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# SPONSOR

**MORE DOLLARS  
FOR SMALL TV  
MARKETS** p. 29

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

1 OCTOBER 1962—40c a copy / \$8 a year

**Why sellers of  
life insurance  
need radio** p. 39



- KOB-TV ..... Albuquerque
- WSB-TV ..... Atlanta
- KERO-TV ..... Bakersfield
- WBAL-TV ..... Baltimore
- WGR-TV ..... Buffalo
- WGN-TV ..... Chicago
- WFAA-TV ..... Dallas
- KDAL-TV ..... Duluth-Superior
- WNEM-TV ..... Flint-Bay City
- KPRC-TV ..... Houston
- WDAF-TV ..... Kansas City
- KARK-TV ..... Little Rock
- KCOP ..... Los Angeles
- WISN-TV ..... Milwaukee
- KSTP-TV ..... Minneapolis-St. Paul
- WSM-TV ..... Nashville
- WVUE ..... New Orleans
- WTAR-TV Norfolk-Newport News
- KWTV ..... Oklahoma City
- KMTV ..... Omaha
- KPTV ..... Portland, Ore.
- WJAR-TV ..... Providence
- WTVD ..... Raleigh-Durham
- WROC-TV ..... Rochester
- KCRA-TV ..... Sacramento
- KUTV ..... Salt Lake City
- WOAI-TV ..... San Antonio
- KFMB-TV ..... San Diego
- WNEP-TV Scranton-Wilkes Barre
- KREM-TV ..... Spokane
- WTHI-TV ..... Terre Haute
- KV00-TV ..... Tulsa

## TV is history as it happens

Feel the impact of history as it's made. No other medium has such power to move people. U.N. coverage is only one way TV accepts its responsibilities in helping us to a better understanding of the world we live in. These stations are proud to be part of Television's presentation of history in the making.

Television Division  
**Edward Petry & Co., Inc.**

*The Original Station  
Representative*

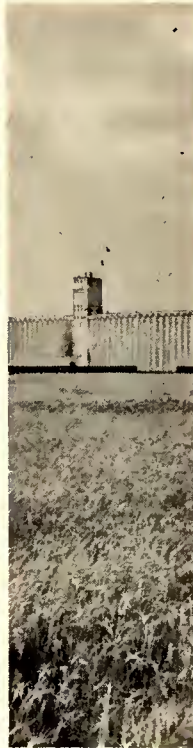
# KTVH IS KANSAS TV

MORE KANSANS VIEW KTVH THAN ANY OTHER KANSAS TV\*

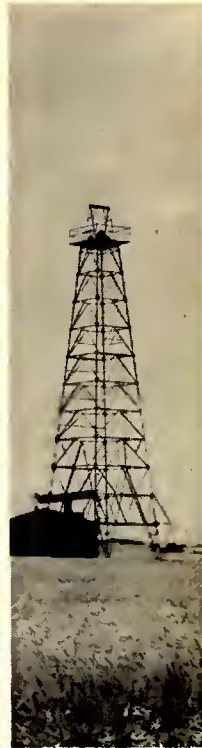
## KANSAS IS A **BIG** MARKET



INDUSTRY



AGRICULTURE



OIL



CATTLE

Diversified economy brings stability to the rich Central Kansas market with an estimated \$1,500,000,000 effective buying power . . . more than 290,000 TV families, all within the **BIG COVERAGE** of KTVH. And most important – these 290,000 families are Kansas families, viewing TV programmed for Kansans. KTVH dominates the hub of this rich Central Kansas area – **WICHITA, HUTCHINSON**, plus coverage over 13 other important communities with 100% unduplicated CBS programming. To sell Kansas . . . buy KTVH!

# KTVH

THE WICHITA-HUTCHINSON STATION



**BLAIR TELEVISION ASSOCIATES**  
National Representatives



# KANSAS

\* Nielsen, February 1961





**COVERAGE** \* When you catch more homes, more people in the most crowded television market in the country, you've done something. You'll find the sales dollars in the "must buy" Providence market lured best by the showmanship and penetration of WJAR-TV . . . a good catch, too.

\* ARB TV Homes

**WJAR-TV**

NBC • ABC REPRESENTED BY EDWARD PETRY & CO., INC.  
OUTLET COMPANY STATIONS IN PROVIDENCE - WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND - WJAR RADIO IN ITS 40th YEAR

# SPONSOR

1 OCTOBER 1962

Vol. 1 $\frac{1}{2}$  No. 40

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**Y&R COMPUTER FACES REAL LIFE** / Agency unveils its High Assay Media Model. Computer system outsteps linear programing with new decision-making functions. **P. 32**

**OUTLOOK FOR THE RE-CHRISTENED IRTS** / Re-christened society's '62-'63 projects will include the establishment of a foundation and will feature additional services. **P. 33**

**NET AND SPOT TV BUYS RISE 15.2%** / Latest TvB report shows cosmetics and drugs led increase in tv advertising for first half of 1962. Net spot sum reaches \$759 million. **P. 35**

**HOW MOTOROLA CHANGED ITS IMAGE** / Sponsoring tv specials aided Motorola in changing the public image of its tv and stereo. Result was record sales months. **P. 37**

**INSURANCE: WHY RADIO CAN HELP** / Life insurance industry faces a plateau problem: fierce sales competition exists and "quality-trust-protection" is wearing thin. **P. 39**

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## PLATOON SYSTEM!

**KELO-PLAN RADIO** is a powerful, new method of massive saturation. **KELO-LAND'S** entire platoon of air-wise salesmen back up your commercials — we even call our tv boys off the bench to give you added mike power. **KELO-PLAN RADIO** gives you machine-gun coverage across the clock. Driving times in droves. Plus other peak periods too! Let **KELO-PLAN RADIO** prove to you how dynamic, and how thorough, radio selling can really be.



NBC

# KELO

13,600 WATTS RADIATED POWER  
Sioux Falls, S.D., and all Kelo-land

JOE FLOYD, President  
Jim Molohon, Mgr.; Evans Nord, Gen. Mgr.  
Represented nationally by H-R  
In Minneapolis by Wayne Evans & Associates

**MIDCO**

Midcontinent Broadcasting Group

KELO-LAND/tv and radio Sioux Falls, S.D.;  
WLOL/am, fm Minneapolis-St. Paul; WKOW/am  
and tv Madison, Wis.; KSO radio Des Moines



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SPONSOR PUBLICATIONS INC. Combined with TV ®, U. S. Radio ®, USFM ®. Executive, Editorial, Circulation, and Advertising Offices: 555 Fifth Ave., New York 17, 212 Murray Hill 7-8080. Chicago Office: 612 N. Michigan Ave., 312-664-1166. Birmingham Office: 3617 Eighth Ave. So., 205 322-6528. San Francisco Office: 601 California Ave., Room 1106, 415 Yukon 1-8913. Los Angeles phone 213-464-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U. S. \$8 a year. Canada \$9 a year. Other countries \$11 a year. Single copies 40c. Printed U.S.A. Published weekly. Second class postage paid at Baltimore, Md.



*The* **Debbie Drake** *show*

**Debbie  
Does it  
Again!**

**2nd SERIES OF 130 NEW  
15-MINUTE EPISODES  
ALREADY SOLD TO—**

WTIC, Hartford  
WTMJ, Milwaukee  
WLW-A, Atlanta  
KMSP, Minneapolis  
WSJS, Winston-Salem  
WALB, Albany  
KTEN, Ada

WSOC, Charlotte  
WHDH, Boston  
WJHG, Panama City  
WHBF, Rock Island  
WMAZ, Macon  
KLBK, Lubbock  
WEAT, W. Palm Beach

*—and others*

**1st SERIES SOLD IN 106 MARKETS.  
NOW 260 EPISODES IN SYNDICATION.**

**BANNER FILMS, INC.**

527 MADISON AVENUE  
NEW YORK 22, N. Y.  
PLaza 5-4811

Charles McGregor  
President

## SILVERNAIL TO VERMONT

We're making our retirement very, very final . . . by deserting the metropolis and resettling in a New England village come 1 October.

I'd hate to have it so final that I wouldn't continue to get SPONSOR. Would you see that the records be changed to show me as located at 110 Adams St., Bennington, Vermont?

And, by the way, who wrote the highly intelligent article in the 6 August issue entitled "The Buyer's Changing Role"? From the mention of Linnea Nelson, Carlos Franco, Beth Black and myself, the author must be a contemporary.—FRANK SILVERNAIL, Bennington, Vt.

## MARKETING AID

Congratulations on the TV TIMEBUYER'S MARKET GUIDE—a very valuable marketing aid.

Please send and bill us for three more copies as soon as possible.—THOMAS P. MAGUIRE, v.p., media director, Maxon Inc., New York.

## FABULOUS FALL FASHION

Congratulations on SPONSOR's Fabulous Fall Fashion. The new type faces . . . the new layouts . . . the crisper style and approach all add to SPONSOR's effectiveness.

One factor that makes the broadcasting media great is their showmanship. SPONSOR's new format reflects this modern, quick way to communicate.—JOHN F. HURLBUT, president gen. manager, WVMC, Mt. Carmel, Ill.

The job which your staff has done in giving SPONSOR a new look, a modern freshness, and added substance deserves cheers from our industry. The 10 September unveiling was a pleasure to behold, and the 17 September follow-up proved to be an even more eye-appealing version of the new format.

You have revamped in the right direction without losing any of SPONSOR's established character or

purpose in the process. Congratulations and continued success.—ROBERT L. HUTTUN, JR., vice president, Edward Petry, New York.

## SDFT-DRINK WAR

I read your article entitled, "Home-Town Tv and the Soft-Drink War," in the 10 September issue of your fine magazine. I have found it to be a very intelligent presentation of the facts. The point of the story, we believe, deals a sickening blow to those who play the numbers racket.

May I take this opportunity to thank you for writing and featuring the article which should hold considerable interest for the industry.—MARVIN REUBEN, general manager, WDAM, Hattiesburg, Miss.

## AIRLINES AND RADIO

Congratulations on SPONSOR magazine for 10 September. We think the style and the content are extremely well handled.

We particularly like the style of the article, "Airlines: Why Spot Radio Can Help," (10 September) and the implication that there will be a continuing series of similar articles. We like it because we think it gives to stations in the field, the same kind of material that is being fed to agencies in New York and elsewhere. We have already delivered this article to the leading airline managers in our community, and found them intensely interested in it. It appears to us this is a highly effective way to increase the potential results of major sales efforts made by many of the organizations in the national field, working in these areas.—RICHARD M. BROWN, president, KPOJ, Portland, Ore.

## CORRECTION

In your TV TIMEBUYERS' MARKET GUIDE, please note the following corrections for KWEX-TV which is listed under the San Antonio, Texas market: Henry Gutierrez, operations manager; Spanish International Network Sales, rep firm.—EMILIO NICOLAS, general manager, KWEX-TV, San Antonio.

## 4-WEEK CALENDAR

### OCTOBER

Advertising Research Foundation eighth annual conference: 2, Hotel Commodore, New York.

National Federation of Advertising Agencies central regional meeting: 5-7, Executive House, Chicago; eastern regional meeting, 12-14, Traylor Hotel, Allentown, Pa.

Advertising Federation of America third district meeting, 11-13, Hotel Columbia, Columbia, S. C.; seventh district meeting, 14-16, Hermitage, Nashville, Tenn.

RAB regional management conferences: 1-2, Glenwood Manor, Overland Park, Kansas 4-5, Western Hills Hotel, Fort Worth, Texas.

Advertising Research Foundation eighth annual conference: 2, Hotel Commodore, New York.

National Association of Broadcasters fall conferences: 15-16, Dinkler-Plaza Hotel, Atlanta, Georgia; 18-19, Biltmore Hotel, New York; 22-23, Edgewater

Beach Hotel, Chicago; 25-26, Statler-Hilton, Washington, D. C.

American Association of Advertising Agencies central regional meeting: 17-18, Hotel Ambassador West, Chicago; 20-25 western region convention, Hilton Hawaiian Village, Honolulu, Hawaii

Mutual Advertising Agency Network final meeting for 1962: 18-20, Palmer House, Chicago.

National Educational Tv & Radio Center fall meeting of station managers of affiliated tv stations: 18-20, Park Sheraton, New York.

National Assn. of Educational Broadcasters 1962 annual convention: 21-25, Hotel Benjamin Franklin, Philadelphia

Broadcasters' Promotion Association annual convention: 28-30, Holiday Inn Central, Dallas.

International Radio and Television Society time buying and selling seminar: begins 30, CBS Radio, New York.

*announcing*

*Arkansas' only  
50,000 watt  
radio station*



*effective immediately  
KAAZ, the only 24-hour Little Rock  
radio station, proudly appoints  
H-R Representatives, Inc. as  
exclusive national representative.  
an H-R UNI/PLAN station*



*The Story of The PGW Colonel... A Best Seller For More Than 30 Years*

**ON THE GO!**





# HE KNOWS THE OTHER SIDE OF THE DESK

PGW Television Colonels worked for advertising agencies for 70 years before they joined us. Our Radio Colonels put in nearly half a century with companies that market goods and services. Altogether, we have been on the other side of the advertising desk for 173 years.

They were very productive years for many of us. Because of them, the PGW Colonel is very much at home with advertisers . . . and advertisers are at home to the Colonel.

*That's why the Colonel is always on the go!*

**P**ETERS, **G**RIFFIN, **W**OODWARD, INC.

*Pioneer Station Representatives Since 1932*

NEW YORK    ATLANTA    DETROIT    FT. WORTH    MINNEAPOLIS    LOS ANGELES  
CHICAGO    BOSTON    ST. LOUIS    DALLAS    PHILADELPHIA    SAN FRANCISCO





**one**  
**is**  
**outstanding**

**THERE IS ALWAYS A LEADER**, and **WGAL-TV** in its coverage area is pre-eminent. This Channel 8 station reaches not one community, but hundreds—including four important metropolitan markets. Channel 8 delivers the greatest share of audience throughout its wide coverage area. For effective sales results, buy **WGAL-TV**—the one station that is outstanding.

<p><b>WGAL-TV</b>  <i>Channel 8</i>  <b>Lancaster, Pa.</b></p>	<p><b>NBC and CBS</b>  <b>STEINMAN STATION</b>  <b>Clair McCollough, Pres.</b></p>
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Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



# SPONSOR-WEEK

Top of the news  
in tv/radio advertising  
1 October 1962

## **BAR JUNKS IDEA OF MONITORING TV CODE COMPLIANCE**

BAR advised the trade it has given up the idea of putting out a regular monthly bulletin designed to measure tv station compliance with the NAB code. Reason it gave: it's not in the business of code interpretation and that anyway there was no uniformity among tv stations in their interpretation and application of the code.

## **TV CAMERAS CRACK ESTES COURT**

Electronic journalism made history in Tyler, Texas, last week when WFAA-TV, Dallas, gained admission to the Smith County courthouse where national attention is focused on the trial of Billie Sol Estes. Judge Otis T. Dunagan ruled the cameras be admitted in the interests of avoiding "discrimination between the news media."

## **ABC RADIO SETTING UP OWN NEW ENGLAND NETWORK**

Thirty-two years after the founding of the Yankee Network, ABC Radio president Robert R. Pauley is going back to New England to link together a regional network. Pauley says that 35 stations in that area have requested such service. What city is to have the key outlet is yet to be decided. Noted Pauley: our Radio West has done so well that we're looking into the possibility of several other regionals.

## **BBDO EXPLAINS NEW COMPUTER'S OPERATIONAL AREA**

While Y&R was ballyhooing the decision-making marvels of its IBM 1620 (see pages 20 and 32), BBDO took the wraps off its Honeywell 400 computer and tagged its new program SIMAD—a System for the Integration of Marketing and Advertising Data. The Honeywell handles the matching of market profiles with media profiles on the linear programming principle and later, the bookkeeping aspects, like producing contracts and media insertion orders, issuing checks to media and invoices to clients. It makes no claim to decision making on media selection.

## **FTC CLAMPS DOWN ON RYBUTOL CLAIMS**

Erstwhile Hefty tv advertiser, Lanolin Plus' Rybutol, has come under FTC buyer for misrepresentation. The commission specifically cited long-standing claims that the vitamin-mineral product is beneficial in treating tiredness, loss of a sense of well-being, loss of happiness, and feeling older than ones age. The order comes at a time of general Government tightening up on drug regulations.

## **NATIONAL TV SPOT SNUBS SMALL MARKETS**

An analysis on the TvB-Rorabaugh Report on Spot Tv Advertising for the second quarter of the year indicates that only about 5% of all national spot tv goes into 100 or more markets; better than 70% goes into market lists of 25 and less. (For story, see p. 29.)

## **SPONSOR-WEEK**

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

### **ABC RADIO REPRESENTATIVES MAKES ITS DEBUT**

The ABC Radio o&o group has wrapped up its executive needs for the group's entry into national sales representation. The top men by cities: Tony Rocco in New York; Don Carroll in Chicago and John Paley in Los Angeles. The initial outside client for the new setup, which will be known as ABC Radio Representatives, is the ABC regional, Regional West, in 11 western states and composed of 116 stations.

### **FIRST HALF TV CAR BILLINGS JUMP 25.3%**

January-June tv billings for cars were 28,899,875 compared with \$23,071,620 for the first 1961 half, according to TvB. Spot tv paced the gain, hitting \$9,991,000 from just over \$6 million last year and network billings rose some \$2 million to \$18,908,875.

### **AVERY-KNODEL REALIGNS EXECUTIVE SETUP**

J. W. Knodel, who as the new president of Avery-Knodel has switched his quarters from Chicago to New York, this week disclosed his reshuffling of executive personnel and expansion plans. Among the changes: Donald F. McCarty becomes radio division sales manager in New York; Tom White and Philip Schloeder, Jr., retire as executive v.p. and secretary-treasurer, respectively, but continue as consultants; F. Robert Kalthoff replaces Raymond M. Neihengen as tv sales manager in Chicago; Gale Blocki, Jr., joins Chicago radio sales, coming from Metromedia. As of 1 November the company will have an office in St. Louis also.

### **WNDR, N.Y., CROSSES AFTRA PICKET LINE**

Educational tv got underway in New York 25 September when WNDR engineers crossed a 10-day-long picket line for the striking AFTRA. The long-delayed start of regular programming by the station followed a union agreement to drop its insistence on including as "hosts" non-professional performers such as professors and physicians. AFTRA has also agreed to a six-months moratorium on the outside-New York release of WNDR telecasts to be followed by a vote on union affiliation by all station personnel who appear on the air.

### **FCC GRANTS CH. 5 TO BOSTON HERALD**

After two years of looking into charges of improper influence in license disposition, the FCC has voted four to one to allow original licensee, the Boston Herald-Traveler, to retain that city's channel 5, WHDH. Last week's decision, which granted the Herald a four-month license, was based on the FCC opinion that the other original applicants for the channel (Massachusetts Bay Telecasters and The Greater Boston Television Corp.) were guilty of equal or greater flaws.

### **WINS BREAKS PRECEDENT: BACKS WMCA BRIEF**

Hands were extended across the hotly competitive New York air waves last week. WINS, in on-the-air editorials, urged support of the 16-month-long campaign for reapportionment of the New York State Legislature waged by competitor WMCA. WINS general manager Mark Olds sent letters to all other radio stations in the area soliciting their support on the issue.



**SPONSOR**  
**CIRCULATION**  
**NOW AUDITED**  
**BY**



Member of the Audit Bureau of Circulation

**SPONSOR**

THE WEEKLY MAGAZINE  
RADIO/TV ADVERTISERS USE

# **SPONSOR-WEEK** | Top of the news in tv/radio advertising (continued)

## **MINOW POKES AT NETWORKS RE KID SHOW SCHEDULING**

FCC chairman Newton Minow twitted ABC TV and CBS TV by implication before the IRTS for scheduling their youngster news programs against each other Saturday afternoons. Cracked Minow: the networks must be figuring on "that minority group of children who have two tv sets in their playrooms—and who are bifocal."

## **BALTIMORE: A RENAISSANCE OF BROADCAST FACILITIES**

WBAL (AM-FM & TV) formally dedicated its new \$2 million Broadcast Center in Baltimore 26 September. Top brass from Hearst, NBC, and both local and out-of-state dignitaries were on hand for the event. The Chesapeake Bay city has also witnessed in recent months modernizations by WMAR and WJZ.

## **A NA LOBBIES FOR SHORT AD DRUG CLAUSE**

The ANA is waging an extensive campaign to round up support for a clause to be included in current Congressional action on the regulation of prescription drugs. Bills passed in the Senate and originally proposed in the House state that ads for these drugs would have to include a full disclosure of all properties, including harmful side-effects of the product. ANA, alarmed over the precedent this might establish for other products, and pointing to its impracticability in small space advertising, has proposed an added clause which would exempt ads from the "full-disclosure provision" provided all data was available to physicians and the ads so stated.

## **WRITERS GUILD VOTES TO STRIKE STORER**

An unresolved contract dispute, which began back in the spring, has prompted the Writers Guild of America, East, to authorize a strike against Storer Radio, Inc. involving WHN, New York. Central figures in the controversy are five of the Guild's members now employed at the station as newswriters and major bone of contention is the minimum weekly wage. The Guild says it should be \$155 and Storer, \$75. No date has been set for the strike action.

## **NAB CODE OKAYS 156 TOY COMMERCIALS**

The object of much industry and public criticism the past few years, tv toy commercials have been getting a thorough going over by the NAB Code Authority this fall. So far, 156 commercials for games and toys produced by 22 companies for the Christmas season have gotten a green light from the Code.

## **FTC SETS CONFAB ON CO-OP ADVERTISING**

The FTC has granted requests by the American Retail Federation, the National Retail Merchants Association and others for a conference on cooperative advertising. The place is the FTC Building, Washington, D.C. The time: 17 October, 10 A.M.

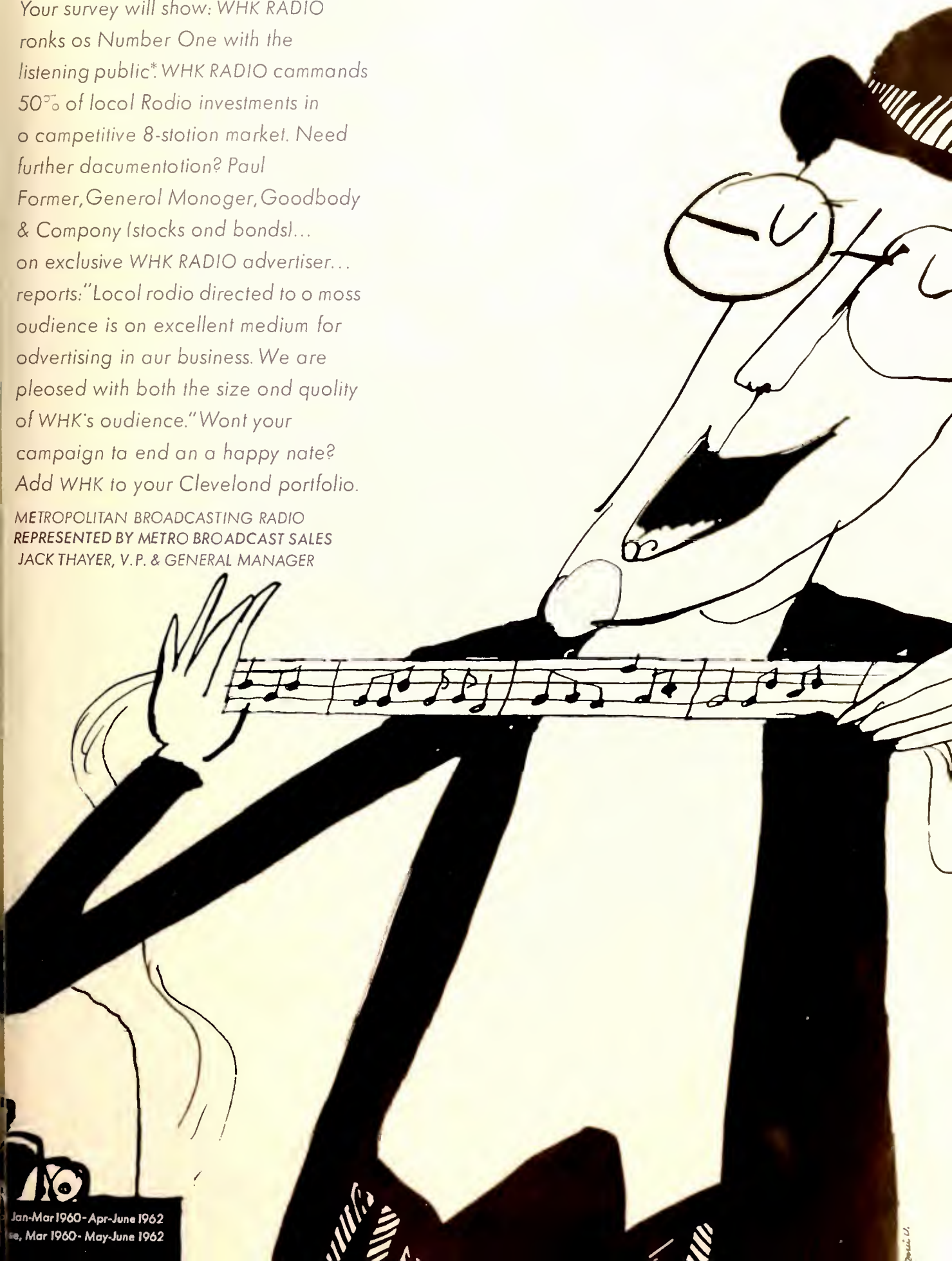
SPONSOR-WEEK continued on page 58



## TAKE STOCK OF CLEVELAND

Your survey will show: WHK RADIO ranks as Number One with the listening public\*. WHK RADIO commands 50% of local Radio investments in a competitive 8-station market. Need further documentation? Paul Former, General Manager, Goodbody & Company (stocks and bonds)... an exclusive WHK RADIO advertiser... reports: "Local radio directed to a mass audience is an excellent medium for advertising in our business. We are pleased with both the size and quality of WHK's audience." Want your campaign to end on a happy note? Add WHK to your Cleveland portfolio.

METROPOLITAN BROADCASTING RADIO  
REPRESENTED BY METRO BROADCAST SALES  
JACK THAYER, V.P. & GENERAL MANAGER



Jan-Mar 1960 - Apr-June 1962  
July, Mar 1960 - May-June 1962



# *What's Cooking?*

---

## *Appetizers*

Americans are spending the biggest part of their income on food.  
Food manufacturers are the heaviest advertisers in America.  
People are spending more time watching television than eating.

---

## *Main Course*

Food advertisers invest more of their money in television than in all other media combined.

*Chef's Recommendation*  
Supermarket dealers vote television the most effective sales medium (including newspapers, magazines and radio).

*Specialty of the House*  
Currently the CBS Television Network has even more food advertising on order for Fall than it had a year ago.

## *Pièce de Résistance*

Within television, for the tenth straight year, food advertisers are spending the largest portion of their budgets on the CBS Television Network.

---

## *Dessert*

For the seventh straight year Americans are spending more time watching the CBS Television Network than any other.

---

*CBS Television Network*

NO SUBSTITUTIONS, PLEASE





What will he  
want to see  
next Tuesday?

*(Tune in KPRC-TV now, let him decide later)*

**The best to you each morning  
--noon and night**



Individual servings of nationwide favorites, in one station package. ID's Participations, Chainbreaks, Frosted Spots, and New Special "K" . . . All O.K.!

**Kprc-TV HOUSTON**  
Represented Nationally by Edward Petry & Co.

# SPONSOR-SCOPE

1 OCTOBER 1962 / Copyright 1962

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

If you as an agency buyer of spot tv were to be asked by a client what big change has taken place this season in the pattern of doing business, here's a phenomenon you can cite to him.

It's an appreciable breakdown of the barriers against getting stations to confirm orders less than 30 days before starting date.

The crumbling of the old tradition in this respect has added loads to spot's flexibility, buttressed spot's competitiveness vs. network tv and made it far easier for spot prospects to do their planning at long range.

And who do think should get the lion's share of credit for the major breakthrough?

It's no other than the toy people. They succeeded in convincing tv stations in the large that their business made it imperative that they know in June what tv facilities could be locked up for a late September starting date.

Argued the breed: if the networks were willing to abide by this basis, why should spot play coy, unless it wanted the money diverted to another medium, like print?

In the process of educating the sellers of spot tv as to the toy industry's problems the manufacturers disclosed that tv has virtually become the tail that wags the dog. In other words, it's the locked-in tv schedule that largely influences pre-Christmas orders from jobbers and if the maker is to get these orders into production in ample time his tv commitments must be wapped up by the first of June.

Lever Bros.' Pepsodent can chalk up a victory for itself in the battle of acceptance for its new promotional theme: Do you have yellow mouth?

NBC TV continuity acceptance issued a stern thumbsdown on this slogan, but it decided to change course, and reluctantly so, after it found that the yellow mouth thing had met with the approval of not only the other networks but the NAB code.

FC&B, which has Pepsodent, told SPONSOR-SCOPE last week that this particular campaign has no plans for spot as yet.

The yellow mouth angle comes 10 years after Pepsodent blitzed radio with the theme of you'll wonder where the yellow went when you brush your teeth with Pepsodent.

Reps in both New York and Chicago say they've never seen anything like the continuity of buying they've gone through for this fall.

The action got going in a solid way in early July and it's still rolling along at a lessened but gratifying pace.

The No. 1 headache: squeezing in minutes for late comers among the top markets.

(For latest action on the buying front see SPOT-SCOPE, page 67.)

You can take this as a symptom of the tight spot tv market: rep salesmen are grumbling about the disposition of too many buyers to insist on ample time in which to make their confirmation decisions on alternate spots.

The question they now pose is how much is "ample," and you can hear them arguing the point that there ought to be some ground rule on moving-around time.

For some of the more fortunately endowed reps the point is academic. They're operating strictly on a first-come-first-served policy.



Tv reps can put to rest their fears that when Y&R gets its new media model computer all tuned up stations will be called on to submit their availabilities at the rate of three times a day.

The assurance that this won't be so comes from Y&R.

It seems that an idea along this line was incorporated in a pitch for new business. The point made in the pitch was that such a routine could be considered as a sample of how availabilities could be processed expeditiously via a computer.

General Mills keeps reaching out more and more into the precooked food field.

It's introducing three casserole type main courses this fall: Noodles Almondine, Macaroni and Cheddar and Noodles Italiano. The line was started last year with Noodles Romanoff.

Doyle-Dane-Bernbach New York is doing the spot tv buying for the three new ones.

Campbell Soup (NL&B) has made ABC TV, along with NBC TV, the recipient of its first-time splurge into daytime tv.

For ABC TV it's a spread of 13-17 minutes a week, carrying through the first quarter of 1963.

There's no indication yet whether this fall will be marked by the old hurley-burley of promotional nighttime rating counterclaims by the tv networks.

This annual pointing with pride and viewing with disdain quieted down considerably during the 1961-62 season and what with everything more mature the restraint could persist this time.

One outfit on the sidelines that'll be happy is Nielsen. It had been in the habit of spending at least eight hours a month checking claims and counterclaims.

Remember that report on rating sampling that Dr. William Madow did for the Harris broadcast subcommittee a couple years back?

Well, this rather erudite discourse is being simplified for the general run of research and media specialists by Martin Mayer, who wrote Madison Avenue USA, in behalf of the ARF.

Lately Madow's been working for Nielsen on the matter of proper samples for demographic breaks, or what you might preferably recognize as socio-economic categories.

If you want to accept the past three-four years as a norm, you'd be safe in placing your bets in early August as to whether spot tv will have a good or not so good fall buying season.

For radio there's no date of telling. The buying action gets later each year.

Reflections of a tradepaper reporter last week watching a Y&R researcher explain the agency's "High Assay Media Model," a computer geared system for solving the complicated problems of getting the optimum effectiveness for an ad buck:

This rash of activity to automated media selection can't on the longrange view be put down as just another gimmick for business-getting or impressing the client.

The cost of marketing a product keeps zooming and the advertiser is bound to embrace any tool that promises to cut down the risk of his investment. The computer boys are singing that song.

The machine isn't going to replace entirely the expert media buyer's creative and intuitive talents, but he can't go wrong by moving in quickly and make himself conversant with the techniques and general principles of computer systems.

It means much extracurricular time, but it should be worth it.



Looks like all of the big five in gasoline-oil distribution will have network tv going for them during the last 1962 quarter.

The extent of their participation:

**Mobil (Bates):** two minutes a week on four ABC TV nighttimers.

**Texaco (B&B):** a total of 34 commercial minutes for the quarter on four NBC TV shows.

**Shell (OBM):** participations in CBS Reports, Dobbie Gillis, Fair Exchange and the Alfred Hitchcock Hour.

**Humble (McCann-Erickson):** a quarter of the NCAA games on CBS TV.

**Gulf (Y&R):** a likely combination of news and sports. Final decision is expected this week.

For an insight as to tv's potency in piling up billings from the makers of packaged or bottled goods, make note of this fact: 24 of them spent over \$6 million for the first six months of 1962 in time alone, and that takes in network and spot.

This lineup of better than \$6-million tv time spenders, as compiled for SPONSOR-SCOPE by TVB and with LNA-BAR and Rorabaugh as the sources, is as follows:

<b>Procter &amp; Gamble</b>	\$56,829,275	<b>Kellogg</b>	\$9,212,117
<b>Lever Bros.</b>	23,872,468	<b>Philip Morris</b>	8,798,015
<b>Colgate</b>	23,472,451	<b>Miles Labs</b>	8,722,388
<b>General Foods</b>	21,355,122	<b>Liggett &amp; Myers</b>	8,291,794
<b>Amer. Home Products</b>	20,793,721	<b>Corn Products</b>	8,072,670
<b>Bristol-Myers</b>	16,343,409	<b>Campbell Soup</b>	7,325,991
<b>R. J. Reynolds</b>	13,565,340	<b>William Wrigley</b>	7,201,000
<b>Lorillard</b>	13,175,069	<b>Brown &amp; Williamson</b>	7,119,032
<b>Alberto-Culver</b>	10,910,462	<b>Beech-Nut</b>	6,891,522
<b>General Mills</b>	10,094,439	<b>American Tobacco</b>	6,636,557
<b>Gillette</b>	9,980,990	<b>Sterling Drugs</b>	6,510,618
<b>Coca-Cola Bottlers</b>	9,455,323	<b>Standard Brands</b>	6,184,853

Here are those whose gross expenditures for time were over \$5 million:

<b>National Dairy</b>	\$5,933,098	<b>Warner-Lambert</b>	\$5,597,961
<b>National Biscuit</b>	5,922,339	<b>S. C. Johnson</b>	5,288,914
<b>J. B. Williams</b>	5,733,979	<b>Scott Paper</b>	5,265,399

The Discovery series has been divorced by ABC TV as a participation combination with American Newsstand.

Under the previous arrangement advertisers could rotate in both strips, but now the buy is to be made in each separately.

Post Cereals (B&B) last week picked up three weekly commercial minutes in Discovery, leaving only three of the available 25 minutes unsold.

Discovery runs 25 minutes per day and Newsstand, five minutes.

Judging from random ratings, football this fall is on the way to setting viewing records for the tv networks.

The National Football League last year started off with an average Arbitron of 13.2. This time the average rating came out 14.5. For the parallel period the NCAA opener jumped average-wise from 5.0 to 6.4.

NBC TV has put a package tag of \$750,000 on its four-shot Communist documentary series.

The group will consist of three one-hour shows and one 90-minute telecast, or a total of 27 commercial minutes, which would bring the whole thing in at \$28,000 a minute.

Fletcher Richards, Calkins & Holden wants it known that all units of the U. S. Rubber Co. other than the tire division (Ayer) are still there.

In addition to the Keds, the U. S. Rubber divisions at FRC&H are consumer and industrial products, Maugatuck Chemicals, and the textile and international divisions.

The agency has bought heavily into ABC TV (news and nighttime programing) in behalf of this client.

Liggett & Myers (JWT) would consider it a favor if CBS TV would let it out of its commitment on Fair Exchange.

The wish has nothing to do with the quality of the show. It's merely this: the commitment's only for 13 weeks and since the network's been able to clear only 74 of the top 100 markets the advertiser figures it might as well switch to something which would make available these missing markets and serve as a continuing vehicle for its commercials.

L&M's bid for release inspired a groundless rumor along Madison Avenue that it was in retaliation for the CBS Reports chapter on cancer and smoking.

What cigarette advertisers did object to, and strenuously, was the unauthorized use of their commercials in the documentary.

Look for Ballantine (Esty) to reshuffle its advertising allocations after it finds a buyer for half of its two-thirds share of the New York Yankees broadcast.

The cutback here will amount to about \$1 million, with the money going toward providing the brewer with greater flexibility in the use of air media.

Incidentally, it's been one of the worst summer seasons that the beer industry has experienced in the east in a number of years because of the abnormal cool weather. The same applies to the pop bottlers.

A case in point: For the first time in 58 years Massachusetts didn't have a day over 90 degrees in August.

Cigarette marketers estimate that distribution of the product is headed for a 3-3.5% increase for the year.

The consensus among them is that R. J. Reynolds will once again top the others in both sales and gains, with American Tobacco and Lorillard pretty nip and tuck in respect to second place percentage of increase.

A rather unusual aspect of the sponsorship of the revived Leave It to the Girls strip on WNBC-TV, New York, is the inclusion of all three soap giants, namely P&G, Lever and Colgate.

The linking up of two of these advertisers on a single program series is an arrangement that has prevailed in daytime network tv the past two seasons at least, but this is the first time that the trio has bought into the same vehicle.

The show's on syndication.

The passage of the trade bill now before Congress may eventually have some significance for the American spot tv business.

It might induce foreign manufacturers to latch on to the medium as a tool for competing with American counterparts.

A leading rep has already anticipated this possibility. One of his sales executives is taking time out from his current vacation jaunt around Europe to talk to possible prospects.



In Indianapolis, the **"SOUNDS OF THE CITY"**  
keep people listening with both ears!

A dramatic broadcast from the scene of a fire . . . the voice of a policeman making an arrest . . . a schoolboy telling why he plans to be an astronaut.

Local people . . . making news . . . reporting it . . . reacting to it. These are the "Sounds of the City" that keep the people of Indianapolis attuned—and tuned—to WFBM Radio.

That's one point for WFBM. Here's another: WFBM music is pointedly programmed to adult tastes . . . calculated to please the people who do the real buying in Indianapolis.

In short, WFBM reaches an uncommonly attentive, predominantly adult audience . . . provides your best opportunity to address the town fathers—and mothers—with your advertising message. Ask your KATZ man!

**WFBM  
RADIO**

**1260 INDIANAPOLIS**

TIME-LIFE BROADCAST INC.

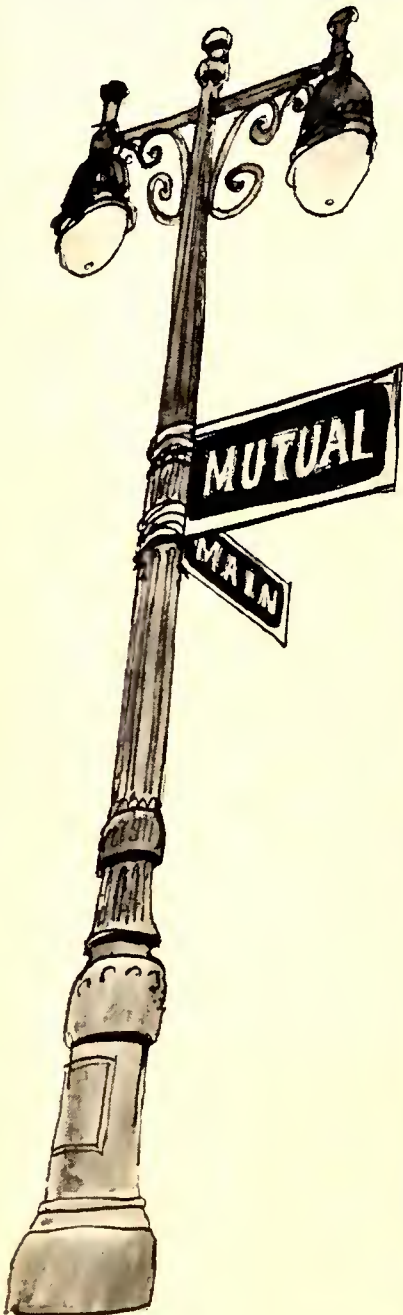
*Represented Nationally by the KATZ Agency*



THE ROAD TO MARKET  
MUST PASS MAIN STREET  
**To reach Main Street,  
U.S.A., turn at Mutual.**

Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 local affiliates everywhere. If you want to sell where the buying is biggest, check the signpost, turn at Mutual. *LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.*

**Mutual Radio | 3<sup>M</sup>**  
A Service to Independent Stations



# SPONSOR BACKSTAGE

by Joe Csida

## Kickbacks on the new season kickoff

A television observer, trying to gauge programming developments this new 1962-1963 season, is hard-pressed to do so without resorting to specially-run tape showings. Take Wednesday (19 September) night, for example. At 7:30 on that evening NBC was presenting the premiere performance of the first ninety-minute western series, *The Virginian*. CBS was showing a filmed documentary in its *CBS Reports* series on the potentially explosive theme "The Teen Age Smoker." And ABC was kicking off its first episode of *Wagon Train*, which, of course, had shifted from a successful season on NBC.



On the theory that *CBS Reports* could be counted upon to do its usual thorough and objective job on its subject, and therefore, the content of its "Teen Age Smoker" report was somewhat predictable, and on the further theory that whether on ABC or NBC, *Wagon Train* would still be substantially *Wagon Train*, I tuned in the virtually motion picture-length *The Virginian*. Lee Cobb, who plays a judge in the town of Medicine Bow, and is one of the regulars in the series, has been quoted by newspaper writers as thinking poorly of the show.

### The gun backfired

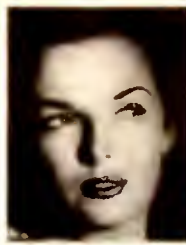
On nothing more than the viewing of its premiere I think Mr. Cobb may have something. The obvious effort on the part of *The Virginian's* producers, director, writers, *et al* was to come up with a western unlike any western previously presented on television. (This presumably to justify the ninety minute length.) The devices used to achieve this were to affect a writing style much like that of undeveloped Irish poets; to use a directorial touch which (when combined with the aforesaid material) resulted in having such excellent actors as Colleen Dewhurst and Hugh O'Brian frequently come off revoltingly precious and nauseatingly pixieish. Anyone who saw Miss Dewhurst in Tad Mosel's Pulitzer Prize winning play "All the Way Home" will readily recognize what a feat of writing and direction this would be.

Another technique for making *The Virginian* quite a far six-shot from other westerns apparently is to use almost no make-up on the players. This is particularly noticeable, of course, in the case of the female players, and it does add a touch of realism. But the most important departure of all is one which baffles this viewer. This is apparently a concept in which the regulars on the show actually have very little to do. This first episode in the season's series, for instance, was 99% written for and about guest stars Dewhurst and O'Brian, while James Drury in the title part, Lee Cobb as the Judge and owner of the ranch on which Drury is foreman and other regulars played oddly insignificant roles. True, the *Virginian* talked

(Please turn to page 50)



**MAN IN THE GRAY  
FLANNEL SUIT**  
Gregory Peck, Jennifer Jones,  
Frederic March



**THE REVOLT OF  
MAMIE STOVER**  
Jane Russell, Richard Egan,  
Joan Leslie



**THE OLD MAN  
AND THE SEA**  
Spencer Tracy in  
Ernest Hemingway's  
Pulitzer Prize Novel.



**SAYONARA**  
Marlon Brando,  
Red Buttons,  
James Garner

**Drama from 20th Century Fox in:**

**THE GIFT OF LOVE**—starring Lauren Bacall, Robert Stack, and Evelyn Rudie  
**DON'T BOTHER TO KNOCK**—starring Marilyn Monroe, Richard Widmark, and Anne Bancroft  
**BIGGER THAN LIFE**—starring James Mason, Barbara Rush, and Walter Matthau

**Drama from Warner Bros. in:**

**A FACE IN THE CROWD**—starring Andy Griffith, Lee Remick, and Anthony Franciosa  
**MIRACLE IN THE RAIN**—starring Jane Wyman, Van Johnson, and Peggie Castle  
**HELEN OF TROY**—starring Rossana Podesta, Brigitte Bardot, and Jack Sernas

**AND ... SUSPENSE ... COMEDY ... SCIENCE FICTION ... BROADWAY ... ACTION ...**

Seven Arts Volumes 4 & 5 have everything—everything to please your audiences—  
top stars—top stories—top directors—they're all in Seven Arts' "Films of the 50's"  
"Money Makers of the 60's" Volumes 4 & 5 now available from Seven Arts.



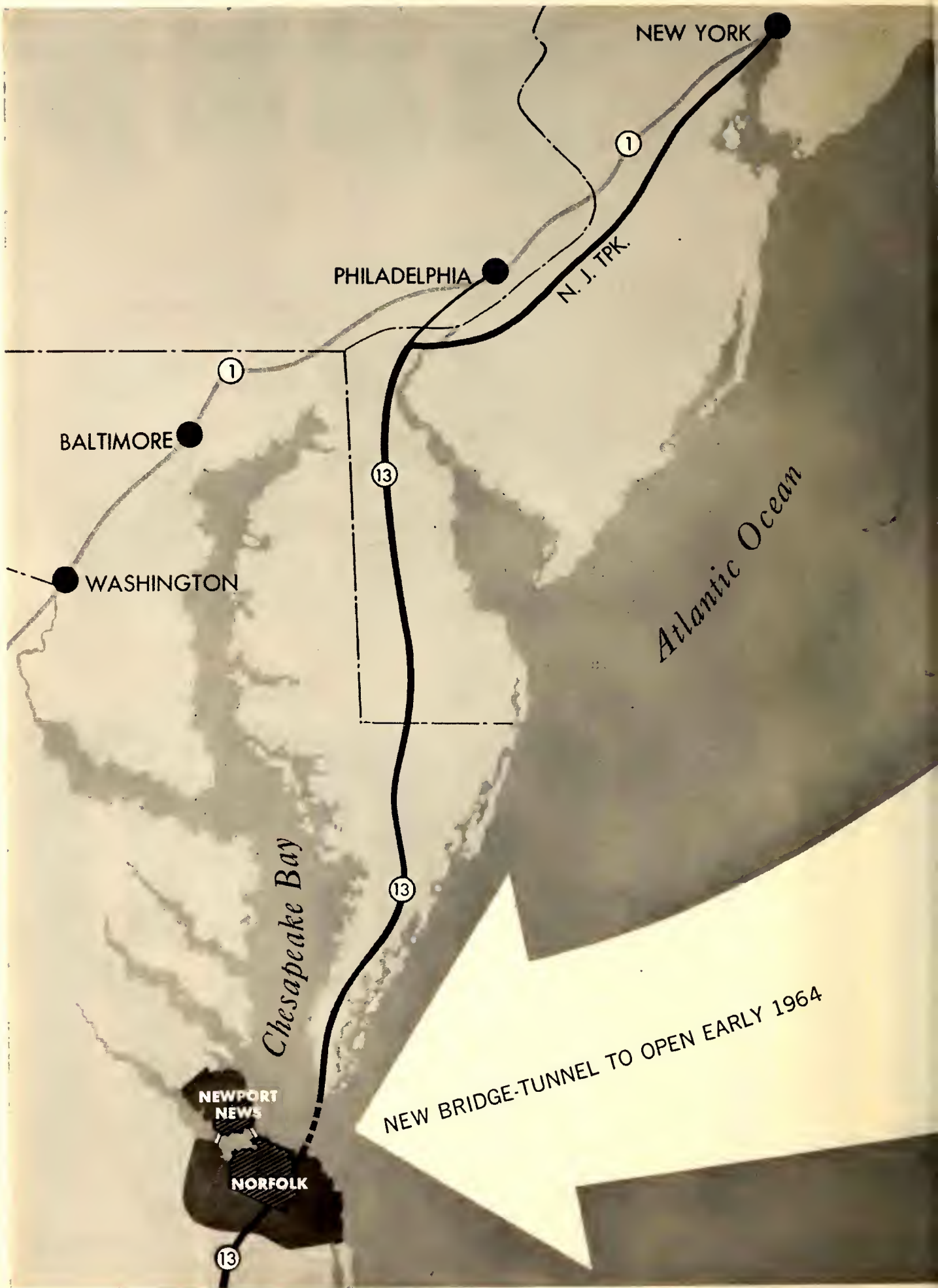
A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.  
NEW YORK: 270 Park Avenue YUkon 6-1717  
CHICAGO: 8922 D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4-5105  
OALLAS: 5641 Charlestown Drive ADams 9-2855  
LOS ANGELES: 3562 Royal Woods Drive STate 8-8276  
TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193

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

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

**drama**





NEW YORK

PHILADELPHIA

N. J. TPK.

BALTIMORE

WASHINGTON

Chesapeake Bay

NEWPORT NEWS

NORFOLK

Atlantic Ocean

NEW BRIDGE-TUNNEL TO OPEN EARLY 1964



“ONCE [THIS] CROSSING IS COMPLETED,  
[NORFOLK-NEWPORT NEWS],  
THE EXPERTS SAY, WILL BURST INTO  
MILLIONS AND BECOME THE SOUTH’S  
LEADING MARKET.”

*Newsweek Magazine*

This new 17½-mile, \$200 million Chesapeake Bay Bridge-Tunnel will give Norfolk-Newport News industry a rapid transit highway to the great Atlantic Urban Region—and also will make this area even more attractive to *new* industry. Also it will provide a direct link between the great industrial centers of the nation and the greatest natural harbor in the world—Hampton Roads.

With 1,200 men on the job, and construction more than half done, already the effect is tremendous. And this is happening to an area that already was booming—growing at 2¼ times the national rate for the past decade!

**What a place to put a TV dollar—Virginia’s Tidewater Metropolis! Nearly a million people and only three TV signals.**

**WVEC-TV**

ABC-13

**WAVY-TV**

NBC-10

**WTAR-TV**

CBS-3



LLOYD GEORGE VENARD,  
President, New York Office



ALAN L. TORBET,  
Executive Vice-President,  
New York Office



JAMES V. McCONNELL,  
Vice-President & Treasurer,  
New York Office



STEPHEN R. RINTOUL,  
Vice-President & Secretary,  
New York Office



HOWARD B. MEYERS,  
Vice-President, Midwest



ARTHUR ASTOR, Manager,  
Los Angeles Office



JAMES A. BROWN, JR.,  
Manager, Detroit Office



AL HAZELWOOD, Manager,  
Dallas Office



ROBERT R. ALLEN,  
Vice-President,  
Western Offices

# Announcing a major expansion in the national representative field...

the merger of  
**VENARD, RINTOUL & McCONNELL, INC.**  
and  
**TORBET, ALLEN & CRANE, INC.**  
into...

## Venard, Torbet & McConnell, Inc.

COMPANY OWNED AND OPERATED OFFICES: NEW YORK • CHICAGO • DETROIT • DALLAS • SAN FRANCISCO • LOS ANGELES

## NO. BRANDS SIZE OF STATION LIST

111 (76-266 stations; 8%)

80 (51-75 stations; 6%)

183 (26-50 stations; 13%)

79 (20-25 stations; 6%)

228 (10-19 stations; 16%)

694 (3-9 stations; 50%)

1375 TOTAL (3-266 stations; 100%)

**National spot dollars rarely reach low market stations**

This analysis of the 2nd-quarter TvB-Rorabaugh report ignored 2253 brands as local; tabbed 1375 brands using at least three stations in two states. Each brand equals one station list. The longer the list the more markets and the more stations in the higher ranked markets. Only 64 brands used more than 100 stations

# More tv \$ for smaller markets?

- ▶ **Smaller tv markets want major ad dollars**
- ▶ **They can be had but don't come easy**
- ▶ **Few brands use more than 75 stations**
- ▶ **Short lists get most of the long green**

Nothing bugs a tv station manager, in most markets below the top twenty-five, more than his yen for the lovely, luscious, and lucrative dollars of the national spot advertiser. So intense is his desire, and often his need, for national spot billing (in some markets that national advertiser dollar can be the difference between red and black ink), that many an

otherwise astute operator spends more time singing "The Major Dollar, Minor Market Blues" than he does in putting together a creative selling pitch.

**Small market problem.** Putting together such a pitch is not easy, and making it work is no cinch, either, as any station rep will agree. To quote more than one rep. "Getting national dollars into a lesser

market is a backbreaking job. It's a long hard fight for that dollar but it can be done."

And more than one agency time-buyer and media man has said. "If they have a good market and can find a distinctive peg on which to hang a pitch and get their story across, they can help themselves at the national level. The trouble is that too many stations look for the national dollar before they've built their local and regional acceptance and revenue."

What many veteran agency, rep, and station men also agree on is: "Most lesser market stations don't attempt to understand how national dollars are allocated. They rarely look beyond their own environs. All they know is that na-



tional spot billing is up 18% for the first half of 1962 and they want their national advertising billing to increase 18%.

**Economics of tv spot.** "They don't realize that only about 5% of all national spot goes into 100 or more markets; that better than 70% goes into market lists of 25 and less because that's where we reach most of the people for the least dollars."

To check this SPONSOR tabulated the TvB-Rorabaugh Report on Spot TV Advertising for the second quarter of 1962. Every brand using a minimum of three stations in more than one state was totalled. (see chart on page 29), and many of the lists of stations were checked for the number of markets.

The tabulations showed that the longer the list of markets the more maximum coverage, or multi-station, markets on the list. One 35-market campaign used 53 stations, another 68. A 20-market list might

use 25 stations. Even an 18-market list used 31 stations. And the longest market list, 162, used 266 stations.

**What must be done.** How then does the tv station operator in a tv market ranked below the first 50 go about cutting a piece of the national advertising pie? What are the ground rules? Do they work or are they just talk?

According to experienced time-buyers, many with more than 15 years of service, agency media people, and station reps with superior track records, the lesser market stations must keep six markers in mind. These are:

**1. Rates.** Rate cards often are not realistic. In some lesser tv markets rates are too high, making radio a better buy. A strong enough station story may get the business but an out-of-line price makes the job tougher.

One agency suggested a 3-or-4-to-1 ratio of tv over radio. Another

advised shooting for a \$1.50-\$2.50 c-p-m. Others spoke bluntly about stations trying to keep pace with major market outlets by raising rates because the bigger station did, not because circulation was up; and about station owners who act as if their license were a franchise to get-rich-quick.

**2. Knowledge.** Know your market—its past, present, and future. Use research to chart growth and potential in terms of business and industry as well as audience and tune-in. Get to know the warehousing and distribution pattern of nationally advertised products in your area. Find out what is different about your station, its audience and the market. The birth rate in your market may be above average and so provide a peg for a pitch to the makers of baby foods.

**3. Develop a plus.** The trick is to give your market an exclusive identity, a personality all its own. This has innumerable variations ranging from the cigar and face of Joe Floyd, who used showmanship to spotlight KELO-TV in Sioux Falls, S. D., to the sightseeing tours for timebuyers staged by WITN-TV in Washington, N C.

Other less spectacular yet infinitely more creative and often more productive market development techniques are:

*The test market* as developed by The Meeker Company and WSAU-TV in Wausau, Wis. This requires a lot of digging for facts, diplomacy in dealing with other media in the market, and a savvy of marketing. But if the market is isolated from outside media, has high audience circulation, has a stable and varied economy, is accessible to warehouse facilities, and retail cooperation in promotion and audit of products is available, then it can mean national billing as it has in Wausau.

*The new market* as developed by A. Donovan Faust, general manager of WJRT-TV in Flint, Mich., and Harrington, Righter & Parsons. Five years ago, before the station went on the air, Flint was regarded as a bonus that went with buying Detroit. The station and

## 6 ways to slice national ad cake

**1 REALISTIC RATES** are essential if you don't want other media to get the dollars you want. And don't raise rates without a valid reason.

**2 KNOWLEDGE** of your market is a must if you are to create a character, a personality for your station. Find out how your market, station and audience are different.

**3 DEVELOP A PLUS**, an exclusive identity for your market and station. This can be a face, an idea, a fact, a combination of elements. But it must be unique and real.

**4 THE GROUP BUY**, linking several minor markets into a regional combination, can be attractive to timebuyers when properly assembled, documented, priced and presented.

**5 THE LOCAL CONTACT** can be productive; especially the food and drug brokers, wholesalers, distributors, retailers and chainstores. To them an adman will listen.

**6 PROMOTE THE MARKET** instead of slugging your competition. The smaller the market the more everyone wants national ad dollars and the less they do to get them.

its rep spent a year in planning, programing, and producing a new market entity known as Flint-Bay City-Saginaw. Using available research data that proved the new market concept, they prepared a presentation that sold the market and the idea, that gave it a middle-thirty market ranking, that neither rapped the competition nor overplayed the WJRT-TV call letters. They sold the idea that Flint-Bay City-Saginaw was an important market that it could only be covered effectively and economically from within the market. According to HR&P's Jim Parsons, "The BAR studies show that the concept was sound. In two years it has meant an increase of 41% in the number of national spot advertisers."

The recreated market as developed by WSAZ-TV in Charleston-Huntington, West Va., and The Katz Agency. They were plagued by a West Virginia address and a political campaign that had tarred the state as a depressed area laden with unemployed miners and hampered by a warehousing situation which credited sales in its four-state area to four different distribution centers. With two dozen heavy industry plants in its coverage area, with \$150 million in plant expansion and \$33 million in new plant construction the station renamed its area as the SUPERmarket, documented 2 million people, a four billion dollar payroll, and a 30th market ranking that delivered a flock of fresh national dollars.

The combination market approach, as developed by several reps and stations, has brought new national billing into more than one market. In Alabama, for example, Birmingham and Mobile are the major market buy with Montgomery and Dothan rated as fringe markets in the past. Now the combination of WCOV-TV in Montgomery and WTVY in Dothan, when offered as a supplement to Birmingham and Mobile and documented to show greater coverage and penetration, has brought in new business.

There are many variations of the

## Three examples of how stations attract new spot dollars to lower-rated markets

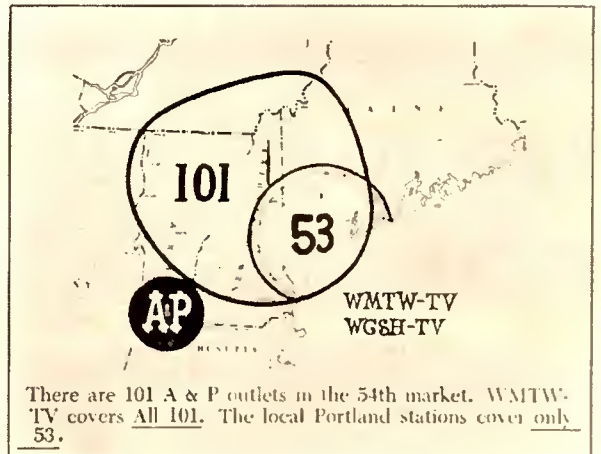


### 1. Recreate a market

WSAZ-TV developed a plus by recreating its market. With much of West Virginia a depressed area this station developed, documented and sold a SUPERmarket story based on heavy industry, many people and big payrolls

### 2. The local contact

WMTW-TV, Poland Spring, Me., spent a year contacting, cultivating and working with food and drug brokers, retailers and chainstores in its area. This preparation has upped national spot billing 300% in just four short years



### 3. Develop a test market

WASU-TV developed a plus by building a test market story that brought national spot business to Wausau. Not every market has the ingredients essential to a test market story, and it is not easy to build, but if it can be done it pays off



plus market technique. The basic requirement is for a willingness to go dig and an ability to use existing and available secondary data.

Some lesser market station may, conceivably, not be receiving a full count from community antennae systems in its area. The trick is to be certain you include all their homes when they carry your signal; and just as certain another station isn't getting more credit than they actually have coverage.

**4. The group buy.** Unlike the

combination market, which is usually an area package, the group buy usually is a regional linking of stations and markets that, as one agency executive put it, "When properly assembled, documented, and priced can be considered because it offers new homes and doesn't cost too much. We can try it and see what happens." The same buyer suggested a West Texas group as having possibilities. Another saw a possibility for secondary markets in the states of Wash-

ington and Oregon.

**5. The local contact.** Contacting the client is not a new development but it can backfire. Most agencies and national advertisers do not mind a station going to the client, at headquarters, after the agency has approved. Most agencies will expedite such a contact. What both the client and its agency abhor is the contact at the local level and, unless the station has properly briefed the local or re-  
(Please turn to page 51)

## Y&R computer 'faces real life'

- ▶ Agency unveils High Assay Media Model
- ▶ System outdates linear scheduling concept
- ▶ A machine which makes media decisions

The shortest distance between two points—when the points involved happen to be advertising dollars and media effectiveness—is no longer a straight line.


Such is the conclusion of Young

& Rubican, which last week unveiled its "High Assay Media Model" computer system. Cognoscente of the master-minded machines, agency research manager William Moran explained the de-

parture from the age-old axiom and its application to agency problems. "The key for the advertiser," he said, "is the merits of the media, not just the size of the circulation. In short, you can't just line facts up—you have to be able to assess them."

Y&R's evaluation of the computerized media selection problem and its "High Assay" solution, if successful, outdates the linear scheduling concept which is, itself, a "new frontier" of exploration among many agencies.

A practical media model, reminded Moran, must help in making decisions, must make provisions for handling information about depth of potential, effectiveness of advertising exposure, the effect of changes and frequency and the behavior of consumers with the media, the relative values of space and time units, color, timing, and countless other variables.

Media men who may be lamenting the "personnel" effects of such dynamic automation, could take comfort from the words of senior media director Joseph St. Georges. The system, said St. Georges, "will stimulate, rather than inhibit, creative media planning since it will free the media planner from statistical work and enable him to develop new and imaginative media schedules." 



**A meeting of agency media minds**

George H. Gribbin, pres. and chief executive of Young & Rubican, takes a look at the agency's new "High Assay Media Model" computer unveiled last week





Leaders of the re-christened society widen horizons

New IRTS (successor to RTES) gets under way this season as top executives meet in New York to discuss future plans. Claude Barriere (l), executive director, is shown with William K. McDaniel, executive v.p., NBC Radio Net., and new pres. of IRTS

## Outlook for the re-christened IRTS

- ▶ **New projects to include foundation**
- ▶ **International flavor for the new season**
- ▶ **More service features to be added**

**W**hen the Radio and Television Executives Society changed its name to the International Radio and Television Society last May, the non-profit organization, with more than 1,200 professional members dotted around the globe, entered a new and dramatic era of expansion.

With the change in title it became clear to many in the communications industry, notably to those in broadcasting and allied fields, that IRTS was embarking

on a historic role and that its plans for the future called for richer, more meaningful seminars.

Moreover, the society, under its new administration headed by William K. McDaniel, executive vice president, NBC Radio, was ready to launch new and significant projects aided greatly by the establishment of the International Radio and Television Foundation.

**Service.** Much of this came to light when SPONSOR interviewed a number of key figures associated

with IRTS. McDaniel, for one, told SPONSOR that the basic objective of the society was "to serve its members and through them the industry." He stressed the point that IRTS was primarily a service society and "everything we do has to be focused on the word service."

"Our heterogeneity is our strength," McDaniel observed. "We are not a lobby organization. We are the only true market place for the exchange of ideas in the industry. Nor are we in competition with any other organization in the field of communication."

Through the activation of a foundation, the IRTS can undertake educational and service-type activities whose undoubted value can attract financial support on a broader base, McDaniel said. With

foundation support, the society can ponder and study important trends in broadcasting and advertising.

**Many projects.** McDaniel and his IRTS colleagues are determined to make this year's projects, particularly the Timebuying and Selling Seminars and the Collegiate Broadcasters Conference, the biggest ever. McDaniel re-established a custom, upon assuming the presidency, of asking members to take a more active role in IRTS' activities. He also asked for ideas. The membership responded with numerous suggestions including requests that the Newsmaker luncheon speakers be more diversified and more international in flavor. The first speaker on this season's agenda was FCC Chairman Newton Minow. McDaniel also indicated that the Production Workshops and the Round Table luncheons, in view of the expansion policies of the society, would also take on an international air.

The NBC Radio chieftain and new president of IRTS spoke with

deep regard of the accomplishments of his predecessors—such leaders as Joe Culligan, Dick Salant, Frank Pellegrin, Don McGannon and Bob Sarnoff. "All were great leaders," McDaniel said. "I want to say that I don't know of any other organization that has the type of people we have who donate so much of their time to such a worthy cause. Nobody says 'no' to anything we ask them to do."

**Committees.** Committee chairmen are: membership, Herminio Traviesas, v.p. and manager, Tv/radio department, BBDO; program (Newsmaker luncheons), Richard A. R. Pinkham, senior v.p., Ted Bates & Co.; round tables, Martin Nierman, executive v.p., Edward Petry & Co.; anniversary banquet, Thomas W. Moore, v.p. in charge of ABC TV; gold medal selection, C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp.; time buying and selling seminars, Cris Rashbaum, v.p. in charge of research and promotion, Harrington, Righter & Parsons; Collegiate



**Sees the global aspects**

Sam Cook Digges, administrative v.p., CBS Films, is first vice president and chairman of IRTS Awards Committee

Broadcasters Conference, John V. B. Sullivan, v.p. Metropolitan Broadcasting and general manager, WNEW, N. Y.; Broadcasting Follies, Anthony Faillace, Faillace Productions; '63 roster-year book, Robert F. Hurleigh, president, Mutual Broadcasting System; Fun Day ('62) James Alspaugh, v.p. in charge of radio, H-R Reps; admissions, Edward H. Benedict, Triangle Publications, radio & tv div.; IRTS awards, Sam Cook Digges, CBS Films; legal, Benjamin D. Raub, assistant general attorney, NBC; publicity, Gary Wagner, Wagner International Photos; Christmas Party, Clifford A. Botway, media supervisor, Ogilvy, Benson & Mather.

A new projected conference, not yet announced, will be chaired by Erwin H. Ephron, director of press relations, A. C. Nielsen Co. The production workshop committee is functioning as a team with no chairman. Two other new projects in development stages are momentarily without chairmen.

The organization, as any observer can see, houses many dedicated workers. They handle their assignments with the zeal of missionaries. After McDaniel comes first vice



**IRTS '62-'63 officers & members of board of governors**

L-r, seated: Sol Paul (*Television Age*), sec'y.; Peggy Stone (Radio-Tv Reps); Matthew Culligan (Curtis), past pres.; Bill McDaniel (NBC) pres.; Tom McDermott (Ayer), v.p. (L-r) standing: Bill Davidson, (Advertising Time Sales); Steve Labunski (WMCA, New York); Ed Reynolds (CBS); Sam Cook Digges (CBS Films), Ist v.p.; Dick Jones (JWT); Albert Shepard (Select Station Reps); Ted Bergmann (Charter Producers); Julius Barnathan (ABC TV); Bill Adler (writer-producer). Not in picture: Sol Cornberg (Cornberg Associates), treas.; Roger Greene (Philip Morris); Bob Teter (WNHC-TV, New Haven), v.p.



president Sam Cook Digges who, when he is not concerned with the welfare of IRTS, is engaged in the administrative vice presidency of CBS Films, Inc. In addition, Digges is a member of the board of governors and chairman of the Awards Committee of IRTS. In the latter post he and his committee members have been seeking to evolve a plan whereby IRTS would serve as the umbrella under which various industry groups, linked with IRTS, would make annual awards to worthy figures and institutions in broadcast and allied fields. This

committee would not be in conflict with the IRTS Gold Medal Selection Committee which every year presents an award to an individual or organization for their contribution to broadcasting.

It is Digges' contention that too many outside organizations are giving awards to broadcasters and that in many instances these groups are not qualified to do so.

Digges would like to see IRTS working with such industry organizations, as for example, the American Women in Radio and Television Society, Broadcast Pioneers

and the Academy of Television Arts and Sciences, on awards that would command stature on the eve of presentation. This qualitative award undertaking, with the benediction of every significant branch of the industry could, conceivably, see the light of day by '64-'65, if not sooner. Digges' committee is determined to arrive at enlightened solutions to this vexatious annual problem. The committee is confident it will emerge with a code of procedure that should win the seal of approval  
(Please turn to page 52)

# Net and spot tv buys rise 15.2%

- ▶ **Cosmetic, drug advertising leads gains**
- ▶ **Jan.-June '62 net-spot sum reaches \$759 million**
- ▶ **Agriculture, publications show slides**

Spot and network tv-commercial usage rose 15.2% in the first six months of 1962 as compared to the same period last year, according to figures just released by TvB.

In dollars the net-spot buy amounts to \$759,303,615, as compared to \$659,240,741 for the same six-month period last year. Of this, spot received \$371,531,000; net, \$387,772,615.

**Cosmetics, drugs lead.** The strong increase was led by substantial jumps in cosmetic, drug, and confectionery advertising. Cosmetics and toiletries with an \$18.0 million increase, drug products with an increase of \$11.4 million, and confections and soft drinks with an increase of \$11.1 million in the first half of 1962, paced overall network and spot tv billing growth of \$100 million in the first half of this year over the same six-month period of 1961.

Gross time billings, network and spot tv, for cosmetic and toiletry

advertisers were \$88,882,590 in the first half of 1962 against \$70,904,277 last year, TvB said.

**Soft drinks strong.** Billings for drug products in 1962 were \$73,405,670 against \$62,011,358 in 1961, while billings for confection and soft drink advertising in 1962's first half were \$42,453,245 compared with \$31,362,933 last year.

Largest percentage increase for any classification (discounting notions for the moment) was 103.2% for sporting goods, bicycles and toys. Billings in this category were \$6,212,811 against \$3,057,790 in 1961.

The notions group increased 292.4%, but the expenditure was comparatively small, when compared to other groups. To be specific, network received \$300,283 and spot tv \$121,000 during the first six months of this year.

**Groceries' big package.** Largest individual classification in network and spot tv was food and grocery

## Product groups with greatest gains in 1962

1. Sp'ting goods	103.2%
2. Tv, radio, phono.	94.9%
3. Confect., soda	35.4%
4. House'h'd paper	34.2%
5. House'h'd gen'l	29.4%
6. Pet products	29.0%
7. Consumer svcs.	27.5%
8. Gas and lubes	26.8%
9. G'dn supplies	25.6%
10. Cosmetics, etc.	25.4%
11a. Automotive	19.5%
11b. House'h'd l'dry	19.5%
12. Drugs	18.4%



products with first half 1962 billings of \$164,711,032, up 8.3%.

In second place among the big gainers this year, following closely behind the sporting goods-toys category, was the tv, radio, phonograph, musical instruments group. A 94.9% rise was reflected in net-

work buys amounting to \$2,365,782, while \$233,000 was spent in spot.

Leading the product groups which decreased usage of tv commercials for the first half of 1962, TvB disclosed, was agriculture, with a 73.8% drop-off. In 1961

(January - June), \$1,131,242 was spent on behalf of agriculture via networks, and \$725,000 via spot tv. The total this year was \$487,000, all in spot.

Hotels-resorts-restaurants fell off 8.9%, and the watches-jewelry-cameras classification, 7.4%.

## Estimated television expenditures, January-June 1962

Product Category	Total tv	Spot tv*	Network tv**	'62 vs. '61 % Change
Agriculture	\$ 487,000	\$ 487,000	\$.....	- 73.8
Ale, beer & wine	32,731,424	28,673,000	4,058,424	+ 13.8
Amusements, entertainment	1,484,072	998,000	486,072	- 4.6
Automotive	35,255,386	11,467,000	23,788,386	+ 19.5
Building material, equipment	10,006,234	1,455,000	8,551,234	+ 8.7
Clothing, furnishings, accessories	7,025,871	4,407,000	2,618,871	- 25.7
Confections & soft drinks	42,453,245	26,796,000	15,657,245	+ 35.4
Consumer services	26,245,543	12,152,000	14,093,543	+ 27.5
Cosmetics & toiletries	88,882,590	35,861,000	53,021,590	+ 25.4
Dental products	28,151,561	10,195,000	17,956,561	+ 11.0
Drug Products	73,405,670	25,454,000	47,951,670	+ 18.4
Food & grocery products	164,711,032	100,448,000	64,263,032	+ 8.3
Garden supplies & equipment	1,203,287	867,000	336,287	+ 25.6
Gasoline & lubricants	25,012,104	15,610,000	9,402,104	+ 26.8
Hotels, resorts, restaurants	337,000	337,000	.....	- 8.9
Household cleaners, cleansers, polishes, waxes	31,003,537	14,745,000	16,258,537	- 6.3
Household equipment—appliances	7,197,737	2,460,000	4,737,737	+ 3.4
Household furnishings	3,470,980	1,104,000	2,366,980	+ 1.4
Household laundry products	55,435,236	30,310,000	25,125,236	+ 19.5
Household paper products	14,156,518	5,979,000	8,177,518	+ 34.2
Household general	9,408,073	3,556,000	5,852,073	+ 29.4
Notions	421,283	121,000	300,283	+ 292.4
Pet products	10,214,717	5,899,000	4,315,717	+ 29.0
Publications	1,766,609	1,139,000	627,609	- 33.9
Sporting goods, bicycles, toys	6,212,811	3,221,000	2,991,811	+ 103.2
Stationery, office equipment	1,398,284	17,000	1,381,284	- 3.4
Television, radio, phonograph, musical instruments	2,598,782	233,000	2,365,782	+ 94.9
Tobacco products & supplies	61,001,540	17,398,000	43,603,540	+ 10.1
Transportation & travel	3,851,889	3,248,000	603,889	+ 12.3
Watches, jewelry, cameras	7,076,866	1,144,000	5,932,866	- 7.4
Miscellaneous	6,696,734	5,750,000	946,734	+ 40.8
<b>TOTAL</b>	<b>\$759,303,615</b>	<b>\$371,531,000</b>	<b>\$387,772,615</b>	<b>+ 15.2</b>

\*Source: TvB Korabaugh. \*\*Source: TvB/LNA-BAR.



Does anyone have a super-special for the men from Motorola?

Agency and client are still seeking suitable specials for this year's tv campaign. L-r: Emmett Dineen, a.e., Leo Burnett Co.; Robert G. Farris, dir. of advtg. and sls. promo., Motorola consumer products div.; John Walt, account super., Leo Burnett

# How Motorola changed its image

- ▶ **Car radio image hampers tv, stereo**
- ▶ **Tv specials change public feeling**
- ▶ **New aura creates record sales months**

Motorola's return to television last fall broke five years of video blackout and gave the company one of its biggest months in history. This season the radio-tv-hi-fi maker would like a repeat performance, but so far has not found a "special" that is special enough. With agency Leo Burnett, Motorola is still looking for shows

similar to the three it sponsored last year, hopes now to come up with something by winter.

The company has good reason to return to video this season. Its three programs last year—one in October, one in November, a third in December—did a corporate image-building job that turned December into one of the biggest

months in Motorola history. The campaign evidently delighted dealers, because the company acquired more new dealers in that month than ever before. It also erased an image the company didn't want, that of a maker of only car radios, the firm's first products.

The success momentum generated in December was maintained, the company says. According to a report from Edward R. Taylor, president of Motorola Consumer Products, tv receiver sales by Motorola distributors for June 1962 showed 100.7% increase over June 1961. Taylor further reports that June was the largest month unit-





**Award-winning ad director with trophy**

Bob Farris of Motorola holds award from Chicago's Federated Advertising Club for "What If?" commercial, two-minute documentary on corporate history

wise for the company in the last ten years, outstripping the next closest June by 50%. He adds that stereo sales have risen considerably and that home, clock, and car radio sales were 20% ahead of last June.

**Specials wanted.** Last season's specials formed the focal point of promotion and merchandising program building up to the Christmas

crescendo, traditionally a peak time for tv and stereo receiver sales.

Spaced approximately one month apart, Motorola's specials served as the spearhead of an advertising campaign composed of heavy print concentration (both newspaper and magazine) along with massive in-store displays, all geared to point up the company's stature in the



**Award-winning commercial opening**

Opening scene from "What If?" commercial shows Motorola founder Paul Gavin thinking 'What if cars had radios,' then tells of later company developments

electronics field, and to emphasize particularly the quality and extent of its consumer products division line. The investment in this campaign was \$1 million.

Several years prior to Motorola's tv return last season, the company's advertising strategy was undergoing a purposeful transition. Robert G. Farris, director of advertising, and sales promotion manager of Motorola's consumer product division, says of this change: "Our advertising has increasingly shifted to an image-building approach. We are more and more interested in projecting to the consumer not only the facts about merchandise (including price), but also of what kind of company Motorola is; what kind of dealers and service people we have; the quality, reliability and integrity we represent."

Motorola had felt for some time the importance of re-establishing its consumer products division image, according to Farris. The image had been strongly linked with car radios and low-priced, but durable, television receivers. Motorola had produced a full line of tv and stereo hi-fi models for about five years, but the company felt these products lacked a prestige image among consumers.

**Product image.** "We had a great deal to emphasize," says Farris, "such as our cabinets designed by Drexel." The Motorola Company had established a strong position for its communications division, but at the consumer level our product image was not clearly defined in the public mind. We bought the three specials, specifically to improve this image: *Carnegie Hall Salute to Jack Benny*, *The Power and the Glory*, and *The Bing Crosby Christmas Special*."

The objective was apparent in the commercials created for Motorola by Leo Burnett, the company's agency since late 1954.

The vehicles had to be strong enough, according to Farris, to provide the desired stamp of distinction to Motorola's corporate name; to provide enough commer-

*(Please turn to page 53)*



85 Billion

80

70

60

50

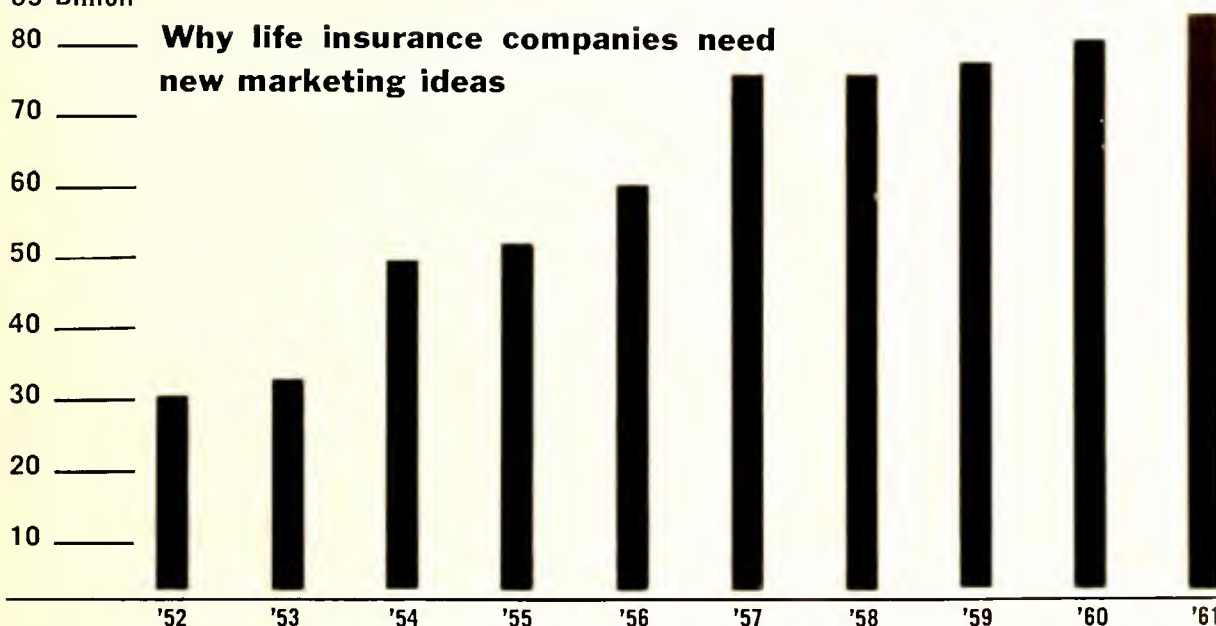
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### Why life insurance companies need new marketing ideas



Shown above are life insurance purchases in the U. S. Despite the fact that sales of life insurance in the U. S. have risen for the past 10 years, there is unmistakable evidence that the rate of climb has been levelling off recently. With more than 50 companies competing for sales, each must find new, creative marketing techniques

## SPECIAL INDUSTRY REPORT NO. 2

# INSURANCE: Why radio can help

- ▶ Life insurance faces plateau problem
- ▶ 50 companies in fierce sales competition
- ▶ "Quality-trust-protection" wearing thin
- ▶ Spot radio offers unique opportunities

With policy sales running over a whopping \$80 billion rate last year it may seem slightly absurd to many hard-pressed manufacturers to talk of the marketing "problems" of the life insurance industry.

Yet to thoughtful sales executives of the giant insurance companies their own marketing dilemmas are fully as complex, and considerably more sizeable than those faced by purveyors of soap, cigarettes, razor blades or automobiles.

Contributing to insurance company headaches are such factors as:

1. *Policy sales plateau.* Though sales of life insurance policies continue to rise each year, the rate of climb has been slacking off noticeably since 1957 (see chart above) and there is evidence that sales are heading toward a plateau.

2. *Fierce competition.* More than 50 major companies are competing for the country's life insurance dollars and though the leaders are huge and powerful, even the

smaller companies have substantial assets.

3. *Product similarities.* Though insurance companies offer and feature a wide variety of policies, the fact is that it is almost impossible for any one of them to achieve any real "product superiority" over competition and rates are often established by law.

4. *Personal selling.* The individual salesman remains the key figure in life insurance marketing and there are no signs that the "distribution revolution" which has reduced the importance of personal selling in the food and department store fields can ever be of major consequence in life insurance.

5. *Industry conservatism.* Despite the fact that it faces jet-age sales problems, life insurance remains perhaps the most conserva-

tive of all American industries (far more conservative in marketing and advertising than fire and accident insurance, for instance, and more conservative than banks have been in recent years).

**New marketing tools.** Any realistic appraisal of the life insurance business scene leads to the inescapable conclusion that the industry must discover and develop new, radically different sales tools and techniques.

Alert radio marketing men, studying the life insurance dilem-

1) *Low income.* By far the bulk of all life policies are sold to low income individuals or families. In 82% of policies the income of the insured is under \$7,500 per year.

2) *Lower age groups.* Another surprise for those who have thought of life insurance as primarily sold to "middle aged types": in 68% of policies the age of the insured is under 35.

3) *Small policies.* Despite the publicity given to "million dollar producers" and salesmen's dreams of huge individual policies, the life

One such survey, used by Blair to illustrate this point is the exceedingly thorough "The Boston Market—a Media Audience Image Study" done in 1960 for station WHDH.

Commenting on the study (see box, p. 41), Blair says, "The employment status of the housewives, occupation of the household head, ownership of stocks and bonds, the year model car owned, and families with children, speak for themselves as insurance potential. The insurance potential and the radio audi-

## Who buys life insurance?—a look at the market

Income of insured	% of policies	Age of insured	% of policies	Size of policy	% of policies
under \$3,000	12	under 15	23	under \$2,000	35
\$3,000-\$4,999	39	15-24	25	\$2,000-\$4,999	13
\$5,000-\$7,499	31	25-34	25	\$5,000-\$9,999	21
\$7,500-\$9,999	7	35-44	17	\$10,000-\$24,999	25
\$10,000 & over	11	45 and over	10	\$25,000 and over	6

These figures, from a study by the Life Insurance Management Assn. (1959), highlight facts about the market for life insurance which are little realized by those outside the business. A preponderance of new life insurance policies (82%) are on individuals with incomes under \$7,500. Furthermore, they are in lower age group brackets (73% under 35 years of age), and 79% of policies are under \$10,000. Market figures like these raise questions about current insurance media strategy

mas, believe that a vast new area of marketing opportunities can be opened up for life insurance companies through the creative use of spot radio.

Radio spot at present is little used by life insurance advertisers. But in the opinion of Arthur H. McCoy, exec. v.p. John Blair, it is the one medium which meshes perfectly with the specific marketing problems and needs of the industry.

Blair, in the past year, has been developing presentations to major life insurance companies which illustrate and dramatize this point.

**The life insurance market.** According to studies made by the Life Insurance Agency Management Assn., the life insurance market can be defined in very specific terms.

insurance business is founded on the small policy holder. Of all policies, 69% are under \$10,000, 94% are under \$25,000.

**The radio listening audience.** As step one in demonstrating radio's special value to life insurance advertisers, Blair points out how closely radio audience composition meshes with the life insurance market.

Radio reaches the lower income (\$3,000-\$7,500) families which account for the bulk of life insurance policy purchases. It is strong among the insurance-buying lower age groups. And survey after survey shows other demographic characteristics that make the listeners faithful to radio the perfect "match" for the insurance potential.

ence mesh perfectly."

**Creative radio spot.** Obviously, however, radio's advantages to life insurance advertisers are not limited to this market-media matching.

Blair executives, like other top radio marketing men, whose ideas are featured in this SPONSOR series, believe that spot radio offers advertisers unique *creative opportunities* which no other medium can match.

In telling the spot radio story to life insurance companies Blair stresses both new creative radio *buying* techniques and new, creative radio *copy* approaches.

Among the creative ideas which Blair has developed for life insurance advertisers are the following:

**New images needed.** Tradition-



ally life insurance advertising has reflected the "quality-trust-protection" theme, which has been used to give a salesman a solid platform from which he can sell his company's insurance.

Blair questions, however, whether this theme continues to be effective in today's insurance marketing situation.

Says a Blair presentation, "we believe that the quality-trust-protection image has been thoroughly accomplished and has become a "blanket effect" for the entire in-

dustry. Most people, due to insurance advertising, insurance performance, and government regulation, accept the fact that the major insurance companies today are of the highest calibre."

**Let salesmen be heard.** Blair suggests that the important difference between insurance companies today are the people who sell the product—the insurance salesmen—and builds a strong case for letting salesmen be heard on radio as part of an intensive new program of localized advertising pressure.

*"The insurance company that first creates and firmly establishes the friendly 'personality image' of its salesmen as an important part of its selling force will have gained a tremendous coup over the entire insurance industry.*

*"This coup will be achieved not by commercial referral to the friendliness of the insurance company's salesmen, as most insurance companies are now doing, . . . but having the public actually hear the voices of insurance salesmen—hearing for themselves their warmth*

## Who listens to radio?—the life insurance market!

A typical profile of station listeners (WHDH, Boston)

### Total family income

Less than \$2,000	40,600
\$2,000 to \$2,999	55,600
\$3,000 to \$4,999	333,350
\$5,000 to \$7,499	339,750
\$7,500 to \$9,999	132,500
\$10,000 and Over	111,150
Not reported	55,600

### Employment status of housewife

Full Time	114,350
Part Time	145,300
Not Employed	808,750

### Year model of automobile

1959-1960	107,450
1957-1958	200,450
1955-1956	150,550
1950-1954	235,250
1949 & Earlier	62,800

### Occupation of household head

Professional & Tech.	120,750
Exec. Prop. Manager	142,100
Clerical & Sales	182,700
Craftsman	227,550
Operators & Manual	145,300
Service Worker	83,350
Farmer, Farm Worker	12,850
Police & Military	37,400
Retired, Student & Unemployed	95,100
Not Reported	21,400

### Stocks, bonds, securities

Own Securities	404,900
Non-Owners	663,450

### Families with children under 12 years of age

One Child	166,700
Two Children	176,300
Three or More	281,000
No Young Children	444,450

In demonstrating how radio's audience "meshes" with the marketing needs of life insurance companies, John Blair & Co. uses the "The Boston Market—A Media Audience Image Study," done in 1960. Figures above for station WHDH's audience composition can be projected to other stations and markets, says Blair. They show bulk of listening in the under \$7,500 income group (see opposite page) and many demographic characteristics (employment status, occupation, ownership of stocks and bonds, children in families), which make the listeners faithful to radio prime prospects for insurance companies



and sincerity. This approach will indelibly stamp the image of a company's 'friendship' much deeper than that of any competitor."

**"Personalities network."** To implement this concept Blair proposes that an insurance company embark on a "radio spectacular" plan, embracing a "network of local live personalities."

As a start, such a network would embrace the 25 top radio markets. Blair, working with the Life Insurance Institute, estimates that 60% of the life insurance potential of the U. S. is located within the operating area of recommended sta-

himself, the next 30 seconds to the insurance sell, and the final five seconds to the wrapup of the commercial by the salesman.

Says Blair, commenting on a sample commercial prepared for a presentation, "such commercials are hard sell, in that they feature not only the 'quality-trust protection' story, but go one step further in highlighting with all the power of sound, the vital last link in the insurance sale—the salesman.

"The honor of having their voice represent the company should carry a great deal of prestige among salesmen. However from a dollar-

minute announcements per week, scheduled Monday through Saturday between 6 a.m. and 12 noon.

On each of these six days, one commercial would be delivered in each of the six hourly time periods, 6-7 a.m., 7-8 a.m., etc.

The Blair schedule recommendation is based on an analysis of the insurance market, and a recognition of the need to reach both men and women.

Though men buy the bulk of life insurance policies, insurance holdings by women have increased by more than 100% in the past 10 years.

This is due to a growing awareness of the economic values of insurance among wives and mothers, and to the growing number of women in the work force.

Blair proposes "family selling" for life insurance, both to interest women buyers, and to reach an important "key" in insurance selling. Says Arthur McCoy, exec. v.p., "Too many times, sales are lost to young couples because the husband was sold but the wife wasn't. The woman's acceptance is a big factor in insurance selling."

**Impressions and repetition.** Blair estimates that its radio spectacular proposal would deliver approximately 35.0 unduplicated reach in each of their top markets, and a total of 40 million gross home impressions.

"Imagine," says the rep firm, what the impact of 40 million new insurance calls per week can do for a company's sales picture!"

Moreover, Blair emphasizes to insurance prospects the value of frequency repetition, particularly in life insurance selling.

Quoting from *Advertising Psychology and Research* by Lucas and Britt, they cite, "The surest way for an advertiser to maintain a competitive advantage is to repeat his messages so frequently that they are always fresh in the minds of consumers. Repetition of advertising has advantages in memory other than through the increased chance of frequency. Repetition reinforces and strengthens the impression made on the audience. Each time an impression is re-estab-

## Life insurance data by John Blair

This article "Insurance: why radio can help" is No. 2 in SPONSOR's new major series dealing with the specific problems of specific industries and how they can be solved by creative spot radio marketing and advertising.

Data for each article is supplied by a major radio representative firm. Background material for this article was researched by John Blair; for the previous article on airlines (10 Sept.) by CBS Radio Spot Sales; for the upcoming story on autos, by Katz.

tions in these markets.

Later the plan would be extended to 25-50 additional markets.

In each of the participating markets four individual insurance salesmen per month would be selected (through intra-company sales competition) to take part in life insurance radio commercials.

Each salesman would be featured for a full week in his own market.

**Commercial structure.** Under Blair's "radio spectacular" plan, each of the company's one minute commercials would be in three parts—the first 25 seconds devoted to having the salesman introduce

and cents viewpoint, these salesmen would have an excellent vantage point from which to sell more insurance. They receive valuable personal publicity, and in their personal selling can proudly refer to themselves as 'the voice of the company.' Result: more sales."

Under the Blair proposal, each station would work closely with local insurance executives in cutting the commercials, and in the selection of the men.

**Schedule plan.** Blair's recommendation to an insurance company sponsoring the "radio spectacular" program, calls for 36 one-

## Radio ideas for insurance companies



**Program** to stimulate effective use of radio by insurance companies was developed by John Blair & Co. Arthur H. McCoy, executive vice president of Blair, lists here the major insurance companies using radio today, and explains why these companies have just begun to scratch the surface in radio advertising.

### Radio's full impact yet to come

Like other Blair Group Plans, this insurance proposal started with a creative triangle: 1. market research on the industry, 2. media proposal to accomplish what present media usage is not doing, and 3. copy platform.

Our media plan ended up being aimed primarily at the man with some extra attention being given to the housewife, sufficient frequency to develop important sales results, use of local radio personalities who have built confidence over a number of years, and the direct tie-in with the local insurance salesman in each community.

Some insurance companies have already begun to use radio. Within the past 12 months accounts like Metropolitan Life Insurance Co., Travelers, Equitable Life Assurance Society, John Hancock Life Insurance Co., Nationwide Insurance Co., Great American Insurance Co., and Continental Casualty Co., have used radio. With radio's unique ability to help insurance salesmen across the country get into more homes and complete more sales, it is inevitable that these same insurance companies will be spending more and more of their advertising budgets in spot radio, and that other companies in the field who haven't yet begun to benefit from radio's specialized selling power will be doing so.

Two pertinent articles appeared in the Wall Street Journal this week regarding the insurance business. One article mentioned the fact that life insurance sales so far in 1962 are running behind 1961. This would indicate a real need for a fresh look at current copy and media approaches being used by all insurance advertisers. Secondly, an article in the Journal pointed out the fact that an insurance company in California is going to begin a test which involves selling life insurance in the supermarket. This not only indicates a new approach as far as point of sale is concerned, but points up the growing recognition of the importance of women in the sale of insurance.

Our analysis of the insurance industry and their use of radio has indicated that to date that usage has been limited to the point where the full impact of what spot radio can do hasn't yet been fully realized by any single insurance company.

lished it tends to last longer."

**Insurance time lag.** This factor of repetition is one of the built-in features of the Blair Radio Spectacular proposal, and in the opinion of Arthur McCoy, is especially important to a life insurance advertiser.

Says McCoy, "There is a definite time lag between the time the average individual is subjected to life insurance advertising pressure from all life insurance companies and the time when he finally decides to make a life insurance purchase and choose the specific company he will buy his insurance from."

"The repetition of 40 million sales calls per week will be a definite, positive, competitive advantage in carrying the company's message over the insurance time lag. When the prospect decides finally to make his life insurance purchase, the history of repeated sales calls will have firmly imbedded the company's name — as the nation's No. 1 buy—in his mind."

In other words, the typical spot radio advantages of enormous reach and substantial frequency are fully as important in "time lag" purchases such as life insurance, as they are in "impulse purchases" in the food and drug fields.

**Local talent tie-in.** In addition to the use of life insurance salesmen for delivering localized sales pitches in spot radio commercials, Blair also recommends tying in local station personalities in insurance selling.

Pointing out that these personalities are the "backbone of today's community-minded radio," Blair says, "their names are local household words." They are well-known, respected, and looked up to, in their individual markets. Their implied endorsement of a life insurance company will add further trust and confidence in the company's insurance story."

**Insurance personalities.** As part of the program to enlist station names in the life insurance "radio spectacular," Blair proposes that each of the personalities in the markets used (approximately seven  
*(Please turn to page 57)*



SELL  
**STRAIGHT**

SELL  
**HARD**

SELL  
**FAST**

IN 6 OF AMERICA'S TOP 10 MARKETS ALL SIGNS POINT TO

SELL  
**BIG**

SELL  
**WIDE**

SELL  
**DEEP**



# RKO GENERAL

## NATION'S LARGEST MOST POWERFUL INDEPENDENT RADIO-TV CHAIN

With a fluid flexibility, RKO-General delivers the right audience, in the right places and in the right frame of mind for your specific message. Whatever your product or sales approach, RKO-General can build a made-to-order combination radio and TV audience in six of the top ten markets plus one of the South's richest areas.

Want breadth? RKO-General blankets regions where 70 million consumers live, work and buy. Want depth? RKO-General's imaginative and adult programming brackets the areas of affluence to reach the people most likely to reach for your product. Your message hits hard because it doesn't have to fight listener apathy. It goes straight to big-buy, big-wallet audiences that react fast in the RKO-General target markets.

That's why RKO-General stations are basic to any national advertising buy.

Facts, figures and effective results await you when you call your local RKO-General station or your RKO-General National Sales Division man. Call now . . . you'll be that much ahead.

### NATIONAL SALES DIVISION OFFICES

New York: Time & Life Building . . . LOngacre 4-8000  
Chicago: The Tribune Tower . . . . . 644-2470  
Hollywood: 5515 Melrose . . . . . HO 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 St. . . . . RI 2-5148  
Denver: 1150 Delaware St. . . . . TAbor 5-7585



A GENERAL TIRE ENTERPRISE

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



### WANTED TO PURCHASE

Earth-moving equipment of all kinds for development projects is wanted by various ministries of the Indian Government and private enterprises. *New Delhi, India*

### (One of thousands of typical export opportunities for American businessmen)

The world is your market place. From South America to South Asia there's an immediate need for furniture, construction equipment, appliances, plastics, aluminum. The list is endless. And so are the business opportunities.

International Trade Fairs are among the many services sponsored by the United States Department of Commerce to help businessmen take advantage of growing overseas markets. U.S. products exhibited at these trade shows have been seen—and bought—by more than 80 million people in 39 countries.

Example: Almost a million dollars worth of earth-moving equipment was sold at a single U.S. Trade Fair—at New Delhi, India.

The United States Department of Commerce is ready and able to help you in many other ways: by finding overseas agents for your products, surveying your best potential markets, sponsoring trade missions and trade centers, and publishing a weekly magazine which lists hundreds of specific sales you can make overseas.

To find out how you can get your share of world markets by exhibiting at a U.S. Trade Fair, contact the United States Department of Commerce—field offices in 35 major cities. Or write: Secretary Luther H. Hodges, United States Department of Commerce, Washington 25, D.C. You'll get a prompt reply.



### BUILD YOUR BUSINESS BY BUILDING AMERICA'S EXPORTS

Published as a public service in cooperation with The Advertising Council and the United States Department of Commerce.



# TIMEBUYER'S CORNER

Media people:  
what they are doing  
and saying

The latest word along Madison Avenue has it that "Ocky is available." To those who labor in the New York timebuying arena, Ocky is Morse International's Octavia Dowrick. Ocky, who at one time worked for one of the larger Gotham rep firms, joined Morse International when she decided to take a fling at the other side of the business. She left the agency a couple of weeks back and is now looking around for another timebuying job.

Also on the availability list is Ogilvy, Benson & Mather's Bert Hopt. Bert, who bought for such accounts as Lucky Whip and Good Luck Margarine, hasn't quite made up his mind as to his next move. Right now he's "taking it easy." OBM, in the meantime, is mum on who's taking over Bert's accounts.



Buyers learn advantages of Alabama "combination" buy

Marty Mills (standing, l), Meeker Co. director of research and promotion, explains coverage of two Alabama markets. Others (l-r): Lucian Chimene, Harold Veltman, JWT; Hugh Smith, exec. v.p. WCOV-TV, Montgomery; F. E. Busby, exec. v.p. WTVY, Dothan; Doris Corrigan, timebuyer JWT

The way Boston admen turned out to see ABC TV's new fall programming unveiled during WNAC-TV's "Night of Stars" party last week, it looked like the SRO sign would be unveiled also. Among those spotted in the crowd: Ingalls' Harold Turin, K&E's Frank Williams, Cabot's Joseph Wallace, Len Tarcher of Sackel-Jackson, BBDO's Richard Howe, Camden's M. A. Halpern, Sutherland-Abbott's John Spofford, Herbert W. Frank's Sidney Berenson, Harry and Bo Bernstein of Bo Bernstein, Providence, Hoag & Provandie's Tom Bowen, Lloyd's Stephen Burke, Chambers, Wiswell & Moore's Dick Brugman, Reach, McClinton & Humphrey's Damon Carter, Sacks' Linda Freedman, Fuller & Smith & Ross' Earle Levine, Hicks, Greist & O'Brien's Esther McQueeney, and McCann-Erickson's Jack Lawlor.

(Please turn to page 49)

## HALEY'S COMMENT



"Congratulations on adding a wonderful world of information to the wonderful world of music. We love it."

"Who would have thought that I would ever look forward to waking up? Your new morning show is responsible."

Letters like these—not to mention I-don't-know-how-many phone calls — are becoming routine around our WEZE offices. So maybe I'd better explain what we've done to our 6 to 9 format. No we haven't changed the Wonderful World of Music; we're still the New England station that plays only the world's favorite music and avoids rock 'n' roll and other hullabaloo. What we've actually done is punctuate our music with numerous service announcements, short bulletins on the news headlines, weather, traffic conditions and a little humor.

WEZE's audience has always been an unusually responsive one, and the response to this "highlighting" of our morning program was immediate and enthusiastic. And these listeners aren't merely paying attention to the music and the service announcements, either; any of our advertisers would be happy to tell you that these people really listen to the commercials, too. That's one reason why we have more local advertisers than any other station — among the people who know the New England market firsthand, WEZE is considered to be the most profit-producing station to advertise on.

Are you offering your clients the big, wide-awake WEZE audience? Phone me at Liberty 2-1717 in Boston if you'd like more details, or contact your nearest Robert E. Eastman representative.

Sincerely,



*Arthur E. Haley*

Arthur E. Haley  
General Manager

Other Air Trails stations are:

WIZE	WKLO
Springfield	Louisville
WCOL	WING
Columbus	Dayton



# NOW CLEARLY IN VIEW AND ARB PROVES IT!

SEPTEMBER 11 THROUGH 14, 1962, ARB TOOK A COINCIDENTAL METRO RATING IN SYRACUSE. HERE ARE THE ENLIGHTENING RESULTS.

TIME	WNYS-TV	STATION "X"	STATION "Y"
5:00-5:30 P.M.	Superman 11	7	7
5:30-6:00 P.M.	Amos 'n' Andy 10	12	6
6:00-6:15 P.M.	Weather-News-Sports 9	8	11
6:30-7:30 P.M.	Adv. In Paradise 11	8	7

NOW, CLEARLY YOUR BEST BUY CALL PETERS, GRIFFIN, WOODWARD

# WNYS-TV

SYRACUSE NEW YORK



# TIMEBUYER'S CORNER

Continued

Reminiscing with former timebuyer Bruce Houston who joined Eastman's New York sales staff two weeks ago revives the memory of a Chicago ad pro, the late Evelyn Vanderplough of Arthur Meyerhoff. Miss Vanderplough, as many in the business will recall, was killed in a plane crash three years ago en route to a Florida vacation. Bruce remembers that it was his friendship with the veteran media director that got him into timebuying, despite his leaning towards the selling end of the business. So, fresh out of college, Bruce joined Meyerhoff and for several years bought for such accounts as Wrigley. Two years ago, he switched to selling by joining Chicago's Gill-Perna.



**Boston admen toast ABC TV's fall programing**

Smiling viewers of ABC TV's new fall programing at WNAC-TV, Boston, "Night of Stars" (l-r): Jean Starkey, media dir., Ingalls; William Oranbug, v.p., Jerome O'Leary; Helen Horrigan, media dir., Charles F. Hutchinson; Louise Doherty, media dir., Jerome O'Leary; Wm. Rockett, a.e., Hutchinson

Agency-hopping dept.: Foote, Cone & Belding's Walter Reed, senior broadcast buyer on TWA, Savarin, and Angostora Bitters, moved to Gumbinner as broadcast media supervisor. John M. Wussow, formerly with Klau-Van Pietersom-Dunlap, Milwaukee, is now working out of Foot, Cone & Belding's Chicago broadcast media department; and Mary Meahan who bought for such accounts as International Latex and Quaker Oats at Lynn Baker, New York, has switched to Fuller & Smith & Ross, New York, to buy for the agencie's newest account, Lestoil.

Back in business after a 10-month, 11-day hitch with the reserves at Fort Eustis, Va., is Benton & Bowles' Jerry Walters. When the call came, Jerry was buying on Ivory Snow. He's now on Post cereals.

Returned vacationers: Morse International's Orrin Christy; Benton & Bowles' Bob Gorby; and Donahue & Coe's John Waschin.

## TOBACCO NETWORK HAS PERSONALITY PROGRAMMING

NOW 14 daily program features on N. C. Regional Radio Net

Regional News □ Sports □ Weather  
Commentary □ Farm Reports

8 POPULAR PERSONALITIES

AVAILABLE:

Full sponsorship/Spot participations/Adjacencies  
(Also Merchandising and Promotion)

BUY UP TO 28 STATIONS AT GROUP DISCOUNTS OR SELECT ONLY THE N. C. MARKET YOU NEED!

Get Regional Saturation with local "Main Street Radio" coverage...

Rep: T-N Spot Sales  
N.Y., Chicago,  
Atlanta, Raleigh

TOBACCO  
**RN**  
RADIO NETWORK

## WSBT-TV Towers Over The South Bend Market

With a new 104' tower and 480,000 watts, WSBT-TV is the most powerful station in Indiana and Michigan. We now serve an 8,000 sq. mile area centered by the rich South Bend-Mishawaka-Elkhart metro zone. Within this WSBT-TV market are over 1,000,000 residents! By rating (see any ARB), plant and able personnel WSBT-TV towers over the South Bend market. Get all the facts before your next TV buy in South Bend.

**WSBT-TV**  
SOUTH BEND, INDIANA  
Channel 22  
Paul H. Raymer, National Representative





## SALES MANAGER GETS BONUS!

FINDS  
**WHLI** Island\*  
 -4TH LARGEST MARKET IN U.S.—A SEPARATE, INDEPENDENT AND DISTINCT MARKET

\*Nassau-Suffolk (Long Island) accounts for more Apparel Sales than 35 states and its \$3¼ Billion Retail Sales outranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

**WHLI**

AM 1100  
FM 98.3

HEMPSTEAD  
LONG ISLAND, N. Y.

the voice of  
long island

PAUL GODOFSKY, Pres. Gen. Mgr  
 JOSEPH A. LENN, Exec. Vice-Pres. Sales  
 REPRESENTED by Gill-Perna

# SPONSOR BACKSTAGE

Continued

O'Brian out of shooting the town sheriff at the end of the show, but this almost seemed like an afterthought to justify the title of the series and the participation of the title character.

Unless subsequent stanzas of this hour and a half saga of the sagebrush are sharpened up considerably and in many directions I believe it will have a rough time bucking *Wagon Train*, *CBS Reports* and other opposition, and the participating sponsors of the show will find themselves pitching to considerably less an audience than the time slot and costs would seem to warrant. It will have to be a good program to outdo, or even keep up with, the competition.

And talking about participating sponsorship, I wonder what the recent studies of viewer recall and sponsor identification are indicating these days. *The Virginian* came on at 7:30 and an hour and ten minutes later, at 8:40, there were five spots in rapid succession: a house plug for the *Hazel* show; a telephone company plug; a pitch for Dino gasoline; a Bristol-Myers spot; and a final ad for Sociables crackers.

### Socially-minded sponsors?

All reports following the telecast of "The Teen Age Smoker" indicate it was a very cold and objective look at the relationship between cigarette smoking and cancer, with particular emphasis on the younger people. Since CBS bills roughly \$20,000,000 worth of tobacco advertising on its network, the mere fact that the web would have the courage to telecast the program in the first place is noteworthy. I am indebted to Jack Gould, the *New York Times* able television editor, for the information that the show not only pulled together the many loose ends on the subject but dealt rather fully with the television commercials on cigarettes and the part they play in introducing young people in the United States to smoking. Jack also pointed out that the show revealed the significant fact that in England the cigarette manufacturers have agreed not to advertise on television before nine o'clock, a gesture toward reducing the number of younger people exposed to their pitches, and at the same time keeping their spots in prime time. But since cigarette billings in the U. S. are so high, it is doubtful any such recommendation will be made to sponsors here.

There is little doubt that some of the executives in some of the cigarette companies will protest the program. George Allen, president of the Tobacco Research Institute, has already made the charge that the show was a one-sided presentation against tobacco. But I believe a large number of them will not protest the *CBS Reports* documentary on their product. I believe that among many businessmen, advertisers and agencies included, in virtually any line of endeavor there is a new awareness of social responsibility. I think CBS believes this, and this accounts in large measure for its decision to run the program in spite of the multi-million dollars worth of billings they are presumably jeopardizing—the kind of courage highlighted by the *Defenders* abortion program, which, admirably, is becoming more frequent.

The Paley-Stanton network hasn't been wrong too often in the past. If it had, it wouldn't be heading for the biggest profit in its history this very fiscal year. Maybe making profits in networking, cigarette manufacturing or advertising is becoming more and more compatible with social consciousness.

## SMALLER MARKETS

(Continued from page 32)

gional rep his home office can and will put him in his place; in turn this does not help the station.

The trick here is to develop the food and drug brokers, wholesalers, retailers, and chain operators. WRGB, in Schenectady, N. Y., has, over the past four years, developed product distribution maps and lists for every food, drug, candy, petrol, appliance and supermarket product in their area. Each distribution map is superimposed on the station coverage map and there is a separate map for each broker, wholesaler, and product. Conceived and implemented by Robert F. Reid, marketing manager for the General Electric stations, the distribution by coverage area data has been an invaluable door opener for national business.

The national advertiser will not hesitate to slap down his own employee but he'll listen when a supermarket or a broker suggests a station. This WMTW-TV, on Mt. Washington, New Hampshire, knew and developed, over a four-year period, into a 300% increase in national business.

From the beginning this station had coverage in Maine, New Hampshire, and Vermont, had the 83rd market, Portland, Me., in its pattern, and served a multitude of small communities separated by mountains that were a bugaboo for any national advertiser when it came to marketing and retail promotion. Portland was the warehouse center and the First National, A&P, Red & White and Rexall Drug chain regional headquarters; and Portland got the business.

By contacting the broker and wholesalers, the retailers and supermarkets, Mt. Washington-TV built acceptance, sold the idea that they blanketed most of the supermarkets and chainstores north of Boston, translated this into local and regional billing and then national spot. First National Stores and then A&P bought the station, then the other chains followed suit. A year later HR&P and station manager Robert L. Maynard had the documentation for a presentation that resulted in acceptance of



# WAVE-TV gives you 28.8% more HOUSEWIVES —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





# 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




the area as the 54th market.

The implied strength of a super-market, in this area, telling a national advertiser that "We use only WMTW-TV" was only part of the impact. Because the station had cemented its local contacts they could get data to prove to a potential advertiser what the station had done and could do.

**6. Promote the market.** The lower on the list of ranking markets the more a market needs overall rather than competitive promotion. As more than one agencyman said: "The smaller the market the more everyone in that market wants national advertising. Instead of fighting each other they might take a tip from a much greater market (Nashville where three tv stations started a joined promotion drive) and get together to boost the town or the area or the region. The trouble is the smaller they are the less likely they are to think big."

Minor market tv management also faces another problem, one that has serious implications for all of video. In their drive for more revenue and higher profits few are thinking of tomorrow. Management pushes the station manager who pushes the sales manager who pushes the rep and the salesmen.

As fast as someone shows any ability to deliver dollars he is snapped up by a station in a higher market. The smaller markets are running sales schools for the medium and major markets; and no one is getting a real grounding in the basics of advertising or television.

Just as major league baseball today has expanded beyond the ability of its farm system to provide the talent required, just so is television depleting its farm system by drafting its executives before they are truly ready. 

## IRTS TOP MEN

(Continued from page 35)

from every branch of the radio/tv industry.

**All facets.** Digges said IRTS "is one helluva organization!" He said it offered worthwhile things to "all facets of the industry" and like other officers of the society, he singled out such organization attri-

butes as the Timebuying and Selling Seminars, the Round Table luncheons, the Collegiate Broadcasters Conferences, the monthly Newsmaker luncheons, the Gold Medal Award Dinners and the Production Workshops which will be reactivated this semester. Nor is the social aspect of IRTS something to be overlooked, said Digges.

Since radio and television today are global matters, it was logical that the society change its name, Digges observed. "Television is global and most people in IRTS are involved in global aspects of tv," he noted. "Moreover, there is quite a community of foreign broadcasting officials, many from England, Australia, Japan and other lands stationed here—and these are logical candidates for membership in our organization." He pointed out that some 300 or more foreign broadcasters visit CBS alone every year and that many of these visitors attend IRTS functions as guests of network executives. Digges also envisaged the day when IRTS would be far more active in other American cities as well as in key cities overseas.

**Real spark plug.** As in many organizations, there is always one individual who must perforce tie all the strings together and perform the arduous leg work so necessary if an organization is to operate smoothly. In the case of IRTS it is Claude Barrere, its executive director. This energetic figure, who has been with the organization virtually since its inception, said the objectives of the society have always been very clear. "To serve all areas of broadcasting and allied fields," he told SPONSOR. He said that a perusal of the 25 or more diverse activities of IRTS will confirm that essentially all of them satisfy this requirement.

**Serves industry.** Members of the organization did indeed feel, before the change in the name of the organization was made, that the elimination of the "vague yet confining word 'executive' would certainly broaden the membership base." Said an RTES board memo at the time it was proposed to change the name: "There is currently no single umbrella society or grouping in our industry. This

vacuum will be filled and we come closest to it now (but) we should be in a position to expand."

What all these noteworthy IRTS developments point up sharply, friends of the society say, is that the membership is more determined than ever to serve the industry and its people.

But, above all, as the IRTS credo puts it, "to promote and increase a sense of responsibility among all who are engaged in communications that they may be worthy of the challenge of our times."

## MOTOROLA

(Continued from page 38)

cial time to show the full line of consumer products and emphasize special models; to provide strong merchandising support to the trade; and to attract recruits for Motorola's dealer lineup.

Negotiations for the specials were finalized late in the summer. Motorola, started immediately to integrate merchandising for a hard push at the retail level. From the beginning, audience-building was of prime importance for best exploitation of the specials. This was accomplished by newspaper ads on tv pages the day of each show; dealer window and in-store displays for each show; advertising to the trade, and bonus offers to dealers.

Motorola's three-special series kicked off on 27 September, with the *Carnegie Hall Salute to Jack Benny* (CBS TV), co-sponsored by Kitchens of Sara Lee.

The merchandising leader on this show was a stereo receiver labeled *The Carnegie Hall Salute*, priced at \$299. The item was selected, says Farris, because Motorola believed that a higher priced model would be in keeping with the show's tone and the cast of classical music artists. Within a 90-second commercial—the theme of which was "concert hall performance" and featured Isaac Stern—the price was flashed just once.

On this first show, Motorola introduced a two-minute corporate commercial. A high-level institutional, it depicted Motorola's history, beginning with a painting of founder Paul Galvin thinking

"What if cars had radios?" It reflected on Motorola's electronic contributions during World War II; established the importance of Motorola communications equipment in civil protection by police and fire departments; showed the recent space program participation by Motorola; the company's new ideas in stereo-hi fi, all-transistor portables, tv receivers built into Drexel-styled cabinets; and winds up on a things-to-come theme, stressing Motorola's new slogan used widely both in print and tv,

"The new leader in the lively art of electronics."

**Award winner.** The commercial won for Motorola the Hermes Gold Trophy Award of the Chicago Federated Advertising Club last spring—an award based on composition and technique, ability of the advertising to create sales.

Motorola's next offering, on 29 October, was the second hour of the two-hour drama, *Power and the Glory* (NBC TV), with Breck co-sponsoring. Motorola used this show as a vehicle to emphasize the



### Ivan Tymoff, of Moscow Agencygrad, didn't make the Tricorn Club

Maybe you shouldn't blame Ivan. After all, some U.S.A. time buyers still don't realize the No. 1 North Carolina market in population, households and retail sales is that filthy rich "tricorn" of Winston-Salem, Greensboro and High Point. Ivan had better know it's way up there in capitalists, communes and collective spending—or he'll really look bad to the membership committee of the Tricorn Club. Now surely you don't want to be an Ivan in your agencygrad. You won't be if you just remember those facts . . . and order some time on WSJS-TV to boot. We like to get paid in dollars—but we'll accept rubles if you believe in Uncle Sam, salute the WSJS-TV tower, and swear allegiance to the Tricorn Club.

Source U. S. Census.

**WSJS** TELEVISION   
WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward, Inc.



upper end of its consumer products line. There was a six-minute total of commercial time. The "What If?" documentary was repeated, and two 90-second pitches—one stressing the reliability of Motorola consumer products and how they are constructed to minimize service calls. The other dealt with Drexel cabinet craftsmanship, along with Motorola technical know-how, and showed the full line of tv and stereo models. In a one-minute commercial Motorola plugged its latest all-transistor car radios. It was apparent that although Motorola has come a long way since the days when road signs spread the word of its car radios, the company was not forgetting its 30-year leadership in this field.

Sponsorship of *The Power and the Glory*—dealing with an ethical controversy—brought both bouquets and brickbats from the public, Farris reports.

On 11 December, Motorola presented its tour de force—*The Bing Crosby Christmas Special* (ABC TV), splitting the tab with Timex. This was the blockbuster to hypo-

Christmas sales, and in the three-Motorola's promotion and merchandising efforts had gained momentum, but were now accelerated. In audience-building, for instance, in addition to tv page newspaper ads, ads ran in *Tv Guide*. Newspaper ads were run, too, on the day after this special.

A tv receiver was designed especially for the occasion, tagged The Bing Crosby Christmas Special. It featured a four-function remote control unit and was priced at \$229 competing with prices of portables. Enhancing the deal was a free roll-about cart, a \$19.95 value, included with purchase.

Dealer windows featured the Christmas motif, with a head of Crosby wearing a Santa hat. Window banners read, "Merry Christmas from Bing and Motorola."

Motorola used the Christmas Special to show every item in its line as gift suggestions—from transistor and clock radios, portable tv receivers, and portable stereos to high-styled cabinet models and consoles. But the major push was

for *The Bing Crosby Christmas Special*—and in this commercial, which featured a comic Santa demonstrating the model, its price was flashed twice, as opposed to the one time flash for *The Carnegie Hall Salute* model on the first show.

An informal telephone survey conducted by Motorola in 50 cities prior to the beginning of the tv campaign indicated a serious lack of consumer awareness on brand name. A similar survey conducted following the Crosby Special showed a noticeable difference in response, according to Farris. He believes that the specials played a significant role in up-grading the Motorola brand name.

At sponsor press time, nothing had appeared on the horizon comparable to what they had last year, according to Farris, who maintains that Motorola is seeking something really spectacular. The Telstar debut, he maintains, would have been an outstanding opportunity for an advertiser to gain real prominence—but it happened too fast, he says, and there was no advance notice of the event. ▀

## \$24,000,- 000,000 Market

OVERNIGHT FROM  
JACKSON,  
MISSISSIPPI

70,000 retail establishments  
with total sales of  
11 billion dollars  
Jackson is halfway  
between Dallas-Atlanta  
and New Orleans-Memphis.



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

# WASHINGTON WEEK

1 OCTOBER 1962 / Copyright 1962

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

**E. William Henry, almost unknown in Washington, ran into no opposition whatever to his appointment as an FCC commissioner: His Senate subcommittee confirmation hearing was perfunctory.**

It took less than half an hour, despite the importance of the job he will be expected to assume. He was expected to take his seat on the FCC today, 1 October.

Henry had obviously been advised not to rock any boats, the less said the better. He had no prepared statement for his hearings, answered questions as briefly as possible, and sometimes permitted his questioners to answer for themselves—as they frequently did.

Nevertheless, Henry managed to create a strong impression. It was very much in the Minow mould—that of a **young and ambitious man who does not believe that the best regulation is the least regulation.**

Only two Senators showed up to question Henry, Strom Thurmond (D., S.C.) and Ralph Yarborough (D., Tex.).

**Subcommittee counsel Nick Zapple, probably for this reason, engaged in the rare act of questioning on his own. Lack of Republican probing may have prevented the drawing of a clear picture of Henry as a member of the FCC.**

Most of the questioning expressed worry lest Henry fail to be tough enough on the pet peeves of the questioners. It might have been possible to achieve a more rounded picture, if there had been **questioning from the angle of whether Henry might regulate too strictly.**

Even failing this balanced questioning, and also taking into account the fact that impressions at such hearings can be deceptive, it still seemed quite likely that Henry will **resemble Minow not only in youth, ambition, and perhaps even in headline speeches, but also in regulatory zeal.**

Although few questions were asked, it seemed that Henry threatened often to consider station performance, commercialization or overcommercialization, sex and violence, etc., at license renewal time. He also conceded he knows little about the fields he will have to regulate, but it was obvious that he has been studying. And that **his mentors have been from the Newton Minow-Kenneth Cox ranks, rather than from among those who oppose that viewpoint.**

**In brief, it seems rather definite that Minow has gained a vote. This, in turn, makes necessary another look at the rollcall of votes. Minow has complained that he often lacks the votes to carry his ideas within the FCC. It would seem this will be true only seldom after Henry begins voting.**

While commissioners in the past have defied labelling—current commissioners who will often keep you in doubt until the voting is actually over are Ford and Lee—Henry appears to share many of Minow's ideas. Add Bartley on most votes, and you can count on either Ford or Lee to back Minow most of the time. This would mean that **Minow will probably win 4-3 on matters he has been losing by that count and even by 5-2.**

Of course Bartley is himself often unpredictable, so along with the difficulty of placing Ford and Lee definitely in advance on any question and the still potent possibility that Henry may surprise, anything at this stage must involve considerable speculation. However, at the minimum Minow's hand has been strengthened.

Depending on how much the Henry vote will strengthen Minow, it may be possible at last to learn **how Minow will actually go if he can command the necessary majority.**



# SPONSOR HEARS

1 OCTOBER 1962 / Copyright 1962

A round-up of  
trade talk, trends and  
tips for admen

Joe Culligan, now chief of the Curtis publishing spread, doesn't seem to be practicing what he used to preach about the potency of radio as a sales force and in the area of imagery transfer.

The Saturday Evening Post hasn't used the medium on anything approximate to a regular basis since April.

The SEP's only current relation to radio is some testing of local strength as compared to newspapers and tv. Not so long ago it was a regular on CBS.

It's hard to believe that the great P&G would have trouble getting tv network acceptance for one of its products, but it's happened.

The instance: a paper diaper called Pampers.

The verboten sign has gone up at NBC TV because the Pampers copy refers to the diaper as "flushable."

P&G has been testing the same copy and product on tv in Peoria.

Considering its topbrow appeal and its two-hour length, the Lincoln Center Opening Night special on CBS TV last Sunday night chalked up an extraordinary percentage of station clearances.

A total of 182 stations took the event, while only 12 turned it down, the largest market of these being Austin.

The Arbitron and Nielsen overnights on the telecast were quite disparate. Arbitron gave it an average tune-in of 28 with the NBC TV and ABC TV flagships running behind by 17.2 and 14.6, respectively, whereas Nielson scored Lincoln Center, 22.6, the NBC TV parallel strip, 24 and ABC TV, 18.9.

Reports have it that Interpublic will really be in a position to go public after its London-based agency, Pritchard, Wood & Partners, Ltd., ensconces itself with ample American tentacles.

P-W-P is established in New York and San Francisco via its acquisition of Victor Bennett, having had offices already in Paris, Hamburg, Sydney and Sao Paulo.

The expansion of P-W-P will, as the story goes, rivet Interpublic's status as an international communications holding company, with the empire embracing three American-based agencies, two international agency operations and a raft of affiliated Interpublic services.

NBC TV's sales department found out that when the news department says no it means no and that the thumbdown even applies to the sponsor.

The central figure of this joust of wills was a member of Lorillard's top brass who was bent on witnessing one of the America's Cup races from the news department's boat covering the event.

Lorillard had bought half sponsorship of the contest's tapes, but news held that the boat was for the working staff only. And that's the way it stood despite multiple counterarguments and attempts at intramural stringpulling.

Prominent among topics of Madison Avenue luncheon table chatter last week:

1) JWT's breaking of tradition when it agreed to bring over members of the Listerine account group as part of the transfer from Lambert & Feasley.

2) The derogatory reviews of the new network tv shows are quite out of harmony with the good ratings most of them have been getting.

## INSURANCE

(Continued from page 43)

per station) be given a sales pitch by a local insurance representative for a \$10,000 five year term life insurance policy.

(The cost of insuring 175 personalities in the top 25 markets is estimated at \$15,000.)

Advantages to the life insurance company, says Blair, are these:

1. The personality will completely understand the company's story, service features, and background. His enthusiasm will be reflected in the greater conviction he can give the on-the-air lead-ins and lead-outs to the commercial.

2. The personality, in introducing the insurance salesman, can now give personal endorsement to the listening public—"I myself am insured by his company."

3. The insurance salesman, in making his on-the-air pitch, can refer to the fact that all the accepted personalities on the station have the insurance protection he is selling.

**Special "motivation" aid.** In addition to the insuring of personalities device, Blair also recommends another creative spot radio technique—the "motivation" story

Under the Blair "radio spectacular" plan, each of the station personalities will cut a record outlining a single motivating story about life insurance—what happened to a family in a particular situation which did not have insurance protection when tragedy struck.

Blair recommends that the records of these "motivation stories" be cut at each local station with the insurance company providing the copy material and the local district office bearing the cost. The insurance salesman would take with him on at-home calls, the record which best fitted the particular prospect he was trying to sell.

Such a technique, of course, brings spot radio's sales power in at the point of sale—to the prospect's own living room.

### Summary of recommendations.

Radio story for insurance advertisers can be learned from the following Blair summary of one typical insurance pitch.

1. *Perfect meshing of potential.* The radio potential delivered by

the plan meshes perfectly the insurance potential your company is trying to reach.

2. *Family scheduling.* Announcements are scheduled to reach the highest proportion of men without neglecting the ability to be able to convince their wives of the importance of life insurance.

3. *40.0 Reach.* Your company will achieve a truly spectacular rating in each operating market.

4. *40 million calls weekly.* Each call is made by one of your own salesmen.

5. *Value in repetition.* Frequent delivery of your company's sales message guards against memory loss, and is particularly important in dealing with the "time lag" in insurance selling.

6. *Giant image.* Such a schedule is bound to create an image of your company as the biggest name in life insurance.


7. *Degree of difference.* By using actual voices of your own salesmen on the air to create a feeling of warmth, sincerity and friendliness, you will score a coup over all competition.

8. *Ease of access.* The introduction of salesmen on the air will enable your men to jump that most important sales obstacle—getting over the threshold and into the home. When your man calls, his image of friendship and sincerity has preceded him.

9. *Sales enthusiasm.* The spot "radio spectacular" plan is bound to generate enthusiasm and healthy rivalry among the men in your district offices, as they compete for the position of on-the-air spokesmen.

10. *Personality insurance.* The device of insuring station personalities will provide great sales ammunition for your company's salesmen, and add stature to your commercials.

11. *In-home sales aid.* Records of "motivation stories," cut by local radio personalities, will add power to the in-home selling of your own men.

12. *A franchise buy.* In adopting the "radio spectacular" plan you will be creating a franchise buy for your company that no other competitor can approach. 

Responsible-Mature-Resultful Radio in Dayton, Ohio



980 KC  
5000 WATTS DAY & NIGHT

**Mature Programming**

**Mature News**

**Mature Promotion**

**AFFILIATED STATIONS**

WPDQ, JACKSONVILLE, FLORIDA & WHBC, CANTON, OHIO

GENE CARR, PRESIDENT

**NATIONAL REPRESENTATIVE:**

**VENARD, TORBET & McCONNELL, INCORPORATED**



INCORPORATED



# SPONSOR-WEEK

Continued

## Advertisers



**Boys night out**

Marty Ingels and John Astin, stars of ABC TV's "I'm Dickens... He's Fenster," flank Janice Hall, WNAC-TV, Boston, weather girl, at season launch



**Miss Award Movie**

Gloria Bartl made the rounds of Detroit newspapers to fete editors with popcorn announcing kick-off of WXYZ-TV post-'48 Screen Gems' features



**Agencies flock to Luau on the Lurline**

KABC-TV, San Francisco, rented the luxury liner to entertain clients and agencies in style. Among the 250 attending, l-r: Dick Beesmyer, ABC Spot Sales, L.A.; Nancy Cummings, Y&R, S.F.; Ray Jones, Y&R, N.Y.; Dick Atchison, stn. acct. exec.

Media strategy got a verbal going over by R. M. Budd, Campbell Soup director of advertising, speaking to the National Industrial Conference Board on media evaluation.

Budd heralded the progress made in the areas of linear programming, total audience surveys, demographic breakdowns of media audience and in many other areas of the quantitative aspects of media evaluation.

The future requires, however, much more in the way of qualitative analysis of media, he said. In tv, information is needed on sponsored program versus participating minute, dramatic program versus family situation comedy, etc.

Sidelight: Campbell has gone on a daytime network tv splurge as a result of a computer-processed study made by BBDO on media evaluation for the account.

To reflect the importance of the Midas operation, International Parts Corp. has changed its corporate name to Midas-International Corp.

Midas, one of the three major divisions of the company, is the franchising organization for a chain of nearly 400 muffler shops and nine brake shops through the U. S. and Canada.

The other two divisions are International Parts, auto parts distributor, and Powell, which distributes mufflers and related exhaust parts through automotive wholesalers and warehouse distributors.

**Financial report:** Hunt Foods and Industries reported net earnings for the fiscal year ended 30 June of \$13,661,000 from sales of \$372,000,000 compared with 1961 earnings of \$13,083,000 from sales of \$324,000,000. The total for 1962 included \$26,000,000 in W. P. Fuller sales. Hunt acquired Fuller last March.

**Kudos:** R. Parker Long, trade promotion manager for Quaker Oats' Ken-L-Products division, has been elected chairman of the Pet Food Institute.



**PEOPLE ON THE MOVE:** Harry F. Schroeter, advertising and marketing, Val B. Diehl, international operations and assistant to the president, and Robert M. Schaeberle, assistant to the president, to vice presidents at National Biscuit.

## Agencies

The purchase of Klau-Van Pieter-son-Dunlap by publicly-held Polaris Corp. (17 September SPONSOR) has created quite a furor in the industry and elicited answering comments from agency president George J. Callos.

Accusing the sceptics of being at least 20 years behind the times, Callos insisted that the agency will not lose its independence as a result of the new ownership. He pointed to specific advantages of the new operation:

- private ownership is more apt to drain funds to meet pressing personal needs than a publicly-held corporation, where there is no such incentive.

- the Polaris purchase provides the agency with substantial capital, a large scale computer system with 35 programing and systems specialists in applications such as market research.

With the acquisition of the \$5-million Listerine and Pro-phy-lac-tic Brush Company accounts, J. Walter Thompson let it be known that a number of Lambert & Feasley personnel will be joining JWT.

L&F people expressing a desire to join JWT were interviewed and selected for assignments to various JWT accounts.

Portland's newest advertising agency, Griffis Smith Associates, has just opened up shop at 1010 SW 14th Avenue.

Heading up the new office is George P. Griffis, formerly vice president and manager of the Pacific National Advertising Agency.

Also resigning from Pacific National and joining Griffis Smith are Don E. Smith, who also formerly managed the agency's offices in Spokane and Lewiston, Ida., and Wesley R. Miller.



**Hammer joins the sales team**

Leonard Hammer (c), Seven Arts Associated's new director of station representative sales, is welcomed aboard by Donald Klamber (l), vice president and national sales manager, and Robert Rich, vice president and general sales manager

## Spreading closed-circuit cheer

In town to launch the "Mickey Mouse Club" on WRC-TV, Washington, D.C., Mickey, Donald Duck and Clarence Nash, entertained at Alexandria Hosp.



**Milky's Party Time**

John Stewart, Twin Pines Farm Dairy pres., signs for 12th year of TP show on WWJ-TV, Detroit. Seated: Louis H. Luckoff (l), agency pres.; stn. mgr. Frank Sison. Standing: Alan Luckoff (l), bdest. dir.; Leonard Guion, stn. rep



**Signs for new national sales rep**

WLSL-TV, Roanoke, v.p. and gen. mgr. Horace Fitzpatrick inks in contract appointing Katz as national sales rep. Ed Codel, Katz v.p., and Gus Frevilian, stn. national sales mgr., look on. Appointment takes effect today, 1 October



**Appointments:** A-Drive Auto Leasing Systems to Metlis & Lebow for newspaper and radio . . . Eldon Industries to Wade Advertising, Los Angeles . . . Standard Oil of California (\$500,000), institutional, from BBDO to D-F-S, San Francisco. BBDO retains the product and service portions of the account . . . Carte Blanche of Los Angeles to Leo Burnett, Chicago, from Grey . . . Listerine (\$5 million) to JWT from Lambert & Feasley . . . Heritage House Products to Wermen & Schorr . . . U. S. Industries' new Consumer Products Corp., Niagara Falls, to Roche, Rickerd & Cleary . . . The Ansa Fone Corp. of Inglewood, to Hunter/Willhite Advertising . . . Florists' Telegraph Delivery Assn. (\$2 million) to Campbell-Ewald. The account usually buys network tv as participant in the Tournament of Roses Parade.

**Top brass:** John L. Southard to senior vice president and management account supervisor on the Colgate-Palmolive account at Lennen & Newell, from Papert, Koenig, Lois . . . T. L. Stromberger to the newly-created post of western region senior vice president at Fuller & Smith & Ross.

**New v.p.'s:** Fred C. Walker at Henderson-Ayer & Gillett Advertising, Charlotte . . . Robert N. Harris at North Advertising, Chicago . . . Roy F. Segur, director of research, at Lawrence C. Gumbinner.

**PEOPLE ON THE MOVE:** Robert Kowalski to associate director of Young & Rubicam's media relations and planning department . . . Charles W. Liotta to the commercial production department of N. Y. Ayer . . . William D. Buckley to program coordinator and assistant to Walter Tibbals, vice president-broadcast operations, Norman, Craig & Kummel . . . Dave Morse to account executive at Sullivan, Stauffer, Colwell & Bayles . . . Richard H. Seeler to the media department of Knox Reeves, Minneapolis.

**Retirement:** Howard G. Rose, N. W. Ayer vice president, retired this month after almost 35 years with the agency.

## Associations

The NAB has formally registered industry objections to FCC's proposal on public inspection of network-affiliate contracts.

In asking that the commission withdraw the proposal, the NAB said present rules on public disclosure are adequate to protect the public interest, with the proposed revision aiding only competitors.

The West Virginia Broadcasters Assn. elected new officers at their annual fall meeting.

Elected for a second term were: Mel Burka, WTIP, Charleston, president; A. G. Ferrise, WMMN, Fairmont, vice president; Don Hays, WKAZ, Charleston, secretary-treasurer.

## Tv Stations

Whereas most tv stations post a red flag on the subject of non-integrated piggyback commercials, it would seem that the gentler form of the commercial phenomenon has station sanction.

Such was the opinion passed on to the NAB and the 4A's by the SRA, which got a 46% response from stations (covering 78% of all tv homes) to 509 letters on the subject.

Some of the fine points:

- 72% disapproved of announcements shared by two different manufacturers, even if logically related and smoothly bridged.
- 52% approved piggybacks from the same manufacturer advertising two products.
- 87% of the above stipulated that the commercial's products must be integrated to give the appearance of one continuous announcement.
- 55% stated the present NAB Code is too lenient on the subject of piggybacks, 43% said the Code is fair and 2% said it is too restrictive.

Cosmetics and toiletries, drugs, confections and soft drinks paced overall network and spot tv billing growth of \$11 million in the first half of this year over the six month period a year ago, TvB reported.

Gross time billings, network and spot, for cosmetic and toiletry ad-

vertisers were \$88,882,590 in the first half of 1962 against \$70,904,277 last year. Billings for drug products in 1962 were \$73,405,670 against \$62,011,358 in 1961, while billings for confection and soft drink advertising were \$42,453,245 compared with \$31,362,933 last year.

TvB has set up some awards in the hope of stimulating more aggressive selling on the local level.

Awards will be given for the best station-market presentations (deadline for entries is 31 October) and for the most outstanding salesman (competition closes 31 January).

**Sports notes:** KDKA-TV, Pittsburgh, will carry at least eight away-from-home Pittsburgh Hornets ice hockey games during the coming season . . . The National Brewing Co. of Baltimore, which has sponsored "Strikes 'n Spares" for five consecutive years on WBAL-TV has just signed a new two-year contract for continued sponsorship of the live bowling show.

**New franchises:** WTTV, Indianapolis, and KLRJ-TV, Las Vegas, have become the 12th and 13th stations to sign franchise agreements to undertake the Community Club Awards merchandising plan this fall.

**PEOPLE ON THE MOVE:** Kurt Blumberg to business manager of WNEW-TV, New York . . . E. Robert Nashick to manager of advertising and sales promotion for KPIX, San Francisco, replacing Robert L. Smith who has retired . . . Peggy Stoops to traffic manager of WCHS-TV, Charleston, W. Va. . . . John E. Hinkle, Jr. to business manager of WTAE, Pittsburgh . . . Richard A. Feleppa to coordinator of sales service for WOR-TV, New York.

**Kudos:** Jack Fern, news director of KDKA-TV, Pittsburgh, has been named vice president of the Pennsylvania News Broadcasters Assn. . . . Douglas L. Manship, president and general manager of WBRZ-TV, has been elected president of the Baton Rouge Chamber of Commerce for the coming year . .

F. Van Konyenburg, executive vice president and general manager of WCCO-TV and radio, Minneapolis-St. Paul, was recipient of the Gold Knob award from the Minneapolis Downtown Council for his company's policy of employing women in vital jobs.

## Equipment

Jerrold Electronics is marketing a new line of wide-band microwave equipment for the 12 kmc frequency band recently allocated by the FCC for private industrial and commercial users.

The equipment was designed for the rapidly growing applications for microwave in the field of closed circuit video systems, message communications and control. The most immediate application is the community antenna system industry where the stability of microwave transmission is highly desirable for carrying tv signals over long distances.

New products: Kahn Research Laboratories, Freeport, L. I., N. Y., has developed Echoplex, a new time diversity system for transmission of speech over rapidly fading radio channels. Two or more time spaced signals can be sent and received without added channel space.

Off the press: EIA's reference on the U. S. electronics industry, published by the association's marketing services department is in a new and colorful magazine-size format. Copies of the yearbook may be obtained at \$2 each from the EIA, 1721 DeSales St., N. W., Washington 6, D. C.

**PEOPLE ON THE MOVE** L. Berkley Davis, vice president and general manager of GE's electronic components division, has been named chairman of the EIA Organization Planning Committee for 1962-63 . . . Frank Whitten, manager of the electronic products service division of Philco and William F. Rueger, vice president, general counsel and secretary of Sylvania Electric Products, to chairmen of EIA's Service and Law Committees.

## Fm

**Kudos:** WFMT, Chicago's Studs Terkle, won the Prix Italia for his opus "Born to Live," a composite of interviews, narration and music expressing the hope of man to keep his dignity in an atomic age. The show was aired on the station 6 July.

**Here & there:** WTIC (FM), Hartford, will begin broadcasting musical programs in stereo on 14 October.

**PEOPLE ON THE MOVE:** Herman Maxwell to the new post of sales manager of WTFM, New York . . . Lee S. Abbott to sales manager of KRAV, Tulsa, new stereo fm station scheduled to begin broadcasting in November . . . Gene LaBrie to vice president of the Concert Network.

## Radio Stations

Ten major showings of its newest sales presentation are planned by WOWO, Ft. Wayne, before the end of this month.

Cities included are Indianapolis, Muncie, Milwaukee, Chicago, Kansas City, St. Louis, Detroit, Toledo, Lima and New York.

The presentation sets out the facts of the 15th radio market in a showmanship manner, using color slides, music, pi-charts and the voices of the station's announcers to give the sales pitch.

**Ideas at work:**

• WSB, Atlanta, took advantage of last month's elections for a listener poll of its own. The station's afternoon show "Family Fair" asked listeners for unusual election bets made on the governorship race.

• Another Nebraska State Fair caravan trip sponsored by WJAG, Norfolk, was a complete success. Some 382 Nebraskans went to the Fair on busses run by the station.

• WCKR, Miami, and the local Pepsi Cola Bottlers promised Dade County drivers that if there were no fatalities due to traffic accidents over the Labor Day holiday, they would give away free Pepsi's to everyone. After an accident-free weekend, safety wagons were set

up at three shopping centers and complete on the air promotion and full page newspaper ads invited all Dade County residents to partake. Over 100,000 free drinks were given out.

• KXOL, Ft. Worth, had a turnout of more than 1,500 listeners in the back-to-school promotion it ran for the three local Kinney Shoe stores. That many came to sign entry blanks in the selection of a Cinderella and Prince Charming for each store.

The Spanish Language Network will meet 5-7 October in Dallas.

On the agenda: nation-wide programming and sales promotion.

President of the network is John K. Redfield, KIFN, Phoenix.

**Sports notes:** The complete 1962 football schedule of Notre Dame U. will be offered by WLS, Chicago, under sponsorship of Apollo Savings & Loan Assn. . . Phillips Petroleum has signed for the Boston College football games on WEEL . . . WIP, Philadelphia, will broadcast Princeton football games for the fifth consecutive season. Lincoln-Mercury Dealers will sponsor . . . KRUX, Phoenix, has the Arizona State University football games, which will also be carried on a special state-wide hookup . . . Bamburger's department stores will sponsor the 10-game schedule of Syracuse U. games on WJRZ, Newark . . . WSPD, Toledo, football coverage this year will include the Fighting Irish of Notre Dame, Cleveland Browns pro games, University of Toledo Rocket games . . . WWJ, Detroit, continues a 38-year tradition this fall with coverage of the U. of Michigan football games.

**Promotion piece:** KYW is distributing a panel card presentation relating the facts and figures story of what it terms the Entire Cleveland Market. The panels are in color.

**Happy anniversary:** KFRC, San Francisco, celebrated its 38th year on the air 24 September. Recordings of station figures of 38 years ago were broadcast. Among KFRC alumni: Ralph Edwards and Harold Peary.



Social notes: More than 300 Detroit agency time buyers and media people enjoyed a rare, medium rare and well done evening recently at a hugh outdoor cookout party on the grounds of WXYZ.

**Jingle service:** Columbia Christian College in Portland, Ore., has just inaugurated a jingle production service with its choral department. Designed specifically for small-market stations, proceeds from the service will be used to finance the Communications department.

**The winners:** Louis West of J. Walter Thompson, New York, won first prize, \$100, in the WAPE, Jacksonville, timebuyers rating prophecy contest. Ten other timebuyers won Westclox wake-up clock transistor radios and all entrants, 173 agency people, got blue-enameled silver dollars.

**Affiliation:** WSET, Glens Falls, N. Y. has joined the Northeast Radio Network, which serves 31 am and fm stations in upstate New York and Pennsylvania and is owned by Ivy Broadcasting.

**PEOPLE ON THE MOVE:** Stephen Trigg to general manager of KOSA, Odessa, Tex. . . . Fred Rawlinson to account executive at WTOP, Washington, D. C. . . . Alan Michaels to public service director of WHK, Cleveland, replacing Sylvia Arnold who resigned to join the local chapter of the American Institute of Banking . . . Kenneth L. Draper, formerly program manager for KEX, Portland, to program manager of KYW, Cleveland . . . Maurice R. Povich to publicity director of WWDC, Washington, D. C. . . . William A. Merrick to vice president and general manager of KBMN, Bozeman, Mont. . . . Robert E. Davis to vice president and general manager of KCAP, Helena, Mont. . . . Fulton Wilkins to general manager of KEX, Portland . . . Del Markoff, Todd Branson, and Maury Levin to account executives at WYNR, Chicago.

**Kudos:** WWCO, Waterbury, received awards from the Junior Chamber of Commerce . . . Worth Kramer, president of The Goodwill Stations, has been appointed

to the Michigan Cultural Commission by Governor John B. Swainson.

## Networks

**Kudos:** The American Humane Assn. presented an Award of Merit to ABC for "establishing procedures to assure compliance with high standards for the care and handling of animals in television" . . . ABC newsman Howard K. Smith was honored by the Radio-Television Directors Assn. with its annual Paul White Memorial Award as "the man who has contributed most to broadcast journalism in the past 12 months" . . . Portions of an NBC Radio "Monitor" interview with Attorney General Robert F. Kennedy on the subject of Communism in the U. S. have been inserted in the Congressional record.

**PEOPLE ON THE MOVE:** George Kolpin, veteran CBS TV sales executive, has resigned after 26 years with the network to head his own station, KDMO, Carthage, Mo. . . . James Aberle to sales manager, extended market plan, CBS TV . . . Dale J. Danenberg to administrative-commercial coordinator, CBS TV . . . Douglas S. Cramer to ABC TV as director of program planning.

## Reps

Last week saw some musical-chairs shifting of personnel at both H-R and John Blair.

Cal Cass, an account executive with H-R Television, New York, for the past seven years, is taking over as manager of the H-R Atlanta office. He'll be replaced in New York by Frank Moran, formerly a Bates timebuyer. Bill McRae, H-R's southern division manager for the past two years, moves to midwestern radio sales manager of the Chicago office.

At Blair, Peter R. Allen, a sales executive in the Detroit office, is moving to New York. He'll be replaced in Detroit by Robert J. Ward, a sales representative with WCAR.

**Rep appointments:** KTRB, Mosto, to the J. A. Lucas Co. on the

West Coast and Jack Mazla in the East . . . KBIG and KBIQ (FM), Los Angeles, to Advertising Time Sales . . . WVIP, Mt. Kisco, to Mort Basset . . . WPEN, Philadelphia, to AM Radio Sales . . . WMAS, Springfield, Mass., to Venard, Torbet & McConnell . . . KID, Idaho Falls, which has just joined the Silver Dollar Network, to George P. Hollingbery, from Walker-Rawalt . . . WPOP, Hartford, to the newly-formed Mid-West Time Sales, Baltimore and Kansas City, for regional sales in St. Louis, Kansas City, Memphis, Omaha, Des Moines, and Dallas.

**PEOPLE ON THE MOVE:** Lucille A. Stern to director of research and sales development at Bernard Howard.

## Film

The 1962-63 season is barely underway but film companies are ready to roll pilots for the network season beyond.

Particularly active is United Artists Television, which has just set a deal with Leslie Stevens' Daystar

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, AND JULY 2, 1946 (Title 39, United States Code, Section 233) SHOWING THE OWNERSHIP, MANAGEMENT, AND CIRCULATION OF SPONSOR, published weekly at Baltimore, Maryland for October 1, 1961.

1. The names and addresses of the publisher, editor, managing editor and business managers are:

Publisher: Norman R. Glenn, Mamaroneck, New York.  
Exec. Vice President: Bernard Platt, Port Chester, New York.

Editor: John E. McMillin, New York, N. Y.

2. The owner is: SPONSOR Publications Inc., New York, New York.  
Stockholders owning or holding 1 percent or more of the total amount of stock:

Norman R. Glenn, Mamaroneck, N. Y.; Elaine C. Glenn, Mamaroneck, N. Y.; Ben Strouse, Baltimore, Md.; Ruth K. Strouse, Baltimore, Md.; William O'Neil, Cleveland, Ohio; Henry J. Kaufman, Washington, D. C.; J. Bloom, New York, N. Y.; Pauline H. Poppel, New York, N. Y.; Judge M. S. Kronheim, Washington, D. C.; Norman Reed, Washington, D. C.; Adele Lebowitz, Washington, D. C.; J. P. Williams, Dayton, Ohio; Jerome Saks, Washington, D. C.; Catherine E. Koste, Hawthorne, N. Y.; William B. Wolf, Washington, D. C.; Bernard Platt, Port Chester, N. Y.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages or other securities are: NONE.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: 7679. (This information is required from daily, weekly, semiweekly, and triweekly newspapers only.)

Bernard Platt  
Exec. Vice President

Sworn to and subscribed before me this 12th day of September, 1962.

SEAL: Bernard M. Trager

(My commission expires March 30, 1964.)

Productions to shoot five hour-long and one half hour pilot for ABC TV.

Walter Schwimmer, the Chicago tv producer-syndicator, is still riding high on his "World Series of Golf" spectacular.

His latest coup with the color opus: a foreign version currently being edited by Schwimmer. It's the original, cut down to a black-and-white hour, and it will be shipped off to Ireland, Rhodesia, Sweden, Denmark, Japan, Australia and Great Britain, where contracts have already been signed.

Sales: Allied Artists Television's "Bomba the Jungle Boy" features to seven more stations . . . Twentieth Century-Fox TV's "Adventures in Paradise" to nine more stations, upping total markets to 64 . . . United Artists TV's "The Story of . . ." to four Triangle stations: WFIL-TV, Philadelphia, WNBF-TV, Binghampton, WNHC-TV, New Haven, WFBG-TV, Johnstown-Altoona; and "Ripcord" renewals to Foodtown and Fact-O-

Bak (WAFB-TV, Baton Rouge), Fil-A-Bil Service Stores and Holmes Pontiac (KTBS-TV, Shreveport), KTVK, Phoenix, and KGUN, Tucson, and new sales to WLSL-TV, Roanoke, and WJAC-TV, Johnstown-Altoona . . . Seven Aris volumes four and live of 93 Warner Bros. and 20th Century-Fox features to WGBS-TV, New York, WCAU-TV, Philadelphia, and KMOX-TV, St. Louis.

New properties: David Susskind has signed to produce a new series of 39 episodes of "Open End" for distribution by NTA . . . Victor Borge Selden Associates (VBS) will package and produce six hour-long specials for syndication called the "Tv Six Pac." Sales are being handled by TV Marketeers in this country and by Fremantle International overseas . . . Screen Gems will produce a pilot based on commando activities during World War II, aimed for the 1963-64 season and titled "The Commandos." . . . Association Telefilms is offering a "World's Film Fair" package of 21 travel, space exploration,

and international relations films. Subject matter is tied-in to exhibits that might be found at a World's Fair.

International entente: Youngsters in Australia, New Zealand, the Philippines, Hong Kong, Thailand and Malaya will soon be watching Romper Room in their own languages under an agreement signed by Romper Room International, Inc. and Fremantle International. The 10-year contract licenses Fremantle to franchise the children's tv kindergarten show for live and local production in these countries. . . . ITC has entered into a production-distribution agreement with Pied Piper Ltd. and Allan Wargon Ltd. for a new series, "Mr. Piper," consisting of 39 half-hour filmed entirely in color. Just starting production, the series has been sold to the Canadian Broadcasting Corp. (CBC) and Associated Television Ltd. (ATV).

Financial report: Screen Gems reported net income for the fiscal year ended 30 June of \$3,166,293

## Newsmakers in tv/radio advertising



**Cal Cass**, account executive with H-R Television, New York, for the past seven years, has been named manager of H-R's Atlanta office. He began in 1919 as salesman and then manager of the Atlanta office of Burke, Kuipers & Mahoney and later went to the radio-tv arm, Ra-Tel. He was also with WINS, New York; Adam Young, Inc.



**Neal J. Edwards** has been named manager of WMAL-TV, Washington, D. C. He'll continue to supervise the station's sales activities. Edwards has been WMAL-TV sales manager since December 1953. He came to the station from WTIG, Washington, where he'd been a sales representative and sales manager for six years.

**George A. Graham, Jr.**, new vice president, NBC Enterprises division, has been with NBC since 1953. He started as tv account executive and was thereafter in charge of tv kid show sales, director of sales planning, vice president of NBC Radio and, in March 1960, was named vice president and general manager of the radio network.



**E. Robert Nashick** has taken over as advertising and sales promotion manager for KPIX, San Francisco. He has held the same post at KTLA, Los Angeles. Before that he did similar work with Westinghouse's KYW-TV, Cleveland; Biscayne Television's WKCT-TV, Miami; Storer's WGBS-TV, Miami; WNEF-TV and WJW, Cleveland.





after taxes, as compared to \$2,665,371 for fiscal 1961. This is equivalent to \$1.37 per share as against \$1.05 per share the preceding year.

**Colorcasting note:** Five more stations have just ordered color prints of Seven Arts' Warner Bros. features for fall telecasting, making a total of 33 stations colorcasting the films.

**PEOPLE ON THE MOVE:** Ed Grower, Dick DeMaio and John Hoffman to house producers at Videotape Center . . . Bob Johnson to head of Canadian sales for UAA . . . Buddy Faber to tv contract manager at Seven Arts, replacing Jeremy Hyman who moves to S.A.'s London office.

**Kudos:** Leonard Hirschfield, vice president and staff cameraman of VPI which produces tv commercials, made a movie while on leave from the company. Called "David and Lisa." The film won the Venice Film Festival award for the best first-feature effort by a director.

### Station Transactions

**KERN (AM & FM), Bakersfield,** has been sold by the McClatchy Broadcasting Co. for a total consideration of \$145,000.

New owner is Radio KERN, a new California corporation headed by Roger H. Stoner. Stoner was, until recently, sales manager of KYA, San Francisco.

Associated with Stoner is J. Ward Wilkinson, who owns and operates Associated Advertising Counsellors advertising agency in Oakland.

The sale was handled by Hamilton-Landis & Associates.

The sale of **KEX, Portland, Ore.,** by Westinghouse Broadcasting has been finalized.

New owner is Golden West Broadcasters, which also owns KVI, Seattle.

Sign on: **KMEX-TV, Los Angeles,** all-Spanish uhf outlet, began broadcasting 30 September.

"On the air": **WITI-TV, Milwaukee,** started broadcasting from its new 1,078 foot tower on 17 September.

**Thomas J. Swafford,** recently-re-signed CBS vice president and general manager of WCAU, Philadelphia, has acquired **KDEF (AM & FM), Albuquerque.**

As president of White Oaks Broadcasting Co., Swafford will devote his full time to the management of the station.

Selling price: \$175,000.

### Public Service

**Deadline for submitting nomination for the Thomas Alva Edison Foundation national station awards for serving youth is 15 December.**

The local tv and radio station winning the honor will receive an Edison Scholarship of \$1,000 to be used for college education, which the station presents to a high school senior selected by an appropriate committee of local educators.

Its the eighth annual Edison award of its kind.

Promotional materials have been forwarded to radio and tv stations alike from the United Nations in connection with the UNICEF Trick or Treat program.

All stations are being urged by the UN to support this annual effort.

**Public service in action:**

• **WTAE, Pittsburgh,** in cooperation with **WQED** and Indiana State College is telecasting a new-

18-week educational series called "Famine or Fortune," a discussion of approved conservation methods.

• A filmed announcement on **WXYZ-TV, Detroit,** for the YMCA which featured Mayor Jerome P. Cavanagh in a plea for viewers to learn mouth-to-mouth resuscitation technique drew 32,000 requests for the instructions.

• **WRCV, Philadelphia,** is running an audience contest on "What the United Nations Means to Me" daily through 20 October in observance of UN Week. Statements of 50 words or less should be sent to the station. Prize: a UN Stamp Collection.

**Local sale:** "The San Francisco Pageant," a 12-part series of public affairs programs scheduled on a monthly-basis, on **KPIX,** to Home Mutual Savings and Loan Assn.

**Kudos:** The 1962 Span Award, for contributions to public understanding of the retarded, has been awarded to **WJRT, Flint,** for its documentary called "A Wind is Rising" . . . The Pennsylvania Turnpike Commission, Big Brothers of America, and American Optometric Assn. each cited **WRCV-TV, Philadelphia,** for public service contributions in behalf of driver safety, juvenile delinquency and good vision . . . The Radio-Television News Directors Assn. will honor **KDKA, Pittsburgh,** with its first place award for editorializing by radio.

#### Outstanding exclusive values in broadcast properties

A multiple station situation covering the nation's richest suburban market. Fair earnings, superior fixed assets, and unlimited potential. \$200,000 cash required, with unusually attractive financing on the balance.

**EAST**  
**\$500,000**

Absentee owned daytimer in an excellent 2 station market. Reasonable earnings and fine potential. Has FM. 29% down.

**EAST**  
**\$175,000**

## BLACKBURN & Company, Inc.

**RADIO • TV • NEWSPAPER BROKERS**  
**NEGOTIATIONS • FINANCING • APPRAISALS**

#### WASHINGTON, D. C.

James W. Blackburn  
Jack V. Harvey  
Joseph M. Sitrick  
Gerard F. Hurlley  
RCA Building  
Federal 3-9270

#### CHICAGO

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

#### ATLANTA

Clifford B. Marshall  
Stanley Whitaker  
John G. Williams  
1102 Healey Bldg.  
Jackson 5-1576

#### BEVERLY HILLS

Colin M. Selph  
G. Bennett Larson  
Bank of America Bldg.  
9465 Wilshire Blvd.  
Beverly Hills, Calif.  
CRestview 4-8151

*Why it pays  
to advertise your station  
in a broadcast book*

---

**YOU PINPOINT YOUR BEST PROSPECTS**

---

In a field where a select group of people *really buys* national time you look for the specialized broadcast book to carry your ad message.

One reason is the logic of making your impression where the interest is greatest. Broadcast books are tailormade for people involved with tv radio advertising matters.

Another is economy. Ask your national representative. He'll tell you there are only several

thousand readers worth spending money to reach with your ad message. The books that offer box-car circulation figures also offer higher page rates and highly diffused readership.

In a nutshell, specialized trade books run rings around non-specialized books in ability to target a specialized audience in practically any field.

The broadcast advertising field, which has some outstanding books, is certainly no exception.

a service of

**S P O N S O R**



# BUYER'S VIEWPOINT

By S. Champion Titus  
Advertising and sales  
promotion manager  
Ampex Corp.

## What we looked for in a new agency

When most advertisers start looking for a new agency, it's because they are dissatisfied with their present agency. Not so with the Ampex Company. We had a unique need for a new agency.

A year ago the company was completely decentralized into five autonomous operating product divisions. We had five of everything—all going in different directions. The results were horrible. Few people knew what business we were in and practically no one knew the full scope of our business. Management consultants were called in. Their recommendations for reorganization called for centralization in many areas, including advertising and sales promotion.

So our unique need for a new agency was that we needed one to replace five. We invited agencies to make presentations. We heard eight half-hour preliminary presentations in two days and selected three finalists. Two weeks later we made our selection, 23 working days after beginning the search.

So, finally, what were we looking for? In general, we were guided

by the corporate reorganization direction of the consultants and new management. We were moving from product orientation to marketing orientation—from divisional direction to corporate direction. Our first requirement was for a marketing-oriented agency. At that stage we needed at least the skeleton of a corporate marketing plan as a base for a sound corporate advertising plan, and we needed the help of a strong agency to help us pull it together.

We looked carefully at the importance of the Ampex account to the agency. But the most important single requirement was people—the right people. We wanted a team that could work with our team with complete and mutual confidence particularly since our team was new.

Here's what we found in the final presentations. In the area of marketing we saw too many advertising proofs, they didn't show us what the problem was, how they approached it and how advertising was contributing to the solution.

We saw too many unrelated examples of their work. They were

very heavy on consumer advertising, not industrial. Because the agencies knew us for our consumer products I don't think they bothered to find out that less than 10% of our business is in consumer products.

We saw too much on space advertising alone, without proper relation to the total marketing job to be done. They overemphasized the importance and function of advertising in the total marketing picture and end sale of the product, to the point that some of our people, particularly technical, didn't believe anything that was said. They devoted too much time to advertising alone with little or nothing on supporting materials, so important to an industrial advertiser.

There were many weak areas in the presentation of people. Some said that if they got the account they had the perfect account man lined up, and they would hire him or bring him in from another office—they didn't even have him there. The principals talked too much. We knew we weren't going to work with them on a day-to-day basis and we didn't hear enough from those we would be working with. In general, there was a lack of industrial experience and background, both in the agencies themselves, and the people presented. An industrial advertiser feels his business is entirely different than consumer and wants to work with someone who talks his language.

It is a matter of record today that the San Francisco office of Cunningham and Walsh is the new single agency for all Ampex advertising. They showed us case histories on a problem-approach-solution-results format. They had the best industrial consumer balance. The full team was present and they all participated with the account executive handling the major share. The West Coast vice president and the president had five minutes each. The appearance of the president from New York was the clincher in proving that the Ampex account would be of major importance to them. It is too early for facts to prove results but I can say their performance has exceeded their promises.



S. Champion ("Champ") Titus, advertising and sales promotion manager for the Ampex Corporation, has worked with Ampex in various capacities since 1960. Previously he served at BBDO, Buffalo. In his talk before the San Francisco Ad Club, he describes the criteria used in selecting an agency for an account that is primarily industrial rather than consumer.

# SPOT-SCOPE

Significant news, trends, buys in national spot tv and radio

This is the week for reporting upbeat developments in the spot radio camp, which seems finally to have gotten into the full swing of fall activity.

A most notable report involves General Mills, which has opened its guns in the New England market. GM is running a schedule of 42 newscasts per week on the 32 stations of the Yankee Network division of RKO General, one of the largest single orders ever placed on Yankee and the only current use of radio by GM in New England. Campaign is on behalf of Betty Crocker Layer Cake Frosting Mixes.

Stepping back into the medium after brief hiatuses are Copenhagen Snuff and Associated Bulb Growers of Holland while Allis-Chalmers returns after a five-year absence.

For details of the A-C buy see item below.

The Allis-Chalmers swing back into spot radio after a five-year hiatus from the medium was a very welcome note for the sellers of spot radio.

The farm equipment manufacturer has enriched the spot radio pasture with a 75 major farm market buy in the U.S. and, in addition, 25 Canadian farm markets.

A 10-week fall push, the campaign is being handled by Bert S. Gittins Advertising. Buyer: G. D. McConnell.

For details of other spot activity last week see items below.

## SPOT TV BUYS

Schlinderberg-Kurdle, manufacturers of Esskay meat products, starts this month in five of its mid-Atlantic markets with the Westinghouse Broadcasting Company hour-long family specials. Markets are: Baltimore, Washington, D.C., Lancaster, Pa., Richmond and Norfolk. Agency: VanSant Dugdale.

Pillsbury is expanding the market list for its Cake Decorator, for which the initial order was placed about a month ago. Next week, 8 October, is the kick-off date for 21-week schedules beginning in new markets. Day and fringe nighttime minutes aimed at the female audience are requested. Agency: Leo Burnett. Buyers: Mary Lou Ruxton and Bob Bentley.

General Foods launches an extensive spot campaign at the end of this month, 29 October, on behalf of Baker's Coconut Products. Schedules will run for eight weeks. Day minutes with a women's audience are being sought. Agency is Young & Rubicam and Tony Egan is doing the buying.

Phillips-Van Heusen is going in on 22 October with eight-week schedules for Van Heusen shirts. Time segments: nighttime and day minutes and chainbreaks. Agency: Grey. Buyer: Jerry Rettig.

Sunshine Biscuits is looking for programs in several markets for a campaign to run from 11 October through 3 January. The buying's being done out of Cunningham & Walsh and the buyer is Kit Powers.

## RAHALL RADIO STATIONS



**KNOWN . . . .**  
for the company they  
keep in  
Prestige Advertisers!

**KNOWN . . . .**  
for community  
Public Service!



**No. 1  
RADIO**

Tampa - St. Petersburg,  
Florida  
Sam Rahall, Manager



**No. 1  
RADIO**

Allentown-Bethlehem-  
Easton, Pennsylvania  
"Oggie" Davies, Manager



**No. 1  
RADIO**

Beckley,  
West Virginia  
Tony Gonzales, Manager



**No. 1  
RADIO**

Norristown-Philadelphia  
Area  
John Banzhoff, Manager

above stations represented nationally  
by H-R . . . New York

also **WQTY**

our station coming up fast in  
JACKSONVILLE, Florida  
National Rep., The Bolling Co.

N. Joe Rahall, President  
"Oggie" Davies, Gen. Manager



President and Publisher  
Norman R. Glenn  
Executive Vice President  
Bernard Platt  
Secretary-Treasurer  
Elaine Couper Glenn

**EDITORIAL DEPARTMENT**

Editor  
John E. McMillin  
News Editor  
Ben Bodec  
Senior Editor  
Jo Ranson  
Chicago Manager  
Gwen Smart  
Assistant News Editor  
Heyward Ehrlich  
Associate Editors  
Mary Lou Ponsell  
Mrs. Ruth S. Frank  
Jane Pollak  
William J. McCuttie  
Art Editor  
Maury Kurtz  
Production Editor  
Barbara Love  
Editorial Research  
Cathy Spencer  
Special Projects Editor  
David Wisely

**ADVERTISING**

General Sales Manager  
Willard L. Dougherty  
Southern Sales Manager  
Herbert M. Martin, Jr.  
Western Manager  
John E. Pearson  
Northeast Sales Manager  
Edward J. Connor  
Production Manager  
Leonice K. Mertz  
Sales Service Secretary  
Bette Solomon

**CIRCULATION**

Manager  
Jack Rayman  
John J. Kelly  
Mrs. Lydia Martinez  
Sandra Abramowitz  
Mrs. Lillian Berkof

**ADMINISTRATIVE**

Business Manager  
C. H. Barrie  
Assistant to the Publisher  
Charles Nash  
Accounting  
Mrs. Syd Guttman  
Reader Service  
Mrs. Lenore Roland  
General Services  
George Becker  
Madeline Camarda  
Michael Crocco  
Irma Feldstein  
Dorothy Van Leuven

**Continental Baking** is lining up minutes, 20's and 10's in a host of markets to promote Wonder Breads. Schedules are to run in daytime, prime and late night periods for six weeks, kicking off 4 October. The agency is Ted Bates and the buyer is Art Goldstein.

**General Foods** will launch a campaign for Log Cabin in mid-October. The search is for minutes and 20's from sign-on to sign-off for six weeks starting 15 October. The buy is out of Young & Rubicam and the contact is Pete Kelley.

**Scott Paper** kicks off today, 1 October, on behalf of its tissues. Schedules are day and night minutes and 20's and they'll continue for 13 weeks. The account is at Bates and John Catanese is the buyer.

**Chesebrough-Pond's** is buying for Cutex products. The request is for fringe-time minutes to start 21 October and run for four weeks. Agency: Doherty, Clifford, Steers & Shenfield. Buyer: Rita Venn.

**SPOT RADIO BUYS**

**Copenhagen Snuff** going back in radio this fall after a hiatus, will do it via a six-week campaign in the top 20 markets. Starting date is 8 October and minute ET's will be used. Agency is DCS&S. Norm Ziegler is the buyer.

**The Associated Bulb Growers of Holland** is also returning to spot radio after a brief absence. The campaign gets off the ground early in October and is scheduled for a three-week flight. Minutes will be used in an undisclosed number of selective markets. The agency: Wexton. Buyer is Anita Blum.

**Burlington Hosiery** is kicking off a five-week campaign for its support hose early in October. Activity centers around some 30 markets. Minutes are being used. Starting dates for the five-week flights vary with each market. Donahue & Coe is the agency. Pete Schulte is doing the buying.

**American Tobacco**, through its three agencies, is alternating its cigarette products (Lucky Strike, Pall Mall, Tareyton Filters, Montclair) to lock up important spot franchises in the major markets. The campaign begins early this month and will continue through the end of the year. Traffic hours are being used. The agencies involved and their respective buyers: BBDO, Hope Martinez; L. C. Gumbinner, Janet Murphy; SSC&B, Wayne Silbersack.

**S. A. Schonbrunn** is going into selected markets with multi-station buys for Savarin. Schedules will run for 13 weeks, with the buying being done out of Foote, Cone & Belding.

**Candettes**, Pfizer Products' medicated throat discs, is readying a 19-week campaign scheduled to break early in November. 30's and 10's are being sought in morning drive and housewife time. Virginia Burke is doing the buying out of Ted Gotthelf.

# Girl Watching in Eastern Iowa

*She's watching corn.*

LET THE American Society of Girl Watchers take heed. Watching a girl watch corn has it all over plain girl watching. More room to swing your eyes. You could turn your head without being seen. You could even whistle, verboten though it be—it would sound like the wind rustling a tassel. Furthermore, the air's fresher, the sky's bluer—and fuller of refreshing WMT waves.

Our farm department (three farm-born college graduates and a girl) allows as how there's nothing prettier than an Iowa farm girl in an Iowa cornfield. See Exhibit A. This high-class corn-watching is taking place on the site of the 1962 Iowa Mechanical Corn Picking Contest, due October 9, on the Root and Stanerson farms south of Belle Plaine. Like to enter? Bring your own mechanical corn picker. Or, if you prefer to be a mechanical corn picker watcher, stand over there—with the 12,000 to 15,000 other spectators expected. WMT and the Belle Plaine Jaycees sponsor the annual event. There will

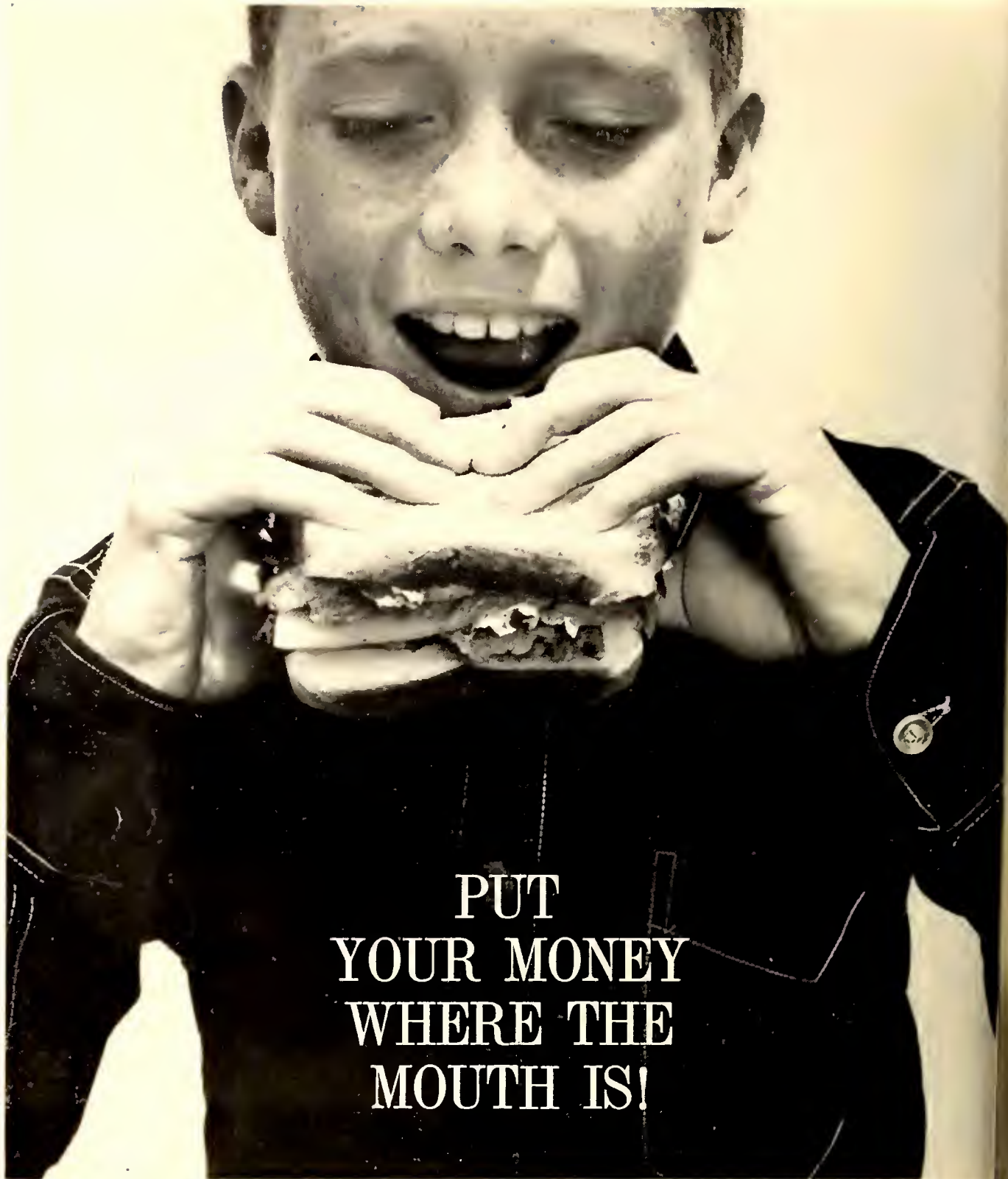
also be 60 acres of commercial and educational exhibits, free parking, and a special roped-off area for Madison Avenue girl watchers.

WMT, CBS Radio for Eastern Iowa  
Represented by the Katz Agency  
Affiliated with WMT-TV, Cedar Rapids-Waterloo;  
K-WMT, Fort Dodge; WEBC, Duluth




Exhibit A





**PUT  
YOUR MONEY  
WHERE THE  
MOUTH IS!**

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

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

**KFDM-TV CHANNEL 6**





# Atlanta



# ... is the New South



Perhaps you haven't seen Atlanta lately? You'd be amazed the moment you step off the plane into our new twenty-million-dollar airport. And you would have to bring your market estimates up to date when you view the variety of elegant modern homes, shopping centers, churches, office buildings and major industries that have expanded this new metropolis since 1949 (the year WAGA-TV began telecasting).

**Outstanding test market** — Here is a sophisticated Southern city — acclaimed as a favorite test market — that has jumped 54% in population in thirteen years . . . to over a million!

Here is a booming city, an expanding five-county industrial market unique in the Southeastern region — a culture-conscious area that enthusiastically supports opera, concerts, theater, and art festivals.

New Atlanta blends the customs and tastes of residents who have come from all parts of the nation. Only 23% of its citizens are natives. The result is a genuinely cosmopolitan city.

**Atlantans prefer WAGA-TV** — If you're judging Atlanta television stations by outmoded standards, you may be surprised to discover that Atlantans have kept pace with the new preferences in television programming. Because Atlanta is different, the Storer station has found the difference and created the programming to fit! Now the Atlanta station most respected and most viewed by adults is WAGA-TV. Such respect and discriminating attention have been earned through WAGA-TV's exclusive daily editorials on important local issues, complete PANORAMA NEWS coverage, and quality public interest programming unapproached by other stations in the market. The Storer programming philosophy continues . . . "famous on the local scene . . . for public service."

Result? Advertisers prefer and specify WAGA-TV in the 23rd market!

SRDS ranks Atlanta 23rd in retail and automotive sales, 24th in population, 25th in food, apparel and passenger car sales among metropolitan areas; 23rd in the nation as a television market with WAGA-TV delivering the metro plus 61 more counties with 50% or more net weekly circulation\*. Small wonder WAGA-TV is overwhelmingly favored by local and regional advertisers — the people who know stations and our market best!

\*1960 ARB Coverage Study

waga tv **5**

Represented by Storer Television Sales

**BEST-BUY STATION IN ATLANTA — AN INDISPENSABLE MARKET**

LOS ANGELES KGBS	PHILADELPHIA W'LEG	CLEVELAND W'JH	MIAMI W'GBS	TOLEDO W'SPD	DETROIT W'JKB	IMPORTANT STATIONS IN IMPORTANT MARKETS <b>STORER</b> BROADCASTING COMPANY
NEW YORK W'HN	MILWAUKEE W'ITI-TI	CLEVELAND W'JH-TI	ATLANTA W'AGA-TI	TOLEDO W'SPD-TI	DETROIT W'JKB-TI	





*"Jeanne d'Arc: The Trial,"* an original television drama by three Chicago housewives, presented on "Repertoire Theatre," WBBM-TV's prime-time workshop series devoted to original dramas, classics, music, pantomime.

*"Decision at 83rd Street,"* a penetrating first-hand report on the integration problems facing Chicago today, and a provocative look at those most affected. A prime-time "special," presented by the WBBM-TV News Department.



*"The Wasted Years,"* a specially filmed on-the-spot report revealing the hopeless monotony of prison life and chances of regeneration at Statesville penitentiary, a powerful documentary-editorial broadcast during peak viewing hours.



*"Battle for Asia: South Vietnam,"* first of a three-part on-location documentary prepared by Television Foreign Editor Carter Davidson, analyzing the government, people and problems of an embattled nation ... a WBBM-TV News Department "special," seen in prime time.



*"Music for a City,"* Dr. Dieter Kober conducting the Chicago Chamber Orchestra, in an evening-hour concert devoted to chamber works by Mozart, Telemann and Heiden, originating in the studios of WBBM-TV.

## What's the big idea?

**In a nutshell: to present to Chicago audiences a rounded picture of an ever-changing world—its accomplishments, needs and aspirations focused in meaningful perspective.**

**Month after month, year after year, CBS Owned WBBM-TV originates the finest community service programs in Chicago television...an abundance of regularly-scheduled series, as well as one-time "specials," all locally produced by Television 2's own award-winning staff.**

**Documentaries, dramas, editorials, musicals and on-the-spot news reports of local and international events—the list is virtually boundless and growing bigger every day.**

**An encompassing sense of what interests Chicagoans most—and the ability to deliver it—is a big reason most Chicagoans prefer WBBM-TV, the number one television station for the past 87 Nielsen reports.**



*"The Changing Face of the City,"* an hour-long review of the architectural achievements of Chicago's current building boom, and their effects on the city's people. Aired in prime time, part of Television 2's continuing "See Chicago" series.



*"Special Report: Africa,"* newsman Frank Reynolds' two-part study of the political, economic and social tensions engulfing newly independent nations, highlighted by exclusive interviews and filmed footage gathered during a 3-week tour of Africa, broadcast in prime time.



*"The Mikado,"* Gilbert & Sullivan's operetta classic performed by the students of Evanston (Ill.) Township High School...and broadcast in its entirety in 90 minutes of prime evening time on WBBM-TV.