

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

Sponsor

DECEMBER 28, 1964 PRICE 40c

the camera: 'In the eye of the beholder' 25
Advertising: the case for frozen food 30

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$$P = \frac{E^2}{R}$$

$$X_L = 2\pi fL$$

$$X_C = \frac{1}{2\pi fC}$$

$$P = \frac{E^2}{R}$$

$$\text{Eff} = \frac{P_O}{P_I}$$

$$D_b = 10 \log \frac{P_2}{P_1}$$

$$E = I \times R$$

$$f = \frac{106}{2\pi \sqrt{LC}}$$

$$Q = \frac{X}{R}$$

EQUATION FOR TIMEBUYERS

ONE BUY = DOMINANCE*

X

WKRG CHANNEL 5-TV • MOBILE ALABAMA

* PICK A SURVEY - - - **ANY** SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



AT&T Gets into the CATV Act

Washington, D.C. — Latest entry into the lists against CATV is the formidable American Telephone & Telegraph Co. The phone company, which has more than a passing interest in the transmission of sight and sound, urges the FCC to keep expanding community antenna microwave relays out of the common carrier band. AT&T says this band is too limited as is and, in any case, should be kept for those who serve the public directly—not for those who merely “serve themselves.”

The CATV people are enraged at the phone company's stand. NCTA, speaking for the industry, says naturally AT&T would benefit if microwave relays for community antenna systems were “evicted” from the common carrier band. This would leave all the more for the phone company, NCTA argues.

The comments were in reply to the commission's proposal to set up a special limited band for CATV microwave relays, to be called CAR. The community antenna association says CAR is much too small a space in the spectrum. It also says the FCC action goes counter to policy and singles out CATV service for discrimination.

Something Old, Something New, Something Borrowed

New York — Possession of the latest tape equipment proved more of a handicap than a boon to CBS-TV in its reruns of three old Fred Astaire specials. Bucking Sunday night's top-rated *Bonanza* on NBC-TV, CBS had scheduled the three shows as a stop-gap measure pending premiere of *For the People*.

Hitch was that the Astaire specials were recorded on an out-moded variety of color tape which can only be played back on a heterodyne machine. CBS no longer had such a machine.

Who did? NBC, of course, and CBS had to rent the equipment from its rival at an estimated \$5000.

How did the Astaire specials fare against NBC's *Bonanza*?

National Arbitron rating figures tell the story:

Program	Rating	Share of Audience
<i>Bonanza</i> (NBC)	28.1	45
Sunday Movie (ABC)	17.7	27
Astaire Special (CBS)	12.0	20

Broadcast comments on this aspect of the tangled CATV skein continue to urge that FCC hold off on all piecemeal rulings until it can set up broad rule-making to protect free tv from wire and air community antenna systems.

Springfield Television Corp., licensee of WRLP, says CATV in non-service areas deters new UHF stations. WRLP-UHF, which with its satellite serves Keene, N. H., Brattleboro, Vt., and Greenfield, Mass., says it competes with 20 CATV systems. The station claims it must temporarily drop its local programming until the FCC sets up some protection, enabling WRLP to again attract local advertisers. WRLP says community antenna systems provide “free bonus coverage to prospective WRLP advertisers.”

As for any protection by microwave relay rules, WRLP says only one of the 20 competing CATV systems uses microwave relays.

BRC Issues Report in Ratings Probe

New York — Broadcast Rating Council, Inc., currently taking a hard look into the activities of the various radio and television rating services, has issued a progress report.

As of last week, BRC auditors had completed or were in the process of completing the audit of field work in 24 markets. Audit includes an “examination of the sample design, the implementation of the sample, refusal rates and methods of substitution, and contacts with field supervisors, interviewers and respondents in order to validate the occurrence of interviews and the placement of diaries.”

Next step, according to BRC, will be an examination of the processing of the raw data as they are received from the field, including a check on coding, editing and publishing of the report. In addition, computer programs will also be examined and checked when used.

Kenneth H. Baker, executive director of the council, declared that cooperation from the rating services has been “uniformly good.” He adds, “This is especially important because the audit normally requires the time

RKO Buys ‘Twilight Zone’ In Deal with CBS Films

New York — RKO General moved quickly when Rod Serling's *Twilight Zone* was put on the market. Within a week after CBS Films, Inc., released the series for syndication, RKO General Broadcasting inked a \$1.5 million contract for the show, plus long-term rights to other properties.

Twilight Zone, consisting of 134 half-hour programs and 17 one-hour shows, will be aired on RKO General stations in New York, Los Angeles, Boston, Detroit and Memphis in October, 1965. Other shows involved in the deal are the rights to the *Marshall Dillon* series in Detroit and *Have Gun, Will Travel* in Boston.

In announcing the buy, CBS Films notes that during its five network years, *Twilight Zone* established itself as one of tv's top-rated hits, with an average audience of almost 18 million viewers weekly. The series also won a number of awards, including three Emmy statuettes, plus critical praise.

and attention of a service's top personnel.”

In discussing the markets currently under audit, Baker stressed that there were not enough observations made in any one of them to constitute an audit of that market. “The rating service as a whole is being audited,” he said, “not the outcome of the results in a particular market.”

Baker added: “It is conceivable that later the council may offer such a service so that broadcasters may order an audit of a particular market if they desire one to be conducted.”

Markets included in the field audit to date are: Augusta, Ga.; Bristol, Va.; Cincinnati, Cleveland, Columbus and Dayton, Ohio; Elk City, Okla.; Elkhart, Ind.; Green Bay, Wis.; Hastings, Neb.; Indianapolis, Ind.; Kearney, Neb.; Lincoln, Neb.; Memphis, Tenn.; Missoula, Mont.; New York, N.Y.; Pembina, N.D.; Pittsburgh, Pa.; Roswell, N.M.; Sacramento, Calif.; San Antonio, Tex.; South Bend, Ind.; Watertown, N.Y., and Worcester, Mass. (Note: Radio and/or television surveys were conducted in these markets.)

CONTINUED ON NEXT PAGE

Grocery Product Advertisers Boost Spot Tv Spending 39 Percent in Two Years

Updated study by Edward Petry & Co. shows spot television as principal medium in four product categories

New York — Posting a 39 percent gain in two years, spot tv is outstripping competitive media in grocery product advertising. That's the gist of a just-released study prepared by the television division of Edward Petry and Co.

The report, which is an updating of a 1961 survey of the field, shows that network increased 8 percent in grocery advertising and magazines 4 percent, while newspapers lost ground to the tune of minus-26 percent.

Commenting on the story, Martin L. Nierman, president of Petry, said, "Advertisers in food and related fields were among the first to recognize and imaginatively exploit the tremendous

potentials of the market-by-market approach in television."

In the breakdown of grocery-ad-dollars-spent, the study cites a \$112 million increase for spot tv between 1961 and 1963, noting that it was a larger dollar volume than was registered in the four-year period, 1956-1960.

Total expenditures for spot tv in 1963 were \$401.6 million as compared with \$257.4 on network tv, \$136.1 million for magazines and \$117.8 million in newspapers.

Breaking the field down into four broad product classifications—food, soft drinks-confections, laundry products-cleansers-polishes and paper products—the study points out that since 1961 only spot tv has increased its share of the budgets in all four product categories, "and is now the principal medium in each line."

In food, spot tv boosted its share of ad budgets from 32 percent in 1961 to 40 percent in 1963. The report adds that food advertisers now invest more in spot tv than they spend in magazines and newspapers combined.

In the laundry products-cleansers category, it was pointed out that the spot medium jumped from second

place in 1961 to leadership in 1963 with advertisers increasing their spot expenditures by 27 percent over the two-year period.

Ad spending for the soft drink-confections group shows an 87 percent hike in the two-year period for spot tv, according to the study, while paper product advertisers more than doubled their spot tv commitment moving the medium into the lead in ad volume.

Tv Station's 'Pinpoint' Teen-age Time Buy

Providence, R.I. — The Christmas spirit, and some sound media planning, were both in evidence last week in an unusual radio time purchase by tv station WTEV New Bedford, through Providence's Bob Bernstein Agency.

WTEV signed a 13-week spot schedule, covering 16 announcements per week, on radio outlet WMPA. What makes the buy a media oddball is that WMPA is a daytime, limited-power outlet operating with a two-block coverage area and manned by a group of teen-agers. The station is "recognized," but not licensed, by FCC, and is heard by some 1000 people in the upper-middle-class residential area known as Mount Pleasant.

WMPA, which landed the tv station promotion contract on its very first agency-level presentation, will carry tune-in plugs for the *Les Crane Show*, as well as the MCA-syndicated *Lloyd Thaxton Show*.

TV Stations Back 'Food Is a Bargain' Campaign

New York — With the commercial dollar value of time donated pegged at \$135,606, Television Bureau of Advertising reports that a total of 116 stations supported the recent nationwide "food is a bargain" campaign.

Tv's part in the drive consisted of a one-minute spot produced and distributed by TvB in cooperation with the Grocery Manufacturers of America, Inc., and the National Assn. of Food Chains.

Selling point in the TvB-prepared spot was that food prices in the United States are a bargain compared with other nations. Also that the average American family spends only 19 cents of each after-tax income dollar for food, as compared with 26 cents 15 years ago.

Commenting on the report on use of the spot, Norman E. Cash, TvB president, said that "the stations' support of the campaign reflects their appreciation not only of the content of the public service message itself but of the food and grocery trade's heavy investment in television advertising."

Merkel In Radio Campaign to Offset Meat Seizure

Jamaica, N.Y. — Armed with the blessings of New York City markets commissioner Albert C. Pacetta, Merkel, Inc., unwittingly involved in a meat-adulteration scandal, has turned to spot radio as part of an all-out campaign to restore its image.

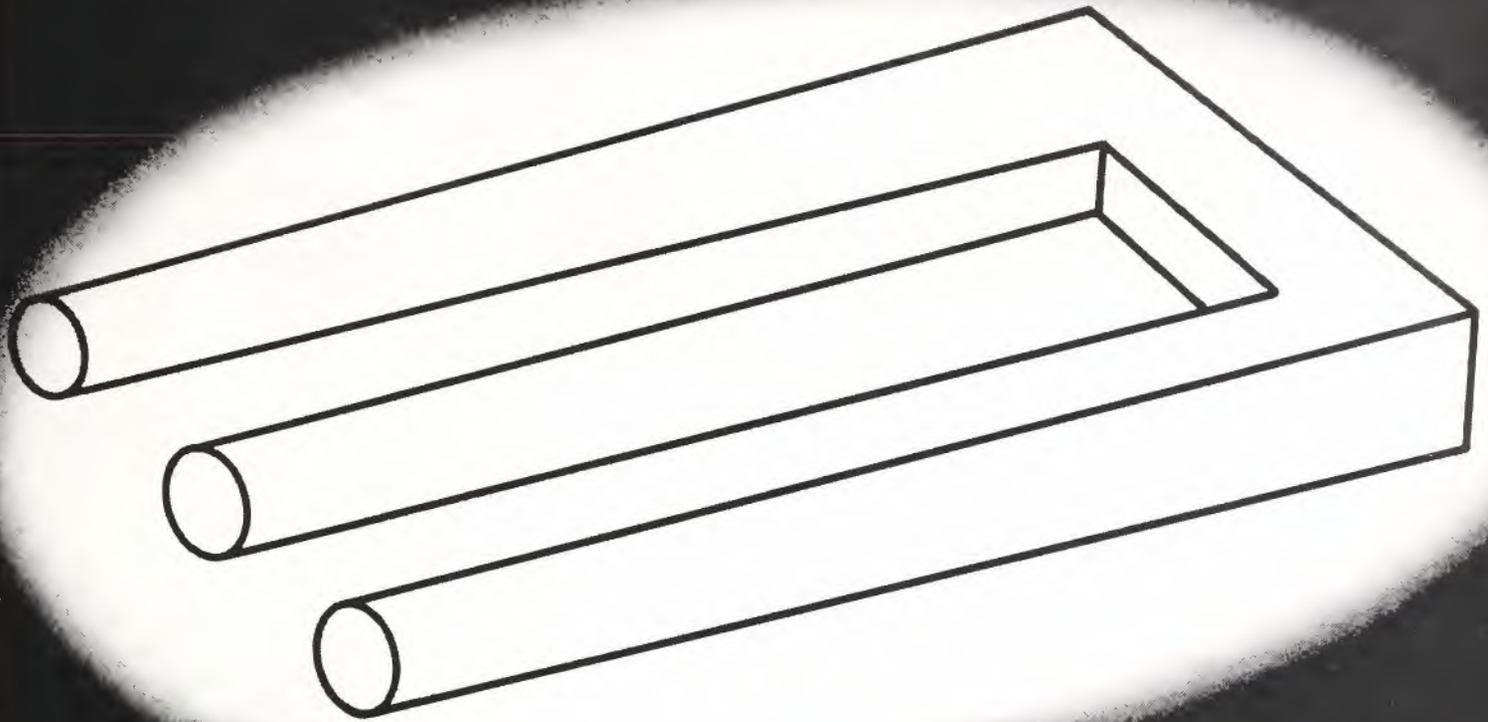
Merkel received a healthy dose of unwanted national publicity when 40,000 pounds of meat, labeled boned beef, turned out to contain a quantity of horsemeat. Later investigation showed that the company had been duped by presence of counterfeit government inspection seals.

Exonerated by markets commissioner Pacetta, both at press conferences and in writing, Merkel last

week embarked on a crash ad program involving more than 150 spots over metropolitan New York radio stations, WOR, WABC, WNBC, WHN, WMCA, WVNJ. Spots, which were initially scheduled to run for a three-day period, emphasize the soundness of the 63-year Merkel name and the reputation of the organization behind it.

Supporting the radio drive will be a series of newspaper ads reproducing a letter from commissioner Pacetta which urged all customers and buyers of Merkel products to "reinstate their orders and to continue purchasing and displaying the Merkel products in their respective establishments."

How will you merchandise it?



After you've established the market, after your designers have made the product fool-proof, after your packaging personnel have okayed a package that does everything but bark, after your advertising agency has developed a consumer campaign that's the greatest thing since nylon—how will you keep your dealers, retailers and all the other factors in your distribution channels steamed up?

Use the specialized business press. To help open new retail accounts. To tell retailers' salesmen how to sell. To step up distribution. To tell about your consumer advertising campaign. To build a fire under buyers.

No medium can compare in **reach**, in **efficiency**, in **audience selection**, in **cost**. There's an appropriate merchandising or industrial publication exactly suited to every manufacturing or distribution problem. Tell us your problems and we'll name the publications that can help you solve them.

The specialized business press is industry's reporter, management's instructor, the sales manager's divining rod, the marketer's market data source. Read by the man who wants to get ahead and the man determined to stay ahead, the business press teaches the newcomer, trains the analyst, retreads the old-timer. It serves, pinpoints, identifies. It is **not** all things to all men. It is specific, seeking out specialized markets. It isolates, clarifies, inspires. It **reaches**—efficiently.

1913 Eye Street, N.W., Washington, D.C. 20006. Representing the 280 member magazines of National Business Publications, Inc., whose membership qualifications include independent audits by the Audit Bureau of Circulations, the Business Publications Audit of Circulation, Inc., or the Canadian Circulations Audit Board Inc.



25 ' . . . In the eye of the beholder'

Beauty may have to make room for truth if the eye becomes the laboratory where either is examined; Marplan's Perception Lab is proving the eye, like a fingerprint, doesn't lie, to its clients' benefit

30 Advertising: the case for frozen food

If today's leaders climbed to the top largely via advertising, here's why the whole industry's bound to up budgets tomorrow

36 Bic's tv-led 5-year target plan

Pen company's sales program is tied closely to selling via tv, as well as distribution conforming to tv signal areas. Result: a half-decade of profitable sales, all on target, all on time

38 Plymouth steers for young adults

Plymouth tv commercials feature fun and frolic designed to attract young buyers. "Open house" and "lion" spots frequently cited

39 SPONSOR's annual index

An alphabetical listing of feature stories and commercial critiques published during 1964, plus a special author index

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HOW TO SQUEEZE THE MOST OUT OF A DETROIT MINUTE

The WWJ Stations are **highly regarded** in their community. For many reasons: Special emphasis on local affairs and news. A knowledgeable approach to total programming. A sincere devotion to community service. An affiliation with NBC dating back 38 years. And home ownership by The Detroit News.

Because they are so **highly regarded**, the WWJ Stations provide advertisers with a more receptive atmosphere for sales messages. Consistent results through the years have proved that the way to squeeze the most out of a Detroit minute is to spend it on the WWJ Stations. Whether you sell watches or wax.

WWJ and WWJ-TV

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

THE NEWS STATIONS

*One magazine
gives you
everything
you want
in your
1965
trade paper
campaign!*

Sponsor gives you:

- ✓ *8,000 agency/advertiser copies in 1965—60% more than 1964.*
- ✓ *ABC Paid Audit.*
- ✓ *All broadcast buying people—not great waste circulation of general advertising media*
- ✓ *Top readership as attested to by many advertiser/agency surveys.*
- ✓ *Editorial coverage pinpointed toward your national spot customers.*
- ✓ *Old 1962 rate in 1965.*

Sponsor **IS FOR THE SPONSOR
NO OTHER PUBLICATION IS.**

"The decision to use the atomic bomb was a decision that brought death to over 100,000 Japanese. No explanation can change that fact. But this deliberate, premeditated destruction was our least abhorrent choice."

Henry Stimson quoted by McGeorge Bundy
Decision to Drop the Bomb/Chet Huntley
Tuesday, January 5 (8:30-10:00 PM)

"'Pity me!', said the mouse. 'The world is growing smaller every day... There is only one corner left for me to run to, and in that corner... the mouse trap!'"

Franz Kafka/The World of Franz Kafka/Directions '65
Sunday, January 17 (1:00-1:30 PM)

"Korea is the story of a scar... barely healed, still angry and red after one of the most bitter struggles of our history."

Walter Cronkite/Korea: The Line/The Twentieth Century
Sunday, January 17 (6:00-6:30 PM)

If you watch only 2½ hours
of television this month,
you'll have enough to think
about for the rest of the year.

Other programs of special interest in January:

New Year's Day Bowl Games

Cotton Bowl—From Dallas (Starts 1:45 PM)
Sugar Bowl—From New Orleans (Starts 1:45 PM)
Rose Bowl—From Pasadena (Starts 4:45 PM)
Orange Bowl—From Miami (Starts 7:45 PM)
Gator Bowl—From Jacksonville, Saturday,
January 2 (Starts 2 PM)

Discovery '65

The Baird Puppets; Surprises and Disguises;
Discovery Goes to London; Yuri and
Irena Discover America
Sundays, January 3, 10, 17, 24, 31 (11:30-12 N)

Directions '65

The World of Isaac Leib Peretz; The World
of Isaac Babel; The World of Franz Kafka; The
World of Isaac Rosenberg
Sundays, January 3, 10, 17, 24 (1-1:30 PM)

The Decision to Drop the Bomb

Chet Huntley narrates. Footnotes by people
responsible for its development and use.
Tuesday, January 5 (8:30-10 PM)

Alumni Fun

Season's premiere of information game with
well-known college alumni teams.
Sunday, January 10 (4-4:30 PM)

Science All-Stars

Showcase for scientific accomplishments of
young people. Premiere of second season.
Sunday, January 10 (5-5:30 PM)

The Capitol: Chronicle of Freedom

U.S. Capitol: monument to freedom,
democratic government and art.
Tuesday, January 12 (10-11 PM)

Inauguration Day Ceremonies

Coverage of President Johnson's
oath of office, address and parade.
Wednesday, January 20 (11 AM-5:30 PM)

The Stately Ghosts of England

Margaret Rutherford on a ghost-hunt in three
of England's haunted mansions.
Monday, January 25 (10-11 PM)

The French Revolution

Michael Redgrave narrates the demise of
Royalist France, the birth of the French Republic
and the rise of Napoleon.
Tuesday, January 26 (10-11 PM)

New York Philharmonic Young People's Concerts

Leonard Bernstein presents young, talented
singers and musicians.
Thursday, January 28 (8-9 PM)

The Magnificent Yankee

Alfred Lunt and Lynn Fontanne portray
Justice Oliver Wendell Holmes and his wife.
Thursday, January 28 (9:30-11 PM)

The American Sportsman

First of four monthly specials on hunting
and fishing: Africa and Bermuda.
Sunday, January 31 (5-6 PM)

The Twentieth Century

Walter Cronkite narrates. TAC: The Lightning
Punch; Target: North Africa; Korea: The Line;
The Strange Case of Rudolf Hess; The Nisei:
The Pride and the Shame
Sundays, January 3, 10, 17, 24, 31 (6-6:30 PM)

Regularly Scheduled Programs

Monday to Friday: Today/Captain Kangaroo/
Sunrise Semester

Tuesdays: World War 1/That Was the Week
That Was

Wednesdays: CBS Reports/ABC Scope

Fridays: International Showtime/The Entertainers

Saturdays: Sunrise Semester/Mr. Mayor/
Exploring/Wide World of Sports/Mr. Magoo

Sundays: Lamp Unto My Feet/Look Up and Live/
Bullwinkle/Camera Three/Face the Nation/
Watch Mr. Wizard/Issues and Answers/Sunday/
Wild Kingdom/College Bowl/Twentieth
Century/Meet the Press/Profiles in Courage/
Walt Disney

NOTE: Times, programs, titles, and costs are subject to
change. Please consult local listings.

Television Information Office

666 Fifth Avenue, New York 19, N. Y.

"This ad which appears in the REPORTER (December 31) and in the NEW YORKER and in the SATURDAY REVIEW (January 2) is printed here as a service to the Television Industry through the courtesy of SPONSOR."



Publisher's Report

The Amazing Mr. Doherty

The amazing Mr. Doherty is now hard at work on his predictions of broadcast advertising billings for 1965.

He is also double-checking the accuracy of his estimates for 1964 published one year ago in SPONSOR.

Each year since 1958 Dick Doherty, economist supreme of the broadcasting industry, has laid his reputation on the line with his broadcast advertising billing pyrotechnics one year in advance of the fact.

A chart published a year ago, when he gave us his prognostications for 1964, showed his record of accuracy for the first five years.

Year after year he's registered within 1.5 percent.

It's hard to figure out how Dick does it, since he breaks down the industry into its components, giving estimates for tv and radio network, spot and local separately.

In order to do this he must first establish estimates for gross national product (GNP), all media advertising, all tv advertising, all radio advertising.

He must have a keen nose for economic storms that can upset all business.

In 1958 and 1959 he encountered a recession and came through with flying colors.

He must assess the weight of tax reductions, higher interest rates, possible strikes, fluctuations in cost of living, and the international economy on the number of spot, network and local dollars that will be forthcoming in the year ahead.

It's a good trick if you can do it.

I twisted Dick's arm for some preliminary estimates. Here's what he told me.

Tv generally will account for 16 percent of all media advertising in 1965.

This will be the 18th successive year in which tv advertising, now well over two billion dollars, will improve its share of the total media pie as well as increase its dollars.

So, 1965 will be a good year for tv and radio. But not quite as good as 1964.

Spot radio will show the least growth of all segments of air media in 1964 with about a 3 percent increase.

In 1965, as in 1964, there will be a tendency to put larger and larger shares of national spot budgets in the "better-established" stations in the top 50 to 75 markets.

The GNP in 1965 will hit \$655 billion.

All media advertising will exceed \$14.5 billion dollars and will show an increase of 5 to 5.5 percent over 1964.

National tv (spot and network) will again be the strongest gainers in all media.

These and many more calculations and predictions will appear in the next issue of SPONSOR, when the amazing Mr. Doherty gives his 1964 tallies and again puts his reputation on the line.



THE GREAT UNWASHED MASSES.

There is fairly general agreement that radio delivers huge audiences and they obviously don't wash! In fact, there are many entire categories of otherwise advertised products that use virtually no radio. As a result, we at WPTR have developed a new game. Simply stated, we try to make lists of things our audience obviously does not do (for certainly if they did, advertisers in these fields would insist upon being represented before our audience). For example, radio audiences do not wash or brush their teeth; or protect against underarm odor; or set their hair; or powder their faces; or polish their shoes; or play musical instruments; or clothe themselves; or clean their homes; or wax their floors; or ride in trains or buses; or eat cheese, pies, mayonaise, canned vegetables, salt, cookies, and . . . oh well! Get the idea of the game?

CONTEST: Send us your list. We will award the contestant submitting the longest valid list, beautifully gift-wrapped matched crying towels monogrammed: "Theirs" and "Theirs," to fit the occasion.

REWARD: And for the client or agency who may feel that his product is in fact used by many among WPTR's vast Northeast audience and, therefore, buys a WPTR schedule, the reward of greatly increased, radio stimulated sales.

Perry S. Samuels
Vice President and General Manager
—WPTR

Ask your Eastman about . . .

WPTR

Represented by the
Robert E. Eastman Company

fifteen forty PTR

50,000 Watts 1540 KC
ALBANY — TROY — SCHENECTADY



THE BEST

Year's end is the time when the hard attitude to the news and the sweeping examinations of the nuts and bolts features we've threaded for the past 12 months are crowded by a kind of affection for the beats we've scored, the scoops we've unearthed and the contributions the SPONSOR editorial team has made to our corner of the world of communications.

Since advertising and trade journalism are notorious for the checker-board moves of personnel, there's quite a measure of satisfaction in the stability of the SPONSOR editorial staff and its esprit de corps that has gleaned a full measure of plaudits from our readers. The number of major reports on segments of the broadcast advertising industry has grown during the past year and more are scheduled for 1965.

Outside of our own doors, a new maturity has settled on the shoulders of the broadcast media men and the broadcast advertisers — and they're going to need every ounce of it. Each new notch in the guns of their success sets their records up as targets for their own need to progress as well as for their actual and would-be competition. As the clinical lab where the case histories, methodology and prognoses of broadcast advertising are documented as the working text for the practitioners and decision-makers in the field, SPONSOR will continue to research and detail those facets that will contribute most to the health and progress of air media and their clients.

From all of us, to you, a collective wish for a healthy, happy and prosperous 1965.

Sam Elber

LETTERS

Oversight Unintentional

May I point out what seems to me a whopping oversight in your Nov. 30 articles "An Adman's Who's Who On Syndication Executives" (page 49) and "Spot Tv Advertiser's Guide to Syndication" (page 50).

To supplement the information in the SPONSOR article, Radio and Television Packagers, Inc. and its affiliated companies are both producers and syndicators of the following packages:

Cartoon Classics — now 360 episodes (the largest package of cartoons in syndication, I believe).

Jungle — 59 subjects.

(Both the above are syndicated through Radio and Television Packagers, Inc.)

Knockout — 120 subjects (through Turn of the Century Fights, Inc.).

Greatest Fights of the Century, — 93 subjects (through Greatest Fights of the Century, Inc.).

Plus various boxing specials, including: "The Floyd Patterson Story" (one hour), "Liston vs. Clay Special" (half-hour and one-hour versions), "Turn of the Century Fights" (one hour). (All the above boxing specials are through The Big Fights, Inc.)

Total volume for these packages in world wide markets is considerably greater than some of the companies you listed in your recent articles.

After considering these facts, I think you'll agree with me that Bill Clayton and Radio and Television Packagers, Inc. belong in any syndication story.

LEE DALIA

*Assistant to President
Radio & Television Packagers, Inc.
New York*

ED NOTE: The basic intent of SPONSOR's recent survey of the tv syndication field, as stated in the special report, was to acquaint advertisers and agencies with the status of the syndication business today, and "some, but not all" of the companies and executives in the field. No slight was intended in

leaving out of the article, listings, etc., of several successful "specialty" syndicators of sports programs, children's shows, hunting-and-fishing series, business films available free to stations. Furthermore, syndicator rank in the international market — on which SPONSOR hopes to have a special report in 1965 — was not a factor in determining inclusion in the Nov. 30 report.

Deep Bow

Another deep bow of thanks from TvAR for your coverage of our brand comparison report [Brand Popularity: It Still Zigzags," Dec. 7.]

We appreciate the space and treatment you gave our study.

ROBERT M. HOFFMAN

*Vice President-Marketing
Research
TvAR
New York*

Seconding the Motion

Amen to your editorial, "Wasilewski & Co. Make a Good Team," in the Dec. 14 issue of SPONSOR. The NAB would be in good hands with Vince Wasilewski 'quarterbacking.'

There are few men in our industry who have the experience, judgment and desire of Vince. Let's hope that your suggestion is heard.

E. J. MCKERNAN, III

*Secretary-Treasurer
KVOE
Emporia, Kan.*

Report on Puerto Rico

. . . I found the special report on Puerto Rico ["Air Media Grow in U.S. Island Commonwealth," Nov. 16] very interesting, and several of its statistics most enlightening. . . .

ROBERTO SANCHEZ VILELLA
*Governor-Elect
Commonwealth of Puerto Rico
San Juan, Puerto Rico*

December 24, 1964

FCC chairman E. William Henry is probably one of the most consistent chairmen that the most inconsistent government agency has had in recent years. A talk with the chairman has left this reporter convinced that there will be no swerving from his main objectives in the year ahead--any more than in the year past, obstacles and defeats notwithstanding.

He would be perfectly happy to see the industry beat the commission to some of those objectives: program improvement, clearance for local live showings, reduced commercials (however slight). He is aware that only the industry can act best and quickest to accomplish these reforms--and he is also aware that the probabilities are not too strong.

With a touch of exasperation, Henry says he asks only a minimum: "No one asks them to turn over an evening, or even one hour a week--just one half hour a week has been suggested, in prime time. It might let local stations give access to the tv screen to a good local orchestra, or choral or dramatic group, now lucky if they get once a year."

The chairman's major objective can be put in two words: better programming. He wants the best possible programming for all segments of the millions of American families watching tv screens. He thinks it is definitely the FCC's job to help this along.

The major goal involves a dizzying complex of related problems. There are the purely mechanical decisions about transmission and allocation and station coverage. There are problems of air and/or wire, free and/or pay service, CATV versus translators, ad infinitum.

There are unending contests for spectrum space between industry, the military, commercial and educational broadcast services. Each demand must be weighed by value to the public. In broadcasting, this means value of its programming to the public.

Even the question of multiple ownership hinges on programming. The FCC is charged with widest dissemination of service. "The diversity of owners means diversity of programming, of ideas and information, presumably, at least. It brings more people and more ideas into play."

The FCC must also watch out for the financial health of the industry providing the public. Broadcasters would be reassured to hear chairman Henry say: "The FCC's historical role is to foster the development of free, advertiser-supported broadcasting, to as wide as possible an audience."

Henry recognizes the "right to make a profit." But--he wonders if the broadcaster has to make every last potential dime of that profit. "Even in medium size markets, tv stations are running to a 30 percent net profit."

CONTINUED ON NEXT PAGE

THE WEEK in WASHINGTON

AS VIEWED BY OUR WASHINGTON NEWS BUREAU

Couldn't they shave the profit by some small margin, cut back on just a few commercials, give up just one half hour a week of mass-appeal programing? Henry thinks it would not involve too much suffering.

Knowingly or not, he was echoing some accusations made by a number of advertising brethren who say stations are antagonizing the viewing public with seas of clutter.

"To turn our backs entirely on the question of programing would mean regulating tv as a public utility." Henry believes FCC should be aware not only of programing, but the all-important factor of "when" it is shown.

"In the commission there are three layers of thinking on this: one to ignore programing entirely, except for statutory prohibitions; one to look only at the 'overall' programing; and one to look straight at prime time programing with a view to improving it. I belong to the last."

It's a lonely club. The chairman and commissioner Kenneth Cox are probably its only full-time members.

The Loevinger viewpoint is that sufficient diversity and free competition in the marketplace will produce program variety--and the FCC should leave programing strictly alone as to categories or anything else.

Henry called this the "classic antitrust approach." As it applies to tv programing, he believes there are gaps in the theory. "More competition to sell products on tv will not necessarily produce a broader program range."

The FCC chairman speculates similarly about the proposal by the Office of Network Study, to cut back net ownership to 50 percent of prime time programing. Henry agrees with network study chief Ash Bryant that "more people would get into programing." But he wonders if it would be just more mass-appeal programing. Further, there is the problem of the effect on network clearances and revenue.

The FCC chairman does not lose sight for one moment of the need to maintain national network news and public service programing. He may not be too happy about what he thinks has been "overprotection" of networks in the past. He may not agree with nets' consistent claim that even loss of a half hour of clearance in prime time could weaken revenue structure, and pull back the kind of programing that plays a vital role in keeping the nation informed on major events. But Henry keeps the danger in mind.

Some believe that with 80 channels and all-set saturation, the educational tv spread will bring cultural programing to the country. NET has been given funds for the out-of-classroom purpose, and FCC's chairman has recommended frank ETV appeal for government subsidy.

But, says Henry, "We can't leave all the responsibility for good programing to educational tv."

Mildred Hall

MGM-TV To Ride Demographic Trend in Syndication

Computerized data expected to play an important role in 1965 sales goals, says firm's syndication sales director

New York — By pinpointing tv audiences for syndicated film series and feature movies, MGM-TV expects to add considerable weight to its advertiser-agency sales approach during 1965. Furthermore, the step-up in demographic data will be conducted through "computerization" of research, a trend now widely in effect in spot television buying.

"Network advertisers are used to buying shows and scatter plans on the basis of CPM figures for all kinds of audience breakout," MGM-TV syndication sales director Edward A. Montanus told SPONSOR. "We feel that advertisers, agencies and reps will more and more want similar information concerning syndicated shows, and will not be content with research that deals mainly in simple rating numbers."

MGM is paying much more than lip service to the drive for demographic data in syndication. The company's syndication offshoot, one of the largest in the field, now has a four-man tv research department, double its previous size, with Stan Birnbaum as research director. Birnbaum's group uses the IBM 1460 computer owned by parent MGM, and has already begun turning out special audience data aimed at timebuyers, reps and tv stations.

What type of data does MGM-TV plan to deliver?

As a case in point, Montanus cites *Eleventh Hour*, a former network series now in rerun syndication. "We had fairly good ratings for two seasons with this show at network level," Montanus explains, "but additional computer research has shown that the series has extra-heavy appeal for young housewives.

"We have been selling the series in rerun to stations on this basis, showing them how they can play it in time periods where they can conceivably attract a large house-

wife audience. We've urged them to follow this up by concentrating, through their reps, on clients and agencies anxious to sell products to this market."

Many of the same research philosophies apply to feature films, Montanus believes. "Too many stations," he says, "are willing to spend up to several millions in acquiring strong feature packages for their libraries, only to have the features 'programed' by underpaid newcomers with little knowledge of audience research. This does a disservice to both the station and the spot advertisers buying into the features."

From MGM's continuing research has already come some interesting audience-marketing slants. An example of good feature movie programing according to Montanus, is the use of big-budget Hollywood musicals on Saturday nights "where they will invariably attract an older audience that could be a receptive market for products like Geritol or items like packaged Florida vacations." Montanus also ad-

vocates the use of "art films" (i.e., foreign language hits from Italy, Japan, France, etc.) on Sunday evenings "when you'll stand a good chance of hitting younger, high-income, well-educated household heads — the kind of people who buy sports cars or Bach recordings or the better wines."

Montanus expects the computerized data to play an important role in MGM's 1965 sales goals: a 100 percent increase in all syndicated series programing, and a 40 percent upbeat in color syndication sales (mostly features) as compared with 1964 levels.

"The day is fast approaching," Montanus concludes, "when major advertisers in the P & G, Lever Brothers, General Foods and Alberto-Culver class will demand that agency timebuyers be as precise in pinpointing audiences via syndication as they are now in lining up audiences in network participation buys. Stations will have to have the right shows in the right local time slots, if they want spot business — and syndicators will increasingly have to sift out the right series and features to offer stations in the first place."



Edward A. Montanus (left), director of syndicated sales, and Stan Birnbaum, director of research, make a trial run of data on MGM-TV shows seen in rerun for timebuyers at major agencies seeking to reach the female viewer. Case in point is "Eleventh Hour" where Montanus says computer research has shown the series has heavy appeal for young housewives.



Here, Birnbaum (right) is operating the firm's IBM 1460 computer, from which MGM hopes to get a great deal of demographic data on audiences for syndicated shows and features. Birnbaum is research director with the company's syndication offshoot, one of the largest in the field. Double its previous size, the offshoot has four-man tv research department.

3M Reports High Video Tape Sales

William H. Madden cites boost in local and network usage, syndication and color tv as growth factors

St. Paul — Crediting the "greater use of tape for full-length television programs as well as commercial announcements on both the network and local level" and the many "new jobs that video tape is performing in fields beyond commercial television," 3M Co. reports its highest sales in history for Scotch brand video tape.

In a year-end discussion on the growing use of video tape, William H. Madden, 3M product sales manager, declared: "All the economic indicators won't be in for perhaps another six months, but we already know that more organizations used video tape during 1964, for whatever purpose, than in any other year since 3M first introduced the product in 1956."

According to 3M, industry sources peg sales of video tape and

allied equipment in 1964 at nearly \$65 million, with an expected growth in 1965 to more than \$70 million.

In his roundup, Madden pointed out that "the networks are committing more programs to video tape, especially in the areas of news coverage, sports events and prime time shows." He further noted that more than 90 percent of daytime network tv and 65 percent of nighttime tv uses video tape in some form.

Madden also noted that another area of growth is video tape usage in syndication on both the national and regional levels. As cases in point, Madden cited the *Lloyd Thaxton* and *Mike Douglas* nationally syndicated shows and the regional *Grand Ole Opry*. In addition, he predicted an acute need for pro-

gram material in the next few years with the growth of UHF, which, he said, may result in still more syndication.

Color is still another area of potential expansion, Madden said. Pointing to the current sales pattern of color tv sets, he expressed confidence that continued growth in this area would lead to increased color taping of programs by networks. The advantage of video tape in color programing, he declared, is that the same tape is used for color or black-and-white.

Pointing out that two out of three tv stations in the country are able to record and play back video tapes and that one out of every ten is equipped with color recording equipment, Madden emphasized that video tape has become an accepted production tool at local tv stations and among independent station groups for commercials and also for local news and sports events.

Madden added that as network programs shift more and more to color, there is every indication that stations affiliated with the networks will be receptive to offering color transmission and taping service at the local level.

A CHRISTMAS STORY

20 Stations Rally to Aid Of Burned-Out Broadcaster

Bath, Maine — In a gesture that should gladden the hearts of those who have been advocating an end to internecine warfare among broadcasters, 20 stations, including competitors, last week rallied to the aid of WJTO Bath, Maine, which was destroyed by fire. Assistance supplied included commercials, tapes, recordings and a variety of broadcast equipment.

According to Winslow T. Porter, owner of the 1000 watt daytimer in downtown Bath, the station was a total loss, including financial records, all equipment and what Porter described as one of the "finest LP libraries" in the business, consisting of more than 10,000 carefully selected disks.

Preceded by an explosion, the

fire broke out just before sign-on and it was eight hours before broadcasting could be initiated at the transmitter.

Porter said offers of help poured in from Maine and adjoining states. He particularly noted aid supplied by WCSH and WGAN Portland. He also pointed to Elby Stevens, WFSI Caribou, who personally drove 280 miles to Bath with office supplies.

Currently, WJTO is broadcasting from Porter's home, pending the rebuilding of his operation.

One casualty of the fire was a collection of audition tapes recently submitted by aspiring announcers for an opening on the WJTO staff. Porter explains that the tapes were destroyed as were the resumes.

Judging Begins in Contest Held By Hollywood Ad Club

Hollywood, Calif. — Boasting 12 television and seven radio categories this year, judging began last week in the fifth annual International Broadcasting Awards competition under the sponsorship of the Hollywood Advertising Club.

With the major tv category live action commercials of 60 seconds length, judges in four foreign countries and three U.S. cities will screen entries.

Final judging chairman for the event is Bob Dellinger, executive vice president of Grant Advertising in Hollywood.

Award winners will be announced during the IBA banquet slated for the Hollywood Palladium Feb. 23.

Set Manufacturers Paint Rosy Picture of Color Tv's Growth

New York—Color television continues to loom as a force to be reckoned with on the broadcast horizon, judging by the rosy sales picture painted by manufacturers.

Dr. Harper Q. North, president of the Electronics Industries Assn., last week noted a "long-anticipated and, to some, surprisingly strong, increase in the demand for color television receivers." In his annual report on the state of the electronics industry, Dr. North said that the sales of color sets should reach a "substantial 1.4 million units" this year.

Jack M. Williams, RCA Sales Corp. vice president for advertising and sales promotion, pointed to the fact that color tv became a billion-dollar industry in 1964, with \$750 million of that total going for color tv receivers and the rest of the money spent on broadcast equipment.

L. C. Truesdell, president of Zenith Sales Corp., cited record distributor orders for tv sets at the company's recent sales convention, with color tv showing the sharpest increase. Said Truesdell: "We expect

our color tv sales to continue to accelerate sharply during 1965, and show a further substantial increase over record 1964 sales, which are running about 90 percent ahead of last year."

Truesdell added that "at the current rate of increase, the company's color tv dollar volume should surpass that for black-and-white by the end of next year."

RCA's Williams underscored record advertising expenditures by the home entertainment industry this

year as "reflecting the big push behind color television." Addressing the Sales Promotion Executives Club of New York, he detailed RCA's recent fall and Christmas season advertising program which involved two concentrated campaigns that covered all ad media. He said the success of each campaign was demonstrated in sales figures, with RCA's home entertainment products reflecting definite sales gains during and after each campaign.

Emphasizing the need for pre-promotion, Williams declared: "We want the family to think about buying a color tv set in August and September, even if the purchase is not made until December."

New BOA&A Agency Opens Its Doors in Detroit

Detroit — A new ad agency — Behr, Otto, Abbs and Austin, Inc. — is scheduled to open doors here Jan. 4, 1965. The new organization is a successor to two existing agencies—Karl G. Behr Advertising Agency, Inc., and Otto and Abbs Inc.

Chairman of the new BOA&A will be Karl G. Behr. Other officers include: Rudrick R. Otto, president; Jerome K. Abbs, senior vice president; W. F. (Speed) Austin, execu-

tive vice president; Don J. Fox, vice president. Agency offices will be in the Guardian Building.

In announcing the merger, Behr said: "Our mutual purpose was to bring together two solidly established and successful agencies in order to get an over-all balance of youth and mature experience, of large agency and small agency backgrounds, of experience in depth in a wide variety of advertising, promotion and merchandising activity."

British Bedding Maker Previews Line on Color Tv

London, England — In what was described as "the largest color television hookup for commercial purposes" in Great Britain, the Marconi Co. and the Rank Organization have pooled their efforts to produce a closed circuit showcase for a bedding manufacturer.

The project linked London with Manchester, Birmingham and Glasgow for a private preview of new products to be marketed next year by Slumberland, Ltd. Guests viewed the Slumberland product line via large-screen projectors in hotels in all four cities. A total of 1300 retailers were involved.

It was pointed out that this was the first commercial use of a color tv link using the 625 line system which has been recommended by Britain for European color television.



BOA&A principals (from l): Karl Behr, Rudrick Otto, Jerome Abbs, William Austin.

Chrysler Likes Sport Sponsorships

New York — With its sponsorship of the Rose Bowl and Orange Bowl coming up this weekend, Chrysler Corp. has reaffirmed its conviction that it pays to advertise on sports specials.

The company, now rated the number-one sports bankroller among automotive firms, estimates that its sponsorship of major national and local sports events

"makes it possible for the company's radio and tv commercials to be delivered to a projected total airwaves audience of some 45,662,000 U.S. tv homes for 86.9 percent of the total possible audience."

In addition to the two bowl games, Chrysler spots have been aired on the All-Star Game, the World Series and NCAA football.

The company points out that home screen attendance at the upcoming Rose Bowl, again to be Chrysler-sponsored over NBC-TV, "promises to eclipse last year's figures: sets in almost 18 million homes, with more than 41 million viewers tuned to the game."

The Orange Bowl is a "first" for Chrysler, and the company anticipates even higher ratings than in the past since the game will be played at night and should attract many "new" viewers.

BPA Membership at 553 After December Additions

New York — With the addition of 36 new members during December, membership in the nine-year-old Broadcasters Promotion Assn. has hit a record-high of 553. Also, BPA's recent Chicago seminar attracted a total of 419 registrations, another all-time high.

New membership breaks down into 25 voting members, two affiliate members and nine associate members.

Announcement of the new high in BPA ranks was made by president Dick Clark, promotion manager of WOOD-AM-FM-TV Grand Rapids, Mich. Clark will be succeeded as president of the organization in January, 1965, by H. Taylor (Bud) Vaden, group advertising and promotion director of Triangle Stations.

Commercial Sounds From the Past

New York — By definition, a *glissando* is a musical effect involving the running of a finger rapidly over the keys of a piano or strings of a harp — and the most famous glissando of all, the Cresta Blanca jingle, is back.

Popular from coast to coast in the 1940s, C-R-E-S-T-A B-L-A-N-C-A has been revived to open and close a one-minute spot with every hourly newscast

on WTFM, New York stereo station. The spot is aired every hour from 6 p.m. until 2 a.m. and, although it is a new recording, the original music has been retained.

During the holiday season, emphasis is on Cresta Blanca sparkling burgundy and champagne, rather than the company's regular line of wines.

Cresta Blanca is a subsidiary of Sehenley Industries, Inc.

Viola Virtuoso Invades Video

New York — Spurred by the success of the background music he composed and arranged for Air France and Cotton Council, Emanuel Vardi, violist, conductor and composer, has decided to take the plunge in the television commercial production field.

In announcing formation of EV Productions, Vardi stressed the need for a "class" approach to commercials.

Schooled in the classics and an active recording artist on the viola, Vardi has also worked with rock-and-roll groups and "has created a new sound for the Four Coins, the pop recording stars, that will be unveiled on their next record release in January." In the long-hair department, the viola virtuoso has recorded all 24 Paganini Caprices, which are slated for release next month.

CBS Films, Inc., Racks Up Sales Of 54 Programs to 42 Countries

New York—Now doing business in a total of 76 countries, CBS Films, Inc., reports the sale of 3857 episodes of 54 programs overseas during the past month.

The CBS syndicated programs,

which involved 978 of hour length, were sold in a total of 42 countries.

In addition to first-time sales in Barbados, Ethiopia and Czechoslovakia, countries represented were Argentina, Australia, Bermuda, Belgium, Canada, Colombia, Cyprus, Denmark, Finland, France, Germany, Gibraltar, Holland, Honduras, Iran, Italy, Jamaica, Japan, Kenya, Luxemborg, Mexico, Malaysia, Nigeria, Norway, Peru, the Philippines, Rhodesia, Santo Domingo, Saudi Arabia, Sierra Leone, Singapore, Sweden, Switzerland, Taiwan, Trinidad, Uganda, the United Kingdom, Uruguay and Venezuela.

Among the program series sold were *The Twentieth Century*, *The Defenders*, *Perry Mason*, *The Beverly Hillbillies*, *Candid Camera*, *The Cara Williams Show* and *The Bailiffs of Balboa*.

Iron Curtain Tv Spots Produced For Radio Free Europe Campaign

Eisenstein Markt, West Germany — Assuming he has the budget, a creative tv spot producer will go to almost any length to insure realism in his product. A case in point is Doyle Dane Bernbach, working with the Advertising Council, in behalf of a Radio Free Europe campaign.

Not content with mock-ups of the Iron Curtain, DDB sent a special production crew to Eisenstein Markt, a border town between West Germany and Czechoslovakia. Shooting through an electrified fence with the aid of a powerful zoom lens, the crew "captured" a Czech guard-tower which will be

starred in Radio Free Europe fundraising spots slated for airing in January and February.

With a 16-man crew, including a Czech cameraman, a Hungarian assistant producer and a number of West German extras, the crew roamed the border in four motor vehicles carrying several cases of beer. Beer was stocked at the insistence of the extras who worked for seven dollars a day but required occasional refreshment breaks during the filming sessions.

In charge of the project for the agency was Richard M. Earle, tv producer on DDB's executive staff. Working with him were John Ercole of Directors' Group, Inc., and David W. Hart, the Advertising Council's manager of the RFE campaign.

Nicolaides Is Named Director for Mutual

New York — Philip Nicolaides has received an appointment as director for the Mutual Broadcasting



Philip Nicolaides

System after a three-year stint as advertising sales promotion and publicity manager for Videotape Center, another 3M subsidiary.

In the announcement by MBS president Robert F. Hurleigh, it was pointed out that Nicolaides will continue as Videotape's public relations head, while his ad and promotion functions have been taken over by Bud Gallanos, formerly with MacManus, John & Adams.

'Ingredients, Not Taste, Key to Cough Drop Sales'

New York—With emphasis on what goes into its product, rather than taste, the Bonomo Div. of Gold Medal Candy Corp. will launch a heavy tv spot campaign for its Cocilana cough drops Jan. 3 in the New York City area.

Capitalizing on the start of the cold-catching season, Bonomo's agency, Hicks & Greist, Inc., has planned a campaign involving more than 75 spots a week on three New York tv stations: WNBC, WABC and WPIX.

Fred Franklin, Bonomo marketing director, pointed out that "last year's market studies showed that cough and cold sufferers are mainly interested in medication and quick relief. Taste, convenience packaging and similar factors are only of secondary interest," he added.

For this reason, the filmed tv spots will lay greatest stress on the two principal Cocilana ingredients, which are benzbococaine and terpinhydrate.

MBS Passes 500-Mark in Affiliates, Reports 16 Percent Boost in Sales

New York—Mutual Broadcasting System has passed the 500-mark in total number of affiliates. As of last week, the network can boast 502 affiliates on its roster, according to Robert F. Hurleigh, president of the 3M subsidiary.

At the same time, MBS reported a substantial boost in sales over 1963.

The affiliate breakdown shows 96 outlets in the top 100 markets, 41 in the next 50, and 35 in the following 50—adding up to a total of 172 stations in the top 200 markets. In addition, MBS has 330 affiliates in non-metropolitan markets.

The MBS sales picture is also bright. Raymond M. Smith, general sales manager for the radio network, announced that "our sales this year have already topped '63 sales by 18 percent—and that's not even including the figures for this January."

Smith pointed out that MBS has signed 26 new advertisers during the course of the year, including American Express, American Motors, Chrysler Air-Temp, DuPont, Hartford Insurance, Miller Brewing, Pillsbury, Stewart-Warner and Vick Chemical.

Citing Mutual's "vast coast-to-coast spread of affiliated stations" as a major factor in clinching the new sales, Smith said, "This was especially true in the case of companies with great complexes of distributors, dealers or agents whose marketing plans demanded virtual 'total coverage' of the nation."

Two examples of firms which chose MBS because of its market coverage, Smith said, are Hartford Insurance, with agents throughout the country, and Chrysler Air-Temp, with a comprehensive national dealer and distributor organization.

What's going to happen in 1965?

Sponsor Scope has performed its annual rite of scouting its field for problems, prospects, shifting directions and controversies that experts see on the 1965 horizon. Out of a welter of gathered portents there emerged these highlights: (1) Because of the many rating disappointments among nighttime network tv users this season, there will be a disposition to delay the buying of new series for the 1965-66 cycle. Most of the commitments this season were made before March 15. (2) It's going to be tough for all the networks to sell anything untested in less than minute segments. (3) The drift to daytime network tv will continue for two reasons: (a) effectiveness, (b) nighttime gets more and more expensive. (4) In the matter of program types, the leaning toward the situation comedy shows no sign of a downtrend, more dramatic series will try to copy the *Peyton Place* syndrome and cleave closer to a slice-of-life impression (all of which means soap opera has moved uptown and in the higher rent brackets), and harder times will fall upon the variety show. (5) Advertisers will spread their spot tv activity to more markets in this respect: they won't arbitrarily confine themselves to the top 30 or 40 markets but rather match market selection to the product's marketing pattern. With that kind of buying the 55th market would be singled out over, say, the 25th top market. (6) In the world of tv commercials, there'll be much less animation and lots of trick photography (short cuts and whatnot) accompanied by music, the number of card-carrying people will be pared to the bone to reduce residual payments, and advertisers will go for more spoofing of the product. (7) On the side of agency management the trend toward mergers, going public and adopting the fee arrangements vs. commissions will take on pace. (8) Piggybacks: hard economics will proliferate their use among advertisers and ease their acceptance without additional tariff among sellers. (9) Repts: competition from the groups will nudge some of the major independents into taking a sharper look at UHF, with a view to recouping revenue; also departing from the standard compensation levels. (10) Tv research: with agency absorption in the choice of the show diminishing more and more, there will be greater determination to find out

(a) who watched the commercial, (b) the creative elements that contribute to a more positive watching of the commercial.

Affils pressure for night 60s

It doesn't look as though anything of consequence will come out of the agitation among affiliates for minute station breaks in the tv networks' nighttime schedules. The pressure is beginning to pick some real steam. The stations' position: 20s have become a surfeit on the market. The call from advertisers is overwhelmingly for minutes in spot. The availability of minutes is about dried up. The only place affiliates can turn for an additional supply of minutes are the nighttime station breaks. If the networks don't yield, they could be responsible for some advertisers turning from tv to print. The networks' rejoinder, in essence: by granting 60-second nighttime station breaks, the networks would sow the seeds of their own destruction. Could P&G, for example, be expected to buy network participations in over 200 stations if it could lock up choice one-minute breaks in the top 50 markets? Maybe the stations created their own Frankenstein by going in for prime time movies, thereby convincing spot advertisers that, if they hold out against having to buy 20s, they can force an increased supply of local minutes. Let the stations diminish the opportunity of minutes and advertisers will go back to 20s. To sideliners the networks' riposte smacks of the old wheeze as to what came first, the chicken or the egg. In any event, look for the demand and the ensuing debate to get hotter and hotter as 1965 unrolls.

Falstaff still alive with baseball

Falstaff, the beer that for many years brought major league baseball to minor communities, isn't being frozen out of the game by the deal between ABC-TV and all but a couple major league baseball magnates. CBS-TV has brought Falstaff under the New York Yankee umbrella. Falstaff will carry (in its area during the season) 22 Yankee games out of New York, 12 on Saturday and 10 on Sunday. That means Falstaff will be on 12 of the 24 Saturdays ABC-TV has

scheduled. In some areas Falstaff will be competing for baseball audience with Anheuser-Busch, which has bought a quarter of the ABC-TV series. Looks like CBS-TV will take care of Falstaff in still another way: the six National Football League exhibition games during August. Falstaff's also a regional participant in all the National Football League's post season championship and bowl games. How ABC-TV is selling the Saturday series: \$110,000 for a quarter of 24 Saturday games and two holiday games. Figures \$22,000 per commercial minute. There'll be 20 commercial minutes per broadcast, this including the pre- and post-game programs. P.S.: N. W. Ayer still battling in behalf of client Narragansett beer against the Boston White Sox dropping Narragansett to clear the way for the ABC-TV deal.

Pre-Christmas success saga

Tip to the TvB: there's a hot little success story on tap at Gulton Industries, which turns out long-life flashlights, cigaret lighters, etc. The skeleton facts: bought eight scattered night commercial minutes on ABC-TV, starting after Thanksgiving; made a commercial with actor John Williams. By the end of five shots Gulton's inventory was cleaned out. Backlog of orders resulted in Gulton putting production lines on 24-hour operation.

The women in Gillette's future

Look for Gillette come the 1965-66 season to continue veering its nighttime network tv participation toward the female audience. In other words, whatever Gillette buys at night will have a predominantly built-in feminine appeal. Compared to a few years back, the company's merchandising approach constitutes a new ballgame. It's knee-deep in the toiletries field. Gillette has Right Guard deodorant that it's bent on promoting as an item for women as well as men. As the company expands its toiletries line for men, it becomes more dependent on the distaff side for success, since most of men's toiletries are bought by women as gifts. Blandishing the female consumer is also important to Gillette in

the sales of double-edged blades: research has revealed that they use them more than men. However, Gillette will go on preserving its sports image by continued sponsoring of what it deems such "blue chip" events as the World Series, the Rose Bowl and the NCAA football games, with costs at somewhat under \$7 million. Billings for the nighttime entertainment will likely run over the \$20 million mark, as compared to \$15 million for this season.

Middle bracket up 13 percent

One of the network tv rating anomalies of the current nighttime season is this: both the average rating and the number of shows in the middle rating brackets went up. Usually when the average rating takes a hike the percentage of shows in the middle bracket slides off. Contributing to this season's anomaly is the fact that there was but a single program, namely *Bonanza*, that landed in the 30-or-better rating bracket. In the previous season there were four shows in that classification. Apply the November 11 NTI as a base for each year, the evening rating level picture for the past three years comes out as follows:

RATING BRACKET	1964	1963	1962
Over 20 rating	36%	41%	27%
10-20 rating	58	45	58
Under 10 rating	6	14	15
NO PROGRAMS	111	105	115
AVE. EVE. RTG.	18.4	18.1	17.1

Uncle Ben, M&M to NHS?

Nobody will be more surprised than Ted Bates if a report going the rounds of Madison Avenue turns out true. The report: Forest Mars, who heads up the merged Mars, Inc., and Food Manufacturers, Inc., is assigning FMI's M&M candy and Uncle Ben's rice to Needham, Harper & Steers. The M&M and Uncle Ben accounts, jointly, bill at least \$7 million (\$6.5 million of it in spot tv). Needham, Louis & Brorby, which just merged with Doherty, Clifford, Steers & Shenfield, has handled the Mars account for many years. Possible contributing factor to the reported switch: Needham would now have a fully staffed media buying operation

CONTINUED ON NEXT PAGE

in New York. Bates top management has boasted for some time it has never lost a complete account. The exit of Food Manufacturers would change that.

ABC hush re two-market coups

A topic that ABC-TV's top management would much prefer not to have bruited about: the progress the network's been making in getting "live" clearance for its nighttime fare in two-station markets. All that a member of the network's top management will likely admit when confronted with any query on this matter is that it's "doing all right." Why the cozy tactic? ABC-TV wants to do everything it can to prevent the competition from becoming so exercised over ABC-TV's inroads in such markets that special measures will be taken to halt the defections.

The price-holding prospect

Will the fact that the three tv networks are running neck-and-neck in ratings have an appreciable effect on nighttime prices for the second and third quarters this year? There's some divergence of opinion between the networks and important agency buyers. The networks are confident that the ratings closeness will be conducive to all three holding the price line. The agency men who do a lot of buying think that the pricing situation won't be much different for these quarters than when there was a wide ratings margin between one network and the competition. As the agency negotiators look at it, price holding this time will, as always, depend on the old law of supply and demand.

ABC's night schedule stance

The prevailing philosophy about nighttime scheduling for the 1965-66 season indicates a swing back to half-hours that will be even sharper than the one which occurred between this and the previous season. In terms of new series, the pattern of slotting shows will run as follows: from 7:30 to 8:30 it will be predominantly 60-minute

programs; from 8:30 to 10, half-hour shows; from 10 to 11, 60-minute programs. Reasoning behind this philosophy: (1) it is more difficult to maintain the quality of one-hour shows than half-hour shows; (2) the blue chip accounts prefer the half-hour kind and, more important, they want to be in the middle of the evening.

Brisk flow of spot radio renewals

R. J. Reynolds and National Biscuit Co.'s Cream of Wheat heightened the holiday cheer for spot radio reps with renewal orders for 1965. Reynolds made it a double dishout, via Esty. In addition to the perennial order for cigaret brands, stations in many markets got long-run schedules for Prince Albert. Cream of Wheat's renewal was for 13 weeks, with schedules stipulating so many per week and a surplus batch of spots for heavying up during exceptionally cold spells. Another spot radio schedule: Campho Phenique, out of Sterling Drug's house agency, Thompson-Koeh. In the farm radio sector there was a six-month renewal from American Cyanamid (DFS) and one from the De Laval Separator Co. (Marsteller, Inc.). Cyanamid used to issue 52-week contracts. Apparently, its new policy calls for staying more flexible.

Projections can be a folly

Making projections on the revenue outlook for a tv network-affiliated station in a top market can be as hazardous as making book on horseshoes. It's been one of those seasons where station managements have gone wide of the mark in their anticipations. Some of the misses have been pleasantly surprising, while others have evoked a somber where-did-we-go-wrong? For instance, a New York station now finds that its year's projection will be off by at least \$1.5 million. What happens when your projection is away above the actual count? You look around for the culpable, and for station management there are several to choose from. Such as: (1) the network's nighttime schedule has turned out a drag; (2) the rep isn't on the ball and has been letting some good pieces of business get to the competitive station, or stations; (3) the local

competition is making deals below the counter; (4) the salesmen have gotten smug and sluggish and are not hitting the opportunity line as hard as they used to.

When mama has tv set to herself

Do you know the one hour of the daytime that the kid quotient in tv audience composition takes a big dive? Answer: between 2 and 3 o'clock, when presumably they're taking their nap. Another interesting fact about daytime audience composition: the number of women doesn't vary much between 12 and 3 p.m. The peak level for women viewers is the hour that follows. Anyway, the foregoing observations emerged from this chart showing the average audience composition of the tv daytime audience for this October, based on Nielsen reports:

TIME SPAN	HOUSEHOLDS	MEN	WOMEN	TEENS	CHILDREN
10-11 a.m.	8,520	1,740	6,730	320	3,310
11-12 N	9,990	2,420	8,680	210	3,000
12- 1 p.m.	13,310	3,310	12,520	260	2,680
1-2	14,250	4,370	12,990	260	2,580
2-3	13,830	4,160	12,890	420	1,890
3-4	14,780	4,160	13,310	890	2,790
4-5	15,200	4,420	11,260	2,520	7,360

Record tv quarter from candymakers

The current boom in the candy business — consumption jumped from \$2.3 billion to \$2.4 billion between 1961 and 1963 — is reflected in the record participation by that field in network tv. The figures that epitomize the story: nine candy makers have going for them in the initial 1964 quarter on the networks a total of 690 commercial minutes. It's a lot of network action for an industry that's uncommonly heavy in regional brands and supermarket private labels. The spurt in network spending may somewhat be attributed to the acquisition of long-time candy firms by the major or minor giants of the food packaging field. Included among the absorptions: Standard Brands, Planters Peanuts; National Biscuit, James O. Welch; Beatrice Foods, D.L. Clark and M.J. Holloway; Borden's, Cracker Jacks; Food Manufacturers, M&M. A frequent consequence of mergers is that additional money is pumped in for advertising. Spot tv, and even spot radio, is likewise cashing in on the upsurge of the candy business. The spot

brigade includes Hollywood Brands, M&M, Curtiss, Whitman, Planters, Nestle, Peter Paul, Williamson, Heide, Fanny Farmer, Bonomo, Clark, Plantation Chocolates. Following is a breakdown of the commercial minutes committed for the next quarter by candymakers on the tv networks:

ADVERTISER	ABC-TV	CBS-TV	NBC-TV	TOTAL
Mars	49	54	51	154
Sweets Corp.	88	52	0	140
Chunky	39	0	21	60
Kraft	0	0	70	70
Cracker Jack	34	0	34	68
Peter Paul	0	0	65	65
Nestle	0	13	39	52
Welch	0	42	0	42
Schrafft	0	0	39	39
TOTAL	210	161	319	690

Powder cleansers' daytime affinity

P&G and Colgate-Palmolive, it would seem, have a theory that the only time that the housewife is receptive to talk about powder cleansers is in the daytime. During the initial nine months of this year the two companies put all their network tv dollars on Comet and Ajax cleanser, respectively, into the weekday regions. The third leader, Purex's Dutch Cleanser, used 50 percent of its commercial minutes in daytime but spent far more of its budget in the nighttime precincts. Following is a breakdown of the three brands' network tv allocations in terms of dollars and minutes for the January-September, 1964, span:

BRAND	NIGHT	DAY	MINUTES
Ajax	---	\$ 856,300	192
Comet	---	1,129,200	194
Dutch Cleanser	\$159,000	48,500	*22

* 15 of these minutes were used in the daytime.

Nielsen on color home measuring

If you're especially interested in color and wonder when Nielsen will do some pinpoint measuring of color homes, there's an answer. Nielsen's position, as obtained by Sponsor Scope: nothing can be done about measuring tint-equipped homes' viewing habits or demographics until the ownership gets into the 15 to 16 percent bracket. Furthermore, any separate surveys would require a sample of at least 1000 color homes.

Neglect Florence?

As well neglect spring, or Beethoven, or supermarkets. Cynosure of connoisseurs of beauty and tv buying, Florence is one of a kind: the nation's largest single-station market effectively serving an active agricultural-industrial area.



Florence, South Carolina

Channel 13 • Maximum power • Maximum value

Represented nationally by  **BLAIR TELEVISION**

A Jefferson Standard Station affiliated with WBT and WBTV, Charlotte





'...in the eye of the beholder'

Beauty may have to make room for truth if the eye becomes the laboratory where either is examined; Marplan's Perception Lab is proving the eye, like a fingerprint, doesn't lie, much to its clients' benefit

■ "Half of my advertising is wasted—but I don't know which half."

Most advertising sophisticates are not only familiar with that quotation (attributed to various sources), but expect to hear it at least once in every third speech at ad functions. Many believe that the author, whoever he was, was likely right. Many heavy investors in all media today are positive that there is enough truth in the quotation to cover some of their own ad problems. Others at least suspect that their advertising investment isn't delivering 100 percent efficiency.

Most advertisers and agencies have long regarded their advertising seriously enough to try to *do*

something about this ad problem.

Particularly since the time that broadcast advertising brought intensified competition to the advertising world has the probing of consumer behavior expanded in search of greater advertising efficiency.

One of the razor-edged contentions with which all "reaction" research is slashed—particularly when it confronts competition—is that opinions, as stated by the people who hold them, are suspect for many reasons. Bluntly, what people say they think and what they really think are two different things. Overcoming this accusation has constantly been the thorn in any side of opinion research.



Herbert E. Krugman is a vice president and research director of Marplan, the research company of The Interpublic Group of Companies, Inc. He has been a research vice president for Ted Bates & Co., and prior to that for Raymond Loewy Associates. During the periods 1946-49, 1953-59 he was manager of the survey division at Richardson, Bellows, Henry & Co. From 1950 to 1952 he was on the faculty of the Princeton Center of International Studies.

He has been a consultant to the Office of Intelligence Research of the U.S. State Department and to the Institute of Human Resources of the U.S. Air Force. In World War II, he served with the Psychological Branch, Office of the Air Surgeon.

He obtained his BSS from CCNY in 1942, and his Ph.D from Columbia University in 1952. From 1956 to 1962 he was an evening lecturer in the psychology department of the School of General Studies at Columbia University. He is a Fellow of A.S.A. and A.P.A., and has published some 30 articles in professional journals and periodicals. He is a certified psychologist in the state of New York.

Dr. Krugman is president of the American Association for Public Opinion Research for 1964-1965.

By now, most practitioners—and students—of advertising have at least heard rumors about the “eye camera,” a comparatively new device which—while subjects view commercials, print advertisements, packages, and other results of the creative section’s work—measures changes in the diameter of the pupil of the eye.

If relying on people to articulate their likes, dislikes, behavior or activity cannot be trusted fully, then ideal research ought to avoid this pitfall. Pupil measurement, therefore, may be the way since it circumvents language as well as translation problems in cross-cultural opinion and attitude surveys.

Under the guidance of Dr. Herbert E. Krugman, vice president and research director of Marplan, the research company of The Interpublic Group of Companies, Inc., the development of equipment and a series of studies have progressed to a point where “encouraging evidence of reliability and validity” has been found.

Available data indicates that the device could well become a powerful tool in analyzing the stuff that arouses the interest of consumers. It follows that material prepared to stimulate the consumer could then be studied for its interest-arousing qualities before huge sums are spent in disseminating it via any medium. One fact must rate high in the in-

terest of researchers: it is possible to obtain definitive results with a relatively small number of viewers. To date, pupil response has been found to stabilize at about 50 subjects (viewers).

In a recent marketing research paper, Dr. Krugman detailed the “applications of pupil measurement to the prediction of sales of such items as greeting cards, sterling silver, wristwatches, etc. . . .” and the apparent confirmation that the interest of the consumer might be measured via pupil dilation. The key factor in the technique that will be of special interest to admen and researchers is that the person involved in being “measured”—the consumer—is unaware of the measurement process and whatever material is being used to stimulate his interest can therefore get as much of his attention as is realistically possible.

Early research in this field was confined to inanimate material. But recently, the pupil measurement equipment was further developed and adapted to record responses to moving stimuli such as film—and especially television commercials.

The older and established methods of testing and then measuring the verbal report of a respondent after viewing was completed is eliminated by the new method.

Rather than wait, the instant measurement of response in the pupil of the eye, says Dr. Krugman,

“provides a precise second by second record of interest.” This record is called the “interest track.”

“It has the further advantage,” adds Dr. Krugman, “of representing a response not subject to error of recall or of verbalized bias in reporting. It is assumed that some individuals *would* report in a biased fashion when asked about the entertainment and sell portions of a typical commercial.

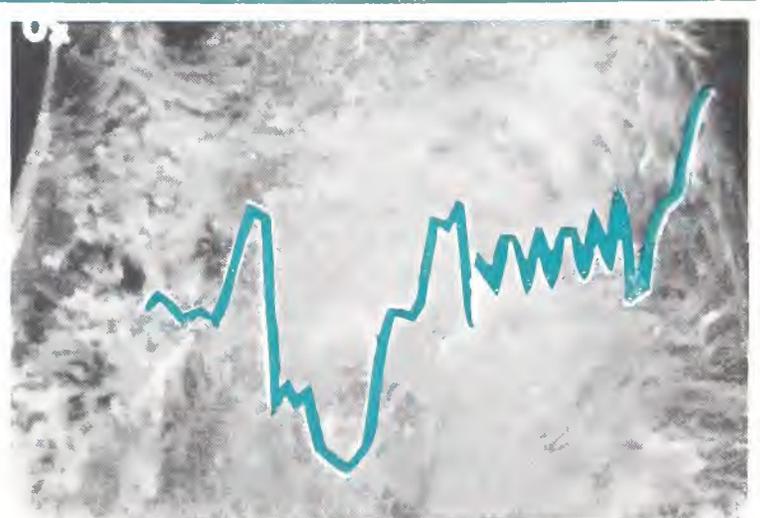
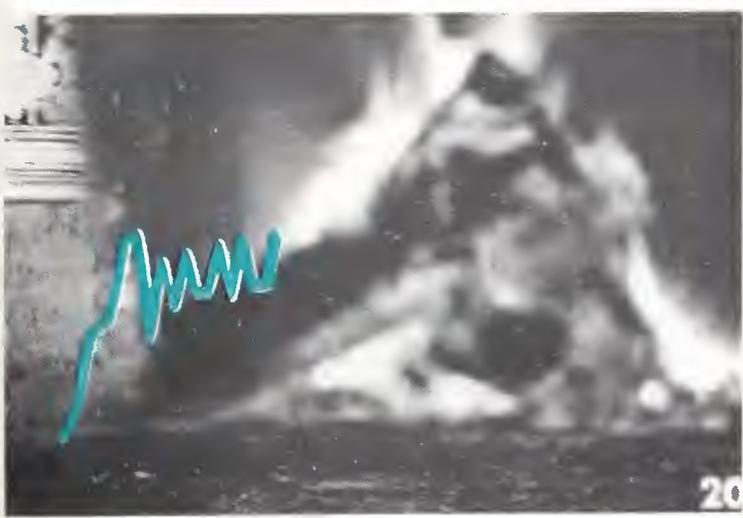
“There may be no such thing as a ‘typical’ commercial, and many commercials do provide complete integration of entertainment and sell portions. Nevertheless, it should be noted that a second-by-second record of response permits more detailed research questions to be raised about the ‘mix’ of elements in sixty seconds of air time.

“It has been rare in the behavioral sciences,” Dr. Krugman emphasizes, “to obtain data where stimulus and response could be so closely related.”

And since, in the current tests, this is being done without the interference of some aspect of the response measurement process itself, the reason for the rarity is obvious.

Participants in the pupil measurement studies naturally assume that when they have viewed the material shown them they will be asked questions. Marplan’s Perception Laboratory fulfills this expectation by conducting an interview and is thus

Graph of pupil response is superimposed on the actual commercial so that viewer interest can be evaluated by researchers. Numbers in the corners of the frames from Busch Bavarian Beer commercial indicate the number of elapsed seconds. Final frame indicates total "interest track." Early scenes are from skiing sequence followed by swimming shots and finally, the "sell."



also able to interrelate pupil measurements with verbal data.

But what is most interesting is the final form in which these measurements can be offered to creative and media people for examination of a multitude of things. Since the "interest track" is formed of the second-by-second measurements of the pupil of the eye, the tracing or graph that it creates can be—in the final form—superimposed over the commercial so that diagnoses can be made, insights exacted, and evaluations of the commercial's effectiveness be formed. (See photos and charts of the specific applications.)

"For example," says Dr. Krugman, "one may consider placing the *sell* closer to an interest high point, compare the effectiveness of different lead-ins—the first ten seconds—or select the strongest elements in a 60 second commercial for reduction to a 30 second commercial or shorter."

Currently, the "interest track" is being used "descriptively." That is: (1) to demonstrate where interest drops-off during a commercial; (2)

to compare creative execution between two or more commercials; (3) to compare two or more commercials as totalities.

Since getting and holding the attention of the viewer is, presumably, the first objective of a commercial, each low in the interest level, or sharp drop, "must therefore be taken as indicating high probability that the viewer, the channel and/or the tv set will be 'turned off.'"

In the charts with this story, "interest tracks" are shown that represent progressively more advanced applications in the evaluation of tv commercials. Unlike the photos from the beer commercial on which the "interest track" is an animated superimposition on the commercial itself, the other cases are represented by a simple graph.

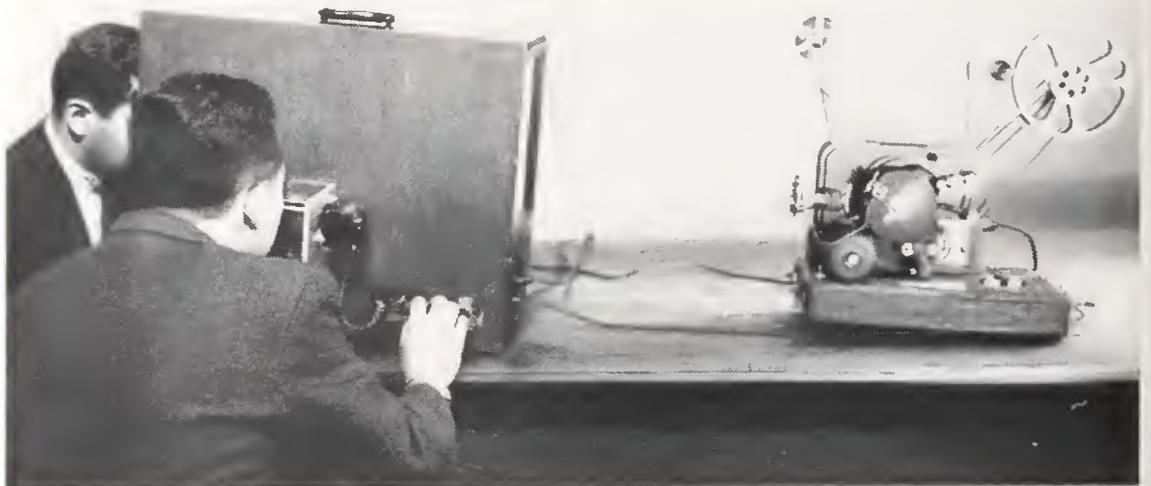
The "eye camera" was developed by a consultant to Marplan's Perception Laboratory, Dr. Eckhard Hess, chairman of the department of psychology at the University of Chicago, who discovered in early experiments that eye-pupil diameters vary in response to visual

stimuli according to the interest value found in the material shown to the viewer.

Much has been done, since those first studies, regarding the evaluation of advertising material. In two of the earlier studies, comparisons were made between sales figures and the repose of the pupils of the viewers in the study as well as their verbal reactions. In many cases, what the subject said he liked and the response of his pupil differed. But in both studies—*pupil response bore as close or closer a relationship to sales.*

It should not be difficult to understand the relationship between the potential value of the use of the eye camera in commercials for television and the researcher's regard of pupil response as a kind of international language where the difference in language may get in the way of interpreting reactions or reporting those reactions with accuracy. There are portable eye cameras now in use in New York, Chicago, Los Angeles, Toronto, Mexico City, Sydney, London, San Paulo, Frankfurt, Johannesburg, and Tokyo. ♦

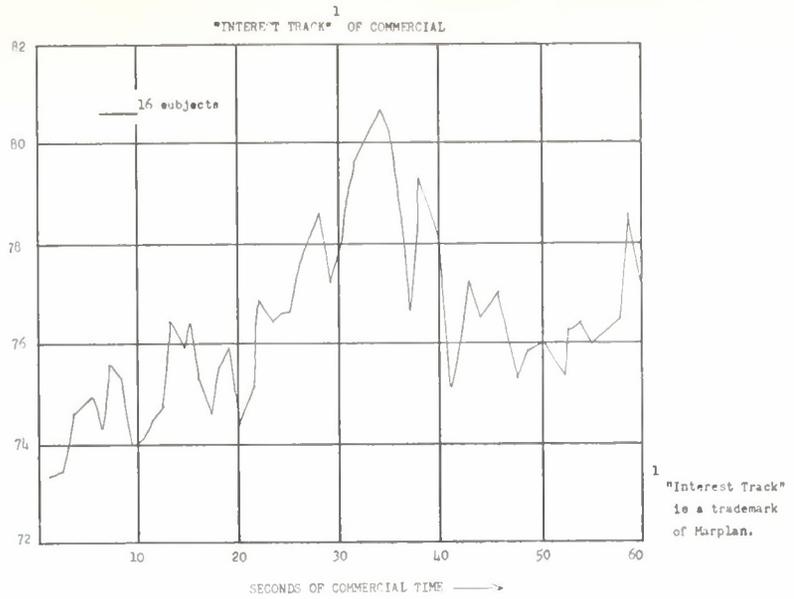
Original eye camera equipment was considerably larger than current model, which is portable. Shown here, viewer looks through equipment (left) at screen onto which projector throws image, while researcher—with back to reader—operates the equipment.



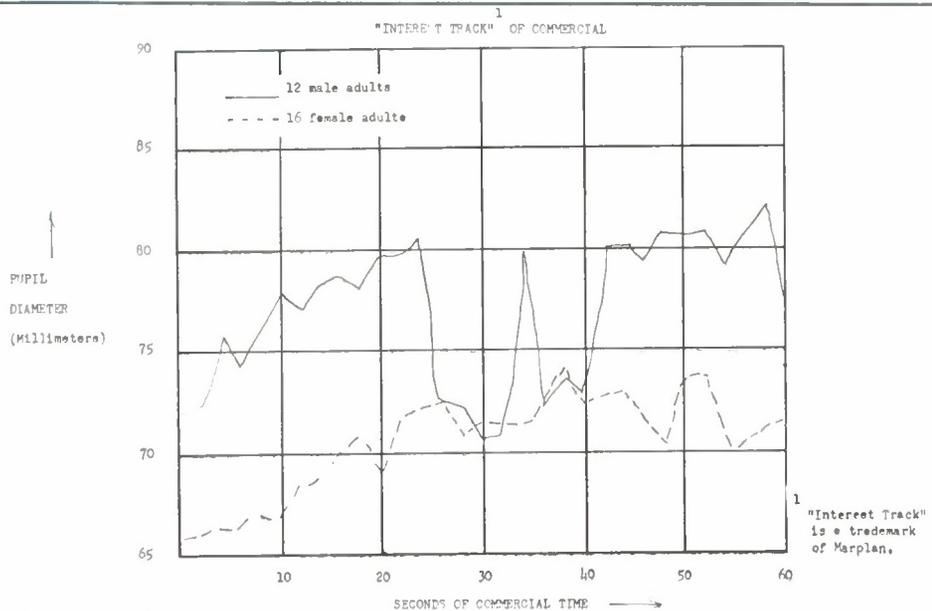
View from behind the subject while female viewer is being recorded by Marplan's eye camera studies.



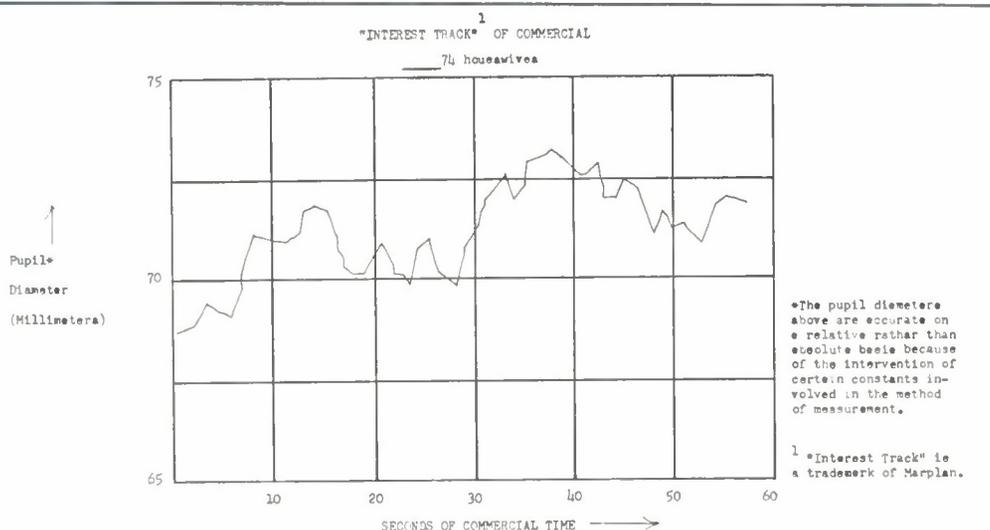
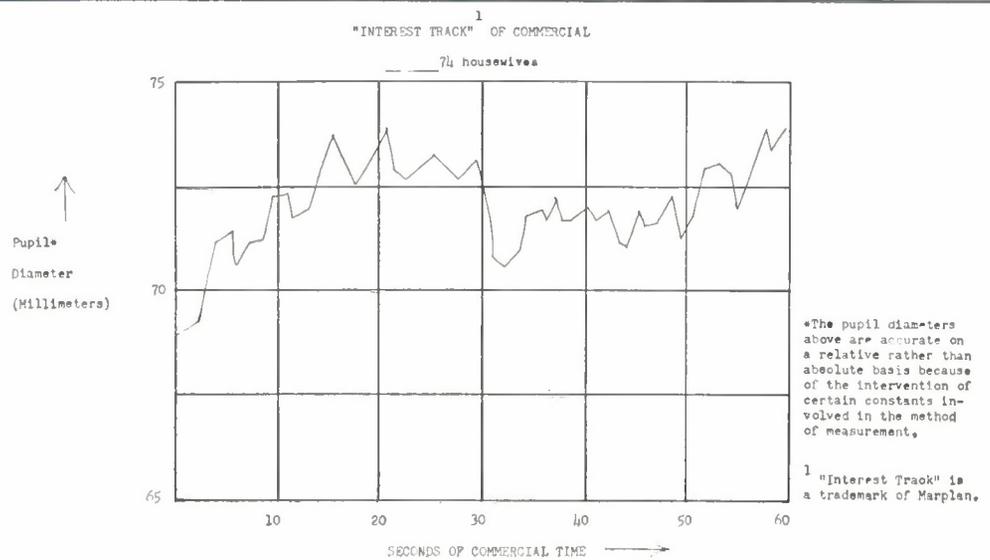
APPLICATION NUMBER ONE (ONE GROUP VIEWING)—This is a beer commercial, the first commercial for which an "interest track" was recorded, film shown at Advertising Research Foundation Conference, Oct. 6, 1964.



APPLICATION NUMBER TWO (ONE GROUP OF VIEWERS COMPARED WITH ANOTHER)—This is a food product commercial with "Sell" in the middle. Males sharply lose interest at that point; females' interest is retained.



APPLICATION NUMBER THREE (ONE COMMERCIAL COMPARED WITH ANOTHER ON THE SAME GROUP OF VIEWERS)—These are commercials for a washday product. The commercial on the top arouses relatively greater interest in the first thirty seconds, while the commercial on the bottom arouses greater interest during the second thirty seconds.



If today's leaders climbed to the top largely via advertising, here's why the whole industry's bound to up budgets tomorrow

Advertising: the case

■ Children should have a good hot lunch.

To make sure of it, an adult committee of experts eagerly scrutinized youngsters at New York's Public School No. 1 recently as they chomped on — or avoided — their hot lunch of hamburgers and green beans, plus apple sauce and milk.

Theirs wasn't an ordinary hot lunch, however.

It had been made from pre-cooked, frozen foods. And the experts were just winding up a three-year study, financed by the Ford Foundation, on the feasibility of school-served frozen lunches.

Frozen foods, by eliminating many kitchen procedures, reduce labor requirements and tend to cut costs, as well as contribute to

convenience and allow precise "portion control." As a result, culinary planners for hospitals, factories, hotels and even drive-ins — as for school systems — are beginning to take a more serious look at frozen foods. These "institutional" orders may well provide a major income source for tomorrow's frozen food industry.

The development of such customers is just one more new aspect of a widely known, if still explosive, business. And the market today is stronger than ever:

● Industry sales, according to the trade publication *Quick Frozen Foods*, were up 11 percent in 1963 to reach a total \$4.4 billion. And they're expected to rise another 14 percent for 1964.

● Retail sales of just the 40 leading supermarket chains reportedly equalled \$1.1 billion last year. A&P (including its Canadian outlets) was far and away the leader with a frozen-food volume of some \$270 million. In second place: Safeway Stores with \$145 million.

● Not many years ago, only one in four shoppers bought frozen foods "regularly." (One in four never bought them at all!) Today, per-capita consumption is just over 30 pounds a year which amounts to something like 5 percent of total food sales.

Much as things have changed, there's still lots of room for expansion. Preliminary 1964 estimates indicate that per-capita consumption of frozen vegetables only is almost 13 pounds — a good figure. But per-capita consumption of *canned* vegetables is almost 46 pounds. Leaders in the industry would like to see that 13 doubled — or tripled.

In persuading the public to change its eating — and buying — loyalties, a primary tool will undoubtedly be advertising. In fact, the knowing use of advertising — especially broadcast media — has already helped write some of the industry's most dazzling success stories:

Birds Eye, the frozen food leader, achieved what was reported as "one of the most comprehensive schedules in the history of the frozen food industry" when it added spots on Danny Thomas, Phil Silvers and Jack Benny to its already





for frozen foods

bulging tv docket. This scion of General Foods has obviously learned an advertising lesson from its old man.

Green Giant, number two company, achieved its prominence in just a couple of years after late entry into the market. Once in, it moved fast, boosting sales from a modest \$3 million gross for 1963 (fiscal year) to around \$18 million for 1964 (ibid). Major credit goes to its Ho-ho-ho broadcast campaign.

Sara Lee, which started on a \$15,000 capital investment in 1951, now spends about 200 times that amount on advertising alone — an estimated \$3 million a year. Company executives have long credited much of their success to consistent use of air media.

Milady's Frozen Foods (blintzes et al) represents only a fraction of the market — frozen specialties — but it's a product group that looms importantly on the horizon. This company has increased its ad budget from a reported \$140 a week to an estimated \$3000 a week currently. About 48 percent of it is spent on radio.

Of all marketing changes during the last 10 years, according to a recent *Nielsen Retail Index* on the subject, none has been "more dramatic than that which has occurred in frozen foods." And most of those changes have a direct advertising meaning, as we shall see.

And yet the frozen food field is, in some ways, still idiosyncratic. Like any vast, newly explored Yukon, it hasn't yet been cleared

of all problems. And, as in any gold rush, the most worrisome problem of all is competition. Here are a few aspects of it:

New products

In the first place, if there's one thing newer than new frozen products, it's the rate at which they're being launched, according to the Nielsen study. "Many manufacturers now believe that, just to maintain position (let alone forge ahead), it's necessary to come up with new products on a more or less continuing basis."

The manufacturers give two good reasons: First, in the current markets a good new product can make a really important contribution to corporate profits. Second, "new-

ness" pays off so notably that even standard, well established brands, the report states, "are becoming less and less immune to competition from a new competitor."

Pros contend, in fact, that a new product, to which *demonstrable* (i.e., as on television) convenience has been added, stands about 7-to-1 chance for success *over* an established, but yet less convenient, item.

Consider one of the newer packaging trends — boilable pouches (which allow food to be heated without dirtying the pot). Pouched vegetables are selling an estimated 225 million units this year, a volume that's conservatively expected to reach 1 billion units by 1968. Trade sources hold that a real



1963 FROZEN FOODS BRAND ADVERTISING*

Product	Gen'l. Mags	News-papers	News sects.	Net Tv	Net Tv
Armour turkey products	\$ 40
Aunt Jemima waffles	99
Austex foods	\$ 19
Banquet					
dinner	\$127	13
pies	39
Birds Eye					
foods	74	3	681
fruits	74	43
vegetables	183	1149	\$742	\$342
orange juice	16
Booths seafoods	48	103
Bridgford bread	32
Chock Full O'Nuts doughnuts	17
Chun King dinners	430
Dole juices	366
Downyflake					
baking products	16
waffles	91
Dulany foods	110
Florida					
citrus juice	478	229
orange juice	29
Gortons fish and Heinz Ketchup	36
Green Giant vegetables	11	91	1099
Hawaiian Punch bars	37
Holloway House foods	21
Howard Johnson's foods	169
Icelandic frozen fish	30
Jiffy meat products	29
Kold Kist foods	30
Libby's					
foods	80	12
fruit drinks	170
juices	197	41
Joe Lowe Corp. gen'l promotion	95
Lowe popsicles	105	24
Mette Munk pastries	60	157
Milady's blintzes	16	13
Minute Maid					
fruit drinks	210	137
fruit juices	6	64	1498	70
orange juice	87
orange delight	34	399
orange delight sweepstakes	147	105
Morton's					
cakes	48	50
foods	499
Mrs Baird's rolls	34
Mrs. Paul's					
fish products	145	19
foods	4	891
onion rings	28
vegetables	48
Mrs. Smith's					
desserts	17
pies	152
pies and cakes	50
Myers casseroles	50

O'Coma				
chicken cobbler		26		
turkey products		43		
On-Cor foods				34
Orange Nip breakfast drinks		140		
Patio foods		14		90
Pepperidge Farm				
baking products		24		39
desserts			235	141
pastries		449		448
Pet-Ritz fruit pies		25		
Pictsweet				
foods		38		
vegetables		67		
Pillsbury				
desserts		197		
pastries		18		19
turn-overs			52	
Pop Ice			17	
Red L Foods				26
Sara Lee				
bread		50		19
cakes	77	264	91	252
chicken		16		
dinners				34
foods		15		
pastries				183
Seabrook Farms				
foods	29	61		
vegetables		31		
Simple Simon pies		28		
Snow Crop				
citrus juices	315			5
vegetables		20		
vegetable casseroles		33		
orange samoa	265	42	997	209
Stouffer				
escaloped chicken & noodles		77		
foods	285	31	307	
fruits		85		
lobster newburg		75		
macaroni & cheese		43		
spaghetti sauce		44		
spinach souffle		88		
Sunkist				
fruit bar				19
juice bar contest	17			
Swanson				
deep dish dinners				129
dinners			314	
food				46
pies		19		
tv dinners	424	492	5	1128
Swift's sherbet	43			
Tastycake cakes		25		
Tree Top apple juice		58		
Van De Kamp foods		34		
Wakefield crab meat	54			
Welches				
grape juice				257
juices			485	

*In thousands of dollars. Source: Food Field Reporter.

breakthrough would boost results far higher.

What's the advertising significance? The research and promotion burden of boil-in bags (like most other new products) is being borne, not by retailers or distributors, but by national packers — where the big-money is.

In-store competition

Different brands (and different products within one brand) must also compete with each other within the store. This time they're vying for space with frozen-food display cases.

The reason is as logical as it is simple: Refrigerated cases are expensive to buy, install and maintain. Therefore, store managers hold their number to a minimum (thereby creating space shortages) and will continue to do so, the Nielsen study indicates, until the cases "become as cheap to buy and to operate as the simple shelving on which ordinary groceries are displayed."

Just how tough is this in-store contest?

Plenty!

The million and a half food transactions, which Nielsen researchers analyzed, included 639 different sizes, brands and types just for frozen vegetables. In all, the study uncovered some 2823 different items.

The typical retailer eliminates seven-eighths of those on the market and tries to stock only the remainder — in this example, about 350 items.

In that competition — 1 chance out of 8 just to get *into* stores — packers, plus their wholesalers and brokers will have to use strong advertising and clever promotion as their major vehicles for wheeling into the confidence of store managers.

Reverse promotion rule

It's axiomatic in merchandising that fast-moving items build profit. That's especially true in frozen foods where the relatively few fast-turnover products may contribute as much as 60 percent towards gross profits — a real fistful in the notoriously narrow-margined grocery field.

Yet, frozen foods are tricky in that they don't always follow the rules. For example, the margin on



... frozen foods

standard groceries is so narrow that even if a slight price-cut increases volume impressively, the revenue gained may not offset revenue lost. Thus, a 3-percent markdown (or added promotional expenditure) may lead to a 30-percent increase in sales but a 20-percent *decline* in profit.

In frozen foods, however, a 3-percent markdown (or extra advertising expense) may lead to a 30-percent rise in volume and a 17-percent *increase* in profits.

What this means in advertising terms is that frozen foods require their own merchandising-promotion programs. And their beneficial margins usually allow for spending a little extra.

Shifting sands

Vegetables — to no one's surprise — are the largest-selling frozen product, accounting for 36.1 percent of unit sales, according to the aforementioned Nielsen survey. (Frozen fruit juices are in second place with 22.4 percent of unit sales.)

Yet last year frozen vegetable sales dipped 15 percent. During the same period, frozen baked goods surged 9 percent and ethnic dinners, i.e., Italian, Mexican and the like — increased 26 percent. Frozen pizzas advanced an enormous 77 percent.

Besides reflecting the growing public interest in specialized new products, the above also illustrates how abruptly the over-all market — not to mention share-of-market — can shift.

When the market's so fickle, the alert food packager will use as

much advertising as he can muster to help keep abreast of, if not control, the tide.

The profit paradox

Among frozen foods, interestingly enough, the items that sell the most don't always contribute the most to dollar volumes. Frozen vegetables (with 36.1 percent of unit sales, as noted) delivered only 28.2 percent of dollar sales in the Nielsen study. The 22.4-percent unit sales racked up by frozen juices translated into only 13.7 percent of dollar volume.

Thus, store managers themselves apply still another squeeze on the hyper-competitive business. They naturally prefer to stock the items that contribute most to their profits.

How misleading that picture can be! Lower-priced items (costing between 11 and 21 cents) account for nearly 25 percent of store sales, while higher-ticket products (from 70 to 99 cents) account for a mere 5.6 percent.

Judging by volume alone the store manager apparently should stock up heavily with low-cost frozen foods.

But the higher-priced products, while relatively minor in numbers, generated more than 50 percent more *dollars* when results were totaled.

How can the smart packager change customer demand so that more people buy higher-priced, more profitable items? Special promotions, merchandising gimmicks and price adjustments all help on a temporary basis. But the trick is really turned by national advertising.

FROZEN FOODS' TREND TOWARDS TELEVISION*

Year	No. of brands advertised	General mags	Farm mags	News-papers	News sects.	Net tv	Spot tv
1962	85	\$4371	—	\$8158	\$1719	\$1049	\$5823
1963	100	4026	—	5813	1699	4328	6880

*Dollar figures given in thousands. Source: Food Field Reporter.

How it all began

First introduced commercially shortly after World War II, frozen foods were immediately heralded as the century's great new industry, a reputation that, after an initial spurt, they failed to fulfill wholly. In fact, after 1946 the industry went into a seven-year slump before, in 1953, annual results once again matched earlier records.

Since then, however, the industry has been expanding almost as predicted. Today's typical distributor is much better established than he was seven or eight years ago. And he now appears to be on the threshold of still further notable gains — providing he uses advertising adroitly enough to catch a ride on the expected surge.

STRUCTURE ON WHICH ADVERTISING RESTS

The usual range of frozen food prices begins at 5 or 10 cents (the cost of some punches, junior pizzas, popsicles and the like) and reaches a high of between \$1.75-\$2.15 (for complete dinners, specialties like prepared seafood in special sauces, etc.).

The average price is about 33.6 cents.

A Nielsen study of the frozen food market indicates that nearly half (46.4 percent) of the million and a half transactions studied ranged between 22-39 cents.

E. W. Williams, publisher of *Quick Frozen Foods*, and other spokesmen for the industry, have noted these main developments that "should accelerate" within the next five years:

(1) Frozen foods will continually account for a greater percentage of total food-store sales. The long-standing target that now looms as a real possibility: 10 percent.

(2) As a corollary, per-capita consumption will continue its up-swing. Today, the average family of four spends some \$5.24 per month on frozen goods, obtaining about 10 pounds of food. For the industry to realize its 10-percent goal, that family's spending will just about double.

(3) Advertised brands will consolidate into fewer — and stronger — brand names.

Leaders right now in general order of precedence are Birds Eye, Green Giant, Sara Lee, Swanson, Libby, Minute Maid, Stouffer, Morton, Banquet, Chun King, Wakefield, Gorton's and Sea Pack. (The top 20 of 270 frozen-food packers accounted for more than 65 percent of total sales, and 18 of those 20 sold more than \$10 million.)

And, according to *Supermarket Merchandising*, the five largest chain purchasers of frozen foods last year bought more than 50 percent of the total under their own labels.

(4) Improved and, in part, revolutionary freezing and distribution methods are on the way. For example, mobile freezing plants in giant trailer trucks do a "magic freeze" (with liquid nitrogen at

-320° F.) at harvest sites in the fields. Expected results: the successful freezing of such hitherto reluctant commodities as avocados, cabbage, lettuce, mushrooms, onions, tomatoes and the like.

(5) Conversion of more industries to freezing, much as already has been happening in bakery goods. For example, many bakers now freeze most of their bread, even though they don't sell it frozen.

Similarly, it's now standard to freeze meat and poultry at packing plants, a matter that requires "just one more step" to deliver them frozen to the consumer.

Freezing will allow many producers to level the peaks and valleys in their demand-charts, which is about what happened with frozen juices to revolutionize — and stabilize — the Florida citrus industry. More recently, the successful marketing of frozen french fries has wrought comparable wonders with the potato economy of Maine and — to a lesser degree — Idaho and Washington.

(6) Food retailers will continue to encourage the trend towards freezing. Main reason: Even in small stores, frozen food profits run as high as 8 percent (a considerably greater profit than their sales volume would indicate, when compared to the norm for dry groceries). In a high-volume supermarket the profits may climb to 15 percent.

(7) Distributors will continue to lend a hand — most notably an advertising hand — because frozen foods have lower direct product costs than other groceries. Thus, the distributor can afford to spend more of his sales dollar on advertising — in short, to spend more in order to make more.

Altogether, these trends should set up a momentum for notable advertising increases, especially on tv. Food and grocery advertisers, already tv's most active, should boost their no. 2 product group, frozen foods, into major billing prominence.

Quick Frozen Foods' Williams puts it in a nutshell when he considers the "specialty" foods that, so far, have been too special to achieve mass volume. How can they attain the big-time? he wonders.

And he supplies an industry's answer: "Not by cheap price, certainly, but by advertising . . ." ♦



Tv commercials for Bic pens are designed to be highly dramatic. Pictured are frames from "fire and ice" commercial. Champion figure skater, Aja Zanova, scrapes pen point on ice, puts it in fire, then writes with it.



Bic's tv-led 5-year

Pen company's sales program is tied closely to selling via tv, as well as distribution conforming to tv signal areas. Result: a half-decade of profitable sales on target, on time.

■ With the backing of spot tv exclusively, Waterman-Bic is selling three million ball point pens in the United States every week. Once more, with the upcoming use of network tv, the company expects sales to increase 50 percent next year.

Bic's success did not come by chance. The company's marketing and media strategy has been planned and executed with military-like precision.

In 1958, the very first year Bic entered the U.S. market by buying out Waterman Pen, the company chose an agency — Ted Bates —

and an advertising medium — television. When tv was selected as the one and only medium, the newly formed Waterman-Bic company and its agency decided to make distribution conform to tv coverage areas rather than geographic areas. It was one of the first companies to recognize the advantages of marketing by tv coverage area. Salesmen were assigned to the total area reached by a tv station's signal, regardless of state boundaries.

A plan was devised to divide the country into five regional areas and enter one region a year. Each region was to be heavily saturated

with tv spots (sometimes up to 150 rating points in one market each week). After successful tv test-marketing in Connecticut, the company set forth on a five-phase, five-year plan. Each phase represents the entry into a new region. The multi-phase program has proceeded like clockwork.

Phase 1 — Introduction in the Northeast in the spring of 1961. (Currently Bic holds 48 percent of all over-the-counter ball point pen sales in this region.)

Phase 2 — Introduction in the Southeast in the fall of 1962. (Share of market is now 38 percent.)

Phase 3 — Introduction in the Midwest in the spring of 1963. (Share of market is now 33 percent.)

Phase 4 — Introduction in the Southwest and Plains States in the spring of 1964. (Share of market is now 22 percent.)



target plan

Tv advertising for Phase 5, covering 13 states in the far West, will get under way in the spring of 1965. Distribution began in November.

Today Bic has 75 to 90 percent distribution in each U.S. market it has entered — distribution in department stores, variety chains, stationery stores, tobacco shops and drug chains. Sales run about two to three million pens a week; world-wide sales reach three million pens a day.

In 1965 Bic expects to spend \$2 million in tv advertising — \$1 million in spot and \$1 million in network. Bic used partial network this year (ABC provided coverage in 80 percent of the country, blocking out the 13 states where Bic had no distribution) but plans to use full-coverage network tv next year. The '65 schedule, again on ABC, will

include the following programs: *Dick Clark, Trailmaster* (both used in 1964), *The New American Bandstand, Father Knows Best, Donna Reed* and *The Young Marrieds*.

Bic is interested in advertising to everybody who writes, with emphasis on those groups that write most — high school and college students. Both *Dick Clark* and *Trailmaster* reach strong student audiences. In general, however, the network schedule reaches a broad audience, skewed toward women, while spot buys are geared more toward men and students, according to Sy Radzwiller, account supervisor and a vice president of Bates.

"The use of both spot and network works well for reaching different groups and giving us complete coverage," says Radzwiller. "In addition, spot tv can lend support to individual markets where

ad pressure does not conform to levels of sales achievement."

The same commercials are being aired on both spot and network tv. Both are torture-test commercials. One features a high speed drill test. A Bic pen is drilled through a wall-board, extracted from the board and then used by the drill operator. The second is called the "fire and ice" commercial. An ice skater harnesses a Bic pen to her skate so that the point faces into the ice and proceeds to cut some figures. Then she puts the pen into fire. Lastly, she demonstrates how the pen "writes the first time — every time."

John Paige, vice president in charge of sales for Waterman-Bic, says tv is a basic ingredient of Bic's success, but four other ingredients are equally important — quality of the product, packaging or point-of-sale image, promotion and sales communication. "Penetrating market coverage," he believes, "is far more than broad surface distribution.

"Advertising can only bring people to the product — and tv has done that well — but the product must be good or people won't buy it," says Paige.

Bic was first to introduce a low-priced quality ball point pen. Today Bics sell for 19 cents, 25 cents and 29 cents. The pens are produced at the company's \$1 million plant in Milford, Conn., built in 1963.

Bic's entry into the United States through Waterman seemed a wise move. In 1958 Bic was distributing in some 90 countries, but was not known in this country. Waterman, which had led in the manufacturing of fountain pens for many years, found itself ill-equipped to enter the budding ball point pen market. The combination of the Bic pen and the established name of Waterman was a natural.

Today Waterman-Bic is the number 1 producer of ball point pens in this country.

As in the past, tv is slated for a major role in Bic's marketing plans. According to vice president Paige, other ball point pen companies have tried to copy Bic's tv strategy, but have been unsuccessful in doing so. "They just think they know our strategy, but they don't," says Paige. ♦



A bright red 1965 Plymouth Fury convertible and a full-scale New England house rocking with young folks are rolling down the highway (in a tv commercial). Object: Youthful theme to attract young adults.

Plymouth steers for young adults



Plymouth tv commercials feature fun and frolic designed to attract young buyers. "Open house" and "lion" spots frequently cited

■ Automotive clans—as well as what seems to be every other advertiser—are out to capture a larger share of the fast-growing young-adult market.

Plymouth has its own way of appealing to young adults (considered by this manufacturer to be between 20 and 30 years of age), and it's based on just plain fun.

Two of the eight new commercials now being aired, and embracing the light approach, are the "open house" commercial and the "lion" commercial. Both play major parts in Plymouth's current three-month advertising campaign featuring '65 models. Network participation buys for the campaign include time on *Bob Hope* specials, *Alfred Hitchcock*, *NCAA Football*, *The Rosebowl*, *The World Series*. This year, much of Plymouth's \$20 million advertising budget, handled by N. W. Ayer & Son, is going into tv.

The "open house" color commercial features a red 1965 Ply-

mouth Fury pulling a full-scale New England three-story house down the highway. The theme, "open house," is played upon in three ways: open house at Plymouth dealers, open house type of fun in the three-story home model used in the commercial, and open house, literally—the house on wheels was designed with no back to it.

The commercial opens with a happy young couple in a new Fury convertible towing a house containing a number of swinging young people framed in the window. (A girl in the third-story attic window scans the sky with a telescope; another cute gal waters her flowers; a boy tries to fly a kite from the second-story window; and a couple on the porch dance to the music of an old gramophone—all the while the house is being towed by the Plymouth.)

During the closing scene the car turns and pulls the house around, revealing to the audience that only

the front of the house is completely built and the back is merely lattice work.

The house was specially constructed by Gerald Schnitzer Productions, Hollywood. It was first pre-fabricated in sections and then assembled on location.

The second commercial — this for a Valiant — stars a lion.

A young man is shown driving along the highway in a Valiant convertible. He stops at a light next to a circus wagon and talks with the driver. While he is talking, a lion jumps from the circus wagon into the back seat of the convertible. As the driver of the new Valiant continues down the road people begin waving at him, trying to point out that there's a lion in the back seat. But the proud new car owner believes people are admiring his new purchase and his good taste. The commercial closes with a super: "Lions are optional, at extra cost."

So's creativity! ♦

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What makes the big ones big?.....	Jan. 6, p. 15
Samuels, Perry S.: As a seller sees it.....	Aug. 24, p. 40
Schuele, Carl L.: Guide to becoming a first-rate timebuyer . . . as a rep sees it.....	April 13, p. 44
Scott, S. Spencer, Jr.: Measuring media's three Rs — a career view.....	June 22, p. 37
Thayer, Dr. John R.:	
Best-liked commercial rides a Gravy Train.....	Sept. 8, p. 46
Profile of tv ownership.....	July 27, p. 33
'Soaps' vs. complete episode strips.....	Aug. 31, p. 36
Tv and the late-night viewer.....	Nov. 23, p. 32
Tv's appetite — a big one!.....	June 22, p. 28
Tv's summer slump.....	Dec. 14, p. 36
Woo child, win mother — daytime tv findings.....	Jan. 13, p. 46
Tripp, Granger: No hard chances!.....	June 1, p. 61
Vitt, Sam B.:	
Skill with the memo accents advancement.....	July 6, p. 32
Webb, Lawrence:	
'We'd like to be full members'.....	April 6, p. 102
Webber, Gordon: Honor the oddball.....	Feb. 10, p. 14
White, William G.: Timebuyer of the '70s — what will his job be?.....	Jan. 27, p. 38
Wright, Thomas A.:	
The timebuyer: what's his future?.....	Jan. 20, p. 40
Wulfhorst, Robert:	
Media execs are not born that way.....	March 16, p. 28
Zeltner, Herbert: Tomorrow's buyer — a 'pro' in the forefront of change.....	May 25, p. 34

Infoplan Announces Three Management Appointments

Three management appointments for Infoplan, public relations component of the Interpublic Group of Companies, Inc., were announced by Marion Harper, Jr., Interpublic board chairman, (See story, SPONSOR, Dec. 21, p. 4.)



Robert Elliott

Robert I. Elliott, president of Infoplan, becomes chairman and continues as chief operating officer.

L. Richard Guylay, formerly president of the Thomas J. Deegan Co. and recently director of advertising and public relations of the Republican National Committee, was appointed president of Infoplan in the United States and regional director for the United States and Canada.

Richard L. Wilcox, vice presi-

dent of Infoplan in the United States was appointed executive vice president.



Richard Wilcox



Richard Guylay

In commenting on the announcements, Harper stated: "These appointments reflect the service demands of Infoplan's growing list of clients and our confidence in the expanding opportunities for an international public relations firm in markets around the world. They provide a strong management team to help achieve the public relations goals of Infoplan's clients."

NAB Now Receiving Award Nominations

Howard H. Bell, code authority director of the National Assn. of Broadcasters, announced that entries are now being received for the Second Annual Award of Merit to the State Broadcaster Assn. that has made the greatest single contribution to the radio or television code during the past year. Deadline for entries is Feb. 15, 1965.

The award will be presented at NAB's 1965 convention in Washington, during a management luncheon that features an address by the chairman of the FCC.

The convention will be held at the Shoreham and Sheraton Park Hotels from March 21 through March 24.

The first award was presented last year to the South Dakota Assn. of Broadcasters for becoming the first state with 100 percent Radio Code enrollment.

Changes Reported For TV Stations, Inc.

At the annual meeting of the board of directors for Tv Stations, Inc. in New York several changes were made.

Douglas L. Manship, president, WBRZ-TV Baton Rouge, La., was elected chairman of the board. Louis Read, executive vice president, WDSU-TV New Orleans, La., was elected a director and W. D. (Dub) Rogers of Lubbock, Tex., former chairman and director resigned from the organization.

The present Tv Stations, Inc., board is as follows: Paul Adanti, WHEN-TV Syracuse, N.Y., treasurer; Charles A. Batson, WIS-TV Columbia, S.C., director; Jack Berkman, WSTV Steubenville, Ohio, director; Thomas C. Bostic, KIMA-TV Yakima, Wash., director; Joseph L. Floyd, KELO-TV Sioux Falls, S.D., vice president; James J. Gerity, Jr., WNEM-TV Flint, Mich., director; Joseph M. Higgins, WAIL-TV Atlanta, Ga., director; Herb Jacobs, Tv Stations, Inc., New York, president; Douglas L. Manship, WBRZ-TV Baton Rouge, La., chairman; A. Louis Read, WDSU-TV New Orleans, La., director; William B. Smullin, KTVM Medford, Ore., vice president.

WNEW-TV STAGES 'THANK YOU' PARTY



Station WNEW-TV New York recently feted 800 guests with cocktails, buffet and music in Manhattan's Plaza Hotel at another of its annual "thank you" parties. Dancer-Fitzgerald-Sample executives Pat MacNamara (l) and Fred Dudak (third from l) are being thanked here for business they sent WNEW-TV throughout the year by John E. McArdle, vice president and general manager of the station (second from l) and Len Giarraputo, also of the station.

Agency Appointments

Hicks & Griest appointed advertising agency for the Pharmaceutical Laboratoric's Div. of Schieffelin & Co.

Fuller & Smith & Ross appointed advertising agency for Transogram Co., Inc.

Newmark, Posner & Mitchell, Inc. appointed to handle the complete line of animal and bird products for Geisler Pet Products of New York and Nebraska.

Reiter-Ross, Inc., New York named advertising agency for The Educator Biscuit Co.

Fletcher Richards Co. appointed to handle the corporate advertising for Food Fair Stores, Inc.

Wade Advertising, Chicago, **Maxon, Inc.**, Detroit, and **International Milling Co.**, Minneapolis, have terminated relationships.

Cargill, Wilson & Acree, Richmond, Va., named advertising agency for Chap Stick, Chap-ans and new products for The Chap

Stick Co., a division of Morton Manufacturing Corp.

Grey Advertising, Inc. named agency for the RCA Victor Record Club.

Harry W. Graff, Inc. appointed to handle advertising for the National School of Home Study.

Zimmer, Keller & Calvert, Inc., Detroit, appointed as the new advertising agency for Elias Brothers Big Boy Restaurants.

Gardner Advertising Co. appointed agency for the Musselman Div. of Pet Milk Co.

Rep Appointments

Jacobson-Simpson & Associates named representatives for KOMO-AM-TV Seattle, Wash.

Grant Webb & Co. appointed exclusive national representative for WSNY-AM Schenectady, N. Y.

Select Stations appointed exclusive national representatives for the Shenandoah Valley Broadcasting, Inc. stations WSVB-AM-TV Harrisonburg, Va.

Robert E. Eastman & Co., Inc. appointed national representative

for radio station WDAE Tampa/St. Petersburg, Fla.

Harold H. Segal appointed New England representatives for WLTN Littleton, N. H.

Katz Agency Appoints Five Radio Executives



Thomas Kniest



John Roberts

The Katz Agency, Inc., station representatives, has announced four promotions in radio sales and the addition of Geno Cioe as Detroit radio sales manager to cap year of radio sales reorganization and expansion, the firm reports.



Geno Cioe

John Roberts, radio sales Chicago and with Katz since 1955, becomes Chicago assistant radio sales manager; Thomas Kniest, radio sales St. Louis

and with Katz since 1957, becomes St. Louis radio sales manager; Winslow Uebel, radio sales Los Angeles and with Katz since 1957, becomes Los Angeles radio sales manager; and Arne Ramberg, radio sales Philadelphia and with Katz since 1962, becomes Philadelphia office manager.

Geno Cioe joins the Katz Agency as Detroit radio sales manager.

There were three other 1964 additions to the staff: John Hooker, Los Angeles, John Hartigan, Detroit, and Jim Boswell, Detroit.



Winslow Uebel



Arne Ramberg

DON McNEILL CHATS WITH AGENCY REPS



Shown at the New York Hilton Hotel following the origination of the "Don McNeill Show" are Don McNeill (seated left); Stan Gerber (standing left), media supervisor, Grey Advertising Agency (GE Photolamp Dept.); John Shanley (center), assistant media supervisor, Grey Advertising Agency (GE Photolamp Dept.); Herb Amser (standing right); account executive on Roche Vitamins at L. W. Frolich Agency and Stan Yudin, broadcasting supervisor of L. W. Frolich Agency.

WIIC-TV Pittsburgh Buy Gets FCC Approval

Television station WIIC, the NBC affiliate in Pittsburgh, was acquired by the Cox Broadcasting Corporation by approval of the FCC.

The sale, for a price in excess of \$20,000,000, was consummated under an agreement announced Sept. 1.

The former owner is the P-G Publishing Co. (Pittsburgh Post-Gazette) and the Brennen family of Pittsburgh.

The acquisition of WIIC brings to five the number of VHF television stations owned by Cox Broadcasting. The others are located in Atlanta, Ga.; San Francisco-Oakland, Calif.; Dayton, Ohio; and Charlotte, N.C.

The company, which was formed only earlier this year, also owns four AM-FM radio stations and several community CATV systems.

Firms Move To New Locations

Glenn Advertising, Inc., has moved into expanded Chicago offices in the Wrigley Building, it was announced by John H. Stewart, president of the Dallas based advertising agency.

Fetty/Hundemer/Morgan, Inc., a division of Fetty/Hundemer and Associates of Baton Rouge, La., has moved into new and larger offices in New Orleans at 806 Perdido St.

TWENTY-FIVE YEAR CLUB MEMBERS HONORED



Eleven new members of the Twenty-Five Year Club of the National Broadcasting Co. were honored at a luncheon at the Waldorf Astoria. Another employee, Adelaide Orr, was also honored for her forty years with the network. Robert E. Kintner, president of NBC, addressed the group and gold watches and certificates were presented by Robert W. Sarnoff, chairman of the board of NBC. Pictured are (standing, l to r) Hamilton Robinson, manager sales office service; Robert W. McFayden, manager daytime program sales; Harold Ritchie, engineer; Joseph G. Bolger, draftsman; Lewis P. West, engineer; Dick Dudley, announcer; Raymond O'Connell, manager station relations; Carl M. Watson, director broadcast standards. Seated are Miss Orr, who is with the engineering design and construction department, Kintner, Sarnoff and William E. McAndrew, executive vice president, NBC News, who was among the 11 new Twenty-Five Year Club members.

CBS Continues Expansion For Radio-TV Service

Several new CBC radio and television stations have started broadcasting the past four months and CBWT, CBC-TV's Winnipeg outlet, has undergone significant technical changes.

CBWT has a new antenna tower,

17 miles southeast of Winnipeg. Total height of the new tower and antenna is 1,064 feet compared to the former 196-foot tower in downtown Winnipeg. CBWT has increased power from 58,000 to 100,000 watts.

Crosley Broadcasting Promotes Middendorf

Donald G. Middendorf has been promoted to vice president-administration of the Crosley Broadcasting Corp., it was announced by John T. Murphy, Crosley president.

Middendorf, directs personnel and labor relation matters for all Crosley stations — WLW Radio and WLWT, Cincinnati WLWC Columbus, WLWD Dayton and WLWI Indianapolis. He has been corporate director of personnel and labor relations since joining the corporation in 1956.



Donald Middendorf

NEW MGM VOTE PLANNED FOR JANUARY



This foursome of industry executives, snapped at the party in New York's Delmonico Hotel to elect the 1965 "Girl from MGM-TV" are (l to r): Howard Epstein, theatrical attorney; William Brennan, vice president, Compton Advertising, Inc.; John B. Burns, MGM vice president in charge of television sales; James Conley, president of ABC-TV Spot Sales, Inc.

Lennen & Newell Expands West Coast Operations

Acquisition by Lennen & Newell of L. C. Cole Co., San Francisco advertising agency with billings of \$5,500,000, was announced by Adolph J. Toigo, Lennen & Newell president, and William E. Haberman, president of L. C. Cole Co.

The merger, effective Jan. 1, 1965, marks a further expansion of Lennen & Newell's four-office western division, whose annual billings will now be at a rate of approximately \$14,000,000, the firm said.

The L. C. Cole operation will be integrated into Lennen & Newell's San Francisco office, the joint announcement states, and Haberman will become a senior vice president of Lennen & Newell and manager of L&N's San Francisco office: He will report directly to Marshall J. Weigel, L&N senior vice president responsible for the agency's western division. All key personnel of L. C. Cole will be absorbed by Lennen & Newell, it was reported.

WSPA-FM Broadcasting With 100,000 Watts

WSPA-FM has begun broadcasting from its new transmitter on Hogback Mountain, S.C., the station reports. It is broadcasting with 100,000 watts horizontal and 93,000 watts vertical power. The WSPA-FM antennas are located on the same tower utilized by WSPA-TV, with antenna height of 2000 feet and above average terrain.

Archway Cookies Launches Promotion

With "Sounds of Broadway," a Chicago-made show, Archway Home Style Cookies is putting its money on the prime-time one shot. The one-hour promotion, budgeted between \$75,000 and \$100,000, was launched on New York's WPIX-TV three weeks ago and is scheduled for 20 to 25 markets around the country.

The show, put together from the Great Music series of Chicago's WGN-TV, is a montage of guest shots from some of the series' 26 hour-shows. Host Carl Greyson, of WGN-TV's staff, provides new continuity and a new format.

Featured in the production are

C/R IN SPAIN



Carson/Roberts believes in going to any lengths to get a television commercial for its clients. In this case, the client was Gallo, and the commercial revolved around James Mason. The product was Thunderbird. Because Mason was making a picture in Spain, and because Carson/Roberts had signed him for the Thunderbird commercial, the Los Angeles agency got permission from the Spanish government to fly over a crew for filming.

singing duo Florence Henderson and Bill Hayes, pianist Peter Nero, baritone Earl Wrightson, and the piano team of Arthur Ferrante and Louis Teicher.

Archway Home Style Cookies is a syndicate of 17 independent bakers. According to Marineau Advertising, Inc., Archway's agency, the distribution pattern of the group is not such that it can buy network time without wastage.

With the prime-time one-shot, the agency said, Archway can tailor its promotion to the needs of specific markets. Detroit is one of the group's biggest markets.

"Sounds of Broadway" is Archway's fifth prime-time one shot in five years.

PR Firm Establishes Sports Promotion Unit

Solters, O'Rourke and Sabinson, Inc., has set up a sports promotion division in its public relations-publicity organization. Jay Russell has been named division head. SOS sports accounts include the tv telecasts of the All-Star baseball classic, the World Series, the NCAA football games, and the Rose Bowl and Orange Bowl games for Chrysler Corp.

TV EXECUTIVE GUEST OF WBBM-TV



Eitel Canatus Hernandez (center), assistant general manager of Netherlands Antilles Television, was a recent guest of WBBM-TV Chicago for an inside-look at television in the U.S. Hernandez has served broadcasting in various capacities and is the former sales manager for a television station in TeleCuraco. His trip to the U.S. was sponsored by the State Department Group for radio and tv and Syracuse University. Shown with Hernandez are Jack Devlin (left) and Stephen Werth both of WBBM-TV's public relations staff.

JWT Awarded \$5 Million In Whitehall Advertising

J. Walter Thompson Co. has been tapped to handle Bisodol and Dristan, both products of Whitehall Laboratories, a division of American Home Products.

Total ad billings for both products are estimated at \$5 million, with tv spending during the first three quarters of 1964 pegged at about \$2 million.

American Home Products, parent company, is a heavy investor in television, allocating approximately 86.7 percent of its over-all advertising budget to the medium.

In addition to the two established products, J. Walter Thompson will also handle several new products currently being test-marketed for Whitehall.

Bisodol comes to Thompson from SSC&B and Dristan from Tatham-Laird.

Mel Allen To Narrate 'Sports Year 1964'

Mel Allen, national television and radio sports commentator, will narrate *Sports Year 1964*, UPI Newsfilm's review of the sports highlights of 1964, it was announced by United Press International.

The film will be made available to all television stations in the United States and abroad.



AWARD DINNER



More than 700 advertising and business personalities attended the dinner to honor Charles G. Mortimer, chairman of the board, General Foods Corp. Mortimer received The Advertising Council's 1964 public service award as "an American businessman who has contributed notably in public service to the welfare of his country and his fellow citizens." Honorable John J. McCloy presented the silver bowl to Mortimer. Pictured (l to r) are Charles G. Mortimer and Honorable John J. McCloy of Milbank Tweed, Hadley and McCloy.

A TIME TO GO WILD

In San Francisco, Dave McElhatton rules morning radio with a lighthearted ham, a Friendly pianist called Clyde. McElmania is exhibited six days a week by hordes of highly educated, extremely prosperous, and very free-spending San Franciscans, Oaklanders, and others who stay glued, unbreakably, to *McElhatton in the Morning*. These adult, otherwise rational listeners simply can't break the McElhabit. Get your free copy of last year's completely useless, totally obsolete almanac, said Dave at 6:25 a.m. recently. Four hundred McElmaniacs, as far as 500 miles distant, responded within 24 hours. If he does that for free, think what he does for his paying advertisers. Then buy.

AND A TIME TO BE QUIET

Happiness is *An Evening with Al Douglas*. Charm is what he uses to disarm interesting guests (they tell Al what they wouldn't tell a diary) every week-night. Curiosity is what keeps listeners coming back for: excerpts from idea-making books... magazines just off the press... fine music... a variety of entertainments from Al Douglas. Responsive is the listener. (Announcements on just five programs moved 900 Cream of Wheat "Growth Charts.") Happy is the advertiser.

Foreground programming molds opinions, delivers adult response. In San Francisco, the talk of the town is the buy of the town. **KCBS RADIO**

A CBS Owned Station represented by CBS Radio Spot Sales.

SPONSOR SPOTLIGHT

ADVERTISERS

Rudolph L. Hoeltzel, John H. Ridenour, Jerry J. Buchanan, Larry P. Lowe appointed product manager for One-A-Day multiple vitamins, product manager for Alka-Seltzer and Miles Nervine, assistant product manager for Chocks and assistant product manager for Bactine liquid antiseptic.

James L. Ferguson appointed advertising and merchandising manager of the Birds Eye Div. of General Foods Corp. **Richard J. Steets** and **Dr. Kenneth G. Dykstra** appointed planning and financial control manager and research and development manager.

John P. Kennedy has been appointed vice president and director of marketing of the Bristol-Meyers Products Div. **Jack S. Morgan** will succeed him as vice president and director of new products marketing.

Dr. J. A. Naftel named director of plant food development and market planning at United States Borax & Chemical Corp.

Gene K. Foss has been appointed vice president, marketing of Golden Dipt—Meletio Corp., a subsidiary of DCA Food Industries, Inc.

Sidney B. McCollum appointed director of sales for Riker Industries, Inc.

William W. Herzog has been appointed Johnson & Son, Inc., Racine, Wis.

Richard B. Martenson appointed general sales manager of the Photolamp operation of Sylvania Electric Products, Inc., a subsidiary of General Telephone & Electronics Corp.

Charles F. Mathieu appointed manager of sales promotion for Zenith Hearing Aid Sales Corp.

Jack Schnyder joined Capitol Records Distributing Corp. as assistant national merchandising manager.

Thomas A. Reed appointed vice president and sales manager of the residential division of Honeywell Inc.

AGENCIES

Edward P. Jancewicz, vice president and radio/tv director at Arnold & Co., Inc. named to the newly inaugurated Broadcasting Advisory Council at Emerson College.

Robert E. McMillin elected a vice president of Guild, Baseom & Bonfigli, Inc. San Francisco.

Donald A. Bianchi appointed director of Broadcast for D'Arcy Advertising Co., Cleveland.

Dr. Wolfgang Hummer has been named marketing director and deputy managing director of the Frankfurt office of BBDO-International.

Robert Kalmar appointed manager of the Vienna office of Batten, Barton, Durstine & Osborn, Inc.



Richard Martenson



Charles Mathieu

Louis Landesman appointed general manager of Smith/Greenland Co.

Olin Terry joined Glenn Advertising in Dallas as a television producer in the agency's radio-television department.

Sara J. Boswell, B. K. Wilson and **C. G. Bersch** named vice presidents of R. J. Poorman & Associates, Inc., Muncie, Ind.

Kermit S. Imbrey joined Street & Finney, Inc. as account executive on Colgate-Palmolive.

William H. Tylor, Jr., appointed vice president of D'Arcy Advertising Co.

Mary M. Begtzos joined the media department of MacManus, John & Adams, Chicago office.

William C. Brennan joins Needham, Louis & Brorby, New York as a senior writer.

Luis A. Perdomo appointed co-manager of the J. Walter Thompson Co. office in Lima, Peru.

Allen G. Bishop appointed account executive with Earle Ludgin & Co., Chicago.

Joseph Ostrow named a vice president for media planning at Young & Rubicam.



Dr. J. A. Naftel



Gene Foss



Sidney McCollum



William Herzog



Allen Bishop



Joseph Ostrow



David Leddick



Solita Arbib



Jack Page



Joe Hughes



Pattie Moreland



Gerald Bourne

David Leddick named creative director for Smith & Dorian Advertising, New York.

Solita Arbib joined Geyer, Morcy, Ballard, Inc. as vice president and assistant to the president.

Irena Steckiv joined the New York office of Foote, Cone & Belding as print art director on the Lanvin-Charles of the Ritz account.

Jerry Medford elected vice president and director of research for Kastor Hilton Chesley Clifford & Atherton, Inc.

Kenneth C. Bert and **Eugene J. Dichiaro** appointed account executives of Gann-Dawson, Inc., Scranton, Pa.

Eugene A. Raven promoted to management supervisor of the Trans World Airlines account in the New York office of Foote, Cone & Belding.

Joan Lipton appointed an associate director of Benton & Bowles, Ltd.

K. C. August, president of Roche, Riekerd, Henri, Hurst, Inc., has resigned.

Richard Creedon, **David Hotz**, **Robert Muir** and **Bernard Shlossman** appointed vice presidents of Papert, Koenig, Lois.

Jack Page appointed account supervisor on the Dr. Pepper and Pommac soft drink accounts for Grant Advertising.

Joe K. Hughes named general manager of Grant Advertising's Chicago headquarters office. He is executive vice president of Grant Advertising and account supervisor for the Dr. Pepper and Pommac soft drink accounts.

Paul F. O'Neill appointed an account executive in the Pittsburgh office of Fuller & Smith & Ross, Inc.

Erwin Ephron joined Batten, Barton, Durstine and Osborn, Inc. as manager of media planning and analysis. **Richard Macdonald** appointed creative director of BBDO-London.

Joseph Berner, **Richard Hill** and **Joan Lapine** named director of the broadcast department, group supervisor on the Admiral Corp. account and writer for Campbell-Mithun, Inc. Chicago.

John D. Hayes elected vice president-international services and administration of Foote, Cone & Belding, Inc.

Paul B. Ricks named an account executive for MacManus, John & Adams, Inc. in the Bloomfield Hills, Mich., office.

Pattie Moreland elected a vice president at Low Runkle Co., Oklahoma City.

Gerald P. Bourne joined the advertising and public relations firm of McClellan & Associates, Inc.

Donald M. Hufford and **Paul Zara** appointed account executive in Ralston group and writer-producer in the creative division of Gardner Advertising Co.

George Salkin appointed creative director of Black and Musen, Inc., Springfield, Mass.

William H. Wilshire, III, joined N. W. Ayer & Son, Inc., Chicago.

Mary Jo Hipple named media buyer for Porter Advertising, Inc., Winston-Salem, N.C.

Hanna Maynard joined the media staff at Sander Rodkin Advertising, Ltd., Chicago.

Andrew S. Hiken appointed associate media director of John W. Shaw, Inc.

Ron Wren named an associate in the advertising and public relations firm of Cancilla, Gore & Knapp, Inc.

James J. Tommaney appointed director of research of C. J. LaRoche and Co.



Richard Creedon



David Hotz



Robert Muir



Bernard Shlossman



Ron Wren



James Tommaney

SPONSOR SPOTLIGHT

TV MEDIA

Edward (Ned) Armsby named director of advertising and promotion for the WFIL stations, Philadelphia, Pa.

Jerry McNulty appointed production manager of WLBW-TV Miami, Fla.

Robert E. Young named account executive in the local sales department of KIRO-TV Seattle, Wash.

Lynn Hippleheuser and **Harold Barron** added to the staff of the WFBM stations in Indianapolis as producer-directors.

Howard Reser and **Dan Anderson** have been appointed program manager and salesman, respectively, for WTCN-TV Minneapolis-St. Paul.

Blair Clark resigned as director of international operations, CBS News.

John D. Sawhill named marketing research assistant of KDKA-TV Pittsburgh.

Don Miskie named executive producer for WOR-TV New York.

Keith L. Mealey appointed station manager of KFRE-TV Fresno, Cal.

S. M. (Mort) Rosenman appointed program manager of WBKB Chicago, Ill.

Frank Livermore appointed business manager of KTTV Los Angeles, Cal.

Cecil Webb appointed operations manager of KRON-TV San Francisco.

Joseph Leeming named director of publicity for WNEW-TV New York.



Frank King



Craig Lawrence

Frank G. King becomes general manager of KTVU San Francisco-Oakland, effective Jan. 1, 1965.

Craig Lawrence named executive vice president of the CBS Television Stations Div.

Norman R. Berger named producer of WNEW-TV New York *Wonderama* series.

RADIO MEDIA

Michael R. Sigelman named assistant promotion manager for KNX Radio Los Angeles.

Richard D. Casper joined the NBC Radio Network as an account executive.

Robert F. McLain and **James B. Slade** appointed account executives for KPAT Berkeley, Calif.

Willis Duff named program director of Metromedia's KLAC-AM-FM Los Angeles.

Joseph C. Drilling named vice president of Crowell Collier Publishing Corp., parent company of Crowell Collier Broadcasting Corp. of which he is president.

James R. Lightfoot named national radio program manager for Group W (Westinghouse Broadcasting Co.).



Joseph Drilling



James Lightfoot

Sales Executive

Outstanding lifetime opportunity with prestige Broadcast-related firm. This Chicago-based position is springboard to top corporate management responsibility. At inception, will involve extensive travel and heavy contact with leaders of broadcast industry. Familiarity with broadcasting and broadcast people is a prerequisite.

Our organization knows of this and your resume or preliminary contact may be submitted in confidence through your attorney or other third party of your choice. Box 205, SPONSOR, 221 North LaSalle St. Chicago, Illinois 60601.



Joel Thrope



Austin Smithers

Joel M. Thrope elected vice president of WAKY, Inc., Louisville, Ky.

Austin Smithers joins WINS New York as assistant sales manager.

SYNDICATION & SERVICES

William Kollock and **Louis Dworshak** joined the Princeton staff of Gallup & Robinson, Inc.

William H. Collins elected president of Intercontinental Associates Inc., Noroton Heights, Conn.

John Sherlock signed to join the *Peyton Place* writing staff at 20th Century-Fox Television, Inc.

Henry Koster joined 20th Century-Fox Television where he will direct the pilot of *My Island Family*. The series will be a joint venture between 20th Century-Fox TV, Boone's Cooga-Mooga Productions and Rodney-Young Enterprises.

Robert McKimson appointed assistant animation director for DePatie-Freleng Enterprises, Hollywood.

James H. McCormick promoted from the New York sales staff of CBS Films Inc. to southwest division manager.

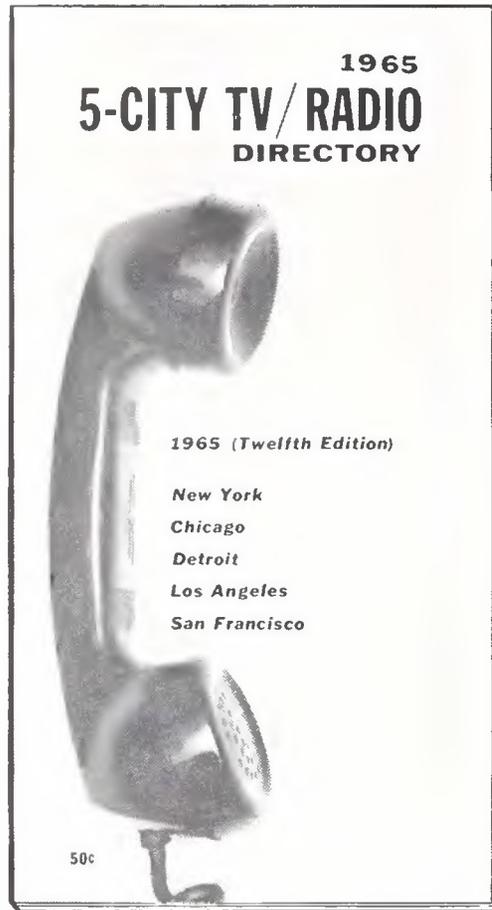


Robert McKimson



James McCormick

NEW, 1965 EDITION JUST OFF THE PRESSES



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gives you America's

23rd RADIO MARKET!

Radio stations in only 22 U. S. markets give you a larger audience than WHO Radio, Des Moines. 354,050 homes reached weekly — 42% of all homes in 117 counties. (Authority: NCS '61.) Thus WHO Radio belongs on every list of "the top 25" markets in America. Ask PGW for the proof.

*Sales Management, June 10, 1963

WHO, DES MOINES

50,000 WATTS • CLEAR CHANNEL

NBC

Peters, Griffin, Woodward, Inc.
National Representatives

MOVING?

Be sure to let us know your new address at least six weeks in advance. And please enclose a complete address label from one of your recent issues.

SPONSOR

Ojibway Building
Duluth, Minn. 55802

WRCB - TV CHATTANOOGA



CALENDAR

DECEMBER

American Marketing Assn. education division conference, Chicago (28-29).

JANUARY

National Academy of Arts and Sciences, New York Chapter, 3rd tv forum, Donnell Library, New York (6).

International Radio & Television Society luncheon, Waldorf-Astoria, New York (6).

Sales and Management Conference sponsored by the Radio Sales Bureau, Toronto, Canada (11-12).

American Women in Radio and Television board of directors meeting, Hilton Hotel, New York (15-17).

Retail Advertising Conference, Walter Tower Inn, Chicago, Ill. (16).

Oklahoma Broadcasters Assn. mid-winter convention, Sheraton Oklahoma Hotel, Oklahoma City, Okla. (18-19).

Assn. of National Advertisers workshop on Advertising, Planning and Evaluation, Plaza Hotel, New York (19).

International Radio & Television Society luncheon, Waldorf-Astoria, New York (20).

National Assn. of Broadcasters radio code board meeting, Los Angeles (22-23).

Advertising Assn. of the West convention, World Trade Center, San Francisco (22-24).

Iowa AP Radio-Television News Assn. winter workshop, Des Moines, Iowa (24).

National Assn. of Broadcasters winter boards meeting, Palm Springs, Riviera, Palm Springs, Calif. (25-29).

Federal Communications Bar Assn. annual banquet, Sheraton-Park Hotel, Washington, D.C. (28).

Georgia Radio-Tv Institute of

the Georgia Assn. of Broadcasters twentieth annual meeting, University of Georgia, Athens, Ga. (26-28).

South Carolina Broadcasters Assn. winter convention, Columbia, S. C. (28-30).

National Advertising Agency Network regional meeting and board of directors meeting, Guest House Motor Inn, Birmingham, Ala. (29-31).

FEBRUARY

Advertising Federation of America/Advertising Assn. of the West convention, Statler-Hilton Hotel, Washington (2-3).

International Radio & Television Society luncheon, Waldorf-Astoria, New York (3).

Television Bureau of Advertising breakfast presentation in the Cotillion Room of the Sheraton Park Hotel, Washington, D.C. 8-9:15 a.m. (3).

Minnesota AP Broadcasters Assn. 1965 meeting, Minneapolis, Minn. (4).

National Assn. of Broadcasters annual conference of presidents of state broadcasting assns., Shoreham Hotel, Washington (4-5).

Career Exposition, sponsored by KQV Radio, Civic Arena, Pittsburgh, Pa. (5-7).

Utah-Idaho AP Broadcasters annual meeting, Downtowner Motel, Boise, Idaho (5-6).

Directors Guild of America annual awards dinner, Beverly Hilton Hotel, Beverly Hills, Calif. (6).

Michigan Broadcasters Assn. mid-winter convention and ninth annual legislative dinner, Jaek Tar Hotel, Lansing, Mich. (10-11).

Western States Advertising Agencies Assn.'s "Man of the Year" award luncheon, Embassy Ballroom, Ambassador Hotel, Los Angeles, Calif. (11).

Humble Oil and Refining Co. ad forum '65, Shamrock Hilton Hotel, Houston, Tex. (19).

International Broadcasting Awards banquet of Hollywood Advertising Club, Hollywood Palladium, Hollywood, Calif. (23).



Count the corporation presidents

They haven't the title yet, but management's future leaders are in groups like this today. A recent executive survey made of 100 manufacturing businesses scored the point. It revealed that of the 200 top executives 86% were college-educated.

Management is indebted to college in a broader sense, too. The college-educated mind gives us, as a nation, the brainpower, the vision, the mental stature and moral stamina that leadership calls for in today's world.

This helps hold our world place in science and invention, business and industry, payrolls and living

standards and influence in world affairs.

But educated manpower comes high, and the cost isn't getting lower. Higher education cannot, by itself, provide the facilities to maintain quality education. Colleges need libraries, classrooms, laboratory facilities and competent teachers.

If we are intent about keeping our lead, we must see to it our colleges have the equipment and personnel they need.

College is business' best friend—support the college of your choice.



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WMBM Miami is the voice of Dade and for good reason. No other station in the area so tailors its programming, its community service, its promotions, to meet the needs of the community.

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