

TOILETRIES TYCOONS



buy WNBC-TV. Top names in the trade all know it's the most efficient means of reaching—and selling—New Yorkers. Among the tycoons:

Alberto Culver
Avon
Hazel Bishop
Block Drug
Bristol Myers
Chesebrough-Ponds
Colgate-Palmolive
Coty
Helene Curtis
Dow Chemical
Jergens
Lever Brothers
Procter & Gamble

Take a tip from the toiletries field: whatever the product or service you have to sell, do it on WNBC-TV. . . . Results: beautiful.



WNBC-TV
NEW YORK

on WCIV. John Weigel, president of the new independent outlet, described the bulk order as one of TV's biggest.

Sears is sponsoring a Monday-through-Saturday 10 a.m. to 4 p.m. program called *Ultrascope*, an extended, simple time-weather-bulletin format with music background. Regular programming on WCIV begins after *Ultrascope* and runs through the evening with movies, Italian opera, soccer, wrestling, foreign language news shows and weekend features like Mexico City bullfights and tapes of Tom Duggan from Hollywood.

Ted Bates & Co., New York, placed a \$20,000 order for 10 spots weekly for 52 weeks for Preparation H, Mr. Weigel said. Budweiser is sponsor of *Game of the Week* live professional basketball via Sports Network. Budweiser agency is D'Arcy Advertising, St. Louis.

Station fined for airing 'teaser' announcements

Gordon Collins, owner of WDOC Prestonsburg, Ky., was informed last week by the FCC that he is liable to a \$250 fine for "willful or repeated violations of . . . sponsorship identification rules" by permitting the airing of "teaser" announcements.

The commission said the spots cited were broadcast between Sept. 23 and 25, 1963, and promoted the Bruce Walters Ford Co., Prestonsburg, without identifying the dealership as the sponsor. "The announcements," the commission said, "which constituted a part of a package plan sold to the company, took the form of 'teasers' consisting of the words, 'The Blue Coats are coming, The Blue Coats are coming.'"

Mr. Collins had 30 days to contest or pay the fine.

NBC-TV sells sports show

NBC-TV announced last week that it has sold its Saturday *Sports Special* (4:30-6 p.m. EST) to five more advertisers, bringing to eight the number of sponsors for the sports variety program.

New advertisers are Brown & Williamson, through Post-Keyes-Gardner; U. S. Rubber, Doyle Dane Bernbach; Schick Safety Razor, Compton; Charles Pfizer, Leo Burnett, and Dodge division of Chrysler Corp., BBDO. Bristol-Myers, Consolidated Cigar and Autolite division of Ford Motor Co. are the other sponsors.

Agency appointments...

- The Arnold Palmer Co., newly formed sports goods manufacturer, has named Redmond & Marcus, New York.
- Rain Bird Sprinkler Manufacturing Corp., Glendora, Calif., has named Geyer, Morey, Ballard, Los Angeles.
- Lehn & Fink Products Corp., New York, appoints Richard K. Manoff Inc., that city, to handle Stri-Dex medicated pads, and Geyer, Morey, Ballard Inc., also New York, to handle Noreen color hair rinse.

FM rep firm formed

A new firm geared for FM sales and merchandising has been formed in Cleveland by Thomas M. Ferguson. Impact Media Sales Inc., with Mr. Ferguson as president, plans to serve as local representative for FM stations. He formerly was general manager of WCIV Cleveland.

Spot TV shows biggest revenue gain in '63

Advertising in 1963 topped \$13 billion according to "preliminary" estimates prepared by McCann-Erickson Inc.'s media research department.

Among the biggest percentage gainers were spot television, up 16.5% over 1962 (with \$712 million) and network radio, up 14% (with \$52.2 million).

Network TV was up 4.5% (with \$1.02 billion), and local TV gained 6.6% (with \$331 million). The TV total was \$2.062 billion, a gain of 8.7%.

Radio's total was \$779.3 million, an increase of 5.9%. Spot radio increased 2%, for an estimated \$233.4

million, and local radio was up 7%, for an estimated \$493.7 million.

National business in newspapers was down 2% (\$766 million). Newspapers' greatest source of advertising revenue was from local advertisers who accounted for 23.1% of all advertising placed in 1963.

Total ad volume for magazines was up 6.4% (at \$1.035 billion), with monthlies the biggest gainers.

Newspapers accounted for 29% of the \$13,050,500,000 advertising outlay for the year. TV registered 15.8% of the total; radio 5.9%, and magazines 8%.

The complete McCann-Erickson report was published in *Printers' Ink*.