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SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

TV KID SHOWS—
Their improvement is complicated by some startling commercial realities p 29

MODERN BUYING—
Growth of broadcast business has created a new role for today's buyer p 34

6 AUGUST 1962—40c a copy / \$8 a year



RADIO moves with a going America

Summer's big move outdoors is here, and the race to sell consumers on-the-go starts again. Radio goes with these active people wherever they are. With *Spot Radio* you reach them best — on their way, when they get there — effectively and with economy. These great stations will sell your product.

- | | | | |
|------|----------------------|------|------------------------|
| KOB | Albuquerque | WTAR | Norfolk-Newport News |
| WSB | Atlanta | KFAB | Omaha |
| WGR | Buffalo | KPOJ | Portland |
| WGN | Chicago | WRNL | Richmond |
| WDOX | Cleveland | WROC | Rochester |
| WFAA | Dallas-Ft. Worth | KCRA | Sacramento |
| KBTR | Denver | KALL | Salt Lake City |
| KDAL | Duluth-Superior | WOAI | San Antonio |
| KPRC | Houston | KFMB | San Diego |
| WDAF | Kansas City | KMA | Shenandoah |
| KARK | Little Rock | KREM | Spokane |
| KLAC | Los Angeles | WGTO | Tampa-Lakeland-Orlando |
| WINZ | Miami | KVOO | Tulsa |
| KSTP | Minneapolis-St. Paul | | Intermountain Network |

Radio Division

Edward Petry & Co., Inc.

The Original Station Representative

"next to KONO-tv...

• this is the hottest
• spot I've ever been on"



San Antonio's

K **O** **N** **O** *tv*

Channel 12

KONO-TV, ABC in San Antonio, gives you more audience than either competitor with 45% . . . while others follow with 31% and 26%. (10:00 PM to Midnight, Monday thru Sunday, ARB March '62)

K THE KATZ AGENCY, INC.
National Representatives

"Probably the most articulate spokesman for democracy since Thomas Jefferson"

Dr. Albert Burke—a man dedicated to the crises of our times! A dynamic force in the world of ideas; a man who is making Americans think. ■ Now available from NTA, in 39 all-new, provocative half-hour television programs on film or tape. ■ In his new series "Probe," Dr. Burke utilizes a compelling documentary format to combine vital and dramatic film with hard-hitting analyses of the important problems in politics, world affairs and domestic problems today. ■ Dr. Burke and "Probe" are a unique television combination with a pre-built, responsive audience. Contact NTA for availabilities, and further details of the program's proven merchandising plan.



NTA

8530 Wilshire Boulevard, Beverly Hills
CA. 5-7701
444 Madison Avenue, New York
NY. 3-6106

Pre-sold before release to Crocker Anglo National Bank in San Francisco, Sacramento, Eureka, Chico, Redding, Fresno, Bakersfield, Santa Barbara and Salinas; to Glendale Federal Savings and Loan Assn. in Los Angeles; and to KLZ-TV, Denver; KOMO-TV, Seattle; Graceman Advertising, Hartford; WTMJ-TV, Milwaukee; KONO-TV, San Antonio; WPIX, New York City; WSB-TV, Atlanta; WGAN-TV, Portland, Maine; XETV, San Diego; WSM-TV, Nashville; WFGA-TV, Jacksonville, Fla.; and WMT-TV, Cedar Rapids, with more stations being added every day.

morning to midnight,
homemaker to sports
fan, WKOW'S exclusives

PULL EVERY TYPE OF AUDIENCE

U WKOW's magnetic hold on the market's largest radio audience is in its EXCLUSIVE programs and personalities. They make WKOW/1070 the major listening post for all listener groups.

Music personalities: Clark Hogan, Tom Hooper, Roger Russel, Bob Rahman. Homemakers' friend Luella Mortensen. Madison's favorite weatherman Jack Davis. Farm and Markets reporter Roy Gunntow. Bigtime Sports: The Green Bay Packers, the Milwaukee Braves, the Wisconsin Badgers! Plus CBS Radio news, features and exclusive personalities.

Exclusive favorites? Proof is in the listening! NCS '61, 10,000-watt WKOW/1070 is first in total weekly homes—first in total audience.

You get more reach . . . more sales impact . . . 28% more counties than station B. And 61% more than station C. Phone H-R at PLaza 9-6800.



Tony Moe

CBS IN MADISON

WKOW / 1070

Wisconsin's Most Powerful
Full-Time Station

TONY MOE, Exec. Vice-Pres. & Gen. Mgr.
WKOW represented nationally by H-R
WKOW-TV represented by Young TV

MIDCO

Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND
TV and RADIO Sioux Falls, S. D. • WLOL-
AM, FM Mpls.-St. Paul • KSO Des Moines



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SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

ARTICLES

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- The buyer's changing role**
- 34** In two decades timebuyers changed from provocative personalities to slide rule specialists; yet some still make better buys. How do they do it?
- Create it—you've got a campaign**
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- 41** The cost is low but the answer is not so easy. Sylvania consulted two authorities, discovered it costs just 4 cents an hour to watch tv
- Are I.D.s on the way out?**
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- Can America do too much?**
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NEWS: Sponsor-Week 7, Sponsor-Scope 19, Washington Week 55, Spot-Scope 56, Sponsor Hears 58, Sponsor-Week Wrap-Up 60, Tv and Radio Newsmakers 68

DEPARTMENTS: Sponsor Backstage 14, 555/5th 26, Radio Results 46, Timebuyer's Corner 47, Seller's Viewpoint 69, Sponsor Speaks 70, Ten-Second Spots 70

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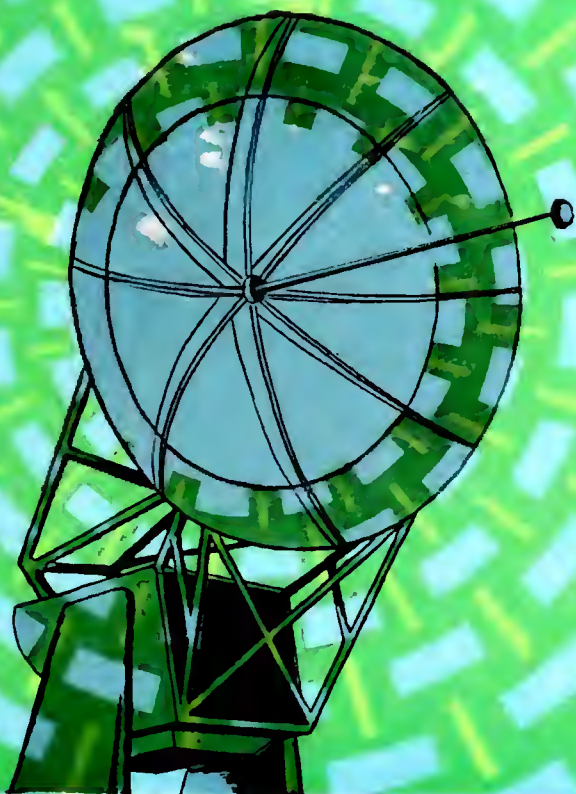
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CHALLENGE: Provide a way for 438,000 TV homes in the Nation's 38th TV market to see for themselves weather conditions in 36 Kentucky, 3 Alabama, and a full 50 Tennessee counties.

SOLUTION: Radar, miraculous as television itself, scanning 65,000 square miles of the Central South, to show "live" weather patterns to viewers—exclusively from WLAC-TV.

MORAL: Buy the station that wins audiences with imaginative, entertaining, and informative programming—WLAC-TV  CBS, of course!

WLAC-TV
nashville

the "way" station *to the central south*

Ask any Katz man—he'll show you the way!



BERGDORF GOODMAN?

TAKE A SECOND LOOK

It's Maurice's, in Duluth. Take a second look at the Duluth-Superior-Plus market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior—plus coverage in three states and Canada—through fifteen licensed translator stations!

This ranks Duluth-Superior-Plus 63rd among CBS affiliates* in homes delivered—it's bigger than you think! And only KDAL—serving over 250,000 television homes—delivers it all!

KDAL

*Duluth-Superior-Plus—
an affiliate of WGN, Inc.*

NOW 63rd IN AVERAGE HOMES DELIVERED!



6 August 1962

Latest tv and radio developments of the week, briefed for busy readers

SPONSOR-WEEK

NBC BRIGHTENS BRASS

Welpott elevated from within to o&o and spot sales exec. v.p. role; Hausman, Otter also named as v.p.'s

NBC went to within its ranks for a new o&o chief, Raymond W. Welpott, elected executive v.p. of the NBC owned stations and NBC spot sales at a board meeting last Friday, it was announced by Robert Sarnoff.

Welpott who was v.p. and general manager of NBC's Philadelphia stations, was also elected a director of NBC.

At the same meeting, Lou Hausman was elected v.p. and general executive, and John M. Otter was elected v.p., national sales, tv network.

It has also been rumored that NBC was planning to provide a new 10-year contract for Robert Kintner and to put T. E. (Dick) Paisley, Jr., WRCV general manager, in charge of the radio o&o's. But an NBC spokesman would not comment on either of these possible developments.

Stations must label foreign propaganda films—FCC

The FCC last week brought to the attention of stations infractions of its rules and the Communications Act regarding broadcasts of tv films containing political propaganda sponsored and paid for by foreign governments through their representatives here.

The FCC asked that stations identify the source of such programs.

Lipton makes first election tv buy

Advertisers are starting to make their first purchases of election coverage for 1962 on the tv networks.

Lipton Tea (SSC&B) has purchased one-sixth of the NBC TV coverage starting 7 p.m. on 6 November election night and running into the early morning hours of the following day. Huntley and Brinkley will head the reporting staff and commercial announcer George Fennerman will deliver messages live from realistic conventions and election settings, as he did in 1960.

The Lipton purchase is the first for election coverage on any of the tv networks.

HEARST'S RECORD \$10 M. FOR 50% OF WTAE, PITTS.

The largest price ever paid for a 50% interest in a tv station—\$10.6 million—has been paid by The Hearst Corp. for the remaining half interest of WTAE (TV), Pittsburgh, to Earl F. Reed and Erwin D. Wolf, Jr., the FCC reported last week.

Hearst is licensee of WBAL-AM-FM-TV, Baltimore, and WISN-AM-FM-TV, Milwaukee and owns half of WRYT, Pittsburgh.

RKO RADIO ORDERS BAR MONITORING

RKO General National Sales Division has enlisted BAR to create a new radio monitoring service.

Broadcast advertisers reports will deliver certified tapes of specific station programming for use by advertisers and agencies.

The tapes, although designed to record programming, can also be used as a record of advertising usage.

Four RKO stations have already had such tapes prepared; KFRC, San Francisco; CKLW, Detroit; WGMS, Washington, and WHBQ, Memphis.

Food tv spot up 18.4%

Food stores increased their spot tv spending by 18.4% in the first quarter of 1962, reports TvB.

Gross time billings reached \$2.6 million. Trading stamp billings also share the sharp rise, reaching \$10 million compared to \$354,000 year before.

ABC's double golf contests

ABC TV presents Challenge Golf on both Saturdays and Sundays for 13 weeks next season. The series stars Arnold Palmer and Gary Player in match play against other golfers for a prize of \$156,000.

The program will be seen for one hour Saturdays at 2:30 p.m. and Sunday at noon, clock time, starting 5 January 1963.

Sponsors include Lincoln Mercury (K&E), (General Tire) (D'Arcy) and 3 M (EW&R).

ABC RADIO AFFILIS MEETINGS SET

Five regional meetings for affiliates of the ABC Radio network will be held 13-22 August, president Robert R. Pauley announced last week.

Dates and sites of meetings are as follows: 13 August, Sheraton-East, New York; 15 August, Sheraton-Chicago, Chicago; 17 August, Beverly Hills Hotel, Los Angeles; 20 August, Sheraton-Dallas, Dallas; and 22 August, Atlanta-Biltmore, Atlanta.

More than 100 are expected to attend the initial meetings in New York.

Bunker to be next president of RAB

Edmund C. Bunker will be the next president of RAB. He will join the bureau shortly and is expected to take over before Kevin B. Sweeney's resignation becomes effective in February 1963.

For nine months an RAB Committee under Meredith's Frank Fogarty had been looking for a successor to Sweeney.

Bunker is identified with CBS, at which he was general manager of WXIX-TV, Milwaukee, v.p. and affiliate relations director, general sales manager of the tv network, and Washington v.p. of CBS Inc.

He left CBS in 1961 to become executive v.p. of Froedtert Malt Corp. in Milwaukee, a post from which he resigned recently. Before joining CBS, he was affiliated with WSCS, Charleston; WTOG, Savannah, and ABC.

Until Bunker's selection became known, the subject of who would be Sweeney's successor led to extensive speculation for some weeks.



Ed Bunker

CBS TV o&o's to exchange Repertoire Workshop

The five CBS TV o&o's will cooperate to produce a series of 35 entertainment programs under the title Repertoire Workshop during 1963, it was announced last week by program services v.p. Hal Hough of CBS TV Stations Division.

The local programs are intended to develop lesser-known professionals and outstanding amateurs in acting, music, writing, and production.

Programs will be circulated among the five CBS owned stations.

COLOR USE OF MOVIES INCREASING LOCALLY

Local telecast of feature films is on the upswing, according to data provided by Seven Arts Associated.

Ten stations began colorcasts of post-1950 Warner Bros. features in 1962, and 18 previously showed features in color. The total of 28 to date is expected to increase to 40 in the fall.

The ten stations which began colorcasts of these feature films this year are: WTIC, Hartford; KSL-TV, Salt Lake City; KBOI-TV, Boise; WCSC-TV, Charleston; WKZO-TV, Grand Rapids; WRC-TV, Washington, D. C.; WHNB-TV, Hartford; WCKT Miami; WRAL-TV, Raleigh; and KTVK, Phoenix.

(Continued on page 60, col. 1)

4A's expresses protest on proposed postal increases

Washington, D. C.:

The 4A's stated its opposition to proposed postal rate increases last week. James M. Henderson, president of Henderson Advertising Agency of Greenville, S. C., appeared before the Senate Post Office and Civil Service Committee to oppose changes in second and third class

(Continued on page 10, col. 2)

COLLINS KUDOS FOR AUDIENCE BOARD

NAB president LeRoy Collins told National Audience Board representative Leo Solomon that his organization was performing a useful two-way service in providing valuable criticism of broadcasting and in giving the public an idea of the industry's problems.

On other subjects, Collins said he considered the temporary am freeze justified and needed until the FCC performs a study on radio overpopulation.

Collins suggested that tv overpopulation might result from "future broad scale uninhibited licensing of uhf stations."

The NAB president believed that planned viewing would eliminate much criticism by the public of tv. He said, "If we can get the American public to study schedules and plan viewing and listening, I think much of the criticism will fade away."

Philadelphia agencies merge as B-T-F

Philadelphia:

Bauer and Tripp, founded in 1927, and Richard A. Foley, which dates from 1900, were merged here last week into a new agency, Bauer-Tripp-Foley, effective 1 September.

Both agencies are located at 1528 Walnut Street.

Key executive officers and personnel of both agencies will be retained.

In the new agency, Adrian Bauer will be chairman of the board, Charles H. Eyles will be chairman of the executive committee. Alan R. Tripp will be president, and E. Bradford Herning will be executive v.p.

In addition, A. Edward Morgan will be senior v.p., and other v.p.'s will include Earle Steiert, Russell Gray, Jr., Frank Corkery, Roy L. Silver, Elmer F. Jaspán, and Davis Miller.

The new agency will retain the accounts of its predecessors.

Charlotte's WSOC-TV takes 4 out of 5 first place awards Southern Newsfilm Competition



For third consecutive year
a big sweep for
WSOC-TV news staff:

1. First in 4 out of 5 tv news categories.
2. Amassed 25 out of the possible 35 contest points.
3. Each WSOC-TV staff member placed in contest.
4. WSOC-TV's George Carras named "Southern TV Photographer of the Year."

Some of the prettiest sales pictures in the Carolinas are being built within the framework of Channel 9's hard-hitting, imaginative news service. WSOC-TV's Carroll McGaughey and staffers bring local and regional events alive for a market of nearly 3 million people. You'll do well yourself with Charlotte's WSOC-TV. Let us tell you how this great area station of the nation can work with you.

WSOC-TV

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

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

WOKR NAME SET FOR 3rd ROCHESTER VHF

Rochester, N. Y.:

The call letters WOKR have been selected for the new tv channel to begin operation here in September, it was announced last week by president and general manager Richard C. Landsman.

Landsman and ABC TV station relations v.p. Robert L. Coe jointly made formal announcement of the station's primary affiliation with ABC.

The station will be operated by an interim group of interested applicants until the FCC approves one applicant.

Said Coe, "this cooperative move taken by the applicants and approved by the FCC will bring three network services to Rochester one or two years ahead of the time it would have taken if normal procedures were followed."

According to the station announcement, it is planned to use the call letters WOKR to exploit the phrase OK-Rochester.

Schwartz named WINS asst. general manager

Walter A. (Wally) Schwartz has been named assistant general manager of WINS, New York, it was announced last week by general manager Mark Olds.

The announcement of Olds' role as manager of the WBC radio outlet took place only the week before.

Schwartz has been national radio sales manager of WBC since 1961. Previously, he was in charge of the Detroit office of the AM Radio Sales Company and earlier was sales manager of WWJ in that city.



Wally Schwartz

4A's protest

(Continued from page 8, col. 2)

rates proposed by H. R. 7927.

Henderson compared the proposed postal increases, in their expected effect, to a federal tax on advertising. He stated the postal increases would reduce the efficiency of advertising and thereby hamper growth of the gross national product.

In his statement, Henderson argued that the proposed bill would discriminate against advertising, penalize small businesses, in effect be a "tax" on print media, put several publications out of business, tend to stifle educational and cultural development, and not even wipe out the postal deficit.

He noted the importance of advertising to economic growth, quoting recent remarks on the subject by Secretary of Commerce Luther H. Hodges.

Henderson pointed out the extent to which newspapers, magazines, business papers, and farm papers depend on mail delivery.

He condemned H. R. 7927 for proposing a still broader gap between postal rates for advertising and editorial content. He noted that in the last decade second class rates on editorial matter has increased 67% compared to over 100% on advertising matter.

He pointed to the importance of third class mail as a sales stimulant.

In its effects, the new bill would be the same as a direct tax on advertising, he stated.

He pointed out that the burden would fall on smaller advertisers, noting that the 100 leading advertisers have an 83.1% share of tv but considerably less than half the advertising volume in print media.

Advertisers other than the top 100 were responsible for 59.5% of newspaper advertising, 59.1% of magazine advertising, 69% of farm publication advertising, and 90.6% of business paper advertising, Henderson noted.

NBC RADIO REPORTS \$3.4 MIL. PERIOD

NBC Radio reported last week \$3.4 million in new and renewal business over the previous five weeks.

S. J. Johnson returns for News on the Hour starting 31 December. Campbell Soup returns for a substantial campaign. Both advertisers are through NL&B. Chevrolet (C-E) also renewed News.

Other buys include Quaker Oats (Compton), Tyrex and Savings and Loan Foundation (both McC-E). Weed chains (Reinke, Meyer & Finn), accent (NL&B), Rexall (BBDO), Ralston Purina (Gardner), Pepsi-Cola and Curtis Publishing (both BBDO), and Jaymar-Ruby (Fladell Harris and Breitner).

ITC sets up unit for public affairs

ITC last week formed a public affairs and educational program sales division with Hal Danson as director, it was announced by executive v.p. Abe Mandell.

The new division will make cultural and related programs available for local use.

First release of the new unit consists of two arts programs of five half-hours each, Five Revolutionary Painters and Landscape into Art, both narrated by British art critic Sir Kenneth Clark.

MST deintermixture protest

Washington, D. C.:

The Association of Maximum Service Telecasters has reiterated its objection to possible deintermixture in eight markets in the light of the recent all-channel law.

MST argued last week that deintermixture proceedings should be terminated in regard to Madison, Wisc., Rockford, Ill., Hartford, Conn., Erie, Pa., Binghamton, N. Y., Champaign, Ill., Columbia, S. C. and Montgomery, Ala.

SELL

in 6 of America's Top 10 Markets

Sell big on the chain that's big in six of America's top ten markets, plus one of the South's richest areas. How big? RKO General sells your product in areas populated by over 70 million consumers. And RKO General delivers the cream . . . puts you in tight touch with people who are interested in your message and have the buying power to act. That's because RKO General captures their interest and wins their respect with mature programming that sets your message in a framework of imagination and excitement. Discover the big new dimensions in sales on America's biggest, most powerful independent radio

and TV chain. Call your nearest RKO General Station or your RKO General National Sales Division man.



A GENERAL TIRE ENTERPRISE

NATIONAL SALES DIVISION OFFICES

New York: Time & Life Building, LOngacre 4-8000
Chicago: The Tribune Tower, 644-2470
Hollywood: 5515 Melrose, HOLlywood 2-2133
San Francisco: 415 Bush St., YUkon 2-9200
Detroit: Guardian Bldg., WOOdward 1-7200
Atlanta: 1182 W. Peachtree N.W., TR 5-9539
Dallas: 2533 McKinney Street, Rlverside 2-5148
Denver: 1150 Delaware Street, TABor 5-7585

| | |
|---------------------------------|---|
| NEW YORK WOR-AM FM TV | LOS ANGELES KHJ-AM FM TV |
| DETROIT CKLW-AM FM TV | BOSTON WNAC-AM FM TV THE YANKEE NETWORK |
| SAN FRANCISCO KFRC-AM FM | WASHINGTON, D.C. WGMS-AM FM |
| | MEMPHIS WHBQ-AM TV |



A reflection of television's power over women



Take the case of the small cosmetics company that started in 1956 with a television investment of \$219,000. In succeeding years this company confined virtually *all* of its advertising budget to television and its sales increased over 75% annually. Today, its line of products has almost tripled, it is the leading television advertiser in its field (spending \$14,000,000 last year alone), and its sales are approximately 1550% higher than they were five years ago!

The beauty of television lies in its matchless ability to influence the buying habits of the buying sex. Its unique power to pre-sell precisely matches the needs of our self-service economy. Expose the ladies to a new product on television one day, and you can be sure they will be looking for it in stores the next. The records are full of examples of television's dramatic ability to sell new ideas, new products, even build new companies. The cosmetics-toiletries industry is well aware of television's unrivaled selling power and, as a result, spends *twice* as many advertising dollars on television as on all other measured media combined! Within television the greatest part of this industry's investment goes to the network that for the past seven consecutive years has been the most attractive to women—
THE CBS TELEVISION NETWORK ●

new...
exciting...
wonderful...

RAHALL RADIO

1st...in Community Life
1st...in Overall Ratings
1st...in Sell
1st...in Adult Listening

WKAP

RADIO 132

Allentown - Bethlehem - Easton

5000 WATTS No. 1 latest Hooper and Pulse. Lowest cost per thousand-audience in vast Lehigh Valley growth market. First with Blue Chip advertisers.

WLCY

RADIO 138

Tampa - St. Petersburg, Fla.

5000 WATTS No. 1 January-February 1962 Hooper... double of all other area stations. Lowest cost per thousand audience... in fast growing Tampa-St. Petersburg market.

WWNR

RADIO 62

Beckley - W. Virginia.

1000 WATTS No. 1 Hooper and Pulse surveys, serving 9 big counties in heart of West Virginia. Lowest cost per thousand audience... featuring great personalities.

WNAR

RADIO 111

Philadelphia Area

500 WATTS No. 1 latest Hooper survey report, covering large Philadelphia and Norristown market... where bulk of consumers live and buy. Lowest cost per thousand audience.

WQTY

RADIO 122

Jacksonville - Florida

1000 WATTS Rahall Radio's newest baby, with new eye-catching radio format. Climbing daily in ratings. Get the facts on low-cost coverage in greater Jacksonville market.

RAHALL RADIO GROUP

N. Joe Rahall, President
Represented nationally by:
ADAM YOUNG, New York
Philadelphia Representative:
Paul O'Brien,
1713 Spruce St., Phila., Pa.

**Sponsor
backstage**

The old days at MCA

The strange feeling that I have lived several eons, if not, indeed, forever, comes over me increasingly frequently in these wondrous days and times. I hasten to add that an even stranger feeling that I will live at least another score of eons comes just as regularly. What I am trying to say is that I have never felt better in my life, but that events move so swiftly, progress is so spectacular, I remember so many so drastically changed things and peoples and places that it just doesn't seem possible it could all have taken place since 1934, which is the year I took my first full time job.



For example, and most obviously, I remember when there was no television, and then I was struggling with vast irritation to bring in a signal on a seven inch tube, and just the other day a far brighter, more consistent picture and audio reception than the seven inch set ever offered was flickering on the big screen direct from Paris, London, and a few days later from all kinds of exotic places all around the world via the AT&T communications satellite Telstar.

But the passage of the years is marked even more vividly for me by what has happened and is happening to people and corporations in show business and broadcasting I grew up with. Notably what is happening to the Music Corporation of America. Last month, MCA and the Government reached a stipulation agreement for the dissolution of MCA as a talent agency. I remember, as though it were a week ago, when MCA's brilliant president, Lew Wasserman, got his first job with the agency.

Wasserman's start

It must have been in the middle or late '30's. MCA, under the presidency of its founder, Jules C. Stein, was already the biggest and most powerful band booking agency in the business. Lew was a press agent for a night club in Cleveland, the name of which I don't remember. MCA booked bands into the club. Lew wrote Stein, one day, in great exasperation, and told him that the MCA publicity operation was a joke, and that an organization like the giant agency should blush for shame to do so poor a press job. Stein wrote Lew and told him that if he thought he could do better, to come to New York and go to work for MCA.

Lew did just that. I was in the advertising department of *The Billboard* at the time, and one of Lew's earliest public relations-advertising stunts was worked out with me. It was on the occasion of the opening of MCA's new home in Beverly Hills. Between Lew and me we developed a special section in the paper, celebrating in

(Please turn to page 19)

Why WTRF-TV bought Seven Arts' "Films of the 50's" Volumes 1, 2, and 3

Says Robert W. Ferguson:

"We bought the Seven Arts films because they are

by far the most outstanding feature films available

to local television stations.

"We are very happy with all three Volumes.

I don't believe there is anything else available for television that can come up to them.

"They have consistently brought WTRF-TV the highest film ratings in the Ohio Valley area. Local, regional and national advertisers have shown great acceptance to spot buys in and around Seven Arts' 'Films of the 50's', and the success of these presentations has been extremely gratifying.

"We haven't started running Volume 3 yet — we start them in the Fall — with the films that are in there like "Battle Cry" and "Mister Roberts" we are sure of S. R. O. with sponsors, and continued high ratings."

Seven Arts' "Films of the 50's"... Money makers of the 60's



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4 5105
DALLAS: 5641 Charlestown Drive ADams 9-2855
LOS ANGELES: 15683 Royal Ridge Road, Sherman Oaks
GRanite 6-1564 — State 8 8276

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

Robert W. Ferguson,
Executive Vice President
and General Manager.
WTRF-TV, Wheeling, West Virginia.





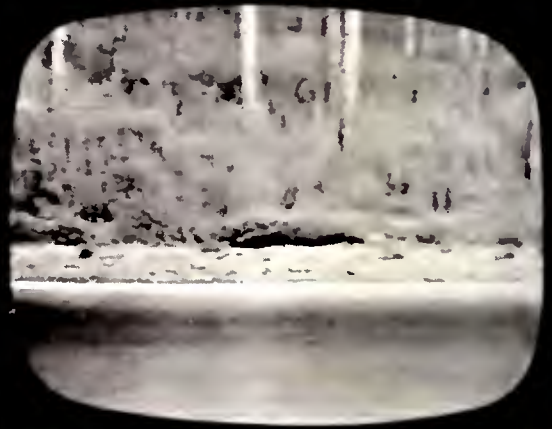
FAST, SMOOTH ROAD TO

SCOTCH BRAND VIDEO TAPE COMBINES VISUAL ELEMENTS INSTANTLY FOR "RIGHT-NOW" VIEWING!

On "SCOTCH" BRAND Live-Action Video Tape, you can electronically mix free-wheeling visual ideas with unequalled speed! No sweating out the lab wait for costly, time-consuming processing! Video tape plays back the picture moments after the latest "take"—helps conserve precious production time.

The sky's the limit on special effects you can achieve with "SCOTCH" Video Tape. The automotive "teaser" commercial at right, for example, matted the man, seat, steering wheel into a previously taped highway scene. It dramatized the performance but kept secret new car styling. With video tape and today's versatile electronics equipment, you can combine different backgrounds and foregrounds . . . put live-action on miniature sets or in front of stills or movies . . . combine several images of the same person. You can introduce pixies and giants . . . do split-screen comparisons . . . create special-pattern wipes . . . combine photos, drawings, cartoons, movies, live-action—you name it! Video tape shows how you're doing immediately when improvements are easy, corrections economical!

And that's not all! "SCOTCH" Video Tape achieves "presence" extraordinary, makes recorded pictures look live. Editing's easier than ever. And "SCOTCH" Video Tape records in either black-and-white or color, with no lab processing. Ask your nearby video tape production house for details on all the advantages of tape. Or send for *free* booklet, "Techniques of Editing Video Tape," which includes several examples of special effects. Write Magnetic Products Division, Dept. MCK-82; 3M Company, St. Paul 1, Minn.



1. For this automotive commercial, highway scenes were first video-taped, using pre-recorded sound track to cue zooms, other camera angles.



4. Now dolly in for a close-up. Sound track that cued the highway scenes assured proper background perspective for the close-up.

SCOTCH is a registered trademark of Minnesota Mining & Manufacturing Co. St. Paul 1, Minn. 55101. Toronto 447. New York, Canada London Ontario, G 5K3 1M92.

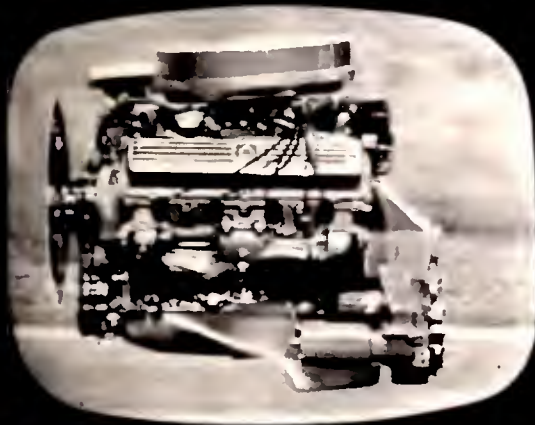
SPECIAL EFFECTS—NO LAB DETOUR!



2. Seat, steering wheel, gas pedal were added at the studio, using VideoScene, a high-quality electronic matting process.



3. Presto! The driver's in the picture, too. VideoScene process masked out supporting platform, steering column, other unwanted elements.



5. A close-up of the engine, shot in the studio and matted against highway background, was no problem with VideoScene.



6. A superimposed slide completes the teaser commercial, which shows the ride, but keeps new-car styling a well-guarded secret.

Magnetic Products Division **3M**
COMPANY

- THINK -

Why does the largest local television advertiser spend over 90% of his advertising budget on KRNT-TV? And why has he for several years?

Try to think like the owner does.

If it was all your own money and all your own sweat and tears that had built up an outstanding business, and that business was all you had between your family and the poor house, you'd soon find out the best television station to use. If it was a question of sink or swim, you'd swim or you wouldn't have been smart enough to start the business in the first place. You would want advertising effectiveness—want it real bad . . . have to have it. You could take or leave alone all that jazz about ratings, total homes, cost per thousand and on ad infinitum. You'd seek to buy sales at your dealers' cash registers for your advertising dollar. Every moment would be the moment of truth for your advertising because you had to eat on the results.

Well, that's the way this local advertiser thinks and acts and so do many more like him here in Iowa's capital city.

Think of this . . . nearly 80% of the total local television dollar is spent on this one-rate station and has been since the station's inception. In a three-station market, too, by government figures! Such popularity must be deserved!

Think—'Tis the till that tells the tale.

If you seek to sell your good goods in this good market, this is a good station for you to advertise them on. People believe what we say. We sell results.

KRNT-TV
Des Moines Television
An Operation of Cowles Magazines and Broadcasting

SPONSOR-SCOPE

6 AUGUST 1962

Copyright 1962

SPONSOR
PUBLICATIONS INC.

If for purpose of a presentation, you want to cite the hottest spot plus network tv account so far in 1962 your boy should be Shell Oil (OBM).

At the rate the account's going in the medium its outlay for the year should be not far from the \$6-million mark.

For the initial '62 quarter alone it spent \$1.2 million in spot and for network there's about \$2.5 million committed for the Wonderful World of Golf and Leonard Bernstein series.

Prior to pulling out for print the most that Shell spent on tv was \$3 million.

Fall spot tv business started breaking on the Chicago front last week.

Included in the action were such perennials as Miles Labs, Pure Oil, Parker Pen, Armour Meats. The main front: Burnett.

For details see SPOT-SCOPE, page 56.

But before ending this item, it would be fitting to mention that this burst of availability calls has revived among Chicago reps an old bugaboo and lament.

It's to this effect: Chicago moves so much slower than New York on fall buying that there are few choice avails left by the time New York gets through. The result; Chicago reps really have to pitch to sell the residue, especially in the top markets where the situation seems to be building up to a tight one by late August.

Likewise worthy of note: business has been so pressing among the New York reps that the top firms have skipped their annual ritual of canvassing the 15 leading agencies on what they have in store for spot tv in the fall.

In other words, they already know.

Eastman Kodak (JWT) will have a pre-Christmas schedule in spot tv this year to peddle its cameras.

The call will be for nighttime chainbreaks and fringe minutes and involves a minimum of 30 markets.

Users of daytime network tv might as well start facing up to it: if the near sell-out position prevails into the first 1963 quarter, there'll be a hike in the package rates.

One network is already working on a formula that will serve to bring in a little more for programing and at the same time diffuse the aspect of a rate increase.

The thesis that will probably be advanced: Nobody is making any money from daytime network, whereas the advertiser keeps on enjoying a lush \$1.50 CPM. Without taking into consideration the law of supply and demand, some adjustment is dictated by rising costs, mainly in the area of programing.

Even at this point it doesn't look as though CBS TV and NBC TV will be butting their heads against the wall by trying to dispose of the election returns only to advertisers who'll buy all or a half.

Both networks have already changed tack in the scramble for sponsors. The returns may be had at NBC TV in one-sixth lots and CBS TV has decided to scrape off four specials it tried to make a part of the election returns package, selling the latter instead as a unit by itself.

A fairly safe prediction: with NBC TV agreeing to six sponsors CBS TV won't be far behind reconciling itself to a similar arrangement.

Alberto-Culver's announcement last week that its next ad budget will run around \$30 million can mean only lush tidings for network and spot tv.

What makes the opportunity even more sweet for spot is the fact that the company's diversifying into many fields (see 30 July SPONSOR-WEEK). Diversity generally means the introduction of new products and the introduction of new products spell lots of concentration in spot.

To give you an idea of how fast Alberto-Culver has grown in just spot tv: in 1956 it spent \$93,000 and for 1961 it was \$5,150,000.

A-C's practice has been to pour 60-70% of its net sales into tv.

The cigarettes won't have as many commercial minutes on the nighttime network tv schedules this fall as they had last year, but this could easily be due to the fact their expenditure keeps mounting in sports.

When the previous season got under way the cigarette companies were represented by 60 commercial minutes, whereas the total for this fall, as tabulated by SPONSOR-SCOPE comes to 55 minutes.

Nevertheless, their participation in regular nighttime programing adds up to not far from \$2 million a week. Estimates for sports spending among the cigarettes is between \$25-30 million. Tack this on to the estimated putout of \$100 million for regularly scheduled programing and you've got a category investment in tv that most likely runs second to drugs and toiletries.

The participations per week in regular nighttime programs as they stack up for the fall:

| ADVERTISER | NO. SHOWS | NO. COMMERCIAL MINUTES | ESTIMATED COST |
|--------------------|-----------|------------------------|--------------------|
| R. J. Reynolds | 11 | 18 | \$550,000 |
| American Tobacco | 4 | 8½ | 330,000 |
| Brown & Williamson | 7 | 8 | 270,000 |
| Philip Morris | 6 | 7 | 250,000 |
| Lorillard | 5 | 7 | 280,000 |
| Liggett & Myers | 6 | 6½ | 240,000 |
| Total | 39 | 55 | \$1,920,000 |

Radio reps hear rumbles about Humble Oil (McCann-Erickson) that would affect the company's spot empire come the fall.

The oil giant has schedules currently on over 300 stations in 70-odd markets. They started in May and were supposed to be for 26 weeks, but now the reps hear that after Labor Day the schedules will be so reshuffled as to slenderize some markets and fatten up others.

The planning mills must be grinding very slowly between Bates and the special products division of National Biscuit in connection with Cream of Wheat.

Nothing has been heard yet by radio reps in the way of availabilities for the fall.

When the brand was with BBDO Minneapolis it spent \$1.5 million on radio.

The sellers of spot tv may find it to their advantage to take a sharp look at the continuing trend in daytime network tv to minimize the complexity of buying.

The latest turn in this trend was NBC TV's complete adoption of the package function in daytime pricing and the elimination of bonus rates, networking charges, D and C rates, and the whole bundle of continuity, volume and lineup discounts.

The new policy also gives the advertiser new dimensions of flexibility: he can (a) take a hiatus without penalty, (b) forget about shortrate, (c) overlook rate holders, (d) heavy up or lighten up without its affecting his basic buy.

One thing that agencies will like about the trend: it cuts down on their paperwork.

SPONSOR-SCOPE *continued*

Four accounts (all, of course, on NBC TV) that deem color essential to their commercials activity are Kodak, RCA, Hallmark and Kraft.

However, there are seven others that make use of color commercials whenever the opportunity lends itself. They are Bell Telephone, Chevrolet, Ford, Lorillard, S. & H. Green Stamps, R. J. Reynolds and Wheeling Steel.

Monday through Friday isn't the only network tv daytime sector that appears headed for a fall sellout: it's happening also in the Saturday morning kid range.

Most of the NBC TV and CBS TV moppet programs are virtually sold out and ABC TV expects to have but random minutes left by the time the new cycle begins.

For those interested in how the package pricing racks up when reduced to per commercial minute, effective this fall:

| ABC TV | | CBS TV continued | |
|-------------------------|---------|---------------------|---------|
| Make a Face | \$4,000 | Roy Rogers | \$4,750 |
| Top Cat | 5,000 | NBC TV | |
| Bugs Bunny | 4,500 | Ruff & Reddy | \$3,600 |
| Magic Land of Allakazam | 4,000 | Shari Lewis Show | 5,000 |
| CBS TV | | King Leonardo | 5,000 |
| Capt. Kangaroo | \$2,400 | Fury | 5,000 |
| Alvin & the Chipmunks | 4,460 | Magic Midway | 4,000 |
| Mighty Mouse | 4,660 | Make Room for Daddy | 4,500 |
| Rin Tin Tin | 5,000 | Exploration | 3,500 |

(See article, page 29, rounding up commercial status of kid shows.)

A footnote that was omitted from the 30 July SPONSOR-SCOPE item on NBC TV allowing affiliates 70 seconds between all daytime half-hours: ABC TV has had this arrangement in effect from away back.

Also this: the NBC TV daytime gesture was accompanied by a 5% cut in daytime compensation for stations, effective 1 January.

Incidentally, ABC TV hasn't abandoned the idea of revising station nighttime compensation so that affiliates would, in effect, be sharing the risk in unsold contracted programming. The fly in the ointment here: evolving a practical and equitable formula.

In view of the 10% compensation cut they took for July and August NBC TV affiliates may find a touch of irony in a report on July sponsorship that NBC Corporate Planning passed on last week to the network brass.

The report underscored the fact that NBC TV in July had 4½ hours more of sponsored time per week than prevailed during the like month of 1961.

Also disclosed: compared to June NBC TV was up 3 hours in July. It credited CBS TV with the same increase and posted a minus 11 hours for ABC TV.

Here's NBC Planning's tabulation of all sponsored time for this July week ending the 8th, compared to the corresponding period of 1961:

| NETWORK | JULY 1962 | JULY 1961 |
|--------------|------------------------------|------------------------------|
| ABC TV | 38 hours; 15 minutes | 38 hours; 20 minutes |
| CBS TV | 60 hours; 9 minutes | 48 hours; 30 minutes |
| NBC TV | 55 hours; 53 minutes | 51 hours; 23 minutes |
| Total | 154 hours; 17 minutes | 138 hours; 13 minutes |

The report also noted:

- NBC TV took over from ABC TV the leadership in 6 p.m. to 11 p.m. sponsored time.

- In June Tonight was only 40% sold, whereas the year before it was 70%.

- Today's sold level in July slipped to 12.5% from a 17.5% in June. And that CBS TV's Captain Kangaroo declined in sales level from 55% to 40% simultaneously.

The week isn't far off when the FCC will be revealing its report on radio revenue for 1961.

Here's a guestimate of what those figures will show by branch of the medium:

| BRANCH | 1962 | 1961 |
|------------------------|----------------------|----------------------|
| Network | \$ 33,500,000 | \$ 31,500,000 |
| National-regional spot | 210,500,000 | 202,100,000 |
| Local | 378,000,000 | 364,100,000 |
| Total | \$622,000,000 | \$597,700,000 |

A critique often heard among agency researchers is that one of the weaknesses of daytime audience measurement puts the emphasis on the number of viewing homes instead of the number of attentive housewives.

It is their guess that if the services were able to take a rating in terms of real housewives the concentration of this group would be far greater than that shown by looking at the tune-in figures.

In other words, the medium has arrived at the point where the count of sets turned on during the day hours is not enough. The important thing is defining the housewife viewer.

Also of value would be a comparison of the cost-per-1,000 of this housewife audience day vs nighttime. An offhand guess is that it runs \$1.40 day and \$3.80 night.

The TvB's next big promotional effort will be in the direction of the corporate image.

In the past two seasons there's been a dropoff of that type of revenue for the medium and the TvB is working up a presentation that it hopes will serve to persuade corporate management that tv has what it takes to make selling a ringer of the cash register.

The presentation will get an unveiling at the TvB annual meeting in New York 11-16 November.

Saturday night on NBC TV won't be the only one loaded with shaver commercials this fall: Monday night on ABC TV will also be crowded with them.

Schick will have a minute in three out of the evening's five programs and Sunbeam will have a minute in Ben Casey.

By the way, a recent study of electric shaver share of market had them in this order: Norclco, 33%; Remington, 32%; Schick, 14%; Sunbeam, 13%; others, 8%.

Shaver sales are expected to total seven million this year.

Pulse figures that it will have ready for distribution next week that national study on radio it did last March.

The probe will disclose who listens, how often, how much, and the socio-economic characteristics of the audience.

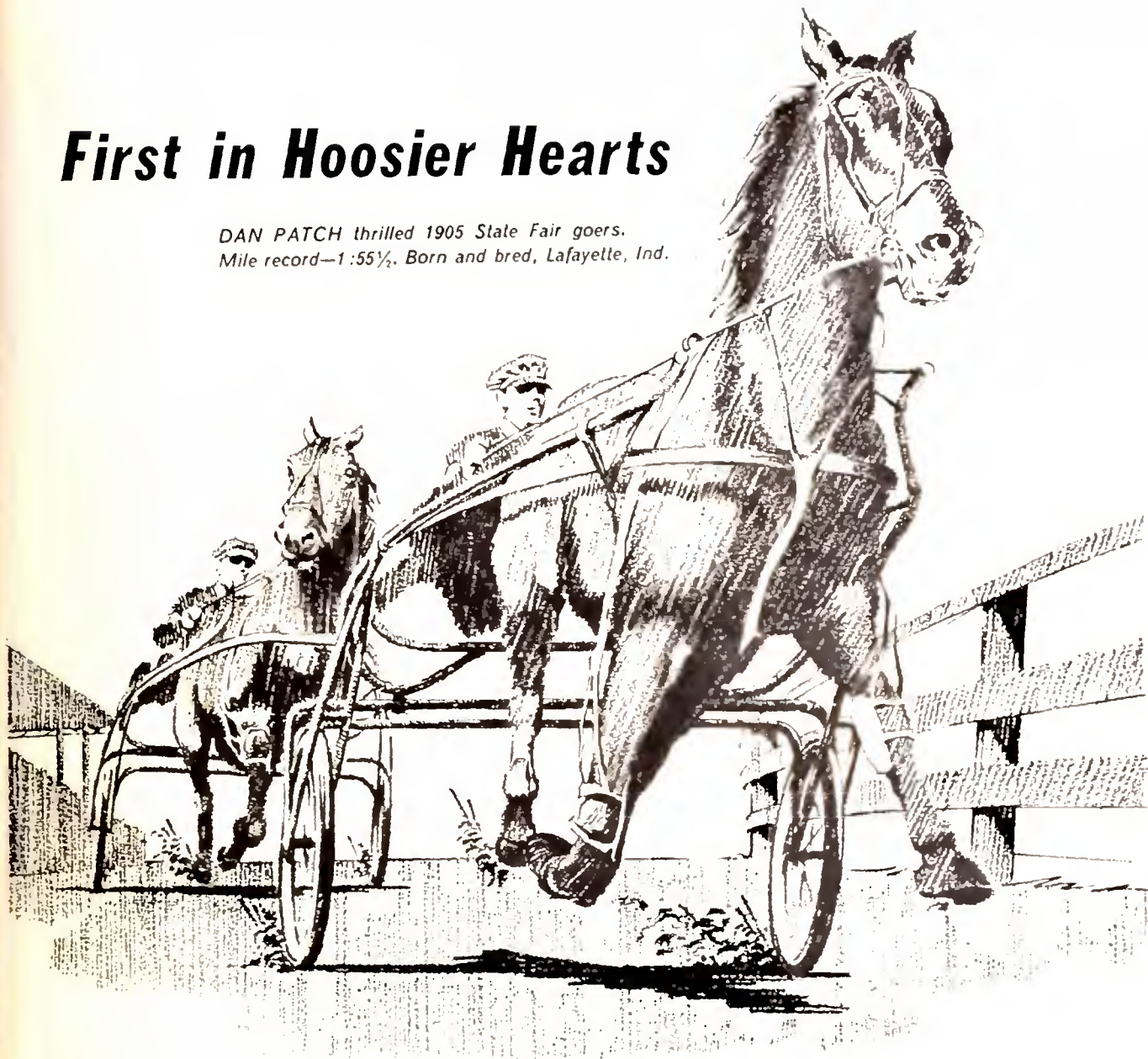
Don't look right now for ratings of educational tv stations, because you won't find them, at least in the Nielsen reports.

But Nielsen thinks that in time this audience will be reportable. That is, enough educational stations will subscribe to the service to make expansion of the sample sufficient to get a reportable figure.

For other news coverage in this issue: see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 68; and Spot Scope, page 56.

First in Hoosier Hearts

DAN PATCH thrilled 1905 State Fair goers.
Mile record—1:55½. Born and bred, Lafayette, Ind.



First in Hoosier Homes

Hoosier hearts match pounding hooves beat-for-beat wherever railbirds watch. Harness racing and the big Indiana State Fair grew up together. During Aug. 25 to Sept. 5 more than 750,000 will attend . . . and again millions more will "be-there" simply by tuning in TV 6. For the 14th year, WFBM-TV will produce more live, filmed or taped coverage than any other local station.

No denying it . . . Mid-Indiana figures as your 13th television buy! Here satellite markets 15% richer and 30% bigger than the entire Indianapolis 18-county trading area give you bonus millions. Ask your KATZ man why WFBM-TV is your best TV value . . . and come along with us for blue ribbon selling.

Represented nationally by The KATZ Agency



TIME LIFE
BROADCAST
INC.

America's 13th TV Market
with the only basic NBC coverage of 760,000 TV set
owning families. ARB Nov., 1961. Nationwide Sweep.





Eleven Brides

in a rather special swimming pool

Certainly, few swimming pools were more badly wanted—or were ever more elaborately obtained.

This pool was built because 12,000,000 used tax stamps were mailed in by Ohio families, when they were asked to by the strongest radio voice in Northern Ohio—KYW Radio in Cleveland.

The State then redeemed these stamps (at 2% of their face value) for the Cleveland Society of the Blind. With the cash this provided, the Society paid for the Summer Camp Pool (designed especially for the blind) which it had been dreaming of for fifteen years.

And the 11 brides?

They were picked for a surprise “June Shower” given to them by KYW in honor of this year’s vintage-crop of *new* families in the 10,000 square miles of 23 northern Ohio counties, where KYW has intensive coverage.

We asked the brides to help us to take this picture because the pool and the brides *together* tell still another story.

They represent two sides of the many-sided, continuous flow of events in KYW’s lively, year-round “Family Affair” with its listeners, the largest radio audience in Northern Ohio.

They also indicate in small part how KYW’s services to its listeners cover *five different dimensions* of radio, briefly summarized as: Community Involvement, Entertainment, News, Personalities and Public Affairs.

These five dimensions of responsible radio are the hallmark of all WBC Radio Stations—whose creativity, importance, and impact are measured by the way in which their listeners respect and respond to them as *prime movers* of ideas, goods... and people.



WESTINGHOUSE BROADCASTING COMPANY, INC.

WBZ+WBZA, WBZ-TV, Boston; KDKA, KDKA-TV, Pittsburgh; WJZ-TV, Baltimore; KYW, KYW-TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KPIX, San Francisco and WINS, New York

the
bicycle
that rode
into
the
sky...



Back before the turn of the century in Dayton, Ohio, there was talk around the livery stable about a new invention called the horseless carriage. But there was talk about something twice as fantastic around the Wright Brothers' bicycle shop. The rumor was that Wilbur and Orville Wright were tinkering with more than just bicycles. They were working on an idea for a flying machine! And that was how a bicycle sprouted wings! Which made Dayton famous as the cradle of aviation and one of the most important cities in America.

Here's a diversified, progressive industrial center combined with a wealthy agricultural region . . . a 13-county trading area of over one million people with \$1500 above U.S. average yearly income per person . . . and a total of one-and-a-half billion dollars of annual spendable income! This is Dayton. This is your opportunity. Call your WLW-D Representative. You'll be glad you did!

NBC/ABC

WLW-D dayton
television

the other dynamic WLW Stations

WLW-A WLW-I WLW-C WLW-T WLW
Television Television Television Television Radio

Atlanta Indianapolis Columbus Cincinnati

Crosley Broadcasting Corporation



555/5th

No cancellations

I have read the piece in SPONSOR ("Carson's Credo for Commercial Copy," 9 July). Thanks for quoting me correctly. There have been no commercial cancellations.

Johnny Carson
New York

Fm dollar-talk

Request 20 copies of your "Admen Now Talk Fm Dollars, Not Just Blue Sky" in SPONSOR 9 July 1962. We concur! Where in July 1961 we had 17 accounts on the air, in July 1962 we are carrying 41. Buys from the following 10 area agencies are included (yes, current July business!): Liller Neal Battle & Lindsey, Atlanta Cargill Wilson & Acree, Richmond McCurry Henderson Enright, Norfolk Atlantic National Adv. Agency, Norfolk

Major & Bie Adv. Agency, Norfolk Alvin H. Jacobson Adv. Agency, Norfolk Cavalier Advertising Agency, Norfolk John H. Lewis Advertising Agency, Norfolk Mathews Agency, Norfolk Chesapeake Adv. Agency, Norfolk Gross Fry Agency, Norfolk

In fact we have 15 accounts who have been on 52 weeks a year for over 6 years.

Harrison W. Moore, Jr.
manager
WRVC-FM
Norfolk

Your article on fm is outstanding . . . We need more of them. Is it possible to receive 25 reprints of the article?

Sal Butera
manager
WCNS-WCNO
Canton, Ohio

Off to Nigeria

The 21 May 1962 issue of SPONSOR arrived in the offices of the Jackson

College of Journalism this week and we are delighted to have it. Thank you so much for your kind response to our request on behalf of our students for copies of your publication.

We look forward to receiving SPONSOR regularly and will be retaining all copies in the college library where they will be permanently available to both staff and students for purposes of study and research. We are indeed most grateful for your kind assistance in this way to the training program of Jackson College and to the greater effectiveness of its library.

Earl O. Roe
Jackson College of Journalism
University of Nigeria
Nsukka, Eastern Nigeria

Bully for the station manager

Bully for the station manager who told the chiseler to go to hell! ("How One Radio Station Curbed a Rate Chiseler"—SPONSOR, 23 July, 1962.) Would he and any others like to join us in asking NAB to add to its Radio Code of Good Practices that member stations will not deviate from their rate cards? Then let's ask SRDS to publish qualifications for merchandising assistance.

Is a timebuyer a pro because he "got a deal"? If the radio industry is proud of the standards set by NAB stations, let's go all the way. Let's start where the problem really exists. If NAB stations all stuck to their rate cards, we would soon get rid of the chiselers and place the legitimate agencies in a position where they would know that their competition was not buying at a lower rate for a comparable schedule. They would know that merchandising is standard, and not flexible to a "we need this one" technique.

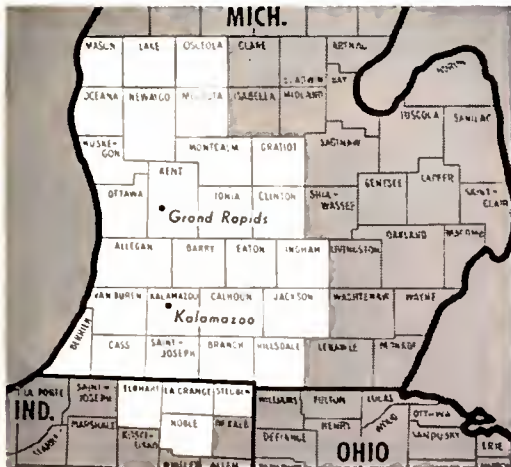
John M. McRae
general manager
KEWB
Oakland, Calif.



YOU MAY NEVER SEE THE HIGHEST WATERFALL* —

BUT... You Can Make a Big Splash in Greater Western Michigan with WKZO-TV!

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



Outside of Detroit stations, WKZO-TV reaches more homes than any other Michigan outlet—daily, nightly, weekly.

NCS '61 credits WKZO-TV with weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. SRDS rates this area as a market of over two and one-half billion dollars annually. And Sales Management puts both Kalamazoo and Grand Rapids among the 55 fastest-growing markets in America!

Let Avery-Knodel give you the coverage and market details on Greater Western Michigan! *And if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, WWUP-TV, Sault Ste. Marie to your WKZO-TV schedule.*

*Angel Falls, in Venezuela, has a total drop of 3,202 feet.



The Feltzer Stations

- RADIO**
 WKZO KALAMAZOO-BATTLE CREEK
 WJEF GRAND RAPIDS
 WJEF-FM GRAND RAPIDS-KALAMAZOO
 WWTV-FM CADILLAC
- TELEVISION**
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTV/CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV/LINCOLN, NEBRASKA
 KBIN-TV GRAND ISLAND, NEB.

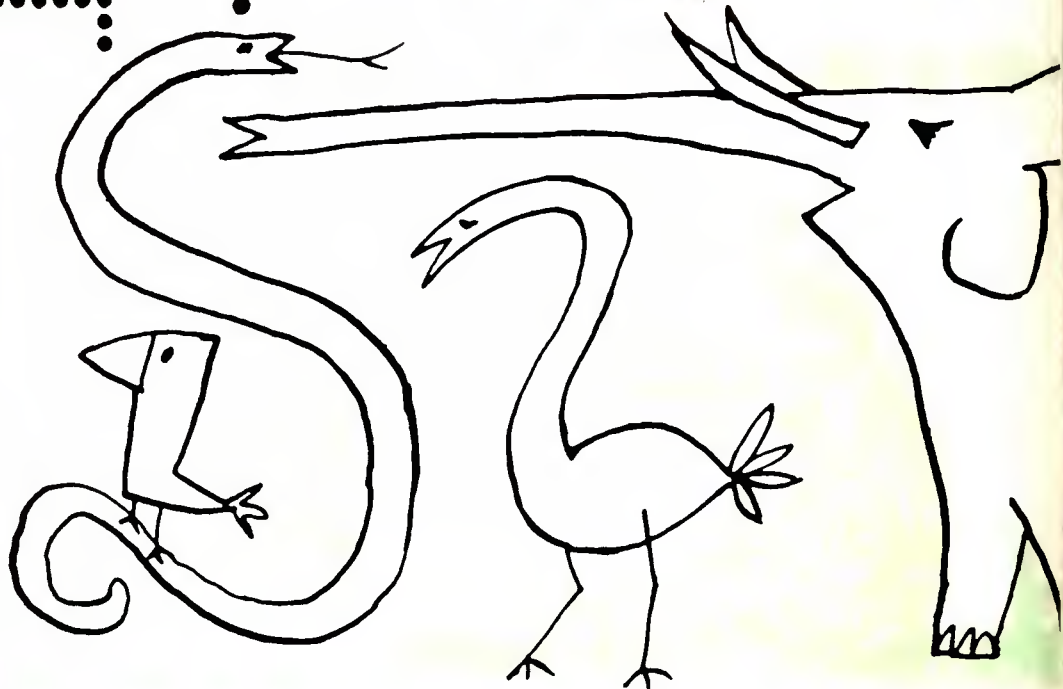
WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
 Studios in Both Kalamazoo and Grand Rapids
 For Greater Western Michigan
 Avery-Knodel, Inc., Exclusive National Representatives

Pulled almost twice
the audience on
WJW-TV as the next
2 stations combined

Newest children's
show on TV

Now available
nationally... 130
fascinating half-
hour programs



B'WANA DON in Jungle-La



Bongo Bailey... a chimpanzee who does the "Twist"! Bongo is B'Wana Don's chief helper and mischief maker.



Elsa the Lion cub... Bongo's pal and competitor in the wrestling arena, and the unwilling target of Bongo's pranks.



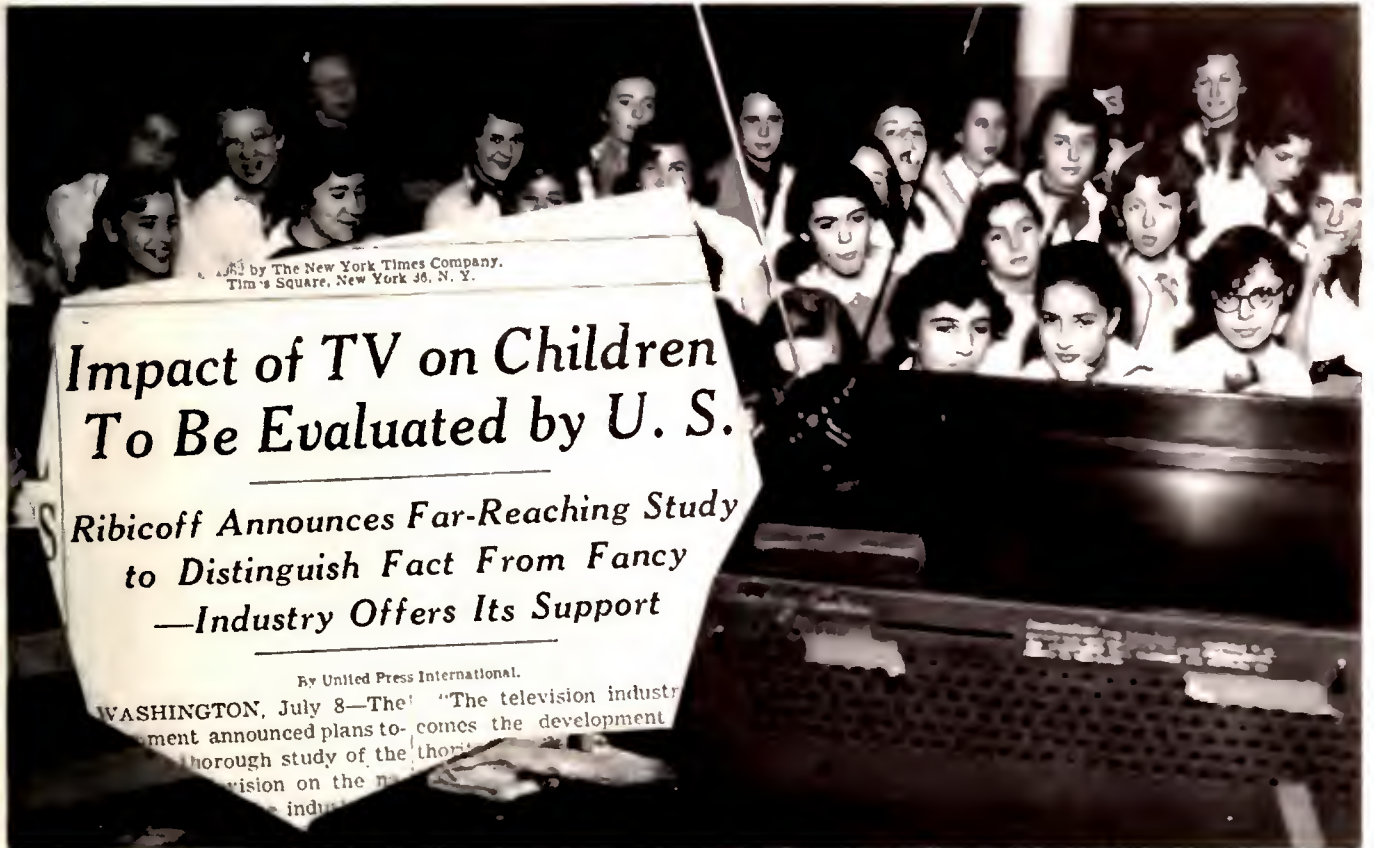
Benny the Boa Constrictor... tame and gentle as a puppy, Benny spends his time and his 7 feet of body wrapped around B'Wana's neck.

ENTERTAINING — EDUCATIONAL... Visitors to Jungle-La range from alligators to zebras — or maybe even from aardvarks to zorils. Go with Bongo on a submarine safari to see rare tropical fish. B'Wana Don brings to Jungle-La virtually every species known to the animal world.

ALSO AVAILABLE AS A ONE-HOUR PROGRAM



OFFICES: Atlanta, Chicago, Houston, Los Angeles / 500 Park Avenue, New York, N.Y.



Tougher than it seems— the tv kid show problem

SPONSOR uncovers startling “commercial realities” which affect improvement of children’s programing more than outsiders realize

Last week, in digging for industry reactions to the recent announcement by former Secretary Ribicoff of a massive government research project to determine the effect of television programing on children—a project backed by NAB and “welcomed” by the networks—SPONSOR uncovered some startling facts:

1. A large number of broadcasters feel that ad-

vertisers are not bothered by social responsibility, that by their one-channel goal of commercial gain they are depriving commercial television of its great potential.

2. Advertisers and agencies, while viewing the rash of new educational-cultural programs aimed at children with mild approbation, are doing comparatively little to support them until they see

what ratings they come up with.

3. The supply of "quality" programming aimed at satisfying government-community pressures exceeds the advertiser demand, with the result that run-of-the-mill cartoon and comedy shows enter the '62-'63 season with greater chance of commercial survival than the so-called "quality" projects.

4. The whole area of children's programming is open to question, since the number of advertisers in specific search of a children's audience is far smaller than is generally supposed.

5. The heavy emphasis on "children's" programming to the exclusion of "family" programming could well be the crux of the problem. In truth: is there really such an area as children's programming?

6. And finally, it is obvious that unless research projects such as the one about to be undertaken by the Department of Health, Education and Welfare take into consideration the cold, hard facts of television's commercial realities—and unless broadcasters and advertisers find more common ground than they now

seem to share—an uneasy situation could become a nasty one.

Social responsibility? Former Secretary Ribicoff, in announcing the government's far-reaching undertaking, said: "Out of this project, we hope, will come a better understanding of the effects of television upon young people, and data indicating how its rich potentials can best be utilized to help fulfill the special needs of children in this complex and changing world." Adding, in view of claims and counterclaims on television's effect on children, that a primary aim of the project was to "separate fact from fancy."

There *are* those in the industry who, despite apparent industry solidarity behind the Ribicoff plan (which grew, incidentally, out of recommendations by LeRoy Collins and Senator Thomas J. Dodd, Democrat from Connecticut, during hearings by Dodd's subcommittee on juvenile delinquency), look upon the project cynically—even derisively—resenting it both as a government-initiated study and as an idealistic probe into an area so commercially-oriented that commercial television

itself could be the stake.

Not so the majority, and not so a young sales executive named Yale Roe. Roe, assistant sales manager of daytime programs at ABC TV and author of a forthcoming book entitled "The Television Dilemma" (Hastings House), which grapples with these problems, is responsible for sales on *Discovery*, the network's major children's-and-daytime undertaking for the '62-'63 season (Mondays through Fridays, 4:30-4:50 p.m.). Committed, as he says, to the synthesizing of social responsibility with commercial gain, Roe contends that advertisers are not evincing any of the social responsibility which is generally expected from broadcasters.

"Children's programming, as such, is not commercially attractive," he says, "if it doesn't deliver adults, especially women. But if a company makes its living selling either *to* kids, or *for* kids, the least it can do is put some of that money back into better programming for them."

Roe feels that if *Discovery* were less altruistic in its aims—the show is deliberately seeking the six-to-12

What SPONSOR has uncovered about kid shows, advertisers

1. Broadcasters feel that the majority of advertisers are not concerned with social responsibility, that by their preoccupation with commercial gain they are depriving commercial television of its tremendous potential.

2. Advertisers and agencies, while viewing the rash of new educational-cultural programs for children with mild approbation, are doing comparatively little in any initial support of them. They're waiting to see what ratings they come up with.

3. The supply of "quality" programming aimed at satisfying government-community pressures exceeds the advertiser demand, with the result that run-of-the-mill cartoon and comedy shows have greater chance of survival than the so-called "quality" ones.

4. The number of advertisers specifically seeking a children's audience is far smaller than is generally supposed. Few commercials are beamed exclusively to children. Even in peak children's hours, say observers, the kids control the sets but not the sales.

5. Is there really such an area as "children's programming?" Many thoughtful industry people are beginning to doubt it. The heavy emphasis on children's programming to the exclusion of "family" programming, they say, could well be the crux of the problem.

6. Unless projects such as the one announced by Ribicoff take into consideration the hard facts of tv's commercial realities, and unless broadcasters and advertisers find more common ground, it is obvious that an uneasy situation could become a nasty one.

age group—it would be much easier to sell. At present, slightly more than 50% of the show is sold, participants thus far being Binney & Smith (Chirurg & Cairns), Kemer Toys (Leonard M. Sive), Mattel (Carson-Roberts), Transogram (Mogul, Williams & Saylor), and Soyer (Richard G. Montgomery).

SPONSOR has discovered this sentiment in wholesale lots. Said one executive producer of children's programs: "We have a responsibility for better programing for children, all of us. It's true that television is still an infant, feeling its way, but advertisers, with their present thinking, could hold it in the Dark Ages interminably."

Said another producer: "All the pressure is on the broadcaster, but the broadcaster is totally dependent upon the advertiser. In this kind of depleting, vicious circle, it is absolutely vital that the advertiser share responsibility with the broadcaster. Frankly, I think government pressure and the increasing alarm being evinced by community leaders will turn the tide. We've got to realize that our national life is at stake unless we abandon the old let-the-kids-watch-what-they-like attitude and get on with something nearer a let-them-watch-what-they-should-watch theory."

All by the numbers? Daily—well, almost daily—the SPONSOR basket marked "Incoming" is fattened by press releases, glowingly descriptive of the "new look" in children's shows; a rash of offerings by networks, station groups, syndicators, even agencies, designed to plummet Junior and Sis into the heady world of art and science, theatre and books, government and history. This fall alone, in addition to *Discovery* on ABC TV, the cultural-educational menu is overwhelming:

An hour-long series of shows on NBC TV aimed at both the five-to-seven age group and the seven-to-11 age group, "providing education and entertainment in music, science, history and mathematics," scheduled for 12:30-1:30 p.m. Saturdays; two half-hour programs on CBS TV, one, as yet untitled, to "explain the operations of U. S. and



MAGIC!—Many in industry see hope for broader family appeal in projects such as Westinghouse Broadcasting's series of one-hour prime time specials starting in September. First program, *Magic, Magic, Magic*, features magician Milbourne Christopher, assisted by Broadway's Julie Harris and Zero Mostel. Series is now being offered for sale by Westinghouse stations

foreign agencies in Washington as well as trace the history of Washington landmarks," the other, a Sunday afternoon entry, *Reading Room*, aimed at stimulating reading among children in the nine-to-12 group; *The Magic Room*, a half-hour series exploring the liberal arts, on Corinthian-owned stations, available also through syndication; *B'Wana Don in Jungle-La*, a series of half-hour explorations in the world of unusual animals, from Storer Programs; five-minute programs on everything from animal life to science and the arts from Pathe News (Cinema-Vue Productions). Screen Gems, Videocraft, and others. In addition, so-called "specials" or "spectaculars"—long an adult exclusive—will be in full flower, among them a one-hour news documentary *Who Goes There?* on NBC TV, aimed at informing young-

sters on the meaning and evils of communism, and 12 one-hour specials on Westinghouse Broadcasting stations, discussed more fully in a later segment of this story.

How are agencies and advertisers reacting to this "new look" in children's fare? They're "expressing interest," say the producers, "but it's an interest from the clouds." Thus far, there has been little cash-on-the-line.

"This whole area of improvement, of actually doing something significant and constructive," says a producer of one of these programs, "is being ridden by that tired old horse of the industry, 'Buying by the Numbers.' Oh sure, this is a commercial reality, but until somebody has the courage to break its back, the broadcaster has a lot of sustaining to do."

Here are some significant facts about programs aimed at children

Although the four children's shows described here differ widely in approach, together they point up the commercial realities of the kid's market



DISCOVERY, ABC TV's new Monday-through-Friday entry (4:30-4:50 p.m.) is aimed directly at the six-to-12 age group. At present the show is slightly over 50% sold. Were it less altruistic in its aims, says the network's asst. sales manager of daytime programs, Yale Roe, it would be much easier to sell. Adding: "Advertisers are not evincing the social responsibility which is generally expected of broadcasters."

DEPUTY DAWG, a six-minute cartoon distributed by Terrytoons, is featured in some 150 local kid shows, is sold to H. W. Lay potato chips in 47 markets. A recent Nielsen survey in 35 markets revealed only 44.8% children were watching — while 17.1% men, 23.6% women, and 14.5% teenagers were present. Advertiser moral: beam to the kids while you sell the grown-ups. Ask the experts: is there really such an area as children's programing?

Can "quality" survive? Richard Carlton, vice president of Trans-Lux Corp. (which will shortly release *The Mighty Hercules*, *Zoorama*, and *Junior Science*) believes that while there is every indication that children's programs in general will be in demand by spot advertisers, those with an "intellectual base, whether network or local, will be much more difficult to sell simply because they will never command the ratings which have been achieved by cartoon and comedy shows."

Carlton sees no change in this situation in the foreseeable future. "The only hope for these intellectually based programs for children," he says, "would appear to be the concern of some advertisers that they do, after all, have a responsibility beyond the mass movement of their own merchandise. In other words, a calculated buy of a program which is not likely to become a top-rated show is in effect a gesture of good

will to the public and rubs off as a sales factor in the good will created."

Another film producer, Abe Mandell, vice president of ITC, says that what children view—as indeed television in general—has no course other than improvement.

"Re-runs of cartoons, shows like the *Three Stooges*—these are *not* what our children should be seeing," he says. Noting, too, that advertisers must eventually accept the responsibility of program selection.

Mandell points to the "tough time" ITC had initially with its half-hour *Supercar* show.

"The show goes into the realm of space," he says, "using a process of super-marionation. Its basic idea is to ask the child to *use* his imagination, not have his imagination controlled. The child, after awhile, forgets he is seeing puppets. They are people, and he is with them in space. But when we first began selling this program, our entertainment-educational

approach was not recognized as a possible key to the future. The basic buyer today is so jaded by the mountains of film he sees that he doesn't know the difference between what's good and what's bad."

No "children's" advertisers? Madison Avenue, as well as most of the trade, speaks authoritatively of "children's programing" and "children's advertisers," but SPONSOR's analysis reveals no clear-cut definition of either. So far as can be gleaned, few, if any, of the manufacturers of foods, soft drinks, candies, sporting goods, and the like, beam their messages exclusively to children, even in the so-called peak hours of children's viewing.

The only specific advertisers directing their copy generally to children appear to be the toy manufacturers, whose estimated \$14-15 million outlay this year (SPONSOR, 14 May) accounts in part for the expansion of both vertical and horizontal



bad." Adds Mandell: "It's not a question of what our children do see. It's a question of what they should be seeing."



coming season, however, the expectation of adult as well as children's audiences is a direction being watched closely by agencies.

children's programs, both network and spot. The leading advertisers on the so-called children's programs—Kellogg and General Mills, the most frequently cited—are actually "straddlers" when it comes to both audience composition and copy approach, often "aiming at kids with a damn fine eye," as one rep puts it—"while the other eye is wide open for adults."

One observer points out that even in the near-exclusive hours of children's viewing—the early morning—the advertiser is out for the adult. Classic, he says, is the case of *Ding-Dong School*, an award-winning early-morning show when it ran on NBC TV. The show's "teacher," Miss Frances, would pause for an instant when a child was sufficiently enraptured, to say, "Now, will you go and get your mommy?" Cue: commercial.

ABC TV's Roe cites the case of a proposed network show about a dog

SUPERCAR, a half-hour show using a process of super-marionation, and distributed by ITC, had a "tough time" in initial sales. Why? "The basic buyer today," says ITC's Abe Mandell, "is so jaded by the mountains of film he sees that he doesn't know the difference between what's good and what's

bad." Adds Mandell: "It's not a question of what our children do see. It's a question of what they should be seeing."

WHO GOES THERE? is a one-hour NBC TV news documentary aimed at informing youngsters on the meaning and evils of communism, in which the network's Washington correspondent, Robert Abernathy, will play an important role. As with Westinghouse's series of "young people's specials" for the

—"warm, appealing, a natural for a dog food." What did the dog food people say?

"We don't sell to kids. Purchases are made by adults. We want to reach adults."

Examples of this sort of reasoning, say the experts, are far more plentiful than any so-called children's advertisers. A case in point is Ralston-Purina. Taking on a program called *Expedition* on ABC TV—a 7:30 p.m. program ostensibly designed for children—this advertiser found much of its commercial efficiency and efficacy was in the show's appeal to women, women being quite receptive to the commercials.

Which leads us into what might well be the real crux of the problem—an emphasis on "children's" programming to the exclusion of "family" programming, when the more significant influence on children lies in the latter.

Family, not kids? A well-known early Sunday evening program about a boy and his dog, designed for viewing by children and bought by an advertiser ostensibly for the child's appeal, was, in its initial outing, realizing its objectives. Children were watching. But it didn't take the advertiser very long to discover that—in early evening hours—while kids control the set, they don't control the buy. Pressure, therefore, was brought to bear on the network, revising the show's format to put the little boy into situations of greater jeopardy—the drama shifted from the more tranquil to the more intense—in order to attract the family pursestring. Result: attraction of adults and a happy advertiser.

This anecdote (familiar to certain initiates along the Row, and told to SPONSOR with the most discretionary avoidance of name-calling) is illustrative not only of advertiser influence on programming when commercial reality is at stake but of the real sphere of influence on children's viewing. It is the 7-8 p.m. time period, in fact, which a growing number of the industry's more conscientious programmers consider the major area, both for scrutiny and vast overhauling.

But the adult audience is not limited to early evening. William Weiss, vice president of Terrytoons, points to the documented study of one of his company's cartoon shows, *Deputy Daug*, a six-minute segment of some 150 half-hour local programs, now sold to H. W. Lay Co. (potato chips) in 47 markets. Nielsen did an analysis of this cartoon in 35 markets in March and April of this year, which revealed, among other things, an audience composition of a substantial 41.8% children—for whom the program, of course, was primarily conceived—but with a whopping 17.1% men, 23.6% women, and 14.5% teenagers as well. Most of the program times were Saturday, afternoon, or late afternoon.

"Subjects which appeal to grown-ups as well as children," says Weiss, "are the ones which fare longer."

Other observers, meanwhile, take issue with the word "appeal." While

(Please turn to page 50)

THE BUYER'S CHANGING ROLE

➤ Two decades ago timebuyers were personalities and called the turn in buying time, stations and markets

➤ Today, with estimators, supervisors and media in the act, how do some agencies get better time buys?

“Why do some agencies get better timebuys than others?” is a question with as many answers as there are station reps and sales managers. Everyone admits, albeit off the record, that some shops are better than others but every answer is also colored by the experiences of that individual.

SPONSOR sat with a dozen reps, of all sizes, and came up with the following answers and background.

“The best buys in radio and tv today,” said every veteran in the business, “are made by the few ad agencies that take the rep into their confidence, that tell him what they are trying to do and why, and then listen to the rep’s suggestions.”

Information tops. And the top practitioners of the art of making information available are Bates and Esty, according to everyone interviewed. “This means,” explained another expert, “that the timebuying chiefs at both these agencies have acceptance with the account executives and clients in these shops. They know what the client wants, sit in when the original plans are considered, and they, in turn, inform their time-buying staffs.

“These people not only know stations and markets but they also know that stations and markets change. When a rep makes a suggestion they listen—they may not agree, but they sop up and use the information.”

Specifically this means Esty would never be in the dilemma that one “mechanical buy” agency found itself when it ordered a schedule on a list of top-rated stations in the 7-8 a.m. time slot. In one market the highest rated station programed good music and its peak audience started at 9 a.m., not two hours earlier.

Had the buyer known what the account man, or the client, wanted he could have checked the ratings with the rep and avoided wasting the expenditure in this market.

Likewise Bates, according to the cognoscenti, would never have three different timebuyers soliciting three different type buys for the same auto client from the same rep house. Quite literally one buyer was saying, “That new car will be a high quality car and we need availabilities for spots with high income listeners!” Another was saying, “It’s a medium price car!!” while a third was identifying the new line as a compact and asking for “High rating availabilities with low and medium income audiences!!!”

Time wasted. Obviously nothing happened on the account but the agency timebuyers spent a lot of time and effort that was completely wasted. And lost a lot of face with a rep firm that prides itself on “helping the buyer make more intelligent, effective buys.”

“When I started in this business,” said one veteran timebuyer, now retired, “the reps were salesmen. Often we knew more about their stations than they did. People like Linnea Nelson, at Thompson, Carlos Franeo at Y&R, Frank Silvernail at BBDO, Beth Black at Biow, were doing the creative thinking in spot.

“In 1932 there were only 600 stations, by 1942 only around 900, and making a smart spot buy meant buying the four network outlets plus one independent in the top 25 markets. In those days a top-ranked agency had a timebuying staff of eight people and billed around \$10-15 million dollars.

More buyers. “Today that same agency has more than 100 bodies in timebuying, bills over \$150 million in broadcasting, and has to keep track of 3,500 am stations, 800 fm outlets, and more than 500 commercial tv stations in as many as 150-200 different markets. And while it may be true that few timebuyers today are in authority, the way we were when I was active, the agencies had to stratify timebuying because it became so big and so expensive to operate.

“Today it’s an army type of organization, with a general telling colonels telling captains telling lieutenants telling sergeants how to fight a war with weapons the general has never used. That’s why the reps are doing the creative thinking today. Each of them is pushing his own list and large or small list he knows it better than the buyer who has to try to know every list.”

Comparing the agency buying techniques of yesteryear with today we find that most contemporary buyers are so jammed with work, and so lacking in authority or acceptance within their organizations, that few know when a campaign has been successful. In the old days timebuyers kept charts of sales and could tell when they had a winner.

In those days buyers were in the know from start to finish. Today the rep often knows about a campaign before the buyer: because today the rep often generates a new push with a marketing approach to the advertiser.

Three-year pitch. Many reps, obviously on the top rung of the rep ladder, will invest two or three years in a creative pitch to a client: a pitch involving a complete marketing analysis, merchandising follow through, and audience analysis as well as custom-tailored a typical budget.

It has been said that agencies should do this, and some do, but it is also true that more and more of this type of creative selling is being done by the station reps. As one veteran rep put it, “By its very existence a

rep organization is a service organization; a primary service to the buyer. The easier we make it for the customer to buy the better for our stations and for us."

Not that it is peaches and cream all the way. Often an agency will request data on markets when the rep has no station, or ask for availabilities without defining the audience to be reached; or an agency will suggest that a client use local people to approach a station direct and bypass the rep's 15% commission from the station. (Which has been done by one of the top agencies and top motor makers.)

Or an advertiser will move twice as much merchandise as expected and then refuse to credit the broadcast medium, even though that was the only advertising utilized.

Or, to get business for a marginal market station, a rep will devise, and with the station execute a complete marketing and distribution analysis that is obviously a function of the agency or the advertiser.

Or a rep will dig out and advise an agency and the advertiser that a product is being sold in a market that they did not know about.

Or a rep will patiently explain to a new timebuyer what a community antenna is and why a mountain station in a town of 25,000 can service a market of 125,000 homes.

The better agencies keep their timebuyer informed and authorize them to give the rep full information on the campaign being planned. Many a rep has steered many a young buyer away from buying a border station that had no audience

on the other side. And many a rep has shown a buyer how to get the full available discount.

Today it's the agency that provides the most information that gets the best buy.

They get the best buy by making full use of what the rep has to offer; and the rep today has much more to offer because, like the agency, the rep has increased his staff.

The old-line rep firms have promotion and research staffs of 15 to 20 people today where they had three or four 20 years ago. Even the newer rep firms, unable to afford a staff service, are tapping inventive research and marketing minds on a consultant basis.

For what the rep wants is business and he'll do what has to be done to get it.

Timebuying—How it compares, yesterday and today

THEN (1932)

TODAY (1962)

1. The buyer is in on plans
2. 25 market buy was big
3. Buys twice a year
4. Traveled a lot
5. Knew stations and markets firsthand
6. 600 am stations
7. Staff of 8
8. Tabbed results
9. Knew as much if not more than rep
10. Told rep what was needed

1. Rarely
2. Routine
3. Six times a year average
4. Rarely gets out
5. Too busy
6. 3500 am, 800 fm, 500 tv
7. Staff of 100
8. Who has time to worry about yesterday's campaign?
9. So departmentalized the buyer knows too little
10. Security is the password

THE BIGGER AN ARMY the further the general is removed from the firing line. In early days of timebuying the buyer was Command, Intelligence, Logistics and Supply. Today, the Army is so big, the General is now a Field Marshal and a lowly lieutenant relays the buying orders. His job is not to know, just buy.

Create it—you've got a campaign!

✔ Not only did GB&B set the campaign for Foremost's newest ice cream flavor—it helped to create the product

✔ Request to suggest name for ice cream developed into campaign on 60 tv stations and 175 radio stations

Now and again an advertising agency has the opportunity to create a new product for a client, either in whole or in part. Obviously, if the product is endowed with potential as a consumer success, its promotion falls to the agency which helped to

MEN AT WORK: GB&B's Foremost Frozen Product account executive, Hans L. (Lefty) Stern (l) and FFP brand manager, Fred I. Fornia, sample one of several test formulas for a new ice cream flavor, already named by the agency. Charles Warren, research director, looks on in lab



bring it into creation.

One such product was Stripe toothpaste, which Ted Bates & Co. helped create and advertise a few years ago for its client, Lever Bros. The new toothpaste was heavily supported by broadcast campaigns.

A more recent instance of an advertising agency's participation in the creation of its client's product lies behind Guild, Bascom & Bonfigli's (San Francisco) current four-media campaign for Foremost Ice Cream's new "Pecan Dandy" flavor.

The broadcast campaign, which began last Monday, is being aired in 41 tv markets and 50 radio markets on about 60 tv stations and 175 radio stations.

Roughly, the schedule covers most of Foremost territory which includes the West Coast, the South, Texas, a thin belt through the Midwest, and some New England areas.

It began simply enough, several months ago, with a request by Foremost for GB&B to submit a list of names for potential ice cream flavors. It ended with the agency eventually not only developing the product name, but also helping to develop the actual formulation of the product, creating the packaging, and devising the marketing plan and advertising to promote it.

Hans L. (Lefty) Stern, GB&B account executive on Foremost Frozen Products, said an original long list of names was drawn up for ice cream flavors by the agency's creative department. "They came up with some pretty interesting ones too," Stern said, "like, 'U. S. Mint,' 'Tangerine Tango,' 'Cinnamon Stick,' 'Huckleberry Fling,' and 'Pecan Dandy.'"

An independent research firm was then called in to test the names, Stern said. It went into two cities and asked women which name on the list appealed to them most as a name for a new ice cream. "Pecan Dandy" ran high.

The list came back and was boiled down to 14 names. The agency then gave the list back to the creative department and asked them: "How do you visualize these names?"

By now, the agency had developed a line concept of special ice cream flavor packaging which was used in



TAKING SHAPE on rough sketches, the "Pecan Dandy" flavor visualization, conceived by GB&B art directors Sam Hollis (l) and Peter Mock, became a major feature in tv messages

the research of the visualizations.

The creative department then completed a separate package for each of the 14 flavors. To each visualization was added two or three lines of copy which described each ice cream flavor in broad terms.

The copy was written by Stern and Fred I. Fornia, Foremost Frozen Products brand manager, both of whom had decided what kind of flavor would go into the various packages bearing the new names.

The visualization and copy was then tested in seven cities and when the research came back, "Pecan Dandy" was rated number one.

In Foremost's ice cream laboratory, several samples of "Pecan Dandy—a pecan flavored ice cream with big, buttered pecans and little bits of crunchy candy"—were made and taste-tested by Fornia, Stern and representatives of the agency's creative, marketing and account groups, until the final formula was decided upon.

Already completed, under the supervision of art directors Sam Hollis and Peter Mock, was a package featuring a cartoon man in a straw hat and awning-striped blazer—"the 'Pecan Dandy' protagonist," Stern said.

Another innovation the package had was a white background, which (to Stern's knowledge) is never seen on the West Coast, where ice cream packages are multi-colored.

Meanwhile, back at the agency, some advertising was being prepared—specifically minute and 20-second tv commercials, 55-second radio commercials (to allow for 5-second live tags proclaiming special sales, etc), an outdoor board, and a trade ad to appear in the *California Grocers Advocate*.

The campaign will continue until late October, although there will be a let up in the messages in all advertising in early September, except in sponsored half-hour tv programs.

The sponsored tv programs (e.g., *Bilko*, *True Adventure* and *Guestward Ho!*) appear in 20 markets; tv spots in 21 other markets, and radio commercials in approximately 50 markets, a few of which are also tv markets. About one and one-half stations are used in each tv market, and about three and one-half stations in each radio market.

The buys, Stern said, "are in all times of the day—daytime, fringe, and night—and are aimed at: a) all-family, and b) women."



MAPPING MEDIA plans for the "Pecan Dandy" campaign are GB&B senior vice president and account supervisor Ernest J. Hodges (l) and media directors Lyndon Gross and Peg Harris

Considerations which determined the buys, in addition to availabilities and price factor, were the client's strong or weak position in a market or the distribution-potential within any given market.

Several weeks before the actual buying began, however, GB&B held two meetings: one for tv reps and one for radio reps, at which the reps sampled the new "Pecan Dandy" ice cream flavor, and were each given

their own kits for each of their stations.

The kits contained a letter from Stern telling about the product and requesting their assistance in promoting it. In addition to broadsides and jumbo post cards, each station was given the name and location of the nearest Foremost manager. A covering note was enclosed which the stations were asked to use to reply to GB&B. Stern reported "good success" with the note.

The jumbo post cards were to be sent by the stations to the key chain buyers, or buyers in the retail grocery business "to increase their awareness" of the product.

GB&B then covered all bases in this area by also sending out a Foremost trade mailer to about 700 key retailers, notifying them of the advent of "Pecan Dandy" and advising them of the advertising support it was to get.

Later, point-of-sale material was sent to all markets. This included in-store pole-topper displays (showing the cartoon man), "soft sheets" to be stuck over freezers, and "shelf talkers" (Buy Pecan Dandy today!).

While doing the tv storyboards, Stern said it was decided to write-in a live "cartoon man," as conceived by Hollis and Mock, into the commercials.

The photo at the bottom of this page is a still from the one-minute commercial, and the following is a sample of the storyboard:

(VIDEO: OPEN with ECU of Pecan Dandy carton, showing cartoon character on package. DOLLY BACK on words "and here's" to reveal ANNCR 41 holding carton. He is dressed exactly the same as the cartoon character on the package: striped blazer, bow tie, straw boater. On table before him are fancy nut and candy dishes (one filled with buttered pecans, the other filled with bits of pecan brittle), dish, spoon, ice cream scoop.)

(V.O. INTRODUCES ANNCR 41)
ANNCR 41: *Pecan Dandy is a delicious ice cream full of nuts and candy and pecan flavor—*
(SOUND: OFF-CAMERA LAUGHTER)

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PERSONIFICATION of the "Pecan Dandy" cartoon man is Foremost's "announcer 41," shown here in a still from the one-minute commercial. Cartoon character also appears on packages



WEEKEND VACATION package for midwinter at \$14.95 was designed to bolster off-season business at Hotel Chamberlin, Fort Monroe, Va. Discussing radio campaign (l-r): John Lanahan, pres., Charles Adams, sales mgr., Richmond Hotels; John Tansey, gen. mgr., WRVA, Richmond

RADIO BOOKS A FULL HOTEL

- 18 months ago a Richmond hotel chain was stuck with a problem: how to build up off-season reservations
- Today the operation has become a thriving midwinter resort by using radio to promote winter weekend specials

By **CHARLES M. ADAMS**

director of sales, Richmond Hotels, Inc.

In 18 months, we have converted an idle off-season hotel operation into a popular winter resort. At the same time, we have created an army of volunteer salespeople who are talking about our \$3,500,000 improvement

and renovation program.

How did we get this story across? Radio.

Yes, radio filled up the rooms and reversed a trend that many said couldn't be done.

Just how record-breaking the success was is shown in this tabulation of room occupancy during the mid-winter promotion:

| | LAST YEAR | THIS YEAR |
|------------|-----------|-----------|
| ROOMS SOLD | 1,063 | 2,225 |

WRVA, Richmond, was selected because of its power and prestige in Virginia. We knew WRVA would reach most of the state in the daytime and far beyond at nighttime. The balanced programming on WRVA delivers the kind of adult, responsible prospect we were seeking. All this was theory 18 months ago. Now, to us, it's fact.

We have proof that East-bound travelers have started listening to our promotional spots as far West as Memphis, Tenn. What's more, they have taken them seriously enough to have become guests of the John Marshall or the Hotel Richmond on their arrival in Richmond. Our verification of the effectiveness of this radio response is based on a number of sources, from guests, Richmond visitors, and our registration desk staffs.

Our need for lots of public attention went beyond the mere necessity for higher occupancy rates and a healthier volume of banquet and meeting business. The reason lay in the \$3,500,000 improvement we embarked on in 1960. We knew that changes in all our units, the three hotels in Richmond and the resort facility at Fort Monroe, Va., would be rapid, visible, and exciting. We wanted the public to share a feeling of participation in these changes, and to identify the facilities as major assets in their communities.

We knew that simply repeating standard commercial messages would do very little in creating the kind of walking chambers of commerce we wanted, and that so much of our

hotel public later became.

Our messages had to spark interest and to strike a new note if they were to be effective. Our basic philosophy in styling radio messages was this: "Be intriguing, be informative and be timely."

An early test of the whole challenge came when we took some fairly drastic measures to prop up our traditionally sagging mid-winter volume at the Hotel Chamberlin, a 300-room seaside unit on the Chesapeake Bay. Here we faced all of the standard headaches that a mid-Atlantic manager must experience in a resort facility, sharp drops in occupancy in January and February, service staffs that melted away and all the rest of it. To combat this virtual evacuation of our resort unit, we styled a family winter weekend vacation package that was billed, in all seriousness, as "so inexpensive you can't afford to stay at home."

The highlights of this vacation package, which was to prove an outstanding success, are revealed by this typical radio spot:

ANNCR.: It's winter weekend vacation time at the Hotel Chamberlin at Fort Monroe. The Chamberlin

Winter Weekend Vacation Special includes for only \$14.95 per person a delightful room for two nights, dinner Friday night, southern style breakfast Saturday and Sunday and the famous Saturday night buffet. You may substitute Sunday lunch for Friday-night dinner if you so desire. All of this for only \$14.95 per person, double occupancy. There's a heated indoor pool and sightseeing spots galore. Try the Winter Weekend Vacation Special at the Hotel Chamberlin, but make reservations early for they're sold out the weekends of February 10 and 17. Call the John Marshall or the Chamberlin direct."

Note that we included all the nuts and bolts of a standard radio appeal in this one—but there are two unusual twists in the story. One of them is almost invisible. This is the double mileage we get out of promoting two hotels in one commercial. At the end of the announcement we make the whole thing look a little bit "exclusive" by letting our public know that we were selling out, and with the firm conviction that there's nothing that will make the public sit up and take notice quicker than the "standing room only" sign.

Virtually all of our messages on WRVA carried something like this slight note of surprise, or perhaps an interesting bit of information, presented as if from a friend in the community.

State Fair visitors (who pile into Richmond at the rate of 70,000 a day in September) were told that there was an information center on State Fair attractions awaiting them at the Hotel John Marshall.

Richmond visitors were urged to "make downtown Christmas shopping trips fun again," and they were told how they could do it—by making use of a \$4.00-a-day room charge at the John Marshall which gave them twelve hours of free parking and a 9 a.m. to 9 p.m. "rest for the weary" hotel room where packages could be assembled, feet restored to life and the end of the day brightened, perhaps, by a quiet, relaxing dinner.

Because we can get a radio commercial on the air in a matter of minutes, (where as the lead time with television and newspapers amounts to considerably more), radio adver-



DINING business jumped 400% after Hotel Richmond promoted its Centennial Room on radio. Emphasized "finest food served in the atmosphere of a candle-lit old southern dining room"

tising has been uniquely appropriate to fast-changing hotel needs and special rate announcements. But radio has also served as well in quite sustained promotions.

One of the earliest features of our current remodeling program was creation of a really elaborate dining room for the Hotel Richmond done in an ante-bellum decor and located in the heart of Richmond's most historic area, just off Thomas Jefferson's Capitol Square. We christened this new restaurant the "Centennial Room" and the title proved to be no joke, as its record has already become a landmark in the history of Virginia dining. We used 30-second spots like this one to beam the good news about this impressive and elegant facility to the public when it opened in the spring of 1961.

ANNCR.: "The gracious era of the 1860's is returning to Richmond. Beginning March 23, you can enjoy the finest food served in the pleasant atmosphere of a candle-lit old southern dining room. On March 23, Richmonders will have available a truly fine dining room—one they'll be proud to recommend to anyone. It's the "Centennial Room" in the Hotel Richmond. The Centennial Room is an experience you'll want to enjoy again and again. Make reservations now. Call the Hotel Richmond, Milton 3-2731. Free parking after 6 p.m. Leave your car with the doorman and pick it up after dinner, shopping, or the theater."

The time of this opening coincided with the official start of Virginia's Civil War Centennial doings, and we got bushel baskets of extra promotion from this fact, and from editorial treatment of the dining room by news writers, food writers and radio commentators. The result was to our astonishment—a 400% increase in business volume for the dining room, a volume that has since leveled out at about 200%!

Within hours after its successful opening we were able to tell audiences, "due to the tremendous response, you are asked to call for reservations so that you and your party will be seated immediately upon arrival." The result: more mobs. Promotion had created a fashionable
(Please turn to page 50)

HOW MUCH DOES IT COST TO WATCH TV PER HOUR?

11c an hour? 4c an hour? 31c an hour?

Not so long ago, there appeared in an electronics trade journal an advertisement for a Sylvania picture tube. An eye-stopping headline opened the copy: "How Much Does Tv-Watching Cost Per Hour?"

Below this stupefying question were three choices, only one of which was correct: 11 cents an hour; 4 cents an hour; 31 cents an hour?

Even people who work day-in, day-out in the television industry would have a tough time answering that one. So did Sylvania. But after consulting people who could find the answer, the facts took shape.

"Counting every cost—your tv set's original price . . . tv repairs . . . electricity . . . insurance . . . and moving—tv watching costs 4 cents an hour," says Sylvania.

You say you want proof. Right here! The costs for tv-watching have been authoritatively compiled by Kimble Glass Co., a division of Owens-Illinois, and the A.C. Nielsen market research organization.

Tv set • How much your tv set costs per year—The average tv set in use today costs \$269 when new. Experts say it should last from nine to 13 years. Let's take the conservative figure—nine years. Divide nine years into \$269 and the cost for your tv set each year is \$29.89.

Tv repairs • How much tv repairs cost per year—Estimates on parts and labor to keep your

tv in good shape vary from a low of \$12.70 to a high of \$10.36 per year for repairs. Take that high figure to be safe. Say it cost \$10.36 a year for repairs.

Electricity • How much electricity costs per year—The average tv set consumes 325 kilowatt hours of electricity each year at an average cost of 2.5 cents per kilowatt hour. (Authority—Edison Electric Institute.) This means an average bill of \$8.16 to run your tv set over the year.

Insurance • We even count insurance—While not separately billed, insurance on a tv set costs money. You buy fire and comprehensive insurance on the "contents" of your home. Thus, you are paying indirectly to insure your tv set. At a rate of 27 cents per hundred dollars of valuation (\$269 for your "average" tv set) this comes to 73 cents a year.

Moving • And we count moving—The average American family moves every five years. Most people hire a moving firm. Part of what you pay is the cost of moving your tv set. Once again, we'll take a figure on the high side—the average cost of a long distance move is \$350. The portion of that cost attributable to moving your tv set is about \$8.00 or \$10.00. Comes out to \$2.00 a year maximum.

Add up all these annual costs, divide by the average number of hours (1,853) a set is in use in the average home. You end up with a figure of 1.3 cents an hour to watch tv!

ARE I.D.s ON THE WAY OUT?

▼ 20% drop in first-quarter I.D. billings, while spot tv billings rose 16.7%, indicates less interest in I.D.s

▼ Opinions vary as to future of the 10-second spots; some say 40-second station breaks cut into I.D. sales

An abrupt drop—20%—in tv expenditures for 10-second spots for this year's first quarter as compared to last year's (according to TvB-Rorabaugh)—the same three-month period this year during which spot tv billings rose 16.7%—would seem to give substance to recent trade murmurings that advertisers are losing interest in the 10-second spots, or I.D.s.

Surely, whether a hasty conclusion that I.D.s are on the way out is true or false, or whether the situation—if it does exist—is temporary or permanent, cannot be proved by one isolated, short-term statistic.

In order to find the answer, SPONSOR discussed the popularity of I.D.s with at least two dozen executives in station rep firms, advertising agencies, and with a few commercial producers and broadcasters.

From all sources, the only comparative figures forwarded—in addition to the stand-up statistics provided by TvB-Rorabaugh—came from Tape-Films, Inc., New York, a distributor of commercials, which shows a noticeable decline in I.D.s this year.

The sampling, although inconclusive, found a fairly even division among the "yes," "no," and "status quo" groups with the "no, there is no change" group having a slight edge. The pro and con statements which follow in this article have been selected to examine these three positions more carefully; they do not represent a percentage of opinion.

In examining the state of I.D.s, let's first go back to 1953. In that year they grabbed off 11.1% of the total bundle spent on spot tv commercials. This percentage declined steadily to 10.6% in 1961, as shown in the table on page 43.

This indicates that no matter how many millions were being spent annually in I.D.s, a slow, definite trend (albeit very small) was in progress. However, the first quarter TvB report would indicate that this trend may not be as leisurely paced in 1962 as it has been in past years. Till this year, these first quarter figures did not vary by much, as the table shows on page 42.

Among those who predict a continuing decrease of I.D.s, the reason

most often referred to is the emergence last fall of the 40-second chain break and a resultant "shuffling around" which discriminates against the I.D. sales position.

This stand was perhaps most succinctly expressed by Ruth Jones, J. Walter Thompson associate media director: "When the networks increased the station time between the evening network shows from 30 to 40 seconds, stations were no longer restricted to one 20- and one 10-second (spot) and were able to schedule two 20s in each slot.

"Thus I.D.s," Miss Jones continued, "have become less attractive because there are no longer the maximum audiences to compensate for the shorter commercial message."

Again referring to the "extension of the station-break time to 40 seconds," an NBC spokesman said. "We believe the sale of 10-second spots has declined somewhat. This is possibly due to the fact that there has been a substantial increase in 20-second spots and one-minute spots—particularly the 20-second spots." He also added that "there aren't enough minutes to go around."

Donald J. Quinn, RKO General national sales director, said: "There has generally been a lessening demand for 10-second I.D.s over the past several years. For years, the independent tv stations of RKO General in Boston, New York, and Los Angeles have offered prime time minute availabilities to national advertisers.

"With the networks now allowed minute participations in their prime time programs," he continued, "there is an additional stimulus to 'tool up' for the longer sales message. Once an advertiser has done this, it is probably more feasible to use the minute copy not only within network programs but as spots in fringe and daytime on all stations and in prime time on the independent stations."

Some figures showing a drop in I.D. production are supplied by Roy Lindau, sales manager of Tape-Films, Inc., which distributes commercials to stations from 12 advertising

First-quarter I.D. expenditures

| | |
|------|---------------------|
| 1962 | \$13,501,000 |
| 1961 | 16,887,000 |
| 1960 | 17,972,000 |
| 1959 | 16,307,000 |

Source: TvB Rorabaugh

Sums spent on I.D.s yearly show slow, diminishing trend

| | All Commercials | I.D.s | % |
|-------------|-----------------|--------------|-------------|
| 1961 | \$617,398,000 | \$65,530,000 | 10.6 |
| 1960 | 616,701,000 | 66,343,000 | 10.8 |
| 1959 | 605,603,000 | 64,512,000 | 10.7 |
| 1958 | 511,770,000 | 56,825,000 | 11.1 |

All commercials—Yearly total of gross time expenditures for 24-hour day schedules of spot tv announcements (which also includes participations within programs), I.D.s, and programs (sponsorship).

Source: TvB-Rorabaugh

agencies. "From 1 January to 30 June 1962," Lindau said, "we handled 197 different titles (new commercials), of which five were I.D.s."

"For the same period in 1961," he added, "we handled 395 different titles, of which 20 were I.D.s."

One thing which affects short messages in general, Lindau said, is the increasing use, especially by multi-product advertisers, of "piggy backs," in which two 30s are spliced together.

At Avery-Knode, tv sales manager Robert Kaiser said, "An analysis of total dollars for the first six months (1962) reveals less than 4% of the total dollar volume was attributed to I.D.s."

"The demand for minutes continues as strong as ever," Kaiser said, "despite the extended station breaks afforded stations by the networks. The tendency is still toward the longer breaks and even when accounts have I.D.s prepared, they usually use these only when the minutes or 20s desired are not available."

One interesting reason put forth for the possibly imminent demise of I.D.s is this:

Longer commercials bring in more money. Yet, no matter what its length, a commercial is counted merely as a unit when the FCC, at license renewal time, compares a station's performance against its promise of performance.

For example, a station which pledges to air 100 spots a week is in no trouble if it carries 100 one-min-

ute spots. However, a station, having been granted a license or a renewal based upon the same pledge, may be called upon for an explanation if it carries, let's say, 200 10-second spots a week.

Another given reason, detrimental to I.D.s, is that production costs of one-minutes are not much greater than those for I.D.s.

Representative of those who see neither an increase nor a decrease in I.D.s is James F. O'Grady, executive vice president, Young-TV, New York. He said the "percentage has remained fairly static" for the past two years.

Noting that many advertisers buy I.D.s in conjunction with 20s he offered "the Young-TV percentage breakdown of requests for the various types of spot announcements as follows:

"20s and 10s—17%; adult 60s—18%; kid 60s—6%, and combination 60s, 20s, 10s—29%." He added that "estimated spot billing by length of commercial on an average tv station is: 20s and 10s—25% of billing; adult 60s—70% of billing, and kid 60s—5% of billing."

Among those who refuse to hang erepe around the 10-second spots is Mogul, Williams & Saylor's vice president in charge of radio-tv Leslie L. Dunier, who said the agency "will continue to recommend and buy I.D.s . . . whenever the marketing objectives call for it."

His statement said, in part: "As far as MW&S is concerned, the I.D. continues to be a useful and often an

indispensable instrument for gaining wide circulation and exposure, particularly for a product which has already established its image in the consumer's mind."

Thomas Flanagan, media director, Riedl and Freede, Clifton, N. J., declared that I.D.s are "definitely not" on the way out, because of the need among many products for the I.D.'s "repetition and reminder values . . . particularly (among) impulse items with well known brand names."

Also agreeing that the I.D. will survive because of its usefulness in specialized cases was William Scruggs, national sales manager, WSOC-TV, Charlotte, N. C.

"There is no doubt in my mind," he said, "that I.D.s will continue to attract those advertisers who are trying to: 1) fill out a package plan in order to earn a sizeable discount on longer, more expensive announcements, and 2) keep the name of an established product before the public by means of a saturation schedule of reminder advertising."

Scruggs also referred to the advantageous use of I.D.s. "When the advertising budget simply will not permit the use of longer announcements," or to announce a familiar advertiser's special sale or store opening, etc.

At any rate, in consideration of the divergent views extant in the industry, all concerned will soon know more accurately if a trend away from I.D.s exists when TvB releases second-quarter figures.

CAN AMERICA DO TOO MUCH?

➤ We may be permitting America to do too much for us says a prominent American broadcaster in recent speech

➤ Ward Quaal, WGN, poses the problem in commencement address to Chicago's Mundelein College students

By **WARD L. QUAAL**

*Executive v.p. and general manager
WGN, Chicago*

In my 27 years in the radio industry and in television since its first year of infancy as a commercial medium, I have had the good fortune to address the general public on various segments of the broadcast industry on the many facets of radio and television.

Today, however, I should like to confine my remarks to a phrase which President Kennedy uttered in his inaugural address and has since been often quoted:

"Ask not what your country can do for you, ask what you can do for your country."

It is a challenging thought for young people today since the phrase itself is subject to a multiplicity of interpretations which may flow from your political or religious convictions, from your business or professional ambitions or from the very basic spirit which, like a beacon, will light the corridors along which you will walk throughout your life.

I would not presume to impose my own judgment upon that of the President of the United States as to his meaning in thus phrasing this admonition to the American people.

For that matter, he himself has avoided specific and exact proscriptions with respect to the meaning of this phrase, although I am sure he has been asked many times about it.

So far as I am concerned, the interpretation must be an individual one for each of us, somewhat in the fashion that certain works of poetry and philosophy imprint different images on different minds.

If we are to think constructively

of what we can do as individuals for our country, we must first arrive at a meaning of those words alone: our country.

In the first place, our country is a republic in its political form, a fact frequently forgotten or obscured. Each year, the broadcasting industry undertakes, in cooperation with the Veterans of Foreign Wars, the conduct of a nationwide contest among high school students. It is called the "Voice of Democracy" contest. The purpose of this competition is to encourage young people to speak positively and forcefully in behalf of the democratic way of life.

Each year when this contest is announced, a very dedicated American in our Chicago area purchases newspaper space to stress that the voice of our country is a voice of a "republic" more surely than it is a voice of a democracy.

I could not agree with him more enthusiastically but, setting aside the semantics, we know what we are or what we are supposed to be: we are a free people whose voice controls the state.

Years ago, when James Russell Lowell was the American minister in Great Britain, he was asked:

"How long will the American Republic endure?"

"As long," he answered crisply, "as the ideas of the men who made it continue to be dominant."

James Russell Lowell was speaking, of course, of the ideas of the founding fathers as expressed in the Constitution of the United States, as documented in such publications as *The Federalist Papers* and as implicit in the causes and objectives of our own great Revolution.

I would presume this much, with

reference to President Kennedy's interpretation of his own advice, that he is well aware of and sensitive to these fundamentals in American life as set forth nearly two centuries ago. For just recently, when he had a party at the White House for the nation's leading scientists and artists, all Nobel Prize winners, you may have noted, he commented that never had so much brain power sat down to dinner in the White House since Thomas Jefferson dined there alone.

Certainly, no man in the history of the United States, possibly excepting Benjamin Franklin, personified more surely the rewards of personal initiative than did Thomas Jefferson—writer, architect, educator and political leader. The study of his life and that of other great personalities, whose contributions to our nation's development have been unquestioned, brings one to an interesting postulate: *what one can do for his country relates to what he does for himself.*

Lest you conclude hastily that I am establishing a premise that selfishness is more to be desired than selflessness, let me with equal haste emphasize that I am talking about individual *responsibility*.

The philosophy of individual responsibility, recorded in civilization since the time of the stone carvers, was believed in and practiced by Jesus, by the world's great philosophers (such as Socrates and Plato) and by political leaders since tribal times. Where individual *irresponsibility* identifies leadership, as we well know within our own generation, chaos is pursued by collapse.

We see around us evidence of such irresponsibility extending from the gang leaders of juvenile packs to the awesome unreality that finds one-half of the world fenced in by barbed wire.

In summary, where an individual in a position of power seeks to enlarge that power through force, he is indeed expressing individual initiative but he is foregoing individual responsibility.

A man is distinguished more importantly from all of the other creatures of the earth by his ability to reason and, consequently, to aspire. In the animal world, the fang and the claw are the marks of superiority and leadership. To the extent that we as individuals resort to weapons and force, just so far do we negate the true meaning and the sure promise of individual responsibility.

Thus, it may be the case that what we can do for our country in one sense relates very directly to what we can do for ourselves. If, for example, our secret impulse is to satisfy a great need within us to be eminent in the field of science, the satisfaction of that impulse may lead to the greatest contribution we can make to our fellow man.

It is this interpretation of the President's admonition that would appear to me to be more consistent

with the basic principles of the republic in which we live as those basic principles are spelled out in the document that begins with the words "When the people. . ."—and as the Rights defined in the preamble to the Constitution relate in their ultimate substance to the dignity of the individual person.

This does not mean that man is an island unto himself.

There could have been no more dramatic demonstration of the reliance of the individual upon his fellowman than the adventure of February 20, 1962, when Astronaut John Glenn successfully entered the "keyhole in the sky." Colonel Glenn indeed was demonstrating individual initiative and responsibility in a most intense way, but as he himself has pointed out so frequently since, there were literally thousands of earth-bound persons, from missile mechanics to

scientists, who made his flight possible. It was as if each of these thousands held a guidance string that terminated in the confined capsule that was the *Friendship 7*.

All of us, of course, made our contribution to that orbit thrice around the earth, a feat which has since been duplicated by Lt. Comdr. Malcolm Carpenter. We may have done so only as taxpayers which, in itself, was not an inconsiderable accomplishment since it cost a million dollars more to launch the *Friendship 7* than the total expenditures for all government services in the year 1800.

Yet, I am sure that millions of Americans who lived through the agony and joy of that first flight with Colonel Glenn in some way associated themselves personally, as individuals, with him. This was a true expression of the individual identifying himself positively with the society of which he was a part.

We were, in those moments, even as was Walter Mitty, Colonel John Glenn in flight—coursing over the oceans, over the great continents, penetrating the universe and, finally, returning.

The exploration of the universe, so recently a figment of science literature, has begun in earnest and those of you here stand upon the threshold of that great adventure. Whatever may be the outcome, the search for facts that personifies these spatial activities is justified against the experience of history.

In this overwhelming search, however . . . in this search for means of international communications and amity, developed through electronic systems that even now are in the laboratories—in this search, the right and the responsibility of the individual, and his concomitant freedom, should not be submerged.

Twenty-five centuries ago, Sparta—the totalitarian state of that time—was waging war against Athens, which stood for a freer way of life.

The Athenian statesman Pericles, in a funeral oration over the first victims of the war, said:

"The freedom which we enjoy in our government extends to our ordinary way of life. There, far from

(Please turn to page 51)



DOCTOR of laws degree was conferred on Quaal when he made address at Mundelein College

RADIO RESULTS

LUXURY APARTMENTS

SPONSOR: Imperial Square
Apartments

AGENCY: The Metlis-Lebow
Corp.

Capsule case history: Imperial Square, a luxury apartment project in Hempstead, New York, started advertising on WMCA's late-night *Barry Gray Show* 10 months ago. At first, WMCA was used in combination with seven New York City and Long Island newspapers, but Imperial Square conducted a six-week testing and found radio to be the largest source of leads for its luxury apartments. During this period, Imperial Square attributed 30% of its potential customers to WMCA, and by this time had added schedules throughout the day using spots recorded by Barry Gray. Milton Bernstein of the corporation which built and now rents Imperial Square, reported that: "Barry Gray consistently outpulls the best newspaper medium. One Sunday, a young couple driving in from Stamford, Conn., heard our WMCA broadcast and drove directly to Imperial Square and rented one of our apartments." Imperial Square has succeeded in reaching its market through radio.

WMCA, New York

Announcements

DAIRY

SPONSOR: Cow Palace Dairy Drive-Ins

AGENCY: Direct

Capsule case history: During the month of June, National Dairy Month, Radio Station KRIZ, Phoenix, Ariz. ran a tremendous advertising schedule for Cow Palace Dairy Drive-Ins. They are a chain of 13 drive-in milk depots designed to make it easy for housewives to purchase fresh-bottled milk and bread without leaving their automobiles. During the campaign in June they ran a heavy spot schedule of 50 announcements per week . . . 10 per day Monday through Friday. Other than a very small ad in one of Phoenix' local newspapers, KRIZ was the only media used. Business in their outlets went up 6% during the month of June. Three competitors in exactly the same type of business all recorded a minus 10 to 23% for the month. Needless to say, the radio push proved a potent eye-opener to the dairy drive-in chain and as a result of this campaign, KRIZ has another brand new 52-week advertiser . . . Cow Palace Dairy Drive-Ins.

KRIZ, Phoenix

Announcements

AUTOMOBILES

SPONSOR: Jack Davis, Inc.

AGENCY: Direct

Capsule case history: Increase in sales is the main result sought from advertising, but Jack Davis, the Lincoln-Mercury dealer in Winston-Salem, N. C., thanks WSJS radio for an extra bonus—a seven-day trip to Hawaii. When Lincoln-Mercury announced the Seven-Day Trip to Hawaii Sales Contest from May to June, Davis was determined to win the Atlantic district prize. He began an ad campaign on four local radio stations and in the newspaper, concentrating 50% of his radio budget on WSJS radio. He ran a five week saturation beginning the last week in April for a total of 125 1-minute spots on WSJS. Jack Davis, Inc., won the contest by selling 166 new units, beating Fayetteville, Charleston, S. C., and Montgomery, Ala., the closest dealers in contention. In addition, he outsold all Lincoln Mercury dealers in the state for that period. Davis was "highly pleased" with the results and plans to return WSJS radio with a regular schedule this fall.

WSJS, Winston Salem, N. C.

Announcements

COFFEE

SPONSOR: Luzianne Coffee Co.

AGENCY: Direct

Capsule case history: During the month of July, the Luzianne Coffee Company offered two-ounce jars of their instant coffee at a special price of 19¢. The only advertising used was a saturation campaign on WABB, Mobile, Ala. in cooperation with 26 local grocery stores. Some 2,600 spots were used. Within the month, Luzianne sold 80,000 jars of coffee—a 22% sales increase. To wrap up the month long campaign, prizes ranging from \$1,000 to a 25¢ grocery coupon, were inserted in an additional 1,500 jars of coffee. Luzianne plant manager, Kemp Jernegan, flew over Mobile Bay and dropped the jars of coffee into the water below. Hundreds of WABB listeners were on shore ready with nets, fishing poles, burlap bags, to fish the coffee jar from the Bay. On July 27 through the 29th, Luzianne was featured on the station's coverage of the Alabama Deep Sea Rodeo. The station set up a Luzianne Coffee Bar there and served 10,000 cups of coffee in three days.

WABB, Mobile

Announcement

Media people:
what they are doing
and saying

TIMEBUYER'S CORNER

Chalk up one more on the list of timebuyers forsaking the buying end of the business for selling. The latest defector: Tom Camarda who joined Hollingbery last week after two years buying for the High-C and General Mills accounts at Dancer-Fitzgerald-Sample, N.Y.

Having a wonderful time wish you were here dept.: Compton's Ethel Wieder; DCS&S' Frank McDonald; Fuller & Smith & Ross' Frank Delaney and Bernard Rasmussen; and McCann-Erickson's John Morena.

Picking up the threads of his media supervising chores at DCS&S after a Florida vacation is Jack Giebel, proudly discussing the eight pound bonita caught, not by Jack, but by daughter Karen—aged eight. Other returned vacationers: Compton's Genevieve Schubert; Fuller & Smith & Ross' Dorothy Shahinian.



CHICAGO buyers at WBTV, Charlotte, luncheon (l-r) Larry Olshan, T-L, Helen Jipson, T-L, Jim Warner, BBDO, Annette Maplede, T-L. WBTV and TvAR entertained over 150

When Capital City chartered the M.S. Oslofjord for the eighth annual Timebuyer do—Cruise to Nowhere, officials of the Norwegian-American liner spent a floor-pacing night on even of departure time, 28 July. But fears of other demolition to their \$10 million-ship were unfounded. Not even one table cloth sported cigarette burns after the nearly 400 fun-satiated group of buyers debarked at 11 p.m. that night. From Champagne breakfast at 8 a.m. until the liner sidled up alongside pier 42 at debarkation time, the group, dined, danced, sunned, swam and gambled. Equipped with \$1 million in fun money, the more astute gamblers were able to run their winnings up to sizeable sums to bid on tv sets, radios, etc. at a special auction. Among those who copped the prizes: Esty's John

(Please turn to page 48)

HALEY'S COMMENT



There's a lady in Lewiston, Maine who has us all mixed up with the Ancient Greeks. In her first letter, she commented very favorably on the pleasant, easy-to-listen-to music we play, and then assured us that she was going to keep her dial tuned to 1260 because she certainly did love "The Music of the Spheres". We wrote back, thanking her for her kind comments, and pointed out gently that our programming was called "The Wonderful World of Music".

Big mistake. Back came another letter from our friend, again complimenting us on avoiding rock 'n' roll and other ear-shattering noises, but saying she couldn't understand why we kept changing our slogan around and why didn't we just stick to "The Music of the Spheres".

Now, as we remember it from Philosophy I at dear old Houndstooth U., "The Music of the Spheres" is something Pythagoras thought up around the 6th century B.C. Had to do with his theory that the planets make sounds as they whirl through space, and the result is a sort of full string orchestra.

All of which makes a very nice concept, but no "Music of the Spheres". On WEZE it's "The Wonderful World of Music" — not Jupiter accompanied by Saturn, but Frank Sinatra accompanied by Tommy Dorsey; not Pluto on the harpsichord, but George Shearing on the piano. That sort of thing.

Which accounts for the huge audience WEZE has all over New England and the gratifying way WEZE's audience has of listening to what they've tuned to. And the commercials get listened to, because our audience hasn't been beaten into a coma.

Have you looked into WEZE's record for moving products and services? It's really quite remarkable.

Sincerely,



Arthur E. Haley
Arthur E. Haley
General Manager

P.S. We can back up all this business about how large WEZE's audience is, and what a lot of money they have to spend, and how much they like to spend it, with actual facts and figures if you'd like to see them. Just write or phone me at WEZE, Staller Office Building, Boston, Mass., Liberty 2-1717, or contact your nearest Robert E. Eastman representative.

WHO

Des Moines

SERVES AMERICA'S

14th

RADIO MARKET

If you want to reach as many as the 14 largest radio markets in the U. S., *WHO Radio belongs on your list.*

WHO Radio is heard regularly in 865,350 radio homes in "Iowa Plus" (WHO's NCS #2 Coverage Area) — ranks far ahead of any station in many "first 50" cities. Ask P.G.W.!

WHO, DES MOINES

50,000 WATTS
NBC

Peters, Griffin, Woodward, Inc.
National Representatives

**IN ALBANY
SCHENECTADY
AND TROY . . .**

WRGB AGAIN*

Average quarter-hour homes reached

| | WRGB | B | C |
|--------------------------|--------|--------|--------|
| 9 a.m. to Midnight | 60,900 | 36,600 | 28,500 |

*March, 1962, ARB Market Report

K THE KATZ AGENCY, INC.
National Representatives

TIMEBUYER'S CORNER

(Continued from page 47)

Phelan who blew \$15 million on a color tv set; Grey's Joel Segall, \$14 million for a stereo-hi-fi; B&B's Ron Siletto, \$10 million on an am short-wave transistor radio; J. Walter Thompson's Charles Spencer shelled out \$10 million for a portable tv; and Parkon's Ruth Bayer who didn't seem to mind one bit, spent \$3½ million for a transistor radio (retail value: \$19.95). Rumor has it that Capital Cities shelled out something like \$60,000 (in real money) for the day-long event.

Everyone's talking about MW&S' ace buyer. Joyce Peters' new streamlined look. The story goes that Joyce, who has already lost 15 pounds, accepted the challenge, hurled her way by Del-Wood account exec. Nita Nagler, to lose 30 pounds. The prize plum: a \$100 dress of her choosing—in size 11. The tab will be picked up by Nita, of course.



ENJOYING Cruise to Nowhere with WPAT's (N. Y.) B. Johnson (pointing) are (l-r) Len Stevens, Weightman, E. Jaspan, Adrian & Bauer, Eve Walmsley, Lewis & Gilman, all of Philadelphia

Account switchers: Compton's Carl Sandburg, from P&G (Canadian) to Duncan Hines; McCann-Erickson's Phil Stumbo from Westinghouse, John Hancock. *Look* magazine to Humble Oil & Refining as broadcast supervisor; Judy Bender, also McCann-Erickson, now buying Decaf Coffee for the Nestle Co. in selected markets.

Currently making the rounds buying tv for Pillsbury and Gold Seal in Philadelphia and Boston is Rudolph Marti, Campbell-Mithun, Minneapolis. Rudy was in New York last week in time to catch Capital Cities Cruise to Nowhere.

Can't help wondering: Do you agree or disagree with opinions voiced by the reps in SPONSOR's story "How to Spot a Timebuyer Pro," 23 July issue? Any comments? Write *Timebuyer's Corner*. Better still: if you have theories on how to spot a rep pro — we'll air them.

No telling what one has to face up to in this business. Take K & E's Bob Morton for example: He's leaving for Washington to serve as judge in the Miss District of Columbia contest.

Strictly entre nous: WHN's (New York) sales manager, Herb Weber, finally got around to keeping his golfing date with Esty's Jack Nugent. The big day: last Tuesday.

Sponsor backstage (Continued from page 11)

story and ads the story of the BH opening. Virtually every one of the top bandleaders represented by MCA bought space in the section.

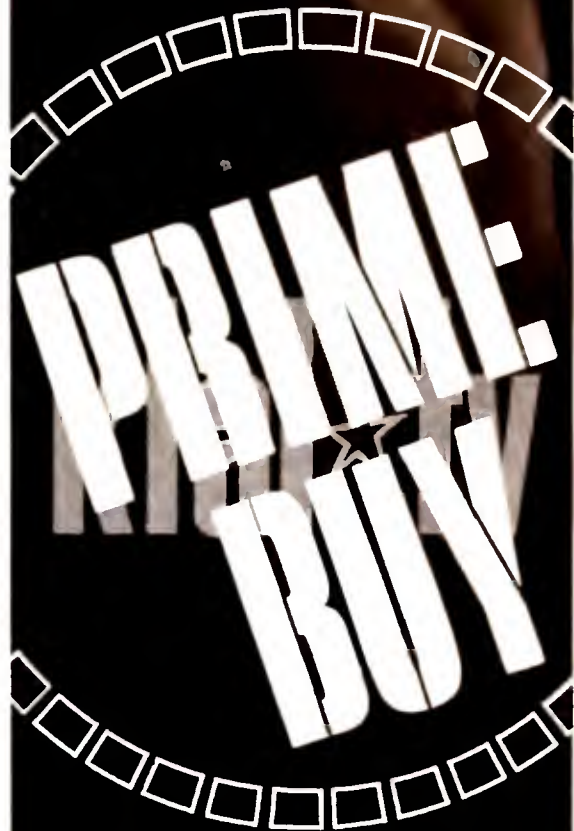
Those were, of course, the golden days of the band business. The days of the Dorseys (Tommy and Jimmy), Glenn Miller, Artie Shaw, Benny Goodman, Freddy Martin, Guy Lombardo, Lawrence Welk, Glen Gray, Jimmie Lunceford, Sammy Kaye, and many others. The ridiculous nature of my earlier remark about anticipating living for an extra eon or two is clearly demonstrated by this list. The Dorseys, of course, are dead, and so is Miller. In those days, if you took a poll of the knowledgeable ones in showbusiness and asked them who would most likely survive and prosper, the guy at the tail-end of the list would unquestionably be our old friend, Lawrence. Yet he developed into one of television's greatest attractions, and a veritable sponsor's dream. Freddy Martin still holds forth at the Coconut Grove in the Ambassador Hotel in Los Angeles.

Destiny deals in unpredictable ways with the business boys in our industry as well as with the stars. In those early days, for example, these were some of the key agents at MCA: Manie Sacks, Billy Goodheart, Harry Moss, Willard Alexander, Larry Barnett. Of these the first three have died. Alexander is a successful independent band manager and booker, handling people like Count Basie, and Larry Barnett, of course, continues as one of the top men with MCA.

MCA and Decca

Part of the Government's beef against MCA, of course, involves its recent acquisition of Decca Records, which in turn owns Universal Pictures. When I made my first calls on the Decca crowd, the head men were Jack Kapp on the creative, artist and repertoire side, and a handsome, dynamic sales executive named E. F. Stevens. Both are gone. Milton Rackmil, president of Decca and Universal and key figure in the MCA move, was, as I recall, a sort of general office manager at the time. I enjoyed many scores of visits down through the years with Kapp, Stevens, Rack, Len Schneider, Syd Goldberg and many other Decca men, just as I did with dozens of MCA workers on both coasts and places in between.

I don't know how the Justice Department's suit against MCA-Decca is going to turn out. It's really none of my business, on the one hand, and I don't know enough of the facts on the other. But I will tell you what I would like to see. I hope the decision is that the deal whereby MCA acquired Decca will be permitted to stand. Because if it is, and MCA gets into the record business in full force, it will turn out to be the most formidable and exciting competition record companies will ever have faced. It will make us all better record men, better businessmen, and create a bigger, more important industry and one that will take an increasingly important part in the overall showbusiness and broadcasting picture. And you may be sure that however the Government suit against MCA turns out the company will continue to be a tremendous force in the radio and television business and will have direct and indirect influence on the destiny of many a broadcaster and advertiser as in the past. ▀



for
SHREVEPORT
NOW **64th** TV MARKET *

Kay-Tall — with Tall-Tower Power (1,553' a.a.t.) — sells Shreveport and the Booming Ark-La-Tex by delivering MORE HOMES (49,200) in PRIME TIME* than any other station in the market! Check either ARB or NSI — then call BLAIR TELEVISION ASSOCIATES.

*Mon./Sun. 6:30-10:00 P.M. ARB & NSI, March, 1962. Market ranking based on prime night time Avg. Homes, ARB March, '62.

ktal ★ **tv**

Channel 6—NBC for SHREVEPORT
Walter M. Windsor Gen. Mgr. James S. Dugan Sales Dir.

KID'S PROGRAMS

(Continued from page 33)

entertainment is the primary motivating force, they say, the educational-cultural aspect must become an integrated part of more and more programs, if only subliminally, and if only because the child's hours of viewing alone are extremely limited, the indirect influence of family-type shows probably more profound than the direct influence of limited children's hours.

Why, in the end, is there such enormity of emphasis on "children's" programing in the 1962-63 lineup? One agency program chief puts it this way: "Too much is being done to appease Washington, not enough to strengthen the overall audience-advertiser picture."

Viewed with some hope as a positive step in the "overall" direction is the ambitious undertaking of Westinghouse Broadcasting. With a series of 12 one-hour specials (one a month), in prime time, now scheduled for a September start, the area of children-and-adult combination viewing—true "family" design—will be watched closely by agencies and advertisers. First in the series is a program called *Magic, Magic, Magic*, starring the magician, Milbourne Christopher, in an exploration of the history of the world of illusion from ancient Egypt to the present day. Co-starring will be Broadway luminaries Julie Harris and Zero Mostel. Programs to follow include *First Concert* with the Cleveland Symphony Orchestra and the Robert Shaw Chorus; *One Tr World*, heralding the arrival of international tv via satellite, in which award-winning examples of young people's tv fare around the world will be examined; a history of marionettes with the Bill Baird puppets; and *Black Nativity*, a gospel play which scored an off-Broadway success this past season.

Just now being offered for sale by the Westinghouse stations, the series, if SRO prior to airing, could—say some observers—prove one of the straws to break the camel's back.

Solution? "Television is only 10 or 12 years old," says ITC's Mandell. "What direction other than up does it have?"

Up to the majority of those with whom SPONSOR spoke last week—means less emphasis on children's

programing, which at best is nebulous, more concentration on family fare. In brief: the only realistic way of looking at children's programing is in terms of family programing; the only valid criticism of children's viewing is in terms of family viewing; the only reasonable expectation of advertiser support for broadcaster efforts to improve children's fare is in terms of advertiser support for improving family fare.

If a single undercurrent can be said to have persisted throughout SPONSOR's inquiry into this vital problem, it is this: the government's search to determine television's effects upon children is going to have to meet head-on the commercial reality of television itself.

That reality? Networks, groups, and individual broadcasters, eyed by Washington and sensitive to the public need, are making concrete stabs at cultural-informational programs for both children and adults; while agencies and advertisers, relatively free from government and community pressures, are watching curiously through the window but not breaking down the door. ▀

AGENCY CREATIONS

(Continued from page 38)

ANNCR 41: (Calling off camera)

All right—what's the trouble?

TECH: (Comes on camera) It's

amazing you look just like the little cartoon guy on the package!

Look (he points)—it's spooky!

ANNCR 41: (Offended) You think so?

TECH: It breaks me up—you look just like him!

ANNCR 41: Uh huh . . . well . . . if

you'll just let me get on with this

Pecan Dandy ice cream. (To audience) It's exclusive with Foremost

—delicious pecan-flavored ice cream with big buttered pecans . . .

and little bits of crunchy candy. Foremost Pecan Dandy—it's nutty

with candy.

TECH: Look—he even acts like that cartoon character—

ANNCR 41: Now, that's wait! Here

comes my wife she'll settle this once and for all. (To wife, still

O.C.) Honey, he claims I look like the little guy on the Pecan Dandy

package I don't, do I?

(CAMERA PANS RIGHT TO SHOW WIFE AND FOUR KIDS

DRESSED EXACTLY LIKE ANNCR 41)

WIFE: Of course not—that's ridiculous.

V.O.: That's Pecan Dandy from Foremost, the nicest line of ice cream in town. ▀

RADIO FILLS HOTEL

(Continued from page 41)

new focus for central Virginians.

Once begun, we found it to our advantage to revive specific company attractions through use of a "new angle." In May, for example, after the initial excitement of the Centennial Room opening, we promoted business through special Mother's Day dinners and urged dutiful sons and daughters to "make Mother feel like a belle of the old South" by bringing her to the gracious surroundings of the Centennial Room.

We have also, especially in the case of the Hotel Chamberlin, often closed out one seasonal attraction by beginning another. Here's a sample radio spot that illustrates what I mean:

ANNCR.: *The Chamberlin regrets that there are no more Winter Weekend Special reservations available this year . . . it has been a record-breaking success! There's still time, however, to arrange for your family to enjoy the traditional Easter Weekend. Year after year, people have found the quiet seclusion of the Chamberlin, the perfect Easter setting. You will enjoy food at its best, featuring the famous Saturday Night Buffet, the Easter Sunrise Service, the pleasant seaside resort atmosphere, and reasonable rates—including children free, under the family plan. Make reservations by calling the Chamberlin, Fort Monroe, Virginia, or the John Marshall in Richmond.*

Now for a word about our selection of coverage and the frequency of broadcasts. We know that the radio audience shifts its pattern quite widely throughout the day, and hence, our spots run frequently, with up to six per day, seven days a week. We think this helps guarantee that we will reach not only the homemaker in the kitchen at 11:00 a.m., but also her husband, en route from the office at 5:15 p.m. The repetitions are not so mechanical, however, that the pattern becomes dull, for the spots

are changed frequently and the wording freshened in order to maintain appeal.

Let me emphasize that a radio spot promotion is no "cure-all" for seasonal lags in business. It must be supported by well-designed newspaper ads, strategically located outdoor material, appealing direct mail items, public relations activities, and, above all, beautiful and attractive hotel interiors backed up by service that goes far beyond the satisfactory.

What radio can do supremely well, though, is beam a clear, friendly message to hotel-goers everywhere. It can move with spit-second efficiency if you are involved in a fast-moving renovation program. It can help to build your off-season volume to something that doesn't just pay the light bill, but keeps the cashier busier than she'd probably like to be. ◆

CAN U.S. OVERDO IT?

(Continued from page 45)

exercising a jealous surveillance over each other, we do not feel called upon to be angry with our neighbor for doing what he likes . . .

How apt are the words of Pericles today in the relationship between the

United States and the Soviet states.

Yet, as Edith Hamilton wrote: "When the Athenians wanted not to give to the State, but the State to give to them, when the freedom they wished most for was freedom from responsibility, then Athens ceased to be free and was never free again."

The lessons of history are inexorable. And though we cannot guide our lives in all fashions according to the plans written on ancient parchments, the words of responsible leaders through the ages on this subject of individual freedom bear unique similarity.

What can you do for your country? For one thing, you can see to it that your country does not do too much for you: for, if it does, in the sense that the State not only admonishes through law but administers through alms, then the undergirding of liberty will collapse and our destiny will be that of the Athenians.

In a statement on May 10 of this year, former President Eisenhower addressed himself succinctly to this very area, when he stated:

"It has long been my judgment that the real threat to liberty in this

Republic will come not from any sudden, calculated assault; rather, the threat to our liberties will be primarily found in a steady erosion of self-reliant citizenship, and in excessive power concentration resulting from the lodging of more and more decisions in an ever-growing Federal bureaucracy."

Each step taken by the Government, any Government, to supplant your right to choose is a step closer to leaving you with only one right, if such it can be called: the right *not* to choose.

This may be a comfortable state of affairs, but it is a dangerous one. In totalitarian nations, the state chooses for you—what you shall be able to buy, how much you shall have to buy it with, what your career shall be, where you shall pursue it, the nature of your housing, the dicta of education for your children, the manner in which you shall worship, what you may read and hear, and the gods to whom you will pay homage.

These are some of the "wonderful" things your country can do for you, if you are unwilling to assume the responsibility of doing them for yourself. ◆

RETAIL SALES CONTINUE CLIMB IN JACKSON, MISSISSIPPI METRO AREA



JACKSON, MISSISSIPPI: THE ONLY MID-SOUTH METROPOLITAN AREA CONSISTENTLY SHOWING AN INCREASE IN RETAIL SALES!

THIRD QUARTER RETAIL SALES AS PREDICTED BY SALES MANAGEMENT MAGAZINE*

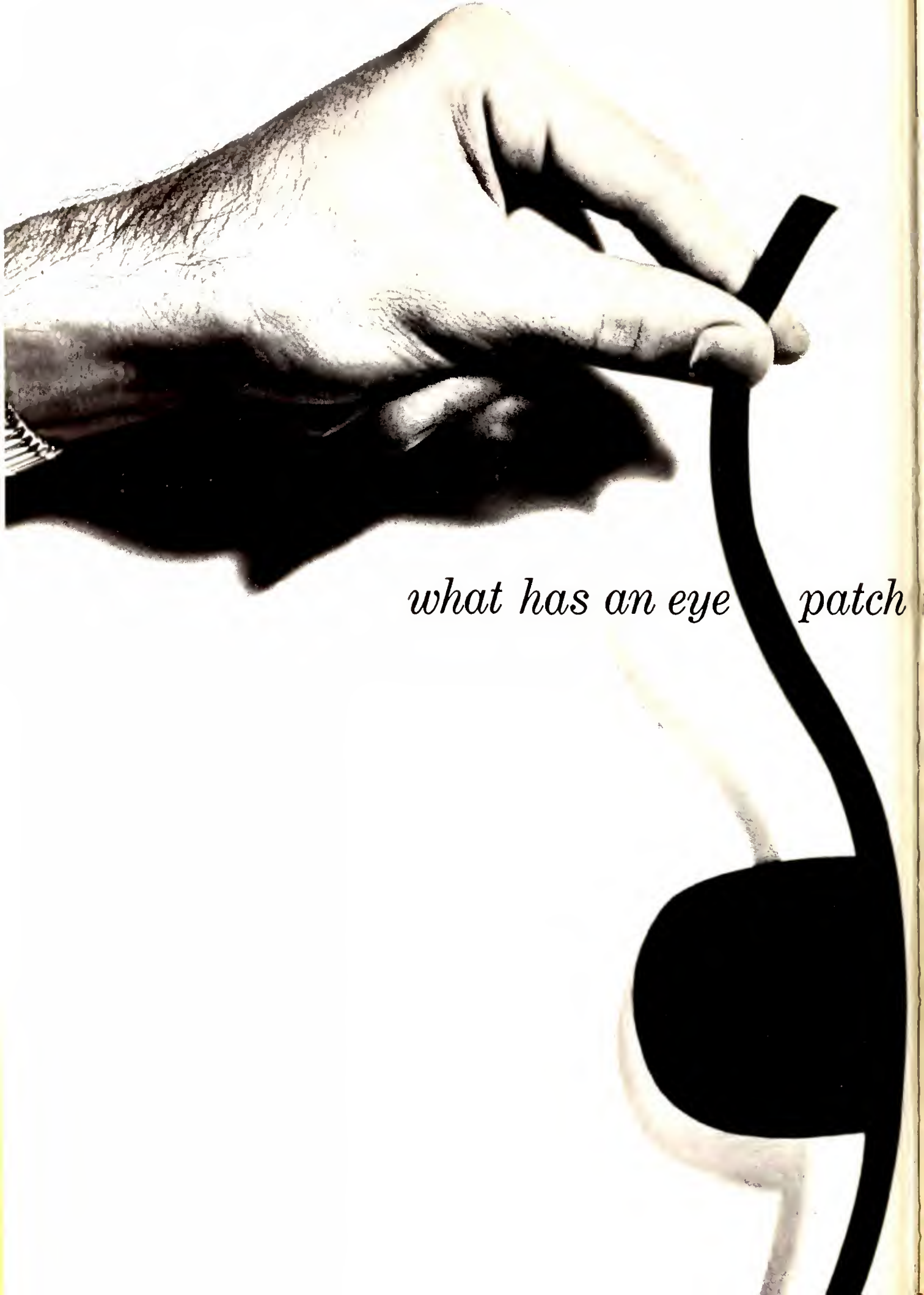
★ \$74,000,000 in Retail Sales—up 9% over the same three-month period in 1961

★ Retail Sales will exceed national average by 3.8% for same period in 1961

★ Jackson, Mississippi Sales have exceeded predictions 6 out of the past 8 quarters—twice in 1962

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WLBT channel **3**: **HOLLINGBERY** - **WJTV** channel **12**: **KATZ**



what has an eye patch

How do you do with you?

Two things.

One—it points out how brilliant a job advertising can really do. Two—it proves that the advertiser who does it generally winds up with the business.

The moral is obvious.

Which brings up two things more.

One—there are some 7500 men and women involved in the purchase of national spot. Of this number—the top 2000 control over 95% of the total business. We call them the “influential 2000”. The most economical way to pre-sell this “influential 2000” is via a schedule in SPONSOR because SPONSOR has the greatest penetration of influence with this “influential 2000” of any book in the broadcast field.

Two—give your ads a “patch” of individuality. Without it—the page you buy is empty. With it—you can spark a purchase, increase a schedule, motivate a new appraisal, change a buying pattern and build your station's volume every year.

▶ SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

555 Fifth Avenue MU 7-8080 New York 17

IN THE TAMPA-ST. PETERSBURG MARKET . . .

ONE has the advantage!



*WTVT's Coverage Area
Copr. 1962, Sales Management
Survey of Buying Power

With WTVT you're "king" in the Southeast's third market. Jump in any direction to capture your portion of total retail sales amounting to \$1,986,037,000* in WTVT's hustling, bustling coverage area.

With WTVT's 21 county coverage and 1,563,600* population, you've got the advantage right across the board. And every day is bonus day because an average of 1,183** people move into the WTVT area WEEKLY, which means more potential sales for you!

WTVT is truly "The station on the move in the market on the move." WTVT is the only station in the Southeast with a completely mobile videotape unit available for network or local news coverage by WTVT's up-to-the-minute-men. Make your play for increased sales on WTVT.



**Florida Development Commission

THE STATION ON THE MOVE . . . IN THE MARKET ON THE MOVE!

TAMPA
ST. PETERSBURG
CLEARWATER
SARASOTA
BRADENTON
LAKELAND

These cities, located in the populous Tampa Bay area, constitute the heart of the 21 county territory served by WTVT.



WTVT
channel 13
TAMPA/ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC.
WKY-TV & Radio, Oklahoma City
Represented by the Katz Agency

SHARE OF AUDIENCE 44%

Latest ARB 9:00 A.M.-Midnight

CHECK THE TOP 50 SHOWS!

| | ARB | NIELSEN |
|-----------|-----|--------------|
| WTVT | 35 | WTVT 39 |
| Station B | 15 | Station B 11 |
| Station C | 0 | Station C 0 |

A.R.B., Tampa-St. Petersburg Metro Area, Mar. 1962, 4-wk. avg.
N.S.I., Tampa-St. Petersburg Metro Area, Mar. 1962, 4-wk. avg.

WASHINGTON WEEK

6 AUGUST 1962

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PUBLICATIONS INC.

Congress is again stepping in to make sure the FTC doesn't get too ambitious. The Administration asked for a healthy increase in funds to step up both the agency's antimonopoly and antideception activities. The House Appropriations Committee, as per usual, applied the brakes.

The Committee provided only \$10,720,000 for the agency which has the job of policing all U. S. businesses, large and small. This was actually \$375,000 more than the agency had for last year, but it was a slash of \$1,125,000 under the budget requests.

The FCC did better, getting \$14,355,000, or only \$262,000 less than was asked to run the agency in the year which actually began back on July 1. (Money bills have been held up this year, and all agencies and departments are operating under temporary authority to spend money.)

The Senate usually increases amounts voted by the House, but this tradition is balanced by another under which regulatory agencies when they ask for money for the sole purpose of getting tough are usually denied.

The FTC has been stepping up its scrutiny of advertising. And, despite denials that television is being singled out from other media, the recent emphasis has been in fact on the broadcast media.

House action in cutting the requested funds doesn't carry with it any directives as to how the cuts should be carried out. If the Senate is not, in fact, much more liberal than the House, the FTC will still be able to use available funds as it wishes. It appears to wish to get tougher with advertising. The funds cut will remove some of the steam, but not all of it.

NAB has succeeded in getting from the FCC delays on filing deadlines for both network-affiliates contract and multiple ownership proceedings.

The multiple ownership rulemaking would apply tougher standards in deciding whether there is overlap of service as between two stations under common ownership. The network-affiliate proceeding would throw open to public inspection the contracts which are now treated as confidential business information, and which the networks want to keep that way.

Deadlines in both proceedings have been postponed from 20 August to 20 September, with deadlines for reply arguments delayed from 4 September to 4 October.

NAB told the FCC that publicizing of hitherto confidential information is such a drastic step, and the ramifications may be so complicated, that interested parties should have more time to consider their arguments. As to the multiple-ownership change, the argument was that the technical and engineering phases are also so complicated as to demand more time.

The FCC closed up shop, as expected, with its most important business undone.

A significant sidelight, in view of the unpublicized but nevertheless well-known disagreements among commissioners, is that a new vote may be taking the place of the Cross vote. Perhaps by the time the August recess is over or shortly thereafter, depending on the speed of confirmation by the Senate. The new appointment was expected almost momentarily.

This, in turn, opens up other possibilities. The new commissioner could abstain because of unfamiliarity with the many complicated problems overdue for final disposition. Or the problems could wait until he familiarizes himself with the sometimes very lengthy records.

In the latter case, delays to date wouldn't seem so long in comparison to the new one. But

(Please turn to page 57)

SPOT-SCOPE

6 AUGUST 1962

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Reps were kept on the run last week filling orders on annual schedules for Miles Laboratories, whose media placement, previously split between Wade Los Angeles and Wade Chicago, is now centered under one midwest umbrella.

The activity was on behalf of Alka Seltzer and One-A-Day. Budgets and markets are much the same as previous years, which means over \$4 million for Alka-Seltzer and just shy of \$1 million for the vitamin.

Buyers for west coast markets, previously handled by the agency's west coast arm, will be made after the regular national buy is completed. Also omitted from this order blank: schedules for Bactine and Chocks Vitamins, purchased usually in kids shows and out of another budget which in itself tops the million dollar mark.

No better barometer is needed with which to measure the health of spot tv than the nonchalance with which reps can now afford to treat agency "alerts" for forthcoming buys.

Such is the case with Green Giant. Although there's been no call for avails as yet, Burnett has alerted reps via the mails that this client will be seeking minutes very soon for a 26-week schedule to begin in October.

In the light of all the actually-firmed up business crossing the counter and with the bitter reminder of calls for avails later re-called by the agency (it happened recently with Pillsbury, also out of Burnett), reps aren't counting the Green Giant coin until action on the buy actually begins.

The midwest spot tv scene last week was sparked by two big buys out of Leo Burnett for perennials in the medium.

The notable accounts: Parker Pen, which wrote a spot tv ticket of over \$300,000 last year. This is a traditional fall buy with emphasis on a "back-to-school" theme; Pure Oil, back after an extensive spring campaign with a fall buy about half as heavy, both in frequency and in markets.

Action from other central region quarters included schedule-signings for Sucaryl (Tatham-Laird), Hekman Biscuit (George Hartman), General Mills for Noodles Romanoff (Knox Reeves), Armour Meat Products (Y&R) and Sterling Beer, regional (JWT).

For details of this and other spot action of the past week see items below.

SPOT TV BUYS

Parker Pen is buying nighttime minutes for a four week schedule to start 27 August. About 40 markets are involved in the campaign. Frequencies are good, with Parker aiming for about 100 gross rating points. Agency: Leo Burnett. Buyer: Jerry Riley.

Pure Oil is buying another cycle of 13 weeks to begin in mid-September. Minutes and chain breaks will be used for this campaign. The agency is Leo Burnett and Scott Denman is the buyer.

Sucaryl, Abbott Laboratories' non-caloric sweetener is now buying 38 markets for a four-week run. The campaign consists of I.D.'s. Tatham-Laird is the agency, Larry Olshan the buyer.

Peter Paul will use nighttime chain breaks in its upcoming campaign which kicks off on 23 September. Schedules run for 26 weeks. The agency for Peter Paul is Dancer-Fitzgerald-Sample and the buyer, Dorothy McDaniel.

Charles Pfizer family products department started yesterday, 5 August, on behalf of Beam eye lotion. The campaign consists of prime minutes and I.D.'s, with schedules continuing for 13 weeks. The account is at Ted Gotthelf Associates and the buyer is Virginia Burke.

Knox Gelatine is lining up markets for a 1 September start. The campaign will run for 20 weeks. Time segments: night and day I.D.'s. Agency: Charles W. Hoyt. Buyer: Bob Burns.

DuPont is testing a new item in its industrial finishes division called Teflon. Limited markets will get day minutes starting 1 October for 11 weeks. Agency: N. W. Ayer.

Margo Wine Company launches a campaign on 17 September buying 13-week schedules in selected markets. Time segments are nighttime minutes and prime I.D.'s. The agency is Bauer & Tripp Philadelphia and the buyer is Loretta Kohler.

Lever Brothers is seeking night and day minutes on behalf of Silver Dust Blue. The campaign starts 12 August for 15 weeks in several markets. Agency: Sullivan, Stauffer, Colwell & Bayles. Buyer: Brian Barry.

Procter & Gamble is activating on behalf of Crisco, lining up a host of markets for a 15 September kick off. Time segments: prime and fringe minutes. Agency: Compton. The buyer is Dick Brown.

Foster-Millburn is looking for fringe and daytime minutes for a campaign on behalf of Doan's Pills. The kick-off date is 10 September and schedules will run for 36 weeks. Agency is Street & Finney. Buyer: Helen Thompson.

General Foods will start on 3 September for its Gaines Dog Meal, using prime and fringe minutes. The campaign is of five-week duration. Agency for the buy: Benton & Bowles.

American Home Products is going in with a long-range campaign for its Jiffy Pop. Schedules of minutes start on 15 September and continue through the end of the year. Agency: Norman, Craig & Kummel.

Ex-Lax kicks off in the middle of the month with a nine-week campaign. The schedules in selected markets are daytime and fringe minutes and I.D.'s. The buying's being done out of Warwick & Legler.

Liggett & Myers is going into a host of markets with its latest schedules for Chesterfield. The campaign consists of fringe minutes and prime 20's starting 2 September for 17 weeks. J. Walter Thompson is the agency.

Frank H. Flee Corp., Philadelphia will promote its bubble gum with a spot campaign which gets underway the middle of next month. Schedules are for 13 weeks. Time segments: minutes in kids shows. Agency: The Zakin Company.

SPOT RADIO BUYS

Continental Baking is buying a long list of markets to promote its bread. Buy includes the west coast. Schedules of minutes start 1 August and continue through the month, with a heavy frequency of 15-20 spots a week. Agency: Ted Bates. Buyer: Perry Seastrom.

Breakstone is planning a spot radio campaign for the fall to promote its Yogurt. Stations in Philadelphia, Boston and Washington will get minutes. Agency: Mogul, Williams & Saylor. Buyer: Joyce Peters.

J. T. Stevens Co. will start on 16 September for its Sam Huff (N. Y. Giants defensive star) slacks. Minutes will precede National Football League games in all NFL markets and the campaign will run for 14 consecutive weeks. Agency: Fletcher Richards, Calkins & Holden. Buyer: Liz Griffiths.

WASHINGTON WEEK *(Continued from page 55)*

Minow, lacking backing on some of these matters, might prefer to wait. It is considered certain that the new appointee will be in Minow's corner on most matters. No present Commissioner is considered as safe for the Minow viewpoint as the new one is expected to be.

One result might be that the rumored defection of Ford from the ranks of those who favor elimination of network option time would be neatly countered. In other cases, Minow might still find himself outvoted.

There has been no explanation from any official source whatever about why the newest appointment to the FCC has been kept such a cliff-hanger, and has been delayed so long.

SPONSOR HEARS

6 AUGUST 1962

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Reports on Michigan Avenue last week had it that McCann-Marschalk failed to get the Chun King business because it wouldn't agree to open a Minneapolis office. The \$4-million account went to Campbell-Mithun, whose base of operations is that city.

As a result of Alberto-Culver's proposed splash into multiple fields other than toiletries Compton may be confronted with another one of those product conflict problems involving P&G.

One of the fields that A-C says it intends to invade is cakemixes, and it happens Compton is the agency on P&G's Duncan Hines line.

Henry M. Schachte, former Lever Bros. executive v.p., is due back in late August from his year's tour as consultant to Unilever on marketing matters.

When he left the States Schachte told friends that after he completed his Unilever assignment he'd take a year's sabbatical from the business, traveling, etc.

He disposed of his Lever stock at the time he went abroad.

On taking over the operation of WINS, N.Y., last week, Westinghouse asked the station's salesmen to strike off a memo answering three questions.

The questions were:

- 1) What's your list of accounts?
- 2) Which of these accounts are (a) on ratecard, (b) off ratecard? If off ratecard how much?
- 3) What do you think would happen to the business if it were put on ratecard?

With a bit of tongue in cheek, a veteran Chicago adman offers this to youngsters as one of the quickest ways to get ahead in sales, marketing or advertising:

Latch onto a job at P&G, even in the shipping room, if need be. After a year or two the young man in applying elsewhere could legitimately say he handled P&G products, which in itself is pretty much an open sesame.

Where the traveling service unit, which Y&R media announced last week, could turn out a cropper is through the way it's received by station sales executives.

The factors that may make a go or bust of this agency wrinkle:

- Station management determines the percentages of salaries for the local and national sales managers by the ratios of local and national sales.
- The national sales manager's chief concern is seeing that the rep gets the availabilities and the orders are properly processed.
- The local sales manager has his own kettle of fish to wash and watch—that is, local sales. The promotion and merchandising that the traveling agency representative seeks is a local affair and falls within the ken of the local sales manager. Since this is a time-consuming chore, the success of the agency rep will largely depend on the cooperation he elicits from the local sales executive.

Pitching for tv stations by the weaning away route has become practically futile these days for reps.

As long as the billings run 10-15% ahead of last year station management isn't prone to be tempted by talk about potentials.

"Film does the unusual!"

BANKAMERICARD



SO AUDIO AND VIDEO WERE MARRIED—blissfully united in a 60-second television commercial advertising the BankAmericard. Secret of this happy mating is a music score pre-planned to accommodate the exact selling message, and pre-recorded for frame-by-frame synchronization on Eastman film, with prints on Eastman print-stock. Two steps—negative and positive, both Eastman, both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and . . . go Eastman—all the way!

For further information, get in touch with
Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

East Coast Division, 342 Madison Avenue, New York 17, N. Y.

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

West Coast Division, 6706 Sonto Monico Blvd., Hollywood 38, Calif.

For the purchase of film, **W. J. German, Inc.** Agents for the sole and distribution of EASTMAN Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.

ADVERTISER: Bank of America
AGENCY: Johnson & Lewis, Inc. **PRODUCER: FilmFair**



SPONSOR WEEK WRAP-UP

Advertisers

Revere Camera Company has made its first network tv buy since it was acquired by Minnesota Mining and Manufacturing back in late 1960.

The reentry into tv involves a saturation campaign in NBC TV's "Tonight" with nightly participation in the pre-Christmas weeks from 9 October to 17 December.

The buy will make Revere the largest advertiser on "Tonight" during that period.

Commercials for the cameras and Wollensak tape recorders will be personally pitched by stars Johnny Carson and Skitch Henderson, with

Colorcasts

(Continued from Sponsor Week)

Eighteen stations which previously began colorcasts of these movies are WNBC-TV and WOR-TV, New York; KHJ-TV, Los Angeles; WGN-TV, Chicago; WSB-TV, Atlanta; KQTV, Ft.

Dodge; KMJ-TV, Fresno; KPRC-TV, Houston; WISH-TV, Indianapolis; WTMJ-TV, Milwaukee; KCRA-TV, Sacramento; WNEM-TV, Saginaw; WWLP, Springfield; KOGO-TV, San Diego; KTVU, San Francisco; KSLA-TV, Shreveport; WFLA-TV, Tampa; and KOTV, Tulsa.



MISS SUNNY of WLBW-TV, Miami, (c) and her two sunbeams sport sunny smiles before departing on a trip to advertising agencies in N.Y. and Chicago to spread some ch 10 cheer

STRONG MAN Antonino Rocca gives surprise lift to WABC, New York, d.j. Charlie Greer at Palisades Amusement Park as d.j. Bruce Morrow in leopard skin barkers



STORER CUP STANDS admired by James Alspaugh, H-R v.p. and chmn. of the IRTS Fun Day. Cup was awarded last week to winner of official Handicap Golf Tournament

film cut-ins.

Erwin Wasey, Ruthrauff & Ryan is the agency.

The latest delicacy out of the Kitchens of Sara Lee will be introduced nationally via a CBS TV rerun Judy Garland special (19 September) and Arthur Godfrey when he does a fill-in on "Tonight."

The new item, pineapple cream cheese cake, had been tested in nine markets during the spring of this year.

Dannon Milk Products has been called on the carpet by the FTC for misrepresentation.

The charge: claims that Dannon Yogurt is nature's perfect food, that it will correct poor eating habits, has intrinsic reducing properties and antibiotic qualities are false.

Campaigns: Polynesian Punch, a fruit juice drink manufactured by Allied Old English Co. of Newark, has started on New York tv with a 10-week schedule of 23 spots per week aimed at the kids market. Included are WNEW-TV and WOR-TV. Agency is Venet Advertising of Union, N. J. . . . Formica Corp. is expanding its campaign aimed at promoting use of its laminated plastic surfacing on furniture. Included

will be participations on NBC TV's "Tonight" show with Johnny Carson in October and November.

PEOPLE ON THE MOVE: Martin L. Gregory, general manager of the Post division of General Foods, has been elected a vice president of the corporation . . . Edward W. Dooley to vice president and general manager of the Isodine Pharmacial Corp. . . . William J. Kissell Jr. to product manager in the Pepsodent division of Lever Brothers.

Agencies

North Advertising Inc. is branching out with the addition of an indus-



BEARING BERRIES to the Hollingberys, local model Lillian Gasper makes good use of the WTRF-TV, Wheeling, Brandwagon as she presents strawberries to (l-r) Jack Peterson, George P. Hollingbery, Harry Wise, Phil Corper and Warren Nelson on recent trip to the station

'COOL' d.j. Dick Williamson (c) admires bust of himself carved in ice by sculptor Dick Richardson at Hawaiian-set broadcast of his WIND, Chicago, show. Malia Baker looks on



BOX OFFICE receipts were boosted over \$1,000 when WMCA, New York, d.j. Jim Harriott did a remote at Long Island's Century Meadows theater for a UA premiere



WING-FLING, the second annual event held by WING, Dayton at LeSourdsville Lake Amusement Park included dunking the d.j.'s which raised \$165.70 for local Children's Hospital Society

trial advertising division to its Chicago office.

Effective 15 August, Lester A. Weinrott will take over as president of the new division, becoming a vice president of North itself.

Weinrott has been vice president and general manager of Reach, McClinton Illinois.

Agency appointments: Providence Enterprises, Phoenixville, Pa. to **Gray & Rogers** for Perkup, a new line of hot beverages . . . The London Cooperative Society, largest retail store organization in the United Kingdom to **BBDO International** . . . Ocean Products of Tampa to **Geyer, Morey, Ballard** for Treasure Isle and Tampa Bay brands . . . Hartfield Stores to **Beckman, Koblitz, Inc.**, Los Angeles . . . Dunn & Company, London, to **Smith-Warden, Ltd.** effective 1 October . . . Chun King canned foods (\$1 million) to **Campbell-Mithun Minneapolis** . . . A. Stein & Co., Chicago to **Earle & Ludgin** for its Perma-Lift division . . . The Los Angeles Soap Company (\$750,000) to **Fletcher Richards, Calkins & Holden**, from Erwin Wasey, Ruthrauff & Ryan.

New v.p.'s: **Henry A. Mattoon** at McCann-Erickson, in charge of the Los Angeles office . . . **Edward S. Almgreen** and **Alfred J. Hoffmann** at BBDO New York . . . **Mike Dann** at Ted Bates in the programing department, from CBS TV.

PEOPLE ON THE MOVE: **Charles C. Sullivan, Jr.** to account executive at D. P. Brother . . . **W. Gary Davis** to account executive at Charles M. Schloss Advertising . . . **Frank P. Clark** to account executive in western division headquarters of Geyer, Morey, Ballard . . . **Bob Penninger, Virginia Weigl,** and **Yrsa Grasshoff** to the media department at BBDO Los Angeles . . . **Howard Englander** and **Charles O'Rourke** to account executives at Doyle Dane Bernbach . . . **Lansing B. Linquist** to consultant on network and station relations at Guild, Bascom & Bonfigli . . . **Bill Givens** to radio-tv director of

Daniel F. Sullivan, Boston . . . **William Craig** to associate director, **Richard Low**, to head of a newly-created tv business affairs office and **Marvin Koslow** and **William Lynn** to account executives in the tv-radio department of Y&R . . . **Mel Thomas** to account executive at Olian and Bronner Chicago . . . **Peter D. Grumhaus** to account executive at Clinton E. Frank . . . **Len Levy, Nick Amos** and **John Mann** to the commercial production department of the Chicago office of Foote, Cone & Belding . . . **Keith Miller** and **James Waters** to account executives at the new firm of Gillon & Associates, Cedar Rapids.

Kudos: **Edward Papazian**, tv and radio media director of Gray & Rogers, Philadelphia, has been elected president of the Television and Radio Advertising Club of Philadelphia.

Tv Stations

The first formal account of the sharp rise in trading stamp tv billings has come from TvB in a quarterly report on food store spending.

Billings for the stamps in the first quarter of the year jumped to \$1,020,944 (network and spot) from \$354,000 for the same period of 1961.

Food stores generally increased their tv spending in spot tv by 18.4%. Gross time billings in the quarter were \$2,559,100 against \$2,160,200 in the like quarter a year ago.

The trading stamp surge was highlighted by expenditures for MacDonald Plaid Stamps which had spot tv billings of \$458,100 and S&H Green Stamps with spot billings in the first quarter of \$251,830 and network billings of \$242,94.

As a follow-up to the takeover of its own national sales, KTTV, Los Angeles is expanding its New York and Chicago offices.

Gerry Velona, Martin Bergman and Tony Santino, account executives with the local sales department, have been named account execu-

tives with the national sales department in New York, headed by Jack Duffield.

Robert Dickenson, also an account executive in local sales, has been promoted to account executive in national sales in Chicago headquarters.

Former Lennen & Newell account executive Ed Hawkins takes over operation of a new KTTV San Francisco regional sales office as part of the expansion.

One local station in Ohio has carried off quite a programing coup.

WBNS-TV, Columbus has signed nationally-known playwright Rod Serling, creator of CBS TV's "The Twilight Zone" to do a 39-episode series to debut on the station 16 September called "The Rod Serling Show"

Serling, who will be working at Antioch College, Yellow Springs, will present film illustrations and reveal unusual facts about many of film-dome's most famous personalities.

KCOP, Los Angeles independent, isn't sparing any expense to unveil its \$2 million fall program investment.

A four-city presentation tour got underway 31 July with a cocktail party at San Francisco's Fairmont Hotel. Follow-up stops are the Mid-American Club in Chicago (7 August), Flame Room of the Radisson Hotel in Minneapolis (9) and five luncheon sessions in New York the week of the 13th.

Financial report: For the six months ended 30 June Transcontinental Television reported earnings were \$872,940 compared to \$646,192 for the same 1961 period. Per share earnings for the first half were 49 cents vs. 37 cents for the same period of 1961.

PEOPLE ON THE MOVE: **Philip G. King** to director of information services at WCBS-TV, New York . . . **Charles H. Cash, Jr.** to director of promotion and publicity at WSB-TV, Atlanta . . . **Ed Hawkins**, account ex-

ecutive with Lennen & Newell Los Angeles, to head of the new regional sales office of KTTV, Los Angeles in San Francisco . . . **James P. Mitchler** to advertising and merchandising manager of WNEM-TV, Saginaw-Bay City-Flint . . . **Morton S. Cohn** to station manager of Skyway Broadcasting, which owns WLOS-TV and radio, Greenville . . . **Tom Stanton** reappointed to the sales staff of KMOX-TV, St. Louis . . . **Don Sbarra** to vice president and general manager of KARD-TV, Wichita . . . **John T. Bradley** to account executive at WDAU-TV, Scranton-Wilkes Barre . . . **William Murray** to local sales manager and **Bernie Whitaker** to general sales manager at WRAL-TV, Raleigh . . . **Marie Torre**, former syndicated columnist, to the news staff of KDKA-TV, Pittsburgh.

Radio Stations

New data documenting radio's great out-of-home audience seems to be turning up in lots of places lately, the latest from WCCO, Minneapolis-St. Paul.

At a recent Minnesota Twins-New York Yankee baseball game at Metropolitan Stadium the station counted 2,426 portable sets in the stands. Total attendance was 40,944 so one out of every 17 fans brought radios with them to the game. What's more, WCCO admits it probably missed many more small transistor receivers that may have been hidden.

Points out general manager Larry Haeg: "When one out of every 17 brings a radio to hear a game they are attending, it staggers the imagination to think how many more thousands of people are following the action at beaches, picnic grounds, etc."

ideas at work:

- KDKA-TV and radio, Pittsburgh held its first annual amusement day at Kennywood Park with a full turnout of all its radio and tv personalities and a ticket sell-out weeks ahead of the event.



WAVE-TV gives you 28.8% more SHAVERS

—28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!
Ask Katz for the complete story.

CHANNEL 3 • MAXIMUM POWER
NBC • LOUISVILLE

The Katz Agency, National Representatives



• **KSTP**, Minneapolis-St. Paul has been swamped with entries from listeners invited to portray "Summer in Minnesota" using any medium or technique they chose. First prize will be \$300.

• **WBBM** and Trans-World Airlines have teamed for a joint promotion on TWA's electric spectacular at the corner of State and Randolph Streets in downtown Chicago. The station is furnishing news headlines for the running headline section of the spectacular.

Format change: WMIN, St. Paul has perhaps become the first station to broadcast exclusively news from 6 a.m. to midnight, having dropped all its music programming.

Kudos: KLZ, Denver personality **Don Roberts** was awarded a medal from the Veterans of Foreign Wars for his "good citizenship" . . . **WBBF**, Rochester received a Civic Award for meritorious service to the community from the Monroe County American Legion, in recognition of a Crosswalk Safety Campaign . . . Boston Mayor John F. Collins declared the week of 29 July as "WNAC Week" in honor of the station's 40th anniversary.

PEOPLE ON THE MOVE: Earl R. Bechtel to local sales manager of WTVN, Columbus . . . **Shirley Rasmus** to assistant radio promotion manager of WRCV, Philadelphia . . . **Kenneth Leslie** to general sales manager of KGO, San Francisco . . . **Frank Stewart** to general manager of KTRH, Houston . . . **Jerry Friedman** and **Ed Bloomfield** to the sales staff of KFRC, San Francisco . . . **Mark Olds** to general manager for WINS, New York, station just acquired by Westinghouse Broadcasting . . . **Dick Lawrence** to program manager of WORL, Boston, replacing **Bill Givens** . . . **Robert W. Steinhilber** to local sales manager of KFRE (AM) and KRFM, Fresno . . . **Donald W. Frost** to sales manager of WIND, Chicago . . . **John T. Clayton** to manager for advertising, promotion and publicity at WNBC, New York, succeeding **Stephen**

Kirschenbaum who becomes supervisor of on-air promotion at WNBC TV . . . **Burton M. Wanetik** to account executive at WNBC, New York . . . **David W. Wagenvoort**, vice president and general manager of WWOM, New Orleans, to executive vice president in charge of radio operations of the Franklin Broadcasting Company . . . **Mary Jo Hipple** to assistant to the promotion manager of WSJS radio and tv, Winston-Salem . . . **Michael Laurence** is leaving his post as public relations director of WMCA, New York and voice news service Radio Press International.

Fm

As a prelude to new fall-winter stereo, **QXR** network programming schedule and increased sales activities, **WASH (FM)**, Washington, D. C. has announced a new management-sales team.

Bob Falcon assumes the job of station manager and Kathryn Epstein takes over as sales manager.

International entente: WTFM, New York has applied to become the world's first fm station to stereocast from America to Europe via Telstar.

PEOPLE ON THE MOVE: John W. Reavley to the sales department of KRFM, Fresno as an account executive . . . **Chris J. Stolfa** to station director of KMBC (FM), Kansas City, due to go on the air within the next two months . . . **Joe Thompson** to general manager of KEPI (FM), Phoenix.

Networks

Network tv gross time billings rose 12.4% in May over the like month a year ago, according to TvB.

Billings for the month were \$66,101,761 against \$58,805,784 a year ago.

For the first five months of the year, network billings were \$324,050,243 an increase of 11.5% over 1961's \$290,525,162. January-May billings

by network were: ABC-TV up 6.6% to \$84,659,058; CBS-TV, up 15.4% to \$124,362,088; and NBC TV, up 11.3% to \$115,029,097.

Daytime billings rose 15% in the first five months to \$101,511,035 while nighttime billings for the period were \$222,539,208, up 10% over 1961.

The sales force at Mutual racked up its fifth consecutive record high month in June.

New business included 10 new national sponsors for Mutual's five-minute newscasts. They are: Standard Brands, Monroe Auto Equipment, Sylvania, Rexall, Nationwide Insurance, Continental Casualty, Del Monte Pineapple, Quaker State, Norwich Pharmacal and Pepsi Cola.

New affiliates: WWVA, Wheeling will join the **ABC Radio Network** on 25 October. The station has been affiliated with CBS Radio since 1947 . . . **WOKR-TV**, Rochester, N. Y., with **ABC TV**.

PEOPLE ON THE MOVE: Daniel Sklar to director of business affairs, Hollywood effective 20 August and **Aubrey W. Groskopf** to the newly-created post of director of commitments talent and properties for the business affairs department at CBS TV . . . **Eric Mart** to NBC as sales planning representative of NBC TV's sales proposals unit.

Representatives

It may be strictly a *pass*, but the **Weightman** agency, of Philadelphia is balloting reps on a plan that fits in nicely with the *dolce far niente* spirit of August.

The agency is asking the reps to express their disposition about the installation in the **Weightman** waiting room of a rocking chair.

Noted the letter that came with the ballot: the agency never tries to keep reps waiting, whether they're there by appointment or otherwise, but when it does happen it likes to

make sure that the callers are enjoying the maximum of relaxation.

Rep appointments: WDXR, Paducah, Ky. to **Gill-Perna** . . . WSTV-TV, Steubenville to **Peters, Griffin, Woodward** . . . WABY, Albany to the **Daren F. McGavren** Company, effective 1 September.

PEOPLE ON THE MOVE: **Edward R. Theobald** to account executive at Harrington, Richter & Parsons Chicago . . . **Harry J. Durando** to account executive at H-R Radio, from George P. Hollingbery . . . **Tom Camarda** to radio account executive at George P. Hollingbery . . . **John T. King** New England manager of Katz, to president of the New England Assn. of Radio & TV Representatives.

Film

Ziv-UA, in charting the sponsorship pattern on its dramatized documentary series "The Story of . . .," points to a renewed interest in syndication from beer sponsors and financial institutions.

Comparative newcomers to syndication, financial institutions represent 11% of the sponsors for the fall-debuting series, ranking third among all spot buyers of the show. In a Ziv-UA survey conducted last year, this category represented only 4% of the company's sponsors and ranked sixth.

Beer companies are the second largest sponsor category, accounting for 17% of the sponsors. Last year this was the fourth ranking group, representing only 7%.

There've been several interesting developments on the commercials side of the industry which are notable.

• Alan Alch, writer and producer of tv commercials, has formed his own firm in Los Angeles for both tv and radio. He's located at 9120 Sunset Boulevard.

• Producer-director Mickey Schwarz is opening production centers in New York (419 East 54th

Street) and Toronto (433 Jarvis Street). The Canadian branch is called Academy TV Film Productions while the New York office bears Schwarz's name.

• Filmex has extended its production facilities to Europe having established facilities at the Victorine Studio in Nice and a production office in Paris.

• Alexander Productions of New York has signed an exclusive affiliation with Alexander Film Co. of Colorado Springs to use 11,600 motion picture theaters throughout the country for evaluating commercials as part of the regular motion picture fare.

Seven Arts reports that 28 stations to date are colorcasting the post-1950 Warner Brothers features and the fall outlook indicates at least 12 more stations will join the bandwagon.

Seven Arts, which has been promoting the use of color on the local level, notes that the increase of orders for color prints has reduced laboratory costs by 25%.

Emmett Kelly, international circus headliner, has been signed to host a series of 39 half-hour children's cartoon programs to be produced in New York by Seven Arts this fall.

"The Emmett Kelly Show" marks Kelly's debut in a tv program series and is the second new series to be produced by Seven Arts in 1962.

Sales: Warner Bros. tv series to eight more stations . . . **Buena Vista's** Mickey Mouse Club, now sold in 57 markets, to almost equal (94.7%) its reach on 88 stations when it started in October 1955 on ABC TV . . . **Official Films'** "Biography" to Kansas Bankers Assn. (Bruce B. Brewer), Old Kent Bank and Trust Co. of Grand Rapids (Jaqua Advertising), KLRJ-TV, Las Vegas and KOLO-TV, Reno, raising domestic markets to 123.

PEOPLE ON THE MOVE: **John E. Pearson** to vice president in charge of international sales at ITC . . . **Irving Klein** to president of Donall &

Harman, house ad agency for ITC . . . **Dick Feldman** and **Jack Goodford** to executive staff members of VPI (Video Pictures) . . . **Lee Francis** to account executive at Joe Wolhandler Associates on the Ziv-UA account.

Public Service

ABC Radio o&o's are going all out this month to prevent tragedies at bathing and boating areas.

In cooperation with the American Red Cross, thousands of water safety announcements are scheduled. Messages are tailor-made to each station and each city, and will be recorded by such celebrities as Guy Lombardo, Lloyd Bridges, Gardner McKay and four Olympic Gold Medal winners.

By reaching listeners with water safety messages when they are near the water, the messages should be most effective since they will be heard when the individual can respond immediately by taking the necessary precautions.

WSB, Atlanta, which started editorializing in April, reports enthusiastic response to the twice weekly editorials.

Thus far the opinions voiced on the air have dealt with strictly local issues involving government, politics and civic affairs.

Public Service in action:

• **WWDC**, Washington, D. C. is conducting a three-month campaign on drugs and narcotics addiction. The shocking problem of addiction in both the nation's capital and other states will be explored in editorial comments which will average about 50 broadcasts per week. Also scheduled are in depth interviews with experts on addiction, and a documentary.

• The proposal of **WHK**, Cleveland to utilize the city's existing and little-used railroad tracks to expand public transportation facilities, was greeted with enthusiasm by the

Transit Board. The station is planning to bring rail diesel buses to Cleveland for promotional runs on these tracks.

- **WPBS (FM)**, Philadelphia is running a "Seat Belts Save Lives" campaign to encourage installation and use of approved auto seat belts. Editorials plus statements from senators, governors and other officials will be broadcast.

- "Operation SOS," **WFAA**, Dallas special all-day broadcast, featured teams of doctors answering listeners' questions about the Sabin oral vaccine which was distributed during the city's mass polio immunization drive.

- **WFIL-TV**, Philadelphia presented on "Frontiers of Knowledge" various aspects of the medical research being conducted at the Children's Hospital of Philadelphia.

Kudos: WEJL, Scranton has for the third time won the National Competition for the Promotion of Radio Free Europe . . . Albany Chamber of Commerce saluted **WAST-TV** Albany and **Niagara-Mohawk Power Co.** for "Hudson—Portrait of a River."

PEOPLE ON THE MOVE: Janet Williams replaces Eleanor Yeager as

public service coordinator, **WJXT** Jacksonville.

Station Transactions

The FCC has approved the third joint interim operation of a tv channel, this time in Grand Rapids.

As it did in Syracuse and Rochester, the Commission granted a construction permit to Channel 13 in Grand Rapids, Inc. representative of four of the five applicants for that channel.

The applicants: Grand Broadcasting, West Michigan Telecasters, MKO Broadcasting and Peninsular Broadcasting. The fifth and non-participating applicant is Major Television Co.

Officers of the interim company are William C. Dempsey, president; James R. Searer, John D. Locks and Mary Jane Morris, vice presidents; and Joseph A. Renihan, secretary-treasurer.

The office of president will be rotated every four months.

Homer Griffith, newly-elected president of **Mid-South Broadcast Enterprises** has taken over as general manager of **KAZZ (FM)**, Austin.

Mid-South is negotiating for the purchase of the outlet and Griffith, in the interim, is revamping both

the programing and the staff to bring **KAZZ** into competition with the other two fm stations in Austin.

WIL (FM), St. Louis has signed on the air.

The new Balaban station will duplicate programing of **WIL (AM)** and is the only St. Louis fm outlet broadcasting 24 hours a day, seven days a week.

Equipment

Manufacturers and distributors of tv sets expect their best unit sales in at least five years, according to a recent report in *The Wall Street Journal*.

Distributors' sales of black and white sets jumped almost 10% over the first six months of 1961, to 2,729,000. The expected set-sales figure for the full 1962 year is now placed at 6 million.

Radio sales rose more than 10% in the first half of the year to 4,822,000 and the expected distributor sales total for the year should hit at least 12 million.

On the heels of passage of all-channel tv set legislation, **General Instrument Corp.** has started production of a new uhf tuner.

The item will be the first uhf tuner to employ the new miniaturized **Nuvistor** tube, using a version specially designed jointly with **RCA** for the new circuitry and for operation at ultra high frequencies.

New products: **General Electric** has broadened its home entertainment line designed for the builder market with a transistorized built-in am radio system for home, apartments and mobile homes, hotels, motels and offices. The unit uses only one watt of power . . . From the **GPL** division of **General Precision Inc.** comes a new screening system for agencies called **Precision 800**. It's a closed-circuit tv system which includes automatic light compensation, single-knob control and push-button magnification.

Outstanding Exclusive broadcast properties

Low downpayment with liberal terms. This daytime operation is ideal for an owner-manager. Fine growth market and living area.

Opportunity to acquire a first mortgage loan, paying 8% interest, with a bonus of 25% ownership in a profitable Western radio station.

WASHINGTON STATE
\$75,000

INVESTMENT OPPORTUNITY
\$75,000

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RADIO • TV • NEWSPAPER BROKERS
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FEederal 3-9270

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
FInancial 6-6460

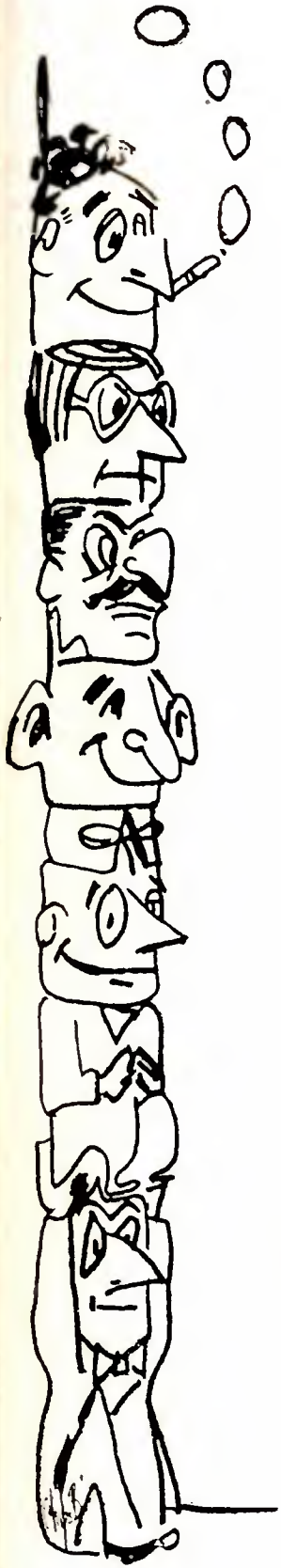
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CRestview 4-8151

“Top Man” on Totem pole say . . .



“Keep your eye on the September 10 SPONSOR”

WHAT ARE YOUR PHOTO REQUIREMENTS?

"HADIBUTKNOWN"

When we show a prospective client just a few samples of our publicity photography, he more-than-likely exclaims, "Hadibutknown!" This puzzles us for a moment but then he continues, nodding with approval. "Such fine photos," he says, "such fair rates ('did you say only \$22.50 for 3 pictures, \$6 each after that?')—and such wonderful service ('one-hour delivery, you say?')—why, *had I but known* about you I would have called you long ago." Well, next thing he does is set our name down (like Abou Ben Adhem's) to lead all the rest of the photographers on his list. Soon, of course, he calls us for an assignment and from there on in he gets top grade photos and we have another satisfied account. (Here are a few of them: Association of National Advertisers — Advertising Federation of America — Bristol-Myers Co. — S. Hurok — Lord & Taylor — New York Philharmonic — Seeing Eye — Visiting Nurse Service of New York.) Why don't you call now and have our representative show you a few samples of our work?

BAKALAR-COSMO PHOTOGRAPHERS

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



Tv and radio NEWSMAKERS



Sam K. Maxwell, Jr., the new director of special program sales, NBC TV, has most recently been coordinator of network sales at CBS TV. Before that he was general sales manager at that network. He first joined CBS in 1946 as sales service manager of WBBM, Chicago, and later was local account executive and eastern rep of the station. For a while an account executive at CBS Radio Spot Sales, he joined network sales in 1952, where he was manager of midwestern, eastern, and daytime sales.

Paul Elliott-Smith is the newly-elected president and general manager of Morse International and a member of the agency's board of directors. He succeeds Jerome Patterson, president for the past 12 years. In a 20-year career devoted to the advertising and agency businesses, Elliott-Smith has held positions of copywriter, account supervisor, advertising manager and new products director. In the Armed Forces, he was assistant chief of the Field Production division, Mediterranean Theater of Operations.



Mike McCormick has been appointed sales manager of KPLR-TV, St. Louis. Responsible for all local and national sales he will head up the station's five-man department. Prior to joining the St. Louis outlet McCormick was local and regional sales manager and assistant general sales manager of WHAS-TV, Louisville. He was with WHAS-TV for almost six years. Previous to this McCormick served as city sales manager for the Frank Fehr Brewing Company, also in Louisville.

Thomas J. King, senior vice president and manager of the Detroit office of McCann-Erickson, has been appointed executive vice president in charge of the agency's central region. King has supervised the agency's services for the Buick division and GMC Truck division. Reporting to King in his new capacity will be the agency's management in both Detroit and Chicago. Before joining McCann-Erickson in 1959, King was vice president with D. P. Brother and Kelvinator director of advertising.



The seller's viewpoint

Geoff Stirling is president of CKGM, Montreal, and writes here of two of his station's public service projects which have a marked effect on the status of young people in the business community. His station has inaugurated this year a unique program to offer \$100 loans for college and high school students who have creative ideas for operating their own small businesses during summer vacations. Stirling believes this project makes a real contribution to free enterprise, and welcomes inquiries from other stations which may be interested in establishing a similar program.



New public service idea: small business loans to students

For the second year in a row, CKGM has instituted as a public service a "Job Available Service" for students of local universities and high schools who seek employment. Their services are offered—on the air—to business firms and householders who might have part or full time employment. Last summer over 1,200 students obtained work.

We are continuing the program, and, because of its great success, are adding something new to encourage free enterprise among these young people. We have offered a series of 20 summer loans, interest free, of up to \$100 each to any student who wants to develop his own free enterprise project. Students simply write in and say why they need the loan. Their application is then processed, the student is interviewed, and the loan is granted if the project, in the opinion of CKGM management, has potential for success.

For example, one student applied to the station for a loan to purchase a power mower so that he could fulfill his commitments to cut grass weekly on the lawns of 30 homes. Another student applied for a loan to buy a trumpet so he could obtain summer employment in a band.

It is hoped that by making this an annual summer project we will not only provide actual employment for a number of students but will encourage students with business sense to start their own projects and obtain business experience.

At the end of the season we intend to publish a report on the experiment—how many succeeded, how many failed, and how many loans were repaid. Should the project be a success, we hope next year to persuade a number of Montreal business firms to make contributions to a central student business loan fund. Such a fund would provide large sums—large enough to make loans available to as many as several hundred students who have business projects they would like to advance during the summer holidays.

Such a loan project could be applied anywhere. If, for

instance, 100 stations across the United States were to put up only \$5,000 a summer in interest-free loans, they would make available half a million dollars to youngsters to start their own businesses. Perhaps the plan would develop just a handful of future top businessmen, but such an incentive is desperately needed. Not only is it tremendous public relations for the stations in their markets, but the law of averages proves that at least half these loans will be repaid. So, for a comparatively small investment, these stations would make a real contribution to free enterprise.

We have found already that our employment service has made an important contribution to the community. Here's how that program works:

CKGM five times a day announces that students are available in the different categories and previous to starting the service CKGM circularized all the leading colleges and high schools notifying them the service was available and built up a backlog of some 600 students who desired specific summer employment on a full time basis. In addition, a group of some 700 students notified the station that they desired part time employment and specified exactly what they were interested in, which ranged all the way from baby sitting to part time clerical work and life guards or camp counsellors.

A CKGM staff member, Jean Aird, then co-ordinates the program, putting students in contact and arranging interviews with prospective employers. Already, a large number of Montreal students have obtained either part time or full time employment.

Last summer, over 1,200 students, through CKGM's summer employment service, obtained work and the station built an impressive file of satisfied employers who were asked to report back this fall commenting on the standard and quality of work performed by the student they hired through the service.

SPONSOR SPEAKS

Kid shows and commercial realities

Our lead story this week, "Tougher than it seems—the Tv Kid Show Problem" on page 29, throws much needed new light on an admittedly difficult subject.

We hope it will be read carefully, not only by advertisers and agencies, but by the station and network executives, FCC Commissioners, and other Washington officials.

Men of good will everywhere (and this includes hundreds of thoughtful advertisers and broadcasters) would love to see tv do more to "fulfill its rich potentials to meet the special needs of children."

But it is futile and absurd to try to plan for this without a careful look at the commercial realities of American television and American advertising.

Our story this week highlights some of those realities: comparatively few advertisers want to reach an all-child audience, or can justify to their stockholders the support of programs aimed solely to school-age moppets.

Networks and stations, cannot operate in childrens' areas in a vacuum of non-support.

Good-hearted dreamers who exclaim, "Wouldn't it be great if we had a childrens' program that . . ." contribute very little unless their suggestions are based on a knowledge of how our commercial television system works.

We had a fine example of this when FCC Chairman Minow, with the backing of Attorney General Robert Kennedy, proposed that the three tv networks pool resources for a full-hour series of childrens' programs.

Messrs. Minow's and Kennedy's proposal was doomed from the start because it blithely failed to take into account such realities as the problem of network clearances in non-network time, and the practical question of income from advertisers.

We at SPONSOR applaud all serious research efforts, such as that set-up by ex-Secretary Ribicoff, to find out more about the effects of television on children.

Likewise, we applaud all serious creative efforts to produce finer, more meaningful childrens' programs.

But we caution all who are interested in these projects: the only real solutions to the problem will come from facing frankly the commercial realities involved. ■

10-SECOND SPOTS

Ah So!: Overheard on a Madison Ave. bus: "What does a Japanese tree and Ted Bates (& Co.) have in common?"

"I give up."

"Rosser Reeves."

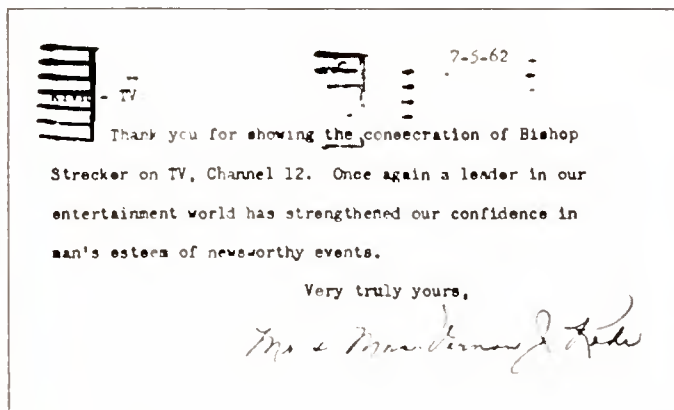
Radio: In Newark, N.J., recently, WJRZ aired the news story of the loss of 50 \$100-bills and reported that police were seeking the owner. Beginning at 1 p.m., the station broadcast a public service announcement hourly telling the owner to get in touch with the Paramus detective bureau. It even gave the bureau's telephone number. At 6 p.m., WJRZ received a call. It was from a very polite detective who asked the station if they would "publeeze" stop the announcements because they were getting calls from every crackpot in the area. The last call, which made the PD crack, was from a lady who started out: "I lost some money, but I don't think it was \$5,000 . . ."

Salesmanship: Joe Cuff, vice president in charge of national sales for Robert E. Eastman & Co., invariably tells this to new salesmen: "A large shoe manufacturer decided to open up a new sales territory in South Africa and sent two of his best salesmen to different locations there. In a few weeks the first salesman wrote the home office: "Business terrible! Can't possibly meet quota for first quarter. Nobody here wears shoes." Soon after, the second salesman reported: "Prospects great! Should double first quarter projections! Everybody here *needs* shoes!"

Television: While watching the Hollywood Special showing of "The Pride and the Passion," Archie Greer, WOUB station manager (Ohio University's ant outlet, Athens), informs this column that Cary Grant, in one scene, borrows a suit of clothes from a peasant, who mentions that the suit is inhabited by "Spanish fleas." The picture faded, Greer says, and on came a commercial for surprise!—Sergeant's flea and tick spray.

WHY KTVH IS KANSAS TV!

S on June 20, 1962, KTVH moved four cameras to St. Mary's Cathedral in Wichita to cover, live, the ceremonies conducted in connection with the consecration of Ignatius J. Strecker into the bishopric of the Roman Catholic Church. For three and one half hours the KTVH cameras gave the viewers of Central Kansas a closer look at the ceremonies than was afforded the select 400 who attended the consecration personally.



This is but one of more than 500 unsolicited cards and letters received at KTVH.

TO SELL KANSAS...BUY KTVH

KTVH

THE WICHITA-HUTCHINSON STATION

KANSAS

BLAIR TELEVISION ASSOCIATES
National Representatives

water:

You can swim under it

You can sail on it

You can play with it

You can drown in it

Only radio, with water safety announcements, can reach people right at the threshold of tragedy

This month, when millions of Americans will go swimming or boating, they will have something with them that could save their lives—radio. The 6 ABC owned radio stations, in cooperation with the American Red Cross, will broadcast water safety messages recorded by famous personalities for each station. These messages will reach listeners when it's most

important—when they're at a beach, swimming in a lake, or out on a boat. If only one life is saved, the campaign will be a success. Where lives are concerned, statistics don't count—people do. In 6 of the nation's largest cities people have learned to respond to—and respect—American Broad-

casting Company Owned Radio Station Community Action projects.



ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES