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JAN 21 1963

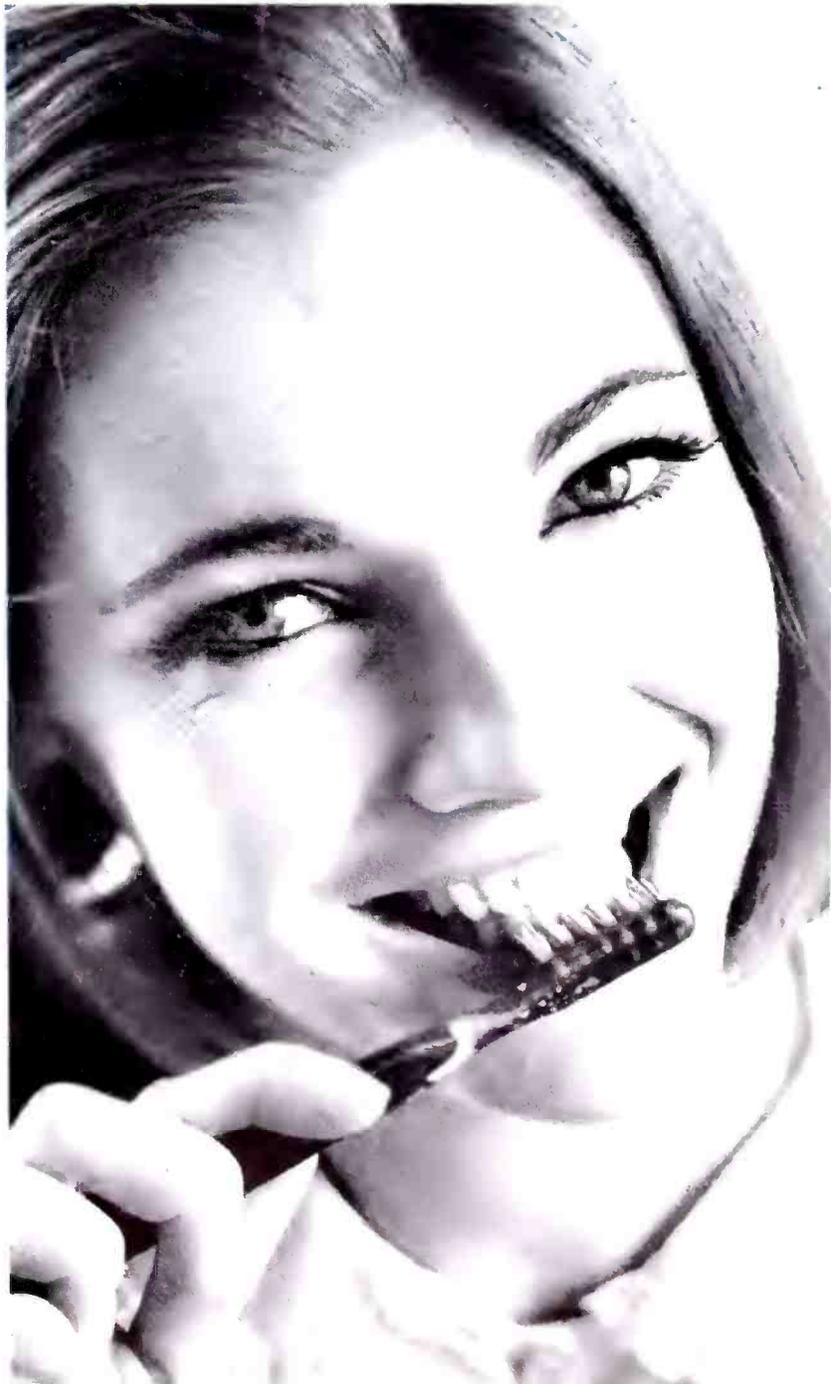
SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

**TV PROGRAM
FACTS BUYERS
NEED** p. 25

**Why Cyanamid
has moved into
net tv** p. 30

21 JANUARY 1963—40c a copy / \$8 a year



...selling toothpaste? What better time to talk to her than now? Reach your customers while they're using the product. Put Spot Radio's unique timeliness to work for your brand on these outstanding stations.

RADIO DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

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

- | | | | |
|------|----------------------|------|------------------------|
| OB | Albuquerque | WTAR | Norfolk-Newport News |
| SB | Atlanta | KFAB | Omaha |
| GR | Buffalo | KPOJ | Portland |
| 'GN | Chicago | WRNL | Richmond |
| 'DOK | Cleveland | WROC | Rochester |
| 'FAA | Dallas-Ft. Worth | KCRA | Sacramento |
| BTR | Denver | KALL | Salt Lake City |
| DAL | Duluth-Superior | WOAI | San Antonio |
| PRC | Houston | KFMB | San Diego |
| 'DAF | Kansas City | KYA | San Francisco |
| ARK | Little Rock | KMA | Shenandoah |
| LAC | Los Angeles | KREM | Spokane |
| 'INZ | Miami | WGTO | Tampa-Lakeland-Orlando |
| STP | Minneapolis-St. Paul | KVOO | Tulsa |
- Intermountain Network

YOU CAN'T COVER INDIANAPOLIS* FROM

**The Indianapolis market, we mean!*

This provocative headline is more than a facetious approach to a marketing problem. If you presently have distribution in and are exerting advertising pressure on the Indianapolis market, then consideration of the Terre Haute market is of vital importance to your sales success.

HERE'S WHY:

1. **Terre Haute** is closely linked to Indianapolis for its distribution.
2. **Two of the Leading Supermarket Chains** in the Terre Haute-Indianapolis coverage area credit the WTHI-TV area with more than one fourth of their total area sales.
3. **Indianapolis Television**, even when extensively used, misses 80% of the Terre Haute metro area.
4. **Combining WTHI-TV** with any Indianapolis television develops sizeable, additional penetration **without additional cost**.
5. **The combination of WTHI-TV** with an Indianapolis effort reduces excessive duplication, substituting new potential customers.
6. **The Terre Haute-Indianapolis media approach** does not reduce the level of impact in metro Indianapolis.

These facts were revealed through a series of special studies conducted by ARB. These are presented in detail and are available through your Edward Petry Man.

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*
(November 1962 ARB)

*except Indianapolis

WTHI-TV*

CHANNEL 10
TERRE HAUTE,
INDIANA

*AN AFFILIATE OF
WTHI AM & FM



Edward Petry & Co., Inc.



Why WTMJ-TV bought volumes 1, 2, 4 and 5 of Seven Arts' "Films of the 50's"

Says George Comte:

Vice President and General Manager, WTMJ-TV, Milwaukee, Wisc.

"We bought volumes 4 & 5 of Films of the 50's for the same reasons we bought Seven Arts' volumes 1 & 2. The films have been highly successful in our programming schedules. We select features by checking their ratings, stars, and type of story. This has

PAID OFF IN AUDIENCE AND IN MARKETING RETURNS

If you'll check the rating books of the Milwaukee market you will find that WTMJ's Saturday Night Theatre has consistently been one of our top rated programs. Our audience is very pleased, very loyal, and very appreciative of this type of entertainment."



**SEVEN ARTS
ASSOCIATED
CORP.**



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS 5641 Charleston Drive ADams 9-2855
LOS ANGELES 3562 Royal Woods Drive, Sherman Oaks, Calif.
STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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



... and barrel your way
through the Madison market!

The dramatic climb of WKOW-TV, Madison's dynamic UHF station, is hot news to advertisers. But a familiar story to viewers in Wisconsin's booming South Central market. WKOW-TV has always been their station.



Example: Dane County's 99%, Green County's 98%, Sauk County's 90%, Iowa County's 99%. These percentage points tell the near-perfect score WKOW-TV's local live personalities and network shows have earned with over a half-million people in Wisconsin's 2nd retail trade zone. Your product displayed and sold on WKOW-TV will earn that enthusiastic acceptance too. WKOW-TV concentrates on this Madison trade zone . . . allows you plenty of dollar-power for massive frequency. Make that U-turn to WKOW-TV now!



MADISON, WISCONSIN



Ben Hovel,
Gen. Sales Mgr.

Larry Bentson,
Pres.

Joe Floyd,
Vice-Pres.

Tony Moe,
Exec. Vice-Pres. &
Gen. Mgr.

Represented by Adam Young

MIDCO

Midcontinent Broadcasting Group
KELO-LAND-TV and radio Sioux Falls, S.D.;
WLWL/am, fm Minneapolis-St. Paul; WKOW/am
& tv Madison, Wis.; KSO radio Des Moines

SPONSOR

21 JANUARY 1963

Vol. 17 No. 3

SPONSOR-WEEK / News

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KEY STORIES

MEDIA MEN ON PROGRAMING KNOWLEDGE / Experts, such as Lee Rich, Benton & Bowles, present their philosophies on what media men should know about the program area and why. **P. 25**

AN AUTOMATED STATION PROCESSES A SPOT / Steinway pianos move into a new world of automated radio and find that getting a canned spot on the air requires human ingenuity. **P. 28**

CYANAMID STEPS INTO NETWORK TV / Chemical giant has slashed its print budget and is moving in a new direction with its sponsorship of an ABC TV show to sell corporate image and products. **P. 30**

BROADCASTS TO ORIGINATE AT '64 FAIR / Plans are underway through a committee of broadcast advisers to make facilities available for originating at World's Fair. **P. 33**

CREATING A COMMERCIAL FOR TELEVISION / A picture story of a Gentle Fels detergent commercial shows the many weeks and many people involved in making a 20-second announcement. **P. 34**

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SPOT SCOPE / Developments in tv/radio spot

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DEPARTMENTS

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SPONSOR ® Combined with TV ®, U.S. Radio ®, U.S.FM ® Executive, Editorial, Circulation. Advertising Offices: 555 Fifth Ave., New York 17, 212 Murray Hill 7 8080. Midwest Office: 612 N. Michigan Ave., Chicago 11, 312-661-1166. Southern Office: 3617 Eighth Ave. So., Birmingham 5, 205-322-6528. Western Office: 601 California Ave., San Francisco 8 415 YU 1-8913. Los Angeles phone 213-464-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U S \$8 a year, Canada \$9 a year. Other countries \$11 a year. Single copies 40c. Printed U.S.A. Published weekly. Second class postage paid at Baltimore, Md. © 1963 SPONSOR Publications Inc



KEN ARMSTRONG



JIM DONEY

4 STAR NEWS
makes Cleveland TV
the best buy in the sky



DOUG ADAIR

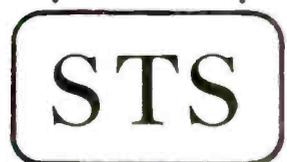


WALTER CRONKITE

Weekly, 88 "In Depth News reports" scoop the TV sky in Cleveland. Adair's City Camera, Walter Cronkite, Doney's Features, Armstrong's International Reports, plus CBS-TV's comprehensive coverage are more reasons why WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis, compared to the nation's top 15 markets. Want to know the facts? Call your Storer Television Salesman — WJW-TV CBS  in Cleveland.



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	



BROCHURE FOR CLIENT

We are preparing a brochure for our client, the Alberto-Culver Co. of Melrose Park, Ill. This brochure will be used as a selling aid by the sales force and will emphasize the importance that advertising has contributed to the growth of the company.

In order to impress the dealers and salesmen alike, we are planning to reproduce a chart which appeared on page 40 of the 17 September 1962 issue of SPONSOR. As I mentioned earlier, this would appear only in the brochure and will list both the source and date of issue.

MICHAEL J. DEVLIN, BBDO, Chicago, Ill.

- Permission granted.

COMMERCIAL PLUGS

Whenever we find a case of a public service program promoting a commercial enterprise we protest, as we have just done to the Navy Department in connection with the

Lawrence Welk series.

However, ours is just one voice and I am wondering if there is any area in which sponsor might possibly consider drawing attention to this practice.

On one Army series they threw in a line about "Daddy's Hide-away," and the Welk series promoted Dot and Coral records.

It just seems to me that if stations are willing to provide time and their facilities for such public service programs, the artists involved should not be permitted to make such commercial plugs.

CECIL WOODLAND, general manager, WEJL, Scranton, Pa.

FM SITUATION

Charles W. Kline's appraisal of the fm situation (*Seller's Viewpoint*, 7 January 1963) was the most intelligent that I have ever read. People who are afraid of fm should not try it; they get in the way of others.

BILL LANE, WAHR-FM, Huntsville, Ala.

CONTEST APPEAL

I wonder if you know of any opening in news departments in the State of Texas? I plan to move just as soon as I can find an opening so I can get in on some of the contests they run down there.

I came by this idea in a recent issue (26 November) when I saw the story about how Carlos Garcia won not only the Texas Association of Broadcasters "Best-on-the-scene" award—but also Rosita Fernandez, vocalist.

JOHN HARKRADER, vice president and general manager, WDBJ-TV, Roanoke, Va.

- Carlos, Rosita, and caption add up to a brand new contest concept.



Award-winning staffers

Nathan Safir (c), KCOR, San Antonio, v.p., congratulates news dir. Carlos Garcia who won the Texas Assn. of Broadcasters "Best-on-the-scene" award and Rosita Fernandez, vocalist

NO ADDITIONAL NAMES

On 31 December 1962, under a listing of television station broadcast facilities (page 57), you have designated WLUK-TV as "Green Bay-Marquette, Wisconsin." As an officer, director and stockholder of WLUK-TV, I become very disturbed when errors of this kind are made. WLUK-TV has never been designated as "Green Bay-Marquette." In addition, WLUK-TV has never been designated "Marquette-Green Bay."

At one time, the designation was "Marquette, Wisconsin." The designation, however, was changed to "Green Bay, Wisconsin" on 1 May 1960. WLUK-TV, therefore, has had the designation of "Green Bay" for nearly three years . . . we do not appreciate having any additional names added to the name "Green Bay, Wisconsin" whether they be Marquette, Oshkosh, Wau-paca, or Fond du Lac.

NORMAN M. POSTLES, certified public accountant, Superior Wis.

4-WEEK CALENDAR

JANUARY

Georgia Radio-Tv Institute annual meeting, co-sponsored by Georgia Assn. of Broadcasters and U. of Georgia, Athens; Center for Continuing Education, Athens, Ga., 22-24. Among the participants: FCC Commissioner E. William Henry; Georgia Governor-elect Carl Sanders; Stephen Labunski, WMCA, New York; Maury Webster, CBS Radio Spot Sales; Stephen Riddleberger, ABC owned radio stations; Edmund C. Bunker, president-elect, RAB.

Nebraska Broadcasters Assn. convention: Hotel Cornhusker, Omaha, 23-24. NAB President LeRoy Collins will be principal speaker.

American Women in Radio & Television board of directors meeting: Savoy Hilton Hotel, New York, N. Y., 25-27.

FEBRUARY

National Advertising Agency Network eastern regional meeting: Hotel Roanoke, Roanoke, Va., 1-3; midwest

regional meeting: Hotel Peabody, Memphis, Tenn., 8-10.

Advertising Federation of America and Advertising Assn. of the West mid-winter legislative conference: Statler Hilton, Washington, D. C., 6. Among the participants: FCC Commissioner Newton Minow; FCC Commissioner Paul Rand Dixon, Don McGannon, president, Westinghouse Bdstg. Co.; Andrew Heiskell, chairman of board, Time, Inc.

National Assn. of Broadcasters Public Service Institute conducted in association with The American University: American U. campus, Washington, D. C., 7-8. William Ruder, president of Ruder & Finn, and NAB President LeRoy Collins are key speakers.

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

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

COLOR TV ISSUE

Your issue on color tv (31 December 1962) was excellent—so excellent in fact that I need five extra copies for distribution to our account group.

ALFRED K. EDDY, JR., associate media supervisor, Leo Burnett Co., Chicago, Ill.

STRIKE SPURS SALES

Please send us 100 reprints from your recent edition (7 January 1963). The story is entitled "Sales Are Up in Strike Cities"; it describes department store business and radio picking up more newspaper money than tv.

R. C. EMBRY, vice president, WITH (AM & FM), Baltimore, Md.

SMOKEY BATTLE

Through the smokey battle, this is one Washington area broadcaster's view of the cigarette advertising matter.

ARTHUR ARUNDEL, president, WAVA (AM & FM), Arlington, Va.

• Parts of WAVA editorial are reprinted below.

"Today Gov. Collins . . . once again has found himself in the midst of a wild, wooley, and really smokey battle—all over the simple suggestion that the broadcasting industry curb cigarette advertising aimed at inducing children to smoke.

"Results of it all now, as Collins points out, is that 20% of American boys have begun smoking in the ninth grade and 30% of girls have picked up the weed before they finished high school. This is new stuff not to be tracked to newspapers and magazines but mainly to the advent of television. Now this is a pretty shabby situation. Irrespective of the cancer issue, since when does any high school youngster get the idea he or she with a smoking weed looks like anything but a foul mouthed shrimp?

"LeRoy Collins is on the right track. For if the radio and television industry continues long on its weak kneed, no policy bender with respect to this issue, then the federal government will in time be forced to impose limitations which this mature industry of a free society can perfectly well and far better impose on itself."



*Two-Way Radio:
the vital interaction of the
San Francisco buying public with
KCBS . . . more than 17,000 listeners
phoned in their questions
and opinions for broadcast
last year. Interaction such as
this is an adult response to
the variety of thought and
information delivered by our
award-winning staff and by the
famous and the fascinating who
are our guests (2,000 during 1962).
KCBS Two-Way Radio is not mere
background sound. Response to
this foreground programming is so
great it calls for a new
measurement of effectiveness:
not sets in use, but number of minds
engaged. In the San Francisco Bay
Area your advertising gets the
attention it needs on*

RADIO / KCBS

A CBS OWNED STATION
REPRESENTED BY CBS RADIO SPOT SALES



The remarkable Mr. Doherty

Maybe this should be titled "The courageous Mr. Doherty." For the past four years he has told our readers, 12 months ahead of the fact, how much business will be done in the year ahead by spot tv, network tv, spot radio, and network radio.

The hazards of this occupation impress me as being equivalent to participating in a football pool or sticking your head in a lion's mouth.

Dick Doherty seems to enjoy it, although he said the other day that he is "embarrassed" at the extraordinary "on target" outcome of his 1962 predictions as reported in our 7 January issue. His forecast of total 1962 broadcast advertising expenditures was \$2,515,000,000; it reached \$2,500,000,000. He predicted broadcast advertising could account for 20.2%. He estimated that tv advertising would rise about 10% and radio 4%; tv, he reports, rose 10% and radio 4-11/2%.

If Dick is "embarrassed" it's probably because this kind of unnatural exactness may jeopardize his standing as an economist (he's regarded in government circles as one of the best) and label him as an oracle.

He says that in 1963 all advertising will tally a record high of \$12.9 billion with tv getting \$1,913 million of it. Net and spot tv will both be up 8%, local tv up 4-5%. Radio will be up 1% with local showing slightly more improvement than national. Gross National Product (GNP) will rise 4% as compared to 6.5% in 1962, retail sales 4%, and corporate profits (before taxes) 10% above 1962 levels.

Now that we all know how we'll do (thanks to the courageous Mr. Doherty) let's roll up our sleeves and prove we can do better.

Norm Glenn

NEXT WEEK IN SPONSOR

"New Developments in Tv Tape"—a close look at the new developments, improvements, and techniques which are changing the face of tv tape, a subject of enormous importance to all agencies and advertisers using tv. **SPONSOR** presents a special report on the advances in tape, including some which permit advertisers to use techniques which have been unknown until recently.

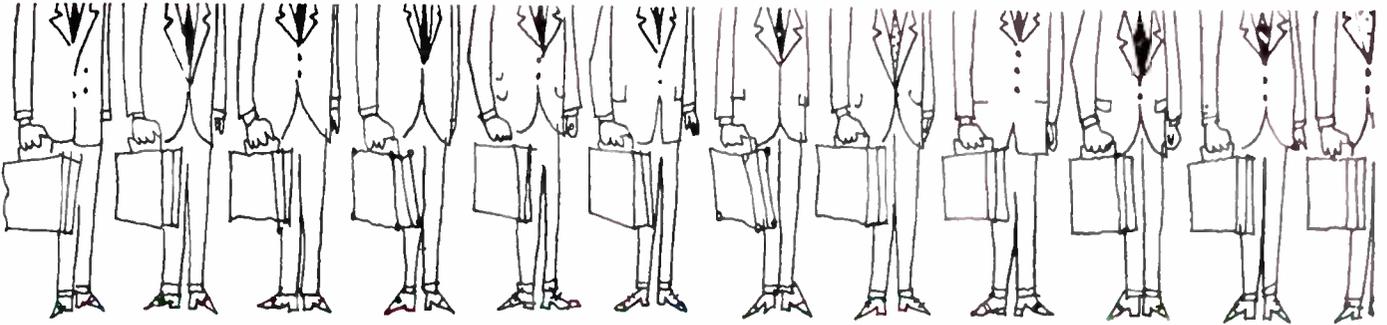


OLD FAITHFUL: Even man's best friend gets to know us pretty well, because the family he lives with spends a lot of time tuned in. Metro share in prime time is 90%, and homes delivered top those of any station sharing the other 10%. *ARB, March, 1962*) Your big buy for North Florida, South Georgia, and Southeast Alabama is



WCTV TALLAHASSEE
THOMASVILLE

BLAIR TELEVISION ASSOCIATES
National Representatives



Meet The Selling Power Behind U.A.'s "Showcase For The 60's"



TONY CURTIS

Starring in "SWEET SMELL OF SUCCESS"

● one of the 33 UA "Showcase For The 60's" ●



BURT LANCASTER

Starring in "RUN SILENT, RUN DEEP"

● one of the 33 UA "Showcase For The 60's" ●



GREGORY PECK

Starring in "PORK CHOP HILL"

● one of the 33 UA "Showcase For The 60's" ●



MARLENE DIETRICH

Starring in "WITNESS FOR THE PROSECUTION"

● one of the 33 UA "Showcase For The 60's" ●



FRANK SINATRA

Starring in "JOHNNY CONCHO"

● one of the 33 UA "Showcase For The 60's" ●



KIRK DOUGLAS

Starring in "THE INDIAN FIGHTER"

● one of the 33 UA "Showcase For The 60's" ●



ALAN LADD

Starring in "MAN IN THE NET"

● one of the 33 UA "Showcase For The 60's" ●



ROBERT MITCHUM

Starring in "NOT AS A STRANGER"

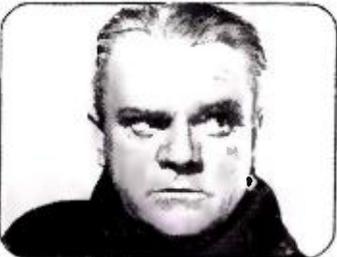
● one of the 33 UA "Showcase For The 60's" ●



ROBERT RYAN

Starring in "ODDS AGAINST TOMORROW"

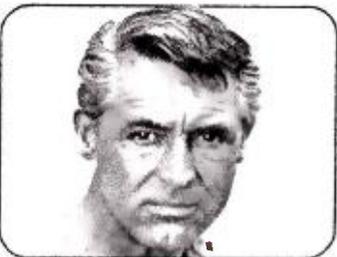
● one of the 33 UA "Showcase For The 60's" ●



JAMES CAGNEY

Starring in "SHAKE HAVOS WITH THE DEVIL"

● one of the 33 UA "Showcase For The 60's" ●



CARY GRANT

Starring in "THE PRIDE AND THE PASSION"

● one of the 33 UA "Showcase For The 60's" ●



ERNEST BORGNINE

Starring in "MARTY"

● one of the 33 UA "Showcase For The 60's" ●



ANTHONY QUINN

Starring in "MAN FROM DEL RIO"

● one of the 33 UA "Showcase For The 60's" ●

This is a selling force with power behind it... and it's selling U.A.'s "SHOWCASE FOR THE 60's", with an unprecedented entertainment line-up. With 33 top features... and scores of stars. You have pulling power that's untapped... sales potential unequalled. Have a look at U.A.'s "SHOWCASE FOR THE 60's". It's the easiest way we know to dazzle both audiences and sponsors. Today... call your U.A. representative. He'll show you how U.A.'s "SHOWCASE FOR THE 60's" can be your Showcase for profits.



JULIE LONDON

Starring in "THE WONDERFUL COUNTRY"

● one of the 33 UA "Showcase For The 60's" ●



NEW YORK 555 Madison Ave., MU 8-4700

■ CHICAGO 520 N. Michigan Ave., 467-7050

■ DALLAS 1905 South Center, Ri 7-8553

■ HOLLYWOOD 1041 N. Formosa Ave., Ho 6-3429

more
**drug
sales**
per dollar

Whatever your product, Channel 8 moves goods. On WGAL-TV your sales message reaches more families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC-CBS
Programs

STEINMAN STATION • Clair McCollough, Pres.



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

"MEN IN WHITE" BARRED BY CODE; COLLINS TO CONTINUE

PHOENIX—"Men in White" tv commercials are barred effective 1 July under the NAB Code. The NAB tv board adopted the Code amendment submitted by the review board prohibiting the use of physicians, dentists, nurses, or actors representing them in tv commercials. Previously, only actors representing these professionals were banned. Other actions taken here were:

- A continued study of the relationship of cigarette advertising directed to minors by the radio-tv code review board was approved by the radio-tv boards. The subject was raised last month by Governor Collins in a speech which provoked many leading tobacco advertisers. A serious, long-range study will take place on the problem, according to broadcast industry sources.
- A new three-year contract for NAB president Leroy Collins was authorized by the NAB board, to be negotiated by a committee. Collins' contract would have expired December 31 this year.
- Appointment of Douglas L. Manship, president and general manager, WBRZ, Baton Rouge, by Collins and reappointment of Lawrence H. Rogers, Taft executive vice president to the code board was ratified by the tv board of directors.
- A tv code amendment clarifying the provision which permits limited waivers from the code commercial time standards for programs presenting women's services, features, shopping guides, fashion shows, etc., was approved by the tv board. The code authority will evaluate each such program on its own merit.

THE FCC SEEKS \$1.5 MILLION HIKE IN NEXT BUDGET

The FCC is asking for the fiscal year 1964, which begins 1 July 1963, an increase of \$1.5 million over its current budget of \$15 million. The Commission's broadcast activities would account for \$3,756,000, an increase of \$642,000, while field engineering and monitoring is ticketed for \$4,914,000, up from \$4,007,000. The FTC wants its anti-deceptive work budget hiked to \$3,253,000 from \$2,976,000, so that such cases can be expedited in the upcoming fiscal year.

AIR MEDIA LEAST HIT AT SENATE PROBE

Broadcast media came in for somewhat less criticism than did newspapers and magazines at last week's three-day hearing by the special Senate Committee on Aging relating to product frauds perpetrated on the elderly. The committee, represented by such diverse political poles as liberal Senator Williams of New Jersey and conservative Senator Goldwater of Arizona, endorsed FTC Chairman Paul Rand Dixon in his plea for tightened cease and desist powers from Congress. Drug Commissioner George P. Larrick urged state fair trade and pure food and drug laws so that federal regulatory activities could be supplemented by a network of local officials able to spot transgressions more quickly.

SPONSOR-WEEK | Top of the news in tv/radio advertising (continued)

GENERAL MILLS BUYS CINDERELIA SPECIAL ON CBS TV

General Mills through Dancer-Fitzgerald-Sample has signed to sponsor a new production of the Rogers & Hammerstein musical on CBS TV in the 1963-64 season. Starring in the new production will be Julie Andrews of "My Fair Lady" and "Camelot" fame. Presentation might be in color, though no decision has been reached. Taping is slated for September. Cinderella was written for and originally presented on television several years ago.

MILLER NAMED NEW GREY MEDIA DIRECTOR

Harold (Hal) Miller, associate media director at Grey Advertising, has been appointed media director. He succeeds Larry Deckinger who has taken over the post of c.p. in charge of media and network relations. Deckinger had functioned in an unofficial capacity in this latter position since it had been vacated by Gene Accas almost a year ago when Accas switched from Grey to Leo Burnett.

BBDO GETS CAMPBELL'S FROZEN SOUPS

BBDO will go to work for Campbell's frozen soups beginning 29 July. The company said the move from Leo Burnett will permit consolidation of the overall marketing effort in behalf of all canned condensed soups, heat-processed and frozen. Burnett, which has had Campbell's frozen soups account since the product's inception, will continue the company's Franco-American and Swanson brands, Red Kettle Dry Soup Mixes, Campbell's Tomato Juice, and Campbell's corporate campaign, in addition to the introduction of Swanson 3 Course Dinners and Deep Dish Meat Pies.

SPONSOR-WEEK continues on page 14

Y&R RETITLES TWO TOP MEDIA EXECUTIVES



Warren A. Bahr (left), vice president and senior media director, has been named director of the media relations and planning department of Young & Rubicam, and Joseph St. Georges, a vice president and senior media director, has been appointed media department manager and director of media computer application, reporting to Bahr. Bahr replaces William E. (Pete) Matthews, who retired as media director last year. He joined Y&R in 1951, was made a vice president in 1960, and two years later, a senior media director. St. Georges joined the



agency's media department in 1955, and was made an associate media director in 1959. He was named a vice president and senior media director last year.

Why has Cleveland's taste improved?



Oriental chemistry wrought a tiny pearl-shaped pill for sweetening things like taste buds: Jintan Mouth Refresher. Then WHK Radio started Cleveland tongues wagging when distributor, Inca Land Products, chose the station exclusively to introduce Jintan. Inca Land's president,

Randolph Gregg exclaims, "WHK gave immediate selling action at all distributor levels... Results have far surpassed expectations." If your expectations are high and you too want to taste success, spend your time on the Number One station* **WHK RADIO. CLEVELAND**

METROPOLITAN BROADCASTING RADIO, REPRESENTED BY METRO BROADCAST SALES JACK THAYER, V. P. AND GENERAL MANAGER, A DIVISION OF METROMEDIA, INC.

TIO PRESENTS "TELEVISION ADVERTISING"

A 25-minute color-slide presentation, "Television: Advertising," is being distributed this week by the Television Information Office to its sponsor stations for showing to community groups and station personnel. It examines the role of advertising as a marketing tool, explains local, spot, and network advertising, and discusses ratings, costs of tv advertising, and the uses advertisers make of the medium. Earlier educational presentations were: "Television: Dimensions," "Television: Programing," and "In the Public Interest."

RADIO FANS OUTVOTE RADIO QUITTERS 3 TO 1

Increased interest in radio listening last year was two-and-a-half to three times as great as diminishing interest, according to two special studies made for CBS Radio by R. H. Bruskin Associates. In July, "greater interest" was expressed three times as much as "less interest." In November, the "greater interest" group was two-and-a-half times as large as the "less interest" respondents. The 2,600 July interviewees and 2,500 November interviewees were of both sexes, from 18 to 55, residents of all parts of the country with incomes between \$4-\$10,000. Much of the renewed interest in radio among young adults, CMS says, is due to the emergence of inexpensive transistor radios.

FTC ACTING AGAINST BAYER'S PAIN RELIEF CLAIMS

The FTC last week announced its intentions to seek an injunction restraining Bayer aspirin and its agency D-F-S, from continued use of air and print advertising stemming from the commission-financed Baltimore tests of pain relievers. The court action will contend that contrary to Bayer's claims the test did not show the product has a "higher pain relief score" and caused less stomach upset compared to five tested remedies.

PHILADELPHIA ADMAN WOULD PLUG \$100 MILLION LEAK

Philadelphia agencies must "go out after big accounts" in order to bring back \$100 million in billings which area firms annually spend through out-of-town agencies. David Wermen, president of Wermen & Schorr, today (January 21) tells that city's Guild of Advertising Men at the Poor Richard Club. He states that \$55 million in annual billings have left Philadelphia since 1953.

CAMPBELL SOUP ACCEPTS OFFER TO PRESENT LASSIE IN COLOR

CBS TV's offer to originate programs in color during the period 17 February through 19 March at a surcharge of \$7,500 per hour or \$4,000 per half hour has brought response from only three advertisers. Ford and Chemstrand accepted earlier for Grace Kelly program on 17 February. Campbell Soup is the latest and will do Lassie in color during the period. Total of 12 hours of programming and 17 different advertisers were involved in the offer.

SPONSOR-WEEK continues on page 50

WHAT'S WRONG WITH DETROIT?

Detroiters are spending some 5 billion dollars annually for retail goods and services . . . 9% more than the U. S. average. Where does the extra money come from? Metropolitan Detroit families are earning an average annual income of over \$7,000. That's up 12% over the U. S. average of disposable income per family.

Here are some more facts to think about. In the first 10 months of 1962, greater Detroit car sales were up 32% over the same period as last year. Bank debits climbed 20%. Power consumption rose 12%, and new building value was up 59%.

How about the future?

Auto production is soaring to a 640,000 car December output. October and November were two record-smashing sales months back to back. The '63 models continue to sell at a faster rate than any new model in the industry's history. And construction contracts awarded to Detroit through October amounted to over 369 million dollars. If that doesn't show confidence, nothing does.

And if all those facts still add up to trouble in Detroit, let's bottle what's wrong with us and sell it to the rest of the country. Not cheap, either.

What's wrong with Detroit? NOTHING!

WXYZ-TV has been getting the facts to the business world and the family for 14 years. If you have a product to sell, **WXYZ-TV** can deliver your message to 1,983,100 TV homes in America's fifth largest market.

WXYZ-TV
ABC IN DETROIT



AN OWNED STATION OF
AMERICAN BROADCASTING-PARAMOUNT THEATRES, INC.

SOURCES Sales Management Survey of Buying Power, June 10, 1962. Department of Economics and Research Greater Detroit Board of Commerce, November 29, 1962. Sixth Quinquennial Survey of the Detroit Market Copyright. 1962 Automotive News, December 10, 1962.



\$1.11 an hour staffs your station with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder, "The Sound of Money."

I G M SIMPLIMATION

P. O. Box 943, Bellingham, Washington.

**CATCH THE MARKET
THAT PULLS —
MAINE**

WITH
LOBSTERADIO



**ONE STATE • ONE MARKET
ONE NATIONAL SPOT BUY!**

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

HOME OFFICE: LOBSTERADIO
779 WARREN AVE.
PORTLAND, MAINE

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

SPONSOR BACKSTAGE

by Joe Csida

Farewell and good luck

It must have been sometime in 1953 or 1954 that I left my post as editor in chief of *The Billboard* for the second time, and set up my own music publishing, talent management and record and show production operations. It was at that time, too, that I began writing *Sponsor Backstage*. Which makes it eight or nine years. A lot of columns. Some written through the wonderful, exciting days of my own companies' first big record hits, "Santa Baby," and "Green Door," and the kaleidoscopic days and nights of commuting between New York and Chicago to produce the 26 episodes of the Eddy Arnold tv film series; and a hundred and one other emergencies and crises all of us who work in any area of showbusiness experience.



Many a SPONSOR deadline day I was hard pressed for the time and the freedom of mind to do *Backstage*, but always I got it done. That held through the years until 1960 when I left my own enterprises and took on the assignment of vice president in charge of eastern operations for Capitol Records. That was even more time and thought consuming, even more demanding and energy-draining than running my own firms. And still I managed to do the piece. But now that I'm back in my own businesses, those I ran prior to leaving for Capitol, and involved in several new projects I've concocted since, I find the pressures reaching the point where I am turning out some *Sponsor Backstages*, with which I have not been particularly pleased.

The time is ripe

When John McMillin resigned his editorship, I thought perhaps it would be a good time to consider discontinuing the *Backstage* chore. Norman Glenn and I discussed it, and as it turned out, new editor Bob Grebe had some interesting new approaches to columning himself. All of which would consume considerably more research and writing time than I'm able to spare.

So I say a reluctant goodbye to SPONSOR's readers. I hope that some of them got as much pleasure out of reading some of my pieces as I got out of writing them. I hope that every now and then one of the columns was of real help. I am grateful to Norm Glenn and all of his associates at SPONSOR for supplying me the *Backstage* platform all these many issues and for never once refusing to publish my opinions even on those occasions when they were diametrically opposed to the notions of SPONSOR itself.

I will, of course, continue to participate in the broadcasting and advertising scenes in my own fashion and my own areas, and I hope my path will continue to cross that of the several hundred SPONSOR readers whom I consider personal friends. To them and all the others, I want to say goodbye for now, and good luck for the future.

JOSEPH E. LEVINE'S "HERCULES" SMASHES ALL OPPOSITION

IN RACKING UP ALL-TIME RATING HIGH ON WOR-TV!



This is the highest rating in history for any single motion picture presentation on the New York station. "Hercules" overwhelmed all competition with 46.1% of the viewing audience according to Nielsen Station Index. The 35.1 average quarter hour rating exceeded that of the three major networks combined in the same time slot 7:30 to 9:30 P.M. Friday, January 4th.

This is the first of the thirty-three motion pictures purchased by WOR-TV, Channel 9 from Embassy Pictures.

NOW AVAILABLE FOR THE REST OF THE UNITED STATES FROM EMBASSY PICTURES CORP.

JOSEPH E. LEVINE presents

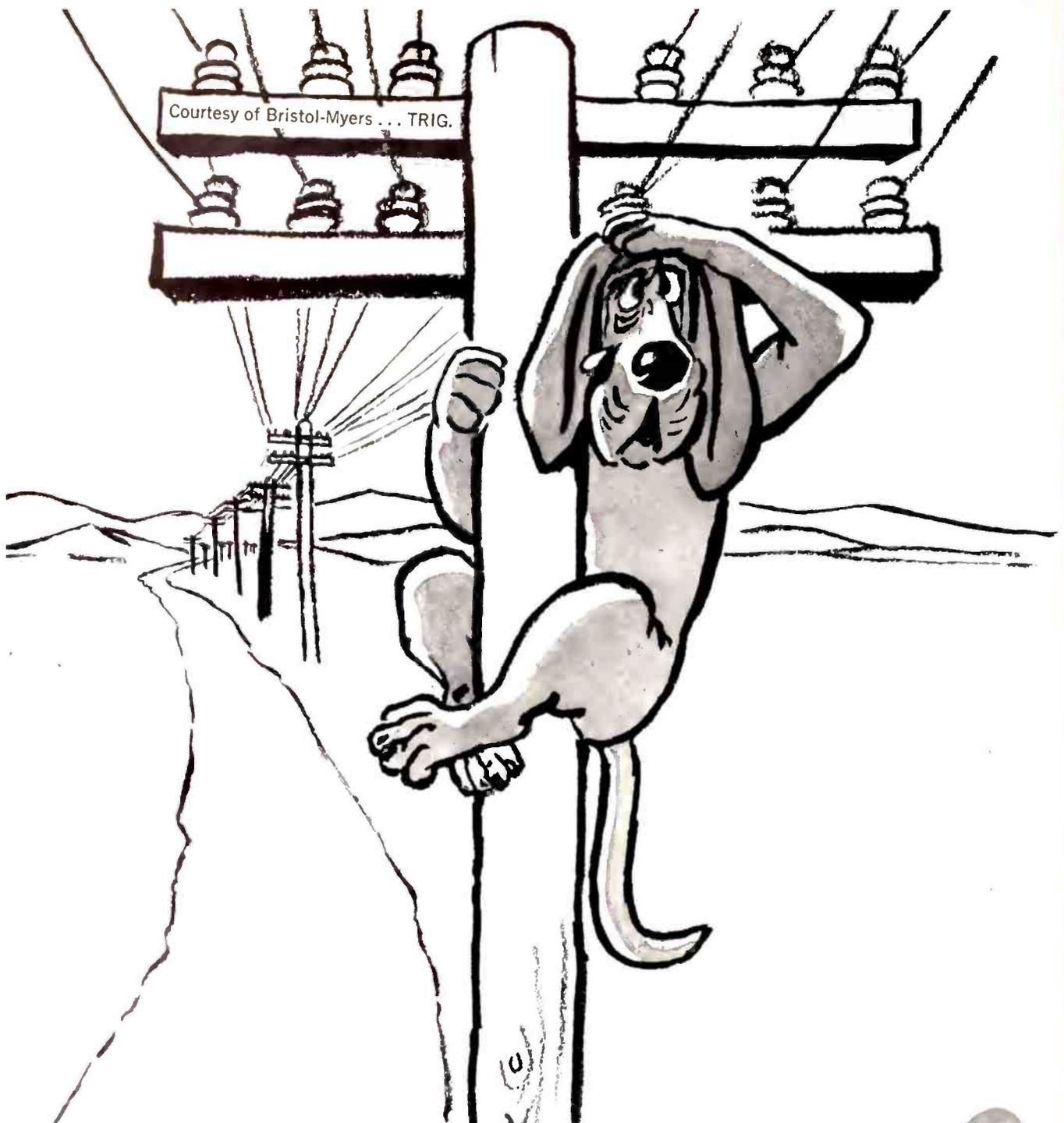
HERCULES

Nielsen Rating Of 35.1 For Channel 9's "The Big Preview" Exceeds Total Of All Network Stations Combined!

Cast of THOUSANDS! Cost in MILLIONS! TRULY THE SCREEN'S MOST STUPENDOUS SAGA!

Filmed amid Mediterranean magnificence in glorious EASTMAN COLOR by Pathé and DYALISCOPE!

STARRING REEVES	SYLVA KOSCINA	FEATURING GIANNA MARIA CANALE	FABRIZIO MIONI • IVO GARRANI • ARTURO DOMINICI MIMMO PALMARA • LIDIA ALFONSI • GINA ROVERE
DIRECTED BY PIETRO FRANCISI		AN EMBASSY PICTURES RELEASE OSCAR FILM-GALATEA	



KPRC-TV SELLS SO MANY HOUSTONIANS, A BLOODHOUND COULDN'T FIND THE ONES IT DOESN'T!

No "ifs" about KPRC-TV. KPRC-TV keeps Houstonians tuned to Channel 2 up to 27 hours a day! And not just by tricking them with hoopla and gimmicks. KPRC-TV helps persuade all Houston—all day and night. That's selling power! KPRC-TV is the neatest, fastest, easiest-to-use salesman you ever laid hands on. Try great new KPRC-TV selling!

Represented nationally by EDWARD PETRY and COMPANY



SPONSOR-SCOPE

21 JANUARY 1963 / Copyright 1963

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

Base rates in national spot tv may not change much during 1963, but you'll probably see more unorthodox methods of selling.

And the reason for this is two-fold: (1) the wide disparity of the level of nighttime ratings among the three networks; (2) the volatile nature of the audience as exemplified so frequently between rating periods.

An unorthodox selling method that could make headway before the year ends: **subjecting specially-priced packages to wide orbiting of the spots into different positions on the schedule** by time of day or night or day of the week.

Under this sort of flexibility the key words are **accumulated circulation and unduplicated homes reached**, with an implied **guaranteed cost-per-thousand**. The concept is totally alien to the traditional fixed spot but it shouldn't be confused with the run-of-schedule strategem.

In its essence the orbiting, or rotating, schedule is not exactly an innovation. A couple of the NBC TV o&o's tried this but held off exploiting it in depth.

On the other hand WCBS-TV, New York, has been selling a dispersion plan, which is quite kindred to the allout rotating package. It's done well with it.

The annual battle by NBC TV for that \$20-million bundle of General Foods billings has started and the pitch is described in that network's circles as being so "terrific" as to give GF much reason for weighing this one against the account's position at CBS TV.

It may be said that never in the history of air media has a network advertiser been able to sit down at the bargaining table with the cards stacked so much in his favor.

Probably as important as the money involved is the fact that **General Foods exercises controls on such top programs** as the Lucy show, the Andy Griffith show, the Danny Thomas show. And next season it will add the Phil Silvers show to its roster.

On the other hand, General Foods has three going on CBS TV which are controlled by the network, namely, Jack Benny, I've Got a Secret and Gunsmoke.

Lucy, Griffith and Thomas have been in the top ten throughout this season.

P.S.: At NBC TV this **General Foods drive is referred to as Project January**. What NBC TV puts up to sweeten the pot will obviously depend on how much it wants the prize.

Preeminence in a field can often sprout problems from those that share it, and this observation has promise of becoming quite applicable to CBS TV and its affiliates.

The network's frolic with this season's ratings is showing up in the market rating books and **CBS TV affiliates are citing their rating advantages** on the local front as good and reasonable cause for the network to grant them rate increases.

The impression gained by such petitioners so far is that the network will hold fast to its **policy against wholesale increases** and will only consider those isolated cases that fall within the purview of the established formula for determining increases.

The formula, administered by a committee consisting of Bill Lodge, Carl Ward and Jay Eliasberg, is deemed by CBS TV affiliates generally as uncommonly hardnosed.

Spurring the request for hikes, in part: **the 5% cut in daytime station compensation imposed by the network last year.**

Benton & Bowles last week performed an exercise in rating computation from which, it reported, there emerged the finding that on the basis of an average of the October II through December NTI's, B&B had more shows than any other agency in both Top Ten and Top 15.

In the Top Ten classification the agency credit totals were: B&B, 5; Y&R, 4; Burnett, 2; J. Walter Thompson, 2; Compton, 2; FC&B, 2; L&N, 1; Esty, 1.

In the Top 15 summary the tallies came out: B&B, 6; Y&R, 5; Burnett, 4; JWT, 4; FC&B, 3; Compton, 3; L&N, 3.

The averaging up of these five Nielsen pocketpieces (the October II report, incidentally, being the first with all the season's series, projected these as the Top 15 for the period, as figured by B&B:

- | | |
|-------------------------------|---------------------------|
| 1. Beverly Hillbillies (34.1) | 9. Gunsmoke (26.9) |
| 2. Candid Camera (31.0) | 10. Jack Benny (26.1) |
| 3. Lucy Show (29.6) | 11. Dr. Kildare (25.6) |
| 4. Red Skelton (29.3) | 12. Dick Van Dyke (25.3) |
| 5. Danny Thomas (29.1) | 13. What's My Line (25.0) |
| 6. Ben Casey (29.1) | 14. Ed Sullivan (24.8) |
| 7. Bonanza (28.2) | 15. Hazel (24.1) |
| 8. Andy Griffith (27.6) | |

Judging from reports coming from secondary as well as key markets, it looks like the major reps have geared their solicitation for tv stations to the highest pitch in years.

The pitching gentry seem convinced that quite a number of stations are examining their representation studiously, primarily with a view to reevaluating how their particular station or market fits in with the combined list of the present rep or some prospective rep firm.

In other words, a rep's prestige, manpower and organizational efficiency are all of utmost importance but there is also this element to conjure with: is his list an easy one for him to work with in the initial calls for avails and scrapping for business.

It's obvious why the scramble among spot tv buyers for late fringe minutes has become more lively than ever: the audience between 11 p.m. and 1 a.m. this fall took quite a hike.

In fact, last November, according to Nielsen, the homes viewing between midnight and 1 a.m. were 946,000 more than there were for the like month of 1961.

Here's a comparison for the past two Novembers of the homes using tv between 11 p.m. and 1 a.m.:

TIME SEGMENT	NOVEMBER 1962	NOVEMBER 1961
11 p.m.-midnight	28.9	28.4
Midnight-1 a.m.	17.5	15.6

The twin directorial setup of Young & Rubicam's media department ended last week with the appointment of Warren Bahr, a v.p., as head of the department.

With the resignation of W. E. (Pete) Matthews last July department top authority was shared by Bahr and Joe St. George on a senior media director basis.

St. George will remain in a media managerial capacity and he'll also be No. 1 man on media computer applications with the title of director, something for which he's got quite a flair. Both Bahr and St. George are still in their 30's.

The 1963-64 tv network selling season officially opened last week with a perennial ritual that's somehow akin to the President's tossing out the first ball to mark the opening of the Washington Senators' season.

The ritual among the networks: calling upon the Detroit automotives to relate what shows are in prospect for the fall and find out what those customers have in mind.

The Detroit visitors: Tom Moore for ABC TV; James Aubrey and Bill Hyland for CBS TV; and Walter Scott, Don Durgin, Walter Gross and Chick Avery for NBC TV.

During the course of the call Moore informed Chevrolet that ABC TV intended to retain "My Three Sons" in the Thursday 9 p.m. spot regardless of whether the GM division renews for the series.

Indications are that Chevrolet will continue with "Bonanza" and stay with CBS TV, perhaps fattening its obligation to more than a half-hour weekly.

Agency people last week must have misunderstood the message conveyed to them about "The Nurses" and "Twilight Zone" by CBS TV salesmen.

How the pitch for participation in these two shows was interpreted: in order to fatten up clearances, the network was toying with the idea of offering stations minutes in the pair for local sale.

What the network said the message merely intended to convey: "Nurses" and "Twilight Zone" are available for minute buys.

Background: the periods occupied by the twosome had been preempted by scores of CBS TV affiliates for their own programing.

Whitehall (Bates) is pulling back on nighttime network tv, with the result that on ABC TV, starting in April, it will be down to a minute on the "Untouchables" and an alternate minute on "77 Sunset Strip."

The American Home division, like Colgate, will meanwhile collect compensatory minutes on the "Jetsons" due to a clause in their contracts which stipulates an average delivery of 15 million adults. Both orders were for 26 weeks. Colgate continues beyond the 26.

A development of the past week that tv network advertisers and agencies can be expected to follow closely is the \$452,000 performance of contract suit brought by ABC TV against the Kemper insurance group.

The actual focus of this attention will be the adjudication of the defense entered by Kemper, namely, that the network violated the contract when it used the show Kemper was on for a crossplug promoting a competitor's program, Nationwide Insurance's Howard K. Smith. This will make the first court test of that issue.

Kemper dropped out because of its objection to Smith's Nixon show.

Proctor appliances (Weiss & Geller), which has been relying heavily on tv in recent years, is all set for its network spring promotion.

This time it's using 48 daytime minutes on NBC TV, with the appeal principally at gift buying for weddings, graduations, and anniversaries.

Proctor's other annual splurge in tv takes place before Christmas.

General Electric is exploring some program ideas for next season and it'll likely make a decision this week on a successor, if any, to True on CBS TV Sunday nights.

BBDO is the agency of record and program recommendation for this period.

GE, incidentally, has been a consistent Sunday tenant since 1954.

Timebuyers, SPONSOR-SCOPE has been hearing lately some complimentary things about you from tv rep salesmen.

It's been to this effect:

- You're veering perceptibly away from numbers and hence are encouraging the seller to become more creative and provide you with lots of supplementary data.
- The frenetic approach has gone largely out of your buying and your sharpened savviness shows up in your deeper examination of audience composition, image of the station, adjacencies and commercial content.
- You've become particularly sophisticated about your buying into film features. Past or current numbers aren't as important to you as the library or actual feature that's slated for scheduling during the run of your order. In other words, you've become quite conversant with the films on the market and how long they've been around.

Put down J. Nelson Prewitt's *Matey* (John W. Shaw) as another case of the adversity that befalls a high-riding tv-oriented product when a giant competitor exerts the full power of its advertising weight, packaging ingenuity and distribution advantages.

This time last year Prewitt was spending at the rate of \$2 million in spot tv. That allotment is pretty much down to a trickle, although *Matey* is still in kid network shows.

The counter brand responsible for the turn in *Matey's* fortune was, of course, *Soaky*, Colgate's kids bubblesoap with the cartoon-toy container.

Blair will shortly be distributing a fancy 54-page brochure, stressing among other things what its group plan offers as compared to the radio networks.

The brochure will point up the quality of the management of the Blair stations and focus attention on their public service aspects. The title: Project '63.

As an organization, Blair has a big thing coming up in April. It's the celebration of its 30th anniversary. Among the highlights is a dinner for its stations the Sunday before the opening of the NAB convention.

Add to the latest hypos given spot radio by national advertisers the incidence of Ford's (JWT) coming use of the medium on a broad scale to exploit its midyear 1963 passenger models.

The highspots of the current season for spot radio include the sizeable schedules put out by *Sunshine Biscuit* (C&W), the alliance by Nestle with the Blair group plan, added action from *Bristol-Myers* and *Accent's* bolstering of its schedules.

Another encouraging sign: major advertisers who have heavy stakes in tv are talking about coming back to radio on a product test basis.

Advertisers and agencies disposed to buying local evening newscasts will be interested to know the frame of thinking of a number of CBS TV affiliates in connection with the network's intent to expand the CBS News strip to a half-hour in the fall.

On the premise that the combination of local and network news would set rather awkwardly from a scheduling viewpoint, these stations are mulling the expediency of expanding their local segment to a half-hour.

The proposition, as the experts see it, entails the creation of an entirely different formula and a considerably added expense, particularly in the area of film news features.

It would also require a quite different organization of manpower, in contrast with that which puts together the 15-minute sequence of news bits, weather and sports. Balance and integration would be the key words of the 30-minute structure.

Likewise contributing to the gravitation toward the half-hour news program: continuing pressure from the FCC for more programming of an enlightening nature.

First in Hoosier Hearts

Here's lovely Frances Farmer,
whose illuminating "program
notes" add interest to the
movies she shows on
"Frances Farmer Presents."



First in Hoosier Homes

Most movies do pretty well on television. Make them *good* movies and they do even better. Add a former Hollywood star as hostess, and you have a *real* winner.

That's what *we* have in "Frances Farmer Presents." Fine films from Warner Brothers, Metro Goldwyn Mayer, Twentieth Century Fox, Seven Arts, and Republic . . . with "program notes" by charming Frances Farmer, one of Hollywood's leading ladies of the forties.

Miss Farmer does more than just look pretty . . . though she does that exceedingly well. She is intelligent, articulate, and engaging . . . and her comments and recollections about the films she shows and the personalities in them make the films themselves far more interesting to her audience.

And quite an audience it is. We cover a 69-county area . . . Indianapolis and its rich satellite markets, where more than three billion retail dollars are spent annually.

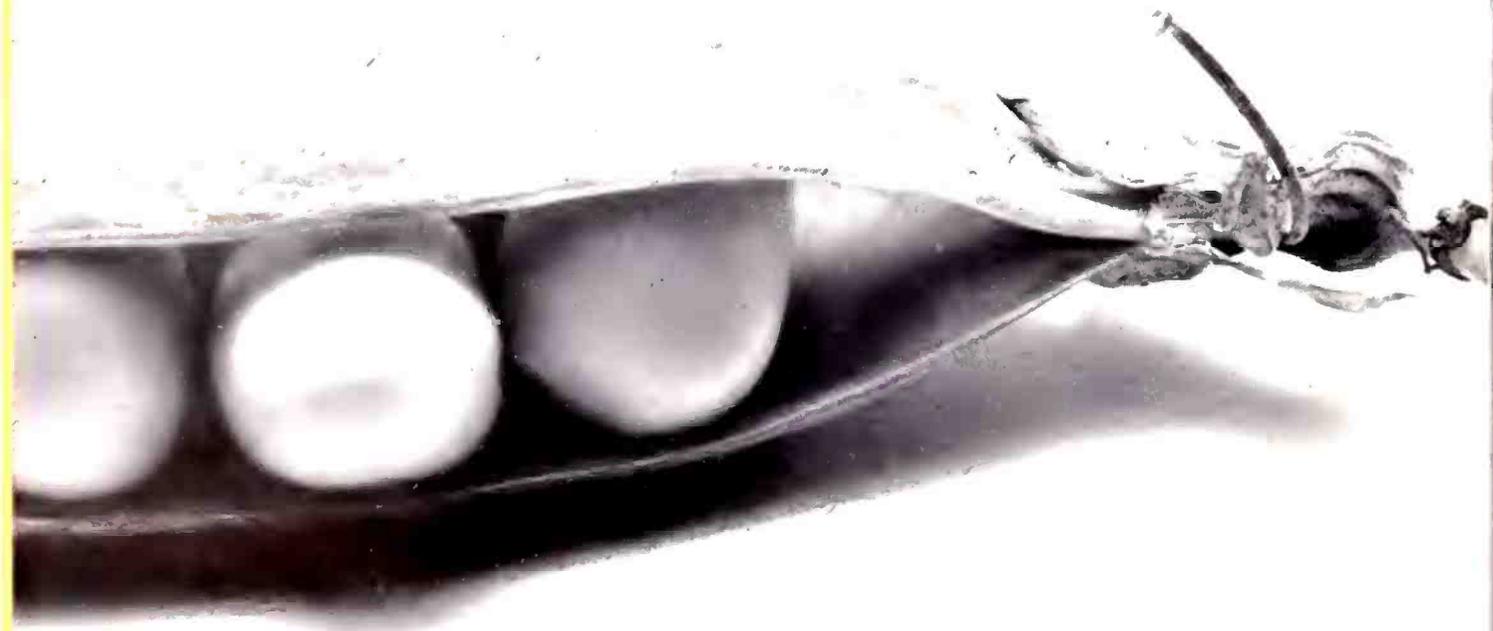
A share of that audience and those dollars is yours for the asking. Ask your KATZ man!



TIME-LIFE
BROADCAST
INC.

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

*... just like
any 3 peas
in a pod?*



You'll agree it's hard to tell one pea from the other two . . . but imagine one in green.

THERE IS A DIFFERENCE. Give your television commercials the PLUS OF COLOR and see the difference! Straightaway your product stands out. Customers see it as you see it—a colorful reality . . . identify it the instant they see it on dealers' shelves, in friends' homes.

Whatever you do—be sure to film your commercials in color. Your black-and-white prints will be much, much better. Shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.**, Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR . . .

EASTMAN FILM

What media men should know about programing

- ▶ **Eight media men give program pointers**
- ▶ **Buyers must understand public's taste**
- ▶ **Judgment needed to supplement numbers**
- ▶ **Program knowledge can avoid errors**

The media man's lot is seldom a tranquil one. What he should know about programing is indeed plentiful. SPONSOR last week asked a number of seasoned, widely-informed agency executives to express their philosophies and to give hints on what a media man ought to know or learn about the program area and why.

The most colorful and articulate of agency media chieftains, Lee Rich, senior vice president for media and radio/tv programing, Benton & Bowles, expressed it clearly when he remarked that "in dealing with network television evaluation, which involves programing changes, the well-rounded media man has learned through experience that even the most astute application of facts and figures can lead to a false conclusion and a bad decision."

The outspoken agency executive (he once called television "the hungriest monster that ever devoured script"), said that "in the final analysis, the undermining factor often turns out to be our inability to predict the public's reaction to all programs all the time." Rich added that Shakespeare summed it up too simply as "the play's the thing."

"In entertainment media today, casting, direction, and production values, etc., can contribute importantly to the end product," Rich declared. "The good media man, therefore, realizes that he must familiarize himself as much as possible with the programs involved in his evaluations. He should at least be familiar with the basic premise and principal casting of a given program. He should then be able to relate this informa-

MEDIA MEN ON PROGRAMING:

●● *In the final analysis, the undermining factor often turns out to be our inability to predict the public's reaction to all programs all the time.*

Lee Rich
Benton & Bowles

●● *A good timebuyer must know and understand programing because he is actually in the forecasting business . . . if a buyer uses ratings as his only guide, he will often find himself misguessing. You can't simply project into the future numbers out of the past.*

Stanley Newman
Hicks & Greist

●● *He must be able to make judgments on the relative impact value of the 'editorial' content of programing in the same manner that he judges print publications, one to the other.*

Michael Donovan
BBDO

Top media men view timebuying problems and other media objectives in relation to program content

tion with whatever historical data his many sources may provide in order to narrow down the potential that a program might have in the context of its position in the television schedule. He should seek the judgment, advice, and counsel of people trained to evaluate programs from an appeal and technical point of view and use their judgment as part of the overall evaluation."

Programing knowledge. As Michael J. Donovan, vice president and media manager of BBDO put it, a media man in today's advertising world should know as much as possible about programing. Donovan, who came to BBDO from B&B where he was vice president and associate media director, observed that "programing" is the "editorial" of the broadcast medium.

A media man must have the ability to judge, or estimate, the probability of a show type to correlate most favorably with an advertised product or service profile, according to Donovan.

"He must be able to make judgments on the relative impact value of the 'editorial' content of programing in the same manner that he judges print publications, one to the other," Donovan asserted. "These requirements are amplified by the fact that a great deal of network purchasing is being based on 'media' considerations as a result of the high level of network scatter plan sales—situations where the program is packaged with the facilities."

Esthetic appreciation. The production of television programing always has been, and is, the function of the agency's television program department, Philip C. Kenney, vice president and media director of Reach, McClinton & Co., commented. But this does not mean that a media man does not have an esthetic appreciation of program values, he noted.

"With today's method of buying

and selling television—that is, participations in network produced shows—final decisions are based on media values as well as creative or showmanship values," Kenney said. "It isn't necessary for the media man to know the acting ability of the second lead or the talents of the writing team, but he must know the public's taste for program types and, specifically, the media values in terms of demographic audience characteristics."

What is the profile? Many questions about programing confront the agency media man, Max Tendrich, executive vice president and director of media, Weiss & Geller, told sponsor. "In addition to the program rating, too religiously referred to in connection with consideration of a television program, a media man must delve into the program proper and get answers to numerous questions," he said.

In Tendrich's opinion, a media man is confronted with such queries: "What is the profile of the viewer, size, income, sex? To what group of viewers is the program directed? How do the commercials fit into the program? Are they back to back or separated? Will they be led into by the program personality

or abruptly cut away to? Are there opening and closing billboards? What are the competing programs? How strong or weak is the program that precedes or follows? Is the program part of the mood or block programing of the network for the particular period of the day? Does the program have continuity of characters or is it a new situation with new characters each week? How many of the programs are originals? How many repeats? Does the series have sufficient basis to last for more than one year? Is the show live? Or taped? Or on film? Is the star available for live commercials? Is the star available for merchandising? Can the sponsor be identified on the set? Do the viewers already own the product in the client's category?"

Program compatability. "If it can be assumed that the media buyer has been fully informed and is familiar with the marketing objectives for his client's product or services, he is then in possession of such facts and figures as the consumer profile, differences of geographical importance, the heavy consumer group, and the primary consumer initiator to purchase motivation," William C. Dekker, vice president and media director of Fletcher Richards, Calkins & Holden, Inc., observed.

"These factors are available (a)



LEE RICH

Senior v.p. for media & radio/tv programing, Benton & Bowles



MICHAEL J. DONOVAN

Vice president and media manager BBDO

through the supplier of the television program and/or (b) his own research facilities," Dekker explained. "Although not too readily available, a valuable measure is the factor of program compatibility with products, i.e., the climate or receptivity in which the commercial is televised and received. Steps have been taken toward the goal of determining this compatibility, but many of the conclusions have been after the fact and, therefore, remain to a large degree a matter of professional assessment."

Buying programing adjacencies.

Commenting on the all-important question of what a media man should know about programing, Zal Venet, president of the Venet Advertising Agency, Inc., said that a media director should know a great deal because he's not really buying time *per se*, "he's buying programs, or more usually, program adjacencies."

Specifically, Venet's media people try to cover the following programing criteria before the buy: 1) *The personalities* (The best talent establishes a rapport with the audience); 2) *The character of the programing* (It is important that the program policy recognize that most goods and services are sold to adults); 3) *The image of the station* (Does the audience feel that the station is concerned about

its welfare? Does it make an honest effort—not just the fulfillment of the requirements—to interest itself in the affairs of the community?).

"A good media buyer should have a sound working knowledge of programing," Stanley Newman, vice president in charge of media, Hicks & Griest, Inc., said. In today's market place the average buyer plays a relatively small role in the selection and recommendation of new buys, according to Newman. There are, however, instances when a buyer will help prepare such a recommendation.

In the forecasting business. "A good timebuyer must know and understand programing because he is actually in the forecasting business," Newman continued. "A spot buyer selects certain stations or spots for his client because he expects these spots will deliver, at a given future date, an audience of a certain size and type. As a guide in making these selections the buyer has ratings which indicate a past history of audience delivery for a time period and for particular programs. If a buyer uses ratings as his only guide, he will often find himself misguessing. You can't simply project into the future numbers out of the past."

Same as in print. It is essential that the media planner have a knowledge of network television

programs to the same degree as any other media vehicle that is to become part of a plan, Robert L. Faust, media group supervisor, Gardner Advertising, St. Louis, told sponsor. Faust said that in addition to evaluating quantitative data such as cost, audience size, and composition, etc., the media man "should be in an informed position to render a professional opinion in the qualitative area of environmental compatibility not unlike his evaluations on the suitability of editorial environments of print media."



WILLIAM C. DEKKER
Vice president & media director
Fletcher Richards, Calkins & Holden



PHILIP C. KENNEY
Vice president and media director
Reach, McClinton



MAX TENDRICH
Executive v.p. and director of media
Weiss & Geller



ROBERT L. FAUST
Media group supervisor
Gardner Advertising

An automated station processes a spot

Quality at a price: National advertiser of an expensive product seeks an upper-bracket audience, with an interest in music. That's why Steinway now is using fm stations in 35 markets, in the fourth year of a campaign that's breathing new life into a grand old piano. Although the making of music is an individual art, its promotion has plunged Steinway into a mechanized world; that of the automated radio station. A 60-second spot on WLOL-FM, in the Twin Cities, will be "spoken" by a machine reading off a tape. But getting the message on air takes a lot of human effort.



1. Local dealer Robert Schmitt (r) maps campaign at station. His music trade in Minneapolis is among nation's ten biggest. Station pres. Larry Bentson (l) and mgr. Tom Ruben propose a five-part schedule, with Christmas push



4. Glenn Gould records at New York studio. Commercials are built around artists who use and endorse Steinway



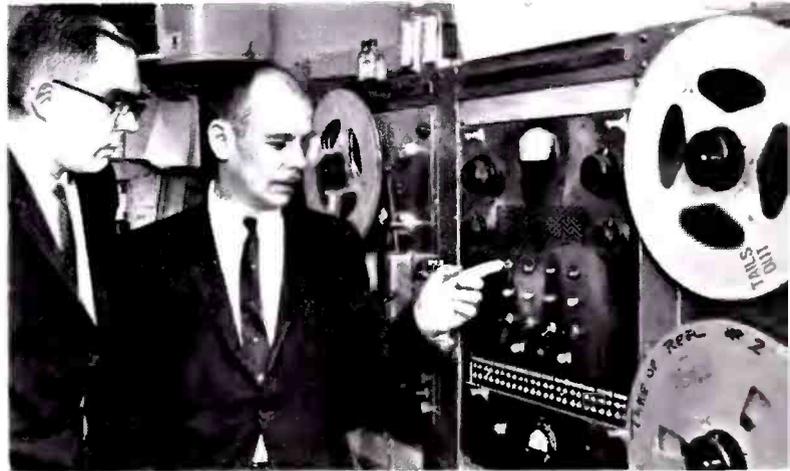
5. Ayer agency oversees recording; announcer Cy Harrice uses "instrument of immortals" tag created in 1920's



2. Basic programing is duped from records to tape at Washington headquarters of Heritage-IGM Co. Tape service enriches programing on small stations by giving them access to a library of 30,000 records



3. Completed music tapes are ready for shipping to station. Nine two-hour tapes are backbone of one day's program at WLOL-FM, although local live shows also are important



7. Client Schmitt sees Ampex reel containing his spots; campaign runs five times weekly throughout the year, helps to promote local and visiting symphony orchestras

8. Local merchandising pays: Steinway reports "good sales on Im; we're expanding the effort"



6. WLOL announcer John Knight blends plug for local dealer with tapes from Heritage and Steinway

Quality with economy: Although most am and fm stations now use semi-automatic equipment in some part of their operation, few as yet are as completely automated as WLOL-FM. Station has only two full-time staffers, plus two half-time helpers from its am sister. President Larry Bentson claims that heavy use of pre-recorded programs means "we have been able to maintain high standards of quality with a product that is not easy to see. At the same time, we've stayed in the black financially (on-air, 1957) by avoiding costly 'extras' and by selecting our objectives carefully." In addition to its advertisers, the station also makes money from multiplex service to subscribers.





New show has proved that format plus show-biz appeal

Alumni Fun is new show on ABC, for Cyanamid. Producer John Cleary (l, with m.c. John McCaffrey) also developed *College Bowl* for GE. *Fun*'s format is similar but has adult panelists: it stresses entertainment as well as erudition

Cyanamid steps into network tv

- ▶ **Chemical giant slashes its print budget**
- ▶ **\$500,000 test with new ABC show**
- ▶ **Corporate I.D. coupled to a hard-sell**

American Cyanamid advertising moved in a new direction last week as the company launched sponsorship of a program on ABC TV to sell both corporate image and products.

Though money's no problem (AC is a top 100 advertiser), the

chemical giant chose to finance its tv venture by slashing a budget previously earmarked for magazines.

The change is significant, because a prime Cyanamid objective is to erect a corporate umbrella under which its divisions may sell.

This type of package is what national magazines claim they best deliver.

The point is being tested in a 14-week run on ABC, Sunday afternoon, 4:30-5 p.m. Chosen vehicle is brand new: *Alumni Fun*, a quiz-entertainment show built specifically to AC's needs.

A direct sell. Those needs demand a superior audience, including community leaders, plus a healthy leavening of young folks; the whole with an active interest in higher education. Viewing has not only to be upper-dome, but also big

enough to accomplish a direct sell.

By developing its own program, plus a canny timebuy on ABC, the company hopes to march partway toward these mixed objectives on an initial budget of around \$500,000. Cyanamid's corporate ad director, Warren Highman, says the campaign "looks like it's doing everything we'd hoped for."

One of those hopes is making the parent as familiar as its products. Cyanamid earned \$650 million last year (as the 73rd largest U. S. company), yet is almost unidentifiable by the average consumer. But the same consumer's daily life is buttressed and supported by AC's basic contributions to his feeding, shelter and clothing, and his physical well-being.

His food is nourished by Cyanamid fertilizers and protected by AC pesticides—a group promoted via the nation's biggest farm-ad budget. (See SPONSOR 5 February 1962.)

His suburban ranch-style is built, held together and tinted with AC plastics, laminates, and paint-bases. His wife goes shopping in a dress made of acrylic fiber (Creslan); unpacks the groceries on a decorative laminate sinktop (Formica). His children are protected against polio and measles by Lederle vaccines and, whenever anyone gets a



Return to the pitchman
Stand-up selling by Bill Shipley will aid new synthetic. Cyanamid is bucking stiff competition of older du Pont fibers

shot of antibiotic, chances are one-in-three it'll be from the same laboratory.

The ad problem. Products which are themselves a household word—such as Formica—have little consumer association with Cyanamid. This is a part of the advertising problem. Beyond it again is the vast world of industrial and organic chemicals produced by AC as the raw material for all American in-

dustry. As far as the ultimate consumer is concerned, most of this production is anonymous.

Cyanamid's new tv strategy hopes to remedy both of these defects. Tactics call for a combination of "look at us" corporate advertising, hyped by vigorous, hard-sell commercials for the better-known consumer products. Ad director Highman believes that one hand will rub the other, with AC benefiting from the viewer's discovery that the sprawling chemical complex has a direct daily meaning for him, and some of the individual products also getting a new glamour-by-association.

"The last thing we want," says Highman, "is some sort of pie-in-the-sky for Cyanamid. This is a hard, cold, commercial property."

Some of the products to be boosted are Melmac dinnerware, Creslan fiber, and Formica. Concepts to be developed include AC's involvement in public health, basic research, and industrial service.

Double objective. The company is thus using television to promote itself in some bitterly competitive areas (direct consumer opponents include Monsanto, du Pont, Allied Chemical, Westinghouse, St. Regis, Pfizer—all users of airtime).

It's also trying to salve some pain-

Tv share of Cyanamid's ad spending is growing steadily

	Total measured media spending	*Net tv	**Spot tv	Total tv	% tv
1958	\$5,308,963	0	\$200,510	\$200,510	3.8
1959	\$5,469,766	0	0	0	0
1960	\$6,578,043	\$280,976	\$ 50,770	\$331,746	5.0
1961	\$6,603,521	\$724,052	\$ 47,970	\$772,022	11.7
1962 (9 months)	N.A.	\$630,367	\$ 32,370	\$662,737	N.A.

*Source: TVB/LNA-BAR. **Source: TVB/Rorabaugh.



Brand names help make company understood

Promotion of well-known names, like Formica, does more than sell product. Tie-in to corporate advertising helps create sharper image of Cyanamid activities

fully sensitive regions (like all major drug manufacturers, AC is still smarting from recent FTC and Congressional probes; and is acutely aware that its complex activities touch government and community life at almost every level).

To pull off this double-header, the New Jersey corporation had originally planned to invest about \$1,000,000 in corporate advertising. Last year's schedule included ads in *The New Yorker*, *National Geographic*, *Scientific American*, *Wall Street Journal*, and *Barron's*. This year, about half the same kitty is being invested in the first, trial run on television, and print plans are being kept fluid until some broadcast results are in. Though no one's saying, the bet is that Cyanamid will renew and maybe boost its tv

budget for the second half of the year, providing hopes are realized.

By participation in the 14-week run, AC divisions get network exposure that wouldn't otherwise be possible. Formica already has a total ad/sales promotion budget of around \$2 million; Creslan is spending about \$3 million (has yet to catch up to some competitors, in consumer identification), and Melmac has about \$1 million.

(Creslan was promoted on tv last year by participations in CBS' *Eye-witness*.)

These divisional appropriations are not affected by the new corporate campaign. But for the equivalent of a few percent of the divisional budgets, each product gets a crack at network time—and a sharpened edge in merchandising

its product to dealers.

Program format. There's no benefit, of course, unless the new show clicks. *Alumni Fun* has two teams: each is a mixed bag of notable and known ex-students. In last week's premiere, commentator Howard K. Smith, novelist Charles Dufour, and tennis player Ham Richardson (Tulane) were matched against footballer Eddie LeBaron, Chock Full O'Nuts v.p. Jacob Rosenthal, and U.S. Mint Director, Eve Adams (George Washington).

Any resemblance between *Alumni* and General Electric's *College Bowl* is strictly deliberate. Cyanamid was impressed by GE's success in attracting a selective audience and in selling both products and a corporate personality. *Alumni* is produced by John Cleary, whose package company also conceived and delivered *Bowl* to GE. (The client brought in the show to ABC. *Alumni* appears one hour ahead of *Bowl*; interplay of audience on ABC and CBS will be matter of interest to both networks. A recent analysis of *Bowl's* audience composition was: 12% under 12 years; 10%, 13-17 years; 20%, to 39 years; 58%, 40 years and over.)

Campaign planning is handled by Dancer-Fitzgerald-Sample agency, through account supervisor Ray Gorski. Cyanamid's \$1,750,000 agricultural chemicals account was gained by Dancer, from C&W, in 1961; corporate advertising also was shifted to the same shop from Erwin Wasey Ruthrauff & Ryan in a later move.

Breck acquisition. Currently up in the air are other big broadcast accounts, which may shortly come from new divisions of Cyanamid. The company is negotiating for the New England toiletry concern of John H. Breck, and also is trading for the Dumas-Milner Corp., Mississippi-based manufacturers of household preparations Copper-Glo, Perma-Starch, and Pine Sol.

The Breck lines, via Reach-McClinton and N. W. Ayer, spend 60% of their ad budget in tv and have \$3 million riding on ABC's *Going My Way* series (see SPONSOR, *Please turn to page 49*)

Broadcasts to originate at '64 Fair

- ▶ **World's Fair to have 26 origination points**
- ▶ **Tv/radio advisors directing installations**

Leading origination point for special television and radio programs in 1964 and 1965 more than likely will be the billion-dollar World's Fair in Flushing Meadow, New York. This development has been made possible by the cooperation given by the World's Fair.

And to facilitate handling of radio and tv programs from the fair grounds, a TV-Radio Industry Committee to the World's Fair, working in an advisory capacity, has helped bring about the most extensive arrangements for coverage, unlike those developed for any

previous fair. Starting from scratch two years ago, the industry group has pioneered in four areas with World's Fair executives. They are: engineering, operations, labor relations and programing.

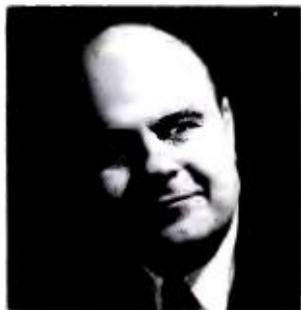
26 basic points. As a result of these combined efforts, tv broadcasters and advertisers will have at least 26 origination points on the fair grounds where color mobile units can be brought to present "live" broadcasts. In addition to the 26 basic origination points, it is also expected that some major exhibitors will establish origina-

tion points.

Among major advertisers who will have exhibitions are: Brown & Williamson, Ford, Chrysler, General Motors, Coca-Cola, du Pont, Greyhound, U. S. Rubber, Seven-Up, RCA, General Electric, S. C. Johnson, Eastman Kodak, Pepsi-Cola, Scott Paper, and others.

William Berns, vice president, communications for the Fair, worked in cooperation with the advisory committee for the industry headed by George Heinemann of NBC. In addition to the three networks, the committee also includes representatives of the N. Y. Telephone Co., WINS, WNEW, WNYC, and WOR, New York; WNDT, Newark, and the U.S. Information Agency. In addition to the full industry group, a "Minute

(Please turn to page 49)



Heinemann

TV-Radio Industry Committee to World's Fair

Chairman—George Heinemann NBC

Recording secretary—Frederick J. Schuhmann ABC

ABC	Irving Novick Frederick J. Schuhmann Joseph E. DeBonis	WINS	Bert Cowlan
CBS	Walter Pierson Robert Wilson "Biff" Bates	WNDT	G. Edward Hamilton Richard Heffner Frank Leicht
CBS News	Al Raymond Don Hamilton	WNEW	Lew Hicks W. D. Kelly
NBC	E. Stolzenberger George Heinemann John B. Rogers Stan Aiges	WNYC	Seymour Siegel Henry Wei
N.Y. Telephone Co.	Raymond F. O'Pray	WOR	George B. Riley Orville J. Sather
		USIA	Howard Maier

Creating a commercial for television from start to finish



1. The idea takes root

Manoff agency executives on the Fels account gather at the Fels offices in Philadelphia to discuss a commercial for Gentle Fels liquid detergent. Above are (clockwise) Ken Carlson, senior v.p., account supvstr.; Grant Keeler, Fels product supvstr.; Jim Harvey, agency president; Richard K. Manoff, agency founder and chairman; Jim Milne, Fels manager, promotion and planning; Tom Swan, a.e. (back to camera)

At 2 p.m., Wednesday, 16 January, a 20-second Gentle Fels commercial appeared on WJBK-TV, Detroit. From the first discussion of the idea to the appearance of the commercial on the television screen more than 100 people were involved at Fels & Co., Richard K. Manoff advertising agency, Olmstead Sound Studios, Robert H. Klaeger film producers, Storer Television Sales, and the station.

The story behind the production of the announcement and the organization and work involved is told through pictures. The people and the companies are specific, but the sequence of creation, the vast number of people, the amount of planning, and the months of work necessary before the 20-second spot appears in the tv home, are universal.



2. The creative department is informed

Back at the agency, copy supervisor John Cook (l) looks over the plans brought back by Tom Swan. Marketing objectives, creative goals, and budget, determined in Philadelphia, act as guidelines for interpretation

3. Storyboards are begun

Avery Chenoweth, tv art director-producer on the Fels account, sketches the plan as Cook explains proposals. Chenoweth's assistant, Thayer Bice, looks on. Many ideas are worked on before the storyboard is completed





4. Experimenting in the agency with still camera

Chenoweth tries out some ideas by using agency photographic equipment. Virginia Gannon of the traffic department doubles as hand model. Here she shows that Gentle Fels is easier on hands. New ideas may result from this method



5. Agency proposals are approved

Fels executives and Manoff account men meet again to go over creative suggestions of the agency. Keeler and Milne (l) of Fels discuss a point with Jim Harvey (standing), agency president, who also acts as creative director



6. Timebuyer checks availabilities

Yolan Toro, timebuyer at Manoff, checks availabilities. While commercial is in production she will work with the media director and complete orders to the networks, stations. Gentle Fels used about 175 stations in 1962



7. Agency president writes music

Lyrics and musical arrangements are conceived by Jim Harvey and worked out with Ralph Burns, noted arranger of "No Strings," "Little Me," other Broadway hits



8. Ahead with production

After the musical arrangements are completed, they are recorded along with announcer voice at a sound studio. Olmstead engineer (r) works with agency producer



9. The filming is begun

Director of cinematography for Robert H. Klaeger Associates (r) discusses film techniques to be used for Gentle Fels spot. Chenoweth checks light contrast. About six weeks are required for filming, editing

Production, media planning may take many weeks and involve scores of people



10. Completed commercial is presented

At agency screening room the finished 20-second commercial is shown to the client before it is sent out. Films are then mailed to stations through traffic department and scheduled for appearance



11. Stations receive films

Films of the commercial arrive at the stations and are filed. Looking over the film above is Seymour (Hap) Eaton, general sales mgr., WJBK-TV, Detroit

12. The commercial appears on tv

Mother and children watch the Gentle Fels 20-second commercial. Seated are Mrs. Helen Faris and her two children





Issued every 6 months

2ND HALF, VOLUME 16

JULY THROUGH JUNE, 1962

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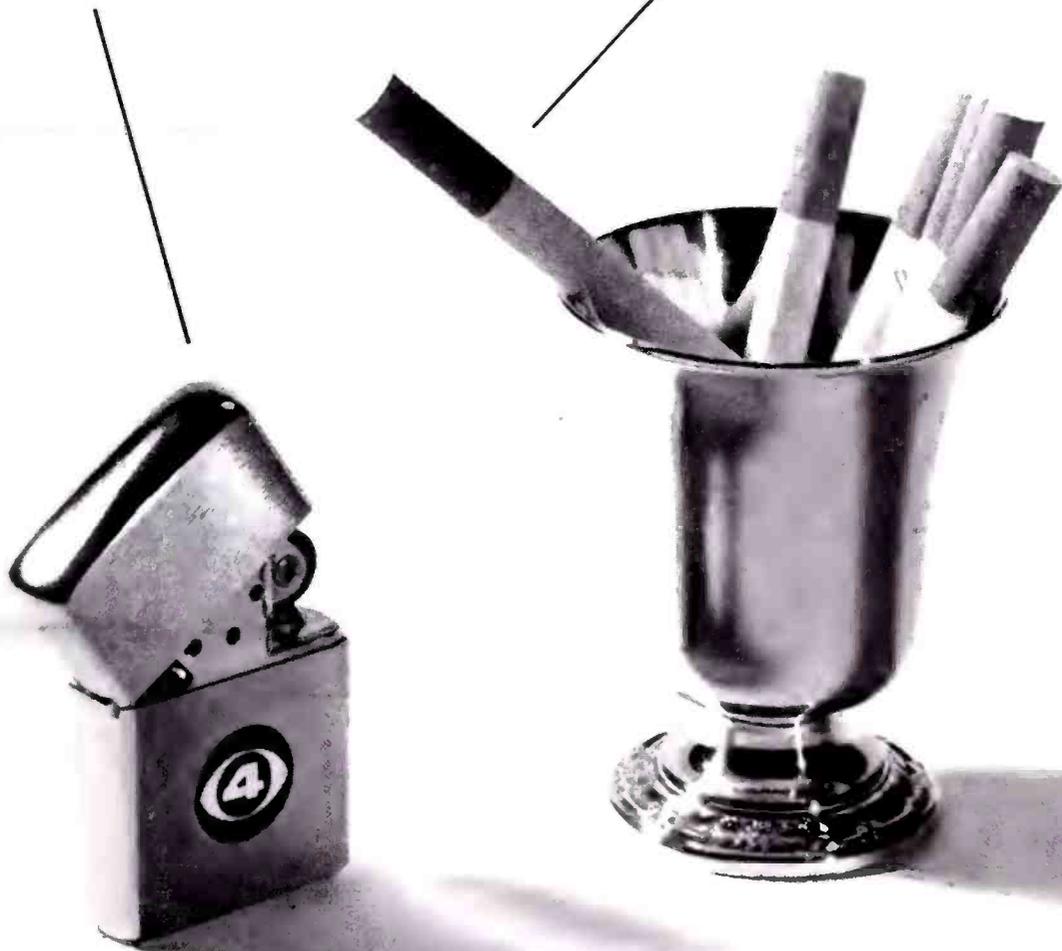
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"I don't know
what I'd do
without you."

"I'm carrying
the torch
for you."



WJXT puts your name on everyone's lips in the *total* North Florida/
South Georgia regional market. The tidy lead of 30% more homes
reached *inside* Jacksonville expands to a thundering 210% more homes
outside the metro area! More people. More efficiency. More value.

Represented by TrAR

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JACKSONVILLE, FLORIDA
POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

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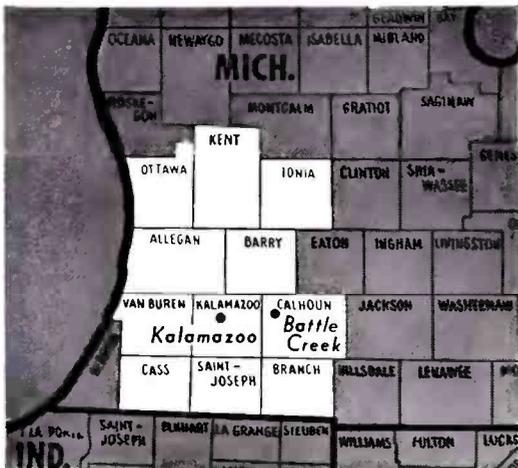
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YOU MAY NEVER EAT THE OLDEST CANNED FOOD* —

**BUT... WKZO Radio Moves Shelf Goods
in Kalamazoo and
Greater Western Michigan!**

**WKZO RADIO MARKET
COVERAGE AREA • NCS '61**



Something to chew on: NCS '61 credits WKZO Radio with more circulation than *any* radio rival in Greater Western Michigan—with 40.4% more than all other Kalamazoo stations *combined*.

More food for thought: the 6-county Pulse of Sept., '62 shows WKZO Radio outrating *all* competitors in 358 of 360 quarter-hours surveyed—dominating *all* hours surveyed, in total listening and adult listening.

Finally—Greater Western Michigan is a *growth* market. Sales Management has predicted that Kalamazoo will outgrow all other U.S. cities in personal income and retail sales between 1960 and 1965.

Get *all* the amazing facts from your Avery-Knodel man!

**Roast beef canned in 1823 (and salvaged from H. M. S. Fury) was opened in 1958.*



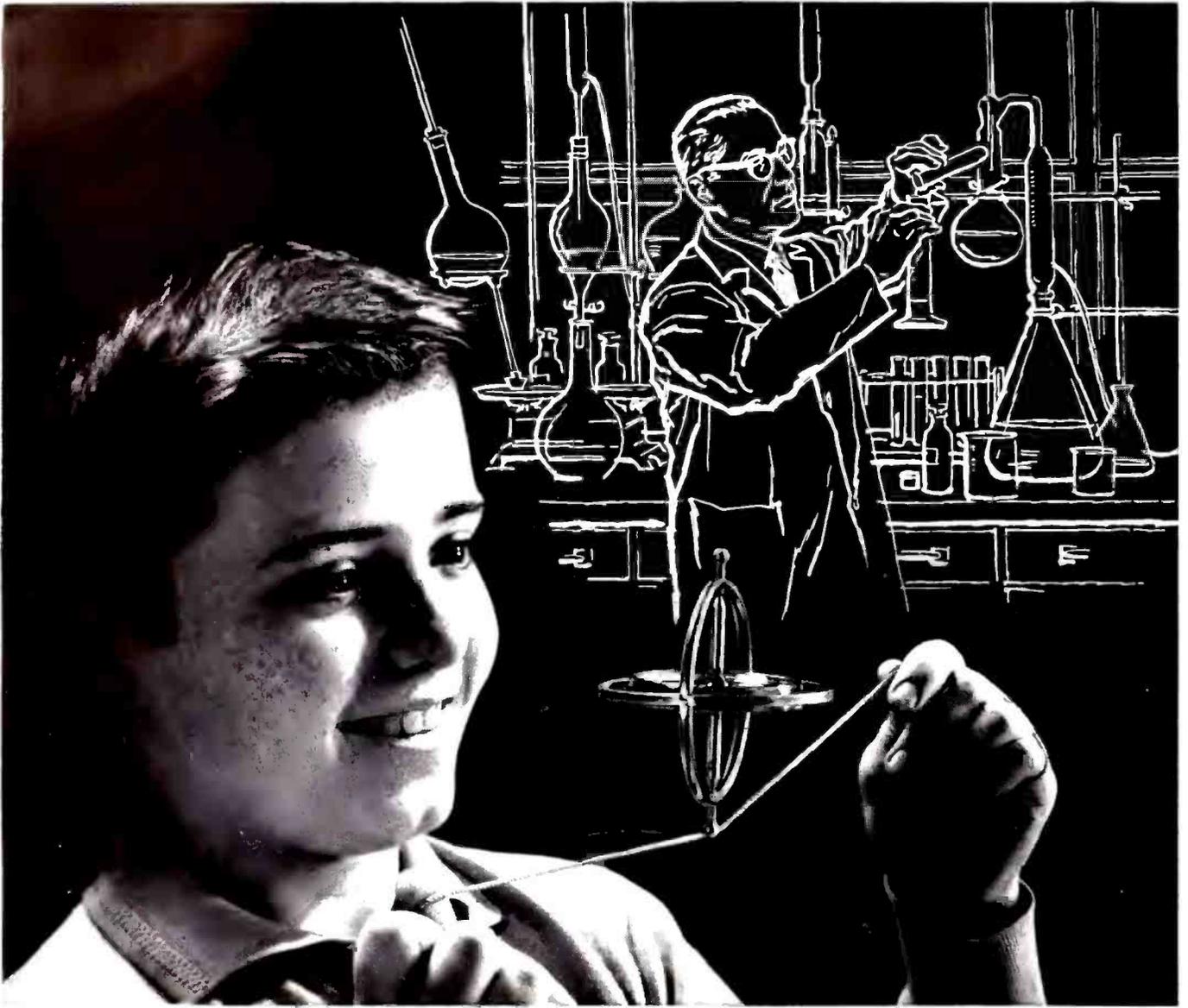
The Feltzer Stations

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

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

WKZO

**CBS RADIO FOR KALAMAZOO
AND GREATER WESTERN MICHIGAN**
Avery-Knodel, Inc., Exclusive National Representatives



The Future of Your Business

MAY DEPEND UPON HIS EDUCATION

The young mind which today discovers an old principle may someday reveal a new one capable of revolutionizing your business and creating undreamed of growth. But this is possible only if he gets the finest education we can offer.

By the time today's youngsters are ready for college, business and industrial technology will be even more complicated and will require many more trained specialists. To fill this order we must provide our young people with the best possible college educations.

Unfortunately many colleges are already overcrowded. In ten years applications are expected to double. We will need more and better college classrooms and libraries, more efficient college laboratories, and additional top-quality professors. *You can help assure your own future by helping the college of your choice.*

If you want to know what the college crisis means to you, write for a free booklet, "OPEN WIDE THE COLLEGE DOOR," to Higher Education, Box 36, Times Square Station, New York 36, N.Y.



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TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

It's a real happy New Year for former Norman, Craig & Kummel buyer Stan Yudin. Stan, who parted company with NC&K some weeks ago after a year-and-a-half buying on such accounts as Hertz Rent-A-Car, Chesebrough, Dow Chemical and Colgate, is active again in the New York timebuying arena. He joined Hicks & Greist early this month. At presstime, there were no commitments as to his current account assignments.

Still on the availability list: Former Hicks & Greist buyer, Mort Reiner and Fred Koppelman, last of Elkman, Philadelphia.

Latest one to join the "at liberty" brethren: Compton's Dave Newman. Dave, who bought on Duncan Hines there, quit the agency early last week.



Dallas timebuyers get the message

Tracy-Locke's (Dallas) Glenna Tinkler and Tommy Thompson (r) were first to receive personal invitation from Miss KVIL Winter Carnival (l) to participate in a ski weekend at Crested Butte, Colo., as guests of radio station KVIL, Dallas. Assisting in the presentation is KVIL's v.p. Joe Wolfman (c).

And in the agency-hopping dept.: Donald E. Leonard, former Fuller & Smith & Ross v.p., director of media, and director of F&S&R International, joined Kudner, New York, as v.p. and media director. Kudner's new media head was with W. B. Doner, Baltimore, before he joined F&S&R, and earlier, broadcast media buyer and supervisor at McCann-Erickson, New York.

Promotion dept.: At Norman, Craig & Kummel, New York: Mike Stern was upped to assistant buyer on Goddess Soap, and Larry Hoffman to assistant buyer on Colgate.

Oops is our face red dept.: Joe Btfsplk (with all due respect to cartoonist Al Capp), that innocent dispenser of calamity, made an unscheduled call to SPONSOR's printer's shop and rearranged the type in
(Please turn to page 46)



According to news reports, a Mr. George E. Smith from Normal, Illinois has discovered that a patch of corn he treated to a continuous program of music grew much better and faster than other patches.

The reporters apparently think this is astounding news, and maybe it is, considering they're talking about corn, but at WEZE we've always known it was true about people. Not that we'd go so far as to suggest that WEZE listeners are taller and healthier than other people, but they certainly are in the right mood at the right time to respond in the right way to your advertising message. Listening to our soothing selections from The Wonderful World of Music in the evening gets them pleasantly relaxed after a hectic day, and the lively, up-and-at-em music we play in the morning gets them wide awake and enthusiastically interested in whatever you want to tell them. Our morning service announcements help, too—brief, useful bulletins on the weather, traffic conditions, local and national news, and other information that gives them a cheerful head-start on their sleepy co-commuters.

Are you telling your message to people who are really listening? Try WEZE and see what a difference it makes.



Sincerely,

Arthur E. Haley

Arthur E. Haley
General Manager

Other Air Trails stations are:

WIZE	WKLO
Springfield	Louisville
WCOL	WING
Columbus	Dayton
WRIT	
Milwaukee	

JACKSON, MISSISSIPPI
WJTV CH. 12

OVER
 350,000
 TV HOMES



OVER
 430,000
 AUTOMOBILES

1615 Ft.

JACKSON, MISSISSIPPI

TRENDEX ASKED:*

Which station are you listening
 to/have listened to?

WASHINGTON ANSWERED:

WWDC.....	21.4%
Station A.....	17.2%
Station B.....	16.9%
Station C.....	16.3%
Station D.....	14.0%
Station E.....	9.7%

*Based on completed interviews in 2,598 homes, Sept. 9 to 20, 1962. Additional demographic material available. Contact WWDC or your John Blair man.

WWDC RADIO
 WASHINGTON, D. C.
 represented nationally by John Blair Co.

TIMEBUYER'S CORNER

Continued

last week's column dealing with the item concerning BBDO's Mal Ochs. Btfsplk (for correct pronunciation, better check Capp), with his usual uncanny talent for creating havoc, misspelled Mal's last name to read as Oakes, and twisted the type around to report that Mal came to BBDO's New York office from McCann-Erickson, Minneapolis, instead of BBDO, that city. We apologize to Mal for Btfsplk's meddling and hope this sets the record straight.



Ellie Nelson

Vignette of a couple of restless timebuying souls: Two of San Francisco's (and the West's) best known and most popular timebuyers got the wanderlust last fall, resigned their jobs, and struck out on a "see the world" tour. The duo, Elenore "Ellie" Nelson and Peg Harris. Ellie quit her job as timebuyer for J. Walter Thompson's San Francisco office (after six-and-a-half years), turned over the lease on her Clay Street sun-deck apartment to John E. Pearson (who coincidentally took over SPONSOR's western operations at that time), and headed for Continental Europe. Ellie spent four months "living it up" in the Scandinavian countries, visiting relatives in southern Sweden where her parents were born; lingered in Norway, England, Paris, and Switzerland and then spent three weeks in Italy, where, as Ellie puts it, she "just plain ran out of money." Returning last month to San Francisco, Ellie got back into the timebuying swim as a media buyer for the San Francisco office of Botsford, Constantine & Gardner. Her JWT post was taken over by Mrs. Colleen Mattice, last with the Western Pacific agency of Seattle.



Peg Harris

And Peg: Two short months after Ellie headed for Europe, Peg shook up the San Francisco ad world by handing in her resignation to Guild, Bascom & Bonfigli, after 10 years as a top media buyer there. Declaring that she would be gone for "at least a year," Peg boarded a freighter in San Francisco, cruised down to Los Angeles, through the Panama Canal and the Caribbean; wound up in London and rented a small car for a leisurely tour of England, Ireland, and Scotland. Peg met her sister, Fran (of Bozell & Jacobs' New York office), in London for a visit, and then took off for Continental Europe. After hitting the high spots in France, Belgium, Switzerland, etc., Peg then plans to "settle down for a spell" in a rented villa just outside Rome for the balance of 1963. Envious friends back in the States who are the recipients of numerous colorful postcards and letters can only sigh, "What I wouldn't give to carry her cameras for her. . . ." When the year is out, Peg plans to return to San Francisco and, no doubt, get back in the agency swing. In the meantime, back at GB&B, no one has been named to succeed her. Instead the department personnel were merely reshuffled to take up the slack but GB&B's "door will always be open" when and if Peg ever returns to S.F. It's a boy! dept.: For Compton's (N.Y.) Frank Kemp and for J. Walter Thompson's (NY.) Lou West.

PERSON-TO-PERSON...a new concept in continuous radio pleasure . . . total radio for the whole family, individually programmed for people, to people. No "paper dolls," SWANCO STATIONS effectively reach the people who buy, because they're "person-to-person." People who listen, like it . . . people who buy it, love it!



SWANCO

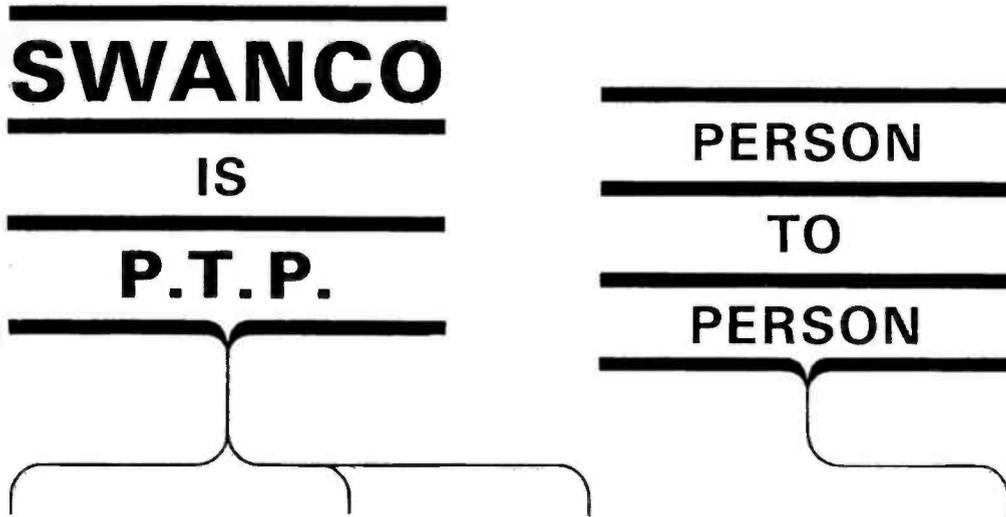
IS

P.T.P.

PERSON

TO

PERSON



THE JOHN BLAIR  STATION

KRMG
TULSA,
OKLAHOMA

KIOA
DES MOINES,
IOWA

KQEO
ALBUQUERQUE,
NEW MEXICO

KLEO
WICHITA,
KANSAS



robert e.
eastman & co., inc.

THE PUBLIC'S INTEREST IN PRIVATE PROFIT

“Public interest” and “private profit” . . . two phrases often used, particularly in broadcasting, and sometimes thought to be conflicting and incompatible. Corinthian believes them to be inseparable and completely compatible.

Profit is the mainspring of this country's economic system, a system we have chosen to best serve most of the needs and wants of the people. It provides our lipsticks and our locomotives, our matchbooks and our magazines, our baby bottles and our broadcasting.

The purpose of the competitive profit system is not to enrich the few, but to responsively serve the many. Those who serve best profit most. This is the incentive which encourages people to build better mouse traps . . . to operate more efficiently . . . to try to guess what the consumer will want tomorrow and the day after tomorrow.

At the heart of the profit system is a simple idea: most needs are best met by letting the people themselves make their own decisions . . . the free choice of those who use and the competitive response of those who produce. The alternative is a master plan developed and directed by government, a solution now being questioned even within the walls of the Kremlin.

Corinthian believes that this competitive profit system, although less than perfect like every human institution, has served us all well. It has provided an unparalleled standard of living and contributed importantly to the maintenance of individual freedom.

In our judgment, “private profit” is clearly in the “public interest.”

Responsibility in Broadcasting

THE CORINTHIAN

CYANAMID ON TV

(Continued from page 32)

22 October 1962).

Dumas-Milner is also a heavy time buyer: in the last measured year had \$100,000 in radio and \$1.5 million in tv, through Chicago's Post & Morr.

Cyanamid's projected broadcast spending could thus be around \$8 million.

Its first big move into tv reveals American Cyanamid and its advisors as shrewd bargainers (ABC was signed only after a year of quiet sifting) and resourceful programmers. Since the company announces it is moving further into consumer manufactures, it may become an important new factor on the broadcast scene.

WORLD'S FAIR

(Continued from page 33)

Man Committee" has been at work with architects and other planners to advise exhibitors. The subcommittee includes Heinemann, Schuhmann, Walter Pierson of CBS, E. Stolzenberger of NBC, and Walter Giebelhaus, assistant chief engineer of the World's Fair.

Mobile access. When the committee first started work two years ago, a mobile unit couldn't come on the grounds until after midnight and could not leave until after midnight the following day, tying up equipment over lengthy periods, Heinemann points out. Now, access has been provided on the main thoroughfares used by the buses so that any of the 26 origination points can be reached during the day.

Request for the advisory committee was initiated by the World's Fair itself in order to work out problems ahead of time.

Since the fair grounds are spread over 616 acres and will include some 70 foreign exhibits, 75 national, five religious, 45 states and a host of others, the problems were considerable. Each of the origination points was established so that any point on the fair grounds could be covered by "live" television. Miles of co-axial cable alone are now in process of being placed to achieve this.

Another key provision was power

for the mobile units at the origination points. To meet the need, 45 kw power will be available at the 26 points to handle mobile units, Heinemann reports.

Each of these origination points will be available to all broadcasters.

The committee also served in an advisory capacity to the World's Fair in making plans for the Press and Communications Building on the grounds which will serve as headquarters for the various media.

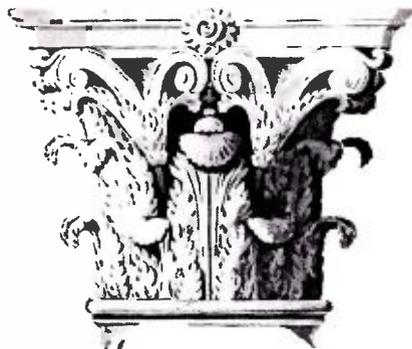
Programs in works. With preliminary plans now complete, networks and others are proceeding to develop news, specials, and documentary programs from the fair as well as making preparations for the origination of regular programs at various times. None of these plans have been completed as yet, sponsor learned last week. But many are anticipated in view of the large number of large advertisers who will be exhibitors.

A highlight of the plans is a television link between the fair and Lincoln Center which will be nearly completed by the time the fair opens on 22 April 1964.

The Radio Corporation of America, in addition to being an exhibitor, is involved in closed circuit broadcasts on the fair grounds. RCA will make available to all exhibitors color television sets and will cover many of the key events each day through the system. With such an arrangement many of the more than 70 million persons who are expected to attend the fair will be able to view the outstanding events taking place through closed circuit television.

And United States Steel, a veteran user of broadcast media, is both the builder and contributor of the symbol of the Fair, the Unisphere which will be a major attraction in the center of the grounds. The Unisphere is tied to the overall theme of the Fair, "Man's Achievement in an Expanding Universe." The industry committee will continue to function as the needs arise.

With Berns and Giebelhaus, other key World's Fair executives in the broadcast area are General William Whipple, chief engineer; Judge E. C. Maguire, labor consultant; and Arthur Schneider, tv/radio consultant.



KHOU-TV
HOUSTON



KOTV
TULSA



KXTV
SACRAMENTO



WANE-TV
FORT WAYNE



WISH-TV
INDIANAPOLIS

WANE-AM
FORT WAYNE

WISH-AM & FM
INDIANAPOLIS

Represented by H-R

STATIONS

CARTA tackles ad ethics, responsibility

Disagreement as to who should accept the responsibility for "truth" in advertising keyed the CARTA (Catholic Apostolates of Radio, Television, and Advertising) conference 12 January at the Commodore Hotel in New York.

The ethical responsibilities inherent in the multi-million dollar advertising business frequently bounced back and forth between the FCC, the broadcaster, the ad agency, the advertiser and, more basically, the home, the school, the church, and finally, the individual.

Most important, perhaps, was the meeting itself, which showed an individual as well as collective conscience on the part of the advertising industry, and a willingness to reach solutions through the weaving of an intellectual tapestry.

Each of the ten panelists, and the featured speaker, Senator Eugene McCarthy of Minnesota, differed in their opinions as to which groups bear the primary responsibility for advertising. Here are some of the positions taken:

Senator McCarthy: "Only the practitioners in the industry can set and achieve a goal of true and lasting excellence. The communications field imposes a special responsibility for self-discipline. Unless the professions assume greater responsibility, they will be increasingly subject to negative legislation."

Henry Schacte, management committee, Unilever Ltd.: "What we need is a more objective view of advertising by those who seek to take control away from the advertisers themselves."

Clay Buckhout, v.p., Time, Inc.: "All segments of the industry share responsibility, but their responsibilities are different. The most effective rules are those set down by the people themselves. The public can lay down the ethical standards it feels it must have."

Robert E. Lee, commissioner, FCC: "The consumer must make the final choice. He is the censor and also the cash register. The advertiser's responsibility is to sell, but this doesn't mean he has the right to do it in an inappropriate manner. The first responsibility to the station is to stay in the black, so it is in a position to carry out other responsibilities."

Edmund Blake, v.p., P. W. Brook & Co., investment bankers: "Advertising's responsibility is a vast grey area. We should strive to have maximum respect for the advertiser, and not maximum restriction. I'd rather see only broad outlines made by government."

James Stabile, v.p., associate general attorney, NBC: "The advertiser should accept full responsibility. The agency has dual responsibilities: to please the client and maintain image and believability to

the public consumer. Any plan calling for group action is questionable. The government should not define even broad outlines. It is inappropriate for government."

Peter Allport, president of ANA: "Advertising is persuasive communications and the responsibility ultimately goes back to the advertiser. However, there is no alternative to the individual's responsibility."

James Schule, v.p., director, BBDO: "It is the agency's responsibility. No agency will be in business long if it misleads the American people. You cannot substitute regulation for ethics. If you do, ethics will soon disappear. Treat us like the rest of man and we will continue to contribute to the welfare of this country."

Martin Mayer, author of "Madison Avenue, U. S. A.": "We don't have a grey area of responsibility. Each individual has the fluid line



Who should assume the responsibility?

Robert E. Lee, FCC commissioner (c), discusses the FCC role in the responsibility for truth in advertising. With him are Dean Clarence Walton, Columbia University School of Business (l), a member of the panel; Arthur Hull Hayes, president of CBS Radio and CARTA conference chairman

of his own conscience. The consumer has no responsibility as he is the recipient with no ethical involvement. I would talk less of organization and enforcement codes than individual values. Therefore, I am interested in the church's influence on self-analysis."

Rev. Thomas M. Garrett, S.J., professor of ethics, Scranton University: "While the primary responsibility is on the advertiser, all others share the responsibility. Advertising people suffer from a bleeding guilt complex and need to develop a real sense of pride."

Advertisers

One of the largest broadcast advertisers to face FTC censure in a long while, American Home Products has been charged with falsely advertising its ingrown toenail remedy "Outgrow."

According to experts in the field, the product will have no significant effect on pain or infection, nor will it cure or offer relief for ingrown toenails. In fact, some testified that its use may have aggravated the condition in some patients.

Specifically cited were "Outgrow" tv commercials.

In an initial decision, FTC ordered AHP to stop making false claims and using a deceptive trade name.

The decision is not final and may be reviewed by the Commission.

The Advertising Research Foundation has appointed a 17-man tripartite committee to consider ARF's future research program.

Lyndon O. Brown, Dancer-Fitzgerald-Sample, is the chairman.

The other members are: Peter W. Allport, ANA; Richard J. Babcock, Farm Journal; Julius Barnathan, ABC; Rex M. Budd, Campbell Soup; John Crichton, 4A's; Frank W. Mansfield, Sylvania; A. Edward Miller, McCall's; W. Parkman Rankin, This Week Magazine; Paul E. J. Gerhold, Foote, Cone & Belding; Arthur Hull Hayes, CBS Radio; John D. Henry, Procter & Gamble; Leonard Kent, Needham, Louis & Brorby; John H. Kofron, Chilton; Robert

C. Sorensen, D'Arcy; Ray Weber, Swift & Co.; Cyrus G. Young, Ford Motor.

Network tv is the mainstay of a multi-million dollar launch which Colgate-Palmolive is waging for Ajax Floor and Wall Cleaner.

The first powdered household cleaner with ammonia, the heavy duty cleanser is not competitive with another new Colgate product, Ajax All Purpose Cleaner, a liquid cleanser.

Norman, Craig & Kummel is the agency.

Schick is using both network and spot tv, in addition to other media, to announce its exclusive use of electric shaver heads of surgical stainless steel in its 1963 line.

The use of stainless steel was pioneered by Schick last year.

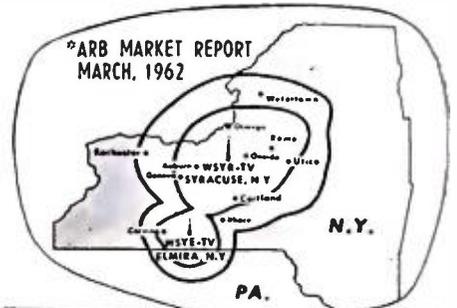
Dr. Charles G. Mortimer, Chairman, General Foods, told the second Industrial Conference on research at Stevens Institute of Technology that business and higher education must realize their mutual dependency.

He said that education provides the best manpower to business, while the latter, as in the case of public education and private grants, financially supports education.

Here & there: "The Advertising Citizen of the West for 1962" will be named 15 February by the Western States Advertising Agencies Assn. Presentation of the award will be made by president Marvin Cantz at a special luncheon at the Ambassador Hotel in New York. The awards committee is headed by Doug Anderson of the Anderson-McConnell Agency, Los Angeles. Kai Jorgensen of the Hixson & Jorgensen agency was the 1961 winner . . . Entries closed 15 January for the third annual International Broadcast Awards competition sponsored by the Hollywood Advertising Club. The IBA competition honors the best tv and radio commercials broadcast any place in the world during the pre-

OVERWHELMINGLY THE LEADER* IN THE SYRACUSE MARKET

Delivers 50%*
more homes
than Station "B"



Get the Full Story from HARRINGTON, BIGHTER & PARSONS

WALA-TV 10

—the only Mobile station
providing city-grade coverage
to Mobile and Pensacola.

COMPARE COVERAGE

The Mississippi Gulf Coast, West Florida and South Alabama all get NBC Color from WALA-TV.

COMPARE COST

When comparing metro rankings, don't forget to combine the Mobile and Pensacola figures: the only NBC coverage in both cities is yours for the price of one on WALA-TV.

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

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



TALLEST TOWER ON THE GULF COAST



MOBILE - PENSACOLA

Agencies



Ayer, AT&T agency, launches Telstar exhibit

N. W. Ayer staffers adjust a model of the horn antenna located at Andover, a highlight of "The Telstar Story" now on view in the agency's Philadelphia galleries. Ayer handled Telstar advertising

vious year. Presentation by Thomas W. Sannoff, chairman, will be made 23 February at the third awards banquet to be held at the Hollywood Palladium.

What next?: Busy industry execs who jealously guard the remaining havens of retreat after a busy day on Madison Avenue—take note: there's a West Coast firm called Jet Board, Inc., which has come up with a "unique combination of hand dryer and advertising medium housed in a single unit and designed for use in washrooms." A push button simultaneously activates the hand dryer and a full color ad message on the 8" x 10" screen.

On the distaff side: The highest professional award given to women in advertising, the 1963 Advertising Woman of the Year will be selected by a panel of judges and feted on 16 June in Atlanta during the opening ceremonies of AFA's 1963 National Convention. Nominations may be submitted to any AFA-affiliated Ad Club for referral to the judges, and nominations must be received by 1 April.

Sweets appoints broker: Mailliard & Schmiedell, Los Angeles, has been named by Sweets Co. of

America and Rockwood Chocolate Co., a wholly owned subsidiary, for the sale of Tootsie Rolls, Tootsie Roll Pops, Rockwood Chocolate Wafers, Rockwood Chocolate Bits and a full line of candy and chocolate products to the grocery trade.

For distinguished service: Robert F. Reid, manager of marketing for the General Electric stations, walked away with the AFA silver medal for distinguished service to advertising.

Looking forward to: The Advertising Federation of America and the Advertising Assn. of the West Washington Conference. It's 5-6 February at the Statler Hilton Hotel and the theme of this year's confab is "Advertising Speaks to Government—Government Speaks to Advertising." Many members of Congress will be on hand.

PEOPLE ON THE MOVE: Sidney J. Shulins, director of marketing services of the American Metal Market Co., to the staff for committee operations of the ANA . . . Patty Cavin to manager, public affairs, RCA, in Washington, D. C. . . . David W. Hart to The Advertising Council as a campaigns manager, succeeding Morton B. White, resigned.

Broadcast advertisers interested in where they can get in-store display space will find the information compiled for them by the marketing department of BBDO.

The report, 288 pages bound in two volumes alphabetically by city and state, lists 396 radio stations and 85 tv stations that make super-market display space available to advertisers. It also notes where other display space may be available (i.e. drug stores), and lists the names of the cooperating stores.

Those interested may obtain a copy by writing to Louis Krul, Marketing Department, BBDO, 383 Madison Avenue, New York 17. Charge: \$5.

Van Camp Sea Food of San Pedro is shifting its Capt. Kitt Cat Food account from Cunningham & Walsh to Smock, Debnam & Waddell of Los Angeles.

More than 40 agencies had sought the account.

Change from C&W was decided upon when the agency decided to move its major departments from Los Angeles to San Francisco last fall and the Capt. Kitt account executive, Tom Scott, joined the new SD&W agency.

At Ayer in Philadelphia, there's currently a graphic illustration of how flexible agencies must sometimes be when a client introduces a new product.

The product is AT&T's Telstar satellite, for which Ayer handled the advertising. Now an exhibition which tells Telstar's story is on view at the agency (see photo). It runs until the first of February.

Display includes a full-scale model of the satellite, a model of the 16-story world's largest horn antenna, an animated graphic demonstrating the orbiting, tracking and transmission. There's also a five-minute film on the first transmission.

Los Angeles' newest ad agency made its bow New Year's week.

It's Anderson, Arthur & Morgan Advertising, located at 1717 North Highland Ave.

Principals are Robert F. Anderson, Harold "Red" Arthur and Raymond R. Morgan, Jr., who've been working together at the Walker Saussy agency in Los Angeles.

Some Walker Saussy clients will go with the new agency, as will a service agreement.

Other new agencies: C. J. Neugebauer, well-known former Chicago, Spokane, Seattle and Los Angeles agency executive, has opened his own shop, C. J. Neugebauer & Associates at 1213 N. Highland Avenue in Los Angeles. He'll specialize in public relations and specialty advertising . . . William Averill has opened an agency at 6269 Selma Avenue, also Los Angeles. Averill Advertising specializes in the building materials field. For the past three years, Averill has been vice president of R. H. Buss & Associates.

Agency appointments: Greater Boston Rambler Dealers Assn. to Harold Cabot & Co. . . . The Puerto

Rican advertising of Schick Safety Razor Overseas Co. to Robert Otto & Co., Puerto Rico . . . The Columbia Savings & Loan Assn. to Harold Walter Clark, Denver.

Literary note: Vic Ratner, veteran agency executive, is taking a year's sabbatical from the business to author an autobiographical novel.

New name: Brangham/Brewer & Holzer, of Los Angeles, from Brangham/Brewer. Change was made to include Lou Holzer as a full partner and senior vice president. For the past five years, Holzer's been senior vice president of Cole Fischer Rogow.

New quarters: Nelson Advertising Agency, Des Moines, formerly located for 10 years in the Masonic Temple building, has moved to a new home office located at 1511 Grand Avenue.

Top Brass: Bernard Kramer has been elected a senior vice president and director of Mogul Williams & Saylor.

New v.p.s: C. Hugh Branigan at The Manchester Organizations.

He'll head up radio and tv for the Washington and New York offices.

PEOPLE ON THE MOVE: Edward L. Traxler, Jr., to creative director of Howard H. Monk & Associates, Rockford . . . Gerald Reiner to senior project director and Lester Krueger to assistant project director of Audits & Surveys, consumer survey division . . . Ralph A. Carola to radio-tv director of Harold Cabot & Co. . . . Angelo Antonucci, to the Chicago office of Erwin Wasey, Ruthrauff & Ryan as a radio-tv producer . . . Dr. J. N. Peterman to the Minneapolis office of Campbell-Mithun as director of psychological research . . . Gordon Rothrock, vice president in charge of client service, Leo Burnett, has been named director in charge of client service of Burnett, Nicholson & Partners, Ltd., London, a Burnett affiliate . . . Sam Ross to copy chief in the Beverly Hills office of Cole Fischer Rogow . . . Robert H. Homan to account executive in the Vicks Vapo Rub and Vapo Steam group at Morse International . . . Russell S. Jones to account supervisor at McCann-Erickson, Los Angeles.

DYNAMIC GROWTH!

the Key to the
SOUTH'S FASTEST GROWING TV MARKET

Automobile Sales	\$307,199,000
Food Sales	\$263,498,000
Tv Homes	317,523

CROSS
ROADS
OF THE
SOUTH

JACKSON, MISSISSIPPI

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



Wall, American style

We have our walls, too. But the big difference is the *purpose*. And our kind of purpose keeps such walls standing, keeps Americans rallying to defend and strengthen our country. The Payroll Savings Plan for U. S. Savings Bonds is a good example of how Americans rally to a good cause. When you install a Plan in your company, you harness the power of your pay-

roll in strengthening our country. You help encourage thrift that increases reserve buying power and individual independence. Keep our kind of wall standing forever. For help in installing and promoting a Payroll Savings Plan for U. S. Savings Bonds, call your State Savings Bonds Director. Or write Treasury Department, U.S. Savings Bonds Division, Washington 25, D.C.

Keep Freedom in Your Future... **U. S. SAVINGS BONDS**

The U. S. Government does not pay for this advertisement. The Treasury Department thanks, for their patriotism, The Advertising Council and this magazine.



WASHINGTON WEEK

21 JANUARY 1963 / Copyright 1963

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

While there appears to be no doubt that the Commission will decide to take some steps to cut the radio "birth rate," the route may be a long one.

First step after the "shirtsleeve" conference is likely to be issuance of proposed rule-making. This would involve receiving pro and con arguments, and then answering briefs. The FCC would have to hammer out details of its proposals before issuing the proposals; would have to consider changes afterwards.

Commissioner Rosel Hyde appears to be the only one adamant against the whole proposition. However, there could be differences of opinion as to just how hard to make establishment of new stations.

With an eye not only to the fact that any appearance of protection for existing stations from competition might bring danger of more rigorous regulation, but also to the fact that a precedent could be set for tv, the FCC will likely move with some caution.

The Commission majority agrees with NAB testimony to the effect that "birth control" should make no reference to economic considerations or competitive effect of new stations.

The Commission majority also appears to agree with the NAB that engineering standards should be tightened and financial qualifications stiffened. Also that little if anything else should enter into it. However, there is still a possibility of some disagreement on how stiff these requirements can be made without permitting attack on the grounds the new rules actually do amount to no more than economic protection.

If the gradually increasing circulation of all-channel sets does result in wider use of uhf as backers of the all-channel law hope it will, the same overpopulation situation could come to tv. In this case, action in radio could be taken as a precedent for tv. For all of these reasons, final steps following the am conference could be longer in coming than anticipated from the fact that there is no essential disagreement within the FCC majority.

The House Small Business Committee came out for cease-and-desist powers for the FTC, something the ad industry opposes quite strongly and something Congress last year didn't consider because the Commerce Committee desisted from doing anything about bills on which it held hearings.

These powers would permit the FTC to stop challenged ad and other unfair business practices immediately, instead of waiting for conclusion of litigation. Ad industry witnesses claimed last year such powers would make FTC judge, jury, and executioner all in one.

Small Business issued its recommendations in a report on a probe into problems in the dairy industry. However, it is an investigative rather than a legislative unit, and its recommendations merely go to the same Commerce Committee which was so unsympathetic to the same idea last year.

The FTC is likely to renew its request for the power, in which case hearings will be held again this year.

FCC annual report was almost a replay of the Newton Minow year-end statement.

It dwelt lovingly on step-up in denials of renewals and license cancellations, fines, short-term licenses. Tone was equally threatening for the future.

SPONSOR HEARS

21 JANUARY 1963 / Copyright 1963

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

The lopping off of "Don't Call Me Charlie" from NBC TV isn't expected by the other networks to have any adverse effect on their situation comedies which have armed services officers as the central characters.

Sudden banishment of "Charlie" from the air followed a letter of protest directed to top level officials of Scott Paper and Brown & Williamson, the show's co-sponsors.

Source of the protest was somebody in the Army's PX hierarchy.

He wrote that the antics of the colonel in "Don't Call Me Charlie" created an image disrespectful to the rank, causing him second thoughts about the sponsors' products.

In inducing P&G to let it make a couple taped pilots of the "East of the City" proposed nighttime soaper, Young & Rubicam pulled a coup over Benton & Bowles.

B&B was pitching to P&G a house-conceived property and when the verdict went to its rival, the loser's disappointment, to put it mildly, was quite distressing.

Craig Smith of Y&R, who suggested this adaptation of a British tv hit, "Coronation Street," was at one time on the program staff of P&G's Cincinnati headquarters.

Mark Goodson's remark last week that the FCC in its efforts to influence programming ought to realize it can't legislate creativity echoed, maybe inadvertently, a statement made by Ollie Treyz before that commission 26 May 1960.

Said Treyz, speaking for ABC TV: "You simply cannot legislate or enforce excellence in the creative field."

At the rate executives have come and gone in the broadcast field, 25 years can, in the eye of the long survivor, be equated with the flight of an eon.

Hence to take count of network executives of 25 years ago who are still plying their efforts in the trade makes a piquant bit of curiosa.

The following roster spins over that 25-year arc:

NAME	THEN	NOW
CBS		
J. K. Churchill	Chief statistician	A. C. Nielsen v.p.
Charles Crutchfield	WBT program manager	Exec. v.p. WBTW-WBTW
William H. Ensign	Asst. Sales mgr.	Blair Radio
L. F. Erikson	Western sales mgr.	McCann-Erickson v.p.
Merle S. Jones	KMOX mgr.	Pres. CBS division
J. J. Karol	Research director	CBS TV sales v.p.
Lawrence Lowman	Operations v.p.	Labor matters v.p.
Gerald Maulsby	Asst. dir. prog. operations	Adm. mgr. affiliate relations
William S. Paley	President	Chairman of the board
James S. Seward	Asst. to president	CBS Radio v.p.
William A. Schudt	WKRC mgr.	CBS Radio sta. rela. v.p.
Frank Stanton	Research mgr.	CBS, Inc., president
NBC		
H. M. Beville, Jr.	Chief statistician	V.p. charge of research
Lewis H. Titterton	Mgr. script depart.	Compton tv v.p.
Niles Trammell	Midwest div. chief	Pres. WCKT, Miami
Lloyd Yoder	KPO-PGO mgr.	Midwest div. chief

NBC TV has 15 pilots for '63-'64; more drama in depth on tap

Approximately 15 pilots for new evening programs on NBC Television in the 1963-64 season will be offered to advertisers in the next few weeks, Mort Werner, vice president, programs, reported last week.

Of the new programs, NBC is committed to three comedy shows: *Harry's Girls* starring Larry Blyden, already sold to Colgate Palmolive through D'Arcy; the Bill Dana series; and the *New Joey Bishop Show*. Also set is a Richard Boone-Clifford Odets series and another starring Robert Taylor on the Department of Health, Education and Welfare.

Strong prospects for the new season are: *Attaboy Mama* starring Ann Sothern; *David Grant, Ph.D.*, starring Dana Andrews; *Adamsburg*; *Espionage*; *Mr. Novak*, starring Jim Franciscus, and *Grindl*, featuring Imogene Coca.

With at least three comedy shows set for the new season, Werner sees a "slight" trend to programs of this type, though the overall objective of the network is simply "to review its new product with the current schedule."

Total package cost increases for the coming year are nominal, Werner said, and will be about 5%.

Highly significant in program development, the NBC program head reports, is more drama in depth. Cited as examples in this trend were the present shows *Du Pont Show of the Week*, *Eleventh Hour*, *Dick Powell Show*, and *Dr. Kildare*, and among the new series, *Espionage* and Richard Boone-Clifford Odets.

Responsible for this dramatic trend are strong dramatic stories, better casting, better writing, and better production, Werner feels.

In addition to completing plans for next season, NBC is also at work on 1964-65 pilots, with one involving a "vast" project to be shot in the next several months.

Packagers for the new shows are:

Goodson-Todman for the Boone-Odets series and *Attaboy Mama*; Belmar for Joey Bishop; MGM for *Mr. Novak* and *Harry's Girls*; Four Star for Taylor and *Adamsburg*; Herbert Brodtkin with NBC for *Espionage*; Sheldon Leonard-Danny Thomas for Bill Dana; Screen Gems for *Grindl* and NBC for *David Grant, Ph.D.*

Networks

Advertiser investment on NBC TV in 1962 was the highest since the start of the company and showed a 13% increase over the record 1961.

This was one of many upbeat developments reported in the annual review of the company's activities.

Some 262 national advertisers contributed to the bullish sales picture, which included a virtual SRO position for NBC TV daytime during most of the fourth quarter and a 16% increase in nighttime sales over the peak level of 1961.

NBC Radio strengthened its position, operating at a profit for the third consecutive year. It devoted four-fifths of its airtime to news and public affairs programming, with a total of 75 advertisers contributing to the highest profits for the radio network since 1950. It averaged 43% of the total sponsored hours on the three major radio networks.

Other highlights: NBC News contributed a record 25% of NBC TV's overall program schedule; the tv network programed nearly 2,000 hours in color with 68% of its total current nighttime schedule in color.

Another annual report, this from the CBS TV Stations Division, showed a net sales increase of 6% over 1961.

The division includes the five tv o&o's; CBS Films; CBS TV Stations National Sales; and Corporate international tv investments.

The stations group reported an 11% net sales increase over 1961, with sales hitting the highest point in the group's history. CBS Films had a 10% increase in gross billings overseas, and the Stations National Sales arm reported a 15% hike in net sales.

The Thomas Alva Edison Foundation presented its National Mass Media Award for distinguished contributions to science education and for education and service to youth at the eighth annual award dinner in New York last week.

In addition to awards presented stations (see following section) several network programming efforts were honored. They were:

Best science tv program for youth—"Discovery '62," ABC; Best children's tv program—"Exploring," NBC; Tv series best portraying America—"David Brinkley's Journal," NBC; Special citation—ABC and Bell & Howell for documentary on Russian Education; Tv program best portraying America—"U. S. #1—American Profile," NBC; Radio program best portraying America—"Why They Do What They Do," NBC; Best science radio program for youth—"How will man shape man's future?," NBC.

Daytime network tv is picking up a good piece of business from the Golden Grain Macaroni Co.

The splurge by the convenience food manufacturer involves the introduction of four new dinners: Noodle Roni, Twist-a-Roni, Scallop-a-Roni and a complete Spaghetti Dinner.

Seventeen daytime shows on all three networks are involved.

ABC International Television increases its foreign associations with its appointment as sales representative for Television of Iran, Inc.

That company operates stations TVI-TV, Teheran, and TVI-A, Abadan, the only commercial stations in Iran and the largest commercial stations in the Near East. They serve 100,000 tv sets reaching more than a million viewers.

ABC International now has agreements with 35 stations in 18 nations outside the U.S.

New affiliates: KINO, Winslow, has

joined the NBC Radio Network . . . KEYC-TV, Mankato, Minn., is the newest member of the CBS TV Extended Market Plan. The station has operated as a satellite of KGLO-TV, Mason City, since 1961.

The first 1963 quarter looks like a very healthy one for NBC Radio, according to the pace of contract signing since early last month.

William Fairbanks, vice president in charge of sales, points to the fact that since 4 December, radio network sales are over the \$3,200,000 mark and, in the first quarter alone, net sales in new and renewed business are nearly a quar-

CBS TV for the coming year will be "Hotel Paradise." The hour-long drama was written by Richard Alan Simmons, produced and directed by Ralph Nelson, and stars Robert Horton, Walter Slezak, Hedy Lamarr, Cyril Ritchard, Angie Dickinson, Buster Keaton and Hoagy Carmichael. It will be taped within the next few weeks for future airing.

Bit of nostalgia: After a separation of 15 years, Bob Hope and his first and long-time radio sponsor Pepsodent were together for the first time on tv during the NBC TV special last week. Lever (FC&B) and U.S.

award, in addition to money given winners of the CBS TV series, ten college scholarships each worth \$6,000 to the best essays.

A note from Nielsen: The 17 December, three-network presentation, "Conversation With the President" was seen by an estimated 21,960,000 homes (41% of all tv homes), with the average home viewing 42 minutes out of the hour.

Literary note: "Clearing the Air," a collection of more than 100 of Edward P. Morgan's ABC Radio news commentaries since 1955, is being published today by Robert B. Luce, Inc., Washington, D. C.

Kudos: Louis Dorfsman, creative director of sales promotion and advertising and art director for CBS TV, was honored by the Printing Industries of Philadelphia with a gold medal for his design of the CBS TV booklet, "It Was An Unprecedented Seven Days of Television."

Extra curricula note: Mary Prendergast, a secretary in the sales development department at NBC, was last week crowned "Queen of the New York Heart Fund." One of her first official acts during a one-year reign will be to receive a \$1,000 donation to the Heart Fund from employees of the New York City Welfare Department. Miss Prendergast is also a volunteer worker for the Bedside Network.



A windfall from Stephen F. Whitman for ABC Radio

Inking the 52-week contract on ABC Radio are, seated (l-r): Isabel Ziegler, N. W. Ayer; Price Heppie, Whitman adv. mgr.; ABC Radio pres. Robert R. Pauley. Standing (l-r): James Duffy, network exec. v.p.; Robert Butler, Ayer; Ted Douglas, network eastern sales dir. Buy is news, sports

ter of a million dollars ahead of last year's record first quarter.

Averaging about \$800,000 a week in volume over the past month, the sales picture includes 20 different clients.

See page 57 for details of NBC Radio's 1962 profits.

Sales: Kiwi Polish Co., Pty., Ltd. picked up 15 one-minute spots in "CBS Reports" effective 9 January. Agency is Donahue & Coe.

Programing notes: The first of several original dramas planned by

Time (Warwick & Legler) co-sponsored the special, the first of several Hope will do this season. Pepsodent was the sponsor of Hope's NBC radio series which started his long association with the network in 1938.

Groundrules: High school students wishing to enter the "G-E College Bowl" essay-writing contest must have both the completed entry blank and their essay on "My Most Unforgettable Teacher" filed by 31 March. Applications may be obtained by writing Scholarship Contest, Box 4448, Chicago. G-E will

PEOPLE ON THE MOVE: Irving Novick to director of labor relations for ABC . . . Frank H. Fray-sur to sales presentation writer in the sales development department of ABC TV . . . Marvin Kalb, CBS News Moscow Bureau Chief since 1960, to the CBS News Washington Bureau in the newly-created post of CBS News diplomatic correspondent. He's succeeded in Moscow by Stuart Novins . . . Sam Zelman is resigning 1 February as news director for the CBS TV Pacific Network to join KTLA, Los Angeles, as director of news and public affairs . . . George Patrick to program and commercial production manager for ABC TV . . . Edward Andrey to art manager of ABC.

*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

Metromedia's rep arm forms two units

Metro Broadcast Sales has been divided into two units, effective immediately, handling radio and television representation separately.

Announcement of the change came today (21 January) from John W. Kluge, president of Metromedia. Metro Broadcast Sales had been the station representation division of Metromedia since the former was organized in February 1962.

The new units are known as Metro Broadcast Television Sales and Metro Broadcast Radio Sales.

John Sias, formerly national tv sales manager for Westinghouse Broadcasting Co., is v.p. and head of the new television division.

H. D. "Bud" Neuwirth continues as vice president and becomes director of the new radio division.

Kluge indicated that the firm's broadened base of operations as a result of the division anticipates the acquisition of additional communications and media facilities during the year.

Metro Broadcast Tv Sales represents all Metropolitan Broadcasting Television stations including WNEW-TV, New York; KMBC-TV, Kansas City, Mo.; WTTG, Washington, D. C.; KOVR, Sacramento-Stockton, Calif.; WTVH, Peoria, Ill., and WTVP, Decatur, Ill.

The radio division represents all Metropolitan Broadcasting Radio stations including WNEW, New

York; KMBC, Kansas City, Mo.; WIP, Philadelphia; and WHK, Cleveland. The unit also represents WCBM, Baltimore.

Both new divisions will continue to headquarter at 3 E. 54th Street, New York.

In another action announced last week, Metromedia bought KTTV (TV), the Times Mirror Co. station in Los Angeles, for approximately \$10 million. With the acquisition of KTTV, subject to the approval of the FCC, Metromedia will have independent outlets in three major cities, New York, Washington, D. C., and Los Angeles.

News of the sale was made in a joint announcement by Norman Chandler, chairman and president of Times Mirror, and John W. Kluge, chairman and president of Metromedia. Metromedia will acquire all of the stock of a wholly-owned Times Mirror subsidiary.

Kluge indicated there will be no change in station management. Robert W. Breckner, president of Times Mirror Broadcasting, will be retained in his present post, and the station will continue to be operated under the same call letters as a division of Metromedia.

With the addition of KTTV, Metromedia will now be operating seven video outlets. It also owns four radio stations. Chandler said he was selling KTTV in order to further also the company's interest in its chosen fields of printed com-

munications media and graphic arts.

TAC adds 2 to board

The acceptance of locally produced cultural and informational television shows has triggered a major expansion of Television Affiliates Corporation, a clearing house for such productions, and a wholly-owned subsidiary of Trans-Lux. (See sponsor story, "Local Shows' New Tv 'Web,'" 4 June 1962.)

Details of the expansion program were outlined by TAC's three-man supervisory team—president Richard Brandt, executive v.p. Richard Carlton, and v.p. Robert Weisberg.

In the expanded TAC program two prominent industry men have been added to its advisory board. They are: Sylvester L. (Pat) Weaver, Jr., chairman of the board of McCann-Erickson (International), and Gordon Gray, president of WKTV, Utica-Rome, New York. Other members are Richard Borel, director of tv, WBNS-TV, Columbus, Ohio; Eldon Campbell, v.p. general manager, WFBM-TV, Indianapolis, Ind.; Roger Clipp, v.p. and general manager, radio and tv, Triangle Publications, Philadelphia; Jack Harris, v.p. and general manager, KPRC-TV, Houston; Norman Louvau, president, KCPX-TV, Salt Lake City; David C. Moore, president, Transcontinent Television Corp., New York; and A. Louis Read, executive v.p., WDSU-TV, New Orleans.

Since its inception, 14 sponsors have utilized TAC programs. The TAC subscriber list has grown from 12 stations in January 1962 to 52 stations in 1963.

Radio Stations

WMIN, St. Paul, has been acquired by KTWN, Inc., a Minnesota corporation headed by Gene Posner.

Posner is president of Cream City Broadcasting of Milwaukee, oper-



Kluge



Sias



Neuwirth

ators of WMIL (AM & FM).

Seller is Franklin Broadcasting Co., New York, with negotiations handled by Hamilton-Landis Associates.

The station's call letters will be changed to KTVN, subject to FCC approval of the sale.

Purchase of the St. Paul station is the first step in a proposed expansion program to acquire the full quota of stations, according to Posner.

Theme of this year's National Radio Month will be "Radio . . . the Mobile Medium."

NAB's public relations service is busy preparing promotional kits and Scott-Textor Productions has been retained by NAB for the second straight year to produce jingles for the observance.

The promotion is set for May.

WINS, New York, reported October-December billings were the highest in the history of the station for the fourth quarter.

This record doesn't include additional business resulting from the newspaper strike.

According to sales manager Arthur Harrison, 1963 should see a 25% increase in billings for the station, recently acquired by Westinghouse Broadcasting.

With public service campaigns ranging from eradication of hog cholera to a week-long salute to Georgia's schools, the Georgia Assn. of Broadcasters released its 2nd annual public service report to the FCC.

Among the highlights of the report: GAB personnel travelled 25,300 miles, conducted 370 public service meetings and conferences, made 75 speeches promoting broadcasting. Its stations broadcast 1,515,000 public service announcements and programs valued at an estimated \$13,700,000.

Only nine Georgia radio stations are not members of the association.

Ideas at work:

- To supplement its news coverage heard every 15 minutes, WLIB, New York, is also "publishing" a newspaper which is being distributed twice daily to the listeners in



Something with which weathercasters can "warm" viewers

WLBW-TV weather girl Virginia Booker prepares her 10-15 second spots for weathercasters in some 17 northern, snow-bound cities, appropriately mentioning the appealing Miami temperatures

its area for the duration of the newspaper strike.

- Lucky winners of the WNAC, Boston, Winter Carnival Sweepstakes now being conducted on the air will spend their skiing holidays in either Massachusetts, Vermont, or Switzerland.

- Even though Mobile, Ala., is located some 11,000 miles due south of the North Pole, WABB was able to import 20 tons of ice and enough sleds to make "Operation Snow" a huge success with the kids of all ages in Mobile. The event was a tie-in with merchants



San Antonio station buys space in Dallas

An outdoor sign announces new Golden Hit Carousel programming and the new call letters KBAT to Dallas timebuyers. Station was KENS. Checking the sign are PGW Dallas radio mgr. John Butler (l), and stn. gen. sales mgr. Chester Maxwell. Billboard is spotted in Downtown Dallas



Live bands back on tv in Pittsburgh

Teenagers are stepping to the music of live bands again, this time on WIIIC (TV), Pittsburgh, show "Twixt Twelve and Twenty," broadcast each Saturday afternoon with different bands. Venture is in cooperation with the Pittsburgh Music Society

of Prichard, a near-by community.

- Recalling radio's halcyon days when a sound effects man with some cellophane could create the crackling of a log fire, sounds are the clues to WHN, New York's "Funny Caption Contest." Listeners are asked to supply witty captions for such unmistakable sounds as a tray of dishes falling.

- Coinciding with a five-week campaign for Sunshine Biscuit, WXYZ, Detroit, listeners who predict the total number of hours of sunshine for the area between 14 January and 16 February will win an all-expense-paid week in Florida.

- KRAK, Sacramento, has started the year off with two Country Music Spectaculars, at the Memorial Auditorium.

- Over 18,000 listeners participated in football promotions on WTOP, Washington. Score predictions won prizes, relating to the sport itself, every week during the season.

Here & there on the public service front: WAAF, Chicago, and Keystone Laboratories of Memphis, have joined hands with Negro religious leaders in a program to find jobs for unemployed non-whites in

the Chicago area. The religious leaders will sponsor qualified persons currently unemployed in an appearance and interview on "Challenge of Democracy" broadcast 15 minutes a week via WAAF. . . . The celebrated English actor and director, Sir John Gielgud has recorded special public service announcements for the six ABC-owned radio stations' Community Action project on behalf of the Peace Corps' current recruitment campaign. . . . WIP, Philadelphia, stepped right in on the first morning of that city's transportation strike to help its listeners get where they were going. Both people with available passenger space in their autos and those needing a ride called into the station's special operators, who did some fast matching up, to everyone's satisfaction. . . . WRR, Dallas, launched a Fina Traffic Report series from 6:30-9 a.m. and 4-6:30 p.m., Monday-Friday, sponsored by American Petroleum.

New format: WDON, Washington, changed its morning programming (from sign-on to 2 p.m.) from a "pop" music type format to country and western music, the result of three months of research to de-

termine the Washington-area audience demand.

Programming notes: KWKW, Los Angeles, has a new monthly showcase called "Probe" which covers a specific problem or point each month of interest to the Latin American population of Southern California. . . . "The Community, the Corporation and the National Purpose" is the theme of a series of six lectures heard weekly on WWJ, Detroit. It started last week. . . . "The Military News Capsule," a feature currently running on WCAO, Baltimore, is being inaugurated on the other four Plough stations.

Changing hands: FCC has approved transfer of control of WTKO from Radio Ithaca to Ivy Broadcasting Co. Radio Ithaca has been associated with Ivy since the latter was founded in 1959 through common ownership and direction of E. E. (Woody) Erdman, president of both firms.

Broadcaster branches out: Arthur W. Arundel has purchased The Loudoun Times-Mirror, America's second oldest weekly, which is published in Leesburg. Arundel is the founder and president of United States Transdynamics, which owns



New twist to old fortune wheel
Into safety deposit vault go master records of KTOK, Oklahoma City, "Spin 'n Win" contest. Mgr. Tom Johnson gives tapes and list of prizes to vault custodian. There are 1,000 grand prizes

Washington area station WAVA (AM & FM). He is also owner of WXVA, Charles Town, W. Va.

Sales zeal cited: The 502 affiliates of Mutual Broadcasting System competed with each other to see which could sign the largest volume of local advertising from Homelite Co., one of the network's leading advertisers. Winners of \$100 cash prizes: Walter Stamper, commercial manager, WAPO, Chattanooga; Samuel Searfoss, sales representative, WSJM, Saint Joseph; and Frank Donnelly, account executive, KVFD, Ft. Dodge.

Nice work if you can get it dept.: Ken Graughran, d.j. and program director of WWCO, Waterbury, has been appointed to a three-year term on the Miss Connecticut Management Committee and made an officer of the group.

Happy anniversary: To Jean Connelly, women's director of WTAE, Pittsburgh, who began her fifth year with the station on 5 January . . . to KGO, San Francisco, celebrating its 39th birthday this month.

News expansion: KRLA, Los Angeles, has set up a news bureau at the Los Angeles Civic Center with Gordon Franks in charge, to intensify coverage of local government activity. Station is also adding the full UPI California regional wire service for greater selectivity of news of California interest . . . The KYW, Cleveland, Radio News Editor Concept has gone into effect, along with a major rescheduling and expansion of airtime for newscasts. The move involves the appointment of a day and a night news editor and the start of all principal newscasts on the hour, instead of on the half-hour as was previously the case.

Sales notes: One of the Bay Area's largest radio spot buys in years is that of Larraburu Brothers Bakery of San Francisco, which has signed a 52-week contract with KCBS . . . Nine national advertisers renewed their 52-week contracts with Mutual Broadcasting System and one other has signed for a year's campaign, following a successful 13-week schedule just completed. The

manager of WMBD, Peoria . . . Tommy Dickson to director of publicity for WCAU, Philadelphia . . . William R. Demjan to assistant program director for WJAS (AM & FM), Pittsburgh . . . William J. Gallagher, Jr., to sales manager of WPIK, Alexandria . . . Ira I. Hewey, manager of WENY, Elmira, to assistant manager of WHAI, Greenfield . . . Robert Kovoloff to the sales staff of WLS, Chicago . . . William R. Horine to radio producer in charge of public affairs at WHAS, Louisville . . . Robert Kennedy to advertising and promotion manager of KNBC, Los Angeles, succeeding Michael Gradle

PEOPLE ON THE MOVE: Thomas L. Tiernan to assistant sales manager and Michael Faherty to account executive of KYW, Cleveland . . . Harry Greenberg to vice president and sales manager, and Marvin Sellar to merchandise manager of WBAB (AM & FM), Babylon . . . Edward J. Peters to

who resigned to open his own agency in the San Fernando Valley . . . Jeanne Maxey, for the past year and a half traffic manager of KGFJ, to KABC, Los Angeles, as radio sales coordinator . . . Douglas Campbell, national sales manager since February 1962, to sales manager for KABC, Los Angeles . . . Robert B. Frolicher to director of promotion and publicity for WLAW, Cincinnati.
Kudos: WSB, Atlanta, won the 1962 Edison Foundation National Station Award as "the radio station that best served youth." The awards were presented 16 January



Stirr sleeves session in Honolulu on Savings Jamboree

A KGMB promotion provides for sponsor participation in prize give-away and mailing to some 100,000 Hawaiian families. Working out details, l-r: a/e Dick Lee; Hawaiian Broadcasting gen. mgr. Joe Herold; Whizzer Sales Power Campaigns v.p. Oscar Rudsten; stn. sales mgr. Robert Karr

at New York's Waldorf-Astoria . . . KAYC, Beaumont, got the January Texas Associated Press Broadcasters Key Station Award for the best coverage of a single news story.

Tv Stations

There's disquieting news for newspapers contained in a TvB study on retail sales in newspaperless New York City.

Stores in the area had been selling at a rate below the previous year in early December 1962 when the newspaper strike hit the city. These stores went well ahead of 1961 after the strike started. And,

EDITORIAL POLICY

"Realizing the importance of editorial policy as established by WXLW, we will continue to be dedicated to the task of urging greater interest and activity on the part of listeners in the serious business of government, from the precinct level on up.

"WXLW will continue to oppose welfare stateism, collectivism, in any form, and irresponsible pressure campaigns of selfish power-seeking individuals and groups. The station will be basically for rugged individualism and the conservative point of view, and will constantly fight for the free enterprise system and its continued growth and expansion.

"We believe that there can be no second class citizens in a republic such as ours. Furthermore, we believe that first class citizenship carries equal responsibility and privilege.

"WXLW will endorse or be critical of either political party, candidates to office, or office holders, when such a position is deemed to be in the public interest."

Statement of editorial policy by Robert D. Enoch, president and gen. mgr., WXLW, Indianapolis

New York as an area had been below the national average prior to the strike and above the average since.

Implicit in these facts: Tv has been doing a good job for the usually newspaper-oriented retailers.

There are at least a few folks out on the west coast who put stock in the old early bird adage.

A case in point: some hustling Los Angeles salesmen, headed by Spence Fennell of KMEX-TV, have come up with a Monday morning Six-Aycm Club. They hold break-

fasts each Monday to talk shop and listen to a guest speaker.

Delay sought: The NAB has asked FCC to extend its deadline for comment on the "loudness" of broadcast commercials to permit time for research on the psychological and physiological effects of noise on individuals. Suggested deadline is 18 March.

Looking forward to: The Washington, D. C., presentation of TvB's Jericho—"The Wall Between Us," set for 25 January, 8:30 a.m. at the Sheraton-Park.

Here & there on the public service front: Ruth Lyons, star of WLW, Cincinnati, raised \$381,656 during her 1962 Christmas Fund drive, surpassing her record total of \$354,250 the previous year. This annual effort, begun by Miss Lyons in 1939, begins on 4 October, her birthday, and ends at Christmas-time. The appeal for funds, to aid hospitalized children, is made over the Crosley Broadcasting stations in Cincinnati and fed to other Crosley outlets in Dayton, Columbus, and Indianapolis.

Programing notes: WIIC, Pittsburgh, inaugurated a new, expanded, in-depth news program called "Dateline '63: Six O'Clock Report," from 6-7 p.m. daily, Monday-Friday. It's Pittsburgh's first daily hour-long tv news program . . . Internationally-known bowling champ Don Carter hosts a new series of five-minute tv films on WTAR-TV, Norfolk-Newport News, Monday through Friday from 5:10-5:15 p.m. . . . WTCN, Minneapolis-St. Paul, is abandoning the tv formula of news, weather and sports and combining all these elements and others into an integrated 30-minute stanza. The expanded newscast is currently slotted 9:30-10 p.m. on Saturdays and Sundays but the plan is to extend it to the other five nights as well . . . WBKB, Chicago, has become the 28th station to sign with WBC Productions for "The Steve Allen Show," a nightly 90-minute comedy-variety program. It started there last week . . . Henry Aaron, conductor of the Wheeling Symphony Orchestra, is hosting the 13-week series of hour-long tv concert spe-

cial featuring the Boston Symphony Orchestra, produced by Seven Arts, on WTRF-TV. During the first five minutes of the hour Aaron will discuss the world of classical music and the program of the day.

Sales: "Panorama Latino," a two-hour Spanish tv show on KCOP, Los Angeles, starts its sixth year with renewals by several regional and national clients. They are: American Chicle, Burgermeister Beer, Boyle-Midway, Chesebrough-Pond's, Colgate-Palmolive, Continental Baking, J. J. Newberry, Kellogg's, MJB Coffee, MJB Rice, Norwich-Pharmaceutical, Philip Morris and Standard Brands.

News expansion: WOOD (AM & TV), Grand Rapids, became the only stations in Michigan to staff the State Legislature on a regular basis with the assignment of news editor Del Blumenshine to cover the capitol.

PEOPLE ON THE MOVE: Ken Hatch, national account executive, to national sales manager for KSL-TV, Salt Lake City . . . Roy Heatly to director of news for KNXT, Los Angeles, and the CBS TV Pacific Network, effective 1 February, replacing Sam Zelman, who moves over to a similar job at KTLA, Los Angeles . . . William B. Hull to the newly-created position of manager of special services for WJW-TV, Cleveland . . . Joe Cella to director of promotion and publicity for WLWT, Cincinnati . . . John J. O'Leary to national sales service director of WOKR-TV, Rochester . . . Richard Sinclair has resigned as advertising and promotion director of KHJ-TV, Los Angeles.

Taking stock: KABC-TV, Los Angeles, put out an attractive brochure called "Service 62" which recounts in both pictures and text the public affairs programing and other activities undertaken by the station last year. One notable paragraph: "During 1962, KABC-TV devoted more than half a million dollars in spot announcement time alone to public service agencies and organizations for charitable, cultural or educational purposes." **Success story:** Guy's Potato Chips

used KMBC-TV's "Mickey Mouse Club" exclusively for five weeks in Kansas City to promote a "Wonder Mouse" premium inside the 59 cent package of Chips. Result: a record five-week sale of over 300,000 packages containing the trick-mouse premium. The campaign will be repeated in Omaha.

New Tower: Service will be uninterrupted during the construction of a new tower for WTRF-TV, Wheeling. FCC approved the move and the 740-ft. structure will be double the height of the present one. Projected completion date is 1 August at which time the station's coverage for the area will be greatly expanded throughout the Ohio Valley.

Kudos: WLOF-TV, Orlando, was selected winner of the 1962 Thomas Alva Edison Foundation national station award for "the tv station that best served youth" . . . Amos Eastridge, merchandising manager and Bill Hughes, national sales rep of KMTV, Omaha, have been

named secretary and first vice president of the Omaha Grocery Manufacturers Representatives respectively . . . Richard J. Fischer, news director for WLAV and WLWT, Cincinnati, has been appointed co-chairman of the Wire Policy Committee of the Radio-Television News Directors Assn. He'll serve with Thomas Frawley, news director of WHIO-TV, Dayton . . . WCBS-TV has been awarded a New York Citizens Budget Commission special citation for "distinguished coverage" of municipal affairs for the general scope and depth of its continuing coverage as evidenced by its presentation "New York Spectrum" . . . Three WBBM-TV programs received top awards in the annual Chicago News Photographers Assn. competition. First place awards went to "The Dropout" program on "I See Chicago," and to the holiday safety feature, "Minutes to Live." A news special, "The Wasted Years," got a second place honor in the documentary division . . . KNTV, San Jose, newscaster James

Dunne has been appointed to the faculty of San Jose State College, effective 4 February, as assistant professor in the journalism department . . . Jack E. Kueger, news editor of WTMJ (AM-FM & TV), was elected president of the Milwaukee Press Club, the first broadcast news representative ever to head the Milwaukee club.

Reps

Rep appointment: KRDO (AM & TV), Colorado Springs, to Adam Young.

PEOPLE ON THE MOVE: Gene Malone to assistant sales manager for western stations for H-R Television.

Film

Some \$2,500,000 in license agreements are already in the MGM-TV till for rights to 30 newly-released MGM features.

Twelve stations have bought the post-'48 films so far.

Some of the titles: "The Black-

Newsmakers in tv/radio advertising



Lawrence Fraiberg, an industry veteran, is the new vice president and general manager of WTTC, Washington, D. C. Fraiberg joins the station from Metro Broadcast Sales where he was assistant to the vice president and director, specializing in tv sales and co-ordinating all tv sales activities. He was also at KPIX-TV, San Francisco.



Richard Schaller was named local sales manager of WGR-TV, Buffalo. He joined the station in 1960 as sales representative. His previous experience in the broadcasting field dates back to 1957 when he was a sales representative of WINE and WXRA. Immediately before joining WGR-TV, Schaller was with WBEN for 2 1/2 years.

Martin Weldon will head up public affairs programming for RKO General Broadcasting at the local and national levels. Previously, Weldon was director of news and special events for Metropolitan Broadcasting. He was also director of news for WNEW, New York, winning the Peabody Award, among others, for news and documentaries.



J. W. Knodel, president of Avery-Knodel, has been named a member of the board of directors of the Station Representatives Association. Knodel, chief executive of the television and radio sales rep firm, succeeded to the firm's presidency in mid-1962, after serving in Chicago as executive vice president. He has also been with Free and Peters.



WHAT ARE YOUR PHOTO REQUIREMENTS?

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

BUT QUALITY is something else again ours is superlative!

And SERVICE is still another matter ours is unbeatable!

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board Jungle," "I'll Cry Tomorrow," and "Somebody Up There Likes Me."

There's quite an upbeat note to come from ITC regarding its "Supercar."

The series has grossed \$1,900,000 to date on sales in 140 U. S. and 19 foreign markets.

Among the sales are substantial regionals to American Doll & Toy (Madison Square Advertising), for six top markets; Remco Toys (Webb Associates), for 16 leading markets; Leitzey Dist. (Dixie), in five markets; and Miss Georgia Dairies in two.

Sales: Six more stations have bought the Allied Artists Television Science Fiction feature package. They are: WISC-TV, Madison; CKLW-TV, Detroit; KOGO-TV, San Diego; WJRT-TV, Flint; KMBT-TV, Harlingen; WJW-TV, Cleveland . . . MCA TV's "M-Squad" to Ford Motor (JWT) for four markets and to WISC-TV, Madison, and renewed by WPTA, Ft. Wayne and WDAM-TV, Hattiesburg; "Bachelor Father" to Louis Shanks Furniture and the Nash Philips-Copus Co. for KTBC-TV, Austin, and the Collins & Ryan Co. for WBOC-TV, Salisbury. Program was also sold to WXYZ-TV, Detroit, KXLY-TV, Spokane, and KIRO-TV, Seattle . . . King Features Syndicate's new cartoon Trilogy to Ideal Toy

(Grey) for over 50 markets and Kenner Products for several markets, in addition to 10 station sales.

Financial note: United Artists Associated reports that volume of business in 1962 was better than double that of the previous year, with returns setting a record. Most recent sales on "Showcase for the Sixties," consisting of 33 post-1950 pictures, were made to K11J-TV, Los Angeles; WTEN, Albany; WDAU-TV, Scranton; WTOL-TV, Toledo; KROC-TV, Rochester; WOWL-TV, Florence; and KMID-TV, Midland.

New properties: "Face and Place," a "variety show of the world, with emphasis on the unusual, the exciting and the bizarre." The series is a spinoff from "Across the Seven Seas," a Jack Douglas Organizations production sponsored by American Home Products, which has a first option on it.

Appoints PR counsel: The Film-Makers Inc, Chicago-based film production company specializing in tv commercials and industrial films, has appointed Jane Pinkerton Associates, New York.

PEOPLE ON THE MOVE: Michael Laurence has left his post as executive vice president of Robert Lawrence Productions. . . .



"Happy New Year" in typical Texan style

KHOU-TV, Houston, saluted New Yorkers with a new year's greeting via New York's largest outdoor display sign. The salute was filmed by the station and run in Houston at holiday time. Production shots included the 95-ft. sign, atop the Warner Theatre, with shots of Times Square, so Houston got a taste of Gotham

SELLER'S VIEWPOINT

By Carlton Fredericks
Radio nutritionist

Worthy investment: specialized radio

Radio is not necessarily a mass medium, and many advertisers who think of it as such are missing out on a good bet. Many manufacturers of specialty products that have a definite market, but are not necessarily of mass appeal, have found that radio is tremendously successful in reaching highly specialized audiences. Radio can not only pinpoint these audiences, and do a magnificent selling job, but at a very low cost-per-1,000.

This means that a manufacturer of specialized items, or the supplier of limited-appeal services, can, through the economically cost-efficient use of radio, advertise his wares with a comparatively small budget, reach the particular audience he wants, and hear the cash registers jingle a merry tune.

It's been proven many times that a specialized radio program can not only reach a particular audience, but can influence that audience to go out and buy a product, which is, after all, the only real proof of the pudding. This has happened time and time again on my own program, *Living Should Be Fun*, which has been syndicated on numerous radio stations since 1941. Since, as a nutrition researcher, I deal with topics involving health

and diet, my sponsors are mostly those whose products are related to this field.

Radio is singular in its ability to influence people, I think, mainly because of its intimate quality—a broadcaster speaks directly to each person in his audience, and a rapport is built up between the two. This liaison carries over to the commercial portions of the program. This is especially true when the broadcaster himself delivers the commercial message to the audience.

I recall a survey the Buitoni Co. made at supermarkets, where they questioned shoppers leaving the markets with Buitoni products. They found that one out of every four buyers reported that they had purchased Buitoni after hearing it recommended in a personalized on-the-air message. Sales of Kanaana Banana Flakes increased 300% in three months after its message was introduced on pinpointed radio.

At the time the makers of Levy bread decided to use a special recipe I had developed for making a nutritious white bread; they had two delivery trucks. With more than 95% of their advertising budget placed on a specialized ra-

dio program, sales soared to the extent that at the end of a year, they were making use of 72 delivery trucks.

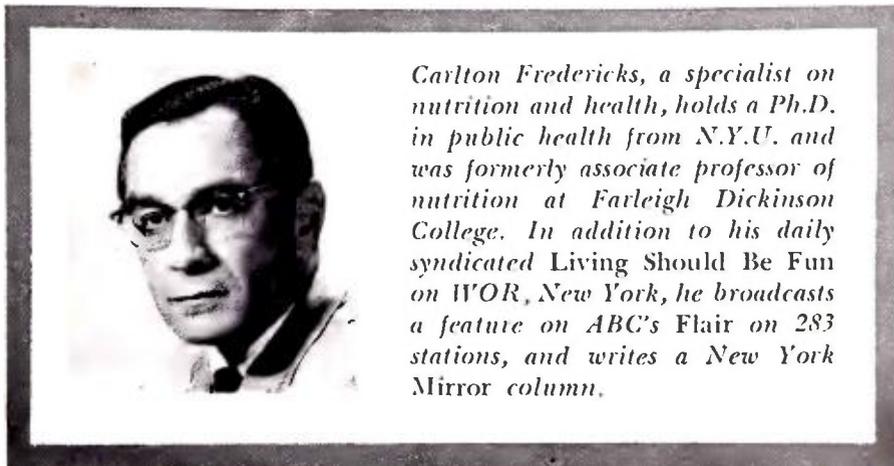
Specialized radio sold 5,900 food freezers in New York City in a span of 14 months, grossing \$6 million in sales at an advertising cost of less than \$35,000. When this personal touch was used in broadcasting commercial messages for Sterling Drug to sell a pharmaceutical product, the complete stock of this product was sold out. Desperate listeners clamoring for the item were told on-the-air, and with the permission of the sponsor, that the product would be obtained for them ahead of other consumers through the program by personal intervention.

The influence of the radio broadcaster who establishes a good rapport with his listeners is so great that the broadcaster has a real responsibility to his audience. This is why I have made it a rule that I must always personally approve every account.

The only way for such an advertiser to test the truth of the theory of specialized radio is to try it. Scout around and find the program best suited to your product—a program which attracts numbers of your potential customers. Whether it be syndicated or live, it must have a personal appeal to its listeners. Investigate the successes it has had in past years in actual sales of products. After all, it is the success stories that actually prove the personal influence of the program in regard to its listeners. Ratings are not an important factor in buying such programing.

It isn't enough that a large number of people are merely exposed to a sponsor's product. Specialized radio, I believe, is high in this "buy-factor."

Advertisers, especially those dealing with specialized products who don't want to waste their ad dollar with buckshot campaigns, should take into account the concentrated influence that specialized radio has with its audience. Add to the picture the relatively low cost and high efficiency of such programs, and you come up with the best advertising investment available in any medium. ▀



Carlton Fredericks, a specialist on nutrition and health, holds a Ph.D. in public health from N.Y.U. and was formerly associate professor of nutrition at Farleigh Dickinson College. In addition to his daily syndicated Living Should Be Fun on WOR, New York, he broadcasts a feature on ABC's Flair on 283 stations, and writes a New York Mirror column.

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Honda Motor Co., Ltd., of Tokyo, world's largest manufacturer of motorcycles, will spend a record budget of over \$2 million this year for its subsidiary, American Honda Motor Co.

A 300% increase over 1962, the budget is heavily earmarked for tv and radio spot. Commercials are being prepared by agency Gumpertz, Bentley & Dolan, Los Angeles, to send to Honda dealers and dealer associations throughout the country. Honda now has more than 750 American dealers coast-to-coast.

A very substantial tv plunge for Swift's Golden Vigoro, via Burnett, set the pace for buying in the Midwest.

Resulting from last year's successful spot tv campaign, Vigoro's budget for the same has been greatly increased this year, reflected in a longer market list.

The schedule, which consists of nighttime minutes aimed at a male audience, begins in some markets during February, with staggered start dates according to regional climates, running for from four to ten weeks, depending on the market. Eloise Beatty is the buyer.

SPOT TV BUYS

Lever Brothers launches a campaign on the first of February to promote its Lux Liquid. Minutes in both night and daytime will run for 22 weeks. The buy is out of J. Walter Thompson and Larry Reynolds is the contact. National Biscuit put a call in for minutes in and around kids shows, part of a campaign for its Wheat & Rice Honeys. With a 4 February kick off, the schedule will run for four weeks. Erwin Davis is the buyer at K&E. Liberty Mutual Insurance bought a schedule, to start as soon as possible and run for 13 weeks. The insurance company is using adult fringe minutes. Buy is out of BBDO, Boston, and Wright Briggs is the buyer. S. C. Johnson is going into a host of markets with schedules on behalf of Glade. The campaign gets rolling the first week in February, with the schedule set to run for 10 weeks. Time segments: nighttime minutes, chainbreaks and J.D.s. Agency: Benton & Bowles.

Andrew Jergens is lining up several selected spot markets for a campaign involving its shampoo. Kick off date is 18 February and the schedule will run for six weeks. Time segments: prime 20s and day and fringe-time minutes. Agency: Cunningham & Walsh.

SPOT RADIO BUYS

Penick & Ford is getting set to break a four-week push for its My-T-Fine product sometime this month. Schedules call for minutes slotted in housewife time segments. Jeanette LeBrecht is doing the buying out of Grant Advertising, New York.

Western Airlines has tied in with Hertz-Rent-A-Car in a spot campaign to encourage winter vacationers to utilize the Hertz car services while vacationing in Southern climes. The slogan—Take a sunbreak—will be aired on some 77 stations in some 24 northern markets during a three-week campaign. Starting date is mid-January. Minutes will be used. Agency is BBDO, Los Angeles. The buyer: Hal Ballman.



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FOR
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TIME!**

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MON. - SUN.,
METRO AND
TOTAL HOMES

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DAYTIME**

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NIELSEN,
6 AM - 5 PM,
MON. - FRI.
METRO,
AND TOTAL
HOMES.

**FIRST
WITH
ADULTS**

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

**FIRST WITH
6 OUT OF
10 TOP
SHOWS**

NOV./62
ARB,
RANK BY
TOTAL
HOMES
DELIV-
ERED.

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

METRO
SHARES*

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