

SPONSOR

'63 BUSINESS FORECAST FOR RADIO/TV p.25

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SPOT TV • MODERN SELLING IN MODERN AMERICA

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

Spot Television is selling the markets of America today and tomorrow. It's the most flexible of all advertising media for saturation and dynamic impact. You'll find these quality stations offer the best of Spot Television in their respective markets.

TELEVISION DIVISION

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

IN THE INDIANAPOLIS MARKET



Photography by Hartley Alley

Miss Shawn exchanges pleasantries with Dr. Ozie D. Pruett as the Richard Elliotts, "typical WXLW family," leave church.

... REACHES AN ADULT AUDIENCE COMPOSED OF COMMUNITY MINDED CITIZENS WHO HAVE FAITH IN THEMSELVES AND IN THE FUTURE TOWARD WHICH THEY PLAN AND BUILD. Creative research* reveals our WXLW listening audiences as an above average citizenry—interesting . . . active . . . vital! They are people who face the new year with courage and resolution! They are people who make things happen! Ninety eight percent of them attend church regularly and ninety four percent vote in local, state and national elections. They are people who lend strength to their community, state and nation!

To reach and influence this above average "profiled" adult audience . . . make a New Year's Resolution to buy WXLW and enjoy a more successful sales year in the Indianapolis Market in 1963.



5000 Watts

950 Kilocycles

Indianapolis, Indiana



YOU CAN'T MISS MICHIGAN

...if you follow big-medicine signal of Princess Carol Jean Van Valin (Miss Michigan '62). Make your campaign the toast of advertising tribe.

Read the signs in either ARB or NIELSEN which prove that you will miss Michigan without WJIM-TV ...dominant trail-blazer for over 12 years in that rich Industrial outstate area made up of LANSING - FLINT - JACKSON and 20 populous cities... 3,000,000 potential customers... 734,700 TV Tepees (ARB June '62) ...served exclusively by WJIM-TV.

Ask your Blair TV-brave.



BASIC



WJIM-TV

Strategically located to exclusively serve LANSING . . . FLINT . . . JACKSON
Covering the nation's 37th market. Represented by Blair TV. WJIM Radio by MASLA



These food and related advertisers have discovered the moving power of WSPD-Radio.

WSPD-RADIO, TOLEDO

MOVES THE GROCERIES / off the shelves

... and into the households of Northwestern Ohio and Southeastern Michigan. 275,600 households with over \$298,000,000 in food sales are in the prime circulation area of WSPD-Radio—First in this bustling marketplace by every audience measurement.

WSPD-Radio's Morning Audience is greater than the other three Toledo Stations combined. In the afternoon, WSPD-Radio's audience share is almost 79% greater than the second place Station. (Oct.-Nov., 1962 Hooper).

This audience domination throughout the day is achieved by adult programming built with integrity, imagination and insight—an audience domination which gives you an effective and established selling media for your goods—an audience domination which reaches the adult consumer who *buys* the goods and *pays* the bills.

And—WSPD's merchandising program adds extra sales wallop for food and drug advertisers.

THE KATZ AGENCY, INC.
National Representatives

WS17

LOS ANGELES KGBS	PHILADELPHIA W'IBG	CLEVELAND W'JW'	MIAMI W'GBS	TOLEDO W'SPD	DETROIT W'JBK	STORER BROADCASTING COMPANY
NEW YORK W'HN	MILWAUKEE W'TL-TV'	CLEVELAND W'JW-TV'	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	DETROIT W'JBK-TV'	

SPONSOR-WEEK / News P. 11

Top of the News p. 12, 14 / Advertisers p. 50 / Agencies p. 50 / Associations p. 52 / Tv Stations p. 53 / Radio Stations p. 54 / Networks p. 57 / Representatives p. 57 / Film p. 57 / Public Service p. 58 / Station Transactions p. 52

SPONSOR-SCOPE / Behind the news P. 19

SPONSOR BACKSTAGE / Popeye show P. 16

KEY STORIES

BUSINESS OUTLOOK FOR '63 / SPONSOR'S annual summary and forecast of economic trends, ad volume, tv/radio expenditures prepared by Richard P. Doherty, economic expert. P. 25

TVQ'S BUYER-TARGET SHARPSHOOTING / Research firm uses aluminum foil survey to explain how to get more mileage out of advertising dollars by "fishing where fish are." P. 28

SALES ARE UP IN STRIKE CITIES / Newspaper strikes in New York and Cleveland but pre-Christmas department store business was ahead of last year in both cities. Here's how strikes are effecting radio and tv. P. 31

CLOSE-UP OF WALTER SCHWIMMER, TV PROGRAM ACE / Profile of the creator of *World Series of Golf* and of many other sports programs. Description of his varied ad career. P. 32

TV MUPPETS CO-STAR AS MEAT SALESMEN / Hand puppets share humorous commercial chores with live talent on children's specs for big meat packer. Tv gets 54% of ad budget. P. 34

IT'S WILD, MAN! CALIFORNIA IS NOW NO. 1 / Broadcast media in all-out display to salute the Golden State, now first, population-wise; Governor Brown applauds the advertising industry. P. 38

SPOT SCOPE / Developments in tv/radio spot P. 63

TIMEBUYER'S CORNER / Inside the agencies P. 47

WASHINGTON WEEK / FCC, FTC and Congress P. 55

SPONSOR HEARS / Trade trends and talk P. 56

DEPARTMENTS 555 Fifth p. 6 / 4-Week Calendar p. 6 / Radio/Tv Newsmakers p. 52 / Seller's Viewpoint p. 62



SPONSOR ® Combined with TV ®, U.S. Radio ®, U.S.FM ® Executive, Editorial, Circulation. 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: 311 Elm Ave., Baltimore 11, Md. Subscriptions: U.S. \$8 a year, Canada \$9 a year, Other countries \$11 a year. Single copies 40c. Printed U.S.A. Published weekly. Second class postage paid at Baltimore, Md. © 1963 SPONSOR Publications Inc



HELLER: "How do you like that for 'The Call of the North, Allyn?'"

FERGUSON: "Well, Hugh, maybe we'd better give up on the solo horn and use our full orchestra and chorus."

¶ AND THEY DID!

"The Call of the North," musical thematic image, was created expressly for WLOL by Hugh Heller and Allyn Ferguson.* It's a hit with Twin Citians, for whom the "anthem" captures the busy beat of their cities, the exciting sounds of their Land O' Lakes. And nothing solo about it—for Minneapolis and St. Paul are two great cities that live as one . . . and listen as one to music, news and special events on WLOL.

*Heller-Ferguson Inc. of Hollywood

WLLOL

MINNEAPOLIS • ST. PAUL

5,000 Watts Around the Clock • 1330 kc
WAYNE 'RED' WILLIAMS, Vice-Pres & Gen Mgr
Larry Benson, Pres. • Joe Floyd, Vice-Pres.

Represented by AM RADIO SALES

MIDCO

Midcontinent Broadcasting Group
WLLOL/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 5/FIFTH

Letters to
the Editor

KUDOS FOR TOBACCO EDITORIAL

Congratulations on the excellent editorial, "Governor, Please Calm Down," you had in the 10 December issue of SPONSOR.

I have no idea how many people automobiles kill, or what hygienic dangers are involved in kissing, but certainly Governor Collins, for whom I have always had considerable respect, spoke intemperately. These may be his own views, but I agree with your editorial which states that his position of leadership requires a greater restraint than he has shown in this matter.

I wanted you to know that I thought your editorial was most commendable and, though our stations are not members of NAB, it spoke for many of us in the industry. The Governor's speech was tantamount to an unfair indictment of the tobacco industry which has not yet been proven guilty.

FREDERIC GREGG, JR., president, LIN Broadcasting Corp., Nashville, Tenn.

THANKS FOR FINE ARTICLE

On behalf of the Bedside Network of the Veterans Hospital Radio and Television Guild I would like to thank you for the fine article on our organization, "Goodwill Is the

Only Sponsor Here," which appeared in the 17 December issue of SPONSOR. We are very proud of it, and intend to order reprints which we will use to good advantage in the future.

Many thanks to you and your expert editorial staff for your cooperation.

ALEX KRAMER, president, Bedside Network, New York, N.Y.

MISSING RADIO ANTENNA

Thanks for sending the letter from John Tucker, chief engineer of KOWB, Laramie, Wyoming, who mentioned the missing radio antennae on the two cars in our 12 November ad on SPONSOR's front cover.

Actually, one of the cars has an antenna clearly visible. We noticed that the other car did not have one, but thought that it would appear to be cropped out of the picture. Both cars were right off the factory lines and often radios are installed before delivery to the customer rather than at the factory. Next time we won't photograph cars that are quite as new as these just to be sure.

WILLIAM H. STEESE, Edward Petry & Co., New York, N.Y.

20TH CENTURY-FOX FEATURES

In *Sponsor-Scope* (page 22) of the 3 December issue, reference is made to the deal we recently made with NBC TV for 16 feature films.

In this you say that Twentieth Century-Fox features had been earmarked for scheduling during the 1963-64 season. This is not the case inasmuch as the features earmarked for the upcoming season, which will be the third option held by NBC TV for *Saturday Night at the Movies* are still intact and the 16 features in question are in addition to those.

I might also mention that a figure of \$175,000 per negative has been quoted as the price which we received; actually the total price is closer to \$3,500,000 or well in excess of \$200,000 per negative.

GEORGE T. SHUPERT, vice president, Twentieth Century-Fox, New York, N.Y.

FINE ARTICLE

Congratulations on your fine article on Los Angeles as a broadcasting center (19 November). I think this is very well done.

CHAS. W. COLLIER, Advertising Assn. of the West, San Francisco.

FARM SPECIAL

Congratulations on the farm feature in your 26 November issue. I feel you gave the Cub Cadet "farm radio case history" very fair treatment. I did notice, however, that you called the Cub Cadet "Cub" in the cut copy used with a photo on page 32. This is incorrect, the Cub being an entirely different model.

DIXON L. HARPER, vice president, radio/tv, Aubrey, Finlay, Marley & Hodgson, Chicago.

SPLENDID COVERAGE

We appreciate your splendid coverage of the Doniphan, Missouri Chamber of Commerce talk. In fact, we would appreciate 25 copies of the December 17th issue, if possible.

The spark of color on the cover adds a lot of impact, and accentuates the new modern format of SPONSOR.

DAVID R. KLEMM, director of promotion, WIL, St. Louis.

4-WEEK CALENDAR

JANUARY

NAB-FCC joint conference on air growth problems, 7-8. All those interested may attend.

Catholic Apostolate of Radio, Tv and Advertising conference: Hotel Commodore, New York, N. Y., 12. Principal speaker will be Sen. Eugene J. McCarthy (Minn.).

Florida Assn. of Broadcasters board of directors meeting: Cherry-Plaza, Orlando, Fla., 12.

Academy of Television Arts & Sciences film presentation of BBC's documentary "Television and the World": Hollywood, 14.

National Assn. of Broadcasters board meeting: Camelback Inn, Phoenix, Ariz., 14-18.

South Carolina Broadcasters Assn. an-

nual winter meeting: Hotel Wade Hampton, Columbia, S. C., 17-19.

Advertising Assn. of the West mid-winter conference: Mapes Hotel, Reno, Nev., 18-20.

Georgia Radio-Tv Institute annual meeting, co-sponsored by Georgia Assn. of Broadcasters and U. of Georgia, Athens: Athens, Ga., 22-24. Among the participants: FCC Commissioner E. William Henry; Georgia Governor-elect Carl Sanders; Stephen Labunski, WMCA, New York; Manny Webster, CBS Radio Spot Sales; Stephen Riddleberger, ABC owned radio stations; Edmund C. Bunker, president-elect, RAB.

American Women in Radio & Television board of directors meeting: Savoy Hilton Hotel, New York, N. Y., 25-27.

Why WRGB bought Seven Arts' "Films of the 50's" Volumes 1, 3, 4 and 5

Says Merl L. Galusha:

"We call our late evening weekend movie, "The Critic's Choice". This title implies

THE BEST IN MOVIES

We know that with the acquisition of Seven Arts' "Films of the Fifties" WRGB will be presenting the very best to the viewers of the Albany-Schenectady-Troy markets. As the nation's pioneer TV station and the number one station in its market, WRGB must constantly SEARCH FOR PROGRAMMING MATERIAL THAT WILL MAINTAIN ITS DOMINANT POSITION. The Seven Arts' "Films of the Fifties", we are confident, represents the top flight entertainment that will keep us in first place".



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

Merl L. Galusha, Manager-Operations for the General Electric Broadcasting Stations, WGY-WRGB-WGFM



. . . and now, a word for SPONSOR'S sponsors

**a new plan
lets you save**

**\$12 out of every \$100
\$120 out of every \$1,000
\$1,200 out of every \$10,000**

in your 1963

trade ad

budget

a new plan
lets you save
[\$12 out of every \$100
\$120 out of every \$1,000
\$1,200 out of every \$10,000]
in your 1963
trade ad
budget

Or (putting it another way) this new plan lets you buy \$11,400 worth of advertising for every \$10,000 you spend. With pride we announce our:

12%

Pin-Down-the-Dates Dividend Plan

—Sponsor's new and pioneering incentive to improved ad planning—by *date*

By pinning down all the insertion dates at the time you sign your Sponsor contract,

- You get a 12% reduction, above and beyond already attractive frequency rates as shown on rate-card #8.
- You get a campaign, instead of caprice.
- You retain flexibility because you can substitute insertion dates at any time during the contract period.

Finally (without which what else would matter?) your SPONSOR contract places you where the buyers are, because SPONSOR is the one book spotlighted to agency and advertiser tv and radio buying forces.

Examples (all due in 10 December SPONSOR):

"HOW TV ADVERTISERS CAN PLAN BENCHMARK RESEARCH"

"THE STEP FROM TIME BUYING TO ACCOUNT WORK"

"SOAPS: WHY SPOT RADIO CAN HELP"

"AT LAST MACY'S DISCOVERS THE RIGHT TV FORMULA"

Not to mention this week's stories on Ed Ebell; on a new pocket computer for radio spot buying; on why TV Fees are an agency problem.

If you want to save \$120 on every \$1,000 in your budget, and if you can name your dates in advance, write, wire or phone:

SPONSOR

555 Fifth Avenue • New York 17, New York • 212 MU 7-8080



more
**COSMETIC
SALES**
per dollar

Whatever your product, Channel 8 moves goods. On WGAL-TV your sales message reaches more families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

WGAL-TV

Channel 8

Lancaster, Pa.

NBC-CBS
Programs

STEINMAN STATION • Clair McCollough, Pres.

The MEYER Group, Inc. • New York • Chicago • Los Angeles • San Francisco

SPONSOR-WEEK

Top of the news
in tv/radio advertising
7 January 1963

WHEN IS A RATING AN ESTIMATE?

Always, according to the FTC. And three leading services—ARB, Nielsen, Pulse—have bound themselves to agree. Consent orders last week ensure that the companies will no longer claim near-total accuracy for their measurements; will instead label the ratings as estimates, derived by mathematically imprecise methods. In the companies' view, this long-standing FTC negotiation had concerned only the completeness of explanation which accompanied each rating report; nothing would change except the fine-print footnotes. However, the FTC said it was concerned not only with "misrepresentation" of accuracy, but with "halting the three concerns . . . from using survey techniques which cause bias or error." This left the crucial point somewhat up in the air, since the Commission never interprets its own orders, but leaves this to the courts. Backyard legal opinion in Washington was the language of the FTC's public release had been ill-judged; correct interpretation was ". . . we can't stop you from making a bad product, but we can stop you from describing it as a good one." (The consent orders did not imply that the rating services agreed with the FTC's thinking.) ARB commented that some parts of the order "appeared unnecessarily strict in their requirements for minute detail," the purpose is in line with ARB policy. No changes in sampling procedures, etc., are contemplated, but required modifications in text of reports will be made soon.

FOUR-STAR THEATER WILL CONTINUE

Sudden death of Dick Powell will not affect NBC schedules until next fall. Hollywood production of Four Star Theater was six weeks ahead of screening; had 21 of projected 30 hours completed. Remaining nine programs (none of which was to have starred Powell) will be completed shortly; with normal summer re-runs, this will carry NBC's Tuesday night slot through to the new season. Powell will not appear as host or star of any remaining program, under arrangements made earlier during his illness. Since Powell had already dropped his corporate guiding activities, his death will not immediately jeopardize Four Star's role as a leading program producer. (Four-Star Theatre has Reynolds as primary sponsor, with American Gas and Kimberly-Clark participating, for an estimated cost of \$97,500 hourly).

Y&R FILLS TOP EXEC POSTS

Young & Rubicam this week filled its two top executive posts. Agency president George H. Gribbin becomes chairman of the board (but remains chief executive officer). New president is Edward L. Bond, Jr., formerly executive v.p. & general manager. The appointments follow the retirement as chairman of Sigurd Larmon. Gribbin and Bond are 55 and 49 years old, respectively; the new chairman joined Y&R in 1935, and the new president came to the agency in 1946, after prewar service with K&E. Working together in the past two years, they have engineered major changes at Y&R, including a new internal divisional system, and realignment of overseas business into a new international arm.

SPONSOR-WEEK

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

NEW MONITOR MAY AID SPOT TV BUYERS

All-day, every-day monitoring of tv stations has been undertaken by Broadcast Advertisers Reports. New tape recorders began logging every minute of tv transmission, in 10 markets, this week; will cover the top 75 markets by year's end. BAR previously logged only a few sample weeks each year. Planned total coverage is possible through new systems linked to IBM processing equipment. Company will offer weekly reports of commercial information not more than 10 days old. BAR believes its service will provoke quick counter-punching on highly competitive spot accounts such as tobaccos and detergents. And by quickly tagging new spot strategies, BAR hopes to get its first crack at blue chip client companies in addition to its current 35 major-agency subscribers. Monitor records also may be saleable to tv stations as pre-processed accounting records; as proof-of-performance audits, and to replace the old handwritten station log (for which tape recording is now permitted by the FCC).

NEW DIRECTOR FOR WCKR

James LeGate has been named station director of WCKR, Miami. This follows strengthening of Cox Radio/TV interest in the 5,000w station. Milton Komito will continue as WCKR's general manager.

SPONSOR-WEEK continues on page 14

H-R HIRES SHURICK, PROMOTES 11 IN EXPANSION MOVE

In a move that realigns its top executives, H-R Representatives and H-R Television late last week appointed Edward R. Shurick vice president in a senior executive capacity of H-R Television and announced 11 other changes.

Frank M. Headley becomes chairman, chief executive officer, and treasurer for both companies. Dwight S. Reed becomes president of H-R Representatives, executive v.p. of H-R Television and continues to headquarter in Chicago. Frank E. Pellegrin is now president of H-R Television, executive v.p. of H-R Representatives, and secretary of both firms.

In other promotions, H-R has appointed James Alspaugh executive v.p., H-R Representatives; John T. Bradley v.p. and eastern sales manager, H-R Television; Max M. Friedman v.p. and eastern sales manager, H-R Representatives; Grant Smith v.p. and eastern sales manager, H-R Representatives; Bill McCrae v.p. and midwestern sales manager, H-R Representatives; William MacCrystall v.p. and sales manager, Los Angeles; Joseph M. Friedman v.p. and sales manager, San Francisco. Max Fverett moves to the new post of v.p. and director of creative sales.

John White was promoted last month to v.p., nat'l sales mgr., H-R Television.

Shurick is a former executive v.p. of Blair-TV and v.p. of CBS. For H-R he will head a new department of station relations and forward planning, designed to give more extensive consultation services to stations.



Shurick



Pellegrin (l) Headley, Reed

Who tuned up Cleveland truck sales?



Since WHK Noon News drove new car sales up 47% in three years, Mosher-Lally Chevrolet decided to route its truck ad budget onto the same newscast. "Our truck business increased 87% in three months," says Floyd Mosher. Impressive? Very. Unusual? Not really. All of WHK's clients play to Cleveland's

largest Radio audience... a loyal lot that has made WHK Number One in Cleveland for over two years.* Next time, why not sound your own sales message on WHK RADIO. Let our conductor, Jack Thayer (or Metro Broadcast Sales) put your business in tune with WHK RADIO, CLEVELAND

METROPOLITAN BROADCASTING RADIO, REPRESENTED BY METRO BROADCAST SALES JACK THAYER, V. P. AND GENERAL MANAGER, A DIVISION OF METROMEDIA, INC.

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

PGW MOVE INTO MAJOR MARKET (S)

Top rep firm PGW is moving into some new major radio markets. At a sales-force huddle this week, plans were revealed for signing of at least one station in a major market not currently served by PGW. Twenty officers, representing about three-quarters of the company's sales force, were also told of progress in other solicitations, designed to further strengthen the 27-station radio line-up. Though there was no public disclosure of details, PGW's president, H. Preston Peters, went on record as saying "1963 offers a bright horizon for spot radio."

FTC HITS CO-OP ADVERTISING

The FTC is tightening-up on co-operative advertising. This time it's the garment trade, in which manufacturers are accused of illegal discounts to retailers under the guise of co-op ad funds. Leading manufacturers have been granted until mid-February, to sign consent orders. (The FTC move won't immediately affect radio, tv budgets, since most of the money involved would be spent, by department stores, in print media. But the commission's surveillance might induce caution in some industries which are big broadcast spenders; notably, the co-operatively financed gas/oil campaigns, auto promotions, and some food advertising.)

RKO-NBC MAY SWITCH STATIONS

NBC's Philadelphia tv station, WRCV, may yet be transferred to RKO-General. The station has to be sold under an anti-trust consent decree; NBC's original plan was to switch stations, buying in turn RKO's Boston outlet, WNAC-TV. Deal was impelled when Philco Broadcasting asked the FCC for the Philadelphia Channel in 1960, claiming that NBC was not giving enough time to local public service programs. Philco last week announced it would seek to withdraw its application (with NBC paying costs)—an agreement announced simultaneously with RCA and Philco Corp's settlement of a multi-million patent dispute (see below). If the FCC agrees, RKO and NBC probably now will resume their long standing negotiations for a joint switch.

RCA PAYS \$9 MILLION TO PHILCO

RCA and the Philco Corporation jointly announced last week the settlement of their patent claims against each other. Philco's claim, and RCA's counter-claim, has been dropped (they were asking a total of \$324 million damages between and against each other.) Philco's original suit in 1957, alleged that RCA and others had monopolized the electrical and electronic industries and by discriminatory patent licensing had shut Philco out of certain markets. The counter claim included allegations of willful infringement of RCA color patents. In the new agreement, RCA pays \$9 million for access to Philco patents and processes, and Philco gets the right to buy the use of some RCA radio and color patents. One important result may be to bring Philco (now owned by Ford) into the color tv receiver market.

SPONSOR-WEEK continues on page 50



Where were Pittsburgh's Mayor and business leaders on October 31, 1962?

(They were working for Pittsburgh's United Fund on KQV)

Mayor and the city's business leaders know and understand needs of the people of Pittsburgh. When they learned that gifts to the United Fund were still short of its goal, they acted swiftly by participating in KQV Radio's "Million Dollar Wednesday." For the third year the station offered its facilities to the United Fund. Throughout the day, these civic leaders sat behind KQV microphones, introducing music, reporting the time and weather and, most important, urging the people of Pittsburgh to support the United Fund. The participation of Pittsburgh's top leadership in KQV's "Million Dollar Wednesday"

was, in the words of Campaign Chairman Philip A. Fieger, "but one example of the genuine interest, the concern, the imagination, and the work which the station invested in the 1962 United Fund Campaign." KQV's "outstanding cooperation" demonstrated the kind of "superior public service" ABC Owned Radio Stations perform to generate true community action.



ABC OWNED RADIO STATIONS

WABC NEW YORK **WLS** CHICAGO **KGO** SAN FRANCISCO
KQV PITTSBURGH **WXYZ** DETROIT **KABC** LOS ANGELES

1962
PULSE

PICKS

WKMI

AGAIN

No. 1 in

KALAMAZOO

METRO AREA

Pulse Metro Area Sept. 1962

Pulse Metro Area Sept. 1961

Last Area Hooper Sept. 1960

THE BIG
INDEPENDENT
BUY

for Greater Kalamazoo

\$577 MILLION
MARKET

SM 1962 Survey Effective
Buying Income—20% Above
National Average

WKMI

5,000 Watts Days
1,000 Watts Nights,

24 HOURS A DAY

Call **MEEKER** Men

**SPONSOR
STAGE**

by Joe Csida

Promotion aids for Popeye show

As everyone is fully aware by now, the runaway No. 1 show in television this season is *The Beverly Hillbillies* on CBS TV. And as was inevitable a number of new shows of this general nature are presently in the works. The most advanced of the new efforts seems to be an opus called *Ozark Widow*. And I just learned from my old associate Gene Plotnick, who is presently director of creative services for King Features Syndicate Tv, that we are going to have a cartoon entry in this category. None other than those lovable friends of our childhood days, Barney Google and Snuffy Smith.



The King Features tv operation has evolved into one of the most imaginative, aggressive in the field, and its job with the Popeye cartoons (both those newly created for television and the older ones) constitutes an outstanding example of how sponsors, stations, and all kinds of third parties utilize a kiddie attraction of this kind effectively. Among the long list of national advertisers who ran spots on Popeye shows around the country during 1962 we find these:

American Bakeries, Royal Crown Cola, Goodrich, Best Foods (for Bosco and Skippy Peanut Butter), Buitoni spaghetti, Buster Brown shoes, Colonial Baking, Clark Candy Division of Beatrice Foods, Coco Wheat Cereal, Continental Baking (for Wonder Bread and Hostess Cakes), the Cracker Jack Company, Dell Publishing, DeLuxe Reading Toys, Dixie Cups, M&M's Candies, General Foods, Kool Aid, General Mills, Ideal Toys, Proctor & Gamble, Lionel Corp., Oscar Mayer meat products, Miles Laboratories, Morton House Beans and many others.

Recently King Features made a study in depth of some 36 stations who utilize the Popeye cartoons. The study revealed many interesting facts about this type of children's television show. For example, 34 of the 36 stations covered ran Popeye shows across the board, Mondays through Fridays. The most frequent time period, as might be expected, is 5 to 5:30; next most favored is 5 to 6. All but five of the 36 shows have their own local emcees. Twenty of the 36 have an area for studio guests, akin to the old Howdy Doody peanut gallery. Nineteen of the 35 stations queried said their Popeye shows were tops in ratings in their time period.

Live stage shows

King Features goes through a continuous promotion effort in behalf of the shows. This past fall, for example, they created a new Popeye act which played outdoor amusement parks, fairs, carnivals, etc. The act featured Popeye as a young actor named Herb Messenger, and his arch rival, powerful, mean Brutus, played by another actor named Brett Pearson. The act is built around the simple plot idea that Popeye has come to town to be crowned King of the Fair or the Park, but Brutus challenges his right to the title. Messenger and Pearson, artfully costumed and made up as the cartoon characters, then stage a real knock-down, drag-out battle on stage. Popeye is knocked down by Brutus four times each show, but guess who

(Please turn to page 46)



Beware of the commercial on the conference room screen!

TV viewers see it on a tube—
where today's best-selling pictures come
from **SCOTCH**® BRAND Video Tape

On a movie screen your commercial may rate Oscars; but on the family tv it can lay there like cold popcorn. Trouble is, home audiences don't view it theatre-style. It reaches them (if at all) on a tv tube. And the optical-electronic translation loses sharpness, presence, tone scale gradations, and picture size.

On the other hand: put your commercial on "SCOTCH" BRAND Video Tape, view it on a tv monitor, and see what the customer sees—an original, crystal-clear picture with the authentic "it's happening now" look of

tape. No second-hand images, no translation, no picture cropping. Video tape is completely compatible with your target: America's tv set in the living room.

Proof of the picture's in the viewing! Take one of your filmed commercials to a tv station or tape production house and view it on a tv monitor, side-by-side with a video tape. You'll see at once why today's best-selling pictures come from "SCOTCH" Video Tape.

Other advantages with "SCOTCH" Video Tape: push-button speed in creating unlimited special effects, immediate playback, and no processing wait for either black-and-white or color. For a free brochure "Techniques of Editing Video Tape", write 3M Magnetic Products Division, Dept. MCK-13, St. Paul 19, Minn.



"SCOTCH" IS A REGISTERED TRADEMARK OF MINNESOTA MINING AND MANUFACTURING CO., ST. PAUL 19, MINN.
EXPORT 39 PARK AVE., NEW YORK, CANADA: LONDON, ONTARIO ©1963, 3M CO.

Magnetic Products Division **3M**
COMPANY

W K R G • T V

Mobile—Channel 5—Pensacola



WKRG-TV dominates morning, noon, and night in the three-station Mobile-Pensacola market according to November 1962 Nielsen.

Share-of-audience for WKRG-TV: 6-9 a.m., 57%; 9-12 noon, 53%; noon-3 p.m., 61%; 3-5 p.m., 38%; 5-6:30 p.m., 46%; 6:30-10 p.m., 43%; 10-12 p.m., 41%.

Effective Immediately Call
H-R TELEVISION, INC.

or

C. P. PERSONS, JR., General Manager

SPONSOR-SCOPE

7 JANUARY 1963 / Copyright 1963

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

SPONSOR-SCOPE did its annual scouting for anticipated problems, shifting directions, heightened interests and conflicts involving air media and out of this grab bag of portents for 1963 there emerged these highlights:

- The Washington tail will do exceedingly more wagging of the broadcast advertising dog than it's done since the imposition and lifting of the tv freeze.
- With a fairly sound economy in the offing—at least for the first six months—there'll be plenty of money to keep tv in clover and that goes for both network and spot.
- The nighttime minute participation sales pattern will proliferate, but CBS TV will start off its 1963-64 selling season with a policy of alternate half-hour sponsorships only and then around 1 March open whatever is unsold to the minute shoppers.
- The tobacco companies will lean away from tv buying and commercial patterns that might tend to acerberate the teenage-appeal point made by the NAB's LeRoy Collins and the forthcoming report by the U.S. surgeon general. (For clue as to how R. J. Reynolds seems to be approaching this surging migraine see item on next page.)
- The tv networks have a bigger nighttime clearance problem than ever cut out for them, with affiliates preempting more and more chunks of time from two self-justifiable vantage points: (1) to compensate them for reduced network compensation; (2) growing FCC pressure on the theme of local programing responsibility.
- Spot tv will be better—even better than it was in the robust 1962—because national advertisers have come around to the thesis that they must adjust their campaigns to take care of local variations, and this regardless of their network involvement.
- The product protection wrangle will become increasingly acute, with a good possibility of CBS TV, because of its preeminence in 1962-63 ratings, breaking the basic core of the traditions brought over from radio. The general assumption is that if CBS can't or won't do it, nobody else can or will.
- Daytime network tv will continue its strong position, shifting its program schedules frequently and abiding fundamentally by the precept that what it's selling are numbers that can't be matched elsewhere.
- It will be rougher for Hollywood tv producers to get a generous slice of the network pie what with the trend of the networks to put more and more of their resources into their own program production. What it also means is that there will be fewer co-op deals with outside producers on syndication and other rights. It will be the biggest leap forward for the networks in that area, unless, of course, the FCC meantime implements Ashbrook Bryant's anti-monopoly report.
- Network tv shows will get longer and the trend to overlap the beginning of the competition program will take some curious turns before the year is over.
- There will be more gross but less net for the networks, which could lead to a marked attenuation of the corporate discount.
- The agency media department's role in the over-all marketing plan and execution will flourish in importance and, with the computer lending further substance to this role, more and more agency tv departments will be looking over their shoulders for the management scythe that cuts things down to size.
- As the networks learn to make better news-public affairs programs, there'll be a greater surge of buying them among corporations concerned with their public image.

If Alberto-Culver goes through with its plans to increase its 1963-64 expenditure by 50%, it could turn out to be the second biggest nighttime network tv customer in terms of minutes, the first, of course, being P&G.

Alberto-Culver this season has been spending at the rate of \$20 million for network and \$8-9 million for spot. Should the plan to extend from eight nighttime minutes a week to 13-15 minutes a week for '63-'64 materialize, it has a chance of outranking even General Foods in terms of total commercial nighttime minutes per week. GF's aggregate is 12.

The circumstance would give Compton the No. 1 and No. 2 accounts in nighttime tv.

It appears that R. J. Reynolds has elected not to fight "City Hall" on the teenage-appeal issue and veered to a long-range policy of keeping away from shows that attract too youthful an audience.

The cigarette manufacturer's latest Saturday night strategy indicates implementation of this policy tack. Instead of continuing in the ABC TV 8:30-9 period when Hootenanny, the replacement takes over, Reynolds elected to buy into the NBC TV Saturday night movie, even though the latter already had Liggett & Myers as one of the sponsors.

Reynolds' agency, Esty, had deemed Hootenanny as too youthfully oriented.

Incidentally, if Reynolds hadn't slipped into the feature movies it would have been the first time the company's products hadn't had a Saturday night exposure back as far as the network debut of Grand Ole Opry.

Radio reps, generally speaking, seem to be facing the new year with a small measure of optimism.

Sustaining them in this prospect is the fact that January is starting off for them with more and a better assortment of schedules than the year before.

Among those with January starts were Everready Cocoa (McCann-Erickson), Nescafe (McCann-Erickson) and Sterling Drug's Fizzerin (Thompson-Koch).

As for 1962, national radio billings turned out by yearend what the reps had anticipated and a random guess would indicate that the year should show a gain over 1960 as well as the offyear 1961.

CBS TV Spot Sales has staked out for itself an agency approach strategy which it plans to put into effect with the start of the new year.

In essence: it's to go after the top level people in agencies who make the decisions with a presentation showing some of the rather novel and more effective ways of augmenting their tv impact in the top markets; that is, for those using tv.

Also, how the exploitation of their product by tv can take command in a market by following certain blueprints which have been tested successfully in certain markets. An example, Dodge's fall campaign in Philadelphia.

Men's toiletries advertisers may be overlooking a good bet by not directing a goodly part of their buckshot at women.

A study just completed by the Research Guild (Chicago) indicates the wives like the idea of their men using masculine cosmetics and toiletries, that is, as long as his initiative in that area hasn't an outside motivation.

Two conclusions of the survey:

1) The advertiser would be wise to address his masculine toiletries commercials to the little women directly, telling them how the grooming aids can spur a little romance on both sides.

2) Get the woman to buy the grooming products for the old man and one thing the trade could be fairly sure of: she's trying out a lot more products than the other half.

This is the period when agencies with major tv clients start nudging the tv networks for information of what their dream schedules for the fall will look like.

Judging from these agency's findings so far, the only one that can offer a fairly frozen set of nights is CBS TV.

CBS TV should be unveiling to the trade the middle of this month its study evaluating tv as against magazines.

The project's been in the works a long time, with CBS TV research director Jay Eliasberg overseeing an outside firm in its gathering and sifting of data.

ABC TV and NBC TV are scrambling between them for a budget that Maradel, the new toiletries combine, is talking about unlimbering in March or April.

Mogul Williams & Saylor and Donahue & Coe have the account and George Abrams, whose tour of duty included Block Drug, Revlon and Warner-Hudnut heads up Maradel,

If you're disposed to conjure with viewing hours in terms of hundreds of millions, here's an exercise in that area which shows that during a typical week covered by the Nielsen December I report more time was spent with general drama than any other category.

In the way of contrast, the biggest time consumer the year before was suspense-crime shows and the years before that were situation comedies and westerns, respectively.

Following is a breakdown of dramatic fare total viewing based on the December I NTI:

CATEGORY	HOURS OF PROGRAMING	TOTAL HOME VIEWING HOURS
Suspense-crime	6	60,955,000
Situation comedy	15	152,388,000
Westerns	8½	115,561,000
General drama	16	165,734,000
Adventure	5	54,282,000
TOTAL	50½	548,920,000

Agency researchers whose familiarity with rating vicissitudes stretch back a lot of years are offering a word of caution about this season's nighttime network tv figures.

They're pointing out that the ratings certainly don't reflect normal competition—the top count is too lopsided in CBS TV's favor—and hence it would be folly to establish any rules of thumb for them.

One of these veteran experts suggests that it might be wise to pay more attention to top 30-market averages for a realistic evaluation of how the networks are faring against one another in leadership by both periods and nights of the week.

For the first time since its sponsorship of Kate Smith, General Foods next season will have a Friday night opus, namely, the Phil Silvers show, on CBS TV.

Silvers will be lodged between an educational series on American history (7:30 to 8:30) and a western, Rawhide (10-11 p.m.).

Incidentally, CBS TV plans on Wednesday nights to follow the McCoys, Beverly Hillbillies and the Dick Van Dyke show, in that order, from 8:30 to 10 with a prison series, Morrison's Retreat.

ABC TV's Hawaiian Eye goes into repeats early in April and will be off the network the middle of May.

The series will be in syndication via Warner Bros. in the fall, or even earlier.

Eye's been on for three seasons and there are about 100 negatives.

Sellers of tv might as well face up to the hard news that the magazine people's determined assault on tv is paying off in no insignificant way with tv's giant customer, to wit, P&G.

Crest's debut in the January issue of Reader's Digest is just the beginning. A number of the P&G brands this year will be spending as much as 25-30% of their budgets in print.

What brought this about basically: tabs from Nielsen purporting to show that P&G's tv advertising wasn't reaching as much as the company would like to certain strata of consumers.

The trend back to print is also bound up with this proposition: the telling of some product stories are more adaptable to tv, while others are more adaptable to the printed media.

The early trainees in Y&R's media department are now getting a feel on how the other half lives, and the other half in this instance is the reps.

Each of these trainees is given the benefit of spending at least a couple days with a rep firm observing how availabilities and orders are handled. The trainee even goes out with a rep accountman on a call on some agency. But, of course, with the understanding that the proceedings in cases are totally *entre nous*.

However, Y&R could be taking a chance: the peregrinating youngsters may find that the grass is greener on the rep side of the compound and start nurturing ideas of migrating over there.

Manufacturers who harnessed most of their Christmas promotion funds to tv have a gripe that hasn't been heard heretofore.

The plaint: the impact they had anticipated had been materially reduced by the network preemption of spot carriers they had bought into for news specials during November and December.

These manufacturers realize that the networks did what responsibility dictated, but they're irked by more than the fact of losing advertising weight: they feel that it has adversely affected their integrity with channels of distribution and retail. These channels had been alerted to exact nights and shows of the manufacturer's exposure of his commercials.

Something that agency marketers look for in 1963 is an acceleration of the trend toward product differentiation, that is, items of a grocery nature that have a limited or specific purpose.

It's the only way that the smaller manufacturers, who haven't field forces like the soap and food giants, to get shelf space for themselves in the supermarkets. Otherwise they're just also-rans.

Neither rating service will attempt any explanation but there's a curious disparity that agencies say they have found between recent almost parallel NTI and ARB national reports in two particular respects.

The reports they have reference to are the second November Nielsen and the ARB November, and the two particular respects are these:

TOTAL NUMBER OF HOMES PER AVERAGE MINUTE 7:30 TO 11 P.M. THRUOUT WEEK: Nielsen offered a figure of 8,843,000 and ARB, 10,254,000.

NUMBER OF FIRST PLACES BY NETWORK: the conclusion from Nielsen was that CBS TV had 35, ABC TV and NBC TV each had 7, while the deduction from ARB was that CBS TV chalked up 27, ABC TV, 9, and NBC TV, 13.

First in Hoosier Hearts

Here's lovely Frances Farmer,
whose illuminating "program
notes" add interest to the
movies she shows on
"Frances Farmer Presents."



First in Hoosier Homes

Most movies do pretty well on television. Make them *good* movies and they do even better. Add a former Hollywood star as hostess, and you have a *real* winner.

That's what *we* have in "Frances Farmer Presents." Fine films from Warner Brothers, Metro Goldwyn Mayer, Twentieth Century Fox, Seven Arts, and Republic . . . with "program notes" by charming Frances Farmer, one of Hollywood's leading ladies of the forties.

Miss Farmer does more than just look pretty . . . though she does that exceedingly well. She is intelligent, articulate, and engaging . . . and her comments and recollections about the films she shows and the personalities in them make the films themselves far more interesting to her audience.

And quite an audience it is. We cover a 69-county area . . . Indianapolis and its rich satellite markets, where more than three billion retail dollars are spent annually.

A share of that audience and those dollars is yours for the asking. Ask your KATZ man!



TIME-LIFE
BROADCAST
INC.

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

wsai, #1, and still

SOARING...

**in the
nation's
21st market,
CINCINNATI**

On Madison Avenue... Michigan Boulevard
... Peachtree Street... Wilshire Boulevard...
wherever time-buyers gather, from coast
to coast—the word's around that soaring
WSAI is #1* in CINCINNATI.

***CALL**

robert e. eastman & co., inc.

He'll prove it to you with the
latest Pulse and Hooper Figures!

JUPITER BROADCASTING RICHARD E. NASON—PRESIDENT,

LEE C. HANSON—GENERAL SALES MANAGER.

wsai

How Doherty forecasts tv/radio gains in 1963

	1962 estimate (millions of \$)	1963 forecast (millions of \$)	1963 forecast (% gain)
TOTAL U. S. ADVERTISING	\$12,450	\$12,900	4%
TOTAL TV ADVERTISING	1,782	1,913	7.5%
TOTAL RADIO ADVERTISING	733	762	4%
TV/RADIO % OF TOTAL ADVERTISING	20.2%	20.6%

BUSINESS OUTLOOK FOR '63

SPONSOR'S annual summary and forecast of economic trends, advertising volume, radio and tv expenditures and

general business conditions for the year ahead, prepared for the fourth year by outstanding economic expert

By RICHARD P. DOHERTY

President, Tv-Radio Management Corp., Washington, D. C.

For most American businessmen and for most sectors of American business, 1962 was a very good year. Broad economic expansion was characteristic of the American economy when one averages out the full year as compared with the level of 1961. The overall 6.5% gain in Gross National Product (GNP) fairly well reflects the cross section national economic growth for the past year.

At the start of 1962 (SPONSOR, 1 January 1961) we predicted that GNP would rise by 6%; that prac-

tically every major business index would gain by 4 to 6%; that along with an anticipated 6% rise in personal income the automobile industry would produce and sell 6,600,000 to 7,000,000 new cars and total retail sales would gain by nearly 7%. The economic pattern of 1962 has just about matched the exact anticipated design for the year.

Against the backdrop of expanding national economic conditions, we estimate that advertisers spent approximately \$12,450,000,000 for

all-media advertising. Our estimate also indicates that tv attracted \$1,782,000,000 or 14.3% of the all-media pie; radio received \$733 million or 5.9% of the total ad outlays.

'62 forecast accurate. Total broadcasting advertising, radio and tv combined, for the first time reached \$2,500,000,000. On the basis of our estimated 1962 total combined radio and tv advertising of \$2,515,000,000, the broadcasting industry apparently attracted 20.2% of the nation's all-media advertis-

1963 rate of economic growth will be slightly less than 1962 rate but still very satisfactory

ing outlay during the past year.

One year ago, we predicted that "for 1962, total broadcasting advertising should reach 20.2% of all media advertising."

The same analysis suggested the likelihood that tv broadcasting would rise by some 10%. Preliminary estimates for the year 1962 indicate that the total tv industry experienced a 10% advance in combined national and local advertising business.

One year ago, we foresaw that radio would benefit by an overall gain of about 4%. Actual evidence is that the total radio industry experienced 4% to 4.5% higher total advertising with local radio moving by about 5.5% and national radio advertising advancing by some 4%. National radio adver-

tising advanced slightly less than we had assumed likely while local business matched the expected pattern.

The 1963 outlook is indicated by our predicted increase of 4% in GNP. We believe that 1963 will be another good year for American business, for radio-tv broadcasting, and for the overall advertising business. In 1962, the nation advanced out of the general 1960-61 business recession and established a solid base of economic profitability and growth. From this achieved higher level, 1963 gives promise of adding further gains for most sectors of the economy. Benefiting from this forward national economic expansion, broadcasting will again achieve a new high sales record and further expand its posi-

tion within the nation's all-media advertising structure.

Broadcast outlook. In our own opinion, 1963's economic improvement will be mirrored by a rise of about 4% in GNP for the overall average year. Against this background, all-media advertising should push upward by approximately 4% with tv advertising rising 7 to 8% and radio keeping a 4% with the general rise in the economy.

Most businessmen and broadcasters would like to believe that 1963 will match the percentage gains of 1962. This prospect does not appear to be justified by economic realities. There are various counter cyclical forces at work in the national and international economy which will restrain 1963 advances. In fact, we are fortunate that we shall avert a 1963 recession which, in truth, was in the process of developing before the

High spots in Doherty's predictions for 1963 economy

1. Gross National Product will rise approximately 4% in 1963, compared to 6.5% rise in 1962. Personal income is expected to be up between 4-5%.

2. Retail sales will rise 4%. Increased buying will be felt over a broad field, including consumer durables, non-durables, and soft goods.

3. Corporate profits (before taxes) will rise 10% over 1962 levels. Agricultural income will remain approximately the same if no bad crop year.

4. Total advertising (all media) will reach a record high of \$12.9 billion in 1963. Greatest percentage gain for any medium will be in tv.

5. Total tv advertising will near the \$2 billion mark (\$1,913 million). Net and spot tv will be up 8%, local tv will rise by 4 to 5%.

6. Top 50 tv markets will show greater gains than the overall tv industry in both national and local sales, particularly at well-managed stations.

7. Total radio advertising will keep pace with GNP and show a 4% rise. Local radio sales expected to be up 4-5% with national sales showing less gain.

8. Top 500 radio stations in top 75 markets will do better than industry average. Many well-managed stations will be 10-15% over 1962.

9. Events of late 1962 have brightened economic outlook: Cuban crisis spurred economy, tax cut and tax revisions will prevent 1963 recession.

10. Slowdown in building forecast for 1963. Home building, industrial and commercial building will decline, public construction will be slightly up.

Cuban crisis. Had this forecast been written 60-90 days ago, we would have predicted a 1963 slump in general business.

Business and broadcast statistics will definitely not advance consistently, quarter by quarter, throughout the next 12 months. The final tabulations for 1963 will show a positive gain for the overall year but there will be some moderately soft spots, especially during the spring and early summer periods even allowing for seasonal corrections. The fairly strong 1962 year-end rate of expansion will flatten out by the spring of 1963 and a further advance will probably not develop until the fall months. The extent of economic and broadcast improvement during the last four to six months of 1963 will hinge heavily upon four factors: (1) the effect of the Administration's tax cut, if put into operation early; (2) revision of the tax laws by Congress; (3) expansion (or relative lack of expansion) of business investments in plant and equipment and (4) preservation of the prevailing strong consumer buying attitude.

1962 was a year of general expansion in local and national broadcast sales and in all media advertising.

Highlights of ad pattern. 1963 will bring to radio and tv broadcasters further added gains in gross sales and again establish a new historical high level for broadcast advertising outlays. Virtually all well managed radio and tv stations will experience a rise in sales during 1963 but, as usual, many stations will advance by much smaller percentages than will the industry as a whole.

The 1962 past is prologue to the 1963 continued growth of the broadcasting business. As we see the 1963 advertising pattern, the highlights will be as follows:

- All media advertising will climb to \$12,900,000,000, a rise of about 4% over 1962.
- Tv will reach a total level of approximately \$1,913,000,000, plus 7.5%.
- Both national (network and



R. P. Doherty has a fine record for yearly forecasts

RICHARD P. DOHERTY, whose annual predictions of business and broadcast trends have appeared in SPONSOR for the past four years, has long been recognized as an economic expert and authority on broadcast business subjects. Prior to joining the broadcasting industry, he was for 17 years professor of economics and chairman of the economics department at Boston University and for several years lecturer in economics at Harvard University. He holds membership in Phi Beta Kappa and has written five books on business economics and business cycles and many articles on economics, labor relations, and broadcasting.

Since 1954, as broadcast management consultant, he has specialized in radio-television station operations, sales, station promotion, and station operating efficiency. His consulting work has brought him into contact with a wide cross section of more than 125 American television stations and 225 radio stations. His 1962 forecasts turned out to be virtually the exact results which were achieved during the year both within the general economy and within the broadcasting and advertising industries.

spot) and local tv sales will again move to new grounds with national expenditures rising by about 8% while local tv advances by about 4% to 5%.

- Total broadcast advertising should reach 20.6% of all-media advertising.

- Television expansion will be broad and generalized within all markets, except that the well managed tv stations in the top 50 markets will experience higher percentage gains than the overall tv industry, both in local and national sales.

- Radio as a whole will largely match the underlying economic expansion of the nation. Both GNP and all-media advertising are ex-

pected to expand by about 4%; so should radio as a total industry. However, radio local sales will likely do a bit better and come up with about a 4.5% to 5% gain with local sales being somewhat stronger (percent-wise) than national business.

Unlike tv, where cross section gains should be achieved among virtually all stations, there will be marked discrepancies within the radio industry's stations.

The best managed top 500 radio stations, among the stations of the first 75 metropolitan markets, will do considerably better than the expected 4.5% to 5% rise in total advertising revenue. Many of these
(Please turn to page 45)

TvQ's buyer-target sharpshooting

- ▶ Survey takes aim at aluminum foil users
- ▶ Buyer groups paired with program choices
- ▶ Data assures more accurate buys

Mr. Advertiser—would you like to know which tv programs are most liked by the heavy users in your product category; which programs are most favored by your competitors' customers, and which are most enjoyed by your own customers? Would you like to know how to increase sales through a more refined selection of programming?

These proposals are not pitchman "hookers," but actual services which for three years have been provided to clients, advertising agencies and tv networks by TvQ, the qualitative tv service, a division of Home Testing Institute, Manhasset, N. Y.

Functionally, it is possible for an advertiser—whether his strategy aims to ensure his customers' loyalty, or whether it tries to reach into his competitors' share of market—to use TvQ data to buy into

those programs best suited to his purpose.

How the TvQ system works may be explained beginning with an analysis last June and July of 711 housewives who used aluminum foil.

How it's done. In the national sample, TvQ broke down the differences in program preferences, by specific cases and program types, between: 1) light, moderate, and heavy users of aluminum foil, and 2) users of the three major brands of aluminum foil—Alcoa, Kaiser, and Reynolds.

Heavy users—those who consume a roll in three weeks or less—comprise 37% of the sample, but account for about 63% of total consumption, making them the logical target for an advertiser.

Again, if an advertiser knows who uses what brand, he may adjust his campaign strategy accord-

ingly. For instance, if an advertiser has a lion's share of the market, such as Reynolds, he may prefer to strengthen his customers' loyalty. Alcoa and Kaiser, on the other hand, in an effort to increase their share of the market, may reach out for the Reynolds consumer.

"One important thing for an advertiser to remember about TvQ data," said Henry Brenner, HTI president, "is that favorable program opinion by the viewer is positively related to tv advertising effectiveness.

"There is much evidence, which we will soon release in a report, that people who favor programs, compared to lukewarm viewers, watch the programs more often and more attentively. They also watch commercials more often and attentively and have better recall of the commercials and their selling points."

The report, Brenner said, is based on TvQ studies, studies by the J. Walter Thompson and Benton & Bowles advertising agencies, by the London Press Exchange, and by doctoral candidates at Ohio State University.

Drawing the bead. "Once an advertiser knows his target consumer," Brenner continued, "whatever his strategy, he can maximize his advertising effectiveness by locating the programs most enjoyed by these people."

The three programs sponsored by aluminum companies last summer were: *The Dick Powell Show*, Reynolds; *Alcoa Premiere*; and *Follow the Sun*, Kaiser.

The table (at left) shows the per cent favorites (% Fav.) for the three aluminum company shows, as well as their rank among all 117 prime-time network shows, by two categories, intensity of usage, and brand.

But, before any understanding of the tables can be made, it is necessary to know what "% Fav."

How aluminum foil users rate shows

	Dick Powell		Alcoa Prem.		Follow/Sun	
	% Fav.	Rank	% Fav.	Rank	% Fav.	Rank
TOT. USERS	24	25	18	39	8	94
LT. USERS	19	31	15	47	8	86
MOD. USERS	23	29	18	42	7	96
HVY. USERS	30	13	22	32	10	91
ALCOA USERS	25	22	20	40	9	88
KAISER USERS	20	33	14	58	5	96
REYNOLDS USERS	24	26	19	38	9	86

TvQ notes that *Follow the Sun* is doing better among its competitors than among its own customers. On the surface it looks negative, but if this is their strategy, then this is good. Also note, the three shows do best among the heavy users

"Top 10" table helps advertisers find desired programing

USERS

Programs	Total		Heavy		Alcoa		Kaiser		Reynolds	
	% Fav.	Rank	% Fav.	Rank	% Fav.	Rank	% Fav.	Rank	% Fav.	Rank
WELK	40	1	38	3	33	8	38	1	44	1
MASON	39	2	36	7	43	1	38	1	39	3
HAZEL	39	2	38	3	38	3	36	5	39	3
BONANZA	38	4	38	3	35	6	37	3	40	2
CASEY	37	5	40	1	38	3	37	3	37	5
MOORE	36	6	39	2	36	5	28*	..	37	5
GRIFFITH	35	8	30*	..	32	9	35	6	37	5
KILDARE	35	8	37	6	39	2	29*	10	33	9
WAGON TRAIN	33	9	31	10	34	7	33	7	33	9
SING ALONG	33	9	35	8	31	..	26*	..	35	8

By use of above table, advertisers are better able to zero-in on programs which support their advertising strategies. Shows which are marked by asterisks indicate other shows have been better rated to reach audiences in the various categories

means in TvQ's qualitative method of scoring.

Interviewees rate programs as 1) one of my favorites, 2) very good, 3) good, 4) fair, 5) poor, or 6) have never seen. If, of 1,000 respondents, 220, or 22%, say they have never seen a program, then only 780, or 78%, are familiar with it. If, of the 1,000, 210, or 21%, say the program is "one of my fa-

avorites," then the "% Fav." is 21%.

(The TvQ, or "Q," which doesn't concern us here, would be found by dividing 780 into 210, which equals 27%.)

Reading the tables. The significance of the table (see p. 28) may be gained by referring to the *Powell* show in the "Total users" column. Here the % Fav. is 24, which means that of the 711 aluminum

users, 24% chose *Powell* as "one of my favorites." Also, they ranked it 25th among the 117 evening programs.

It is interesting to note how closely this score tallies with that of the Reynolds users, 24% of whom also called *Powell* "one of my favorites." In rank, however, they placed it one step below the choice of all aluminum foil users.



Top aluminum foil brands in TvQ's consumer-target study National sample of 711 housewives showed how well 117 prime-time network programs were liked, including shows in which Alcoa, Kaiser, and Reynolds were sponsors. Survey also broke down programs favored by light, moderate, and heavy users

Types of programs most favored by aluminum foil buyers

USERS

Program type	Total	Light	Moderate	Heavy	Alcoa	Kaiser	Reynolds
TOTAL	711	237	202	260	159	92	423
ADVENTURE (4)	13	12	12	14	13	10	13
COMEDY (34)
animated (7)	4	3	5	5	4	3	4
situation (24)	16	15	17	15	16	15	16
variety (3)	16	14	16	18	15	12	18
DOCUMENTARY (6)	16	16	17	17	16	17	17
DRAMA (8)	19	16	21	21	21	16	19
MEDICAL DRAMA (2)	36	31	38	38	39	33	35
MUSICAL VARIETY (4)	28	26	28	29	23	25	30
QUIZ & AUD. PART. (9)	21	20	24	20	21	20	22
SUSP. & MYST. (17)	15	13	15	17	18	12	15
VARIETY (3)	23	22	24	26	23	20	24
WESTERNS (16)	16	15	17	17	17	17	16

Program categories listed above total 103; the unclassified 14 programs (of the 117 analyzed) were movies, sports, early evening children's shows, 15-minute newscasts, etc. Figures in various users columns indicate % favorites. Since there were some "no responses," the total number of interviewees do not add up to 711 in either group (quantitative or brand)

The table above, which presents an analysis of % Fav. by program types, provides some interesting variations by intensity of usage and brand usage.

For instance, the comedy-variety shows, such as *Jack Benny* and *Red Skelton*, are more successful with heavy users than with light or moderate users, while situation comedies appeal somewhat more to the other users than to the heavy users.

Dramas rate high. Dramas, both medical and others, appeal more to the heavy-user group. Suspense and mystery shows have a similar appeal. Quiz shows, on the other hand, do not appear to be an especially good choice for reaching this group.

As far as users of the different brands are concerned, the two types that appeal to Reynolds users (the natural target for the strategies mentioned earlier) more than the others, would, by this analysis, be comedy-variety shows

and musical-variety shows.

Alcoa users find drama shows—especially medical dramas—more to their liking than do the other groups; they also provide the most appreciative audience for the suspense-mystery group.

Kaiser users find all the program types less appealing than do the other groups, except for documentaries and westerns, and here the difference is quite negligible.

Essentially, as the table indicates, the three types of programs which provide the best audience in all categories for aluminum foil advertisers are: 1) medical drama, 2) musical variety, and 3) variety.

Adman's game. The table on p. 29, which has the dual fascination for an aluminum foil advertiser of a chess game and ouija board, shows the "top 10" programs favored—by brand and intensity-usage categories—by the 711 housewives in the survey.

It must be pointed out, however, that this table is only a beginning; greater opportunities for

pin-pointing the show best suited to reach a desired audience are found below the "top 10."

It also must be pointed out that other factors, such as cost, or strategy, etc., must also be considered in addition to the numerical superiority in the % Fav. column of one show over another.

By way of illustration, the *Andy Griffith Show* may be referred to in the "Heavy users" column. The % Fav. here is 30, and it may be seen that a blank space in the rank column next to it indicates that it has been squeezed out of the "top 10" by higher rated shows, which is the case.

The *Perry Como Show*, for instance, although it is not shown, achieved a 32% Fav. by the heavy users, even though it rated only 28 with "Total users."

Picking programs. Thus, it would behoove an aluminum foil advertiser who wanted to reach heavy users to give the edge to the *Como* show, cost not being a factor.

Among Alcoa users, *The Price Is Right* would replace *Sing Along with Mitch* in the "top 10" by virtue of a 34% Fav. compared to 31.

Thus, *Price* has the % Fav. edge on *Mitch* for an aluminum advertiser wanting to reach Alcoa users.

Among Kaiser users, *Moore* with a 28, and *Mitch* with a 26, would be bumped from their high perches by *The Real McCoys* and *CBS Reports*, both of which rate 34. *Kildare* would hang in there along with *Price*, both with 29s.

There doesn't seem to be much room for change among the Reynolds users, applying this system.

What makes an advertiser's eyes gleam when panning for a programing nugget, is when he discovers a low-cost show with high impact in a desired market.

TvQ illustrates the importance of isolating the particular target group, rather than users in general by showing the % Fav. differences among total users and heavy users among three pairs of programs, namely 1) *Candid Camera* and *Perry Como*, 2) *Father Knows Best* and *Route 66*, and 3) *Andy Griffith* and *Garry Moore*.

The % Fav., TvQ notes, among total users in each pair is nearly the same, but among heavy users, substantial differences show up.

For instance, the % Fav. among total users for *Camera* and *Como* is both 28; for *Father* it is 23 and for *Route 66*, 22, or only one less; for *Griffith* it is 35 and for *Moore* 36, only one more.

However, among heavy users the *Camera* % Fav. is 24, and *Como* 32; *Father* gets an 18 and *Route 66* a 26; *Griffith* 30 and *Moore* 39.

Similarly, TvQ points out that although appeal among total users for three pairs of programs are relatively the same, the % Fav. among the three aluminum brands' customers vary widely. To illustrate: total users rate *Welk* 40 and *Mason* 39. But Alcoa users rate them 33 and 43 respectively. Total users rate *Camera* and *CBS Reports* 28 and 26, but Kaiser users rate them 20 and 34. Total users give *Hennessey* and *Lassie* 17 and 19, but Reynolds users rate them 14 and 21.

Sales are up in strike cities

- ▶ Department store business up in N.Y., Cleveland
- ▶ Radio picks up more newspaper money than tv

Booming department store sales and increased post-Christmas use of broadcast media by retailers in New York and Cleveland were the facts of note last week as newspaper strikes in the two cities continued.

Department store sales in the last full week before Christmas moved 8% ahead of last year in New York and 15% ahead of last year in Cleveland, according to the Federal Reserve. The increase in New York topped the New York district which was up 7%, while in the entire Cleveland district, the increase was 8%. In the United States as a whole, department store sales moved ahead but 5% in the pre-Christmas week.

The strike in Cleveland had started 30 November which apparently provided retailers more time to make advertising schedule changes, whereas in New York, where the strike began 9 December, the switch to radio and television was somewhat slower.

Retailer use up. Moving into January, both cities have now experienced increased use of radio and television by retailers, though tv has not been used as widely as radio. Worthy of special note was new interest shown by national advertisers in radio and television in Cleveland as a result of the prolonged newspaper strike.

When the nine papers serving New York suspended publication, their total daily revenue was an estimated \$300,000. In the two weeks before Christmas, some \$4 million was theoretically available to New York broadcasters. Most radio stations gained extra money and a few tv stations benefited slightly, but a large part of the money budgeted for newspapers went unspent. Lack of availabil-

ities in the normally heavy Christmas season accounted for part of the unspent funds, lack of time for preparation may have accounted for another part.

Now with the New Year, most department stores are fully represented on New York radio and/or television stations. There's increasing interest for January promotions and a general feeling that the next two weeks (rather than the days before Christmas) will give local outlets a real chance to demonstrate their pulling power.

B. Altman, Gimbels, Macy's, Abraham & Strauss, and Bond Stores are among those looking for additional time. Bond, for example, is buying sponsorship of three late night news programs; Gimbels, Altman and A & S have increased their schedules on a number of radio and television stations; Macy's is concentrating on one-day saturations. And several chain stores are also coming into the medium in New York, including John David and Howard Clothes.

In Cleveland, where the newspapers have been out since 30 November, broadcast picked up major business from the department stores from the beginning. Particularly three major department stores—Higbee, May, and Halle—have heaved radio schedules and one station reports that these three alone are running some 100 spots a week. Tv has not yet felt the full influence of the strike, but at least one store, The May Co., has become a major advertiser on one tv station, buying spots, newscasts, and other shows.

National nibbles. An important development at this point is that some Cleveland radio stations are
(Please turn to page 59)

Close-up of Walter

- ▶ He's worn many hats, but tv production tops
- ▶ Creator of "World Series of Golf" is sports fan
- ▶ Headed own agency, Schwimmer & Scott

CHICAGO
One cold evening before Christmas, Walter Schwimmer sat behind his desk reminiscing to a sponsor editor about his days in advertising as a partner in Schwimmer & Scott, a Chicago-based agency begun on a small scale in 1930 which later grew to national stature.

He leaned back in his chair, rubbed eyes that looked very tired, and said, "I seemed to be running like hell on a treadmill.

"But do I miss anything about the advertising business?" he asked himself, echoing the editor's question. He tilted his chair forward and leaned toward the windows overlooking Wacker Drive and the ice-coated river, and answered.

"I've never been able to shake the habit of thinking in terms of advertising ideas. Every day I get ideas for new campaigns and for new products, and I wish there was some way I could put them into action."

As president of his own company, Walter Schwimmer, Inc., the past nine years of Schwimmer's life as a producer-packager of television shows could hardly be termed devoid of action.

Tv sports impresario. "The biggest thrill in my life so far," he admits, "is *The World Series of Golf*. It kills me when people say 'Schwimmer was lucky the way that show came off.' The labor pains were unbelievable—nobody realizes the arduous two years we went through to get the show off the ground."

The greying, square-jawed entrepreneur talked like a proud mother about his most recent contribution to tv—the production

that reinforced his reputation as the impresario of tv sports.

On a weekend late last summer, an average 15 million viewers watched *The World Series of Golf*, a new concept in sports spectacles. In the two-day series (Saturday and Sunday, 8-9 September) NBC's color cameras covered the last six holes of Firestone's championship course in Akron where three star golfers—Arnold Palmer, Gary Player, and Jack Nicklaus—winners of golf's four major championship events, entered the fray to determine television's world golf champ and the winner of the largest single purse in golf history, \$50,000.

Excitement and suspense of the tournament, plus the glamour of golfing's greats, was brought live to viewers via this unprecedented sports special. In fact, the event itself had never occurred before. The million-dollar package was created especially for television, pre-sold to its sponsors (Amana and Zenith), and negotiated for with the networks by one man—Walter Schwimmer.

Bowling, bridge on tv. Schwimmer is also responsible for popularizing bowling and introducing tournament bridge to mass tv audiences.

Grossing now in excess of \$1.5 million annually, the success of Walter Schwimmer, Inc., is based on a number of factors including the self-perpetuating nature of the shows, but primarily, according to his associates, on the dynamics of Schwimmer himself. The personality of Schwimmer the man is closely interwoven with Schwimmer the company, and provides the corporate impellent.

Schwimmer, television program ace

"The man's talent," it has been said by a close observer, "resembles the tactics of a master chess strategist. He is always several jumps ahead in his ability to foresee what will click with tv audiences."

Championship Bowling, in its ninth year and ninth series, has been utilized in a variety of ways by national and regional sponsors, as well as by tv stations themselves, because of the show's popularity with audiences through the years. Currently, two major advertisers have selected *Championship Bowling* as a cooperative vehicle. Both Zenith and Firestone are backing their local dealers who buy spots on the show in their own markets, by sharing the cost from co-op funds. This Schwimmer salesmanship has been considered a major breakthrough by station operators around the country who for years have complained about lack of co-op funds for television.

Championship Bridge with Charles Goren, a series shrugged off as Schwimmer's folly by trade observers when he first presented the idea, is another example of the man's ability to create television series of a durable, continuing nature. Now in its third season, the bridge show has been placed in individual markets by North American Van Lines (Biddle Co.) and Schwayder Brothers, manufacturers of Samsonite (Grey), both sponsors of the show during its first two-year network run on ABC TV.

All Star Golf, now a network color vehicle, was originally distributed by Schwimmer on a syndicated basis. It is now handled exclusively by Henry Saperstein's UPA.

Success factors. Contributing to the success of sports shows in general, both from an audience and advertiser viewpoint, are four important elements. As outlined by Arthur E. Pickens, Jr., Schwimmer production v.p., they are:

- 1) mass appeal;
- 2) suspense factor—outcome unknown until very end;
- 3) non-controversial, therefore easy to sell—advertisers run no risk of offending;
- 4) audience builders—tune-out on sports shows much less than on non-sports.

Following much the same pattern as other Schwimmer tv sport series is the proposed *Championship Tennis*. Tennis, Schwimmer feels, has even more sponsor potential than bowling because of its appeal to higher income groups.

A pilot has been prepared but a major obstacle is the problem existing with professional and amateur standings of tennis champs.

But overcoming obstacles is a Schwimmer attribute. Last month (7 December), the FCC ruled favorably on a technicality which had been holding up the latest Schwimmer project—a tv series, *Let's Go to the Races*, featuring horseracing from major U. S. tracks. The racing series has a built-in viewer participation hook, whereby the home audience can

(Please turn to page 60)



Stars of the "World Series of Golf" chat on the green

On location at the Firestone Country Club in Akron, O., stars of Schwimmer's "World Series of Golf" discuss game. From l-r: Jack Nicklaus, Arnold Palmer, producer Walter Schwimmer, and Gary Player. Annual tv event has PGA blessing



Familiar commercial take: presenting the product label clearly

In WJZ-TV studio, Baltimore, Doug Tillert, radio-tv producer at VanSant, Dugdale & Co., Esskay's advertising agency, shows Pat Mackenzie how to display advertiser's product (here bacon) to best advantage, as cameramen get set for action

Muppets co-star as meat salesmen

- ▶ **Talent, hand-puppets share Esskay messages**
- ▶ **Humorous commercials aired on kid specs**
- ▶ **Tv gets 54% of firm's budget; radio, 41%**

Barely two months after their inception on tv stations in five markets around Baltimore, a group of humorous commercials, blending the make-believe aura of muppets (hand puppets) and the reality of

a tv personality, have already evoked strong mail reaction from moms and kids who, in essence, state that "the commercials are as much fun as the shows."

The messages, on behalf of Schul-

derberg-Kurdle Co., Inc., packers of Esskay Quality Meats, combine the fantasy, humor, and entertainment of the muppets, and the mature, woman-to-woman appeal of a charming professional performer, Pat Mackenzie, who also is the mother of five children.

Largely as a result of the new campaign, designed by its advertising agency, VanSant, Dugdale & Co., the meat packer has allocated 51% of its total advertising budget to tv for 1962-63. The firm also is

continuing its strong radio advertising, with 41% of its budget set aside for that medium.

When and where seen. The commercials, which began in October, appear with Westinghouse Broadcasting Company's series of hour "Children's Special" programs, which are carried each month on five stations in the sponsor's marketing territory—WJZ-TV, Baltimore; WTOP-TV, Washington; WGAL-TV, Lancaster; WRVA-TV, Richmond, and WVEC-TV, Norfolk—each station pre-empting regular programs in prime 7:30-9:30 p.m. hours.

The specials, which usually examine the history of some art, are shown on a different night of the week each month, and appeal not only to kids but to adults as well.

A total of either seven or nine shows will be used, according to Robert V. Walsh, vice president in charge of radio-tv at the agency, depending on what may be considered optimum viewing times and other factors. The December show, for instance, was not used, he said.

From 90 secs. to 60. Four 90-second commercials, built around the program content, are produced on video tape for each show. The taping begins about 10 p.m. at the WJZ-TV studios after local programming for the day is concluded, and when the equipment, etc. is available. The messages are then duped for use within the programs in each of the markets.

The first 30 seconds of a commercial are used to tie in with the children's specs, while the last 60 seconds pull free for the Esskay pitch. After they appear on the specs, the 90-second commercials are edited to 60-seconds for use as spots throughout Esskay's marketing area, which includes stations in Salisbury, Md., and Harrisonburg, Va.

Writing the messages. The messages are produced by the agency's copy supervisor, Bill Maurer, the agency's radio-tv production supervisor, Doug Tillett, and Jim Henson, who originated the muppets and operates them with his wife,

(Please turn to page 61)



Men, gal, and muppets at work
Principals get together (top) at beginning of an all-night tape recording session. L-r: Jerry Jewell, muppeteer; Pat Mackenzie, tv personality; Jim Henson, originator and operator of the muppets; Doug Tillett, and Sheldon Shemmer, WJZ-TV staff director. In center photo, muppets Moldy Hay, Kermit, and Harry are seen, as well as two of many Esskay meat products. Shooting (bottom) begins sometime after midnight, and usually continues to at least 5 or 6 a.m. In this behind-the-scenes photo, Henson manipulates muppet Kermit in preparation for a 90-second commercial with Miss Mackenzie. The word "muppet" comes from a marionettes, puppets act no longer used by Henson

Social science in market research

- ▶ **Researcher explains use of behavioral science**
- ▶ **Emphasizes importance to advertising, marketing**
- ▶ **Cites case where it uncovered selling problem**

The speech below was delivered recently at a session of the 1962 Winter Conference of the American Marketing Assn., in Pittsburgh, by Warren Seulowitz, staff member, Arthur D. Little, Inc., Cambridge, Mass., industrial consulting and research firm. His subject was "Marketing Research — Bridge Between Decision and Information," part of a series of discussions on "Is Marketing Research Becoming Technologically Obsolete?"

A great deal of money is being spent every year by universities and foundations on research in the various behavioral and social sciences. Some of this work in fields such as economics has proven to be valuable to the business community. The fields of psychology, sociology and anthropology, aside from a few specialized service agencies, are, on the whole, little known, understood, or utilized by American business. This is somewhat surprising as this research deals with such basic issues as human needs, wants and motivations; with perception, learning, attitudes and values; with communication, influence, and leadership.

It seems obvious that a deeper understanding of these aspects of human behavior can be most valuable to the market researcher in any number of ways; for example, in the analysis of market segmentation, the process of new product introduction, in the measuring of advertising effectiveness, in capitalizing on the word-of-mouth phenomenon in his market strategy.

Survey a basic tool. Furthermore, many of the standard marketing research techniques and

concepts have been derived from the behavioral sciences. Survey research is a basic tool in marketing and most of its contemporary sophistication is the result of the subtlety and skill of behavioral scientists. The complex notions of socio-economic class, family life cycle, and innovation-mindedness represent marketing applications of concepts long known and appreciated by psychologists and sociologists.

One explanation for the lack of mutual recognition resides in the difference in interests and goals of the scientist and the marketing researcher. The behavioral scientist

"Survey research . . . is the result of the skill of behavioral scientists."

often talks a jargon that sounds strange and confusing to others. This language is the outgrowth of attempts to arrive at precise definitions of phenomena which, although basic to the understanding of human behavior, often seem far-fetched when associated with tooth paste, cake mixes, or washing machines.

The bridge between the marketing man and the behavioral scientist has primarily been in the development and application of techniques. The use of a specific technique to generate information is not necessarily dependent on the content of what is to be measured. Surveys can be employed to measure voter attitudes and expectations, or the relationship between prejudice and education, or con-

sumer preferences for brands of breakfast foods. Some techniques, however, are intimately woven into certain theoretical positions. As many marketing researchers have no readily available means with which to evaluate these theories, they are forced to accept or reject the entire package.

Method and theory. Motivation research is a good example of a legitimate combination of methodology and theory which, under certain conditions and for certain purposes, can generate important marketing information. However, MR quickly assumed the proportions of a fad, and its use has been indiscriminately applied, applauded, or condemned.

Furthermore, to the marketing man, the behavioral sciences often appear to have little to offer that is pertinent to a business decision. Psychologists seem to know more about the psychopath than about our more normal citizenry.

There are many reasons, of course, for this interest in and concern for marginal or deviant groups. Sometimes the nature of the research in proving a critical point is dependent on the analysis of the exception rather than the rule. Or, on some occasions, marginal or deviant groups are the most accessible to the researcher.

Specific data. The marketing researcher, on the other hand, has in his files a great deal of basic data on the behavior and attitudes of more "typical" people. His interests are more broad and, in a sense, more basic. Much of this information, however, is highly limited, relating to a specific product or service. Much of it is descriptive rather than analytic, reflecting the more narrowly defined interests of management rather than the overall usage patterns that characterize the various consumer segments.

The marketing function in many companies rarely demands that this information be cumulatively developed and available. Marketing research is often a one-shot affair

which permits little in the way of prediction or the extrapolation of trends. Although there is usually cumulative detailed information on sales and performance, there is lit-

“[Behavioral jargon] seems far-fetched . . . associated with tooth paste, cake mixes . . .”

tle effort to periodically analyze the array of market segments and their corresponding purchase behavior in the way, for example, that voting behavior can be simulated on a computer program.

One way in which behavioral science techniques can assist the marketing researcher can be illustrated by the following example. The appliance industry collects a great deal of information on consumers. Both the trade associations and the competing firms perform extensive market research. In examining the market for an appliance that had been available for some time but had not sold very well, we found that little research had been done on the ways in which women looked at the chore which this particular appliance was designed to perform more efficiently and effectively.

Using behavioral science. We employed a form of “motivation research” which, incidentally, like most so called motivation research, had little to do with motivation *per se* or depth psychology, in general, but rather focused on identifying the perceptions and attitudes of consumers as these relate to a purchase decision. We developed a number of hypotheses about the place of such an appliance in the housewife’s scheme of things. For these hypotheses to be left at the level of clever insights is not sufficient. Each hypothesis was converted to a *testable* proposition and the appropriate steps taken to statistically support or reject it. By combining the disciplines of marketing research and the behavioral sciences, we were able (a) to pinpoint the market segments most interested in the product, (b) ascertain the advertising themes that

would call consumer attention to the product’s existence, and (c) identify the kinds of media which would represent the best vehicles for the advertising message.

It is worth noting that the advantage of the distinctive features that the manufacturer saw in his product were not the features which gave the product its value in the eyes of the consumer. The way in which housewives performed their chores, that is, their usage patterns, were much different from the way in which the men who made the business decisions believed to be the case. The manufacturer was trying to reach the wrong market with the wrong message in the wrong place.

In this particular research effort the market was analyzed from the point of view of the consumer, taking into account how she views the household chores she must perform, the choices that she sees as available to her, and the congruence of each

“Marketing research is often a one-shot affair . . .”

of these choices with the way in which she viewed herself.

Consumer’s self-view. The exploratory research concentrated not on the specific aspects of the product but rather on how respondents described the role of being a housewife. In the case of this particular appliance, the degree to which a woman saw herself as *traditionally* oriented sharply affected her attitudes toward mechanical devices which are designed to reduce her work load.

Respondents were presented with a series of drawings, each picture depicted a household scene involving one or more persons. Women were asked to describe what was happening in the scene depicted, what preceded the event, and what they thought would take place subsequently. The analysis of these stories yielded the recurrent observation that housewives differed markedly in their interests and the ways in which they allocated their time.

Women who saw themselves as entirely devoted to housework, to child rearing, to deferring to the demands of the husband and children, whose activities outside the home were primarily of a social nature, represented a combination of traditional behaviors. At the other extreme were women whose abilities and interests placed them in a social position more competitive with men.

We were successful in converting this collection of insights into a “traditional values scale” which measured the degree to which a woman viewed herself in these terms. The scale, consisting of 10 agree-disagree items, was incorporated into a questionnaire used in conjunction with a large probability sample of households.

The results demonstrated the predictive value of this scale. In the case of this particular appliance, those women who rejected the traditionally defined role of a housewife were (a) by far the most likely group to be positive in their attitudes toward the appliance, or (b) already own it.

As competitive pressures increase, the marketing researcher is forced to probe more deeply into the “whys” and “hows” of the consumer market. To go beyond the approaches ordinarily employed in marketing research, there are a number of opportunities resulting from the integration of mathematical models with the findings, concepts, and insights of the behavioral sciences. For the purpose of this talk, I have selected one such application to illustrate a means of sharpening one’s definition of the market for a specific appliance.

Properly merged, the interests of the marketing researcher and the

“[Motivation research] can identify the best media vehicles.”

techniques of the behavioral sciences can provide a competitive edge in isolating those consumers most prone to purchase a given product or service. ▀

EDMUND G. BROWN
GOVERNOR

State of California
GOVERNOR'S OFFICE
SACRAMENTO



Dear Mr. Glenn:

I congratulate Sponsor magazine on this important issue devoted to the greatness of California and the importance of advertising in building our economy.

California now is the first state in the nation in population. And certainly we are very close to the top in the excellence of our broadcast media and advertising.

In Hollywood, radio was built into the greatest entertainment media of its time. And from Hollywood's movie studios came the talent which now has lifted television to its great eminence.

As the largest market in the West, California will continue to be an important center of the broadcast and advertising arts. It is at once both the challenge and responsibility of these two industries to continue to meet their own high standards of excellence and ethics on which their future must inevitably depend.

My congratulations to everyone in broadcasting and advertising for a great achievement last year and my best wishes for an even better record next year.

Sincerely

A handwritten signature in cursive script, reading "Edmund G. Brown".

EDMUND G. BROWN, Governor

It's wild, man! California is now No. 1

- ▶ Broadcasters salute rapid population growth
- ▶ Big event marked by many air specials
- ▶ Governor Brown hails the role of radio/tv

Poets, in the past, have sung eloquently of California's bigness, but there will be no holding back their iambus and dactyl now that the Golden State has passed the Empire State in population.

To herald this notable event, mass media in California began a massive promotion campaign, the likes of which no man has gandered since the glittering '49 gold rush on Sutter's property in Sacramento.

The 19th century editor and poet, Sam Foss, rhapsodic of California, chanted: "Bring me men to match my mountains." This, assuredly, has occurred.

At the end of '62, California

passed New York and thus became No. 1 state, population-wise, in the Union. California's daily growth rate of some 1,600 exceeds New York's by about 1,000. The total population for California was 17,300,000 last month.

The celebration was officially launched by Governor Edmund G. Brown on 31 December, with all state employees getting the day off.

Both radio and tv hopped into the holiday mood with a staggering number of programs appropriate to the occasion. A quick poll of the state's broadcasters reveals that they'll continue this special programming all through 1963.



Leaders applaud the California boom

Gov. Edmund Brown (l) applauds role of advertising; George Whitney (upper r) gen. mgr. KFMB (AM-FM & TV), San Diego, and pres., Calif. Bdcstrs. Assn., and Richard Ryan, pres. Spanish Language Bdcstrs. Assn., gen. mgr., KLOK, San Jose

As obvious as California's sunshine is the undeniable fact that the state has racked up a glittering number of firsts—an arsenal of pluses that will prove valuable to broadcasters when the ad agency computers assay the qualitative and quantitative aspects of the No. 1 state.

California, believe it or Ripley, has more automobiles, houses, farm income, students, Nobel Prize winners, portable barbecues and, praise Esther Williams, more swimming pools than any other state in the Union. The boom is on and civic and industrial leaders of the state, with careful planning, are determined that it shall not be a bust. Momentarily, however, the more than 17 million Californians—more than the combined populations of 20 other states—are up to their necks in celebrating the historic event.

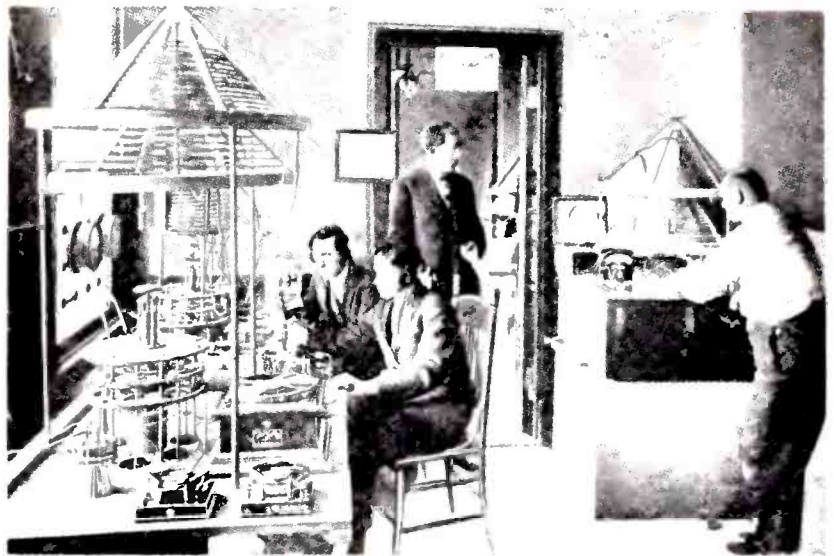
Governor Brown's message. In a special communique to SPONSOR, Governor Brown congratulated the publication on calling attention to the event and "to the greatness of California and the importance of advertising in building our economy." He indicated his pleasure at "the excellence of our broadcast media and advertising."

"In Hollywood, radio was built into the greatest entertainment media of its time," Governor Brown's message declared. "And from Hollywood's movie studios came the talent which now has lifted television to its great eminence. As the largest market in the West, California will continue to be an important center of the broadcast and advertising arts. It is at once both the challenge and responsibility of these two industries to continue to meet their own high standards of excellence and ethics on which their future must inevitably depend.

"My congratulations to everyone in broadcasting and advertising for a great achievement last year and

Broadcasting in 1909

Among other "firsts" for California is pioneer radio station KQW (now KCBS), San Francisco. This is view taken in 1913. Station first went on the air in the month of January 1909



Many broadcast hands pitched in

Services of 25 individuals were employed to produce KP1X, San Francisco, public affairs documentary "California First," hour-long program celebrating California's ascendancy to number one state in the nation



my best wishes for an even better record next year."

Broadcasters built boom. California stations, in their own way, encouraged the migration to their state. The balmy weather reports, for instance, aired by California's broadcasters were heard in as many as 11 states, George Whitney, president of the California Broadcasters Assn. and v.p. of and general manager of KFMB (AM-FM & TV), San Diego, and v.p., KERO-TV, Bakersfield, told SPONSOR. Moreover, Whitney noted that originations of radio and later tv network and syndicated programs not only came from California but revolved around the state.

"Is there an American anywhere who doesn't feel intimately acquainted with the LaBrea Tar Pits or our freeways or Anaheim, Azusa, and Cucamonga?" Whitney mused. "Isn't just about everybody aware of, say, the police forces of San Francisco, Los Angeles, and San Diego? Remember, too, the millions of California visitors who like what they see on our local tv stations or hear on our radio stations."

In Whitney's judgment, there are business opportunities in California for broadcasters "and while their number may be small, their migration to California is significant because broadcasters are usually opinion leaders in their communities.

"When such people move, others take notice of it," Whitney con-

cluded. "Yes, broadcasting built the boom. Not alone, of course, but I'll bet only the sun can claim more credit."

Lincoln-Mercury sponsorship.

Nor will the national networks overlook the nation's most populous state. Already, NBC News is at work on a comprehensive documentary to be presented Thursday, 21 February, from 7:30 to 8:30 p.m. The hour-long program will be sponsored by Lincoln-Mercury division of Ford Motor Co. through Kenyon & Eckhardt. Edwin Newman will narrate the program. Gerald Green will produce. Fred Rheinstein is associate producer and director. Dexter Alley is the cameraman. NBC News correspondent Newman said the program would show what it is that draws people (1,000 migrants a day since 1956) to California and probe some of the problems arising from the extraordinary growth of the state.

Scenes to be depicted include a border agricultural checking station; a large San Diego defense plant; the University of California's Berkeley campus where Nobel Prize winners will be seen in their classrooms; several water supply projects including the Feather River Valley project and a desalination plant in San Diego; bulldozers at work in desert land for a new suburban community, complete with artificial lake; an "Okie Club" gathering, whose members are former "Okies" and now substantial citizens of the state, and other high-spots such as a "mushroomburger" restaurant for members of one of Los Angeles' numerous cults and, of course, a visit to the much-publicized Forest Lawn Cemetery.

CBS affiliates offer salute. To promote California's emergence as the No. 1 state, nine affiliate stations of the CBS TV Network also commemorated the event with a special one-hour program on Friday, 28 December. The nine stations contributed remote segments from their respective areas. Art Linkletter, as host, introduced features from Eureka to the state capital in Sacramento, to San Francisco

and the Salinas and San Joaquin valleys, to Los Angeles and San Diego, linking the state on this holiday occasion from North to South.

Tv stations carrying the state-wide celebration were KNXT, Los Angeles; KFMB-TV, San Diego; KPIX, San Francisco; KXTV, Sacramento; KFRE-TV, Fresno; KSBW-TV, Salinas; KJEM-TV, Eureka; KBAK-TV, Bakersfield; and KHSL-TV, Chico.

Two producing teams were involved in the hour-long program. KNXT public affairs manager Mike Kizziah and director Dan Gingold traveled to CBS affiliates in northern sector of the state. KNXT producer Jere Witter and director Brad Aronson covered Southern California. Governor Brown appeared in a segment produced by KXTV, Sacramento.

Must continue to deliver.

Throughout the state, broadcasters were proud to be part of the notable accomplishments, but they weren't ready to sit back and wait for new business to rush in. "Although it is encouraging to be in the fastest growing area in the country, it is in itself no assurance of success," Robert D. Wood, v.p., CBS Stations Division, and general manager, KNXT, told SPONSOR. "KNXT must continue to deliver to its viewers and to its sponsors if it expects to maintain the pace."

Speaking of broadcast business,

Ray L. Beindorf, general sales manager, KNXT and CBS TV Pacific Network, observed that the increase in business has not approached in a big wave but rather in a steady tide during 1962. "As more advertisers realized how much of a giant the southern California market has become, they steadily have put more advertising weight into this area."

In addition to carrying the state-wide CBS program, KFMB-TV also carried a saturation schedule of on-the-air spots proclaiming the three-day period as "California First" days. It also carried a special "California First" theme on other regular daytime programs and its news programs were jam-packed with bulletins anent the historic event.

Fishman named to committee.

Milt Fishman, news bureau chief for KABC, the ABC-owned radio station in Los Angeles, was named by Governor Brown to the communications committee for the commemoration of "California First." And in keeping with the other stations throughout the state, KABC dedicated a good portion of its year-end time to appropriate features and special station breaks. A high spot was Dale Van Aman's interview with Governor Brown on the *KABC Special Report*.

One of the positive signs of the emergence of California as the dominant state, population-wise,



Helping celebrate California's bigness

Milt Fishman, news bureau chief, KABC, Los Angeles, and member of Gov. Brown's "California First" committee, and William Decker, gen. mgr., KNBR, San Francisco

**WANT TO SELL
THE BILLION DOLLAR
LOS ANGELES
NEGRO MARKET**



reaches this market
best at the lowest
(rate and cost per
hour) because
KGFJ

- 7** TOP DJ PERSONALITIES
- 2** PARTICIPATION & COVERAGE OF NEGRO COMMUNITY AFFAIRS
- 3** SPIRITUAL & RELIGIOUS PROGRAMS
- 4** NEWS OF NEGRO COMMUNITIES
- 5** EXCLUSIVE PROGRAMS OF VITAL INTEREST TO ALL NEGROS
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- 7** SPORTS BULLETINS

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24 HOURS A DAY
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New York Chicago Atlanta San Francisco

**The Pioneer Station Programming 100%
to the Los Angeles Negro Market**

was that it would be bringing additional business to numerous industries including broadcasting. Herbert Edelman, president and general manager of KEAP, Fresno, was of this opinion. William O. Edholm, general manager of KICU-TV, Fresno, said the continued growth would be especially beneficial in the state's inland valley region. Dean Banta, general manager, KSAY, San Francisco, observed that "business can only be good" in the burgeoning state.

KFWB, Los Angeles, commemorated the event throughout a 24-hour broadcast period on Friday, 28 December. It staged quiz shows on the history of California and recorded the sound of some 2,000 motor car horns being honked simultaneously at the hour set as official "lead time." Listeners also heard for the first time the sound of specially created "KFWB Horn" which sounded at that hour.

San Diego on upbeat. "No one can deny the population explosion of California," Ted Millan, sales manager of XETV, San Diego, told sponsor. "Figures indicate 20,000 homes added annually here. Significantly, it is most deserving to note that youth must be served. The family size and age indicates a volatile strata of our society is spearheading the migration. This should be vital to the mass producers of consumer goods."

Lee Bartell, managing director, KCBO, San Diego, also revealed that his city was approaching 1963 "with confidence of continued growth and prosperity." He said local advertising was booming and national advertising had increased more than 30% in the past three years "and the rate continues unabated."

Radio will gain. As a result of the California boom, radio stands to gain immeasurably according to Robert P. Sutton, v.p. of CBS Radio and general manager, KNX, Los Angeles. Sutton, an active member of the committee of 125 prominent Californians assisting Governor Brown in planning the year-long observance, noted that the population explosion was creating a "vast urban sprawl from Santa Barbara to the Mexican boarder which can only be covered eco-

nomically by radio." He thought the result would turn southern California into "the biggest radio market in the world."

"In all of California, as well as the southern portion, the size of its population and its unique way of life is developing not only the nation's largest 'buying audience,' but also the nation's most mobile megalopolis," Sutton declared. "Only radio seems capable of serving this audience in the way it desires to be reached—instantaneously and at its own convenience."

KNX presented a special California First on 31 December. Participants included former Mayor Fletcher Bowron of Los Angeles, Mayor Christopher of San Francisco, Mayor Houlihan of Oakland, Mayor Yorty of Los Angeles, Supervisor Ernest Debs of Los Angeles, Governor Brown, Architect William Pereira and other famed Californians. The station is also presenting a new across-the-board nightly feature entitled *Megalopolia at Night* with spot coverage of worthy events from Santa Barbara to the Mexican border.

Richard D. Buckley, Jr., general manager of KGIL in the San Fernando Valley, Los Angeles, observed that the population boom in California had just begun and that the next 10 years "will be even greater than the past 10." KGIL has observed the big event with taped interviews with leaders of the state, but the emphasis is on the San Fernando Valley, population center of the state.

John Barrett, general manager of KRLA, Los Angeles, said the honor befalling the state was a challenge calling "for fresh ideas and new concepts if the communications industry is to keep pace not only with the change in growth, but also the changing character of the audience." Barrett said his station was flexible enough to offer service to a daily increasing audience "which at the same time is growing younger every day." He thought most radio listeners today were 25 to 30 years of age "but the day is rapidly approaching when we will be called upon to present program content appealing to the coming average national age level of 20 to 25 years."

(Please turn to page 44)

OVER THE TOP...

goes California to become the Nation's most populous state. The growth of KTVU has matched that of California. Now recognized as the Nation's **LEADING Independent TV Station**, KTVU serves over a million and a half TV homes in California's number 2 market...the only independent TV station in Central and Northern California.

Buy the **LEADING Independent** in the Number 1 State.

The Nation's **LEADING Independent TV Station**



SAN FRANCISCO • OAKLAND

Represented nationally by H-R Television, Inc.

Photo Moulin Studios



SAN FRANCISCO's cable cars are a permanent part of the city's landscape. Moving at 12 miles per hour, the cable cars climb lines on three of the city's routes, carrying passengers from the Bay to downtown San Francisco.

CALIFORNIA IS NO. 1

(Continued from page 42)

Mansion for Rockefeller? Pulling out all promotional stops, promotion manager Tony Bachman of KXTV and station manager Jay Hoffer of KRAK, Sacramento, drafted a parchment offering the old Governor's Mansion to Governor Nelson Rockefeller of New York. The Governor's Mansion is for sale since a new State Mansion is in the works. Messrs. Bachman and Hoffer, active participants in the publicity committee of the Sacramento Chamber of Commerce proffered the mansion to Gov. Rockefeller on the basis that if he sought to be governor of the No. 1 state, he had better establish residence in the capital of that state. Here, said the parchment, was his opportunity to do so with a built-in Governor's Mansion. The document was to be delivered to Gov. Rockefeller by a pony express rider.

Particularly fitting was the role played by KCBS Radio, San Francisco, in the celebration. Since it claimed to be the first radio station in the nation (it stems from a 15-watt spark transmitter in San Jose in 1909), it felt impelled to welcome the entire state of California to the select "First . . ." club. In a three-day observance tagged "THE State of the Nation," KCBS Radio focused on California's past and promising future. Many Bay Area firms bought time in and around these special programs.

The problems facing California in 1963 were deeply probed on KOVR, Sacramento, in a first of the year program entitled *The Road Ahead* moderated by Helen Bale, staff member. She interviewed Governor Brown and director of finance Hale Champion. Others on the program were Dr. Max Rafferty, new state superintendent of public instruction and Erving Perluss, director of the state department of employment. KOVR, a Metropolitan Broadcasting Station, also plans news features about the No. 1 state for January.

One of the most detailed and elaborate documentaries dealing with California First was offered by KPIX, San Francisco in connection with the ceremony. The Westinghouse station, whose general man-

ager is Louis Simon, also alerted its listeners to the significant event under the umbrella heading of *Community of Strangers*. "Many people who had migrated to California were not familiar with the landmarks and traditions of the Bay Area, nor with its cultural activities," Simon explained. "Thus, it became our duty to acquaint the residents of this great metropolitan area with its problems."

San Francisco shows many plus signs, business-wise, according to John MacRae, general manager of Crowell Collier's KEWB. "The newly released FCC National and Regional Time Sales figures show San Francisco up 3.6% (1960 vs. 1961)," MacRae pointed out. "Of the top 60 markets listed, only 21 showed billing increases. In fact, these 60 showed a dip of 2.8% in overall revenue. San Francisco's 3.6% increase is indeed very real." Moreover, San Francisco has three times as many radios as tv sets and four times as many radios as the total circulation of all San Francisco-Oakland newspapers combined, MacRae noted.

Fresno's big payroll. The Fresno market also has been fortunate in the population boom, according to Keith Swinehart, national sales manager, KJEO-TV. The development of the Lemoor Naval Air Station is expected to bring an annual payroll of some \$20 million to the area, in addition to merchant income of between five and 10 million dollars for goods and services, Swinehart pointed out. This, plus the burgeoning agricultural growth of the area, marks the Fresno area as a dominant one in the state.

KCRA-TV, Sacramento, devoted an entire week to discussion of the California growth. Much of the state's glory was revealed by Bette Stanley on her *Valley Playhouse* program. She interviewed, for example, state controller Alan Cranston, Governor Brown, notables from the Salk Institute in Santa Barbara.


Significantly, California's Spanish heritage has not been lost in the growth of the state, Richard E. Ryan, general manager of KLOK, San Jose, told SPONSOR. The rate of growth of the Spanish-speaking

people has equaled and in some places exceeded the growth rate of the general population, Ryan said. The 1960 census reveals there are over one-and-a-half million people in California with Spanish surnames, representing 10% of the total population.

Ryan, who is also president of the Spanish Language Broadcasters Assn. and chairman of the California Advisory Committee of the Advertising Assn. of the West, observed that the Spanish people of the state "play an important part in its economic life." A recent study by Pulse, Inc., made for the Spanish Language Broadcasters Assn., showed that they were scattered through all types of occupations from agriculture to the professions. "Our association has four member stations in California covering the areas of greatest concentration of the Spanish-speaking people," Ryan declared.

Said Ryan: "Our California Advisory Committee was most fortunate in obtaining the services of Long Advertising, Inc. of San Jose and San Francisco to serve as the voluntary task force on the California First project. With their help and the help of the ad clubs in the state we'll get maximum publicity for California First Days."

State organization leaders. Helping maintain the image of California as one of the most alluring states in the union, a state with enormous growth potential for industry and tourism, is the California Broadcasters Assn. headquartered in Sacramento. Its roster of officers and board of directors follows: president, George Whitney, KFMB-TV, San Diego; vice president (radio), Hugh Turner, KTIM, San Rafael; vice president (tv), Al Constant, KRON-TV, San Francisco; secretary-treasurer, Alan Lesser, KEZY, Anaheim.

Board of directors: Howard Haman, KXOA, Sacramento; Hugh Turner, KTIM, San Rafael; Leslie Peard, KFRE-TV, Fresno; Ernest Spencer, KWIZ, Santa Ana; Robert Wood, KNXT, Los Angeles; Lou Simon, KPIX, San Francisco; Constant; Lisser; Ellsworth Peck, KWIP, Merced; M. F. Woodling, KHSL-TV, Chico; Whitney. Ken DeVaney is managing director. 

BUSINESS '63

(Continued from page 27)

stations will likely show 10% to 15% gains over their 1962 sales.

Likewise, medium-sized and smaller stations with aggressive and effective sales-promotion procedures will do better than the industry averages. We would include another 500 stations in this latter category.

The balance of 2,500 radio stations will either run an average industry race or experience a sales decline of 5%-10%. Radio is not an industry where a license and operating facility assure individual ownership of a percentage share in the expansion of the industry.

Generally speaking, tv and radio management should not budget 1963 sales on the basis of the individual station's percentage rise in 1962. Higher sales goals will be justified for practically all tv stations and for some 1,000 radio stations but on a more moderate basis than management would like to expect.

Economic background. It would be unusual and economically unexpected if an average 6% growth year could be succeeded by a second successive year of equal strength. However, we believe that 1963 will find the national economy moving upward to a new plateau of production output, employment, sales, profits, and general well-being. The 1963 growth factor will be less than that of 1962.

If some businessmen and broadcasters are disappointed that 1963 does not equal or exceed 1962 gains, they should reflect on the fact that we were actually generating a sizeable economic recession for 1963. We shall avert this recession and achieve an average 4% growth—and this will be a worthwhile achievement for the year ahead.

Increasingly, during this decade, profits have been squeezed to smaller margins by cumulative increases in wage costs and higher labor costs per unit of sales. Our tax structure, developed largely for wartime financing, has exercised restraining influences on the overall national economic growth.

(Please turn to page 60)

Chicago's most favorable location for the communications and advertising industry

JOHN BLAIR BUILDING

645 N. Michigan Avenue

Chicago 11, Ill.



For rental information contact

Scribner & Co.

38 S. Dearborn Street

Chicago 3, Ill.

Central 6-4204





ENTRÉE TO CANADA

Specialists

Canadian
Markets

Broadcast
Media

 Canada's foremost radio and television time sales organization . . . for 27 years Canada's leading station representatives . . .  Now in key cities throughout the country . . . In New York call CIRCLE 6-1425.



**All-Canada Radio
and Television Limited**

SPONSOR BACKSTAGE

Continued

emerges (as the light announcers say) victorious at the end.

Pearson and Messinger play real rough. After their 12-day date last summer at Freedomland, New York, Pearson featured a split and pulled up lip, and after the Delaware State Fair date Messinger was limping for four days due to a bruised solar plexus or some such injury resulting from a body blow by Pearson. The tv stations, and often the sponsors, running the Popeye programs are tied in to the live stage shows quite effectively.

King Features sets it up for the park, fair, or other promoter to get the services of the emcee of the local Popeye show to act as master of ceremonies for the live act. Thus Jack McCarthy of WPIX, New York, was the emcee during the Freedomland run. And when the act played Kennywood Park in Pittsburgh over the 4 July and Labor Day weekends, Paul Shannon of WTAE-TV emceed. In Cincinnati, where Popeye and Brutus staged their struggle at Coney Island Park, Bob Shreve of WCPO-TV was emcee.


Another promotion stunt the Syndicate developed was the Popeye Museum. This was set up shortly after the live act made its bow at Freedomland, but the Museum continued as a Freedomland feature for the full three-month season, long after the act itself moved on. And when the New York park closed, the exhibit was moved to the Mid-South Fair in Memphis, Tennessee. Among other features the museum contains a series of six showcase displays showing how a Popeye cartoon is made. The step by step procedures are shown, including all actual materials such as story board, drawings, cels and sound tracks. There are numerous photos of the animators at work. Another feature is a series of six wall panels showing the history of Popeye. This goes back to 1919, when the comic strip then known as "Thimble Theatre" was born. Popeye himself, this portion of the display reveals, wasn't created until 1929.

Department stores in the act

In October of 1962 the Popeye promoters moved into the department store field. They built a new coronation ceremony routine around the Sailor Man. The department store sets up a simple raised platform in its toy department, assigns a handful of its prettiest sales girls to throne duty, sits Popeye on the throne and the Coronation begins. Popeye is made "King of Toyland," and all the kids in the store come up, shake his hand, are given a greeting and a "Certificate of Good Citizenship." All this is done to voice and music from a specially prepared and carefully cued record supplied by the King Features creative services department.

Pomeroy's Department Store in Reading, Pa., and the Ann Hope Outlet Store in Pawtucket, R. I., and the Times Square Hotel in Hempstead, Long Island, N. Y., are among the stores which reported the store coronation promotion a solid success.

Talking about stores, the show, of course, has always received and continues to receive substantial promotion from the many merchandising tie-ups that King Features' Chester Weil, director of special services in the merchandising department, develops. About 80 manufacturers make Popeye merchandise.

And now ready to do for the kiddies (presumably) what *Beverly Hillbillies* has done for adult viewers (again presumably) come hillbillies Barney and Snuff. And with the kind of sales and promotion effort King Features has put behind Popeye, it could be that the new show may be another good buy for stations and advertisers. 

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

While the New Year gears itself to peek out from under its swaddling clothes, many of the timebuying fraternity are taking advantage of the lull to do some soul searching, chart career courses, and long, collectively, for a crystal ball. The big wonderment, of course: how will they stack up in the year ahead against that mechanical monster: the computer? To the more assured, there seems to be no threat. This was summed up by one bright, young buyer like this: "they're pleasant to have around, like beer and typewriters, but they'll never replace buyers."

Early-year agency hoppers: Cunningham & Walsh's Sunshine Biscuit buyer, Kit Powers, has joined Dancer-Fitzgerald-Sample, N. Y. At press time there was no news of a replacement at C&W . . . SSC&B's (N. Y.) Pete Holland switched to N. W. Ayer, Philadelphia . . . Dancer-Fitzgerald-Sample (N. Y.) media buyer Bill Keeler is now assistant media supervisor at Gardner Advt., St. Louis.



New York radio station parties admen in Philly
Shown attending WABC, N. Y. hosted party at Philadelphia's Urban Club: (l-r) Ed Hardison, Scott Mackie, Bill Graham, and Paul Kizenberger, all N. W. Ayer staffers. At far right: WABC sales manager John McSweeney.

This is no way to start the New Year dept.: At Papert, Koenig, Lois, (New York), 1963 seems to have come in on a wave of crutches and plaster casts. Three members of the agency are hobbling around, victims of broken limbs. The three: George Lois, who sprained his ankle playing basketball; Rose Mary Bohjalian (secretary to executive v.p. Norman Grulich), who broke her leg ice-skating at Rockefeller Plaza; and Jo-Anne Ruesing (she's secretary to account men Robert Lurie and Craig Ward), who broke her arm in a fall at home.

The promotion of Bates' Bill Abrams from buyer on Blue Bonnet to assistant account executive on Royal Pudding, has caused a bit of wailing among many of the reps in the New York timebuying arena.

(Please turn to page 48)

UHF vs VHF ?

**In Central Illinois
it's just plain TV!**

. . . to the viewers, that is!

(But, shhhhhh, they don't know they've been watching UHF, lo all these years since 1953!)

If you are one of those who think there is a difference between UHF and VHF television (and we suspect there are a few left), we invite, indeed urge, your close inspection of the Central Illinois television market.

You will find . . .

- from the Illinois River on the West to Indiana's Wabash River on the East the three Plains Television Stations (All UHF) provide virtually unduplicated NBC-TV service to 953,290 people in 27 Mid-America counties including the four major Metropolitan Illinois markets of Springfield, Decatur, Champaign-Urbana, and Danville—an area of 271,038 TV Homes.
- the VHF station (for those of you who still persist in drawing a distinction) is duplicated by six other stations with the same network affiliation within its basic coverage area.
- UHF offering strong . . . very strong . . . competition to the VHF.
- UHF competing for viewers on an equal basis with VHF.
- UHF more dominant in News-Weather-Sports and programming to local needs.
- UHF programming such first-run film packages as MGM, United Artists and 20th Century Fox.
- UHF delivering lower c-p-m than VHF.
- You will discover many other things as well!

UHF vs VHF??

WE REPEAT!

It's just plain TV!

From the Illinois River to Indiana's Wabash, the Plains Television Stations have eliminated the distinction. You will, too, following your close inspection of this Central Illinois television market.

Just for the record—132 National Spot Buyers already have made this inspection . . . and placed their advertising with us!

WICS 20
SPRINGFIELD

WIGD 24
DANVILLE

WCHU 33
CHAMPAIGN

PLAINS

TELEVISION

STATIONS



Represented by
YOUNG TELEVISION CORP.
for the Illinois Heartland



We've talked a lot lately about the helpful service bulletins we broadcast over WEZE in the mornings, so here — in bulletin form — is what we wish for you in 1963:

WEATHER: Sunny dispositions in all the people you meet, followed by warm friendships and no showers except the gift-giving kind.

TRAFFIC: Fast-moving progress on the road to success, with a clover-leaf every now and then to make the trip even easier.

NEWS: Peace and brotherhood everywhere — internationally, nationally, and especially where peace begins . . . within ourselves.

Sincerely,

Arthur E. Haley

Arthur E. Haley
General Manager



Other Air Trails stations are:

WIZE Springfield	WKLO Louisville
WCOL Columbus	WING Dayton
WRIT Milwaukee	

TIMEBUYER'S CORNER

Continued

While most opine that the promotion is indeed a good thing for Bill, they feel the loss of his buying know-how will leave a definite void. Taking over the buying chores on Bill's Blue Bonnet account is Bates' Everett Keller, who bought on Brown & Williamson.

Other account assignments: Also at Bates, N. Y.: Florence Simon has taken over the Fab and Palmolive accounts left orphaned by the defection two weeks ago of John Flynn. Florence had worked on the Colgate group there . . . Dancer-Fitzgerald-Sample's Doug Flynn inherited the Falstaff distributor buying previously handled by Jack Liddy. Jack, as reported here last week, defected to Robert Eastman.

Portrait of a staunch Republican dept.: Donahue & Coe's Stuart Kaufman. He named his new Bassett pup, Adlai.



Gotham buyer in New Orleans
Picturesque setting delights Gumbinner's Jonne Murphy, with David Wagenvoord

If you were to ask Gumbinner's (New York) Jonne Murphy for some words of advice on improving time-buying techniques, she's apt to wrap it up with these three words: take a trip. Jonne, who is shown at left in New Orleans with David Wagenvoord, v.p. and general manager of WWOM, that city, isn't being facetious. She's genuinely impressed with the importance of getting out into the field and personally sizing up a market. During a recent jaunt to New Orleans, Jonne managed to squeeze in a lot of activity. She sat in on several radio programs, visited the city's historical sites, toured Schwegman's Supermarket (reportedly the nation's largest) and fell in love with the city's French Quarter. Back at work in her New York agency habitat, Jonne sighs "it was more than a glorious visit to a glorious city—it gave me a fresh perspective on the different habits and tastes of the people in this important part of our market." A talented artist, Jonne "dashed off" a watercolor of her new-found love—New Orleans' French Quarter—and sent it along to Dave Wagenvoord "in appreciation for the invitation to visit."

First name to pop up on the 1963 availability list: Fred Koppelman. Formerly with N. W. Ayer. Philadelphia, Fred's last affiliation was with Elkman, also that city.

And in the gifts-we-can-do-without-dept.: Y&R's (N. Y.) still hospitalized Ray Jones received a parachute (bright red, yet) from a well-meaning station man with an out-sized sense of humor.

PEOPLE PACKAGE . . . person-to-person radio, in one giant "people package"! That's KRMG, the friendly giant in Southwestern radio, programmed for the entire family . . . and, reaching the total Oklahoma market in one big 50,000-watt breath. People who listen, like it . . . people who buy it, love it!



KRMG

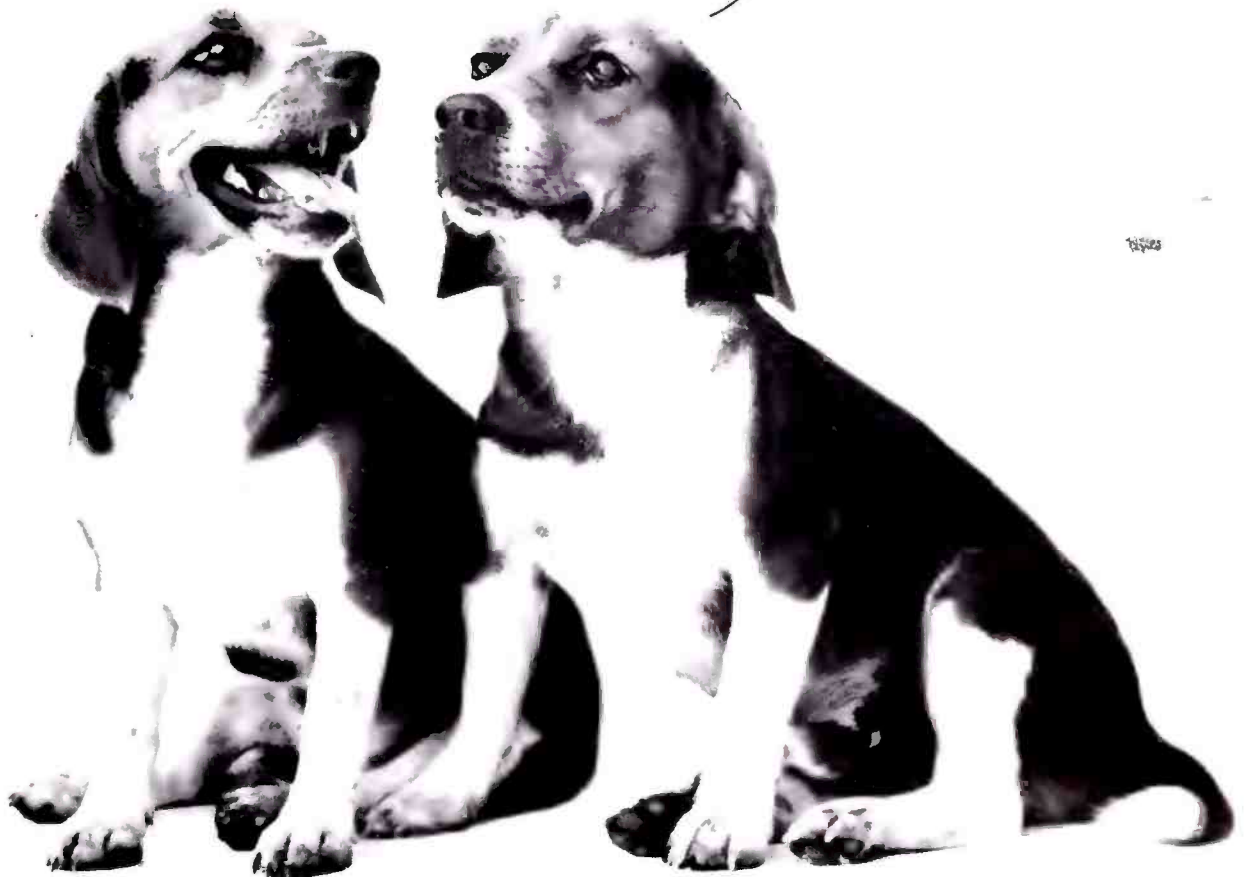
HAS

P. P.

YES,

PEOPLE

PACKAGE



THE JOHN BLAIR  STATION

KRMG
TULSA,
OKLAHOMA

KIOA
DES MOINES,
IOWA

KQEO
ALBUQUERQUE,
NEW MEXICO

KLEO
WICHITA,
KANSAS



robert e.
eastman & co., inc.

SPONSOR-WEEK

Continued



First at this convention

Miss Wisconsin, Joan Engh, is guest of radio and tv people of Milwaukee who gave a cocktail party recently for AFA 8th Annual Convention. L-r: Sprague Vonier, WTMJ-TV; John Reddy, WOKY; Sam Greco, pres., Milwaukee Ad Club and ad mgr. of Harley-Davidson Co.; Roger LeGrand, WITI-TV



Radio Central

NBC's new \$500,000 "Radio Central" under goes inspection by William McDaniel, executive vice president, NBC Radio (c), and Frank McGee, NBC News (r). Their guide is William Trevarthen, vice president, operations and engineering, National Broadcasting Company



SRA chapter meeting

Attending the Cleveland meeting of the Detroit chapter of SRA are Lou Boyce, Fuller & Smith & Ross; Commissioner Robert E. Lee of the FCC, the speaker for the meeting; Joan Stockhouse, McCann-Marschalk; William W. Bryan, PGW, pres. of Detroit chapter of SRA

Advertisers

The new v.p. and director of marketing of Mars, Inc., is John J. Coady, it was announced last week by general advertising manager J. K. de Lapp. Coady had been director of marketing since June, 1962. He joined the company in 1948 as a promotional retail salesman.

Miles elevates two: Former assistant advertising managers of Miles Products division of Miles Laboratories who were elevated last week were John S. Connally, Jr., now division administrator, new product marketing, and Oliver L. S. Joy, division product director. The promotions were announced by division president O. G. Kennedy.

Advertising art awards open: A call for entries has been issued by the Sixth Annual Exhibition of Southwestern Advertising Art, sponsored by the Dallas-Ft. Worth Art Directors Club. Television and other media are invited to submit entries by 20 February and all awards will be presented at the awards dinner 13 April at the Sheraton-Dallas Hotel.

PEOPLE ON THE MOVE: Fred Herschler to director of marketing activities of the new Nursery Land division of World Toy House.

Agencies

The merger of Potts-Woodbury, Kansas City, and Joseph F. Callo, New York, will add about \$1 million to Potts-Woodbury's billings and give the agency an expanded New York operation.

In the merger, chairman Joseph F. Callo, Sr., and president Joseph F. Callo, Jr., join Potts-Woodbury as senior vice presidents, and account executives Louis F. Tufarolo and Henry F. Fontana, Jr., also make the move to P-W.

Agency appointments: Squirt Bottling Co. to Lane & Bird Advertising of Phoenix for its Squirt, Hires Root Beer, Nesbitt's Orange and other beverage lines. . . . Western States Telephone Company's an-

tique phone division to Jack Tierney Agency, Los Angeles . . . Seattle's 1963 Auto Show to Cappy Ricks & Associates of Seattle . . . Yellow Cab Companies in the San Francisco-Oakland and Los Angeles areas to Barnes Chase, San Diego. Spot radio will be used extensively . . . Broughton Dairy Farms (\$500,000) to Mogul Williams & Saylor . . . Central Airlines to D'Arcy, St. Louis . . . Mead Johnson Laboratories infant formula products to Sudler & Hennessey.

New name: Bert Eifer Advertising of Los Angeles has changed its name to **Advertising Unlimited** and moved to new offices at 8272 Sunset Boulevard. Phone: OL 6-9413.

In a major realignment at **Schwerin Research Corporation**, Horace S. Schwerin is relinquishing the presidency to become chairman of the board of directors. Schwerin, who founded SRC, will be succeeded in the presidency by Leonard Kudisch, formerly executive v.p., and a co-founder of the company in 1946. The new executive v.p. will be Donald H. McCollum, who joined SRC in 1950, and has been v.p. in charge of client relations since 1954.

New v.p.s: Dudley D. Carroll, Jr., and John H. Miller at BBDO. Both are account supervisors in New York . . . Robert S. Marker departs the Detroit office of MacManus, John & Adams, where he has been v.p. in charge of creative services, to join Leo Burnett as a v.p. and creative director, heading up a new creative services division; earlier, Marker had been at Maxon, Griswold-Eshleman, and B. F. Goodrich . . . Neal R. Faessler named v.p. in charge of merchandising services for Perry-Brown, Cincinnati.

Department directors: Cecil E. Bundren to Ketchum, MacLeod & Grove as director of marketing, succeeding William J. Gillilan, who was named senior v.p. and director of advertising service; Bundren was formerly marketing su-



Tape and easel program

WCAU, Philadelphia, recently gave a program and presentation for ad agency and client executives. Shown in attendance are (l-r): James Poister, vice president, and Bob Pekarek, media director, F&S&R; Torrence Hunt, gen. mgr., adv.-pro., Alcoa; John Downey, v.p., CBS Radio, gen. mgr., WCAU



Disk jockeys raise money

Byron Millenson, vice president and general manager, WCAO, Baltimore, gives \$3,000 raised by disk jockeys to Hy Boyar for children's aid. Bill Howard (r) holds award for Millenson



Spot tv cost yardstick

The first printed "yardstick," prepared by Peters, Griffin, Woodward is presented by the firm's v.p., George Castleman, to Jeffrey Milam, ad manager, biscuit div., National Biscuit Co.



El Chico sponsors weather

WFAA-TV, Dallas, weathercaster Blaine Smith (c) chats with execs. of El Chico restaurants. El Chico sponsors Blaine's weathercasts. With Smith are Silverio Trujillo (l) and Willie Jack Cuellar (r).

pervisor, general merchandising division, BBDO . . . **Robert M. Glazer** to Carl Ally, as head of agency tv broadcasting operations; formerly he was at Ogilvy, Benson & Mather, and earlier he was at Ben Sackheim . . . **Ray Howard** to Post-Keys-Gardner as director of marketing; Howard was marketing research manager at Container Corporation; new agency results from merger of Post, Morr & Gardner with Keys, Madden & Jones.

PEOPLE ON THE MOVE: Jane Haerberly to tv producer at Wesley Associates . . . **Perry Mohlar** named account executive for Miles Bactine at Wade Advertising, Chicago . . . **Helen M. Macarthy** appointed media research analyst for Wesley Associates.

Here & There: Pasadena, Calif. is making plans for its annual Ad Fair Awards, to be presented in February . . . **San Jose's Ad Club** will hold its Ad-I-Gras workshop and exhibit in mid-April, according to president **Sal Millan** . . . **The Fresno Ad Club** will have

its own Advertising Recognition Awards. Deadline for entries is 15 January . . . "Christmas in Old San Francisco" will be the theme of this year's **San Francisco Ad Club** party at The Village. Toys for Tots will be collected . . . **Clenaghan & Mount Advertising** of Portland has changed its name to **Jack Clenaghan Advertising** and added **Sylvia Porter** to the staff . . . **Gourfain-Loeff, Chicago**, changes its name to **Gourfain, Loeff & Adler**.

Associations

Here, after its most successful membership year in recent history, is a year-end look at NAB's membership totals:

1,851 am stations, an increase of 95 during 1962;

660 fm stations, an increase of 58;

396 tv stations, up 16 during the year;

all four radio and three tv networks, no change;

138 associate members, an increase of 18.

At year's end, the number of Ra-

dio Code subscribers had climbed to an all-time high of 1,685, and total of Television Code subscribers had hit the 400 mark for the first time.

New officers: The Media Club of St. Louis elected **Robert Hyland**, vice president of CBS Radio and general manager of KMOX, as chairman of the board. President for 1963 will be **Alfred Fleishman**, senior partner in the public relations firm of **Fleishman-Hillard**.

New officers: Of the Arizona Broadcasters Assn. are **C. Van Haafden**, KTUC, Tucson, president; **Homer Lane**, KOOL, Phoenix, vice president; **Ray Smucker**, KTAR-TV, Phoenix, secretary-treasurer.

Station Transactions

Cowles buys Memphis outlets: WREC-TV-AM, Memphis, has been sold to **Cowles Magazines and Broadcasting, Inc.**, for an announced purchase price of \$8 million, subject to FCC approval.

Stations were started by **Hoyt B. Wooten**, owner of WREC Broad-

Newsmakers in tv/radio advertising



Don E. West, president of **Dona-hue & Coe** since 1959, has been appointed chief executive officer of the agency. West joined the agency in 1957 as vice president and director of merchandising. He had been director of merchandising of **Ogilvy, Benson & Mather** and was exec. v.p. of **Robert W. Orr & Associates**. He also was with **Standard Brands**.



Morton S. Cohn has been appointed vice president and general manager of **WLOS (AM-FM & TV)**, Greenville-Asheville-Spartanburg. He joined the tv station in 1959 as program-production manager. Before that Cohn was program manager of **WCHS-TV**, Charleston, a position he held from the station's construction in 1954.

Charles R. Sanders moves up to assistant general manager of the **Spartan Radiocasting Co.**, owners of **WSPA (AM-FM & TV)**, Spartanburg. He became associated with the radio station in 1961 as assistant to the president. Later he became manager of the am and fm outlets. He was also associated with **Sears, Roebuck** for 15 years.



Jack M. Duffield, new eastern tv sales manager of **RKO General National Sales Division**, has most recently been in charge of the New York office of **KTTV**, Los Angeles. He joined that station in 1952 as assistant sales service manager. His subsequent posts included merchandising manager, local sales, eastern sales and marketing manager.



cast Service. The radio station began in 1922 and the tv outlet in 1956; both are affiliates of CBS. Wooten will continue to be active in the operation of the stations.

Transactions: WRUL, only commercial shortwave radio station in the U. S., transferred from Metro-media to International Educational Broadcasting Corporation for \$1,775,000; FCC has approved . . . KXOA, Sacramento, sold by Riley Gibson and associates to Producers, Inc., for \$750,000 through Edwin Tornberg & Co. . . . Copper Broadcasting announced the FCC has approved its acquisition of KGHL, Billings, now owned by Midland Empire Broadcasting Company . . . The license for WXLW, Indianapolis, has been transferred, with FCC approval, from Radio Indianapolis, Inc., to Greater Indianapolis Broadcasting, Inc., for \$675,000 for shares owned by Lymas S. Ayres, Frederick M. Ayres, and F. Eugene Sandford; a fourth stockholder, Robert D. Enoch, is president of the purchasing corporation.

Going on the air: WCIU (TV), channel 26, Chicago's first uhf station, will go on the air in May, 1963, with an eight-hour broadcast day. Station, owned by Weigel Broadcasting, plans special appeal to Negroes and to other ethnic groups.

Claude Sullivan will head up WINN, Louisville, as vice president and general manager under the new management of Kentucky Central Broadcasting, Inc.

The new management group is headed by Garvice D. Kincaid, Kentucky financier.

Tv Stations

Passenger car tv billings in the first nine months of 1962 in network and spot television were \$38.4 million, which was 23.3% more than they spent in 1961.

Network tv increased from \$22.0 million to \$24.6 million, and spot tv went up from \$9.2 million to \$13.9 million in comparable nine-month periods. Ford's combined network and spot expenditure rose from \$8.5 million to \$11.8 million,

and General Motors' combined figure went from \$14.2 million to \$16.8 million over the same periods.

Offbeat sale: North American Van Lines (The Biddle Co.) and Shwayder Bros. on behalf of Samsonite Luggage (Grey) will sponsor the WPIX (TV), New York, new "Championship Bridge" series which bowed on the air 6 January.

• WMAR-TV, Baltimore, last

week launched a new series with a novel approach to religious programming. The program features a Protestant minister and a Roman Catholic priest, discussing their respective faiths. The aim is to help both faiths better understand how his Christian neighbor believes. One week one participant will be the teacher and the other the student; the next week they will reverse their roles.

• WNEM-TV, Flint-Saginaw-Bay City, starts the new year out

Where Else Can You Find An OPPORTUNITY Like This?



Now that WWTV's new satellite at Sault Ste. Marie is giving us coverage of 874,100 people in Northern Michigan and contiguous Canada—

—one television "buy" (WWTV/WWUP-TV) can actually give you as much coverage in this important industrial "Common Market" as with the area's 20 radio stations or 13 newspapers! Yet our rates are based on our U.S. coverage only!

The effective buying income of this area is \$1,304,145,000 annually. We believe you'll find few other areas of such size and importance that can be so completely saturated—at such low cost —by one TV station. Let Avery-Knodel give you all the facts.



The Felzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJEF-FM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KDLN-TV LINCOLN, NEBRASKA
KRII-TV GRAND ISLAND, NEB.

WWTV/WWUP-TV

CADILLAC-TRAVERSE CITY / SAULT STE. MARIE

CHANNEL 9
ANTENNA 1640' A. A. T.
CBS • ABC

CHANNEL 10
ANTENNA 1214' A. A. T.
CBS • ABC

Avery-Knodel, Inc., Exclusive National Representatives

right with a giant "June in January" contest for its viewers featuring trips to exotic vacation spots such as Jamaica, Bermuda, Nassau, etc.

Kudos: KHOU-TV, Houston, was awarded a special Corinthian citation for "the outstanding public service programming series, 1961-62." Citation was awarded for "The Magic Room," a weekly, 30-minute program series on the world of books . . . The American Legion Auxiliary selected WJXT, Jacksonville, for the best children's educational program in its Golden Mike competition. The station was also selected by the Florida Public Relations Assn. for an honorable mention for its public relations . . . Louise Morgan, WNAC-TV, Boston, personality, received the Award of Merit from the New England Chapter of the National Home Fashions League for "increasing public knowledge" . . . Los Angeles County Parks and Recreation Dept. honored the "You're Never Too Old" show on KTTV for contributions to senior citizens in the area . . . Harold Essex, president and general manager of WSJS-TV, Winston-Salem, was named vice chairman of the Winston-Salem/Forsyth County Civil Defense Advisory Council . . . WNHC-TV, New Haven, general manager Howard W. Maschmeier was elected to a three-year term as a director of the Connecticut State Chamber of Commerce. . . . John B. Babcock, vice president and general manager of WLWI, Indianapolis, was elected a vice president of the 500 Festival Associates, a non-profit civic corporation . . . Lee J. Hornback, director of special broadcast

services for WLW and WLWT, Cincinnati, has been appointed representative of the tv industry on the Ohio Governor's Traffic Safety Committee.

PEOPLE ON THE MOVE: Jerry Molfese, former account executive with H-R and RKO General Sales, New York, to national sales manager of KHJ-TV, Los Angeles . . . Dick Garvin to the sales department of KXTV, Sacramento . . . Harold Sundberg to general sales manager of WZZM-TV, Grand Rapids, from general manager of WMBD (AM-FM & TV), Champaign. He'll be replaced by William L. Brown . . . Hal Siegel to WRGP-TV, Chattanooga, as account executive . . . Elmer D. Kammer returns to Chattanooga as an account executive with WRGP-TV . . . Lamont (Tommy) L. Thompson has been appointed sales manager of KPIX, San Francisco; he joined TvAR in 1959 and was recently appointed to KPIX . . . René Reyes, former media director of Sackel-Jackson, to WHYN-TV, Springfield, Mass.

Radio Stations

A unique attempt at radio "syndication" is underway, an effort of Dick Clark, star of "American Bandstand" and Mars Broadcasting, Inc.

Mars will produce tailor-made disk jockey shows starring Clark in 15 markets. The program—a two-hour tape-recorded show for airing Monday through Friday—made its air debut 31 December.

Clark spins the music, names the station call letters, gives the weath-

er forecast and kids with other station d.j.'s.

Creator of the show is Robert Whitney, Mars executive vice president.

WLS, Chicago, reports a steady rise in sales since acquisition of the station by ABC in May, 1960.

November was recorded as the greatest single month for the station, with sales hitting a new high.

Jerome Bess, veteran of the agency business, takes over as head of RKO General Broadcasting, the newly created division of RKO General.

As executive vice president, Bess will be responsible for the broadcast operations of all 12 stations.

Here and there: KINO, a new station in Winslow, Ariz., began broadcasting 17 December under the management of Eric Manola, formerly with KIKI, Globe-Miami, and KATO, Safford. KINO is the 10th affiliate of the Arizona Broadcasting System, which has KTAR, Phoenix, as the key station.

Happy 10th anniversary: WKMI Radio, Kalamazoo, celebrates its 10th anniversary with those call letters this week. Station, now an independent, was an NBC and ABC affiliate prior to 1953 and was known as WGFG.

Radio syndication: Marriage, Before and After, a 260 episode one-minute series, heard on ABC Radio since 1961, has been sold by Alan Sands Productions to Australia, New Zealand, and Trinidad.

• News hungry advertising agencies in New York city are getting their daily copies of the New York Times, compliments of the RKO General stations 3,000 miles away in California. West Coast editions of the Times are air-mailed by KHJ (AM & TV), Los Angeles, and KFRC (AM-FM), San Francisco.

PEOPLE ON THE MOVE: John Petty to assistant sales manager of KPTV, Portland . . . Colson Mills to WINZ, Miami, as an account

(Please turn to page 57)

THE ANATOMY OF PRIMACY PART ONE NEXT WEEK

"The Kine Is Dead!"

A SERIES OF VITAL MESSAGES FROM MGM TELESTUDIOS, INC.

WASHINGTON WEEK

7 JANUARY 1963 / Copyright 1963

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

Year-end statements are traditional for heads of government departments, but rarely are they newsworthy.

Usually, they boast of accomplishments by the incumbent administration and frequently push for acceptance of administration programs. But the 1962 Newton Minow year-end statement reeks with threats of things to come. It takes only a bit of reading between the lines.

First, Minow states point-blank that the FCC will ask Congress for power of direct regulation over networks and over CATV systems which compete with local tv stations.

It is true that the FCC has in the past sought unsuccessfully to be granted those particular powers. It is also true that it takes a new vote each year, and Minow is obviously confident enough of his 1963 control over commission votes to predict the outcome.

This is particularly significant with respect to network regulation. The FCC in 1962 elected to hold off asking Congress for the power while it completed its network study, and pending a new vote based on that study. But Minow is now taking this vote very much for granted.

Minow elects to consider developments in communications via space satellites as the most important Commission events of 1962. But his own words select the toughening FCC regulatory attitude for that spot.

Among court developments in the year, he picks out only the Elizabeth, N. J., fm case and Hartford pay-tv case as significant enough to merit mention. Both upheld FCC powers, the latter to authorize pay-tv on a test basis, the former and vastly more important, to deny a license because an applicant had made no effort to ascertain community programing needs. The fm case widens court interpretations of FCC power over programing, and Minow gives every sign of knowing it.

Minow also speaks almost fondly of 1962 FCC "stiffening enforcement action on stations which failed to carry out their promises and obligations." He notes that "an unprecedented number of stations" were fined, given short-term renewals and that for the first time there were not only one but two refusals to renew primarily on programing grounds.

Visions of a mellowing Minow vanished as the year-end report progressed. It was a Minow boasting of the way the FCC had gone in 1962, and inferentially promising further toughening in 1963. Naturally, he didn't point it out, but in February he will have two more votes for most of his regulatory ideas than he had on the Commission in February of 1962.

Congress returns this week, to be asked for the additional regulatory powers by the FCC and to be asked by some broadcasters if not by a united industry for legislation to cut back on Commission powers.

It will be a Congress faced with debate on extension of many administration powers scheduled to die as well as requests for a broad new set of programs. It will also be a Congress hit hard by internal dissension. Both the FCC and broadcasters could find their own proposals sidetracked in the general confusion, haranging and debate over filibuster rules, tax cuts and whatnot.

If all of this seems to spell more than usual difficulty in getting broadcasting legislation through Congress, whether wanted by or opposed by the industry, it has little to do with whether there will be Congressional probes. These can be carried on while Congress figuratively burns. However, present probe schedules are unusually bare.

SPONSOR HEARS

7 JANUARY 1963 / Copyright 1963

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

The P&G agencies have got their preliminary answer from CBS TV's James Aubrey on the question as to what might be expected from the network in the matter of positioning for the 1963-64 season.

The answer, in effect, was this: let me know how much you've got and I'll spend it for you in good programs and good time periods.

The implication: you agency men concentrate on programing for just a couple months (the buying season), while we at the network are thinking about it all the time; hence we can do a better job of wrapping up your needs.

Aubrey's agency callers were not particularly surprised or dismayed by his message. They had heard he had said the same thing to Bates' Dick Pinkham.

Y&R says it, like Benton & Bowles, has six shows in the top Nielsen 15, this in reference to an item in the 24 December SPONSOR-SCOPE.

Overlooked in the breakout, reminds Y&R, is the fact that it's got Ben Casey and Candid Camera, as Bristol-Myers' agency for those shows. Likewise Casey for J&J.

Another pointer-outer in the matter is Compton: it notes that the record should show it has Alberto-Culver in Casey, Kildare and Gunsmoke.

ABC TV's Julius Barnathan denies the report that the network has been considering giving a couple of minutes of the forthcoming Jerry Lewis show to affiliates for local sale (SPONSOR, 31 December).

The report had it that the ABC TV exclusive committee consisting of Leonard Golden-son, Everett Ehrlich, Tom Moore, and Barnathan were weighing the idea of spotting these two minutes toward the end of the Saturday night two-hour show.

Also that the Jerry Lewis marathon would be scheduled to start at 9:30, which, if it materialized, would require setting the Lawrence Welk show back to 8:30. Welk has started at 9:00 P.M. since 1954.

Both NBC TV and CBS TV personnel were frustrated in their hopes of getting around the New York blackout of the Giants-Packers championship game by putting it on closed circuit.

NBC TV had the rights to the broadcast and CBS TV had an assignment to tape it for syndication, overseas and other use. Both had arranged gatherings for the inside screenings.

Somebody tipped off the National Football League's office—the suspicion is that NBC TV pointed the finger at the other network first—and an order went out banning anybody but the designated engineer from viewing the event.

Dentifrice competitors are wondering how much longer Colgate and Lever will take to break out with the results of their fluoride studies which have been going on now for about two years.

The aim of these studies: the seal of the ADA, a la Crest.

What you can look for in the roster of new shows on the tv networks next season are a couple more shows involving medicos and a spate of programs with penal institutions as backgrounds.

CBS TV has already scheduled one of the latter: Morrison's Retreat.

SPONSOR-WEEK

(Continued from page 54)

executive . . . Timothy F. Moore elected v.p. of Star Broadcasting, owners and operators of KISN, Portland, Oregon; he will continue to serve as general manager of the station and on the board of directors of Star Broadcasting . . . Sol Radoff elected to the board of directors of Cream City Broadcasting Company; he is executive v.p. and station manager of WMIL, Milwaukee . . . Eugene C. Keenan, Jr., promoted to promotion and merchandising manager of WEBB, Baltimore . . . Tom Feldman has been named national sales manager for WEBB; has been associated with the Baltimore station for a number of years.

Fm

KFMX, San Diego, reports it has set a new business record since inaugurating its jazz oriented format in September.

The station picked up 22 accounts on the basis of the new sound.

As a public service to classical music enthusiasts, KFMX ran a series of spot announcements promoting San Diego fm stations still programming serious music. These stations reciprocated by plugging the new KFMX format.

PEOPLE ON THE MOVE: Walter H. Simon to station manager of KGMJ, Seattle, and Ronald Todd to sales manager.

Networks

Tv sales: Eastern Air Lines (Fletcher Richards, Calkins & Holden), in its first use of network tv, purchased sponsorship in NBC TV's "Today" for the first quarter.

Affiliation: KTNT-AM-FM, Tacoma, has become an affiliate of the Mutual Broadcasting System, effective 1 January.

Programing note: Judy Garland will star in a weekly, full-hour musical-variety series in CBS TV starting in the fall. She joins two other major stars as network regulars next

season, namely Danny Kaye and Carol Burnett, who'll do a number of specials.

Reps

Katz presentation: This week the Katz Agency introduced a major new presentation on national spot tv and the introduction of new consumer products.

The presentation related spot tv to the test-marketing and commercialization stages of new product research and development, an area in which \$5.5 billion is now being spent annually.

The presentation covers retail distribution machinery, market differences, and motivation through advertising.

Appointments: KFYO, Lubbock, to Venard, Torbet & McConnell . . . KXEX, Fresno, to Tele-Radio & Tv Sales . . . KKHI, San Francisco, to George P. Hollingbery . . . KGNC-TV-AM, Amarillo, to Venard, Torbet & McConnell.

Automated billings: Pearson National Representatives, radio representatives, has subscribed to Broadcast Clearing House automated central billings services.

People: William J. Lemanski appointed radio sales executive with RKO General National Sales Division in Chicago; he had been with WBBM, Chicago.

Programing note: Jack Linkletter returns to radio today on his own ABC Radio West program (11:15-11:30 a.m.), Monday-Friday, orig-

inating from Hollywood. Designed for young adults, the show will be carried on the 116 stations affiliated with the regional network.

New officers: Joseph H. Sierer of Edward Perry was elected president of the Radio and Television Representatives Assn. of Atlanta for the coming year. H. W. Maier of Blair TV is vice president and James T. Lewis, of Hollingbery, is secretary-treasurer.

Film

David L. Wolper is set to enter the filmed dramatic show field, after several successful seasons as a producer of tv documentaries.

The decision to expand the scope of his operation was prompted, according to Wolper, by network and syndication demands for diversified programming from his company, Wolper Productions. Production will continue on documentaries.

Music shows lend themselves—very readily to international distribution. ITC's "Broadway Goes Latin," sold in the U. S. in 40 markets, has also been sold abroad in 19 countries within the first three weeks of sale. Countries include Canada, Japan, Australia, United Kingdom, Argentina, Uruguay, Rhodesia, Costa Rica, Honduras, and Hong Kong.

Organizations: Radio & Television Productions of Chicago has enlarged its operation and has opened a Hollywood office, of which Bob Grant has been named manager . . . ABC International Television has appointed Richard

THE ANATOMY OF PRIMACY
PART ONE NEXT WEEK

"The Kine Is Dead!"

A SERIES OF VITAL MESSAGES FROM MGM TELESTUDIOS, INC.

enter your
personal
subscription
to
SPONSOR
for
essential
broadcast
information

\$8 for 1 year

\$12 for 2 years

555 Fifth Ave., New York 17

Job, Ltd., London, as United Kingdom sales representative.

Sales: Four more stations have purchased Seven Arts' volumes four and five of "Films of the 50's" bringing the total number of markets sold up to 44. Recently signed stations: KTVH-TV, Wichita; WFBM-TV, Indianapolis; KBTW, Denver; and KOCO-TV, Oklahoma City . . . Warner Bros., Television reports year-end sales spurt to 12 stations: WAM-TV, Atlanta; WLBW-TV, Miami, KXLY-TV, Spokane; KVH-TV, Amarillo; KSHO-TV, Las Vegas; WLW-L, Indianapolis; WLW-D, Dayton; WSIX-TV, Nashville; WAST (TV), Albany-Schenectady-Troy, and KAKE-TV, Wichita . . . WLBW-TV, Miami, announces purchase of 73 features from Columbia Pictures; they were produced mostly between 1956 and 1961.

Renewal report: UA-TV reports second-year renewal for Ripcord in 80% of the markets which carried in the first year. Second year, which added color, had 120 sales.

New properties: Jane Fonda and Robert Morse star in *People and Other Animals*, the fifth in a series of monthly specials produced by Michael R. Santangelo for Westinghouse Broadcasting Co. The show debuts on various dates during the coming six weeks on the five WBC tv stations and on other stations via syndication.

Production: ABC Films will produce an additional 13 weeks of its daily half-hour daytime series, *Girl Talk*.

PEOPLE ON THE MOVE: Noel Blanc joins his father's firm, Mel Blanc Associates of Hollywood, as general manager, following a tour of duty in the U. S. Army Signal Corps . . . Edwin W. Buckalaw to president of Signal Productions, Inc., Hollywood.

Public Service

The National Association of Broadcasters will hold a two-day Public Service Institute in Washington, D. C., on 7-8 February to instruct

non-profit organizations on the use and problems of using radio and television.

The Institute will be conducted in cooperation with American University.

Inaugural: WXYZ Radio, Detroit, carried the inauguration address of Governor-elect George Romney on 1 January.

Kudos: Ken Dunham, KCBS, San Francisco, director of public affairs, has been named winner of the California Teachers' Assn. 1962 John Swett Award for his "outstanding contribution to public understanding of education made by an individual through the medium of radio."

WXYZ-TV, Detroit, began on-the-air editorials the first of this year. The editorials are delivered by president John F. Pival, expressing the views of the station's management editorial board.

Equipment

Total sales of tv sets and radio receivers by distributors in October dropped under the 1962 record monthly turnovers scored in September.

Sales remained strong enough, however, to make October the second highest sales month of the year.

The EIA's Marketing Services department recorded October tv sales at 611,763 units, against 731,100 sold the month before by distributors. Radio sales in October totaled 1,063,014, compared with 1,255,346 in September.

During the January-October period, a total of 5,034,880 tv sets were sold at the distributor level. The total for the same period in 1961 was 4,634,024. Cumulative sales of radios through October totaled 8,888,904, compared with 8,538,829 during the comparable period in 1961.

Ted Herkes, marketing vice president of Motorola's consumer products division has announced that Motorola has made plans to manufacture color tv receivers in mid-1963.

Another upbeat note from Moto-

rola: Edward R. Taylor, president of the consumer products division, reports that during 1962 the company increased its share of the tv market more than in any previous year.

Off the press: A complete listing of all holders of permits for construction of uhf tv stations, uhf license applicants, and existing uhf stations has been published in booklet form by the EIA Consumer Products division. It's in loose-leaf format to facilitate periodic updating of its content as new information becomes available.

A traveling tv power station for remote broadcasting has been built by Superior Coach Corp. for KPTV, Portland.

The unit has the streamlined appearance of a modern transit bus. Special perforated interior panels have been used for sound proofing.

Displays of new film and lab equipment will be an important feature of the 93rd Convention of the Society of Motion Picture and Television Engineers (SMPTE), to be held 22-25 April at the Traymore Hotel in Atlantic City.

The Exhibit Award Committee will again present a plaque to one of the exhibiting companies in recognition of the originality and effectiveness of its display.

Other new products: A portable tv tape recorder that weighs 130 pounds and costs less than \$12,000 was unveiled by Ampex Corp. at a special introductory showing in New York. It records live action or off-the-air tv programs on magnetic tape for playback through tv receivers.

PEOPLE ON THE MOVE: Robert J. Welsmann to manager of manufacturing for Ampex Corp.'s video and instrumentation division . . . Andrew F. Inglis to division vice president, communications products operations, broadcast and communications products division, RCA . . . C. Donald Price to promotion manager, Electronic Components Group, Sylvania Electric Products.

RADIO/TV STRIKE BUSINESS

(Continued from page 31)

getting queries from national advertisers who are now aware that the strike will be lengthy. One national advertiser, Musterole, has ordered an increase of 20 spots per week for its January schedules. The *National Observer*, anxious to establish more circulation in strike-ridden cities, is inquiring about air time in Cleveland.

In some cases the added business is an expansion of either sporadic or light schedules of former radio users. But in two cases, new advertisers have climbed aboard. One station acquired a schedule from Sterling-Lindner, another picked up J. C. Penney, both department stores.

Shopping centers have entered into the picture, too, some for the first time. But one station reported that department stores got the better availabilities first and are the leaders in strike advertising.

Department stores are virtually all over the clock, buying time in an 18-hour day. Spots are also heavy on weekends, in spite of the fact that stores are closed Sundays.

Impact on tv. Television stations, although not feeling significant influx of business during December, expect the mood to change sometime this month. Until now, many advertisers and broadcasters were optimistic about strike settlement and thus a sudden move to television was delayed. But the strike is now in its second month and it's freely predicted that it may go into a third and possibly a fourth. Such a prolonging is expected to give tv some strike business. However, few are complaining because television is going through one of its biggest years on record and most stations have a lack of availabilities. Two television stations have sold advertisers expanded news coverage which, of course, exists only because of the strike.

Two non-department store advertisers rushed onto Cleveland radio in December for a one-week campaign. They were Grace Lines and Cunard Lines, both promoting winter Caribbean cruises. Another advertiser, Stroh's beer, added extra stations to its regular radio line-up in Cleveland.

ONE BUY! FOUR MARKETS!

walb-tv
CH.10-ALBANY,GA.

- ALBANY
- DOTHAN
- TALLAHASSEE
- PANAMA CITY

GRAY TELEVISION

ABC 

Raymond E. Carow
General Manager

wjhg-tv
CH.7-PANAMA CITY
FLA.

366,000 TV HOMES*

* ARB, Nov. '61

One buy—one bill—one clearance!

Or stations may be bought individually for specific markets!

Represented nationally by
Venard, Torbet, McConnell, Inc.
In the South by James S. Ayers Co.



\$1.11 an hour staffs your station with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder, "The Sound of Money."

I G M SIMPLIMATION

P. O. Box 943, Bellingham, Washington.

(Continued from page 45)

Plant expansion has grown cumulatively at a rate which now finds most industries with output running fairly well below capacity. We have experienced at least a decade of building boom and today we now possess a temporary market surplus of housing. Inflation and inflationary prospects, prevalent for 15 years after the end of the war, have been replaced by considerable price stability with only minor upward changes in the cost of living index. The previous rapid expansion of the European economies has slowed down substantially.

After 18-20 months of relatively persistent advance from the low point of the 1960-1961 recession, the fall of 1962 indicated a flattening-out process with a variety of adverse economic trends.

Recession, recovery. In the decade from 1952 to 1962, we have had three periods of economic recession, 1953-1954, 1957-1958, 1960-1961. Since the initiation of recovery in the spring of 1961, we have experienced 20 months of rather sustained recovery. By the fall of 1962, recession making forces were being built up. In all logical probability, the 1961-1962 recovery process would have run its course by early spring of 1963. A 1963 recession was definitely in prospect.

Since November 1962, several factors came into being and reversed the developing underlying economic trends.

First, there was the dramatic Cuban crisis which spurred production and consumer purchases. The momentum still continues and will push into early 1963.

Second, the Administration and Congress adopted a realistic attitude toward an early tax cut and 1963 tax law revision.

Third, the public retained strong confidence and continued to spend its disposable income and to buy merchandise and services despite the fact that new capital investments in plant and equipment lagged. An outstanding example has been the 1962 purchase of new automobiles.

Fourth, American industry in-

tensified its advertising campaign to create consumer demand and move merchandise.

Despite these situations, many economists look for 1963 as a year of mild recession, or a year of relatively little gain. This group of economic analysts may, indeed, prove to be correct in their appraisal. There is still a very good prospect that 1963 may prove to be a year when no basic economic gain is achieved. It may be a year of moderate rises and declines with an average overall result which is practically on the same plateau as 1962.

We predict. Our personal opinion is more optimistic than the average economist. We now predict:

1) GNP will advance by about 4% for the overall year.

2) Personal income will rise within the range of 4% to 5%.

3) Retail sales will rise moderately by 4% and this larger buying will be broadly reflected in consumer durables as well as in non-durables and soft goods; services will advance by 10%-12%.

4) Employment will expand by 5% even though unemployment will continue above 3,500,000 persons and in excess of 5% of the total work force.

5) Cost of living will rise by about 1.5%.

6) Total corporate profits (before taxes) will be about 10% better than in 1962.

7) The construction industry, a major factor in the economy, will be fortunate to retain its 1962 level. Home building is expected to decline slightly, as are private industrial and commercial building. The offsetting small gain will be in public construction of roads, schools, and buildings.

8) Agricultural income will remain practically the same as 1962, assuming no bad crop year.

9) Our international payment deficit will not be cancelled even though it will be reduced by nearly \$1 billion.

10) Our commodity exports will be reduced slightly by virtue of the fact that the majority of European nations will develop mild recession situations or fail to expand in line with past records.

The consumers of radio and television are basically and principally the manufacturers or distributors of consumer goods and services. A general growth year of about 4%, as is expected in the overall economy, fundamentally sets the stage for advertising in total.

Station competition. Because of its dynamic growth, as the world's and nation's most effective medium of communications, tv will benefit by the 1963 economic expansion but also gain at the expense of other advertising media. Thus, tv advertising should rise by a higher rate than other advertising media or the economy generally.

Radio will strongly hold its established position within the economy and equal the expected 4% national growth for 1963.

Station competition for the national and local advertising dollars will be intensified during the year ahead. Effective promotion and selling (both locally and nationally) will be more necessary for the individual radio or tv station if it is to hold its relative sales position in the market or to experience a gain in gross sales.

TV PROGRAM ACE

(Continued from page 33)

try for prizes by obtaining numbered cards at sponsor's point of purchase. The FCC ruled that this gimmick does not constitute a lottery because purchase of sponsor's product is not necessary to play the game.

Another obvious key to Schwimmer's success with sports packages is his own enthusiasm about sports—particularly tennis, bridge, and golf.

Sport of kings. Also included in his list of interests is horseracing. He described a tv special scheduled for next summer involving the sport of kings. "Can you imagine," he asked, "all the excitement and color of a state fair on television, plus the suspense of the world's harness racing classic?"

The special, similar in concept to *World Series of Golf*, is based on Hambletonian Day at the Du-Quoin (Illinois) State Fair. The Hambletonian, says Schwimmer, is the Kentucky Derby of harness rac-

ng. Winners of other state fair contests will be highlighted, too, but the *tour de force* of Schwimmer's Du Quoin special is planned around the several heats comprising the Hambletonian Classic, which, incidentally, required no clearance with the FCC.

Creativity is key. Creativity has always been Schwimmer's primary function, in the agency and now as a tv packager. It was through one of his showmanship brainstormers that the first radio production spot was born and the first national client for Schwimmer & Scott was landed.

"In those days there were no singles around," Schwimmer said. "no production spots—only the radio announcer reading a straight-tell commercial." One of Schwimmer's copywriters came up with a comic radio commercial: a restaurant owner extolling Lea & Perrins Sauce in Greek dialect. Not only did the Lea & Perrins people buy the idea, but gave their entire advertising account to S&S.

"This began our move into the big leagues," Schwimmer said. Later other national accounts were acquired including Walgreen Drug Stores, *Esquire*, *Coronet*, and *Look* magazines, La Palina Cigars, Wurlitzer Organ, ReaLemon, and Salerno biscuit. For the latter, it was Schwimmer who had a hand in creating the still-used radio-tv slogan, "Mommy, I want a Salerno butter cookie."

"One of the things I'm proudest of as I look back on my agency days," says Schwimmer, "is the Lincoln series." A dramatic radio series based on the life of Abraham Lincoln, it was carried by the Mutual Broadcasting System for 26 weeks.

Complex personality. Schwimmer is a character of anomalies. Regarded by some in the industry as a tough businessman and one of the best salesmen on Michigan Avenue, he is considered one of the creative geniuses of television.

He possesses a remarkable ability to blend new production ideas with practicality. He seldom proceeds too far with an idea without determining its saleability, developing ideas for new kinds of shows and, simultaneously, developing

advertiser and agency interest.

Origin of golf series. Often his most successful ventures have evolved from ideas proved impractical originally. The *World Series of Golf*, for instance, was embodied in an idea that Schwimmer and his lieutenants, Art Pickens and Bernard Crost (sales v.p.), had been thinking about since 1960—a tv special called *Sports Year*, featuring champs of all major sports events. In selling the idea to advertisers, they noticed that prospects seemed particularly drawn to the sequence on golf. It was apparent to Schwimmer and his two v.p.s that a special based on golf alone would be more commercially sound. Thus began the *World Series of Golf*.

Termed by NBC TV as "the most ambitious, live color coverage of a golf event ever attempted," the *World Series of Golf* is scheduled again for this September on NBC, with the same co-sponsors. Schwimmer has obtained the official blessing of the PGA which has established the show as an annual event.

Life's ambitions. "My life's ambitions," Schwimmer said, pointing a determined finger across the desk, "are to have enough money to produce a Broadway musical and to finish two books I've started."

He has already written the musical, *A Full and Happy Life*, based on characters and events in Logan Square in the neighborhood where he was raised on Chicago's Northwest side.

One of the books he has started—he terms it an unorthodox biography—has the working title, "I Always Wanted to be Somebody."

A fanatically loyal Chicagophile, Schwimmer has entitled the other book currently in the works, "It Happened on Rush Street."

"Rush Street contains the best and the worst of Chicago," Schwimmer maintains, and this book of short stories will be about both."

Schwimmer's plans for the immediate future do not include retirement from business, however.

"I'd like to produce some tv shows of artistic and cultural excellence," he says, "not for limited cultural consumption, but within the ken of the average man." ■

MUPPET MEAT SALESMEN

(Continued from page 35)

Jane, and their associate, Jerry Jewell.

They also produce from two to four 60-second commercials for use as spots for products not shown in other messages; Esko, a shortening, is one of these.

The commercials are so designed that the muppets emphasize copy points on the various products by repeating key lines and the overall Esskay slogan—"Made up to a standard, not down to a price."

"The finished commercials are aimed mostly at women," Walsh said. "While they are slapstick, they are subtle enough to appeal to adults, usually mothers. We cover a full line of meats, including luncheon meats and hot dogs."

The Hensons, presently appearing on NBC TV's *Today*, have won wide tv recognition with their muppets. In 1959, the TV Academy of Arts and Sciences bestowed its top award on their *Sam and Friends* (also sponsored by Esskay), for the best locally produced show (Washington) in its category.

What's a muppet. In the past four years, the Hensons also have produced nearly 250 eight-second I.D.s for use by regional coffee, dairy, bakery, and soft drink firms throughout the country.

The quick spots are syndicated through Muppets, Inc., a corporation name the Hensons dreamed up years ago when they had an act, no longer in use, consisting of marionettes (strings) and puppets (with and without strings).

Schulderberg-Kurdle, which claims to be the largest independent meat packing firm on the East Coast, has been successfully using humorous commercials on radio for a number of years, and is anticipating using Stan Freberg radio commercials for the fifth successive year.

Radio big in summer. The meat firm is an especially good radio user in summertime, and for the past four summers has aired between 100-120 spots a week for 10-16 weeks. It also supports its tv buys by airing radio commercials in smaller towns where the tv messages are not seen. ■

SELLER'S VIEWPOINT

By Charles W. Kline
President
FM Unlimited, Inc., Chicago

United sales front for fm

While considering the future of fm, it might be appropriate to look back over the past five or six years to see how well fm has fulfilled the promises made for it.

When FM Unlimited began its pioneering efforts as a national representative for *bona fide* fm broadcasters, programing for the home audience, we believed wholeheartedly that fm was about to resurrect radio from the depths of so-called "modernism."

There were many glowing articles to come, with a few success stories showing fm's sales effectiveness, through 1959, '60, '61 and '62.

Here was fm's big opportunity to climb on the advertising bandwagon with a fresh, new, intelligent sound, delivering the type of listeners who had the buying power and the discrimination to use it. Here was a selective audience in an expansive frame of mind, ready to reach out for newer and better things—with the necessary funds to acquire them.

What a set-up! All we had to do was run to the ad agencies shouting, "Hey—look what's happened to us! We've got the listeners—the people who really *listen*. They're educated; they've got money to spend; they own homes. Everybody who is

anybody is buying an fm set. Boy, look at all the cards and letters we're getting! They listen for hours. They love fm because of better music, few commercials and no d.j.s. No more than five or six spots per hour. Fm is made to order for your clients—just what you're looking for to reach a different audience, ahead of your competition."

How could we go wrong? Wasn't everything we said absolutely true? And what's more, most of the agency people were listening to fm, too!

We sat back and waited—and waited—and waited.

What were these agency buyers asking:

"How many *listeners* do you have?"

"Why, there are over 900,000 in the Chicago area alone."

"Yes, but how many of them listen to *your* station?"

"Well, uh, thousands and thousands of them. Didn't we tell you about all the letters and phone calls we get?"

"Yes, but how *many* listen to *your* station, at what times do they listen, what's your cost-per-1,000?"

And so it went—for months and years. We cut our monthly expenses even lower. Some of us fell into the

automation trap (if we were not already in it) and did everything we could to push our stations even further into the background.

But agencies *are* now giving radio a second look with the idea of buying selective schedules.

At the N. Y. State Broadcasters' convention, an agency timebuyer asked for more intelligent salesmen and more qualitative information.

"Who can tell us what the competition is spending, how many stations in a market should be bought for saturation, how many spots per week are enough or how people in the market feel about each station? Who can give us a true measure of out-of-town listening? In some markets, the rating services don't even give us figures for in-home listening at night or on weekends."

On the level, now—what do you know about the people who listen to your station? It's not so hard—or so expensive—to find out. And you're going to find it much more expensive if you don't. \$20 spots on rate cards don't pay your bills—if they're never sold.

Remember all those cards and letters you used to brag about? Well, all you have to do is compile a mailing list, prepare a simple questionnaire and send it out. When the replies come in (a large percentage will be returned), you'll know what kind of people they are. As for how many there are, you'll have to spend real money to find out.

The basic problem here is the almost complete lack of cooperation among fm operators. Only in a few areas has there been any real effort made to put forth a united front. Local fm associations in Los Angeles, San Francisco, Sacramento, Seattle, Houston, and Kansas City have done a fair to good job of selling fm as a selective radio service.

Let those far-seeing fm broadcasters who want a place in the foreground, support an FM Advertising Bureau with Facts, Figure and Finances. For those fm operators who prefer the background let them stay there until they gradually disappear from earshot. Fm is radio with a future. The success you have depends on you!



Charles W. Kline, president of FM Unlimited, Inc., Chicago, is currently doing consulting work in sales, promotion, and engineering for individual fm stations. In the 1940s he worked in Boston for WCOB and then at Copley Advertising as account executive and radio director. Excerpts from his speech on the future of fm delivered at the University of Wisconsin's FM Clinic are reprinted here.

SPOT-SCOPE

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

Spot radio will get a shot-in-the-arm in '63 from the Schilling division of McCormick & Co., via Cappell, Pera & Reid.

The 1962 budget of \$300,000 will be increased 20%. Schilling, long one of the West's top spot radio users, will double its number of spots and has scheduled year-round campaigns in four new radio markets (Oklahoma City, Denver, Kansas City and Minneapolis). The normal lineup of 26 stations in 23 other markets will be renewed.

The total overall budget for Schilling of \$1 million in 1962 will also be upped 20%.

Another upbeat note for westcoast spot radio: the medium will continue to be number one in 1963 for Pacific Southwest Airlines. Around \$400,000 will be spent with steady schedules on San Francisco, San Diego and Los Angeles stations.

Gross & Roberts of San Francisco is the agency.

Van Camp Sea Food will have the heaviest tv spot schedule in its history this year for Chicken-of-the-Sea and White Star Tuna.

The annual Lenten campaign will cover 53 major markets and run for 18 weeks. The budget for 1963 totals around \$3 million, as compared with \$1.1 million three years ago.

Network tv is being dropped, although it may be reinstated late in the year.

Agency is Erwin Wasey, Ruthrauff & Ryan, Los Angeles.

The Cereals division of Carnation will continue its broadcast buys on a 52-week basis in 1963, according to agency Erwin Wasey, Ruthrauff & Ryan.

Spot radio saturation schedules are booked for San Francisco and Los Angeles stations to promote Albers Flapjack Mix. Corn Meal and Grits also will be promoted with radio spots in top west coast markets.

SPOT TV BUYS

Gallo Wines is going into tv spot in a big way for its specialty lables. Campaign for Thunderbird Wine is now underway in key markets coast-to-coast except Chicago, using 20s and 60s on 28 stations in 19 markets. In San Francisco, BBDO continues to handle the Gallo label and has just launced a new tv campaign. National campaign for specialties is handled out of Carson/Roberts, Los Angeles.

Mrs. Filbert's Margarine began a four-week spot campaign 6 January using fringe minutes, preferably Wednesdays, Thursdays, and Fridays on programs with a women's audience. The agency is Young & Rubicam and the timebuyer is Carl Laborie.

Ballantine Beer kicked off a 39-week spot schedule on New Year's Day.

Trendex asked:*

Which station
are you
listening to/
have
listened to?

Washington answered:

WWDC... 21.4%
Station A 17.2%
Station B 16.9%
Station C 16.3%
Station D 14.0%
Station E 9.7%

*Based on completed interviews in 2,598 homes, September 9 to 20, 1962. Additional demographic material from this Trendex survey available. Contact WWDC, 1627 K St., N.W., Washington 6, D.C. or your John Blair man.

WWDC RADIO

WASHINGTON, D.C.

represented nationally
by John Blair & Co.



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Executive Vice President
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H. Ame Babcock

Night chainbreaks and primetime will be used. Shelly Allweiss of William Esty is the timebuyer.

Corning Glass will be on spot tv with Centura for two weeks beginning 14 January. Minutes, early and late night, and daytime are to make up the schedule. The buyer is Billy Farren of N. W. Ayer.

Nestle's Quick chocolate will begin 21 January with a seven-week campaign of minutes on children's shows. Judy Bender is the timebuyer, and McCann-Erickson is the agency.

Gold Medal Flour is buying night and day minutes for a women's audience for 15 weeks beginning 14 January. Al Donomolo is buying for Dancer-Fitzgerald-Sample.

U. S. Tobacco Co. will use early evening fringe and daytime 1D's for a 13-week campaign for Circus Foods Peanut Butter beginning 21 January. Agency: Donahue & Coe. Timebuyer: Stu Kaufman.

Lipton Tea (regular), a product of Lever Bros., will be on the air with a new campaign beginning 21 January for four weeks. Night and day minutes are called for. The buying is being done out of SSC&B by Don Ross.

Hill's Bros. Coffee is opening a spot campaign on 21 January for five weeks. Prime minutes and 20's, fringe minutes and daytime are being bought by Bill Graham of N. W. Ayer.

R. J. Reynolds Tobacco, handled by William Esty, is using prime time minutes for a 52-week campaign which began 21 December. Ralph Payton is the buyer.

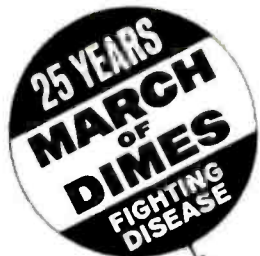
Clark Oil out of Papett, Koenig & Lois will be on with prime time 10s and 20s for six weeks beginning 9 January. The timebuyer is Elaine Art.

SPOT RADIO BUYS

Ford Motors, in addition to regular dealer action, is readying a special three-week campaign for its Ford division. Starting date for the campaign is set for early this month. Drive time minutes will be used to air the slogan, Trade Winds. J. Walter Thompson, New York, is the agency.

Texaco is heavying up on radio schedules in the Chicago area for the month of January. Drive time minutes, plus newscasts are being sought. Benton & Bowles, New York, is the agency. Bob Gorby is doing the buying.

TWA has renewed its radio schedules in the top eight markets for 1963. Some 20 stations are involved in the action which began 31 December and will run for 52 weeks. Schedules call for wide range of announcement time from minutes to 10-minute programs with heaviest concentration slotted in traffic times and weekends. Agency is Foote, Cone & Belding, New York. The buyer: Bert Hopt.



Available now!

TELEVISION

"ONCE UPON A DIME"—one-hour spectacular—16mm, black and white, starring (alphabetically): Morey Amsterdam, Pearl Bailey, Neville Brand, Richard Chamberlain, Bing Crosby, Frank Gorshin, Lionel Hampton, Don Knotts, Dean Martin, Dick Powell, Andre Previn, Juliet Prowse, Rose Marie, Soupy Sales, Connie Stevens, Dick Van Dyke, Cara Williams, Jane Wyatt and Ed Wynn.

"INVITATION"—15 min.—Documentary with Jane Wyatt and Dr. Frank C. Baxter.

SPOTS—1 min., 40 sec. and 10 sec.—Featuring Bing Crosby, Jack Bailey, Helen Hayes, Basil O'Connor, President of The National Foundation, and children assisted through the March of Dimes; plus—slides, cards, canisters and special copy.

RADIO TRANSCRIPTIONS
FIVE MINUTE MUSICAL SHOWS featuring Eddy Arnold, Chet Atkins, Diahann Carroll, Perry Como and Frank Gallup, George Maharis.

CELEBRITY SPOTS—1 min., 30 sec. and 15 sec.—by show business notables: Johnny Carson, Rosemary Clooney, Bing Crosby, Robert Merrill, Garry Moore, Robert Taylor, Shelley Winters and Jane Wyatt.

"DISCS FOR DIMES"—30 sec. deejay specials featuring favorites such as Molly Bee, Tany Bennett, Rosemary Clooney, Nat King Cole, Jimmy Dean, Connie Francis, George Maharis, Della Reese, Bobby Rydell, Leslie Uggams, Andy Williams.

THE SPANISH SHOW—special five minute musical shows featuring Juan Garcia Esquivel, Machito, and Johnny Rodriguez and spots for Spanish language stations.

Plus—Special for FM

THE MARCH OF DIMES CONCERT HALL featuring Robert Merrill of the Metropolitan Opera plus a five minute musical show featuring George Landan.

AND NEW THIS YEAR FOR FM Spots of 1 min., 30 sec. and 15 sec., featuring Jerome Hines, George Landan, Robert Merrill and Rise Stevens.

THE NATIONAL FOUNDATION
 Franklin D. Roosevelt, Founder
 800 Second Av., New York, N. Y.
 OXford 7-7700

GEORGE P. VOSS,
 Vice President for Public Relations



THEY GAVE



THEIR TIME



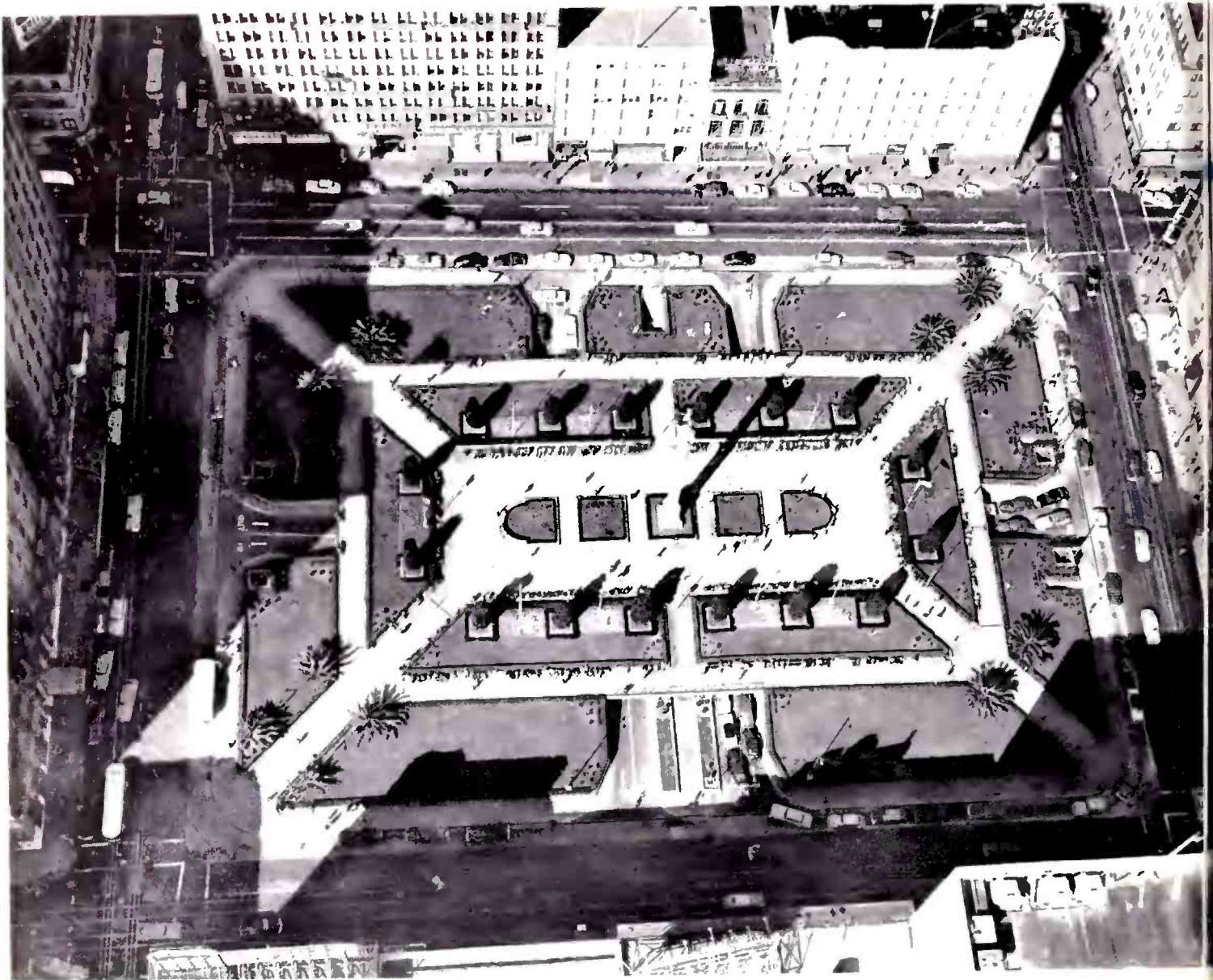
TO THE

MARCH OF DIMES



will you?

If you lived in San Francisco...



...you'd be sold on KRON-TV