

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

5 NOVEMBER 1962—40c a copy / \$8 a year

TV AND ANA:
\$1 BILLION
CHALLENGE P.25

Spanish market
in US: radio-tv
report P. 37



IT'S A THIRD PARTY LANDSLIDE!

...In the Land of Milk and ~~Money~~^{Money}!

WBAY-TV
GREEN BAY, WISCONSIN **2**
HAYDN R. EVANS, General Manager • Represented By: H.R. Television, Inc.

Catch—2

"Don't waste your time," Doc PhD told him.

"There must be other stations in Eastern Iowa."

"We disappeared them."

"Read me your last line back."

"Not *my* last line—your last line."

"We disappeared them."

"How can you disappear a station?"

"Atrophy."

"A trophy as in coveted award?"

"No. Atrophy as in a tv set's front end."

"Where?"

"In Eastern Iowa. The Darwin of the air waves* was chronicled evolution at work. Because WMT-TV (Channel 2) (CBS television for Eastern Iowa) is number one in share of audience in all time periods from sign-on to sign-off, Sunday through Saturday, many channel selectors of the front ends of sets in the area have atrophied."

"There must be a catch."

"Yeah. Catch-2, as Eastern Iowans do."

**ARB. The Katz Agency, our national reps, has additional anthropological and technical data.*





VITAL NEWS

*in depth takes top equipment...
ktrk-tv, houston, has what it takes*

CRYSTAL BALL ANALYSIS of Rochester TV...

I PREDICT *(a look into the Rochester TV future with Ervin F. Lyke, President of WROC-TV Channel 8)*

- **BIGGER AUDIENCES FOR WROC-TV**

Forget the population growth in the Rochester area and there will still be a bigger TV audience because of the addition of a new channel. This has been the pattern in cities all across the country. With a larger audience Channel 8 will continue to have more viewers. In survey after survey, WROC-TV is the No. 1 station in Rochester.

- **MORE COLOR TV VIEWERS**

Sales of color TV sets are way up. With 70% of WROC-TV's nighttime shows and 50% of afternoon programs in color, more area viewers are tuning in Channel 8—the only Rochester station carrying a regular color schedule.

- **WROC-TV WILL CONTINUE TO BE ROCHESTER'S NO 1 STATION**

This prediction is based on a number of key factors: 1) Continuing surveys; 2) NBC's strong fall and winter programming; 3) Color TV, exclusive on Channel 8; 4) WROC-TV's exciting local news, weather and sports shows.



Among Top Color TV Shows ONLY on Channel 8

Saturday Night Movie	Empire
Meet the Press	Virginian
Walt Disney's World	Hazel
Bonanza	Andy Williams
Price is Right	Sing Along with Mitch
Brinkley's Journal	Jack Paar
Tonight	Perry Como
Laramie	

NEW \$400,000 transmitter makes viewing great on Channel 8

**BUY THE STATION
MORE PEOPLE WATCH**

WROC
ROCHESTER, N.Y.

TV 8
CHANNEL
BASIC NBC

Represented by



SPONSOR

5 NOVEMBER 1962
Vol. 16 No. 45

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COMMERCIAL COMMENTARY / ANA best seller P. 14

KEY STORIES

TV'S CHALLENGE TO THE ANA / The Assn. of National Advertisers, whose members represent \$1 billion in tv billings, will be meeting at Hot Springs next week to discuss important tv issues. P. 25

AUTOS TOPS IN LOCAL TV USE / TvB reports more auto dealers use tv than any other type of retailer in 26 major markets. Ford and Chevrolet dealers lead list. P. 29

SHORTWAVING U. S. BUSINESS GLOBALLY / Ralf Brent continues as president of WRUL, under new ownership of Mormon Church. New programing for international station. P. 30

SUCRETS SWINGS TO TV WITH NEW LINE / Quinton Co. will obtain saturation in top 100 markets with new Sucrets consumer campaign. Tv is most efficient means of reaching women, ad head says. P. 32

BPA SEMINAR DRAWS TOP SPEAKERS / 7th annual Broadcasters' Promotion Assn. workshop seminar hears K&E board chairman William Lewis, NAB president LeRoy Collins. P. 34

SPECIAL REPORT: THE SPANISH-LANGUAGE MARKET / An up-to-date survey for radio/tv advertisers who need to tap an important new market of nearly 8 million Spanish-speaking Americans. P. 37

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SPONSOR PUBLICATIONS INC. Combined with TV ®, U. S. Radio ®, U.S.FM ®
Executive, Editorial, Circulation, and Advertising Offices: 555 Fifth Ave., New York 17, 212 Murray Hill 7-8080. Midwest Office: 612 N. Michigan Ave., Chicago 11, 312-664-1166. Southern Office: 3617 Eighth Ave. So., Birmingham 5, 205-322-6528. Western Office: 601 California Ave., San Francisco 8, 415 YU 1-8913. Los Angeles phone 213-464-8089. Printing Office: 3110 Elm Ave., Baltimore 11, Md. Subscriptions: U. S. \$3 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.
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IN THE TWIN CITIES

ROD



IS THE FIRST NAME FOR NEWS

ROD TRONGARD GIVES YOUR MESSAGE HEADLINE IMPACT!

News scoops didn't disappear along with the corner-boy's once familiar shouts of "Wuxtry!" Thanks to radio, *first-in-print* is now spelled *first-on-the-air*. The news "beat" is here to stay, and Twin Citians identify it with the voice of ROD TRONGARD, WLOL News Chief. Rod's hourly newscasts (on the half-hour too during morning driving time) sparkle with the insight of the born reporter. WLOL's exclusive AIR WATCH Traffic Reports are a "must" for motorists. And Rod Trongard's twice-a-day INSIDE LINE features direct (and sometimes jolting) interviews with the people who *make* the news. Your company's product can win headline prestige too — through WLOL news sponsorship or adjacent spots.

RADIO WLOL

MINNEAPOLIS • ST. PAUL
5,000 WATTS around the clock • 1330 kc

WAYNE 'RED' WILLIAMS

Vice-Pres. & Gen. Mgr.
Larry Bentson, Pres.
Joe Floyd, Vice-Pres.

Represented by
AM RADIO SALES



MIDCO

Midcontinent Broadcasting Group

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



5-CITY DIRECTORY

We were dismayed to find that the offices of RKO General National Sales Division were omitted from SPONSOR'S 1963 5-CITY TV/RADIO DIRECTORY. The company was formed over a year ago to represent nationally the television and radio stations of RKO General. Although the listings could not have been included in the previous directory, there is no reason why they should not appear in the current edition.

For the convenience of the many readers who use this directory, the addresses and telephones of RKO General National Sales offices are listed below:

Chicago—RKO General, Inc., National Sales Division, Tribune Tower, Chicago, Ill. Telephone 644-2470.

Detroit—RKO General, Inc., National Sales Division, 3300 Guardian Bldg., Detroit, Mich. Telephone WO 1-7200.

Los Angeles—RKO General, Inc., National Sales Division, 5515 Melrose Ave., Los Angeles, Cal. Telephone HO 2-2133.

San Francisco—RKO General, Inc., National Sales Division, 415 Bush St., San Francisco, Cal. Telephone YU 2-9200.

New York—RKO General, Inc., National Sales Division, Time & Life Bldg., New York, N. Y. Tele-

phone LO 4-8000.

We also have offices in Atlanta and Dallas but these cities are not included in the directory.—**FRANK BOEHM**, director of research, RKO General National Sales Division, New York.

Your 5-CITY TV/RADIO DIRECTORY is a most handy and useful pocket piece and we do want you to know how much we appreciate this extra service which you are providing the industry.

We regularly use these books in our everyday work in behalf of our station clients and I did not want this to go unnoticed as all too often we overlook thankful acknowledgment of such information.

I would appreciate your sending to me two additional copies of this directory at your earliest convenience.—**STAN BAILEY**, vice president, Burn-Smith Co., New York.

Thank you very much for the copies of the tv/radio directory.

This is a unique and highly valued service to the industry.—**Robert E. Eastman**, president, Robert E. Eastman & Co., New York.

NEGRO MARKET ISSUE

Congratulations on the new Negro issue of SPONSOR.

Your lead article is the most po-

tent one I have ever read relating to the Negro market and how to sell it. Your population breakdown, relative consumer importance, and availability of audience charts tell a great story.

I would like to recommend the '62-'63 issue as worthwhile reading and a buying handbook for anyone involved in the business of selling merchandise.

With the publishing of this issue, SPONSOR has rendered a real service to the advertiser and the medium.—**OTIS DODGE**, Johnston Broadcasting Co., Birmingham, Ala.

Congratulations on another excellent Negro edition. Please send 100 reprints.—**LEONARD WALK**, president and general manager, WAMO (Dynamic Broadcasting), Pittsburgh.

Re your special Negro issue (page 19), I always like to see the WWDC call letters in print, but just to keep the record straight, I was enrolling WEBB, not WWDC, in the ACNS News Service the night the picture was taken. This station is run by my good friend and business associate, Sam Feldman, who was unable to be there that night—I was substituting for him.

WEBB is a fine Negro market station in Baltimore and has gotten excellent usage out of ACNS since it was first inaugurated.—**BEN STROUSE**, president, WWDC, Silver Spring, Md.

TV-FOTO-SCRIPTS

We are writing to you regarding the article in the 15 October issue entitled "A Peek at Tv's Commercial Monitors."

Our firm has also been producing a product entitled "tv-foto-scripts" for a number of years.

Our tv-photo-scripts are the largest in the industry (the same size as the familiar "storyboards" used by advertising agencies to create their client's commercials).

We were one of the first monitoring-recording firms to produce tv-foto-scripts, and to our knowledge are the only firm producing tv-foto-scripts west of New York City on a permanent daily basis from both local and network television.—**MIMI KATT**, public relations director, Air Check Services Corp., Chicago.

4-WEEK CALENDAR

NOVEMBER

American Assn. of Advertising Agencies eastern annual conference: Americana Hotel, New York, 13-14.

National Assn. of Broadcasters fall conferences: Sheraton-Dallas Hotel, Dallas, 8-9; Muchlebach Hotel, Kansas City, Mo., 12-13; Brown Palace Hotel, Denver, 15-16; Sheraton-Portland Hotel, Portland, Ore., 19-20.

Ohio Assn. of Broadcasters fall convention: Columbus Athletic Club, Columbus, O., 8-9.

Assn. of National Advertisers annual meeting: Homestead, Hot Springs, Va., 8-10.

Illinois Broadcasters Assn. fall meeting: Sheraton Chicago Hotel, Chicago, 12-13.

Electronic Industries Assn. fall radio meeting: King Edward Hotel, Toronto, Ont., 12-14. Two sessions on radio and tv receivers are scheduled, both on 14 Nov.

Television Bureau of Advertising annual meeting: Waldorf Astoria Hotel, New York, 14-16.

Advertising Federation of America board meeting: Poor Richard Club, Philadelphia, 30; eighth district meeting: Red Carpet Inn, Milwaukee, 30-2 December.



A PRIME FEATURE FOR PROFIT

MGM



TELEVISION

Every feature film purchase of a station is expected to create business above and beyond its cost of being aired. Some features will do this better than others—because of inherent drawing power and in the way they are scheduled.

Example No. 1. A study of 12 markets found that when over 40% of the feature films were post '48's the average feature carried 22% more spots than the older pictures. And the more post '48 films in the market, the more business all features did. *Are you programming the better features of the Fifties?*

Example No. 2. A study of five stations which aired feature films within prime evening time showed that by scheduling a top post '48 premiere at this hour, profit potential for the time period could be increased at least 25%. *Have you considered this type of scheduling of top post '48 films for more profit?*

Details of these two surveys are available from your MGM Television salesman.

The big pictures are from Metro-Goldwyn-Mayer...
Today the 30/61 and 30/62 post '48 features. Tomorrow the 30/63's.

NEW YDRK: 154D BRDADWAY, JU 2-200D • CHICAGO: PRUDENTIAL PLAZA, 467-5756 • CULVER CITY: MGM STUDIOS, UP 0-3311

W K R G • T V

Mobile—Channel 5—Pensacola



WKRG-TV delivers 100% more TV homes,
9:00 AM to Midnight, than either Station A or Station B
in Mobile-Pensacola. ARB, June, 1962.

Effective Immediately Call
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager

SPONSOR-WEEK

Top of the news
in tv/radio advertising
5 November 1962

INTERNATIONAL LATEX TO BATES, Y&R

Effective 1 February International Latex moved its Living Bra and Living Girdle from RMcC to Bates, while the Playtex girdle will be shifted from Bates to Y&R, which also will pick up the \$2.50 Bra from RMcC. Bates and Y&R will end up with about \$3-4 million each in billings. The Playtex Nurser will stay at Lynn Baker but RMcC will cease to handle any Playtex business.

KSL STATIONS APPOINT PGW

KSL-TV and KSL Radio, Salt Lake City, have appointed Peters, Griffin, Woodward, effective 10 November. Both stations are CBS affiliates and were represented by the Blair companies. Earlier, they were at CBS spot sales.

5 CLEAN CHANNELS PLAY 'CLOAK AND DAGGER' ROLE

Five clear channel radio stations and four others disbursed through the United States played an important role in getting president Kennedy's message of 22 October to a Cuban audience. Since The Voice of America is usually jammed, state department officials worked in secret through FCC Chairman Minow to get the nine stations to carry the speech in Spanish. These local and clear channel signals carried to Cuba, and the jamming was caught by surprise. The maneuver, it's estimated, increased the Cuban audience ten fold.

RADIO NET SCOOPS SPUR AFFILIATION DEMAND

Some 25 radio stations hitherto independent are reportedly suddenly considering network affiliation in order to obtain network news service. Such stations, with independent news service, are said to have been repeatedly scooped by the networks in recent Cuban news. The advantage of network radio news departments over independent news services is said to be that they work in conjunction with network tv news departments, which gives them the output of tv's larger staffs and budgets. However, many independents weren't bothered in the least by the problem. Several cancelled all other schedules and gave news summaries around the clock until tension relaxed on Sunday the 28th.

FCC: EQUAL TIME ON PERSONALITY INTERVIEWS, TOO

Equal time rules of section 315 apply to personality interview programs, as well as shows of a news and editorial nature, according to the FCC's ruling last week on WMCA, New York. The FCC ordered the station to give the Socialist labor candidate equal time on the Barry Gray show since he had interviewed the candidate of the Conservative party earlier.

AUTO DEALERS ARE TOPS IN LOCAL TV USE

More auto dealers use tv than any other type of local retailer, including food, according to a 27-market study by BAR made public by TvB. (For details, see story, p. 29.)

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

BPA ELECTS OFFICERS; TO ALLOW REPS TO JOIN

Dan Bellus of Transcontinent Tv was elected president of the BPA in Dallas last week. Clark Grant of WOOD-AM-TV, Grand Rapids, and Caley Augustine of WIIC, Pittsburgh, were elected first and second v.p., respectively. The BPA also changed its regulations to allow national representatives to become full members, effective next year. Newly elected BPA directors were Clayton Kaufman of WCCO, Minneapolis; John J. Kelley of Storer in Miami; Stan Cohen of WDSU-TV, New Orleans; Paul Lindsay, of WIND, Chicago; George Rodman of KGO-TV, San Francisco, and Arch Garland of General Electric Broadcasting, Schenectedy.

PETRY STATIONS SAY TV-RADIO CROSSPLUGS ARE IMPORTANT

Petry tv and radio stations strongly favor crossplugging between the two media, according to a report at the rep's sixth annual seminar in Dallas last week. Some 78% of 32 Petry-represented tv station promotion managers favor crossplugging. Of 19 tv stations with am affiliates, 17 use them for crossplugging. In addition 48% of Petry tv stations use other radio outlets for crossplugging.

MC COY NAMED PRESIDENT OF BLAIR RADIO

Arthur H. McCoy, formerly executive v.p., has been elevated to the presidency of Blair Radio. McCoy, who joined Blair in 1955, is known for developing the Blair Group Plan. He has been in the radio station representation field for 23 years.

ABC INTERNATIONAL SERVES 14 MILLION TV SETS

After only three years, ABC International now serves 14 million tv sets in 17 nations around the globe. President Donald Coyle, who made the announcement, also noted that there are 80 nations with tv in the world today, of which 47 have some form of commercial tv. ABC's four most recent affiliations are with broadcasters in Okinawa, Canada, Nigeria, and Brazil.

TV AND THE ANA MEETINGS

With ANA meetings set to open this Thursday in Hot Springs, SPONSOR reports on tv's role as a national advertising medium and ANA members' role in relation to tv. (See story, p. 25.)

REPUBLICAN'S FM SPENDING IN N.Y. RIVALS AM

Almost as much is being spent in New York fm as on major am stations for the republican gubernatorial and senatorial campaign this year. Among the fm buys are the eight stations of the QXR Network.

STANLEY B. RESOR, FORMER JWT HEAD, 83

The man who spent more than 50 years with JWT and who stepped down as chairman early last year, Stanley B. Resor, died last week after a short illness. He joined the agency in 1908 and was its president for 39 years, becoming chairman in 1955. The JWT offices closed at noon last Monday out of respect.

SPONSOR-WEEK continues on page 12

Talk about a winning combination! It's WIPRADIO and Hourly Messengers Inc., a company specializing in the delivery of small packages. "Have you ever heard of a client signing 450 new accounts in three weeks (when the target is mostly business and professional people)?" asks Manager Harry Brooks. "Well, WIP helped us do just that. You exceeded our fondest hopes." Get the jump on your competition. Team up with WIP because... Nice things happen to people who listen to (and advertise on) WIP-Philadelphia's Pioneer Station. Contact Harvey Glascock, V.P. and General Manager, or Metro Broadcast Sales.

WIP/610, Philadelphia

Metropolitan Broadcasting Radio, A Division of Metromedia, Inc.

REPRESENTED BY METRO BROADCAST SALES



Philadelphia track record

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

CBS' SALANT ASKS LIFTING OF NEWS 'GUIDELINES'

CBS News president Richard S. Salant last week asked presidential press secretary P. Salinger to remove the guidelines which the White House imposed on Cuban news. Salant noted that newsmen were not allowed to be accredited or to report on field activities of our armed forces. He asked whether or not journalism was being used for Government purposes and suggested that new circumstances require a review of security inhibitions.

ABC RADIO TO RAISE RATES

The ABC Radio network will raise its rates between eight and 35 percent starting 1 January 1963. Reasons given were improved facilities, clearances, and greater advertising demand. Existing clients will enjoy six months of protections. Since October 1960 the network has increased from 362 to 420 affiliates. Said president Robert R. Pauley: "The increase is the first step in our objective of obtaining greater prosperity for the entire radio industry, including our affiliated stations."

NIELSEN EXPANDS QUALITATIVE TV DATA

Full information on family member viewing network tv will become part of the Nielsen National Audience Composition Report, starting with the October-November data. All regular sponsored shows and many specials will be included. The report will also contain a Key Viewer Index to family audience composition. New Audilogs are being used to obtain the data, and there will be four or five reports a year based on four-week samples.

AB-PT EXPANDS ITS FLORIDA RESORT HOLDINGS

AB-PT has acquired its second resort center in Florida, Silver Springs near Ocala. Earlier AB-PT acquired Weeki-Wachee Spring, near Tampa.

'GROUCHO' RE-RUNS REACH \$2.5 MILLION GROSS

After two years of syndication, re-runs of Groucho Marx's former NBC TV series on local stations have grossed \$2.5 million for NBC Films, the distributor. There are 250 episodes and 88 stations are stripping the re-runs.

SHOPPING CENTER USAGE CLIMBS 115%

Tv usage by shopping centers has increased 115% since 1960, TvB reported last week. According to an ICSC study, over 90% of shopping center inhabitants use tv independently and also stay with it once they try it. Peak advertising day is Thursday. Shopping center tv spending, which was 12.1% in 1960, rose to 14.5% in 1961. Of centers studied, 43.4% use spot reminders, 26.8% saturation campaigns, 19.5% program sponsorships, and 17.1% participations.

FORMER B&B V.P. BUYS INTO FRENCH AGENCY

George P. Beaumont, former v.p. of B&B and director of its London affiliate, has acquired an interest in a Paris advertising agency, Aljanvic S.A. The new name of the agency will be Liger, Beaumont & Aljanvic. It expects billings of \$2 million in 1963.

SPONSOR-WEEK continues on page 70



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

There's one poor little power-protected VHF station still not content with just keeping the lid on to prevent facing competition with UHF stations, now they want to be protected against any competition whatsoever with UHF's.

The poor little V in this particular case is in New Haven. Operating for years at the maximum power authorized by the Federal Communications Commission, this poor orphan, operating all by itself in New Haven and with only one other V around to keep it company (in Hartford), is protesting mightily against the request for an increase in power by one of those big, bad monopolistic UHF broadcasters.

Perhaps they are afraid that some of WWLP's signal might leak into their inviolate territory. Our application is for additional power to im-

prove service in areas surrounding Springfield, not New Haven, but so many VHF operators seem to believe that there should be two standards for TV stations. The biggest, finest, most powerful market straddlers for the "good guys"—VHF, and another, smaller, weaker service for the "bad guys"—UHF.

We have never been afraid of fair competition—but other people apparently don't want any form of competition.

Represented nationally by HOLLINGBERY

COMMERCIAL COMMENTARY

by John E. McMillin

The ANA's "best best-seller"

Last year, at just about this time, the ANA took the wraps off its rather needlessly mysterious "Project X" with the publication of what many of us consider the most important and significant advertising book of recent years, "Defining Advertising Goals for Measured Advertising Results."

This week at Hot Springs, ANA members will be devoting further attention to Project X concepts and, as part of basic briefing for my trip to Virginia, I called ANA headquarters the other day to find out how "Defining Advertising Goals" has been doing.

"Great," said v.p. L. M. (Duke) McElroy. "Spectacular in fact. It's far and away the best best-seller we've ever put out. We've sold more than 10,000 copies."

Well, to me that news is both heartening and startling.

Heartening because it is good for business and good for advertising to have the ideas in the ANA volume given wide circulation.

But startling because "Defining Advertising Goals" is an expensive book (\$7.50 to the public, \$5.00 to members), a small book (114 pages) and a deceptively simple book whose full impact and value can only be perceived, I suspect, by fairly sophisticated admen.

It is certainly possible to read "Defining Advertising Goals," as some reviewers did last November, without seeing in it anything that seems dramatically new, striking and different.

Even more serious perhaps, it is possible for many advertising and marketing executives, after skimming through the book, to assume that "this is just what I'm doing right now" when, in fact, they are doing nothing of the sort.

These, I am afraid, are weaknesses in the original presentation of the material, and I hope that the ANA will give serious thought to devising new, more pointed and penetrating explanations of Project X doctrines.

For I believe that the ideas in "Defining Advertising Goals" should be part of the basic, required education of every ad manager, agency man, media owner, media representative and marketing executive in the country. They are that important.

Measurements for management

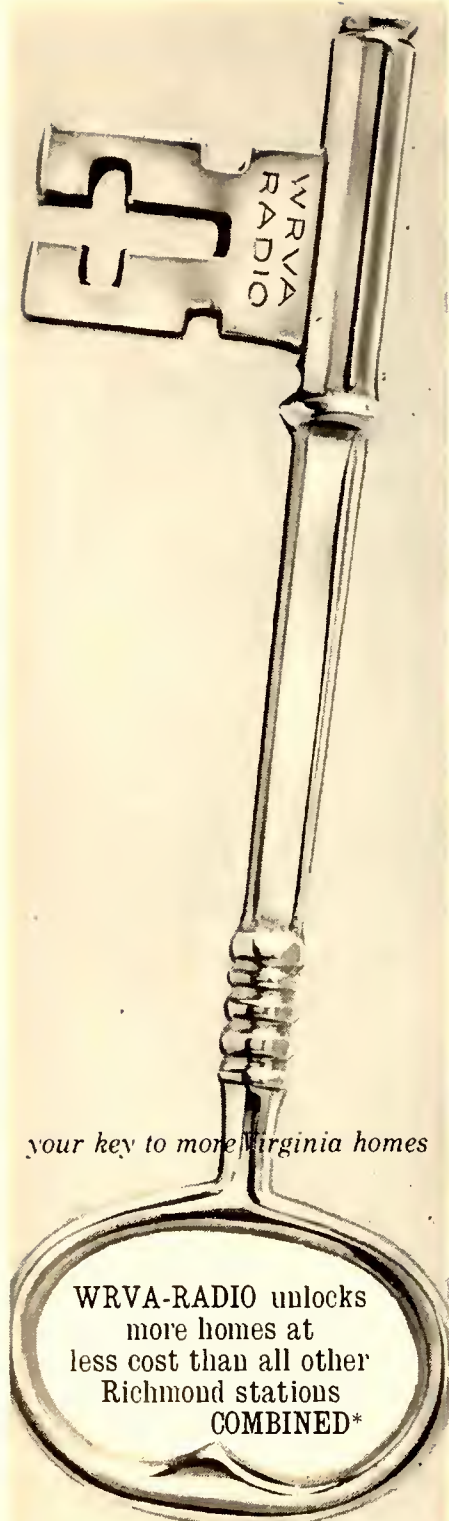
Project X started out, of course, as an operation directed to top-level corporate managements.

With the tremendous growth in advertising budgets since World War II, corporation presidents and board chairmen have been asking an increasing number of such knotty questions as "How much money should we spend on advertising and why," "What returns do we get on our advertising investments?", and "How can we determine the effectiveness and efficiency of our advertising expenditures?"

The ANA, early in 1959, set out to provide authoritative answers to such questions by devising a set of comprehensive "management measurement standards" for advertising operations.

The end product and first fruit of the labors of the ANA Committee was "Defining Advertising Goals for Measured Advertising

(Please turn to page 16)



your key to more Virginia homes

WRVA-RADIO unlocks
more homes at
less cost than all other
Richmond stations
COMBINED*

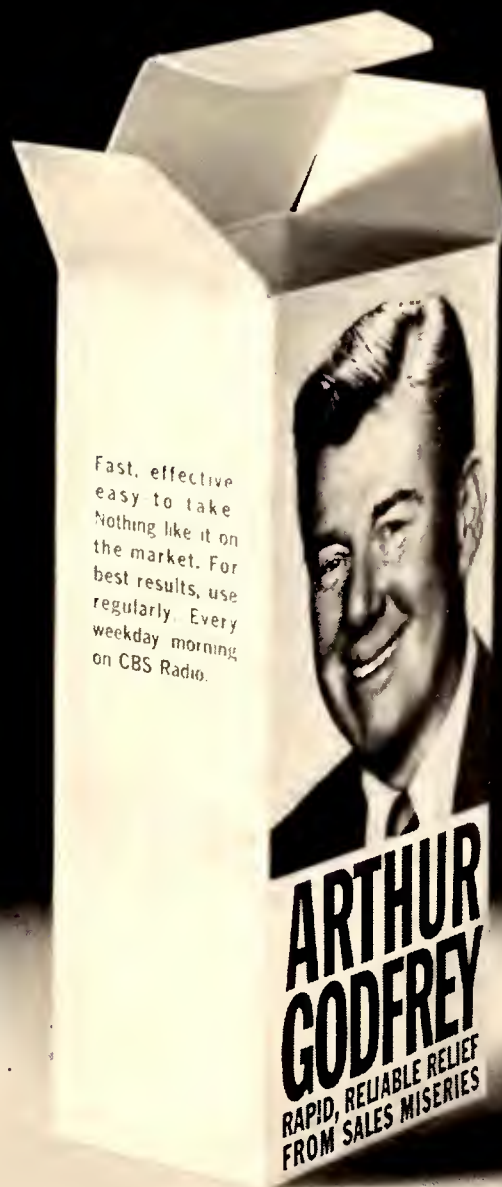
*NCS '61 Radio—50% and over penetration

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia



National Representative:
PETERS, GRIFFIN, WOODWARD, INC.



Bromo-Seltzer and Listerine recommend Arthur Godfrey

And vice versa. If you're looking for rapid, reliable relief from sales miseries, here's a word from Mr. W. J. Corcoran, Marketing Director of Bromo-Seltzer:

"Since becoming associated with Arthur Godfrey on CBS Radio in 1960, Bromo-Seltzer sales have consistently moved upward. The drug trade's enthusiasm for Godfrey as a valuable salesman as well as his proven ability to get customers have been important factors in producing sales increases.

"We're very grateful to Arthur."

Bromo-Seltzer sales were bubbling along so well after a year that Warner-Lambert, its parent company, tested Arthur Godfrey on another of its products, Listerine. Results? Here are a few



excerpts from a two-page letter from Listerine's Marketing Director, Mr. G. L. Dannehower:

"...Listerine increases must, in part, be attributed to Godfrey's unique selling and product identification.

"Because we firmly believe this, we tested additional use of Arthur Godfrey in print ads early in 1962. A typical Godfrey ad almost doubled the average

Gallup-Robinson score for Listerine during the past two years.

"As a result, throughout Listerine's 1962 Fall Promotion, Godfrey will be featured in one of the largest coordinated advertising-merchandising programs ever put behind a brand. His radio show will be backed by full page Godfrey Listerine ads... outdoor billboards, and you can bet his picture will be on all point-of-sale material.

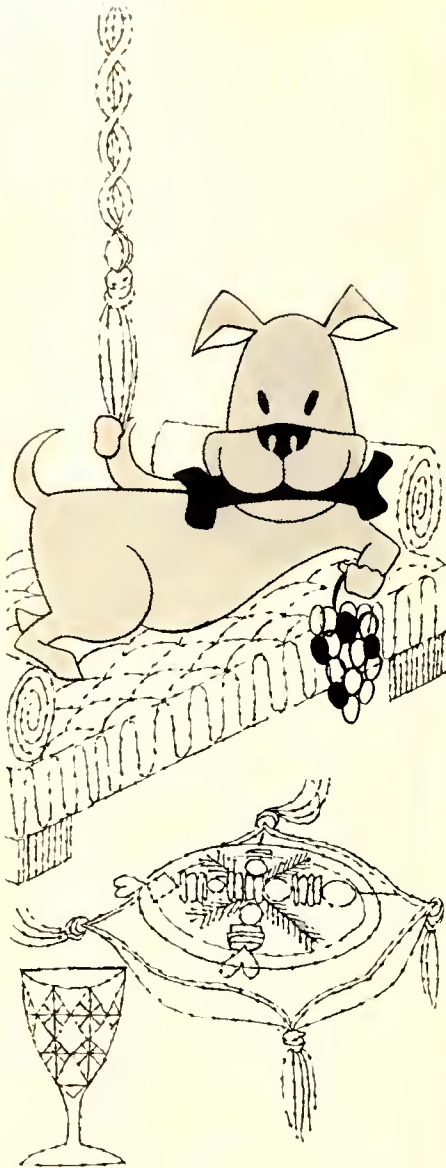
"All this adds up to a tremendous weight of advertising, merchandising and sponsor believability in Godfrey."

If you'd like to enjoy the ebullient feeling that accompanies a rapidly rising sales curve, Arthur Godfrey may be just what the doctor ordered.

THE CBS RADIO NETWORK

COMMERCIAL COMMENTARY

Continued



OLD FAITHFUL: Even man's best friend gets to know us pretty well, because the family he lives with spends a lot of time tuned in. Metro share in prime time is 90%, and homes delivered top those of any station sharing the other 10%. (*ARB, March, 1962*) Your big buy for North Florida, South Georgia, and Southeast Alabama is



WCTV TALLAHASSEE
THOMASVILLE

BLAIR TELEVISION ASSOCIATES
National Representatives

Results" and, by any standards, it was an extraordinary accomplishment.

Contributing to the work were ANA representatives of practically every major advertiser in the country, plus more than 50 outside research, agency, marketing and communications experts.

The fact that such a group was able to agree on and synthesize a set of advertising measurement concepts was, in itself, remarkable. And the ANA book, which was written for the Association by business consultant Russell H. Colley, bears little if any evidence of the hassling, hedging, nitpicking, and double talk which usually accompany committee-type projects.

But as ANA spokesman said last November, "Defining Advertising Goals" is only a start. New, expanded, documented and pin-pointed presentations are needed.

Russ Colley, himself, has an article in the Sept.-Oct. 1962 issue of the *Harvard Business Review*, titled "Squeezing the Waste Out of Advertising," which I believe goes further in explaining and emphasizing the importance of Project X concepts than did "Defining Advertising Goals."

Not just for giants

For the *Harvard Business Review* audience, Russ quite properly writes in upper management terms. And his remarks will have greatest impact among the more thoughtful inhabitants of America's highest level executive suites.

Undoubtedly much solid missionary work must be done in this area. But I'd like to suggest that the real need for ANA doctrines lies not with the giants, but considerably below them.

I am not particularly worried whether the presidents of P&G, General Foods, General Mills and Bristol-Myers understand the theories of Project X.

I know, in fact that most of them do.

But the great wastes and great confusions about advertising are not among those whose appropriations are measured in tens of millions of dollars.

They lie with the hundreds of companies whose budgets are less than \$5 million, less than a million, less than \$100,000.

And advertising fuzzy-mindedness is by no means confined to corporation presidents and board chairmen.

There is infinitely more loose, sloppy thinking among the ranks of media salesmen, agency account men, research specialists, sales managers, and marketing executives.

It is terribly important that the doctrines of "Defining Advertising Goals" be brought home to such as these.

I believe that this can only be done by a further translation of the ANA concepts into terms of specific individual use.

It is one thing to accept, as principle, the idea that advertising goals must be defined in specific, concrete, written terms. It is quite another to know how to do this on the job.

It is easy to recognize the value of "benchmark research." But not so easy to know how to set it up without a P&G-type budget.

These are some of the expansions of Project X which I hope that the ANA will find time and energy to develop.

Meanwhile, if you haven't seen "Defining Advertising Goals for Measured Advertising Results," by all means get it.

Read it creatively, however. See if you can figure out how it can help tighten and improve some phase of your present operations. ▀

-THINK-

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

Try to think like the owner does.

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

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

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

Think—Tis the till that tells the tale.

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

KRNT-TV

Des Moines Television

Represented by The Katz Agency

An Operation of Cowles Magazines and Broadcasting, Inc.



Hard to park

Parking is the only thing our quarter of a million dollar cruiser cannot do—with ease. Here are some of the things it *can* do.

Remotes: well enough for one rival network to use it for the "Today" show on location at Six Flags Over Texas, an amusement park between Dallas and Fort Worth.

Taping: well enough for the other network to send us from Dallas to Central City, Colorado . . . on to Aspen, Reno, Lake Tahoe, and San Francisco . . . 10,000 miles for a series of summer vacation specials.

This is the unit that won a Best of Category award at the '62 TV Film Festival for an Allstate Insurance commercial. Created, produced, and edited on the spot during Hurricane Carla.

Other facts? Our cruiser is completely self-sufficient; can power its own air conditioning as well as six Marconi cameras and two Ampex VTR units. It is exactly 40 feet long and strongly recommended for people who think BIG.

WFAA-TV

Channel 8, abc, WFAA-AM-FM-TV, Communications Center, Broadcast services of The Dallas Morning News, Represented by Edward Petry & Co., Inc.

SPONSOR-SCOPE

5 NOVEMBER 1962 / Copyright 1962

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

The local vs. national rate question has suddenly thrust itself on spot tv in an important way, with Sealtest the protagonist.

Reps last week got wind of the policy that Sealtest proposed to implement with its buying for 1963 when stations reported that the account's agency, N. W. Ayer had men on the road seeking to learn which stations would accept Sealtest schedules on a local, or retail, basis.

Sealtest's position, as obtained by SPONSOR-SCOPE from advertising and sales promotion manager James F. Lunn: it is logical and good business sense for Sealtest to expect the same local vs. national rate differential that is accorded competitive dairy companies in the same market.

In other words, if a tv station does have a non-national rate which it grants to local dairies Sealtest expects the same treatment. And this regardless of the distribution pattern of the dairy account.

Lunn was specific about this: his company was not intent upon breaking any rate structure; it just wanted an equal break with its local competitors.

Sealtest's spot tv plans for 1963 entail eight to 10 flights. Since the National Dairy Products division shows no disposition to return to network tv next year, the spot budget could run somewhere between \$2.5-3 million.

Some reps see Sealtest as opening a can of worms and that if Ayer can get enough local rate assents, spot tv may be faced with the sort of ruction that tore at spot radio a few years back.

Nielsen's October I ratings presents among other things a pretty favorable brief in favor of the ability of the advertiser to deliver top elick programs.

The evidence: the top three, the Lucy Show, the Andy Griffith Show and Danny Thomas are all licensed directly to advertisers, and the same applies to Hazel, which was ranked 10th.

Griffith and Thomas came through Benton & Bowles and Lucy and Hazel via J. Walter Thompson.

It could be the beginning of a trend if not discouraged by the network with the support of the FCC's Newton Minow.

Put down Young & Rubicam as the agency that's staged quite a comeback of prestige and strength in the General Foods picture.

It was Y&R's extra Jell-O division money that provided the substance for General Foods to buttress and fill out the crack high-rating schedule it's got on CBS TV this season.

Hence such additions to the GF program spread as the Lucy Show, Red Skelton and Jack Benny.

One of the strokes that paid off quite well: swapping Lever a part of Skelton for an alternate position in Lucy.

Chanel (NC&K) is taking its first dip into sports sponsorship via the NCAA-assigned Army-Navy game on CBS TV.

It's part of the perfume's Christmas gift push. The minute in the football game is supplementary to a batch of minute participations Chanel's bought in CBS TV nighttime shows.

International Latex, which is spending close to \$10 million a year in tv, has in force a spot buying system through which three of its four agencies exercise the responsibility of administrating each one's allocated cluster of markets.

The fourth agency, Y&R, which came into the IL stable when the firm bought Sarong, rejected the market splitting idea on the ground that it preferred to control the buying for its own products and not share its weight and prestige in that area with an account's other agencies.

The system works this way: Bates, Reach, McClinton and Lynn Baker are each assigned a certain list of markets. They buy the time for such markets, with the implication they will try to improve the spots continuously. Each cooperates with the other agencies in seeing that the commercials are so rotated that no one agency's products has an advantage over the others' during a stipulated period.

Each month the three agencies submit to their client an accounting of their stewardship, with copies, of course, to the other two in the triumvirate.

What makes the procedure quite complicated is the fact that practically all of IL's commercials are piggybacks and the products in these piggybacks are mostly handled by two different agencies.

By the way, Sarong will be doing eight spot tv flights in 1963.

The new ARB local ratings reports which have just started to come out will relieve timebuyers of one arithmetical chore.

And that is adding up the ratings of the previous and succeeding network programs and then dividing the total in half to determine the theoretical rating of the chainbreak.

These averages are now incorporated in all market reports as part of the spot buying guide section.

Nighttime network tv showed up with a nice viewership bonus in Nielsen's October I report: average audience homes were up about 10% over last year.

The comparisons in the area of average averages:

YEAR	AVERAGE RATING	AVERAGE HOMES
1962	16.6	8,267,000
1961	16.0	7,504,000

One hope that apparently can't be snuffed out at NBC TV: getting some advertisers to underwrite the apex of musical culture, grand opera.

With six grand opera broadcasts set for the 1962-63 season, the network's sales department has girded itself for a big push in that direction. It's recruited this time what it deems a handy compendium: Fortune Magazine's 500 largest U. S. companies.

The list programing cost of the sextette: \$370,000.

Getting advertisers who are on Here's Hollywood to switch to the Match Game, the former's successor in January is not coming easy to NBC TV daytime.

The current occupants of the departing strip are shying away from the hike in package rate (about \$400 per half-hour).

NBC TV's counter plea: but you're getting a better period (4-4:30), 50 more stations in the lineup and the prestige of a Goodson & Todman parlor frolic.

P&G has recommended to ABC TV that it juxtapose the Rifleman and the Dakotas Wednesday night come January so that former won't be opposite The Lucy Show.

That would put Rifleman at 7:30 to 8 p.m.

P&G has Rifleman exclusively and will have a couple weekly minutes in the Dakotas.

It's hard to believe but the first two games of the Giant-Dodgers playoff pulled virtually as big an audience as the first two games of the World Series.

The total audience ratings for each two games averaged out to a 69, according to Nielsen's October 1 report, as disclosed by NBC TV.

Here are Nielsen's figures for the playoff and the initial three Series games:

PLAYOFF	TOTAL AUDIENCE	AVG. AUDIENCE	AUDIENCE SHARE
1 October	27.4	12.8	40
2 October	41.7	20.1	46
3 October	39.3	21.7	48
WORLD SERIES			
4 October	35.9	20.5	66
5 October	33.5	19.7	64
7 October	46.6	31.3	78

P.S.: The Sunday, 7 October World Series game delivered an average of 15,587,000 homes per minute and 23,207,000 total homes, both smidgeons above the tallies for 1961's Sunday game, putting them within the top 15 all-time highs in tv.

Madison Avenue agencies with heavy stakes in tv last week discerned definite signs of nighttime network tv for the first 1963 quarter posing a brisk buyers' market. The factors upon which they base their appraisal:

- NBC TV's decision to reduce the prices on such series as Sam Benedict, Andy Williams, It's a Man's World, Wide Country, Saints and Sinners and perhaps 11th Hour.
- The report that ABC TV has unsold for that quarter some 330 commercial minutes, or about four hours a week, which might, at list prices, be estimated about \$9-10 million. NBC TV is figured to have about as much unsold as ABC, and CBS, 150 minutes.
- CBS TV mulling replacing Fair Exchange with Twilight Zone in January and juxtapositioning Hitchcock and Nurses. If effected, P&G will buy into The Nurses.

Unspent money stemming from preemptions keep piling up for daytime network tv advertisers.

It's money that can't be absorbed through the credit route by the networks this quarter because of their soldout position.

The latest flood of preemptions this quarter was due, of course, to coverage of the Cuban crisis. Before that it was the Schirra space orbit, and in the case of NBC TV also the Giants-Dodgers playoff and the World Series.

In any event the networks are hoping that this accumulation of unspent budget will be plowed back during the fore part of 1963.

Lehn & Fink has made the first big buy of network daytime for the new year. The order placed with NBC TV is for 27 commercial minutes on a couple of strips. NBC TV also got a 1963 order from Jergens, this one a renewal and estimated to be worth about \$1.5 million.

If you've got a limited budget for network tv, you'll be interested in a somewhat offbeat thesis advanced by a New York agency to one of its clients.

The proposition: if you buy a minute a week each on a news program, NBC TV's Tonight and an average rated prime time entertainment show, your unduplicated home impressions will be just as great as those obtaining from three minutes on a high-rated prime time show.

Gunsmoke and Garry Moore served as the three-minute examples in the equation. The cost of three minutes on either of these two series figures around \$135,000, whereas the cost of the cited mix in three programs would be around \$60,000.

Philco's Miss America telecast the month before did wind up again among the Nielsen 20 Million Club: the program had a total audience of 25,846,000.

The average audience came out 19,073,000 homes. A broadcast becomes eligible for the 20 Million Club according to total audience and not average audiences.

For tv stations in South Bend the switch to daylight savings brought with it no small problem.

It was more than the routine matter of schedule changes. It concerned what to do with that extra hour of program, since the market suddenly shifted from central to eastern time.

Aggravating the dilemma: under central time news ran for local advertisers between 6-6:15 and 10-10:20 p.m. and the disposition was to leave it that way.

It raised this problem: how to fill the gap created between 6:30-7 p.m.

Some of the huge users of tv are faced with a foreign revenue problem which could effect not only their profits but their advertising budgets here.

The problem: the inability of getting remittances out of an expanding number of South American countries.

The embargo is already on in Colombia, Argentina and Brazil, with Peru and Chili expected to join the parade.

A Lexington Avenue agency in compiling a fact sheet on the dimensions of tv today included these two highly significant observations:

1) Seventy-nine of the top 100 advertisers last year spent more on tv network and spot time than they did in any other media.

2) Advertisers who bought tv network time on the basis of full or alternate week sponsorship accounted for 40.7% of all billings.

In case you're in the pop bottling phase of advertising and this has escaped you: Royal Crown Cola seems bent by the use of saturation radio to take over a huge hunk of the southern market from Coca Cola.

A SPONSOR-SCOPE correspondent who's been traveling through the south a lot lately reports that Royal Crown announcements keep coming from all directions and at almost all times if the car radio is kept moving around the dial.

Royal Crown's also pounding away at its companion product for weight watchers, namely, Diet Rite Cola.

The company's mentor in all this is D'Arcy New York, which should know all the byways of cola marketing whatwith its once having the Coca Cola account.

Incidentally, former kingpins in station operation rank high in Royal Crown's stockownership and management hierarchy.

New York, Detroit and Chicago agencies with automotive accounts will shortly be getting a look at a new TvB study dealing with the use of tv by local automotive dealers.

The survey's findings were shown last week to advertising directors for the automotive companies in Detroit. They will also be made available for dealer associations.

The presentation includes commercial types and techniques most popular among auto sellers around the country. Also the kinds of programs they prefer.

The winnah!



Round one: WRAL-TV announces change to ABC Television, effective August 1. Round two: Switch is made and ARB study of Raleigh, Durham metro audience is authorized. Round three: WRAL-TV the winner! ARB telephone coincidental reports WRAL-TV the dominant station with king-sized 49% share of audience.

Two area stations split what's left. Ringside comment: Your commercial has Sunday punch impact seven days a week on Champion Channel Five. See your H-R man for the complete ARB report and for suggestions how to K.O. your competition in the nation's 50th tv market... Channel 5, Raleigh-Durham, North Carolina

WRAL-TV

Data Source: Raleigh-Durham ARB Nighttime Telephone Coincidental August 15-21, 1962

Focus on Florence

See a picture of old Southern vivacity
blended with the modern point of view.

Florence represents the fourth largest
single-station market in the nation.



W B T W

*Florence, South Carolina
Channel 13 • Maximum power*

- Maximum value*
- Represented nationally
by Young Television Corp.*

A Jefferson Standard station
affiliated with
WBT and WBTW, Charlotte



Tv's challenge to the ANA

- ▶ Association represents \$1 billion in tv billings
- ▶ 46 of top 50 tv advertisers are ANA
- ▶ Hot Springs meeting to discuss unions, copy
- ▶ But larger tv issues loom on ANA horizon

This coming Thursday morning the largest, most potent group of tv sponsors in America is assembling at the Homestead in Hot Springs, Va.

The occasion is the regular fall (closed) meeting of the Association of National Advertisers and more than 400 blue chip accounts will be represented in the Dominion Room when ANA Chairman John S. Veckly of U. S. Steel opens the proceedings.

Like other ANA get-togethers, the three-day session will deal with a variety of problems—manpower, government controls, agency relations, marketing, research, advertising's image, and the ANA's famed "Project X" as well as certain specific tv subjects such as commercials, talent union negotiations, advertiser responsibilities and videotape.

In the opinion of influential ANA members with whom SPONSOR has talked recently, however, the entire subject of tv looms far larger on the ANA horizon, and presents a far greater challenge to present and future Association statesmanship than might be gained from a quick glance at the fall meeting agenda.

This year, as a service to the ANA and to the industry, SPONSOR is presenting a special pre-meeting analysis of the unique position

which the ANA holds in relation to tv, and of the difficult tv questions and problems which national advertisers may be facing.

Tv and national advertisers.

Though the importance of tv as a national advertising medium is generally recognized, the facts about tv's dominance bear repeating.

According to a survey made by TvB of 1961 expenditures, the top 100 national advertisers spent *more money in net and spot tv than in all other media combined* (tv 56.2%, magazines 20%, newspapers 17.2%, outdoor 3%, business publications 2.8%, farm 0.7%).

Each of these 100 giant accounts had ad budgets of over \$5.4 million last year, and all but three (two liquor companies and an airline) used tv in some form.

Eleven of them, headed by P&G with its whopping \$108 million tv expenditure, spent over 90% of their budgets in tv net and spot.

Beyond question tv has emerged overwhelmingly as the No. 1 medium of national advertising, and a study of media records going back as far as 1935 reveals that, even in pre-tv days, no other national medium ever held such a commanding lead over its competitors.

Tv and the ANA. With more than 700 member "accounts," the ANA represents many kinds and



Veckly, Allport head ANA

Current leaders of ANA are board chmn. John Veckly, advtg. dir. U. S. Steel (top) and Peter Allport, assn. pres.

sizes of national advertisers, including a number of industrial firms whose budgets go largely into business paper and direct mail promotion.

But an analysis of tv expenditures by ANA members shows clearly both the importance of tv to ANA advertisers and, what is probably much more significant, the importance of ANA to the commercial tv industry.

According to TvB, national-regional expenditures for tv net and spot last year amounted to \$1.3 billion, and SPONSOR estimates that of this total more than \$1 billion was budgeted by ANA members.

Twenty-four of the top 25 tv advertisers in 1961 belong to the ANA (Liggett & Myers the only non-member); similarly 46 of the top 50 and 84 of the top 100 have ANA affiliations. (Of the 16 non-ANA companies, three, Ford dealers, GM dealers, and Sears, are not eligible for membership because they are primarily retail.)

These 84 ANA members budgeted \$927 million for tv last year, and it is estimated that at least an additional \$75 million was appropriated by ANA companies not in the top 100 list.

The impact of this \$1 billion-plus investment by ANA members

in tv is further underscored by a look at basic tv industry economics.

Tv industry economics. Tv's financial structure is entirely different from that of newspapers, magazines or even radio. Unlike the print media which derive some income from subscription, tv is entirely supported by advertising. And unlike radio, it is founded on a base of national and regional, rather than local ad dollars.

According to an FCC analysis, 82% of all tv time sales in 1961 were made to national and regional accounts.

It seems entirely fair to say the decisions of the ANA members who

Why tv is important to ANA and ANA is important to tv

Rank (1961 Tv expenditures)	Spot tv ¹	Network tv ²	Total tv
1. Procter & Gamble	56,704,290	51,927,897	108,632,187
2. Lever Brothers	18,976,870	28,761,548	47,738,418
3. American Home Prods.	8,713,090	33,911,210	42,624,300
4. General Foods	17,856,170	20,021,513	37,877,683
5. Colgate-Palmolive	14,989,170	21,513,940	36,503,110
6. General Motors	1,355,560	23,811,830	25,167,390
7. Bristol-Myers	9,586,450	15,133,172	24,719,622
8. R. J. Reynolds	2,299,740	21,740,922	24,040,662
9. General Mills	4,272,080	19,017,741	23,289,821
10. P. Lorillard	8,003,050	13,606,870	21,609,920
11. Miles Laboratories	7,636,790	11,944,179	19,580,969
12. Gillette	5,062,430	14,213,894	19,276,324
13. Brown & Williamson	3,464,840	14,132,771	17,597,611
14. Philip Morris	6,374,160	9,774,471	16,148,631
15. Sterling Drug	3,008,580	13,073,366	16,081,946
16. Kellogg	5,978,780	9,021,448	15,000,228
17. Alberto-Culver	5,150,090	8,811,365	13,961,454
▶ 18. Liggett & Myers	2,845,350	11,059,411	13,904,761
19. American Tobacco	4,237,670	9,402,316	13,639,986
20. S.C. Johnson & Son	1,060,500	12,520,530	13,581,030
21. National Biscuit	1,529,570	11,362,302	12,891,872
22. Coca-Cola/Bottlers	10,745,140	1,978,475	12,723,615
23. Corn Products	6,126,570	6,583,819	12,710,389
24. Warner-Lambert	4,183,090	7,538,138	11,721,228
25. Ford Motor	421,670	11,081,554	11,503,224

Rank (1961 Tv expenditures)	Spot tv ¹	Network tv ²	Total tv
26. William Wrigley, Jr.	10,098,750	1,018,800	11,117,550
27. Campbell Soup	3,366,570	7,334,363	10,700,933
28. Texaco	267,140	10,119,124	10,386,264
29. Nat'l. Dairy Products	1,406,960	8,905,956	10,312,916
30. J. B. Williams	537,810	9,367,727	9,905,537
31. Pillsbury	2,049,150	7,671,862	9,721,012
32. Standard Brands	8,752,320	532,360	9,284,680
▶ 33. Continental Baking	8,535,930	513,523	9,049,453
▶ 34. Beech-Nut Life Savers	1,572,580	7,055,890	8,628,470
35. Carter Products	3,872,170	4,294,668	8,166,838
36. Ralston-Purina	1,959,940	6,153,180	8,113,120
37. Nestle Co.	4,718,820	3,265,597	7,984,417
38. Scott Paper	1,971,020	5,980,927	7,951,947
39. Quaker Oats	2,754,440	5,078,006	7,832,446
40. Block Drug	951,910	6,876,717	7,828,627
41. General Electric	1,503,080	6,080,992	7,584,072
42. du Pont	363,030	7,081,668	7,444,698
43. American Chicle	2,549,530	4,532,730	7,082,260
▶ 44. Simoniz	2,846,360	3,997,561	6,843,921
45. Johnson & Johnson	565,370	5,765,999	6,331,369
46. Carnation	2,979,480	3,307,710	6,287,190
47. Armour	725,570	5,491,560	6,217,130
48. Mead Johnson	236,950	5,902,376	6,139,326
49. Andrew Jergens	2,540,400	3,148,031	5,688,431
50. Pepsi Cola/Bottlers	4,336,350	1,234,276	5,570,626

▶ Not a member of ANA. †Not eligible for membership in ANA. 1. Source: TvB-Rorabaugh. 2. Source: TvB/LNA-BAR.

re gathering at Hot Springs this week can have, potentially at least, a greater influence on the future health, character, content, and business practices of American commercial television than those of any other group in the country. And this, in sponsor's opinion, is what constitutes tv's great challenge to the ANA. How will or can this power be used?

Curbs on association actions. Those who operate outside trade associations (and some who are their members) are often startled to learn that groups such as the ANA have definite legal limitations on the kind and amount of combined

1962 ana annual meeting

NOVEMBER 8-10 THE HONEYCREEK HOT SPRINGS VIRGINIA



ADVERTISING AND MARKETING

The Opportunities... Fractions... Problems

Major Talks, Presentations, Discussions devoted to Improving the Effectiveness of Advertising in a Time of Change

ANA at Hot Springs this week

Regular fall meeting of the ANA opens Thursday in Hot Springs, Va.

weight they are allowed to throw around.

The anti-trust laws sternly prohibit any type of industry gang-up which can be construed as a restraint of trade. The ANA found itself in the midst of just such a problem last spring in connection with tv product protection policies.

When Westinghouse Broadcasting announced its intention to reduce product protection from 15 to 10 minutes, a number of ANA advertisers put pressure on the Association to take a strong official stand condemning the Westinghouse position.

Gilbert H. Weil, the ANA's

—every top tv client except those marked (▶) is ANA

Rank (1961 Tv expenditures)	Spot tv ¹	Network tv ²	Total tv
51. Kaiser Alum. & Chem.	22,630	5,442,908	5,465,538
52. Richardson Merrill	2,594,400	2,837,039	5,431,439
53. Jos. E. Schlitz Brewing	3,353,160	2,056,398	5,409,558
54. Eastman Kodak	631,590	4,758,165	5,389,755
▶55. International Latex	5,323,280	5,323,280
56. Chrysler	1,112,370	4,151,167	5,263,537
▶57. Anheuser-Busch	4,535,130	693,338	5,228,468
58. Chesebrough-Ponds	1,353,090	3,764,216	5,117,306
▶59. Consolidated Cigar	1,484,540	3,379,060	4,863,600
60. U.S. Borax & Chemical	2,603,750	2,251,291	4,855,041
61. J. A. Folger	4,735,150	4,735,150
62. Lestoil Products	4,662,670	4,662,670
▶63. Food Manufacturers	3,682,270	928,420	4,610,690
64. Avon Products	4,540,460	4,540,460
65. Kimberly-Clark	512,200	3,810,755	4,322,955
▶66. Hunt Foods & Industries	4,166,380	4,166,380
67. R. T. French	697,430	3,410,604	4,108,034
68. Prudential Insurance	4,093,756	4,093,756
69. Gulf Oil	780,770	3,236,941	4,017,711
70. Reynolds Metals	33,640	3,932,507	3,966,147
71. Falstaff Brewing	2,555,760	1,393,108	3,948,868
72. Revlon	229,680	3,689,425	3,919,105
▶73. Sears Roebuck (†)	1,237,650	2,634,498	3,872,139
▶74. Beecham Products	189,930	3,655,900	3,845,830
75. Helene Curtis Industries	1,763,010	2,065,197	3,828,207

Rank (1961 Tv expenditures)	Spot tv ¹	Network tv ²	Total tv
76. Pabst Brewing	3,508,490	307,426	3,815,916
77. Purex Corporation	282,940	3,491,415	3,774,355
▶78. Welch Grape Juice	2,930,970	823,680	3,754,650
79. Mennen	25,880	3,698,866	3,724,746
80. Humble Oil & Refining	2,884,190	776,142	3,660,332
81. Westinghouse Electric	171,360	3,479,578	3,650,938
82. Orackett	73,830	3,558,299	3,632,129
83. Armstrong Cork	55,240	3,547,685	3,602,925
84. U. S. Steel	3,351,436	3,351,436
85. Canadian Breweries	3,216,180	134,199	3,350,379
▶86. Ford Motor Dealers (†)	3,329,700	3,329,700
87. Noxzema Chemical	773,390	2,488,441	3,216,831
88. Goodyear Tire & Rubber	213,660	3,024,046	3,237,706
89. Lehn & Fink Products	1,287,070	1,931,703	3,218,773
90. Polaroid	3,216,222	3,216,222
91. Union Carbide	227,950	2,954,052	3,182,002
▶92. Gen. Motors Dealers (†)	3,165,920	3,165,920
93. H. J. Heinz	28,690	3,121,543	3,150,233
94. Aluminum Co. of America	114,800	2,945,850	3,060,650
95. Hills Bros. Coffee	2,543,510	460,500	3,004,010
96. Norwich Pharmacal	2,001,210	976,690	2,977,900
▶97. Chas. Pfizer	124,050	2,674,519	2,798,569
▶98. Ex-Lax	1,310,020	1,463,741	2,773,761
99. Pharmcraft	2,767,730	2,767,730
100. Socony Mobil Oil	782,820	1,965,617	2,748,437

1,011,896,488

highly respected general counsel, forestalled such a move by pointing out the antitrust dangers, and the ANA issued no official pronouncements on product protection, even though the 4As had published a statement which inferred agency solidarity against the Westinghouse proposal.

Subject to such legal restrictions, however, it is possible for the ANA to act as a potent forum and influence in tv matters, and one question members are asking today is whether the Association cannot and should not extend the scope of its tv involvement.

ANA and tv commercials. The most obvious (and perhaps least controversial) area of tv interest for the ANA is the field of tv commercials, and a roundup of speakers at recent ANA meetings discloses strong emphasis on tv com-

mercial techniques. Presentations have included showings from the American Tv Commercials Festivals, and talks by Charles C. Barry, Y&R; S. Hooper White, Burnett; Robert Bergman, Filmex; Newt Mitzman, OBM; Philip H. Cohen, SSC&B; Harry W. MacMahan, consultant, and John E. McMillin, SPONSOR.

Research on tv commercial effectiveness has sparked presentations by such authorities as Harold Spielman, Schwerin, and L. E. Purvis, Gallup and Robinson.

ANA and SAG-AFTRA. Another, and considerably more complex area of ANA tv involvement has been in talent union negotiations, particularly those concerned with tv commercials costs.

Working with the special union labor consultant Guy Farmer, a former National Labor Relations

Board chairman, the ANA's broadcast committee, headed by Harry Schroeter, v.p. National Biscuit Company, has been searching for ways to improve the bargaining structure for the next SAG-AFTRA contract negotiations, scheduled for late 1963.

A joint ANA-4A policy committee, headed by Schroeter for the advertisers and Y&R veteran David Miller for the agencies, has been studying improvements in current SAG-AFTRA codes which "could result in substantial savings to tv advertisers," and will report at the Hot Springs meeting.

(For a comprehensive three-part analysis of this highly complex subject, see "SAG, AFTRA, and TV Ad Costs," SPONSOR 20 Feb., 27 Feb. and 6 March 1961.)

ANA and "network clutter." One phase of tv operations which ha



Membership of ANA's powerful Broadcast Committee reads like an honor roll of tv advertisers

With member companies of the Association of National Advertisers appropriating well over \$1 billion for network and spot tv last year, it is not surprising that the roster of the ANA's Broadcast Committee should read like a roll call of blue-ribbon tv advertisers. Heading it is Harry Schroeter, v.p. and director of advertising, National Biscuit Company, and an ANA director. The complete committee

CHAIRMAN Harry F. Schroeter, National Biscuit; J. G. Baird, Westinghouse; K. R. Baumbusch, American Home Products; R. M. Budd, Campbell Soup; John Burgard, Brown & Williamson; H. Allan Dingwall, Jr., General Foods; R. Eskridge, Ralston Purina; E. P. Genock, Eastman Kodak; Howard Gray, R. J. Reynolds; Roger M. Greene, Philip Morris; Paul Huth, Procter & Gamble; Glenn W. Johnston, Sterling Drug; Jack Jones, Mattel; Henry M. Kennedy, Prudential Insurance; George T. Laboda, Colgate-Palmolive; Daniel Ladd, P. Lorillard; Palmer D. McKay, Sun Oil; C. F. Matter, McCormick & Co.; M. Anthony Mattes, Standard Oil of California; Craig W. Moodie, Jr., Armstrong Cork; R. J. Piggo, Pet Milk; Alfred L. Plant, Block Drug; Maxine Rowland, Shulton; Dorian St. George, Carling Brewing; Karl Schullinger, American Tobacco; A. Craig Smith, Gillette; Gail Smith, General Motors; M. A. Souers, Jr., General Mills; James Stocker, Scott Paper; John Tyner, Bristol-Myers; Robert E. Weed, Quaker Oats; J. B. Williams, Kimberly-Clark.

roused considerable advertiser wrath, and provoked work by a special ANA study committee, headed by John Burgard, v.p., Brown & Williamson, has been the problem of "clutter" in network shows.

"Clutter" in the ANA sense refers to promos and other non-entertainment items such as credits, bumpers, titles, etc. which are injected into network programs, over and beyond commercials.

The Burgard group, on monitoring a number of network shows, found what it termed "absolutely shocking" conditions. Though the NAB Tv Code recommends a minimum of 25 minutes, 30 seconds of entertainment in each half-hour show (with 3 minutes of commercials), the ANA committee reported that the average half-hour program is running only 22 to 23 minutes of entertainment. And not a single hour show had as much as 50 minutes of entertainment even when 'scenes from next week's show' are included as entertainment."

Armed with these findings the ANA has proposed a standard clause in all tv network contracts calling for a minimum of 25:30 of entertainment time in half-hour shows and 51 minutes in hour programs.

The networks are studying but have not as yet replied to the ANA proposals.

Other ANA activities. With the exception of these three specific areas, however, ANA involvement in tv affairs has been somewhat sporadic and intermittent during the past four years.

When the quiz show scandals broke in late 1959 the Association's board of directors, then headed by Donald Frost, v.p. Bristol-Myers, issued a statement affirming that national advertisers "share in responsibility for tv programs."

At other times ANA has spoken out against the 40-second chain break (a lost cause) and triple spotting (a more successful crusade).

A study group of the ANA Broad-
(Please turn to page 66)

Autos tops in local tv use

- ▶ **Auto dealers lead all others, reports TvB**
- ▶ **Even food retailers don't use more tv**

TvB's latest figures on local retailers indicate that more auto dealers use tv than any other kind of retailer. The conclusions, said to have come as a surprise to Detroit officials themselves, indicate that automobile dealers rather than food stores are tv's best local customer in the retail field.

In a study of 27 major markets made last May, there were 248 auto dealers using tv, compared to 139 in the food field.

In a wider study embracing 95 markets, a total of 927 auto dealers (almost 10 per market) used tv in the first half of 1962. In these markets, 171 of the auto tv users were Ford dealers and 157 were Chevrolet dealers.

TvB's explanation of the heavy

tv use by local automotive dealers is that videotape is making inexpensive, timely, and flexible commercials possible.

Ranking behind Ford and Chevrolet in the 95-market study were Pontiac, Chrysler-Plymouth-Valiant, Rambler, Dodge, foreign, Oldsmobile, Mercury-Lincoln, Buick, Studebaker, and Cadillac. However, used car dealers or dealers of unspecified makes ranked second only to Ford.

More auto dealers used tv than the next two categories combined, even excluding factory spot tv efforts and dealer association buys. After automotive, other dealers ranked as follows: food, department stores, clothing, furniture, restaurants, laundries-cleaners, appliance stores, floor covering stores, drug stores, and shoe stores.

Retailers using local television

	Number
Automobile dealers	249*
Food stores	139
Department stores	95
Clothing stores	86
Furniture stores	80
Restaurants	71
Laundries and dry cleaners	32
Appliance stores	26
Floor covering dealers	25
Drug stores	22
Shoe stores	12

Markets studied: Green Bay, Miami, Milw., Minn., Okla. City, Providence, San Antonio, Toledo, Birmingham, Boston, Greenville, Hartford, Memphis, Norfolk, San Fran., Spokane, L. A., Phila., Seattle, Shreveport, Tulsa, Balto., Des Moines, Jacksonville, Richmond, St. Louis, Wash.

*Excluding "factory" spot tv and dealer association campaigns. Source: Broadcast Advertisers Reports. Based on television activity during one monitored week in May, 1962 in 27 cities.

Shortwaving U. S. business globally

- ▶ Ralf Brent continues as WRUL president
- ▶ Mormons to carry on station's goals
- ▶ Shortwaver drawing more big business clients

Latter-day Saints may have acquired control of WRUL, New York, the only commercially operated, international shortwave outlet, from Metromedia, Inc., but one thing the eminent Mormons apparently won't do is change its skillful helmsman.

With the news that Metromedia had sold its shortwave station (subject to FCC approval) for the tidy sum of approximately \$1,750,000 to International Educational Broadcasting Corp. of which the Mormon Church is principal stockholder, it was clearly indicated that Ralf Brent, president of WRUL, would continue in his present capacity.

Brent is in thorough accord with James B. Conkling, president of

IEBC. Conkling made it plain that the new owners would do their utmost to avoid being propagandistic.

"While the Voice of America does a tremendous job, we believe there is a place for private enterprise in international shortwave radio," Conkling said. "Our purpose will be to show what the average American is like. We feel we can expand the time the station is on the air and contribute new programming ideas. We will try to be educational and at the same time entertaining."

New projects. In keeping with this manifesto, Brent is hip-deep in creating new projects befitting a sparkling, forceful American shortwave operation. One of these proj-

ects Brent spoke of with enthusiasm: the unfolding of a Worldwide Radio Workshop which would unveil the dramatic works of talented new writers, say, on a monthly basis at the outset and later, perhaps, on a weekly basis. These dramas would concern themselves, Brent said, with pressing contemporary issues. "The way to get people interested in world affairs is to dramatize world affairs," Brent said. "I also think it would bring good will to a sponsor underwriting such a series. He'd also get considerable credit for restoring good drama to the airlines."

Time and again, Brent has presented cogent arguments to American advertisers, notably those doing business overseas, that they are missing an enormous opportunity by not availing themselves of WRUL's numerous plus factors. He has said that the only direct means of communication between business and the public is advertising. He is certain that only business can tell the story of free enterprise to the people of the world.

"We cannot leave this task to the politician, the educator, or the editor," he told a SPONSOR editor. "Business must tell its own story directly, forcefully, factually, and repetitively."

Ads communicate. Brent, whose career in broadcasting has covered many important positions including news editor, program director, sales promotion manager, sales director and part owner of stations, insisted that "if we believe that our freedoms are based on the free economic system which sustains our social structures, those of us in business around the world must do more than simply advertise our products and our service. We must communicate in our advertising to people all over the world what we believe about our way of life. They must realize that the possibility of their own freedom as individuals can best be a



ABOVE: Maurice Rosenberg (left) and Enrique Morales, of the air
 LEFT: Recording via direct wire for future programs
 MIDDLE: Hines broadcast from WRUL's studios
 RIGHT: Jack Pitt (WRUL) newsroom with studios in the background

Beaming programs to seven zones of world

WRUL broadcasts eight hours a day to Europe and Africa, 12 hours daily to Latin America. Above: scenes from N. Y. studios, recording rooms and the newsroom



tained our way rather than the totalitarian or socialist way."

On WRUL, Brent maintains, the advertiser cannot only communicate these ideas in his copy, but can sponsor programs which tell the story completely as du Pont did in the *Cavalcade of America* programs. The advertiser can sponsor educational programs which bring new learning to the people and he can sponsor special events which demonstrate "immediately and dramatically the assets of our democratic system, as American Motors and RCA have done with the space shots."

Brent invites American businessmen with worldwide interests to sit down and discuss with him how to tell their story to the world and how to achieve worldwide recognition for their efforts.

The letters that WRUL receives hail from all parts of the globe—Indonesia, Greenland, Antarctica, Angola, Germany, and Venezuela. Wireless operators at sea, master mariners, send pictures of their ships and heartening reports of excellent reception. Shortly after President Kennedy moved into the White House, WRUL offered to send a picture of the Chief Executive to listeners. There were more than 500 requests from Cuba alone. Many of these requests asked that the photograph be sent in a plain envelope. More than 10,000 commemorative medallions of the Olympic games in Italy were sent to listeners upon request.

Worldly sponsors. Among recent sponsors have been American Motors, *Time*, *Life*, Financial Federation of California, Merrill Lynch, Minkus Stamp Exchange, the Mormon Church, The Lutheran Hour. Brent last week said that Merrill Lynch had more than doubled its expenditures on WRUL. The New York *Times* has bought 15 spots weekly to promote its International Edition and *Time* magazine has been busy on the station selling subscriptions. Pan American Airways is also a new advertiser using spots to sell its various travel books. Still other advertisers in-

(Please turn to page 68)



Heavy in television to promote sore throat therapy

Mapping Sucrets tv campaign strategy are (l) Kenneth Olshan, Doherty, Clifford, Steers & Shenfield account exec., and Howard Powers, Sucrets' brand manager at Quinton Co. division of Merck & Co. Campaign will run into next spring

Sucrets swings to tv with new line

- ▶ **Merck's Quinton Co. to handle all proprietaries**
- ▶ **Adds gargle, antibiotic lozenges to Sucrets list**
- ▶ **Massive saturation drive in top 100 markets**

This being the eve of the snuffle, sneeze (Gesundheit!) and sore throat season, it is only fitting for drug houses to be launching their new line of products and refurbishing their old reliable line of remedies. This fall a new tv advertiser joined the ranks with the debut of the Sucrets consumer campaign from the Quinton Co., a division of Merck & Co., via the Doherty, Clifford, Steers & Shenfield advertising agency.

Television is the major medium in the campaign, the agency indicated last week. And it is one of the biggest in the sphere of sore throat therapy, according to those working on the account. Four Sucrets products including three new ones fresh from test markets will obtain massive saturation in the top 100 markets. A combination of 60-second and 20-second spots will be employed.

Heavy schedule. According to

A. James Barker, Quinton Co. advertising director, time schedules will run as high as four spots daily in the big markets "with liberal use of prime night-time spots, highly rated late afternoon and early evening spots, and special positioning in top news and weather shows."

Barker indicated that the schedule will be re-evaluated periodically to change positions for better ratings. It is estimated that some 95% of the television homes in the land will see the Sucrets commercials during the fall-winter cold season.

Numerous reasons were advanced for using television to get the Sucrets drive under way. "Television is intrusive," Barker maintained. "It is a most efficient means of

teaching the women shoppers, the guardians of family health and principal purchasers of products like Sucrets. While initial emphasis is in this direction, the new advertising series will reach the entire family."

Barker said that all the items in the Sucrets product line lend themselves particularly to visual demonstration. He also pointed out that television spots provide the flexibility needed to give the retailer extra sales support in his immediate area.

Three new products. The four Sucrets products being featured are:

1. Sucrets regular lozenges, a familiar item to oldtimers, which has gained considerable trade and consumer acceptance for sore throat care. These lozenges come in a handy metal 24-pack with each lozenge individually wrapped.

2. A special new trial-size package of Sucrets. This pocket pack contains seven lozenges.

3. A new Sucrets Gargle. Designed to kill sore throat germs and relieve sore throat pain, it will be sold as a gargle, not a mouthwash.

4. Sucrets Antibiotic Lozenges. These new lozenges sell in a one-dozen package for 89 cents. They are being marketed to meet the need for a non-prescription antibiotic sore throat lozenge.

Vital ingredient. The drug firm said its Sucrets and Gargle contain Hexylresorcinol, a recognized antiseptic and analgesic. The new proprietary line makes its appearance nationally after a successful test marketing campaign in a num-

ber of key Nielsen test areas during the '61-'62 cold season.

The agency said one of the high-spots of the new commercials is the dramatic use of a flame to carry through the "fiery pain" of a sore throat. The commercials also stress the value of Hexylresorcinol, one of the vital ingredients in both the lozenges and gargle.

The Sucrets quartet is the first consumer product group to be promoted nationally by the new Quinton firm, formally established at Rahway, N. J., last summer, to handle marketing for all Merck's proprietary drug items.

As part of the national promotion campaign, a number of special display units are available to the trade. A central theme running through all the display units is the reproduction of a typical scene from the television commercials.

Special display units. The special display units, Quinton officials said, have been keyed to three major marketing factors: multiple-use efficiency by the retail trades; quick eye-appeal to the consumer; integrated brand name recognition for the entire Sucrets line.

The new consumer product division of Merck & Co. feels confident that the four Sucrets items will click nationally. They base this on the successful test marketing behavior in the Midwest from January to March of this year.

"Nielsen store audits have shown a better than 50% increase in sales through drug stores, resulting from the television advertising and merchandising support placed behind Sucrets in this test area," Barker

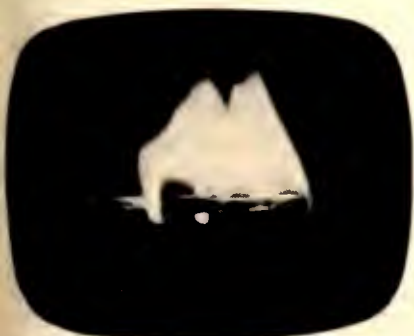
remarked during an interview.

Quinton executives said reaction of the trade to the new Sucrets line was good. Notably, the heavy impact of the pocket-size rolls far exceeded the company's expectations. Quinton officials said their plant was working several shifts in order to keep up with the demand.

Agency officials explained that "tag-ins" will be employed on all the television commercials to promote the other new items and sizes in the line.

Intends dominance. The Quinton Co. expects to be a dominant advertiser in this field. The product category, according to Kenneth Olshan, account executive at DCS&S, is essentially one that is not of the greatest interest to consumers because it deals with an unpleasant subject. "Nobody likes to be sick," he observed. "So, we have tried to make the commercials interesting and at the same time insure a fair representation of the problem and the treatment we're offering. To date, our research indicates that we're doing just that." The television campaign will probably cost in the vicinity of \$1,500,000, it was reported.

"We are very pleased with our spot television program so far," Olshan told SPONSOR. "The client has given the agency's media department complete freedom in buying whatever is felt to be necessary to satisfy our predetermined marketing objectives. This means that the media department can be completely flexible when it comes to improving schedules or even re-buying a market." ◆



Saturation program with 60-second and 20-second spots

Sucrets' television commercials, created by Doherty, Clifford, Steers & Shenfield, agency for the account, stress factor that when fiery pain strikes and brings sore throat, it is Sucrets lozenges that relieve the pain and help to fight off infection

BPA seminar draws top speakers

- ▶ 7th annual BPA workshop hears K&E chairman
- ▶ Collins suggests liaison committee with NAB
- ▶ Radio tv promotion men discuss objectives

DALLAS

The increasing professionalism of the nation's tv/radio promotion men, on whom advertisers depend for maximum audiences as well as occasional product exploitation, was much in evidence during the 7th Annual Workshop Seminar of the Broadcasters' Promotion Assn. here last week.

The professional quality could be seen in the crisp, efficient manner in which the three-day meeting (29-31 October) was conducted, as well as in the exceptionally useful shirtsleeve agenda. The high caliber of the industry leaders who participated on an invitation basis

added a high note of industry-wide importance to this meeting, which saw a record registration of 340 people in promotion and allied fields.

Promoting image. The promotion men fittingly addressed themselves in the opening session to the question "Broadcasting's Image: What Is It Today? What Can We Do to Improve It?" Discussion was keyed by thoughts of speakers William B. Lewis, chairman of the board, Kenyon & Eckhardt, Jack Harris, general manager, KPRC-TV, Houston, and moderator Dean Linger, director of advertising, promotion, and public service, Corin-

thian Broadcasting Corp.

Directing himself to the question, K&E's Lewis asserted that "the main body of complaints that the FCC receives from viewers about the radio and television industry concerns commercials in one way or another. Complaints say they are too loud, too strident, many are nauseating. Much too often they interrupt programs without thought, taste, courtesy."

Up to broadcasters. Lewis then told broadcasters that it was up to them to exercise their right to better control the content and scheduling of commercials. "I am going to suggest as forcefully as I know how that broadcasters have the right to better control the commercials they broadcast. If they will exercise that right to the extent of lowering the decibel count of the more obnoxious hog-callers, of banning outright the commercials in bad taste which irritate and antagonize, they will then have materially increased the value—and image—of their medium to all of their publics and even, eventually, to their customers."

Approaching the problem of image through the station scramble for high "numbers," KPRC-TV's Harris decried the "enslavement of ratings" as one of the industry's major hurdles. "Some way must be found," he admonished, "to unshackle network and station operations from their present enslavement to ratings. A station or network that seeks only the highest numbers in each period of its operation is failing in its prime responsibility—to its audience and itself."

On numbers, Lewis had commented that "more and more advertisers are turning away from the strictly numbers game."

At the keynote luncheon, Gov LeRoy Collins, NAB president, emphasized that organization's willingness to work with the BPA in promoting the image of the broadcast industry.



Scene of BPA meeting lends Texas personality

Observing mammoth cowboy at convention site are (l-r) BPA pres. Don Curran, ABC o&o's; Dan Bellus, Transcontinent; Cecilia Ganss, WNEM-TV, Saginaw-Bay City, Mich.; LeRoy Collins, NAB pres.; Montez Tjaden, KWTW, Oklahoma City

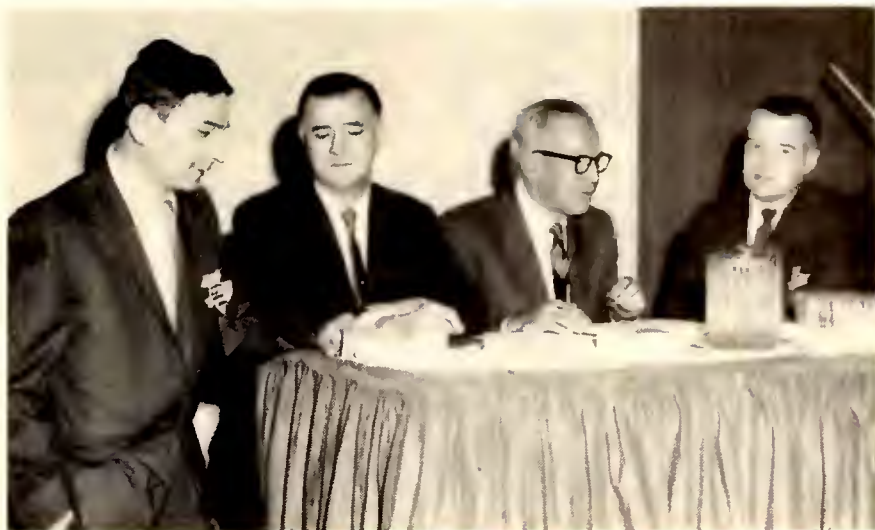
Collins asks liaison. Referring to the NAB's "Build Radio with Radio" campaign, Collins said, "I urge you to make ever greater use of this type of material. The NAB stands ready to work with your association in developing more effective ways to tell the good story of our industry. I think it would be well for us to establish a liaison committee to explore and plan specific cooperative undertakings as we pursue our common objectives."

In a later session on "Building the Station Image," Mike Shapiro, general manager, WFAA (AM & TV), Dallas, commented that "selling your station to a customer, a viewer, or a timebuyer is no different from selling a commercial product from the store shelf. If the product is below standard, repeated advertising will not help."

Other thoughts on building image came from Louis Read, general manager, WDSU-TV, New Orleans. "In addition to building an image in the area which we cover, it is also important to convey the proper image to national and regional advertisers." He reasoned that advertisers are unable to judge the station merely on the basis of on-the-air performance, and described an "advertising style" which his station uses to project station personality.

"Let your likeness speak through your employees" said Marcus Bartlett, general manager WSB-TV, Atlanta, and "let your image be portrayed on your air by strong, local programing." He warned, "if you begin to get bored with promoting this image, your audience may just be beginning to notice it."

Management advice. In a "Management Looks at Promotion" seminar, Storer Broadcasting regional v.p. Bill Michaels said that "the most successful promotion men first have a plan, then reasons for the plan, then know and understand the financial aspects of the plan. Finally, they can offer reasons for the successes and failures." Michaels also suggested that promotion men set standards for their campaigns, such as a specific rating increase or a specific sales increase.



Panelists in session on broadcasting's image

(L-r) Mike Shapiro, gen. mgr., WFAA (AM & TV), Dallas; Jack Harris, v.p., gen. mgr., KPRC (AM & TV), Houston; William B. Lewis, K&E chmn., Dean Linger, dir., adv., promo., public service, Corinthian. (Below) Sessions were well attended



Similar management advice came from Stephen Riddleberger, president of ABC Radio o&o stations. "Simplicity is often the keynote to resounding success. A combination of effective cooperative effort on the part of our o&o stations and a simple but well-integrated promotional plan has proved to be one of our most fruitful efforts in many years on the promotion front."

Frederick S. Gilbert, general manager, broadcast division, Time, Inc., told BPA members how to get a better budget plus a raise from management. "Strive for better programing from your manager and promotion will be easy because of the better product. Management should also be reminded, by you, that the 'bad apple' will not succeed even with a terrific promotion job."

Moderator for the management session was John J. "Chick" Kelly, director of advertising and promo-

tion, Storer Broadcasting.

Discussing the many changes that continue to ride through the radio industry, speaker John F. Box, Jr., executive v.p. and managing director, The Balaban Stations, in a panel, "Personalizing Radio," emphasized that "radio will undergo a change in programing in the next few years. Radio's major need today is for more news."

Added Lionel Baxter, v.p. radio, Storer Broadcasting: "All radio is good. The problem in this industry is that we fight each other too much. We should promote the radio medium, preserve it, and make a profit."

Other working subjects discussed in seminars throughout the meeting were: fm promotion, uhf promotion, trade advertising, merchandising, market data, contests, stunts, and exploitation, newspaper and TV Guide advertising, and on-air promotion. ■



Build ratings 5 ways better with the big 5 from **AA** TV

These are the films that consistently win the top ratings* in all of these top markets: New York, Los Angeles, Chicago, San Francisco, St. Louis, Mobile, Indianapolis, Minneapolis-St. Paul, Buffalo, and many others.

Ask your Allied Artists TV sales representative for the fabulous facts and figures about: (1) Bomba, The Jungle Boy (2) Cavalcade of the 60's Group I (3) The Bowery Boys (4) Science Fiction Features (5) Cavalcade of the 60's Group II.

*Source ARB



Allied Artists Television Corp., 165 West 46th St., N. Y. 36, N. Y., PLaza 7-8530

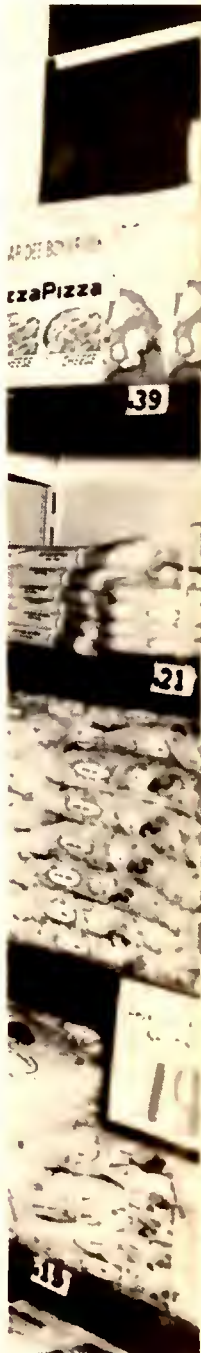
SPONSOR

SPECIAL REPORT ON

SPANISH LANGUAGE MARKETING

through

RADIO & TELEVISION 1962-63





TO SELL A LATIN



IT'S A MUST TO SPEAK SPANISH!



KGBT
Harlingen,
Texas

KUNO
Corpus Christi,
Texas

XEK
Nuevo Laredo,
Mexico



The Sombrero Group

Represented Nationally by RICHARD O'CONNELL, INC.

MO 3-3180

New York—Chicago

John E. Pearson Co.

Atlanta—Dallas

¿Que grande es el mercado hispano?

How big is the Spanish market?

Working from guesstimates of eight million people and \$6 billion income, advertisers must sharpen focus on soaring Latin sales within US

The marketing director of a Top 500 corporation sits in a 19th-floor office overlooking New York's Park Avenue. What he's just admitted could spell the end of a career: "I don't know. . . ."

This v.p. is talking about Spanish-speaking Americans. He knows there are several millions of them and that they could be an important market for his company; beyond this point his "facts" run out, and his "estimates" begin.

In an IBM-efficient atmosphere, this research expert throws up his hands in mock-despair: "the Spanish-speaking population of, say, the Border states could be anywhere between one and four million . . . I don't know."

Yet his company in 1963 will be one of a growing list of blue-chips that help spend millions of dollars in capturing the elusive Latin consumer. The ad budget that's developed from his marketing know-how will help support a sizeable slice of the nation's radio stations; some of these

¡La Buena Vida



el hombre es lo primero de todo



Es como un hombre. ADMIR

3ª SERIE "COPA SCHAEFFEL"



ESCUCHE LOS DATOS MÁS IMPORTANTES Y NOTICIAS DE ESTOS JUEGOS DE BÉIS DIRECTAMENTE DESDE PUERTO RICO WHOM 12:00 M-12:05 P.M. LUNES A VIERNES 6:30-7:00 P.M.

HERIBERTO MARIN
BUCK CANEL



dollars also will flow into a small but fruitful tv operation. (About 200 am outlets regularly program to Spanish listeners; a string of Spanish tv stations in the West Coast and Southwest states is currently the only ethnic element in the video industry.)

Mass-market advertisers already are making an important broadcast play toward the pocket of Spanish-speaking Americans, despite some lack of precise market information. Each company works with its own estimates; formulae; facts and educated guesses. Some of these coincide with the bases developed by other marketing teams; some are at wild variance.

SPONSOR editors, in this special report, bring a sampling of these together in a state-of-the-art survey. It's an important subject to marketers and broadcasters alike, because:

- The Spanish-speaking market

now is being cultivated by at least 100 of the major national and regional advertisers.

- In rate-of-growth, this group has generated the most spirited movement of any section of the national economy.

- Spanish-language broadcasting is now the second-largest specialized service in am radio (closely following Negro-appeal programming).

Supporting evidence on these three points is not hard to uncover. Five years ago, when SPONSOR undertook a similar survey, the permanent Latin population of the U.S.A. was around three million. Today's conservative estimate is six million, excluding Puerto Rico.

In 1957, total income was calculated at \$3½ billion; for 1963 a total of \$6 billion will be generally acceptable. The number of radio stations with heavy Spanish pro-

gramming has doubled in five years.

Where total radio advertising then was figured at \$5 million, one station group alone now predicts \$10 million billings in 1963.

These bold outlines undoubtedly are impressive, but in trying to build a detailed picture, the marketer encounters real difficulty.

His troubles start just in counting heads. Number-of-people is the measurement that's basic to all marketing analyses, and with some minor reservations, the Census report is the bedrock on which marketing and advertising rests.

However, the Census is unable to give an accurate count of Spanish-speaking Americans. Its broad divisions are white v. nonwhite (in which Latins qualify as "white"), and native v. foreign-born. It's thus only in "foreign-born" that pollsters really come to grips: Mexico and the other Americas account for about 2,300,000 resi-

Spanish-Americans score strongly in market surveys, with BUYING HABITS

1. Supermarket or bodega?

Prefer supermarket	85.4%
Prefer small grocery store	14.6%

2. Preferred days for shopping

Monday	6.7%
Tuesday	4.3
Wednesday	10.0
Thursday	11.2
Friday	31.7
Saturday	38.6
Sunday	4.6
No Preference	10.2

(multiple response)

3. Typical product preferences

Frozen foods

Buy	44.4%
Don't buy	55.6%

Cake mixes

Buy	63.3%
Don't buy	36.7%

Cold cereal

Buy	83.5%
Don't buy	16.5%

Hot cereal

Buy	75.5%
Don't buy	24.5%

Household bleach

Buy	92.4%
Don't buy	7.6%

Source: The Pulse Inc. Personal interview of 1380 respondents in 15 markets, for the National Spanish Language Network, June 1962.

dents within the U.S.A.

The island of Puerto Rico itself holds about 2,300,000 people. Opinions vary whether PR is or is not included in "Spanish-speaking" counts; some marketers do, some don't, depending simply on whether their company has distribution on the island. (Bureau of Census treats it separately; many ad agencies have no domestic budget for PR and handle the island's advertising through their international divisions.)

When the Puerto Rican comes to the mainland, he vanishes — at least, statistically speaking. The PR Commonwealth keeps track of outgoing numbers, and attempts to trail the migrant. No fully reliable figures are available for the PR populations on the Eastern seaboard: of New York, for example, semi-government sources report about 800,000 PR's in the city area; most marketers stick with a

conservative 1,000,000 Spanish-speaking; some have evidence which persuades them the true figure is anywhere from 1,100,000 to 1,300,000.

(Here's a typical sampling: the respected newspaper *El Diario* estimates 1,060,000 PR and other Spanish-speaking people; radio station WHOM takes a careful 925,000; the Department of Immigration beats both, by quoting 1,205,000).

Troublesome though this variation may be, it's a mere nuance compared with the near-chaos that marketers report from their probing of the West Coast and Southwest states. Spanish-speaking people were, of course, the original settlers of much of those regions: there's now a large element of the total population which is of Spanish/Mexican descent and has been around for anywhere from seven to 10 generations.

Most of these people (it's

claimed) are bi-lingual, with Spanish the preferred tongue in personal life and some business relationships. Yet this demographically important group shows no trace in Census reports, and is lumped with "white" residents.

Responding to the needs of industry, the Bureau attempts to produce some sort of a figure by counting Spanish surnames. This is a help, but it still doesn't cover those who have anglicized their names (and this is known to be considerable) and those who had Anglo-Saxon names to begin with (a common trait in Latin countries.)

To compound the confusion, at least in the Border states, is the known large number of Mexicans who come to the U. S. as migrant workers; who come legally across the border to shop; and who also come illegally to work short-term.

(In Californian ports-of-entry
(Please turn to page 54))

distinct buying habits and clear-cut brand preferences

BRAND PREFERENCES

1. Dry cereal

Manufacturer	Share of market	Percent behind leading brand
Kellogg	45.9	00
Post	17.0	28
General Mills	6.9	39
Nabisco	1.9	44

Brand

Corn Flakes	18.2	00
Cheerios	15.1	3
Rice Krispies	5.7	12
Sugar Pops	2.8	15

2. Flour

Brand	Share of market	Percent behind leading brand
Gold Medal	49.9	00
La Pina	24.9	25
Sperry's	7.2	42
Pillsbury	5.0	44
Betty Crocker	1.9	48

3. Canned milk

Brand	Share of market	Percent behind leading brand
Carnation	44.2	00
Pet	42.8	2
Borden	2.0	42

4. Cleansing powder

Brand	Share of market	Percent behind leading brand
Ajax	50.3	00
Comet	32.8	17
Old Dutch	8.8	41

5. Toothpaste

Brand	Share of market	Percent behind leading brand
Colgate	60.4	00
Gleem	16.7	43
Crest	9.3	51
Pepsodent	3.3	57

Source: Far West Surveys Inc. Survey of 401 households in the San Francisco area, 1962.



Small text at the bottom of the swimsuit advertisement, including a copyright notice for 1962.



Spanish ad approach is varied

Personality pays off for Schaefer beer, whose colorful Argentine wrestler, Antonino Rocca, wound up in Brinkley's Journal; premium offer pulled a mound of boxtops at KUNO, Corpus Christi; Playtex print-ad is less inhibited than its tv commercials; market research is planned by Dick Pickens (BBDO), Harvey Russell (Pepsi-Cola vp), John Doble (BBDO), Tom Sims and John Sougan (Pepsi-Cola); Quinn-Lowe agency's cartoon twist was also featured in radio copy

Radio/tv is 'way out front in ad tactics of major marketers

Radio and tv spot shine brightly, in reaching Spanish consumers. "It's the only practical medium in many areas," says a Reynolds Tobacco accountman, at Esty agency; Pepsi-Cola's special markets expert, Tom Sims, calls broadcast "the first medium" with Spanish consumers.

Their reasons are the absence of a strong Spanish press (outside New York City), plus the latin's addiction to radio music & news coverage.

Add in a Spanish personality, and it's a mixture with more than normal sales impact. (When wrestler Antonino Rocca, who promotes a New York beer, paraded with Puerto Ricans down Fifth Avenue,

the crowd yelled "Viva Rocca! Viva Schaefer!")

At the national level, Nabisco's approach is fairly typical. The giant baking company buys spot radio in New York, San Antonio, Albuquerque and the border states, and currently is investigating markets in southern California, southern Florida and northern industrial cities where Spanish numbers are growing.

Radio is "the most effective and efficient" medium for selling crackers and cookies: In NYC, Nabisco is a year-round user, morning-midday-evening, with a strong tie-in to women's service programs.

Cigarette manufacturers are long in the market, with a low-cost item.

Esty agency buys about 30 stations for Reynolds; says it's "fortunate" that a large number of Spanish stations is on hand, since it would be expensive or impossible to reach these consumers via print. Other cigarette firms advertise, in varying degree: all have active market studies under way. (There's not likely to be much money coming from filters, however: Latins prefer straight tobacco.)

Schaefer beer's progress in New York has been unchallenged, among the Puerto Ricans, thanks to a comprehensive media plan. Brewer began about seven years ago, broadcasting World Series in Spanish; built up sportscaster Buck Canel to ratings that touch 26, (equivalent to 80% share of audience).

Schaefer's campaigning ties in Spanish life at every level. It hits the audience with massive sports coverage (will even be televising PR baseball in New York this sea-

(Please turn to page 48)

*you
can't
reach
New York's*

1,060,000

*Spanish
speaking
people
without
the
powerful
voice of*



*a specialist in Spanish
language programming.
Pulse for August, 1962 shows
WBNX's average share of
audience as:*

61%—12 midnight to 6 a.m.
34.5%—7:30 p.m. to 6:30 a.m.
22%—12 noon to 6 p.m.

GET ALL THE FACTS ABOUT WBNX BY CALLING:

IN NEW YORK: Bob Wittig, UBC Sales, PL 5-9145 or
write 420 Madison Avenue.

IN MIAMI: Art Gordon, General Manager, WFAB, 373-8366
or write 1034 Biscayne Blvd.

IN CHICAGO: Warren Daniels, UBC Sales, 467-1632 or
write 410 N. Michigan Avenue.

IN ATLANTA: Dora-Clayton Agency, JA 5-7841 or write
502 Mortgage Guarantee Bldg.

bla bla bla bla bla bla bla bla bla
bla bla Kellogg's bla bla bla bla
la bla bla bla bla bla bla bla bla
la bla bla bla bla bla bla bla bla
bla Kraft Cheese bla bla bla bla
bla bla bla bla bla bla bla bla
bla bla bla bla bla bla Revlon bla
bla bla Ivory Flakes bla bla bla bla
a bla bla bla bla bla bla bla bla
i bla bla bla bla bla bla bla bla

This is how your TV commercials now sound to 1,500,000

Unless you've already bought KMEX-TV and KWEX-TV you might as well be talking Sanskrit to a big chunk of these markets. Naturally many Latin Americans understand English, but they still speak Spanish, think in Spanish, and react most responsively when spoken to in Spanish. More than a million-and-one-half people in Los Angeles and San Antonio were downright hungry for programs in their own language: Spanish. That's why

bla bla Camel bla bla bla bla bla
a bla bla bla Brylcreem bla bla b
a bla bla bla bla bla bla bla bla l
a bla bla bla bla bla bla bla bla l
a bla bla bla Campbell's Soup bla
bla bla bla bla bla bla bla bla bla
la bla bla bla bla bla bla bla bla
bla bla bla bla bla bla bla bla bla
bla bla bla bla Dodge bla bla bla
bla bla bla bla bla bla bla bla bla

Spanish-speaking people in Los Angeles and San Antonio

KMEX-TV and KWEX-TV have been such instantaneous successes. They have satisfied that appetite by presenting for the first time, a full schedule of the finest TV shows from Latin America. The reaction in Los Angeles alone, has been incredible. People have been converting their sets to UHF at the rate of more than 1,000 a day. In effect, our audience is actually *paying* to watch these stations—paying to watch our advertisers' messages!

No, English commercials alone will not do a complete or convincing sales job for you in Los Angeles and San Antonio. So if you are now a mono-linguist in our bilingual markets, call us and learn how our happy advertisers are translating "bla bla" into dollar volume.

Nationally represented by:
SPANISH INTERNATIONAL NETWORK
247 Park Avenue, New York 17, New York
Telephone OXford 7-0585

KMEX-TV
LOS ANGELES
KWEX-TV
SAN ANTONIO



Special formats for shows & spots

The bull-fights, of course. Maybe some jai-alai, and lots of samba. But if you think that's all there is to Spanish programming, you'd better look and listen some more.

Take the simple matter of news coverage. Latin radio and tv undoubtedly places even more emphasis on news than the most community-minded NAB member. Reason: the latin listener has three communities in which he's vitally interested: His homeland, first; (Puerto Ricans and Mexicans remain deeply connected to their back-home affairs); his own local community and personalities, second; and the national and international scene, third (especially as it affects the Latin-American bloc).

Result is an emphasis on broadcast news that's a little overpow-

ering, by anglo tastes. It's not unusual for 10 of 17 daily hours to be occupied by straight news and commentary (south of the border, there are plenty of stations that beam nothing but news 24 hours daily.)

Planning the commercials to be spotted with news programs may need a slightly different approach. Many Spanish-speaking listeners prefer the 10-second or 15-second announcement; it can be such a strong preference that some stations are diffident about selling minutes within news. The round-the-clock news technique is therefore widely followed, often under the title "Radio Reloj" (Radio Clock). It breaks down, most often, into 45 seconds of news, weather and sports, 10 seconds of announce-

ment, and 5 seconds time and identification. A typical format calls for Radio Reloj twice-daily, in four-hour segments, giving the client four announcements daily. How much can you say in 10 seconds? Since the latin tongue is used more rapidly, the average is probably 28 to 30 words per 10 seconds.

Dramatic serials are extremely popular: most are recorded in Mexico and other Latin centers. One shop has been set up in Panama, staffed by refugees from the famed CMQ Network in Cuba. Represented here by Caribbean Networks, the group currently has about 60 stations using their material. Sample synopsis: "*En la bar- vera de lo prohibido*: The story of a woman who sacrificed everything

for the one she thought was her sister, who is eventually proven to be the one who killed her brother-in-law. The unpredicted ending is never foreseen by the radio audience. A wonderful mystery."

Another distinctive feature of Spanish programming is its music. You don't have to be an aficionado to realize that Latin-American music is complex and subtle in rhythm and melody.

What's true of programming is also true of commercials; they must be created with the latin taste firmly in mind. The copy-line has its pitfalls:

Marco and Sylvia Rosales, the husband-wife team who set up The Latin Sound here a year ago to produce radio and tv jingle packages and to serve as consultants in Span-

Spanish video

Los Angeles	KMEX
San Antonio	KWEX
San Diego-Tijuana	XEWT
Imperial Valley-Mexicali	XHBC
Nogales-Arizona	XHFA
El Paso-Juarez	XEJ-TV
Laredo-Nuevo Laredo	XEFE

(These tv stations are programed substantially in Spanish. Other tv stations in latin markets carry some Spanish programming; reps should be consulted.)

ish-language advertising, tell a few hair-raising tales about attempts to translate Spanish campaigns into English.

For an internationally known shirt, the English ad read: "I didn't feel great until I put on this

shirt." Then, in a run in a Mexican magazine, the copy was translated into Spanish (perhaps with the aid of a Spanish-English dictionary) to read "*Hasta que me puse esta camisa, me sentia bien.*" Translated back into English this reads, "Until I put this shirt on I felt good."

The Rosales also tell how a routine translation assignment for J. Walter Thompson Co. earlier this year led to a commitment to handle
(Please turn to page 56)



Shows are sympatico

Bullfights on West Coast's KMEX-TV come from Mexico; pretty girls for New York's WOR-TV are taped in Puerto Rico; radio service by Jax beer and KLV, Texas, has helped listeners with jobs-vacant column; Florida's WLBW-TV gives weekly Spanish newspaper comment; Mexican filmstar Ariadne Welter in tv "soaps" seen here; newscasters Jose Alba and Eduardo Lujan at WMET, Miami. (Top right): Jingle team Marco & Sylvia Rosales create latin-sound spots; agency consultant Carlos Franco pioneers "think Spanish" concept

RADIO/TV

(Continued from page 42)

son, via videotape and jet-plane) and promotes its personalities heavily, in both broadcast and print. Result: Schaefer is "unquestionably first" in the Spanish market of New York City.

Pepsi-Cola occupies the same enviable place, on the national soft drink scene. (Since bottling is franchised, it's easier for regional bottlers to capitalize on a local situation, such as a heavy Spanish population.)

Pepsi takes trouble with its radio and print copy. Its marketers insist on using Spanish, for both the recognition-invitation factor and also because idiomatic English is extremely difficult to understand. (What's the *exact* meaning of "Pepsi — for those who think young"?)

One specialist NY agency, Quinn-Lowe, Inc., recently documented the impact of Spanish copy on
(Please turn to page 54)

¡CARAMBA!

We didn't have time to fix a fancy ad, but businessmen in San Antonio know in order to reach the 300,000 Spanish-speaking San Antonians, they must use Spanish radio. You can't sell these people unless you use Spanish radio. The majority listen to KUKA. KUKA is "primera todo el dia." To get the full story on San Antonio, call National Time Sales in New York, Harlan Oakes in California, and Barney Ochs in Atlanta, or call Alex Coe or Norman Fischer collect at CA 5-5757 in San Antonio, Texas.

KUKA-San Antonio

1250 KC

Reps recap the lesson they've learned

Station reps share much of the credit for today's healthy roster of major advertisers on Spanish-language radio/tv. How's it done? Four leading reps here sum up the lesson they've learned in selling the medium:

Warren Shuman, general manager of Tele-Radio & TV Sales (a station rep organization which represents The Spanish Key Market Group) told sponsor "the point is not the degree to which the Spanish-language market speaks or understands English, but rather how this group can best be sold goods.

"In today's complex ad-world," he said, "the REACH of network broadcasting and national magazines does not always mean SELL. It is difficult enough to sell English-thinking people with English copy without trying to sell Spanish-thinking people with English copy."

Good programs make for good sales, says Freda Rothe, head of the self-rep firm for Spanish International TV. As the first Spanish-speaking tv outfit, SIN reports a growing list of major advertisers. SIN sales acts as rep for seven stations (5 vhf, 2 uhf).

Latins are "inveterate movie-goers," says Rothe. "They also go all out for specific sports: bull-fighting, wrestling, jai-alai, and boxing. TV can fill these needs exactly."

Richard O'Connell, exec. director, The Sombrero Network, bases this observation on 10 years in Spanish radio: "I've learned, above all, that a Latin-American, whether in the Southwest, New York, or wherever, is first and foremost A LATIN . . . and he clings to Spanish as his *first language*."

"In our nation," O'Connell continued, "these five-million-plus Latins (similar to the French Canadians) are speaking and thinking (and mostly praying, too) in Spanish. Smart advertisers are thusly selling to them in Spanish, knowing that any market grateful to be addressed in its own language makes for a loyal market."

Arthur Gordon, vice president and general manager of National Time Sales which represents the National Spanish Language Network, has announced that a \$10-million goal in national/regional billing for 1963 was set as a "realistic target" by the NSLN stations at their Dallas meeting last month.

Gordon says: "Some advertisers say they can't buy Spanish because they don't have a special budget for it. We believe that it will be a sign of marketing maturity when more advertisers buy Spanish as part of the basic needs of the individual markets." ▀



Arthur Gordon



Richard O'Connell

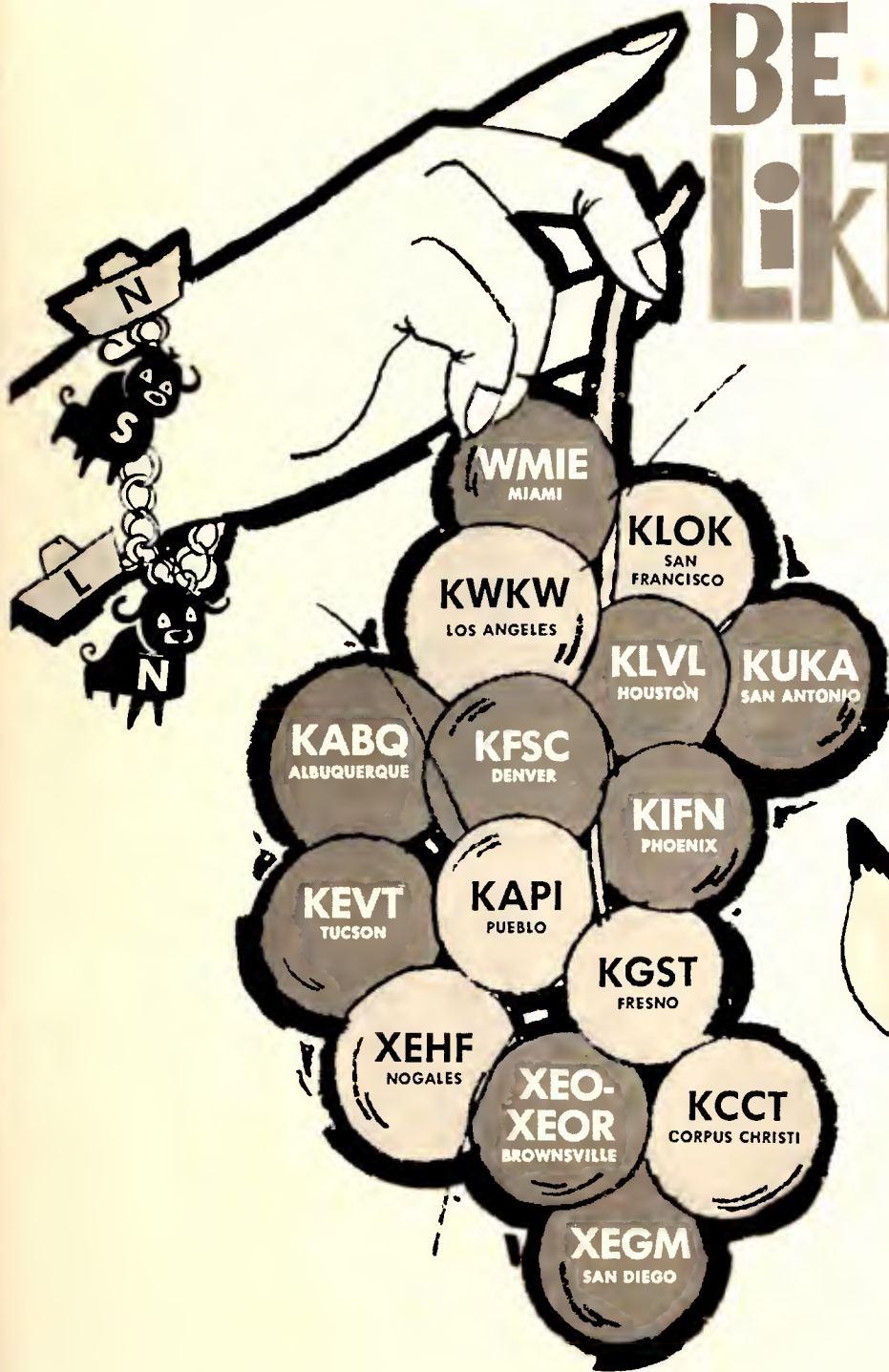


Freda Rothe



Warren Shuman

BE SMART LIKE A FOX



Buy by the bunch. Buy 15 Spanish speaking markets . . . at end rate . . . plus a 10% discount! Over 4½ million listeners. One contract. One invoice. We translate your sales message free. Production spots available. Write for your copy of the latest Spanish market Pulse (June, '62).

Contact: National Time Sales, N.Y.C. & Chicago • The Bernard I. Ochs Co., Atlanta
Harlan G. Oakes, Los Angeles • Don R. Pickens Co., San Francisco

representing

NATIONAL SPANISH LANGUAGE NETWORK

Check-list of radio stations which carry

ARIZONA

Flagstaff	KVNA
Nogales	KNOG
	XEHF*
Phoenix	KIFN*
	KZON*
Safford	KATO
Tucson	KEVT*
	KOLD
Yuma	KVOY

CALIFORNIA

Bakersfield	KGEE
Barstow	KWTC
Brawley	KROP
Burbank	KBLA
Calexico	XED
Corona	KBUC
Delano	KCHJ
Dinuba	KRDU
Fowler	KLIP
Fresno	KGST
Gilroy	KPER
Hollywood	KALI*
	KWKW*
Hollister	KGHT
Indio	KREO
Inglewood	KTYM
King City	KRKC
Lompoc	KNEZ
Los Angeles	KMLA
Merced	KWIP
Modesto	KFIV
Mojave	KOOL
Redlands	KCAL*
Sacramento	KCNW
San Diego Area	XEGM
	XERB
	XEXX*
San Fernando	KVEM
San Francisco-Oakland	KOFY
San Jose	KLOK
Santa Barbara	KIST
Santa Maria	KSEE
	KSMA
Stockton	KSTN
	KWG
Ventura	KVEN
Visalia	KONG

COLORADO

Colorado Springs	KLST
	KRDO
Denver	KFSC
Fort Morgan	KFTM

Greeley	KYOU
Monte Vista	KSLV
Pueblo	KAPI*
Rocky Ford	KAVI
Sterling	KOLR
Trinidad	KCRT
Walsen	KFLJ

DISTRICT OF COLUMBIA

Washington	WFAN-FM*
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FLORIDA

Clewiston	WSUG
Miami-Miami Beach	WFAB
	WMET*
	WMIE
Tampa-St. Petersburg	WSOL

ILLINOIS

Aurora	WKKD
Chicago	WSBC
Chicago Heights	WCGO
Joliet	WJOL
Oak Park	WOPA
Sterling	WSOR

INDIANA

Fort Wayne	WGL
Gary	WWCA

IOWA

Fort Madison	KXGI
--------------	------

KANSAS

Chanute	KCRB
Topeka	KTOP

LOUISIANA

New Orleans	WJBW
-------------	------

MICHIGAN

Bay City	WBCM
----------	------

MINNESOTA

Eveleth	WEVE
---------	------

MISSOURI

Kansas City	KCKN
-------------	------

NEBRASKA

Scottsbluff	KNEB
-------------	------

NEW JERSEY

Vineland	WWBZ
----------	------

NEW MEXICO

Albuquerque	KABQ*
	KLOS
Artesia	KSVP
Belen	KARS
Carlsbad	KPBM

*Entre schedule is in Spanish. †WFOA, San Juan, programs entirely in English. This list is based on reports station programming may affect completeness and accuracy.



KGST



WFAB



KCOR



scheduled Spanish-language programing

KMEX-TV

Los Alamos	KRSN
Roswell	KGFL
	KSYX
Santa Rosa	KSYX
Silver City	KSIL
Taos	KKIT

NEW YORK

Jamestown	WJTN
Middletown	WALL
New York City	WADO
	WBNX
	WHOM
	WWRL

OHIO

Cleveland	WDOK
Defiance	WONW
Elyria	WEOL
Fremont	WFRO

OKLAHOMA

Oklahoma City	K TOK
---------------	-------

PENNSYLVANIA

Allentown	WKAP
Lancaster	WLAN
Philadelphia	WTEL

PUERTO RICO

Aguadillo	WABA
	WGRF
Arecibo	WCMN
	WMIA
	WNIK
Bayamon	WENA
Caguas	WNEL
	WVJP
Fajardo	WMDD
Guayama	WXRF
Mayaguez	W AEL
	WKJB
	WORA
	WPRA
	WTIL
Ponce	WISO
	WPAB
	WPRP
Rio Piedras	WRIO
	WWWV
San Juan	W HOA*
	WAPA
	WIAC
	WITA
	WKAQ
	WKVM
	WKYN

TEXAS

Alice	KOPY
Alpine	KVLF
Beeville	KIBL
Brownfield	KTFY
Brownsville Area	XEO*
Carrizo Springs	KBEN
Corpus Christi	KCCT*
	KUNO*
Del Rio Area	KDLK
	XERF
Denver City	KKAL
Eagle Pass Area	KEPS
El Campo	KULP
El Paso Area	KHEY
	XEJ*
	XELO
Falfurrias	KPSO
Floydada	KFLD
Ft. Worth	KCUL
Gonzales	KCTI
Harlingen	KGBT
Houston	KLVL*
Kingsville	KINE
Laredo	XEAS*
	XEBK
	XEK*
McAllen	XEOR*
McKinney	KMAE
Mission	KIRT
Morton	KRAN
Odessa	KECK
Pleasanton	KBOP
Port Arthur	KOLE
Rosenburg-Richmond	KFRD
San Angelo	KPEP
	XTXL
San Antonio	KCOR
	KUBO*
	KUKA
Seminole	KTFO
Seymour	KSEY
Sonora	KCKG
Taylor	KTAE
Terrell	KTER
Tulia	KTUE
Uvalde	KVOU
Weslaco	KRGV
Wharton	KANI
WASHINGTON	
Sunnyside	KREW
WEST VIRGINIA	
Weston	WHAW
WYOMING	
Torrington	KGOS



KABQ



KALI



KCCT



furnished to SPONSOR by reps, stations, and field personnel, and may not be inclusive. Also, late changes in

Spanish-speaking regions of U.S.

As shown on the map below, four of the five major concentrations of Spanish-speaking people in the United States are in California, the Southwest, New York, and Miami. Puerto Rico is not shown.

Chicago, according to the Mexican Consulate there, has about 275,000 Spanish-speaking residents. An estimated 75,000 Latin-Americans live in the Philadelphia-Camden area. Many thousands of Spanish-speaking people, who live in other areas of the country, are not accounted for in this report.

What follows is a closer look at the five major regions.

It should be noted that most

Spanish-Americans are bilingual. This is of particular importance in analyzing radio listening. In markets where English language stations receive the dominant share of audience, a portion of the Spanish audience will be involved. Before drawing detailed media plans on these facts, agencies and advertisers should check reps and stations in each market.

CALIFORNIA

California, which statisticians say will surpass New York in a few weeks as the most populous state in the country, owes much of its steady population growth to Latin-

Americans. The 1960 U. S. Census revealed that 9.1% of the state's total population, or 1,426,538 people, were of this group.

But the Census Bureau's statistics for Latin-Americans—or "white persons of Spanish surname"—have long been suspect as conservative. In reports this year for radio stations in Los Angeles and San Francisco, Far West Surveys estimated that Latin-Americans with Anglo surnames would increase by 14% the 1960 Census report of white persons of Spanish surname.

In metropolitan Los Angeles, *(Please turn to page 56)*



Population and income estimates in Latin centers

	CALIFORNIA	SOUTHWEST	NEW YORK	FLORIDA
POPULATION	1,426,538	2,038,462	1,205,000	361,000
INCOME (YR.)	\$1,251,785,900	\$1,788,812,900	\$1,157,447,400	\$223,508,800

Puerto Rico, not shown, has a population of 2,345,983 and an annual income of \$1,170,000,000. Population figures mostly are from 1960 Census. The income figures, except where other information was available, were largely derived by using \$1,300 as a base for median income per family (1962 Pulse survey of 15 Spanish markets in six states).

***you can best sell
the 254,000 Spanish
language market
in Miami via***

WFAB

***ONLY full-time
Spanish language
station in Florida
5,000 watts.
990 KC.***

GET ALL THE FACTS ABOUT
WFAB BY CALLING:

IN MIAMI: Art Gordon, General Manager, WFAB,
373-8366 or write 1034 Biscayne Blvd.

IN NEW YORK: Bob Wittig, UBC Sales, PL 5-9145
or write 420 Madison Avenue.

IN CHICAGO: Warren Daniels, UBC Sales, 467-1632
or write 410 N. Michigan Avenue.

IN ATLANTA: Dora-Clayton Agency, JA 5-7841
or write 502 Mortgage Guarantee Bldg.



WHOM

**HAS MORE LISTENERS
IN NEW YORK AREA
SPANISH HOMES THAN
ALL OTHER NEW YORK
STATIONS COMBINED!!**

*(Source: PULSE, August 1962.
Monday through Saturday, 5:30
am to Midnight. New York 18-
County Area)*



**Write For Your
FREE COPY of
"THE SPANISH MAR-
KET: NEW YORK'S
FASTEST GROWING
MARKET" (Conducted
by PULSE)**



WHOM

136 West 52nd Street
New York 19, N. Y.



ALBUQUERQUE



- Serving over 400,000 Spanish speaking consumers
- Serves nearly one-half of the state's population
- News and sports reported in Spanish . . . music from Mexico, Spain and the Latin American countries.
- The Spanish voice of New Mexico . . . through close continuing association with Spanish culture groups and public service work.

Member . . . National Spanish Language Network

KABQ

SANDIA BROADCASTING CORP.

**ONLY Full-Time
SPANISH
RADIO IN
NEW MEXICO**

5000 WATTS 1350 K.C.

Resented by
NATIONAL TIME SALES
New York Chicago
HARLAN G. OAKES
& ASSOCIATES
Los Angeles San Francisco
Bernard I. Ochs Altanta
Bob Hix Denver

Tell 'em . . . SELL 'em IN SPANISH!

KABQ RADIO 1309 YALE S.E. ALBUQUERQUE Dial 505 . . . 243-1744

RADIO/TV

(Continued from page 48)

Spanish-language radio.

Its client, a proprietary preparation, measured sales in drugstores within Spanish areas, and compared this with sales in non-Spanish areas. Results: after the radio campaign, Spanish stores reported sales up in 91% of those polled, against 25% of the non-Spanish stores. Storeowners attributed the upturn to radio, in 71% of the Spanish stores—and in precisely none of the Anglo stores.

Success like this can be variously explained. One succinct version is given by agency consultant Carlos Franco (ex Y&R, Kudner): "It's not enough to think about the Spanish. You've got to start thinking in Spanish. . . ."

BIG SPANISH MARKET

(Continued from page 41)

alone, U. S. Immigration recorded 6,000 Mexicans entering the U. S. monthly, for permanent residence, during 1961. This does not count migrant workers, nor border-hopping shoppers—nor does it include



**IS THE SOLID SPANISH DIET OF
394,286* LATINOS IN THE
SAN FRANCISCO/ OAKLAND BAY AREA,
AT 1050 KC. FROM 8:45 A.M. TILL SIGN OFF!**

MARKET FACTS

Median Annual Income	\$5,710*
Gainfully employed males	91.3%
Gainfully employed females	32.8%
Home ownership	55.5%

For MORE qualitative data:
In San Francisco, Call KOFY—YU 2-9933

In New York, Call KTV —YU 6-9717

*Far West Surveys, Inc.—June, 1962
Affiliated with the

Spanish  Market Group

the undoubtedly higher figures for Arizona, New Mexico and Texas.)

In preparing this special report, SPONSOR editors sifted several hundred reports, surveys and other listings prepared by Government, industrial, municipal and broadcast sources. Their conclusions are presented—not as a definitive report—but as an editorial balancing of available evidence, which leads to the following tentative population totals for Spanish-speaking Americans:

State, Region or City	Population
California	1,426,538
Texas	1,417,811
New Mexico	269,122
Arizona	194,356
Colorado	157,173
New York	1,205,000
Chicago	275,000
Miami	261,000
Tampa	100,000
Philadelphia-Camden ...	75,000
Puerto Rico	2,345,983
TOTAL	7,726,983

The SPONSOR total is thus about 1¾ million above conservative estimates, and nearly 2 million below some estimates which are currently in circulation.

If there's a lack of precision in the basic head-count, marketers are not surprised to find similar blurring of the outline in other socio-economic characteristics. Estimates of average income vary widely: one of the few recent, semi-national reports was undertaken by The Pulse Inc., which returned median family income of \$4,360, out of interviews in 15 markets.

The level in some markets, however, may well be higher: the overall result appears to be a median which is about \$1,000 below the national family figure of \$5,660.

Employment information supports the view that Latin income is higher than previously conjectured. Pulse's 15-market survey found 34% of the sampling of male heads working in service or unskilled manual jobs—or a minority, compared with the 40% in semiskilled operative and skilled craftsman categories, plus 15% in white-collar and self-employed groups.

The "bigness" of the Spanish market also is uncertain, in terms of how money is spent. Most mar-

If you know Pepe like we know Pepe

you'd have a specialist's savvy of Latin markets.

Our telling selling musical spots are doing the job for

Chesterfield/JWT
L&M/JWT
Rheingold Beer/JWT
Pond's Creams/JWT
Camel/Wm. Esty

Pepsi Cola/BBD&O
Campbell's Soups/BBD&O
Gillette Razor/McCann-Erickson
Lucky Strike/Gotham Vladimir
Borden's/Nat'l Export Advert.

and others

If Your Campaign Won't Translate We Create

the latin  sound

marco rosales, director

143 w. 73rd street
new york 23, n. y.
en. 2-7400

• spanish language advertising consultants • radio-tv jingle packages

keters are working on the hunch that the bigger (4.9 member) Latin family is a better customer for basic foods and impulse items, such as beer and cigarettes, than his Anglo counterpart. (Pulse records weekly grocery bill at \$24: if nationally applicable, this would make the Spanish-speaking American one of the most desirable supermarket customers.)

Tv set penetration is probably about 65% (this is a SPONSOR estimate, about midway between rival claims). But the extent of Latin

viewing is seriously questioned by many marketers, who want to know just how popular is English-language video. One body of opinion is that Latin viewing is confined to the simpler action dramas, where dialogue plays a minimal part in understanding of plot—but a few major advertisers have done vest-pocket surveys which appear to show that the Spanish-speaking viewer is exposed to a wide range of programs.

(Indirectly, one answer to this question may be found in the



SELLS TO ¼ MILLION LATIN CONSUMERS IN THE SAN DIEGO TIJUANA METRO AREA, WITH 100% SPANISH PROGRAMMING ALL DAY, EVERY DAY!

Virtual geographic severance has created the "free port" of Tijuana where large, efficient and modern Supermarkets feature huge stocks of U.S. brandname products!

INVESTIGATE this "sleeper market." In New York Call **ETV** —YU 6-9717

Suburban San Diego, CHULA VISTA, NATIONAL CITY, SAN YSIDRO, and others are dominantly Spanish-speaking!

Affiliated with the

Spanish  Market Group

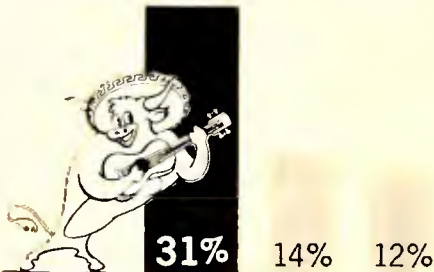
**IN EVERY STUDY EVER
MADE OF SAN ANTONIO'S
SPANISH AUDIENCE**

KCOR

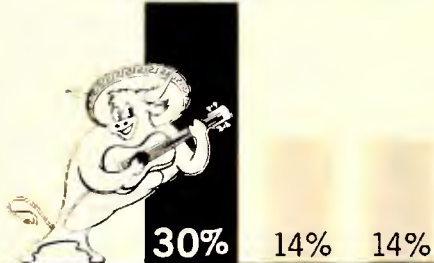
IS UNCHALLENGED FIRST!

Again in the Last Spanish Pulse for San Antonio...

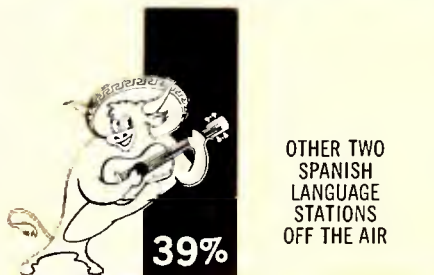
In the Morning **KCOR is FIRST!**



In the Afternoon **KCOR is FIRST!**



In the Evening **KCOR is FIRST!**



In San Antonio, 53% of the people speak and think Spanish, and KCOR is the overwhelming favorite of the Spanish Radio Audience!



5000 WATTS
1350 KC

**TEXAS' FIRST AND FOREMOST FULL
TIME SPANISH LANGUAGE STATION**

FLAGSHIP STATION OF THE SOMBRERO GROUP

New York Representative: Richard O'Connell

All Other Cities:

Pearson National Representatives, Inc.

growing success of Spanish-programmed tv stations, so far confined to the West/Southwest.) But research certainly is needed—and equally in radio.

Marketers are sometimes bemused by Spanish-language broadcasting: The precise role of Spanish in a bilingual group has not been determined. Phenomenal popularity of Spanish personalities in radio can be attested, but the extent to which Spanish plays an important role in the personal life of the listener/viewer is a matter of subjective opinion.

English-language stations in big Latin markets could not retain their share-of-audience without consistently attracting a certain amount of support from Latin listeners. There's a dearth of factual information on this point: the answer may be that Latin listening is predominantly oriented to Latin stations, and that the "spillover" is randomly shared among a larger number of English-language stations.

On this point, and others that have been discussed here, advertisers report that the Spanish market's greatest opportunity is in providing basic facts. There's no question it's a big market: but just how big?

SPECIAL FORMATS

(Continued from page 47) a Rheingold Beer campaign next year. Originally, they had been called in to translate the jingle, "My beer is Rheingold, the dry beer," etc., and to get a girl to sing it.

Immediately, they told the execs that the last thing in the world the

brewery could want is for a girl to tell Latin men what to drink. It would be alright with them for her to drink as much as she wanted, they explained, but for the message, a strong, male voice—or like symbol—was needed. As a result, Tito Rodriguez, the well-known band leader, did the commercial last May.

Commonsense—maybe. But the right touch, in music and copy, is hard to find: the Rosales have helped supply it to accounts such as Pepsi and Coke, Carnation, Ballantine, Ajax, and several tobacco lines.

In Spanish programming and commercials, the new interest is television. The latest station, KMEX in Los Angeles, has a good initial roster of clients, including Carnation, Hamm's beer, Burgermeister beer, Italian Swiss Colony Wine, Gerber baby food, plus strong local business. Next step is to see whether West Coast agencies are successful in producing a distinct Spanish video style for commercials.

SPANISH-SPEAKING REGIONS

(Continued from page 52)

Far West Surveys set the Latin-American head count at 789,894 as of 1 June.

A Los Angeles study, taken by International Market Analysis, was released by still another radio station. The report on Latin-American audience preference showed that 95% depended on radio for entertainment and news; 31% read no newspaper, and 43% listened only to Spanish radio.

In the Los Angeles area, median income for the Latin-American

**WMET MIAMI'S 1ST ALL-SPANISH VOICE
IS THE PREFERRED STATION OF
261,381 LATINIS!**

- "Radio Reloj"—43%
- "Norman Diaz"—51%
- "Novelas"—35%
- "Musica"—31%

*For recent official Latin population Break-down:

In Miami, Call WMET—751-7534

In New York, Call **WTV** —YU 6-9717

*Spanish Pulse-June/July '62, average ¼ hour shares.

Affiliated with the

Spanish Market Group



family is \$5,762 (1960 Census).

In San Francisco, Far West Surveys estimated there were 394,286 Latin-Americans as of 1 June. The report stated 87.8% listened to Spanish radio; 61.3% attended Spanish movies, and 41.1% read Spanish newspapers.

SOUTHWEST

About 40% of the Americans in the continental United States who count their money in Spanish are located in Texas (1,117,811), New Mexico (269,122), Arizona (194,356), and Colorado (157,153). These are 1960 U.S. Census figures, and are lower than present statistics.

Of the 254 counties in Texas, 34 counties—all located in the southern part of the state or along the Mexican border—are made up of residents of which more than 50% are of Mexican descent. In some counties, the percentage is as high as 92 or 96%. In the border city of Laredo, 98% of the people speak Spanish as a first language.

Across the Rio Grande River in Nuevo Laredo, many thousands of Mexicans daily cross the bridge to work, shop and visit relatives and friends. This traffic, common all along the U. S.-Mexican border, provides a bonus for advertisers on the American side. Brownsville officials estimate that Mexicans contribute 40% of the city's trade.

Typical of these border markets are the twin cities of El Paso and Juarez. The Texas city has 202,000 Latin-Americans who speak Spanish, and Juarez has approximately 315,000 people. Of the Juarez residents 60,000 cross daily to shop in El Paso; 18,000 have steady em-

ployment in El Paso and 130,000 have regular crossing cards.

In this twin-city market, 92% of the homes have radios; 72% of the people speak Spanish at home; 23% speak both English and Spanish at home, while only 5% speak English only; 85% of the Latins prefer Spanish-language radio, 28% read no newspapers at all and 60% have no magazines in the home. El Paso consumer spendable income (according to SRDS 1 June 1961) was \$564,821,000.

In venerable San Antonio, where nearly half of the approximately 700,000 population bears a Spanish surname, the average income for a Latin-American family in that city and Bexar county is \$3,400/year, according to the latest figures of the San Antonio Chamber of Commerce. The Texas Employment Commission has put the Latin-American's income at 10% below the state average.

In New Mexico, strong evidence exists that early reports of the 1960 U. S. Census population count for "white persons of Spanish surname" in that state may be too conservative. These first totals indicated that 269,122 Latin-Americans resided in the state.

The Census report also disclosed that in the Albuquerque Standard Metropolitan Area, population totaled 262,199, of which 68,101 persons were "white persons of Spanish surname."

In sharp contrast with these figures are the statistics based on local Chambers of Commerce estimates and Dr. Ralph Edgel, head of the University of New Mexico research bureau.

Here, the state's total population



**GET TOP
COVERAGE
IN ONE OF
THE NATION'S
TOP TWO
SPANISH
LANGUAGE
MARKETS
by Buying Both
KLOK-San Jose
KGST-Fresno**

Blanket 23 counties in the opulent San Francisco Bay Area and the San Joaquin Valley.

Reach a combined Spanish population of 531,847. (1960 U. S. Census).

Only these two stations can give you such coverage . . . one of the nation's top two Spanish Language Markets.

KLOK

10,000 watts

Serving the San Francisco Bay Area from San Jose

KGST

1,000 watts

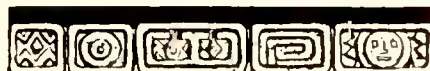
Serving the San Joaquin Valley from Fresno

Members National Spanish Language Network

Represented by:

National Time Sales,
Eastern U. S.

Don R. Pickens Co.,
Western U. S.



KZON

ARIZONA'S ONLY 24-HOUR SPANISH VOICE!
KZON SELLS MORE THAN 143,000 LATINIS,*
IN THE PHOENIX METRO AREA!

with—New Programming! Spanish radio in motion!
New Soap Operas! *U.S. Census—1960—25% of
New Musical Format! Total Pop.
New Directional Sound!

In Phoenix, Call KZON—936-3381

In New York, Call **TV** —YU 6-9717

Affiliated with the

Spanish  Market Group

YOUR BIG SPANISH SPEAKING MARKET
IN TEXAS IS REACHED THROUGH

KCCT

IN CORPUS CHRISTI

258,000 or 62% of population within
KCCT's Primary Market is Spanish speaking.

A secondary coverage of listeners gives
you a bonus audience of 534,000

AREA COVERAGE STATISTICS

Effective buying income.....\$811,579,000
Food Sales\$220,944,000
Drug Sales\$ 14,696,000
Retail Sales\$529,644,000

PULSE Survey made May 1960 to Spanish
Speaking Homes showed KCCT led all other
stations in every listening period of the
day. Example—from 6:00 to 7:00 a.m.
KCCT's rating is 28.6 Average of all other
Corpus Christi Stations 14.8.

KCCT 1150 KC

1000 WATTS Directional

403 S. Staples
Corpus Christi, Texas

National Representatives

Mr. Harlan Oakes Harlan Oakes & Assoc. Taft Bldg.—Rm. 304 Hollywood & Vine Hollywood 28, Calif.	Mr. Arthur Gordon National Time Sales 122 E. 42nd St. New York 17, N. Y.
Mr. Don Pickens 166 Geary St. San Francisco 8, Calif.	Mr. Bernard Ochs The Bernard I. Ochs Co. 1401 Peachtree St., N.E. Atlanta 9, Georgia

ARE YOU MISSING 100,000 PROSPECTS?

You are if you don't include KIFN when buying
the Phoenix market. KIFN is the ONLY Spanish
language station covering Phoenix and all of Central
Arizona. And KIFN is the station most often
tuned in by the more than 100,000 Spanish-speaking
people in the Phoenix area. These people
won't buy your product if you don't sell them.

So when buying the Central Arizona area, include
the 15% of your market that speaks Spanish.
Buy KIFN and sell them all!

NATIONAL TIME SALES
N.Y.C. & Chicago

THE BERNARD I. OCHS CO.
Atlanta

HARLAN G. OAKES
Los Angeles

DON R. PICKENS CO.
San Francisco

**COVERING PHOENIX AND
ALL OF CENTRAL ARIZONA**

is given as 899,510 and Latin-
American population as 579,357.
Thus the Latin-American share for
the state amounts to 61.4%, while
the Anglo share is 35.6%. In the
Albuquerque county of Bernalillo,
total population is given as 263,
000, of which 130,000 are said to be
Latin-Americans.

In Pueblo, Colorado, last Janu-
ary, a Pantry Survey was conducted
by the Distributive Education De-
partments of two public high
schools. Surveyed were 2,834 peo-
ple in 511 Spanish-American homes
only. Interview and pantry check
averaged out at 20 minutes. High-
lights are:

Average 5.5 per family; average
family income \$5,106; 69.2% go to
movies regularly; 94.5% speak
Spanish in home; 96.1% bilingual;
73.9% shop as needed; 30.3% buy
frozen foods; 13.8% buy TV Din-
ners; 41.8% buy daily papers; 2.1
members of family read newspaper
daily; there were 1,129 home radio
sets, 451 cars with radios, and 379
tv sets; average per-day radio lis-
tenership was 5.6 hours, and
93.6% prefer Mexican or Spanish.

As for population, the 1950-1960
Census Bureau figures show that
Spanish or Mexican-Americans in
Southern Colorado have increased
400%.

NEW YORK

In New York's 50-mile metro-
politan area, the number of Span-
ish-speaking people has swelled this
year to 1,205,000, the U. S. immi-
gration Service estimates. Last year,
a Pulse report arrived at a 1,060,000
total.

Of this large Hispanic wave,
700,000 are of Puerto Rican origin,
according to the 1960 Census. How-

ever, the P.R. government puts the
P.R. population in New York City
this year at 750,000. Consulates,
universities, and fraternal organi-
zations have provided the follow-
ing break down on other Latin
residents:

Cubans, 203,000; Dominicans,
60,000; Spaniards, 55,000; Mexi-
cans, 8,000; Ecuadorians, 7,000;
Colombians, 6,000; Hondurans,
2,000; Venezuelans, 2,000, and
17,000 from 11 other countries.

A March 1962 Pulse study for
an all-Spanish New York City ra-
dio station, estimates about 240,000
homes in the five-borough (county)
area are peopled by 960,000 Span-
ish.

Again, El Diario points out that
while the population of New York
City has declined by over 181,000
in the past decade, the Spanish-
speaking population has jumped
up 149%.

The median annual family in-
come, via Pulse, is \$4,300, which
amounts to \$1,032,000,000 for the
Gotham area. Rent per month av-
erages out to \$63, while \$23.70 a
week is spent on food and groceries.
There are about 4,000 *bodegas*
(grocery stores) in New York City,
but Pulse disclosed that 60% shop
at supermarkets.

Of the Latins in Manhattan (and
environs), 97.4% own radios, and
61% tv sets. At home, 75.4% speak
Spanish only, 7.8% speak English
only, and 16.8% are bilingual. Ad-
vertising in Spanish is considered
by 74.4% to have more meaning
than in English.

FLORIDA

In Miami, problem number one
is to try to keep an accurate count

KALI First in LOS ANGELES with:



SPANISH Research*
SPANISH Newscasts
SPANISH Public Service
SPANISH Radio Audience
SPANISH Sales Results

*Belden Assoc. Market Study—
6/60
Market Basket Audit—3/62
Far West Surveys, Latin Pop.
—6/62

To Obtain Reliable Qualitative Data:
In Los Angeles, Call KALI—HO 6-6161
In New York, Call FTV —YU 6-9717

Affiliated with the
Spanish  Market Group

of Cuban emigres who have swelled the city's Latin population in the last few years from under 100,000 to over 250,000. One compilation of Census and Cuban Refugee Center figures comes to 261,381 Latin-Americans.

A detailed break-down of Spanish-speaking persons residing in the Greater Miami area has been forwarded by Wendell N. Rollason, director, Inter-American Affairs Commission, Miami.

Totaling 254,000 persons, the break-down is as follows: Cuban residents, 55,000; Cuban exiles, 145,000; Puerto Ricans, 45,000; Colombians, 3,000; Mexicans, 2,000; Venezuelans, 1,000, and 3,000 from other countries.

Rollason's estimate is "that this area has acquired a 'permanent' exile population of at least 120,000 Cubans. The federal relocation program will not cut into this basic group, in our opinion."

Marshall Wise, director of the Cuban Refugee Center (U. S. HEW Department), Miami, told SPONSOR two weeks ago that of the approximate 100,000 registered Cu-

ban exiles in Miami, about 65,000 receive \$1 million per month from the Federal government.

In any language, the cold statistics mean that Cuban refugees spend about \$1 million a month in the Miami area for food, shelter and the necessities of life. (Plus the earnings of those not on relief.)

Still the Cubans pour into Miami at the rate of about 5-6,000 each month, of which about 1,000 a month resettle in other areas.

One all-Spanish radio station in Miami, which airs 10½ hours of news daily, stated that local billing since June has risen from less than \$6,000 a month to \$20,000.

In Tampa-St. Petersburg, on Florida's West Coast, a colony of over 100,000 Spaniards and Cubans also continues to grow. Some estimates now go as high as 140,000.

PUERTO RICO

Since Columbus' discovery, the original Puerto Rican population of 30,000 Indians has swelled to 2,345,983 (1960 Census) through constant intermarriage with Portuguese, Syrians, British, French,

Dutch, and some Negro slaves.

The present per capita income of \$511 rose from \$272 in 1910. The gross national product has increased 87% since 1950 to a record \$1,406,000,000. At present, Puerto Rico spends \$1¾ million a day for products from the continental United States. This makes P.R. the seventh best market in the world for U. S. goods.

There are 185,000 tv homes on the Island and 383,000 radio homes, according to the 1960 Census. Average family income is \$2,500.

Broadcast facilities consist of 27 radio stations, all located in the coastal regions, and 8 tv stations, 4 of which are in San Juan, the capital. The two leading San Juan tv stations are flagships for separate three-station networks. The government runs an educational station and another tv station is in the test stage.

A 1959 consumer analysis revealed that 59% of the families on the Island buy beer; 53% cigarettes; 19% instant coffee; 96% headache remedies; 82% lipstick, and 22% Scotch whisky.

PINPOINT SALES EFFORT FOR YOUR PRODUCTS TO 2,319,381 LATIN IN THE KEY U.S. SPANISH LANGUAGE MARKETS VIA THE SKING

MULTIPLE or 1-market Spanish Sales Campaigns are tailored to your product and distribution. Product-merchandising, copy-adaptation, commercial-production, and special services available.

TrTv has the ultimate in Major Spanish Market and Population research ready for your use.

10-minute color films on individual Spanish Markets available for screening in your office.

Spanish Market Group



Represented by **TRTV** Tele-Radio & Tv Sales, Inc.
733 3rd Avenue, NY 17
YU 6-9717

The DYNAMIC NEW Spanish Media Rep!

Los Angeles: HO 6-7279

San Francisco: YU 2-9933

Chicago: Enterprise 7439

St. Louis: Enterprise 7439

WPOP

OFFICIALLY

ACCLAIMED*

#1

IN

HARTFORD

*July-Aug. Hooper
12 N-6 p.m.
Mon. thru Sat.

WPOP

Phil Zoppi
V.P. & Gen. Mgr.

Irving Schwartz
Mgt. Conslt.

Adam Young, Inc.
Mid-West Time Sales

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

Advice for aspirants to Walter Reed's old buying job at Foote, Cone & Belding: "forget it." That vacancy was filled last week by Bert Hopt, former Ogilvy, Benson & Mather, Lucky Whip and Good Luck Margarine buyer. Bert will be handling the buying of TWA, Savarin, and Angostura Bitters.

Agency-hopping dept.: John Timko, Kenyon & Eckhardt (New York) Brylcreem buyer, switched to Benton & Bowles to buy on Proctor & Gamble. The move triggered some new buying assignments at K & E. Those involved: Frank Pfaff, who bought on American Chicle (which went recently to Fuller & Smith & Ross), will be buying for Lincoln-Mercury Dealers and Magnavox. These accounts were formerly handled by Bob Morton who takes over the Brylcreem account.

Timebuying defector dept.: John Griffin, who recently added the Bayer Aspirin account to his buying list at Dancer-Fitzgerald-Sample, goes to Bolling to peddle tv time . . . Octavia Dowrick, who left Morse International not long ago, is statistical supervisor in the New York office of Hollingbery.



Presentation at Basin St. East by WBTV, Charlotte

In the audience: (l-r) Hal Simpson, associate media dir., William Esty; Tom Cookerly, WBTV general sales mgr.; Walter Smith, v.p. in charge of media planning, Esty; Mark Byrne, media dir., Esty; and Ray Hamilton, TvAR

Another one to hurdle the buying to selling fence is Dianne Walsh, former assistant to Dancer-Fitzgerald-Sample media director Will Fisher. Dianne gave up agency work to supervise the promotion department at Hollingbery, New York.

Spotted in the audience at WBTV's (Charlotte, N. C.) entertainment-packed luncheon presentation at New York's Basin St. East:
(Please turn to page 62)



Any way you look at it...



Demonstrations are goof-proof on video tape, as in "Reynolds Aluminum" commercial. Immediate playback after shooting, spotlights even minor flaws, speeds improvement.



Mitch demands fluff-free high C's for his popular "Sing-along" show. Video tape helps keep the fun in, the fluffs out, for maestro Miller and his merry choristers.

No goofs, no fluffs with SCOTCH[®] BRAND Live-Action Video Tape!

Whether a slip of the hand, tongue, camera, lighting or direction, it can be found and fixed *immediately* when the show or commercial is produced on "SCOTCH" BRAND Video Tape. And video tape assures the picture quality that's *live* as life, without the risk of an on-the-air fluff. Tape plays back the picture moments after shooting, helps find flaws that defy detection during the actual "take." You can check every detail—sound, lighting, focus, pacing, delivery—while everyone is still on the set, ready for a re-take if needed.

Video tape performs instantly for special effects, too! No waiting for days, weeks, while lab work and processing laboriously create an "effect". Not

only are you ahead in time savings, but in cost savings as well!

Immediate playback plus today's easier-than-ever tape editing makes short work of last-minute changes, permits quick insertion of new material in existing footage. And "SCOTCH" Video Tape, for both black-and-white or color, provides outstanding "presence" to enhance commercial messages, network and local shows, as well as closed-circuit presentations.

A free brochure, "Techniques of Editing Video Tape," provides samples of current editing practices, plus examples of special effects created on tape. For your copy, write Magnetic Products Division, Dept. MCK-102, 3M Co., St. Paul 19, Minn.

"SCOTCH" IS THE REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 19, MINN. EXPORT 99 PARK AVE., NEW YORK, CANADA LONDON ONTARIO. ©1962, 3M CO.

Magnetic Products Division **3M**
COMPANY

2 for 1 Sale!

Yes, two markets for the price of one when you buy WALA-TV, the only Mobile station with city-grade coverage in Pensacola as well . . .

PLUS scores of other cities and towns in West Florida, Alabama and the Mississippi Gulf Coast.

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

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



TALLEST TOWER ON THE GULF COAST

WALA-TV 10



MOBILE - PENSACOLA

WTRF-TV

STORY BOARD



THAT NEW foreign car Mafia, not only has a hood under every hood but has a heater in the glove compartment

wtrf-tv Wheeling
"Spot sell?"* OVERHEARD! "You don't sell used cars? What kind of a durgstore is this?"

Wheeling wtrf-tv

A BIT MUCH! While travel agencies convince people to "go now, pay later," we think it's pushing things when morticians promote a "pay now, go later" plan.

wtrf-tv Wheeling

HUMILITY! After giving the young man a physical exam, the doctor said, "The best thing for you to do is to give up drinking and smoking, get to bed early and stay away from women." "Doc," said the patient, "I don't deserve the best . . . what's the next best?"

Wheeling wtrf-tv

THE LITTLE OLD LADY asked, "And what kind of officer does your uniform signify?" "I'm a naval surgeon," he replied. "My, how you doctors specialize these days!"

wtrf-tv Wheeling

HEAR ABOUT the man who was born deaf? After drinking two bottles of Genitol, he heard from his cousin in California.

Wheeling wtrf-tv

GIRL WATCHERS COMMENT: "She looks like a million dollars and walks like it's all in loose change!"

wtrf-tv Wheeling

*Seven is the right spot for your spot schedules because the big and buying TV audience in the Wheeling-Steubenville Industrial Ohio Valley is set on seven, sold on seven. Ask Rep George P. Hollingbery to give you the WTRF-TV Wheeling specifics

CHANNEL SEVEN



WHEELING,
WEST VIRGINIA

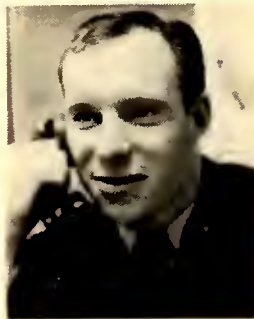
TIMEBUYER'S CORNER

Continued

TVAR's Larry Israel; B&B's Jim Thompson; FC&B's Dick Pickett; D-F-S's Ave Butensky and Dorothy Medanic; Compton's Ethel Weider, Joe Burbeck, and Dick Brown; OBM's Ann Janowicz; Smith/Greenland's Beryl Seidenberg; BBDO's John Neilan and Ed Fleri; JWT's Carrie Senatore; Esty's Frank Mahon; DDB's Jean Jaffee; Maxon's Frank Martin; Grey's Joan Stark; Gardner's Weymouth Symmes; Gumbinner's Elmer Jaspán; L&N's Frank Howlett; NC&K's Al Silverman and Jane Podester; DCS&S's Bob Widholm; Bates' Don Severn; D'Arcy's Bob Lazetera; McCann-Erickson's Jan Stearns; SSC&B's Jean Sullivan; and D&C's Beth Black. The event which featured WBTV's own "Crackerjacks" musical combo cleverly interspersed with "commercials" (station presentation talk and slides), attracted over 400 admen during the two-day program.

Sarah Hoyer and Wes Parma, both of North Advertising's Chicago office, are spending a couple of weeks in New York handling the buying for the New York State Democratic Committee. Sarah, who buys on Toni in Chicago, is also doing the buying on Lanvin while in New York. Both Wes and Sarah will return to their Chicago habitat after election day.

Want to make someone happy? dept.: The next time you have occasion to contact Foote, Cone & Belding's newly-wed Martha Sykes, just ask for Martha Murray.



Jim Weschler

The corner pays its respects this week to BBDO's Jim Weschler who was just made assistant to Paul Lideen, v.p. in charge of all broadcast activities for Campbell Soup. Jim moved up to this new post from all-media buyer on such accounts as Campbell Soup, Bromo-Seltzer, Curtis Publishing, and United Fruit. From this new seat, Jim will handle many of the activities which center around Campbell Soup campaigns. Among his responsibilities: the maintenance of schedules, projection of budget expenditure, plans and analysis, and direct client contact. Prior to his BBDO affiliation, Jim was media analyst at Benton & Bowles on the Procter & Gamble and Texaco accounts. Earlier he was tv buyer on Walt Disney Pictures (Buena Vista Distribution) at LaRoche, and, before that, advertising account executive trainee at Hoyt. Jim has a B.A. degree from Cornell University, lives in Manhattan, and is a member of the Metropolitan Junior Index and the Yale Club (and he's still single, girls).

Just in case you're wondering who inherited the accounts left orphaned by the promotion of BBDO's Jim Weschler, here's the way the situation shapes up at the moment: The Curtis Publishing account buying goes to former BBDO media analyst Jerry Arcaro. Campbell (heat processed) Soups is assigned to Peter Spengler who leaves Young & Rubicam. Pete's Y&R account—General Foods Birds Eye—is being handled by Paul Theriault as reported here last week. No word of definite commitments as yet on Bromo-Seltzer and United Fruit.

WASHINGTON WEEK

5 NOVEMBER 1962 / Copyright 1962

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

The Cuban crisis and the NAB Fall Conference reached Washington together, which would have been pure meaningless coincidence were it not for the fact that broadcasting was able to demonstrate many things in the crisis.

White House press secretary Pierre Salinger and FCC chairman Newton Minow in off-the-cuff luncheon remarks glowed with praise for the radio stations which dropped everything else to broadcast in Spanish and Portuguese to Latin America. The administration and the FCC didn't fail to be impressed with the dramatic demonstration of services **broadcasters can render in national emergencies**. Nor was this all.

Salinger conceded that the government was willing to offer some payment for the services rendered by the radio stations, but none was asked. In fact, nothing at all was asked. Minow said nine Salinger phone calls took less than 15 minutes, indicating that the **station operators jumped to respond to the call**.

This doesn't mean that the FCC leopard will change its spots overnight, or that governmental figures will not tend to forget the fright of the moment and the gratitude for unquestioning assumption of public service responsibilities. Taken together with equally frank admiration here for coverage of the fast-moving events by the networks and some individual stations, it will surely mean that the FCC will be on the same length when broadcasters talk about the **necessity for their services** and their willingness to render them at times of national danger and crisis.

The Cuban crisis also coincided with the long-awaited filing of applications for "super-power," 750 kw, by three clear channel radio stations: **FCC thinking could also be affected in this connection**.

The clears have often argued, but sometimes it seemed nobody was listening, that they are received in Latin America and are capable of telling the American story where it needs to be heard. U.S. Information Agency conceded that the private stations did a **better job of breaking through jamming than did the Voice of America**.

Justice Department opposition led the Philadelphia District Court to frown on NBC's application for an extension of consent decree deadline of December 31 for the network to dispose of its Philadelphia station.

Court pointed out an "administrative remedy," that is to ask the FCC for conditional permission to RKO to trade its Boston stations for NBC's Philadelphia stations.

In accordance with this advice, **RKO-NBC did ask for temporary approval**. They pointed out that if the FCC should decide in the present long-winded proceedings not to permit the trade, it could be voided easily and without prejudice to any other parties to the case.

Otherwise, they argued, there would be "gross inequity and injustice" if **NBC had to forfeit its Philadelphia stations solely because of delays over which NBC has had no control**.

Meanwhile, the hearings drag on. There has been an unscheduled one-week delay because of papers Philco wants to subpoena from RCA. There is a scheduled recess from 9 November to 26 November to permit the hearing examiner to attend to other business.

The lawyers will not be out of the FCC trenches by Christmas.

The FCC continues in the direction of giving "economic protection" to radio stations. If uhf ever becomes as successful as so many hope it will, whatever is done along these lines for radio will apply in tv.

NAB president LeRoy Collins said at the fall conference here that NAB and FCC will have another "shirt sleeves" conference on the subject soon.

SPONSOR HEARS

5 NOVEMBER 1962 / Copyright 1962

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

Air media history sort of repeated itself the week before in connection with a small core of aberration during the outbreak of a transcendental U. S. crisis.

When on 7 December 1941 WOR, New York, interrupted a play-by-play broadcast of a Giants football game with bulletins about the Japs' attack on Pearl Harbor the station's switchboard was lit up with calls protesting the diversion.

During the height of the Cuban crisis WNDT, New York got around 450 calls taking the education station to task for continuing live coverage of the UN Security Council's debate on this event instead of airing the scheduled program, a Chaplin festival of old single and two-reelers.

An employee of an agency connected with the sponsorship of one of the New York baseball teams may find himself in hot water as a result of a letter he wrote to the team's front office.

The letter dealt with the writer's personal dislike for one of the staff announcers.

Since the letter was on the agency's stationery, the team's president assumed it was an official view and is now thinking about dropping the indicted announcer forthwith.

It would be interesting to know whether any other giant spender in tv other than Ford maintains a running check, for comparative purposes, on the bi-monthly accumulative audience garnered by its closest competitor.

Ford's data research department puts out an offset sheet concurrent with the national Nielsen which on one side carries the top 50 shows and on the other side, a continuing graph comparing the extent of Ford's tv audience reach with that of Chevrolet. The graph embraces 1962, 1961, and 1960. Copies are distributed within the organization.

Latest oddity in a client-agency relationship is the formation of Sage Advertising New York to serve as the advertising department of General Baking Co. (Bond Bread).

Al Lyons is leaving his job as ad manager of General Baking to run the New York tentacle of Sage, which has its roots in Helena, Mont.

Lyons came to General Baking about two years ago to do merchandising and upon the retirement of A. Waldon Stone he took over as advertising manager.

In air media General Baking has confined itself to spot radio. Lyons has plans for ushering it into spot tv.

The realignment of a top account authority at JWT puts Donaldson B. Thornburn over Phillips Petroleum, as well as RCA.

It'll be William R. Hillenbrand, recently imported from Lambert & Feasley and once associated with P&G, who will replace Ken Hinks, retirement bound, as No. 1 man on Lever.

AB-PT was reported last week as being on the prowl outside the organization for man to head up ABC TV as president.

Among those said to have been approached was Dick Pinkham, tv program boss at Bates.

Reputed compensation: \$75,000 salary, \$25,000 incentive, stock option on 15,000 shares.

*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

TV AND THE ANA

(Continued from page 29)

cast Committee has been exploring the problem of excessive violence and crime in tv programs, and various ANA members have testified at FCC hearings.

Finally, the ANA-4A "Interchange" committee, set up to deal with advertising found offensive to good taste, does receive and process a number of complaints involving tv advertising.

All in all, the record of ANA's tv

activities must be considered eminently respectable, if limited, and in terms of any other medium would probably be more than adequate.

But, as a number of ANA members have pointed out, tv is not an ordinary medium, commercially, socially, and nationally. ANA's billion-dollar investment emphasizes the overwhelming importance of tv to advertisers and advertisers to tv. And this fact, say many top ranking ad executives, may call for stepped up Association effort in

wider television areas.

The tv program challenge. Foremost of these areas is the need for program improvement. When you talk personally and off-the-record with individual ANA advertisers, you will find that many of them are as deeply concerned with the current low quality of tv programming—particularly entertainment shows in prime evening time—as the most vociferous newspaper critics.

"I don't like what I see, and I wish I knew what we could do about it," will be a common theme of many informal tv discussions at Hot Springs this week.

ANA members, as advertising professionals, are under no illusions about the difficulty of the program improvement job. And they are properly conscious of the heavy financial responsibilities they bear to corporation managements and stockholders in all matters of advertising expenditures.

But several ANA advertising directors and ad managers have suggested to SPONSOR in recent months that substantial tv program progress might be made if there were a closer cooperation between the ANA and tv industry groups, and a realistic reappraisal and perhaps restructuring of present tv rates, sales policies, and program practices.

ANA, NAB, and the networks. At the present time the amount of formal cooperation and exchanges between the ANA and tv groups such as the NAB and the tv networks must be considered as regrettably minimal.

Shortly after Governor LeRoy Collins became president of the NAB in January 1961, he met with a group of ANA tv advertisers in New York.

One prominent advertising director who was present at the meeting remarked, "We were impressed with Collins. We recognized that he then was a little green about practical tv matters. But we liked and respected the man. Most of us came out of the meeting with a feeling of 'let's do this more often.' Since then, however, nothing has happened."

ANA discussions with the tv networks (except on such relatively technical matters as clutter, chain-



Pete Holland, of S.S.C.&B., joins the Tricorn Club

How come? He's wise, that's how. Wise to the fact that North Carolina's No. 1 metropolitan market (in population, households and retail sales) is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, and High Point. Want to join the Tricorn Club? You're probably eligible already, if you're also wise that North Carolina is the No. 12 state in population. And in the market upper crust today, my deah, one simply doesn't ignore the No. 1 market in the No. 12 state! And while you have your lorgnette out, remember WSJS Television is your best sales entree to all this Confederate money.

Source: U. S. Census

WSJS
TELEVISION



WINSTON-SALEM / GREENSBORO / HIGH POINT

Ted VanErk, of Peters-Griffin-Woodward, "hats" Pete with Club symbol

breaks, and product protection) have also been limited. At an ANA "Television Workshop" held in New York in February 1962, Don Durgin, v.p. NBC TV, John Karol, v.p. CBS TV and Edgar Scherick, v.p. ABC TV, appeared on a panel which dealt with "audience trends and plans for public service programming," but a record of ANA activities in the past two years shows no record of network meetings on more broad scale programming problems.

Advertiser's role in tv. In the opinion of several of the country's leading advertising directors, the real key to improved programming lies in a high-level re-examination by advertisers and broadcasters of current tv practices.

They point out that most agitation for improved programming ignores commercial realities, and that no real progress can be made without a bold creative reappraisal of tv's commercial structure.

Such a re-examination, they say, would have to include such items as:

1. *Sponsorship shift.* In the 1962-63 season, only 17% of prime evening network hours will be filled by singly-sponsored programs. (Compared to the days only a few years ago, when it was common for advertisers to "own" their own shows, the great bulk of tv today is in dual or multiple sponsorships or so-called spot carriers.)

2. *Rate-audience inequalities.* A number of ANA members believe it absurd to try to improve tv programs as long as inequalities in pricing exist, especially as long as low-rated public service shows sell for the same time rates as high-rated entertainment features. They propose that network rates be linked to delivered audiences, rather than set at arbitrary price figures.

While many broadcasters are almost certain to reject such rate proposals on sight, a number of influential advertisers are urging that the idea be explored without prejudice in an effort to discover a solution to the big audience-big-rating dilemma.

3. *Advertiser's role in tv.* Opinion within the ANA itself is by no means unanimous as to just what

The pedigree of honey does not concern the bee



But the pedigree of **BEELINE RADIO** does concern the advertiser who wants to reach all of Inland California and Western Nevada. The pedigree of the McClatchy stations includes an outstanding record of program excellence and public acceptance in 5 sales-rich markets. Join the many happy advertisers who regularly use Beeline Radio.

McClatchy Broadcasting Company



delivers more for the money in Inland California-Western Nevada
PAUL H. RAYMER CO. — NATIONAL REPRESENTATIVE

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD

an advertiser's role in tv is or ought to be.

The General Foods philosophy of "owning shows" is in direct conflict with the views of a number of ANA members who are quite frank in believing that some version of the "magazine concept" or even an outright acceptance of "the British commercial tv system" would work out best for the public, the tv industry, and national advertisers themselves.

Adherents of these somewhat radical viewpoints believe that the stimulus for such a tv re-structuring will have to come from advertisers, that it will never be originated by tv networks or stations, or by ad agencies.

Tv and private enterprise. One aspect of the tv problem which has been drawing increased attention from thoughtful ANA members recently is tv's unique role as the "showcase of private enterprise."

Big company managements and advertising executives, conscious of the growing pressures of Washington on business, and of the substantial number of individuals in government, education, and labor who openly advocate some system of state socialism over private enterprise, are becoming more and more aware of tv's spotlight position as a private enterprise symbol.

They point out that if tv programs and commercials are allowed to create an unfavorable image of private business, then all other efforts to defend the traditional American competitive system may prove unavailing.

ANA's manpower problem. In its efforts to deal with these and other major tv matters, the ANA, like any other trade association, is faced with a problem of manpower.

"We've only got just so many bright guys who can and will work on committees on such projects," one large food ad v.p. pointed out.

The real question, however, seems to come down to just how much of its available staff and membership manpower the ANA is willing to concentrate on the tv challenge.

This is one of the questions which will be talked out, at least informally, at the Hot Springs meeting this week. Those who believe

in tv's surpassing importance to national advertisers are convinced that it will be the most important subject discussed at the Homestead.

GLOBAL RADIO

(Continued from page 31)

clude Promotional Services, Inc., which sells lettering kits, etc.; Value Line, a widely known stock investment guidance service; Pocket Books; Readers' Digest, and Alitalia Air Lines.

"We try to give listeners what they can't get elsewhere," Brent observed. "Consequently we don't try to compete with local stations in the various countries, or with our own Voice of America, although there is naturally some overlap with V.O.A. But, above all, WRUL is the only free voice that really travels around the world, free of government. It is a voice that travels on its own resources."

Is WRUL making ends meet? It is Brent's belief that WRUL's advertising revenues this year will reach approximately \$600,000, up from \$400,000 last year. He noted that when WRUL first became a division of Metromedia, Inc., the station was losing money at the rate of about \$4,000 per week. Brent's programming resourcefulness and magnetism with advertisers soon cut losses to \$2,000 to \$3,000 a week. He told SPONSOR last week: "A half-dozen regular weekly advertisers could easily put us in the black."

Mail pours into the station's new Worldwide Broadcasting Center in the handsome Paris Theatre Building, a soufflé's throw from the old, dignified Plaza Hotel. It is, in most instances, grateful mail from some 100 foreign lands. It is estimated that from 1 January to June of this year, the mailman assigned to WRUL's headquarters carted some 25,000 pieces.

Carefree research. Brent explained that each communication is answered and the name and address of each listener immediately filed in a WRUL World Listener Directory. Each listener receives a bi-lingual questionnaire asking age, education, sex, position in family, job, ownership of various appli-

ances and automobiles, languages spoken, travel habits, readership of newspapers and magazines, home ownership, etc.

Brent describes this intensive survey as INTERCAP (International Continuing Audience Profile). Several detailed studies were made on the English language audience in Europe and Latin America and the Spanish language audience in Latin America. Brent said the results were based on a 35% response to more than 5,000 questionnaires.

Advertising agencies, big and small, have found these INTERCAP surveys of WRUL's listeners invaluable in giving their clients the go-ahead signal to advertise on what is unquestionably one of America's more unusual advertising media. The surveys reveal that the listening audience is of a remarkably high quality and an extremely desirable one from a socio-economic standpoint.

What is WRUL's program philosophy? According to Brent, the station could be described as a non-government voice of "American-style democracy in that its programming format features free dissemination of news and expression of individual opinion." WRUL's program structure includes wide news coverage with in-depth commentaries; music for every taste; talk shows and interviews with guests and celebrities of world fame. WRUL is also the international carrier for ABC Radio Network news.

Brent singled out the advertisements of the Container Corp. of America, the television programs of such sponsors as du Pont and Bell Telephone, and the educational programs on early morning television made possible by such companies as Olin, RCA, and 3M's as being particularly effective and as "the type of advertising" which should be extended, "sharpened, used more extensively, particularly in other areas of the world." He pointed out that Esso's ads in class magazines were also of the type which "must reach other countries."

A number of sponsors of WRUL programs have been contributing to this goal, according to Brent. Owens Corning Fiberglas and Phil-

co told the story of the free election of the U. S. President. AMF International brought the complete 16th General Assembly of the UN to the world in Spanish and English and for this AMF and WRUL were cited by Peabody Award officials. RCA International sponsored John Glenn's orbital flight, Alan Shepherd's first manned rocket flight, and the proceedings of the American Medical Assn.'s Congress in New York.

Audience facts. "And the thousands of responses these companies received testify to their enlightened efforts," Brent said. "I remember particularly the letter from the listener in Ghana who said, 'You have made me a delegate to the UN.'"

The question uppermost in minds of potential sponsors and their ad agencies: how much of an audience and what type of audience tunes in this short-wave station? When this query is propounded, Brent has ready answers, but not international ratings, because there are none. What Brent and his colleagues have come up with is a staggering array of literate fan mail and thanks for the job done by WRUL's five transmitters sending forth hundreds of programming hours each week from Scituate, Mass.

What some advertisers are not aware of is the remarkable fact, says Brent, that WRUL is the only daily advertising medium which reaches two-thirds of the world and that it is indeed a private Voice of America, albeit a stalwart voice carrying the commercial messages of American business.

Government limitations. Brent recognizes the numerous advantages of a Voice of America, under government guidance, but he is also fully cognizant of the limitations confronting a government-owned station or stations. "The Voice of America is an arm of the State Department," Brent said. "It is not an arm of free enterprise—it cannot tell the story of business. For the story of business is a partisan story—it is a private story. It can only be told by business itself. That means you and me. We cannot expect anyone else to tell that story."

Brent has, time and again, urged international advertisers of this

land to advertise more in foreign areas. He feels that U. S. advertisers are being out-advertised two-to-one in foreign publications. Brent contends that American firms, whose products reach out beyond the seas, should advertise their companies and their philosophies, their practices—and not merely their products.

Selling democracy. Constantly, Brent is selling the doctrine of democracy and emphasizing how vital it is to get that message to large sectors of the globe that are still

illiterate. Last week, in addressing a group of admen in New York, he said: "If advertising can sell people on keeping clean, on being well fed, or being well groomed, well clothed . . . if advertising can generate contributions to eye banks, if it can cause people to contribute to United Funds for the welfare of the community, if it can get people to take polio shots, if it can bring people to the polls on election day, if advertising can do all these things, it can sell soap, and it can sell freedom, too." ▀



**YOU'RE ONLY
HALF-COVERED
IN NEBRASKA**

**IF YOU DON'T USE
KOLN-TV/KGIN-TV!**



**... covering a bigger,
better Lincoln-Land**

There are *two* top TV markets in Nebraska. Miss the big, rich area called Lincoln-Land and you'll miss more than half the buying power of the entire state.

Lincoln-Land is now rated the 76th largest market in the U.S.*, based on the average number of homes per quarter hour delivered by all stations in the market. The 206,000 homes delivered by Lincoln-Land's KOLN-TV/KGIN-TV are essential for any advertiser who wants to reach the nation's most important markets.

Ask Avery-Knodel for the full story on KOLN-TV/KGIN-TV—the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

*ARB Ranking

AVERAGE HOMES MONDAY THROUGH SUNDAY March, 1962 ARB 10:00 P.M.	
KOLN-TV/KGIN-TV	69,200
Omaha "A"	59,100
Omaha "B"	52,700
Omaha "C"	42,200

The Felzer Stations

RADIO
WKDZ KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WIEP-FM GRAND RAPIDS-KALAMAZOO
WNTV-FM CADILLAC

TELEVISION
WKDZ-TV GRAND RAPIDS-KALAMAZOO
WNTV-TV GRAND RAPIDS-CITY
WVUP-TV SALT STE MAR-E
KOLN-TV/LINCOLN NEBRASKA
/KGIN-TV GRAND ISLAND, NEB

KOLN-TV / KGIN-TV

CHANNEL 10 • 314,000 WATTS 1000 FT. TOWER
CHANNEL 11 • 314,000 WATTS 1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative

SPONSOR-WEEK

Continued



Queen for a Day

Show's Jack Bailey and Maxine Reeves pay that tribute to WNAC-TV, Boston, weather girl Danna Vail during "Queen's" Boston origination. Danna's one of the seven station weather girls

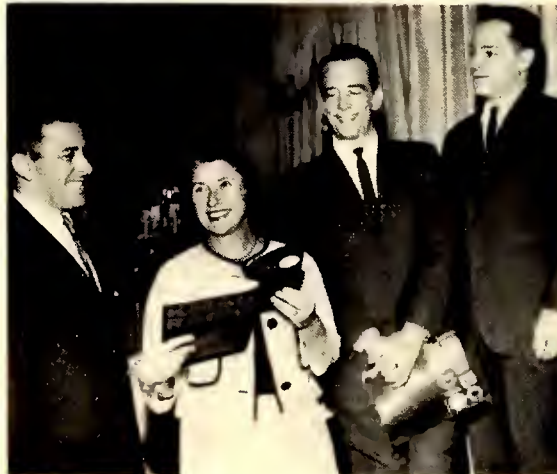


Grocers fete Gerity

James Gerity, Jr. (r), pres. of WNEM (FM & TV), Flint-Saginaw-Bay City, and WABJ, Adrian, was honored by execs of the Grocery Manufacturers Representatives of Eastern Michigan

Presentation party

Dave Croninger, KMBC, Kansas City, v.p., hosted some 200 agency timebuyers in N. Y. to trace station's growth since Metro-media takeover last year. Here (l-r): Walter Reed (Gumbinner), Mary McKenna (research v.p.), Croninger, Al Kalish (LCC)



A new client

Jayne Mansfield inks in contract as a new client of the NBC merchandising department. L-R: Morris Rittenberg and Norman Lunenfeld, director and manager respectively of the division, Charles Bernard, station representative, who is representing the star

Advertisers

The rapid growth of drug and proprietary sales, reflected to a large degree in the increased broadcast ad budgets of these firms, is documented by A. C. Nielsen.

Highlights in Nielsen's 28th Annual Review of Retail Drug and Proprietary Store Trends:

- Total store sales in the category reached \$7.76 billion in 1961, up \$2.5 billion or 50% since 1955.
- Based on the first half of 1962, sales for this year should rise to \$8.5 billion.
- Sales of these outlets have increased from 2.9% of all retail sales in 1955 to 3.5% in 1961.
- Although average weekly expenditures of \$3.44 are the highest in the Chicago area, people in the Southwest spend a greater proportion of their income in these outlets.

Financial report: Beech-Nut Life Savers and subsidiaries for the nine months ended 30 September, reported consolidated net income of \$8,090,967 or \$1.23 per share, compared with \$7,102,609 or \$1.10 for the first nine months of 1961. Income before taxes was \$16,227,179 against \$14,459,087 last year.

PEOPLE ON THE MOVE: Peter Revson to brand manager at Maredel Products, from account executive at Mogul, Williams & Saylor.

Agencies

Alfred de Jonge, who heads up international operations for Benton & Bowles, had some challenging words to say about U. S. agency expansion overseas.

Much of the impetus so far for agency migration to Europe has been defensive, de Jonge told the Eastern Regional Conference of AFA and the Women's Advertising Club of New York. It has been due to U. S. clients starting to sell extensively overseas and then needing a European outlet.

Now, he said, American agencies must stand on their own feet and "slug it out on local competitive terms with other European agencies. It can't rely solely upon busi-

ness that may come from the parent U. S. agency."

Appointments: International Heater Co. to Darvoe, Breck & MacFarland, a newly-formed agency . . . Breuninger Dairies to The Clements Co., Philadelphia . . . Perk Foods, Chicago, to Stern, Walters & Simmons, from Edward H. Weiss . . . Conway and Ryan, and Society Nameplate, Philadelphia, to Ball Associates . . . Philco to Harry P. Bridge, Philadelphia, for its computer division . . . Elizabeth Arden Sales Corp. (\$350,000) to Fletcher Richards, Calkins & Holden, effective 31 December, from Hockaday Associates . . . The C. F. Sauer Co. to Liller Neal Battle & Lindsey, Richmond, effective 1 January . . . Shulton to Kastor Hilton Chesley Clifford & Atherton for the Colfax Laboratories division's Ice-O-Derm, effective 1 January . . . The Riviera Manufacturing Co. (\$350,000) to Beckman-Koblitz, Los Angeles . . . American Dairy Assn., Chicago, to Campbell-Mithun for three additional products, ice cream, cottage cheese and sour cream, formerly handled by Compton.

Merger: Carl Spiegel and Paul Laddin have combined their respective organizations into a new agency, Spiegel & Laddin, with headquarters at 119 East 30th Street, New York . . . The Maxham Metcalf Advertising Agency, Philadelphia, has been merged into Ball Associates, same city.

Top brass: James L. Ferguson to senior vice president on the P. Lorillard account at Lennen & Newell, from Procter & Gamble . . . James G. Cominos and Kenneth C. T. Snyder to senior vice presidents at Needham, Louis & Brorby, with the former remaining in charge of tv-radio programs and the latter becoming director of tv-radio creative projects . . . Charles E. Jones, former administrative vice president and board member, rejoins Potts-Woodbury, Kansas City, as president and chief executive officer, succeeding J. B. Woodbury, who remains as chairman of the Board . . . William M.



Time out for a day at the races

WIND, Chicago, arranged a special treat for its clients at Chicago's famous Washington Park race track. Comparing notes are (l-r) Ed Fitzgerald, JWT; Marianne Monahan, NL&B; Ralph Atlas, WIND; Paul Mangel, Colgate-Palmolive



Lincolnland pitch

KOLN-TV and KGIN-TV, Lincoln-Grand Island, got together for a film presentation on the market. Here (l-r): A. James Ebel, v.p. of the stations; Bill Knodel; Ray Jones (Y&R)



Finalize film sale

Len Firestone (r), v.p., gen. mgr. of Four Star Distribution, sets deal with Bennet H. Korn, Metropolitan Tv pres., for showing of three off-network shows in New York and Washington



Tv stars mingle with beauty queens at Miss U.S.A. show

Getting together with the contestants in Miss U.S.A. Pageant, telecast on the West Coast are (l-r): Keith Black, pageant exec. dir.; Troy Donahue; Dagmar; Frankie Avalon; Alfred Patricelli, exec. dir. of Miss U.S.A. portion of Miss World Pageant; and Woody Woodbury. The winner: Miss California, Amedee Chabot

Weilbacher to senior vice president at C. J. LaRoche, effective 15 November. He's director of research and vice president at Dancer-Fitzgerald-Sample.

New v.p.'s: William Y. E. Rambo, marketing director, Weiss & Geller . . . William C. Dekker, media director, at Fletcher Richards, Calkins & Holden, from the same post at Lambert & Feasley . . . Roger C. Bumstead, former media director of MacManus, John & Adams, to v.p. and media planning and relations director at Kelly, Nason, replacing Arthur F. Dermody who resigned . . . Roy R. Rutkoff, account executive, and Norman M. Goldring, marketing director, at Stern, Walters & Simmons . . . Albert A. Klatt to vice president and creative director at Needham, Louis & Brorby . . . Michael Sasanoff to creative vice president at Henry R. Turnbull, Inc., from director of the radio-tv creative department of Lawrence Gumbinner.

PEOPLE ON THE MOVE: Ernest Hartman to the new job of associate director of the radio-tv com-

mercial department of Doyle Dane Bernbach . . . Edward J. Ives to account executive at Chirurg & Cairns . . . Jim Joiner and Jim Infantino to art directors at Fuller & Smith & Ross, New York . . . John M. Edgerton to tv producer at Papert, Koenig, Lois . . . Arthur R. Roberts to account supervisor at Clinton E. Frank, Chicago . . . Charles F. Seefeldt to assistant director of marketing services at George H. Hartman . . . John A. Bariels to account executive at Klau-Van Pietersom-Dunlap . . . Margaret Auchstetter to broadcast buyer, Laura Dulberger to assistant broadcast buyer at Carson/Roberts . . . Stanford Karp to account executive on Vicks products at Morse International.

Associations

A major industry event was the 28-30 October annual convention of the Broadcaster's Promotion Association.

Some highlights:

- Norman Cash, TvB president, stressed the sales role of the promotion man. He must concentrate his attention upon fewer projects and become skilled in those areas that are important to the station's profit motives, he said. Then the "need for his services as an elephant procurer would decline and the need for his services as a sales stimulator would increase."

- NAB president LeRoy Collins called for more on-the-air reports of broadcasting's good deeds. He pledged NAB support and cooperation to develop new ways to promote this public understanding of broadcasting. Collins incidentally, used the occasion of his keynote address to laud WTAR, Norfolk, for its help in obtaining warm clothing for the evacuees of Guantanamo Naval Base.

The Georgia Assn. of Broadcasters, in cooperation with the Henry Grady School of Journalism, has invited the NAB, the FCC and broadcast editorialists across the country to hold an editorial seminar at the University of Georgia on a mutually agreeable date.

This was one of several steps taken by the GAB last week. Other

developments:

- It is sponsoring support for Broadcast-Education Week, proclaimed by Governor S. Ernest Vandiver for 11-17 November. On 12 November, 154 radio and tv stations in the state will broadcast a simultaneous salute to education.

- It announced a \$500 radio-tv journalism scholarship contest, to be an annual event, and provide a Georgia high school senior with a grant to assist in the study of journalism at the Georgia college.

PEOPLE ON THE MOVE: Sylvester "Pat" Weaver, president of M-E Productions, to chairman of the new IRTS Committee to study developments in the field of Satellite Communications . . . CBS Radio vice president and KCBS, San Francisco, general manager Jules Dundes, has been elected president of the San Francisco Broadcasters Assn., succeeding Elmer O. Wayne.

Tv Stations

Donald Coyle, president of ABC International Television, posed a "new frontiers" challenge for the members of the European Broadcasting Union, meeting last week in New York at the invitation of the U. S. networks and the USIA.

The time is ripe, said Coyle, to supply new tv areas of the world with the best available programming. He announced that ABC International, in cooperation with the UN, had purchased a new documentary series called "International Perspective," for distribution at no cost to the Latin American stations affiliated with ABC.

Financial report: Storer Broadcasting reported new earnings for the third quarter ending 30 September were \$881,553 or 36.1 cents per share, compared to \$702,584 or 28.4 cents per share in the prior year. For the first nine months of 1962, Storer's earnings amounted to \$4,499,919 as compared to a 1961 nine month total of \$2,735,085. The 1962 profits include a capital gain of \$911,492 resulting from the sale of WWVA, Wheeling, in January.

PEOPLE ON THE MOVE: Betty Ann True to merchandising director of WCCO-TV, Minneapolis-

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St. Paul . . . Harvey L. Brown to the promotion department staff of KRON-TV, San Francisco . . . Richard J. Braun to promotion manager for KBTB and KBTR, Denver . . . Robert F. Ferrante to news director of WNAC-TV, Boston . . . Frank Ridolphi to business manager of WTVT, Tampa-St. Petersburg.

Radio Stations

WXUR (AM & FM), Media, Pa., though a commercial station, has a listener subscription idea going for it.

The station agrees to limit the commercials to a "tolerable maximum" if listeners pony up \$5 each to buy time that would otherwise be sold to advertisers.

The non-profit incorporated group that does the collecting of the \$5 contributions calls itself Limited Commercial Association.

Time is sold to it at a national rate.

WXUR's general manager, Blayne Butcher, germinated the idea.

Radio people attending the Broadcaster's Promotion Association convention in Dallas had a chance to meet Ed Bunker, new president of RAB.

He was introduced at the convention by Paul Lindsey, promotion manager of WIND, Chicago.

Radio Concepts Inc. is offering a new service for radio broadcasters under the banner InterContinental Broadcast Media.

ICBM will function as an umbrella or holding company embracing all the RCI present and expanding services, featuring programming, production, sales promotion and research as well as serving as a distributor for other producers and packagers.

Ideas at work:

• WPEN, Philadelphia, has awarded scholarships to the winners of its recent contest in cooperation with the School of Broadcasting-Video Arts. The two winners will get a full year's tuition at the school.

• WSB was among the three co-sponsors of Atlanta's second annual

Halloween parade. Five first prizes for the most unusual and original costume were given to a winner of each age group participating in the parade.

• WABC, New York, is adding a touch of intrigue to its regular programming with an on-air search for the rightful heir to an "international banking fortune." Several coins from several nations are locked in a vault. All listeners need do is send in a personal description and, if it matches the one locked up with the money, the winner can claim his fortune.

Merger: College Broadcasting Affiliates and Intercollegiate Broadcasting System have combined their two radio networks. The emerging network is under the name and organizational structure of IBS.

Kudos: The Fortieth Annual Dinner and Meeting of the Schenectady County Chamber of Commerce was the occasion of an anniversary tribute to another old-timer, WGY . . . KONO, San Antonio, got the Allstate Safety Cru-

sade Certificate of Commendation for "outstanding contributions to safety in the area" . . . Bill McKibben, assistant to the managing director of WIL, St. Louis, has been elected to serve a one year term on the Board of Directors of the Missouri Broadcaster's Assn.

PEOPLE ON THE MOVE:

Charles M. Smith, Jr., to treasurer of the Straus Broadcasting Group, from chief accountant of AB-PT . . . Gus Gabriel to account executive at WSIX, Nashville . . . Steve Trivers to program director of WCOP, Boston . . . John P. Hanly resigns as promotion manager of WGBS, Miami, to join the station's agency Harris, Buggeln and Brumby . . . Frederick V. Krais, Jr., and J. Courtney McGroarty, Jr., to account executives at WPAT (AM & FM), New York . . . John L. O'Donnell to news and community projects director of WWHG (AM & FM), Hornell . . . Rex Preis to vice president and station manager of WOAI, San Antonio . . . B. J. (Bob) Rodgers has rejoined the sales force of WIIHM, Mem-



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phis . . . John F. McCarthy to local sales manager and Julian Brownstein to account executive with the music sales force of WROW, Albany.

Networks

AB-PT president Leonard Golden-son credited the ABC broadcasting division with giving a big shot in the arm to the company's third-quarter earnings.

Essence of the financial report: estimated net operating profit of AB-PT for the third quarter was \$2,450,000, up 30% over the \$1,886,000 for the like 1961 quarter. This represented 55 cents a share compared with 43 cents a share last year.

Nine months profit rose to \$8,003,000 from \$7,580,000 reported last year. This amounted to \$1.83 a share, vs. \$1.74 in 1961.

Sales: Notre Dame Football on ABC Radio to Argus Cameras (John W. Shaw) . . . Standard Knitting Mills (Edward H. Weiss)

has renewed CBS Radio's Arthur Godfrey for another 26 weeks starting in April.

Proof of delivery: Masonite Corp. (Buchen) credits its spots on NBC TV's "Tonight" with an increase of 500% in sales of Royalcote paneling. This success has prompted Masonite to renew "Tonight" and one-minute spots in the new series will run through 23 November, featuring its newest product, Presto Peg Board.

New affiliates: WCAW, Charleston, and WKWK, Wheeling, to Mutual Broadcasting System.

PEOPLE ON THE MOVE: Herbert F. Solow to director, daytime programs, West Coast, NBC TV, from the same post at CBS TV.

Reps

Blair has completed the transition of its organizational structure started last month with the consolidation of its tv sales arms.

The second and final phase: the naming of Arthur H. McCoy as president of Blair Radio. He has been executive vice president of the radio division.

Rep appointments: KBEA, Kansas City, KOME, Tulsa, and WMIN, Minneapolis, to Spot Time Sales. KBEA was with Broadcast time Sales, KOME with Robert Eastman and WMIN with Gil-Perna . . . WXKW, Albany-Troy, to New England Spot Sales for business in that area . . . WERE, Cleveland, to H-R Representatives . . . WHIM, Providence, to Adam Young . . . KRKD, Los Angeles, to Weed Radio.

PEOPLE ON THE MOVE: William D. McKinstry to head of the St. Louis office, Edward W. Lier to assistant sales manager for tv, New York, and Alfred J. Larson to director of special services for tv, New York, all at Avery Knodel . . . Bob Hahlman to manager of the Chicago office and Harvey Glor to manager of the Detroit office of

Newsmakers in tv/radio advertising



William D. McKinstry has been named to head up the new St. Louis office of Avery-Knodel. McKinstry, 28, did announcing work while an undergraduate and in the service. On his return to civilian life in 1958 he became an on-the-air personality for WMIX, Mt. Vernon. In October 1959 he joined Gardner Advertising as a media buyer.



William M. Scruggs, Jr., is now director of sales for WSOC-TV, Charlotte. He's been at the station for the past four years, serving as promotion, southern sales and national sales manager. Before that he was in Atlanta, where he was a vice president with Bomar Lowrance & Associates covering southern states for NBC Spot Sales.

Rex Preis has been elected vice president and station manager of WOAI, San Antonio. Preis has served as station manager of WOAI since January of 1959. Prior to joining the station in April 1951, he had ten years experience in programing, sales, and management in the broadcast business. Southland Industries owns the station.



Elmer O. Wayne, vice president of ABC and general manager of KGO, San Francisco, has resigned to accept the post of executive vice president and general manager of the Texas Star Broadcasting Co. of Houston, operator of KENS, San Antonio. Wayne joined KGO in 1960 after serving at KFI, Los Angeles, and WJR, Detroit.



Daren F. McGavren. Mike McNally, former Chicago manager, is resigning . . . George Schmidt to vice president and eastern sales supervisor of Radio T.V. Representatives . . . Bill Humphreys to Dean & Slaughter with sales responsibility for The Dakota Salesmaker Radio Stations . . . David Miles, former general manager of KGEM, Boise, to regional and national sales director for Pacific Adult Radio stations in conjunction with Grant Webb. He'll headquarters in Eugene, Ore. . . Richard K. Helledy to account executive at Storer Television Sales, Chicago.

Station Transactions

WIRL, Peoria, has been sold by Frudeger Broadcasting to Twelve Ninety Radio Corp., a wholly-owned subsidiary of the Kankakee Daily Journal.

Frudeger will continue with the new company as a director. Howard H. Frederick, presently general manager, will also continue with the station.

KASK (AM & FM), Ontario, Calif., has been sold by the Daily Report Company for \$150,000.

New owner is a group headed by J. W. O'Connor and Frank Babcock, midwest broadcasters with interests in WBOW, Terre Haute; WHUT, Anderson; WJRL, Rockford; WCVS, Springfield; WPEO, Peoria.

Edwin Tornberg negotiated the sale.

Sale price on KDOT, Reno, was \$60,000.

Paul Schafer, automation equipment manufacturer, has turned the station over to a group headed by Reno psychiatrist Dr. Richard Brown.

Others in the group include Ronald Straight, Robert Foster, and Ridge Harlan.

Tornberg handled the sale.

Film

A breakthrough in video tape commercial production will be demonstrated for advertisers and agencies by MGM Telestudios.

The M-G-M subsidiary is install-

ing the first commercial model of RCA's TK-60 camera, a 4½-inch image orthicon camera which has been five years in development and two years in testing.

The camera, capable of reproducing faithfully an expanded and controllable contrast range permitting increased latitude in dramatic and artistic lighting, should have far-reaching applications in the field of tv commercial production.

Sales: Robeck & Co.'s "Trails West" to 35 new stations, upping the market total to more than 70 . . . MCA TV's off network "Dragnet" to eight more stations, "Bachelor Father" to three more stations, "M-Squad" to six additional markets and "Love That Bob" to three new stations . . . ABC Films' "The Life and Legend of Wyatt Earp" is sold in 110 markets to date . . . Screen Gems' latest group of 73 Columbia feature films to WSYR-TV, Syracuse, WAPI-TV, Birmingham, and WTPA, Harrisburg. Sales on SG's first Columbia feature package of post-'48's were made to WSTV-TV, Steubenville, WRDW-TV, Augusta, and WRGP-TV, Chattanooga . . . KYW-TV, Cleveland, bought Allied Artists Television's 82 features for weekend and Early Show programming . . . Niles Organization's "Ed Allen Time" to WPIX-TV, New York, raising total markets to 24 . . . Seven Arts' volumes four and five of "Films of the 50's" to

WOC-TV, Davenport; WTVT, Tampa; KLFY-TV, Lafayette; KSHO-TV, Las Vegas, upping total sales to 30.

PEOPLE ON THE MOVE: Richard Restler to assistant to the vice president of Trans-Lux Tv . . . Norman Turell to president of Walter Reade-Sterling's Screen News Digest Sales division . . . Larry Spangler to supervisor of radio and tv programs for the Niles Communications Centers. Niles distributes "Ed Allen Time" . . . Robert Weenolsen, for nine years Rheingold broadcast supervisor at Foote, Cone & Belding, to Videotape Center as an executive producer.

Equipment

A new transmitting beam power tube, first of its kind to feature RCA's 'dark heater,' has been introduced for mobile communications and amateur radio transmitters.

Designated the RCA-8032, the tube may be employed as an rf power amplifier and oscillator as well as an af power amplifier and modulator in both mobile and fixed equipment.

Zenith has topped the million mark on tv receiver sales for the fourth successive year.

The mark was passed this year.

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several weeks earlier than in the past.

Factory sales of transistors moved back over the 20 million mark in August, regaining strongly from the year's monthly low of 15.4 million in July.

According to EIA, unit sales in August stood at 20,369,281, about a normal monthly level for 1962, with a total value of \$24,128,668. In July, the vacation month for many semiconductor plants, sales were 15,434,205 units worth \$19,476,017.

Other new products: Norelco has put out a new, four-track stereo record and playback hi-fi tape recorder, completely transistorized and featuring the new fourth speed of 15/16 inches per second for up to 32 hours of recording on a standard seven-inch reel.

Campaign: North American Philips (Sam Groden Agency) will promote its new Norelco Continental 100 Miniaturized tape recorder via a one-hour weekly all jazz fm station, KNOB, Los Angeles. The

station will bring back the program "Jazz, Rare but Well Done" to be aired Sundays, 9-10 p.m. Featuring jazz collectors items, the show is designed for audience taping off the air. Campaign is for 13 weeks.

PEOPLE ON THE MOVE: Mark Edwin Richardson II, formerly a trial attorney with the FTC, to the EIA staff as assistant general counsel.

Public Service

Three stations in Philadelphia conceived a sort of "progressive" show, take-off on the popular progressive dinner idea, to promote the United Fund campaign kickoff.

The stations, WFIL-TV, WRCV-TV, and WCAU-TV, joined forces to present a 90-minute special, seen on one station at a time in continuous half-hour segments.

More than 30 area broadcast personalities participated in the program and viewers were invited to change channels each half-hour to follow the show.

Public service in action:

- WGN, in cooperation with the Chicago Police department, has added a new dimension to its safety coverage—a direct radio communication link-up between the station's trafficopter and Chicago's new police communication center.

- Thirty members of the staff of WTVN-TV, Columbus, will each be donating 50 cents per month, starting this month, totaling \$15 monthly, enough to adopt a small foreign child through the Foster Parent Plan.

- WRC, in cooperation with Washington, D. C. Department of Motor Vehicles, is conducting a traffic safety contest and urging its listeners to Sound Off For Safety by sending in a traffic safety slogan of 15 words or less. Prize each week: a set of seat belts.

- KFRC personalities broadcast for 11 hours from the window of Emporium's department store in the heart of downtown San Francisco on 22 October on behalf of the United Crusade. Remote resulted in the pledge of \$350,000.

Off the press: A 54-page documen-

tary Year Book dramatizing in art and text the public service rendered has been published by KRLA, Los Angeles.

Kudos: The first annual Radio and TV News Award of the San Francisco Press and Union League Club went to KSFO for "Bel Air Fire . . . Can It Happen Here?" . . . The American Cancer Society has awarded a Citation of Merit to Westinghouse Broadcasting and John Kulamer, public affair's director of KDKA, Pittsburgh, in honor of "service to the cause of cancer control" . . . WHN, New York, has been granted an award for outstanding public service programming in the first Equitable Savings and Loan Assn. Journalistic Achievement contest . . . The 1962 Pitluk Award for Outstanding Community Service prize in a statewide competition sponsored by the Texas Assn. of Broadcasters, went to WOAI-TV, San Antonio . . . The Easter Seal Society Merit Award was presented to general manager Frankin C. Snyder and WTAE, Pittsburgh, by the Allegheny County Society for Crippled Children and Adults . . . WWJ newsman Dwayne Riley received a Cultural Channels Award from the Detroit Junior Board of Commerce for "general excellence of broadcast documentaries" . . . Ward L. Quall, executive vice president and general manager of WGN, Inc., got the first Kiwanis citizen responsibility citation for his work in developing the good practices code of the NAB and upgrading of the broadcast industry . . . The American Cancer Society presented a special citation to CBS TV's "Armstrong Circle Theater."

PEOPLE ON THE MOVE: Theodore C. Streibert, the first director of the USIA and more recently vice president and general manager of Time Inc. tv and radio stations in Minneapolis-St. Paul, has been appointed president of Radio Free Europe Fund (Crusade for Freedom), filling the vacancy created by the resignation of Colonel Leslie R. Shope . . . Mike O'Neil to public affairs director of WGBS, Miami, succeeding Ken Malden who moves to promotion mgr. ▼

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cago manufacturer fill an order to ship a million dollars' worth of goods.

The United States Department of Commerce can help stimulate export trade in many other ways: It can help you find agents abroad, survey your best markets, and exhibit your products at International Trade Fairs and Trade Centers.

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SELLER'S VIEWPOINT

By JOHN O. DOWNY
V.p. and general manager
WCAU, Philadelphia

The numbers game is a poor yardstick

How to succeed in the radio business without really trying? It's impossible. Yet, some stations take the easy way, ignore their strengths, and become conformists to a particular fad that may enjoy brief popularity.

Radio today, if it is to be vital, meaningful, and of value to the community, must specialize and meet the needs of its particular community. No one type of music program, no inflexible format or "hop on the current fad" bandwagon can satisfy differing audience tastes for long.

Surely, this month pop tunes will "get the ratings." Next month (or year) perhaps Viennese waltzes or South American sambas or tangos may hold sway (no pun intended). But no station can fulfill its true functions if it seeks for the short-range fad, the short-range dollar.

Timebuyers (and account executives) today are, I think, steering away from the purchase of "just ratings." It is less important to them as to who is first in any particular rating book. Whom do you reach? And, even more important, whom do you sell? The numbers game without regard to qualitative information is a poor yardstick.

Supposedly the so-called super-salesman sells refrigerators to Eskimos and anti-freeze to equatorial inhabitants. But you are a much better salesman, and your sales growth potential is greater, if you concentrate on selling refrigerators to the mass market, i.e., newlyweds, new home-owners, people with growing families, replacement sales. So it matters not how many you reach. The important point is: who are they? What income group are they in? Do they travel at vacation time? Plane, bus, train? Do they read? Do they have credit cards? What kind of appliances do they own? How many cars do they own? How old are they? To do an effective selling job, agency people cannot count by the numbers; for they are not selling to ciphers, but instead are reaching human beings with tastes as varying and as wide as the world itself.

We've been in first place for long periods of time. We have also been in second and third place for some periods. The position we've been in and the length of time we've been "first" depended, of course, on what survey you read. Of more importance to us is our obligation to run a station that is sincerely in-


terested in its community.

We are not unduly concerned if on occasion our top personalities are not first in a particular survey. With our "opinionated but lovable" Bob Menefee, *Talk of Philadelphia's* Ed Harvey, thought-provoking news reporters like George Lord, John Facenda and Taylor Grant plus network news, we know we're informing, entertaining, and enlightening our area with the best programs for its needs.

We are more disappointed when the phone calls, telegrams, and letters do not come in—be they pro or con. We are concerned, too, when on-the-street comments either of a complimentary nature or a critical one are not heard. Criticisms or compliments mean a listener awareness—it shows they care; it shows they're listening.

It is very rare indeed when one can program to satisfy the tastes of the entire public. The public of today has many attitudes, many voices, multifold desires. We attempt, during the course of our weekly programming, to satisfy the needs of both minorities and majorities. However, our primary aim is to serve these people who not only possess buying power but who are also decision-makers when important issues are to be decided on local and state levels.

WCAU, like the other CBS-owned stations, is vitally concerned with issues important to our communities. Unlike many newspapers who don't take a stand on anything important for fear of offending readers, WCAU continuously editorializes in the public interest and gives equal time to opposing viewpoints. Station management is also active in community affairs, civic, and charitable organizations. In this way, too, we are able to keep our programming up to date, and have it better serve our area.

There's no trick in being faddish. We could easily adopt a short range view and make the quick profit. We prefer to take the long range view and eventually the profits will take care of themselves. For making the station a vital part of the community goes hand in hand in making the station a profit-making one, not only for its own sake, but for the gain of the advertiser. 



John O. Downy, recently appointed vice president and general manager of WCAU, moved up from program director of WCAU-TV, a position which he held since May 1960. He began his broadcast career as a radio announcer and free-lance tv producer. As a faculty member of Hillyer College at the University of Hartford, he organized and conducted the school's first college-accredited tv course.

SPOT-SCOPE

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

One major market breakthrough for radio involves a heavy and long-playing campaign launched this week by A. E. Staley (Maxon).

Action for the account's Blue Rain Drops is scheduled to run through 20 September 1963, on an alternate week basis, on some 49 stations in 35 markets.

Schedules call for six minutes per week on each station with heavy concentration during the latter part of the week. The buyer: Al Yagley.

For details of last week's spot activity see items below.

SPOT TV BUYS

Parker Pen bought nighttime minutes in approximately 40 markets for its annual Christmas push. The eight-week run began 29 October, using 100 GRP per week. Agency: Leo Burnett. Buyer: Mary Lou Ruxton.

Paper Mate Pen is also gearing up for its annual Christmas push. Traditionally a two-week campaign, Paper Mate is reportedly going for four this year, in major markets. The agency is Foote, Cone & Belding. Pat Chambers, buyer.

Alka Seltzer is heavying up schedules for its annual four-week holiday saturation campaign which kicks off on 26 November. The buying is being done out of Wade.

Kitchens of Sara Lee is buying spots for a two-week campaign on behalf of its coffee cake. Schedules will run the weeks of 2 and 9 December. The agency: Hill, Rogers, Mason & Scott. Marian Manzer is doing the buying.

Brown Shoe will kick off on 19 November with three to five spots per week in children's shows. Schedules will continue for eight weeks. The buy is out of Leo Burnett and John Kacmarek is the contact.

Brown & Williamson is beefing up its test for Coronet, increasing to nine spots a week on new schedules in some markets. The account is handled out of Compton.

Borden is planning a long-term campaign for its Drake cakes. The account is seeking half-hour kids' shows and daytime minutes for schedules to start in January and continue for 39 weeks. Agency is Young & Rubicam and Santo Critelli is doing the buying on this.

Bourjois is lining up fringe minutes for its holiday promotion. Campaign will center on Bourjois Christmas Gift Sets and will kick off 3 December for three weeks. Agency: Gumbinner. Buyer: Anita Wasserman.

Clairol will launch a campaign next week for its Vitapoint. Schedules are set for six weeks, using prime chainbreaks. The buy is out of Doyle Dane Bernbach. Buyer: Maria Luisa.



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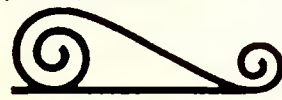
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U. S. Tobacco has set a heavy push for Ski Cigarettes. The campaign kicks off on 12 November, with schedules running for three weeks. Time segments: nighttime chainbreaks and I.D.'s. Agency: Donahue & Coe. Buyer: Pete Schulte.

Lehn & Fink is buying for its Tussy Cosmetics. The search is for nighttime minutes, fringe time, and chainbreaks to start 3 December and continue for two weeks, a Christmas campaign. Agency: Young & Rubicam. Buyer: Genevieve Hurley.

Thomas J. Lipton is looking for minutes, both fringe and prime, to promote its soups. Schedules would start 1 January and continue until 15 December. Agency: Young & Rubicam. Buyer: Stan Federman.

J. H. Filbert starts today, 5 November, with a four-week campaign on behalf of Mrs. Filbert's Margarine. Time segments: nighttime chainbreaks and daytime minutes. Agency: Young & Rubicam. Buyer: Gene Camoosa.

SPOT RADIO BUYS

General Motors Buick Division is supplementing its network action with saturation schedules during two single week flights this month. Some 200 stations in 82 markets are involved in the buy. Activity dates: 5 November and 19 November. Minutes, 30's and 20's will be used. Agency: McCann-Erickson, Detroit. Buyer: Judy Anderson.

Parker Bros. is lining up traffic and housewife minutes in some 50 markets in a holiday shopping campaign for its games. Five different items will be promoted during the campaign which is set to break 19 November, simultaneously with its network tv push. Multi-stations in the majority of the markets will carry the games messages. The agency is Badger & Browning & Parcher. Frank Browning, Jr. is doing the buying.

Campbell has issued an availability call for minutes and 30's in preparation of an eight-weeks campaign for its heat processed soups. Multi-stations in the Northern states will carry the action. Starting date is 10 December. BBDO is the agency and Dave Persons is doing the buying.

General Electric has lined up a four-week push for its flash bulbs scheduled to break 19 November. The activity will be carried in approximately 20 to 30 markets. Time segments: minutes. Agency: Grey, New York. The buyer: Joel Segall.

Ocean Spray Cranberries is requesting minute avails in traffic and housewife times for a 10-12 weeks campaign to promote its juice cocktail. Starting date for the campaign is 12 November. John Curran and Ethel Melcher are doing the buying out of McCann-Erickson, New York.



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