

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

15 APRIL 1963—40c a copy / \$8 a year

RECEIVED  
1 2 1963

**WHY 'TOP 100'  
MARKET LISTS  
ARE DEAD** p. 27

**Latest data on  
nets' fall skeds,  
new shows** p. 32



MODEL OF BELL SYSTEM EXHIBIT BUILDING, FOR THE 1964-1965 NEW YORK WORLD'S FAIR.  
AT LEFT, TV SIGNAL TOWER WHICH WILL BE USED FOR ALL TELECASTS FROM THE FAIR.

## SPOT TV

### MODERN SELLING IN MODERN AMERICA

TELEVISION DIVISION

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

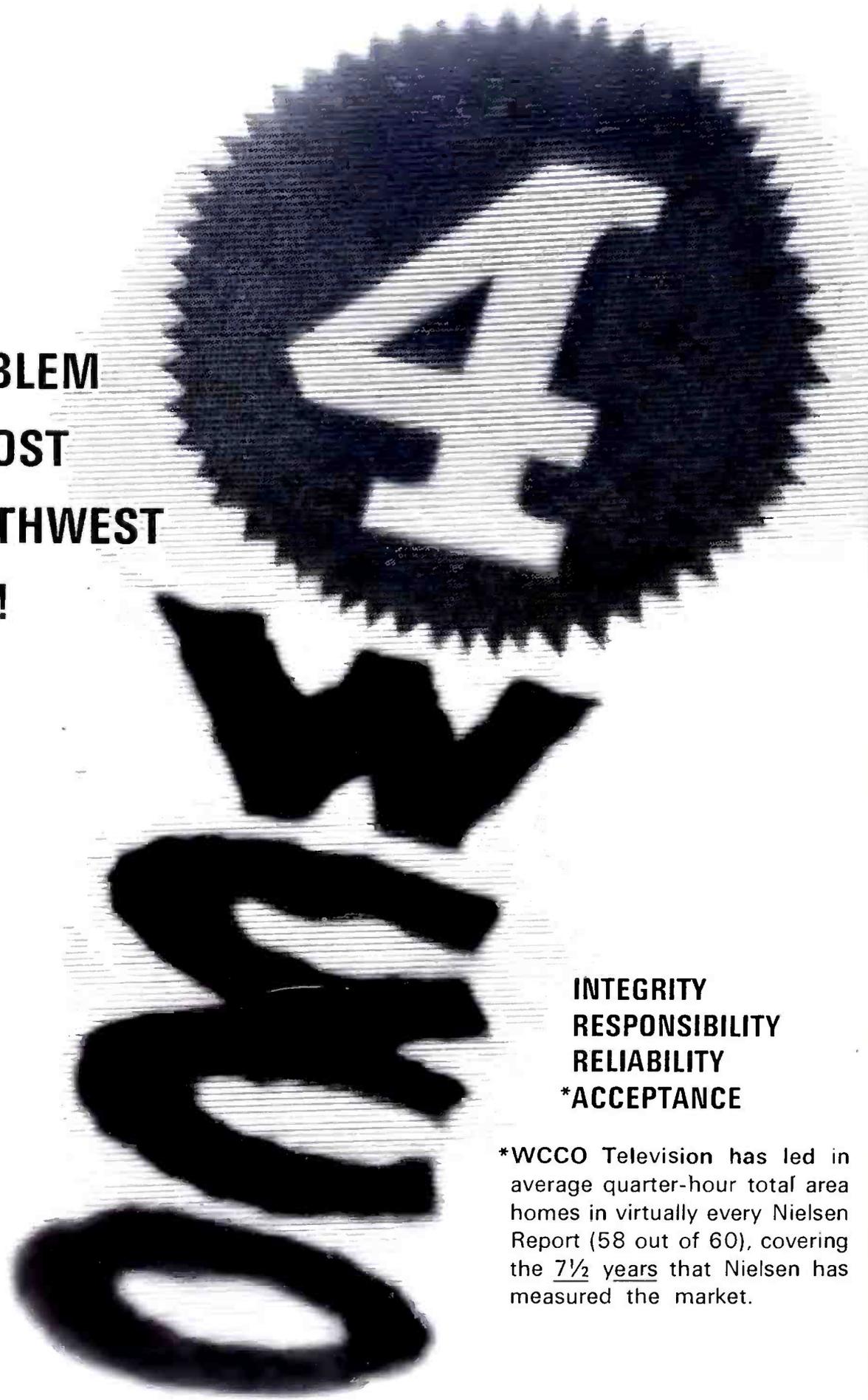
THE ORIGINAL STATION REPRESENTATIVE

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

Today, more than ever, successful advertisers use Spot TV's timing and selectivity for maximum sales efficiency. These quality stations offer the best of Spot Television in their markets.

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

**THE EMBLEM  
SEEN MOST  
ON NORTHWEST  
TV SETS!**



**INTEGRITY  
RESPONSIBILITY  
RELIABILITY  
\*ACCEPTANCE**

\*WCCO Television has led in average quarter-hour total area homes in virtually every Nielsen Report (58 out of 60), covering the  $7\frac{1}{2}$  years that Nielsen has measured the market.

"THE DIFFERENCE BETWEEN GOOD AND GREAT IN MINNEAPOLIS  ST. PAUL TELEVISION"

*Sold Nationally by Peters, Griffin, Woodward, Inc.*

# SECRETS TOLD

KRNT Radio has the largest audience in Des Moines and has had for a long, long time. The audience is predominantly adult. Central Surveys study confirms that KRNT is the most believable station here. Here's the way all this comes about:

1. **We feature one** of the great news outfits in the nation. Every newscast on KRNT outrates its competition by a country mile. We're rough, tough operators in the area of news. We have more reporters than some stations have total personnel! This is one of the great news stations in the nation.

2. **We feature highly publicized, highly trained, highly accepted personalities.** We have the advantage that all our people are seen on our television station; radio listeners really "know" the person that goes with the voice. This INTER-MEDIA MOTIVATION FACTOR is tremendously important to the effectiveness of advertising. There are more widely known personalities on KRNT than on all other local radio stations combined. With listeners, clients, and rating men, we're the station with the most popular, professional and persuasive personalities . . . again and again and again.

3. **We feature music with melody.** Old ones, new ones, golden records (million sellers), albums, pops, classical . . . all chosen with great care by a man who cares, programmed with care by people who care . . . introduced with understanding by people who care. In the area of music we've got a song in our heart.

4. **We feature service** to the community. Last year we broadcast some 20,450 announcements for eleemosynary organizations and 600 program hours. We spent countless hours meeting with committees, writing their copy, counseling them. We touch lots of lives this way. We're kind and gentle people in this area of operation.

5. **We publicize and advertise** our activities, our people, our aims and aspirations. In this area we make no little plans and we carry through what we start. People hereabouts know everything about all we do.

**We honestly believe that it is a great opportunity to be able to advertise a good product on this station. We've been in business long enough (28 years) for any test of fire. We know now without doubt that advertisers don't test us . . . we test them. We test their product appeal, the copy they use, their prices, their merchandising setup.**

**If you have a good product, good copy, honest dealings, and fair prices, you can get rich advertising on this great station.**

## KRNT

***"Total Radio" in Des Moines***

REPRESENTED BY THE KATZ AGENCY

a whopping

69%

increase in  
three years

WTVY's total homes reached from 6 P.M. to 10 P.M. has increased steadily each year as shown in the following figures taken from the year-end ARB Reports.

25,500 in 1962

20,000 in 1961

17,800 in 1960

15,100 in 1959

WTVY operates on Channel 4 at full power from Alabama's tallest tower, 1549 feet above sea level.

WTVY serves nearly 200,000 homes in three states with the best CBS, ABC and local programming.

add up the  
facts about

WTVY

DOTHAN, ALA.

then call:

THE MEEKER CO. National Reps, SOUTH-EASTERN REPRESENTATIVES, Southern Rep; or F. E. BUSBY at 205 SY 2-3195.

# SPONSOR

15 APRIL 1963

Vol. 17 No. 15

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## Sponsor-Scope / Behind the news

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## Data Digest / State-of-mind effect on sales

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## Key Stories

**ANY MARKET'S AS BIG AS YOU THINK** / Market rankings are dead. Advertisers and agencies use new list for each campaign, as "top 100" concept yields to sophisticated research. P. 27

**TV/RADIO BOOM LOCAL FIRM TO NATIONWIDE DISTRIBUTION** / Golden Grain spends \$3.5 million for advertising—75% of it in tv. Firm currently sponsors 17 net programs. P. 30

**FALL NETWORK SCHEDULES PRECEDED BY EARLY SPRING** / 1963-1961 prime time schedules reveal fewest changes on CBS, most on ABC; programs locked up earlier than most seasons. P. 32

**ADVERTISERS LINGER ON THE AIR AFTER STRIKES** / Many advertisers in New York and Cleveland found radio/tv filled the newspaper gap; some plan to increase broadcast spendings. P. 39

**'EVOLUTION' IS KEY TO RADIO FORMAT CHANGES** / WINS, N. Y., holds advertisers, and audiences, during period of adjustment under Westinghouse ownership. Special pictorial report. P. 42

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# CLEVELAND

Well rounded . . . good Judgement . . . Worth while . . .

That's Channel 8 programming with "Buy Appeal"

<b>STORER</b> BROADCASTING COMPANY	LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>WIBC</i>	CLEVELAND <i>WJW</i>	MIAMI <i>WGBS</i>	TOLEDO <i>WSPD</i>	DETROIT <i>WJRA</i>
	NEW YORK <i>WJN</i>	MILWAUKEE <i>WITI-TV</i>	CLEVELAND <i>WJW-TV</i>	ATLANTA <i>WAGA-TV</i>	TOLEDO <i>WSPD-TV</i>	DETROIT <i>WJRA-TV</i>



# FOR GUTS!

If this medal is ever issued, it will go to WHLI to take its place among the hundreds of awards and citations given to WHLI over the years.

WHLI believes its responsibility is active participation in the affairs of the area it serves. WHLI assumes — and broadcasts — its stand on local and other controversial issues.

Nor does WHLI's responsibility to its Nassau-Suffolk area end with editorials. WHLI runs 19 regularly scheduled ¼ and ½ hour Public Service Programs *every week!*

Sure we get citations, plaques and medals because WHLI has *earned* its reputation as "the Voice of Long Island."

**WHLI** 10,000 WATTS  
AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

*the voice of  
Long Island*

PAUL GODOFSKY, Pres. Gen. Mgr.  
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by Gil-Perna

► Let's be quick, careful,  
and united

A publisher's view of  
significant happenings in  
broadcast advertising

The team of Richardson and Sparger, which investigates for the Harris subcommittee, is doing a devastating job on the rating systems.

As the hearings move toward their conclusion, with its fresh evidences of carelessness, inadequacies and worse in the practices of some of the rating firms, I have the nagging notion of anticlimax. Though Subcommittee legislative recommendations and possible FTC action may follow, the verdict is already in. There will be big changes in rating standards, methods, and maybe systems.

Back in the days when we editorialized against the untenable rating situation (we called it "rating madness") we didn't waste words on new standards or systems. The possibility looked too remote. We simply asked broadcast buyers to consider other factors in addition to ratings.

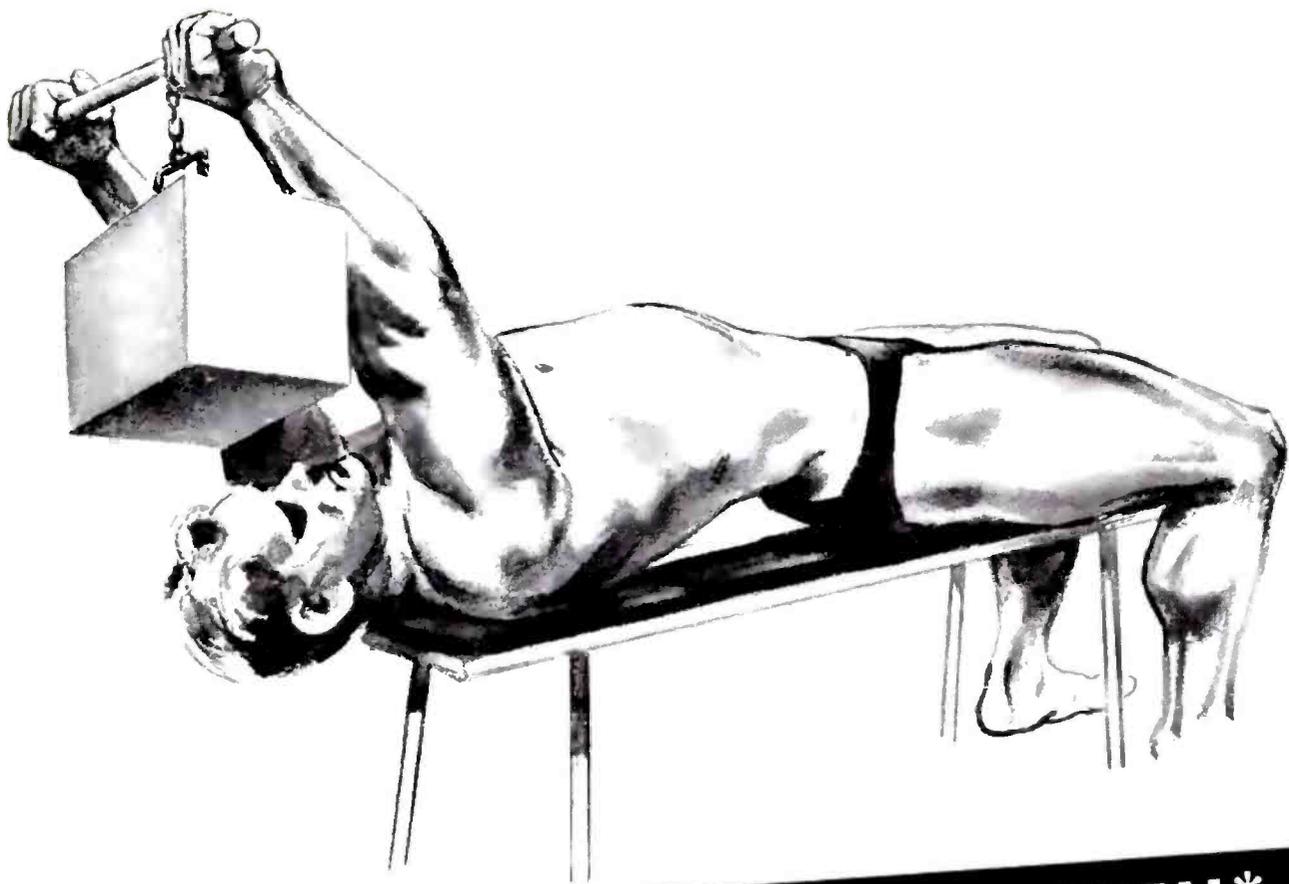
Now comes the time when dazed ad agency executives, with millions in tv and radio billings on the line, wonder where they can look to verify their buys. And competitors of the air media, quick to seize an advantage, are hoping to snatch away broadcast billing before the dust settles.

Unless we're quick, careful, and united they will.

One of the key dangers is the unpreparedness of the broadcast industry to adopt a new plan. Another is the possibility that segments of the industry will adopt separate plans and create separate standards and new confusions.

Fortunately, the NAB last year endorsed Governor Collins' recommendation for a strong research department and under the dedicated chairmanship of Don McGannon put it into operation. It couldn't have been better timed. Under this research roof all segments of the industry must unite in prompt and unselfish discussion. We ask that this arm of the NAB, under the direction of Mel Goldberg, assume leadership in positive planning and fight to prevent the splinter efforts that have constantly plagued our industry.

Today is the right time to begin. We owe it to the men who foot the broadcast advertising bills as well as to ourselves.



**YOU MAY NEVER LIFT THE HEAVIEST METAL\* —**

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



\*A cubic foot of osmium weighs 1,403 pounds.

**BUT... WKZO-TV Pulls The Most Viewers  
in Greater Western Michigan!**

If you're looking for the bulging-est broadcast biceps in Michigan outside Detroit, WKZO-TV is for you!

The power of this muscular medium comes through on every page of the November '62 NSI. It credits WKZO-TV with an average of 30% more homes than Station "B", 6:30 p.m.-10 p.m., Sunday through Saturday!

And the latest ARB (Nov. '62) measures an equally robust performance. Example: 9:00 a.m.-noon, weekdays, WKZO-TV averages 56% more homes than Station "B".

See Avery-Knodel about this hairy-chested powerhouse! And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.



*The Feltzer Stations*

**RADIO**

WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJEF-FM GRAND RAPIDS-KALAMAZOO  
WWTW-FM CADILLAC

**TELEVISION**

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

**WKZO-TV**

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids  
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives

## CALLING ALL BROADCASTERS

Undoubtedly you are aware of the United Nation's album "All Star Festival" and the cooperation of literally hundreds of individuals who have made it possible.

When the album was first brought to my attention, and I was fully informed of its humanitarian aspects and assured of its non-profit motives, I instantly pledged a minimum of \$50,000 of Storz Broadcasting air time to promote the album. I also suggested to Morris Diamond of Mercury Records that he solicit pledges from other broadcasters. While the program has met with some success, it is indeed modest, and a great deal of additional broadcaster cooperation is necessary.

I hope you will feel as I do that the enclosed merits inclusion in your publication.

Thanks for your consideration.

## *An Open Letter To The Broadcasters Of America*

Dear Fellow Broadcasters:

Seldom have broadcasters had the opportunity to serve in the "international public interest!" Now, opportunity has knocked in the form of the United Nation's album "All Star Festival," especially created to aid the world's refugees.

Never have the various groups comprising our industry cooperated to such an extent! World-renowned artists have contributed their talents; recording companies, distributors and retailers have volunteered their services; the NAB and FCC have endorsed the album and its purpose; trade papers have devoted much space to alerting the broadcasting, recording and allied industries to the humanitarian purpose of "All Star Festival." In short, everyone has been informed of the

merit of this non-profit program *except* the public.

The six Storz stations, in the distinguished company of a number of America's radio chains and many additional independent broadcasters, have been pleased to pledge a generous portion of air time to the very worthwhile promotion of United Nation's outstanding album. But, *more* broadcasters are needed!

Radio and television promotion kits are available for the asking. Please direct your request to:

U. S. Committee for Refugees  
20 West 40th Street  
New York 18, New York.

The refugees of the world will thank you.

Graham Richards,  
Vice President, Director of Programming,  
Storz Broadcasting Co., Miami

## SPONSOR'S VITALITY GROWS

Congratulations. Now SPONSOR's vitality is growing week by week. The addition of the publisher editorial is extremely important and in general the magazine is now greatly improved.

Your gesture, incidentally, in mentioning Arthur Simon and *Radio-TV Daily* (11 March) will be particularly well received. It is certainly time that the trade papers recognize that they have established competitors.

Miles David,  
Administrative V.P., Radio Advertising  
Bureau, New York

## FRANKS FOR TOTS STORY PLEASING

We are delighted with article on 'Child-Mild' Weenie in your 18 March SPONSOR. Please send us 12 complete copies (and bill us).

Thank you.

Edward W. Quinn,  
President, Quinn & Johnson Advertising,  
Boston

## MORE FOOD BROKER KUDOS

Your key story in the 25 February issue "The Food Broker-Grass Roots Influential" was excellent.

Could you possibly send us 50 reprints of the story? Please bill the station. We would like to have them as soon as possible.

Thank you very kindly.

David O. Schwartz,  
Merchandising Manager, KCOP, Los Angeles

## CALENDAR

### APRIL

**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).

**American Marketing Assn.**, one-day conference on new products, Hotel Plaza, New York, (17).

**Assn. of National Advertisers**, international advertising workshop, Hotel Plaza, New York, (18).

**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**, 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 Hill Falls, Pa., (10-12).

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

**National Assn. of Educational Broadcasters**, national conference on instructional broadcasting at University of Illinois, Urbana, Ill., (13-15).

**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).



# THE SPREAD OF THE EAGLE

*Three Roman Plays by William Shakespeare*  
CORIOLANUS - JULIUS CAESAR  
ANTONY and CLEOPATRA

*Created for television in a new  
nine-part production by BBCtv*

Following the international success of the Peabody Award winning series "An Age of Kings", BBCtv is proud to present Shakespeare's Roman trilogy in a new nine-part serial form. Each play tells of a great personal tragedy woven into the violent tapestry of Rome's history. Each play underlines the concept of Rome as an ideal, greater than any individual—an ideal symbolized by the Roman Eagle, aloof, golden, cruel.

Produced and directed by Peter Dews who created "An Age of Kings", "The Spread of the Eagle" features a cast of hundreds with a distinguished company including Robert Hardy, David William, Keith Michell, Mary Morris, Beatrix Lehmann, Barry Jones, Peter Cushing, Roland Culver, Paul Eddington. Produced by BBCtv in one-hour episodes, "The Spread of the Eagle" will be transmitted first in Britain this year.

You are invited to contact your BBC representative for further information on the series.



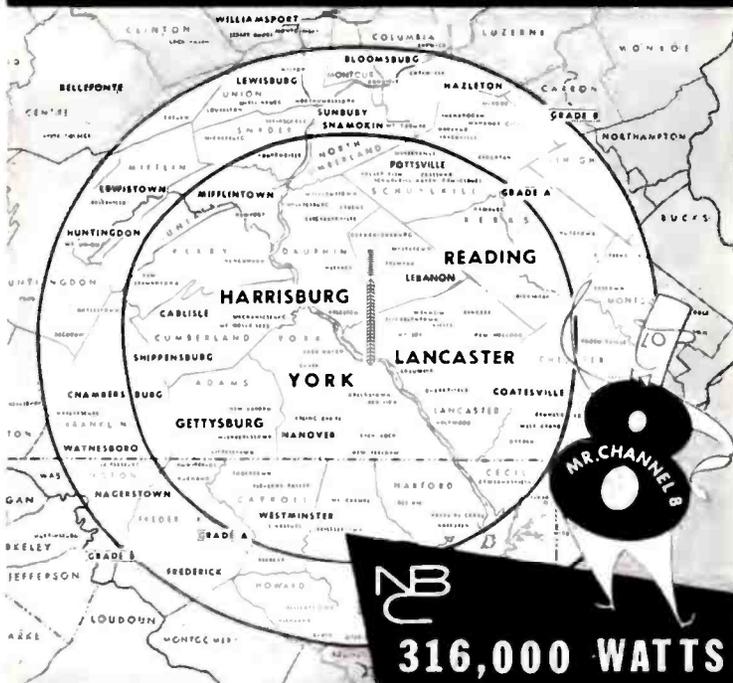
THE BRITISH BROADCASTING CORPORATION  
TELEVISION CENTRE, LONDON, W.12. 630 FIFTH AVENUE,  
NEW YORK 20, N.Y. NATIONAL BUILDING, 250 PITT  
STREET, SYDNEY VICTORIA BUILDING, 140 WELLING-  
TON STREET, OTTAWA 4. 354 JARVIS STREET, TORONTO  
5. RIO BAMBA 429, BUENOS AIRES. P.O. BOX 3609,  
BEIRUT. P.O. BOX 109, I.E.N.S. BUILDINGS, NEW DELHI.  
THOMSON ROAD STUDIOS, P.O. BOX 434, SINGAPORE.



you always win when you use **WGAL-TV**



**MULTI-CITY TV MARKET**



Only single medium assuring full sales power in the entire region . . . a multi-city market including the metropolitan areas of Lancaster, Harrisburg, York, and many other communities. And, area-wide, the Channel 8 viewing audience is unequalled by all other stations combined. This is full sales power. Use it to build sales and increase profits.

**WGAL-TV**  
**Channel 8**  
**Lancaster, Pa.**

STEINMAN STATION • Clair McCollough, Pres.

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

## TAFT BIDS FOR TRANSCONTINENT \$37.4 MILLION



TAFT

Transcontinent stock at \$21.20 per share in cash. Transcontinent, with 1,765,012 shares at 1962's year end, would bring a price of \$37.4 million.

**Cleveland radio station:** In addition to \$21.20 per share, Transcontinent stockholders would keep their interest in WDOK, Cleveland, valued at 80 cents per Transcontinent share. FCC rules require owner to hold station for three years before selling. Transcontinent bought WDOK in May 1962, barring sale before 1965.

**Nine tv stations:** Taft owns and operates radio and vhf tv stations WKRC, Cincinnati; WTVN, Columbus, O.; and WBRC, Birmingham, plus uhf in Lexington, Ky., WKYT. Transcontinent radio and vhf tv stations include WGR, Buffalo; WDAF, Kansas City; and KFMB, San Diego; a vhf station, KERO-TV, Bakersfield, switches to uhf 1 July; WNEP-TV, a uhf in Scranton-Wilkes-Barre; plus radio station WDOK.

**Multiple ownership problem:** As FCC rules allow one company to own but seven tv stations, with a limit of five vhf stations, two stations would have to go.

Said Taft: "The negotiations to be entered into between Taft and Transcontinent will include a determination of which stations will ultimately be retained by Taft.

**Transcontinent stockholders:** As they're listed by the SEC registration, major Transcontinent stockholders are: Paul A. Schoellkopf, Jr., and J. Fred Schoellkopf, IV, of Niagara Share Corp.; David G. Forman, Transcontinent chairman of the administrative and finance committee; George F. Goodyear, Buffalo Society of Natural Sciences; Seymour H. Knox of Dominick & Dominick, General Railway Signal Co.; Jack Wrather and Edward Petry & Co.

**SEC requirements:** Announcement of negotiations was made because of SEC requirements for disclosure of such transactions, since Taft is listed on the New York Stock Exchange. Transcontinent has been traded over the counter.

**Station sales:** A number of individual station sales over the years have brought large sums of money, but none ever approached the \$37.4 million scheduled to be paid for Transcontinent. Perhaps only real precedent in terms of size was merger of American Broadcasting and United Paramount Theatres in 1953, which involved network, plus owned and operated radio and tv stations in major cities.

**4A's moves:** Headquarters of the 4A's opens in the new Pan American building at 200 Park Avenue, starting today. New telephone number: 972-7200.

**Popsicle back in net tv:** Joe Lowe returns to network tv after six year absence to sponsor ABC TV's *Discovery '63* for

SPONSOR-WEEK continues on page 12

# SPONSOR-WEEK

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

"Popsicle" starting 17 May. Gardner is agency. Lowe used spot tv in 1962, spending \$260,440. TvB-Rorabaugh gross time figures show.

**S. C. Johnson marketing:** Samuel C. Johnson is new executive vice president of S. C. Johnson, effective 1 July, in charge of marketing and international operations. Divisions reporting to Johnson are: household products, service products, chemical and international, plus new products and public relations. Now in London, he'll return to Racine.

**New FC&B exec. veeps:** Foote, Cone & Belding has created three executive vice presidencies. William E. Chambers, Jr., general manager of the New York office, Richard W. Tully, in charge of western operations, and Charles S. Winston, Jr., Chicago general manager, fill the spots. All are in their 40s. FC&B calls move a step toward agency's program of shifting management responsibility to younger men.

**World War I tapped:** CBS News is going back to the turn of the century for a new tv series slated for 1964-65, titled *The Great War*. To most likely be a half-hour skein, it will be presented either within the framework of the current *20th Century* series or given its own berth. This opens up another "image-building" prestige opus expected to attract advertisers seeking an uplift, rather than a sales vehicle.

**Y&R's new blend:** Y&R has combined merchandising and sales promotion departments into a new department called marketing and promotion services department, headed by Hadley Atlas, presently director of the merchandising department. Peter Callery will be manager of marketing serv-

ices operation. Arthur Burdge in charge of creative sales promotion. Combination is said to be because of increased demands for consumer promotion, introduction of new products by clients and need to meet ever increasing changes in overall marketing pictures.

**Another radio boom:** Radio has "new legs," and if tv makes for "togetherness," radio enables "everywhereness," as is borne out by the fact that some 30 million radio receivers were produced last year, including over 19 million in the U. S. plus Far East transistor imports. This is but some of the ammunition the 1,977 NAB radio members are beginning to receive in preparation for National Radio Month to be



marked during May in all 50 states, the District of Columbia, and Puerto Rico. Themed on "Radio . . . the Mobile Medium," a kit is being sent by NAB to the stations, containing local material to tie in members with the national observance from a grass roots aspect.

**Highest Storer earnings:** First-quarter earnings for Storer Broadcasting, excluding non-recurring capital gains, totaled a record \$1,627,218 (67c per share).

SPONSOR-WEEK continues on page 14

# BMI

PROUDLY CONGRATULATES

**MAURICE JARRE\***

WINNER OF

**THE ACADEMY AWARD**

FOR THE

**BEST MUSICAL SCORE OF 1962**

COMPOSED FOR

**"LAWRENCE  
OF ARABIA"**

AND SALUTES THE PUBLISHER

**GOWER MUSIC, INC.**



**BMI**

\*Member of Société des Auteurs, Compositeurs et Editeurs de Musique

licensed for performance through

**BROADCAST MUSIC, INC.**

589 FIFTH AVENUE

NEW YORK 17, NEW YORK

CHICAGO, LOS ANGELES, NASHVILLE, TORONTO, MONTREAL

\*

# SPONSOR-WEEK

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

against \$1,238,627 (51c) in the same period last year. Stockholders have, meantime, approved the purchase for \$12,531,450 cash by the company of 439,700 Class B Common shares from chairman George B. Storer at \$28.50 each. The purchase will be financed by a \$15-million bank loan, with an existing bank loan of \$5 million to be repaid from the principal.

**Rating hearings end:** House rating hearings under chairmanship of Rep. Oren Harris came to an end in Washington last week with a warning from Harris to broadcasters, advertisers and rating services to improve or face government action. Nearly six weeks of testimony was climaxed by repeat appearance of ARB's James W. Seiler who talked about lawsuit brought against ARB by Nielsen for infringement of meter patent rights. Seiler said settlement with Nielsen which called for ARB to pay Nielsen percentage of gross revenue, didn't help ARB.

**Cowles joins Triangle:** Because of "uncooperative attitude and facts disclosed by the recent testimony before the Congressional subcommittee, we believe that you have not fulfilled the conditions of your contracts with us and have, in fact, breached such contracts." So advised Cowles Magazines and Broadcasting as it dropped Nielsen last week in the wake of the hearings. Cowles' *Look* and *Family Circle*, have been Nielsen Media Service subscribers, while its KRNT-TV has bought Nielsen Station Index. Action by Cowles follows on heels of dropping of Nielsen by Triangle Stations. In New York late last week, the Nielsen firm angrily called the Cowles move "opportunism," and said Cowles was using the Washington hearings as "an excuse for breaking their contract."

**RAB renews NAB invitation:** RAB last week again invited NAB to join in projects to improve radio research, first announced at NAB convention. "We would welcome NAB's financial support for pilot study we plan to conduct," said RAB President Edmund Bunker. RAB also said it was getting ready to discuss new radio research project with ARS on 22 April. NAB, itself, meanwhile was working toward improved research with committee under Westinghouse's Donald McGannon. NAB group met last week and is proceeding toward definite action.

**Negroes held back:** Although the networks might be willing to have a Negro performer star or appear regularly in a weekly series, the advertising agencies, representing the sponsors, are neither ready nor willing, according to a report on "Employment and Image of Minority Groups on Tv" prepared by the State Commission for Human Rights. However, commission chairman George H. Fowler adds that the five-month, in-depth survey of tv programming and casting practices has shown an improvement in the employment of Negro performers, and "the fear of sponsors that southern tv viewers might take reprisals against their products when a Negro performer was employed has little basis."

**Computer use growing:** Of 72 agencies responding to a survey by Pennsylvania U.'s Wharton School, 29 reported computer usage of some type, four said they will definitely use computer time this year, and one will definitely begin in 1964. All are in the over-\$10 million annual billings category, and the ones which indicated they will begin usage are in the \$50-99.9 million category. Nine of the respondents said they use computers to aid decision-making, 22 use them as research aid, and 15 for accounting and documents.

SPONSOR-WEEK continues on page 62

# Here's a sleeper that keeps 100,000 Detroit adults wide awake!

It's called AFTER HOURS, and that's when it's on—1:00-1:30 AM. To keep 100,000 men and women awake at that hour each Monday through Thursday a show's got to have something special. AFTER HOURS has it! The fascination of bright people talking about other people, places and things. Like José Jimenez talking about Bill Dana. Or host Ed Mackenzie chatting

about everyone (from Howard Hughes to Helen Hayes) and every thing that will keep his audience interested—and wide awake. Yes, AFTER HOURS has it! The magic that makes an audience respond . . . to the entertainment and to the sales messages. ABC Television Spot Sales has the whole story. Call them. (But not before 9 AM, please.)

**WXYZ-TV**  **DETROIT**

An ABC Owned Television Station

*CORINTHIAN* viewpoints on broadcasting as expressed  
in a series of recent advertisements.

**LICENSE...** "Spectrum users have to be licensed for one obvious reason; two people in the same area cannot, without interference, use the same frequency at the same time . . . Does this also mean program supervision by the licensing authority? At *CORINTHIAN* we believe that the public interest is best served by permitting broadcasters competitively to respond to the *PUBLIC'S* choice."

**RATINGS...** "Maligned, misunderstood, misused, and perhaps occasionally mistaken, ratings are here to stay . . . Where the customer does not pay directly for the product, ratings afford the only practical way to find out what he wants . . . Responsible broadcasters will always want an accurate measure of audience response as one more factor in developing a varied and free program service."

**SELF-REGULATION...** "Like people, organizations need self-discipline. Individual standards differ. Cooperatively-set standards are 'convenient and necessary' to insure acceptable performance and to preserve the integrity of the whole. In broadcasting this is achieved by The Radio and Television Codes."

**COMMERCIALS...** "Advertising is public persuasion—an effort to get someone to do something—an extension of the face-to-face persuasion that is as old as Eve seeking Adam. In a complex society advertising is an indispensable substitute for this personal salesmanship. It helps create mass demand and in turn mass production, mass employment and a high standard of living."

**PROFIT...** "THE PURPOSE OF THE COMPETITIVE PROFIT SYSTEM IS NOT TO ENRICH THE FEW, BUT TO RESPONSIVELY SERVE THE MANY. Those who serve best profit most . . . At the heart of the profit system is a simple idea; most needs are best met by letting the people *THEMSELVES* make their own decisions . . . the free choice of those who use and the competitive response of those who produce."

**FREE...  
AS IN  
FREEDOM**

... "Faith in the discriminatory  
premise of the First Amendment  
premise applies to both ball  
tutions of freedom do not endure  
endure because they are free.



*god sense of the people is the  
nd of democracy itself. The  
x and television set. The insti-  
cause they are perfect. They*  
**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

People  
try it  
and they  
like it

Result:

KPRC-TV is first in sales in Houston. Next time you're thirsty for sales try the one fine TV station sold everywhere at popular prices. Just say . . . "HEY PETRY, KPRC-TV."



KPRC-TV, CHANNEL 2, HOUSTON  
Represented Nationally by Edward Petry & Co.

ALSO BREWERS OF  
KPRC RADIO



# SPONSOR-SCOPE

15 APRIL 1963 / Copyright 1963

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

A broadcaster might do well to have located his 50-kw radio or vhf-tv transmitter in White Plains, N. Y. He could virtually provide advertisers with a one-station saturation campaign.

The U. S. Department of Commerce says White Plains is the maximum concentration point for population in the United States. Government based its analysis on a 50-mile radius around each of 686 population points in the United States and found 15,954,817 living within White Plains area in 1960.

Manhattan, where tv towers are located, ranks 30th with "only" 15,566,745 people in their 50 mile radius.

Meetings with subscribers to answer any and all probe-provoked questions are being planned by A. C. Nielsen.

Nielsen knows clients have questions to ask following Harris rating quiz and will try to provide answers. New York and Chicago are definite on the schedule for meetings though other cities are being considered. The meetings, understandably, are closed sessions.

Buyers often think only of morning traffic time when they want to reach adult male radio audiences.

But research from The Katz Agency shows sizeable adult male radio audiences available during certain evening hours with a cpm which compares favorably with morning traffic time. Among examples cited by Katz are:

	Average		Cost per 'Announcement	cpm adult men
	Quarter Hour Mon-Fri	Adult Man*		
<b>KNUZ, Houston</b>				
Evening	7-8 pm	8,900	\$17.00	\$1.91
Morning Traffic	6-9 am	12,200	\$29.00	\$2.38
<b>WSPD, Toledo</b>				
Evening	7-8 pm	6,800	\$19.00	\$2.79
Morning Traffic	6-9 am	5,300	\$30.00	\$5.66
<b>WGBS, Miami</b>				
Evening	7-8 pm	6,400	\$25.00	\$3.91
Morning Traffic	6-9 am	6,100	\$34.00	\$5.57
<b>WSAZ, Huntington</b>				
Evening	7-8 pm	4,735	\$10.00	\$2.11
Morning Traffic	6-9 am	4,630	\$14.00	\$3.02
<b>WFBM, Indianapolis</b>				
Evening	7-8 pm	4,200	\$7.50	\$1.79
Morning Traffic	6-9 am	5,000	\$14.00	\$2.80

\* Source: Pulse

Two major broadcast advertisers—Bristol-Myers and Avon Products—are moving toward major doorbell-ringing rivalry.

Bristol-Myers subsidiary Luzier has been adding to its cosmetic line and strengthening its field staff for a number of years. Door to door "consultants" increased by one third last year. First national advertising assault is now being launched. "McCall's" is currently being used, though some spot tv testing was done in 1962.

Home selling cosmetic field has long been dominated meanwhile by Avon (77 years) with Beauty Counsellors the challenger. Added interest came last year when Korvette entered national distribution with its Eve Nelson line. Avon, TvB-Rorabaugh reports show, spent \$5 million for spot tv alone in 1962.

**"Big Brother Is Watching You!"** might well be the slogan for at least two of the largest air advertisers in the country; meanwhile, 12 additional agencies have signed deals to monitor tv station advertising.

Y&R was first to order daily commercial audit a month ago and now is joined by Benton & Bowles, Compton, Dancer-Fitzgerald-Sample, Grey, Lennen & Newell, Arthur Meyers, Morse International, Ogilvy, Street and Finney, and Tatham-Laird. **Negotiations for other big name agencies are under way.**

Of especial significance: P&G, General Foods, Brown & Williamson and other major accounts are well represented among those signing.

**Of even greater significance:** a number of agencies signing are understood to be planning to use the off-the-air check as the **"affidavit of performance."** Station practices, including promised rotations, product protections, and time slotting, will draw scrutiny of agencies buying the service.

**Did the prolonged newspaper strike make New Yorkers more entertainment-conscious? Or, are network and local screenings of post-1948's heightening viewer desires to see movie stars?**

In any event, WABC-TV, N. Y. pulled an unusually high rating when it carried the ABC TV Oscarcast last week. In the New York area, an estimated (according to Nielsen) six million homes saw some or all of the show. That's 78% of all viewing homes in the area.

**Average rating for the Academy Awards on WABC-TV: 55.6 average with 59.2 peak.**

**Commercial tv stations, and their advertisers, in Denver won't have to worry about whatever inroads pay-tv may make until July.**

The starting date of an FCC-approved start of pay-tv in Denver has been shifted to early July from early April. McFadden-Teleglobe, which holds the franchise for the test, expects to launch the pay-as-you-watch experiment with some 400 subscribers—more than were rounded up for the start of the pay-tv test in Hartford, Conn.

**Ford Motor Co. is proving to have fairly volatile top-echelon lineups, but it isn't likely to affect the motor firm's heavy air schedules.**

Last week, Ford named its fourth president within a three-year period: Arjay R. Miller, who succeeds John Dykstra, who's retiring.

Miller is considered an aggressive merchandiser of autos, a firm believer in mass-media advertising. At 47, Miller is one of the youngest corporate executives of a major auto-making company.

**Viewers watch specific stars and movies on the two NBC TV feature-film shows, and do not merely watch the series out of habit, research figures strongly suggest.**

A quartet of commercial minutes in both shows, NBC figures, would reach "an unduplicated total of 61% of all U.S. tv homes in a month."

Since this is nearly three times the size of the rating of the movie shows at any average minute, it's fairly obvious that viewers check listings closely, watch particular movie favorites.

NBC, incidentally, claims an average cpm of \$2.94 for the movie shows (based on an average cost-per-minute of \$31,500).

**Loss of some nice tv billings (U.S. Steel and GE drama series cancellation; reductions by Armstrong and Du Pont) at BBDO is resulting in staff cutbacks.**

Word around the agency is that nearly 100 BBDO-ers are getting the ax, and the end is not in sight.

Among those exiting is Everett Hart, tv-radio producer, and art director George Olden.

**Add to your list of Madison Avenue-isms "Excitement Engineer," for which read marketing consultant.**

Stanley Arnold, an independent New York consultant on marketing, has coined the self-term in connection with an article he wrote in the current issue of Boston University's "Business Review."

Arnold took a swing at "image" campaigns in tv and radio, stating: "Consumer ads designed primarily to produce 'images' are usually wasteful in today's market. What is the sense of spending two years' budget to project an image when in that time you might not be in business."

A more effective approach, which threatens to produce an "imminent marketing revolution," according to Arnold, is creation of "consumer excitement."

**Arnold's conclusion:** "Sales promotion can frequently do today what advertising does tomorrow. We are not knocking advertising, but advertising alone no longer does the job."

**If any red-headed moppets wearing bright green beanies and yellow sweatshirts get lost at the 1964-65 World's Fair—have no worries.**

RCA will have a special Color TV Center at the Fair, featuring working color receivers and see-yourself-in-color setups, as well as extensive promotions for NBC TV color shows.

One feature of the RCA center: a closed-circuit tv network to 200 receiving points throughout the Fair, which can be used to televise lost kids to anxious parents.

**With rumors of FCC chairman Newton Minow's departure from the Commission gaining ground, networks are axing several Minow-prodded program series designed for children's audiences.**

There are really two reasons for this: (1) few of the young-viewer shows produced along prestige lines have developed audiences of a size which will attract the practical eye of advertisers, and (2) with prime time largely sold out, networks must move advertisers into daytime and afternoon periods to handle additional business.

# SPONSOR-SCOPE

(Continued)

*(Continued)*

Among the shows being bounced are "Shari Lewis Show" on NBC TV, "Discovery" as a daily show on ABC TV (it'll be seen once weekly in fall, with "Wagon Train" reruns in the daily slots) and "Reading Room" on CBS TV.

**Stations are finally becoming resistive to the ever-increasing prices being asked in syndication for choice post-1948 feature films.**

A KTTV, Los Angeles source admitted to us that the station had been approached as a potential buyer in the L.A. market for the Paramount post-1948 backlog (Paramount's older films are distributed by MCA).

The price was so high per picture, KTTV said, that "we had to turn the deal down."

The station, meanwhile, is getting plenty of national spot business. Since deciding to set up its own rep offices in New York and elsewhere to provide agency buyers with "close personal service," KTTV has gained "anywhere from 50% to 100% more spot business."

**Latest barometric indication that New York is making gains as a production center: an upbeat in permits processed by the city for "tv, motion picture and general photography."**

The N. Y. Department of Commerce & Industrial Development noted that 178 such permits had been handled during March. The figures, said Commissioner Louis Broido, indicate "a steady increase in video tape and film production in the city."

Among New York tv projects: "Naked City," "The Defenders" and a Kraft show by MCA starring John Forsythe.

**The computer trend is making for some interesting corporate marriages in the research field.**

Latest one: Simulmatics Corporation, a leading computer simulation company, and Creative Marketing Analysts, Inc., have merged.

The first of these firms specializes in "simulating probable results of future actions" via computers, such as the firm's "Media Mix" studies. CMA specializes in consumer questionnaires and retail audits on product sales.

**This summer, Salada is taking its first plunge into network tv with an interesting new warm-weather product.**

It's Salada Ice Tea Mix. Unlike other instant ice teas it contains lemon and sugar; all a user needs is water.

Salada will debut the product nationally on 27 May for a 13-week initial campaign on two personality shows: Johnny Carson's late-night-show on NBC and via Arthur Godfrey on CBS. Test-marketing was done last summer in Tampa.

**POST NO BILLS**

**NEW SERIES**

of syndication's hottest cartoon property!

**NOW  
AVAILABLE**

★★ Most powerful sales support ever! ★★

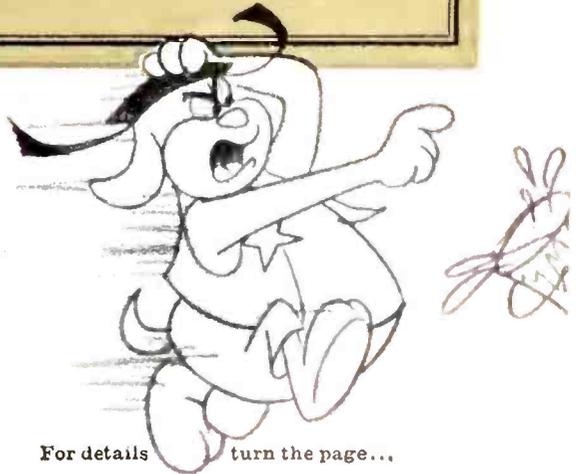
**MERCHANDISING**

☆ For leading advertisers a proven ☆

**SALES  
SENSATION**

Coca-Cola, Keds, Kool Aid, Ford, Bufferin, Lay's  
Potato Chips, M&M Candy, Post Cereals, Wonder  
Bread, Pepsi-Cola, Wheaties, Wrigley, Marx Toys,  
Lionel, Kleenex, Cheer, Carnation, Cheerios, etc.

**RESERVE YOUR MARKET!**



For details turn the page...

# 104 CARTOONS

Starring Deputy Dawg, Ty Coon, Muscle, L'il Whooper, Vincent Van Gopher and other Terrytoons favorites

## TERRYTOONS' DEPUTY DAWG SERIES THREE!

★★★★ Available on a library basis ★★★★★

BOOKS, COMICS, TOYS, APPAREL!  
The greatest merchandising ever!

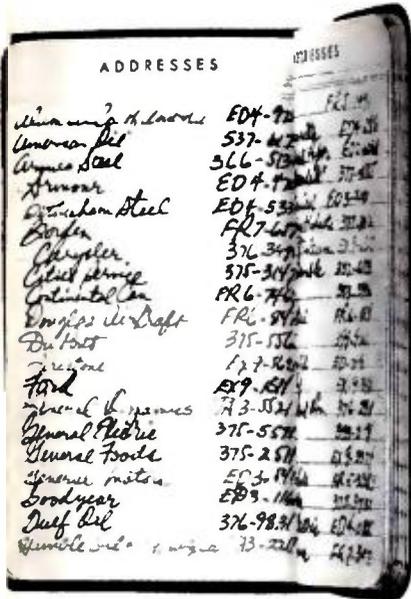
CALL, WRITE OR WIRE  
**CBS FILMS**

Offices in New York, Chicago, San Francisco, Atlanta, Dallas



# DATA DIGEST

Basic facts and figures  
on television and radio



the company she keeps

## How much does state-of-mind affect sales?

A new qualitative research service was unwrapped this month, in the offices of Marketing Evaluations, Manhasset, N. Y. Executive director Jack Landis (former director, developmental research, JWT) disclosed the six-months-old firm's first service, "Product Q," a system of continuous measurement of consumer reaction to products and advertising.

ME's Product Q is based on the thesis that state of mind is linked to sales. Most professional researchers consider the state-of-mind sales link an established fact. What Product Q will do is measure it.

The Q (for Qualitative) is determined by dividing the percent of interviewees who have an opinion about a product into the percent who rate it "one of the best."

Suppose two brands have the following standings:

	Brand A	Brand B
Have any opinion	81%	43%
Rated "one of the best"	23	15

Currently Brand A is known by more people and has more people believing it "one of the best." The Q rating is found by dividing the "best" rating by the "any opinion" score:

	Brand A	Brand B
Q rating	27	35

On this basis, says ME, Brand B is potentially stronger. Among consumers who know about it, more rate it at the top of the attitude scale. If it can raise its level of awareness, it will be a formidable competitor in the future.

Product Q began the month with one charter subscriber, Scott Paper, and last week picked up General Mills. Cost to advertisers is based on yearly ad budget per product, but minimum fee is \$15-20,000 per product a year. Charter subscribers pay the minimum rate regardless of ad budgets which normally would qualify for higher rate.

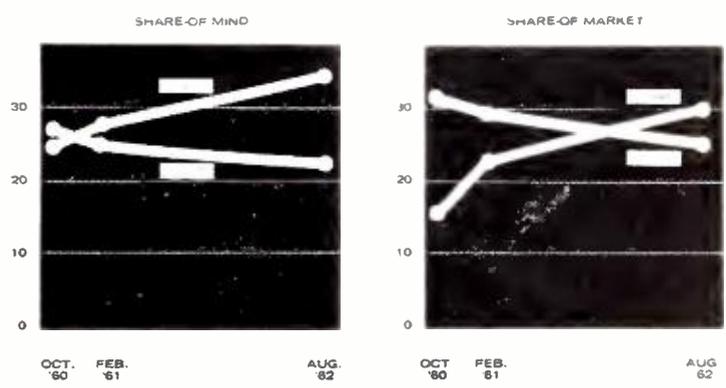
Co-founder of Marketing Evaluations, with Landis, is Henry Brenner, president, Home Testing Institute-TvQ.

Forty of the fifty largest U.S. corporations have a Charlotte address. Not because of its beauty. But because Charlotte is one of the largest commercial and distribution centers in the Southeast. There are more people within a 75-mile radius of Charlotte than in a corresponding radius around Atlanta, Indianapolis, Kansas City or Minneapolis. The largest businesses in America are in Charlotte to reach these people. You can reach them through WBT Radio Charlotte. For over 40 years, WBT has had the largest adult audience for the 37-county basic area...the audience that receives and spends most of the Charlotte area's \$2,612,400 worth of spending money.\* Join the company that Charlotte keeps—through

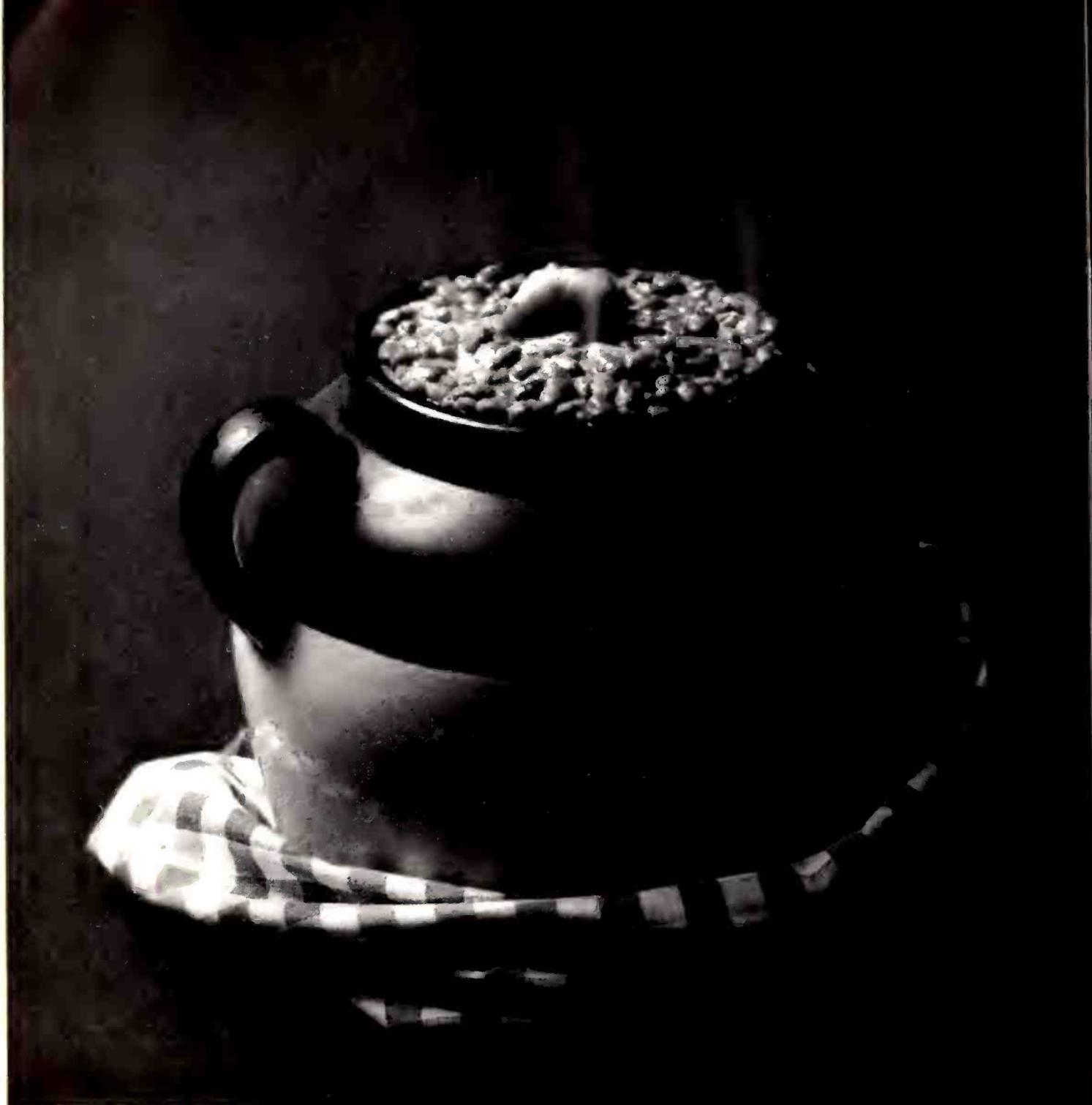
**WBT RADIO CHARLOTTE**  
Person Standard Broadcasting Company.  
Presented nationally by John Blair & Co.

\*SOURCE: SURVEY OF BUYING POWER

## SHARE-OF-MIND FORECASTS FUTURE MARKET ACTION Crest vs Colgate: 2 Years After ADA Announcement



**State-of-mind's link to sales is demonstrated**  
ME illustrates here the two-year pattern of Crest toothpaste's surpassing of leader Colgate after ADA public announcement of its favor for Crest



## Go to New Orleans for Boston Beans?

Of course not! They've got a special taste for beans in Boston. Successful advertising takes local flavor into account. Spot TV avoids the uniformity of "national" advertising. It gives you market-by-market emphasis.

Ninety-two of the top one hundred advertisers use Spot TV. It's used to bolster a softening sales picture; to meet

the challenge of new competition; to apply seasonal control or timing; to test a program, a product, a merchandising idea. Market-by-market is the efficient way to buy TV today.

TvAR, representing a select list of major market TV stations, can show you how to get more out of your advertising dollars by buying on a spot-your

market basis. TvAR's "Television Spot Test" enables an advertiser to document the effectiveness of Spot TV. TvAR's "Brand Comparisons," give the exact status of over 500 brands in our eight represented markets.

Spot TV is the flexible advertising medium. TvAR is the personalized service. Why not take advantage of both?



TELEVISION ADVERTISING REPRESENTATIVES, INC.

REPRESENTING

WBTV CHARLOTTE (JEFFERSON STANDARD BROADCASTING CO.) • WTOP-TV WASHINGTON AND WJXT JACKSONVILLE (POST-NEWSWEEK STATIONS)  
WBZ-TV BOSTON, WJZ-TV BALTIMORE, KDKA-TV PITTSBURGH, KYW-TV CLEVELAND AND KPIX SAN FRANCISCO (WESTINGHOUSE BROADCASTING COMPANY)  
TvAR Offices in New York, Chicago, Detroit, San Francisco, Los Angeles and Atlanta



any  
market's  
only  
as big as  
you  
think  
it  
is

**Especially when the top 100 list has been thrown away.**

**Admen now use better measurements which shatter flat market profile, open new creative opportunities**

**T**elevision has dropped an electronic bombshell on the nice, standard market rankings of yesteryear. Many markets which were previously excluded from consideration by national advertisers are now included in media planning, all because of changes in marketing caused by tv.

But, if you want to start an argument on Madison or Michigan Ave-

nues, or want to see tv admen from top client brass down to junior assistant agency estimators turn a delicate shade of purple, just talk about top 100 tv market rankings.

Seldom has there been a topic on which there is so much apparent confusion, both emotional and mathematical, as there is in the realm of market-size research. In the eyes of

many station reps and broadcasters, the ranking of tv markets by agencies often seems irrational, or at best, unfathomable.

Market ranking is a highly important aspect of spot tv, and one of the haziest areas in the complex methodology of timebuying. Within agency walls, there are usually three basic methods of ranking television markets:

- by size of metro area
- by tv market coverage
- by "average quarter-hour" or "sets-in-use."

Of these, the first has a historical edge. When media discussions concern newspapers—the bulk of whose circulation is in metropolitan areas—the concept has considerable validity. Tv's ability to leap artificial and natural boundaries

has kicked a real hole in this method. The beyond-metro-area reach of tv has often resulted in the combining of several metro areas into one television market such as New York-Newark-Jersey City; Hartford-New Haven, etc.

Even where the outside area covered by tv stations does not encompass another established metro area, tv has had an important ef-

### Top 25 markets—but whose top 25 do you mean?

*Here are the nation's top 25 tv markets, measured by commonly-used yardsticks of tv circulation, retail sales, tv sets-in-use, and spot tv advertising weight. Each of these measurements is an accurate reflection of part of the market; no one of them is a definitive measure of the market itself. Advertisers and agencies use these, and many other rankings, in solving different parts of the individual problem of each campaign; no single ranking is an all-purpose tool.*

	Tv homes credited to dominant station, 25% cutoff	Metro area retail sales per household	Quarter-hour sets-in-use ARB	Spot revenue FCC '61
<b>New York</b>	1	96	1	1
<b>Los Angeles</b>	2	83	2	3
<b>Chicago</b>	3	23	3	2
<b>Philadelphia</b>	4	123	4	4
<b>Boston-Manchester</b>	5	24	5	5
<b>Detroit</b>	6	75	6	6
<b>San Francisco-Oakland</b>	7	76	9	9
<b>Cleveland</b>	8	55	7	8
<b>Pittsburgh</b>	9	153	8	7
<b>Washington</b>	10	51	12	11
<b>St. Louis</b>	11	150	11	10
<b>Baltimore</b>	12	71	16	14
<b>Dallas-Ft. Worth</b>	13	20-60 <sup>1</sup>	13	20
<b>Cincinnati</b>	14	136	18	21
<b>Minneapolis-St. Paul</b>	15	50	14	19
<b>Hartford-New Haven-New Britain</b>	16	13	10	13
<b>Providence</b>	17	198	41 <sup>2</sup>	5
<b>Indianapolis-Bloomington</b>	18	31	15	15 <sup>6</sup>
<b>Miami</b>	19	86	22	23
<b>Milwaukee</b>	20	99	20	17
<b>Kansas City</b>	21	37	21	16
<b>Charlotte, N. C.</b>	22	38	40	5
<b>Sacramento-Stockton</b>	23	89	28 <sup>3</sup>	35
<b>Atlanta</b>	24	63	24	25
<b>Buffalo</b>	25	122	19 <sup>4</sup>	12

1. Separate figures for two cities. 2. Seattle-Tacoma is 17th in ARB ranking. 3. Houston is 23rd in ARB ranking, 4. 19th, excluding Canadian viewing, which would raise the market into approximately 10th position. Columbus is 25th in ARB ranking. 5. Unranked by FCC. (2-station market). 6. Houston, 18th.



	(00)	(00)	(00)	(00)		
Ensign	201	95	200	68	202	25
Fort Myers	202	94	198	70	218	14
Klamath Falls	203	85	205	58	202	25
Lima	203	85	206	53	205	24
Greenwood	205	83	202	63	189	33
Missoula	206	80	204	61	208	21
Bellingham	207	78	208	51	212	19
Huntsville	207	78	209	50	179	42
Big Spring	209	74	209	50	214	16
Dickinson	210	70	214	44	211	20
Grand Forks	211	68	212	45	208	21
Fort Dodge	212	62	211	47	198	28
Laredo	212	62	206	53	200	26
Decatur, Ala.	214	59	212	45	206	22
Mitchell	215	54	215	43	214	16
Clovis, N. Mex.	216	51	216	39	217	15
Biloxi	217	50	217	37	212	19
Pembina	218	45	219	35	222	11
Florence, Ala.	218	45	220	34	206	22
Aberdeen, S. D.	220	44	217	37	220	13
Bay	221	38	222	30	218	14
	221	38	222	30	222	11
	223	34	224	25	220	13

### Hungry computers demand more market facts

Superhuman capacity of computers means that, given facts, machines can reinterpret market status in a score of ways. Meeting the demands of machines (shown, Y&R's with president Gribbin) are new demo-

graphic studies, such as men-women-children breakdown of all tv markets, released this month by RKO General. Research director Frank Boehm says figures can be programed to pinpoint product buyers.

fect. In many cases there are enough suburban communities outside the metro that the aggregate population is actually as large or larger than in the metro.

The second major method is that of rankings based on tv market coverage, drawn mostly from Nielsen or ARB coverage studies. These usually involve taking the largest station in the market and operating with a cutoff level derived from the circulation of the market. (Cutoff . . . giving all homes in a county to the dominant station which reaches 25%, or 50%, of all homes weekly, or whatever cutoff figure is selected.) Almost all of the rankings based on this method include overlap from one market to another, and duplication.

The third method is ranking based on "average quarter hour" or "sets in use." This method takes

the average homes reached by each station in a given broad time period; the figures for all local stations in the market are added; this gives the market total for ranking. This



#### Doing it the hard way

Big agencies don't use published data, says Ken Mills, associate research director at Katz. "Each agency's media research dept. develops its own formulae, then draws up actual lists."

method has achieved considerable measure of acceptance among major agencies.

What are the limitations of these methods? According to rep research specialist Cris Rashbaum, of HRP, the geographic method is limited by the cutoff level itself. "To say that a station is effective in a whole county where it may reach only 25% of the homes in that county in a week is pretty darned liberal," says Rashbaum. "The geographic method of ranking cannot deal effectively with the problem of how much viewing a station has.

"By contrast, the sets-in-use method is effective in terms of depth of viewing. This method says that New York is the number one market in the country not because more people view a particular station once a week, but because more people are watching more stations

*(Please turn to page 52)*

## Tv and radio boom a small western firm to nation- wide distribution



### Golden Grain sponsors 17 network programs

"Concentration" is one net program used. (l-r): Tom DeDomenico, v.p., dir. of sales; Hugh Downs, host; Paul DeDomenico, sales, ad mgr.; Paskey DeDomenico, president, discuss promotional plans for Golden Grain

### Golden Grain spends \$3.5 million in advertising 75% goes to network and spot television Family owners do research, testing, marketing

**M**arketing mavericks in San Francisco, namely the DeDomenico brothers, have proven that business instinct, home research, a dash of test-marketing, mixed with heavy television advertising is a successful recipe for launching a new food product on a national scale.

Only five years ago, Golden Grain Macaroni Co., owned by the DeDomenico family, was just another regional producer of macaroni products. That year the company's ad budget totaled \$60,000 and business volume a comfortable \$8-9 million. In '63, ad spending will reach \$3.5 million and sales are expected to soar to the \$30-million mark. Broad product diversification is taking place and national distribution has been accomplished.

Much of the company's success is attributed to spot and network television advertising which comprises approximately 75% of the total ad

budget placed through agency McCann-Erickson, San Francisco.

**Tv for demonstration.** After experimenting with all media, the Golden Grain executives found that tv was the best vehicle for introducing new food products. It worked in 1958 for the Rice-A-Roni products. Now the company's witnessing added proof with the present national introduction of convenience dinners.

Tv dollars primarily go into hard-selling commercials on 17 daytime network shows: about 25% is allocated for regional advertising or additional impact in key markets.

"Television offers us demonstration of product, not only in use but in preparation. This is most important when introducing a new food recipe idea," says Paul DeDomenico, national sales and advertising manager for Golden

Grain. "We must explain what the product is, and how it is prepared and used, in addition to creating a desire on the part of the consumer to purchase it.

"Our convenience dinners are unknown to most consumers. We are not interested in selling the words or names, but in showing what the products are."

When the company is looking for repetition of brand names it turns to radio. The family feels radio builds a brand awareness faster and more efficiently than other media.

Golden Grain uses radio but no tv to advertise its regular line of more than 500 food items on the West Coast, including macaroni products, dried vegetables, gelatins, and soups. Convenience dinners are currently advertised via tv. No radio is used because the line is new.

**Family success story.** The story of the Golden Grain Macaroni Co. is a family one—three generations long. During the early years of the business, Domenico DeDomenico, founder of the company, sold his products in bulk to Italian-Ameri-

can families in and around San Francisco. His wife supplied the recipes that had been handed down to her from the old world.

Now Domenico's three sons manage the business. Paskey, the eldest, is president; Vincent, general manager and secretary-treasurer; Thomas, vice president and director of sales; Paskey's son, Paul, is national sales and advertising manager.

With close teamwork, the family has built the company into a major operation: five factories, 20 warehouses, and 70 food brokerage firms produce, distribute, and sell Golden Grain products, achieving 84% national distribution.

**Home research.** Most of the firm's products, especially the new convenience dinner items, are first "tested" in the kitchens of the DeDomenico wives.

Rice-A-Roni, the product line that sparked Golden Grain's rapid growth since 1958, was the result of a surprise dinner Tom DeDomenico's wife cooked for the family. The children, unable to pronounce the combination dish of rice and macaroni (actually a pilaf), shortened it to ricearoni. The name was short and catchy and presented a clear image of the product. It stuck, and was used when Vincent decided to package and market the product.

**Marketing mavericks.** The DeDomenico family marketing success is based more on instinct than long-time planning and research. The company jumped right from test markets Seattle and San Francisco into the fiery competition of New York, and then into the throes of national warfare.

It wasn't until '58 that the brothers decided to try national distribution. They knew that 50% of the food items found on today's supermarket shelves were there only five years. Keeping this in mind they discussed what products would best compete in the race for the precious shelf space at the supermarkets.

They also considered the time element, knowing that the products first on the market would be most likely to capture the lion's share of

that market. The product was Rice-A-Roni and the time to start was immediately. The results of the campaign proved to be excellent.

The success of the Rice-A-Roni concept—quick convenient foods which may serve either as complete dinners or as side dishes—was responsible for the family decision to introduce new products in the same category for convenience dinners. West Coast market tests proved immediately successful and the four products were introduced nationally last month. Besides spending more on advertising than ever before, Golden Grain is willing to spend \$33 million on the national introduction of its new line through a coupon offer made in magazines. The total retail cost of the four-item package is only 66 cents, instead of \$1.66. (The company offers a refund of \$1 on every set if the purchaser remits all four box tops.)

Direct competition comes from General Mills, Betty Crocker, and Lipton, but there is indirect competition from any convenience food line, whether it be dry foods, frozen foods, or canned foods. However, the DeDomenico brothers are not afraid of competition.

Paskey DeDomenico told SPONSOR: "We learned early that quality of product is of prime importance. Then we learned the value of test-

ing and consistent advertising. We also learned that the grocer is a most important factor governing success or failure in the marketplace, and we learned to serve his interests. We have found that no manner of competition can outweigh the values produced by these three lessons."

**Diversification.** Golden Grain started out as a macaroni company, but has included rice as the important staple in its nine nationally-advertised-and-distributed products (Rice-A-Roni and convenience dinner lines).

The Rice-A-Roni products include custard pudding, Spanish rice mix, with beef flavor, rice with chicken flavor, and rice with cheese. The convenience dinners include Noodle-Roni, Spaghetti Dinner, Twist-A-Roni and Chicken, and Scallop-A-Roni.

Golden Grain recently announced the purchase of the D. Ghirardelli Chocolate Co. of San Francisco "in order to diversify the company's interests." Ghirardelli, in business a century, has been marketing its line of chocolate candy, instant cocoa, and ground chocolate in 13 states.

"With good products, good marketing, and good advertising, we feel secure of ever-expanding acceptance of Golden Grain products," says Paskey DeDomenico ▀



**It all started in San Francisco**

"Something new from San Francisco" is the theme of the commercials. Pictures from the city, such as view of Golden Gate Bridge above, are featured in spots. DeDomenico family has marketed products in S.F. since company began in 1912

## Fall network schedules preceded by early spring



Judy Garland Show / CBS TV



Danny Kaye Show / CBS TV



Bob Hope Show / NBC TV



Jerry Lewis Show / ABC TV

This year, for the first time in tv's rambunctious history, advertisers could examine upcoming prime time schedules of three competitive networks six months before the fall season's start.

For the first time in many seasons, there's a big-money nighttime quiz show, *100 Grand*. ABC TV is planning to drop this supposedly "fool-proof" quiz show into the Sunday 10 p.m. slot. In the eyes of ABC TV program builders, *100*

*Grand* could most assuredly not be regarded as iniquitous and therefore subject to any of the heinous influences that befell scandalous quiz shows in the late '50s.

CBS TV, first to lock up a new season's schedule so early in the year, now has 87% of its prime time hours sold. NBC TV has nearly 82% sold; ABC TV some 65% of its fall programs signed.

Many advantages came with the locking up of skeds so early.

For one, agency program chiefs—with a staggering \$500 million to spend—could examine the '63-'64 programs without having to make hurried judgments. Some goodies are being tasted with bliss, others with blight, but the feeling on Madison Avenue is one of genuine excitement.

Network executives are insisting that '63-'64 will be the most exciting year in video's history. Programs, in the main, are expected to



Favorite Martian / CBS TV



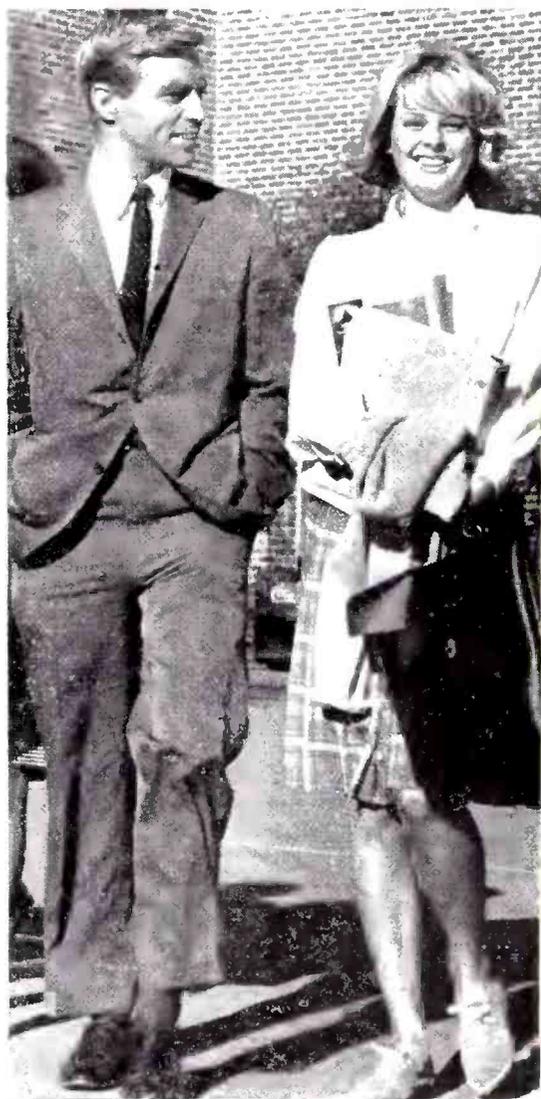
Travels of Jaimie McPheeters / ABC TV

Schedules reveal fewest changes on CBS, most on ABC



East Side, West Side / CBS TV

Paul Henning Series / CBS TV



Mr. Novak / NBC TV



Grindl / NBC TV

shine, network billings to soar.

Predicts Michael H. Dann, who recently stepped into Hubbell Robinson's CBS TV job as program major domo: "We are on the verge of the most exciting season since the early '50s."

Dann, incidentally, was not only speaking of the CBS TV lineup; he was also doffing his cap in the direction of NBC TV and ABC TV

For complete nighttime schedule, turn page

lor there is excitement in the air on three networks this fall.

Virtually all big advertisers are committed to programing buys for the '63-'64 season. There are orders in from such top drawer national advertisers as Procter & Gamble, Liggett & Myers, Kellogg, Lever Bros., Brown & Williamson, Philip Morris, P. Lorillard, General Mills and many others.

Agency leaders predict that CBS TV will get its biggest competition on Monday and Friday nights. They think it will remain the dominant network on other nights.

There are significant shifts in advertising expenditures for the coming season. Richard A. R. Pinkham, senior v.p. in charge of media and programs at Ted Bates & Co., indicates that Bates is betting heavily on CBS TV for the '63-'64 season. The agency switched some \$20 million in billing for American Home Products from ABC TV to CBS TV.

On the other hand, there are agency chieftains, including George Polk, BBDO v.p. in charge of program planning, who describe ABC as an innovator with some exciting product to unveil.

The trend, of course, is to more participation buying, co-sponsorship and less full program buying on the three networks. CBS has been most successful in curbing the minute participation buys.

It is SRO for many of the top new shows. Armstrong, American Motors, and Ralston/Purina have bought into *The Danny Kaye Show*, which is budgeted at \$153,000 on CBS. The highest priced weekly show is the Bob Hope series on NBC, listed at \$230,000. Chrysler, in acquiring this biggest single-season tv contract, becomes one of the few major clients with full sponsorship of a weekly 60-minute tv presentation.

It is not too bright a picture for the Hollywood tv film makers on the Coast, insofar as the new season is concerned. The networks are making fewer purchases from the big vidpix makers. All told, the three networks will have purchased some 24 series from the film makers. This current season they bought a total of 37 series.

(It breaks down thusly: ABC will have bought ten for the new season as compared to 16 this year; NBC has pacted 11 compared with 13 this semester; CBS bought three for '63-'64 compared to eight for the current season.)

The plus marks for next season go to MGM-TV, which will jump from one to six network series for next season. Networks and advertisers alike would like to see big film makers come up with more hits like MGM's *Dr. Kildare* series, or top-notch product as *Beverly Hillbillies* and *The Defenders* from smaller telefilm makers.

CBS TV will come to bat in '63-'64 with some 26 of its '62-'63 powerhouse programs. On the other hand, ABC and NBC, together, will continue about 27 programs. CBS plans to introduce seven new shows: NBC, nine, and ABC, 19.

CBS is programing fewer half-hour features and two more one-hour shows than currently; NBC is presenting one less half-hour show and one more hour show; ABC is offering three programs in the 90-minute or two-hour format in '63-'64.

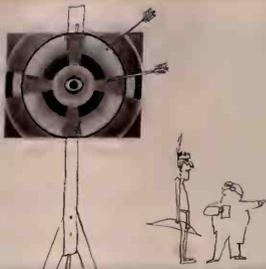
The score card now reads like this:

CBS, 16 hours and 16 half-hours; NBC, 16 hours, six half-hours and three 90-minute-or-longer shows; ABC, 12 hours, 15 half-hours and three 90-minutes or more.

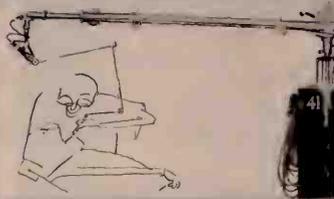
**Vital statistics.** Other vital sta-  
(Please turn to page 49)

# OLD and NEW shows for 1963-64 season

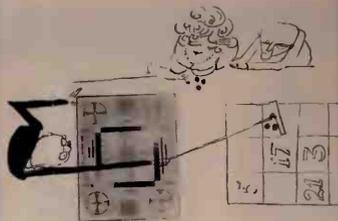
	SUNDAY			MONDAY			TUESDAY			WEDNESDAY			THURSDAY			FRIDAY			SATURDAY				
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC		
7 30		BY TAYLOR WARTIAN \$58,000 DA		STAND BY L&M Schick	TO TELL THE TRUTH Whitehall R.J. Reynolds \$41,000				MARSHALL DILLON [Local sale]				FLINTSTONES Best Foods Welch	PASSWORD R. J. Reynolds Soedel									
8 30	JAMIE McHERBERTS A.C. Spark Plus Glenbrook Culver Miles L&M Quaker \$85,000 DA	WALT DISNEY'S WONDERFUL WORLD OF COLOR RCA Eastman Kodak \$110,000		MONDAY NIGHT AT THE MOVIES Buick Carnation Vick Miles Sunbeam Beecham Sterling Bristol-Myers Maybelline Union Carbide Lorillard \$44,000			COMBAT American Tobacco Beecham Miles Sunbeam Union Carbide Schick \$20,000		MR. NOVAN Bristol-Myers Frito-Lay Buick Warner-Lambert Nozema \$54,615		CBS REPORTS Travelers Insurance		THE VIRGINIAN Alberto-Culver Bristol-Myers Carnation Liqaett & Myers Miles Nozema P&G \$55,000			ROBERT TAYLOR Buick	SUNSET STRIP Menley & James R.J. Reynolds		THE GREAT ADVENTURE A.C. Gilbert Warner-Lambert	INTER-NATIONAL SHOWTIME	HOOTE-NANNY	JACKIE GLEASON Coloate Drackett Parliament Ralston-Purina \$141,000	LIUTENANT Sterling \$85,000 DA
8 30		ED SULLIVAN SHOW Pillsbury Lorillard Whitehall Lever \$131,000		I'VE GOT A SECRET Tom Gen. Foods \$44,000			RED SKELTON Best Foods Lever S.C. Johnson P. Morris \$140,000 AP		PATTY DUKE \$44,750 SC				DONNA REED Nabisco Campbell \$55,000			RAWHIDE Bristol-Myers Coca-Cola Parliament \$110,000							
9 30	ARREST & TRIAL Milo Ford Union Carbide Schick \$130,000 DS	JUDY WARLAND Gen. Mills Menley & James American Tobacco \$153,000 Y		THE LUCY SHOW Gen. Foods Lever \$61,000			MCMALE'S NAVY R. J. Reynolds Schick \$56,500		PRICE IS RIGHT Block Drug \$45,000				MY THREE SONS Quaker Hunt's \$58,500			DR. KILDARE Alberto-Culver Coloate Glenbrook Liqaett & Myers Singer Warner-Lambert \$120,000							
9 30		BONANZA Chevrolet		DANNY THOMAS Gen. Foods \$65,000			GREATEST SHOW ON EARTH \$34-\$39.00 per commercial minute Alberto-Culver American Tobacco Kaiser \$107,825 DS		BEN CASEY Alberto-Culver Bristol-Myers Brown & Williamson Nozema P&G Quaker \$105,000				ESPIONAGE Buick \$80,000 DA			PERRY MASON Clara Pillsbury P. Morris Sterling Drug Hertz \$112,000							
9 30			WAGON TRAIN R. J. Reynolds Menley & James Schick Starlist				PAUL HENNING Whitehall P&G \$75,000		RICHARD BOONE Reynolds Matsch \$130,000 DA				JIMMY DEAN Starlist \$95,000 Y			HAZEL Ford \$55,000							
10 30			DANNY THOMAS Gen. Foods \$65,000				JACK BENNY State Farm Gen. Foods \$75,000		DICK VAN DYKE Lorillard P&G \$56,000				THE DEFENDERS Bristol-Myers Brown & Williamson Lever \$124,000			FARMER'S DAUGHTER Ford \$48,000 SC							
10 30			ANDY GRIFFITH Gen. Foods \$62,000				HOLLYWOOD STORY \$35,000 DS		BELL TELEPHONE SPECIALS Bell \$125,000				SATURDAY NIGHT AT THE MOVIES Ches-brough-Pond's Maybelline R. J. Reynolds Thos. Learning Union Carbide Buick Sunbeam Vick Chem Menley & James American Tobacco \$49,000			THWILIGHT ZONE American Tobacco P&G \$59,000							
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10 30			ANDY GRIFFITH Gen. Foods \$62,000				HOLLYWOOD STORY \$35,000 DS		BELL TELEPHONE SPECIALS 														



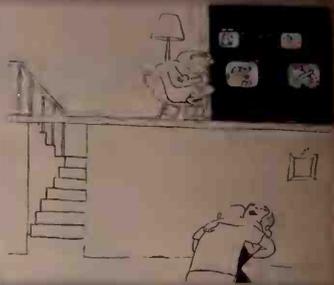
**If you aim high...**



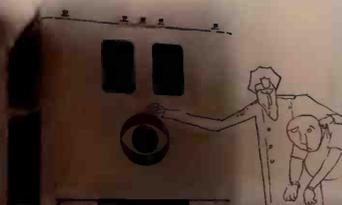
**dig deep...**



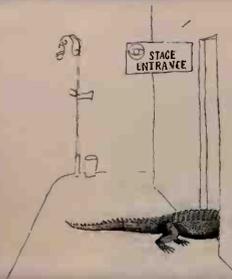
**take some gambles...**



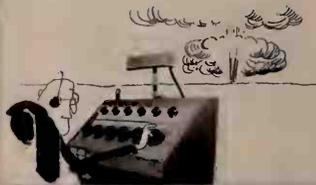
**watch developments...**



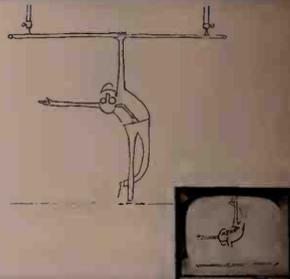
**capture big names...**



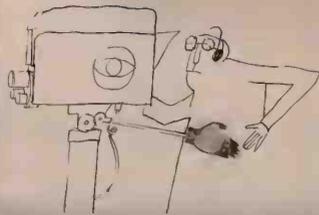
**develop new ones...**



**(for a blockbuster schedule...)**



**with balance)...**



**add the best station line-up...**



**make advertisers happy...**

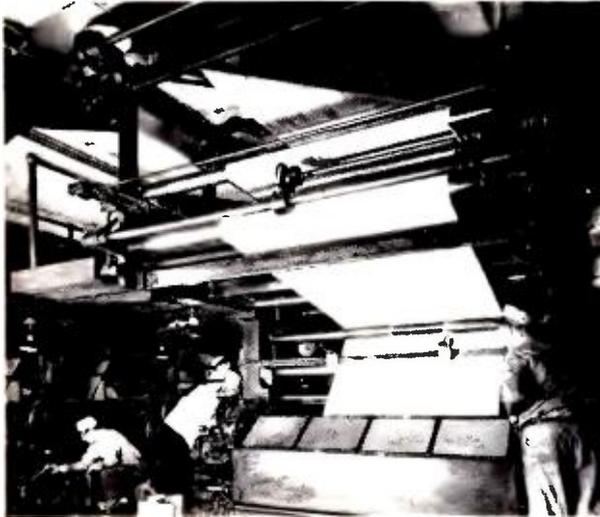


**win the nation's applause...**



**then you're the  
CBS TELEVISION  
NETWORK**

Airlines, theatres, retailers  
used radio/tv advertising  
during newspaper blackouts



## Strikes are over, but many print advertisers linger on the air

**M**any an advertiser formerly considered a hard-bound print media enthusiast is currently saluting the return of Cleveland and New York newspapers with one hand—while patting broadcasters on the back for a job well done with the other.

The 19-week strike in Cleveland and the 16-week walkout in New York gave radio/tv stations in both cities a once-in-a-lifetime chance to prove their media effectiveness to a whole range of new clients.

That many air-media newcomers were convinced is demonstrated, in tangible form, by continued investment of substantial radio/tv sums—budgets previously slated for newspapers.

Airlines and amusement advertisers represent the largest categories of broadcast converts. Northeast Airlines, for example, jetted into New York tv for the first time during the strike, found that ticket sales for flights between that city and Miami were up 43% over previous winter seasons. Movie exhibitors and theatrical producers discovered that newsprint was not the only way to attract leisure-time consumer spending. Retail stores experimented with radio/tv; some liked it, and some didn't, but many are planning post-strike sponsorships in the air media.

**Revenue did increase.** WNBC-TV, among New York tv stations, admits to having gained the most

The New York Times

NEW YORK

Herald Tribune

Established 179 Years Ago, A Centennial Edition Is Published Daily in New York

LONG ISLAND STAR-JOURNAL

The Long Island Star-Journal Has 100,000 Circulation—The Largest in the Long Island Area

Long Island Daily Press

New York World-Telegram

New York Mirror

New York Journal American

DAILY NEWS

New York Post



## Weekly department store sales in N. Y., Cleveland, and U. S. during strikes

Percentage changes below are based on retail dollar amount of sales during corresponding periods a year ago, according to statistics issued by the Federal Reserve System. Dates given represent last day of weekly tabulation.

	DECEMBER			JANUARY				FEBRUARY				MARCH					AVERAGE*
	15	22	29	5	12	19	26	2	9	16	23	2	9	16	23	30	
<b>NEW YORK DISTRICT</b>	4	7	37	4	-1	3	-2	1	-1	3	9	-5	2	7	1	3	2
N. Y.-N.E. New Jersey	5	8	35	3	-4	5	-1	-1	-2	2	7	-5	2	7	0	1	1
Newark	0	6	36	1	-1	3	-3	-9	3	2	9	-9	7	2	3	4	1
New York	-1	1	21	-5	-11	-5	-9	-6	-10	-7	0	-8	-5	2	-7	-7	-6
<b>CLEVELAND DISTRICT</b>	-6	8	27	4	4	1	-15	6	2	-8	-2	-15	5	0	0	8	-1
Cleveland	-13	15	23	3	0	0	-15	3	-3	-13	-9	-14	1	-2	-6	3	-4
Downtown Cleveland	-17	15	8	-5	-3	-6	-21	-2	-10	-19	-21	-18	-9	-11	-14	-2	-11
<b>UNITED STATES</b>	3	5	34	10	9	4	-2	1	5	1	3	-4	7	4	5	5	+4

\*Average for period 1 January to 30 March only, weighted by FRS for dollar volume

ad revenue during the newspaper blackout — well over \$300,000 in extra billings by various estimates. Much of this dollar bonanza came WNBC-TV's way by "increasing the number of announcements" while stretching 10s and 20s into higher-priced minutes. The other New York tv stations, two more flagships (WCBS-TV, WABC-TV) and three independents (WNEW-TV, WOR-TV, WPIX) averaged more than \$100,000 in extra revenue.

Radio stations, for once, matched many of the tv stations in New York on extra, strike-produced income. For one thing, music-and-news stations could adjust their hour-after-hour disk jockey schedules to absorb announcements more readily than could tv stations, particularly those carrying locked-up network commercial programming. For another, radio commercial copy could be (and was) prepared more quickly than live, tape or film commercials—with their added visual dimension—in tv.

New York radio also benefited from the in-again, out-again uncertainty which surrounded the end of the strike. When the strike dragged on, several advertisers who had canceled emergency air campaigns rushed back into spot radio buys; on some stations no availa-

bilities could be found.

On a percentage-increase basis, some New York radio stations found the strike a real bonanza, scoring gains of up to 75%. Commented a radio sales manager: "Retail accounts especially realized that radio is effective, and could work well with print advertising in the future." Added the sales chief of another New York radio outlet: "Advertisers like Rambler and Castro Convertibles which had been using some, but not much radio are now beginning to wonder how much more radio had been doing for them all along than they had believed possible."

**Expensive newscasts.** News coverage on radio/tv stations in Cleveland and New York was greatly expanded during the strikes, and the cost often came high. Sometimes, the cost of newscasting did a lot to cancel new revenue gains, particularly in New York.

WABC-TV calculates that it spent an extra \$20,000 weekly for added news coverage, which itself only brought in about \$7,000 a week more money. At WCBS-TV, extra news costs amounted to \$50,000 a week, not all of it recovered in revenue. Ironically, WOR-TV lost \$24,000 in New York Times ad spending, in addition to extra news costs, during the strike.

Radio stations in Cleveland and New York reportedly outspent some tv stations on news, although many stations in both media are now continuing with extended coverage. A Cleveland study made during the strike indicates that at least seven radio and one tv station planned to continue expanded coverage.

**Contradictory studies.** Some studies indicate department store sales during the newspaper strike were up, others down, depending on whose figures one cares to look at. New York City treasurer Hilda G. Schwartz claims that the city's revenue from sales tax was higher during the first three months of the strike than it was a year earlier. Sales tax collections, a principal business barometer, were \$77,240,986 for December, January, and February, compared with \$76,884,201 the year before.

An RAB "Tale of Two Cities" study pointed out that 81% of female New Yorkers and 79% of Cleveland women reported spending as much or more during the strike period measured than during the same period last year. RAB stated, "Based on these figures, the strike impact is minor."

On the other side of the-strike-didn't-hurt-sales argument are the Publishers, Commerce & Industry,

and Retail Merchant's Assn. The CIA totals New York retail sales losses at \$25 million, plus another \$20 million for restaurants and theatres.

Federal Reserve figures perhaps best indicate the effects of the strike, although weather, general health of the economy, and special sale periods must be taken into consideration. According to FRS figures, department store sales in Cleveland over the period 1 January to 30 March (the largest period of the strike covered) were down 4% over 1962 and down 6% in New York, compared with a 4% growth in sales throughout the United States.

**Reasons for sales drop.** If the following points are considered the difference is partially explained:

- There was a feeling among advertisers that the strike would be over any day; therefore, tv and radio commercials were not prepared early during the strike, if at all.

- Advertisers who did prepare spots placed them for short periods and pulled them off intermittently thinking the strike would end.

- Few, if any, advertisers put all their print money into broadcasting, making any comparisons of media effectiveness inaccurate.

- The rush to radio and tv was so great that time was a scarcity and advertisers had to take what they could get, throwing media strategy to the winds.

- Many print-oriented advertisers did not know how to prepare an effective broadcast campaign.

- Lack of time prevented advertisers from designing marketing to complement advertising. For example, a tv station which covers a 50- or 60-mile radius might provide some waste coverage.

Meanwhile, what's happening to the advertisers who increased radio tv budgets or tried air media for the first time?

**New York stores.** Many department stores in Cleveland and New York generally noted for their heavy print newspaper advertising turned to radio and tv during the strike. Some are planning to stick with it. Stern Bros., Bond, Korvette, Alexanders, and John David

were among the larger New York stories contributing to radio/tv's "strike money."

Many more turned to radio exclusively; either adding to their radio budgets or trying the medium for the first time. Some of them in New York were Gimbels, Macy's, Abraham & Straus, Lord & Taylor, Wallachs, S. Klein, B. Altman, Saks—34th and Bloomingdale's.

Bond had been out of radio and tv in New York for some five or six years, but re-entered during the strike. Enough favorable results were recognized to "strongly consider sticking with it."

The radio-advertised opening of Macy's Home Improvement Center took place during the strike. A Macy's spokesman reported it was "a huge success; the store was constantly full." Macy's plans to continue on radio for another 50 weeks.

Gimbels has been using a bit of radio all along to advertise specific items, but during the strike it decided to heavy-up by using regular 30-second spots throughout the day on six stations. Radio sales managers feel Gimbels understands radio and uses it effectively. The future is expected to bring an increase in the store's radio buying.

B. Altman also used New York

radio regularly during the strike; it normally uses radio for specific occasions only.

Alexanders was happy enough with strike-time radio/tv advertising to consider heavier schedules in both media.

Korvette used a limited amount of radio advertising in '62, mainly to advertise store openings and special events. During the strike, item advertising was scheduled and was ineffective compared with newspapers, according to merchandising manager Jack Schwadron.

Completely new to radio during the strike, Lord & Taylor found it very effective. The store used the medium for institutional advertising and plans to continue by sponsoring at least one daily program.

Stern Bros. used both radio and tv: radio for advertising specific items at different times, and tv for a store sale. In the opinion of Stern's executives, radio did a fine job, but not as good a job as print. Stern's used tv for the first time during the strike and reported it did not substantially increase sales. Net outcome: "We're going back to pre-strike media use."

Lane's Department Store launched Washington's Birthday sale spot campaign on WNBC-TV which  
(Please turn to page 55)



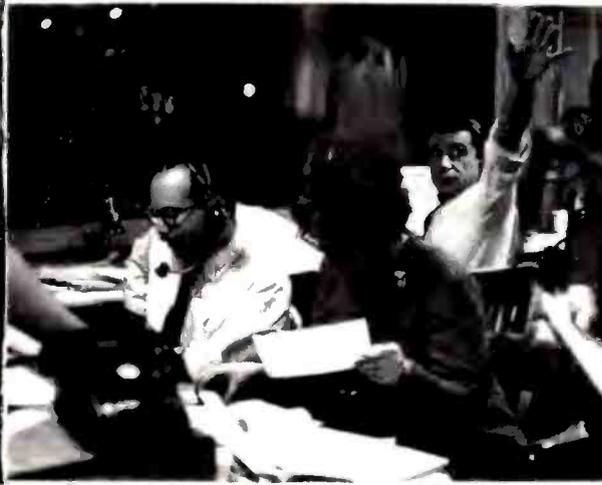
#### Tv and radio spent extra on news

Stations' expanded news coverage gobbled up additional sponsor money. WABC-TV reports extra cost was \$20,000 a week; WCBS-TV, \$50,000 a week. Appearing on WABC-TV *Big News Special* (above) are three *Herald Tribune* staffers

HELLO!



**News pace increases**  
WINS, N. Y. now has permanent 16-man news staff, had under-fire test (below) during newspaper walkout. (Left): Mark Olds, gen'l mgr., greets members of Newspaper Comics Council during the strike



**Specials, promotions add balance**  
"Program PM" and "Two Worlds of Jazz" feature offbeat interviews, new slant on religion (above). During newspaper strike, models handed out "news digests" from Harlem to Fifth Ave.; Steve Allen read comics; mgr. Mark Olds made midtown speech

## 'Evolution' is key to

**C**hanging the format of a major-market radio station is never an easy trick. If new management moves too rapidly, the station (and its advertisers) may lose audience before new programming has had a chance to catch on with listeners.

At the same time, many station groups have carefully built an over-all "style" for radio stations and, naturally, are concerned with making the group newcomer conform. And therein lies the problem which confronted Westinghouse when it took over WINS.



**Records are basic fare**

Top disk jockeys at WINS appeal to young adults as well as rock-and-rollers. Murray "The K" Kaufman visits bowling center (l); Pete Myers holds afternoon slot (below); Dick Clayton, morning man, totes Nescafe; Stan Z. Burns chats with guest



# change, says WINS

New York last fall from Gotham Broadcasting. As Mark Olds, WINS manager, puts it: "We felt that program changes should be an evolutionary process, not an overnight face-lift. We reviewed carefully what we had going for us, and have tried to keep the best of it. "In some cases, we deliberately set out to lose teen-age audience at certain hours as part of the change. It's our feeling the ideal balance should be 75% adult, 20% teens and 5% kids in our regular audience."

That WINS has successfully brought off the format change—with personality record shows, expanded news coverage, offbeat "talk" and interview programs, and new public-affairs series (including a month-long "Shakespeare Festival" of BBC-produced adaptations) can be judged by strong New York-area ratings and a 90% sellout of availabilities between Monday and Friday, plus record first-quarter sales. "I'd rather bat seven out of ten than simply be right one out of one times," says Olds.



**W/S a i**

**#1 Radio**

1 in HOOPER — 34.1  
2nd rated station — 25.2  
Dec. '62 - Jan. '63

1 in PULSE — 38  
2nd rated station — 23  
Jan. '63

Crit. Media Airo — All rated h.m. periods.

**\*CALL robert e. eastman & co., inc. He'll prove it to you with the latest Pulse and Hooper Figures!**

**JUPITER BROADCASTING in cincinnati\***

# TIMEBUYER'S CORNER

Media people:  
what they are doing  
and saying

**Rumored along Madison Avenue:** We haven't been able to do a thing with the sponsor Open Ear since that report 1 April that Marty Ozer, then with D-F-S (New York), was about to switch to D'Arcy (New York) has been confirmed. Marty has been assigned to the Colgate group, and is buying for Wildroot. Now we have the Open Ear listening hard to pinpoint the whereabouts of several New York buyers: Olga Kandel (ex-Swan & Mason), Ann Janowitz (ex-OBM), Marie Coleman (ex-Donahue & Coe), Ed Nugent (ex-BBDO).

**What GOES on Madison Avenue, or peering through the grey flannel fog:** We thought we saw a veritable parade of assorted buyers, assistant buyers, estimators, copywriters, secretaries, and clericals marching out of BBDO with coffee mugs, ash trays, pencil holders, and brand new resumes in hand the other day. Did our hazel orbs deceive us?

**Moving becomes Electra:** Electra Ladass, now with Fletcher Richards, Calkins & Holden (San Francisco) as assistant buyer, journeyed from Lester L. Jacobs, Inc. (Chicago), where she was media director.

**News from McCann-Erickson:** New buyer on the Nestle account (New York) as of 8 April is Tony Maisano. Tony was previously assistant buyer on the Lincoln-Mercury account at Kenyon & Eckhardt (New York).

**Report from Richmond:** New media department manager at Liller Neal Battle & Lindsey is T. Jack Csaky, who switched from Advertising Associates, where he was media director and account exec.

**Just what is CARTA?** We met briefly with John Henderson, the organization's president the other morning, and found, first of all, that it is the Catholic Apostolate of Radio, Television and Advertising, and

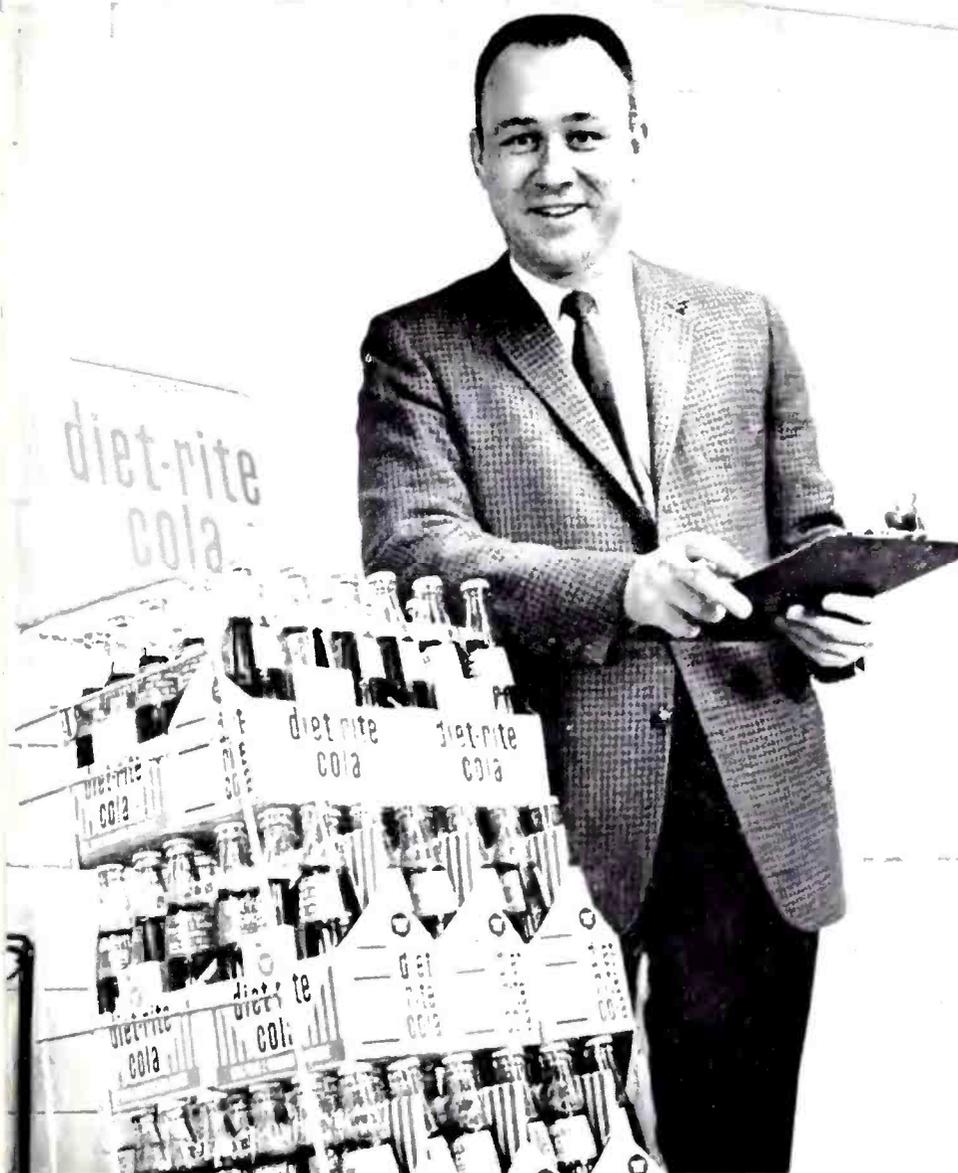
*(Please turn to page 46)*



**A signing of spring in L.A.**  
Cole, Fischer & Rogow media director Dorothy Staff and agency v.p. Joe Denker sign contract for Hotpoint schedule on KOGO, San Diego. Standing by are Wilson Edwards (l), station manager, and Win Uebel, Katz Agency, L.A.

"Charlotte's WSOC-TV...

big reason for instant success of Diet Rite Cola" — Jim Calder, Royal Crown



*"Diet Rite Cola has revolutionized the best cola market in the world. North Carolina has the highest per capita consumption of soft drinks in the nation — and Charlotte is the key to the Carolinas. Big reason for instant success here of Diet Rite has been our continuing schedule on WSOC-TV."*

**JIM CALDER, Sales Mgr.**  
Royal Crown Bottling Co.  
Charlotte, N. C.

With a prodigious appetite for good things to drink, eat, wear and enjoy, metro Charlotte racks up the highest retail sales per family in the Southeast. Slim budget or stout, you can expect and get huskier response and cooperation from Charlotte's WSOC-TV. Let us or your H-R man show you how this great area station of the nation is your right diet for right now in the Carolinas.

**WSOC-TV**

CHARLOTTE 9—NBC and ABC. Represented by H-R

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

# TIMEBUYER'S CORNER

Continued from page 44

that its membership is made up of Catholic laymen and women active in the communications field. John explained that its purpose is to help the members improve themselves as individuals and as craftsmen, and in this way to improve the industry as a whole. We discovered that many of the members are timebuyers, so we will keep our eye on CARTA doings and keep you informed. By the way, those eligible to join are usually invited by a member to do so, but if you are eligible and would like to join but don't know a member, feel free to call Josephine Iannello at CBS TV and she will advise you.

Why didn't we get a cigar? DCS&S buyer Stu Eckert and wife Trini tell us that little red-headed daughter of theirs, Lisa Jane, born 27 February at 3 pounds 15 ounces, is now doing fine and topping the scales at a hefty 6 pounds.

New buyer at Chirurg & Cairns (New York) is Ellen Kourtides, who was with J. Walter Thompson (New York).

**On the ad scene:** The 40th floor of the Time & Life Building, the home of Del Wood, is where we met an undisputedly colorful figure in the ad business, Jason of Del Wood. (We never did ask him what happened to his last name.) In answering our query about his background, Jason told us he comes from Great Britain, London to be exact, where he was educated in the better public (comparable to our private) schools. He arrived in New York when the pound went to \$2.80 (about 1952), with no idea at all of entering the ad world. A friend steered him to Motion Pictures for Television, an outfit which was then



Jason: no crashing bore

syndicating Charlie Chan and John Wayne films, and he later went from there to Del Wood. In his present position with the barter agency, Jason is responsible for the Spoolie Hair Curler account, and contributes his services to such accounts as Real Kill (insecticide), and Manischewitz. In explaining barter, Jason told us that his agency deals only with advertisers with such low budgets that it would be impossible for them to buy on a national scale. Therefore, the agency barter's jingle I.D.s prepared by its production company for air time, which is then used by these advertisers. He feels that his agency makes it possible for these advertisers to use the broadcast media. Jason tells us that many times after these companies have been launched in advertising and sales pick up, they deal directly with a normal ad agency or the stations. He feels small companies can allocate monies for advertising in a much shorter time by starting through barter.

CENTS  
MAKE  
DOLLARS  
IN  
CENTRAL  
ILLINOIS  
the 52nd\* market

buy the  
PLAINS  
TELEVISION  
STATIONS

SPRINGFIELD  
CHAMPAIGN  
URBANA  
DANVILLE  
DECATUR

271,038 TV Homes

wics wchu wicd

ARB

CALL  
ADAM  
YOUNG

PEOPLE-FUSED... personality SWANCO stations, "live wires" in their market areas... radio that clicks with the whole family, and turns on the sales current for advertisers. Person-to-person radio that makes a "connection" between people and products — people who listen, like it... people who buy it, love it!



**SWANCO**  
IS  
PEOPLE-FUSED

I'LL  
BE  
SWITCHED!



THE JOHN BLAIR  STATION

**KRMG**  
TULSA.  
OKLAHOMA

**KIOA**  
DES MOINES.  
IOWA

**KQEO**  
ALBUQUERQUE.  
NEW MEXICO

**KLEO**  
WICHITA.  
KANSAS



robert e.  
eastman & co., inc.

# COMMERCIAL CRITIQUE

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

## BEWARE THE JINGLE—IT AFFECTS YOUR IMAGE

By AUSTEN CROOM-JOHNSON

There are times when a particular use of music can bring a respected corporation down to the general level of today's jingle, which is usually somewhat below sea level. In other words, there are times when the jingle approach isn't the best one.

In my last article, under "Forgive

is beyond my comprehension. Surely a more suitable sales approach is the treatment accorded the Manufacturers Hanover Trust commercials. They put forth an attractive and entertaining message in which clever cartooning and good copy do the trick. In avoiding the jingle they maintain their dignity without being stuffy about it.

There's a little more latitude

to beckon the traveler.

National Airlines has a device featuring a series of ascending musical phrases played by a brass choir, which ends with a group singing the words "Fly National." In this case I don't think the device is sufficiently distinctive, and the all-important two-word message of the singers lacks recorded presence.

Every year Irish International



### Most banks lose their public trust image with poor commercials

But Manufacturers Hanover Trust puts forth an attractive, entertaining message in a clever cartoon with good copy. Bird-lover enters bank, learns of many services, finally asks "Do you sell bird seed, too?" Copy maintains dignity without stuffiness

and Forget." I mentioned Delta Airlines. Now, it isn't the airline that I was chastising; it is the lack of self-respect which their radio jingle conveyed to me as one listener. Some gal, accompanied by piano which vamps till ready, delivers a piece which—well, it sounds like one of those tunes that hopefuls send in to have lyrics fitted to for publication at their own expense. A public carrier that spends good money on "It's Delightful to Fly Delta" as its slogan is making sense. But when an airline allows the attachment of such words to second-rate musical promotion, in my considered opinion, that can only fail to inspire confidence . . . the one thing they *must* sell.

The naivete that leads banks, insurance companies, investment firms and the like—which rely on public trust—to permit such diminution of their institutional image

when it comes to an airline, rather than a bank, using a musical message. After all, an airline can take you on a holiday, as well as a business trip, and music can add a romantic touch. This format can be most effective if it is tailored specifically to copy (TWA), or used as a singing identification (Northwest Orient). TWA has an example (their Starstream commercial) of an interesting and well thought out combination of words and music. The words are spoken by an announcer, but are enhanced by music which is designed to underline every mood and selling point in the copy. Nobody sings about the Starstream jet . . . they don't have to.

American Airlines also has a good series in "American Cities," which has a captivating background of colorful sounds personal to each locale . . . with just the right words

Airlines sponsors the St. Patrick's Day parade. Making the most of this fine occasion, they present an irresistible invitation to visit Ireland, with beautiful photography and lyrical copy. The commercials  
(Please turn to page 19)

### AUSTEN CROOM-JOHNSON



Austen Croom-Johnson, creator with Alan Kent of "Pepsi-Cola Has the Spot," is a widely known writer-consultant specializing in the field of musical advertising.

## COMMERCIAL CRITIQUE

(Continued from page 48)

are delivered by a colleen with a lovely lilt, and the final singing phrase makes you want to call Irish International Airlines and start packing.

I haven't had a chance to explore the others, but while on the subject of airlines, I wonder why somebody doesn't monitor the orchestral music played on tape over their public address systems. I remember on one flight I was soothed into my seat to the strains of "The House is Haunted by the Echo of Your Last Goodbye"!

### Selling and Compelling

**Aero-Shave:** *An animated temptress with a sultry come-on, and a musical message to match.*

**Brylcreem:** *The original characters and jingle wear well, and are still welcome singing "A little dab'll do ya."*

## FALL PROGRAMS

(Continued from page 34)

istics:

There are 86 prime time shows, as against 91 at the beginning of the current season.

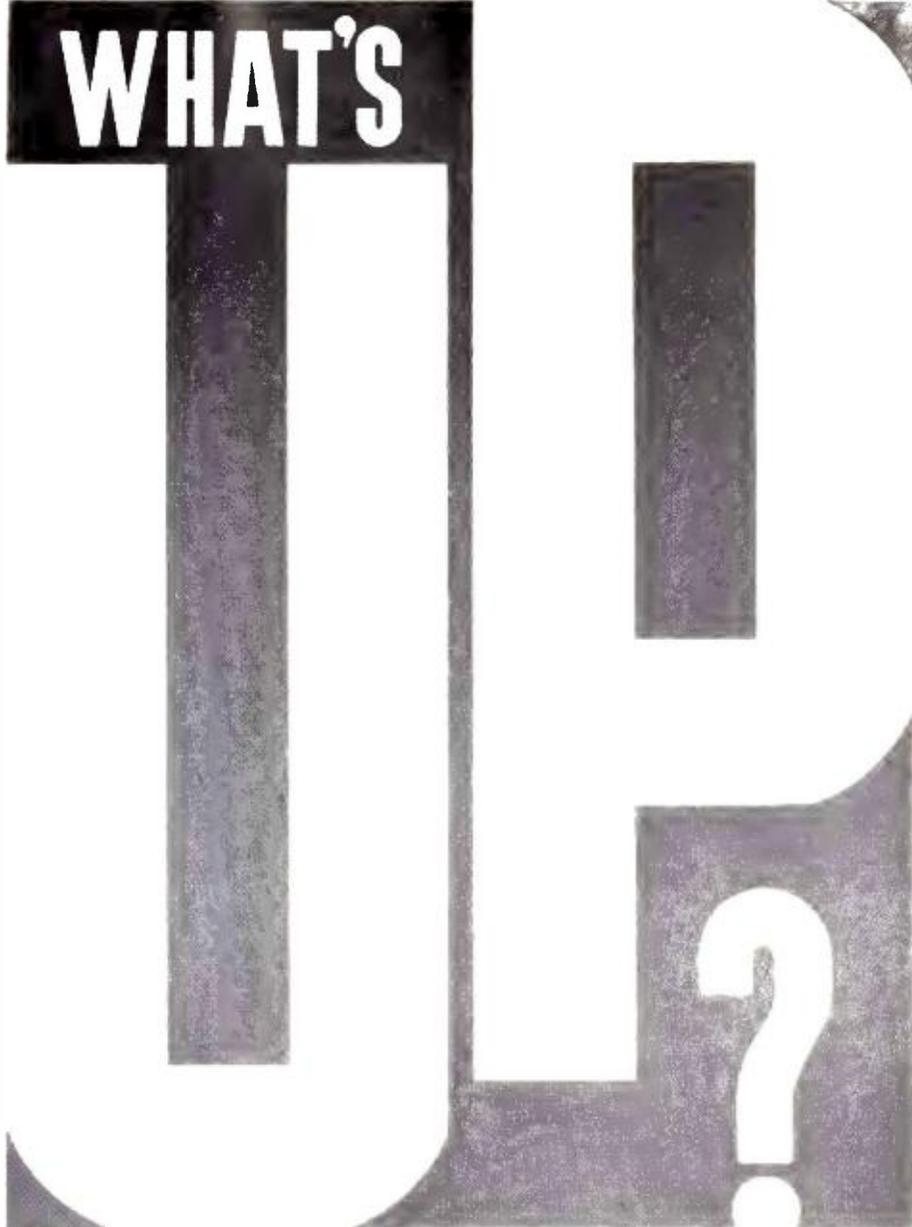
The trend is toward comedy with more big names heading shows.

More emphasis is placed on filmed drama concerned with spectacular aspects of medicine and law, inspired by the stunning successes of the past two seasons' *The Defenders* (CBS), *Ben Casey* (ABC), and *Dr. Kildare* (NBC).

ABC's answer to *The Defenders* is *Arrest and Trial*, a 99-minute affair: the first half headlines a detective apprehending a criminal, the second half a lawyer prosecuting the culprit. *Arrest and Trial* is pencilled in the Sunday 8:30 to 10 p.m. niche, opposite CBS' *Ed Sullivan* and the new Judy Garland variety show; NBC's *Grindl*, a mystery-comedy with Imogene Coca, and *Bonanza*. A grim rating race is inevitable with such an array, experts insist.

As regards color tv, NBC's nighttime schedule is substantially the same as last season, with some 14 programs, including a number of feature films, available to color viewers. ABC is offering three programs in color. CBS says it has no

(Please turn to page 54)



*Our clients' sales - that's what's up! And why not? We've had 10 years' experience selling the 325,600 tv homes\* in Virginia's NO.1 tv market! (\* Television Magazine)*

**WSLS-TV 10**  **ROANOKE, VA.**

 **THE KATZ AGENCY, INC.**  
National Representatives

"THERE IS NO SUBSTITUTE FOR INTEGRITY"



# You can't cover Indianapolis with Indianapolis TV!

*\*The Indianapolis Market, we mean!*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

**So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.**

# WTHI-TV\*

CHANNEL 10  
TERRE HAUTE,  
INDIANA

*\*An affiliate of WTHI AM & FM*



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

*\*except Indianapolis*

# WASHINGTON WEEK

15 APRIL 1963 Copyright 1963

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

**The House Commerce Investigations subcommittee during the ratings hearings cast serious doubts on the A. C. Nielsen national radio and tv "samples" before turning to alleged monopoly.**

Nielsen executives were not given an immediate or a certain chance to attempt to clear up doubts about how homes are selected or about how carefully information is obtained from the audimeters.

There was no doubt that the subcommittee had selected Nielsen as the No. 1 target. There was even less doubt that the subcommittee wouldn't rest until Nielsen was thoroughly barbecued.

**Subcommittee prober Robert Richardson put a number of items together in an attempt to make a case for Nielsen monopoly.**

One was a statement by A. C. Nielsen, Sr., to the effect that nobody can come up with an audience measurement machine without infringing Nielsen patents. Another was an alleged statement by Nielsen, not yet authenticated, that the company would dominate the ratings field and then raise prices.

Richardson was aiming special fire at agreements between Nielsen-Sindlinger and Nielsen-ARB, both concluded to end litigation out of court. Richardson contended that both were one-sided in favor of Nielsen and highly restrictive. Seiler and Sindlinger were recalled as witnesses to back up this line of attack.

**Three disaffected former Nielsen field men, one who said he quit because of inability to collect overtime pay and the other two fired, were used to back up doubts about the national Nielsen sample.**

They agreed with doubts already raised by Nielsen, involving choice by field men of homes not in accord with Nielsen's random sample plan. Concentration in low-income homes. Faked audimeter films, diaries filled in by field men.

Nielsen executive vice president Henry Rahmel invited Richardson to come to Chicago with experts. He said they would find after probing the entire list of homes in the national samples that the list is really as represented. He also asked for permission to file answers to charges on the record at a later date. He didn't get the first, may not get the second request granted.

**Subcommittee members made it plain they felt the company hadn't cooperated until its "back was against the wall," to quote chairman Oren Harris (D., Ark.).**

Two members said they would have to look at what Nielsen might supply for the record before deciding to object to inclusion.

The subcommittee members spoke again and again of Federal regulation. Attempts along this line might or might not be made. But the Federal Trade Commission was definitely being pushed to further action in the field, and particularly against Nielsen. This was particularly true with respect to the alleged monopoly or restraint of trade allegations.

**The House Commerce Communications subcommittee approved suspending Sec. 315 political equal time requirements, but only for 1964 and only for candidates for president and vice president.**

The group refused not only to consider wiping out Sec. 315 but even offers to compromise on suspension to include more political offices. Passage of the very limited '64-only bill seems assured.

## MARKET RANKINGS

(Continued from page 29)

at any given time than are watching Chicago or Los Angeles stations.

"The difficulty with sets in use is that it is totally unsusceptible of geographic definition. We cannot assign a county to one area or another, even on a duplicated basis using this criterion," says Rashbaum.

This has been a problem for the networks, from time to time. But today, almost everyone accepts the fact that duplication is inevitable as an error on the side of fairness.

ABC's Paul Souken, for example, derives his lists from 1960 ARB coverage, updated by 1962 county sampling. This works on the postulate of "all homes able to receive a given station." Within the metro area, this means that virtually all homes will be credited, in turn, to each station, and the number of homes will thin out as sampling gets further away from the transmitter site.

There's no arbitrary cutoff in this system, which means that ABC figures may tend to be more conservative than lists in which a whole county is credited to a station if a percentage of homes views the station once-weekly.

"In making up a market ranking," explains Souken, "it's not fair to penalize the stations by trying to eliminate duplication. In fact, it's not even possible. For example, there's New Jersey overlap between stations in New York and Philadelphia, but you can't assign those homes to either market alone, because their viewing is constantly changing."

(When ABC, like other networks, gets down to the case of a particular station in a particular market, it does try to refine the figures to reduce duplication.)

**Agency tactics.** Although there are only three important methods of ranking, major agencies have developed many variations on these.

Ted Bates uses a primary ranking based on the total of average quarter-hour homes reached for all stations in the market as reported by ARB. The data is updated yearly. Metro area population sometimes but infrequently is a fac-

tor. The actual lists for buying purposes are based on the needs for individual accounts.

Says Jackie DaCosta, marketing expert at Bates, "All systems have their own quirks and deficiencies. The quarter-hour method has the least—but our 1963 lists may yet be considerably refined. We're concerned for example with what happens in single station or two station markets. Is the bigger audience in a three station market purely the result of the third facility? Does this undermine the two station market?"

BBDO is an aggressively "no list" agency. Associate media director Ed Papazian states vehemently he has given up rankings as such. Each account is considered

## HAS THE HARRIS SUB-COMMITTEE SHAKEN AGENCY FAITH IN THE RATINGS SERVICES?

A survey of more than 200 agencies probes the effect on admen of the five-week congressional hearings on broadcast score-keepers.

### NEXT WEEK IN SPONSOR

individually. In assaying market potential within this framework BBDO uses net weekly circulation of the market's leading station based on a special tabulation by ARB.

J. Walter Thompson uses a ranking essentially based on total tv homes in counties credited to "the leading coverage station," using a cutoff point of 50% or better nighttime weekly penetration. However, a county cannot be credited to a market if it has already been credited to a market higher on the list.

JWT cautions its buyers that "the method by which the list is constructed inevitably places in a disproportionately low position several markets with stations whose gross coverage is high but in areas

already reached by other markets higher on the list.

"The buyer may wish to evaluate these markets, based solely on the relatively large numbers of homes they are able to deliver." Rankings now in use are based on Nielsen data. For JWT also, ranking is only a point of departure to be used as a guide in meeting specific buying problems on each account.

"Only the client," points out JWT's Irene Dunne, "has real knowledge of the sales data which ultimately determine market selection."

Benton & Bowles uses a primary ranking based on the coverage potential of each market as determined by ARB studies. (The exact formula is confidential.) Metropolitan area retail sales are sometimes considered but only rarely. There's no rigid list; each account's goals are examined separately, with geographic, marketing, and other factors weighing heavily.

Compton marketer Lois Yake guides her rankings on the individual needs of each brand. For national distributors buying a lot of spot, coverage areas are most important. Compton extracts its own rankings for these, based on ARB. Metro area population is considered when the product is interested in urban penetration. Miss Yake says her agency makes its own "market areas" which are a composite of station coverage. "Any updated coverage information from a reputable firm is helpful," she suggests.

McCann-Erickson uses a primary ranking based on tv homes in coverage areas of stations serving the market, as defined by ARB. Again, McCann has its own formulas which are not released to reps and stations. Marketing and distribution requirements play the paramount roles in the eventual selection of markets for given products.

McCann has done a good deal of work in developing compatible information for modern day computers. It has been able for example to examine all the affiliates of a network and define the homes which are dominant to each affiliate; in effect an unduplicated listing which may vary greatly from a network's own claim. Computer programing has also enabled Mc-

Canu to pinpoint the advertising weight in certain areas.

"We find markets where we're getting spill-over from stations in other markets" says Bob Coen. "A small supplementary buy in these markets will often give us more advertising weight than we could contrive by buying another, separate market. We can buy perhaps 30 of these spill-over markets for the price of one medium-sized new market."

Coen says that new coverage studies are the best value for station's research money. Figures on retail sales and other economic data are probably best left to marketing specialists.

Young & Rubicam has two primary rankings. First is based on average quarter-hour homes reached for the market's leading station. Data is revised twice yearly. The second ranking is based on an interpretation of ARB coverage studies, under a confidential formula. Sales and marketing goals are vital consideration, with market rankings developed by media research subject to "flexible" interpretation.

**Yardsticks vary.** After talking with major agencies sponsor's findings are that as many rankings "tools" exist as do clients and brands. This is confirmed by Ralph Sorensen, co-chairman of the American Marketing Association's media committee in New York. Sorensen reports that this situation is accepted as complete normal: there has rarely if ever been discussion by AMA members on the relative merits of rankings, because research specialists are aware that no arbitrary list is workable, and that different measurements are largely incompatible. Similar findings are reported by leading rep firms who themselves have questioned agencies on ranking methods. Kenneth Mills, associate research director of The Katz Agency, conducted his own exhaustive investigation last year. He found that metro area populations were of decreasing importance in the ranking of tv markets. In no agency did the metro area play a major role.

"Some measure of coverage or reach is the principal yardstick,"

says Mills. "With more sophisticated methods available to gauge station coverage and circulation, agencies are relying less and less on the urban core as the governing factor in assessing a market's value."

"At least among the larger agencies published data play no part in market ranking. Each agency's media research department develops its own formula or formulae which are then used to draw up the actual lists."

Mills' conclusion is that marketing realities for individual accounts, not market rankings, are the prime consideration. Within the same agency different measurements are applied to meet the needs of different accounts.

"Although coverage is the principal determinant of market ranking," says Mills, "there are instances where marketing realities dictate the inclusion of the market because of the size of the urban core, in spite of the limited coverage outside that core. Conversely a market might be bypassed in spite of substantial coverage be-



*University of Mississippi  
Medical Center*

*WLBT/WJTV  
Jackson, Mississippi*



### Thomas W. Moore hiked to ABC TV presidency

Thomas W. Moore, with ABC TV since 1957 and v.p. in charge of the network since 20 March, 1962, has been elevated to the presidency. Commenting on the move, Leonard H. Goldenson, head of the parent American Broadcasting-Paramount Theatres, noted:

"Moore's background in every area—programming, sales, and as head of ABC TV, is one of proven leadership and creativity. His new position is a richly deserved promotion."

Moore was appointed ABC TV vice president in charge of sales in 1957, and vice president of the network in charge of programming in 1958.

Moore entered tv in 1952 as an account exec on the West Coast with CBS TV Film Sales, and moved to New York in 1956 as its general sales manager. Moore was appointed ABC TV vice president in charge of sales in 1957, and vice president of the network in charge of programming in 1958.

cause that coverage was considered too widespread and hence too difficult to merchandise.

"There are, therefore, few set patterns, even within a single agency. Market lists are drawn up as guides, not absolutes."

**Demographic data.** In sponsor's inquiry a further complication appeared in the desire of many agencies for more demographic information. Total numbers of people are becoming less important to many national accounts; the buy-

ing is more and more on the basis of kinds of people reached rather than total audience. At the same time the development of computers is making easier the use of such information once it has been collected. It's no coincidence that the national sales division of RKO General recently invested a substantial amount of money in research which can be programmed to machines. RKO has just released a series of ranking tables in which every U. S. tv market is ranked on

the availability of seven important consumer groupings. The tables show the average quarter-hour availability of: homes, men, women, young men, young women, teens and children during three major time classifications.

Donald Quinn, director of national sales, says "We are aware of the increasing desire of computer-oriented agencies for more media data of reliable nature. Our rankings are designed to meet the agency half way in bridging this gap between the desire for information and the technical and budget limitations of broadcast research." Application of the tables, according to research director Frank Boehm, "will permit the selection of tv markets based upon the actual number of customers available rather than on general circulation data. For example, an advertiser seeking to reach young men and women and only able to afford fringe time can select those markets which have the largest number of this group available during fringe time and which might therefore be most responsive to his advertising."

The free wheeling days when a brash new client, such as Lestoil, could revamp its distribution according to tv coverage areas, are gone for good. This is a remarkable change in a comparatively short time. Lestoil's advertising director, Owen Carroll, says "we rely today more on the trade factors, and we assume that adequate media coverage can be contrived subsequently. The basic considerations for us today are geographic areas, trade flow of merchandise, sales outlet coverage; the purely media considerations are secondary."

### FALL PROGRAMS

(Continued from page 49)

color plans for the fall.

Why is the '63-'64 season regarded with such high optimism?

First, there is an abundance of new programs.

Secondly, these programs are taking different program forms.

Thirdly, there's the entrance or return of such major personalities as Danny Kaye, George C. Scott, Judy Garland, Jerry Lewis, Phil



### Educational background

Jason Evers will be starred in "Channing," a new ABC TV Wednesday night series about life on a college campus



### Courtroom goings-on

Ben Gazzara will be one of the stars in the new "Arrest and Trial" stories to be presented Sundays over ABC TV

silvers, and several others.

"No individual who knows his way about the broadcast world would say this is the year of west-runs, private eyes, quiz shows. Far from it." Dann maintained there will be more balanced programing than ever; in fact, "more exciting programs than ever," says Dann of CBS.

**Crucial for ABC.** Agency execs report they think ABC will be in its most crucial hour, so to speak, next season, because it is showing the largest array of new attractions in prime time.

Said one: "When ABC decided not to do with movies, they made a great gamble. Launching such a number of new shows calls for considerable courage. They deserve credit for embarking on such an undertaking." Among the ABC TV "worthwhile" and "potential hits" Madison Avenue viewers have seen in pilot form are *Arrest and Trial*, *The Travels and Jaimie McPheeters*, and *The Greatest Show on Earth*.

Regarded by agency men with considerable esteem are the following tv programs on CBS: *The Great Adventure*, hour-long series of dramas of American history, presented jointly by CBS and the National Education Assn., produced by John Houseman; the new *Danny Kaye Show* from 10 to 11 p.m. Wednesday; and Judy Garland in choice Sunday time.

NBC is banking heavily on the Bob Hope package, one of the biggest deals in tv history, calling for one year of tv appearance on Fridays, 8:30 to 9:30 p.m. All told, there are some 48 productions in which the comedian appears. Five see him in his typical variety presentations, and a sixth shows him in his regular Christmas presentation (this year upped to 90 minutes); two find him in full-hour dramatic productions.

**Standouts at NBC.** Though CBS is being described as the top dog in the rating picture for the upcoming season, there is little pessimism to be found in the corridors of NBC. "We think we have a group of entries that are very strong and we'll do well," says Giraud Chester, vice president, program administration.

"We are going for quality," he

says, noting NBC has some real "sleepers," such "hit potentials" as: *Grudl*, a half-hour affair in which Imogene Coca portrays a mild-mannered itinerant domestic who finds a new job each week; *The Lieutenant*, scheduled for Saturday, 7:30 to 8:30 p.m. opposite Jackie Gleason (CBS); *Mr. Novak*, a 60-minute drama series about a teacher in a big metropolitan high school; *Harry's Girls*, a half-hour comedy series centering around an American vaudeville act touring Europe; and the new 60-minute series of original dramas with playwright Clifford Odets as author and editor, and Richard Boone as host and performer.

The Boone series is a Mark Goodson-Bill Todman production in association with NBC, and filmed in Hollywood. Both Chester and his boss, Mort Werner, vice president, programs, are extraordinarily bullish about this series, calling it one of the most stirring to appear in many years. "As dramatic entertainment it should be one of next season's standouts," Werner declares. "In the essential elements of acting, writing, and production, it will offer as meaty and meaningful drama as television has ever presented and it gives support to the view that the medium's best drama years lie ahead."

**ABC TV's giant strides.** Many Madison Avenue program buyers think ABC TV is displaying great courage by not staying with the "tried and true" and feature film presentation, but going with a large flock of untested items. Observers say that the Tom Moore and Julius Barnathan operation will pay off.

Says Moore of the '63-'64 season: "In the season ahead, I firmly believe we are going to make our biggest advance. Our new product is fresh and far removed from carbon copy programing. It represents the boldest, most daring challenge for leadership ever made."

Actually, a vitamin-packed three-network economy is essential to advertisers if the '64-'65 season is not to become a seller's field day. Consequently, a number of agency program buyers, including some of the biggest on Madison Avenue, are rooting for ABC. In any event, it'll be an exciting fall.

# The local store knows the score

*These prominent Washington advertisers have been with us*

## 12 YEARS OR MORE

**CHERNER MOTORS**

16 YEARS

**ARCADE PONTIAC DEALERS**

15 YEARS

**PEOPLES DRUG STORES**

12 YEARS

# WWDC RADIO

**WASHINGTON, D. C.**

represented nationally by John Blair Co.



on  
*Chicago's magnificent mile—*

new decor,  
new appointments,  
new meeting and  
conference space . . .  
800 modern rooms and  
suites completely  
refurbished . . .  
air-conditioning  
and TV . . .  
convenient municipal  
parking adjacent . . .  
close to all downtown  
business appointments . . .  
a choice hotel in an  
excellent location  
close by  
"advertising row"

**ALLERTON  
HOTEL**

701 North Michigan Avenue  
at Huron  
Home of the TIP TOP TAP  
Visit the LAZY LION  
Telephone SU 7-4200  
TWX 312-222-0485

## This is a tv ad . . . Color it green

"Color tv, although expensive, is especially useful (for advertisers) for it offers built-in values," according to Morgan J. Cramer, president and chief executive officer of P. Lorillard Co., discussing his company's advertising strategy at the annual shareholders meeting.

He noted that surveys show a color commercial "is at least twice as effective as a message in black & white, and our technicians are able to extract from a color film negative a black & white positive of excellent quality. Thus, all of our Kent and Newport commercials are currently being shot in color."

Cramer said Lorillard is also riding the crest of two other major moves in tv—the emerging demand for and dominance of programs featuring big-name performers, and the surging popularity of sports telecasts.

In the big-name category, the programs can be variety shows, dramatic performances, or situation comedies, he said, but all are regularly scheduled and all are built around the personality and talents of one star. In this instance Loril-

lard advertises its cigarette brands on the shows of Jack Paar, Ed Sullivan, Dick Van Dyke, and Joey Bishop.

Cramer pointed out that surveys show that when sponsored stars deliver the commercial messages in person, "the viewer's retention of that message is increased by 50%."

Adding that sports programming is no longer a man's world, with audiences of both men and women bigger than ever, he said Lorillard is presently placing greater emphasis than ever in this category.

"We have already booked the pre-Olympic trials this fall, the Winter Olympics from Austria, as well as a full measure of golf, baseball, football, bowling and general sports programs on the three national tv networks."

Stressing that "we go where our audiences are," Cramer said: "In radio, for instance, we intensify our efforts all over the dial during the summer simply because more of our customers, both current and potential, are outdoors and on the move, and sure to be listening in,

whether at the beach, on a picnic, or out for a drive."

Summing up, he noted: "In 1962, our advertising expenditures reached record levels and, naturally, we reached more homes and more people than ever before. But the significant fact here is that the size of our audience outstripped the size of our expenditures and—dollar for dollar—we got more for our money. . . . By the only yardstick that really matters—sales—our advertising is effective."

## Head of 'top 50' agency finds video 'a bore'

The chairman of one of the top 50 advertising agencies, which last year placed some \$8.2 million in tv billings, finds the medium "a bore." Edward H. Weiss, of Edward H. Weiss & Co., Chicago, says: "Tv has been much criticized because it is bad—but it is not so much bad as it is a bore."

"And it is a bore precisely because everyone is breaking his neck trying to anticipate public tastes, imitating last year's successes, and trying to find some 'scientific' formula that will please everybody everywhere—and that succeeds in pleasing nobody for very long."

"Consider the advertiser and his agency's pathetic reliance on tv polls," said Weiss. "We consider ourselves hard-headed realistic persons, but is it not the height of Utopian folly, of romanticism, of wishful thinking, to believe that these fractional polls can properly inform us about the influence and impact of our programming and our product?"

Weiss added that "management—and this includes advertising agencies more often than not—is often run by group action in which there is too much effort expended avoiding individual blame for anything that might go wrong."

Weiss made his remarks at the 51st annual Sales and Distribution Seminar of the National Premium Sales Executives, Inc., at Chicago. Of his agency's total billings in 1962, broadcasting accounted for 51% (\$10 million), with all but \$1.8 million coming from tv.



'Miss Beaux Arts 1963' lights up airwaves

Dee Simmons, Miss Beaux Arts 1963, receives 14-karat gold tv set charm from Alan B. Cowley, ad manager, Artra Cosmetics, for being one of first Negro models to do video commercials. She is featured on "TV Gospel Time," sponsored by Schaefer beer via N. W. Ayer in 25 markets

## Dodge tunes in to radio

Dodge, via BBDO, is expanding national media coverage in its second quarter to include network and local spot radio and Sunday supplements, in addition to continuing its record first-quarter tv mix of network spots and fringe minutes in leading sales markets this month.

The build-up involves flights of spot radio in 65 markets for May, together with weekend network spots adjacent to news and sports.

Using the familiar "Accentuate the Positive" jingle to highlight the Dodge dependability theme, new one-minute radio and tv commercials will stress current sales success. Dodge car sales since introduction of the 1963 models have increased 64% over the same period last year, the company reports.

## Revlon re-leaves NC&K

A "basic difference of opinion" prompted Revlon, Inc. to pull some \$5 million in billings out of Norman, Craig & Kummel for the second time in less than a decade. Products involved include Living Curl, Eye Make-Up, Touch & Glow, Lipstick, Nail Enamel, and Satin Set.

NC&K had been a Revlon agency for eight years prior to 1956 and rejoined the cosmetic firm's agency stable in late 1961. Other Revlon agencies are Warwick & Legler and Grey.

Several agencies are bidding for the account.

## 1,000 agencies on tap for ATU spot news aid

ATU Productions, producer of "syndividual" filmed commercials for tv, is providing some 1,000 advertising agencies in the U. S. with a new monthly Spot News Bulletin, which contains tidbits, articles, witticisms, criticisms, and comments concerning the tv and agency field from top industry executives throughout the country. Editor is Alliot Arluck of ATU's headquarters in New York.

ATU, meanwhile, has closed deals with banks in two additional areas for its Friendly Banker series of commercials. They are The State Bank of Jacksonville, through Newman-Lynde Associates, and the Sav-

ings Bank of Utica (N. Y.), via Farquhar & Co.

Just added to the ATU staff as a producer of tv commercials and feature films is Charles Adams, who produced Shaw's "The Applecart" starring Maurice Evans, and has served as a director for such tv shows as *Robert Montgomery Presents*, *Inside Detective*, and *The World of Art*. He has also been with Ruthrauff & Ryan as an account exec for Auto-Lite and DeSoto cars.

## AAW Europe trek

"How to Sell in World Markets" is the theme of this year's International Advertising Assn. World Congress in Stockholm in May, which members of the Advertising Ass'n of the West will attend while on a European tour.

Highlights of the trek include a tour behind the Iron Curtain into East Berlin, a reception by officials of the Common European Market headquarters in Brussels and a special briefing at NATO headquarters in Paris.

The travelers will be welcomed to Europe at a London reception attended by members of the British Advertising Assn. The tour is available to AAW members as a package for \$895, including air transportation via SAS. Arrangements are being handled thru Peter W. Skov Travel, Los Angeles.

## Philip Morris expands

The acquisition of Clark Brothers Chewing Gum, Pittsburgh, leads a list of upbeat developments revealed to stockholders of Philip Morris by president Joseph F. Cullman III in Richmond last week. This latest move marks new territory for the tobacco firm, which has lately been extending itself in the shaving products area.

Cullman predicted "modest increases" in both sales and earnings in the first quarter of 1963 over last year's earnings of \$1,880,000 and first quarter sales of \$128,620,000. There is an indicated industry gain in unit sales of 2% or better for the January-March period, based on state tax figures. Production of cigarettes reached a new record level in 1962, according to the Department of Agriculture, and

# 1963 edition off the press!

## SPONSOR'S 5-CITY TV/RADIO DIRECTORY



1963 Edition

New York

Chicago

Detroit

Los Angeles

San Francisco

50c

... 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



**Salada bags Carson for spots of iced tea**

Johnny Carson tests new Salada Iced Tea Mix with Salada advertising manager Jack Colpitts in preparation for a campaign to run on his NBC "Tonight" show starting 27 May. With the promo also slated for Arthur Godfrey's daytime program on CBS Radio, plus 240 newspapers, Colpitts predicts more than 90 million Americans will see, hear, or read about it. Tea mix is in a foil pouch with lemon and sugar for a pitcherfull. Campaign will run for five months, Colpitt says

is expected to pick up about 2% in 1963.

Discussing new Philip Morris products, Cullman predicted national distribution shortly for Paxton, king size menthol filter cigarette introduced early this year in Fresno and Tulsa, and Saratoga, which bowed in Hartford and Sacramento. Both brands are packaged in a Humiflex plastic package.

Activity on the non-smoking side of PM's operation: American Safety Razor, acquired in February 1963, introduced its Personna stainless steel double edge blades in New York and New England and its Pal stainless steel injector blades in Southern California. PM also acquired Burma-Vita Co. in this first quarter.

**Open House on Mad. Ave.**

Seventy-five of the country's top advertising and marketing college seniors arrived in New York yesterday for the 13th annual "Inside Advertising Week," sponsored by The Advertising Club of New York and the Assn. of Advertising Men

and Women. Students are given the opportunity to meet some of the ad world's leading personalities and to tour the facilities of many of the top advertisers and agencies.

About 25 organizations are supporting the event and some 10 teachers will accompany the students at a series of conferences, tours, luncheons, and receptions.

**Grass Roots**

Whirlpool Corp. will spend some \$10 million for advertising and sales promotion activities in 1963, with about half going into commissionable media via agencies K&E, Chicago, and Netedu Advertising, St. Joseph, Mich.

This represents an increase of nearly 30% in commissionable advertising, with network tv and local newspapers the major gainers. Bulk of the tv appropriation is scheduled for *Walt Disney's Wonderful World of Color* (NBC TV) but Whirlpool also bought into the *Dick Powell Show*.

Agency appointments: Craig Redden Productions, to Ball Associates

... The Carpet Manufacturing Co., Ltd., to Benton & Bowles, Ltd. ... E. F. Hutton to McCann-Marschalk for major part of its advertising and public relations ... Wynne-Compass Fair, builder of theatre-restaurant-pavillion to be operated at the New York World's Fair, to BBDO. The 2,100-seat theatre will present a musical based on 100 years of American musical comedy with George Schaefer, producer-director of Hallmark Hall of Fame, as producer-director ... Freeman Industries and Lee-Colbert to Bruck & Lurie ... Plumrose, Inc., importer and distributors of Danish meats and cheeses, to Crestwood Advertising and Public Relations ... Honda advertising in the United Kingdom to Kenyon & Eckhardt, Ltd. ... Blue Cross and Blue Shield hospital and medical care plans in the Rochester area to The Rumrill Co.

Strategy note: Adoption of the sports posture in tv advertising, according to Goodyear Tire & Rubber ad director John P. Kelley, is related to three important facts: men buy tires; they are 85% of the tire market's purchasers; they are the same percentage of tv sports viewers. Goodyear, via Y&R, just added the College All-Star football game in August to its sports look and has three important golf tournament telecasts on its co-sponsorship schedule—the Tournament of Champions, 5 May; U. S. Open, 22 June; and the P.G.A. Championship, 20-21 July.

Pabst's profit picture: Sales in barrels for the first quarter of 1963 are running 20% ahead of the same 1962 quarter and January and February should show increased profits. President James C. Windham predicts that rising demand for Pabst may result in shortages this summer at the wholesale level in some markets. On the subject of "expensive" packaging innovations sweeping the brewery field, Windham said that Pabst management is taking a "conservative view ... continuing to watch the situation carefully."

**New quarters:** Milburn McCarthy Associates moved to the new Pan Am Building, 200 Park Ave., New York 17, last week. Phone number is MU 7-7777.

**Looking forward to:** The 93rd Convention of the Society of Motion Picture and Television Engineers, 22-25 April at The Traymore in Atlantic City. A variety of new high-speed photo instrumentation devices will be shown . . . The Annual Convention of the Advertising Federation of America in Atlanta, 16-19 June. The fifth annual awards for public service to advertising will be presented there. Nominations are being invited by the National Selection Committee and all nominations postmarked not later than 24 May will be eligible. They should be sent to AFA Headquarters, 655 Madison Ave., New York 21.

**Kudos:** L. Berkley Davis, vice president of General Electric and general manager of its electronic components division, was chosen for EIA's highest award, the EIA Medal of Honor. Presentation will be made 19 June at an annual award dinner during the association's 39th annual convention in Chicago . . . John Hall, executive vice president of Louis Benito Advertising Agency, Tampa, named Advertising Man of the Year by Tampa Advertising Club . . . West Coast ad man Hal Stebbins gained laurels when Alpha Delta Sigma, national professional ad fraternity, presented him with its Benjamin Franklin Citation . . . The St. Louis Council of the 4A's elected John C. Macheca, vice president, D'Arcy, as chairman; David P. Ferris, vice president, Gardner, as vice chairman; Frank Block, president, Frank Block Associates, secretary-treasurer; and William L. Sandborn, president, Winius-Brandon, to fill unexpired term of the late Enno Winius . . . The 1962 Advertising Awards Competition sponsored by the American Music Conference, Chicago, resulted in a tie for first place between Shell, for an ad featuring a little girl plucking a guitar (K&E), and Polaroid, for its ad featuring a little girl playing her trumpet outdoors (Doyle Dane Bernbach). Awards are made for

the most effective use of a musical theme in ads of non-musical products, services, or causes . . . Gutman Advertising Agency of Wheeling walked away with eight first place advertising awards at the eighth annual banquet of the Ohio Valley Advertising Club . . . The New York Art Directors Club accorded Sudler & Hennessey five winning entries in the club's 42nd Annual Art Exhibition. Represented in the winner's circle are ads for Lightolier, Callaway Mills, CBS Radio, and Air-equippt Manufacturing. These design pieces will be on display at the Pepsi-Cola Art Gallery, 500 Park Avenue, from 29 April through 13 May . . . John F. Bonsib, president of Bonsib of Ft. Wayne, elected Governor of Sixth district of the AFA, succeeding Frank M. Baker, vice president of Grant, Schwenck & Baker, Chicago . . . Edwin H. Sonneck, director of corporate planning and research, Goodyear Tire & Rubber, elected to the executive committee of American Marketing Assn., for one year, then to the presidency beginning 1 July 1964. Six other mem-

bers were elected to the executive committee for one year and then will serve as vice presidents.

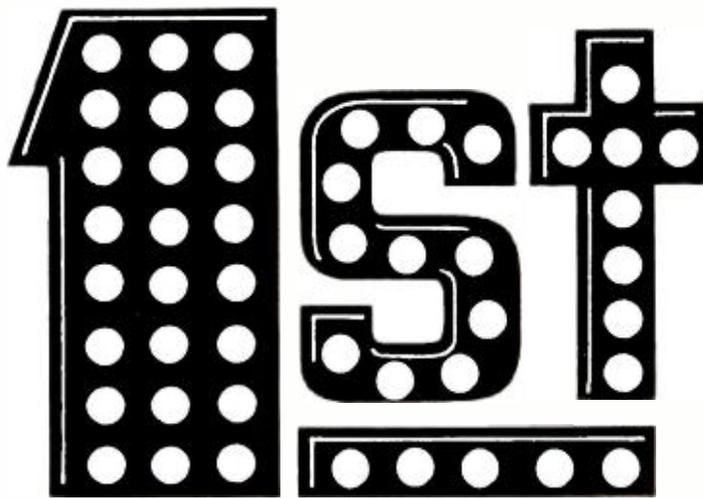
**Tab Poll:** It's not a frog! It's a new market research apparatus for use in all types of surveys from product testing and packaging to political candidates or issues. Electrically operated, the unit has a top frame for placement of survey outlines and reason for survey. Face panel is simplified for question area and adjacent push button selectors for immediate reaction surveys. Unit provides tallied results to questions at any time desired. The Tab Poll people are at 23 Claremont Road, Kenmore 17, New York.

#### PEOPLE ON THE MOVE

John Zrybko to controller of The Rumrill Company.

Owen J. Carroll to director of marketing for Lestoil Products, replacing Edward J. Fredericks, resigned to establish his own business.

William R. Dean to premium sales manager of American Machine & Foundry.



**waga-tv... first in total homes  
daytime... prime time... overall!**

Dec. '62 Nielsen · Jan. '63 ARB—Mar. '63 ARB WAGA-TV 1st  
Daytime and overall . . . 2nd Prime Time



## SPONSOR-WEEK Advertisers & Agencies

Robert M. Curtis to the account service group of Fuller & Smith & Ross as vice president and account supervisor.

Gerald H. Bruce, vice president and director of marketing for Cole, Fischer & Rogow Advertising, resigned, effective 15 April.

Eric Pomerance named east coast sales representative for Gerald Schmitzer Productions.

Horace G. Lippincott to copy department of N. W. Ayer.

James O. Yund promoted to merchandising manager for RCA Whirlpool air conditioners.

F. Strother Cary, Jr., vice chairman of the executive committee of Leo

Burnett, elected treasurer, an added post.

Dale Kreachbaum to Gutman Advertising, Wheeling.

Neale H. Oliver to Potts-Woodbury as vice president in charge of account development.

Manning M. Exton to general manager of Downyflake Foods division of DCA Food Industries.

Gene O. Hartnett to wholesale accounts manager for Prestolite replacement sales.

Edmund P. Doles to sales promotion manager of Winchete-West-

ern division of Olin Mathieson Chemical Corp.

David Malcolm Brush to treasurer of General Foods, replacing Herbert R. Hastings who retires.

Frank E. Guire to vice president for Northern California activities of Chapman 5 Productions.

Nat Gold to Mary Davis Agency as head of tv and radio commercial department, moving from Lauren Finger Agency. Making the switch with Gold are clients Sebastian Cabot, Ken Toby, Rod Bell and others.

William Brennan, assistant to Lewis Titterton, director of radio & tv programming at Compton, assumed added responsibilities of department manager formerly held by Bertrand Mulligan who has resigned.

John Luick to marketing vice president and account supervisor of Earle Ludgin.

Dwight Pohmbach, creative director of Knox Reeves, to agency's board of directors.

Ronald A. Rogers to broadcast department of Rogers & Smith as writer-producer.

Robert T. Richardson to head of creative services for Van Praag Productions.

Alfred Christie, former director of personnel administration of General Foods, to Hoyt & Roberts as vice president of the firm's newly developed executive finding services for industries other than advertising and public relations.

Darryl Turgeon rejoins Knox Reeves-Fitzgerald, New Orleans, creative force after a few years with Leo Burnett, Chicago.

Edward B. Ingeman to account executive with Clay Stephenson Associates.

Max H. Leavenworth to manager of market research for Dow Corning, succeeding Robert Springmeyer, recently promoted to controller.

Arma S. Wyler to chairman of the directing board and Walter R. Neisser to president and chief executive officer of Wyler & Co., division of Borden. Neisser also named a vice president of Borden Foods.



**'Noisiest potato chips in the world'**

This Laura Scudder's Potato Chip commercial won a first prize at the Third Annual International Broadcasting Awards in Hollywood. It features a fictional Laura Scudder who develops a chip so crispy fresh that the sound of one crunch brings down the house. Produced by Doyle Dane Bernbach, this year's commercials include the prizewinner in addition to several new ones

Burnett, elected treasurer, an added post.

Daniel I. Knight to George H. Hartman as director of broadcast services, a new post.

Richard L. Munson, account executive, and John R. Murray, Jr., senior art director, to vice presidents of Doherty, Clifford, Steers & Shenfield.

Harry R. Levin to director of advertising and sales promotion, Penn Fruit Co.

William Shiela to the account exec-

## Kildare an operator with 49'ers

Though *Ben Casey* is still the American woman's favorite doctor, females over 49 are more at home with *Dr. Kildare*, according to figures compiled by the American Research Bureau by breaking down the top ten prime time dramatic shows by adult female groups, using audience composition estimates from the February National.

During an average telecast over a two-week period (15-28 February), an estimated 19 million women watched *Ben Casey*, and *Dr. Kildare* attracted more than 18 million—ranking first with the fairer sex in the over 49 group. But the rest of the female population (18-29, 30-39, 40-49) placed *Ben Casey* first. ARB's February National esti-

mates reveal that the program almost as popular with the over 49ers was *The Defenders*. The show appeared third for that age group and third in overall female viewing. *Dick Powell* was fourth, and *Lassie*, fifth.

An analysis of the figures fails to turn up any one network as the women's appeal network. The dial dial turners seem to favor NBC and CBS shows equally, each network having four of the females' favorites in the top ten.

### Estimated female viewers by age groups\*

Rank	Network	Program	18-29	30-39	40-49	Over 49	Total Adult Females
1	ABC	Ben Casey	4,275,480	5,247,180	4,664,160	5,635,860	19,822,680
2	NBC	Dr. Kildare	3,725,400	3,725,400	3,911,670	6,705,720	18,068,190
3	CBS	Defenders	2,590,460	2,438,080	3,504,740	5,028,540	13,561,820
4	NBC	Dick Powell	3,347,040	2,928,660	3,068,120	4,183,800	13,527,620
5	CBS	Lassie	2,430,900	3,079,140	2,592,960	4,537,680	12,640,680
6	CBS	Nurses	2,747,350	2,986,250	2,747,350	3,464,050	11,945,000
7	NBC	Eleventh Hour	2,905,440	3,147,560	2,542,260	3,268,620	11,863,880
8	NBC	Empire	2,361,180	1,642,560	2,155,860	3,387,780	9,547,380
9	ABC	Going My Way	1,515,750	1,919,950	2,425,200	3,637,800	9,498,700
10	CBS	Loretta Young	1,789,830	1,960,290	1,789,830	2,386,440	7,926,390

\*Prime time general drama shows, 15-28 February 1963

### 'Common market' seen for video programing

A kind of "common market" concept of tv programing may be in the making, as advertisers, agencies, and audience continue to find favor with productions created in Europe and other parts of the world, reports George A. Graham, Jr., v.p. in charge of the NBC Enterprises Division.

He said this direction was forecast during a week of intensive study of overseas tv markets held in New York and Hollywood by NBC executives here and seven field representatives of NBC International.

Predicted was the ultimate conversion of the U. S.-to-overseas program pattern to a reciprocal plan that would bring programs pro-

duced abroad to American tv audiences. "New techniques, fresh story ideas and viewpoints might lend a virile and constructive influence to American tv programing, and a type of 'common market' might easily develop," Graham said.

A primary move to attain this goal, he added, would be increased U. S. aid and guidance to overseas producers, enabling them to gain a more thorough understanding of American tastes and preferences.

### Sponsors set for NBC golf spec, news series

Two major advertisers have signed as co-sponsors of NBC TV's 90-minute colorcast of the 11th annual Tournament of Champions golf classic climax 5 May, and the

network has also sold a new half-hour prime-time news program featuring Chet Huntley and David Brinkley to four sponsors for a 9 September bow.

Bankrolling the golf special, to be aired from the Desert Inn Country Club in Las Vegas, will be Good-year Tire & Rubber, via Young & Rubicam, and Wilson Sporting Goods, through Campbell-Mithum.

The new *Huntley-Brinkley Report* will replace the duo's 15-minute evening news show which has been a five-a-weeker since 29 October 1956. To be "a news program all the way through," it will be sponsored by Reynolds Tobacco, via William Esty; American Home Products, Ted Bates; American Chicle, Bates; and Alcoa, Fuller & Smith & Ross.

Meanwhile sponsors of three

NBC News tv programs have been cited by the *Saturday Review* in the magazine's 11th annual Awards for Distinguished Advertising in the Public Interest. They are Bristol-Myers, for an *NBC White Paper* on "The Battle of Newburgh"; Gulf Oil, runner up for *The Tunnel*; and Douglas Fir Plywood Assn. and Pittsburgh Plate Glass jointly, for *David Brinkley's Journal*.

### Ford takes summer ride

Ford vehicles, via J. Walter Thompson, will again sponsor *The Lively Ones* on NBC TV as a summer replacement for eight weeks, beginning 25 July. The half-hour color program will replace the vacationing *Hazel*, which returns for its third season in color 19 September.

Negotiations are under way for Vic Damone to return as regular singing star and host, and producer-



**\$1.11 an hour  
staffs your station  
with IGM  
SIMPLIMATION**

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

**IGM SIMPLIMATION**  
P. O. Box 943, Bellingham, Washington.

directory Barry Shear says the program will feature oil-beat showcasing of more than 50 musical headliners. Segments will be taped out of sequence, a large number of them on location, and Shear said this season's skein will introduce a new method of integrating animated subject matter with live performers.

Looking forward to: James C. Haggerty, ABC vice president in charge of news, special events, and public affairs, will be chief speaker at a joint luncheon of the Ad Club of Boston and the Broadcasting Executives Club of New England at 12:30 p.m. on 23 April in the Georgian Room of the Statler-Hilton Hotel, Boston.

Financial report: NBC Radio sales so far this year are running 10½% over the first half of 1962, itself a record breaker. Since the first of April, \$2.1 million of new and renewal business has been written. Since 1 January, \$4.3 million in sales have been made to 35 advertisers, 21 of which are repeat advertisers.

### NBC comes to aid of etv

NBC took a generous step last week to help New York City's new and financially shaky educational station stave off possible bankruptcy. The NBC board of directors approved a contribution of \$100,000 to WNDT in response to the station's plea for assistance.

NBC had previously contributed \$250,000 as had CBS which helped in the purchase of the station for conversion to an educational facility. Said board chairman Robert Sarnoff: "We recognize the problems faced by WNDT in developing an operation which can help relieve the shortage of teaching facilities and assist educational organizations, while providing a specialized service to viewers in the community. Although ultimately we believe the station must rely on those sources for its financial support, the NBC contribution was granted to assist the station in meet-

ing its immediate requirements." Programming notes: NBC News executive vice president William R. McAndrew announced that nine full-hour specials are in the works for next season covering such diverse subjects as private art collections, a train journey through the Iron Curtain, and the life and culture of modern India... *Cartoonies*, a new Saturday morning entertainment series featuring post-1958 cartoons new to network tv and starring puppeteer and ventriloquist Paul Winchell as host, debuted 6 April on ABC TV (11-11:30 a.m.), sponsored by Mattel (Carson/Roberts) and General Foods (Benton & Bowles).

### PEOPLE ON THE MOVE

Stephen White named manager, special features, for NBC Radio.

Kudos: Two awards by the Type Directors Club for typographic excellence and design were presented John Graham, art director, advertising department of NBC. One is for "Twenty to Build On," an institutional book on 20 of the network's award-winning programs of the '61-62 season and the other is for an ad which appeared in the 3 November 1962 issue of "The New Yorker" titled "No Holiday for Stringers" which dealt with NBC coverage of the 1962 elections... *Justice*, an NBC Radio series, honored with a citation from U. S. Supreme Court Justice Tom C. Clark on behalf of the Federal Bar Assn... NBC board chairman Robert W. Sarnoff gets a special award from the National Council of Catholic Men in recognition of NBC's "33 years of creative leadership and cooperation in religious broadcasting" at a presentation tonight at Washington's Preview Theater of the Motion Picture Assn. of America... The annual ABC Radio-sponsored Edward P. Morgan Essay Contest drew high praise from Vice President Lyndon B. Johnson and other government officials including Senate Majority Leader Mike Mansfield (D-Mont.), whose congratulatory statements before Congress have been printed in the Congressional Record.

## Talman banks its ad wad on three more years of fm

One of the nation's ten largest savings and loan associations and the second largest in Chicago, Talman Federal Savings and Loan Assn. has been reaping lots of new savers as a result of its sponsorship of a 6-8:30 a.m. program on WFMT, Chicago. Behind the early-morning show since 1956, the bank has just renewed for three more years with the Fine Arts Station, one of the longest contracts in broadcast history.

According to Jonathan Pugh, executive vice president of Talman, a success which raised bank assets from \$160 million to \$375 million since 1956 is "a result of the high quality of audience attracted by the station's unique overall policies and WFMT's excellent handling of the commercial material." Talman uses only four commercials during each two-and-a-half-hour program. "We don't want to wear out our welcome," said Pugh.

The station, which broadcasts more than 100 of its 135 hours of fine arts programming each week in multiplex stereo, reports 1963 billings thus far are the highest in its 11-year history.

## 4 Star 2-horse parlay mounts new hr. block

Advertisers seeking to place their sponsorship on the line for more hour syndication properties are being touted by Four Star Distribution Corp. for a new two-horse parlay—the teaming of the half-hour *Rifleman* and *Dick Powell's Zane Grey Theatre* as a one-hour Western block.

*Rifleman* star Chuck Connors is currently at work at Four Star's Hollywood studios, filming introductions and bridges which will make the parlay possible. The project calls for Connors to film a number of intros to the "western hour" and bridges leading from *Zane Grey* into *Rifleman* and vice-versa—so that either can follow the other.

Len Firestone, vice president-general manager of Four Star, said

the idea of teaming two syndicated series via brand new film production is "revolutionary, as this is probably the first time that two shows have been so completely compatible as to make a back-to-back arrangement feasible."

## ABC TV affils elect board

Mike Shapiro, general manager of WFAA-TV, Dallas, has been elected chairman of the board of governors of the ABC TV Affiliates Assn. and Thomas P. Chisman, president and general manager of WVEC-TV, Norfolk, reelected vice chairman.

The group gathered during the Chicago NAB convention to elect its leaders for the coming year. Herbert Cahan, general manager of WJZ-TV, Baltimore, a new member of the board, was elected secretary; Martin Umansky, vice president, general manager of KAKE-TV, Wichita, was reelected treasurer.

Other new members elected to the board: Joseph L. Brechner, president, WFTV, Orlando; Joseph F. Hladky, president, KCRG-TV, Cedar Rapids. Hladky was a former board chairman.

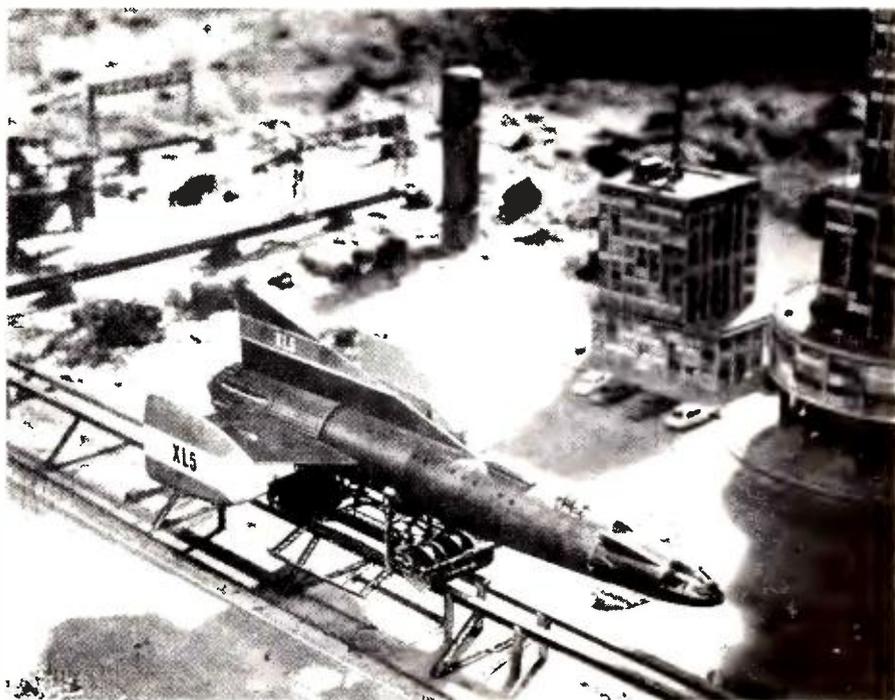
## Historically speaking

Today (15) marks the 42nd birthday of WSPD, Toledo, and seems the ideal time for a little nostalgia regarding the birth of one of the bulwarks of the business, Storer Broadcasting.

It was a case, most rare today, of a sponsor being so pleased with the results of his radio campaign he bought the station. The zealous advertiser was Fort Industry Oil Co. of Toledo and the station was WTAL, which had started out as a 10-watter, broadcasting from a storeroom in the old Navarre Hotel in 1921. The gasoline trade name was "Speedene," which became the call letters of the station in 1928—WSPD—and the parent company became Fort Industry Co., which became Storer Broadcasting Co. in 1952.

## New rep firm accelerates pitch to automotives

Edwin R. (Dick) Peterson, Jr., hopes to spark additional national spot activity on the part of automotives and their by-products for the medium-size radio markets. To



**Rocket ship carriers ITC to 3rd web slot**

Independent Television Corp.'s latest sale for network airing is its new half-hour "Fireball XL5," which this fall will join "Espionage" and "Fury" as ITC series on NBC. The series consists of 39 segments of science fiction in 21st Century, filmed in the new Super Marionation process

accomplish this, Peterson has signed up some 500 affiliated stations across the country and is set to make his march on the Detroit giants as president of Automotive Radio Group, Inc. (ARG).

Although some ARG affiliates are within the top 30 markets, the group has sought stations on the

### Savannah Sugar sweet on new syndie show

The first advertiser to make a multi-market buy on United Artists Television's new *The Lee Marvin Show* for fall debut, Savannah Sugar will sponsor the show throughout its five-state marketing area.

things on the sales side there are booming. Over 175 individual sales deals during the first quarter, including the NAB convention period, added \$2.7 million in new business to the till. Leaders were *The Ann Sothern Show*, *Bat Masterson*, and *The Aquanauts*.

### TvB taps top salesmen

Congratulations to the five winners of TvB's "Outstanding Salesmen" competition. The men and the specific sales for which they were cited:

Bob Saracen, WGAN-TV, Portland, Medallion Home's building contractors; Bob Walton, WRBL-TV, Columbus, Ga., Metcalf's Clothing Store; Bill Kelley, KDKA-TV, Pittsburgh, Pittsburgh National Bank; Del Greenwood, KOA-TV, Denver, Ridgewood Realty; Dick Janick, KTTV, Los Angeles, Liberty Records.

### WINS billings up 50%

First quarter business at WINS, New York, accounted for the largest volume for January-March in the history of the station as well as the largest percentage increase in volume ever, according to sales manager Arthur Harrison.

A 50% gain over the first quarter of 1962 does not include additional billings resulting from the New York newspaper strike.

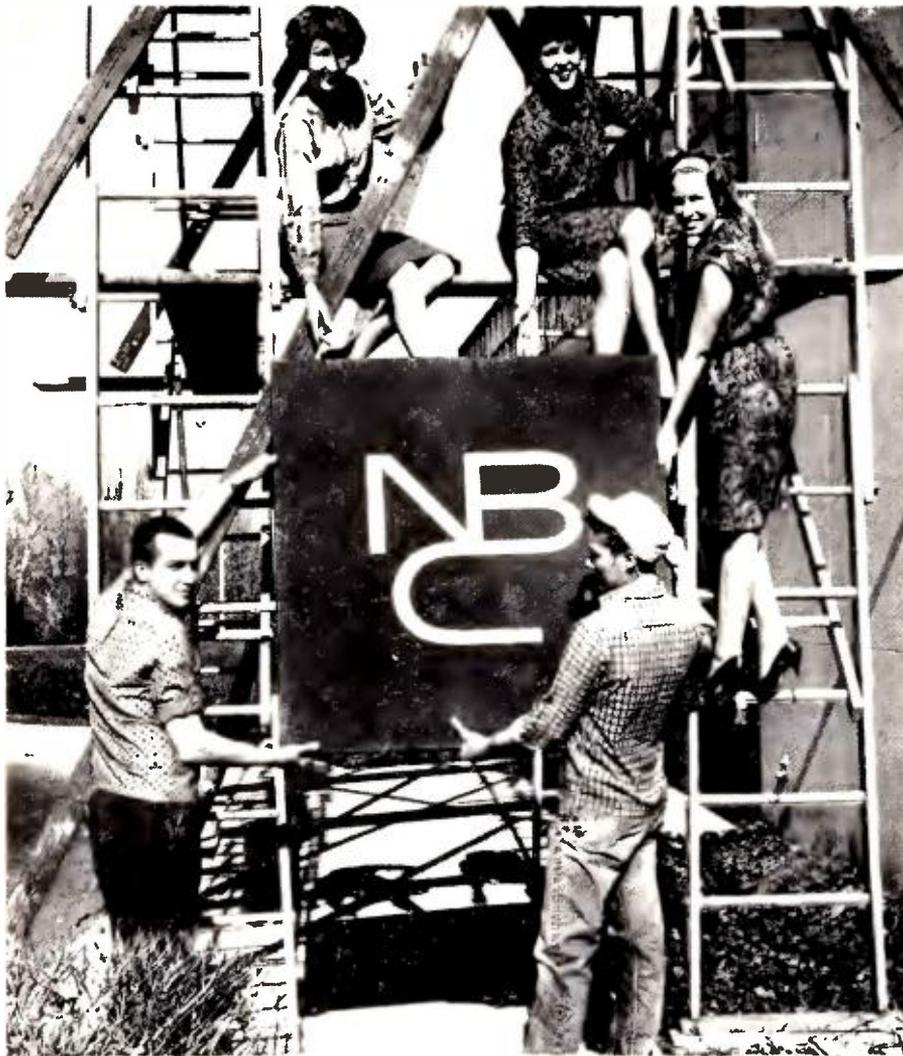
(For further news on WINS, see picture story on page 42.)

### The joke's on Gainesville

Gainesville radio fans are still slightly red in the face for having fallen so hard for an April Fool's Day prank engineered by WGGG general manager W. E. Minshall.

A story in the 31 March local paper announced that Minshall had fired the entire regular staff of announcers, d.j.'s and newsmen and that the station would carry on with a new staff. To confirm it, each member signed off for good over the weekend and with such authenticity that the station's phones were ringing constantly as irate listeners called to complain.

Who ran the city on 1 April isn't



**NBC gets a lift in Washington**

Three attractive WRC-TV staffers help boost the new NBC logo in place on the \$4.5-million headquarters of NBC in Washington, D. C., the first station built from the ground up for color (1958). Helping beautify the edifice are (l-r) Helen Murphey, Lynda Van Nort, and Leanne Hull

basis of their market size between 30 and 300 in ranking. ARG may be had as a single buy of 25 markets or more and only a single contract is required. Uniform individual station affidavits of performance are supplied.

ARG is located in the middle of its main target area at 2338 Dime Building, Detroit.

Major cities involved are Atlanta, Greensboro, Winston-Salem, Columbia, S. C., Charlotte, Greenville-Washington, and Johnson City-Bristol. Savannah is also expected to purchase two additional markets. The sale brings total markets to 67 on the drama-actuality show.

Word from UA-TV's re-run subsidiary, Economee, indicates that

clear, but WGGG had the most distinguished lineup of d.j.'s and newsmen around. Civic and business leaders and representatives from all walks of life billed themselves and took to the airwaves. Some new-born stars: funeral director "Dapper Dick Williams," clothing store owner "Bobbin' Robbins," tax collector "Ivy League Hillbilly," "Newsmen Wild Bill Mitchell," executive secretary of the Chamber of Commerce, read a telegram from "JFK" in Washington asking that Minshall reconsider his decision to fire the old staff "thus adding to the unemployment problem."

## 8 vie for station Emmy

Entries from eight tv stations have been chosen from 60 aspirants as finalists to compete for a "station award" Emmy this year, the first time such a category has been set up by the Academy of TV Arts and Sciences. Final judging will be by Burton Benjamin, chairman of the Station Award Committee, and NBC's Ben Grauer.

The award is for the outstanding programs produced by local com-

mercial tv stations in the U.S. dealing with a significant issue in the station's community.

Finalists are: WBAL-TV, Baltimore, for *The Dark Corner*; WCBS-TV, New York, for *Superfluous People*; KING-TV, Seattle, for *Suspect*; WKY-TV, Oklahoma City, for *Time's Man*; WBBM-TV, Chicago, for *The Wasted Years*; KBTB, Omaha, for *Operation SOS*; KNXT, Los Angeles, for *Burden of Shame*; and WCAU-TV, Philadelphia, for *Conformity*.

## Syndication

**That's hospitality:** An all-expense week-end for two in Los Angeles, hosted by Leslie Nielsen, star of *The New Breed*, fell to Tom E. Gibbens, president and general manager of WAFB-TV, Baton Rouge. Gibbens' name was chosen from among hundreds that entered the drawing in ABC Films' hospitality suite during the NAB convention in Chicago. On tap are tours of the metropolitan squad of the Los Angeles Police Department, the law enforcement group which inspired the series, and the Los Angeles Police Academy. But

there's a less serious side which includes dinner at Scandia's, a tour of the Walt Disney Studios and Disneyland and a visit to ABC TV's Television City.

**Jolly good fellows:** A one-drink-a-year group, the ABC Films Alumni Assn. got together at the NAB Convention for its sole meeting of the year and elected its officers. George T. Shupett, presently 20th Century-Fox vice president, will helm the group as president until the next meeting—at next year's NAB convention.

**Sales:** *The Rifleman* has racked up \$525,000 in sales during its first two weeks in off-network syndication, says Four Star Distribution. Pace was set with sales to KTLA, Los Angeles, KTVI, St. Louis, KPIX, San Francisco, WDAF, Kansas City, and WOC, Davenport . . . ABC Films sold 36 hour episodes of *The New Breed* to the Metropolitan Broadcasting tv stations, launching it for general distribution. It had been limited to only a handful of test markets . . . NBC Films sold *87th Precinct* in 16 mar-

## Newsmakers in tv/radio advertising



**William B. D. Putnam** has been elected a vice president of Fletcher Richards, Galkins & Holden. Putnam was recently appointed account manager on Eastern Air Lines to handle creative requirements of the account and supervise a newly formed advance planning group. Putnam has been associated with FRC&H since 1951.



**Robert J. Guthrie** has joined Wesley Associates as media director. Previously, he had been associated with Weed Television Corp. as an account executive. A graduate of Manhattan College, he holds a law degree from Fordham University. He has practiced law and has also been with NBC, ABC, Cunningham & Walsh and Riedl & Freede.

**Victor G. Bloede**, formerly senior v.p. and director of creative services at Benton & Bowles, was promoted to executive v.p. and management supervisor on the household soap products division account of Procter & Gamble. Whit Hobbs, who joins the agency 1 May from BBDO, was elected senior v.p. in charge of creative services and a director.



**Edward N. (Nick) Anderson, Jr.** has been named advertising and promotion manager for the Birds Eye division of General Foods. Anderson had been Philadelphia district sales manager for the company's Maxwell House division since September 1961. He joined the organization in 1957 in the former Baker-Gaines division and named to MH later.



## SPONSOR-WEEK Stations and Syndication

kets to date and *The Deputy* sold to Fuller & Smith & Ross, Los Angeles, for its client Scott Motors which will distribute the series to 13 markets, the first large-scale tv investment by this company . . . Walter Reade-Sterling's *Adventure Theatre* sold to WXYZ, Detroit, bringing total markets to 30.

New properties: Screen Gems will syndicate the off-ABC TV series of *Winston Churchill: The Valiant Years*. There are 26 half hours and one 60-minute episode . . . SG is also selling *Naked City*, currently completing a four-year stint on ABC TV. WPIX, New York, and WGN-TV, Chicago, have signed so far, each taking 99 hours and 39 half-hours . . . The colorful life and career of Cecil B. De Mille will be the basis of a tv special next season. Produced by MGM TV with cooperation of Paramount Pictures and the Cecil B. De Mille

Trust, it will be either 60 or 90 minutes called *The World's Greatest Showman*. It was conceived and will be produced by Stanley Roberts.

New quarters: Seven Arts Productions and Seven Arts Associated now located in the Pan Am Building, 200 Park Avenue, New York 17. Phone number is 972-7777.

### Grass Roots

NAB tv board: Joseph E. Baudino, Westinghouse; John F. Dille, Jr., WSJV-TV, South Bend-Elkhart; and Glenn Marshall, Jr., WJXT, Jacksonville, are newly elected NAB tv board members. Re-elected at meeting in Chicago were: Otto Brandt, KING-TV, Seattle; Robert F. Wright, WTOK-TV, Meridian, Miss.; and James D. Russell, KKTV, Colorado Springs.

Financial reports: Chris-Craft Industries and its subsidiaries for the year ended 31 December had consolidated revenues of \$69,399,700, compared with 1961 revenues of \$67,595,931. Net earnings amounted to \$2,084,893, equal to \$1.51 per share, compared with 1961 earnings of \$2,298,750 or \$1.67 per share. Non-recurring gains from the sale of the operating assets of KTVT, Ft. Worth, and from the recent sale by Nafco Oil and Gas of certain oil and gas interests in Wyoming, contributed 67 cents per share to 1962 earnings. There were similar non-recurring gains in 1961 which added 29 cents a share . . . Wometco Enterprises first quarter gross income was up over 1962 by approximately 13% (to about \$5,000,000).

Changing hands: Tahoe Broadcasters, Inc., sold KOWL, Lake Tahoe, Cal., to KOWL, Inc., a new corporation from Palo Alto. Buying group is headed by Jackson R. Stalder and C. Kenneth Hildebrandt, former manager of KYA, San Francisco, and general manager of KMYR, Denver. The sale,

handled by Lincoln Dellar, was for \$185,000 . . . KDOM, Windom, Minn., sold subject to FCC approval by Robert D. Thompson to Ralph Wylie Sterling for \$10,000. Hamilton-Landis brokered the sale.

Nightcap: There are plenty of insomniacs in the twin cities, or so recent mail pull promotions conducted on *Hobbs House* program of WCCO and *The Late Show* of WCCO-TV would indicate. The all-night radio program offered listeners chance to win three portable transistor radios. Offer was featured on only nine broadcasts and

### TvB Sales Clinic Dates

15 April	Fort Wayne Champaign
16 April	Pittsburgh
17 April	Altoona Indianapolis
19 April	Lebanon Grand Rapids Peoria
22 April	Miami Montgomery Roanoke
23 April	Columbus
24 April	Tampa Augusta Greensboro
25 April	Jacksonville Atlanta
26 April	Charlotte
29 April	Des Moines Charleston Norfolk Asheville
30 April	Waterloo Columbia Richmond Greenville

only during the first and last half-hours of each show (10:30-11 p.m. and 1:30-5 a.m.). A total of 12,419 pieces of mail were received from 36 states, the District of Columbia, four provinces in Canada and one Mexico territory more than 1,800 miles from Minneapolis-St. Paul. An "Ah Spring" contest on *The Late Show* asked viewers to guess the exact temperature at the time of the Vernal Equinox (2:20 a.m. 21 March). A total of 7,357 entries

## TWO MARKETS

WALA-TV is the only Mobile station that also delivers city-grade coverage in Pensacola . . .

PLUS coverage of the rich Mississippi Gulf Coast; the industries and military installations of West Florida and dozens of inland cities and towns.

## ONE BUY . . . CITY-GRADE COVERAGE OF

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

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



TALLEST TOWER ON THE GULF COAST

**WALA-TV 10** 

MOBILE - PENSACOLA

ained in with guesses ranging from 20° below to 60° above. The grand prize winner who knew that it was 18° above zero, received a trip for two to Mexico City and a week's vacation there.

sports sales: KWKW, Los Angeles, Spanish-language station, signed White Front Stores as co-sponsor of warm-up segments and full sponsor of wrap-up broadcasts to all Los Angeles Dodger games for the entire baseball season. Agency is Recht Advertising . . . Monroe Auto Equipment will sponsor New York Yankee Baseball *Warmup* show preceding each Yankee game over WCBS, New York.

Programming notes: On 25 April, KDKA-TV will present a live, 90-minute play in cooperation with the Pittsburgh Playhouse. The vehicle selected for this experiment is "Broadway fare" is "*Angel Street*," written by Patrick Hamilton and formerly titled "Gaslight." Stonery's Brewery purchased two birds . . . KCBS (AM & FM), San Francisco, premiered a new series called *Words and Music*, being broadcast every weekday evening from 6:35-7 p.m. and featuring top names from the world of music. Each guest will tell how a certain musical selection played a key role in his or her career or personal life . . . WFOL (FM), independent stereo fm station in Cincinnati, has signed as exclusive (in the city) subscriber of Radio Press International for expanded news broadcasting . . . WFTL, Fort Lauderdale, is presenting a history of the city in a series of daily five-minute capsules called *A Page out of History*. Written by August Burghard, president of the local Historical Society, the programs are sponsored by the First National Bank in Fort Lauderdale.

New call letters: WRGR has assumed the new letters of WPXE, Starke, Fla. The PXE stands for Pixie." The "whimsical" station was purchased last month by George Golthberg, Radio, Inc.

Extra curricular activities: Bonnie Vallis, woman's director and hostess on KBOI-TV, Boise, daytime show, accepted an invitation from



#### Sporting a stole for spotting a spot

Watching WCCO-TV, Minneapolis, paid off for a school teacher and sales clerk when the teacher followed instructions on a Bristol-Myers commercial and purchased Softique bath oil so she could enter a sweepstakes. Sporting mink stoles presented on WCCO's "Around the Town" are the teacher, Mr. Janice Love (l), and the clerk who validated her entry, Mrs. Doris Van Winkle

Secretary of Defense Robert S. McNamara to serve on the Defense Advisory Committee on Women in the Services for the next three years . . . John P. McGoff, president of Mid State Broadcasting and general manager of Mid State Network, named deputy chairman of Our Livelihood Day of the tenth anniversary Michigan Week, 19-25 May . . . Fred E. Walker, recently appointed general manager of KDKA, Pittsburgh, elected to the

board of directors of the American Wind Symphony Orchestra and appointed to the journalism advisory board of Point Park Junior College.

#### PEOPLE ON THE MOVE

Harold Waddell, general manager of WKBZ, Muskegon, elected to the board of directors of WKBZ Radio Corp. and named executive vice president.



#### But which end does the music come out?

Richard Maltby, composer-arranger-performer and commercials background, is looking for the first owner of this "kookiephone," which he found in a second-hand shop. Checking, he found it was made in 1905 and is one of a kind—a double-belled horn giving stereo effect by echoing

# WHAT ARE YOUR PHOTO REQUIREMENTS?

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

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

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

**BAKALAR-COSMO  
PHOTOGRAPHERS**

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

212 CI 6-3476



Charles Rutledge to president of Westmoreland Broadcasting Corp., WQTW, Latrobe, and John "Jay" Stewart to secretary-treasurer and general manager of the station.

William F. Sherry to local sales manager of WIBG, Philadelphia.

John Schermerhorn to manager of sales promotion and public relations of WKOW (AM & TV), Madison.

Allan Israel to promotion manager of WQXR, New York, succeeding Elliott Sanger, Jr., who becomes "The Times" director of news programs on the station

Jack Manning to general manager of KGLA (FM), Los Angeles.

Harold Hirschmann to sales manager of KEWB, San Francisco/Oakland, replacing Dick Ullman, Jr. resigned.

Charles G. Pye, Jr., to executive vice president and general manager of WORL, Boston.

Jack Berning, formerly sales manager for WFIE-TV, Evansville, to general sales manager for KTVT, Dallas-Fort Worth.

Al Nelowet to local sales manager for WAVY, Norfolk.

Michael Denson to the newly-created post of director of information services for the Society of Motion Picture and Television Engineers.

John Henry Faulk requested a release from his contract with WINS, New York, to devote more time to completion of his forthcoming book for Simon & Schuster and to his tv activities.

John F. Bayliss to director of the western region radio division of Producers, Inc., which acquired KXOA, Sacramento, on 1 April, and has application pending FCC approval for KJAX, Santa Rosa.

Joseph W. Roberts to executive vice president of Muzak, a new post.

Hugh F. Del Regno named controller for KHJ (AM & TV), Los Angeles.

Ralph O'Brien to assistant merchandising manager of Springfield Broadcasting.

Kudos: The Associated Press Radio and Tv Assn. awarded plaques to three members for outstanding achievements in cooperative news

coverage during 1962. They are: WCAU, Philadelphia; KYNO, Fresno; KYSS, Missoula. Eight other stations received honorable mention certificates . . . Bill Whalen, news director of WNAC, Boston, and Yankee Network News Service, elected chairman of Massachusetts Associated Press Broadcasters Assn. Ben Summers, news director of WMRC, Milford, became vice chairman . . . General Federation of Women's Clubs presented its annual award for broadcasting to Harry Thayer, station manager of WGHQ, Kingston . . . Nebraska's Legislature passed unprecedented resolution praising WOW, Omaha, for 40 years of public service to the state. Station observes its anniversary during April . . . Metropolitan Broadcasting's WHK, Cleveland, won first Air Force Award of 1963 for "outstanding public service to the recruiting program of the U.S. Air Force . . . Marianne Tomlinson, women's director of WRFD, Columbus-Worthington, elected president of the Ohio Chapter of the American Women in Radio and Television . . . Alma John, director of women's activities for WWRL, New York, received certificate of merit from U.S. Air Force Recruiting Service for her public service and on-the-air activities in its behalf.

## Representatives

Rep appointments: KDWB, Minneapolis-St. Paul, to Robert E. Eastman . . . WNFO (FM), Nashville, to Herbert E. Groskin . . . WJAY, Mulins, S. C., to T-N Spot Sales . . . KXOA, Sacramento, to Blair Radio.

## PEOPLE ON THE MOVE

Michael McNally to the Chicago office of Metro Radio Sales as account executive, from WBKB, Chicago.

Edward Rohn and Robert Lewis, both radio account executives with Edward Petry, to group sales managers, newly-created posts. Reporting to Martin Percival, eastern sales manager, each man will supervise a unit of the ten-man New York radio sales force.

Mario Messina to Clarke Brown's southwestern office at Dallas to manage and handle sales.

# SELLER'S VIEWPOINT

By Lee P. Mehlig  
president  
Broadcast Clearing House

## Radio: walking before sprinting

The NAB convention brought into troubled focus four problems keyed to radio's current and continuing rocky road. Radio's industry leadership is taking stronger stances but station management at the local level must do the same—starting right now.

Time after time at the NAB convention, and in daily discussions with station men and their representatives, we heard voiced these four key problems for radio. They are the reasons for radio's financial pallor. The signs of ailment are many.

Radio station profits are down, the FCC tells us. National spot radio advertising is down about 3% yet national advertising generally is up about 3%. Thus radio is losing while other media are gaining.

Why? Because of these four problems: (1) ratings, (2) rates, (3) television and (4) paper. Are there answers?

Is there a solution to ratings? Where is the magic, inexpensive solution to accurately, honestly determine where 181 million Americans are listening on 175 million radio sets? No one has shown a way to pin down listening in the car, attic, den, basement, kitchen, bedroom, bathroom, on the street

or beach. Nor, if and when such a plan is devised, will it tell how much listening is done . . . by how many people . . . where . . . for how long . . . to how many stations . . . the kind of actual listening being done.

Radio is out there, selling more sets every year and getting results despite the lack of answers to these questions. But this doesn't change the cut in business because radio is unable to answer agency questions, to get the needed figures which get the business. Immediacy of solution? No.

Is there a solution to rates? When will more—*many* more—station owners and managers realize that overhead plus profit margin means a business? When will they see there are costs of doing business *plus* the amount they need over and above these costs to make it all worthwhile? Station operators should stop kidding themselves with so-called fat contracts loaded with discounts that boil down to wheel-spinning and, most times, a loss.

The day that salesmen stop bringing in orders and start coming back with profitable rate-card orders is the day agencies will realize radio men *do* know their product enough to believe in it and to stand up

and fight aggressively for it.

That same day, the agencies will be convinced station men are businessmen, not day-to-day peddlers. The solution? None is imminent.

Is there a solution to television? Who needs one? Tv is tv and radio is radio. Radio has its own individual characteristics of imagination and speed, of being everywhere with incredible timeliness. When three to four times as many radio sets are sold than tv, why worry? Dig into your own product's merits and sell radio.

Solution? None . . . and none is needed.

Is there a solution to paper? Who's radio's customer? The agency. Who's the station's national sales partner? The rep. The station operator *must* be interested and involved in both their problems. Profit appeals to them as well as to him. If radio is a profitable commodity to buy and to handle, if it is effective, agencies will use none of it for their clients.

But paperwork—the massive detail involved in spot radio campaigns—is unprofitable for many agencies and costly for every rep and station. Broadcast Clearing House provides many of the answers to the paper problem—but a partial answer is still a constructive and solid start to the solution of a basic industry problem. BCH, working today with 75 advertising agencies all over the country, has simplified and streamlined procedures in spot buying, adjusting, and billing as well as payment. It has standardized one order form which is used by all three parties involved in national spot radio—the agency, the rep, and the station.

In shaking down radio's four problems, we find the box score shows: One: tv, just *isn't* a problem—if radio is sold right. Another, paperwork, is well on the way to being solved. Thus the two big issues confronting station management and clamoring for solution: rates and ratings.

These need immediate, minute-to-minute study, appraisal and conclusions on which action can be taken. Radio must walk before it can run . . . and it must start walking now. 



*Lee P. Mehlig, co-founder as well as president of Broadcast Clearing House, was executive vice president until elected to the top post in December, 1962. Prior to formation of BCH, he was vice president and co-owner of KGMC, Denver. As head of BCH he headquarters in New York, but spends much of his time in the Chicago, Los Angeles and San Francisco offices. Mehlig and his family live in Darien, Conn.*

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**SPOT TV BUYS**

Van Hensen shifts readying a campaign of nighttime minutes and sports to start 1 May and run through 15 June in 125 markets. Buyer at Grey (New York) is Jerry Rettig.

Heinz Baby Foods and Ketchup going into 56 markets for a six-week drive to begin 12 May. John Livoti at Maxon (New York) buying prime and fringe minutes.

Ex-Lax directing a four-week campaign at the distaff audience in 45 markets starting 22 April. Buyer at Warwick & Legler (New York) is Jim Kearns, who's looking for daytime and fringe minutes.

Dristan Nasal Mist, through buyer Mike Tomasone at Tatham-Laird (New York), purchasing nighttime minutes for a campaign to begin in April for a three-week duration. Drive, aimed at the adult audience, but particularly women, is planned for about eight markets, all located across the northern half of the country.

Eastman Kodak buying nighttime minutes and chain breaks for a campaign starting 12 May to run through 15 June. Buyers are Joan Ashley, Martha Toman, and George Heffernan at J. Walter Thompson (New York).

Waterman-Bic pens and pencils slated for a four-week campaign to begin 7 April. Marty Foody at Ted Bates (New York) interested in nighttime minutes.

Lehn & Fink Products supplementing and strengthening Lysol Spray campaign which started in mid-March by adding fringe and daytime minutes in several top markets. These supplementary spots will be aired starting 22 April for ten weeks. Buyer is Bob Kutsche at Geyer Morey Ballard (New York).

Lever Bros. Lipton Tea buying five- and ten-minute news or weather programs and early and late evening fringe minutes through Steve Suran at SSC&B (New York). Campaign due to start 5 May for 13 weeks.

Hi-C buying a 19-week campaign of minute spots for a 29 April start date. Fred Goldstein at Dancer-Fitzgerald-Sample (New York) is the buyer.

Pacific Hawaiian Products' campaign for Carbonated Fruit Beverages set for a 1 May start to run 26 weeks using minutes. Ralph Payton at Esty (New York) is the buyer.

Continental Baking now buying day and nighttime minutes for a Wonder Bread campaign to start 22 April for a three-week run. Perry Seastrom at Ted Bates (New York) is the buyer.

Continental Baking's Hostess Pastry campaign of day and nighttime minutes being bought at Ted Bates (New York) by Art Goldstein. Start date is 13 May for a six-week run.

**SPOT RADIO BUYS**

Wm. Underwood Ham buying minutes, 30s, and I.D.s through Eileen Conradi at Kenyon & Eckhardt (Boston) for a campaign expected to start 6 May for 13 weeks.



# We've gone to Japan...

to bring you Volume 6

# THE INTERNATIONAL VOLUME

The finest product of the Japanese film industry—award winning films such as “The Island,” and “Rashomon.” These and many more films from Germany, France, Italy, and England... the best the world has to offer... are all in Volume 6, “The International Volume.”

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

# HENNESEY SAILS TO

# 1000

## SALES

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Washington, D.C. . . . .WRC-TV	Norfolk-Portsmouth- Newport News . . . . .WAVY-TV	San Francisco . . . . .KRON-TV	Phoenix . . . . .KTVK
Chicago . . . . .WGN-TV	Sioux Falls . . . . .KELO-TV	Lubbock . . . . .KCBD-TV	Sioux City . . . . .KVTV
Detroit . . . . .WJBK-TV	Yuma . . . . .KIVA	Boise . . . . .KTVB	Grand Rapids . . . . .WOOD-TV
Orlando . . . . .WDBO-TV	Albuquerque . . . . .KOB-TV	Syracuse . . . . .WNYS-TV	Odessa- Midland . . . . .KMID-TV
Portland, Ore. . . . .KPTV	San Antonio . . . . .KONO-TV	Salt Lake City . . . . .KSL-TV	Alexandria . . . . .KCMT
Youngstown . . . . .WFMJ-TV	Reno . . . . .KOLO-TV	Miami . . . . .WCKT	Green Bay . . . . .WFRV
Jackson, Miss. . . . .WLBT	Las Vegas . . . . .KORK-TV	Charlotte . . . . .WBTW	Cleveland . . . . .WEWS
Boston . . . . .WHDH-TV	Fresno . . . . .KMJ-TV	Missoula . . . . .KMSO-TV	Bangor . . . . .WLBZ-TV
Los Angeles . . . . .KNBC	Sacramento . . . . .KCRA-TV	Baltimore . . . . .WMAR-TV	Binghamton . . . . .WBJA-TV
Lancaster . . . . .WGAL-TV	Billings . . . . .KOOK-TV	Abilene- Sweetwater . . . . .KBRC-TV	Spokane . . . . .KXLY-TV
San Diego . . . . .KOGO-TV	Butte . . . . .KXLF-TV	Erie . . . . .WICU-TV	Lexington . . . . .WKYT
Wilkes Barre . . . . .WBRE-TV	Great Falls . . . . .KFBB-TV	Dallas . . . . .WFAA-TV	Valley City . . . . .KXJB-TV
Pensacola . . . . .WEAR-TV	Idaho Falls . . . . .KID-TV	Johnstown . . . . .WJAC-TV	Columbia, S.C. . . . .WIS-TV
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Minneapolis . . . . .KSTP-TV	Atlanta . . . . .WSB-TV	Eugene . . . . .KVAL-TV	Eau Claire . . . . .WEAU-TV
Dayton . . . . .WHIO-TV	Houston . . . . .KHOU-TV	Columbus, Ga. . . . .WTVM	St. Louis . . . . .KSD-TV
Denver . . . . .KLZ-TV	El Paso . . . . .KTSM-TV	Amarillo . . . . .KFDA-TV	Jefferson City . . . . .KRCG-TV
Buffalo . . . . .WBEN-TV	Pittsburgh, Kan. . . . .KOTM-TV	Roswell . . . . .KSWB-TV	Rock Island . . . . .WHBF-TV
Indianapolis . . . . .WLW-I	Jacksonville . . . . .WJXT	Knoxville . . . . .WATE-TV	Des Moines . . . . .WHO-TV
Pueblo . . . . .KAAA-TV	Salinas . . . . .KSBW-TV	Rockford . . . . .WREX-TV	Harrisburg, Ill. . . . .WSIL-TV
Sherman . . . . .KXII-TV	Rapid City . . . . .KOTA-TV	Madison . . . . .WKOW-TV	Brownsville, Harlingen- Weslaco . . . . .KRGV-TV
Greenville, S.C. . . . .WFBC-TV	Wichita Falls . . . . .KFDX-TV		
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