

# SPONSOR

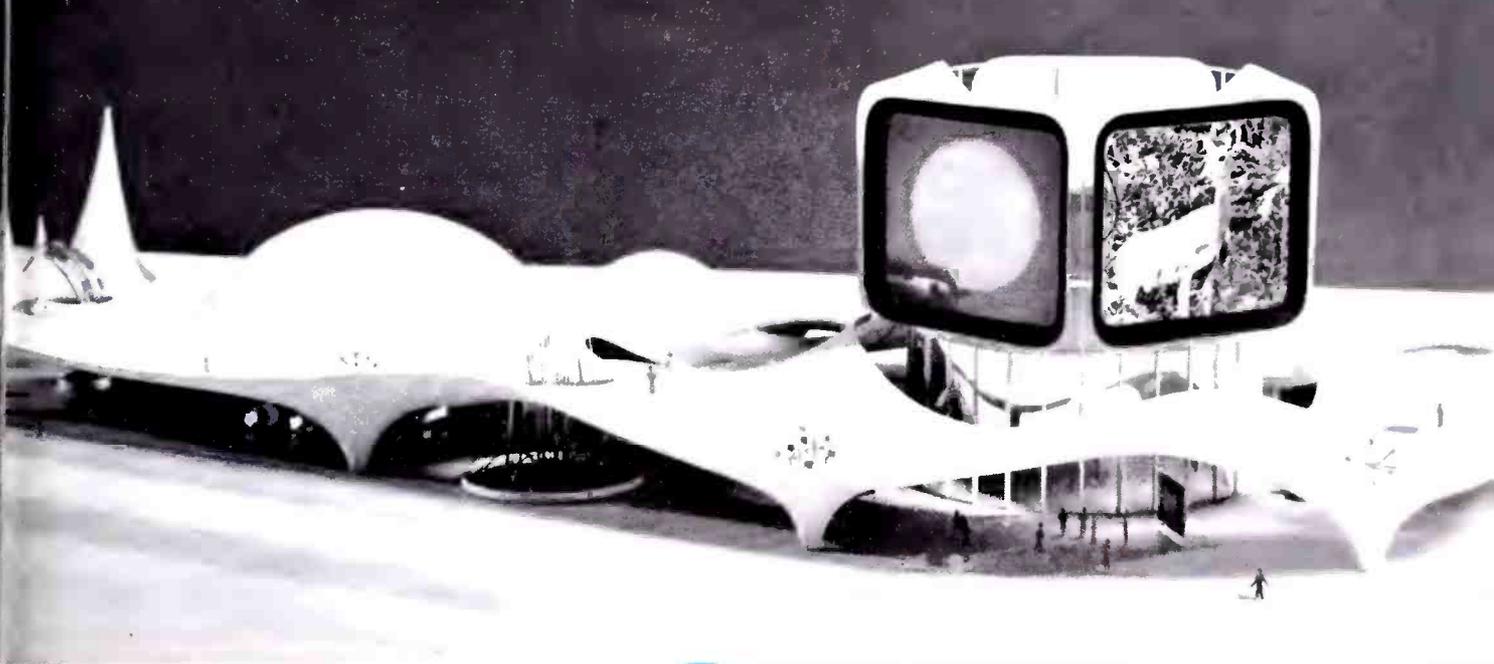
THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

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

**PIGGYBACKS  
GROW DESPITE  
OPPOSITION** p. 25

**Denver: one of  
fastest-growing  
markets** p. 32

OF THE EASTMAN KODAK COMPANY BUILDING FOR THE 1964-1965 NEW YORK WORLD'S FAIR



## SPOT TV

### MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

**EDWARD PETRY & CO., INC.**

THE ORIGINAL STATION REPRESENTATIVE

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

Today's successful national advertisers use Spot Television more than ever before. They find that its flexibility, economy and impact make it the most practical medium. These quality stations offer the best of Spot Television in their markets.

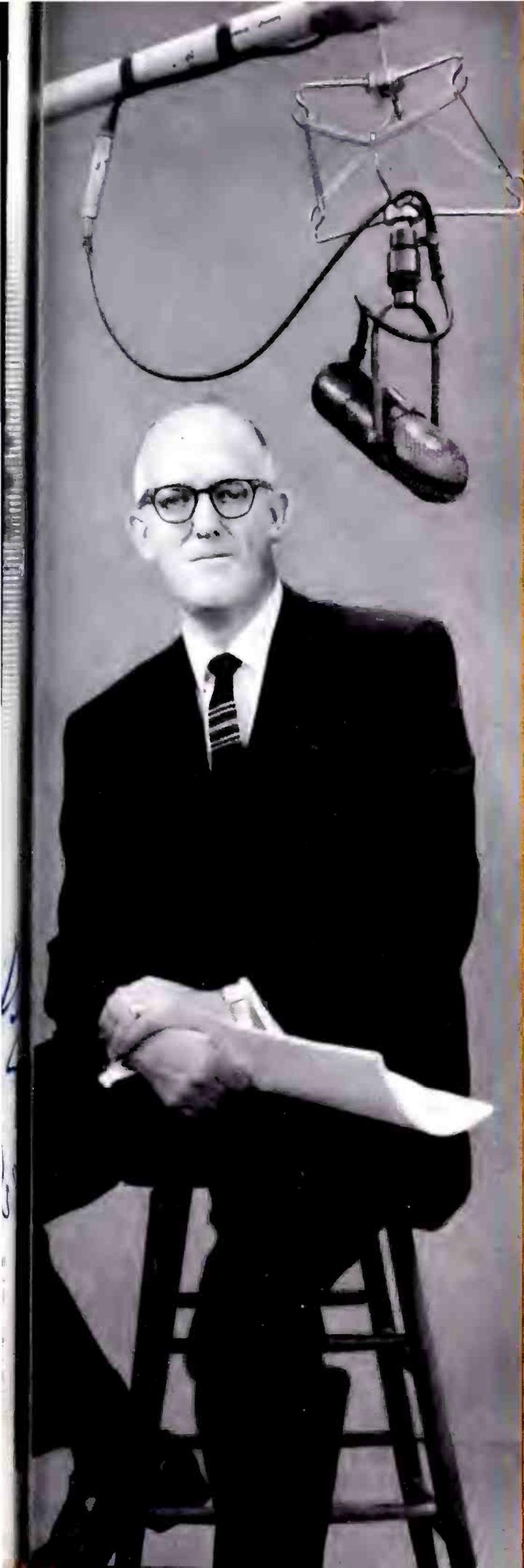
KOB-TV	Albuquerque	WVUE	New Orleans
WSB-TV	Atlanta	WTAR-TV	Norfolk-Newport News
KERO-TV	Bakersfield	KWTV	Oklahoma City
WBAL-TV	Baltimore	KMTV	Omaha
WGR-TV	Buffalo	KPTV	Portland, Ore.
WGN-TV	Chicago	WJAR-TV	Providence
WFAA-TV	Dallas	WTVD	Raleigh-Durham
KDAL-TV	Duluth-Superior	WROC-TV	Rochester
WNEM-TV	Flint-Bay City	KCRA-TV	Sacramento
KPRC-TV	Houston	KUTV	Salt Lake City
WDAF-TV	Kansas City	WOAI-TV	San Antonio
KARK-TV	Little Rock	KFMB-TV	San Diego
KCOP	Los Angeles	WNEP-TV	Scranton-Wilkes Barre
WISN-TV	Milwaukee	KREM-TV	Spokane
KSTP-TV	Minneapolis-St. Paul	WTHI-TV	Terre Haute
WSM-TV	Nashville	KVOO-TV	Tulsa



As Usual . . . The LION'S SHARE!  
42.1% (Nov. '62 ARB) of the total  
audience is delivered by WCCO Tele-  
vision in the Minneapolis-St. Paul  
market.

This continued audience acceptance  
is the mark of "The Difference Be-  
tween Good and Great in Twin City  
Television." It can be put to work for  
you by contacting your nearest Peters,  
Griffin, Woodward "Colonel."

Minneapolis  St. Paul



## Why WROC-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2, 3, 4 and 5

### Says Ervin Lyke:

President and General Manager of WROC-TV,  
Rochester, New York.

"During the past five years, Veterans Broadcasting Company has had more than 4,500 different feature films under contract in Rochester — perhaps a record for features in one market. Consequently, I feel I can speak with some authority on the subject of 'comparative values' in films and packages. In my mind, there is no doubt concerning the rating value of the Seven Arts' 'Films of the 50's'.

"We feel each of the five Volumes purchased contains not only an extremely high percentage of 'block-busters', but equally important,

## OVERALL STRENGTH DOWN THE LINE

Agencies and clients know Seven Arts' features on WROC-TV will attract largest possible audiences within and between all conceivable measurement periods."



**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. SState 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

SEVEN ARTS and TFE '63  
Buckingham Suite  
Pick-Congress Hotel  
Sat. March 30—Wed. April 3

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



HELLER: "How do you like that for 'The Call of the North', Allyn?"

FERGUSON: "Well, Hugh, maybe we'd better give up on the solo horn and use our full orchestra and chorus."

"AND THEY DID!

"The Call of the North," musical thematic image, was created expressly for WLOL by Hugh Heller and Allyn Ferguson.\* It's a hit with Twin Citians, for whom the "anthem" captures the busy beat of their cities, the exciting sounds of their Land O'Lakes. And nothing solo about it—for Minneapolis and St. Paul are two great cities that live as one . . . and listen as one to music, news and special events on WLOL.

\*Heller-Ferguson Inc. of Hollywood

RADIO **WLOL**

MINNEAPOLIS • ST. PAUL

5,000 WATTS around the clock • 1330 kc

Wayne 'Red' Williams, Vice-Pres. & Gen. Mgr.

Larry Bentson, Pres.; Joe Floyd, Vice-Pres.

Represented by AM RADIO SALES

**MIDCO**

Midcontinent Broadcasting Group

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

# SPONSOR

18 FEBRUARY 1963

Vol. 17 No. 7

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**WHY SCOTT SLICED ITS TV SPENDING** / Research-oriented company looks for more balance in its marketing program; cuts tv billings by up to 30% **P. 29**

**DENVER: THE NEW MECCA OF THE WEST** / Soon to be the next pay tv city, Denver is a young but rich market. This special report explains what's behind population and financial explosion. **P. 32**

**ANOTHER DEPARTMENT STORE GOES RADIO** / Why a respected department store in Milwaukee, the Boston Store, has found radio more than a creative, useful supplement **P. 36**

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FOR CHILDREN  
B'WANA DON



FOR SPORTS  
JOHN FITZGERALD



FOR FAMILY VARIETY  
DALE YOUNG



FOR ADVENTURE  
JIM DONEY

For the  
LOOK

Cleveland City  
PROGRAMS



FOR COMMUNITY  
AFFAIRS  
KEN ARMSTRONG



FOR NEWS  
DOUG ADAIR

**JW-TV**

THE FIRST **W** IN **WJW-TV** STANDS FOR **W**ELL ROUNDED PROGRAMING. Your Storer Television Sales Representative can give you down-to-earth facts why Cleveland is the best TV buy in the nation. Compared to the top 15 markets WJW-TV—Cleveland delivers up to twice the spot audience on a CPMH basis...on prime shows, WJW-TV's CPMH per commercial minute is 1/2 to 1/3 less than the national average. Your unbeatable combination for coverage, impact and client service is WJW-TV Cleveland and your Storer Television Sales Representative. WJW-TV CBS  in Cleveland.



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

Plan now to attend  
*IEEE's special*

**TV**  
*Symposium*

Wednesday, March 27,  
2:30-5:30 p.m.

Morse Hall, at the Coliseum,  
New York

Hear these 5 technical papers:

**The South Carolina ETV Story**

**Part I:** R. Lynn Kalmbach, General  
Manager, South Carolina ETV Center

**Part II:** W. R. Knight, Jr., Chief En-  
gineer, Bell Telephone & Telegraph  
Co.

*You will view Educational TV on a  
wide screen via closed circuit direct  
from Columbia, S.C. Both studio and  
classroom will be seen in actual opera-  
tion.*

**Compensation for Dropouts  
in TV Magnetic Tape Recording**

I. Moskovitz, Mincom Division, Min-  
nesota Mining & Manufacturing Co.

**New York City's UHF TV  
Project Reports:**

**Mobile Field Strength Measurements:**  
Daniel Hutton, FCC, Washington, D.C.

**Analysis of Measurements & Ob-  
servations:**  
George Waldo, FCC, Washington, D.C.

**Chairman:** Arnold B. Covey, AT&T,  
New York

**Organizer:** Clure Owen, American  
Broadcasting Company, New York

*Just one of 54 worthwhile technical  
sessions at IEEE's International  
Convention & Exhibition in New  
York, March 25, 26, 27 & 28, at the  
Coliseum & the Waldorf-Astoria  
Hotel. Admission: Members \$1.00;  
non-members \$3.00. Minimum  
age: 18.*

**TFE-'63 is an answer  
to a big gripe**

A publisher's view of  
significant happenings in  
broadcast advertising

Last year delegates to the NAB Convention in Chicago had big gripe.

Convention speeches, smoke-filled rooms, corridor greeting to old friends were okay. But the exhibit suites were isolated and painfully hard to find. After many complaints by broadcasters we wrote an editorial that said:

"One important reason why broadcasters go to an NAB Convention is to catch up on broadcast equipment and services. The equipment phase is always nicely handled in an exhibit hall. But "services" are so well hidden that it would take an early-bird broadcaster with built-in radar and fatigue-resistance to ferret out all the film and radio services he'd like to see. We suggest that the NAB consider a return to the practice of having a services floor at the convention."

The NAB answered by setting aside 10 x 18 feet exhibit booths in the congested annex exhibit hall of the Conrad Hilton. The answer was late and not good enough. By then, the film syndicators—seventeen of them—had decided to work out their own destiny.

Thus TFE '63 (Television Film Exhibit '63) was born. The film companies rented the whole second floor of the Pick-Congress Hotel (strategically located only one long block from the Hilton), set up some workable ground rules, and were in business.

Suites will be open from 9:30 to 9:30 Saturday, 30 March on. Under the effective leadership of Robert Rich of Seven Arts and Robert Seidelman of Screen Gems the film outfits will entertain and exhibit on a single floor. They will also jointly sponsor a big reception.

Some such action was bound to come. It serves a need and will draw crowds. It will be properly run. But it operates on a splinter basis because the NAB didn't think the problem out. The film syndicators, and other services, are entitled to Convention representation and facilities that fit the need. We suggest that the NAB make suitable arrangements next year.



**NEXT WEEK IN SPONSOR**

"Television and the Food Broker"—More and more, the local broker for national products is called in to advise on selection of local media. A special SPONSOR study next week probes what food brokers think of tv and radio, and what their unique role is in products' use of air media.

**IN PITTSBURGH  
THE  
SWEETEST BUYS  
ARE ON  
CHANNEL**



**CAP'N JIM'S POPEYE CLUB Monday through Friday - 4:30 PM**

**BY WILLIAMS' MICKEY MOUSE CLUB Monday through Friday - 5:00 PM**

**CHANNEL 11 WIIIC**  
PITTSBURGH



Represented nationally by Blair-TV

## ABC RADIO AND SINDLINGER

The radio industry, at large, is greatly indebted to the high courage and forceful enterprise of Bob Pauley, president of ABC Radio Network, in the face of what has been rumored some strong opposition, in buying the Sindlinger radio measurement, thereby highlighting for all to see, the hitherto gross underestimation of national listening.

Furthermore, the established success of Sindlinger research with such national giants as GM, du Pont, Ford and Chrysler, would presuppose that Al Sindlinger is on the right track with his new radio measurement, and, by this means, the great impact of national radio listening may be even further stressed to national advertisers and their advertising agencies.

I would also like to congratulate sponsor's publisher on his excellent summarization of this very significant development in the field of radio research.

NOEL RHYS, executive vice president, Keystone Broadcasting System, New York.

## TELEVISION TAPE

May we express our sincere con-

gratulations for your enlightening and encouraging article "Television Tape Challenges Film" (25 January). Being advertising and public relations counsel for Acme Film Laboratories, needless to say we are most appreciative.

In the event of any future articles on this subject, we would like to draw your attention to Acme's full name which is Acme Film Laboratories, Inc. Due to the multitude of firms operating under the name "Acme," our client has experience some confusion and any clarification would be a great help. GENE BEHRMAN, Anderson-McConnell Advertising Agency, Hollywood, Calif.

## 'TRULY PROVOCATIVE'

A truly provocative take-out, your essay on the current cultural build-up ("Tv and the cultural explosion," 28 January).

JACK PERLIS, New York.

## TV BASEBALL BLACKOUT

There has been so much publicity in recent months emanating from the Detroit Lions' general manager Edwin J. Anderson's office that I thought you might like the other side of the story. We do not be-

lieve that we would be fulfilling our obligation to our audience in outstate Michigan if we left unchallenged Mr. Anderson's statements and apparent desire to black out WJIM-TV from the home games in 1963.

Disregarding an agreement made with the station prior to the 1962 season that no action would be taken during the season, he renewed his campaign in October '62 to have WJIM-TV blacked out on the basis that their telecasts were affecting home game attendance. Neither Commissioner Rozelle nor CBS took any action at that time and all games were telecast on the Lansing station during the 1962 season.

Anderson has now requested that during the 1963 season WJIM-TV either reduce their power when the Lions are playing in Detroit or be eliminated from the network, stating that "we only experienced two complete sellouts in 1961 and '62" and that "Lansing was penetrating the Detroit market to the extent that our home attendance was really being hurt." The Lions' GM in his request also refers to an audience study which he states substantiates the fact that the Detroit market was subjected to severe penetration by the Lansing station. In no instance has he given figures to prove his statements or refuted the fact that WJIM-TV offered to subscribe to the survey but were refused the right because Anderson stated that he "did not care to share the report with other parties."

The results and accuracy of his survey and his apparent determined desire to prohibit WJIM-TV from televising the Lions home games for the benefit of fans in outstate Michigan remain a mystery . . . particularly in view of the fact that official figures for Lions home game attendance during the past three years show a healthy increase each year. Following are the official home attendance figures for the past three years: 1960—288,588; 1961—327,698 (13½% increase); 1962—357,595 (9% increase).

HAROLD F. GROSS, president, WJIM (AM & TV) Lansing, Mich.

• Only a portion of Mr. Gross's full statement is reproduced above. If you would like the full text write to Mr. Gross directly.

# 4-WEEK CALENDAR

## FEBRUARY

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

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

Broadcast Pioneers third annual mike award banquet: Americana Hotel, New York, N. Y., 25.

International Radio & Television Society Spring timebuying and selling seminar, CBS Radio, New York, eight successive Mondays starting 25, except for one Tuesday session 19 March.

National Assn. of Broadcasters annual

conference of the state association presidents: Shoreham Hotel, 26-27.

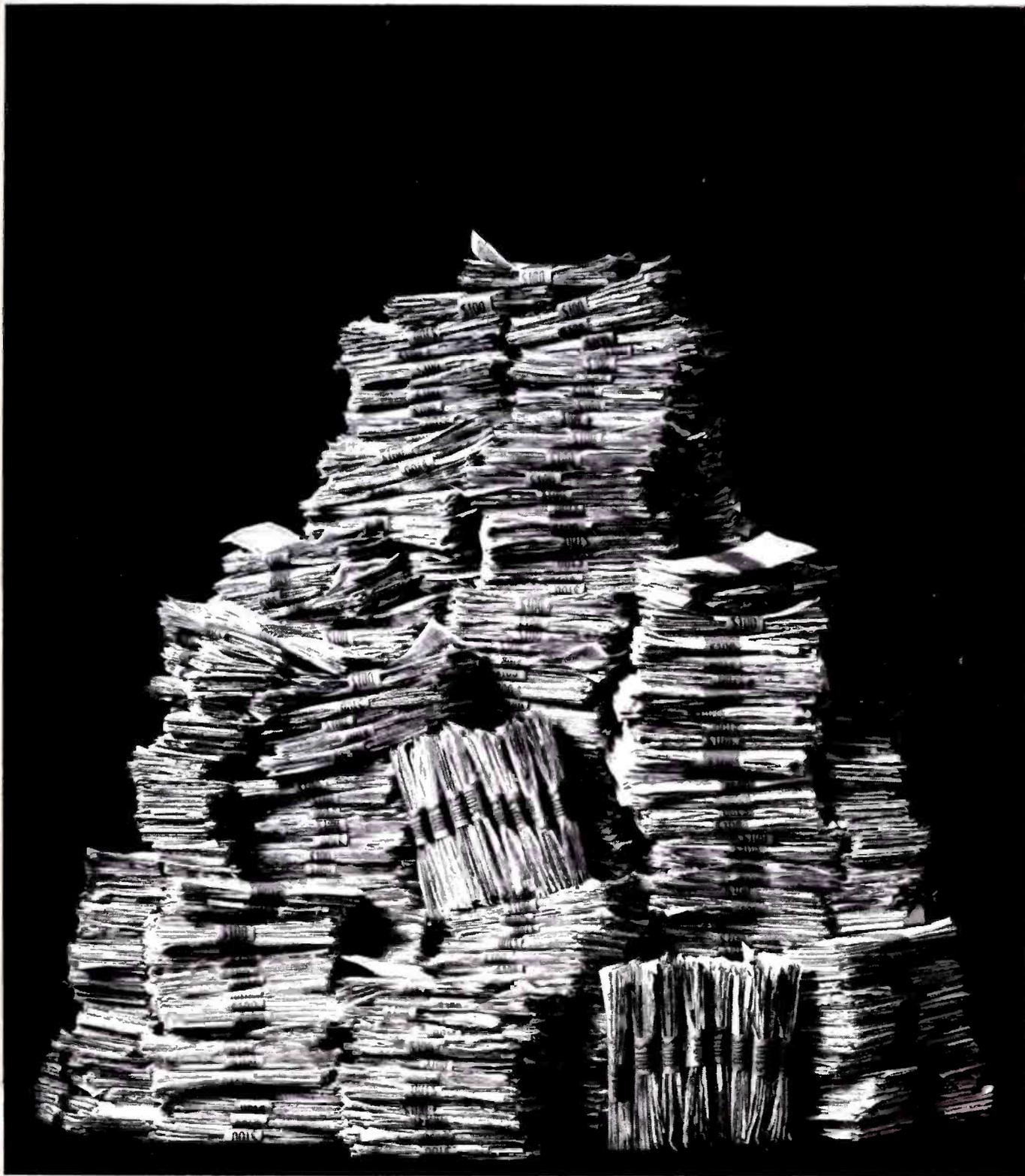
American Assn. of Advertising Agencies southwestern council meeting: Sheraton Dallas Hotel, Dallas, 28-March 1; Michigan council meeting, Rackham Memorial Building, Detroit, 19.

Assn. of National Advertisers workshop on tv advertising, Hotel Plaza, New York, 6 March.

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

Toy Fair 60th annual exhibit, 1107 Broadway, New York, 11-16 March.

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



## One man's \$80,000 is another man's \$88,000.

Sitting in an advertising conference, it's easy to lose sight of how much \$80,000 is.

It can be two commercial minutes on a national night-time network. Or it can be a two-page spread in *McCall's*, including moderate production costs. The same \$80,000 can be a thousand-line newspaper ad in seventy-five cities. By the rate card, \$80,000 is \$80,000.

But...in terms of impact and persuasiveness, the same

sum can give you a fair return, short-change you, or deliver value-plus. A 10% improvement in what you say and how you say it can make your \$80,000 perform like \$88,000. On a million dollars, it can give you extra value in the sum of \$100,000.

Worth going after that 10% improvement? Or 20%? Or more? Of course, it is.

**YOUNG & RUBICAM, Advertising**

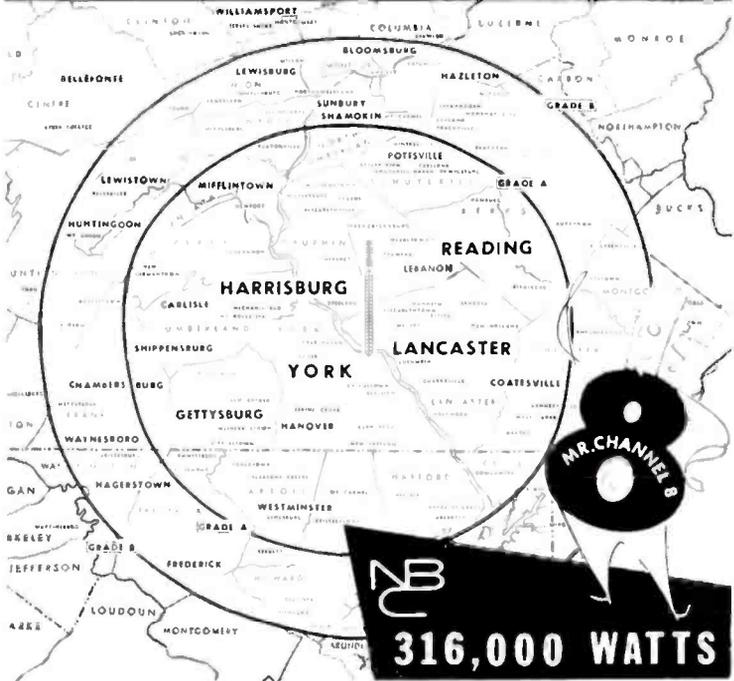


sales

**FULL POWER**

Hercules Powder Company

**MULTI-CITY TV MARKET**



WGAL-TV delivers a loyal, responsive audience. This unequaled viewer following results from fourteen years of pioneering, finest facilities, and the most complete and modern equipment in the area. Channel 8 is the only single medium in this entire region that assures full sales power for your advertising dollars.

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

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

# **SPONSOR-WEEK**

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

## **1962 A GREAT YEAR FOR SPOT TV, CBS, SET SALES**

1962 was a banner year in broadcasting. Three industry sources reporting last week provided documentation. Spot tv recorded \$721.2-million in billings, up 17% over 1961, a percentage increase topped only in 1959 since TvB-Rorabaugh began reporting data (page 50). CBS, Inc., in its year-end report, showed net income up 32% in 1962. Net sales for CBS soared to \$509.3-million (page 48). TV set sales were the best in 1962 since 1956 while radio set sales hit an all-time high, according to EIA (page 46).

## **BATES MERGES AND REORGANIZES MEDIA OPERATION**

In a major agency reorganization last week, Ted Bates took these actions: Richard A. R. Pinkham was named head of a merged program and media department. A planning committee was named for the new department with Pinkham as head and William J. Kennedy as executive director. Associate media director titles were eliminated. Martin J. Murphy, William T. Kemmerer, Winston W. Kirchert, Robert P. Engelke and Norm H. Chester were named media directors. A director of spot buying is yet to be selected.

## **TIE-IN PROMOTIONS ARE PRODUCTIVE, ANA CLINIC REPORTS**

Tie-in advertising can be very successful, but it takes a lot of give and take. Ward F. Parker, J. Walter Thompson, v.p. and coordinator of marketing-merchandising services, reported at a New York ANA conference on tie-ins. Another speaker, J. F. Donovan, advertising vice president for AMF Pinspotters, told of his tie-in with Beecham Products which resulted in 3.8 million Brylcreem and Silvikrin sales units for Beecham and 800,000 games of bowling.

## **RAB AND NEWSPAPER BUREAU EXCHANGE WORDS OVER STRIKES**

Newspaper strikes continued in New York and Cleveland with the newspaper Bureau of Advertising and RAB exchanging words. The newspaper bureau said the RAB study on buying unwittingly proved the efficacy of newspapers. RAB urged the newspaper bureau to do some research of its own, pointing out that Federal Reserve figures aren't the only clue to the health of the economy in these cities (page 66).

## **WEEKLY SALES INDEX AHEAD IN 1963**

Federal Reserve's weekly sales index shows business running ahead in early 1963. The index, with 1957-59 equal to 100, showed the week of 9 February at 90, against 85 last year. Week of 2 February was at 83 against 82 last year; week of 26 January at 82 versus 84 in 1962; week of 19 January at 94 against 90 a year ago and week of 12 January at 99 against 91 in 1962.

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

### **PUBLIC TURNING COLD SHOULDER TO INFORMATION PROGRAMS?**

*TV Guide* editor Merrill Pannitt claimed this was the case last week in a talk to the IRTS. He said the viewer is just plain "bored with race, space, reds and led." Give independent producers, he said, an opportunity to produce public affairs shows, subject to network editorial control. He called many informational shows "dull and repetitive and pretentious."

### **RADIO GROUP SELLING PLANS STIR NEW CONTROVERSY**

Radio group selling came into the limelight when McGavren-Guild dropped its group plan charging that it was a form of rate cutting. Replies both in support of and against McGavren-Guild came from a number of representatives. Robert E. Eastman called the withdrawal "an admission of weakness" (page 38).

### **CBS COMPLETES ITS FALL NIGHTTIME TV SCHEDULE**

At a very early date, CBS TV last week wrapped up its fall nighttime schedule. Seven new shows are listed: *My Favorite Martian*, *Judy Garland*, *East Side, West Side*, *Whistle Stop*, *Danny Kaye*, *The Free and the Brave*, and *Phil Silvers*. Worth nothing is that only two network-sold Westerns remain on the schedule (page 48).

### **FTC ORDERS HOLLYWOOD BREAD TO CHANGE ADVERTISING**

The Federal Trade Commission added a new company to its complaint list. National Bakers Services, Inc. Said the FTC: stop saying "Hollywood Bread" (a popular tv brand) has fewer calories than other commercial brands. The FTC said only the slices were thinner, not the calories. National has 20 days to file exceptions and the order is not final.

### **RUSSIANS ORDER NBC TO CLOSE MOSCOW BUREAU**

The Russians and NBC tangled last week. Soviet displeasure with two sponsored NBC documentaries on Stalin and Khrushchev brought the action. NBC protested to Russia and called on the State Department for assistance, and was joined in protest by CBS News which protested to the Russian Foreign Ministry.

### **PIGGYBACKS GROWING; STUDY SHOWS INCREASED EFFECTIVENESS**

Piggyback commercials continue to grow in use despite protests of broadcasters. New BBDO research indicates a 30-second commercial in a back-to-back position with another 30 appears to perform at least 90% as well as a 30-second all by itself in a regular commercial position (page 26).

SPONSOR-WEEK continues on page 14

## Why Chevy sales hum in Cleveland



"Big Hearted Jim" Connell sells Chevys on one side of town. "Straight Shootin' Ed" Stimm sells Chevys on the other. They compete. They call each other names. On WHK RADIO. It's a friendly feud over who can sell the most Chevys. They've been feudin' for three years and

they're both on top of the market. On one subject they agree: "We have found WHK to be the shopping center of Cleveland Radio stations. WHK enables us to reach all segments of the Cleveland auto market." You, too, oughta buy the Number One station,\* WHK RADIO, CLEVELAND

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

**NEW PRODUCTS KEY TO GROWTH AT COLGATE-PALMOLIVE**

New products helped to stimulate earnings at Colgate-Palmolive in 1962, notes George H. Lesch, chairman and president. Improvement in earnings, Lesch said, is in accordance with the program formulated in 1961 to stimulate the growth of the company through the introduction of new products. While this program recognized the heavy initial development and marketing expenditures necessary to introduce new products successfully, it nevertheless provides for modest improvement in the company's earnings during the early portion of the program.

**NEWEST GUESSING GAME: IS MINOW RESIGNING?**

FCC chairman Newton Minow was reported as resigning this spring. Minow neither denies published reports to this effect, nor confirms them. Even if Minow resigns the bet is that the FCC's direction will not change, though it's doubtful his successor will be as colorful with words (page 55). SPONSOR reported the likelihood of Minow's departure 31 December. If he goes to Encyclopedia Britannica, as rumored, his boss would be Maurice Mitchell, former BAB (now RAB) president. Possible parallel exists between Mitchell and Minow in that Mitchell who did an outstanding job at BAB, left because of broadcasting politics, and Minow may leave FCC because of Washington politics.

**ADVERTISING MUST IMPROVE, COLLINS TELLS HOUSTON FORUM**

"Advertising in this country is going to have to make some fundamental major improvements in its abilities to assist ever-increasing quantities of people to obtain ever-higher quality of products," NAB president LeRoy Collins said Friday in an address prepared for the Houston Ad Forum. Americans aren't childish, he said, and "advertisers and broadcasters are going to find an increasing resentment of such treatment within the audience." Advertisers must reckon with the intellectual explosion and must take into account "that he, himself, is contributing an increasingly larger part of the thrust which is producing it."

**NEWS AT DEADLINE**

Chrysler Corp. signed to sponsor Bob Hope for 48 weekly hour shows on NBC TV next season through Young & Rubicam. Chrysler will also co-sponsor the World Series, All Star Game, Rosebowl and Blue-Gray game . . . Wallace Lepkin joined the New York office of Foote, Cone & Belding as manager of the research department . . . John Earle Loog was appointed national advertising manager of Procter-Silex Corp. . . . Senator Vance Hartke (Indiana) was set as featured speaker for the eighth annual conference of the State Broadcasters Assn. Presidents in Washington, NAB announced.

SPONSOR-WEEK continues on page 45

# WHY YOUNG DETROIT PEOPLE STAY HOME SUNDAY AFTERNOONS



*Famous singing star Brenda Lee with WXYZ-TV dee-jays Lee Allen and Joel Sebastian.*

... to watch their show "Club 1270"\* on WXYZ-TV! Overwhelming acceptance by Detroiters is making it one of the most popular television shows in Detroit. ■ One reason: Guest shots by national recording stars like Brenda Lee and Dion . . . resulting in outstanding ratings for "Club 1270." A special Trendex report showed the pilot for "Club 1270" viewed on New Year's Eve received 49.6 share of the audience, reached 267,800 homes and was watched by 1,499,600 people. An impressive rating of 24.0 put "Club 1270" far out in front of the competition. ■ Proof that WXYZ-TV delivers the programming and personalities to reach the right people at the right time. When your media plan calls for concentrated television coverage let WXYZ-TV deliver for you.

*\*The frequency of sister station WXYZ Radio.*

**WXYZ-TV DETROIT**  
AN ABC OWNED TELEVISION STATION

# WING



the  
**COLOSSUS**

of  
**Dayton Radio** ✿

Check Pulse and Hooper . . . check the results. You don't have to be a Rhodes scholar to figure out why more national and local advertisers spend more dollars on WING than on any other Dayton station. WING delivers more audience and sales. Think BIG . . . buy WING!



**robert c. eastman & co., inc.**  
NATIONAL REPRESENTATIVE

✿ **DAYTON . . . Ohio's  
3rd Largest Market**

## DATA DIGEST

Basic facts and figures  
on television and radio

### Regional variations in viewing

Averages are quite frequently misleading. While figures are often published on the top shows nationally, rarely does one see the market by market ratings. Though the composite of all markets may make a show the number one nationally, the market by market picture may show a program ranking below the top 15 in many instances.

As ratings for an individual show vary market by market, so do viewing patterns in the various regions. For example, in November and December 1962, the average home viewed television 5.53 hours per day, according to A. C. Nielsen. Yet in the East Central states, the average home viewed television 6.03 hours per day to lead the list while in the West Central states, viewing was 5.17 hours per day.

In many parts of the country, viewing drops more sharply in the summer months, yet in the South the drop is not nearly as great. In fact, in July-August 1962, the heaviest viewing was one in this area—4.58 hours per day.

The charts below show the viewing in the total U. S. for the past three years in hours and parts thereof, in addition to the viewing patterns by regions, as reported by A. C. Nielsen:

#### TOTAL U.S.

	1960	1961	1962
Jan.-Feb.	5.92	6.07	5.97
Mar.-Apr.	5.58	5.47	5.47
May-June	4.45	4.55	4.41
July-Aug.	4.08	4.18	4.21
Sept.-Oct.	4.97	4.92	5.17
Nov.-Dec.	5.72	5.59	5.53

#### NORTHEAST

	1960	1961	1962
Jan.-Feb.	5.84	6.01	6.10
Mar.-Apr.	5.55	5.46	5.66
May-June	4.42	4.72	4.63
July-Aug.	3.79	4.07	3.98
Sept.-Oct.	5.09	5.14	5.21
Nov.-Dec.	5.76	5.75	5.73

(Please turn to page 44)



## Two favorite sights in Philadelphia

Philadelphians love a parade! Particularly "The Mummers' Parade," a jubilant, spectacular New Year's Day classic that's high, wide and handsome as Broad Street itself, and just as much part of the local Philadelphia scene. That's why TV 10's annual coverage, capturing all the high-stepping excitement of the parade, is eagerly anticipated, widely viewed: this year, more than 1,000,000 Philadelphians tuned to the 4¼-hour broadcast of the celebration. Bringing Philadelphians what they want to see most is something CBS Owned WCAU-TV does best. And one of the things Philadelphians want to see most is WCAU-TV, the number one television station according to both Nielsen and ARB. ©WCAU-TV



So KPRC-TV  
has the jump  
on us.  
So their signal leaps  
out in a 75 mile  
radius 7 days a week.  
So they're faster  
than us.  
And smoother than us.  
And better-looking than us.  
And more accurate than us.  
And better salesmen  
than us.  
But I ask you:  
can they offer  
anything to match  
a mother's love?\*

\*No, but we try . . . with  
five plans, 10 plans  
and 20 plans . . .  
and the world's most  
considerate coddling!  
Find out for yourself  
by calling any  
Edward Petry & Company man.

**KPRC-TV**

Houston's Channel 2 Station



Courtesy of Qantas Empire Airways, Ltd.

# SPONSOR-SCOPE

18 FEBRUARY 1963 / Copyright 1963

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

**Has the time come for the sellers of radio to submerge their own special interests and agree to a set of groundrules for supplying advertisers with updated information about the medium?**

There's a school of thought among major radio reps that a move in that direction would be not only opportune but also do a lot to **advance the medium's selling power.**

Their disposition might be summed up in these points:

- Six different studies or presentations, each taking a **different line of contention** and based on **varied research sources** are about to be released.
- The conflicting citations and approaches would tend to **confuse the prospective buyers and create a Tower of Babel in the market place.**
- It would be to radio's benefit if the sellers of radio could for a while adjourn competitive selling within the medium and instead **combine their efforts in joint undertakings.**
- The first step would be to find out from buyers just what sort of information they could use. The next step would be to lay down a set of groundrules that would satisfy the various facets of radio selling and to apply such groundrules in **individual promotional projects as well as joint efforts.**
- What would give the movement both substance and momentum is the selection of some **source to take on the leadership.** A logical candidate is the RAB, with the newly appointed Ed Bunker at the helm.

**The scope of the P&G commitment with CBS TV next season is without parallel as between any one account and a single network.**

The highlights of the ramifications of this alliance:

- **In nighttime alone the minutes will total 14 per week,** with this melange including alternate half-hours on Whistle Stop (Tuesday), the Dick Van Dyke show, the Nurses, Alfred Hitchcock and Gunsmoke plus a minute a night on evening CBS News.
- P&G will have more nighttime minutes going on that network than what had been CBS TV's biggest customer, **General Foods,** which even with its expanded buying for the fall will show a nighttime alignment of **13½ minutes.**
- Even with its maximum discounts, P&G's weekly CBS TV billings (time and talent) for nighttime will come close to **\$500,000.** A conservative estimate for P&G's daytime load on that network \$200,000 a week:
- Of special note in the P&G-CBS TV entente is the fact that the nighttime roster doesn't include a single spot carrier.

Item: From present indications P&G's 1963-64 buy at NBC TV will be limited to the P&G-controlled Grindle series (replacing Car 54) and an alternate half hour on the Virginian, making a total of **4½ minutes a week.** At ABC TV the basic accommodation at the moment is a minute and a half on Ben Casey. (Last fall P&G carried **9½ minutes** on ABC TV.)

Item: Lever will stay with its **present CBS TV alternate-week family.**

**Credit Brown & Williamson with a singular breakthrough when it assumes an alternate week half-hour sponsorship of NBC TV's the Breaking Point in the fall.**

The cigarette company will use up its time allotment with a **90-minute commercial** on alternate weeks and on a regular basis, without chopping up the minute and a half coming between alternate weeks.

There have been 90-minute commercials but their inclusion has been limited to **documentary and entertainment specials.**

Ted Bates has taken a leaf out of the Benton & Bowles book and consolidated its media and program departments under a single head—namely, Dick Pinkham, sr. v.p. and a member of the agency's executive committee.

The merged sections will be known as the media and program department with Pinkham chairman of a newly formed planning committee, which will function over all media as well as program buying.

For details of new appointments and media committee organization chart see page 11.)

Two tv spot selling organizations have embarked on a hard drive, founded on research, to wean away agency copywriters from their almost hypnotic preoccupation with minute commercials.

The duo, TvAR and CBS National Spot TV Sales, have this objective: persuading these creative people that their messages in 20-second units can be as effective as the minute.

However, there is this difference between the two firms' approach: the CBS arm's presentation, now making the rounds of agencies, is directed at the entire account group, whereas TvAR's presentation, which will be ready in about a month, is designed mainly for the agency's creative element.

Sundry tv station managements are in a tizzy about the fact that agencies have been able to slip by their policy against spot piggyback commercials.

Their complaint is that certain agencies have been able to get away with it by holding off delivery of the commercials until practically the last minute, with the result that the station's traffic personnel are disposed to let a piggyback go through rather than leave a hole in the log.

The station manager often doesn't know that this has happened until he chances to catch the spot.

Where such station managers and their reps differ about rectifying this situation: the station man holds that when a rep salesman takes an order for a minute he should make sure there won't be a piggyback, whereas the rep argues that it is incumbent upon the station manager to make his operation so tight that a piggyback can't be "sneaked" through. In other words, make it automatically rejectable.

The news and documentary specials on the tv networks in December emerged with one of the best monthly audience averages in some time.

Here's how they fared according to the NTI:

PROGRAM	NETWORK	AVG. PERCENT	AVG. HOMES
Pearl Harbor—Unforgotten	CBS TV	12.1	6,026,000
The Tunnel	NBC TV	20.7	10,309,000
Polaris Submarine	NBC TV	11.6	5,777,000
Cuban Refugee Arrival	CBS TV	20.5	10,209,000
Average		16.2	8,080,000

CBS TV has virtually sold out everything it's scheduled on the sports front this year up to football.

The golf sponsorship roster: the Masters, Travelers, Cluett-Peabody; PGA, Pabst, Lorillard, Goodyear, Georgia-Pacific.

The Triple Crown horseracing alignment: Lorillard, Pabst, Melnor Industries.

The Game of the Week: Falstaff will take half, with the rest sold in minutes.

Sunday Sports Spectacular: Ford, Schlitz, Rise, Lorillard, Vitalis.

Item: A baseball preview will probably be added Saturdays, with the two commercial breaks going for \$3,000 a minute.

Chrysler (Y&R) has realigned itself with NBC TV for 1963-64 but this time with an assortment of entertainment and facilities that could hike the automotive company's cost up as high as \$11 million on the season.

The programing consists of nine Bob Hope specials (\$400,000 net each) and 22 episodes of an hour dramatic anthology series that will be produced under the Hope name and will have him as host. The time: Friday, 8:30-9:30 p.m.

Chrysler will have here what it deems essential, namely, color.

ABC TV is telling agencies that it will make an even greater effort than last fall to get an early start on its 1963-64 schedule.

A couple seasons back the network came to the conclusion it was giving its competitors needless advantage as to ratings by late unveiling of new product.

Helpful to the resolution: 49-50-week contracts were issued for the current season.

With the prices that the tv networks are asking for new fall fare, agency negotiators figure that the average package price for a nighttime minute will fall somewhere between \$42-43,000, minus discounts, combining originals and repeats.

That's about \$2,000 above what it averaged at the start of the 1962-63 buying season.

CBS TV has a couple of them, Judy Garland and Danny Kaye, that figure out to around \$50,000 a minute.

Some of the New York sellers of radio appear somewhat nonplussed at a change that Nielsen will be making in reporting the auto plus data for stations in the metropolitan area.

Under the old system the outside-the-home audience was segmented among the various stations, with the shares of this based on the in-home ratings. For example, if a station got an in-home rating of 10 and this represented a 50% share of all home listening, a proportionate share of the car plus audience would be credited to it, giving that station a rating of 12.5.

The New York reports published in March will merely show the auto plus figures without reference to individual stations.

In other words, stations will have to do their own addition.

At least in the matter of percentage the newcomer situation comedy did a little better this season as against the previous one when it came to the tv network nighttime winnowing process.

The casualty rate for that type of entertainment this time hit 75%, whereas for the preceding season (1961-62) the elimination level was 81%.

The breakdown of casualties vs. survivors by type among the program series that debuted last fall:

CATEGORY	CASUALTIES	CONTINUING	'62-63 CASUALTY %	'61-62 CASUALTY %
Situation comedy	9	3	75	81
Westerns	2	2	50	66
Drama anthologies	5	2	70	50
Adventure	1	1	50	66
Variety	1	1	50	66
Suspense-Crime	2	0	100	71
Others	3	1	75	60
<b>TOTAL</b>	<b>23</b>	<b>10</b>	<b>70</b>	<b>68</b>

Spot radio's ever dependable Salada Tea (Hoag & Provandie) will be back in the medium for a spring run of six weeks in 60 markets.

Starting date is 1 April and the schedules will be for 20-30 spots a week.

The entry of Fitch into tv with a dandruff remover shampoo—a much crowded field at the moment—suggests a twinge of nostalgia for older radio addicts (remember the Fitch Bandwagon?) and a bit of speculation for toiletries marketers.

The speculation: how come Fitch, after these 20 years in which the hair treatment business has gone through multiple product variations, is back to challenge the shampoo field?

The answer could be simply this: Grove Laboratories, which now owns Fitch, saw in the Fitch name, one automatically linked with dandruff problems by the over-30 consumer, a natural candidate for the currently hot dandruff remover shampoo market, and is doing it in a big way.

This specialized sector of the cosmetic market has in the forefront such brands as Enden (Helene Curtis), Subdue (Alberto-Culver) and Head & Shoulders (P&G), all flailing away with tv as the main advertising tool for a healthy chunk of what they hope will be the big thing in hair attention.

Alberto-Culver has still another recruit for the dandruff control sweepstakes. It's a dressing called Patrol, out of Compton.

In another area of the hair care front, Toni keeps coming up with such new items as a Junbo Home Permanent and a different variation of hair spray under the White Rain label.

The Junbo article features the latest in large size rollers.

Buying for them in spot tv should start soon via North.

Agency researchers have noticed this season that the early evening audience share among network stations has been perceptibly on the down trend.

In other words, the independent stations have been maintaining a 20% share, whereas, traditionally it's been around 16%.

Agency marketers have noticed this trend in the merchandising of traffic appliance items: manufacturers installing their own demonstrators in selected outlets.

The one variation compared to the oldtime arrangement is that the manufacturer-paid demonstrators are supposed to integrate themselves with the store's clerical force, a la the fashion of cosmetic demonstrators.

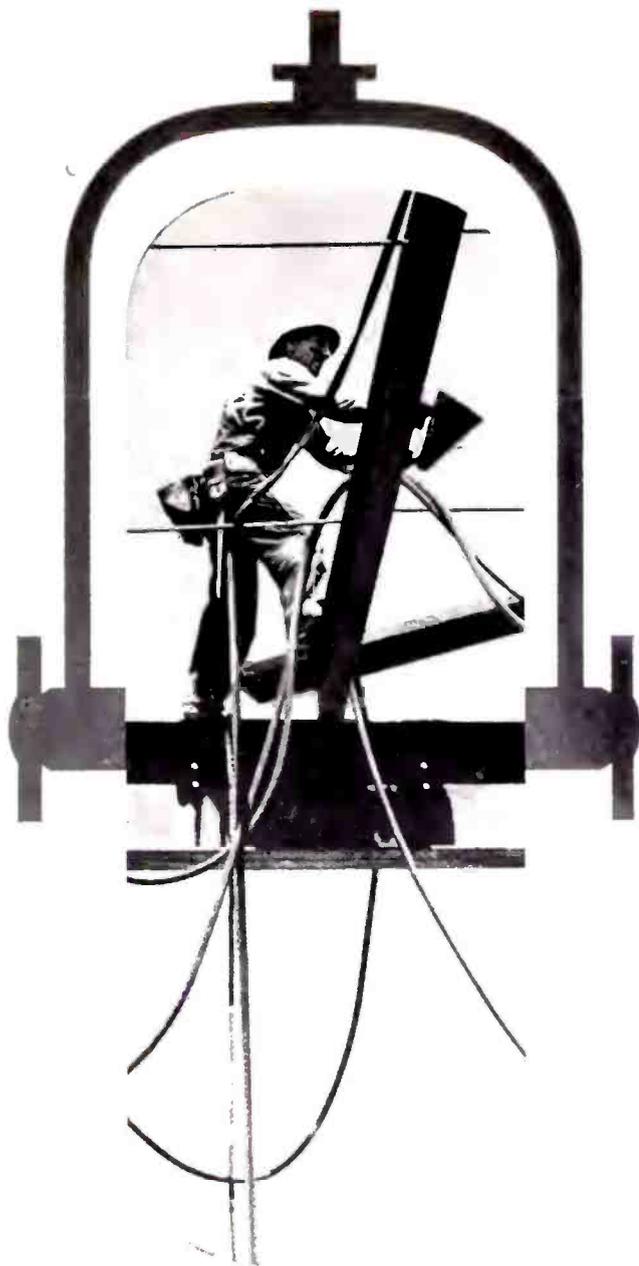
Esty has found a buyer for a sixth of the tv schedule of the N. Y. Yankees this fall, namely Esso (McCann-Erickson), but there's a sixth remaining open.

The other two-thirds are split between R. J. Reynolds and Ballantine. The whole package comes to around \$2.8 million.

Incidentally, Brown & Williamson has picked up a third of the N.Y. Mets' games on a five-year contract negotiated with Rheingold (JWT), owner of the rights.

After CBS TV has wrapped up its nighttime commitments for the fall, soon the roster of advertisers and you'll be struck by the network's dominance in all leading facets of the package goods area.

This dominance applies to foods, drugs, cigarettes and soaps, the last underscored by the fact that it's got the bulk of the two top giants in that field, P&G and Lever.



In Indianapolis—people are listening  
for the **"SOUNDS OF THE CITY"**

The "Sounds of the City" are keeping people attuned—and tuned—to WFBM in Indianapolis!

At any moment they might hear a just-for-fun broadcast from a city school-yard at recess . . . or an interview with anyone from a visiting celebrity to a local shoe shine boy. We have even sent our man up on a girder to interview a riveter

at work high above the city's skyline.

In short, our audience expects the unexpected from WFBM Radio . . . and they listen for it. WFBM has their attention.

If that sounds like the climate you'd like for your advertising, this sounds like the time to call your KATZ man!

**WFBM  
RADIO**

**1260 INDIANAPOLIS**

TIME-LIFE BROADCAST INC.  
*Represented Nationally by the KATZ Agency*



**YOU MAY NEVER SEE THE BIGGEST SHOVEL\***

**BUT... WKZO-TV Scoops Up The Most Homes in Greater Western Michigan!**

**WKZO-TV MARKET  
COVERAGE AREA • NCS '61**



If you're digging for customers, you can unearth more of them with WKZO-TV than any other Michigan station outside Detroit. It's this way every day, every night, and every week!

It's all dredged up in NCS '61: WKZO-TV has weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. And there's gold in these here diggin's: SRDS credits the area with annual consumer spendable income of well over four billion dollars.

Get the complete scoop from Avery-Knodel. *And if you want all the rest of outstate Michigan worth having, add WTTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

*\*A strip-mining shovel at Paradise, Ky., has a dipper with 115 cubic yards' capacity*



**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-TV**

**100,000 WATTS • CHANNEL 3 • 1000' TOWER**

Studios in **Both** Kalamazoo and Grand Rapids  
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

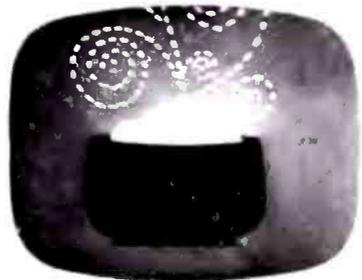
# Piggyback gaining despite opposition

**Fast-increasing piggybacks are proved effective by BBDO study; Major problems now are station resistance, web scheduling**

It is estimated some 18 million tv commercials will be on television in 1963. This total will include a growing number of piggybacks. Indications are that piggybacks are growing in popularity with advertisers. A new study conducted by BBDO provides ammunition for those favoring this type of commercial by showing back-to-back commercials perform better. Among broadcasters, there is increased discontent with such commercials.

But some stations will continue to fight the "multi-product" commercial, particularly those in key markets. Stations, members of the NAB, will no doubt be after the Code Review Board at the upcoming annual convention in Chicago to lay down more stringent rules about the piggyback as it relates to both network and spot advertising. A recently survey conducted by the

Selected scenes from two tv commercials showing difference between integrated (I) and non-integrated or piggyback, as NAB dubs latter. Both pass TV Code but integrated one is counted once while non-integrated is considered two separate announcements



(U. S. Tolo Service)



tisers benefit because it allows greater frequency per dollar cost. And the viewer? I don't think he is subject to additional commercialization because the amount of time is unchanged. We feel the

**"While our experience is not great, we have not yet found any instance where two products might be considered incompatible with each other in back-to-back position."**

Dr. Clark L. Wilson  
BBDO

bridged commercial will become more widely accepted for these reasons."

Interestingly, Lavin credits the wider use of his American piggybacks to his spot buying practices in England. "In part, it was our meticulous testing that led to the

**"Agencies recommending piggyback commercial treatment to their clients run the risk of offending the public through over-commercialization and also dissipating their product messages."**

Don Kearney  
Corinthian Broadcasting

use of 60-second back-to-back commercials," Lavin recalled. "But in the main, our international set-up promoted the idea. The testing merely proved the idea sound."

What has Alberto-Culver learned from the use of these spots? It has apparently learned that "with enough labor, any story that can be told in 60-seconds can be told almost as effectively in 30." Said Lavin: "When we put this knowledge to work for us in England, our competitive position improved dramatically . . . we also learned that not all our brands are compatible on a back-to-back basis, but that enough combinations are compatible to warrant widespread use . . . even in this country."

Lavin revealed that since Alberto-Culver introduced piggybacks, the firm's tv expenditures more than tripled. "Our entire growth process has taken a noticeable upswing," he said. "And our philosophy of tv being a conservative investment has been reconfirmed."

Bearing out what Lavin said about the economics of piggybacks, is Norman R. Grusby, v.p. of Schwerin Research Corp., an organization which has evaluated this type of advertising for many of the nation's top advertisers and has emerged with the finding that this form of commercial—when properly constructed—does indeed provide a whopping bonus to the advertiser.

"The piggyback commercial is the offspring of economic necessity," Grusby reports. "Sired by the proliferation of new products and damned by the increasing cost of tv time, the piggyback is a legitimate response to pressure. The fact that it is sometimes treated as a bastard by federal regulatory agencies because it does not fit the status quo will change. The piggyback exists; it is here to stay; and it must be accommodated."

But Grusby also pointed out that the piggyback should not be regarded as a panacea. "The advertisers who pioneered in the creation of piggybacks—Chesebrough-Pond's, International Latex, Alberto-Culver, among others—and advertisers who are successfully using the format today are not flying

**"The tv broadcasters benefit from the bridged commercial because it allows more brands to use the medium. Advertisers benefit because it allows greater frequency per dollar cost. And the viewer? I don't think he is subject to additional commercialization because the amount of time is unchanged. We feel the bridged commercial will become more widely accepted for these reasons."**

Leonard Lavin  
Alberto-Culver

by the seat of their pants," Grusby said forcefully. "They have carefully researched the problems of the piggyback—the compatibility of the two parts, the variables of order and length, etc. The successful piggyback is not just the result of jamming together two 30-second commercials. The advertiser who assumes that it is will be sorely disillusioned."

**"Loose" rules regarding piggyback.** There is, obviously, dis-

**"As things stand now, stations who might wish to reject piggybacks as being impractical, awkward or less profitable have very little to guide them except 'general practice' which apparently can vary with the rise and fall of advertising budgets and the demands for tv time."**

Rod MacDonald  
Guild, Bascom & Bonfigli

agreement even among agency men as to the role of the piggyback and its effectiveness on the viewer. Although piggybacks appear to be an efficient way for multi-product companies to buy tv time, it appears to Rod MacDonald, v.p. and head of media at Guild, Bascom & Bonfigli, that such "tandem placement tends to reduce their actual effectiveness."

"It is our belief that practices which can result in confusing or tiring the viewer can adversely affect the attention to, or understanding of, the commercial message," MacDonald told SPONSOR. "Adding to the number of interruptions of the entertainment continuity or the illogical linking of two items whose only relationship is the corporate name of the manufacturer, are examples of such practice." In MacDonald's opinion broadcast industry standards regarding piggybacks are "loose" and "very flexible."

"As things stand now, stations who might wish to reject piggybacks as being impractical, awkward or less profitable have very  
(Please turn to page 65)

# Why Scott sliced its tv spending

- ▶ Paper company tries balanced media mix
- ▶ Move tied to marketing "fundamentals"
- ▶ Research at the core of Scott strategy

The Scott Paper Co. has a wide reputation as one of the most sophisticated and efficient marketing organizations in the nation. To the television industry, therefore, it was both gratifying and logical that Scott long invested the lion's share of its annual billings in tv campaigns. In 1962, for example, Scott spent between 85 and 90 per cent of its estimated \$11,000,000 measured media advertising in television.

This year, however, television executives are viewing with alarm a sharp reduction in the percentage of its billings Scott has allocated to their medium. The paper products company will spend only 60 to 70% of its ad budget on tv in 1963, a drop that could run as high as 30%.

Because Scott has made a substantial increase in its total ad budget for the year, the loss to television will not be as high as 30% in actual dollar volume. But the fact that a careful and research oriented organization such as Scott has substantially reduced its reliance on television should produce a good deal of food for thought for the industry.

Sponsor asked James D. Stocker, Scott advertising manager, why the company had reduced its television expenditures. "First," he said, "let me tell you why we have concentrated on television.

**Evaluation of tv.** "Television has been reaching more and more homes for a number of years. The medium was an expanding wave and Scott rode the crest of the wave by advertising on tv.

"Secondly, television has been of great value in demonstrating our

products. On tv we are able to show the value of our products by demonstrating the softness and strength of our towels and tissues.

"And, all other things being equal, television offers us the greatest cost efficiencies for our advertising dollars."

Several factors recently have caused Scott to reappraise the

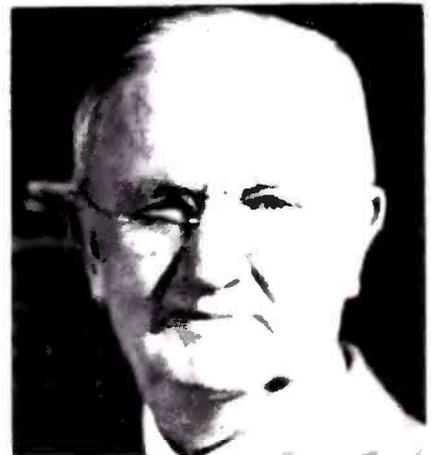
weighting of its advertising budget:

- The company has entered regional campaigns for its sanitary napkins, for which television is not a suitable medium.

- The great wave of television expansion is slowing down, the company believes, as set ownership approaches the saturation point.

- New "integrated" advertising plans are in the making.

The company wants to tie together its product lines in advertising to take advantage of the Scott reputation, Stocker explained. New ads will carry the slogan "Scott Makes It Better for You," and will uniformly carry a blue border identified with Scott.



Three men, a symbol, and a marketing philosophy

Scott executive stress marketing fundamentals. Thomas B. McCabe (upper r) chairman, James D. Stocker, (lower l) advertising manager, and N. W. Markus, Jr. director of retail marketing. Logo expresses company concern with "quality and value"

Many ads will sell groups of Scott products rather than a single item.

"For this new campaign, we want to use color that will show the common motif and will put across the idea of color and texture in our products and packaging. We also want to have things our salesmen can carry around to distributors and retailers. You can't get this on tv."

Stocker also feels that Scott will be able to pin-point its audiences more accurately by using more print media. "Although you can find almost any audience on television it's tougher to be selective."

**Balance in media mix.** Finally, Stocker said, Scott has come to believe that a combination of television and magazines has more value to offer in terms of impact than television alone. Does Scott have direct evidence of this? "No," said Stocker, "but the idea of a more balanced media mix hit us in a favorable way. We felt that we had swung over too much to one medium."

"This does not mean we will not continue to recognize the importance of television. We probably will use more spot television as a competitive weapon for regional markets. Our experience with "The Death of Stalin" has given us a favorable impression of public affairs specials and we probably will continue to do them on an irregular basis. And we will, of course, continue our participations for day-in day-out bread and butter advertising.

"But we don't want to put all of our chips on one horse. We feel we now are much closer to an ideal media mix than we were before."

While many arguments could be made against Scott's position, the television industry probably would do better by considering it seriously. As noted, Scott is a sophisticated marketing company. Under the leadership of chairman Thomas B. McCabe, it lays heavy stress on basic marketing research. At Scott, few major marketing changes are made without good and sufficient reasons.

**Merchandising basics.** Scott's marketing approach rests firmly on

what McCabe calls the "fundamentals of merchandising." These fundamentals were stated more than 60 years ago by Arthur Scott, son of one of the company's founders. The company, he said, was to "concentrate on producing in volume a relatively limited number of products of high quality, to sell these products at the lowest possible prices, and to tell the public about them through extensive advertising."

Today, said N. W. Markus, Jr., director of retail marketing, Scott's marketing philosophy stands more securely than ever on the three pillars of quality-value-advertising.

"At Scott we are genuinely concerned with giving the consumer her money's worth for the products she buys," Mr. Markus declared. "This encompasses both the quality of the product and its price," he continued. "We are engaged in a continual effort to produce a product better than our competition's. When we do have a qualitative advantage, or even a stand-off, we try to give the consumer the lowest price."

For example, Markus explained, after years of research, Scott developed its Magic Oval Scotties, a pop-up tissue. Magic Ovals went its competition one better by enabling their user to take one tissue at a time or several tissues at a time. When Scott found consumer acceptance for its new product, it lowered its price.

Scott's retail marketing posture was not always as pristine as it is today. The company long indulged in what McCabe described as marketing "hokey-pokey." This involved "gimmicks" and "deals" to the consumer such as unrelated premiums, coupons, contests, and sweepstakes.

"When we studied the results of these gimmicks, we found them to be ineffectual and uneconomical," Markus explained. "What they did was to divide existing business between competing established brands without adding any new consumption. We would run a 1¢ premium and for a few days our share of the market would jump by 3%. Then our competitor

would run a premium and win an additional 3% of the market. Over a six-month period nobody made any headway."

In June 1961, therefore, Scott abandoned all "gimmicks" and "deals" in its retail marketing. "Instead we invested the money in the fundamentals—value and advertising," Markus said.

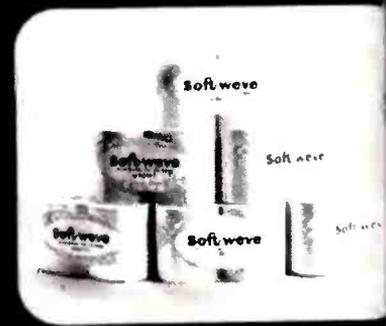
**Marketing devices.** Scott is not above using every trick in the marketing bag when the occasion calls for it. "When we are introducing a new product or building a new market we will use any marketing



1. Softer than soft is



5. Softness so real—softness you feel



9. Add that soft touch of Soft-Weve to your bathroom—soft colors and snowy wh

Scott uses tv for its "day-in and Storyboard for new Scott tv commercial vestment in spot television and also to

device we can think of to increase consumer sampling." Thus, Scott ran a contest a year or so ago to increase distributor awareness of its television advertising campaign. It conducts frequent symposia for distributors and retailers. These, Markus pointed out, are intended to create awareness of advertising activities rather than to directly move merchandise.

These promotions are not in conflict with Scott's "no gimmick" approach, but are a very necessary part of its marketing philosophy, Markus asserted. "We believe in

making all the hay we can from our advertising dollars."

The core of Scott's marketing philosophy is undoubtedly its stress on research. McCabe for many years has conducted a personal crusade for a scientific approach to marketing, and his fervor permeates the entire Scott organization.

"Research plays a key role at every stage of Scott operations, from the conception of a new product to its national introduction and even beyond," said Richard B. Dingfelder, director of marketing services.

**Product development.** In contrast to many other organizations, Dingfelder explained, the idea for a new Scott product usually comes from the research department rather than the technical people. In the laboratory development stage, research obtains a set of specifications to match potential markets for the new product to give direction to the technical department. Research then tests the roughed out concepts in small consumer panels until a prototype that meets market profiles is obtained.

(Please turn to page 66)



2. Soft-Weve



3. Softest of all is



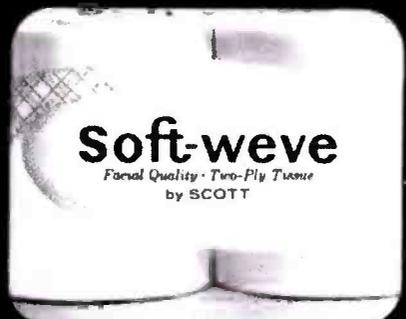
4. Soft-Weve



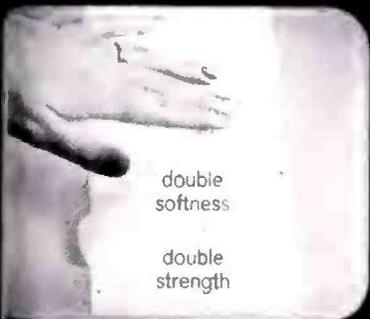
6. Soft to the touch



7. Soft-Weve is much softer than soft.



8. Soft-Weve



Soft-Weve bathroom tissue. Every Sheet is softly lined with another just like it.



11. Softer than soft is



12. Soft-Weve. Touch it.

**day-out bread and butter" advertising activities**

indicates how paper company uses the medium to convey the quality of softness in its product. Scott plans to increase in-sponsor public affairs specials on an irregular basis in addition to maintaining its schedule of network participations

From small pioneer town . . .



## Denver: the new Mecca of the West

- ▶ **Soon to be second pay television city**
- ▶ **Choice linked to phenomenal growth**
- ▶ **Industry, employment, and sales boom**
- ▶ **Population rises 121% in 10 years**

**D**enver, the Mile High City, is making news frequently, and if statistics speak so much louder than words, it has the right to scream recognition as a bright, young, and wealthy market. Numbers have been piling up fast for population, industrial, and economic expansion, forming a growth pattern almost unmatched by any other city in the United States. A fast rundown shows that in the

decade from 1950 to 1960:

- Denver enjoyed the second highest suburban population growth in the country: 121%.
- Retail sales volume grew 81% to \$1.2 billion.
- Employment rose over 57%. And since 1961:
- Denver retail sales went up another 8% to a record high of \$1.7 billion.
- Personal income in the state,

buttressed by Denver, increased by 7%, exceeded only by two other states.

- Savings and loan associations upped their business an average of 11.9%.

Although Denver has come a long way, its untapped economic potential has changed little from the "Pike's Peak or Bust" days of the gold rush in 1858.

Of special interest is the fact that Denver has been selected to test pay television starting in May.

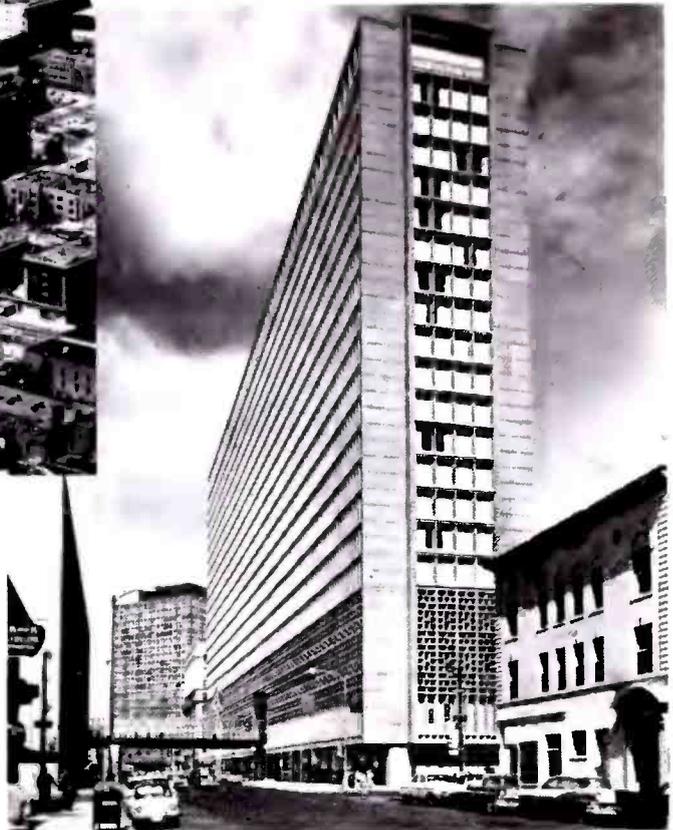
**Population explosion.** With radio and television often labeled as necessities for present-day Americans, there is a probable direct correlation between the number of radio and tv homes (currently 149,460 tv, and 162,160 radio, ac-

... to major market



### Seat of the "Rocky Mountain Empire"

The changing skyline of downtown Denver is the most obvious manifestation of physical and financial growth. Construction in Denver is today almost three times that of 1952, and a long way from the hurried building in days of the gold rush. At left is a rare 1860 picture of the Denver wagon train terminal, contrasting sharply with scene of today's Denver (above) and close-up (r) of new Hilton Hotel



according to Nielsen) and the increase in population. Today the population of Denver is increasing at the rate of about 2,700 a month, adding the equivalent of a Watertown, N. Y., to the city total each year, as well as more set owners, more listeners, and most important, more buyers.

Newcomers presently seeking opportunity in Denver comprise a third wave of immigrants. First there were the adventurers seeking wealth during the gold rush (a rare picture on page 32, taken in 1860 gives a stage-coach view of the city at that time). The next wave came to the city between World Wars I and II, building up the city as a financial and government center. The third wave rolling in today comes from Denver's industrial development.

**Industrial growth.** Postwar industrial growth includes an increase of more than 900% in natural gas production over the last

10 years, and a 630% increase in dollar volume of mining over the same period. Colorado is the prime source of uranium in the U. S. And last year, some 50 new commercial plants were established in Colorado, mostly near Denver. Thousands of new jobs representing an estimated \$7.1 million in annual payrolls opened up.

Colorado's increase in manufacturing workers last year represented a 4.2% gain over 1960, as compared to a 1% loss nationally. Manufacturing is Colorado's most important industry and approximately 60% of the total manufacturing establishments are located in Denver.

Although no longer a leading industry, Denver is noted as the center of a vast farming area; it is the largest sheep market and the fourth largest cattle market in the world.

**People like it.** There are many reasons to expect Denver to keep growing at a rapid rate. Most im-

portant, people like it. The city has been called the climate capital of the world, with moderate temperatures prevailing in both winter and summer. They are attracted by many job opportunities, and not only in commerce. There are more federal buildings and jobs in Denver than any other city outside of Washington. There are also opportunities with space age developments. With the construction of the Martin Titan ICMB plant, an atomic energy plant, and three air force establishments, defense activities have become of major importance.

The people seem equal to the challenge of such opportunities. Denverites are young (average age 26), financially comfortable (16.7% earn over \$10,000), and well-educated (Denver ranks fifth in the nation in quality of public school education). Denverites have enough money to own their own cars (the city has more cars per capita than

any city in the nation) and own their own homes (86% of the people own their own dwelling units).

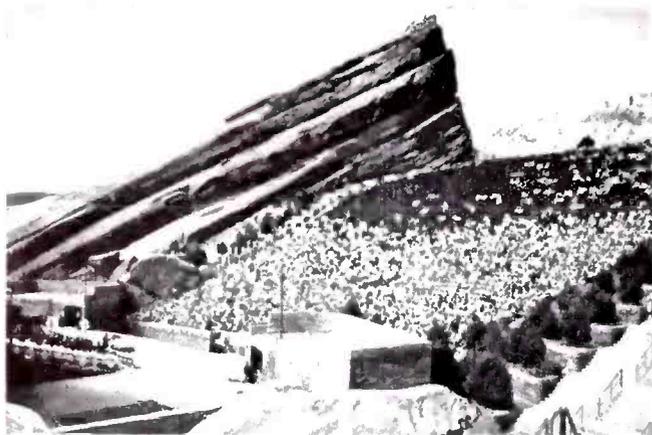
During 1962, Denver metropolitan area population soared to 1,021,000 residents, Jack Tipton, station manager of KLZ-TV reports. "This represents an increase of nearly ten percent over the 1960 U. S. Census figure. While all counties gained in population Denver County led the other four as the most populous, recording 508,

TV, and KTVR. Denver has 17 radio stations. The number is considered large for a city of one million inhabitants. There has been much agitation in recent years over the desire of the FCC to limit the number of stations in Denver because of economic factors. The FCC is for it and the broadcasters of Denver are against it.

It is interesting to note that Denver (26th city in the nation) ranks 31st in national radio advertising

age, utilizing mobile units as well as station-owned airplanes to report on traffic and immediate news. KFSC specializes in Spanish programs for the Spanish population and KOA specializes in complete sports coverage.

William Armstrong, general manager of KOSI and a member of the House of Representatives, is one of the strong believers in "laissez faire" for Denver radio. "I believe that the listening public and the



#### Natural theater provides cultural events

Enjoying good climate, better-than-average salaries and educations, Denverites like to go places, do things. Red Rocks amphitheater (above) is scene of many musicals



#### Over 50 shopping centers

With large numbers of inhabitants owning cars and living outside the city, shopping centers are booming. The Cherry Creek shopping center (above) is one of Denver's largest

000. This is 2.9% greater than its 1960 figure.

"Jellerson County with a 155,000 total showed the greatest percentage increase, recording a jump of 21.5% over 1960. Adams County followed with the next highest percentage gain, up 18% over 1960. Boulder was 15.8% ahead of 1960, and Arapahoe was up 11.6%.

**Homes reached.** With the area's greatest growth occurring in the suburbs, broadcast media are considered more and more important because of the difficulty of newspapers to reach outlying districts. Information compiled from Audit Bureau of Circulation and SRDS figures reveal the *Denver Post* presently reaches only 60% of homes in Denver's five counties, and the *Rocky Mountain News* reaches only 37%.

There is no scarcity of electronic media to use. The four commercial tv stations available to advertisers are KBTU, KLZ-TV, KOA-

but 15th for local radio revenues, according to FCC figures. This indicates that radio is recognized as an effective medium by local advertisers, but has not been proportionally utilized by national advertisers.

Reportedly, the large number of stations has forced each competitor to work hard promoting and improving its efforts. Even tv must offer extra dividends. For example, KLZ-TV has available merchandising, promotion, and publicity aid from special departments for all advertisers, in addition to regular services. To compete effectively, other stations, both radio and tv, are also forced to provide additional service.

Radio quality has improved and Denver advertising rates are lower than radio stations in other cities. Radio stations have also been forced to specialize. KIMN, for one, puts a strong emphasis on editorial crusades and news cover-

business community are both well served in cities where there is a large number of stations, and that this is a natural development of a free enterprise system. Most listeners in Denver would tell you that the increased radio station population has improved rather than degraded the quality of program service. Station operators vie to put out the best possible programs."

Radio stations available to advertisers are: KHOW; KBTR, ABC affiliate; KDAB; KDEN (AM & FM); KFML (AM & FM); FKSC; KGMC; KICM; KIMN; KLAK; KLIR (AM & FM); KLZ (AM & FM), CBS affiliate; KMOR; KOSI; KOA (AM & FM), NBC affiliate; KTLN; and KTGM-FM.

**Center of everything.** Denver is often referred to as the hub of the "Rocky Mountain Empire," as it is the largest metropolitan center within a radius of 500 miles; the largest, in all respects, in the eight

Mountain states. The five-county metropolitan area is the leader culturally, industrially, economically, and professionally for over 40% of the total land area of the United States. What Chicago is to the midwest, Denver is to the wide swath of territory which includes Montana, Wyoming, and New Mexico, as well as Colorado and large portions of neighboring states on either side.

Communications are important to Denver's rapid expansion. The city informs and entertains with 20 radio stations, five tv stations, and two newspapers.

**Pay television.** Soon to start operating pay tv is KTVR, which has been selected as the only station west of the Mississippi for the three-year trial run of pay television.

The FCC extended the license to channel 2 in October for what is considered a prime test of pay tv in a major market. The station will televise a minimum of 14 hours of pay tv a week, at the onset, with 40 hours a week as a future target.

KTVR's pay tv output will differ from that in existence in Hartford, Conn. In accordance with a contract signed with the telephone company last month, the station will send the sound portion over a separate line to a speaker in the subscriber's home. It is expected that there will be a \$10 installation charge for the speaker and direct telephone line and a minimum \$3.25 monthly charge for programs, priced from 50 cents to \$3.

**Why Denver?** The choice of Denver was made by officers of Macfadden Teleglobe Denver Corp., applicants to FCC for the system. Lee Bartell, executive vice president and managing director says: "We chose Denver for its large number of tv stations which conformed to FCC specifications, and secondly for important aggregate characteristics — social, economic, and geographical. Denver has a high income level and a history of well attended cultural events, as well as a fast-growing

*(Please turn to page 66)*

## Why Denver is an important market

Denver is the hub of the "Rocky Mountain Empire," the largest metropolitan center within a radius of 500 miles, and a leader culturally and commercially for 40% of the land area of the U. S.

Denver had the second highest suburban population growth, 121%, between 1950-1960. Metropolitan population is increasing at the rate of 2,700 a month.

New industrial developments, rich natural resources, moderate climate insure continual growth. In Denver, 60% of all Colorado manufacturing establishments are located.

Inhabitants of Denver have higher than U.S. average education and income. 16.7% earn over \$10,000. Public schools rank fifth in the nation.

Denverites live well and own more cars per capita than residents of any other city. 86% of the population own-occupy their own dwelling units.

The city is served by an abundance of advertising media: 17 radio stations, five tv stations, two newspapers.



### Denver Advertising Club is large

The Advertising Club is the oldest and one of the largest in the country. Members above (l-r) Tom Mulvey, KHOW; Mrs. Armstrong; in rear, Ed Koepke, KDEN; William Armstrong, member of House of Representatives, general manager, KOSI; Jack Hull, DAC president, and a partner of Hull-Mefford Agency

# Radio found ideal reflector of store image, personality

- ▶ Milwaukee's Boston Store mixes radio, print
- ▶ Buys radio after print competitors merge
- ▶ Philosophy: use enough radio to make it work

"Listen to the sound of Boston Store!" That's what Milwaukee radio audiences do, and have been doing, ever since last July, when the store began using that theme in heavy radio schedules. Through Gustav Marx Advertising Agency, Boston Store has recently

signed new contracts continuing schedules through next July. By that time the sound of Boston Store will have been on the air 5,000 times.

The radio campaign for this Milwaukee retailer is not a test; nor does radio serve as a supple-



## Not competing with other media

Agency owner Gustav Marx (seated) and son Duke believe in balanced media mix, use radio because it's a medium that "motivates buyers by creating excitement." They've found a successful combination in radio, tv, and newspapers

mentary medium. Radio is used in concert with newspapers and tv as part of an overall media plan to sell the store.

"We are not competing with other media," says Duke Marx, junior half of the father-and-son team who operate the Gustav Marx agency. "We use radio for what it is—an honest, legitimate advertising instrument—a medium that motivates buyers by creating excitement."

**Radio's function.** A Marx client since last summer, Boston Store has been a downtown landmark for 63 years, competing primarily with two other established department stores, Gimbel's and Schuster's. When these two merged last year to become Gimbel-Schuster, they combined two advertising budgets invested entirely in newspapers. Boston Store felt that a dynamic element of difference would enhance its own advertising, which now had to match this doubled newspaper outlay.

At about the same time, Duke Marx produced a film on the effectiveness of radio as a new business presentation. Boston Store executives, seeing Marx's film, agreed that the radio philosophy embodied in his presentation might be the answer to their media problem.

And that philosophy? Use enough radio to make it work.

Marx is not a self-styled radio expert. "The use of radio must be determined on the basis of many variables, including the product, the market, and the overall campaign objective."

The overall objective of Boston Store's radio campaign is to sell the store's personality and image. However, the commercial approach is not entirely institutional. Neither does it plug individual items and prices. It does, on occasion, highlight departments within the store, special events, and special features, but consistently within the framework of "Listen to the sound of Boston Store."

Commercials, all minutes—written and produced by Duke Marx—contain light background music, or are singing commercials. Marx

and the store pride themselves on their copy restraint and lack of creamer commercials.

Here's an example of a light, institutional approach:

What is the sound and meaning of a charge?

To a historian, charge means the "Light Brigade,"

To a scientist it means electricity,

To a comedian it means laugh,

To a soda fountain clerk it means foam,

To a general it means forward.

To the Boston Store Shopper it means the best way to shop,

Because people who know best say "charge it please" at the Boston Store.

**"Downtown" image.** The store's downtown aspect is heavily highlighted, even though the company maintains three branch stores which ring the city in Northside, Westside, and Southside locations. Boston Store is convinced that when customers shop at branches in neighborhood centers, they are buying the downtown image.

Promotion minded, the store strives constantly to project an image of "the store where things are happening." For example, on 15 February the store was festooned throughout with live lilacs and canaries. The radio theme beginning that day was "Suddenly it's spring at Boston Store downtown."

An important part of the store's image is its long association with the city. Established by Milwaukeeans in 1900, the Boston Store strives to perpetuate its identity as the dominant downtown department store and project its reputation as the complete store in all price ranges.

The Milwaukee am radio market is comprised of seven stations. Three, WTMJ, WISN, and WEMP, carry continuing schedules for the Boston Store. WOKY, predominately a popular music station, according to Marx, is bought for special events and promotions aimed at a younger audience, such as a campaign last fall for the store's Varsity Shop for high school and college boys.

As far as time of day is con-

## How the Boston Store uses radio

1. "We use radio as a legitimate, effective advertising instrument, a medium that motivates buyers by creating excitement."
2. Radio provides a dynamic difference between our advertising and competitors' which is print media.
3. Commercials employ a general approach. Some only dramatize image, other departments. Price is not mentioned.
4. To make radio work most effectively, it must be used in large quantity. In five months, 5,000 spots will have been aired.
5. Most spots are broadcast between 9 a.m. and 5 p.m.; the advertiser has not found one period more effective than another.

cerned, Boston Store has scheduled its spots (all minutes) at all times, although run-of-station has never been bought. Most spots run between 9 a.m. and 5 p.m. because, Marx points out, women are the primary target.

Time of day, Marx maintains, is an academic question. He says he hasn't found one time to be more effective than another. Therefore, they use all times—and have even run spots on WTMJ's early morning show to reach the rural housewife.

"Radio's an exciting medium," he says, "and from our experience with it, we know its pulling power."

**Personal involvement.** "I don't want to sound like Billy Graham in my enthusiasm for the medium," he continued, "but we know that radio works. Not through statistics, studies, or figures, but by personal involvement with radio."

Duke Marx began his business career working for a Milwaukee appliance chain. He wrote radio copy during the day and sold in the stores at night. "I was always impressed with the number of customers who mentioned, 'I heard it on the radio,'" he says.

Boston Store executives — president Paul Maher, executive vice-president Stewart Orton, and publicity director Lee Templeton—share Marx's enthusiasm for radio and its ability to work in conjunc-

tion with other media toward the same goal. During a yarn sale, the store's newspaper advertising listed specific items and prices. Radio copy for the same promotion featured the concept and fun of knitting, stressing only the sale—no items or prices.

Marx is quick to acknowledge that the liberal attitude of his client toward radio is largely responsible for the campaign's success.

Lee Templeton, in charge of advertising, says of the campaign: "We are convinced that radio is doing a fine job for us. However, one thing we cannot do is get into an argument over radio's effectiveness as compared to other media. We are looking for an efficient media mix, and do not want to have our use of broadcast misconstrued as critical of newspapers. This is not a case of deserting one medium for another—but of wanting to use the best combination of all."

Marx feels that the radio industry is sometimes inclined to undersell itself, lacking the confidence necessary to reach its full potential. The Marx faith in radio results is based on first-hand experience with the medium not possible in giant agencies.

"In our two-man shop," he explains, "we write the copy, produce the spots, deliver them to the station, hear them on the air, and 20 minutes later go down to the store and watch the results." 

# Radio group selling plans provoke strong reactions in spot industry

- ▶ **McGavren charges plans are rate-cutting**
- ▶ **Need skillful execution, Eastman replies**
- ▶ **Advertisers need flexibility in marketing**

**A** long-simmering fight on the merits of radio group plans broke into the open last week with an announcement by McGavren-Guild, Inc., that it had dropped its radio station group selling plan.

the reputations of participating stations which have normally rock-hard, unyielding rate cards. That is why we are abandoning a plan which has been hailed as an answer to spot radio's alleged paper

"In the process of abdication, this representative attempts to condemn and devalue all group selling. Such a statement will be immediately recognized as an admission of weakness because group selling has been part and parcel of the broadcasting industry ever since NBC hooked up its first network many years ago. The publicity-seeking withdrawal of one plan is confirmation of the fact that group selling requires skillful execution to be successful. If the concept and execution are poor, then it follows that the plan itself must also be ineffective and eventually be withdrawn."

According to Eastman, "group selling benefits the advertiser, agency and at the same time effectively serves the interest of the stations

## What the reps say about group selling

***"Group plans have degenerated into nothing more than well planned and highly embellished forms of rate cutting under a fancy title."***

Daren F. McGavren

***"The publicity-seeking withdrawal of one plan is confirmation of the fact that group selling requires skillful execution to be successful."***

Robert E. Eastman

***"If the basic objective of a group plan is to attract money into radio, it fails. Smaller appropriations per market can't increase radio total."***

Lloyd Venard

Its conclusions are hotly disputed by at least one firm holding to the group selling technique.

In its statement announcing termination of its plan which had been in operation for nearly a year, Daren F. McGavren, president of the representative firm said: "Group plans have degenerated into nothing more than well planned and highly embellished forms of rate cutting under a fancy title. As such, they undermine the prestige of the radio industry, taint the representatives who sell with them, and via guilt by association, sully

morass by providing for one availability sheet, one invoice, and one check, and been touted generally as a great advance for the spot radio medium."

"Networking." McGavren also charged that the group selling plan has lowered radio's prestige in the eyes of national advertisers and agencies, negate the advantages of spot radio, and place participating stations into the rigid category of networking.

Robert E. Eastman, head of his own radio representative firm, replied to the announcement, saying:

involved." He noted that the Eastman Network has proved successful and that "more national advertisers have purchased the Eastman Network than any other plan."

Arthur H. McCoy, president of Blair Radio, which has one of the oldest and leading group plans, had no immediate comment to make on the McGavren statement.

**Against rate cutting.** M. S. Kellner, vice president and radio sales manager for The Katz Agency, said: "We applaud McGavren's move. We have always been  
*(Please turn to page 64)*

**BY A KNOCKOUT!**



# **KLZ-TV** **in denver**

The list of victories by KLZ-TV always has been impressive, but nothing compares with its most recent defense!

The November ARB showed KLZ-TV is in first place — ahead of all competition in every "Broad Day Part" time bracket from sign-on to sign-off, seven days a week. Never before has a Denver television station received such a large share of the total television viewers.

KLZ-TV has 17 of the top 20 programs in Denver! These include the highest rated news — morning, afternoon and night; the highest rated weather and sports; the highest rated network program; the highest rated syndicated program!

The winner, and still champion as the best television buy in Denver — KLZ-TV!

**CBS**  **DENVER**  
**KLZ**  
**TELEVISION**  
**7**  
TIME-LIFE BROADCAST INC.

*Represented nationally by the Katz Agency, Inc.*

enter your  
personal  
subscription  
to  
**SPONSOR**  
for  
essential  
broadcast  
information

\$8 for 1 year

\$12 for 2 years

---

555 Fifth Ave., New York 17

## TIMEBUYER'S CORNER

Media people:  
what they are doing  
and saying

The help wanted sign for a buyer is out at Foote, Cone & Belding's Chicago Office. If you are mulling over the idea of applying, you'll do well if your real hip on radio buying, and a dash of tv know how will put you well ahead of the game. Sorry girls, the call this time is for a male only.

Now here's a real switch dept.: Former Grey buyer Don Greene who switched to Adam Young to give selling a go, is back in the buying swim. He has joined Kastor, Hilton, Chesley, Clifford & Atherton (New York).

We guessed right! Fuller & Smith & Ross' Dorothy Shalinian will follow former boss Don Leonard to Kudner (see last week's *Time-buyer's Corner*). Dorothy, who's presently soaking up some Florida sunshine in a well deserved vacation, will start at Kudner (New York) as administrative assistant on 4 March.



### ... And that's how it is down South

Hi Bramham, WSM-TV's (Nashville) commercial mgr., took time out during recent New York visit to call on OBM's media supervisor, Ann Janowicz

And in the agency-hopping dept.: Tom DellaCorte left Geyer, Morey, Ballard (New York) to take over the buying chores on Kit Powers' accounts at Cunningham & Walsh (New York). At GMB, Tom was assistant buyer on the Richfield and Sinclair Oil accounts. At C&W he is handling such accounts as Sunshine Biscuit, Braniff International Airways, American Export Line, Chrysler Airtint Division, and Watchmakers of Switzerland. Kit, as reported here earlier, joined D-F-S (New York).

Former Zlowe and Mogul, Williams & Saylor buyer Lyn Diamond is reported back in New York City looking fit as a fiddle and ready for  
(Please turn to page 42)



# Dynamic Denver Market DOMINATED by **KIMN**

Latest Trendex for 14-county Denver Retail Trading Zone (November, 1962) proves it!

Weekly Cumulative  
Audience

**KIMN**

is **FIRST** with

**36.9% \***

BUYING AGE

**KIMN**

has more audience in these  
important age brackets

21 to 30

31 to 40

**38% \*      37.9% \***

Household Expenditures

**KIMN**

has more audience in this  
important category:

\$40.00  
per week  
and over!

**16,900**

News Preference

**KIMN**

runs a close second  
with

**16.4% \***

\*percentage of total homes in 14-county area

This Trendex Qualitative Radio Study of the Metropolitan Denver Area taken in November, 1962 reveals that KIMN truly DOMINATES the DYNAMIC DENVER MARKET, one of America's most lucrative and fastest growing! For your complete copy of this revealing study contact your Blair man!



**KIMN**

5000 watts  
at 950



## \$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."

IGM SIMPLIMATION

P. O. Box 943, Bellingham, Washington.

## TRENDEX ASKED:\*

Which station comes closest to  
playing the music you like?

## WASHINGTON ANSWERED:

WWDC	18.4%
Station A	12.6%
Station B	12.5%
Station C	9.5%
Station D	8.4%
Station E	7.6%

\*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

work again. Lyn spent the last few months in Maine salvaging her health.

More good news: Morse International's Mary Ellen Clark (New York) is back at work again after a two-week battle with the flu bug.

Among those spotted enjoying WPAT's (Paterson, N. J.) hosted dinner and theater party in Philadelphia were: Ayer's Billie Farren Bette Kaufman, Mary Dunlavey, Dan Benyus, Ted Robinson, Diane Roe, and Jim Egan; Lewis & Gilman's Evelyn Walmsley; Bauer Tripp-Foley's Alice Mooney; Clements' Kathryn King and Al King Firestone-Rosen's Shelly Roseman and Murray Firestone; and Al Paul Lelton's Eileen Moore. Chief attraction of the evening festivities was the pre-Broadway premiere performance of *Tovarich* starring Vivien Leigh and Jean Pierre Aumont. Serving as active hosts for the occasion were Dan Weing, v.p. and general manager of WPAT; Buck Johnson, WPAT sales manager, and Norm Flynn, the station's account executive who covers Philadelphia.



### Chicago timebuyers get defrosting treatment

When the temperature took a below-zero dive in the Windy City last week, some 50 fortunate buyers were chauffeured home in warmed limousines, courtesy of radio station WIND. Among them: (l-r) Compton's Cecelia Odziomek; Tom Henry, D'Arcy; Kay Krueger, Clinton E. Frank; and Gordon Gredell, D'Arcy. Cars' radio receivers were beamed to WIND, of course.

Promotion dept.: SSC&B's (N.Y.) Carter products buyer, Jeanne Sullivan, was tipped to assistant associate media director on Lever Bros. All, Beacon Wax, and Vicks Chemical . . . J. Walter Thompson's (S.F.) Colleen Mattice elevated to media director.

Bates' (N.Y.) Dan Monahan traded in his bachelorhood 2 February for a Nassau honeymoon.

PEOPLE-BEAMED . . . person-to-person radio, the friendly giant glow across the rich money belt of Oklahoma. KRMG, radio that's beamed to people . . . bright with personalities and shining with sales results. People who listen, like it . . . people who buy it, love it!




---

**KRMG**  
IS  
PEOPLE-BEAMED

---




---

HOW  
ENLIGHTENING

---



THE JOHN BLAIR  STATION

**KRMG**  
TULSA,  
OKLAHOMA

**KIOA**  
DES MOINES,  
IOWA

**KQEO**  
ALBUQUERQUE,  
NEW MEXICO

**KLEO**  
WICHITA,  
KANSAS



robert e.  
eastman & co., inc.

# WHAT ARE YOUR PHOTO REQUIREMENTS?

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

BUT QUALITY is something else again . . . . ours is superlative!

And SERVICE is still another matter . . . . ours is unbeatable!

**BAKALAR-COSMO  
PHOTOGRAPHERS**

111 W. 56th St., N.Y.C. 19  
212 CL 6-3476



## DATA DIGEST | Continued

### EAST CENTRAL

	1960	1961	1962
Jan.-Feb.	6.25	6.93	6.07
Mar.-Apr.	5.97	5.99	5.72
May-June	4.53	4.68	4.05
July-Aug.	3.91	3.93	4.14
Sept.-Oct.	5.35	5.14	5.58
Nov.-Dec.	6.22	5.94	

### WEST CENTRAL

	1960	1961	1962
Jan.-Feb.	6.22	5.93	6.10
Mar.-Apr.	5.89	5.45	5.65
May-June	4.33	4.21	4.26
July-Aug.	4.04	4.01	4.14
Sept.-Oct.	4.94	4.85	4.88
Nov.-Dec.	5.56	5.46	

### SOUTH

	1960	1961	1962
Jan.-Feb.	5.71	5.79	6.04
Mar.-Apr.	5.43	5.21	5.22
May-June	4.45	4.53	4.46
July-Aug.	4.50	4.56	4.58
Sept.-Oct.	4.79	4.68	5.10
Nov.-Dec.	5.35	5.35	5.38

### PACIFIC

	1960	1961	1962
Jan.-Feb.	5.68	5.81	5.41
Mar.-Apr.	5.07	5.29	5.00
May-June	4.55	4.59	4.55
July-Aug.	4.23	4.33	4.23
Sept.-Oct.	4.67	4.71	5.06
Nov.-Dec.	5.79	5.44	5.32

# Larmon calls for self-discipline

"Ours is a generation of crisis and challenge" and the times call for a new look and a new attitude, Sigurd S. Larmon, former board chairman of Young & Rubicam, said last week in New York on receiving the annual Gold Medal Award "For Distinguished Service to Advertising in 1962."

The times "call for self-discipline," he said. "They call for less talk about rights and privileges and much more about responsibilities, yours and mine, as well as corporate responsibilities."

The test today, he continued, "is whether in an affluence society we can impose on ourselves, our families, our communities and our nation the discipline to keep us strong and vigorous."

Noting his more than three decades in advertising, Larmon said, "Advertising is a profession for the alert, the imaginative, and the individual with an inquiring mind. It is a combination of art and science where none of us will ever know all the answers."

In another presentation, Fredrick N. Schwartz, president of the Bristol-Myers Company accepted a

special award to Lee Bristol, posthumously. "Through his outgoing ventures, he touched life at many points," Schwartz said of Lee Bristol. "His sense of humor, exuberant spirit, and warmly affectionate nature made him a delightful companion, and to those who knew him well, the choicest of friends."

## Planning hailed as key to agency growth

Smooth sailing in rough waters depends upon the ship's navigator knowing the captain's course. This thought was conveyed by Marion Harper, Jr., last week speech at the annual meeting of the 4A's southeast council in Atlanta. Harper is 4A's chairman, and chairman of the board and president of Interpublic.

Proper planning, according to Harper, is the secret ingredient in the growth of clients. It is also a prime prerequisite for harmony between clients and agencies, he added. Harper pointed out that an agency has to match the growth of its clients if it is to survive.

There are various basic areas where this can be done, and quality of service heads the list, he said. "Both client and agency must have a company mission, clear marketing goals and a deep concern for planning," he continued.

A program of cost reduction as a means of increasing productivity and profitability is one of many methods of stimulating growth, according to Harper.

He listed promotion, television, research, public relations, and manpower, among other special services, where planning holds the key to growth.

## Advertisers

A new turn in tobacco tv tactics?: Mail Pouch Chewing Tobacco (Warwick & Legler) is conducting a test campaign using three commercials on three tv stations in Ft. Wayne. This is reportedly the first time a chewing tobacco has advertised on the medium.

Offbeat campaign: Louderback-North American Van Lines, agent for North American Van Lines in Philadelphia and the greater Delaware Valley area, has a unique series of radio commercials underway in Philadelphia. Firm produced humorous dialogue among the city's three morning radio men: Bob Menfee, WCAU; Joe McCauley, WIP; and Jack Pyle, WRCV. The three friendly rivals tease each other mercilessly, but always manage to put in a friendly word for Louderback's famous "Gentle-Men of Moving."

PEOPLE ON THE MOVE: Stuart P. Erwin, Jr., to advertising manager of the Ralston division of Ralston Purina . . . George P. Butler to the newly-created post of general sales manager and Richard H. Macalister to sales administrator of Pabst Brewing Co. . . . Milton Fiarman, assistant vice president of public relations and advertising coordination, to vice president of Borden . . . Harry E. Houghton to a director of Reeves Soundcraft Corp. . . . Charles T. Lee to marketing and sales manager of Philco's International division . . . Roy M. Goodman to



Stuart P. Erwin, Jr., to advertising manager of the Ralston division of Ralston Purina . . . George P. Butler to the newly-created post of general sales manager and Richard H. Macalister to sales administrator of Pabst Brewing Co. . . . Milton Fiarman, assistant vice president of public relations and advertising coordination, to vice president of Borden . . . Harry E. Houghton to a director of Reeves Soundcraft Corp. . . . Charles T. Lee to marketing and sales manager of Philco's International division . . . Roy M. Goodman to

president of Ex-Lax, Inc. and its wholly-owned subsidiary, Drug Development Corp. . . . Donald N. Givler to president of Grocery Store Products Co. . . . Jesse M. Hawkins to manager, marketing-adhesives, for B. F. Goodrich Industrial Products . . . John P. Prymack to advertising manager for the five product lines of the DuMont Laboratories division of Fairchild Camera and Instrument Corp. . . . Durel Dugas to president, Lilly Dache Cosmetics, division of Hazel Bishop . . . William R. Gillen to vice president of the International division and Charles S. M. Quigley to director of the newly-formed staff marketing department of the International division of Chesebrough-Pond's . . . John L. Harrington, formerly southern regional sales manager, to assistant general sales manager of Gillette . . . Henry J. Bechtold to manager, product news, RCA, and Benjamin I. French, Jr., to trade news editor . . . Glenn M. Green to public relations manager for the newly established public relations department of Tidewater's southern division, headquartered in Houston . . . John S. Chamberlin to manager—marketing, of General Electric's radio receiver department . . . Lee Dahlberg, formerly advertising coordinator, to director of advertising for Super Valu Stores . . . Howard E. Hallas to vice president of public relations of American Motors . . . William J. Flattery to the newly-created post of product manager of John H. Breck . . . David Chernow to vice president—marketing, for Schenley Industries . . . William S. Hepner, Jr., manager of the Electronic Industries Assn.'s Office of Information for three years, to the staff of the association's marketing services department . . . Frank J. Harvey, manager, advertising controls of General Foods, has been named chairman of the advertising administrative control committee of the ANA, succeeding Raymond E. Wilson, administrative assistant, advertising and sales promotion department, Shell Oil . . . Jon W. Wimer to advertising manager of Milani Foods . . . Ralph Armstrong to the newly-created post of marketing manager for General Cigar, from Y&R.

## Agencies

The addition of the Kroehler Manufacturing account adds over \$1 million in billing to the Leo Burnett ledger.

The appointment, effective 16 July, marks the end of 49-year relationship between Kroehler and Roche, Rickerd, Henri, Hurst (until recently named Henri, Hurst & McDonald).

Reason for the switch, according to Kroehler: the firm wanted a larger agency based in Chicago and one with strong Canadian representation.

A report issued by Fairfax Cone, chairman, revealed that 1962 emerged as the "most successful year in the history of Foote, Cone & Belding."

He cited three areas of progress: 1) More clients' products led sales in their fields; (2) Company volume reached its highest point; and

(3) Profits were maintained in spite of the number of items in test markets.

FC&B domestic volume, as outlined by Cone, increased from \$106.2 million to \$111.5 million and total volume rose to \$135 million.

Tv billing was up by 5.4% a compared to 1960 percentages while magazine, newspaper, radio and outdoor all decreased in billing percentage.

Two West coast agency executives have left their respective shops to open up agencies on their own.

Rex Twigg has resigned as vice president of Hixson & Jorgensen's Los Angeles office to open Creative Communications at 8239 Beverly Boulevard. Senior vice president Woody Woodward takes over Twigg's account supervisory duties at H&J.

Ray Gage, a principal in Guerin, Johnstone & Gage, also Los An-

## Radio-Tv distributor sales set brisk pace in '62

Last year was a record one for sales of radio sets and the best 12-month period since 1956 for tv set turnover at the distributor level, according to Electronic Industries Assn.'s marketing services department. Total auto radio production also set an all-time high, outstripping 1961 by 1.5 million sets to reach over 7 million units. The record in cumulative 1962 distributor-retailer sales of radios is part of an upward trend which began in 1959 when units sold reached 9.5 million. In 1956, 7,028,456 tv sets were sold.

### TV AND RADIO DISTRIBUTOR SALES (UNITS)

	Television	Radio (Excluding Auto)
December	635,973	1,587,590
November	630,487	1,280,599
October	611,763	1,063,014
September	731,100	1,255,346
August	518,451	848,881
July	449,528	921,089
June	480,510	1,040,598
May	310,799	772,479
April	364,742	809,499
March	580,876	917,236
February	521,275	697,893
January	465,836	562,869
<b>Year-to-date '62</b>	<b>6,301,340</b>	<b>11,757,093</b>
<b>Year-to-date '61</b>	<b>5,774,561</b>	<b>11,225,010</b>

es, sold his stock and started Ray Gage, Inc., at 3600 Wilshire Boulevard. He'll take with him some of the accounts that were under his supervision when GJ&G was formed by the merger of Guerin, Johnstone & Jelfries with Gage, Booth & West, in 1960.

**Agency appointments:** Skylark Motor Lodge to Frederick Goldman Advertising, Philadelphia . . . Reynolds Electric Company to William Hart Adler, Chicago . . . Fred Astaire Dance Studio, Seattle, to Pacific National Advertising Agency.

**On the distaff side:** "Women in business must work harder than

of Interpublic Inc. have been moved to 850 Third Avenue, (between 51st and 52nd Streets). Interpublic headquarters was formerly at 750 Third Avenue. The new telephone number is TN 7-1122 . . . Wenger-Michael, six-year-old San Francisco agency, has moved to 311 Market Street. Starting with only nine clients and a staff of five, the agency now has a roster of 42 accounts with billings totaling \$4 million.

**Off the press:** The first issue of a new bi-monthly newsletter being offered by Lescarbouma Advertising of Ossining, N. Y. It's designed to offer ideas and "how-to-do-it" sug-

to senior vice president in charge of account management at Smith/Greenland.

**New v.p.s:** Robert J. Casey, marketing, at Renter & Bragdon, Pittsburgh . . . Phil Williams at Louis de Rochemont Associates, in charge of planning . . . Robert L. Barta at Buchen Advertising.

**PEOPLE ON THE MOVE:** William T. Schoyer to public relations director for the Pittsburgh office of Fuller & Smith & Ross . . . Newton Frank to the research department of Fuller & Smith & Ross as a senior project director . . . F. Michael Carroll to account super-



**Pepsi Cola to sponsor Los Angeles Angel's Haney**  
On hand to sign a 26-week contract for "The Fred Haney Show" on KMPC were execs of Pepsi Cola Bottling of L.A. and BBDO (l-r): Robert

B. Rautenberg, Pepsi mktg. services dir.; Haney; BBDO account supervisor William Jay; and Robert O. Barth, Pepsi sales mktg. v.p.

men . . . they not only must sell themselves but they have to sell their gender." So said Sylvia Dowling, Benton & Bowles vice president, to the New York chapter of American Women in Radio and Television. And though she may have tipped her hand, she offered this advice: "All girls grow up to be women . . . most boys grow up to be older boys . . . The secret to handling clients is to love and respect the boys (in spite of all their crazy faults). And if you have to disagree, disagree without being disagreeable."

**New quarters:** The corporate offices

gestions in the field of marketing, sales promotion, and advertising for technical and industrial products.

**Literary note:** "Industrial Advertising: Planning, Creating, Evaluating and Merchandising It More Effectively," written by Fredrick R. Messner, account director, industrial, technical and scientific marketing division of McCann-Erickson, has been published by McGraw-Hill as part of its series in marketing and advertising.

**Top brass:** Peter Grove Weinberg

visor at Earle Ludgin, Chicago, from Compton . . . Martin Ryan to director of media at North Advertising . . . David B. Grimm to account executive in the Racine office and Edward J. Mitchell to art director in the Los Angeles office of Geyer, Morey, Ballard . . . Ernest J. Hodges, senior vice president of Guild, Bascom & Bonfigli, San Francisco, has been given a roving assignment to the agency's New York, Hollywood, and Seattle offices, part of a planned move toward decentralization of agency services . . . Bill A. Dunagan to Wright, Allen & Ryan.

# CBS, Inc., breaks income, sales records in '62; income up 32%

Net income and sales for CBS Inc. were the highest in the company's history during 1962, it was announced last week.

A 32% increase, or \$7,015,906 in consolidated net income, was registered over the previous year. In 1961, consolidated net income was \$22,037,828 while in 1962, net income hit \$29,053,731.

Sales rose by \$35,425,878 in 1962 to reach a total consolidated net sales of \$509,269,813, compared with 1961's sales of \$473,843,935.

The report, made at a meeting of the board of directors, totals sales and income of all CBS divisions, including CBS TV, CBS Radio, Columbia Records, CBS Laboratories, CBS Television Stations, and CBS International interests.

## Drama, comedy tv series in works for CBS by '64

*The Whip*, a one-hour dramatic series dealing with the problems and conflicts of a young state senator, and *The 20th Volunteers*, a half-hour situation comedy based on a volunteer fire department, are being readied for network programming for the 1964-1965 season.

Filming of the two pilots is scheduled for this summer. Sylvan Productions, Ed Sullivan's independent company, will produce both series in association with CBS TV, according to Robert Precht, executive producer of the production firm.

### Networks

The CBS nighttime schedule for the fall seems to have reached the final stages.

The lineup as it was presented last week is:

SUNDAY: 7, *Lassie*; 7:30, *My Favorite Martian*; 8, *Ed Sullivan*; 9, *The Judy Garland Show*; 10, *Candid Camera*; 10:30, *What's My Line*.

MONDAY: 7:30, *To Tell the Truth*; 8, *I've Got a Secret*; 8:30, *The Lucy Show*; 9, *The Danny*

Figures were not broken down by division, but a CBS spokesman said that the report shows that the "CBS network is the largest advertising medium in the world in terms of sales, income, and audiences."

CBS Radio advanced in income and sales over last year, as did CBS Laboratories. The latter was reported in the black in 1962. Columbia Records, formerly ahead of competitors in sales of all but classical records, in 1962 surpassed others in that category, says CBS. Activities in equipment and program sales internationally also contributed to the record year.

The board declared a first quarter dividend of 35 cents per share on the common stock.

Thomas Show; 9:30, *The Andy Griffith Show*; 10, *East Side West Side*.

TUESDAY: 8, *Red Skelton*; 9:30, *Whistle Stop*, *Jack Benny*; 10, *Garry Moore*.

WEDNESDAY: 7:30, *CBS Reports*; 8:30, *The Real McCoys*; 9, *Beverly Hillbillies*; 9:30, *The Dick Van Dyke Show*; 10, *The Danny Kaye Show*.

THURSDAY: 7:30, *Password*; 8, *Rawhide*; 9, *Perry Mason*; 10, *The Nurses*.

FRIDAY: 7:30, *The Free and the Brave*; 8:30, *Route 66*; 9:30, *Twilight Zone*; 10, *Alfred Hitchcock*.

SATURDAY: 7:30, *The Jackie Gleason Show*; 8:30, *Phil Silvers*; 9, *The Defenders*; 10, *Gunsmoke*.

Looks like Philip Morris will be supporting eight commercial minutes on CBS TV nighttime next fall.

The programs: *Twilight Zone*, *Alfred Hitchcock*, *East Side West Side*, *Rawhide*, *Perry Mason*, and *Red Skelton*.

The new Library and Museum of Television is richer by 17 programs, thanks to NBC TV.

Set up by the National Academy of Tv Arts & Sciences Foundation, the Library and Museum will have

branches in New York, Hollywood and Washington, D. C.

NBC TV was the first network to come forth with program contributions.

**Pretty cozy promotion:** One way to blanket the country with news is the addition of two new people to the permanent cast of a tv show is to send around a few hundred blankets. Well, an enterprising promotion outfit did just that to announce the imminent addition of Charles Bronson and Warren Vanders to the cast of "Empire," NBC TV.

**Financial report:** AB-PT declared the first quarterly dividend of 2 cents per share on the outstanding common stock of the corporation payable 15 March to holders of record on 25 February.

**Programing note:** NBC TV's "Bel Telephone Hour," will be expanded to an alternate-week schedule of color programs next season. It will be presented on alternate Tuesdays 10-11 p.m. beginning 24 September and continuing until the following fall. This will be the first time since the tv series began in 1959 that it will be telecast during the summer. Eight shows were scheduled during this season.

**Looking forward to:** The 23rd Anniversary Banquet of the International Radio and Television Society set for 6 March at the Waldorf-Astoria, New York. Several top stars like Jack Benny will be on hand to participate in the program which will honor Bob Hope with the Society's Gold Medal for his contribution to broadcasting.

**Overseas note:** ABC International Television has purchased 38 different programs—about 2,000 half-hours—within the past few weeks for WNTV, Western Nigeria, one of ABC International's 35 member stations in 18 nations.

**PEOPLE ON THE MOVE:** David Schoenbrun has been appointed to the newly-created post of chief European correspondent, CBS News, effective 1 March . . . Bob Allison to bureau manager and Bill Small to director of news, CBS News, Washington, D. C.

# 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

# Spot tv billings up 17% in '62, greatest increase since 1959

National and regional spot television gross time billings surged ahead 17% in 1962, N. C. Rorabaugh figures released by the Television Bureau of Advertising reveal. The increase was the greatest in all years, except 1959, since the reporting of Rorabaugh data began in 1955.

Total gross time billings for 1962 were \$721,212,000, compared with the \$167,398,000 for 1961. In the fourth quarter of 1962, gross time billings were \$197,759,000, against \$177,827,000 in the 1961 quarter.

The total dollar increase in 1962

was \$103,814,000, greater than any dollar increase reported over the years by N. C. Rorabaugh.

Gross time figures, for the years 1957 through 1962, which do not include discounts, are as follows:

		% change
1962	\$721,212,000	+ 17%
1961	621,398,000	+ 2.3
1960	603,294,000	+ 7.6
1959	560,744,000	+18.3
1958	473,861,000	+14.0
1957	415,494,000	+12.9

Figures have been adjusted prior to the second quarter of 1960 to compensate for changes in reporting procedure.



**How to help the hostess feel at home**

If she happens to be Gussie Moran, former tennis great, one way is to turn the studio into a tennis court. Gussie, hostess of KABC-TV, Los Angeles, new live series called "Sundown," is here with well-wishers (l-r): Elton H. Rule, gen. mgr.; host Tom Kennedy, actor Mark Stevens

## Cultural programs on tv praised by CBS exec

The major challenge facing mass communications today is the need for a new and realistic yardstick to evaluate the quality of what appears on the air and in our magazines and newspapers in the view of Gene Wilkey, v.p. of CBS stations division, and general manager of KMOX-TV, who last week addressed St. Louis Rotarians.

Wilkey asserted his belief in a need for a cultural elevation, but not at the risk of jeopardizing popularity with the mass audience. "We must raise our cultural sights; however, we must remember our first principle which is to stay popular with the millions of people we're in business to serve," he said.

He pointed out the distinct advantage held by newspapers and magazines in this area.

When you purchase a newspaper, you read only the features you want and can discard the rest, but he added, when a television station is offering its westerns or situation comedies for free, it takes deeper reserves of resolution in order to follow with a Stravinski ballet or a foreign affairs program.

"One moment we are in the house along with the newspaper and the next moment we may be out in the cold," he said.

Cultural programing takes financial courage but television is doing a lot of it," he stated.

Newspapers, for example, would be unable to send correspondents to far off places to cover major stories if it were not for the many people who merely buy papers to read the comics or sports section, he said. Converted to television terms, he continued, "this is exactly the purpose of *Mr. Ed*, the talking horse, and the *Beverly Hillbillies*."

Wilkey said it is not to be intended that anyone who enjoys a television comedy or reads the comic strip is intellectually inadequate.

## Katz Philadelphia office to open on 1 March

The Katz Agency will open a television division office in Philadelphia March 1 with Edward

# PARADE DOES THE IMPOSSIBLE

*(for any other kind of national medium)*

*Now—*

## “TARGET-MARKETING”

*concentrates your dollars*  
*where market size*  
*concentrates your customers!*

Here is where the alert national marketer can grab an advantage now possible only through Parade—except at staggering cost!

The huge Parade Jumbo Network of 70 powerful newspapers—best buy for the full-budget advertiser—can now be split by market size to suit your marketing strategy.

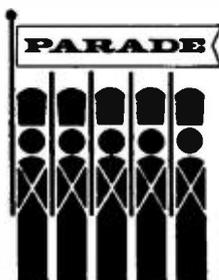
We call it “Target-Marketing”. And when Parade hits, it hits with the cannonball impact of power totally concentrated in the market itself...not the buckshot spray of zone diffusion.

Need extra impact in Nielsen “A” counties? The Parade Big Top Network of 18 newspapers gives you almost 6 million circulation—81% of which is concentrated in Nielsen “A” areas.

Or perhaps America’s great and growing “single-dwelling” markets, backbone of our economy, are your best source of sales. The Parade Bandwagon Network of 52 newspapers reaches more than 5,000,000 homes—2 out of 3 in Nielsen “B”.

Best of all, if you are a national advertiser with special needs, you can get all the power of Parade Jumbo—and “heavy-up” in whichever group of target-markets your sales objectives demand, by using extra space in Bandwagon or Big Top.

“Target-Marketing” gives you three ways to buy each issue of Parade—and an infinite number of combinations for your media planning. This suggests a careful re-study of the Sunday magazine field.



## PARADE

New York: 733 Third Avenue, New York 17, N. Y., 212 TN 7-1100

Chicago: 135 South La Salle Street, Chicago 3, Ill., 312 FI 6-5440

Detroit: 28 West Adams, Detroit 26, Michigan, 313 WO 3-8186

Minneapolis: First National Bank Bldg., Minneapolis 2, Minn., 612 FE 5-3178

Los Angeles: 711 South Vermont Avenue, Los Angeles 5, Calif., 213 DU 1-1271

San Francisco: 114 Sansome Street, San Francisco 4, Calif., 415 GA 1-3846

Papazian named manager of the tv division in the office. The office is being opened in response to increased national spot television business originating in the Philadelphia area, Katz reports.

Papazian has been media director of the radio-tv department of Grey & Rogers Advertising Agency since 1955. Prior to this, he was timebuyer at Town Advertising and in the business department of WFIL, Philadelphia. The newly appointed Katz manager is not a relative of BBDO's Edward Papazian.

## 'Quality' programing preferred in Tex. poll

Results of an audience response poll taken by radio station KXYZ (AM-FM), Houston, Tex., has brought to light a strong preference for quality programing.

Listeners were asked to check the "more," "less" and "leave unchanged" columns in ads which the station ran in Houston's two major dailies. Of the more than two thousand replies received thus far, an overwhelming preference was indicated for more classical music, show tunes and standards.

Less than 10% of respondents asked for more "Top-10" fare.

News, news analysis and informative features also scored heavily in the poll.



### Feted for best election coverage

Beaming Bill McCormick, president of WNAC-TV, Boston, accepts a Tom Phillips award from Mrs Isabelle McCraig at the UPI Broadcasters Association dinner. The awards are given annually.

Agricultural, religious and foreign language programing, in that order, showed least preference. Humorous dialogue interest was also low.

The station noted most replies were from listeners in the 35-50 age group, and that more men responded than women.

### Tv Stations

KHJ-TV, Los Angeles, may have set the record for a dollar outlay by an independent tv station for

a feature film package.

The station spent over \$2 million in a deal with Seven Arts for 134 post-1950 Warner Brothers and 20th Century-Fox features.

This latest buy brings to over \$1.5 million the money spent by KHJ-TV over the past four years on feature film programing.

The new Associated Press transatlantic photo cable circuit has provided a link between newspapers and tv stations on both the North American and European continents.

It is the first such transatlantic circuit ever leased by a news service on a 24-hour basis and will mean better quality pictures and faster operations for AP's 650 subscribers.

Sales: Four more companies have joined the growing ranks of sponsors on KMEX-TV, Los Angeles. They are: Coca Cola Bottling (McCann-Ericksen), Knudsen Creamery (Grey), Newberry's Stores (Wade), and a local jewelry chain . . .

The first telecast of the "Chinese New Year Parade" 19 February on KGO-TV, San Francisco, will be sponsored by P&G (D-F-S), for its "Dash" dog food, and its new dish-washing liquid "Thrill" . . .

The series of new hour-long documentaries called "Special of



### Omaha station honors doctors for their roles in polio prevention

Owen L. Saddler (l), v.p. and gen. mgr. of KMTV, and Edward May (r), pres. of May Broadcasting, with the recipients of the 1962 Tv Awards: (l-r) Dr. Thomas Joseph Gurnett, Dr. Clinton C. Millett, and Mr. N. Murray Longworth. Recognition for their roles in the success of the Sabin-Oral-Sunday Polio Vaccine inoculation program, included a seven-hour telethon on the station

he Month," on WPIX, New York, will be half sponsored by Baynk Cigars (Wermen & Schorr) on behalf of Phillies cigars. In addition, the first program in the series, to be aired tomorrow, 19 February, will be sponsored by Best Foods (SSC&B) and W. A. Sheaffer Pen (Gardner) . . . KWKW, Los Angeles, is going back to 24-hour operation following a contract with Texas Furniture Co. of L. A. to sponsor an all-night program.

On the public service front: WISN-TV, Milwaukee, raised over \$76,000 for the March of Dimes with its 18-hour, 40-minute Telethon . . . WPTZ-TV, Plattsburgh, raised \$1,100 with a three-hour tele-auction, in cooperation with the Plattsburgh Lions' Club, for the club's "Sight Conservation Program."

North of the border: Fremantle of Canada, Ltd., will have the exclusive Canadian rights to the "Romper Room" program in Canada. The firm will service the series, currently running in 18 Canadian markets, and will also handle all merchandising in that country.

Programming notes: A new venture at KABC-TV, Los Angeles, is a one-hour weekday "Sundown" series, 5-6 p.m. (See picture, page 50).

The new kaleidoscope show stars Tom Kennedy and Gussie "Pants" Moran, and replaces the usual diet of kiddie shows. It's being groomed for possible ABC TV exposure in the future . . . "Metropolitan Memo," a new series of informal discussions with community leaders, organization spokesmen, and active participants in the affairs of the tri-state area of New York, New Jersey, and Connecticut was inaugurated last week by WNEW-TV, New York.

Sports note: With the baseball season approaching, KWKW, Los Angeles, announced it will again carry the full schedule of all Dodgers games, sponsored by Dual Filter Tareyton and Union Oil.

The "eyes" have it: A \$1,000 scholarship is being offered by WAIL-TV, Atlanta, "The Eyes of Atlanta," to the girl who can also boast that distinction. Viewers will make the selection from 11 finalists.

Looking forward to: The International Broadcasting Awards presentation dinner, 26 February, at the Hollywood Palladium. Sponsored by the Hollywood Advertising Club, the awards honor the world's best broadcast advertising.

New offices: WNEM-TV, Flint, moved into new sales office and a new studio located in the Pick Durant Hotel.

Kudos: William M. McCormick, president of WNAC (AM & TV), Boston, and the Yankee Network, accepted a two-year appointment as a member of the WTBS Foundation of the Massachusetts Institute of Technology . . . The first national tv award ever presented by the "Pop" Warner Foundation was given to KNXT, Los Angeles, "Teen-Age Trials" series in recognition of its contribution to the youth of Southern California . . . WITI-TV, Milwaukee, was presented with a "Golden Mike" award from the American Legion Auxiliary for its 1962 series "Close Up: Youth" . . . KGUN-TV, Tucson, walked off with two first place "blue ribbon" awards for its entries in the 11th annual Arizona Advertising Awards Competition, presented by the city's ad club . . . Stan Scott, WSTV, Wheeling-Steubenville, news man, received the Ohio Press Photographer's special tv film award.

PEOPLE ON THE MOVE: William A. Morris to account executive on the WCBS-TV, New York,

## Calendar promo reaps \$300,000 sales

\$300,000 in advertising, half of it new business, has resulted from a station-selling, audience-building, and promotion too, with merchandising tie-ins for advertisers, now in use by radio station WPEN, Philadelphia. The promotion is the WPEN Lucky Calendar Sweepstakes.

More than 250,000 1963 calendars were printed by the station each with a lucky number. Each day, one calendar number, selected by bank officers, is called on the air. The winning listener receives prizes ranging from furs to tv sets to radio . . . \$100,000 in prizes for the year.

Some 28 advertisers, including some national accounts, agreed to participate by signing for a minimum of \$12,000 each in air time during 1963. Each was assigned one Calendar day a month, with the lucky number announced following his commercial on



Granville Morgan, Philadelphia Saving Fund Society v.p. (l) draws winner with WPEN gen. mgr. William B. Caskey and Erwin Rosner, station general sales manager looking on

that day. In addition to the advertiser's name being printed on the calendar, each participant was given advertising space on the back of a calendar page, plus a coupon in a special section which entitles the calendar holder to discounts on the advertiser's product.

National advertisers taking part include Nestle, Canada Dry, King Fluff, St. Joseph Aspirin, Rambler, Newport, and Kent cigarettes.



### *puzzle:* **Tees for Twos**

One balmy afternoon, Frank Grindley, Jay Walters and Bob Gilbertson, three good men and true in the Harrington, Righter & Parsons sales organization, were business-lunching with three agency time-buyers, to wit: Bob Decker (Ted Bates), Jim Lavelle (Dancer, Fitzgerald. Sample), Jim Kelly (Leo Burnett, Chicago).

To clear their heads before they grappled with their new expense account forms (and to limber up their bent left elbows), one of the men suggested a brisk 18 holes. Each HR&P man teamed with his guest.

Lavelle, Decker, Kelly and Walters shot 106, 102, 100 and 94 respectively, which indicates the difficulty of the course rather than the curvature of the elbows. Grindley and Gilbertson shot a 96 and a 98, but since they hadn't put their names on their scorecards, it was some time before they figured out whose score was which.\* When they finally identified their cards, it was discovered that two of the twosomes had the same total score. Walters' partner beat Grindley's partner.

How were the men teamed? Tee off on this problem and win a small trophy.

*\* Our team knows the score when it comes to sales; so do our clients. For well-above-par results they lean heavily on such audience-pleasing WMAL-TV spot carriers as Maverick, Thriller, SurfSide 6, Checkmate, Championship Bowling, Girl Talk, Trails West, and Bachelor Father.*

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y.

# **wmal-tv abc**

Evening Star Broadcasting Company

Represented by: *HARRINGTON, RIGHTER & PARSONS, Inc.*

WASHINGTON, D. C.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSVB-TV and WSVB, Harrisonburg, Va.

# WASHINGTON WEEK

18 FEBRUARY 1963 / Copyright 1963

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

FCC chairman Newton Minow has nothing to say about extremely detailed rumors of his resignation at the end of May, purportedly to become chief general counsel of Encyclopedia Britannica. He indicated he will not have anything to say.

He issued a simple one-sentence comment in which he said the source of the report "frequently speculates about my future—and often engages in wishful thinking." It was considered noteworthy that there was no denial.

The tendency of Washington observers to believe this latest rumor has also led to speculation, not only about a successor, but the possible effect on the FCC's growing regulatory toughness.

Best bet is that the FCC's direction will not be changed, even if the appointee to take Minow's place should be a "soft" regulator—and that is considered a highly unlikely eventuality. On most recent displays of FCC muscle, Rosel Hyde has been the only dissenter.

Majority opinion, on other hand, is also that Minow's departure will still take considerable heat off broadcasters. Minow had the knack of commanding headlines as no recent FCC chairman has been able to do. He was a rallying ground for dissatisfied viewers and listeners. It is doubtful that a successor would be as colorful, or would stir the public as much. 31 December 1962 SPONSOR HEARS had a report of Minow going during 1963 and Kenneth A. Cox as next chairman.

T. A. M. Craven continues very quietly to serve, as Senate problems hold up the assured confirmation of his successor, Kenneth Cox.

With the rules fight out of the way, and after the Lincoln Birthday week-long hiatus, the Cox confirmation is expected to clear quickly and easily.

Rep. Oren Harris (D., Ark.) has introduced a bill to suspend the political equal time requirements of Sec. 315, but only for 1964 and only for candidates for president and vice president.

This appears to indicate that the close-mouthed but powerful chairman of the House Commerce Committee favors that much relief and no more. And this in turn very likely dooms broadcasting industry hopes for greater relief than that.

Ad men flooded Washington during the joint AFA-AAW conference, but they still felt outnumbered. Speakers told them that there is a new feeling of "rapport" with the Kennedy administration, which finally begins to understand the need for advertising to move the economy ahead. However, the same speakers added that this feeling hadn't filtered down to the regulatory agencies.

It was predicted that the FCC would move forward to control broadcasting with greater and greater vigor, that the FTC would push again for cease-and-desist powers, that there is a new fervor for "consumer protection."

FTC chairman Paul Rand Dixon and FCC chairman Minow tried vainly to establish that they were good fellows interested only in the well-being of the industries they regulate. In brief, both sides claimed the other doesn't understand them.

Minow was evasive when asked by the ad men whether there would be future Chicago-Omaha type local hearings on tv programming. He said that a decision would have to wait commissioner Henry's report on the Omaha sessions.

Minow did add that he feels tv station operation is much like income tax paying, "it doesn't hurt to be audited once in a while."

Fact is, there is a solid majority on the Commission in favor of such local hearings at any time the staff might pick out a new city as a likely spot for a replay.

# SPONSOR HEARS

18 FEBRUARY 1963 / Copyright 1963

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

Observers on the timebuying line in New York have taken notice of this interesting turn in P&G's spot tv operations: the inclusion of more and more independent stations in the dishing out of brand flights.

This widening of the open door to independents is said to provide for fringe minutes that can be brought in at under \$2 a thousand.

Incidentally, P&G is reported to have abandoned its national gauge for determining spot cpm values for a market-by-market set of standards.

P.S.: Lever holds to no cpm standards. And the same applies to Colgate.

What's the subtle distinction between the acceptability and non-acceptability of an after-dinner liqueur by tv stations?

Jules Wile (Chirurg & Cairns) which seeks to place B&B on the medium is puzzled by the fact that it can't get entry for the brand while Harvey's Bristol Cream, which is also sold as an after-dinner liqueur, is running on tv.

Explanation of a New York station carrying the Bristol commercials: Harvey's is basically a wine, but B&B because of its brandy content is subject to item 5 section IX of the TV Code, which states that the advertising of hard liquor (distilled spirits) is not acceptable.

As if things weren't rough enough for them, people in agency account groups have to be conversant with the lingo of the client, which in time has them talking and writing memos in code words.

The outsider trying to make out one of those memos find it is digressive as a passage of Sanskrit.

An ironic side: if the account person is transferred to another client in the shop or goes to work elsewhere the old lingo would be useless to him and he'd have to start learning another code language.

There's a significant moral behind the rapid loss of market by the manufacturer of a product that centered its appeal on the moppet trade.

His advertising, loaded with tv franchises, was superbly efficient.

Along came a competitor with a novel merchandising gimmick.

The manufacturer who had the market virtually to himself until then was urged to embark on his own merchandising blitz. He shrugged off the advice, contending that the competitor had come in too late to capture an appreciable share of the market:

The competitor went all out with tv and in a few months had the lion's share of the market. The innovator is still wondering what happened.

Agency media people have evolved an image of station managements in the South that's quite flattering.

They see these southern stationmen as more advertising conscious, more imaginative in telling about their advantages, and more aggressive in advancing marketing facts.

The admen figure that this drive is triggered by far more than a hunger for business: it's a recognition of major transitions of a socio-economic nature taking place in their region and the need for hammering away at this story consistently.

# BUY

That very highly survey-rated\*,  
CBS affiliated,  
Personality activated,  
Civic-minded motivated,  
Sales results premeditated,  
Cowles station in Des Moines

# NOW!

\*See Oct.-Nov. Nielsen  
and Nov.-Dec. ARB  
for the highest ratings  
we've ever received.



# KRNT-TV

*"One of the great news stations in the nation"*

AN OPERATION OF COWLES MAGAZINES AND BROADCASTING, INC.

Represented By The Katz Agency

called "The Other Side of Buddy Hackett." and although the weekly hour is carried on WNEW, New York, the show originates from whatever city Hackett happens to be appearing in that week.

**Ideas at work:**

- **KGW**, is moving the comics to the radio-tv page in Portland's three daily newspapers with its new advertising campaign. Three-column ads consist of a four-panel cartoon strip, featuring the station's d.j.'s, news team, weatherman, and Happy, the mascot basset hound. Purpose of campaign is to emphasize new slogan, the Station with the Happy Difference, and a new format.

- To help its news-minded audience keep abreast of world events, **KABC**, Los Angeles, is offering a comprehensive four color "News Map of our Expanding World."

- **WXYZ**, Detroit, to spark interest among store managers for the Kroger Supermarkets' schedule on the station has invited 90 Kroger store managers to participate in a contest to guess the total number of listener impressions made

by the spot schedule. Winner will get a free weekend on the town.

**On the public service front: WLIB**, New York, as a curtain raiser for its campaign in support of the 1963 "Negro History Week," carried in its entirety the three-hour Carnegie Hall concert highlighted by the presentation of artistic achievement awards to Negro performers. The station waived all commercial announcements during the concert . . . On behalf of the 1963 March of Dimes, **KFRC** moved its studio operation to the window of Dohrman's on Union Square in San Francisco for a star-studded remote broadcast.

**New Station: WBNB (AM)**, providing service to both the American and British Virgin Islands, St. St. Kitts, St. Marten, and Antigua. The full-time station will be represented nationally in New York by Fredi Selden, 300 East 51st Street.

**Sports note: KLAC (AM & FM)**, Los Angeles, completed arrangements for broadcasts of Big Ten football games during the 1963 season. The complete schedule, be-

ginning with the 28 September Indiana-Northwestern contest from Evanston will be broadcast to south California by the two stations. Thus, by the time the eventual Big Ten winner is selected for the Rose Bowl game 1 January southern California fans will have been thoroughly indoctrinated as to each team's merits to appeal against the western opponent for Rose Bowl honors . . . For the second consecutive year, **KHJ** will carry the National Basketball Assn playoff games of the Los Angeles Lakers, through the end of March and beginning of April.

**Happy anniversary:** To **KTOK** celebrating its 36th year of service to Oklahoma City. In honor of the station, Mayor James H. Norick proclaimed the first week in February as "KTOK Birthday Week in Oklahoma City."

**Kudos:** Daniel W. Kops, president of WAVZ, New Haven, and WTRY, Albany-Troy-Schenectady, was elected to a second term as president of the Greater New Haven United Fund . . . Wayne Roth-

## NEWSMAKERS IN RADIO/TELEVISION ADVERTISING



**James G. Cominos** has been appointed managing director of the New York office of NL&B. For the past nine years Cominos has been in charge of radio and tv programs for the agency and will continue to represent this activity on the board of directors of which he is a member. Robert F. Steinhoff continues as manager, reporting to Cominos.

**Robert B. Walker** has been named president and chief executive officer of American Tobacco. A former executive vice president, Walker succeeds Paul M. Hahn who retires 31 March. The 49-year-old Walker joined the firm in 1937. Appointed to executive vice president positions are Virgil D. Hager and A. LeRoy Janson.



**Ray M. Stanfield** has been named vice president of PGW in charge of radio. Stanfield, a Navy combat veteran of World War II, has been Eastern sales manager for PGW radio. Prior to joining the firm, he was general manager of radio station WIST, Charlotte, N. C. for over five years. He previously was with WFBC and WEJC, Greenville.



b, farm director of WKJG (AM TV), Ft. Wayne, got the Hoosier Cooperative Clinic's "Outstanding Farm Broadcaster" award at a meeting at Purdue U. . . WKOW, Madison, salesman, Dick Wilder, was one of 22 honored at the annual distinguished salesman award banquet of the Sales and Marketing Executives Club of Madison. . . For its service to the Spanish-speaking community of Los Angeles, KWKW got a special scroll commendation from the County Board of Supervisors. . . Eugene E. Smolor, general manager of WCEN, Mt. Pleasant, was named the city's outstanding young man of the year at a joint meeting of Mt. Pleasant service clubs.

**PEOPLE ON THE MOVE:** Steve Cox, formerly promotion director at KHOW, Denver, to promotion-merchandising director of KOA (AM-FM & TV), Denver, replacing Dick Schaffbuch who moves to the station's sales staff. . . William B. Thomason, Jr., and Wayne H. Valdo to account executive at WAVY, Norfolk-Newport News. . . Lou Strittmatter to general sales

manager of WICE, Providence. Al Kornish will succeed him as general sales manager of WARM, Scranton-Wilkes-Barre. . . Mike Powell to assistant news director of KSFO, San Francisco. . . Albert "AP" Christy to general sales manager of WHB, Kansas City. . . Mary I. Devlin to WPEN, Philadelphia, in charge of special projects. . . Vin Maloney to news director of WEEI, Boston. . . John Condon to manager of KTAC, Tacoma, succeeding Jerry Geehan who assumes the duties of general manager of all Tacoma Broadcasters' operations. . . Jim Seaney to promotion manager of KLZ (AM-FM & TV), Denver. . . John R. Long, Jr., to assistant to the president of WSIX, Inc., Nashville, radio and tv operation. . . Harold Parry to vice president in charge of sales at WZIP, Cincinnati.

### Fm Stations

KLUE (FM) makes its debut in Longview, Tex. on 24 February. Programming will consist of "The Wonderful World of Music" plus news coverage from Mutual Broad-

casting and the Texas State Network. Hours of operation: 6:30 a.m. until 11 p.m. daily.

FCC gave a green light to WKRC (FM), Cincinnati, to double its power to 10 kw.

This, coupled with the recent completion of a 971-foot tower from which both WKRC fm and tv beam their signals, gives the fm outlet the equivalent of 50 kw at 500 feet.

Station also revealed plans to launch fm stereo broadcasting next month with programs from the QXR Network.

**Sports note:** All 1963 games of the Atlanta Crackers will be broadcast on WSB (FM), Atlanta. According to a joint announcement, "the baseball club has made a thorough study of radio broadcasting possibilities and found no Atlanta am station available for the baseball schedule due to client commitments."

**PEOPLE ON THE MOVE:** Peter V. Taylor to program director for KFOG, San Francisco. The sta-



**Vic Piano** has organized and will direct the operations of his own radio & tv representative firm beginning 1 March. A veteran of 22 years in broadcasting, Piano resigns his post as vice president of PGW radio after four years service. His new company will be called Vic Piano Associates, and will be located at 211 East 53rd St., New York.



**Edward Papazian** (no relative of BBDO's Ed Papazian) has been appointed manager of the tv division in the Katz Agency new Philadelphia office. Papazian resigns his post as media director of the radio tv department of Gray & Rogers after eight years with the firm. Prior to that he served with WFIL (AM & TV) Philadelphia.

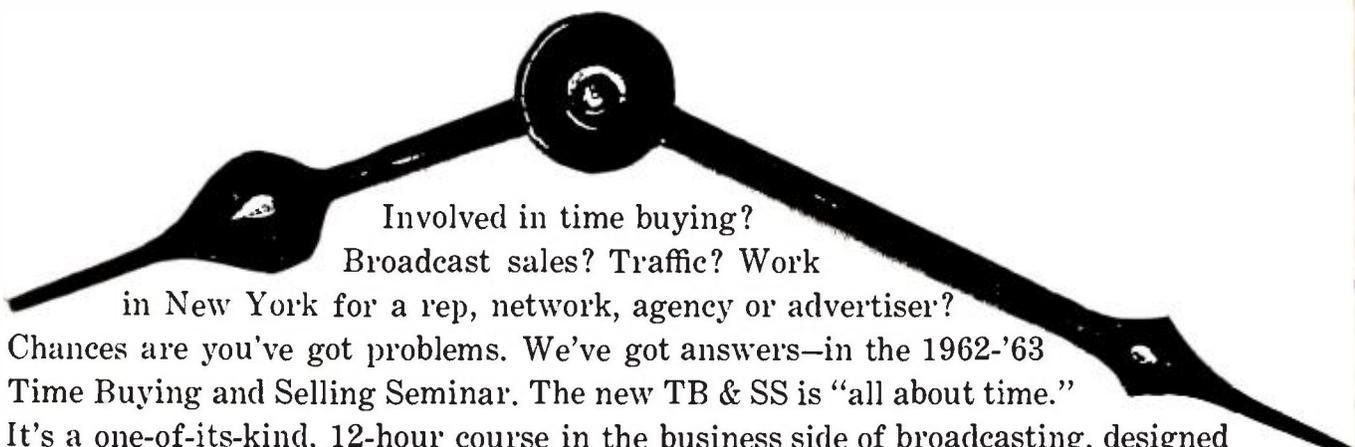
**Robert S. Smith**, formerly vice president and director of programming for WOR (AM & TV), has been named vice president and station manager for both stations. Smith joined WOR in 1956 as radio program director, a post he held at WINS. He spent 10 years at WNEW serving as a producer and director after leaving WRCA.



**Ralph O. Briscoe** has been elected controller of the Columbia Broadcasting System. He joined CBS in 1958 as a member of the corporate budget section; became director of the section in 1959 for the CBS TV stations division and in 1962 was named an assistant controller for CBS. Formerly with Lincoln-Mercury and Curtiss-Wright.



# All about time... in 12 hours



Involved in time buying?  
Broadcast sales? Traffic? Work

in New York for a rep, network, agency or advertiser?

Chances are you've got problems. We've got answers—in the 1962-'63 Time Buying and Selling Seminar. The new TB & SS is "all about time." It's a one-of-its-kind, 12-hour course in the business side of broadcasting, designed to help make your work easier and provide the know-how that can mean faster advancement. ¶ Curriculum: Covers everything from the basics to the nuances of time buying and selling. Sessions: Eight, 5:30 to 7:00 p.m., every Monday starting February 25. Instructors: Industry executives representing advertiser, rep, agency and network operations. ¶ Enrollment is limited to 75. So use the coupon below *today* to reserve your place. (The check you send is tax-deductible. But then it's probably also a step toward a higher tax bracket.) ¶ If you prefer to first see a program listing the Seminar subjects, call Claude Barrere, International Radio and Television Society, PL 8-2450.

Enroll me immediately in the Spring '63 IRTS Time Buying and Selling Seminar (Fee: \$15)

Check enclosed   
Please bill me

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

Address \_\_\_\_\_

ion, currently KBAY, begins operation under the new call letters on March.

## Reps

Following the FCC release of the national spot radio figures showing that the top 50 markets get about 60% of the billing, Prestige Representation Organization sees a possible trend in the opposite direction.

PRO sells only for stations in markets below the top 50. According to an analysis of its activity in 1962, the firm reported:

- 39% of all its accounts had not before used radio in the selected market.
- 35% were renewals of previous business.
- 26% represented switches from competitive stations in the same market.

This was the second consecutive year that the largest single category of company sales was to advertisers using radio in a market for the first time.

Mario Messina, formerly regional sales representative for radio and TV stations for a Dallas firm, has opened his own shop as a Southwest regional sales rep.

The address: Mario Messina Co., 532 Fidelity Union Life Bldg., Dallas 1.

Rep appointments: WKLZ, Kalamazoo, to Prestige Representation Organization, from Grant Webb . . . WAIV (FM), Indianapolis, to Sumner-Weed . . . WFOX, Milwaukee, to Spot Time Sales . . . WAVI, Dayton, to Mid-West Time Sales for regional sales.

**PEOPLE ON THE MOVE:** Frank Sabato to assistant in the national sales comptroller's office at RKO General Broadcasting National Sales . . . Ray Stanfield, eastern sales manager for Peters, Griffin, Woodward, in charge of radio, has been elected a vice president . . . Joseph S. Rank, account executive in Blair Tv's Los Angeles office, to the New York office in the same capacity . . . Rudy B. Wissler, Jr., to account executive in the Los Angeles office of Blair Television.



**New officers of the Broadcast Representative Assn. of Dallas**  
As the group enters its 2nd year, new officers are Clyde Melville, pres.; Frank Carter, John Blair Co., v.p.; Robert Dalchau, H-R, secy.; Tom Murphy, Bolling, treas. Board of directors includes the new officers plus David Rutledge, Katz, past pres.; Steve Beard, Blair; and Barney Broiles, Petry. Here (standing l-r): Broiles, Rutledge, Murphy, Melville. Seated: Dalchau, Beard, Carter

## Film

The audience-drawing power of its post-1950 feature films is being boasted by Seven Arts, which has some ARB rating ammunition to prove the point.

One instance where the films are outrating prime-time network competition, which also happens to be a movie, is in Hartford.

A special ARB coincidental taken on 4 February showed that against the debut of the NBC TV "Monday Night Movie," WTIC-TV counter-programmed Seven Arts' "Kiss Them for Me" and swept all competition combined with an average rating of 26.2 (compared to 16.3 for NBC) and a 52% share-of-audience.



**Station and Chubby Checker cheer children around the world**  
R. Peter Straus (r), WMCA, New York, pres., and recording star Chubby Checker (l), accept a U. S. Committee for UNICEF award for their campaign. Chubby's appeals for donations were aired exclusively by WMCA for highly successful drive. U.N. staffer Doriane Kurz presented the award

## RADIO GROUP

(Continued from page 38)

against group plans, no matter how attractively packaged when they involved any rate cutting. But if the basic objective of group plans is to make a multi-market radio buy at regular card rates simpler to purchase, then The Katz Agency is for such a plan. Schedules on all or any number of radio stations we represent can be bought and paid for with one order, one bill, one check."

Kellner added: "Now more than ever, it is essential that advertisers be free to exercise selectivity of markets, and the frequency and weight of impressions they feel they need market-by-market. Only spot offers this flexibility and freedom of marketing action. . . . Today's informed buyers of radio have also gone beyond the simple numbers buy. They know the stations in each market, are aware of each station's programing and appeal and the type of audience each station attracts. Buyers want to, have to, be free to match product and marketing objectives to prospects. Such freedom is often impossible if they're boxed-in in a rigid group plan buy."

Frank M. Headley, chairman of the board of H-R Representatives, said that his organization's group plan had done very well. "Ours does not cut rates and is entirely realistic with the needs of the industry," he said.

Edward Petry & Co. has not considered putting together a group plan because it did not feel the need for it, according to Martin Percival, eastern sales manager. "We run on the philosophy of market by market representation."

Maurie Webster, vice president and general manager of CBS Radio Spot Sales, said, "we see spot radio as a potent sales medium which permits an advertiser to choose his markets and select his stations to best reach the customers he wants. A group buying plan is of greatest value with a long station list and one where stations are of unequal value. The temptation to make an easy buy often overcomes the value of making a considered buy which would produce

more effective advertising impact for the client's budget.

"With major influential stations in top markets, and with the time and manpower to sell the values of each, we feel the group plan has no advantages for us or for our clients," Webster said.

Richard Close, vice president of NBC Spot Sales, had no comment to make on the subject.

**Benefit to reps.** Lloyd Venard, president of Venard, Torbet & McConnell, told SPONSOR: "About 18 months ago, when the group plan was at its peak, we checked with our stations and we found no interest in a group plan on the basis that group plan operation meant cutting the rates on the station. Some took the attitude that group plans benefit the representatives and do not benefit the stations.

"If the basic objective of a group plan is to attract money into radio, it fails. Smaller appropriations per market can't increase radio total. Furthermore, several agencies have expressed themselves as finding that group plans become very cumbersome when there are spots missed and must be credited.

"The fact that," Venard continued, "in the last six months we have added two stations, leaders in their market, who gave up group plans to have our representation, is indicative that group plans do not solve problems that cannot be solved by strong individual presentation for each station."

The whole emphasis of group plans is on the ease of buying and selling of the medium rather than on the problem of moving the client's products off the shelves, Donald J. Quinn, director of national sales for RKO General National Sales Division said.

"Spot radio salesmen have always emphasized the impact of radio in reaching people and selling merchandise at a competitive cost efficiency and with flexibility. Consequently, when a radio group is constructed by a national sales organization, there has often been a tendency to dwell too heavily on the national network approach . . . cheap and supplementary and easy to buy . . . rather than on spot's forte . . . effective and efficient."

## PIGGYBACKS

(Continued from page 28)

little to guide them except 'general practice' which apparently can vary with the rise and fall of advertising budgets and the demands for tv time," MacDonald pointed out. "We think that the question of the use of piggyback comes under the broader question of over-commercialization."

A more benign glance at piggybacks was taken by William C. Dekker, v.p. and media director of Fletcher Richards, Calkins & Holden, who told SPONSOR that the type of commercial "can be economical and useful." But he warned that an advertiser should recognize certain criteria before planning to piggyback.

Dekker listed these factors: "Compatibility of products (hans and eggs); acceptance by network or station with regard to protection of competitive advertisers possible 'double exposure' confusion for viewers, and integration of products in message or just back-to-back."

"If these and possibly other criteria are well weighed, carefully thought through as part of a media-marketing plan, and product acceptance by network is established, piggybacking does not seem to present a problem," Dekker declared.

Perhaps one of the most pronounced users of piggybacks is the toy industry and consequently its opinions on this type of advertising must be considered in any roundup on the subject. A specialist in top advertising is Mel Helitzer, president of Helitzer, Waring & Wayne, a Gotham ad agency majoring in children's product advertising and marketing. Helitzer pulls no punches as regards piggyback. "We are recommending to all our clients—manufacturers of children's products and producers of children's services—that they use the piggyback commercial device this year," Helitzer remarked to SPONSOR. "We think it is necessary and important for two reasons. First: piggybacks are especially effective for two products when they've been around for some time and are known. That's why, say, in an introductory campaign we'll use a

all minute but in the second sweep or phase of the campaign we'll go to piggybacks—a shorter version in the re-run period when we're in a Coca Cola stage or one of reminder advertising."

Helitzer's second reason for urging piggybacks is to tie-in products which appeal to boys as well as to girls, launching the commercial with an approach such as "Now, boys and girls, we have something of interest to both of you." Then the commercial goes into a product for the boys, followed by one for the girls with this unified approach designed "as insurance to get a children's audience."

"This gives us a better fighting chance for the audience and increases our odds on keeping their interest," Helitzer observed. "And, of course, the product should be related—such as a doll and a doll carriage, a plane and a tank."

Sponsor also quizzed the creative craftsmen and technicians called upon to manufacture the commercials, namely the inventive filmmakers without whom agencies and clients would be almost rudderless. Speaking strongly, Robert Bergmann, information director of the Film Producers Ass'n and president of Filmex, Inc., asserted that the greater use of piggybacks "actually weakens the power of both commercials."

Bergmann, a great advocate of better commercials through better visual statements and better visual flow and transition devices, said "strong visual statements should involve the product and people require working room." "Piggybacks shorten the effectiveness of the sell, confuse and irritate by stabbing the eye with punctuation devices," Bergmann opined. "They interrupt the flow of interest, destroy concentration and leave no lasting impression of a product's worth."

A dim view of network behavior regarding the use of piggybacks was taken by Don Kearney, director of sales, Corinthian Broadcasting Corp., who said "agencies recommending piggyback commercial treatment to their clients run the risk of offending the public through over-commercialization and also dissipating their product messages."

"Stations are naturally wary of piggyback-type orders because they wish to avoid triple-spotting possibilities," Kearney said. "Stations also wish their networks would have an equally steadfast policy on such orders, although their recent practices are not encouraging."

Sponsor asked the three television networks to present their current policies on this matter. Basically, this is the way it shapes up:

**CBS TV:** In a daytime quarter hour an advertiser has three commercial minutes and may use commercial messages for four different products. In a half-hour nighttime program an advertiser is allowed three commercial minutes, one of which may be a piggyback commercial.

**ABC TV:** In nighttime an advertiser is allowed one piggyback per half-hour and two piggybacks in an hour program. The same policy prevails in the daytime.

**NBC TV:** In nighttime hour and half-hour regular shows piggybacks can be used in any commercial position. NBC TV does not have restrictions at the present time in the hour and half-hour shows because there has not been sufficient use of piggybacks to create any difficulty. For longer shows (*Saturday Night At the Movies*, for example) where commercials are back-to-back, there are individual restrictions where piggybacks can be used because of the NAB Code which restricts programming to three commercials in succession. In the daytime, one piggyback is permitted the "major" sponsor of one 15-minute segment. If the "major" sponsor does not take the piggyback, the "minor" sponsor can take it. In the longer shows (*Merv Griffin Show*, for example) no piggybacks are permitted.

Piggybacks should be permitted when the situation is appropriate, Max Tendrich, executive v.p. and media director of Weiss & Geller said. With the ever increasing costs for tv, spot and network, an advertiser and his agency are confronted with limitations of budgets for the product mix, Tendrich pointed out.

"Do we run complete minute commercials on a single product with less frequency, or do we main-

tain frequency by tagging another product to the tail end of the spot in order to get the burden of budget off the first product?" Tendrich asked.

In the same vein, Tendrich posed this question: how long should the first plug be and what time should be left for the second product? "The tv networks and stations, shackled by product conflicts have been compelled to be stringent on the acceptance of piggybacks in certain situations," he said. "However there has not been a uniformity of regulation and rightly so!" Where there is a resemblance of the two differing products: for example, an electric shaver and an after-shave lotion, an ironing table and an iron, a tv set and stereo radio consoles; these should be permissible situations."

What about the viewer? Tendrich replied that there were already enough complaints about over-commercialization of programs, especially the movie shows and that piggybacks only make this situation worse. "The question is whether the rules on piggybacks are rigid enough or too rigid," Tendrich declared. "Should a piggyback be acceptable if slotted alone and rejected if back-to-back with another minute commercial? What about the effectiveness of the commercial? Surely there is need for research to ascertain the strength on acceptance of copy points when spread over more than one product. There has not yet really been enough experience and research for black-or-white rulings on the acceptability of piggyback commercials. Are these commercials detrimental to the tv stations, to the advertiser, or to the viewer?"

The consensus among station owners is that the NAB Code is weak as regards piggybacks and that the networks should not knuckle under to advertisers on this issue. As one station owner put it succinctly: "For a station to turn down 'integrated' spots only to see the same spots later on the network is certain inconsistent."

Clearly, the situation calls for a solution, and the industry feeling is that more light must be thrown on the matter when the NAB members convene in Chicago in April.

## DENVER GROWTH

(Continued from page 35)

population. It is an exceptional growth area in our country that we couldn't afford to overlook."

**Advertising club.** Denver is primarily a distribution center and can claim only a handful of manufacturing companies who market their products nationally with the help of Denver-based ad agencies. Yet the Denver ad club is the oldest and one of the largest advertising club in the states. It was established in 1891 and records a membership of nearly 500.

Denver has about 100 ad agencies and p.r. firms which place an estimated \$50 million worth of advertising by and for Denver area business men each year. Agencies vary from the one-man shop billing \$50,000 to \$100,000 to the two largest agencies, Broyles, Allebaugh & Davis, and Rippey, Henderson, Bucknum and Co., which enjoy annual billings in the \$2 or \$3 million category."

Jack Hull, president of the ad club says: "Denver will continue to become an increasingly important market for national advertisers. In fact if the growth of the city continues at its present pace, historians might well look back on the present decade as the economic heyday of Denver. It is a good seller's market, an invigorating place to live, and a friendly place to do business." ■

## SCOTT PAPER

(Continued from page 29)

"When we go into full scale testing, we have to spend a lot of money to find if there is a margin of recognizable difference between the new product and what is already on the market," Dingfelder said. "The test marketing measures the relationship between the quality of the product and its value to the consumer. It is an important dress rehearsal for the national introduction of the product."

After the product is in national distribution, Scott maintains continuing consumer surveys to see who's using the product and whether or not it is liked. It also conducts continuing measurements of its advertising program.

Scott's Industrial Packaged Products division recently broke new research ground when it conducted a study to measure the effectiveness of magazine and mail advertising and distributor's salesmen's incentives.

This study, explained Burt B. Roens, industrial merchandising manager, indicated that Scott's consumer advertising created a "tremendous" amount of recognition for Scott's industrial products. As a result of the study, Scott was able to determine how much advertising was necessary to maintain or increase awareness of its industrial products.

"The decision was made to

maintain the present level of awareness," Roens said. "The level is very high—94%—and the added awareness we would get from increased advertising would not be worth it at this time. On the other hand, we found that awareness would drop off quickly if we decreased our advertising."

**Marketing research.** One of the most significant results of McCabe's strong interest in marketing research was the establishment, in 1962, of the Marketing Science Institute in Philadelphia. Under McCabe's leadership, 29 blue chip companies joined to provide funds for the institute which is dedicated to basic research in the field of marketing science. Among the goals of the institute will be establishment of advertising objectives, the development of ways to apply mathematics and advanced techniques to marketing, ways to measure advertising effectiveness and means for making advertising more effective.

But research at Scott is not an academic pursuit. Every member of the marketing team carefully points out that the basic motive of all marketing activities is profits.

"The function of research at Scott is to track what we are doing at every step," explained Thomas B. McCabe, Jr., vice president in charge of retail, industrial, and export marketing. "We analyze every aspect of our advertising and product performance to make sure that what we are doing we are doing better than anyone else. We know that if we are better we can expect reasonable profits."

Scott's balance sheet provides eloquent testimony to the success of the company's marketing philosophy. In 1962 sales and earnings reached record levels for the fifth consecutive year. In five years the company's per share earnings climbed by around 35%.

"Scott shows the highest return on equity of any company in the paper products business," said Tom McCabe, Jr. "Our growth in profits has no peer in the industry," he added.

There really is no arguing with Scott's record of success. There probably are some valuable lessons to be learned from it, however. ■

## RAB fires back at Bureau of Advertising

RAB issued a sharp reply last week to charges by the newspaper Bureau of Advertising contending RAB "unwittingly" issued facts proving the "efficacy" of newspapers in its study of buying during the newspaper strikes in New York and Cleveland. (Sponsor 11 Feb.). "The only 'unwitting' statement," said RAB, is the one made by the newspaper bureau . . . which demonstrates "it is not ready for this type of professionalism in media selling when it says such a viewpoint could be offered unwittingly." While the newspaper bureau attributes dips in Federal Reserve figures to the absence of newspapers, RAB said, the fact is the latest Reserve figures show 16 other cities exceeding New York's drop and 28 exceeding Cleveland's drop. RAB attributes declines to the fact that stores are now spending in other media only a fraction of what they would normally spend for advertising in newspapers. RAB also pointed out that there are sharper drops in cities with full newspaper service.

# SELLER'S VIEWPOINT

By Dick Clark  
Star  
Dick Clark Radio Show

## How to sell the teenage market

How large is the teenage market and why is it essential that today's advertiser appeal directly to teenagers? The projections of the U. S. Census Bureau show that by 1965, half of the people in the country will be under 25 years of age. The 25- to 39-year-old group will decline at the rate of 1% a year between 1960 and 1965, while the number of teenagers will have increased by 30%. Another source, the Small Business Administration reports that 15 million teenagers are currently spending \$10 billion a year. It notes further the high influence of teenagers on family purchases, from furniture and appliances through recreation equipment.

No other firm has made as comprehensive study of this market as the Gilbert Marketing Group, whose clients include a network, General Electric, American Telephone & Telegraph, and many other leading manufacturers. After 900 polls of teenagers, Gilbert reported that the average weekly income of the teenage boy is \$8.96; the teenage girl, \$6.59. Many earn up to \$40 per week from part-time work.

Virtually all this money is spent

on himself. 65% pay for their own entertainment—movies, amusement parks, bowling, miniature golf, and confectionaries. 40% buy their own sports equipment.

In a poll of 4,960 families to determine the teenager's influence on family purchases in 14 product categories, Gilbert found that they had "all the say" in 75% of the categories. Categories covered toothpaste, deodorants, radios, records, fountain pens, watches, jewelry, shoes, shirts, dresses, and suits. Girls have a 89.9% "all the say" in the selection of the store of purchase; boy's 80.4%.

If you have not as yet advertised specifically to the teenage market, let me give you some guidelines in selling to them. The teenager is nothing more than an adult with less experience. His or her problems are essentially no different from an adult's—problems with his girl friend rather than his wife, how to borrow the car rather than pay for it, how to stretch his allowance and/or part time income just as an adult must do with his salary. So sell him in an adult way. Don't talk down to him.

Over half the girls in the United States are married by the time they

are 20; 11% are actually going steady by the time they are 14. A teen age boy or girl is a smaller (sometimes) version of a grown up—except that he or she hasn't yet been battered around a bit by life and fate; a little bit of that and suddenly they are considered adults.

When selling to the teenager, slant your copy to the girls, or if this is not possible, write your copy so that the boys will have the girls in mind. There is hardly a medium that can reach a teenage boy. There is no *Esquire*, no *Playboy*. A sure way to reach the teenage boy is through a teenage girl. Whether it been a teenage boy or an adult male, the woman is almost always the influencing factor. Just think for a minute—how many times has your teenage daughter influenced major purchases—whether it be a color phone, a convertible, or anything else that makes her happy.

Girls exert the same influence that their Mothers and older sisters do—they run their adolescent world. Teen age boys spend their money to influence girls—even more than adults do. A boy's bicycle, car (if he has one), clothes, even the premature use of a razor is often related quite directly on the affect it will have on a girl. Not only that, but more things used by a boy are bought for him by his Mother.

One last point—the station to buy when you want to reach teenagers. Both teenager and adults respond to the same kind of entertainment. We've proved this on tv with American Bandstand, which has a 50% audience over 18.

And it's been proven in radio for ten years. That "terrible sounding, ridiculous, hot-rod, 'rock 'n' roll' teenage station that nobody listens to"—in the words of the sophisticates—is the station that both adults and kids are listening to. What the sophisticates don't understand is that the "loud" station is almost always the high rated station in the market, at all times of the day. Times of the day when the kid is in school are the times when their adult listening invariably exceeds that of any alleged "adult" radio station in the market.



*Dick Clark, famous as a tv personality, has turned to radio as star of the Dick Clark Radio Show, produced by Mars Broadcasting, Stamford, Conn., in association with Dick Clark Radio Production. The program, which premiered in January, has already been programmed by 20 radio stations. Via new production techniques, the local announcer and "audience" are taped separately.*

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## SPOT-SCOPE Significant news, trends, buys in national spot tv and radio

Buying is underway for a tv spot schedule out of McCann-Erickson, Chicago, for Secure, the new deodorant from Helene Curtis. Action will take place in the top 15 markets, via night and fringe minutes in a four-week campaign scheduled to begin in March.

In April, Secure will participate in Curtis network, on product rotation basis, in such shows as *Saturday Night at the Movies*, *Virginians*, and *Jack Paar*.

According to Curtis sources, it is possible that participations in another net show may be purchased, also.

Northern California Plymouth Dealers Assn. (N. W. Ayers, S. F.) have set a five-week saturation promotion in March and April. The bulk of the push is concentrated in radio/tv spots on stations in California from Visalia-Hanford north to Oregon, Nevada (except Las Vegas), Utah and Southeastern Idaho.

### SPOT TV BUYS

Heritage House Products, Pittsburgh, is buying in some 36 markets for a campaign to push its lawn seeds and lawn aids. Minutes, 20s and I.D.s will be used in and around news, weather, and sports shows; in prime times; and adjacent to weekend sports events. Buys will vary from a minimum of 20 to a maximum of 35 spots per week. Start dates vary with southern markets beginning mid-March and northern markets starting post-Easter. Duration of the campaigns will be six-eight weeks in major markets and five weeks in minor markets. Agency is Wermen & Schorr, Philadelphia. The buyer: Pete Holland.

General Foods will launch a three-week push for its Instant Maxwell House Coffee beginning 25 February. Prime I.D.s are being sought. Agency: Benton & Bowles. The buyer: Mike Selbert.

American Sugar is rounding up day minutes and chainbreaks for a 13-week campaign for its various products. Starting date is 4 March. Ted Bates is the agency and Chet Slaybaugh is doing the buying.

International Latex next week launches a 12-week push for its Playtex Girdles. Schedules call for day and night minutes. Young & Rubicam is the agency. The buyer: Al Ward.

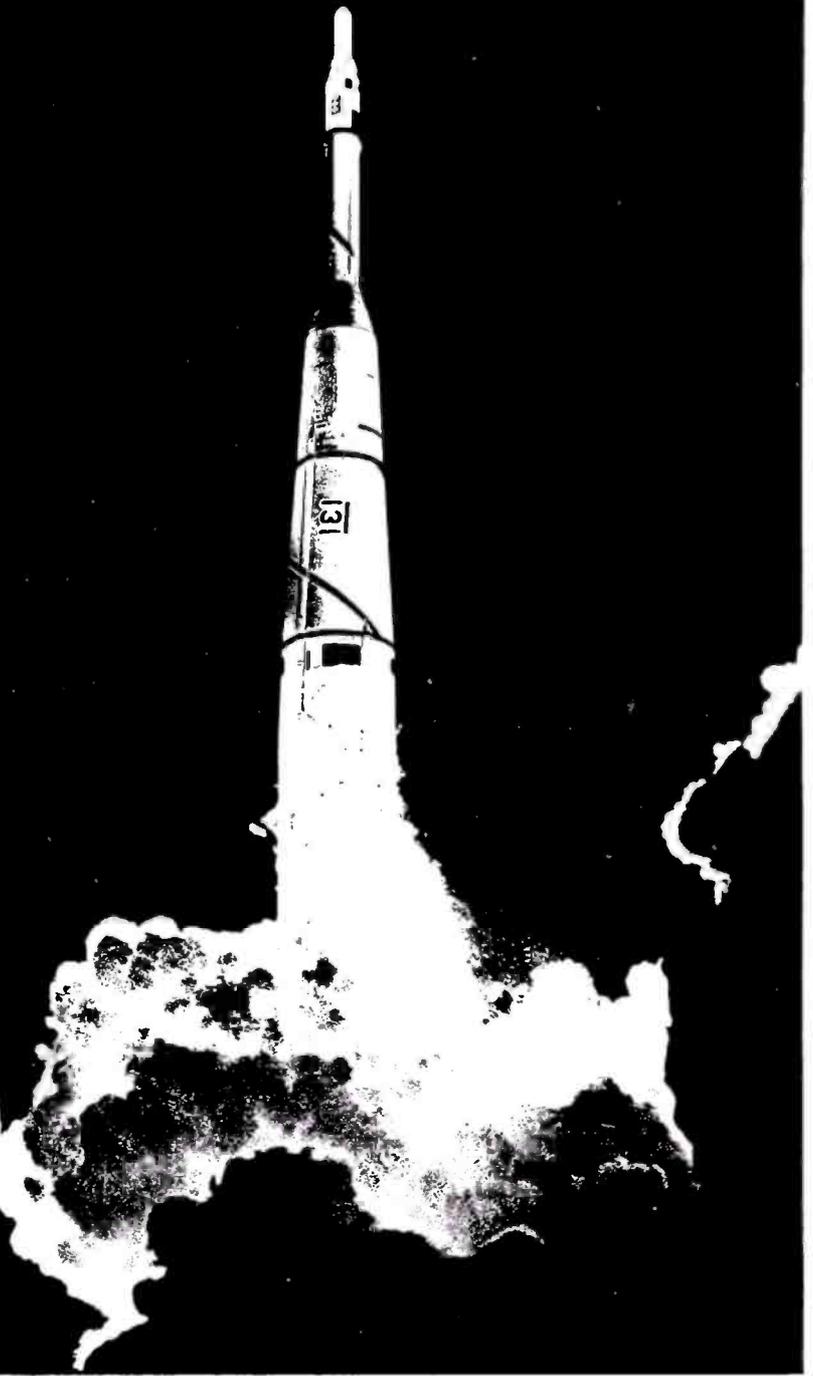
General Foods today, 18 February, starts a two-week campaign for its Post Grape Nuts cereal. Prime chain breaks are being used. Agency is Benton & Bowles. Jerry Walter is the buyer.

### SPOT RADIO BUYS

DuPont is readying a test campaign for its new insecticides product, Oust. Starting date is early next month for a tentative two-week flight. Minutes will be used. Rumrill, Rochester, is the agency for the account. Robert Knechtel is doing the buying.

Englander Mattress is going into 14 selected markets beginning next week on behalf of its Tension-Ease mattress. The campaign is scheduled to run through 25 weeks on an alternate-week basis. Minutes, slotted during daytime segments, will be used. North Advertising, Chicago, is the agency. The buyer: Sara Hoyer.

UP  
UP  
UP



Previous NSI reports established KAY-TALL as the outstanding buy in the Shreveport Market. NOW - Tall-Tower Coverage delivers MORE homes than ever before - showing substantial increases in EVERY time-segment of the day, SIGN-ON to SIGN-OFF\*! Get the facts from BLAIR TV!

	Total Homes	% Change
M-F 7-9AM	14,800	UP 85%
M-F 9-12N	23,200	UP 16%
M-F 12-3PM	13,700	UP 7.9%
M-F 3-5PM	21,200	UP 33.3%
M-F 5-6:30PM	42,800	UP 27%
S-S 6:30-10PM	54,100	UP 10%
S-S 10-12PM	18,500	UP 27.6%

\*NSI 11/62 compared to 3/62

Channel 6

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