

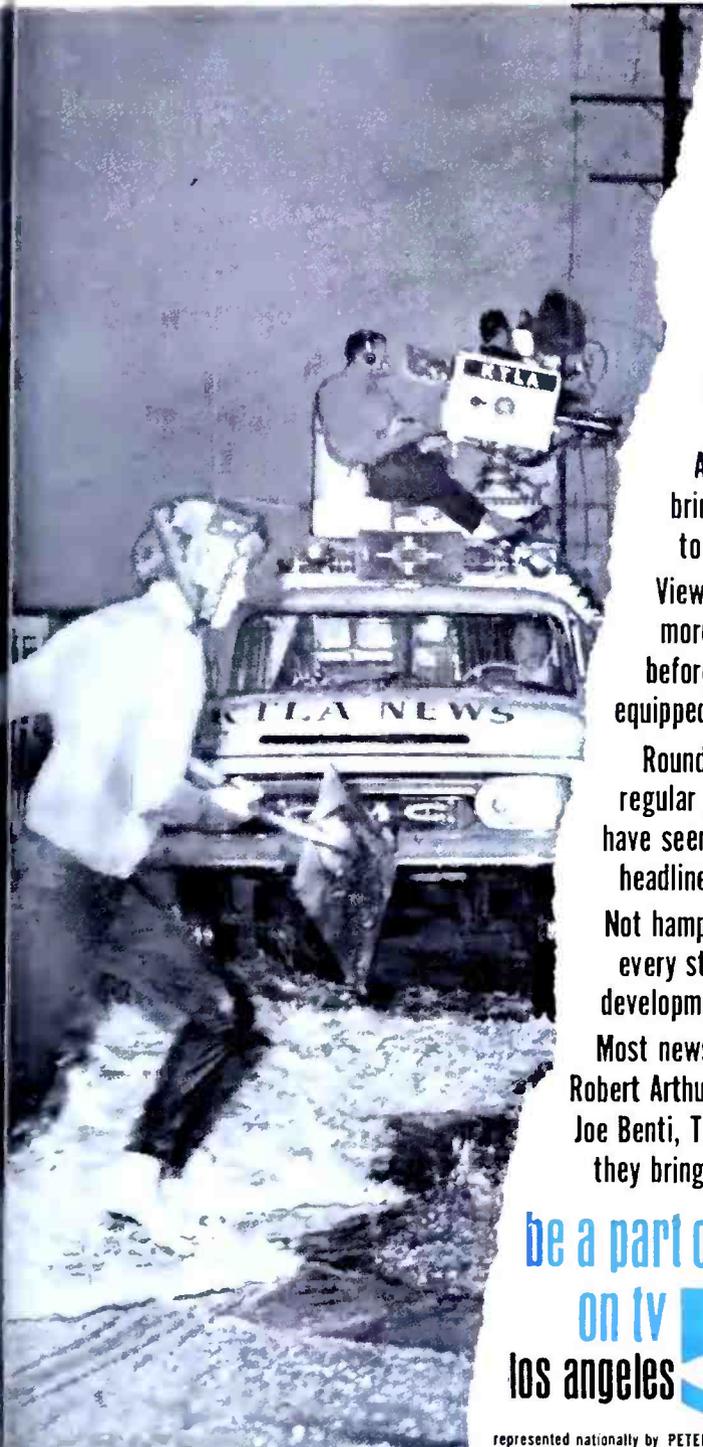
SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

**AGENCIES NEW
SYNDIE SALES
TARGET** p. 37

**Banks reach for
the sky with new
promotion** p. 41

8 APRIL 1963—40c a copy / \$8 a year



viewers seldom forget what is seen on **the news**

Now, each weeknight
at 7 & 11 pm on KTLA TV5 — the
most significant change in television
news coverage in years:

A team of six in-the-field reporters
bringing their on-the-air stories
to viewers fresh from the scene.

Views of the news transmitted live —
more remotes than ever attempted
before — made possible by the best
equipped TV station news fleet anywhere.

Round-the-clock live cut-ins to the
regular program schedule — you will
have seen the important events the
headlines only talk about.

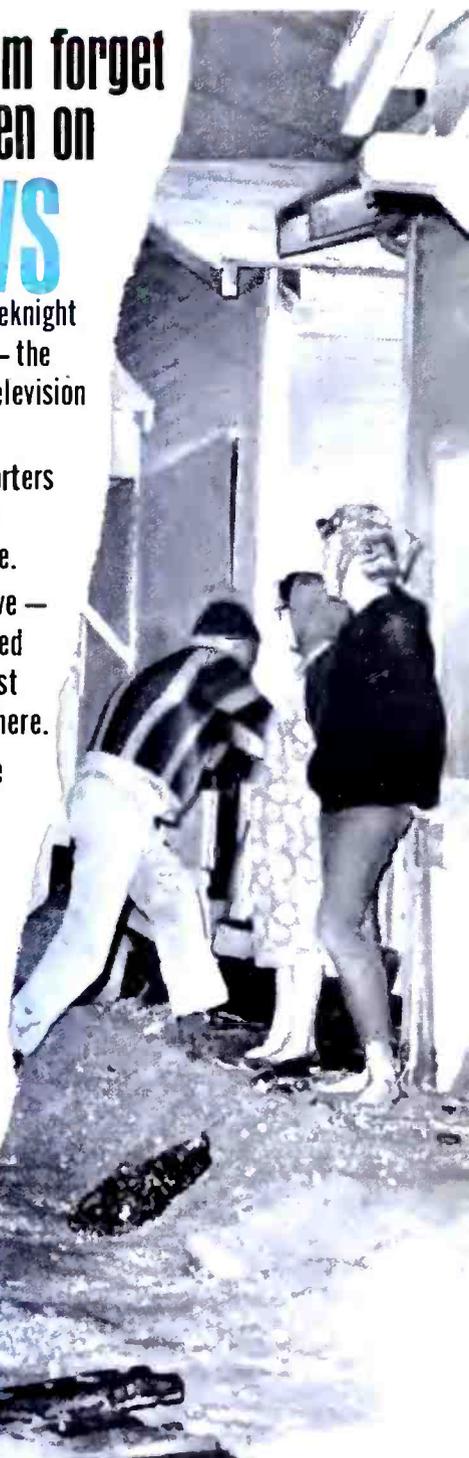
Not hampered by fixed formats —
every story is given the full
development it demands.

Most news media report history.
Robert Arthur, Bill Stout, Tom Harmon,
Joe Benti, Tom Snyder, George Lewin —
they bring life to TV news...

be a part of the news
on tv **5**
los angeles



represented nationally by PETERS, GRIFFIN, WOODWARD, INC.





One shot a day

Once a day, First National Bank in St. Louis sponsors a program on KSD Radio.

It is a simple 8 a.m. newscast.

Altogether now, this "one shot a day" has amounted to nearly 4,000 programs.

That's because First National has sponsored that program for 12 consecutive years.

First National has spent a lot of money to sponsor that program. First National, which certainly knows the value of a dollar, knows it's a good investment.

First National, like so many other St. Louis firms, has long relied on the news from KSD. Local news from the ten-

man reporting staff of KSD—largest of any St. Louis radio station. World News from the NBC team of 700 reporters, researchers and producers.

No shouting. No frills. Just simple reporting. Accurate. Dependable.

St. Louis advertisers sell St. Louis on

KSD RADIO 55

The St. Louis Post-Dispatch Station

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

Jack Gregson*



**the new morning voice in the heart of the city*

**7 days
a week
6-10 am**

radio 95 • philadelphia

WPEN

Represented by AM Radio Sales Company

THE HEART

of the city



Can anybody claim more loyal viewers? Our metro share in prime time is 91%, and homes delivered top those of any station sharing the other 9%. (ARB, Nov.-Dec., 1962) To cover this influential market, such loyalty means the big buy for North Florida, South Georgia, and Southeast Alabama is



WCTV TALLAHASSEE
THOMASVILLE
BLAIR TELEVISION ASSOCIATES



SPONSOR

8 APRIL 1963

Vol. 17 No. 14

Sponsor-Week / News P. 15

Top of the News pp. 15, 16, 18 / Advertisers p. 62 / Agencies p. 62 / Stations p. 68 / Syndications p. 72 / Representatives p. 75 / Networks p. 77

Sponsor-Scope / Behind the news P. 27

Data Digest / Americans growing younger P. 22

Key Stories

TV SYNDICATORS AIM NEWEST DRIVE AT AGENCYMEN / Numerous syndicators are making it one of their major functions to alert advertising agencies what the stations are buying. P. 37

BANKS ARE UP IN THE AIR / Commercial banks will spend about \$48 million on radio & tv this year; New York market becomes a laboratory for new techniques to reach new customers. P. 41

PORTABLE PUSH TARGETS HOMES / Union Carbide offers stations non-commercial campaign to boost sales of battery-operated radio sets by building up 'indoor traveler' market. P. 47

FEDERAL CONTROLS PRIME TOPIC AT NAB MEET / Regulation of advertising and programs, unannounced theme dominates discussion and thinking, on and off convention floor. P. 49

Spot-Scope / Developments in tv/radio spot P. 78

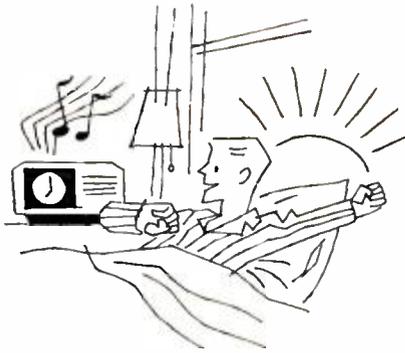
Timebuyer's Corner / Inside the agencies P. 52

Washington Week / FCC, FTC, and Congress P. 61

Departments Publisher's Letter p. 6 / Commercial Critique p. 32 / Radio/Tv Newsmakers p. 74 / 555 Fifth p. 10 / Calendar p. 10



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"The only way to start the day!"

WGBS is the dominant "waker-upper" in South Florida with The Sound of Music and Total Information News.



"An easy-to-take passenger!"

WGBS is survey-proven first with drivers.



"It's the cream in my coffee!"

WGBS puts selling flavor into advertising with Total Information News by Award-Winning News Staff.



"That reminds me!"

WGBS completes her shopping list—builds bigger sales for the merchant.



"It's the greatest!"

WGBS 50,000-watt voice is heard and remembered throughout 21 South Florida counties, the Bahamas, and the Caribbean.



"It's my turn to turn to my station!"

WGBS "turns" more people to The Sound of Music and Total Information News.



"Now we'll get the story straight!"

WGBS explains the issues with Community Leadership editorials every weekday.



"Full orchestra and no cover charge!"

WGBS — The Sound of Music suits the mood of each hour — 24 hours a day.

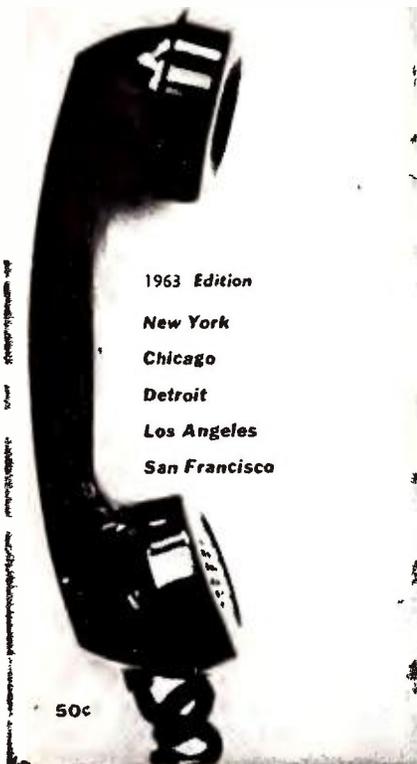


"The Sound of Music"

**A STORER STATION
Represented by Katz**

1963 edition off the press!

SPONSOR'S 5-CITY TV/RADIO DIRECTORY



... just about every 'phone number you need in these five big cities is in SPONSOR'S 5-CITY TV / RADIO DIRECTORY.

Networks, groups, reps, agencies, advertisers. Film, tape, music and news services. Research and promotion. Trade associations (and even trade publications).

All in the convenient pocket-size, for only \$.50 per copy; 10 copies, \$.35 each; 50 copies, \$.25 each.

SPONSOR SERVICES

555 Fifth Avenue, N. Y. 17

► 1963 was the biggest NAB Convention

A publisher's view of
significant happenings in
broadcast advertising

1963 Chicago was the big one. Bigger in many ways than any of the 25 annual NAB Conventions that I've attended.

It may have been that the issues weren't bigger—but just more clearly defined. NAB president LeRoy Collins and FCC Chairman Newton N. Minow had more substance in their messages than in 1961 or 1962. The agenda was exceptionally varied and useful. Staff and committee work were of a high order.

Here are some highlights of 1963 Chicago that caught my eye:

► President Collins stirring statement: "The public interest is our business and our responsibility and we will take care of it ourselves." This was the expression of a leader who has decided his course. To many broadcasters it rang home the fact that Governor Collins is now a full-fledged member of the family.

► Chairman Minow's thoughtful observations and recommendations, which many took to be his valedictory address, on leaving of the radio freeze, second run tv affiliates on uhf stations, exchange of programing with other countries, policing of commercials, unanimous membership of stations to NAB and the NAB Codes, endorsement of President Collins. Not all were popular recommendations, but he tempered his comments with frequent reminders that he was speaking personally.

► A remarkably stimulating and provocative panel discussion on "Broadcasting in a free society," conducted by Erwin D. Canham with stirring commentaries by Don McGannon, Ted Pierson and Larry Laurent, among others. The best NAB panel presentation on a "think" subject that I can recall.

► Highly quotable acknowledgement by Bob Hope of the first NAB Distinguished Service Award ever given to an entertainer (See page 44 for Bob Hope's complete remarks).

► Ed Bunker's unveiling of the new RAB with emphasis on providing monthly dollar figures in partnership with SRA.

► Naming of veteran Harold Hough as "Dean of American Broadcasters" in a surprise tribute by NAB.

► TvB's brilliant session on topical subject of computers assisted by Y&R media specialists. Titled "Computers—friend or foe," it stilled fears that the computer age would bury human judgment on station buys.

► Mike Shapiro's practical and dramatic panel on tv station image and how to achieve it.

► Impressive color advances in broadcast equipment exhibits, testifying to rapid growth of color tv. Surprise showing of electronic editor that permits animation and stop motion.

► And a special bow to TFE '63, a separate show of syndicated films completely handled by 18 syndicators. In decorum and utility it rivalled anything done under the NAB roof.

SEVEN ARTS ASSOCIATED PRESENTS
FOR YOUR VIEWERS' UNADORNED PLEASURE

The Fantabulous Emmett Kelly Show

39 LONG LASTING HALF HOUR PROGRAMS
STARRING THE INCOMPARABLE 39

EMMETT KELLY



AS THE INTERNATIONALLY FAMOUS CREATION

"WEARY WILLIE" *The Sad Clown*

An exhilarating experience for both young and old in a sumptuous series of **117 UNIQUE ACTS** prepared with stupendous effort especially to confound and delight your discriminating audience. Weary Willie hosts **117 UNRIVALED** cartoons starring the remarkable **Porky Pig** and the incredulous antics of his daring cartoon friends, cavorting in capers bound to amaze you!

Executive Producer
DONALD KLAUBER
Producer
ERIC J. ALBERTSON
Associate Producer
HARVEY CHERTOK
Director
MEUDE BROWN
Emmett Kelly Management
LEONARD GREEN

HURRY! HURRY!

Beckon your nearest Seven Arts Salesman at any one of the offices listed below:

NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4 5105
DALLAS: 5641 Charleston Drive AOams 9 2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. State 8 8276
TORONTO, ONTARIO: 11 Adelaide St West EMpri: 4-7193

POSITIVELY THE MOST MAGNIFICENT

EXTRAVAGANZA ON TOUR THIS YEAR



SUCCESS STORY

Produced on a modest motion picture budget, THE LITTLEST HOBO has already grossed nearly 20 times its original cost in U.S. distribution. Now, reaping equally successful box office returns in foreign distribution.

A proven exciting adventure picture geared to adult entertainment values—but with sure-fire appeal for all ages.

Reviews from cities of every size and geographic location make every sales point agencies and sponsors want to hear. The following are only 4 out of 80 in our files.

REVIEWS

"THE LITTLEST HOBO, is for the whole family. The star, a German Shepherd dog named London, will amaze you."

—Walter Winchell

"But mark you this: children have no corner on the laughter market at THE LITTLEST HOBO! Nor on the tears and exciting suspense it evokes. THE LITTLEST HOBO is both an heroic fairy tale for children and a sophisticated fantasy for grown-ups. The star, the great German Shepherd dog, London, is the smartest ever seen on the screen. THE LITTLEST HOBO is a gem of motion picture making."

—Kay Procter, Los Angeles Examiner

"HOBO CANINE COMEDY. THE LITTLEST HOBO is a gem of entertainment and artistry on a very high budget of intelligence and imagination. A 'sleeper'. This makes one hope that the picture's success will prompt a sequel dealing with further exploits."

—Jack Moffitt, Hollywood Reporter

"Shoppers for that 'something different', will be attracted to this unusual concept of a 'vagabond' German Shepherd dog, possessed of human qualities and understanding. Rating: Very Good."

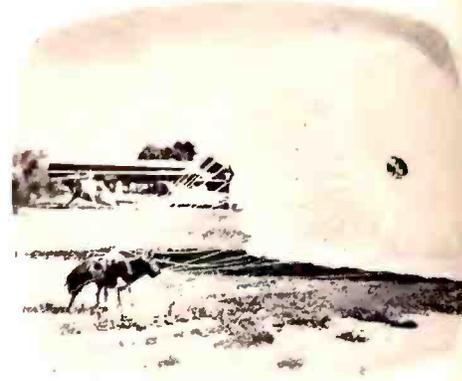
—Motion Picture Herald, New York

GUARANTEED RATING FACTORS

Actually an audience tested TV "pilot", the movie, THE LITTLEST HOBO, has already favorably preconditioned a large number of American families to the television programs.

The family appeal of the star of this adult-action series is pointed up by the fact that 18 million U.S. families own 26 million dogs and spend over 395 million dollars on them annually.

The mature audience appeal of these exciting and dramatic adult-action adventures filmed throughout the world PLUS the equally important all family appeal of a handsome, intelligent German Shepherd adds up to a saleable, rating-getting series in any survey—any market.

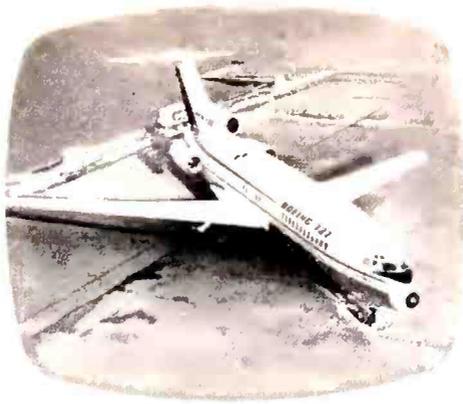


THE

THE STAR

LONDON — Striking even among German Shepherds in ability and intelligence. Responds to over 4,000 words in English, French and German.

NEW ADULT ACTION
SERIES FOR TELEVISION



LITTLEST HOBO

WORLD ROAMING, WIDE RANGING TV FORMAT APPEAL

The star of THE LITTLEST HOBO television series, the magnificent German Shepherd, London, literally roams the world over seeking adventure. London ranges widely in his exciting travels—from the nocturnal jungles of the major cities to the vast reaches of the majestic Rockies. He wanders anywhere —by train, plane, ship; throughout America and foreign countries. His friends include the flying soldier of fortune in Hong Kong and the French Poodle from his Paris adventures. In each episode he meets new people in new locales. Each adventure's changing co-stars and supporting players are drawn from the industry's finest actors. The story policy is straight drama but the situations vary from Hitchcock suspense to Lucy-type humor.



Offices in: CHICAGO, LOS ANGELES, HOUSTON, ATLANTA / 500 PARK AVE., NEW YORK

"TIGHT SHOT" IMPACT

All my compliments to Arthur Belaire on his article dealing with the use of extreme close-up in television commercials (*Commercial Critique*, SPONSOR, 11 March 1963). He is a very knowledgeable gentleman and the "tight shot" does add impact to product demonstration.

However . . . unless these medium long-shot eyes of mine betray me, the baby chicks he refers to in the Gravy Train are baby ducks. Maybe he got too close to the feathers to see the fowl.

Frank Macaulay,
Advertising Manager, The Crowell-Collier
Publishing Co., New York.

PROS AND CONS ON PUBLISHER'S LETTER

Your splendid 11 March issue editorial certainly needs no testimonial—but I can't let pass an opportunity to say "Amen" to the compliments you paid to Art Simon.

WSB was indeed humbly grateful and tremendously proud to be the recipient of the 1963 Broadcast Pioneers Mike Award and to be a

part of the very worthwhile and needed purposes of the Broadcaster's Foundation. It was also, however, a most pleasant and enlightening experience for me personally to work with Art Simon in many of the preliminary arrangements for the Mike Award Banquet in New York. His dedication, boundless energy and efforts in behalf of the Foundation were amazing. Your description "a mighty mite of a man" is indeed well deserved.

Frank Gaither,
General Manager, WSB-AM-FM, Atlanta

I'd like to take issue with your happiness about the Congressional hearings on ratings, as expressed in your editorial in the 25 March issue of SPONSOR. As a Broadcaster I am not particularly happy about congressional hearings airing what is a more technical and complex problem than can be solved by those not trained in the theories of statistics. (Of course, the federal government has been quite content with

some similar methods of probability sampling in determining statistics including unemployment figures.)

This reaction comes not from any immediate business reason having to do with my market. We are too small to be bothered with ratings. We simply sell radio and results down here in the country. These hearings are one more bit of evidence of more and more federal encroachment on problems which might better be solved by private enterprise. For one thing, few laymen can understand the theories of probability sampling. And insofar as ratings are concerned (with their attendant statistical theories) most congressmen, I am sure, are laymen. I wonder if they have the same reservations about accepting data from various government bureaus which glean information with probability sampling.

Let's be honest about the so-called ratings worship. A lot of the blame can be laid at the feet of broadcasters. About the only time you hear a broadcaster yelling about ratings is when his aren't "good." But the same broadcaster, blessed with a good rating book, will shout from the rooftops and spend a lot of money promoting the fact he has 123 quarter-hour firsts out of 124! The only people who can clean up the ratings mess are broadcasters themselves. . . .

Let's face it. If methodology which produces "unfavorable" ratings for some is unacceptable, it must also be unacceptable for those who get favorable ratings in the same report. It's as simple (or complex) as that. My past experience has shown me many abuses in the rating area—particularly in the way they are used and interpreted. But my experience has also shown that much, if not most, of the blame can be laid at the feet of broadcasters who spend so much money promoting their numbers. I hope NAB's research activity can come up with some useful answers. And I don't ask for congressional relief in this area any more than I would ask my congressman to fix my color tv set.

John F. Hurlbut,
President and General Manager, WVMC,
Mt. Carmel, Ill.

CALENDAR

APRIL

Brand Names Foundation, 20th anniversary banquet, Imperial Ballroom, Americana Hotel, New York, (11).

International Radio & Television Society announces six production workshops dealing with "Problems of International Television Commercials" to be held on successive Tuesdays at 5:30 p.m. in the Johnny Victor theatre, New York starting (16).

Alpha Delta Sigma Greater New York Alumni Association fiftieth anniversary convention, Roosevelt Hotel, New York (19-21).

Society of Motion Picture and Television Engineers, 93rd convention and equipment exhibit. The Traymore, Atlantic City, N. J. (21-26).

Advertising Federation of America, 5th district convention, Akron, O., (11-13); 4th district convention, Cherry Plaza Hotel, Orlando, Fla., (25-28).

Pennsylvania Associated Press Broadcasters annual meeting, Pittsburgh, (25-26).

MAY

Illinois Broadcasters Assn. spring convention, Springfield, Ill., (1-3).

American Woman in Radio and Television twelfth annual convention, Sheraton Hotel, Philadelphia (2-5).

Montana Broadcasters Assn., annual convention, Bozeman, Mont., (8-10).

Advertising Federation of America 9th district convention, Schimmel Indian Hills Inn, Omaha, Neb., (10, 11); 2nd district convention, Inn at Buck Hills Falls, Pa., (10-12).

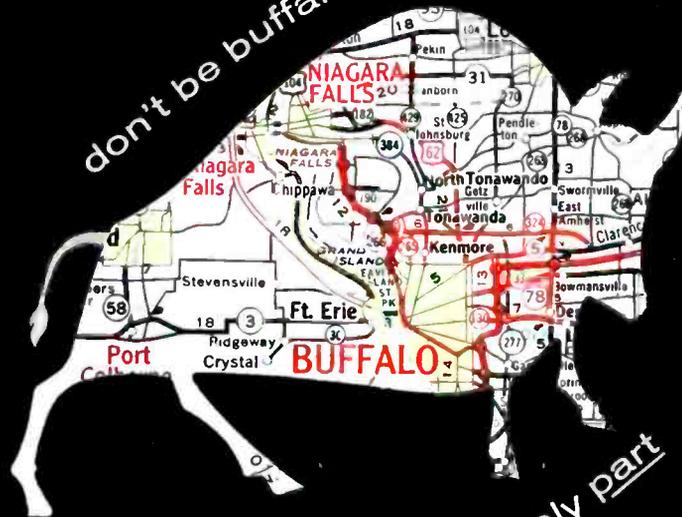
Academy of Television Arts and Sciences, Chicago chapter, Emmy awards for excellence, Pick-Congress Hotel, Chicago, (13).

Ohio Assn. of Broadcasters spring convention, French Lick Sheraton, (16, 17).

Pennsylvania Assn. of Broadcasters convention, University Park, Pa., (19-21).

Sales and Marketing Executives—International, annual convention, Philadelphia, (19-22).

don't be buffaloed...



by seeing only part

of the market

the
whole market is
 Buffalo, North America...
 the market that includes English-speaking,
 high-spending, American product-buying
 CANADA...plus all of the U.S.A. market!

... edi- you.
 ... amonial of spon
 ... an opportuni- not partic.
 ... en. to the compli- gressional he.
 ... o Art Simon. a more technica.
 ... ed humbly grate- lem than can be so.
 ... isly proud to be trained in the theoret.
 ... e 1963 Broadcast (Of course, the feder
 ... ard and to be a ment has been quite cor.



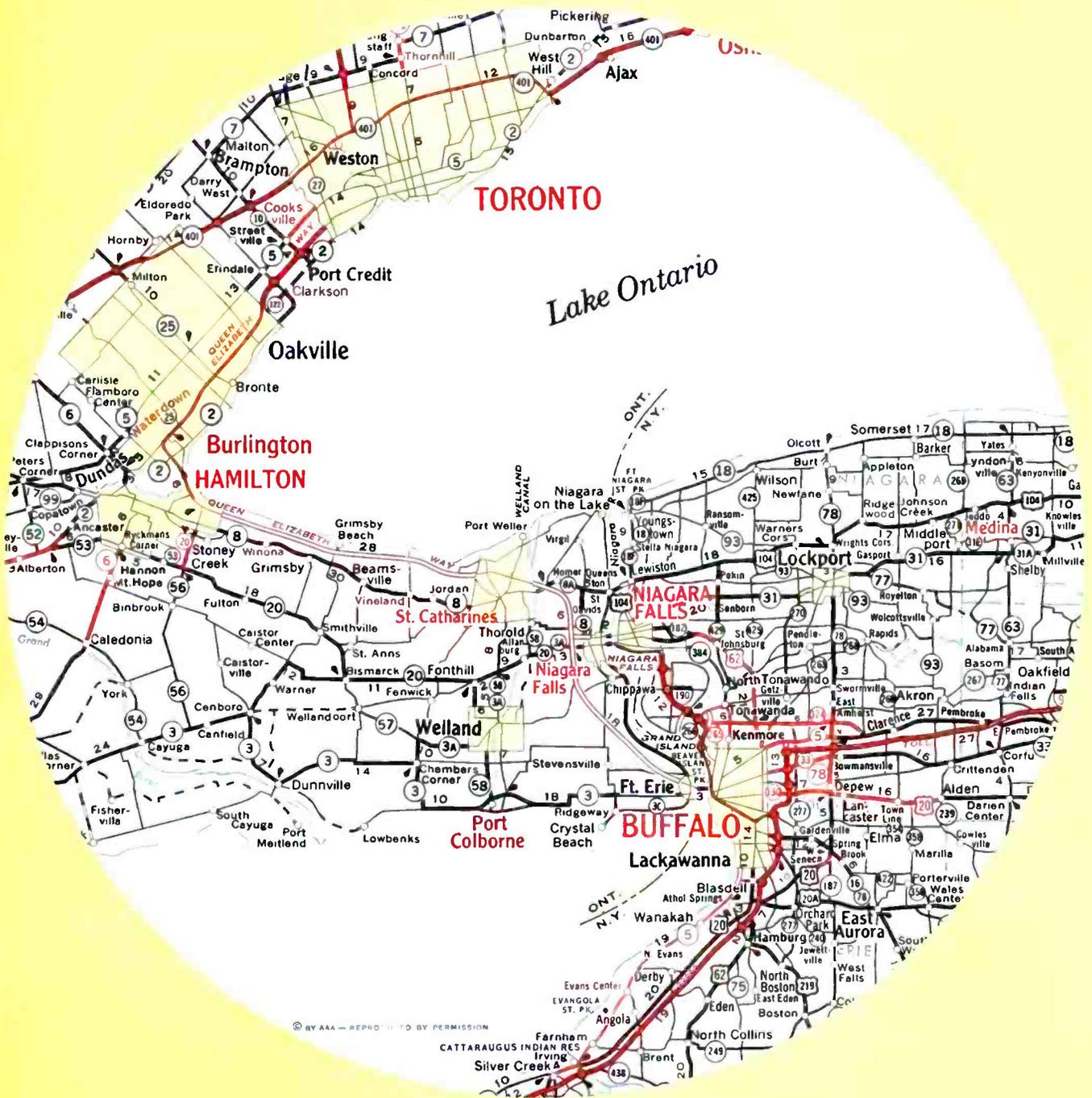
BUFFALO IS THE 10TH MARKET IN NORTH AMERICA...
FOR HOMES REACHED PER AVERAGE ¼ HOUR. (7:30-11:00 PM) SUNDAY THRU SATURDAY

Look at half the market and Buffalo is 17th...

- | | | |
|--------------|------------------|----------------------|
| New York | Cleveland | Minneapolis-St. Paul |
| Los Angeles | San Francisco | Indianapolis |
| Chicago | Pittsburgh | Baltimore |
| Philadelphia | St. Louis | Seattle-Tacoma |
| Boston | Washington, D.C. | Buffalo |
| Detroit | Dallas-Ft. Worth | |

...but look at the whole market and Buffalo is 10th!

- | | |
|--------------|---------------|
| New York | Cleveland |
| Los Angeles | San Francisco |
| Chicago | Pittsburgh |
| Philadelphia | Buffalo |
| Boston | |
| Detroit | SOURCE ARB |



BUFFALO IS THE 7TH MARKET IN NORTH AMERICA...

FOR TOTAL HOMES REACHED. (NET WEEKLY CIRCULATION TOTAL)

Look at half the market and Buffalo is 22nd...

- New York
- Los Angeles
- Chicago
- Philadelphia
- Boston
- Detroit
- San Francisco
- Cleveland
- Pittsburgh
- Washington, D.C.
- St. Louis
- Providence
- Dallas-Ft. Worth
- Milwaukee
- Hartford-New Haven
- Minneapolis-St. Paul

- Cincinnati
- Baltimore
- Indianapolis
- Charlotte
- Seattle-Tacoma
- Buffalo

...but look at the whole market and Buffalo is 7th!

- New York
- Los Angeles
- Chicago
- Philadelphia
- Boston
- Detroit
- Buffalo

SOURCE ARB



**LOOK AT THE TOTAL
NUMBER OF HOMES REACHED BY
BUFFALO TELEVISION
STATIONS —1,782,500**

1,035,000 in Canada

747,500 in U.S.A.

**NOW COMPARE U.S. AND TORONTO
HOUSEHOLDS.**

Effective buying income per household.	Total retail sales per household.
TORONTO..... \$7,333	\$4,641
U.S. AVERAGE..... \$6,661	\$4,026
TORONTO VS U.S. + 10%	+ 15%

**9 OUT OF 10 PRODUCTS
USING U.S. NETWORKS SELL THE
BUFFALO, NORTH AMERICA MARKET...**

**ARE YOU REACHING
ALL YOUR CUSTOMERS?**

Sources: ARB and Sales Management



ANOTHER STATION OF CAPITAL CITIES BROADCASTING



Ad front eyes new video, audio gear at NAB



Dials, tubes, and other innovations from the size of cigarette packs to giant behemoths were introduced to broadcasters during the NAB convention and may affect advertisers and agencies planning film and tape commercials and programs for tv, and stereo-voiced commercials and programs for fm radio. Among

the new products were improved color cameras, tv, stereo and am recorders, and various types of studio equipment. Highlights:

Cameras: Both RCA and GE came out with transistorized four-tube color film-chain cameras, with added b&w vidicon producing a separate monochrome channel to enrich the hues and provide sharper definition in finished picture. GE priced its at \$39,500. RCA also showed its new 1½-inch image orthicon camera, pictured above, as well as the transistorized TK-22 tv film camera, which is claimed to boost the quality of film reproduction film for broadcasting; a new 16mm motion picture projector for tv (TP-66), plus an improved version of its 3-inch image orthicon camera.

Other equipment: The PE-23-A studio vidicon transistorized camera from GE, designed for black-and-white commercial and educational tv productions which make up 80% of current live programming, and the GE PE-25-A, a new three-image-orthicon color studio camera featuring an eight-inch view-finder.

Tv recorders: Ampex brought out its new fully transistorized VR-1100 model, priced at \$34,500 and equipped for station use, with a closed-circuit version offered for \$30,550. Ampex said operating costs for VR-1100 are "approximately one-half" those of its VR-1000. A single-console, four-headed broadcast

recorder, it is fully compatible and interchangeable with all four-headed video recorders of past and present lineage. Ampex, meantime, says its tv tape equipment is selling at a fast pace, "the best in three years." RCA reports its deluxe models are selling well. With many recorders displaying improved facilities, the trend is into supplementary buying, with portable equipment getting the biggest play. RCA says it will deliver the 100th tv tape recorder of its all-transistorized TR-22 type during May. The model's built-in color capability was demonstrated at the convention. Also talked about at the NAB meet were two new portable video recorders introduced at the recent IEEE show in N.Y. One, priced at \$12,150, was developed by Machronics and is licensed to Precision Instrument, which says it has a backlog of 100 orders. The other, to sell at \$10,900, is Japanese-made and distributed by Sony Corp. of America.

Studio gear: RCA unveiled its TSA-3 pre-set switcher, which combines audio-video switching and machine start-and-stop in one unit. It allows a studio engineer to "punch up" as many as ten program segments, in advance. Ampex debuted its Editec time element control system for automatic editing and animation on tv tape. This makes possible frame-by-frame push-button editing without cutting tapes, thereby reducing error factors.

Miscellaneous: GE introduced a new line of uhf transmitters featuring a new "zig-zag" panel antenna design; a gated unilevel audio amplifier, and a transistorized audio control console. Ampex brought out its new 602 series of professional field recorders (right) for stereo as well as monaural use. A selective track erase head comes on the two-channel models of this new Ampex recorder.



SPONSOR-WEEK continues on page 16

SPONSOR-WEEK

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

More late news . . .

Iron Curtain: Don't be surprised if you see print media, notably Look and Life Magazines, jumping delightedly into the ratings fray triggered by the Harris subcommittee probe in the nation's capital. The first move is likely to be a series of major research presentations "exposing" the shortcomings of broadcast measurements.

This was one of the facts which came to light in the wake of the visit to New York last week (3 April) by Herbert Arkin, statistical consultant to the House rating hearing. Arkin, behind closed doors, addressed members of the Radio/Tv Research Council.

Gist of what Arkin said:

- There's likely to be governmental regulation of the research industry.
- Nomenclature and methodology will be improved, thanks to the Harris probe.

Arkin, interestingly, ducked questions which sought to establish whether the subcommittee had done anything more than gain national publicity for ratings shortcomings already known by professional researchers.

Sports for "Voice": Firestone, dropping its revived version of the long-run Voice of Firestone, has switched to sportscasts on two networks next season. The buy: one-fourth sponsorship of NCAA football on CBS TV, and Winter Olympics on ABC TV.

Missing figures: At last week's NAB meeting, cogent things were said before membership concerning an old problem: the lack of accurate dollar-volume figures in spot radio.

Edward Codel, president of the Station Representatives Assn. and a veteran rep executive, noted that radio was not listed in the spending of the nation's top 100 advertisers, as prepared for industry charts.

Leo Burnett's Tom Wright said that agencies realize this problem, face a choice of ad-libbing the data, or purchasing it from reporting services which may or may not be accurate, or just leaving it out.

"A sure way for radio to encourage a classification as a minor, supplementary medium is to continue to not provide agencies and advertisers with information needed to evaluate accurately its relative role in the media mix."

Lest radio become a "forgotten medium," RAB is willing to aid in the preparation of radio data, both in terms of audiences and advertising, RAB president Edmund Bunker told NAB members.

Rising sun: Although the Japanese government has now doubled the amount of money tv stations in that country can spend for imported telefilms, U.S. syndicators are not out of the woods. Dollar remittances for the sale of telefilms priced up to \$1,000 per half hour will receive automatic Bank of Japan approval. Programs at higher prices will be subject to a case-by-case approval.

Pink slips at BBDO: Has automation reached out to nip the jobs of non-executive agency personnel? Late last week, it looked as though this may well have happened at one of Madison Avenue's biggest agencies, BBDO.

Reports varied, but the word was that anywhere from 10 to 14 buyers, assistants, estimators and even copywriters have been eased out of BBDO berths.

Creative personnel, like copywriters, could hardly point to computers as having usurped them, but for the others, the answer wasn't clear. It might have been agency spring cleaning; but, maybe it wasn't.

A TFE-'64?: Prospects for a repeat of the separate trade show staged by film exhibitors near the NAB convention are bright. Syndicators indicated that the event was a real success, and drew more broadcasters and film buyers than did previous exhibits scattered all over the convention. NAB was officially neutral toward the exhibit, but was privately shaken by the membership response, and may well put out some peace feelers to program distributors to woo them back to NAB's exhibit fold next year.

Nielsen hike: Substantial increases in costs to subscribers for A. C. Nielsen broadcast data are in the works, although the research firm denies they are prompted by the Washington ratings probe. Sample increase: WMT-TV, Cedar Rapids, Iowa, will soon have to pay 49% more for Nielsen reports, although there will be no additions to sample size.

SPONSOR-WEEK continues on page 18

Why not put \$4 million behind your commercial (without paying a cent extra)

So begins the sales pitch of one of our more ebullient salesmen. And you must admit, it's a good way to call attention to the size and scope of WFAA's facilities.

Two years ago we invested \$4 million, give or take a few thousand, in our new operations headquarters. And for a purpose. Communications Center was designed to be the pace setter for all Southwest broadcasting. And this it became . . . with the best facilities for everything: programming, sales, continuity, production, promotion, and even traffic. It meant installing the finest equipment. (The personnel to utilize it we already had!)

This was money well spent to our way of thinking. And if you've run a schedule with us recently, you'll agree. Because in one way or another you feel the weight of these dollars everytime your commercial is aired on the station.

You feel it in the efficient handling of your schedule . . . in the superb production . . . in the creative, practical merchandising. You feel it in the responsiveness of a loyal audience that knows it can depend upon WFAA for quality programming.

To us, the pursuit of excellence is never a gamble. It's a blue chip investment. No doubt you agree, so phone your Petryman today.



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

SPONSOR-WEEK

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

Meters located: Location of nearly seventy A. C. Nielsen Audimeters has been disclosed by congressional investigators at the Harris rating probe. Long considered a "secret," meter locations could provide great value to the promotion-minded with eye toward building ratings. One home equals some 52,000 homes, according to information also disclosed. Hearings last week continued to dwell on the research techniques of Nielsen.

Ideal vs. FTC: Federal Trade Commission called 1961 "Robot Commando" and "Thumbelina" doll commercials deceptive. Ideal Toys replied corrections were made long time ago and that 1962 commercials were cleared by FTC and NAB Code Authority.

Ad budgets: Tradition of setting ad budget as arbitrary percent of last year's sales may be giving way to new procedure based on historical relationship between changes in advertising expenditure and corresponding changes in sales. Examples of method used are cited in current ARF Journal of Advertising Research.

ABC daytime: Major changes have been announced in ABC TV daytime schedule for fall. *Price is Right* starts 9 September (11 a.m.), *Trailmaster* (ex-*Wagon Train*) bows 2 September (5 p.m.). Schedule also includes *Seven Keys* (11:30 a.m.), *Ernie Ford* (noon), *Father Knows Best* (12:30 p.m.), *General Hospital* (1 p.m.), *Day in Court* (2:30 p.m.), *Queen for a Day* (3 p.m.), *Who Do You Trust* (3:30 p.m.).

Doyle Dane Bernbach: Five senior vice presidents, a new title, have been announced. They are: Joseph R. Daly, v.p. and management supervisor; Robert Gage, art department head; Ted H. Factor, West Coast head; Edward T. Russell, v.p. and management supervisor, and Marvin S. Corwin, v.p. and director of plans.

Late news: New Shulton aerosol deodorant "Manpower" will be given first major network

campaign via ABC TV's *Ron Cochran with the News*, starting 10 April. Shulton sponsorship is first use of network news . . . William Brazil appointed to new post of vice president in charge of sales management, broadcast division, Wometco Enterprises. He had headed WTVJ, Miami, sales for Wometco . . . J. Brooks Emory, Jr., formerly at Y&R, named president of Composers Alliance, new creative music service for entertainment media.

B&W on diamonds: Brown & Williamson Tobacco is placing heavy ad emphasis on this season's major league baseball, picking up the tab for radio and tv of the New York Mets, L.A. Angels and Cincinnati Reds. Viceroy and Kool cigarettes, via Ted Bates & Co., will be promoted on the three teams' games, with Sir Walter Raleigh Tobacco, through Post-Keays-Gardner, of Chicago added for the Reds' tilts. Mets' video coverage will be on WOR-TV, New York, plus stations in Schenectady, Binghamton, and Burlington, N. Y., and Hartford, Connecticut. Mets radio airings will be on WABC, N. Y., plus outlets in N. Y. state and New England. Angels' telecast will be on KHJ-TV, L.A., with radio originating on KMPC, L.A., and fed to stations in Southern California, Arizona, and Nevada. The Reds' telecasts will be on WLWT, Cincinnati, and affiliate outlets in Dayton and Columbus, O., Lexington, Ky., and Huntington, W. Va.

Deal with the Seal: Raytheon is launching a "Deal with the Seal" promotion to merchandise the Good Housekeeping Guaranty Seal awarded its tubes. Service technicians using the company's guaranteed replacement tubes will be offered tv and radio strips and other aids to help promote the offer.

Radio chairman: Ben Strouse, WWDC, Washington, president, elected chairman, and Richard Chapin, president of KFOR, Lincoln, vice chairman, of NAB Radio Board. NAB TV Board deferred election of chairman until June meeting.

SPONSOR-WEEK continues on page 62



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

We've finally found a place where Washington Didn't Sleep. In Washington of all places. The current investigations into rating practices is one of the few such efforts in which I wholeheartedly concur.

We're not trying to jump on the rating practitioners when they are down, but we find it refreshing to have brought to light some of the ouija board tactics by which the television industry and, particularly, the advertising agency media people, have been evaluating markets in which they are investing considerable cash for their clients products.

We have long held the mystic workings of the rating services efforts suspect. As a matter of fact we became considerably disenchanted with their efficiency when we learned some time ago that station WWLP, Springfield, Mass., had been given coverage credit for three counties in Virginia.

The revelations of the Oren Harris committee seem to bear out the fallibility of the services. Sets left on 24-hours a day, tune-ins accorded to stations when they weren't even on the air; a housewife getting mad at something Jack Paar said and turning him off, thus eliminating some 11,000 other viewers: all of these factors are a part and parcel of the numbers rat-race that has been the bane of the TV industry.

For some time we have been trying to sell national ad agencies on one simple factor—if the local merchants in the community served by a TV station demonstrate a faith to a particular station it follows that the station, regardless of its ratings, is doing an effective community service job and can deliver the type of response that should move goods.

However, the agencies, with better knowledge of a station's impact in a market, would rather place the responsibility for buying a market on some one else's figures. This used to be known as "passing the Buck" but in the lingo of the agency world today it becomes "scientific market analysis."

I feel that a far better "scientific analysis" of how effective a station is in its market is its standing with its local merchants. They depend on direct results to stay in business and if a station does not deliver they can't afford to stay on the air.

Perhaps this is too simple a formula, but many times local or regional distributors for national advertisers in our area have protested that WWLP was not included on an agency schedule based on "scientific market analysis." All they knew was that when they advertised on our station they got results, without the help of the ouija board. And 90% of the local merchants in Springfield, Mass., feel the same way for they continue to advertise with us when they want to move their products.

If nothing else, I hope that the Washington investigations give agency executives pause to take a look at their method of allocating market dollars and may possibly lead them into new patterns of approaching this important industry area.

For if the agencies don't have proper interest in maximum sales effectiveness of its advertising dollars, I'm sure that the advertiser who has to read the bottom of the line figure, may take a greater interest in it himself.

Represented nationally by HOLLINGBERRY

WNBC-TV devotes over one-third of its schedule to information, education, culture. More than programmed by any other New York commercial television station. More hours of hard news, too. That's why WNBC-TV is known as "New York's community-minded station."

Each week, more than 90% of New York's metropolitan area families spend over 11 hours with WNBC-TV's diversified entertainment and information schedule. And the unique, community-service programs reach sizable audiences, too. More New Yorkers tune to *Recital*

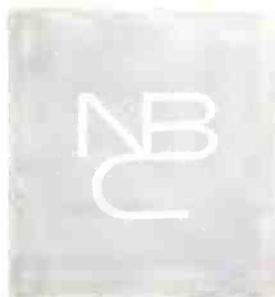
Hall in a typical month than will attend concerts at Philharmonic Hall in Lincoln Center in a year. WNBC-TV's *Dialogue*, *Open Mind*, *Direct Line*, and *Youth Forum* each attracts more New Yorkers than subscribe to the Saturday Review. (*Youth Forum* alone has won 23 awards for excellence and community service.) Together, these five programs form the basis for a new sponsorship plan called Pathways—to help advertisers concentrate impact on New York's most thoughtful audiences. (Detailed brochures available on request.

s much a part of New York as its subways



Current sponsors are P. Lorillard Company, Bowery Savings Bank, and Socony Mobil Oil Company, Inc.)

WNBC-TV – serving the metropolitan area of New York, New Jersey, and Connecticut—creates programs that viewers talk about, think about, care about. That's why New Yorkers rely on WNBC-TV. It links them to local issues and events—much as the subway system links them to many points in the metropolitan area. This kind of community-station bond is distinctive to the programming of all NBC Owned Stations.



WNBC-TV, NEW YORK
WRCV-TV, PHILADELPHIA
WNBQ, CHICAGO
KNBC, LOS ANGELES
WRC-TV, WASHINGTON

NBC Owned. Represented
by NBC Spot Sales.

SUNNY'S REALLY COOKING



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

ONE OF THE NATION'S GREAT STATIONS

WSUN

5 KW 620 KC

Broadcasting 24 hours daily!
TAMPA-ST. PETERSBURG

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

DATA DIGEST

Fm set production to pass Am by 1968

Of the 12,240,000 radio receivers produced in 1962, only 2.5 million were fm sets. But by 1967 fm will catch up to am set production, and the following year will surpass it. This assumption is based on a compilation by EIA of units produced in the U. S., including am/fm sets.

Year	Total sets	Fm	Am
1959	10,067,000	1,413,500	8,653,500
1960	10,695,000	1,500,000	9,195,000
1961	11,800,000	2,000,000	9,800,000
1962	12,240,000	2,500,000	9,740,000
1963	13,390,000	3,360,000	10,030,000
1964	14,595,000	4,400,000	10,195,000
1965	15,900,000	5,750,000	10,150,000
1966	17,390,000	7,390,000	10,000,000
1967	18,880,000	9,280,000	9,600,000
1967	20,600,000	11,400,000	9,200,000

In line with this, independent fm stations will reap \$73 million in national advertising revenue by 1968 as set production reaches its high, in contrast to \$9.8 million spent in the medium last year, according to an FCC report relating all radio revenue to fm's. By 1968, the figure will climb to \$374 million.

Year	All radio (\$ Mill.)	% Fm	Fm revenues (\$ Mill.)
1956	567	.25	1.415
1957	618	.33	2.035
1958	619	.41	2.546
1959	656	.66	4.303
1960	692	.84	5.814
1961	695	1.02	7.100
1962	720	1.36	9.800
1963	762	1.80	13.700
1964	810	2.40	19.400
1965	858	3.20	27.400
1966	899	4.25	38.200
1967	934	5.68	53.000
1968	969	7.52	73.000
1969	1,012	10.00	101.200
1970	1,058	13.33	141.000
1971	1,110	17.70	197.000
1972	1,149	23.50	270.000
1973	1,198	31.30	374.000



**BUY
BOSTON
LIKE A
BOSTONIAN!**

Boston Advertisers, buying in their home market, place more dollars on WHDH Radio than any other Boston Radio Station.

Like radio time buyers everywhere, Boston time buyers know they must get top results for their clients' money. They know that buying time on a responsible station, with progressive policies, top programming and loyal listeners is the way to get extra sales.

Buy Boston like a Bostonian and you'll buy...

WHDH - BOSTON
50,000 WATTS ↗
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY



The Embassy of Portugal

His Excellency Dr. Pedro Theotónio
Pereira, Ambassador of Portugal to
the United States, and Mr. and Mrs.
Carlos Marques de Sousa, daughter and
son-in-law of the Ambassador, in the
entrance of the Embassy...
another in the WTOP-TV series
on the Washington diplomatic scene.



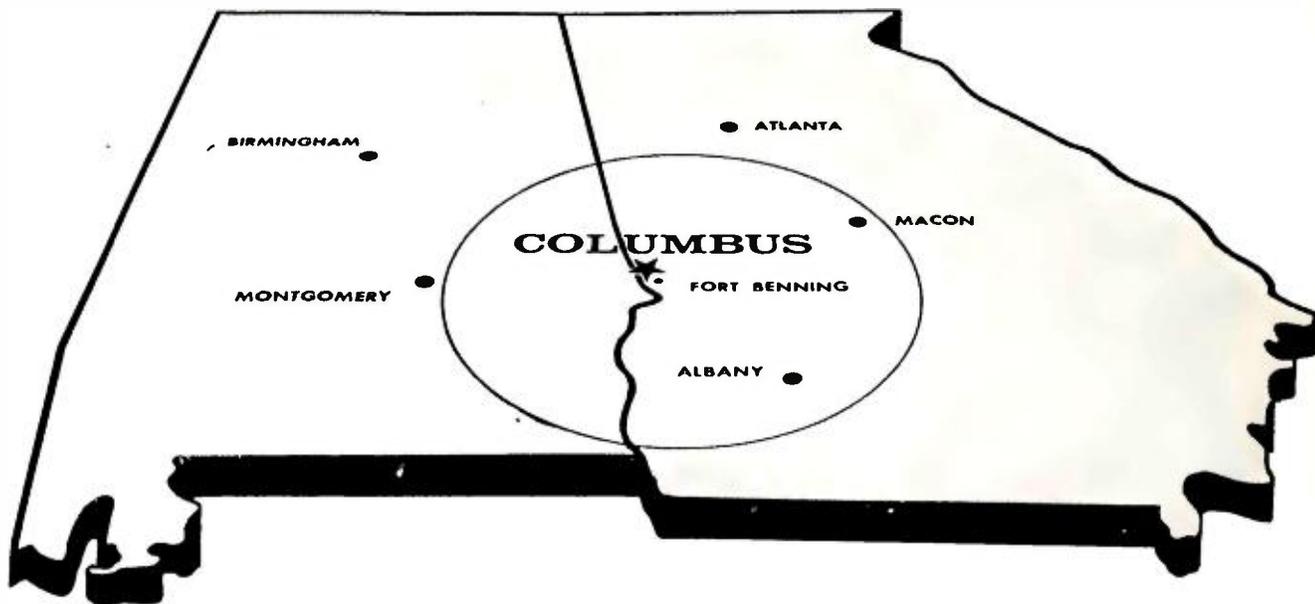
Represented by TvAR

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

Photograph by Fred Maroon



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



Covering *66 counties in Georgia and Alabama with annual retail sales of \$1.2 billion!

* Grade B Coverage Area

Take a close look at Columbus, Georgia. Bet you didn't realize it's so big. And it gets bigger every day. Not to mention its giant next-door neighbor, Fort Benning . . . just 4 miles away. It, too, is getting bigger.

But TV-3's coverage doesn't stop here. It goes way out. Out to 66 counties of Georgia and Alabama in our Grade B coverage area. In this broad area there's a "fabulous following" loyal to TV-3. Nielsen and ARB's latest report shows it's increasing.

Audience preferred and advertiser preferred — that's TV-3. Why? Because people have learned that they can depend on us. So can you.

Cash registers are ringing in Columbus. TV-3 reaches the people who ring 'em. We'll gladly help "ring those registers for you."

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

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



CBS

 NBC

REPRESENTED BY
 GEORGE P. HOLLINGBERRY COMPANY

SPONSOR-SCOPE

It's no longer "in" to mention the word "coaxial" in discussing long-distance tv transmission. The word, in fact, couldn't be more "non-U."

Reason: back in 1954, coaxial facilities accounted for 30% of tv's inter-city facilities. Today, coaxial mileage is a mere 2% of the network links. What has replaced coaxial cable are microwave facilities which have a bandwidth nearly twice as wide.

Source: Sheldon C. Jenkins, Transmission engineer for AT&T's Long Lines Division, at the NAB meeting in Chicago.

ABC TV is making some noticeable sales headway with a new two-in-one program concept slated to debut this fall.

The series is "Arrest and Trial," a pair of 45-minute shows which will be slotted back to back.

Latest sponsor to sign is Libby, McNeil & Libby which has joined Liggett & Myers and Ford as pioneer advertisers on the ABC program experiment. The LM&L buy, in fact, was the subject of considerable comment on the agency circuit last week. The food firm has not previously been inclined to break new program trails in tv.

When checked, ABC said there was only "a very small amount of time" still unsold in the two-program package.

Education is a continuing process. According to Benton & Bowles, 52% of the agency's account reps are graduates of at least one of the B&B special training programs.

The programs were launched six years ago, B&B says. Of the original group enrolled in agency training courses, 70% are now engaged in account management, 22% are in media work, the remainder are distributed among other departments.

Benton & Bowles is currently using statistics such as these as part of a recruiting drive for new agency talent.

A B&B booklet, "Career Opportunities in Advertising-Marketing at Benton & Bowles," is being distributed to college seniors and business-school graduates.

There are more tv sets around than usually meet the eye, or get checked in viewing surveys, says WCCO-TV, Minneapolis.

Recently, the stations research director, Betty May, made a study of tv reception in hotels and motels in WCCO-TV's 66-county coverage area, pulling a 77.7% response to a mailed questionnaire.

Key findings:

An additional 13,313 tv sets were found, which were not hitherto included in the market's total set count of 792,590 as tabulated by A. C. Nielsen.

By adding these sets to the home figures, the Twin City figure rose to 805,903 sets.

Hotels and motels are very tv-oriented these days; of Metropolitan-area establishments, 95% had "some form" of tv available to guests, while 90% of the non-metropolitan-area hotels provided tv sets.

Tv has become a basic, non-chargeable item. The Twin City figure rose to 805,903 tv sets. 95% provided the service free to hotel guests.

SPONSOR-SCOPE

Broadcasters and advertisers must live today with a bumper crop of "pressure groups," but things weren't really all that different 30 years ago, a check of the records indicates.

Back in the dawn of big-time broadcasting, CBS formulated in 1935 some new policies regarding shows designed for juvenile listeners.

Among the "don'ts" were:

"Disrespect for either parental or proper authority must not be glorified or encouraged"; "Programs that arouse harmful nervous reaction in the child must not be presented"; and "Recklessness and abandon must not be falsely identified with a healthy spirit of adventure."

Despite such precautions, there were steady complaints. Most, according to long-memoried CBS staffers, came from parents who griped about the "absolutely free" prizes and premiums obtainable for box tops and package wrappers.

A built-in hedge was tried with the phrase "... or reasonable facsimile." But, apparently, the moppets wouldn't know a facsimile if they saw one, and the pressure was on to buy Ovaltine or Kellogg's Corn Flakes or whatever. Same complaint, incidentally, still appears today.

With the current focus on news and documentary reporting in both tv and radio, there's been an upswing of broadcast membership in the Associated Press. And the reporting's getting better.

In fact, the AP's radio/tv membership has risen to a new peak of 2,380 stations, according to AP general manager Wes Gallagher. He said:

"Reports from bureaus show that member stations are doing a progressively better job of protecting the AP on stories breaking in their news areas. Quality of the news from broadcasters was generally improved."

Gallagher also indicated that new space-age techniques are helping AP to provide better and faster service to broadcasters and news users. The AP Wire Photo Service, for instance, now has "an exclusive leased cable" for picture transmission between Europe and the U. S. which provides faster, and higher-grade service "than was possible by use of commercial trans-Atlantic facilities."

Uhf proponents are worried that the all-channel bill may provide only part of the answer on the receiver front next year.

The worry centers on the fact that large numbers of vhf-only sets may be dumped on the market in 1964, when the legislation becomes effective. "It could be a real problem in the development of uhf," FCC commissioner Robert E. Lee admitted last week.

On the positive side: several set manufacturers and major retail outlets (such as Sears) plan to jump the 1964 date by having vhf-uhf sets on hand long before the deadline.

Despite statement by FCC chairman Newton Minow to broadcasters last week his future status with the commission remains a question mark.

When asked what his future plans were, Minow replied "Unjelled."

Comment can only lead one to believe Minow is planning job change in the near future.



Al Pettus is our "go team" specialist

He knows football inside out. He should. He's one of our highly skilled remote crew which covered more than 50 AFL, NCAA, Southwest Conference, and high school games during the past three years alone. These men operate as precisioned as a pro offensive unit. Practically all of them,

directors, cameramen, specialists, have worked as a team for more than 12 years. In constant demand for network "specials" and advertisers' commercials, they traveled nearly 15,000 miles last year in our quarter of a million dollar cruiser. It's equipped, by the way, with six Mar-

coni's and two Ampex VTR units. This type of equipment requires seasoned performers, and the men of our remote crew are just that. They are typical of WFAA-TV's high degree of professionalism, another reason why we deliver such a steadfast, selective audience.

WFAA-TV

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

COMMERCIAL CRITIQUE

Analysis trends
evaluation in tv radio
commercials

SIMPLE—OR SIMPLE-MINDED

By HOOPER WHITE

Simple, *adj.*: easy to understand; not elaborate or artificial; not ornate or luxurious; unaffected, unassuming; not complex or complicated.

Simple-minded, *adj.*: artless; lacking in mental acuteness or sense.

By definition, the two adjectives have nothing in common; and yet many times, in an effort to remain with the first, television advertising

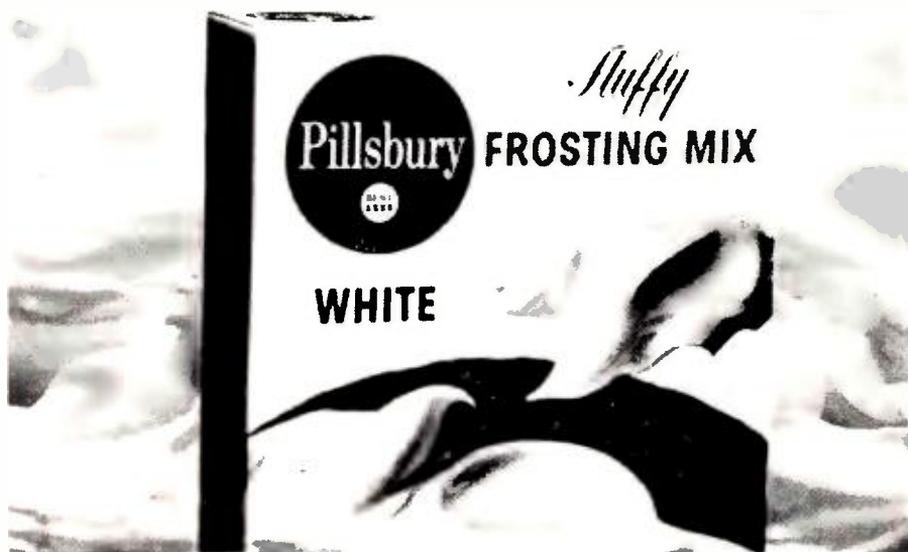
pany's guest. The smile is too broad, the rain is too much, the result lacks mental acuteness or sense and all is lost. From simple to simple-minded.

Example: To illustrate how a food product can make a party an occasion, the commercial shows a small group of friends enjoying themselves at a dining room buffet—you know, the kind you set up late in the afternoon while feeding the kids in the kitchen. Simple idea. But in translation, your

permarket and see who really would like to buy the product.

Further example, but on the other side of the coin, the side marked "Simple."

A surveyor in a house trailer all by himself early in the morning in the desert. He looks half-asleep, because he just got up. He talks to himself because he's alone, saying something about needing help, even a high school kid. He grabs a package of Wheat Chex because he's a man and doesn't want to



Sales punch delivered with simplicity

Last frame of commercial shows tight closeup of box of Pillsbury Fluffy Frosting Mix against background of frosting. The camera practically licks its chops

ends up with the second.

Example: A gas station attendant should be friendly, courteous, helpful: a simple, easy-to-understand suggestion. But sometimes a simple idea becomes simple-minded in application. It happens when the voice-over copy statement "You can tell he's one of ours by his smile" is laid against an unbelievable picture . . . a car pulling into a filling station in a driving rain, while a happy attendant bounds out into the downpour to greet his com-

friends Gus and Joe wear dinner jackets, good old Mary and Helen are draped in rented Dior gowns, the candles from the dime store become a crystal chandelier, the dining room you proudly painted yourself is suddenly transformed into a private room at Voisin and who's to believe you. Artless.

There comes a point when somebody ought to shout "Too Much!"

There comes a point when those entrusted with selling a supermarket product ought to go to a su-

HOOPER WHITE



A graduate of North Central college in Illinois, Hooper White began his business life as a \$20-a-week announcer-writer-sweeper-upper at WTMV in East St. Louis, Ill. Next stop was WKZO in Kalamazoo.

He joined WBBM, Chicago, as producer-director, with free-lance radio and television show writing and production on the side.

In 1952, White joined Earle Ludgin and Co., Chicago, as their first producer of advertising material for television, working with live, film and later video tape commercials all over the U. S., Hawaii, Mexico, and Europe. The filmed commercials he produced for Helene Curtis in Europe, in 1954, are credited as the first European location commercials for U. S. tv.

He joined J. Walter Thompson as a commercial producer, and finally came to New York for Leo Burnett in his present position, manager of commercial production.

The Whites, with their four children, live in Darien, Conn.

when you think

NEW YORK
RADIO

think

wmca

570

REPRESENTED BY ROBERT E. EASTMAN & CO., INC.



five out of five



In each of the CORINTHIAN markets... Houston... Tulsa... Sacramento... Ft. Wayne... Indianapolis, the CORINTHIAN television station leads in ratings in the latest ARB and Nielsen surveys.*

When you buy any CORINTHIAN station, you are leading from strength.

*Source: 9:00 AM—12 Midnight, Sunday—Saturday, ARB and NSI. In Sacramento, tied for first.

THE CORINTHIAN STATIONS
RESPONSIBILITY IN BROADCASTING



REPRESENTED BY H-R

- **KHOU-TV**
HOUSTON
- **KOTV**
TULSA
- **KXTV**
SACRAMENTO
- **WANE-TV**
FORT WAYNE
- **WISH-TV**
INDIANAPOLIS
- WANE-AM**
FORT WAYNE
- WISH-AM**
INDIANAPOLIS



Courtesy of The Detroit Institute of Arts

"LAUGHING BOY"

by Frans Hals, 17th Century Dutch artist, is a vivid example of the intensely personal style that distinguished the master painter. One of Hals' sons probably was the model.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in

sales impact for the advertiser. **WWJ and WWJ-TV**
THE NEWS STATIONS

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



AGENCIES get a steady stream of promotional matter from syndicators. Typical (top l) Trans-Lux TV, distributor, *Conquest of Pain*; (top r) United Artists TV, distributor, *The Story Of . . .* and (above) Official Films, distributor, *Biography I* and *Biography II*

Tv syndicators aim newest drive at agencymen

Distributors alert advertising agencies to station program buys, triggering tv business

With few exceptions, tv syndicators are going all-out to promote national and regional spot advertising for stations purchasing their program wares. Madison Avenue likes the idea.

A SPONSOR check-up last week revealed that syndication sales executives are directing a good hunk of their promotional and research material to agency media directors, broadcast supervisors and timebuyers. This type of material also is going to station reps, with whom syndicators are working closer and closer every day, aiding stations toward spot profits.

On the theory that the syndicator's responsibility doesn't begin and end with the program sale, numerous sales chieftains are making it one of their chief functions to advise agencies of what the stations are buying. The re-

Sellers of syndicated packages now in closer contact with station reps and advertising agencies

sult has frequently been the triggering of a certain amount of in-advance spot business.

Agencies are alerted. CBS Films indicated to sponsor that it sends out promotion pieces which advise advertising agencies of the various

markets and stations which have purchased syndicated shows. Like numerous other syndicators, CBS Films also informs station reps as to what is happening on proposed sales to stations and allied matters.

James T. Victory, vice president



Liaison with top station reps

Building closer liaison with reps, MGM TV staged panel of top rep execs at recent sales meeting. Panel moderated by Don Kearney (center), Corinthian v.p. in charge of sales. Representatives in attendance were (l to r): Roger LaReau, v.p., Edward Petry & Co.; Jack White, v.p., H-R TV; Ollie Blackwell, director of tv audience development, The Katz Agency, and Frank Martin, v.p., Blair-TV



Media people at big screen preview

Soft sell presentation made by Joseph Kotler (l), vice president, Warner Bros. TV Division, at "The Music Man" preview. Here Kotler is chatting with media people from McCann-Erickson. Joe Kilian, Abbey Lester and Judy Bender

of domestic sales, said that each CBS Films salesman has a list of agencies for which he is responsible, and is instructed to touch base with the agencies on recent CBS Films sales to stations.

Robert Seidelman, vice president in charge of syndication, Screen Gems, indicated his organization sends out considerable promotion material and rating information anent product to a large agency list.

Nor are agencies overlooked by organizations such as Seven Arts Associated Corp. In addition to close contact with station reps, Seven Arts dispatches considerable promotional material to advertising agencies. Much of this material stems from the office of Harvey Chertok, director of advertising, promotion and publicity.

Leonard Hammer, director of station representatives and national sales, expressed belief that a number of instances agencies have been alerted to various station buys from Seven Arts.

A particularly effective agency attention getter is Seven Arts' gatefold carried in the various listings of tv station rate data. It is a spot tv quick-estimator of stations telecasting Seven Arts' offerings. It calls attention to what every buyer should know about Warner Bros. *Films of the 50's*. The large ad also carries Seven Arts' program ratings on various stations. A special footnote reminds buyers interested in stations telecasting films in color to check the list available at Seven Arts' New York office.

Timebuyers are informed. On occasion MGM TV will send special promotion material to ad agencies but the organization's main concern is in keeping time buyers apprised of which stations in which markets have purchased the post-'48 feature films.

"At the same time it provides us with an opportunity to underscore their performance and star power," says Keith Culverhouse, director of advertising and promotion. "In this way, we hope to establish an immediate response with broadcast buyers of the values of placing business on those stations with

feature films from MGM."

National advertisers expressing genuine interest in new Trans-Lux syndication releases are informed regularly on station sales, Richard Carlton, v.p., Trans-Lux Corp., told SPONSOR.

"For example, when the Ted Bates agency considered *The Mighty Hercules* as a vehicle for Marx toys, original discussions were network. When this became impractical because of timing of production, the understanding was that the agency would seek thereby spot time wherever *The Mighty Hercules* was acquired by stations in markets of interest to Marx. Another example would be Colgate's interest in *Frontiers of Knowledge*. In this instance, the company itself rather than the agency has been advised continually of the opportunity to buy spots in the program as it is sold around the country."

In short, Carlton said that "where we cannot close the deal with the agency itself for the client, we believe it is well worthwhile to keep the agency and the client informed on local sales to generate interest continually in the program."

More emphasis appears to be on station and rep, insofar as Allied Artists Tv Corp. is concerned. Stations and reps get full scale promotion kits, trailers, etc. Said Robert B. Morin, v.p. and general sales manager: "They are given results of meticulous research which shows not only what time of day or evening AA Tv features are used in various markets, but also the specific competition, market by market. All this takes the guesswork out of the use of these features by new stations and provides a sure-fire pre-sell for both the station's sales force and their reps."

Soft sell to agencies. Close relationships are also maintained between station reps, agency time buyers and Warner Bros. TV Division, Joseph Kotler, vice president, told SPONSOR.

Kotler felt that a syndicator's responsibility does not begin and end with the sale of a program or group of programs to a station. "For this reason, we maintain close



MCA TV, LTD.
425 N. MICHIGAN AVENUE
CHICAGO 11, ILLINOIS
TELEPHONE DELAWARE 7-1100

from RAOUL KENT

January 10, 1963

Dear

Starting Thursday, February 7, CHECKMATE will occupy the 7:30-8:30 slot on WNEM-TV Bay City-Saginaw-Flint.

CHECKMATE's early local ratings proclaim it a real winner. Following the very popular Michigan Outdoors, with a 46% share, and preceding Dr. Kildare, this program will pay big audience dividends to any advertiser in this area.

Please contact your Petry account executive for information on available minutes.

Cordially,

RK:mb

Calling the agencies' attention

In this instance, MCA TV Film Syndication Division dispatched a communique to more than 100 important media people in Chicago's top 26 advertising agencies

relationships with reps and agency time buyers," he said.

Kotler recalled that his firm did something a little different last fall. "We invited media people and station reps to previews of two major Warner Bros. pictures—*The Music Man* and *Gypsy*. The thing that seemed to please the people who attended is that we did not subject our guests to a sales pitch. We merely implied that the same company that made these pictures also produced the off-network programs we are selling."

The Warner Bros. exec thought these efforts to keep reps and agencies informed have paid off handsomely.

Most effective service. Keeping stations reps and ad agencies in-

formed about product is one of the most effective services a syndicator can provide to stimulate spot buys, according to Seymour Reed, president of Official Films. Promotion material, rating success stories and other data are supplied by Official to reps, stations and ad agencies, he explained, and they are backed up by personal sales support whenever required.

Official's saturation of ad agencies with its shows, as demonstrated by the current *Biography* series, often results in pre-selling, Reed said. When spots have been offered within *Biography*, he said, agencies have usually been quick to buy. In a recent sale of *Biography* to a large metropolitan station, Reed said, one of his salesmen was

instrumental in helping the outlet sell a series of spots to a major public utility in the region. During a call on an ad agency, the Official salesman aroused interest in the show, alerted the station and helped close the sale.

M. J. "Bud" Rifkin, executive v.p. in charge of sales for United Artists TV, said his firm made a practice of sending rep firms a list of program buys by their stations and supplying them with important background material.

"In the key markets, where major agencies represent regional and national advertisers, we constantly inform them of the shows we have on stations," Rifkin declared. "We

signed to help him sell the show.

"Additionally, we do a good deal of advertising in sponsor which our advertising people feel is an excellent medium for reaching time buyers. However, we have not made a practice of going directly to timebuyers. We do not believe it is our place to usurp the function of the station representative or the station's own sales department."

Continually in touch. Alan Silverbach, director of syndication, domestic and international, 20th Century-Fox TV, told sponsor that his salesmen, within their zones, are continually in touch with ad agencies on the local level. "They

Golden, vice president and director of sales.

"We acquaint them with what is happening in similar situations around the country—program ratings, shares, availabilities, audience composition and costs," Golden said. "We reach our people through personal contacts, regular mailings and special presentations. We believe that syndicators can help by programing the station as well as possible for maximum audience and sales."

There is no hesitation on the part of NBC Films sales executives to keep agencies abreast of "availabilities and potentials," indicated William Breen, vice president,

Alan M. Silverbach

dir. of syndication, domestic & international, 20th Century-Fox TV



Touch bases with agencies

Syndication leaders see many advantages in having their sales forces keep in touch with agencies regarding station buys

provide them with a continuing flow of information including ratings and other significant data."

But it is apparent that some syndicators are loath to invade the precincts of advertising agencies, as was indicated in a statement from Len Firestone, vice president and general manager of Four Star Distribution Corp.

"We utilize two effective means of encouraging national spot business," Firestone said. "First, we work closely with station reps. When a series has been bought, we notify the rep and provide him with useful promotional tools de-



James T. Victory

v.p., domestic sales, CBS Films

are keeping the timebuyers informed of the latest research material and rating stories applicable to our series and features," Silverbach said.

"Between the ad agencies, the station reps and the local station sales managers, we feel that we are covering every available spot sales possibility."

Reps, stations and agency timebuyers receive steady information on success stories, research analyses, program reports, product availability studies and similar hard-core data from MCA TV Film Syndication Division, according to Hal

Richard Carlton

v.p., Trans-Lux TV



sales, NBC Films. He told sponsor that syndicators today are dealing with "top drawer, off-the-network successes that earned impressive track records and SRO sponsorship on a national scale.

"The shows and their advertisers are still very much in business and it's logical that they can team up for local stations," Breen observed. "We research the individual markets and advise agencies of availabilities and potentials. Shows like *87th Precinct*, *Hennesey* and *Michael Shayne* are naturals for multi-market buys. The appeal of lon-

(Please turn to page 55)

Banks are up in the air with big promotions

Drive-in customers at Skokie, Ill., get gifts of doggy candy during National Dog Week. Santa Monica tempts the thrifty with silver dollars at 98 cents apiece. Ice-shows and string quartets entertain New Yorkers, and Dallas depositors are wooed with a mock holdup and baddies shot down by the sheriff.

It's showbiz, alright, and it's also the business of banking. The hoopla is new, but underneath remains the same earnest purpose: to make money out of money.

Banks can turn a dollar by bank-rolling industry or dealing in government securities—but some of the juiciest profits come out of the average American wage earner. Ten cents a check mightn't be Andrew Mellon's idea of a gentlemanly occupation, but this and other service charges now earn around \$600 million for the banking system.

The *interest* on all consumer installment debt runs a staggering \$5 billion annually, (it's grown at least 600% since 1947), yet despite the blandishments of pay-later the average man still puts seven out of every disposable 100 dollars into some form of savings (where it's conveniently available for re-loan at higher interest).

The sky's the limit

Wall Street skyline is dominated by Chase's \$138 million plaza. Inset, 19-Century National State Bank of Newark, New Jersey



All told, the money-making business is doing great. Banking has discovered the high-volume, small-profit principle and become, in essence, another mammoth retail industry. This in turn has led the banks into the world of mass consumer advertising.

Sometimes unwillingly, often with suspicion, the commercial banker is underwriting \$202 million's worth of advertising and pro-

motion. A good deal of the budget—but not the biggest portion—goes into radio and television.

The broad outline revealed by Amer. Bankers Assn. polling is that ad spending has increased for 13 consecutive years. The kitty of most banks has doubled since 1950; the biggest lending institutions—100 polled, each with over \$75 million deposits—have hiked their average promotional spending by

more than five times.

ABA doesn't report on dollar breakdown by media, but in frequency-of-mention for 1963 usage, newspapers are the standout. Radio ranks ahead of tv, but behind direct advertising (calendars, posters, etc.). Tv is outmentioned by billboards and movie trailers, but does manage to score ahead of magazines, bus and car cards. The association's poll is, of course, top-



How to meet a wealthy friend in a big city

Saturation radio campaign by Bankers Trust (above) used spots delivered by bank staff plus commercial announcer. Tellers, guards, secretaries and managers from 50 branches gave sincerity to "you'll find a welcome . . ." Donahue & Coe agency

planned unusually wide reach by airing on 13 N.Y. stations, and high frequency was attained with use of 255 spots weekly for six weeks. Market objective was "middle-millions," earning \$5-\$10,000. At c-p-m of \$0.79, agency figures it reached 85.8% of

all homes within four weeks; average listener heard 16.4 commercials. Tv storyboards (right) have Chemical appealing to executives; Chase's bulldozer clearing new project; S & L's emphasis on family home joys; Manufacturers' animated sprite, and so-

heavy with smaller banks since these make up the numerical bulk of the nations industry, and the media-mentions confirm the view of financial ad specialists that the small bank is still basically print-oriented.

However, in terms of sizable media spending there's a clearer reflection in a 1000-bank sample reported by the Financial Public Relations Association. This has 22%

of the ad dollar going into newspapers last year; 15% into tv, and 9% into radio.

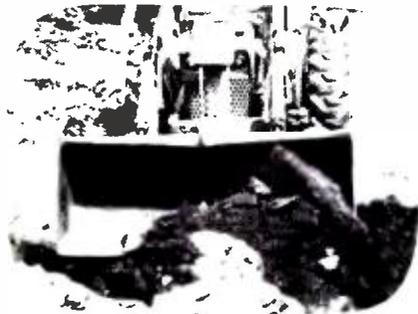
Comparing the smallest with the biggest banks, FPRA has newspapers used by everybody, (100% for banks under \$5 million, and over \$1 billion, deposits). Average expenditures here are \$1300 and \$223,100. Radio is employed by 69% of small banks, and 94% of the biggest, with average outlays of

spend, but because tv production costs—which most banks regard as extremely high—can be amortized in long-running campaigns reaching the greatest number of people. Present tv usage is, to some extent, a function of market-size rather than bank size.

What's more difficult to explain is why the ratio of newspaper vs. radio/tv spending doesn't change dramatically in either the smallest or largest cities. Says one observer: "It's a matter of personality. A newspaper ad is fixed, tangible, permanent. It's something a banker understands."

Newspapers will almost certainly be topped by combined broadcast spending in 1963. The total of radio and tv should be around 24%, or \$48-\$49 million. Virtually all of this will be spent in promoting savings, and personal credit services, and it's in this area that commercial banks also face the stiffest competition. Mutual savings banks are also chasing the deposit dollar, and savings & loan associations look not only for depositors but for would-be homeowners in search of a mortgage. Though there are only about 5,000 s&l's, they outspend commer-

(Please turn to page 55)



\$600 and \$70,600 respectively.

Only 11% of small banks use television, and spend about \$500 apiece; 82% of the giants are in tv, at an average cost of \$150,000.

At first sight, it appears as though use of electronic ad media is simply a function of bank size, but this would be an over-simplification.

For example, radio is used by small banks not only because it's absolutely cheaper, but also because it's thought to give better coverage than tv in rural areas. Newspapers get the biggest play for the same kind of reason; they're believed to have high per-issue readership.

The big banks use tv not only because they've got more money to

ber news delivery for National City. (Far right): Mortgages and builders go hand in hand in Daytona Beach campaign devised by First Federal S & L, on WESH-TV. Each commercial featured home for sale and identified the home town builder or realtor.





MR. HOPE AT THE NAB

Receiving the first NAB Distinguished Service Award given to an entertainer Bob really took off, like this:

Thank you all. I just hate to go on and ruin this wonderful affair. I have been up all night trying to get things done and I am very thrilled to be here at the Breakfast Club.

I want to acknowledge the presence of Governor Collins, Governor Kerner, and these distinguished gentlemen. I don't have to tell you what a thrill I am getting out of this—to have a big thing running up there with my life and all this stuff—all from the World of Bob Hope and I am back there cheering again.

This is a wonderful affair and I can't think of any award that I enjoyed more. It is thrilling to be here, even at this time. I would even ruin my health to receive this.

Are you guys (looking at photographers) up early or out late? I've never worked with a room full of hangovers before. I am sure they are here. I saw the lobby last night.

I am especially thrilled about this award because it is the first thing that I've gotten from tv that did not go to the corporation.

I know that it is the highest award in broadcasting. I realize the importance of it but I feel if you were really sincere that you would have given it to me in prime time.

The only thing that they usually hand me at this time of the morning is a glass of Geritol.

I love getting this award in Chicago for one very important reason, because I have a soft spot in my heart for this town; because this is where I started in vaudeville. Actually, it isn't a soft spot—it's a bruise that won't heal.

I actually started here in 1928 at the Stratford Theater, ladies and gentlemen, where I got my break. We should have had that in film here because it was some experience which really was rough. This was a really rough theater, way out at 63rd and Halsted, and out there if the audience liked you they didn't applaud—they just let you live.

That was back in the old days when the gangsters drove around every night wondering whether they were going to die and I went to the theater knowing I could.

I stayed at a little hotel over on Dearborn Street—a real show biz hotel—the mice wore straw hats and canes. It was a lovely hotel—lots of fun. After about a year they took back the Gideon Bibles.

I want to actually thank the President of NAB, Governor Collins. He is charming and a sort of Cary Grant of the Everglades. You know, I met him years ago. I had a nice talk with him last night and I think he is getting as much a kick out of this as I am. It is surprising to me that a Floridan would give a Californian such a nice package you know—it just shows that there is some hope for integration.

I like Governor Collins and I like Florida too. I go to Miami every once in a while to brush up on my Spanish. I was down there a couple of weeks ago and dove into the ocean and eight Cubans swam back with me.

It is nice to see you, Governor Kerner, and listen to you forecasting the election (Chicago Mayoralty). You must have gone house to house this morning.

This has been a big year for me. I picked up three gold medals in the past month, ladies and

gentlemen. It is a little embarrassing because Billy Sol Estes got indicted for just the same thing.

I understand that this is the first time that you have ever given this award to an actor, and I want to thank you for giving me the benefit of the doubt.

This kind of award is important to actors because we are so egotistical and it is nice getting your opinions confirmed.

I have not had a year like this since Sylvania smiled on me years ago. You remember Sylvania? I don't know whether I got the award for acting or for screwing in light bulbs.

I am not surprised to see Mr. Newton Minow here early today. He has to get up at six o'clock to watch Continental Classroom. He is sitting there listening and thumbing through the Encyclopedia Britannica. Don't get me wrong, Mr. Newton Minow is a man of high ideals, whose needling, prodding and constructive suggestions has led our great industry up the path to *Beverly Hillbillies*. How about that now? That's all we needed — outhouses in the vast wasteland.

I spend ten thousand dollars a week for writers and they are still tearing pages out of the Sears catalog.

Broadcasting, ladies and gentlemen, is a potent business. Imagine Congress taking time to investigate tv ratings. No wonder Khrushchev is so confident. And it all started when *Huckle-*

NAB'S AWARD TO BOB HOPE

"For more than a quarter-century he has shared his great talent and provided enjoyment for everyone . . . he has exemplified the finest virtues of the artist and responsible citizen . . . he has made people laugh at themselves . . . he has helped mankind to make a better world."

berry Hound topped the President's State of the Union message.

I think ratings are too powerful—they can make or break you.

This is really a wonderful medium. It is hard to believe that just a hundred years ago people were crossing the country in wagon trains and today we can shoot off rockets into space at 25,000 miles an hour and nobody is watching—they are all home watching *Wagon Train*.



Comedian with tv know-how

Comedian Bob Hope personally thanks Governor Collins (c) and Newton Minow (r) for the Distinguished Service Award. "I know that it is the highest award in broadcasting," says Hope. "But I feel if you were really sincere you would have given it to me in prime time." No comment from Collins.

You know, I like to feel that I'm a pioneer in this industry. The NBC Peacock was hatched from an egg I laid. I have had a lot of wonderful experiences and have always had a great relationship with NBC. I have understood their problems and they have televised mine. I have been working for NBC for 25 years. I can remember way back when General Sarnoff was using the enlisted men's washroom. He was more than just a boss to me—I think of him as my fairy Godmoney. He is a man of great

dreams and yet an astute businessman. He bought RCA stock three weeks before it was issued and sold it two weeks after I bought it. He started out with nothing but a code key and picture of Myrt and Marge.

It is hard to believe what a giant RCA would be today if General Sarnoff had not run out of sons before the Kennedys.

But broadcasting has been good to me. I have been on for everything but stomach acid. Right now I am on for the Timex Corporation—the watch is the same, the torture test is new. I started out for Pepsodent 25 years ago and now I am back for the same sponsor—with different teeth. In case you are wondering where the yellow went, I have been away from it for ten years. I have had a lot of sponsors—Pepsodent, Swan Soap, Bromo Seltzer. I have so many friends in the bathroom that I hate to leave. I have had more sponsors than Linda Christian.

Of course, you know that I am going to be on for Chrysler in the fall. That will give me time to get rid of my Buick. You know, I signed with Chrysler the minute I heard that they would guarantee all your parts for five years.

Television is a great medium for performers but there is one sobering thought—no matter how great you are, you can always be replaced by an old movie. Probably one of your own. Some of my old movies are playing on tv. I don't know how old they are but when I look at them I get a strange feeling that I have a son that I've never met. In Los Angeles, my old movies are on so many different channels at the same time that you can just flip the dial and watch my hairline recede.

But television is a precarious business for the performer. I see where forty weekly nighttime shows will be cancelled by summer. *The Un-*

(Please turn to page 58)

Union Carbide pulls the plug on radio promo for 'indoor travelers'

Non-commercial campaign enlisting aid of NAB, RAB, stations to boost portable sets, thereby hyping Eveready battery sales

Indoor travelers' are targeted in a new radio campaign which has Union Carbide Corp. all charged up over the boost it's expected to give Eveready battery sales. The promotion is geared to hypo the use of all portable radio brands, but goes beyond those listeners who see the sets only as an outdoor accommodation. The "indoor travelers" are those women who travel every day from one room to another, upstairs and down, doing their housework or just relaxing.

Themed on "Take a Lively Companion Wherever You Go—Take a Portable Radio," the campaign seeks to promote the use of transistor radios in the home—not only the small ones so much in evidence today, but new lines featuring handsome sets stylized much the same manner as plug-in table models.

Developed by William Esty Co. for Union Carbide, the campaign is enlisting the support of radio stations throughout the country by pointing out that the more sets sold, the greater their potential audience. NAB and RAB have already added their backing, and Union Carbide hopes set manufacturers will join in the drive. Union Carbide's participation is only in creating the campaign, with no plugs for Eveready batteries involved at all.

Union Carbide's A. H. Brust, advertising manager for consumer products, noted that of some 200,258,000 radio sets now owned in the U.S., over 50 million of them in use are battery-operated and 42-45% of American homes have transistor sets in one form or another.

But he added that the surface of the market has barely been scratched.

He said that although many who own transistor radios use them all year around rather than as a summer-only gimmick, a vast segment of listeners look on the portables as strictly an outdoor, hot weather item because of relatively little promotion and dealers who relegate

this type of receiver to "step-child" display.

Now, a promotion kit has been put together for Union Carbide by Esty, and is being offered to stations through NAB. Special material prepared for the kit includes a number of announcements of various lengths to be used "live" by a station; a 12-inch LP with a series of zany "Platter Personalities," created especially for "guest appearances" on a station, as well as a musical signature or jingle treatment for use in conjunction with live or recorded spots, and/or



'Lively companions' tuned up for battery boost

New non-commercial campaign, designed by Union Carbide to promote the use of portable radios in the home, uses no brand names but will urge listeners to purchase battery-operated sets. Model holds kit sent free to stations on request

played "blind" at station breaks.

One of the station announcements, for example, reads: "Marvels of engineering, styling and performance . . . delightfully convenient . . . and economical. That's today's wonderful battery-operated, cordless radios. They're pure pleasure to own because they keep giving pleasure hour after hour . . . week after week. These new transistor sets, under normal usage, can play for many months on end without a single battery replacement. Then too, there are no cords to tangle or trip over, and operating costs are little, if any, more than for plug-in sets. A portable totes from one place to another as easily as a box of candy . . . and there's no plugging and unplugging, or looking for outlets. They travel out-of-doors, too! So you need never be out of earshot of entertainment. . . . Buy one, then you'll agree—you take a lively companion wherever you go . . . when you take a portable radio, and keep it tuned to. . . ."

Among the characters appearing in interviews on the disk are such well-knowns as "A Wealthy Dog Lover," "Somebody's Mother-in-

Law," "Mr. Windbag," "Teenage Organizer," "Monsieur Cher-Chez la Femme," "World's Outstanding Authority on the Indoor Traveler," and "Lovely Homemaker." They range from 35 seconds to 41.

There's also a section containing specially prepared sales promotion material for local sales managers to use in conjunction with their own sales programs. In addition, the kit provides a set of portable radio commercial scripts for retail stores. The kit is available free of charge from Esty.

Brust emphasized that the campaign should result in increased advertising revenue as well as listening audience for stations, in addition to benefiting set retailers, wholesalers, and manufacturers. He added that "if stations really push this promotion, I believe they can double their listening audience. Wide-awake stations will really make use of the kits."

The manager of each station receiving the kit will get a letter personally addressed to him from Esty v.p. Daniel M. Burns, underscoring the values of the campaign. It points out that the tremendous growth of portable radio listening

in recent years has radically changed the habit of indoor listening, too.

Burns notes that a recent Nielsen survey showed battery portable listening during the winter months added an average of 35.8% to plug-in sets, and adds that every member of the family is listening more because the portable increases vastly their opportunities for listening.

Managers are also told that the low cost of the radios, economical operation, and smart styling are factors already working for them, and the most effective way to further increase the popularity of portable radios is to keep telling people what they're missing if they don't own one.

Brust said manufacturers have now come out with new transistor home portables designed to complement the decor and please the housewife. While previous home battery portables might have been cumbersome, the new ones are light in weight and easily carried.

It was pointed out that housewives can now take the radio with them from room-to-room, listening all day long, as they take care of their home, greatly increasing the number of hours they are tuned in. A typical housewife listening to a plug-in radio while doing the dishes would turn the set off when leaving the kitchen to make the beds, dust the house, etc.

Brust said that while the campaign is breaking as a spring promotion, it is planned as a year-round drive and will also be tied in with seasonal holidays. Stations taking part will receive follow-up scripts for the holidays as well as special promotions. In addition to stations in the U.S., the kits will also go to all English-speaking stations that request them, such as those in Canada and Mexico.

Brust added that Union Carbide makes nine Eveready batteries for transistor radios—six of them accounting for 90% of the total size demand—and of the 24 million radio sets sold last year, over 11 million were portables.

AND FOR THE
LIVELIEST
LISTENING
OF ALL

Around the home around the clock...
**TAKE A LIVELY COMPANION
WHEREVER YOU GO...**
take a Portable Radio!

**KEEP TUNED TO
WXXX
XXX K.C.**

Radio station aids for portable campaign

Advertising ideas, compiled for use by outlets in conjunction with on-air promotion, show how battery-operated sets can be taken anywhere at all in the home

The NAB meeting: topic "A" is possibility of more government control of advertising, shows

Government regulation was the unannounced theme of the 41st annual convention of the National Association of Broadcasters. In the corridors of Chicago's Conrad Hilton, in the many scattered business suites, in restaurants, and above all at the dais, broadcasters and their guests talked most about this single subject.

NAB president LeRoy Collins challenged government, FCC chairman Newton Minow threatened broadcasters, and industry executives discussed what to do about government. Distinguished Service Award winner Bob Hope was the only one to joke about it all (see page 41).

Even before the convention officially opened on April Fool's Day, the major subject of conversation was the House rating hearings. ABC Radio president Robert R. Pauley sounded one viewpoint at a meeting of his affiliates when he said: "I fervently believe that federal regulation of ratings is not in order at present and I testified to this. And yet, you know it was tough to tell these Congressmen that free enterprise could, should and would take care of the abuses after all these years. For on the one hand I stood before men of dedication, principle, integrity and high intelligence—the Congressmen. And there at the witness table where I sat, I was to hear testimony which was truly shameful and deleterious to our great free enterprise system, not to mention radio. It would seem that any legislation ridding our industry of some of these people and practices would be the answer . . . today. But what about tomorrow? If ratings are reg-

ulated by legislation, who's going to run it and what about our rates?"

Frequently asked by broadcasters was the question, what do you replace them with? The sometime reply, "qualitative information, not quantitative," was heard, but did not satisfy all.

The rating question took the background Monday, 1 April, when Governor Collins, in a stirring keynote address, asked FCC: "Why is it, when broadcasters generally are pleased with your cooperation, and when I am sure you feel that you have been fair to us; and when you have always expressed an abiding respect for the efforts of most of us . . . why is it that the broadcasters of 1963 are more deeply

worried about you than has been the case for many years. Why is it that responsible broadcasters, who enjoy the highest respect where they serve, are anxious and brooding over what they consider improper intrusions by the regulatory process."

Taking full aim, Collins said, "I say there is wrong in your FCC house."

Collins drew warm applause from broadcasters, none from Minow, when he said: "Unnecessary rules and regulations imposed by the strong arm of government, regardless of how well intended, are certain to hinder broadcast prog-

Michigan's Romney, FCC's Minow are in NAB spotlight



Two of country's major public figures, Governor George Romney and FCC chmn. Newton Minow, had chance at NAB meet to air views on responsibility of broadcast media to U. S. air audiences



One . . . Two . . . Three . . . Snip!

Officiating at opening of NAB's exhibits: (left to right) John E. Fetzer, president of Fetzer Stations; E. James Ebel of Fetzer-owned KOLN-TV, Lincoln; and Everett Revercomb, secretary-treasurer of NAB and manager of 1963 Chicago convention

ress, not aid it; to suffocate the broadcast spirit, not kindle it.

"Commissioners, I urge you to be more direct if there is wrong. In an appropriate proceeding, discipline the offender. Challenge broadcaster's right to stay in business who is inscrupulous and faithless to his trust. But do not force all broadcasters out of the air and into the pressure chamber of an overzealous bureaucracy. For this is the route for decimating the public interest, not for serving it."

Broadcasting does not enjoy the respect that it should command with the federal government, Collins continued, as he moved from his attack on the FCC, to proposing five steps toward placing "the public interest first."

First, "let us as broadcasters be master of our own house . . ." we must give up the philosophy that ratings are good if we are number one, and bad if we are not, or that they are good as long as they will serve a profit purpose, notwithstanding a lack of reliability," Collins said. "Secondly, I propose that we begin promptly to plan for the further elimination of advertising influence over programing . . .

Thirdly, let us project and enforce our Codes, with the strong support of the whole industry, as the prime instruments of service to the people of our land."

Noting the government has set for rule making a proposal to limit commercial time, Collins hit hard saying "If this step is taken, for the first time in history our industry will have made a significant move toward public utility-type regulation. Because if by government restraint the amount of advertising is limited, then pressures will surely ensue to provide, also by government order, a rate structure which will not yield a fair return for an overall operation on such a limited base . . . Gentlemen of the Commission, I urge you: reconsider this decision, not as a matter of accommodation, but because it is wrong."

Collins also expressed the desire to develop a program department within NAB to aid broadcasters and to identify all of American broadcasting with the banishment of illiteracy.

As a windup, the NAB president added: "Let us all say to these men in government, 'the public interest is our business, our responsibility,

and we will take care of it ourselves,' and make it stand up."

The "vast wasteland" author took the challenge 24 hours later at the same dais urging a law requiring every broadcaster to belong to the NAB and that NAB be given authority to enforce its own standards for commercial announcements.

Minow said the present NAB Code represents the thinking of responsible broadcasters about advertising practices, but "it is not complied with and is not adequately enforced." He said only 38% of radio stations, and 70% of tv stations subscribe to the Code.

Quoting Herbert Hoover who in 1922 said it was inconceivable that broadcasting should be allowed to "drown in advertising chatter," Minow said "Forty-one years later, the American public is drowning and calling for help.

"A television commercial is broadcast somewhere in the United States every 1.7 second."

While reporting that the FCC has a policy against "over-commercialization," Minow said the commission "has never established ground rules for it." He then hit home:

"I wish I could persuade you and my colleagues to go to the Congress together to urge that broadcasting legislation follow the principles of the Securities Exchange Act. I would urge that the law require that every broadcaster belong to the NAB, just as most brokers belong to the National Association of Securities Dealers. . .

"I would personally urge that you have the lawful authority to enforce your own commercial standards, with an appeal to the FCC, just as is done in the securities field with the SEC. I cannot understand why you do not see the wisdom of taking such a course instead of requiring further action from the government. Those of you who live honorably by fair rules should insist now that your competitors adhere to them too."

Lest anyone think that he was soon leaving the FCC, and that someone might relax, Minow denied rumors of his resignation. "I

shall make no announcements or statements today about these rumors, except to suggest to you that you continue to do business at the same old stand in our office at 12th and Pennsylvania Avenue."

FCC commissioner Robert E. Lee and Tv Code Review Board chairman William D. Pabst, KTVU, Oakland, took up the cudgels of an FCC proposal to adopt the NAB Code in direct debate last Wednesday. Lee stressed that requested comments don't mean rules, but noted a unanimous feeling by advertisers and broadcasters that there is a big problem. "Rather than burdening many because of the mistakes of a few," Lee said,

"burden a few with the virtues of many."

Pabst urged FCC to rescind its action, and to sit down and talk about it with broadcasters. Rule-making is slow and cumbersome, he said, adding: "I am afraid broadcasters will become disenchanting and demoralized by this interference." Pabst again said FCC was acting to cover minority of tv broadcasters, and suggested self-regulation would be destroyed if the FCC moved to implement its proposal.

Michigan Governor George Romney, as the convention neared its end, took the offensive against government regulation, as did Gover-

nor Collins. Noting that Lincoln's problem of a hundred years ago was excess sovereignty of state, Romney said today it is the exact opposite. The question is "whether excess sovereignty of government will destroy local and state responsibility."

"Fundamental issues raised are three-fold," Romney said, outlining the trio as: whether Federal officials can remodel the will of Congress; is a state to have a program tailored to its needs or as Washington sees the need; and whether acceptance of Federal Aid by states is going to subject broadcasters to Federal dictation.

(Please turn to page 58)

Full sponsorship sought for "En France," now in syndication

Seven Arts is looking for advertisers willing to pick up the tab in full for "En France," new cultural and entertainment series of 26 half-hour tv programs which teach the French language on an adult level while taking viewers through the French countryside and to that nation's famous landmarks.

Just placed into syndication at the NAB convention, Seven Arts acquired domestic U.S. rights to the series from Tele-Hachette. It stars Dawn Addams and Alain Valade and, in addition to teaching a basic and practical vocabulary, it teaches the fundamental syntax of the French language and the simple usages of the main grammatical forms.

With Miss Addams serving as the viewers' mentor, the program follows a visitor to France from his landing at Orly Airport to his final evening in Paris, capped with a party in a picturesque cellar where all the characters of the preceding 25 sketches come to say farewell. In between, amusing and entertaining "real life" situations arise while the visitor travels about.

Each situation is first explained in English, and then redone completely in French.

Miss Addams entered the series as a favor to its director and adapter, Fernand Marzelle, who had served as an assistant director in one of her European films. She did the pilot for no fee, with an option for salary should the series begin full production. She said she forgot about it until she was notified to go to Monte Carlo and pick up the Nympe D'Or Grand Prix the pilot had won at the International TV Festival. The award provided the impetus to completing the filmed series.



**BIGGEST
MOVE**

IN K.C.

More accounts

MOVING

to the

INCREASED

FACILITIES

and

INCREASED

SELLING

POWER

of

KUDL

Irv Schwartz
V.P. & Gen. Mgr.

McGavren-Guild Co.
Mid-West Time Sales

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

It's everybody in the pool at J. Walter Thompson: A new arrangement for buying is now in effect at JWT (New York), and we hear the reps are pleased with the change. Gist of the pool system is that each buyer is assigned a priority account, usually the account he has been handling right along, but with the proviso that he may buy for any other account when the need arises because of a heavy work load on a particular account. Included in the change also is the division of buying on the Liggett & Myers account which we reported in this column last week.

That recent week-long series of KOLN, KGIN-TV (Lincoln-Hastings-Kearney, Neb.) Lincolnland luncheon presentations at Avery-Knodel, New York (see photo) drew a number of media people, including: Bates—Bill Groome, Bill Abrams, Dan Monahan, Jack Sinnott, Norm Chester, Perry Seastrom, Art Goldstein, Mary Ellis, Bill Warner, Bill Petty; B&B—Mike Selbert, John O'Leary, Bob Gorby; Colgate—Al Nelson; Compton—Doug MacMullen; DCS&S—Bob Walsh, Frank McDonald; Esty—Jack Rothenberger; FC&B—Dick Pickett, Bob Rowell; FRC&H—Elizabeth Griffiths, Jim Kelly, Jonny John; Gumbinner—Walter Reed; Morse Int.—Mary Ellen Clark, Adele Schwartz; OB&M—Don Evanson, Bob Warsowe; JWT—Bill Millar, Dom Ventura.

He's the one with the tan: Doug Hunun of Charles W. Hoyt (New York), back in town after ten days in the sun at Pompano Beach, Fla.

New addition at Norman, Craig & Kummel (New York) as of 1 April is assistant account exec Brendan Broderick, who is assigned to

(Please turn to page 54)



A gathering for Lincolnland

Among those present at Avery-Knodel's New York office for the KOLN, KGIN-TV presentations were (l-r) Duane Holman, general manager of the stations; Elizabeth Griffiths, Jim Kelly, and Jonny Johns, all of Fletcher Richards, Calkins & Holden; and J. W. Knodel, president Avery-Knodel

**FOR THE BEST BUYS
IN PITTSBURGH
STICK WITH
CHANNEL**

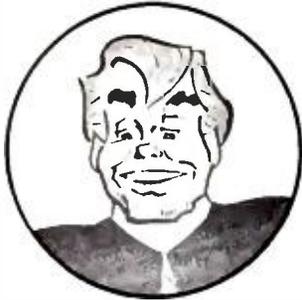


**LUNCHEON
AT THE ONES,
Monday thru Friday, 1:00 P.M.**

**KAY CALLS,
Monday thru Friday, 9:00 A.M.**

CHANNEL II W I I C
PITTSBURGH 

Represented nationally by Blair-TV



The Friendly Giant

... is a great guy to have in your corner. His full-time 50,000 watt voice dominates a 71-county area. His full-range programming attracts the crowds. His reputation adds prestige. You need him to sell the \$1.8 billion Ark-La-Tex market. Ask your Christal man.

ABC RADIO

FOR ALL THE ARK-LA-TEX

kwkh

SHREVEPORT, LA.

WDEF-TV CHATTANOOGA

a much **BETTER BUY**
NOW than last Fall.

CHECK LATEST ARB and NIELSEN REPORTS

HIGHER RATINGS

MORE HOMES

Greater Popularity



CHATTANOOGA

CALL  ADVERTISING TIME SALES INC.

ATS

NOW!

TIMEBUYER'S CORNER

Continued from page 5

the Colgate group. He was previously broadcast buyer for Best Foods NuSoft at McCann-Erickson (New York).

At SSC&B (New York), Chuck Woodruff has switched from the Leve Brothers account and is now handling Noxema Cover Girl make-up

News from Doyle Dane Bernbach: The new media supervisor at DDB (replacing John Nuccio, now media director at F&S&R) is Howard Gerber. Howard, with DDB almost a year now, was previously media buyer with Grey, and Benton & Bowles.

Are you an all-media estimator looking forward to becoming a buyer? This might be your chance, if you're not averse to working hard even working into the evening hours when necessary. You must have at least a year's experience as an estimator. All interested guys and gals contact media supervisor Barbara Swedeen at North Advertising (New York). Now don't forget to tell her we sent you.

M-Day for Kudner: We hear 3 May is the day Kudner (New York) moves to their new address, 605 Third Avenue.

More wedding bells at Y&R: Media buyer Karl Laborie (Remington Rand, Filbert) and Gloria Jones have set 20 April as the big day.

On the ad scene: We'd like you to know Robert Silberberg, assistant media supervisor at Doherty, Clifford, Steers & Shenfield. Bob handles accounts Grove Laboratories, Airwick, Fems. Ipana, Sonotone, and Standard Triumph, and has been with DCS&S for almost a year-and-a-half. Reporting his views on color tv, Bob feels that this medium is gaining momentum, but that the quantity of programming must be increased substantially, and maintenance and original costs of color sets must be lowered to attract consumers before color tv can be established as a compelling advertising medium. Bob points out that, interestingly



Silberberg: a view on hue

enough, despite qualitative values such as higher commercial recall, less than 50% of all advertisers sponsoring network color programs use color in their commercials. Prior to joining DCS&S, Bob Silberberg was a buyer at Benton & Bowles for three years. He is a graduate of City College of New York, where he majored in advertising. After college, he spent more than three years as an officer with the U.S. Navy. Bob is married, father of three sons, resides in Jackson Heights. 

COMMERCIAL CRITIQUE

(Continued from page 32)

cook. He pours canned milk on his Wheat Chex because he doesn't have fresh milk—and what does he say to himself while pouring the canned milk? "I wish I had fresh milk." He picks up one of the toasted squares and his stream of consciousness voice says something like "Must be hard to make every one of these just alike." Then he pops it into his mouth, because they're for eating. He gets up, picks up his surveying instruments and goes to work in the desert, ready to meet the day. The announcer says, "If you have a man's work to do, start the day with Wheat Chex." I believe the commercial because I believe what I saw. Not ornate. Not complicated.

Another simple example: The idea is to sell cake frosting. Rather than frost the set with glitter, Pillsbury stayed beater-close as the frosting is made, with the camera practically licking its chops. We see the spatula frost the cake, we see the frosted cake turn full-screen, and then we see the package of Pillsbury Fluffy Frosting Mix. And what is the background behind the box? Frosting.

It would seem that there still is a place for simplicity and *single-mindedness*. Things have a way of getting complicated and ornate when too many well-intentioned people get into the act. There's a crowd psychology in the preparation of advertising material just as there is in a riot or a lynching. Nobody would do it that way alone, but sometimes you end up with a result that no single participant had in mind.

What to do. Somewhere along the line—probably right from the first time a writer writes or an art director draws—he ought to discipline himself to simplicity. Somewhere along the line, a producer should step back from the myriad details of his production, and remember that he is producing an idea and not a one-minute "Ben Hur."

It's harder to be simple than ornate. It takes an idea. It takes discipline. The lily is a simple flower. It looks simple-minded when its gilded. ■

SYNDICATION

(Continued from page 40)

gevity and continuity are always strong appeals to agencies, whether on the network or in syndication."

Keep agencies advised. Also in favor of keeping agencies informed of "rating histories," etc., is Jacques Liebenguth, general sales manager, Storer Programs, Inc. Liebenguth said Storer Programs feels it is "important" to keep agencies and station reps advised of the success of any syndicated program.

"We realize that it is important to stations if their reps and ad agencies are completely familiar with rating histories of syndicated programming to help them in their spot buys," Liebenguth said. "This is one of the important functions of the syndicator."

A similar view was expressed by Al Sussman, vice president and general manager of WBC Program Sales. Sussman maintained that syndicators have a responsibility to the television station, station manager and sales department "to supply not only good programming but they also have an obligation to deliver a continuing service to their customers."

"WBC Program Sales regularly circularizes periodic rating information, viewer habits and other data that would help the station make additional sales within the syndicator's program," Sussman continued. "As a further example of the necessity to have close relationship between syndicator, television station and ad agencies, we invited Steve Allen to fly in from Hollywood to meet with Chicago media directors and time buyers during the NAB Convention. This was not a direct sales presentation but an opportunity for agency executives to meet and talk with Steve. Any aid a syndicator can give to customers buying his programs is a necessity." ■

BANKS

(Continued from page 43)

cial banks in local promotion for savings, and pick up 10,000 new accounts per working day. They also outbid the banks in national, "corporate" advertising.

The Savings and Loan Foundation has half its \$2.5 million budget in network tv. It buys specials, and

lays weight on the values of home-owning. Its tv campaign is heavily merchandised with builders, and backed up at the local level by what *American Banker* calls "home-spun, religious-style fervor." Result is that s&l's now write more than 40% of all residential mortgages.

Banks are outpaced in the savings race, because they're not allowed to offer the highest returns. Banks are a late starter in the mortgage stakes, and face determined opponents in almost every other area of personal credit. The auto industry is grabbing a big share of new-car financing (22% of cars sold by GM dealers are financed through GMAC), and appliance manufacturers hold their own paper on much installment buying of household equipment. Of the top 25 finance companies, eight are owned by manufacturers like Sears Roebuck, Whirlpool, and Carrier.

The big commercial advantage the banks possess is that they can lend money for *all* these purposes, and it's a rare radio or tv campaign that doesn't mention "one-stop banking." Travelers around the country report a sustained theme in bank advertising. One good reason is that the ABA has its own skilled advertising department, which from a New York City headquarters serves members with a flow of prepared radio spots and tv storyboards. ABA believes full-service is a golden phrase for bank campaigning.

There are competitive advantages as between banks and other lending bodies—a new-car loan is normally cheaper, for example, than dealer financing—but the differences between banks themselves tend to be marginal. In both the retailing principle (high volume) and the advertising problem (lack of product superiority) the banks therefore are in a situation analogous to package-goods marketers.

It's not a parallel because of one unique problem: to most people, talking about money matters is just slightly less embarrassing than stretching out on Dr. Kinsey's couch. Banks can make best use of full-service only if people believe they can turn to them for every assistance, yet to date only 40% of unskilled workers and 60%

TOP-RATER!

Marty



WABC-TV New York
First run off network
Outrated all
competing stations
6:00-7:30 PM
Dec. 20, 1962

SALE-MAKER!

12 ANGRY MEN



Fully sponsored
by Schaefer Beer
6th highest
Rated feature film on WCBS-TV
New York in 12 years!
The Late Show
Dec. 15, 1962

RECORD-BREAKER!

Sweet Smell OF SUCCESS



The Largest Audience
ever achieved by a
Feature Film on
WABC-TV-New York
"THE NIGHT SHOW"
Nov. 30, 1962

These are just three of the many outstanding feature films from U.A.—Hits which have proven themselves in important key situations. Prestige stars in prestige motion pictures assure the selling power that promises big audiences—and bigger sponsors. Call your U.A. representative today—He'll show you how to get your big slice of the market.

NEW YORK 555 Madison Ave., MU 8-4700
CHICAGO 520 N. Michigan Ave., 467-7050



DALLAS 1905 South Center, Ri 7-8553
HOLLYWOOD 1041 N. Formosa Ave. Ho 6-3429

of skilled have ever used any bank service.

Radio and tv are beginning to prove they can be used to win this confidence. It's no accident that New York, banking center of the nation and a city where competition for the disposable dollar is keenest, has become a laboratory for banks in broadcasting.

Here's some of the thinking behind typical New York campaigns:

When New York's Chase Manhattan began its big push three years ago, it turned to Ted Bates agency. Eyebrows were raised in both financial and media circles when Bates recommended that nearly all the personal-finance budget be placed in "the most efficient tv for this purpose; that is, spot," as account supervisor John Howard describes it.

Chase now is a near-saturation advertiser, 52 weeks on six channels, spending \$1 million plus. Reach is the first consideration, against frequency, and Bates has apparently satisfied Chase so well that the agency has almost unlimited freedom, within budget, to develop the spot concept. The philosophy, if not the mechanics, of the campaign is expressed as "we'll buy anything that comes in at \$1.55."

Bates has run penetration studies in the market each year, and to its delight there appears to be a straight-line correlation between public awareness and the circulation the agency has contrived. More simply, rival clients spending less have lower penetration.

The spot buys aim at just about the total tv audience, with perhaps a slight bias in favor of young heads of families and even adolescents. "Savings habits, after all, are *habits*," says Bates. A few program vehicles are avoided, for image reasons, but otherwise the campaign is spot *par excellence*.

In terms of awareness, Bates' use of "you have a friend at Chase Manhattan" is probably the most successful financial slogan yet devised; it's become a part of public usage and been the butt of columnists and cartoonists. "The friend," says Howard, "is not just a tagline but the entire theme of the commercial."

These commercials, incidentally,

are certainly a successful treatment of a complex proposition—the translation of money into services. How well they've payed off at the teller's window isn't known—but Chase has bumped its tv spending three times—and deposits alone have grown \$500 million in the same period.

To some degree, the Chase-Bates proposition downgrades the significance of socio-economic differences. At Chemical New York, however, the marketing belief is that the above-average consumer may be a better customer of full-service facilities. As a consequence, the heart of Benton & Bowles' strategy is a New York program buy which has superior audience characteristics, yet which reaches a sizable audience in total. It's *Biography*, on WNBC-TV, which "has done above our expectations in ratings," according to accountman Ed Peguillan, "but which fits the bank's idea of upscale activity, and attracts a more-thinking audience."

Any shortfall in coverage is remedied by spot, minutes and 20's, bought on four New York channels. Chemical is aggressively seeking the new depositor, and the spots probably help out with reach while the program lends frequency, as well as a better chance to expand on the bank's services. Sole radio buy is the 11 p.m. news on upscale WQXR.

Purpose of the mixture is to touch complementary areas: personal finance and also commercial accounts. "The ideal campaign," says Peguillan, "would be one that persuaded the president of U. S. Steel to have both his personal and his corporate account at the same bank."

Chemical's tactic is to get a double-ride out of the personal campaign, through buys which almost certainly will hit an above-average number of business executives as well as mass consumers. Its commercials are designedly a little less ingratiating than Chase's: they say merely "You have a helping hand at Chemical New York . . ." (Bates' admen believe the Chemical pitch is too similar to their own to be really successful, but this overlooks the different nature of B&B's media planning.)

For Manufacturers Hanover, al-

so in New York, the accent is on balance. Through Young & Rubicam, the bank places its spots on early and late news on WCBS-TV, and participates locally in the *Today* show. Radio is handled via a CBS world news roundup three times weekly, plus a small ethnic buy on two German-language stations, mainly for remittance business. The bank also makes prestige buys: *Boston Symphony* for 13 weeks on WNEW-TV and, this month, two hour long specials on another independent, WPIX.

Like most major-market operations, the bank uses airtime to publicize branch activities and new-branch openings, and suburban viewing and listening habits play a large part in its broadcast planning. What's chiefly remarkable about Manufacturers, however, is its reliance upon animated commercials.

Y&R feels these intrigue the viewer; other admen wonder whether the selling message isn't lost in the whimsy. Animation is popular with banks across the country. One explanation: "It's an over-reaction against the old-fogey image."

The tactics of these three New York banks are markedly different. But the sharpest distinction is probably between Chase, with its massive spot coverage, and First National City, a New York bank which has become almost the archetype of single-program sponsorship.

For 11 years, National City has been with one show, the *Eleventh Hour News* on WNBC-TV, with John K. M. McCaffery. As part of the deal it also now gets on the *Today* show twice weekly. The station describes this show as "reaching more homes than any other local news telecast in the world." It is a fact that McCaffery regularly rates between 19 and 20, and currently is seen in anywhere between 1 million and 1½ million homes nightly.

At BBDO, National City's buy is seen as an almost classic example of the mileage which can be made from concentrating tv money into one vehicle. Account supervisor John Leonard says the four-week cume is around 60%, and reaches 90% within the year. "It's an excellent profile, and big enough to

give us a cross-section of the whole market."

Sponsorship also gives National the best format for its commercials. Quoting research by Schwerin and others, the agency affirms that its inside commercials give optimum performance. The bank's v.p., Granville Carrel, quoted the same opinion in a handbook published by the FPRE in 1958.

BBDO plans to buy more spot in future, and to continue blanketing suburban housewives with daytime radio. But the biggest change comes this month, when McCaffery quits WNBC-TV. He's going to WPIX; National will follow him there, but will also retain the *Eleventh Hour News* under Frank McGee on the NBC TV flagship.

The addition of a second program plus heavier New York spot buying was more or less planned for the coming year, but McCaffery's move may have pushed National's hand slightly. And it could work out well, for there are signs that New York's independent stations this year will make a strong bid in local market news coverage.

In the spot-vs.-program argument, BBDO's Leonard sees his client as trying to assume the role of a professional advisor, akin to a family doctor or lawyer. The bank's association with an outstanding news program, continuing over the years, has built an atmosphere of reliability, respect and trust.

Unfortunately, nobody is yet able to measure atmosphere's return in dollars.

Bank's don't agree whether an s&l formula could or should be struck. As a rough guide, a New York financial p.r. firm, Edward Thomas Associates, surveyed the comparative efficiency of local promotion for savings accounts. Its 1961 findings were that, for every local ad dollar, a bank or s&l could expect to attract between \$98 and \$112 in new deposits. In today's major markets, radio and tv now appear to be bettering those levels.

BOB HOPE

(Continued from page 46)

touchables were tagged. Of course, Elliott Ness swore before he goes that he will get Danny Thomas on an antitrust rap.

Imagine *Naked City* going off. The way they heard about it, they said: "Get dressed fellows, you're through." They decided that *Naked City* was overexposed, it frightens people. When cops and robbers can't make it, what is there left to believe in?

Have Gun Will Travel is traveling. This was an American institution—the Saturday night blood bath.

A lot of Westerns are riding into the recesses of Madison Avenue—which proves that tv is setting a wonderful example for the entire world—that disarmament is possible.

Communications are improving. I understand that we now have a teletype between Moscow and Washington so that Khrushchev can order his potato chips direct. This has promoted friendly relations between our two countries. Khrushchev sent Kennedy a case of caviar and Kennedy sent Khrushchev a case of tuna.

You know, I have been very lucky in this business. I am not a doctor—I am not a cowboy—I am not a detective and yet I have survived for over twenty-five years on tv. I have a beautiful home, have sent my kids through college—I have everything I want all because I happened to see Bob Sarnoff coming out of that motel.

You know, you gentlemen really have a great responsibility. In case of war you will be the ones to alert the country, even if you have to break into a commercial. No, seriously, you do because you are responsible for the most amazing instrument of mass communication known to man—a twenty-one-inch looking glass that shows the world full length. Just spin the dial—instant history. After knocking around the world for about twenty-five years, I have some idea of and a great appreciation of what America is.

America is more than high sounding words; more than a symbol. America is a living, human thing and broadcasting is certainly pumping out the stuff which keeps mind and body alive. Broadcasting is the vital link in the chain between demand and supply—the supersalesman of American industry. Broadcasting is the dynamic

force which helps turn the gross national products into that proud thing we call the American standard of living. Broadcasting is something far greater than that—it is the heartbeat of the nation, that pumps out the stuff which keeps the human spirit alive and alert.

You men and women are the broadcasting industry. You have the great responsibility of meeting the needs of the American spirit. The waves and beams from your radio and tv towers are the nation's arteries and thrusts these arteries into truth, the beauty of music, the beauty of the stage, and the theater, the beauty of art and culture, and through your electronic arteries flow the warmth of laughter—the stimulating tonic of adventure, sports and travel, the intellectual rise of education and the spiritual glow of religion.

That is why I consider it a great privilege to be a part of your work, and I thank you very much for this honor.

NAB REPORT

(Continued from page 51)

Contrary to Federal viewpoint, "American people do not happen to agree with the broad indictments of the broadcasting industry," Romney said. He emphasized that improvements should come from the industry.

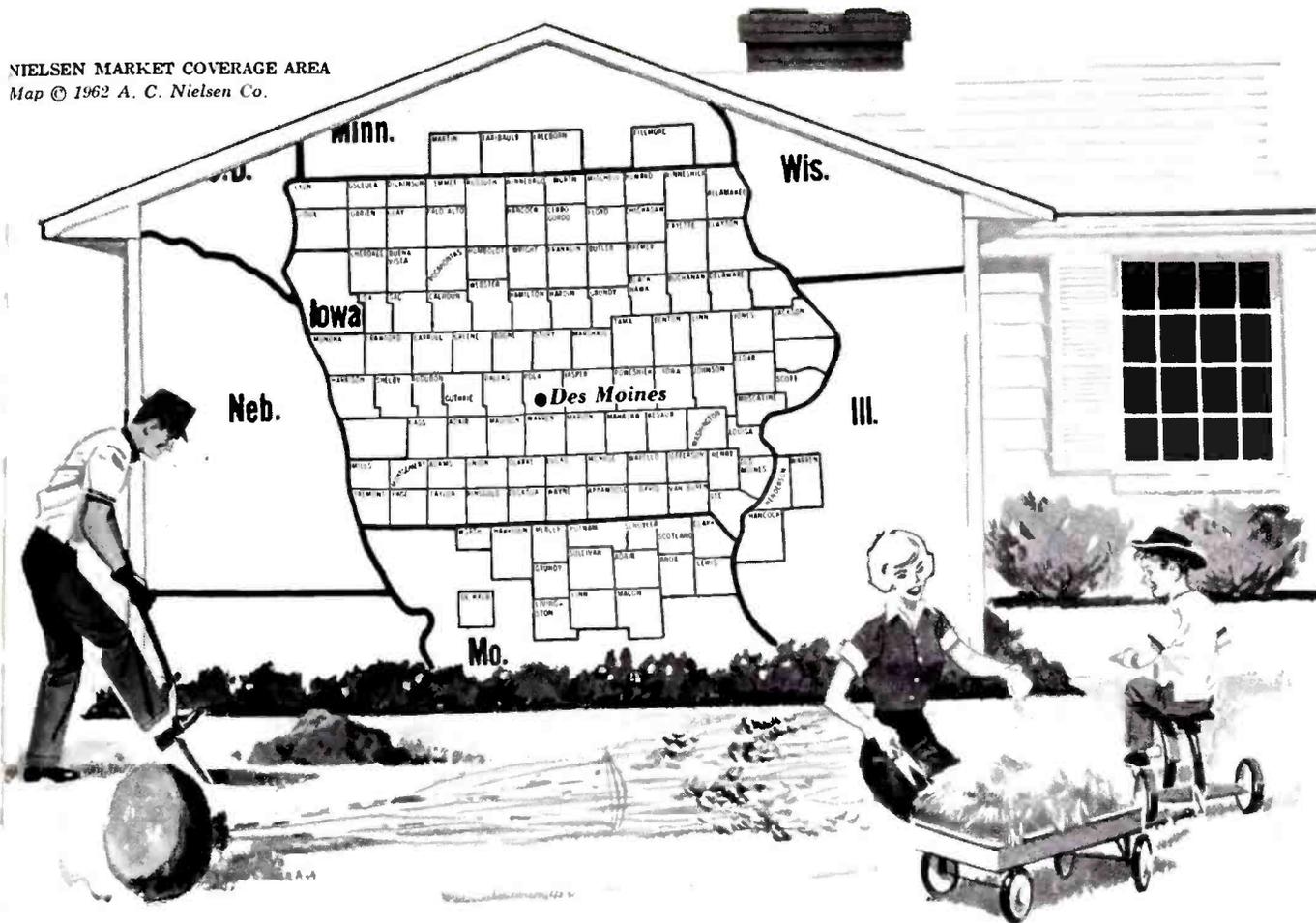
He added, "In any discussion of ethics and morality public officials and politicians are not in a position to make judgments."

"The source of our nation's strength is the freedom of its citizens; America will not be saved by money and Government. In all things the need is for people to act," he stressed.

ABC Radio affiliates heard reports from their top executives on the progress the network is making. ABC TV affiliates, in a rousing three-hour presentation unveiling the new programming for next season, came away with an onward and upward sense (see *SPONSOR*, 1 April).

NBC Radio and TV and CBS TV affiliates, while not meeting formally, held special receptions and banquets.

(For separate stories of other meetings at the NAB convention, see *Sponsor-Week*, starting on page 15.)



239,000 families listen EVERY DAY to WHO Radio

WHO Radio's *daily* listenership is greater than that of all the other five radio stations in Des Moines COMBINED! It is *far* greater than any other station in the state. Actually, WHO's coverage of 808,480 homes* gives WHO Radio the nation's *twenty-third* largest radio market.

Compare WHO Radio's audience (and the cost of reaching it) with any other medium in the state. And remember that WHO Radio's *audience facts*

are far more significant than they might seem at first glimpse, because *radio listeners do not twirl the dial from half-hour to half-hour*—when they tune to their favorite radio station, *they stay with it!* (Whan Surveys, available for the asking, can give you some startling figures on *that*.)

WHO Radio's "Iowa Plus" is one of the fabulous radio markets in the nation. Ask PGW for details.

*Source: NCS '61

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

WASHINGTON WEEK

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

8 APRIL 1963 / Copyright 1963

The A. C. Nielsen Co. went into its third week of tribulation before the House Commerce Investigation Subcommittee. Its local market ratings had been seriously questioned during the first two weeks. The turn of the national radio and tv report finally came.

It was a many-sided assault mounted by staff investigators Robert Richardson and Rex Sparger. However, it wasn't nearly as detailed and documented as their work on other services and on the Nielsen local market surveys. The Richardson-Sparger team is credited with having done the most thorough investigative job ever turned out for any congressional committee.

In the event their case against Nielsen's national surveys didn't turn out to be conclusive, however, they had Nielsen's own field men waiting in the wings. These would be expected to buttress claims of carelessness.

To be attacked was the size of the Nielsen sample, the care with which homes are chosen to be representative of the entire population—in other words, the quality of the sample. But shaping up as the main point was the security from tampering of Nielsen homes.

Nielsen executives—three of them accompanied by Washington counsel were tied up for the whole time, and A. C. Nielsen, Jr. joined the team last Monday—had conceded “security” of the homes as important. They had testified freely they replace homes which become known.

Richardson handed Nielsen executive vice president Henry Rahmel a list of 53 homes, purporting to be ones in which Richardson-Sparger sleuthing had located audiometers. Rahmel was told he could affirm, or have Richardson prove it. The point was that if two congressional probers with limited time can smell the meters out, then networks with millions of dollars riding could do the same.

Richardson and Sparger also found a Nielsen subscriber with a map showing chosen counties in cluster groups. Nielsen has known major counties in areas in which 60% of the population lives. But for the rest, it “clusters” counties, and a single county in each cluster gets audiometers and its results hold good for all counties in the cluster.

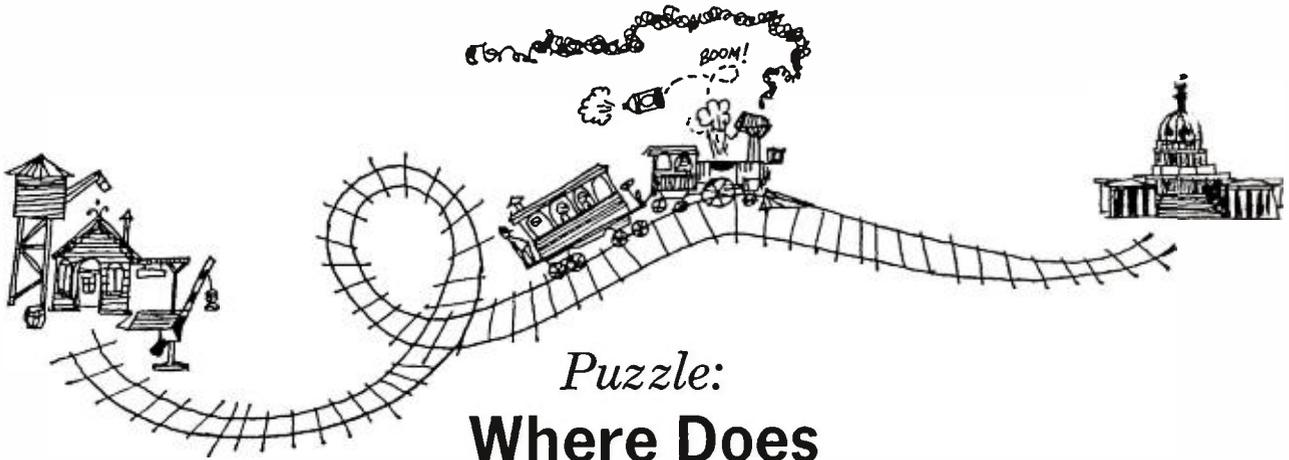
Richardson alleged that if a network could find out which are the chosen counties they could list their ratings disproportionately by affiliating in these counties. He didn't say the unknown subscriber was a network, only that it wasn't an ad agency.

Nielsen was also hit with “restraint of trade” charges on its cancellation of its contract with ABC Radio, and resultant dropping of ABC from its network radio report. Rep. John Moss (D., Cal.) said it was “outrageous” and that the FTC should act. Richardson called it “blackmail” because ad agencies won't talk to a network without a Nielsen rating.

Rahmel said ABC would not accept a changed and more expensive service, as the other networks did, that Nielsen couldn't afford to put out two different services, one for a single network.

Hearings on concentration of ownership of news media resume tomorrow, 9 April, after having been halted by the illness of House Judiciary Antitrust Subcommittee Chairman Emanuel Celler (D., N.Y.).

Broadcast station-owning Hearst Corp. executives will be among the first witnesses. Also slated are Department of Justice Antitrust Chief Lee Loewinger and Samuel Shulman of the General Accounting Office. Further dates and witnesses will be announced later.



Puzzle:
**Where Does
 the
 Milk Train
 Stop Now?**

When Dorothy Jones, WMAL-TV typist, arrived at 11:30 one Monday morning, Ted McDowell, (Manager of WMAL-TV News and Public Affairs) her usually amiable boss, asked for an explanation.

"Well," said Dorothy, "I went home for the weekend* and I missed the express train coming back, so I had to take the old milk train. An hour after we left the station at home I heard this noise and the train slowed down. We got to Washington two hours late. The conductor told me a thingumajig had blown off and we were only going 3/5 of the normal speed. He also said that if the accident had happened 50 miles farther down the line we would have arrived 40 minutes sooner."

"That would still have made you an hour and 20 minutes late," snapped McDowell, whose own stack was about to blow. "Next time, walk." "Oh, I couldn't do that," gasped Dorothy, "I'm a Republican."

How far is it from Dorothy's home station to Washington? Figure it out and earn an appropriate award.

**For a more profitable way to spend your weekends (and your clients' money) we suggest WMAL-TV's 3 weekend bowling shows which deliver a combined audience of 392,000 avid souls who buy when they don't bowl. Check Harrington, Righter & Parsons, Inc. for availabilities.*

Puzzle adaptation courtesy Dover Publications, New York 14, N.Y. Send answers to: Puzzle #75, WMAL-TV, Washington 8, D.C.

wmal-tv abc

Evening Star Broadcasting Company

WASHINGTON, D. C.

Represented by: HARRINGTON, RIGHTER & PARSONS, Inc.

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

Dean flunks net ad dominance

Dominance of the commercial motive in broadcasting and undue concentration of control by the networks, prevent the industry from adequately serving the public interest, Roscoe L. Barrow, dean of the Cincinnati U. Law School, told NAB conventioners at the Management Conference Assembly in Chicago.

Barrow headed the FCC network study which produced the "Barrow Report" on network controls and has since served on occasion as a consultant to the commission. Another speaker was W. Theodore Pierson, a practicing attorney before the FCC and an articulate theoretician in the field. Pierson and Barrow agreed on the value and power of broadcasting, but differed decisively on the nature and amount of governmental controls compatible with a free society.

Barrow, urging implementation of his proposals for direct regulation of the networks, argued that the broadcast industry's initiative

"must be supplemented by additional regulation if it is to serve adequately the interest of the free society in this time of trial." His central criticism was directed at broadcasting's alleged second-rating of the public interest in favor of the commercial consideration.

"The nub of the problem with broadcasting today," he said, is this: "If broadcasting is to serve the interest of the free society, it must be primarily a communications medium. Programing decisions should be made on the basis of their qualifications to fulfill the needs, tastes and desires of the community served.

"The fact that broadcasting is an advertising medium, supported by revenue from advertising, should be given only secondary consideration. If the advertising factor is controlling, the potential of broadcasting as a communications medium cannot develop."

Barrow held that if authority is granted FCC to regulate the net-

works directly, "the commission should apply to the networks the balanced program standard which has long been applied to the stations." He then proposed an advisory committee "of national stature to make an annual evaluation of broadcasting's service to a free society and to report to the people."

Pierson spoke against what he called a "kind of gamesmanship" between industry and government. "I suggest," he said, "that the time has come for both government and industry to cease playing games, and, with seriousness, candor, and intelligence, join in negating the imminent possibility that freedom and regulation will become alternative instead of coexistent conditions." He told members the prime industry-government problem is how to get qualified *and* free broadcasters, and continued: "I do not believe we have them today. The requirements for their programs are carried to placate the government's judgment. . . ." Pierson asked broadcasters to "take a risk on freedom."

"Until we have tried it," he said, "how can we really be sure that it is untrustworthy?"

Eckerstrom calls for end to 'hard-sell' technique

Argumentative "hard sell" advertising should be abandoned in favor of "complete sell" advertising, using "persuasive art and copy" as basic working tools, according to Ralph E. Eckerstrom, director of design, advertising, and public relations for Container Corp. of America.

He said the "hard sell" approach may work well in personal communication when you have the prospect's individual attention and are in a position to argue the merits of a product.

However, said Eckerstrom, the technique is not successful in mass communications because it is difficult to continue to argue the merits of a product for a considerable length of time without the benefit of a feedback.

Eckerstrom's remarks were made



Tuning up for country music tv special

Peter Finney (seated), v.p. of Dennis, Parsons & Cook (Jacksonville), checks out commercials for Southern Nitrogen Co.'s first venture into video programming, a 90-minute country music special to be aired 18 April in a six-state, 18-market Southeast area. With him are Lee De Young, advertising promotion dir. for the Savannah fertilizer manufacturer, and William E. Stavro, assistant dir. Taped at WSIX-TV, Nashville, the show is geared to 45-day peak selling season for fertilizer



PUBLISHED (DAILY) BY WILLIAM DUANE, Successor of BENJAMIN FRANKLIN BACHE, at No. 114 MARKET STREET, PHILADELPHIA.

EIGHT DOLLARS per ann.)

TUESDAY, JULY 22, 1860.

AMERICAN AUCTION.
 For the sale of
 For dry Goods.
 For Groceries
 For Furniture
 For CLOTHS
 For FURNITURE

GENERAL ORDERS,
 LANCASTER, 30th JUNE, 1860.
 THE Generals of divisions and Brigades of
 the MILITIA

HAPPY CONTRADICTION,
 Old Fashions with New Faces,
 An extraordinary event at the opening of
 the extraordinary year 1860
 the beginning of the latter end of the
 Century.

THE THIRD VOL.
DALLASS REPORTS
 THIS DAY
 In the form of a
 Hand Book

Philadelphia Scoop!

From the Ship Channel
 a quantity of **WHITE ROPE** and **LANES**, as
 usual, and a quantity of fine
 Lumber for Sale.
 2000 acres of good arable LAND, situated on
 Nech's river, in Harrison county, in the State
 of Virginia. Inquire of
FREDERICK STALL,
 Jul 17.

MARK THE IMPROVEMENT.
 To men who travel where there are no
 professional barbers—frames of every
 kind—the worsted, finest, in his hand
 cut—these comfortable—
 THE NEW INVENTED AND IMPROVED
 containing in the compass of little more than
 an ordinary combcase
A POLISHED RAZOR—COMB—BRUSH
FAIRER BOX—AND MIRROR—all in
 a box for the traveling companion.
 All in a Morocco case, implacably
 packed in the package without incumbrance
 The whole of this new portable and useful
 set sold at No. 45, South Third Street
 in the United States Bank Building.
 At only three Dollars,
 the agents usually appointed to
 sell, and agreeable terms.
A COMB MAKER
 meet with encouragement
 John Hopkins No. 65, N.



PRIZES.
 The Helpless of
 Sea For Any
 Lectures
 on the value
 of saving
 of Third and
 sales exceed
 and from
 log 8.

GLASS M
THE preparation
 with having
 the most
 and have
 with material
 completely
 and have
 and have

BOSSEE'S
ICE-CREAM-HOUSE,
 GERMANTOWN,
 Nearly opposite the Spread-Eagle.
 Mr. Bossee, takes the liberty of informing
 his friends and the public, that he has establi-
 shed as above, for their accommodation a house,
 which shall be constantly supplied with all
 kinds of Refreshments, as Ice Cream, Syrups,
 French Cordons, Cakes, Claret, of the best
 kinds. Gellies, &c. &c. he will spare no ex-
 pence to render every thing comfortable and
 agreeable to those who will favor him with
 their company.
 N. B. He continues to entertain as usual
 at his house in Philadelphia, No. 59, South-
 Fifth Street.

FOR SALE
 to the last Will and
 John Jones—De-
 RARA Forge, a
 considerable par-
 ticulars par-
 ticulars par-
 ticulars par-
 ticulars par-

Since the day the first ice cream parlor in America opened in Philadelphia, the city has been famous as the home of that delicious food.

Today most Philadelphians hear about their favorite flavors (and other food news, of course) on WIBG, Radio 99. And where ice cream is sold . . . in drug stores, food markets and other business establishments . . . more radios are tuned to WIBG. Radio 99's share of audience is 59% greater than the second station. In the City of Firsts, WIBG is No. 1* in Quality and Quantity of audience.



*Pulse, Hooper, NGS

Represented by Katz Agency

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

STORER
 BROADCASTING COMPANY



Baker to call signals for Rambler

All-American quarterback Terry Baker signed two contracts in the past two weeks—one to play for the L. A. Rams, and the other to palaver for Ramblers. Baker won virtually all the top athletic honors last year while at Oregon State, whose football and basketball games are sponsored by the Greater Portland Area Rambler Dealers.

Now, the dealer group has signed him for Rambler sales promotion and advertising, with Geyer, Morey, Ballard to produce a series of local tv and radio spots featuring Baker. GMB is the agency for the group, as well as for a number of other Rambler dealer associations across the country and for American Motors.

during a recent luncheon meeting of members of the Delaware Valley Chapter of the Sales Promotion Executives Assn., Philadelphia Art Directors Club, The Poor Richard Club, Eastern Industrial Advertisers and Patrons of the Philadelphia Museum of Modern Art.

Computer no monster says Y&R media pair

"We're on top of a snowball and can't afford to get behind." That's the way Warren Bahr expressed the agency attitude on the use of computers to the TvB session in Chicago last week, "Computers: Friend or Foe."

Bahr, who's vice president and director of media relations and planning of Young & Rubicam, took part in the session along with Joseph St. George, media vice president and director of computer application.

No one's trying to build a monster, said Bahr. We're simply trying to determine the best expenditure of advertising dollars.

Reiterating the often-overlooked fact that it's not the machinery that's important but how and for what purpose it's used, St. George outlined the broad areas of computer application at Y&R: "The computer provides cost per thousand data, reach and frequency data, gross rating point data, homes delivered, and costs. It does not provide program evaluation, market evaluation, station evaluation. And, it cannot supercede the buyer's judgment in these areas. To us, it has the positive advantage of doing tremendous quantities of analytical arithmetic with great speed and accuracy. It enables us to make better buys faster with fresher availabilities. It does not prevent us from confirming hot opportunities the moment they are offered, and if

anything, it frees the buyer to spend more time with reps, assuring himself that he is completely knowledgeable about the market, station, and program he is considering."

Outdoor ad Assn. cites WRCB-TV WITI-TV

Two tv stations have demonstrated they are very much aware of the other advertising media, by copping top prizes in the 11th annual Outdoor Advertising Contest sponsored by the Outdoor Advertising Assn. of America, and doing it in a record field of 400 entries.

WRCB-TV, Chattanooga, won first place award for Poster Design in a division encompassing markets of 250,000-750,000 population, while WITI-TV, Milwaukee, took second place for Embellished Painted Bulletin Campaigns.

Agency for WRCB-TV is Look-out Advertising, with outdoor handled by Tennessee Valley Advertising Co. WITI-TV's agency is The Cramer-Krasselt Co., with Naegele Outdoor Advertising Co. handling the outdoor.

Helpful hints from Driscoll

Alfred E. Driscoll who heads the highly successful firm of Warner-Lambert Pharmaceutical, let the Boston Security Analysts Society in on some key points behind W-L's growth.

Scientific research is the life blood of the industry, he said, noting that W-L's 1962 investment to develop new drugs and other products was nearly three times that of five years ago.

International expansion is essential, noted Driscoll. Sales outside the U. S. accounted for about 30% of the firm's new high last year of \$305,389,000, up \$27,823,000 from 1961. Corporate earnings also hit a new high of \$28,623,000, compared to \$26,931,000 in 1961.

C&C equity \$942,897

Chirurg & Cairns last year produced an equity of \$942,897 for its stockholders, up some \$102,000 from 1961, according to chairman John A. Cairns and president W. L. Shepardson in the agency's annual report.

The report also said C&C last

year introduced "more new advertisers to network tv than any other advertising agency in the country," and tv's sharp acceleration of product movement resulted in multiplication of participation by clients which had entered the medium the year before.

With three new clients added this year, C&C now has 38 in its fold.

All-channel set output shows sharp hike: EIA

While total production of all types of tv receivers declined in January, output of sets capable of receiving both uhf and vhf signals shows a strong increase, rising from 49,341 in December 1962 to 58,032, and from 39,609 in January a year ago. The figures come from the marketing services department of Electronic Industries Assn., which also revealed these January statistics:

Factory sales of tv tubes spurted upward to reach 890,000, a total surpassing any month in 1962. December sales totaled 665,086 and in January a year ago 802,061. Factory sales of receiving tubes also climbed but remained low in relation to most 1962 months. Tube sales totaled 27,025,000 compared with 26,144,000 sold in December.

Monthly sales of home entertainment electronic products (radio and television sets) took a typical post-Christmas decline in January.

The closing down of its Los Angeles office has resulted in the strengthening of operations in San Francisco for Kenyon & Eckhardt.

In new quarters in the Merchants Exchange Building (465 California street), K&E has added several staff members. They are: Samm Coombs, creative director; Cliff Wilton, executive art director; George Speery, account executive; Ruth Power, media director; Jackie Cleveland, production manager; Kathi Soulen, broadcast media. Robert Welsh, for the past three years manager of K&E's San Francisco office, retains direction of the expanded operation.

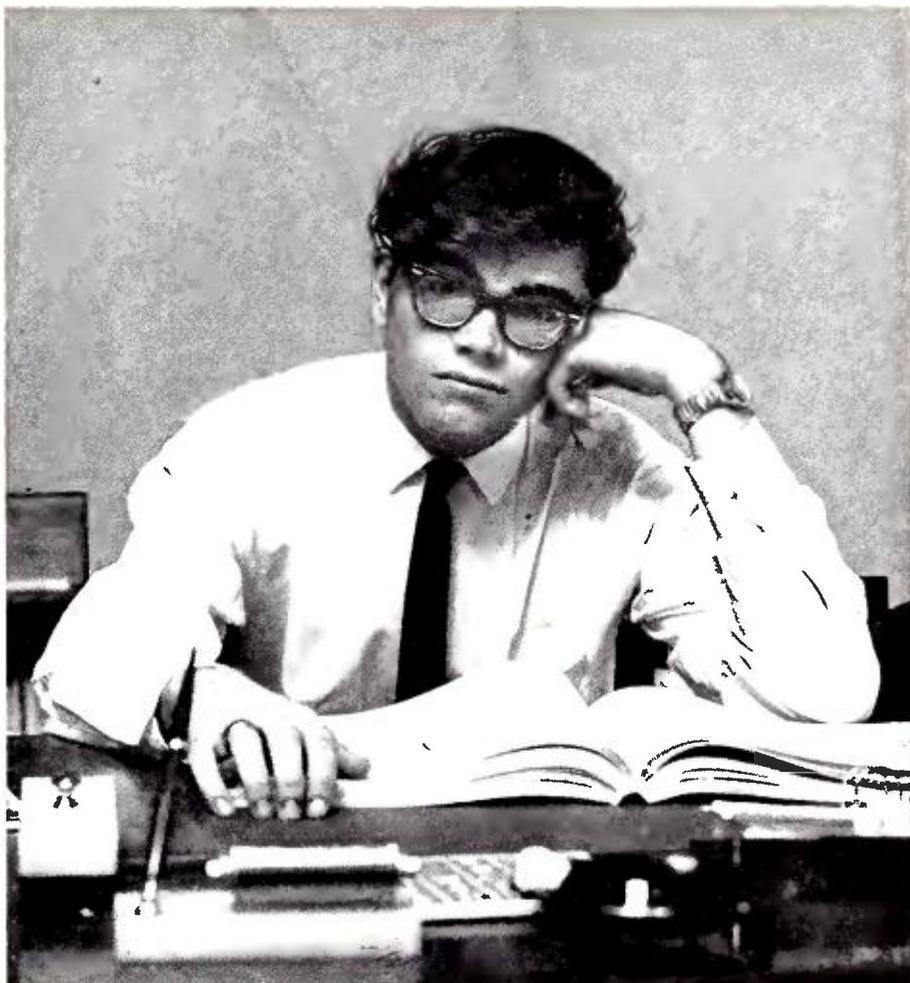
Agency appointments: Broadcasters' Foundation, philanthropic project of Broadcast Pioneers,

named Mortimer Matz Associates as public relations and publicity consultants . . . Dandy Cake Cone Co. to Ball Associates . . . Colgate-Palmolive, S. A. to Kenyon & Eckhardt of Mexico for various products, including the toiletry line . . . Lee-Colbert Co., division of Ormont Drug & Chemical Corp. to Bruck & Lurie . . . Olga Co., manufacturers of foundations and lingerie, to Geyer, Morey, Ballard. Switch was precipitated by closing of Kenyon & Eckhardt's Los Angeles office . . . J. S. Fry & Sons Ltd.

of Bristol, England, to Kenyon & Eckhardt Ltd. to work on special development projects in the confectionery field . . . Professional products division of Chesebrough-Pond's to Sudler & Hennessey.

Divorcement: Kenyon & Eckhardt and Hazel Bishop after one-year association.

Financial report: Net earnings for Sterling Drug for 1962 were \$24,785,000, or \$3.11 per share, marking the tenth consecutive year of record



Harry Mopp, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city Golden Triangle . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course — which is the No. 1 way to saturate the Golden Triangle Market (and the surrounding rich area thrown in). You get a club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club — provided our official hat can fit onto your tousled wig.

WSJS TELEVISION  
WINSTON-SALEM GREENSBORO/HIGH POINT

profits. Net profit for 1961 was \$23,464,000, or \$2.95 per share. Consolidated sales were \$239,301,000, an increase of \$10,102,000 or 4.4% over the \$229,199,000 shown in 1961. Total sales—including both those reflected in the consolidated financial statements and those of nonconsolidated units—were \$272,049,000, compared with \$258,898,000 in 1961.

Looking forward to: The semi-annual sales meeting of **Brown Shoe Co.**, to be held for the first time in 85 years outside St. Louis. Place will be The Greenbrier Hotel at White Sulphur Springs, W. Va., on 16-18 April.

On the campaign trail: Westinghouse's portable appliance division launches its heaviest effort for the spring gift buying season on 15 April via a two-month contest on three ABC TV daytimers... "Make it a habit to Yellow Cab it!" is punchline in new series of swinging 30-second commercials on the air in Los Angeles and San Francisco areas for the transportation firm... Walt Disney, in addition to a record premium tie-in with Alcoa Wrap, will promote his upcoming movie, "Summer Magic," with a \$1 million campaign in tv, radio, magazines, and newspapers.

New quarters: Van Sant Dugdale moved to the 5th and 6th floors of 1 North Charles Street, new building in Baltimore. Telephone: LExington 9-5400... Erwin Wasey, Ruthrauff & Ryan's San Francisco office is now in the Merchants Exchange Building, 465 California Street... After 28 years in the same location, Presba-Muench moved into new headquarters in the Wrigley Building, Chicago... For Old Judge Coffee at 4110 Hunt Avenue (at Newstead), St. Louis 10. New telephone number: OLiver 2-4200... Sony Corp. of America relocated its West Coast regional office at 500 West Florence Avenue, Inglewood, suburb of Los Angeles.

Merger: General Artists Corp. merged its Rome office with NCE, organization comprised of the en-

tire former MCA Agency in Italy. Franco Reggiani, former director of MCA's Italian operation, will be managing director of the new GAC-NCE.

Celebrating their tenth: **WIBC**, Indianapolis, completes ten years of a news program under sponsorship of The International Nickel Co. (Inco). Station is the first

among 35 in U. S. on which Inco sponsors news, to attain this length of time for uninterrupted association with the company... *World of Aviation* moves into its second decade on **WCCO-TV**, Minneapolis-St. Paul. It is regular Sunday morning feature on the station and has been sponsored for the past seven years by North Central Airlines and Gopher Aviation.

Off the press: The proceedings of Advertising Research Foundation's Annual and Midwest Conferences, held late last year in New York and Chicago, have been published in a 100-page book. Reprints of individual papers as well as the full proceedings may be purchased from ARF, 3 East 54th Street, New York 22.

Joining up: The League of Advertising Agencies elected Elbert Advertising Agency to full membership, the first agency from the Boston area to be accepted under the League's reorganization program.

Hearty welcome: To Harris, Breitner Advertising, which has set up shop at 6 West 57th Street, New York 19. Phone: LT 1-2400. Principals are Harold Breitner and Leslie A. Harris... New on the Phoenix ad scene is C. W. Pine & Associates, public relations. Address is Suite 504, Del Webb Bldg., 3800 North Central Avenue.

Expansion: Carson/Roberts added six new people, took over an additional 1,000 square feet in its building at 8322 Beverly Blvd., Los Angeles, and increased the scope of its market research and tv departments. Joining the agency are Larry Orenstein, v.p. and creative supervisor; Richard D. Crisp, supervisor of marketing services; Jeanne Rains, art director; Pat Shields, tv producer; Warner Toub, Jr., director of creative film-tv; and Herb H. Yager, account executive.

New name: Croot & Brant is now called Croot & Accola and A. J. Accola has been named president. Agency founder and retiring president Samuel Croot assumes chairmanship of the board.

SPONSOR-Quiz

Quiz yourself on program appeal to upper and lower income families. Material for this quiz was provided by TvQ, based on their research of program popularity.

(A) Here are five programs with about the same appeal to the adult tv public in general. See if you can rank them in order of their appeal to upper income families.*

- 1. **Andy Williams** _____
- 2. **Cheyenne** _____
- 3. **Fight of the Week** _____
- 4. **I've Got a Secret** _____
- 5. **My Three Sons** _____

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

- 1. **Candid Camera** _____
- 2. **CBS Reports** _____
- 3. **Gallant Men** _____
- 4. **Make That Spare** _____
- 5. **Stoney Burke** _____

*February 1963 TvQ Report

For answers, see page 73

Extra curricula note: Mark W. Cresap, Jr., Westinghouse Electric president and 1963 national chairman of United Community Campaigns of America, named three as vice chairman of UCCA. They are: Donald S. Frost, vice president, Bristol-Myers; L. W. Bruff, vice president, Liggett & Myers; Charles H. Brower, president, BBDO.

Kudos: James H. Lavenson, president of Lavenson Bureau of Advertising in Philadelphia, elected first vice president and director of the Young Presidents' Organization, an international group of young, successful chief executives . . . Ben Duffy, honorary vice chairman of BBDO, received the Boy Scouts of America, Greater N. Y. Councils' "Good Scout" Award at the fourth Annual Lunch-O-Ree for the communications business.

PEOPLE ON THE MOVE

Charles H. Felt, vice president of MacManus, John & Adams, appointed creative director, Bloomfield Hills.

Stephen R. Feldman and Jeff Maguire to Lawrence C. Gumbinner as copywriter and tv producer, respectively.

William D. Gargan to manager of K&E, Los Angeles.

John T. Gerhard and L. E. Wheelan to account executives with George H. Hartman.

Brooks Clift to MGM Telestudios as producer, from Albert Frank-Gunther Law.

James F. Black and William A. MacDonough, senior vice presidents of Kudner, named executive vice presidents.

Fred L. Wahl to art director and Robert H. Crockford to marketing director, Clay Stephenson Associates.

Ruth Lilliam Castor from assistant account executive on Pet Milk to account executive on Africana Cosmetics and International Students Research Council, Lockhart Agency.

Lincoln E. Smith to creative director of T. L. Reimel Advertising, Philadelphia.

Bruce Birchard to vice president in charge of newly created Industrial

Products division, Sony Corp. of America.

Ernest F. Marmon, vice president and assistant to the president, named executive vice president, Dr. Pepper Co.

Edward N. (Nick) Anderson, Jr., to advertising and promotion manager for Birds Eye division of General Foods.

Victor Lukens to Robert Lawrence Productions as director of photography.

John Milton Kennedy, well-known commercial spokesman, just signed with the Charles H. Stern Agency, Los Angeles.

Albert W. Rothermel elected treasurer of Benton & Bowles.

Tom De Huff resigned as vice president and director of tv of Cunningham & Walsh to become partner in The Zakim Company.

Thomas E. Ables, Robert F. Lewis, and R. Page Jones, all vice presidents of Phillips-Ramsey, San Diego, named to new operating management group with responsibility for day-to-day operation of the agency.

Thomas G. McKenna to account executive in the Pittsburgh office of Fuller & Smith & Ross.

L. P. "Pat" Hittner to the Chicago copy staff and Peter C. Owen to account executive of Erwin Wasey, Ruthrauff & Ryan.

Martin S. Gelband to senior project supervisor of the test audit division of Audits & Surveys.

Alexander S. Peabody, Jr. to associate copy director of Young & Rubicam with special responsibilities in the tv copy area. He'll be replaced as associate creative director by Alvin Hampel, who's been named a vice president.

Paul Foley elected vice chairman of McCann-Erickson with responsibility for the creative product of the agency.

William H. Barnett to Botsford, Constantine & Gardner's San Francisco office as account executive on new business.

Robert De Havilland to vice president of Gardner.

Frances Shaw to associate creative director of New York office of North Advertising.

Tony Wells to Chicago office of McCann-Erickson as tv producer.

Len Birnbaum to creative director of Holtzman-Kain Advertising, Chicago.

C. A. Brandon elected chairman of the board of Winius-Brandon, St. Louis-Kansas City. J. D. Nevins and J. H. Barickman elected executive vice presidents with Nevins remaining creative director and Barickman general manager in Kansas City.

A. J. Cason to the executive contact group at O'Grady-Andersen-Gray, Chicago.

James Matthews to Ft. Worth office of Fuller & Smith & Ross as copy chief.

Victor A. Hunter, Tatham-Laird's West coast manager for past six years, to vice president.

Frank Picard to administrative assistant in radio-tv department of D. P. Brother.

Glen Bammann to executive director of broadcast services at Knox Reeves, Minneapolis, replacing Russell Neff, retired.

G. Douglas Morris to executive vice president, Morse International.

Rudolph R. Perz and Thomas W. Laughlin to associate creative directors, Leo Burnett.

Walter A. Kennedy, formerly auditor, named comptroller; John W. Leer, formerly sales development manager, named marketing director; Julien B. McCarthy, formerly assistant to the vice presidents, named manufacturing director; and Francis X. Whelan, formerly assistant treasurer and credit manager, named executive sales manager, all American Tobacco.

Danny E. Kirk to Tracy-Lock as writer-producer.

William E. Brennan to vice president of The Rumrill Co.

D. Milton Gurman, Jr., to president, The Gutman Advertising Agency, Wheeling.

J. Russell Calvert to account executive at Enyart & Rose.

Robert A. Rosen, former advertising and sales promotion manager of Zenith Radio, to president of The American Business Resources Corp.

C. James Proud, former president of the AFA, to regional staff vice president of Freedoms Foundation at Valley Forge.

Chicago cheers, challenges Fm

FM advertising revenues will grow from an estimated \$13.7 million this year to \$37.1 million by 1973. This prediction was voiced last week in Chicago by T. Mitchell Hastings, Jr., chairman of the National Assn. of FM Broadcasters (for details see Data Digest, page 22).

In the light of such astronomical growth potential, it is not surprising that the NAFMB found itself definitely seated among the senior citizens congregating in Chicago for the NAB convention and the object of much attention (complimentary and challenging) from FCC commissioners and agency men alike.

FCC commissioner Robert T. Bartley urged the group to maintain its "symbol of quality." If it gets tarnished, he said, fm may lose its birthright.

Bartley said it is "to the everlasting credit that fm broadcasters have avoided" the head-splitting spots that jingle-jangle nerves."

"The world is beginning to beat a path to the door of fm stereo," he added.

Many buyers don't know why they should consider fm as an advertising medium because they can't document its audience with sufficient accuracy. Stephens Dietz, senior vice president, director of marketing services for Kenyon & Eckhardt, reported to the fourth annual fm convention.

Yet he noted "You don't need to tell me (and by 'me' I mean agency and client executives) that fm exists, or that fm is peachy. Most of us listen to fm at home. Many of us prefer the programming that fm offers. Your goal then must be to get us to put our money where your ears are."

Ben Strouse of WWDC-FM, Washington, chairman of the NAB FM Radio Committee, also emphasized the growing importance of FM. "In spite of the freeze and other dislocations and harassments, fm has made notable progress in the twelve months just past. More and more important advertisers are being attracted to fm. The sale of

fm receivers continues to accelerate at a rapid rate. There is unquestionably an active and growing awareness of the presence of fm and of the great advantages it has to offer."

T. V. narrows pops' race

The tv in KXGO-TV, Fargo, N. D., means more than just video—it also represents the eighth child of manager Bob Lukkason. Born 11 March, the child was named T. V. (Timothy Victor) Lukkason, and brought his father up one notch in the competition to become most productive father in Fargo tv.

The only one ahead of Lukkason is Tom Barnes, executive v.p. and general manager of WDAY-TV, who has ten children.

WPIX sells prime news

WPIX has become the first New York City tv station to have a regularly scheduled, sponsored, prime time news program. Called *One-Minute News Report*, it is aired twice nightly and sponsored by Gulf Oil, through Young & Rubicam, featuring WPIX news director John Tillman. The Gulf buy, effective 1 April, was for one year.

Alabama goes way out on public affairs program

A breakthrough in the area of public service programming occurs on 10 April when, from 8-9 p.m., every member station of the Alabama Broadcasters Assn. will preempt its regular programming to present *Breakthrough for Education*.

About 75 radio and 10 tv stations in the state, along with three stations in Georgia and Mississippi which cover large areas of Alabama, will broadcast the program in support of greatly increased funds for public education.

Storer stockholders vote on \$12.5 mil. share buy

Storer Broadcasting Co. stockholders will vote at their annual meeting in Miami tomorrow (9) on an offer by board chairman George B. Storer to sell to the company for \$28.50 each, 439,700 shares of its Class B stock for \$12,531,450 cash, subject to certain conditions.

The price is \$5 below the market price of the Common stock on the N.Y. Exchange on 28 January, the date preceding the offer. The Class B shares aren't traded publicly and have received a 50 cents per share dividend, compared to \$1.80 per share on the Common.

If approved by a two-thirds vote of both the Class B and Common shares, the purchase will be financed by a \$15 million bank loan. The company's existing \$5 million bank loan will be paid in full. The shares involved in the purchase would be retained by Storer Broadcasting as treasury shares available for use in corporate acquisitions.

The sale would leave Mr. Storer with 418,590 personally owned Class B shares, or 20.9% of the total outstanding. He would also retain the right to vote an additional 208,250 shares held in trust, or 10.1% of the total shares.

Week of kudos for KOA

KOA, Denver, walked off with top radio honors from both the National Conference of Christians and Jews and the American Assn. for State and Local History—Broadcast Music, Inc.

In both cases the award winning program was the hour-long *The Rise and Fall of John Gaynor Locke*, a documentary on the rise of the Ku Klux Klan in Colorado. The AASLH-BMI also awarded a \$500 cash prize to WDSU-TV, New Orleans, for its three-part *The Huey Long Story*.

Other National Mass Media Brotherhood Awards made by NCCJ went to: WNEW, New York, (best major station) for *News Close-Up* show, "The Blockbusters": *Death Valley Days*, "Abel Duncan's Dying Wish" (best syndicated

show); *CBS Reports*, "The Other Face of Dixie" (best network documentary); CBS TV's *The Defenders*, "The Indelible Silence" (best network dramatic show); WJRT, Flint, (best local program) for *The Bridge*; and ABC TV and Bell & Howell (special joint recognition award) for the *Close-Up* program, "The Great Conversation."

Pittsburgh Nat'l Bank reaps 'Jr. High' dividends

Pittsburgh National Bank is reaping dividends through its sponsorship of a new public service program on WTAE (TV), which pits teams of six eighth-graders from area schools in a weekly educational quiz. The bank's agency is Ketchum, MacLeod & Grove.

Titled *Jr. High Quiz*, the program awards each member of the

winning team a Pittsburgh National Savings account, plus trophies to winning schools as well as to individual team members. A maximum of six appearances are permitted for each winning school.

One of the commercials on each show highlights the Pittsburgh National community office nearest the challenging school, while films are shown of the challenging school, its students, faculty and activities. Moderator is Pittsburgh tv personality Ricki Wertz.

New ABC station unit names nine-man board

ABC Radio Affiliates Assn. was formed at the NAB Convention, the network's first full-fledged and formal group of this kind. Some 200 stations elected nine men to serve as temporary board of governors:

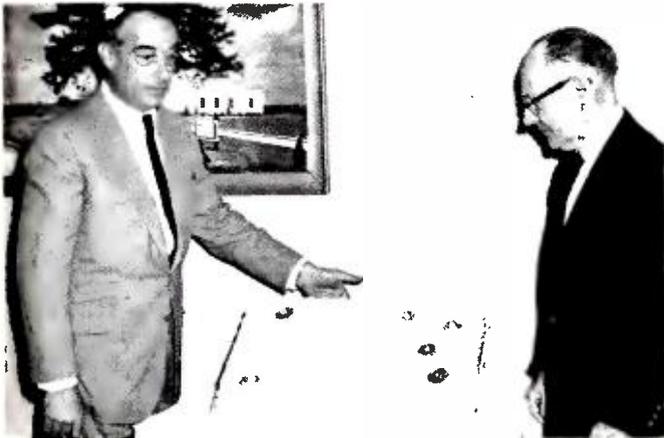
Simon Goldman (WJTN, Jamestown), Victor Sholis (WLAS, Louisville), Ben Laird (WDUZ, Green Bay), F. B. Lanford (WSLI, Jackson, Miss.), Robert Lee Glasgow (WACO, Waco), William C. Grove (KFBC, Cheyenne), Fred Shawn (WSUN, St. Petersburg), Rod Johnson (KWJJ, Portland), Fred Houwink (WMAL, Washington, D. C.).

Progress report on uhf

The efforts of the Assn. of Maximum Service Telecasters to foster the development of uhf, including vigorous support of FCC's recently formed Committee of the Full Development of UHF Broadcasting, were reported by the group's executive director Lester W. Lindow at the Chicago NAB convention.

While briefing MST members on FCC's uhf study findings in New

Aging brings out flavor of sweet smell of success



Apparently the best way to have your cake and eat it, too, is to spend a long time doing something and then put it in the oven and see if it rises. Marking various stages of longevity with sweetness are (upper left) Victor Borge, helping Paul J. Miller, g.m. of WWVA, Wheeling, celebrate his station's 36 years of broadcasting; (lower left, l-r) George F. Hartford, v.p.-g.m. of WTOP-TV, Washington, John Douglas, WTOP-TV



weathercaster, M. F. Kennedy, district manager for Esso, J. G. Dimling, area sales manager for Esso, and Tony Sylvester, WTOP-TV's newsman, on the 11th anniversary of Esso's sponsorship of news and weather on WTOP-TV's nightly "11 p.m. Report," and (right, l-r) Massachusetts Gov. Endicott Peabody, William L. Putnam, president-g.m. of WWLP-TV, Springfield, Roger L. Putnam, WWLP-TV chmn., heralding 10 years for uhf stn.

THE MOST IMPORTANT 1/4" IN TIME. BUYING TODAY



The Monday stack may hide many needles. SPONSOR's not one of them. To a buyer, SPONSOR pops out of the pile as the most important 1/4" in his buying mix—that tureen of soup in the back of his mind that needs the constant stirring in of SPONSOR's top-of-the-news; of SPONSOR's significance-of-the-news; of SPONSOR's spotting of trends; of SPONSOR's scouting of the future. It's all about broadcasting and it's geared entirely to buying. **SPONSOR**, the "extra margin" in the profession of buying time, and the selling to timebuyers. 555 Fifth Avenue, New York 17 Telephone: 212 MUrrayhill 7-8080

York and MST's related but independent study of the same. Lindow reported that although ulf is not a substitute for vhf in the "canyon-like" sections of big cities, it does prove capable of providing a substantial amount of tv service of acceptable viewing quality.

Lindow also alerted members to the continuing and anticipated future dangers in the tv allocations field.

Spanish radio sales soar

Spot radio business hit a 20-year peak in February on KWKW, Los Angeles, according to owner Howard Kalmenson.

The Spanish language station showed a 30% increase for the month, with new clients including Italian Swiss Colony wine (26 weeks), Pepto Bismol (25 weeks), Schick Razor (13 weeks), and Kinney Shoes (11 weeks).

The boom for Spanish stations is not confined to the West Coast. Radio ratings in Miami are showing healthy percentages for the Spanish stations for the first time. Many companies in the market have set up Latin divisions to give more specialized service to this important group of consumers, reports general manager of one Spanish station, Art Gordon of WFAB. And more banks are projecting their advertising toward the more than 300,000 Cubans now resident in the city. All this means more business for the specialized broadcasters.

Barring of tv stirs Gov.

New Jersey Gov. Richard J. Hughes says the doors of all public meetings involving governmental matters should be opened to not only newspaper reporters but to tv news as well. In line with this, he has asked Dr. Frederick M. Raubinger, state education commissioner, to look into relevant law and regulation.

Hughes' comments were made in reply to a strong protest by WABC-TV when its cameras for *The Big News* were kept out of a meeting by vote of the Newark board of education. The session concerned charges of juvenile delinquency, sale of goof balls, and the molesting of young girls at Newark's South 17th Street School.



How much will the bunny eat?

The bunny in the middle, that is, held by station's Dex Card. The WERE, Cleveland listener who can guess the intake of the rabbit during the 16 days prior to Easter will win a four-ft., 85 lb. chocolate Bunny and another will go to an orphanage or children's ward of winner's choice

Hughes stressed: "... In governmental matters over which I have direct jurisdiction, there is a standing invitation to tv newsmen to join their colleagues of the press in fully covering public matters."

Four Star sales top \$3 mil.

Things have been jumping at Four Star Distribution Corp. where more than \$1 million worth of business was written in late February and March.

The group started out less than a year ago and its seven-month sales total is now \$3.2 million.

There seems little chance of a slackening of pace, considering the addition to the off-network roster of *The Dick Powell Theatre*, *The Rifleman*, and *The Tom Ewell Show*.

Fm bows fully sponsored

WTM-FM, new Cedar Rapids station which broadcasts entirely in multiplex stereo except for news and public features, began operations in a unique way—it was completely sponsored, seven days a week, before the "start" button was pressed.

The station went on the air with all its time sold to eight clients, each sponsoring an entire broadcast day through 31 December. The advertisers are a bank, a department store, a dry cleaner, two regional radio distributors, two radio and tv retailers, and a public utility.

WMT-FM's schedule is basically constructed of quarter-hour tapes which allow for commercial and public service breaks between seg-

ments. The station is largely automated through the use of multiple playback tape equipment which can be programed to operate automatically.

Grid is SRO 8 mos. early

Ohio seems to be one of the nation's hot-beds of sports enthusiasts, as evidenced by the locking up of high school football coverage eight months in advance by WSTV radio, Rust Craft Broadcasting station serving Steubenville-Weirton-Wheeling.

Manager Louis W. Shapiro said that since January, his station has had complete sell-outs for its 17-game coverage of Steubenville Big Red and Steubenville Catholic Central. Sponsorship is divided among a utility company, a soft drink concern and a local haberdashery.

Rush for ATA&S honors

At least 16 organizations in seven countries have programs enroute to the U. S. for competition for the First Annual International Award of the National Academy of Tele-

vision Arts and Sciences.

Programs range in length from 15-minute documentaries from Japan to a three-hour production of *War and Peace* from England, Canada, France, Ireland, Switzerland, and Mexico are also submitting multiple entries.

The award will be presented on the 15th annual Emmy Awards telecast 26 May.

Sue Masterson begins 20th year with Pearson

Sue Masterson, currently the only office manager-saleswomen in the broadcast representative field, joined Pearson National Representatives 19 years ago in Chicago, as secretary to the founder, John E. Pearson. She later became financial secretary and in charge of public relations in the New York office, and has managed the San Francisco office for the past several years. Miss Masterson started her business career with Sherman & Marquette, later worked with A. C. Nielsen Co., and Purity Bakeries, all in Chicago, before her tenure with Pearson.

Syndication

Latest tv film distribution company to hop on the foreign-market bandwagon is Allied Artists Television with the formation of an international sales division.

Properties available: *Cavalcade of the 60's*, 145 westerns, over 200

Murphy named new Crosley Bcstg. chief



ultimately becoming Crosley's tv v.p. He played a major role in the company's move to "colorize" much of its local and network programing. Hobbies: golf, swimming, and civic projects.

Another one-time NBC page boy has made good in the upper echelons of radio/tv. John T. Murphy, who served a hitch as an NBC page (as did Dave Garroway, Gordon McCrae and others) has been named president of Crosley Broadcasting Corp., one of the country's leading stations groups and a subsidiary of AVCO. Previously, Murphy was executive v.p. He joined Crosley in 1949 as general manager of WLWD, Dayton, Ohio; later, he was transferred to Cincinnati,

feature films which have been sold in over 150 domestic markets, including *Science Fiction* features and *Bomba, the Jungle Boy* features. The last have already been sold to Australian Channel 9 Network, via Charles Michaelson, purchasing representative for Television Corp. Ltd. of Australia.

Sales: MGM-TV sold 18 post-'48 feature films to CBC for network exposure in Canada and the 30/63 features to 13 markets more, bringing total U. S. markets to 42 since the first of the year . . . *Fractured Flickers*, new first-run syndicated series distributed by Desilu Sales, sold in more than 50 markets in first three weeks, grossing more than \$500,000.

New properties: MCA-TV releasing *Leave it to Beaver* for local programing after six years on ABC TV network. Sale has already been made to WCBS-TV, New York. A Gomalco Production, some 234 half hours are available . . . *Have Gun, Will Travel*, completing its sixth consecutive season on CBS TV next fall, will be syndicated domestically by CBS Films starting in the fall. There are 233 episodes available . . . A 15-minute film made on location at Summit Park Sanatorium, produced by Vision Associates and being distributed free by National Tuberculosis Assn. to tv stations, among others, will highlight the forthcoming 1963

WTRF-TV STORY BOARD



4 ARE SEE IT Men and women join nudist colonies to air their differences!

wtrf-tv Wheeling

"More"?

TWO FOR ONE Two pints make one cavort!

Wheeling wtrf-tv

COTTAGE FOR KILDARE? We suggest the appropriate name for a Hollywood MD's home could be "Berlside Manor"

wtrf-tv Wheeling

MUTINY ON THE BOUNTY! A Texas oilman cashed a huge personal check which was returned with "Insufficient Funds" stamped on it. Beneath the stamp this handwritten notation, "Not you us!"

Wheeling wtrf-tv

BLOTTER PLOT! Some people are like blotters they soak it all up, but get it all backwards!

wtrf-tv Wheeling

SHELF CONTROL! Women who are calm and cool are seldom collected

Wheeling wtrf-tv

HOWGIRL Vaccinate me where it won't show

DOCTOR Okay, my fee is \$10 in advance."

SHOWGIRL "Why in advance, Doctor."

DOCTOR "Because often I weaken in such cases and don't charge anything!"

wtrf-tv Wheeling

UPDATED? Get the WTRF-TV Wheeling story from the George P. Hollingbery boys. Be sure your next spot campaign is scheduled in the Big Wheeling/Steubenville Industrial Ohio Valley. Come August 1, engineers estimate our new tower will transmit your strong message to an additional 22,000 TV homes

Wheeling wtrf-tv

A K. GEORGE or write for your set of WTRF-eff.gies our wall-decorating ad-world series

CHANNEL SEVEN

NB

WHEELING, WEST VIRGINIA

campaign . . . *The Thin Man* and *Sam Benedict* were released at the NAB convention by MGM-TV, the former for June showing and the latter for the fall. There are 72 *Thin Man* episodes and 28 full-hours of *Sam Benedict* . . . Desilu Productions is releasing 116 segments of *The Untouchables* into syndication.

Kudos: Curtis Palmer, senior vice president of the City National Bank of Beverly Hills, has been named to the board of directors of Desilu Productions . . . President Kennedy's "E" Award was presented to Permafilm for "an outstanding contribution to the Export Expansion Program of the U. S. of America." Permafilm is originator of the Perma film projection and Perma new rejuvenation processes for motion picture, aerial, and microfilm.

New quarters: As part of a major expansion program, Bill Burrud Enterprises purchased the property at 1100 South La Brea Avenue, Los Angeles. The new two-story steel-glass-structure will be known as the Burrud Building and will be occupied by the tv film producing company and its subsidiaries.

PEOPLE ON THE MOVE

Jerry Liddiard to west coast tv sales manager for Embassy Pictures.
Ted Swift to account executive for northeast sales at Independent Television Corp.

Morton Schaps to vice president of sales and **Francis-Grumbacher Irwin** to vice president of production of On Film Inc., Princeton.

Eugene C. Wyatt to United Artists Television as account executive.

Edward R. Evans to vice president in charge of production of Robert Bendick Associates.

Grass Roots

Sales: American General Life Insurance Co. of Delaware (formerly Knights Life Insurance), which has sponsored *The Joe L. Brown Show* on KDKA, Pittsburgh, since 1959, renewed the baseball series for its seventh year on the air. Brown is general manager of the Pittsburgh Pirates . . . Speaking of on-the-air general managers, Gene Mauch, manager of the Philadelphia Phillies, joins with WCAU's Tom Brookshier, who will act as anchorman, to answer listener questions in new show called *Open Line to Gene Mauch*. Each show will originate live from location of the Phillies playing date, and run each Monday night until the end of the baseball season. Lit Brothers Department Store to co-sponsor . . . WESH-TV Daytona Beach-Orlando, scored a 22% increase in sales for the first quarter of 1963 as against 1962. . . WDAF (AM & TV), Kansas City, rounds out its sponsor roster for the Athletic games with the signing of Theo Hamm Brewing. Sponsors previously announced: Guy's Nuts

Sponsor-Quiz Answers

- (A) 1. My Three Sons.....24
- 2. Fight of the Week.....23
- 3. Andy Williams.....21
- 4. Cheyenne.....16
- 5. I've Got a Secret.....14
- (B) 1. CBS Reports.....38
- 2. Candid Camera.....35
- 3. Stoney Burke.....34
- 4. Gallant Men.....30
- 5. Make That Spare.....28

and Potato Chips (radio), R. J. Reynolds (tv), and General Finance (radio) . . . *The Dick Clark Radio Show* has been bought by WKIX, Raleigh, and WKYE, Bristol, Va., to become the 25th and 26th stations to buy the two-hour daily d.j. radio show produced by Mars Broadcasting, of Stamford, Conn.

Changing hands: KOKE, Austin, sold by Giles E. Miller of Dallas to David R. Worley for \$110,000, subject to FCC approval. Transaction was handled by Hamilton-Landis. Worley is president and 99% owner of KLEA, Lovington, N. M., and 50% owner of KWBA, Baytown, Tex. . . . KOMA, Tulsa, owned by Franklin Broadcasting, has been purchased by Producers, Inc., of Evansville for \$315,000. Hamilton-Landis brokered the deal . . . KSSX, Salt Lake City, sold, subject to FCC approval, by W. P. Fuller III to Starley D. Bush for \$160,000. Bush was formerly commercial manager and minority stockholder of KWIC, Salt Lake City. Hamilton-Landis handled the sale.

Newly elected: Gross Telecasting stockholders voted to enlarge the board of directors to six members (from five) and elected Sherrod E. Skinner of Detroit and George H. Frey of New York to serve. Skinner replaces the late Joseph E. Cain and Frey is the new sixth member. Also elected for the ensuing year were Harold F. Gross, president

No dancing girls?

Individual Champagne Parties were held by key personnel at Philadelphia advertising agencies recently as WPEN introduced its new musical concept, the Heart of the City. Devised by Heller-Ferguson, the party kits were delivered by glamorous models and consisted of:

A wax ice bucket containing a split of champagne; napkins, coasters and matches (imprinted with The Heart of the City); nuts; cheese and crackers; Clorets; chewing gum; aspirin; black coffee; Alka Seltzer; ashtray; a record; pink elephants; noise makers; cup, and—to add reality—a lipstick-smearred handkerchief.

The following day, a WPEN salesman arrived with a tape recorder to introduce the new sound, and also left a 33 1/3 record featuring the new sound, encased in a specially prepared jacket telling the Heart of the City story.

SPONSOR-WEEK Stations

and treasurer; James H. Spencer, vice president; Charlotte I. Gross, secretary; Erna L. Nolan, assistant secretary and assistant treasurer.

Financial report: Earnings of Cowles Magazines and Broadcasting in 1962 rose to \$3,447,000 or \$1.16 per share, compared with operating earnings of \$2,355,000 or 87 cents a share in 1961, an increase of 33% in per share earnings. Revenues rose by \$14,771,000, going to \$118,510,000 as compared with \$103,739,000 in the previous year. In addition to *Look* magazine, Cowles owns KRNT (AM & TV), Des Moines, and other publications. The company is awaiting FCC approval of its purchase of WREC (AM & TV) in Memphis.

New affiliate: WZZM, Grand Rapids, is new subscriber member of Television Affiliates Corp.

Adding on: A modernization program which will add 7,500 floor feet of work space to existing faci-

lities has begun at WTVN-TV, Columbus. Building addition will cost approximately \$100,000.

It's a small world: KONA-TV, Honolulu, today becomes the first U.S. station to become an operating part of a Japanese tv network, Nippon Television. A primary NBC TV affiliate, the station, via a one-year affiliation agreement, begins regular telecasting of seven half hours of NTV programming weekly. Five of the NTV shows are being scheduled, on color tape, in the 8:30-9 a.m. slot weekday mornings. A news and sports roundup will be aired Sunday mornings. KONA will also furnish NTV with local Hawaii-originated programs from time to time.

Just to show we're good sports: And can take some good-natured (?) fun poked in our direction. The first book to be published by the new book division of *Playboy* magazine is "Teevee Jeebies" by Shel Silverstein. It's a "do-it-yourself dialog for the late, late show" consisting

of old movie stills with clever captions and designed as an answer (according to the editors) to "those mirthless midnight movies you've seen and seen again on tv's late, late shows."

Sports notes: When the Cleveland Indians make their debut tomorrow, 9 April, against the Minnesota Twins in the Twin Cities, WJW-TV will be there. It's the first of 52 Tribe games scheduled by the station, all of which will be sponsored again this year by Carling Brewing, Sohio, and the Sugardale Provision Co.

New property: Richard H. Ullman is syndicating *The Old Scotchman's Scrapbook*, Gordon McLendon's series of 316 five-minute radio programs or vignettes featuring an actual recording of the history-making event.

Good neighbor policy: Tucker Wayne, Atlanta, pulled a switch on tradition whereby stations entertain agencies. Personnel of WSB

Newsmakers in tv/radio advertising



Clifford C. Mendler, formerly sales vice president of Sunbeam has been named director of marketing of Schick. He will administer Schick's program aimed at broadening product distribution. He joined Sunbeam sales in 1948 and rose to regional sales and general sales manager before his promotion to vice president in 1955.



James A. Schulke has been elected president of the National Association of FM Broadcasters. He has a wide background in advertising, broadcasting research, station operation and sales promotion. His major objective as NAFMB's first full time chief will be to organize a program for the fast-growing industry designed to build revenue.

Gilbert W. Kingsbury has been appointed vice president in charge of news operation for Crosley Broadcasting. He has been with Crosley since 1942, is shifted from his present post as v.p. for public relations. He will now have direct supervision of WLW (Radio/TV), Cincinnati, and will coordinate news operations of 3 other Crosley outlets.



Edward Bleier has been promoted to vice president and national sales manager for the ABC TV network. Previously Bleier had six years experience in sales with ABC TV and ABC's owned New York station, WABC-TV. Also, Yale Roe has been named director of tv daytime sales and Bernard Saperstein promoted to manager of marketing services.



Stand up and be counted in the fight against Communism

You, as a private citizen, can
hit Communism where it hurts!

WHERE? Communism's
weak spot! Eastern Europe—
In Eastern Europe 80,000,000 once free men
and women still bravely resist Communist
domination. Here, Communism is on the de-
fensive. Here, many Russian divisions are
tied down. This is where Communism is un-
der greatest pressure. You can help keep this
pressure on.

HOW? By supporting Radio
Free Europe—Every day Radio Free
Europe's 28 powerful transmitters broad-
cast news of the Free World, religious serv-
ices, the plain truth to the brave people of

Poland, Czechoslovakia, Hungary, Bulgaria
and Romania. Armed with this truth, they
represent a major obstacle to the Communist
threat of world conquest. Eighty percent of
them listen to Radio Free Europe despite
Communist jamming. It is their strongest
link with the future.

R.F.E. is a working weapon
Radio Free Europe is one of the Free World's
major offensive weapons in the Cold War
against Communism and Soviet aggression.
But it needs money now to continue its work.
As a privately supported, non-profit organi-
zation, Radio Free Europe depends on indi-
vidual contributions from private citizens.
Your help is needed. What's it worth to *you*
to hit Communism where it hurts? Ten dol-
lars? Five dollars? Give *whatever you can*.



Radio Free Europe Fund

The American People's
Counter-Voice to Communism

P. O. BOX 1963, MT. VERNON, N.Y.

Published as a public service in
cooperation with The Advertising Council



were guests of honor at a luncheon given by the agency in tribute to WSB for winning the 1963 Mike Award. Some 80 persons were on hand for the luncheon at which the award was displayed along with a giant reproduction of a trade press ad which Tucker Wayne scheduled to honor WSB with a "from our house to yours" congratulatory theme.

On the public service side: **WNAX**, Yanktown-Sioux City, is receiving kudos and words of gratitude from professors in colleges from California to Boston, from Dakota to Florida. Reason? Station offered a 16mm sound film to the radio and tv departments of some 70 schools for use in their classrooms. Called "Selling Big Aggie Land," the film is a promotion piece on the potential of **WNAX** and the market itself and although it is dated, the schools have found the film most helpful in the instruction of the sales and promotion branches of radio . . . Police Recruitment is **KABC's** special community service project for April. Campaign will feature appearances by Los Angeles law enforcement officials . . . **KIRO-TV**, Seattle, inaugurated its first outstanding citizenship awards program in March to become the city's first tv station to recognize outstanding members of the community. Awards were presented during half-hour telecast.

Programing notes: *Travel Information Reports*—latest information about arrivals and departures of planes and trains—is broadcast 15 minutes before and 15 minutes after each hour on **WRNL**, Richmond, United, Piedmont, Eastern, and National Air Lines, and the Richmond, Fredericksburg, and Potomac, Seaboard, Atlantic Coast Line and Chesapeake and Ohio Railroads are among the cooperating travel services participating . . . *Folk Songs, and More Folk Songs!*, eighth in series of monthly specials for young people, debuts this month on the five tv stations of Westinghouse Broadcasting Co. The hour-long musical history of the U.S. is the second of two programs tracing our traditions as preserved in our popular songs. The first, *They Call it Folk Music*, pre-

miered in February and dealt with 1750-1850. The second covers from 1850-1950 . . . *The Writer Speaks*, a new series of 13 half-hour programs featuring major contemporary authors, premiered on **WNAC**, Boston, and the Yankee Network on 31 March (10:30-11 p.m.). Program is produced in cooperation with the New American Library . . . Daily broadcasts from Convention Hall, site of the 19-28 April Travel and Vacation Show, will be aired by **WCAU**, Philadelphia . . . Shakespearean plays, complete and uninterrupted, are being heard on Sunday nights on **WINS**, New York, in a month long festival which began last night, 7 April. "Richard II," "Antony and Cleopatra," and "King Lear," in the BBC World Theatre performances starring Sir John Gielgud, Sir Ralph Richardson, Stephen Murray, Anthony Nicholls, and others, comprise the series.

Kudos: Bill Dansby, news editor of **WFGA-TV**, Jacksonville, elected president of the Jacksonville News Reporters Club. . . **WFMY-TV**, Greensboro, won the North Carolina Education Assn.'s 1963 School Bell Award for outstanding interpretation of education and an award from the state's Mental Health Assn. for "many contributions to the mental health cause." . . . **WLBW-TV**, Miami, won the Dade County Council of Civitan Club's First Annual Community Service Award . . . Congratulations to three winners of the Corinthian Broadcasting-Assn. for Professional Broadcasting Education Summer Scholarship program. Each winner will undergo as intensive six-week, on-the-job internship at one of the Corinthian tv stations. A special curriculum which embraces the non-technical phases of broadcasting has been set up.

PEOPLE ON THE MOVE

Dell Simpson to Richard H. Ullman, radio-tv distribution company, as regional manager.

Paul C. Louthier, senior vice president of Veterans Broadcasting, adds to his other duties post of general manager of **WROC** (AM & FM), replacing James Schoonover who moves to manager of **WGR**, Buffalo.

Tom Cornica to sales promotion manager of **KDTH**, Dubuque, Ia. from **KSUM**, Fairmont, Minn.

Jerome G. Lanser, formerly with NBC and An-Shih Cheng, staff associate with National Better Business Bureau, named senior editors in New York office of NAB Code Authority.

Edward G. Sheridan, Jr. to general manager of **KBOX**, Dallas.

John Bauer, Jr. to account executive at **WHL**, St. Louis.

George Gilbreath to local sales manager, **KFWB**, Los Angeles.

Thomas J. Brown to director of industrial relations for **WICC**, Fairfield.

A. R. Munger and Arch L. Madsen to board directors of Queen City Broadcasting Co.

Lee M. Vanden-Handel, formerly vice president and eastern sales manager of the radio division of Peters, Griffin, Woodward, to **WABC**, New York, sales staff.

Representatives

Appointments: **WHOT**, Youngstown, and **WBSR**, Pensacola, to Robert E. Eastman . . . The Lobster Network, comprised of eight stations, to Peggy Stone Representatives . . . **WTTT**, Amherst; **WWSR**, St. Albans; and **WSNO**, Barre-Montpelier, to Eckels & Co. for New England sales

PEOPLE ON THE MOVE

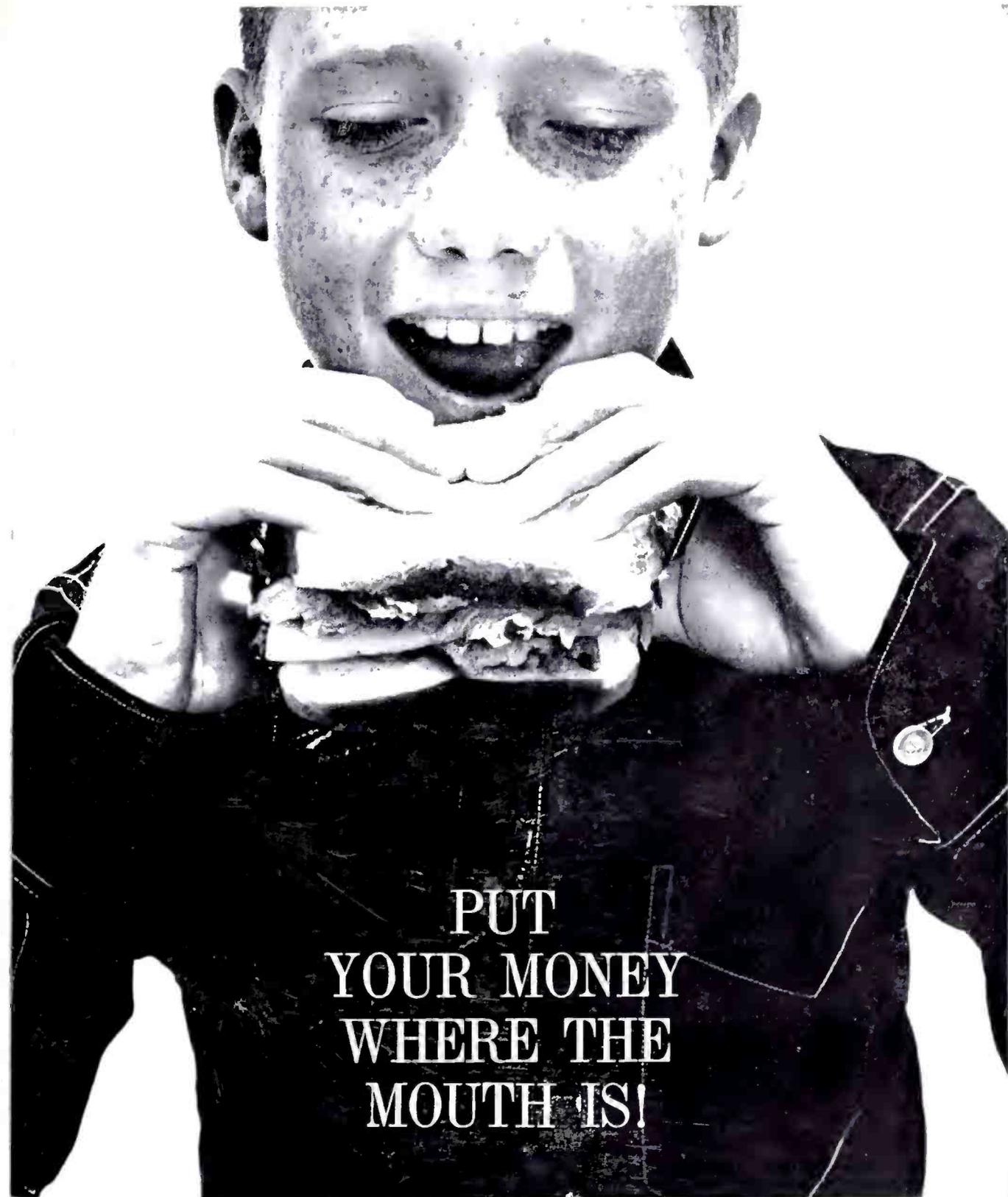
William E. Moore, manager of Pacific coast radio for Avery-Knodel transferring from Los Angeles to San Francisco. He'll be succeeded in L. A. by Douglas MacLatchie.

Peter F. Ryan to the New York staff as account executive, Harrington, Righter & Parsons.

James Rogers to the Chicago tv sales staff and Stanley Moger to the New York tv sales staff of George P. Hollingbery.

Nat Hale to tv account executive in the Atlanta office of Peters, Griffin, Woodward.

Ray Muer to Blair Radio's San Francisco office as an account executive, filling vacancy created when George B. Hagar was elevated to post of manager of Blair's Bay City office.



PUT
YOUR MONEY
WHERE THE
MOUTH IS!

20% of the food distributed through Houston warehouses is consumed by families in Beaumont/Port Arthur/Orange. If your spot television budget is based on wholesale distribution figures in Houston, you're missing

one-fifth of the consumers. If you put your television dollars on any other station in the Beaumont/Port Arthur/Orange market, you're missing 43% of the viewers.  Peters Griffin Woodward **CBS**

KFDM-TV CHANNEL 6



Leslie Charteris'

The Saint comes to television

the only first-run, one-hour adventure series for market-by-market sale

From stories written by Leslie Charteris, world-famed creator of The Saint... filmed in the glamor centers of the world where Charteris went for his material and backgrounds—New York, London, Paris, Rome, Nassau, Geneva, Southern Spain and more... and in every episode, beautiful women who are attracted to Simon Templar—The Saint—as he is to them. comes television's only series of its kind **39 first-run full-hours of adventure, mystery and suspense...** a series identified only with success... **novels**—35 titles, more than 60 million copies translated into virtually every written language **radio**—from 1945 to 1951, giant shares of audience coast-to-coast on NBC, CBS and Mutual **movies**—10 box office hits with such stars as George Sanders and Louis Hayward **mystery magazine**—five separate editions printed every month in the United States, England, France, Netherlands and Brazil. **newspaper strip**—regular feature in more than 75 papers with total circulation of millions... success that insures an avid, pre-sold audience in every market.



starring

ROGER MOORE
star of "Maverick"

Call or wire collect for details and screening.

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C CORPORATION

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