industry that would not have been possible otherwise. This knowledge has enabled her to use a blend of network and spot, which, she believes, has made radio work with unusual efficiency for Needham "sound" minded clients.

Market visits are much more satisfactory than station visits to agencies, she contends. Getting to know the management of a radio or television station is much more meaningful than fancy coverage maps or elaborate station presentations.

"Knowing station management is extremely important to a timebuyer. You can pretty much judge a station from personal contact with the people who run it."

NL&B frequently sends its buyers into the field, last year had them research the top 20 radio markets firsthand. Marianne went on working tours of stations in New York, Washington, Baltimore, Los Angeles, and San Francisco.

She made a return trip to San Francisco this year departing Chicago on the same day she was named Timebuyer of the Year.

Blair Vedder, media v.p. of NL&B, in his acknowledgement of Miss Monahan's award by the SRA, had this to say: "Marianne is in the true American small-town-girl-made-good-in-the-big-city tradition. She was born in a suburb of Effingham, Ill. . . . and when you talk about suburbia, there just isn't any place to compare with that."

Vedder said that as a media director he was very proud to know that a member of his staff is thought of so highly by such a key group as the SRA. "The Timebuyer of the Year Award is an outstanding honor for her," he said, "and a source of real satisfaction to the NL&B media department."

It all started with Butternut coffee and timebuying in Omaha, but SRA's Gold Key man is now in top management at Bates

From timebuyer for Buchanan-Thomas, Omaha, to president and later chairman of the executive committee, Ted Bates & Co., New York, is a long distance to travel, even in 32 years. Just such a rise in the advertising world is what has earned William H. Kearns the 1962 Gold Key Award from the SRA.

Kearns has shown a flair for advertising in all its phases, perhaps is best at management. Today he carries for Bates some weighty responsibilities, supervising the agency's fiscal operations, budgets, the legal department, and corporate affairs. He is also a management representative on major accounts.

A top executive with Bates since the agency was formed in 1942, he was brought to New York from H. W. Kastor & Sons, Chicago, as vice-president of Bates, a position which he held until 1955 when he was named president of the agency and in 1959 became vice-chairman of the board and chairman of the executive committee.

During Kearns's six-year tenure as timebuyer in Omaha, he was associated with a famed promotion for Butternut coffee. Heavily advertised on radio, Butternut asked listeners to send the tin-strip from the coffee can to the radio station. The station then sent the tin-strips to the company, which donated gifts, depending on the number received, to orphanages and charities. His reputation in Omaha advertising circles grew and in 1934 Kearns was elected president of the Omaha Advertising Club. He was re-elected the following year.

"When I first started in Omaha," recalls Kearns, "I did everything. I wrote copy, prepared radio programs, did layouts, wrapped engravings for shipment, bought time, and swept the floors. It was good training for my move to Chicago," he quips.

In 1936 Kearns moved into the Chicago advertising circle, joining Blackett-Sample-Hummert. Three years later he became vice president of the H. W. Kastor agency.

Bill Kearns was born in Beatrice, Neb., in 1908, where his father was pastor of the First Presbyterian Church. The family moved later to Lincoln, Minneapolis, and Omaha. Young Kearns graduated from high school in Omaha in 1925.

He displayed his first flair for advertising while a student at the University of Nebraska. He was advertising manager for the student newspaper, the *Daily Nebraskan*, and was later elected to Alpha Delta Sigma, national advertising fraternity.

Kearns worked his way through college by strumming a banjo.

Kearns left advertising temporarily soon after he joined Bates in 1942 for active duty with the U. S. Navy. He was decorated with the Navy Commendation Ribbon and the Presidential unit Citation for his service as air combat intelligence officer. He served aboard an aircraft carrier in four major actions in the Pacific Theater, including the Philippines, Iwo Jima, and Okinawa.

In addition to management responsibilities for Ted Bates, Kearns is also a member of the board of directors of Spitzer, Mills and Bates, Ltd., an associated Canadian advertising agency. He is also a director of Companion Life Insurance Co., a subsidiary of Mutual of Omaha. ▀



GOLD KEY winner, William Kearns is chairman of Ted Bates' executive committee, worked his way through Univ. of Nebraska

Son, do you think you know how to manage a radio station?

Try to wrangle out of these dilemmas and see if you are qualified to handle the job

This off-beat quiz was prepared by a well-known radio man (name given on request). Like questionnaires that tell you whether you're a good husband, a likely executive, or a life-long failure, this test will tell you if you stand flat-footed with radio broadcasting. For the best solutions and your score, indicating your ability, see page 55.

DILEMMA 1

You're on a selling trip to Chicago, arriving in the afternoon, and your only appointment for the rest of the day has been suddenly cancelled. You really ought to go to your hotel room, take a pencil and pad, listen to all the radio stations in Chicago, and make copious notes—

BUT—

The Dodgers are in town playing the Cubs in an afternoon game and you're an old Dodger fan.

What do you do?

A. You forget about the monitoring, go to the game and enjoy yourself because, after all, you've been working hard and you're entitled to relax.

B. You skip the game, sit in the hotel room all afternoon, carefully analyzing the music, commercials, and new promotion ideas of the leading Chicago stations.

DILEMMA 2

All seven FCC commissioners, as well as numerous other industry notables, are in town for a special dinner honoring Bernard Baruch and Albert Schweitzer as co-recipients of The Bobby Darin Award, and you're invited to sit at the head table between Oren Harris and Warren Magnuson—



BUT—

Your roughest competitor's program director chooses *this day* to call to say he's finally fed up and ready to talk terms, but it *has* to be *tonight*.

What do you do?

A. You tell the hot-shot program director you're sorry, that you're a very busy man and besides, you have a rare opportunity to score some points for the industry while the congressman and senator are eating their fruit cups.

B. You skip the dinner, spend the evening pitching our future program director and plotting the overthrow of the market's presently ridiculous ratings.

DILEMMA 3

It's your 25th wedding anniversary, and under threat of the direst consequences, you are to be home promptly at 7 o'clock for a catered, formal, sit-down dinner party for 50 people—

BUT—

Late the same afternoon you get a call from Bud from Kansas City, Ken from Des Moines, and Barry from Atlanta, who are in town just for one day and are dying to have you join them in a poker game and bull session, promising to reveal Bud's new twist in music and to give you the real low-down on the license revocation proceedings on LeRoy Minow's station in Saddle Sores, Wy.

What do you do?

- A. You call Bud, Ken and Barry, tell them you can't possibly join them; you make them promise to fill you in on every word the first chance they get, and you yell about guys who come to town without notice and can't stay over just one more day.
- B. You join your buddies, miss your anniversary party, shatter your marriage—(it's really too horrible to contemplate).



DILEMMA 4

Your oldest daughter announces that she's ready to marry and wants your approval of one of her three favorite beaux. One is the tall, handsome, athletic, brilliant son of the town's biggest and wealthiest newspaper publisher; the second is a charming, industrious, deeply religious young man who graduated first in his class at college and is the market's fastest rising television sales manager. The third is a gamey, odoriferous, uncouth, disrespectful, bearded beatnik of decidedly pink leanings, from a poor family and a broken home, without visible means of support—a young man of indeterminate height, since you've known him for two years and have yet to see him standing up.

Which do you choose?

- A. The newspaper publisher's son
- B. The television station sales manager
- C. The smelly beatnik

(For answers, please turn to page 55)

10 MORE TOP SPOT AGENCIES

Here are a few air media buying thoughts from the men directing the radio/tv spot buys for the agencies whose air media billings rank them 11 through 20

In a recently concluded series of articles ("Inside the ten top spot agencies"), SPONSOR reported the media thinking of the ten top air billing agencies in the country. In the story below, SPONSOR summarizes the spot buying philosophies of the ad shops which last year ranked 11 to 20 in air media expenditures, among them some of spot radio's biggest spenders. The agencies are Lennen & Newell; N. W. Ayer; Foote, Cone & Belding; Kenyon & Eckhardt; SSC&B; Campbell-Ewald; Needham, Louis & Brorby; Cunningham & Walsh, and D'Arcy.

Although television remains the charmer of the ad industry, radio is far from obsolete, according to the observations expressed by many of the astute media men pictured on these pages. While a pro and con cleavage exists in the area of improved radio presentations, the majority of these shops include radio in the over-all media thinking.

Many applaud what they label "realism in selling radio" while others feel that the medium is playing a more important role today than it did in the early years of the last decade.

Computers arouse varying feelings among these media people. Recent crises in television have also evoked a certain amount of apprehension from some of the top men in the business.

Frank J. Gromer, Jr., v.p. and director of media for Foote, Cone & Belding, an agency which last year spent an estimated \$16 million in spot tv and nearly \$4 million in spot radio, projects concern over the future strength of television as an advertising medium. He says: "Our most direct concern centers around a continuation of the trend toward lessened product protection and in-

creased commercialization. If these continue unchecked, the effectiveness of television as an advertising medium is bound to suffer."

As for radio, Gromer claims that the medium has been important in a number of their plans during the past years and will undoubtedly continue to be. Radio's primary attributes, Gromer says, are its inherent flexibil-



LESSENING of product protection may hurt tv, says Frank J. Gromer, Jr. (l), FC&B v.p., media. Blair Vedder, Jr., NL&B v.p., deplors audience information as "frustratingly elusive"

ity and its ability to deliver extremely high levels of commercial frequency at an affordable cost." He adds that radio is always included in their media thinking.

On the subject of computers, Gromer says, "there is no doubt that computers are here to stay." He feels that when used properly they will contribute greatly to the media planning and buying functions. There is, however, an inherent danger in applying computer techniques to media evaluation and selection indiscriminately. "Unless they are used in a way that recognizes that brand media requirements, as well as media characteristics, are factors that are constantly changing, the use of comput-

ers could result in an undesirable standardization of media plans."

Blair Vedder, Jr., v.p. and media director of Chicago's Needham, Louis and Brorby, takes a different stand on the subject of computers. He opines that while the mechanical devices have proven to be a decided asset in clearing away paperwork that is normal to media buying, comput-



ers "do not or cannot make the final media decisions—they are not a substitute for human judgment."

Vedder heads up a 50-man media department at the NL&B shop, favors the medium of radio. "Radio today is a vital, personal, efficient, and potentially very productive medium, which we at NL&B have found extremely useful for several of our recent product campaigns."

He feels, however, that audience information is "frustratingly elusive. As a result we are challenged to apply a large measure of judgment in radio buying which can only be developed by experience and local market knowledge."

How Needham, Louis & Brorby



HERBERT ZELTNER, v.p. and media director, Lennen & Newell



LES FARNATH, v.p. in charge of media, N. W. Ayer (Phila.)



NEWMAN F. McEVROY, senior v.p., Cunningham & Walsh, Inc.



DR. E. L. DECKINGER, v.p. and media dir., Grey Advertising

feels about television is best expressed by the fact that approximately one-half of their billings last year went to net. spot, and local tv.

At Cunningham & Walsh, a heavy spot radio spender (an estimated \$7 million went to spot radio last year), senior v.p. Newman F. McEvoy feels strongly that radio's sales techniques have shown great improvement in recent months. "Perhaps as a result of the challenge of tv," he says. Nonetheless, he adds, "we see more radio selling today which is 1) extremely creative, 2) realistically based, and 3) increasingly identified by merchandising savvy."

As an example of creativity in selling, McEvoy relates the ingenuity of two salesmen for competitive radio stations in the same market. He says "whereas formerly they consistently sold against each other, they combined forces on a recent occasion to develop a complementary presenta-

tion—selling the use of both stations and emphasizing the broader reach of the combination." The statistical documentation, says McEvoy, was reinforced with some discerning points on the programing appeals of each outlet.

As an example of realism in selling, McEvoy points to the continuing references by radio salesmen to tv, taking into account the fact that television may be the key medium in a campaign but suggesting that radio makes available to the advertiser affordable extra ad advertising pressure. Remarks McEvoy, "radio salesmen are not suggesting that radio is necessarily better than tv. However, depending on the specific marketing problem, they are quick to suggest 'me too' uses for radio."

At Kenyon & Eckhardt, the feeling is strong that television constitutes "the most powerful force available today to reach and persuade people,"

according to the agency's media group head, Paul M. Roth. Says Roth: "Every examination of the television medium inevitably leads on to the observation that people spend more time with it than any other waking activity except possibly work. This single fact requires that any advertiser looking for broad reach must frequently examine television for exploitation values.

"Radio's value," according to Roth, "lies in its selective and supplementary features. In terms of selectivity, it is obviously the only way you can deliver a long commercial message to people in cars. It is the only way you can get a broadcast message into a house that doesn't have a tv set, and it is the only way you can get to people on the beach in the summer."

As a supplementary medium, radio provides the opportunity to extend the reach of other media, says Roth.

(Please turn to page 56)



LLOYD HARRIS, v.p., manager media department, SSC&B



PAUL N. ROTH, media group head with Kenyon & Eckhardt



CARL GEORGI, JR., v.p. and media director, Campbell-Ewald



F. S. OTT, v.p. and media dir., D'Arcy Advertising (New York)

GM CAR RADIATOR GOES RADIO

➤ Harrison, supplier of GM auto air-conditioning units, finds radio so successful it switches 40% of total advertising budget formerly spent in newspapers, outdoor

The hot, male driver tooling his overheated car homeward after a long day's work proved so receptive to radio commercials when they were first tried in 1961 for Harrison Radiator Division, General Motors Corp., Lockport, N. Y., that the firm's advertising budget for the medium this year was doubled. This amounts to 40% of the automatic air-conditioning manufacturer's total advertising budget.

Jack Walsh, broadcast media supervisor for D. P. Brother, Detroit, the ad agency which represents Harrison, told SPONSOR that one-minute spots are being concentrated in afternoon drive periods on 265 stations in 99 markets, mostly in the South.

In 1961, Harrison dropped newspaper advertising to enter radio. One GM auto division, Walsh claimed, reported that sales that year of the air-conditioning equipment went up 19%. This year outdoor (billboard) campaigns were dropped and radio efforts were doubled. Already, Walsh said, another GM division has reported that Harrison sales have risen "very sharply."

In 1963, Walsh said, the Harrison campaign will be expanded in the North and in populous cities on behalf of the firm's new heater-air-conditioner unit.

Russ Swick, Harrison advertising manager, explained that up North the combination will help drivers keep windows from steaming up in the wintertime, in addition to providing even temperature and clean air. In some of the "discomfort areas" of the South, Swick said, the unit is almost a necessity.

The air-conditioner, which costs from a little over \$300 installed, to over \$600 in luxury cars, is sold as an accessory. As a result, in addition to radio spots, and consumer magazine and trade journal ads, Harrison and the stations mail promotional material to GM auto dealers to stress

the importance of reminding an auto buyer of the desirability—and low cost—of buying a Harrison air-conditioner at time of purchase.

Since the GM automotive dealers doubleup—in effect—as salesmen of the Harrison accessory, the firm's ad-

vertising department and the agency place great importance on merchandising from the stations to the dealers.

Most of the stations cooperate by sending personal letters and jumbo postcards to the dealers, describing the details of the schedule to the dealers.

Cost of the equipment eliminated from the campaign stations which appeal to teenagers, Watts Wacker, D.P. Brother vice president and media director, said. "Most kids," he explained, "who generally listen to these stations aren't in the market for automotive air-conditioning."

Wacker revealed that the agency tried something new in picking the stations for the campaign. "In addition to considering regular information—such as qualitative data surveys and Pulse audience composition figures—we asked station executives what combination of stations in their area they would recommend to reach our desired audience.

"In some cases we didn't receive any answers," Wacker continued. "In all cases, the reps were surprised. But the information we did receive was of some value when added to everything else."

The value of the method lay mainly in its use as a double check. D.P. Brother Co., making evaluations via standard operational procedures, would have a pretty good idea of what stations or combination of stations it would air messages on in a given area.

The agency would then ask stations A, B, C, D and E in that location, which stations they thought might best serve the agency's client, Harrison.

Without memorable exception, each station placed itself at the top of the list. But, when all replies were counted, station B may have been judged second best by three other stations. If the advertising agency also



"WE TRIED something new," Watts Wacker, D. P. Brother vice president and media director, tells about station selections



THE MAN in the Harrison-less driver's seat is the copy's primary target: Jack Walsh, D. P. Brother's broadcast media supervisor

AIR CONDITION...NOW????!
(must be some kind of a
nut or something!)

Air Condition with GM today!



Yes! You heard about it on
WSIX Radio!



Don't delay - do it today

DRIVE IN FOR

GM cool air by the carload
HARRISON
AUTOMOTIVE AIR CONDITIONING

NOT ALL Harrison radio commercials reach a driver in sweltering summer heat. The campaign starts in January, but is staggered so that it is heard first in some southern cities. 1963 drive, centered around a new heater-air-conditioner, will increase participation on northern stations

favored station B, its selection for the campaign was assured.

On the other hand, if the agency favored station C, and no other station listed it as a good choice, the agency then "went back to the drawing board."

Harrison markets extend, roughly, to the South of a line from Los Angeles to Washington, D. C., and along the East Coast to Boston. Some larger cities in the Midwest are included because of the number of upper-income families in them.

These markets were selected by D.P. Brother's research and marketing department, based on "discomfort area" factors (heat, humidity, pollen, etc.), average-family income, and auto and air-conditioning sales.

The Harrison schedule lasts for 10 weeks, although it does not exceed two weeks in any one month from January to July. Dennis Day is featured in the commercial, singing "H-A-double R-I-S-O-N" to the tune of "Harrigan." Walsh pointed out that the message got a good play on

the St. Patrick's Day radio broadcast.

Walsh said that the agency "believes, as RAB has pointed out time and again in monthly studies, that radio is a very potent medium for reaching a driver while he is in a position where he is forced to think about his car and his car's performance."

Of approximately 130 million radios in the U.S., Walsh noted that about 40 million are in cars, 5 million in boats, and about 10 million are transistors. All these, plus women in the home, make good bonuses, he added.

"Stations are well aware of this impact." Joe Archer, v.p. Brother timebuyer on the Harrison account, said. He added that "there is keen competition among stations in some areas for the order and this competition is becoming increasingly evident as plans for the 1963 campaign gained momentum."

The agency's timebuyer went into detail about next year's campaign which has been mentioned earlier by

broadcast media supervisor Walsh.

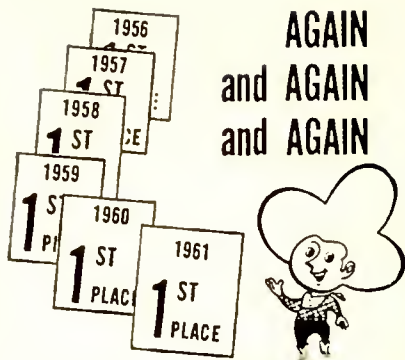
"In 1963, Harrison is going truly national," Archer said, "with a top U.S. market list—picking up the balance of major markets not included in 1962."

In connection with this, he explained that while the GM Division's copy is being aired in all corners of the country this year, purchase of northern stations will be given more attention next year.

However, the January-July radio commercial schedule may be adjusted because of the heater components of a new Harrison combination unit, although neither the firm nor the agency has made any official comment on this point as yet.

The image of a "guy boiling on the highway" now will be tempered by the image of a guy shivering on the highway, and cause an adjustment in the schedule.

This year, the campaign started in the South on a staggered basis so that cities which first had summer were first to hear the ad. ▀



AGAIN
and AGAIN
and AGAIN

KAKC
is **FIRST IN TULSA**
and the 21 County Advertiser Area

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

QUALITY • COMMUNITY SERVICE



Represented nationally
by Adam Young, Inc.

Another Station of

PRC

PUBLIC RADIO CORPORATION

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

One of America's
Fastest Growing Radio Groups

NEW ORLEANS'
ONLY STATION
WITH MOVIES
EVERY NITE!

BUY
IT!

Represented nationally by Katz

WWL-TV

NEW ORLEANS

Media people
what they are doing
and saying

TIMEBUYER'S CORNER

The follow-up story on the SRA awards on page 37 of SPONSOR this week is about Elizabeth Black of Donahue & Coe, who won this year's Silver Nail Award for timebuyers, and Marianne Monahan of Needham, Louis & Brorby, who won the Chicago Timebuyer of the Year Award. It recalls to this department the outstanding timebuyers and interesting personalities who have been so honored in past years. . . .

Started in 1958 by the SRA, the Silver Nail award was named after Frank Silvernail, veteran BBDO buyer who retired that year, in recognition of his pioneering in spot media buying and the standards which he established. The award is given for distinguished achievement as a timebuyer and Silvernail was the first to be honored.

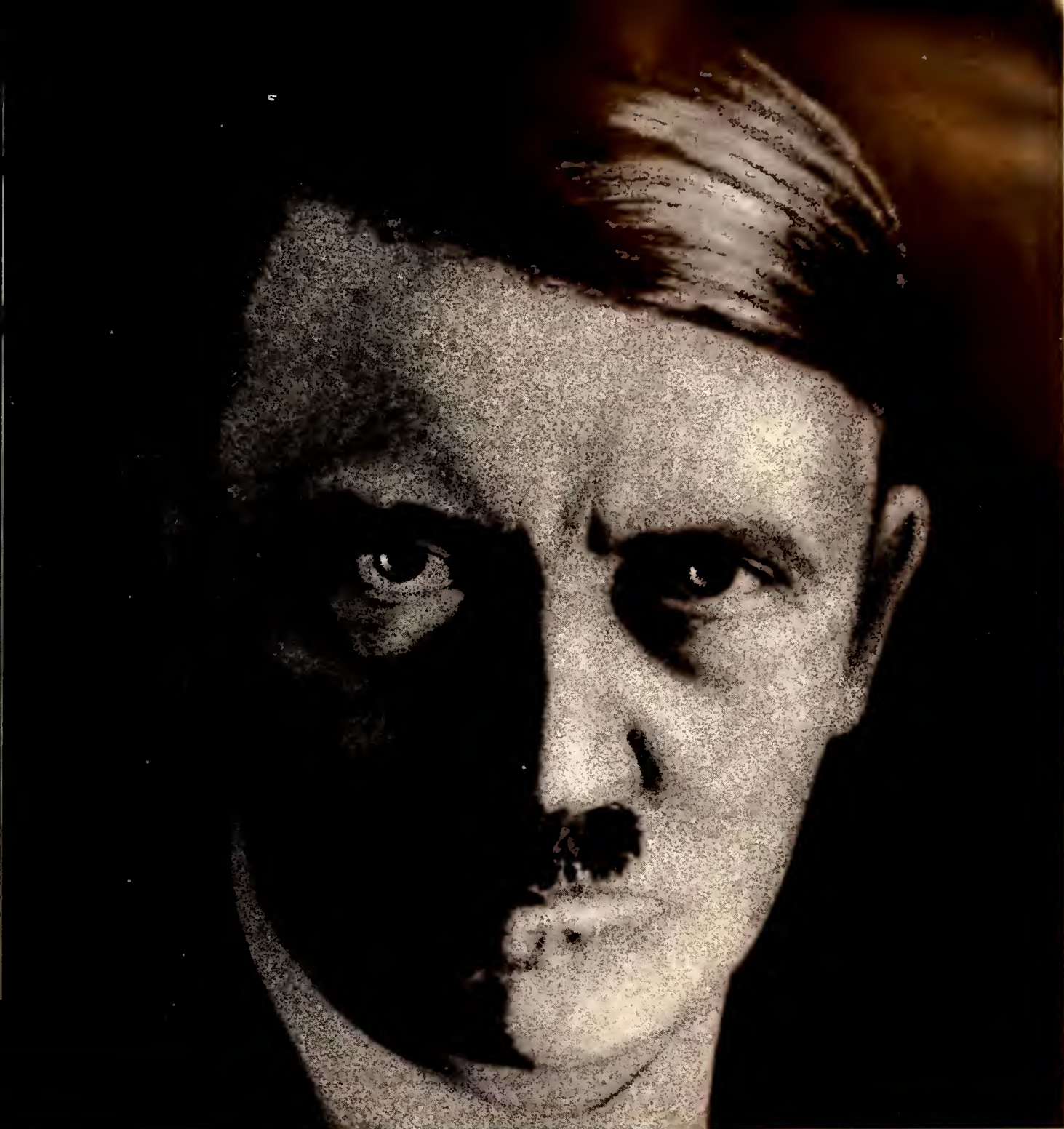


FIRST annual SRA Award in April, 1958: Frank Silvernail (l), vet BBDO buyer, receives Silver Nail Award, named in his honor, from Frank Headley, pres. of H-R Reps

Bill Dollard of Y&R received the award in 1959. He buys on Sal Hepatica, Singer Sewing Machines, Life Savers, Pine Bros., Beechnut cough drops. Now 12 years with that agency, he was previously at D-F-S for four years and BBDO for 17 years.

In 1960, the Silver Nail award was given to timebuyer Harold Simpson of Wm. Esty, who was made an associate media director in February 1961. Simpson started his career in the media department of Esty following his graduation from Colgate in 1919. He is in charge of R. J. Reynolds, Chesebrough-Ponds, Union Carbide, and Coca-Cola.

The same year, 1960, the SRA established the Chicago Timebuyer of the Year Award which Genevieve Lemper of Foote,
(Please turn to page 48)



NOBODY COULD MAKE HIM UP

Who would believe an Adolph Hitler possible — if he hadn't been real? Who could invent a Douglas MacArthur, a Babe Ruth, a W. C. Fields or a Josef Stalin? These are just a few of the fascinating real-life lives featured in **Biography**. Sold in over 70 markets including New York, Chicago, and Los Angeles. **Biography** has won top ratings in every market that it has appeared, will provide 39 unique, spell-binding half-hours for your station and your sponsors each week. Check the ratings and

reviews—then call or write us. No fiction on television can compete* with the impact of fact — on **Biography**.
A David Wolper Production Produced and Directed by Jack Haley, Jr.

***FIRST IN MARKET**

City	Station	Time	Rating
New York	WNBC	7-7:30 P.M.	16.2
San Francisco	KRON	7-7:30 P.M.	17.0



OFFICIAL FILMS, INC.
724 FIFTH AVENUE • NEW YORK 19, N.Y.
PLAZA 7-0100 © 1962, OFFICIAL FILMS, INC.

NOW NUMBER

3

IN FLORIDA

ORLANDO-DAYTONA

Fastest growing market in Florida

	Nat. Mkt. Ranking*	Homes* TV
Miami	26	566,300
Tampa	40	425,100
Orlando-Daytona	67	292,100
Jacksonville	75	257,700

*Television, May 1962

WESH-TV

Florida's Channel 2

REPRESENTED BY AVERY-KNODEL



Covers more of Florida than any other TV Station

TIMEBUYER'S CORNER (Continued from page 46)

Cone & Belding was the first to receive. In her 35 years with the agency she has bought both spot and network, and now handles B. F. Goodrich, Hallmark Cards, Associates Investment, among others.

The 1961 honors were conferred on Hope Martinez of BBDO, who received the Silver Nail Award, and William Oberholtzer of Leo Burnett, Chicago, who received the Chicago Timebuyer of the Year Award. Miss Martinez is now a media supervisor at BBDO, having worked 16 of her 17 years in media at the agency. Her accounts are Lucky Strike, Armstrong Cork, and Famous Artists School, among others.

Oberholtzer joined Burnett in 1946, after receiving his master's degree from Northwestern. He began as a media research analyst, then became a buyer and last year was made a media group supervisor. Schlitz, Swift, Cracker Jack, and Pillsbury are his accounts.



VIEWING the new TvB presentation, "Selectronic Marketing": Al Nelson (seated), spot supervisor of Colgate, Al Larson (l) of Avery-Knodel, and Bill MacRae (r) of TvB

A series of meetings between national advertisers and their agencies' media departments and TvB and Avery-Knodel began last week, to show TvB's new study, "Selectronic Marketing." Bill MacRae of TvB and Al Larson of Avery-Knodel, which has arranged the meetings, made the first presentation to Al Nelson, tv spot supervisor of Colgate. "The study," said Larson, "shows media people how spot tv avoids the haphazard, seesaw patterns of magazines and network tv. These patterns result from the choice of media by their popularity rather than by their product requirements."

KTVH IS KANSAS TV

WHERE KANSANS VIEW OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK

OVER 142 LOCAL PROGRAMS EVERY WEEK



Kansans love KTVH because it is local programmed for Kansans . . . Children, teenagers, farmers, sportsmen, housewives – **EVERYONE** has their special show on action-packed, on-the-go **KTVH!** More than 50 news programs every week hold the interest of over 290,000 TV families in the vast KTVH coverage area. To Sell Kansas – Wichita, Hutchinson, plus 13 other important Central Kansas communities – Buy **KTVH**, exclusive CBS for Central Kansas!

KTVH ←  → **KANSAS**

THE WICHITA-HUTCHINSON STATION

 **BLAIR TELEVISION ASSOCIATES**
National Representatives

KTVH is **POWER SELLING**
in Central Kansas



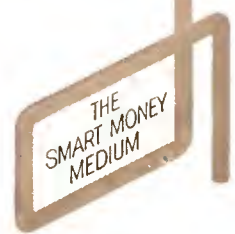
**Has your
captive
audience
escaped?**

Some people think of viewers, listeners and readers as a "captive audience." But with the bombardment by literally 1500 advertising messages every day, chances are the poor captive has learned to tune out her ears and close her eyes — if only to preserve her sanity. That's why Approved Outdoor is so important. Here, three minutes away from the cash register, the last word is yours alone. No competition from distracting editorial matter. No back-to-back spot placement or crammed-together "advertising section" to dilute your selling message. Just smash



ing, king-size color to confront your prospect. Outdoor offers sustained impact that strikes continuously, repeating your idea 11 times per month to every passing shopper. Outdoor acts almost as a point-of-sale piece, stimulating dealer activity wherever you choose. Why has the smart money moved into approved Outdoor? Because Outdoor reaches more people, more often at one-tenth to one-fifth the cost of most primary media. Ask your Outdoor representative or plant operator to explain how you can recapture your audience with Outdoor!

OUTDOOR  ADVERTISING



WSLS-TV Roanoke, Virginia

... the
station
where
leadership
&
integrity
are
tradition!

10

NATIONAL REPRESENTATIVES
AVERY-KNODEL, INC.

"THERE IS NO SUBSTITUTE FOR INTEGRITY"



Recipe For Selling South Bend In The Daytime

Put WSBT-TV's Ruth Anderson before the cameras. Sprinkle scripts well with homemaking tips, interviews, cooking demonstrations. Serve the big South Bend market daily from 9:00 to 9:30. Results? ARB says "Homemakers' Time" is tops in the time slot. Write for details or see Raymer.

WSBT-TV

SOUTH BEND, INDIANA
Channel 22



Paul H. Raymer, National Representative

COMPUTERS

(Continued from page 34)

Nielsen qualitative.

"Where would it end?" he moans.

A number of agencies are asking that question, too. Jules Fine, associated research director, media research, Ogilvy, Benson & Mather, says. "At some point in all this, the expense of the data exceeds its value." Fine believes that with some qualitative data, "hopefully we might get some uniformity—a cross-relation from area-to-area and media-to-media, which we haven't had until now. But, with increased demographic breakdowns, the marketing people have to keep up with the media people. Their data has to be commensurate. Some companies have such detailed data on their hands, but there are many who do not. And, for many, the cost of securing such data has been prohibitive."

Still and all, says Fine, some of the data is needed, and wanted—with or without computers.

"The need for demographic data is separable from computer programming," says Art Heller, associate media director in charge of media analysis, Benton & Bowles. "It just happens that qualitative measurements are more in the limelight today because of the increased use of computer programming. Demographic measurements will definitely be needed for the feeding of computers because of inter-media comparisons and the media mixes. But computers don't necessarily determine our need for data. Any data we can get that is reliable and that can aid us in looking at audiences more finitely will be of help."

As reps in general view the agency picture—a summation, that is, of those with whom SPONSOR has spoken—while most media and media research people look respectfully upon qualitative measurement, very few—as one rep puts it—are exactly crying for it. These attitudes, and attitude degrees, they (the reps) feel, are directly linked with each agency's progress in computer-use itself. And while rumors as to which agency is contemplating computer evaluation, and which agency is set against it, are rampant in the industry, actual agency commitment is difficult to obtain.

Examining the profusion of quotes

which research on this SPONSOR report engendered, a SPONSOR editor drew a few from the hat, so to speak, which we feel demonstrates more eloquently than any attempt at order, the undisguised disorder in industry thinking on qualitative measurements. Reasons why most of their creators refused to be quoted by name should be obvious at once:

"If ARB is ready to move into some kind of qualitative measurement, then we're all for it. Only so far we don't think they're choosing the right elements."

"Seems to me BBDO stirred up a hornet's nest. All of this is five years too soon."

"I haven't spoken with one agency yet that was moving in the same direction as another."

"Qualitative measurements are the only way broadcasters can be assured of a fair shake in media selection."

"To hell with this talk of *new* measurements. All we really need is more strength in *existing* measurements."

"I happen to know something of earthshaking significance to the industry on this subject, but since I'm the only one who knows, aside from its source, I couldn't possibly tell SPONSOR. They'd know it was I who squealed."

"There are a lot of sore feelings about this thing and there'll be something sorer than feelings by the time it's over."

"You just watch the station have to pay for the competition between agencies and research houses."

"Both selling and buying are getting too damned complicated. Measuring too close to the bone will take the last ounce of spirit out of both."

"I think qualitative measurements will put *more* selling back into spot. There'll be more sales tools with this additional information. What salesman ever frowned on sales tools?"

"Qualitative measurements could easily be the biggest hoost in spot tv's history."

"Sure, qualitative measurement is the wave of the future. But take it easy, boy, take it easy. . . ."

It is in this environment that the TvB committee begins its explorations. And, laudable as its efforts might appear on the surface, there are some in the industry who aren't certain an organization representing broadcasting should be the guiding

force. Frank Boehm, for example—one of the few, by the way, who not only permitted himself to be quoted by name, but castigated those who crouch in the lap of anonymity—says, “I’m inclined to have an organization like 4A’s develop the base. If agencies and advertisers themselves were giving the ground rules—if, say, they took on a kind of clearing house for all this data, a master plan for qualitative research, an initial project with endorsement of most of the agencies—then stations would more than likely go along with little quarrel.”

Other TvB board members, in addition to Kearney, who are serving on the special committee are: Theodore Shaker, president of ABC radio and tv stations; Martin L. Nierman, executive vice president of Edward Petry & Co., Lewis H. Avery, president of Avery-Knodel, Inc.

The committee also includes: Norman E. Walt, vice president and general manager, WCBS-TV, New York; H. Peter Lasker, vice president in charge of sales, Crosley Broadcasting; Edward Benedict, national sales director, Triangle stations; and Dr. Thomas E. Coffin, director of research, NBC.

4A BOSS

(Continued from page 36)

might work out.”

Like Dr. Frank Stanton, president of CBS, Inc., Crichton insists that the communications media in the United States must remain free at all times. It was Stanton who said: “Basic freedoms are not divisible, to be rationed out discriminately. No one who has read Ben Franklin can possibly imagine that the author of ‘An Apology for Printers’ would agree that if an utterance were reproduced on paper it should be free, but if it were reproduced on tape or film, or the face of a tube, it should not.”

Crichton concurs ardently with Dr. Stanton’s viewpoint. “You can’t argue with this.”

Nor is he ready to go along with some advertising men who get positively apoplectic when the name of the Federal Trade Commission appears on the horizon. Crichton, most emphatically, does not agree with advertising men who describe the FTC as the greatest menace to the

advertising business today.

“The Federal Trade Commission has many imperfections and there is no doubt that its procedure could be improved,” he says. “But my answer is ‘no’ to the charge that the FTC is the greatest menace to the advertising business today.”

Crichton was asked about the remark that Ambassador Kenneth Galbraith reportedly made to Marion Harper at a luncheon some months ago. According to Harper, “the Ambassador told me that in his opinion, advertising will be the most regulated

business in the United States within five years.”

“That seems drastic and a little hard to envision,” Crichton says. “However, you can’t dismiss the possibility of regulations. There is no need for regulation if we conduct ourselves wisely.”

Crichton, whose career in one form or another has been linked with lay and trade press journalism for many years, is inextricably wound around all aspects of advertising. He firmly believes that the future of advertising rests in large part with those now



COLOR PIONEERING PAYS OFF 3 WAYS FOR WFIL-TV PHILADELPHIA

Roger W. Clipp, WFIL-TV General Manager: “Color is definitely the most exciting aspect of Television’s present and future. Color TV means increased circulation and revenue. It also has gained a great deal of prestige for WFIL-TV, a pioneer in Color TV in the Philadelphia area.” Color TV can increase your profits and prestige, too. It will pay you to find out how today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

engaged in it. Humorously, he has pointed out that "when one tries to assess the future of the advertising business, one feels a little like the young man who inherited a harem—it was obviously a great opportunity, but where to begin."

He has compared—in talks made before he joined the 4A's—the advertising business to the three sides of a triangle. Its three sides could best be described as economic, social and esthetic. But the sides are not equal. Best understood is the economic side. Social and esthetic sides, however, are stunted, underdeveloped, in his opinion.

Moreover, this is the way it should be, according to Crichton. "For advertising is a business . . . not a profession . . . not an art . . . not a science, even if we are sometimes tempted to glorify it by calling it these, and even if the business has some elements of all these vocations," Crichton has said on occasion. "It is fortunate that this economic side is accepted and understood. It is fortunate for all of us—because this is the way we make our living. It is as well fortunate for our economy,

which thrives on the mass production which mass selling and mass consumption make possible. But the stress on the economic side of advertising has tended to produce a disregard for its social and esthetic effects. In fact, it might be said that most advertising people are also triangles, also shaped into three sides—economic, social and esthetic. And something of the same distortion has taken place: the economic side well served, the social and esthetic sides neglected."

This accounts for the fact, as Crichton sees it, that most advertising people feel few qualms about the economic aspects of their business. Says Crichton: "It is their economic conviction that advertising's good economic works speak for themselves. What gnaws at them is a feeling of deficiency in their social and aesthetic lives. What irks them is an aesthetic and social deficiency in their business."

Crichton is aware that "sizable portions of our society regard advertising as debased and debasing, flamboyant and irrelevant, dishonest and dishonorable . . . it might be said that, so far as these people are concerned, advertising has failed to pass through the thinking man's filter."

According to intellectuals, advertising is omnipotent and creates desires for products the masses would be better off without. Crichton maintained that there is no evidence that advertising is "really that good." Furthermore, there is "no evidence that people are that pliable."

"It is a fact that, far from being a nation of automatons responding to hidden persuasion, triggered instantly by a flick of the copywriter's typewriter, the public is sophisticated, smart, fickle and tough," Crichton has declared. "The new product casualty rate is appallingly high. And just think for a moment of all the research and planning and testing that went into the launching of the Edsel. More than a quarter of a billion dollars went into that gamble. And it was a debacle." Speaking with respect of the citizenry, Crichton has said that no man can manipulate the American people. "Even if you wanted to—and most advertising people, I believe, have no such grandiose wish," he says emphatically.

It is Crichton's contention that the

public isn't as gullible as it has been cracked up to be and that it can readily and with consummate ease hack its way through any jungle of "artfully contrived clauses and disclaimers and gossamer conditions" and arrive at basic propositions with remarkable speed. "It is almost as if we were printing English subtitles under the ads," he declares.

Here's an example of what Crichton is driving at. A copywriter exclaims: "Our beer is golden mellow, with a round rewarding taste. Your taste buds wake up and sing when you take the first sip of Blatnik's Bavarian Barrelhouse Brew, the beer with the magical caress of the hops."

According to Crichton, the average consumer lends an ear to this arrangement of syllables and comes up with this English translation: "They say it's good beer."

With the passing of time, Crichton has said, the aesthetic shortcomings of the advertising man will grow less pronounced. "For one thing, more advertising men will learn what the more astute have already learned—that in selling nice guys don't necessarily finish last: that you can penetrate the consumer consciousness without beating him over the head with the black headline, or splitting his eardrums with screaming commercials. You can, in fact, sell him by treating him like an adult."

Crichton, who finds many absorbing things on television, regrets that he cannot spend more time watching video fare. "At this time I see less television than other members of my family," he said.

Most free moments are spent catching up on industry reports and dipping into books that have caught his fancy. He is presently reading "The English Constitution," a classic of its kind penned by Walter Bagehot, editor of *The Economist* from 1862 to 1877, and "Advertising: A New Approach" by Walter Taplin, a more recent study of advertising's manifold problems in England.

It is also with considerable esteem and affection that he speaks of such American novelists as A. B. Guthrie, James Gould Cozzens, J. P. Marquand and Katherine Anne Porter, although he has not yet read the latter's novel, "Ship of Fools," a current best seller. Still another book that has captured the imagination of the highly com-

WTRF-TV STORY BOARD



"Selling?"

DON'T LOOK NOW! "Your show is slipping," said the manager to the stripper. "OK, OK," said the star, "so I've got new acts to grind!"

Wheeling wtrf-tv

THE CHEESE LOVER walked up to the clerk and said, "Take me to your liederkrantz!" Breathed in then added, "Never mind!"

wtrf-tv Wheeling

CAUTION TO LEADERS! Just remember, Catherine the Great's husband was hung by her supporters!

Wheeling wtrf-tv

INCENTIVE PLANS? Many industries realize that their employees want recognition. For a good awards program ya can't beat that 'old plaque magic.'

wtrf-tv Wheeling

FROM THE MOUTHS OF BABES! The school-aged youngsters turn in some unique answers nowadays . . . check these . . .

- Feminine of bachelor is lady-in-waiting.
- Socrates died from an overdose of wedlock.
- The objective of 'he' is 'she'.
- A witness must not purge himself.
- Anatomy is the study of heavenly bodies.
- A caucus is a dead animal.

Wheeling wtrf-tv

RAUCOUS IN THE CAUCUS! All this argument over disarmament is apt to cause a war.

wtrf-tv Wheeling

TIMEBUYER FIGURES! IT OUT! "He'll have to convince me that all his claims can be backed with statistics! I like things clear, that's why I take everything with a dose of salts!"

Wheeling wtrf-tv

CLEARLY UNDERSTANDABLE . . . our national rep. George P. Hollingbery will give you all the proof you need to sell the big and buying wtrf-tv Wheeling audience.

CHANNEL SEVEN



WHEELING, WEST VIRGINIA

panionable Crichtons, including Mrs. Crichton (the former Zula Miller) and their four children, is Ralph Linton's "The Tree of Culture."

The chief executive of the Four A's maintains that television has vastly improved in recent years and that it is indeed a superb documentary medium. Crichton loses no opportunity to cite many instances of television's shining moments, as for example the networks' coverage of astronaut Lieut. Col. John H. Glenn's historic flight in the space capsule Friendship VII, and the equally glowing performances witnessed on the *Festival of Performing Arts* under the modest and tasteful sponsorship of the Standard Oil Company (New Jersey.) "Fabulous," says Crichton.

What appears certain is that Crichton will serve as the articulate voice of advertising in America and that he will win the respect of the anti-advertising groups, according to those who know the pulse beat of the industry. A recurring theme in his remarks is that it is not wrong to make people want more things and that it is wholly natural "that we want material comfort."

"Ours is a materialistic society; it is also a mobile society—and I devoutly hope it will remain so," he has said. "It is part of our tradition and our pride that this is a country where one may rise above his origins . . . so while one may feel a twinge of sympathy for Thoreau in his cabin on Walden Pond, and one may respect and indeed treasure his reflections, it is probably a good thing that there were fewer Thoreaus and more Samuel Colts, Benjamin Rushes, Jim Bridgers and John Wanamakers."

With the grace of an epeeist, Crichton has also managed to prick the lofty condescensions of some of America's leading eggheads by such observations: "It has always struck me as ironic, while intellectuals are always deploring the expenditure of vast sums of money on television and tv sets, I have yet to read anything deprecatory about money spent on high-fidelity equipment. The point is, I guess, that conspicuous expenditure is perfectly acceptable if it happens to be the kind of conspicuous expenditure one admires."

Touché, as the fencers say, on Madison Avenue. ■

RADIO QUIZ ANSWERS

(Continued from page 41)

DILEMMA 1

C. Of course, the best answer is that you take your transistor radio and pad and pencil to the ball game and annoy everybody else in your section by listening to all the radio stations while they're trying to watch the game.

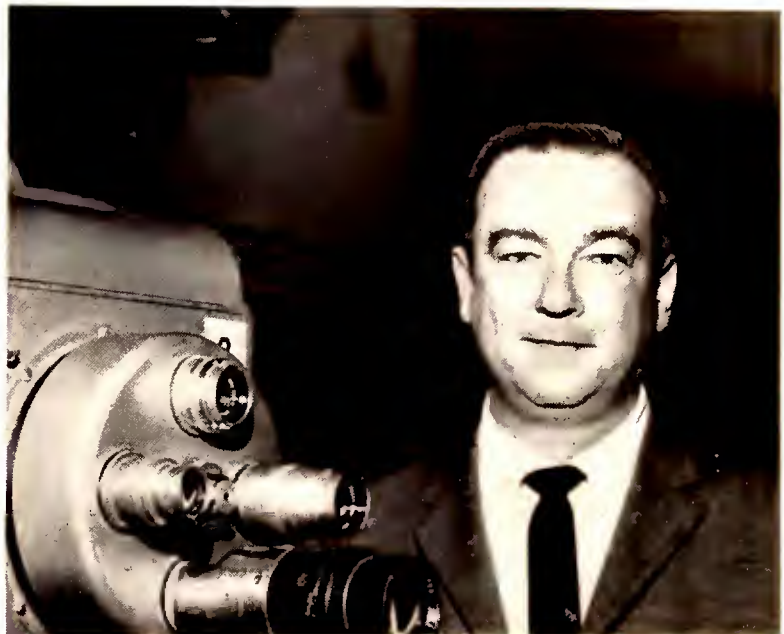
DILEMMA 2

C. You con our best friend out of

his seat at the dinner; you rent a tuxedo for your future P.D. and charge it to the station; take him *with* you, introduce him to all the celebrities as a "bright young competitor heading for big things in management," and make him feel so good that he subsequently comes to work for you at \$1000 less than your competitor was paying him.

DILEMMA 3

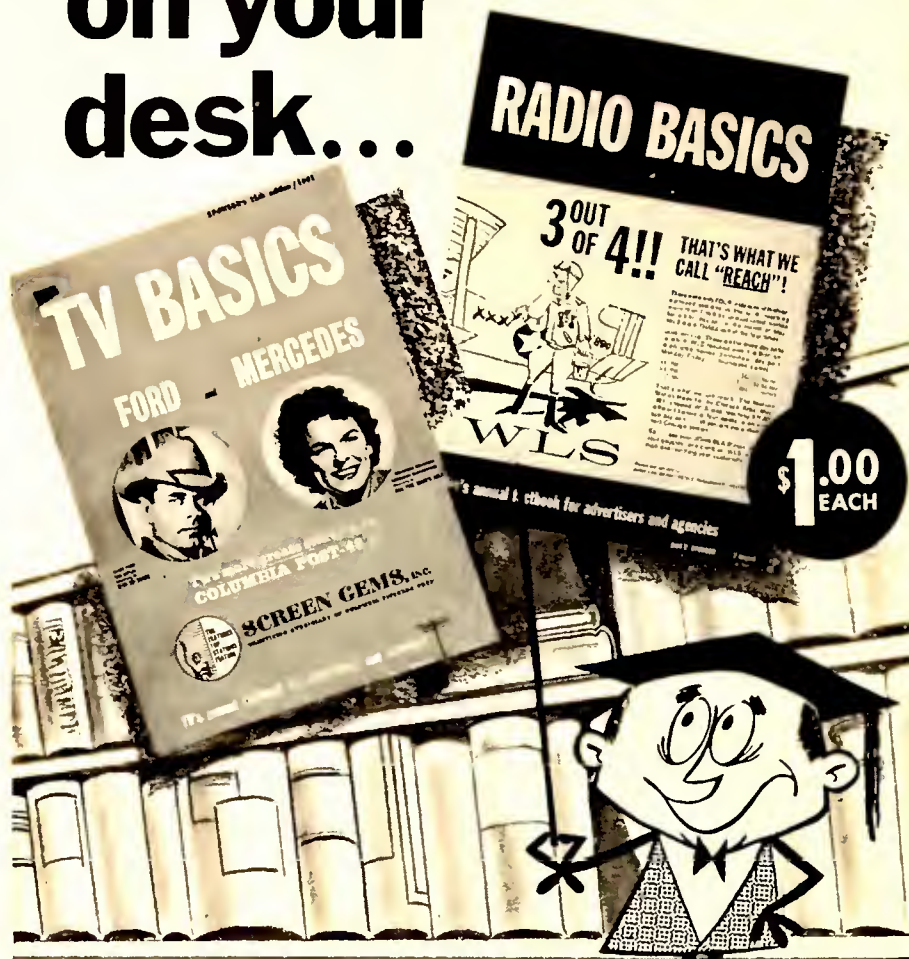
C. You bring Bud, Ken and Barry home with you without calling; try to



WLW-T COLOR TV RATINGS AND SALES CLIMB IN COLOR-FULL CINCINNATI

John T. Murphy, WLW-T General Manager: "A WLW-T survey shows that Color programs have *double* the ratings of the same programs in black-and-white, and Color commercials have *triple* the impression of their black-and-white counterparts. Result: WLW Television sales have increased 34% since we installed Color TV equipment." Color TV can pay off for you, too. Find out how today from: J. K. Sauter, RCA, 600 North Sherman Drive, Indianapolis 1, Indiana, Telephone: ME 6-5311.

belong on your desk...



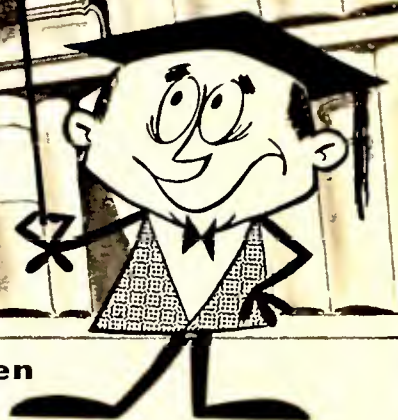
**Designed by agency men
For agency needs**

1961 TV Basics and Radio Basics are the most comprehensive publications of their kind in the field. They cover all the basic information on all subjects necessary to help finalize a buying decision. They should be on the desk of everyone involved in the purchase of time.

Copies are still available at \$1.00 each. Or—get them free with a year's subscription to SPONSOR at \$8.00.

SPONSOR

555 FIFTH AVE., NEW YORK 17
MURRAY HILL 7-8080



explain that they *would* have changed and cleaned up a little if your wife hadn't insisted that you be home by 7. You wolf your dinner and dispose of the barest amenities with your guests, then adjourn to your den and play poker and shoot the breeze until 4 a.m.

Early the next day, before your wife emerges from her locked bedroom, you rush down to Sam the Lovable Furrier and trade out a \$2000 mink stole (at retail, but on rate card) as a peace offering for the little lady.

DILEMMA 4

C. You wouldn't want your daughter to marry a newspaper or television man, would you?

How do you score?

DILEMMA		POINTS
1	A	2
	B	5
2	A	3
	B	5
3	A	5
	B	10
4	A	0
	B	0
	C	20

POINTS

- 50—Perfect score. You're hired!
- 30-49—Promising, but you lack certain analytical qualities or proper grounding in essential broadcaster techniques.
- 10-29—Either you're a print buyer, an FCC commissioner, or else you weren't invited to this meeting.
- Under 10—Have you ever considered becoming a life guard at a car wash?

TOP SPOT AGENCIES

(Continued from page 43)

"It certainly offers the opportunity of inexpensive frequency. However, due to the difficulty in achieving broad reach with radio, it tends to come into use as a secondary medium in a large budget effort. For a small budget of local or regional advertisers, it must be considered as primary."

The purchase of radio often poses a problem, Roth claims. The buyer always has the feeling that if he went outside of New York and negotiated right on the doorstep, or looked over

the shoulder of the local retailers, the prices would look substantially different. "No doubt one of the largest problems facing national spot radio today is the difficulty in costing it. That is, how much will a national spot really cost and what will be its national delivery compared to other available alternatives."

Roth adds that they often find that day spot or day network tv, which is more readily quantifiable, presents an equally attractive picture for reaching women, or so attractive that it is hard to justify the loss of visual presentation for the sake of minor differences in cost-per-1,000.

On the subject of computers, Roth feels that the mechanical calculators will play an increasingly important role in advertising. The machines, he says, will function primarily in two areas in immediate years. 1) They will substantially speed up handling of accounting, billing, and estimating data. 2) They will substantially increase the capacity to process media data."

Concerning the machine's function in media planning, Roth thinks the development of an actual media schedule (media mix, budget) is beyond the ken of a machine.

Carl Georgi, Jr., v.p. and media director of Campbell-Ewald, Detroit, goes along with the feelings expressed by Roth on the matter of computers. Says Georgi, "they cannot think, they cannot exercise independent judgment, they cannot weigh intangibles. They can only process what is put into them. They are only as good as the information given to them to process in the first place and only as wise as the judgments weighted by the men who put them to work. We are still a long way from push-button media selection. The computation and data processing machines are wonderful, but only if they are used as high-speed processing or computation machines."

Georgi says that radio is playing a "more important role today than it did in the early years of the last decade," but has sharp words in regard to radio presentations. "Unfortunately not all sales presentations are as good as they could or should be. They tend to glitter with generalities but on close inspection fail to provide the specific, meaty kind of information needed by today's advertisers and agencies in order for them

to buy and use radio-time intelligently.

"It is virtually impossible to determine the reach, frequency, and message delivery which various alternative buys can deliver."

At Grey Advertising, director of media Dr. E. L. Deckinger sums up the media philosophy practiced in his 56-man department with a four-point credo:

"One, modern media buying is more than just buying.

Two, right media buying can be the difference between a successful

campaign and a very successful campaign, or even between a success and a failure.

"Three, media must integrate and synthesize with the marketing plan.

"Four, there's always a better way. No matter what we're doing, we're never satisfied that there isn't a better way."

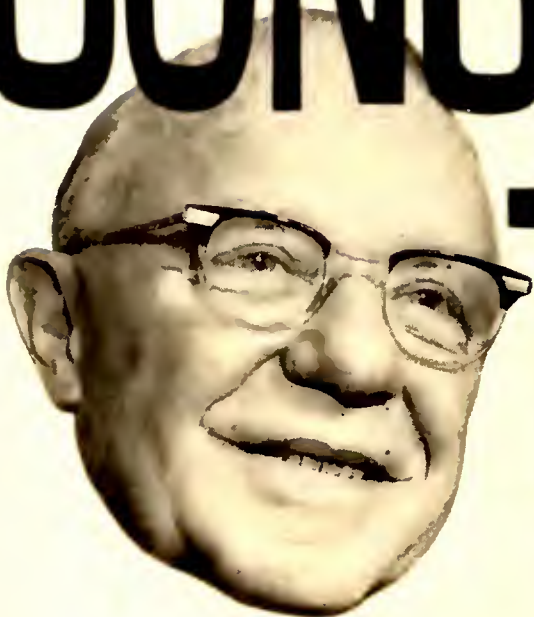
Deckinger believes that the division of his media staff into planners and buyers is keyed to future demands. "As far as we know, only one other agency is set up this way," he says.



WBRE-TV COLOR PIONEERING PAYS OFF AS DEMAND SURGES

David Baltimore, WBRE-TV General Manager: "The big surge of enthusiasm for Color TV in the Wilkes-Barre area has already brought a 'demand exceeds supply' situation. Everyone is finding out that Color provides TV's fullest enjoyment and service, and we believe Color TV will be a big factor in audience and advertiser selectivity by '63." Color TV can pay off for you, too. Find out how from: J. K. Sauter, RCA, 600 North Sherman Dr., Indianapolis 1, Ind., Tele: ME 6-5311.

LOOK WHO'S EDITORIAL CONSULTANT TO WSB



Atlanta's Mayor Emeritus William B. Hartsfield has been named to the post. When he stepped out of office in 1962, Hartsfield had served as mayor of "our town" for 23 years. Probably no one among Atlanta's million people is as aware of this city's needs and dreams as he is. Working directly with WSB's management, and Dick Mendenhall, editorial director, Hartsfield's community insight and advice add new breadth and strength to the editorial policies of these stations.



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC, WSOC-TV, Charlotte, WHIO, WHIO-TV, Dayton.

WASHINGTON WEEK

21 MAY 1962

Copyright 1962

SPONSOR
PUBLICATIONS INC.

The faucet of new am radio stations has been turned off, and it is doubtful if it will ever really be turned on again.

In the face of the rise in number of am stations from 955 in 1945 to nearly 3,900 at present, the FCC has imposed a temporary "freeze," while it probes for a method of calling a permanent halt.

Exceptions to the freeze are minor. The FCC will process applications for new stations already on file, or for stations which will bring service to areas currently without radio, etc. But to all intents and purposes the lid has been clamped on, and tight.

Commissioner Rosel Hyde was the lone dissenter. He said that there should be formal rulemaking on the idea before imposition of a freeze. The Hyde position has always been that any control over the number of stations will inevitably lead to stronger and stronger government regulation. He has said he fears the FCC may be called upon even to regulate rates charged by stations and pass on their business practices.

The search will be for methods to keep new stations off the air on engineering, rather than economic grounds, in an effort to avoid the pit-fall Hyde fears. There is every possibility that it will be a long search.

This would be true, if for no other reason, because it will require rule-making proceedings. These usually drag on for years. The tv freeze took four years. Meanwhile, the FCC tells those who would like to construct new stations that they should explore the advantages of fm.

The FCC meanwhile has elected to consider direct economic considerations in connection with a bid for a new am station in Riverton, Wyo.

This could be a test case for all broadcasting. But it was brought on by opposition from the existing station on the grounds that the town can't support two stations. In view of the fact that the courts long ago told the FCC that it had to consider this economic question, some of the significance is removed in the current case. A decision turning down the application on these grounds would, however, make it a far-reaching case.

Sen. Thomas Dodd (D., Conn.) last Monday said with an air of finality that his lengthy and unpredictable Senate Juvenile Delinquency subcommittee hearings had finally ended.

He promised in almost so many words a free-swinging final report accusing top-network officials of being something less than candid in their testimony.

Feature of the last phase was the stoutness with which CBS president Frank Stanton refused to bend before the Dodd blasts. Dodd at one stage appeared to be asking that CBS-TV chief James T. Aubrey be fired for asking that "broads, bosom and fun" be added to programs. Stanton said he plans no action. "I don't agree that Mr. Aubrey did that . . . on the basis of the record, I think it is quite clear he didn't . . . the final test is what the public saw."

When Dodd said, "I think it is quite clear" that the three networks made efforts to inject crime and sex, Stanton shot back "I can't accept that, sir, for the CBS network." He also denied that the CBS program under attack, "Route 66" had excessive violence and sex.

(Please turn to page 61)

SPOT-SCOPE

21 MAY 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

Evidently the strategy used by Star-Kist tuna last summer fell short of the mark because the product is back and buying a hefty chunk of spot tv for the duration of this warm-weather season.

Star-Kist (Burnett) had succumbed to the lure of low network summer prices and switched from spot tv to participation on such shows as Playhouse 90 re-runs last year. The current call is for nighttime minutes in about 30 markets beginning the first week in June through 15 September, with the buy based on between 50-75 rating points per week in each market.

Another motive for the move back to spot: until about one month ago, Star-Kist was priced higher than the average can of tuna. Now it's priced along with all the others, reportedly upon the direct recommendation of the agency.

Midwest radio reps are hoping that last week's all-out push for the Cub tractor will sow the seeds for a good working relationship between radio and the sales department at International Harvester.

Harvester's farm agency Aubrey, Finley, Marley & Hodgson indicated to the spot sellers a change in agency-client modus operandi. Whereas heretofore the agency worked directly with the advertising department, it now reports to the sales top echelon.

Word came in a meeting AFM&H called to explain that Cub tractor commercials supercede all other Harvester copy for the 14 May week. The tractor is a high-ticket item selling for between \$600 and \$1,000 and the campaign had this additive: station farm directors were urged to merchandise the Cub and work directly with Harvester dealers in demonstrating the item.

For details of the past week's spot activity see items below.

SPOT TV BUYS

Clairol Inc. is going into selected markets to promote its hair conditioner. The campaign kicks off 1 June for seven weeks. Time segments: daytime and late evening minutes. Agency: Foote, Cone & Belding. Buyer: Frank Hajek.

Charles Gulden starts on 28 May for its mustard, with schedules slated to run for 15 weeks. Its a limited-market drive using daytime and night I.D.'s. Agency: Manoff. Buyer: Len Ziegel.

Brown & Williamson Tobacco is going in for 52 weeks in selected markets. Schedules started last week in some areas. Time segments: breaks, minutes and 30's from 5 p.m. to conclusion. Agency: Ted Bates. Buyer: John McCormack.

St. Regis Paper Co. is lining up markets for its school fall-term promotion. This campaign, on behalf of its Nifty Binders, starts 20 August and continues through 7 September. The availability call is for kids minutes in about 25 markets. Agency: Cunningham & Walsh. Buyer: Rick Masciglio.

Pepperidge Farm is buying for its Frozen-ready-to-bake-cake. The campaign begins on 28 May and continues for five or six weeks, depending on the markets. Time segments: daytime and night fringe minutes and breaks. Agency: Ogilvy, Benson & Mather. Buyer: Hank Cleeff.

Murine Co. is lining up schedules for a 28 May start in about 10 markets. Promotion will

SPOT-SCOPE *continued*

run for six weeks, using day and nighttime fringe breaks. Agency: J. Walter Thompson, Chicago. Buyer: Marge Wellington.

Schick is involved in an extensive campaign on behalf of its double edged Krona blades. The call is for nighttime minutes and breaks to start 11 June and run for seven-eight weeks in selected markets. Agency: Robinson & Haynes, Los Angeles. Buyer: June Kirkpatrick.

Bristol-Myers' Vitalis is kicking off a campaign 4 June in 70-80 markets. Campaign is for 19 weeks using fringe and prime minutes. Agency: DCS&S. Buyer: Stu Eckert.

Thomas J. Lipton kicks off on 10 June for its instant tea, using about 30 top markets. It's a 14-week drive, with time segments prime and fringe I.D.'s and minutes. Agency: Sullivan, Stauffer, Colwell & Bayles. Buyer: Nick Imbornone.

Open Pit Food Sales is buying for its barbecue sauce with schedules to start 4 June for 10 weeks in selected markets. There are about five markets so far. Time segments: daytime minutes. Agency: Ogilvy, Benson & Mather. Buyer: Sue Morell.

Fels & Co. is introducing its contribution to the fabric softener field, "Felssoft" in three markets, Columbus, Davenport, Ia., and Scranton. Campaign is based on the theme that Felssoft contains a sanitized germ-fighter. Agency: Richard K. Manoff.

SPOT RADIO BUYS

Johns-Manville is planning a morning drive time campaign for its building products to start 1 June. About 30 markets will get minutes; number of weeks has not been decided. Agency: Cunningham & Walsh, New York. Buyer: E. Joseph.

Gulf Oil is buying a small number of markets for Gulf Spray to begin this month. Schedules of minutes will run for 17 weeks. Gulf Oil, Atlanta, is placing directly.

Listerine goes into about 50 markets in early July with traffic and day minutes. Eight-week schedules are being bought, two and three stations deep. Agency: Lambert & Feasley. Buyer: Bob Sweeney.

Massey Ferguson is buying an early summer, four-week schedule in farm markets. The campaign kicks off on 14 June. Agency: Needham, Louis & Brorby, Chicago. Buyer: John Stetson.

WASHINGTON WEEK *(Continued from page 59)*

There was very little doubt that the **accused had been hung before the trial**, and Stanton's object was obviously to prove that the evidence was inaccurate. His answers were probably the bluntest heard in any of the myriad Congressional probes of broadcasting.

Witnesses in the final stage were, first Aubrey for CBS, Walter D. Scott for NBC and Thomas W. Moore for ABC. Then Stanton for CBS, Robert E. Kintner for NBC and Leonard Goldenson for ABC. All agreed that the **networks are not responsible for the various memoranda found in their files containing interpretations of network wishes by producers and film companies**. They all said sex means one thing to networks and another thing in Hollywood, that when they had asked for more sex they had meant merely normal boy-girl romance. **Dodd was unconvinced.**

All network officials said action-adventure was sliding fast, and Goldenson predicted family comedy would be the next trend. But the sub-committee report **will still blast the networks and call for FCC regulation of the webs.**

SPONSOR HEARS

21 MAY 1962

Copyright 1962

SPONSOR
PUBLICATIONS INC.

You can look for a wave of hair restorer advertising, with scientific hoopla, to break in early '63.

A British drug house which has done a lot of research in that field has recruited a number of American dermatologists and American capital for the launching of the product.

The overseas firm considers the U.S. the best market for the restorer because American men are deemed most conscious of their bald pates.

A. N. Halverstadt's elevation to v.p. in charge of advertising hews closely to the ritual that some say has become part and parcel of the P&G executive suite.

To wit, you're moved up to a vacancy but as much as two years may pass before you get the robe.

A Madison Avenue wag last week had these comments to make on the passing season of tv network programing:

- Busybodies used to burn up the people around them but in tv, a la Hazel, they scored high ratings.
- Bus Stop used to be a place where you waited to get to your destination but in tv its something to bring on a political commotion.
- The Defenders demonstrated that the theme of abortion can flip advertisers and stations into running for cover but that viewers can take it in stride; viz, the fact that the particular show's rating was hardly different from the week before.

Joe Culligan's name is being bandied about as a possible successor to Kevin Sweeney when the latter retires next February as head of the Radio Advertising Bureau.

Culligan is currently a general v.p. and executive with Interpublic.

Speaking of the screwball and the bizarre, you'll have had to be around the business a long, long spell if you can recall when:

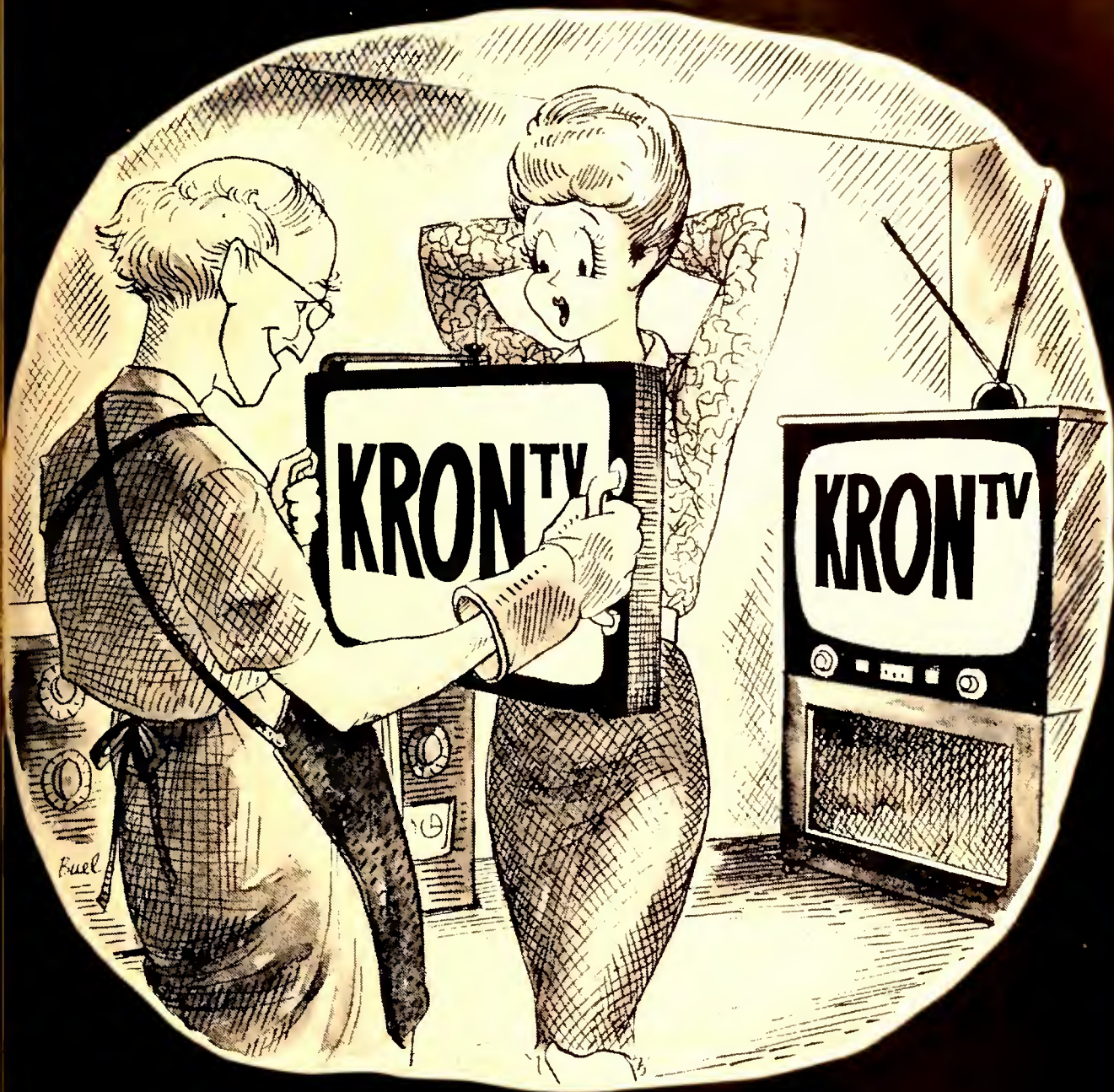
- Phillips Lord, who had made a deal with Frigidaire to shortwave his Odyssey over NBC, took a schooner on a voyage whose SOS stirred up quite a furore.
- Dave Driscoll, as special events man for WOR, Newark, fried an egg on Times Square in 97 degree weather and the magnified sizzle could be heard over the air.
- Steve Trumbull, of WBBM, Chicago, carried on his own mike-accompanied pursuit of an escaped prisoner and a downstate sheriff questioned those gunshots let off during the remote pickup.
- A crew from a New York station set up to help a groundhog find his shadow on Fifth Avenue on Groundhog Day, with people from the SPCA following the groundhog to make sure he didn't meet with an accident.

The SPONSOR HEARS item concerning agency solicitation of the Max Factor account is incorrect according to information recently received.

A letter from Davis Factor, chairman of the Hollywood cosmetic firm, clarifying the situation appears in the 555/5th of this issue (page 15).

SPONSOR regrets any embarrassment that may have been caused by this item.

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON-TV
Has been **FIRST**
51 consecutive
months

ARB, through March, 1962

• S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •





SPONSOR WEEK WRAP-UP

Advertisers

Foremost Dairies, which spent \$300,000 for spot tv in 1961, has been ordered by the FTC to divest itself of 10 companies acquired since 1952.

Basis for the Commission's order: The acquisitions tend to "substantially lessen competition or tend to create a monopoly."

Effect of the order will be to reduce Foremost to less than half its present size and return it to approximately the same relative position it held in the dairy industry prior to 1951.

There's a radio success story to be

TvB rebuttal

(Continued from Sponsor Week)

TvB's rebuttal is that the News measured the wrong thing, that they should have asked how many people watching before and after the break saw the break, not how much of the

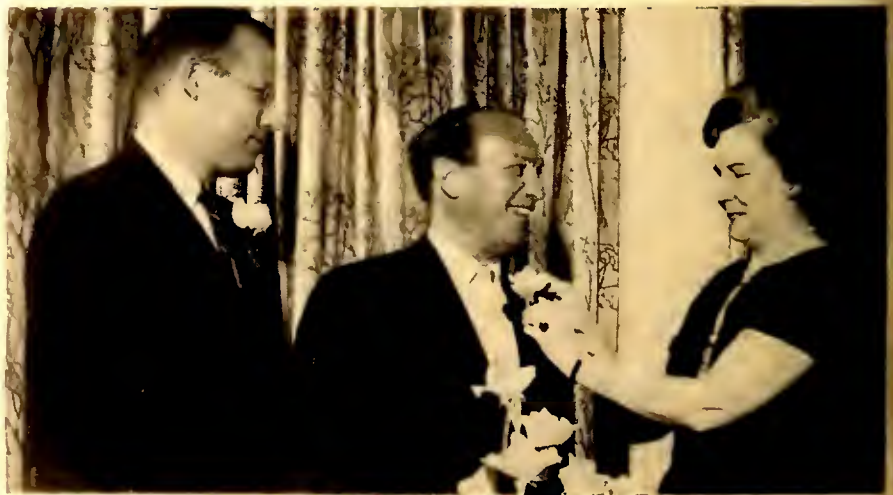
population at large was there.

Using the agency practice of averaging before and after program ratings, TvB found that of 3.2 million people available, 2.6 million were present during part or all of the break, not much of a fade at all since the ratio is 82%.

MISS WALB-TV, Bonnie Rutland, represented the station in the South Georgia regional Miss Poultry Princess contest, won top honors and chance to compete for state title



REDSKINS pres. George Preston Marshall (r) inks in the contract for the 1962 season whereby WWDC, Washington, will carry play-by-play of home and away games and serve as key station for Washington Redskins radio network. Station president Ben Strouse looks on



YELLOW ROSE of Chicago was the theme when WLS sent roses to ABC, agencies, and advertisers to celebrate its second year of "Bright Sound." Here secretary Marion Ayer pins rose on AB-PT pres. Leonard Goldenson as Stephen Riddleberger, pres. of the radio o&o's, looks on

read in the sales curve for Compoz, a proprietary sedative distributed nationally by Jeffrey Martin Laboratories.

Since its introduction six months ago, the firm has increased radio coverage from 15 to 79 major markets and is still expanding. JM was so pleased with broadcast media that it has now launched a tv schedule for the sedative using 10, 20 and 60-second commercials.

Agency is Dunnan & Jeffrey.

Campaigns: Friendly Ice Cream Corp. (Wilbraham, Mass.) launches its first continuing program of spot radio in quite a while, with sched-

ules to start today and run through Labor Day in Connecticut and Massachusetts. Agency is R. W. Bacon . . . The first advertising by Routed Thru-Pac (J. M. Mathes) has been launched in consumer media, including radio, in New York. Previously the company has dealt almost exclusively with the U. S. government . . . Pittsburgh Brewing Co. is introducing a new 24-can package for its Iron City brand. Idea was worked out by company and agency Ketchum, MacLeod & Grove and is being promoted via spot tv and radio over the 30-station radio and seven-station tv Pittsburgh Pirate baseball regional networks.

Financial report: Coca-Cola reported net profit for the first quarter was \$8,839,678 vs. \$8,042,134 last year. Per share earnings were 64 cents as compared to 58 cents for the like period last year. Note: J. Paul Austin was elected president of the company at a recent board meeting.

PEOPLE ON THE MOVE: Lawrence Wechsler to director of product marketing at Revlon . . . Arthur E. Wright, Jr. to director of public relations for Pet Milk, effective 1 July.

Agencies

Doyle Dane Bernbach has joined the

AFFILIATION agreement is signed between ABC TV and new ch. 9 in Syracuse, effective 15 Sept. Making it official are (l-r): Joseph Cox, station relations; Robert L. Coe, network v.p. in charge of tv station relations; Henry Wilcox, stn. v.p. and Asher S. Markson, stn. pres.



CHATTANOOGA crown may wind up with Miss Betsy Johnson, one of 10 finalists in the beauty pageant. Queen of the Cotton Ball in '60, Betsy's sponsored by WRGP-TV

FIRST BALL in recent Washington-Baltimore game is thrown by Louis Meyers. He was named in a WTOP, Washington drawing as "Number 1 Booster" of the home team.



KICKING OFF National Radio Month in Nebraska, Governor Frank Morrison signs proclamation calling for recognition of the achievements of radio in the state. Looking on are (l-r) Roger Larson, gen. mgr. of KFOR, Lincoln, and Arden Swisher, KMTV, Omaha, pres. of NBA

ranks of agencies serving the General Mills account.

The agency will handle a new grocery product.

Other agencies in the GM stable are NL&B, BBDO, D-F-S, Knox Reeves and Tatham-Laird.

Agency appointments: California Computer Products Inc. to Hal Stebins Inc. . . . Bell Television to Arthur Pine Associates for corporate and general public relations . . . Gallo Electronics to Adams & Keyes for its new line of antennas and transistorized electronic devices . . . Liberty Life Insurance Co. of Greenville, S. C. to Sudler & Hennessey . . . Roosevelt Raceway to Eaker-Shore Associates . . . Dr. Grabow Pre-Smoked Pipes to Kal, Ehrlich & Merrick, Washington, D. C.

Divorcement: A competitive client situation within Benton & Bowles has forced the Savings Bank Assn. of the State of New York to depart the agency, effective 31 July.

Cuisine Exquise . . . Dans
Une Atmosphère Élegante



575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel: TEmpleton 8-6490

International entente: Burton Browne Advertising has opened a new agency in Paris, to be known as Burton Browne & Hanan. Jerome Hanan, formerly of the International Edition of the New York Times has been named vice president and director of the new office.

New quarters: Long Advertising has moved its San Jose offices to the new Swenson Building at 777 North First Street after 37 years in the city's downtown Realty Building.

Breakthrough: Another wall crumbled when Helen Moeller, Omaha advertising agency executive, was elected as the first woman president in the 56-year history of the Omaha Advertising Club. Miss Moeller has been an officer of Allen & Reynolds since 1951.

Top brass: David J. Hopkins, v.p. and general manager of McCann-Erickson, has been named managing director of Hansen Rubensohn-McCann-Erickson, Australian affiliate of the agency . . . Atherton W. Hobler, one of the three founders of Benton & Bowles, has been named to the honorary post of founder chairman . . . Robert F. Carroll, Robert W. Fisher and G. Barry McMennamin to directors and senior vice presidents of Doremus & Co.

New v.p.'s: Charles J. Reed at John Beck Associates . . . Larry B. Marks at Cole Fischer Rogow.

PEOPLE ON THE MOVE: James P. Roos and Gilbert E. Banks to account executives at Leo Burnett . . . John T. Bruce to manager of the Geyer, Morey, Madden & Ballard office in Portland, Ore. . . . William King, Jr. to Lambert & Feasley as account supervisor on the Listerine Products account . . . S. Kelsey Denton to member of the food products marketing group at Garfield, Hoffman & Conner . . . Harvey Pool to account executive at Charles Bowes Advertising . . . Roy R. Dale, Paul R. Gregutt and William Victor Benjamin to account executives at Meldrum & Fewsmith . . . J. A. "Andy" Park to account executive at MacManus,

John & Adams . . . Robert S. Rogers, Jr. to account executive at Needham, Louis & Brorby, Chicago . . . Mortimer Matz and Harold Jackson have organized Jackson & Matz Associates, dealing in various Negro market services . . . Max Wylie, L&N program supervisor, addresses the 1962 graduates at Hamilton College 9 June.

Associations

Kenneth A. Cox, broadcast bureau chief of the FCC, will address the Florida Assn. of Broadcasters annual convention at Tampa, 15 June.

General chairman for the convention, which runs from 13-16 June, is Fred P. Shawn, manager of WSUN-TV, St. Petersburg.

Featured also is Charles A. Sweeney, chief of the division of food and drug advertising, bureau of deceptive practices of the FTC.

Place: the International Inn, Tampa.

Communications group: If you attended Syracuse U. for journalism, radio, tv or other communications or are now actively engaged in the communications industry you're eligible to join a recently-formed organization in New York to advance the art of communications. Those interested in attending the first meeting, 22 May at the White Horse Tavern, Seagram Building, may contact SPONSOR associate editor Mary Lou Ponsell.

Public Service Contributions: The Southern Cal. Broadcasters Assn. reports that according to its estimates, the L. A. stations made an on the air community contribution, which would, if valued in dollars and cents, amount to \$6,612,819.50.

New members: Hearst Corp. has placed WBAL (AM & FM) Baltimore and WISN (AM & FM), Milwaukee into membership in the NAB.

Tv Stations

The TvB has some fresh ammunition for the tv vs. print cold war.

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

YOU PINPOINT YOUR BEST PROSPECTS

In a field where a select group of people *really buys* national time you look for the specialized broadcast book to carry your ad message.

One reason is the logic of making your impression where the interest is greatest. Broadcast books are tailormade for people involved with tv/radio advertising matters.

Another is economy. Ask your national representative. He'll tell you there are only several

thousand readers worth spending money to reach with your ad message. The books that offer box-car circulation figures also offer higher page rates and highly diffused readership.

In a nutshell, specialized trade books run rings around non-specialized books in ability to target a specialized audience in practically any field.

The broadcast advertising field, which has some outstanding books, is certainly no exception.

a service of

S P O N S O R



WAVE-TV gives you

28.8% more SHOPPERS

—28.8% more viewers, minimum!

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

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

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

**CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE**

The Katz Agency, National Representatives



The top 100 newspaper advertisers of 1961 showed a cut of 3.6% from the year earlier, said the tv bureau, and at the same time increased their tv budget by 8.3%.

In 1961, the newspaper leaders spent only \$337,447,000 in newspapers whereas in 1960, the same 100 spent \$350,149,000. In tv, the newspaper top 100 spent \$763,447,000 in '61 against \$704,905,000 in 1960.

On another front, TvB reported the nation's brewers upped their ad investments in measured consumer media by 4.5% in 1961, with more than half of the advertising continuing in network and spot tv. Of the total, tv gross time billings represented 52.2% or \$51,764,849.

Ideas at work:

- WLBW-TV, Miami is searching for "Miss Sunny" to represent the station. Winner will get a one-year contract with the station plus a host of other prizes.

- WABC-TV, New York has launched its second annual "Youth Tv Writer" script competition for high school students. Entrants must submit an original idea for a program which may be produced and telecast by the station during the latter part of the year.

- Highway patrolmen in North Carolina are again busy distributing over 100,000 "traffic death blotters" supplied by WBTV, Charlotte as part of its highway safety campaign. The blotters show the number of traffic deaths in each county during the previous year.

Financial report: The Rust Craft Broadcasting Company tv stations known as "The Friendly Group" report gross sales for the first quarter of 1962 exceeded the same period in 1961 by 16%.

Kudos: James Gerity, Jr., president and general manager of the WNEM stations, Adrian, Mich. has been re-elected president of the Committee of 100 of Miami Beach . . . Don Menke, manager of WFBM-TV, Indianapolis has been elected president of the local Advertising Club

. . . **Thad Sandstrom**, manager of WIBW-TV and radio, Topeka, got the annual Kansas broadcaster award at the radio-tv film honors banquet of the University of Kansas . . . The Milwaukee County-Radio and Tv Council has presented a pair of news awards and a public affairs award to **WITI-TV** . . . **Louis S. Simon**, KPIX, San Francisco general manager, was honored for the station's "Outstanding Editorial Policy" by the Radio-TV Guild of SF State College . . . **WBAL-TV**, Baltimore won the 1961 Ohio State U. regional tv award for the continuing series "Perspective of Our Times" . . . **WSIX-TV**, New Orleans won a "Connie" for religious programs from the Radio and Tv Council of Middle Tennessee.

PEOPLE ON THE MOVE: **Ruth Patrick** to the sales staff of KTVR, Denver . . . **G. E. "Doc" Hamilton** to station manager of KVOA-TV, Tucson . . . **Fred L. Vance** to general manager of Alvarado Television Co.

Radio Stations

A move to update the counterfeit recording bill has been made by **Douglas A. Anello**, general counsel of the NAB.

Testifying before the House Judiciary Committee's Subcommittee on patents, copyrights, and trademarks, Anello said the automatic tape systems in stations today often involve the transcription onto tape from phonograph records.

The counterfeit bill should be clarified to spell out that it doesn't apply to this type of dubbing, said Anello, since it almost always is done with the tacit consent of owner of the master recording.

Ohio has become the first state to have a regional-local selling operation managed by **RAB**.

Under the plan, Ohio's principal regional advertiser prospects and 20 key local prospects in each of five Ohio cities would be the subject of specific presentations by **RAB** during the next year with **RAB** partially compensated for its services under

a research-development commission arrangement.

Ideas at work:

- To promote the 1962 Community Chest-Red Cross Campaign, **WHEC**, Rochester turned over programs to top civic leaders who for one day served as hosts from 7 a.m. to 5:30 p.m.

- Combining humor with emphasis on quality radio being a "Sound Citizen," **WSB**, Atlanta announcer **Jerry Vandeventer** has compiled a group of tapes to mix into his comments on the subject "Slips That Pass on the Mike."

- **WEBR**, Buffalo has sent out attractive desk calendars complete with memo pad and place for calling cards to promote "The Sound of the City."

Program notes: **Westinghouse Broadcasting** is launching a new series of 20 radio essays called "Impressions: South America," written and delivered by critic and columnist at large **John Crosby** . . . **WJAS**, Pittsburgh is running a new series of educational programs called "Youth Looks at Books" produced in cooperation with the Carnegie Library.

Happy birthday: To **WIBW**, Topeka, celebrating its 35th anniversary.

Kudos: **WSB**, Atlanta won an award from Ohio State U. for its daily book reviews . . . **KMOX**, St. Louis' posthumous tribute to Dr. Tom Dooley has received a first award from the American Exhibition of Educational Radio and Television Programs of Ohio State U. . . **Storer Broadcasting** was honored with a special award by the American Foundation for the Blind in recognition of its outstanding service to the blind, specifically for carrying 182 programs in the Foundation's "Manpower" series . . . **WIL**, St. Louis won the 1962 Certificate of Achievement of the U. S. Army Transportation Materiel Command . . . **WDBJ**, Roanoke won awards in six of eight categories of the Virginia Associated Press Broadcasters awards . . . **Nat Steinberg** of **WIL**, St. Louis won the

1962 distinguished salesman award of the Sales and Marketing Executives . . . **WITH**, Baltimore got a citation from the Army for public service . . . **KPOL**, Los Angeles got the 1962 award from the County Christian Endeavor for religious programs . . . **WHG**, Norfolk took two first place awards in the Virginia Associated Press Awards.

PEOPLE ON THE MOVE: **Cecil Woodland**, **WEJL**, Scranton general manager, to radio and tv chairman of the Middle Atlantic area for the Radio Free Europe Fund drive . . . **Gus Parmet** to account executive at **WCOP**, Boston . . . **F. O. Carver** to director of public relations, **Max Ulrich** to program manager and **Charles H. Pointel** to manager of News Central at **WSJS**, Winston-Salem . . . **Richard Shireman** has retired as station manager of **KBTR**, Denver . . . **Al Kahane** to vice president and station manager of **WWIL** (AM & FM), Ft. Lauderdale . . . **James P. Storer**, assistant general manager, to general manager of **WJW**, Cleveland, succeeding **James E. Bailey** who is retiring . . . **Frederick W. (Ted) Hodge**, radio program director of **WHEC**, Rochester to general manager of Northeast Radio Network . . . **Harry Talbert** to sales manager of **WPDQ**, Jacksonville.

Fm

FM radio set saturation in the Greater Portland, Ore. area has increased by 21,680 homes in the past 18 months.

This was the salient finding in a survey conducted for **KPRM** by the research firm of **Clark, Bardsley and Haslacher**. Other highlights:

- 38 out of every 100 homes report ownership of an fm set.

- Although ownership is still concentrated percentage-wise in the upper income group, the fm market is rapidly becoming a mass market since over one-third of middle-class homes now have an fm receiver.

- While fm car ownership is relatively small, accounting for one per cent of the total, this marks the first

time car fm radios have even been measured in the total.

Kudos: Robert F. Schenkkan, University of Texas radio and tv director, has been elected educational director for the National Assn. of FM Broadcasters.

Representatives

The latest in TvAR's audience dimension survey relates to drugstore spending and tv viewing in the rep firm's eight markets.

Among the findings:

- 68% of the housewives in the markets spent an average of \$3.71 in drugstores during the two weeks prior to the study.

- Housewives who spend money in drugstores devote 74% more time to tv than the non-spenders.

Rep appointments: KWIZ, Santa Ana to Forjoe and Co. for national sales with the exception of Southern California.

SAILS MAKE SALES!

Especially so, under the happy, relaxing atmosphere when schooner-sailing through the beautiful blue waters of the Bahamas or loafing in the incredible enchantment of the Virgin Islands. The famed Captain Mike Burke of Windjammer Cruisers, Inc., Miami, is your host. Available for charter is the illustrious 96' "Yankee," the 151' "Polynesia" with 130' masts stretching above. Other craft also available. Fascinating set up for special presentation pictures, or your top exec. meetings. Write Windjammer Cruisers, Inc., P. O. Box 3095, Grand Central Station, New York 17, New York. RE 4-7662

Film

The two-week old program division of Warner Bros. is off to a strong start with the sale of ten hour-long series in New York, Chicago and Los Angeles for fall debut.

Major stations signing were WOR-TV and WNEW-TV in New York, WGN-TV in Chicago and KTLA-TV and KHJ-TV in Los Angeles.

Lee Marvin has been signed to star and host in Ziv-UA's new half-hour series tentatively titled "Lawbreaker."

A co-production between the syndication firm and Marvin's own Latimer Productions, the show is documentary dramatization series based on the top stories in the files of police departments of the nation. Each episode will be shot on location.

Sales: Flamingo Telefilm Sales' "Superman" to 10 more stations raising the market total to 80 . . . Screen Gems' new children's series called "Pick A Letter" to WBNS-TV, Columbus, WDAF-TV, Kansas City, KCPX-TV, Salt Lake City, for fall airing . . . Twentieth Century-Fox Tv's "Hong Kong" and "Five Fingers" to seven more stations, upping the total to 60 . . . Screen Gems' new five-minute Hanna-Barbera cartoons for fall debut to 12 more stations including Westinghouse outlets in Boston, Baltimore and San Francisco and the post-1948 Columbia Pictures feature library to four more stations upping the market total to 79 . . . UAA got 15 renewals of "Popeye." The group of 234 cartoons has sold in 172 tv markets with renewals accounting for an additional 103 stations . . . MCA TV's half-hour off-network series to 21 new stations . . . Seven Arts post-1950 Warner Bros. features to seven more stations.

The second of five regional American TV Commercials Festivals was held in Chicago with the top award for best overall commercial going to National Food Stores (Lilienfeld), for "Beef," produced by Sarra.

Runner up was Carson Pirie Scott dept. store (Grant, Schwenck &

Baker) for "Great Sale Going On," produced by NBC Video Recording. Other winners in their respective product classification were:

Pillsbury Golden Yellow Cake Mix (Burnett), produced by On Film; Kellogg's Corn Flakes (Burnett), produced by MPO Videotronics; American Dairy Assn. "Butter Crust Pie" (Campbell-Mithun), produced by Sarra; Adorn Hair Spray (North) for "Whirl It 'n Curl It," produced by Wilding TV; Allstate "Angleton, Texas" (Burnett), produced by WFAA-TV, Dallas; State Farm Insurance (NL&B), by J&M Productions; Brady Oldsmobile of St. Paul (Bozell & Jacobs), by Studio One; Culligan Water Softener (Alex T. Franz) by Dallas Williams.

Special citation for the commercial best budgeted under \$2,000 went to Occident Flour (John W. Forney), produced by Videotape Productions of New York.

Public Service

A special public service campaign conceived by WBAL-TV saturated Baltimore during the week before election day.

Freddie FlagWaver, Stella Stay-at-Home and Billy Belly-acher were just a few of the non-voter type cartoon characters used in the spot campaign to boost poll attendance.

Through each of the characters, the station illustrated a point concerning the benefits of voting and the effect of voting in American history on our democratic way of life.

Public service in action:

- KABC-TV, Los Angeles has inaugurated a year-round campaign to aid in the fight against high school drop out. Personality Soupy Sales was selected as the focal point and spokesman of the campaign due to his popularity with the teenagers.

- It took 90 hours and 15 minutes, but WISH, Indianapolis dj Tom Mathis managed to raise enough money to send 480 boys to PAL summer camp. He collected \$9,600.

- For the third year, KVI, Seattle is airing a special series of "Sea-watch" marine reports throughout

the yachting season.

• **WJAS**, Pittsburgh is broadcasting two new shows produced by the National Assn. of Educational Broadcasters. Shows are "Coming of Age," which explores the feelings of youth in the 20th century and "Ethic for Broadcasting."

• **KTVH**, Wichita telecast two special programs in covering the dedication of the Eisenhower Presidential library in Abilene, Kansas.

Kudos: **KCBS**, San Francisco and **KRON**, San Francisco won certificates for general excellence of presentation in the 10th annual news competition sponsored by the California Associated Press Tv-Radio Assn. . . . The U. S. Navy commended **KOGO-TV**, San Diego for broadcasting an appeal for the whereabouts of a mother whose consent was needed immediately before eye surgery could be performed on her son.

Equipment

Factory sales of both tv and receiving tubes increased in March according to the latest EIA figures.

There were 817,830 tv picture tubes sold in March worth \$15,580,149, against 733,670 valued at \$13,944,313 in February. Year-to-date totals for this year were 2,353,561 valued at \$45,149,766 compared with the 2,372,920 units worth \$47,551,594 sold last year during the same period.

In March, 34,884,000 receiving tubes valued at \$29,743,000 were sold, against 27,977,000 worth \$23,841,000 the month before. Cumulative sales for the year totaled 92,453,000 valued at \$78,373,000 compared with 88,781,000 worth \$74,811,000 for the comparable period in 1961.

There are two new developments in the tape field of special interest to broadcasters.

1) **RCA Broadcast and Communications Products** division has developed a new monochrome video alignment tape for use in evaluating the performance of quadruplex tv tape recorders. It facilitates determination of accurate quadrature

and vacuum guide alignment as the basis for the most effective operating conditions, maximum head life and the highest degree of tape interchangeability.

2) **Sound Corporation of America** recently introduced two new models of continuous tape cartridges, compatible with all current models of continuous cartridge playback equipment. One, with a capacity of 225 feet of tape, is specifically designed for broadcasting.

More new products: **Jerrold Electronics** has a small piece of electronic filtering equipment which permits reception from a common antenna for both tv and fm sets. The TX-FM, a compact band pass filter, separates fm from tv frequencies and filters the fm frequencies through to the fm set . . . A portable, 16 pound vhf frequency standard, designed to provide a check on operating frequencies of mobile transmitters and receivers, is now available from **Wayne Kerr Corp.**, Philadelphia. The instrument has a maximum of 48 discrete frequencies in the range from 7.5 megacycles to 175 megacycles.

Expansion: Dallas and San Francisco are the latest additions to the national network of district headquarters of **Allied Electronics Corp.**, in-

dustrial sales subsidiary of **Allied Radio**. **George T. Henderson** is manager in Dallas and **Alan Abel** will head the San Francisco area.

PEOPLE ON THE MOVE: **Robert Moffat** to executive vice president and **William A. Hriszko** to vice president of manufacturing and engineering at **Webcor, Inc.**, Chicago . . . **Thomas H. Castle** to manager-advertising and public relations for **General Electric's** radio and tv division . . . **Paul W. Roth** to vice president in charge of product service for **Webcor**, Chicago . . . **Frederick Hedblom** to vice president-works manager of **Zenith Radio Corp.**

Station Transactions

While the FCC has called a partial halt to accepting new am applications, authorization of the fm frequencies continues undaunted.

Latest example of this is **KQV (FM)**, Pittsburgh which has just gotten a green light from the commission and is now operating with a power of 55 kw on the frequency of 102.5 megacycles.

John D. Gibbs heads the new station as vice president and general manager.

avoid the hazards of selling on your own

Why take the risks involved in negotiating without our knowledge of markets, of actual sales, of responsible contacts? In speaking to any buyer, **Blackburn's** experience and reputation for reliability naturally lend greater weight to our opinion than any seller can reasonably expect to be given to his own.

BLACKBURN & Company, Inc.

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ATLANTA

Clifford B. Marshall
Stanley Whitaker
Robert M. Baird
John G. Williams
1102 Healey Bldg.
Jackson 5-1576

BEVERLY HILLS

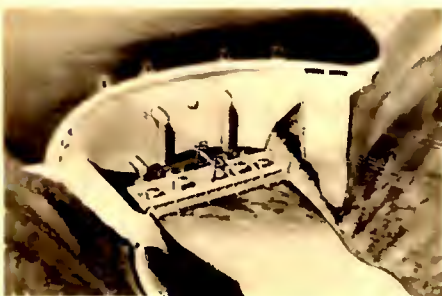
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Main Studio at WDBJ-TV. New building is one of the largest and most modern in the entire South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV Brings You the News About Wealsome Western Virginia!

The prosperous, solid Western Virginio market keeps moking news with its rapid industrial growth. Blanket this market with WDBJ-TV, Roanoke, now reaching over 400,000 TV homes of Virginia, N. Carolina, W. Virginia — in counties with nearly 2,000,000 population. For high ratings ot low costs, you're right to use Roanoke and WDBJ-TV.



By A Dam Site. Completion of Smith Mountain Dam (artists conception above) will put another big man-made lake in the heart of WDBJ-TV territory . . . to create new opportunities for sports industries.

Ask Your PGW Colonel For Current Availabilities

WDBJ-TV

Ch. 7



ROANOKE, VIRGINIA

Tv and radio NEWSMAKERS



James Hamstreet has been named general manager and director of owned and operated stations for International Good Music. Currently serving as general manager of KGMI (AM & FM) in Bellingham, Wash., Hamstreet will continue to supervise these stations, as well as KGMJ, Seattle, KGMG, Portland, KBAY, San Francisco, KFMW, San Bernardino, and KFMU, Los Angeles. Hamstreet, an advertising executive for more than 15 years, has managed stations in Idaho, Montana, and Washington.

Len Hensel is the new national sales manager for WSM, Nashville. For the past eight years Hensel has been associated with Ziv-UA, serving as regional sales manager for the past two. He has had wide experience in the broadcasting field having served as both program director and commercial manager for WOWL, Florence, Ala. and as account executive for WAPI, Birmingham, Ala. Hensel's appointment was announced recently by Bob Cooper, general manager of the radio outlet.



John W. Kiermaier, director of public affairs for CBS News, has been promoted to vice president. Kiermaier joined the network news department in August 1959, as assistant director of public affairs and ten months later was named director. From 1949 to 1958 he was associated with NBC. As head of CBS News public affairs, Kiermaier has been responsible for development

of such tv series as *Accent*, *Calendar*, *At the Source*, and others, as well as regular public affairs series and radio and tv specials.

Frederick W. (Ted) Hodge, radio program director of WHEC (TV & AM), Rochester, has left the station to become general manager of the Northeast Radio Network with headquarters in Ithaca. In the newly-created position Hodge will be responsible for sales, programing and station relations. He will also supervise activities of Northeast's subsidiary, Syracuse University Football Network and the Northeast Professional Football Network. Northeast Radio serves upstate New York.



The seller's viewpoint

"We have long complained about tail-end budgets and various other injustices imposed upon us. But, really, the dog need suffer the kicking only as long as he wants." Edd Routt, vice president and general manager of KNOE, Monroe, La., thus advises radio stations. Mr. Routt, in radio since 1946, has had radio management experience in Austin, El Paso, and Amarillo in his native state of Texas, previous to joining KNOE. He knows from experience that taking the cure he advises, "hurts like hell for a while, but prevents decay in the long run." Here, he tells why it has worked for him.



Gaining respect in the eyes of local sponsors

"Whaddayamean you don't have any time left?"

The incredulous appliance store buyer was up against a new situation—he'd been too late on occasion to buy newspaper space, and it was fairly common for the tv stations to be sold out of prime availabilities, but—

"But I never heard of a radio station admit to being sold out!" was his cry.

Such, however, was the case here at KNOE in April of this year. A new set of self-imposed rules has given us a new dimension of value and self-respect in the eyes of local timebuyers.

The radio code, to which we subscribe, calls for an average of 14 commercial minutes per hour, computed on a weekly basis, with the maximum never exceeding 18 minutes.

We will double-spot 30-second announcements with proper time and weather padding, but never, under any circumstances, will we double-spot a 60-second announcement!

We knew the limitations would improve our product, but we weren't sure we could sell the idea to local advertisers. How wrong we were to doubt them! We quickly learned that:

1. The advertiser who customarily bought 20 units per day developed a new respect for us upon learning that we didn't have time available, and would not break the limit.
2. While programing isn't always damaged by normal commercial loads (20 units), it definitely is enhanced by a restrictive load of, say, 14 units.
3. Even the familiar "rate buyers" changed their attitude upon learning that, not only did we not have any "package deals," but that we had no time to sell at *any* price.
4. The program department could function more efficiently and happily under the restrictions, and traffic

problems were reduced considerably.

5. Radio doesn't have to be a last-minute buy, and buyers can generally give us as much notice as they can the newspaper and the television station.

One advertiser even cancelled a sale for a week until the station could handle his schedule. Another started buying schedules one week in advance, and even came out to get acquainted with the traffic manager so he could check with her via phone on availabilities.

In the desperate struggle for business in overly-populated markets, stations have too long accepted business whenever and wherever the advertiser felt inclined to give it to them.

We have long complained about tail-end budgets and various other injustices imposed upon us. But, really, the dog need suffer the kicking only as long as he wants. It is possible to get a bone by barking instead of always wagging the friendly tail.

We have raised rates, cut the commercial load and convinced our advertisers that they don't have to "shotgun" in order to get results. We've sold the "total audience concept" which calls for spot units in drive, non-drive and night times.

For the rate conscious we have pitched and proved that nighttime, when programed like any other hour, can be just as effective for the money as drive times. Our surveys show about half the daytime audience, and our rate shows about 1/3 the daytime cost.

We have found that five well-produced commercials, strategically placed, will do as well as 20 poorly-produced spots scattergunned at an audience.

In short, if radio is ever to deliver its potential and provide the service we all know it can provide, then we must impose upon ourselves those rules which we realize will hurt now but know will help eventually.

SPONSOR SPEAKS

The big computer hassle

If you ever want an overwhelming reason why an industry needs an alert, outspoken, hard-digging trade paper, you'll find it in our lead story, "Who's Going to Pay?" on page 31 of this issue.

The concern, resentment, and even bitterness which many stations, and representatives have been feeling about BBDO's demands (see SPONSOR 30 April) for detailed audience data for computer operations, has been boiling and bubbling under the surface.

When SPONSOR editors began digging into the situation they found a lot of rep, group, and station executives who were willing to talk, but few who were willing to be quoted for fear of "offending BBDO."

This is quite natural, as natural for instance as the hesitation of most station operators about publicly taking issue with the FCC.

But it is also unhealthy, and in a way it is also unfair. SPONSOR found BBDO media men generally unaware of the extent or depth of the feeling which their requests had engendered.

We believe that it is the special, and all-important mission of a good trade paper to bring such conflicts out in the open. It can in this way perform an industry service which no other branch of the business can perform as effectively. And it can help both sides by exposing the problem fairly and honestly to the white light of publicity.

At this writing, we have no idea how the great computer hassle is going to come out.

Nor have we any editorial opinion about what ought or ought not to be done about computer data problems.

The whole subject is so involved, so complex, that it must be handled by experts in all phases of the radio and tv spot business, working together in complete good faith.

But one thing we do promise. SPONSOR will continue to keep on top of the computer situation. We will do our best to get the facts from both sides out into the open.

We think this is a responsibility we have to agencies, advertisers, stations, station reps, research firms—in fact the whole industry. ■

10 SECOND SPOTS

There's no business like: A tv columnist interviewed Johnny Carson, who takes over the *Tonight Show* in the fall, and asked, "Is it true that a number of NBC TV people must practically shine the shoes of both Robert Sarnoff and the General to keep in good stead?" Carson said he'd never heard anything so ridiculous in his life. Then a phone call came from NBC and Carson answered, paused for a moment, and said, "Which Sarnoff wants to see me? The black or brown shoes?"

Tv writers: The producers of a new comedy series being readied for the fall, based on teenage characters, have retained a writer who has scripted a number of horror movies. "He's a versatile writer," said a colleague to a man from the *Hollywood Reporter*. "But his plots are kind of strange. In one script he has the teenage boy sending his girl a heart on Valentine's Day—and it's still beating."

Medicine: The inquiring photographer of a Los Angeles newspaper asked people on the street which was the better doctor—Dr. Ben Casey or Dr. Kildare. Said one old lady: "Doctor Kildare is a nice boy, but I wouldn't want him to operate on me."

Anyhow, Dr. Kildare's professional life seems a lot more sedate than it was at the beginning of his career. Appearing on the *Fleischmann's Yeast Hour* in 1939, Dr. Kildare, then played by Lew Ayers, told Rudy Vallee, "So this crazy patient came running into my office and immediately starts undressing."

"What's so crazy about that?" asked Vallee.


"The nurse . . . ? ? ? ?" said Dr. Kildare.

Broadway: Zero Mostel, one of the stars of the new Broadway hit *A Funny Thing Happened on the Way to the Forum*, had a lady radio interviewer fumbling for words when he and co-star David Burns exchanged dialogue from the show on her program. Mostel told Burns: "You are a gentleman and a procurer."

When Burns audibly sniffed an odor around him, he said, "Is that me? I must bathe." Mostel replied, "At least."

*Philadelphia's
Leading
Citizen
Salutes
WIBG*




CITY OF PHILADELPHIA
April 23, 1962

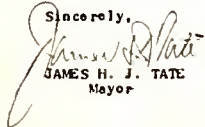
Mr. Joseph J. Conway,
Managing Director,
Station WIBG
Suburban Station Bldg.,
Philo. 7, Pa.

Dear Mr. Conway:

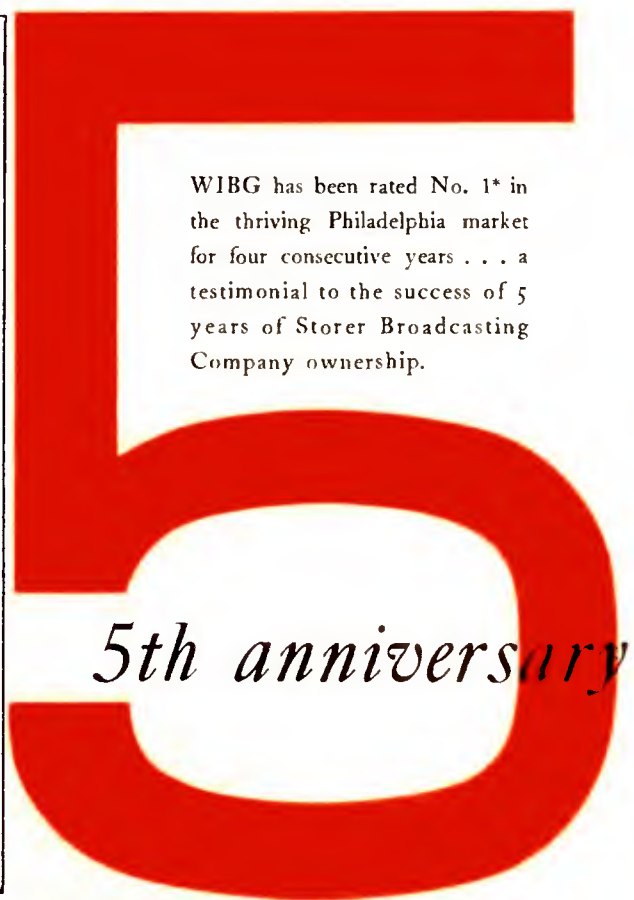
It is a distinct pleasure for me to extend congratulations to Station WIBG on its fifth anniversary as a Storer Broadcasting Company station in Philadelphia.

The past five years have been remarkable ones for Philadelphia, as the improvement program begun a decade ago steadily gains momentum. The teamwork of City Government, business enterprise and citizen effort has achieved a real working cooperation that has made an enormous change to our city.

WIBG can be justly proud of its contributions in service to the community and to its efforts to spur business. I am confident the next five years will see even greater progress both for your station and the city at large.

Sincerely,

JAMES H. J. TATE
Mayor

JHJT/TZ/bo



WIBG has been rated No. 1* in the thriving Philadelphia market for four consecutive years . . . a testimonial to the success of 5 years of Storer Broadcasting Company ownership.

5th anniversary

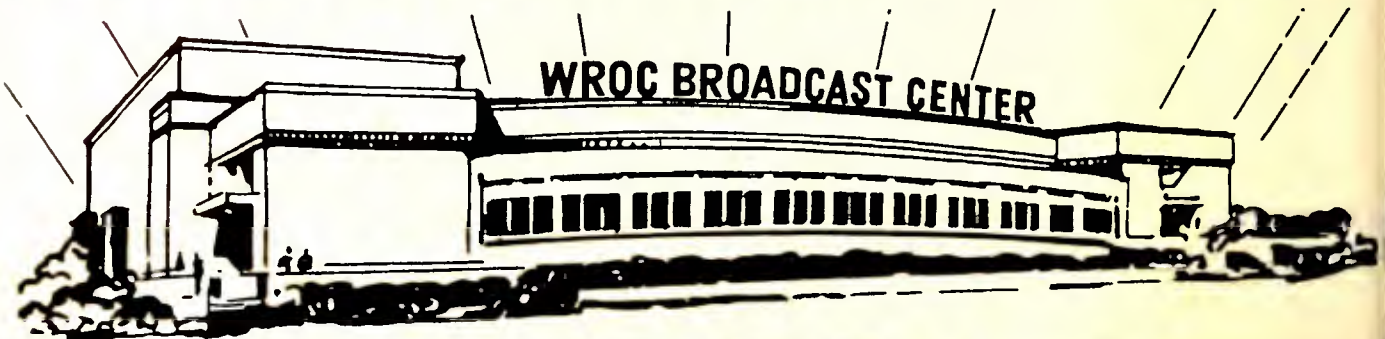
*Pulse, Hooper, NCS

Represented by Katz Agency

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

MONTH AFTER MONTH AFTER MONTH

WROC-TV Channel 5



IS ROCHESTER
NEW YORK'S

No. 1 Station

No. 1 in COVERAGE—No. 1 in POPULARITY

**FOR THE SECOND CONSECUTIVE TIME
WROC-TV Carries 9 out of 10 of the Shows You Like Best**

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

March, 1962 ARB

**Buy the Station
more people watch**



TV 5
CHANNEL
BASIC NBC

Represented by
Edward Petry & Co., Inc.

