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THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

25 FEBRUARY 1963—40c a copy / \$8 a year

**FOOD BROKERS:
THEIR EFFECT
ON MEDIA** p. 27

**The Viewer:
What he thinks of
what he sees** p. 36

SOURCE: ABBEY



Abie's Irish Rose:
2,327 performances



My Fair Lady:
2,717 performances



Tobacco Road:
3,182 performances



Life with Father:
3,224 performances



4,327 performances!
New York's biggest hit, bigger than ever!

In all showbusiness there's never been a hit like **THE LATE SHOW**. When New York's favorite late-evening television show marks its twelfth anniversary on February 26, it will have played 4,327 performances—far outdistancing even the greatest of Broadway's longest-running hits. And with good reason. For twelve years **THE LATE SHOW** has presented more of what audiences like best—star-packed motion pictures, many of them New York television premieres. What's more, late movies on Channel 2 keep building. This past November, for example, "Mr. Roberts"

soared to the highest rating ever recorded for a feature film on New York television. (More people stayed up far past midnight to see this single performance than saw "Life with Father" during its entire Broadway run!) In all, an average weekly audience six million strong has the Channel 2 habit "after eleven." What's ahead? More and better. "No Time for Sergeants," "Sayonara," "The Lost Weekend," "Member of the Wedding," "A Face in the Crowd" and "The Last Hurrah." And many more blockbusters to guarantee that New York's biggest hit will be... bigger than ever!

WCBS-TV 2, NEW YORK



We started with the cream . . .

A noted St. Louis dairy had not used radio for many years.

Until three years ago.

Then the dairy bought some unusual weather reports on KSD Radio. They were the reports of Weather Corporation of America, a private meteorological firm headquartered in St. Louis. With weather information so important in radio, KSD retains Weather Corporation to report complete, specialized weather data exclusively for its listeners—all day, every day.

Today, the dairy's schedule remains intact. In fact, the broadcast budget has been increased significantly, due prominently to St. Louis radio's primary selling force—KSD.

St. Louis advertisers sell St. Louis on

KSD RADIO 55

The St. Louis Post-Dispatch Station

Charter NBC Affiliate / Represented nationally by the Katz Agency, Inc.

If you lived in San Francisco...
 you'd see Seven Arts' Volumes 3, 4, & 5 on **KRON-TV**



Says Al Constant:

Station Manager, KRON-TV

**"Viewers in San Francisco are sold on KRON-TV,
 and we are sold on Seven Arts!"**

"As the number-one station in the San Francisco Market, we naturally must present the best in TV entertainment. We purchased Volumes 3, 4, and 5 of 'Films of the 50's' from Seven Arts because we felt these features were the very best available for programming in our new weekend movie showcases—'Great Movies' which debuts Saturday, February 23rd, will run from 6:00 to 7:30 P.M. and 'Sunday Night Movie' which will debut Sunday, February 24th will run from 11:10 P.M. to conclusion. In addition to these 2 new feature film time slots, Seven Arts' 'Films of the 50's' will also be telecast on KRON-TV's 'Saturday Night Movie' from 11:10 P.M. to conclusion."



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

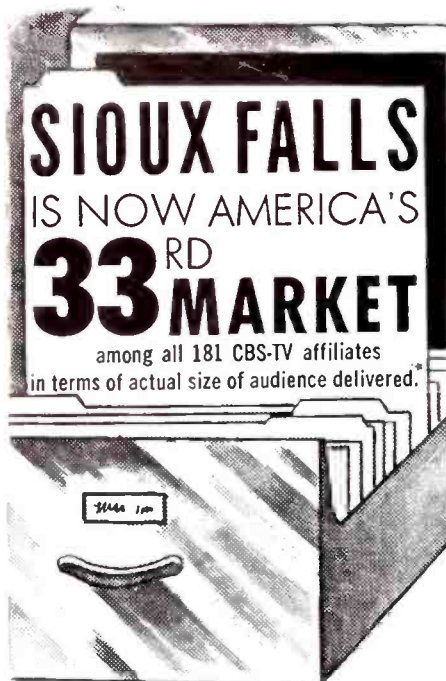


SEVEN ARTS and TFE '63
 Buckingham Suite
 Pick-Congress Hotel
 Sat. March 30—Wed. April 3

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

YOU CAN WIN A BET

BY KNOWING THIS FACT!
You Can Win a Billion-
Dollar Market Too!



KELO-LAND TV, now the 33rd highest ranking outlet in tv homes delivered by the CBS network, elevates Sioux Falls to the top tier of major markets. It does this by means of three strategically placed transmitters operating as one station. Your message on KELO-TV springs out beyond natural "line of sight." It races at split-second speed throughout Sioux Falls' 103-County Market. Only KELO-LAND TV is geared to the full distribution flow of this mighty market. Only KELO-LAND TV delivers it to you—completely, efficiently, intact!

*ARB March '62—6:30 p.m. to 10 p.m.
Sun. thru Sat. Avg. Quarter-Hour.

KELO-LAND TV makes it the BIG market!
\$1,050,925,000 retail sales.
(Sales Management, Feb. 1)

CBS • ABC

KELO-TV LAND

KELO-TV SIOUX FALLS, S.D.
and interconnected
KOLO-TV and WPLO-TV



JOE FLOYD, Pres.
Evans Nord, Executive Vice
Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.

Represented by H-R
in Minneapolis by Wayne Evans

SPONSOR

25 FEBRUARY 1963

Vol. 17 No. 8

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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
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WE'VE GOT A WAY WITH WOMEN

and with Daddies, too!

Daddy says when I want to see lions and tigers, he'll take me to the zoo, but when HE wants to see Lions and Tigers, he turns on Channel 2.

Watching WJBK-TV is a happy habit for dads (and mothers, too) in sports-minded Southeastern Michigan. And Channel 2's Detroit Tiger baseball, Detroit Lions football and Big Ten basketball keep 'em happy all year round. To score with more sales in the big spending 5th market, call your STS man.

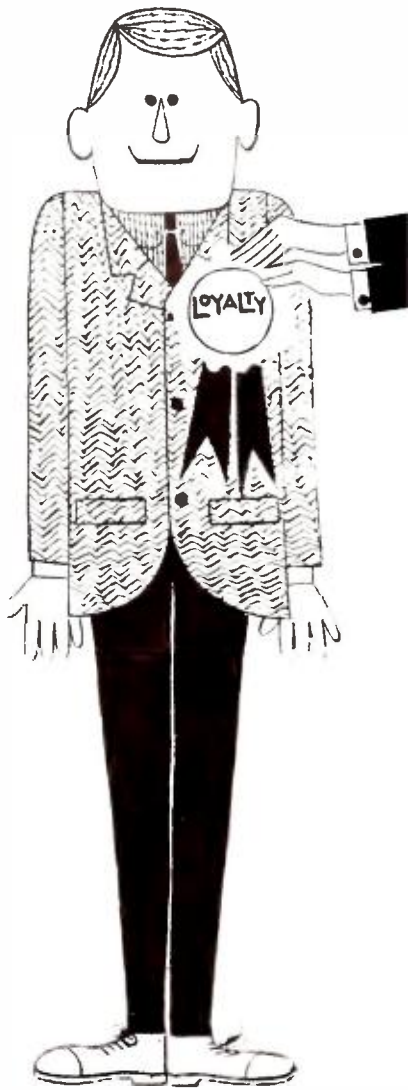


MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG

IMPORTANT STATIONS
IN IMPORTANT MARKETS

STORER
BROADCASTING COMPANY

STORER TELEVISION
SALES, INC.
Representatives for all
Storer television stations.



Can anybody claim more loyal viewers? Our metro share in prime time is 91%, and homes delivered top those of any station sharing the other 9%. (ARB, Nov.-Dec., 1962) To cover this influential market, such loyalty means the big buy for North Florida, South Georgia, and Southeast Alabama is



WCTV TALLAHASSEE
THOMASVILLE
BLAIR TELEVISION ASSOCIATES



◀ Cities without newspapers

A publisher's view of significant happenings in broadcast advertising

Those battle cries you hear up and down Madison Avenue these midwinter days may well come from the offices of the Radio Advertising Bureau and the Bureau of Advertising of the ANPA as they debate what happens to cities without newspapers.

The RAB says that "newspapers are an important part of any market's media mix" while contending (on the basis of a Richard Manville Research Inc. survey made in Cleveland and New York) that the strikes' effect is less than disastrous.

The Bureau of Advertising says that the RAB has "unwittingly" proved the "efficacy of a competing medium" with its survey. *Printers' Ink* has rushed fearlessly into the fray with an editorial that labels the Richard Manville study "the cheapest bit of 'research' to slip into these offices this year."

At times like these it's understandable that sides will be drawn and tempers will flare.

It's understandable, too, that anything that the RAB has released to date is intended as an interim report and nothing can truly be deduced until the strikes are over and some time spent in final analysis.

Now that that's settled, here are some conclusions:

- 1) Stores like R. H. Macy, Higbee, and Halle's, that regularly use radio and television, are at a big advantage at a time like this over those that use it infrequently.
- 2) Stores like Macy use it for specific-item advertising as well as the "events" and image-building efforts which characterize most department store purchases of air media.
- 3) The true picture of the ability of other advertising media to fill in for newspapers can never be assessed. The big reason is that the heaviest newspaper users (department stores and clothing stores) are not spending the dollars that they normally appropriate to newspapers.
- 4) Direct mail comes in for a big play, although very costly.

The remarkable affinity of department stores for print media, despite the oft-proven ability of air media to register with women, is not about to be broken in Cleveland and New York. But at least some people are getting new ideas.

Norm Glenn

NEXT WEEK IN SPONSOR

Agency Departments in Power Conflict—Ted Bates last week announced that a programming man would run both the media and tv/radio programming departments. Benton & Bowles has had a combined setup for some time. SPONSOR analyzes the change and its effect on other agencies.

BPA OFFICE ADDRESS

As you know, your 5 City Tv/Radio Directory is getting more and more use and I note on page 7, where you list the trade associations, BPA is not listed. Would it be possible to have the Broadcasters' Promotion Association's permanent office at 215 East 19th Street, phone number PL 2-4255, listed in your 1964 edition?

DAN E. BELLUS, president, BPA, New York.

TRIPLE CITIES

I noticed in a recent issue of *SPONSOR* that WNEM-TV was designated as Saginaw-Bay City. As you know, we have extended efforts to include Flint in all our promotion, since we do cover that city with a GRADE "A" signal.

JACK BERRY, commercial manager, WNEM-TV, Flint-Saginaw-Bay City, Mich.

POWERFUL TOOTHPASTE

Only GE could do it! In *Sponsor News*, 28 January 1963:

"Dentifrice manufacturers needn't be surprised if General Electric comes up with a compound designed for use with its electric toothpaste."

Suggested slogan: "Ends dental cares—the first time you use it."

JACK HUGHES, WOOD, Grand Rapids, Mich.

B&W COMMERCIAL

Re: *Sponsor-Scope*, 18 February issue. If Brown & Williamson has indeed agreed to use their time allotted with a 90-minute commercial, then this most assuredly qualifies as single breakthrough.

RAYMOND E. CAROW, general manager, WALB-TV, Albany, Ga.

• It assuredly would have been a breakthrough. However, the sentence should have read "90-second commercial."



**THE SELLING POWER
BEHIND
U. A.'s
SHOWCASE FOR THE 60's
IS SELLING
FOR
KHJ-TV, LOS ANGELES**



* TONY CURTIS starring in "SWEET SMELL OF SUCCESS" one the 33 powerhouse stars in U. A.'s pre-sold "SHOWCASE FOR THE 60's"

u.a.a. UNITED ARTISTS ASSOCIATED, INC.

NEW YORK 555 Madison Ave., MU 8-4700 ■ CHICAGO 520 N. Michigan Ave., 467-7050
■ DALLAS 1905 South Center, Ri 7-8553 ■ HOLLYWOOD 1041 N. Formosa Ave. Ho 6-3429

ANOTHER FOR TAPE LIST

We read with interest your article entitled "Television Tape Challenge vs. Film" in the January 28 issue of your excellent magazine.

In that our company produces over 500 television commercials last year, all for national sponsors in Canada, as well as 200 hours programming and perhaps 300 hours of film transfers, we would like to be added to your list of North American videotape producers.

J. PETER ELLIOTT, sales manager, Video Tape Division, Robert Lawrence Productions (Canada)

4-WEEK CALENDAR

FEBRUARY

Broadcast Pioneers third annual mike award banquet: Americana Hotel, New York, N. Y., 25.

International Radio & Television Society Spring timebuying and selling seminar, CBS Radio, New York, eight successive Mondays starting 25, except for one Tuesday session 19 March.

National Assn. of Broadcasters annual conference of the state association presidents: Shoreham Hotel, 26-27.

International Radio & Television Society Discussion of "America's Voices Abroad"; production workshop: Hotel Roosevelt, N. Y., 27.

American Assn. of Advertising Agencies southwestern council meeting: Sheraton Dallas Hotel, Dallas, 28-March 1.

MARCH

Assn. of National Advertisers workshop on tv advertising, Hotel Plaza, New York, 6 March.

California Broadcasters Assn., annual meeting, Mark Hopkins Hotel, San Francisco, 7 March.

American Women in Radio and Television, New York City chapter, "Projection '63" panel discussions, McCann-Erickson conference room, New York, 9 March and 6 April.

Toy Fair 60th annual exhibit, 1107 Broadway, New York, 11-16 March.

National Educational Television and Radio Center spring meeting of program managers and station managers of affiliated non-commercial educational tv stations, Park Sheraton Hotel, New York, 20-22.

Vast wasteland

London on the Thames? Paris on the Seine? Nope. Cedar Rapids, on the Cedar.

Now do you think we shoot buffalo from train windows?

The battleship anchored in the river is Municipal Island, with the county courthouse and City Hall. Top center complex is Quaker Oats plant (right of dam), world's vastest oatery.

X marks WMT Radio's studios, surrounded

by 105,000 city folk. Although residents of the nation's wealthiest agricultural state, they help the state produce industrial income that's twice as great as farm income. They also help make WMT Eastern Iowa's habit.

The WMT Stations • CBS Radio and TV for Eastern Iowa

National Representatives, The Katz Agency Affiliated with K-WMT, Fort Dodge • WEBC, Duluth



photo courtesy Des Moines Sunday Register

WKRG-TV

MOBILE CHANNEL 5 PENSACOLA

the
MOBILE-PENSACOLA
television
audience

November / December 1982

Exception To The Rule

An  Television Market Report

AMERICAN RESEARCH BUREAU / DIVISION OF C. E. T. R. INC.

Year After Year **ARB** PROVES

WKRG-TV IS

THE EXCEPTION TO THE RULE

50% or More SHARE of Audience

Represented by H-R Television, Inc.

or call

C. P. PERSONS, Jr., General Manager



SPONSOR-WEEK

Top of the news
in tv/radio advertising
25 February 1963

ECONOMIES FORCE U.S. STEEL OUT OF TV

U. S. Steel is dropping sponsorship of a major network show in the coming season, an apparent victim of the profit squeeze. Steel weighed sponsorship of new show to succeed *U. S. Steel Hour*, one of tv's oldest programs. But stringent economies at Steel, because of declining profits, forced the decision. Steel says it isn't unhappy with tv, wants a one-year hiatus, and intends to be back. In meantime, it might go for a special, use spot regionally. Steel's action terminates another long association: 17 years in radio and tv with one producer, Theater Guild.

CONGRESSIONAL ACTIVITIES STEPPED UP

The Congressional scene heated up with Senator Thomas Dodd preparing to release tv report of his Senate Juvenile Delinquency subcommittee and Rep. Oren Harris setting 5 March opening for hearings on ratings services. The Senate Commerce Committee may tackle network regulation (page 51).

BUSINESS RUNNING STRONG AT CBS RADIO

First quarter business at CBS Radio is running 20% ahead of last year, affiliates board of the network was advised last week. Station payments will be at high level in the quarter, E. C. Hartenbower, KCMO, Kansas City, executive and board chairman reported.

FCC'S LEE TO DISCUSS COMMERCIAL TIME LIMITS AT NAB SESSION

FCC commissioner Robert E. Lee has accepted NAB invitation to discuss proposed commercial time limits at industry convention, opening 31 March. Lee had made suggestion last year without action taking place, but is expected to renew efforts for making NAB Code limitations mandatory (page 31).

INDUSTRY-WIDE PUSH FOR AUTO SALES URGED BY CASH

An industry-wide effort to sell new cars has been urged by TvB president Norman E. Cash. No one has this responsibility to increase the total market, he said. "Perhaps the banks have been out-selling Detroit," Cash added (page 52).

VAST WASTELAND WAS WASTE CREATED BY INEXPERIENCE OF MINOW

This was the charge leveled last week by radio rep Robert E. Eastman in a letter to New York members of Congress. Eastman added he doesn't think Commissioner E. William Henry is qualified to take over as FCC chairman should Newton Minow leave his post as rumored.

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

FOOD BROKERS SEEK CLOSER TIE TO AGENCIES, SURVEY REPORTS

Food brokers are seeking a closer alliance with advertising agencies, a survey by SPONSOR reveals. Brokers don't like advertising agencies, and think they're dismally uninformed on local advertising and marketing problems. Three media—television, radio, and newspapers—are favored by brokers, the study also shows (page 27).

VIEWERS THOUGHTS ON TV REPORTED IN NEW STUDY

"The People Look at Television," a new study conducted by Dr. Gary A. Steiner, associate professor of psychology at the University of Chicago, was officially released today. Widespread satisfaction in tv, desire for more information shows, consistent choice of entertainment over information programs, lack of enthusiasm for pay tv, acceptance of commercials as a fair price to pay for tv entertainment, are among the book's findings (page 36).

NBC RADIO RETURNS TO RAB FOLD

NBC Radio returned to the RAB fold. In rejoining, William K. McDaniel, network executive vice president, stressed the need for better research to measure the medium adequately. ABC, CBS and Mutual radio networks are already members.

NEGRO, MEXICAN-AMERICAN MARKETS STUDIES COMPLETED

Two new studies on special population groups were completed. Negro support is a major factor in a brand becoming a market leader, a Continental Broadcasting study reports (page 60). Mexican-American study, ordered by Quaker Oats and conducted by Belden Associates in the Southwest, shows 53% own their own homes while 87% have tv sets in working order, and 83% have radio sets in working order (page 54).

STORES WITH AIR MEDIA EXPERIENCE AT ADVANTAGE DURING STRIKE

Stores with strong air media experience are at a definite advantage during the newspaper strikes in New York and Cleveland, Robert W. Weisenberg, advertising director for Robert Hall, told SPONSOR Wednesday. Very few department stores have such experience, he said, and have turned heavily to direct mail, which is proving expensive. Robert Hall, Weisenberg added, is not using direct mail, but has expanded its use of radio and television to compensate for the lack of newspapers.

SPONSOR-WEEK continues on page 14

Standard equipment in Philadelphia

Tested for six weeks...trusted for year-round performance. Penn Jersey Auto Stores, Inc. found the necessary accessory to its media plan was WIP RADIO. With its 82 stores, Penn Jersey needed the Delaware Valley coverage that only WIP could offer. Says Vice President Sidney Popkin: "After the six week test, tangible results were of such consequence that our previously firm advertising plans for 1963 were immediately changed to include WIPRADIO for the entire year." As ever, nice things happen to people who listen to (and advertise on) Philadelphia's Pioneer Station: **WIP/610**



HARVEY L. GLASCOCK, V.P. AND GEN. MGR. REPRESENTED BY METRO RADIO SALES
METROPOLITAN BROADCASTING RADIO A DIVISION OF METROMEDIA, INC.

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

TOP RADIO COMMERCIALS NAMED BY PULSE

Top radio commercials as determined in a Pulse study for Blair Radio were named. Ten winners and eight runners-up showed J. Walter Thompson placing three (Ford, Chesterfield, L&M), and BBDO winning two spots (Dodge, Pepsi-Cola). Winning advertisers receive John Blair & Co. plaque, runners-up, citations (page 17).

TV PROGRAM TRANSMITTED ON A BEAM OF LIGHT

Lasers, thin beams of light increasing in potential for scientific purposes, moved into television. General Telephone & Electronics told of transmitting television programs via lasers. Conceivably, a laser system could send simultaneously as many as 160 television programs on a beam. Many problems remain to be solved before commercial use of light beams, but the demonstration pointed the way to eventual television use.

CAPITAL CITIES REPORTS NET INCREASE 45%

Capital Cities Broadcasting reported net income of \$1,576,320 in 1962, an increase of 45%. Gross revenues for the chain, which includes broadcasting properties in five markets, totalled \$17,825,467 in 1962, against \$11,803,781 the year earlier.

INTERNATIONAL LATEX ADDS PRODUCT TO Y&R

International Latex made its fourth assignment of an account to Young & Rubicam since June of last year. Newest product to go to Y&R is Playtex Nursers. International Latex is heavy tv spender.

JACK WEBB NEW WARNER BROS. TV PRODUCTION HEAD

Jack Webb, veteran radio-tv *Dragnet* star, named executive in charge of tv production at Warner Bros. studios in Burbank. He succeeds William T. Orr, who will go into feature film production. Changes effective 4 March.

THE NEWS AT DEADLINE

S&H Green Stamps signed for 12 NBC TV Andy Williams specials, Tuesdays, 10 to 11 p.m., starting in October. Sponsorship represents entire network budget for S&H next season, it's understood. . . . Mike Roberts resigned as vice president and general manager of WBC Program Sales, effective 1 March. Future plans for Roberts were not announced.

SPONSOR-WEEK continues on page 52



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

In the Cowboys and Indians pictures we all enjoyed the highlight of any meeting when big chief Laughing Hyena listened to the con job from the bad guys and, with amazing perspicacity gravely said, "Ugh—White men speak with forked tongue."

UHF operators around the country have empathy with the Indians and if the pow-wow was upgraded to the treatment they have received the answer might well be "Ugh. FCC speak same way."

In the FCC's version of a tie-in sale to "promote the further use of television" the first two parts were All Channel TV legislation and deintermixture. The third part was VHF drop-ins.

Deintermixture was sold down the river to insure All Channel legislation. All Channel legislation is still in the offing—one year later, and on the way to being watered down to a

point of less than desired effectiveness.

With these two parts of the package out of the way, the FCC is still debating on certain short spaced VHF drop-ins in as many as eight markets, communities which would be fruitful areas for UHF development where more UHF stations could be expected to prosper soonest.

It seems grossly inconsistent for the Federation Communications Commission to be publicly advocating more use of UHF and at the same time, destroying the best opportunities for its development.

Like old Chief Laughing Hyena, we feel the FCC "speaks with forked tongue." Wouldn't it be wonderful if once in a blue moon the FCC actually fulfilled its public perorations for the good of the industry and the public.

Represented nationally by **HOLLINGBERRY**



In the wholesale distribution of electrical goods, Charlotte now ranks 26th in the country. Reach this growing market through the area's first radio station, WBT Radio Charlotte. Jefferson Standard Broadcasting Company.

DATA DIGEST

Basic facts and figures
on television and radio

Fm set production speeds up

The past few years have seen a sizeable increase in the number of radio sets produced and sold. Total radio production, including auto sets, grew from 15.6 million in 1959 to 19.2 million in 1962. With such growth, it would not be surprising to find that the various parts making up the total grew proportionately.

In the case of fm radio, however, production is not only keeping up with trend, but is setting the pace. For a medium which a few short years ago was hailed as the answer to all problems, then faded almost into oblivion, fm's current growth is considered phenomenal. In 1959, a total of 540,522 fm sets were produced, EIA reports. This was 3.5% of total radio production. In 1962, 1,227,081 fm radios were produced, or 6.4% of the total. Slowly but surely, fm radio is moving faster and the promise for the future appears good.

A close look at the fm production figures, month by month, comparing 1960 vs. 1962, shows the jumps being taken. Especially toward the end of 1962, figures were ahead by a sizeable amount from the period two years ago.

Month by month fm set production, 1960 vs. 1962

	1960	1962
January	40,162	76,510
February	56,515	84,216
March	96,087	81,010
April	68,196	63,193
May	78,556	62,292
June	105,317	92,287
July	49,707	68,037
August	71,125	98,609
September	111,745	165,433
October	88,596	149,554
November	86,323	147,894
December	52,437	138,046

DID YOU PUT YOUR MONEY WHERE YOUR AUDIENCE IS?

One radio network (of the national networks measured by Nielsen) delivered:

a 25% greater average audience for sponsored programs throughout last year than network X, 83% greater than network Y.

a 31% greater average audience for sponsored programs in the last quarter of last year than network X...72% greater than network Y.

a 60% greater audience in December 1962 than network X. 81% greater than network Y. Also in December, 23 of the 25 network radio campaigns averaging the largest per broadcast audiences.

Maybe that's why this network's first quarter sales in 1963 are running almost 20% ahead of last year. Obviously, more people are putting their money where their audience is...on **CBS RADIO**



SOURCE: NIELSEN ESTIMATES, JANUARY-DECEMBER 1962 REPORTS.

How to hold 'em past the news!

We might have titled this: how to increase your audience five minutes at a time. It isn't quite as catchy but it does sum up the strategy of our featurized programming.

What we have done is to program short topical features throughout the day. Coming before, after, and around the scheduled news, these timely features keep listeners the way we want 'em — interested.

With the exception of funny-men Bob and Ray, all talent is home grown.

When you have people on your staff like Julie Benell (Woman's Editor) or Murray Cox (Farm Director), you don't need anyone else.

Hormel recently added another chapter to Julie's success story by giving her a deluxe high-priced ham to sell. You'd have to hear a sample tape to appreciate the impact she added to sales and distribution. Suffice it to say, Hormel has happily increased her exposure about 30%.

Another tape we'd like you to hear proves that farm news can interest a large urban as well as rural audience. At least when it's handled by Murray Cox. His

candid comments on the U.S.D.A. . . . his explanation of fluctuating livestock prices . . . his interest in farm youth . . . make him a much listened-to personality.

Characteristic of all regularly scheduled segments: business news, weather, sports, entertainment, travel, etc. is the way they're put together by WFAA's staff. We persist in the theory that we're talking to mature, intelligent adults. Whether it's food for thought or tonight's dinner, we accent fact, not fancy.

In this way we can currently bill ourselves (rather modestly) in the local area as the station with "news more people quote." When you come right down to it, can you think of a better framework for your product?



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

SPONSOR-SCOPE

25 FEBRUARY 1963 / Copyright 1963

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

It's the nature of business even while things are favorable to start working on distant problems, and that's what some of the leading reps are doing with relation to fall selling.

The elements that have triggered their concern:

- The lopsided distribution of audience that has marked this season's tv network competition—a sharp departure from the relatively even division of shares which had prevailed for a number of years.
- The fact that two networks are either starting their program lineups almost from scratch or drastically overhauling the sequence of shows as to night and time.
- Much of the fall buying is based on March rating books.

From the point of view of reps whose particular lists lean heavily with affiliates of the two networks there's this puzzler: how do you sell adjacencies to such hosts of new programs and impose drastic schedule overhauling months before ratings, or even reviews, are available?

The situation, as some reps see it, may at the moment have the aspect of a big grab-bag for the buyer, but a skilled and experienced salesman can overcome this somewhat by focusing attention on the station's prestige and record for delivery in the market.

Numerous stations have already taken cognizance of the possible impact of those March rating books and they're doing something about it. The gambit they're resorting to: scheduling the cream of their feature films during the rating periods of that month.

If only on the business end, the 1963-64 tv network season has started off on a high note of excitement.

Three sales coups have already given Madison Avenue topics for contemplation and conversation. They are:

- 1) Chrysler's \$11-million plunge on NBC TV via nine Bop Hope specials and an in-between series of drama anthologies which he'll host. The progenitor of this stroke: Y&R.
- 2) P&G's placement of the bulk of its nighttime investment, nine and a half commercial minutes a week, on CBS TV, which in itself could account for well over \$20 million in time and talent billings on the season. With daytime it'll be close to \$30 million.
- 3) Philip Morris' hiking of its obligation on CBS TV to 14 nighttime minutes a week, plus National Football League and Game of the Week participations, which makes PM about as heavy a CBS TV nighttime customer as General Foods and P&G. PM's estimated budget here: \$28 million. (A substantial portion of PM's periods will be used to sell its ASR's stainless steel blades and perhaps other merged products.)

Joe Culligan, the emigre from air media sales to the apex of the Curtis Publishing empire, has apparently become a convert to reciprocal trade dealing for radio and tv time.

The Curtis group has a time placement arrangement with Atwood-Richards, a New York operation which has compiled quite an inventory of station time but which prefers to have its business procedure referred to as reciprocal trading rather than barter.

Culligan was on the road last week and hence could not be reached for comment.

It will be about six weeks before there's a call for availabilities but GMAC will come through with its annual splurge of summer weekend spot radio.

This channel of weather and road information has become an institution.

The schedules, administered by Campbell-Ewald, New York, will extend for 16 weeks starting in June, encompass 130 markets, and entail an average of 20 spots per weekend.

A bustling sellers' market could be in the making for syndication this summer. It would be mainly for that mass of one-hour action series that are coming off ABC TV and also NBC TV.

Sundry reps are urging their network-affiliate stations to latch on to such series that have had pretty good performance records as a sort of rating insurance as well as a means of added spot revenue.

The big rub is whether the producers of such off-the-network product will release all of it en masse or string it out over two or three seasons.

ABC TV and NBC TV have good reason for snatching at soap operas as a means of bolstering their daytime rating structures: the winter NTI ratings show them up as stronger than ever as daytime staples.

Following is a breakdown of daytime tv performance by type based on the second December Nielsen:

PROGRAM TYPE	NUMBER	AVERAGE %	AVERAGE HOMES
Soap opera	6	9.2%	4,598,000
Game shows	12	6.5%	3,258,000
Reruns	8	5.4%	2,695,000
Live	2	3.7%	1,843,000

In network tv's daytime sector the past week, the main line of activity was NBC TV's disclosure of the price list for imminent new shows and ABC TV's urging agencies to inquire about the more flexible 26-week summer rates starting with April.

The NBC TV package prices for the newcomers: **House of Hope**, per quarter-hour, \$13,260 for the winter and \$10,611 for the summer; **You Don't Say So**, per minute, \$4,500 during the regular season, \$3,600 in the summer; **Ben Jarred**, per minute, for charter sponsors, \$3,000 a minute during the regular season, \$2,400 in summer.

An interesting exercise at this point of a tv network season is to look back and see what regularly scheduled series achieved the highest audience levels from among all nighttime competitors.

SPONSOR-SCOPE asked Nielsen to pluck from its second October 1962 through second January reports the 16 shows that scored the highest average number of homes during that period. The harvest from that search:

PROGRAM SERIES	AVERAGE PERCENT	AVERAGE HOMES
1. Beverly Hillbillies (CBS TV)	38%	19,070,000
2. Candid Camera (CBS TV)	33%	16,630,000
3. Ben Casey (ABC TV)	33%	16,430,000
4. Red Skelton (CBS TV)	33%	16,380,000
5. Lucy Show (CBS TV)	32%	16,040,000
6. Bonanza (NBC TV)	32%	15,840,000
7. Gunsmoke (CBS TV)	32%	15,690,000
8. Danny Thomas (CBS TV)	31%	15,540,000
9. Andy Griffith (CBS TV)	31%	15,290,000
10. Dick Van Dyke (CBS TV)	30%	14,690,000
11. Walt Disney (NBC TV)	29%	14,590,000
12. Jack Benny (CBS TV)	29%	14,340,000
13. Ed Sullivan (CBS TV)	28%	14,090,000
14. What's My Line (CBS TV)	28%	14,040,000
15. Dr. Kildare (NBC TV)	28%	13,890,000
16. The Defenders (CBS TV)	28%	13,890,000

CBS TV expects its 1963-64 nighttime inventory to be at a 95% sellout level by the end of this week, with NBC TV figured as 65% and ABC TV, 40%.

Among the significant new season sales developments in effect or looming at SPONSOR-SCOPE press time were these:

- **JWT seems poised to replace Bates as ABC TV's number one agency**, with one recommendation being that Ford sponsor the Arrest series Sunday night.
- **American Home (Bates) has swung the bulk of its night largess to CBS TV** via alternate half-hours in East Side, West Side, Tell the Truth, Whistle Stop, and the Nurses, and a minute a night in the News, adding up to eleven minutes a week.
- **Alberto-Culver (Compton) has gone CBS TV also with alternate half-hours of Alfred Hitchcock, Gunsmoke, and Twilight Zone.** It's also moving into the Virginian (NBC).
- **Bristol-Myers has made it five and a half minutes on CBS TV** via Candid Camera, The Defenders, Hitchcock, and Rawhide.

Leave it to NBC TV to introduce a novel wrinkle in pricing with each selling season.

The latest: asking one price for 1963-64 nighttime fare from advertisers agreeable to contracting all the originals of a series and a higher price for those not inclined to commit themselves for that span, which extends between 32-36 weeks.

The network's purpose with this gambit: keep the inventory locked up at top prices right into the third quarter of the season, at which time advertisers are disposed to eye network product in terms of lower (repeat) costs and higher discounts.

Trade reaction: NBC TV is trying to break away from a tradition handed down from radio, the 26-week cycle, and it'll be a feather in its cap if the plan succeeds. Sellers view the approach as imaginative and realistic.

Three of the major tobaccos, Brown & Williamson, Liggett & Myers, and Philip Morris, have wrapped up their nighttime tv network buys for the coming season.

B&W will have ten minutes weekly divided among the three networks and L&M is down for six minutes on NBC TV and four and a half minutes on ABC TV. Philip Morris' position is noted on page 19.

As for American Tobacco, CBS TV is trying to sell it alternate half-hours on Judy Garland, Twilight Zone, and the Real McCoys.

Bristol-Myers via Y&R gave NBC TV what might be termed the first 52-week minute buy for the 1963-64 season.

The show is Mr. Novak, which will have 30 originals and 22 repeats.

American Tobacco's affinity for spot radio assumes its new high for the year with the embarking of Lucky Strike (BBDO) on a 17-week ride.

The schedules will run between the Pall Mall (SSC&B) flights, whose orders at the moment average 12 weeks.

Lucky's list covers 50 markets and the spot spectrum is 15-20 a week.

A number of important accounts, including Colgate, National Biscuit, Coca-Cola, and Schick, could, come this fall, embark on a tv buying policy which would siphon millions of dollars from the network facet of the business.

The strategy: Co-sponsoring unreleased top flight feature films from MGM, Warner Bros., Paramount, United Artists, and Universal in the top 40 markets.

An interesting note about P&G's buying for the fall is its disposition to virtually confine itself to alternate half-hours.

The only exception at the moment is Ben Casey, which is a carry-over on the P&G list from the current season.

Apparently P&G isn't turning on spot carriers altogether. Rather it figures that it can always pick these up pro rata after the new season gets under way should additional reach and frequency be required.

Incidentally, when the curtain goes up on the 1963-64 nighttime fare, P&G will have at least 17 nighttime commercial minutes a week, a record number for this account. Latest additions: alternate half-hours on ABC TV's *The Fugitives* and NBC TV's *The Virginian*.

(For preceding developments in P&G's fall buying see 18 February SPONSOR-SCOPE.)

Spot tv can look forward to a handsome budget from General Cigar (Y&R) during the 1963-64 season.

These schedules will be used after the company's participation in the NCAA football games (CBS TV) have expired.

The account's ad budget is now about \$6 million.

TvB has been showing its Jericho presentation around the Pentagon, with the intent of showing how the techniques of communication work in advertising.

Corollary objectives: (1) point out how such techniques can serve the Government in communicating with the people; (2) how certain defense suppliers through their advertising in tv are helping keep Americans up-to-date on what is happening in the arms defensive areas.

Even though ABC TV and NBC TV still have some molding to do with their fall nighttime schedules, you can pretty well tell how the three networks' program supplier sources for the regularly scheduled series will rack up.

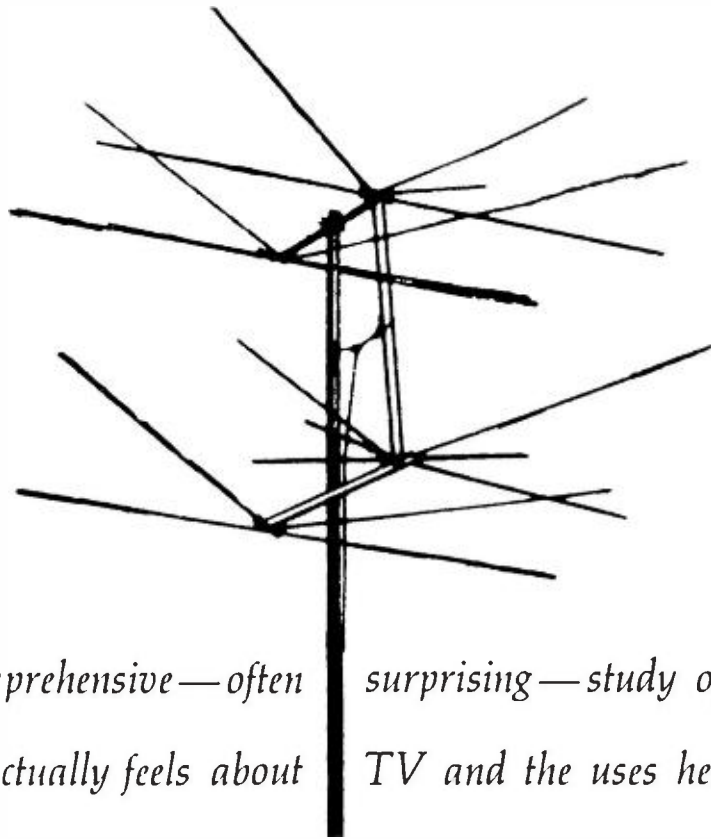
Noticeable about the 1963-64 lineups at hand is that the number of production sources keep proliferating. And this despite the fact that CBS TV and ABC TV will be subsidizing more series than they did the year before.

Two producers that have forged ahead appreciably over last season are MGM-TV and Goodson-Todman. Another fast contender is United Artists.

Here's how the coming season's producer sources of two or more shows break down:

PRODUCER	ABC TV	CBS TV	NBC TV	TOTAL
MCA-Revue	5	2	2	9
CBS TV	0	9	0	9
Screen Gems	2	1	3	6
MGM-TV	1	0	5	6
Goodson-Todman	1	4	1	6
Desilu	1	3	0	4
Danny Thomas Enterprises	0	2	2	4
NBC TV	0	0	3	3
United Artists	3	0	0	3
Crosby Enterprises	2	0	1	3
ABC TV	3	0	0	3
Filmways	0	2	0	2
Talent Associates	0	1	1	2
Bob Banner	0	2	0	2
Miscellaneous	9	6	6	21
Total	27	32	24	83

Note: This does not include NBC TV's boxoffice feature film series.



The first comprehensive — often surprising — study of how the American viewer actually feels about TV and the uses he makes of it

THE PEOPLE LOOK AT TELEVISION

A Study of Audience Attitudes

by **GARY A. STEINER**

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The present study is the first comprehensive and definitive effort to provide some factual and objective information on these and other issues, by examining and reporting how Americans use the medium and what they think about it. It is based on one of the most thorough national surveys ever undertaken. Conducted at the Bureau of Applied Social Research of Columbia University, the survey employs the most advanced techniques of modern social research.

Are Americans generally satisfied or dissatisfied with the programs they see on television? What about the present ratio of entertainment to informa-


tion? Do they watch selectively and, if so, what do they select? How do they feel about the amount of time they spend in front of the set? What are their concerns about their children's viewing?

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With a Foreword by BERNARD BERELSON, *former director, and an Afterword by* PAUL F. LAZARSEFFLD, *founder and currently associate director, Bureau of Applied Social Research, Columbia University*

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Efforts to equate the proverbial apples and oranges of the advertising world have finally borne fruit. For the first time a major research undertaking compares the efficiency of two different advertising media on an even footing—in this case magazines and network television. The CBS Television Network, which developed this precedent-setting research, has revealed its findings in an equally advanced animated film and in a detailed book. To attend a viewing of the film, where you will receive a copy of the book, contact your advertising agency or the CBS Television Network Research Department, 485 Madison Avenue, New York 22, N.Y.





how do you fit a rhino into a rain barrel?

It isn't easy, but you can . . . if you're *thick-skinned* enough to be satisfied with just the rump. It's like ranking TV markets. You can take a small portion of the market by using the SMSA metro approach . . . but if you want the whole rhino, you've got to rank by total market. *F*'instance. Less than 10% of the Charlotte Market is located in the metro area, but the total Charlotte TV Market contains 574,800 TV homes . . . ranking 20th in the nation!* *And* all the rhinos are talking about WBTV's ripsnorting 87% lead over the market's second station.*

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*ARB TV Market Digest

Represented Nationally by Television Advertising  Representatives, Inc.



National survey by SPONSOR reveals brokers favor television; respondents make plea for closer working alliance with advertising agencies

The food broker is a man to reckon with. He doesn't like advertising agencies because he thinks they're dimly informed on local advertising and marketing problems. He can make advertising more effective, or he can make it more expensive to sell products. In

short, he's a vital link in the chain from manufacturer to consumer, and he wants more recognition.

Generally, he prefers television, radio and newspaper advertising. He has little use for magazines, outdoor and Sunday supplements, though he notes occasionally, that for a specific product, any one of these media might best fit the bill.

The broker looms as a powerful personality, a man who knows the preferences of local buyers and customers and is becoming important when advertising budget time rolls around. Because of his special background, he's in a superb position to help solve numerous marketing problems for the advertising agencies representing his clients. And, significantly, he can, and

frequently does, play a vital role in deciding what local media shall or shall not be the recipient of food advertising dollars. Dollars spent for radio and television advertising on products sold through American supermarkets go well beyond \$1 billion annually.

There is, however, one cracked note in the cracker barrel, namely that advertising agencies and food brokers are not working together as well as they should. Time and again, one hears the complaint among brokers that the agencies are deeply below par on local advertising and marketing problems.

What do food brokers think should be done? The majority insist that agencies start calling on brokers to learn what is taking place in the grass roots of America. The broker wants the agency to make greater use of his knowledge. He knows things which the arm-chair statistics do not bring to light, he says, and consequently he can help the agency because of his pene-

vails that agencies are inclined to overlook the essential fact that brokers are specialists in their own field and indeed eminently equipped to assist the agencies in promoting the food manufacturers' products, particularly on the local and regional level.

"The element of *distrust* must be removed in the relationship of the broker and his principal's advertising agency," a topflight midwest food broker replied. "The ultimate objective for both is *sales* at a reasonable *profit* for the principal. Unless there is greater coordination between them—maximum results are not possible! Each is actually dependent on the efforts of the other—or better said—effectiveness of the other." The food broker also made a plea for "greater coordination between all parties—principal, advertising agency and broker."

Said another disgruntled food broker: "Many manufacturers check with their agency and say we can or will spend a number of dollars in a given market. The agency looks into a book, buys a few radio spots or small newspaper ads or billboards, but the agency man doesn't know a damn thing about the market or our objectives and needs. In the end, it is mostly wasted . . ."

Advice offered. Food brokers ask for better agency awareness of local markets. Donnelly F. Cameron, president of the company bearing his name, in Charlotte, N. C., also criticized advertising agencies for not consulting the food brokers. "Most agencies consult a directory on the different media to be used and then make their announcements, which generally are about 75% wrong because the directories used by the advertising agencies seldom have the true picture of the territory to be covered and they proceed according to the information in the directory," Cameron observed. "This is absolutely 100% wrong, as we have seen advertising agencies throw several thousand dollars away, figuratively speaking, whereby if they had consulted the salesman or broker they could not only have helped their own position, with better results, but would also have helped

the manufacturer spending the money. We have argued with many principals in this regard, as well as the agency, about changes they should make, but they are seldom changed."

From Samuel P. McNeil, owner of the M&M Brokerage Co., Roanoke, came a similar complaint. "Very few manufacturers seek our advice, since this is usually left to the ad agencies and we have never been contacted in advance of a campaign by the agency. This is certainly one of their shortcomings."

This could be improved, McNeil insisted, by "better cooperation between the ad agencies and the broker." "In most cases, more advance information is necessary," the broker said.

Agencies do very little. A similar plea came from Dick Allis, president of the Allis-Saunders Co. of Little Rock, who urged "closer relationship of advertising agency to broker." He observed that the "advertising agency will ordinarily do very little to help and we feel they are very lax in this respect."

Too many advertising dollars are wasted, according to Donald W. Carney, president of Carney & Associates, Cleveland. "We need a closer working tie with ad agency people," Carney said succinctly.

"Better understanding between agency and broker," was urged by William D. Drury, owner of Drury White Co., Milwaukee.

W. H. Chesbrough, president, W. H. Chesbrough Co., Rockford, Ill., noted a revolution in the grocery and food business. "Significant shifts in the type of markets served and products sold require a complete transformation of actions and procedures designed to fit and adjust to the present factors, companies and personnel who run the grocery business," Chesbrough said, and added, "too many campaigns are out of balance and show a lack of awareness of the many changes that have taken place. They are out of tune, lack proper timing and miss the target. Advertising is good but merchandising the advertising is just as important and

(Please turn to page 30)



Brokers give depth of service

Working closely with broadcasters, brokers help in arranging for special supermarket display of merchandise

trating awareness of buyers, media and market behavior.

Gripes against ad agencies. In no uncertain terms, the majority of food brokers take advertising agencies to task. A sponsor survey reveals food brokers have many gripes against agencies. The feeling pre-

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49



Brokers and reps on the constant go

Promoting their principals' products, brokers engaged in such activities as these: assisted WOR (AM-1V) N. Y., merchandising dept. in pushing Cocoa Marsh (l) in suburban supermarket; (below) Les George, pres., Grocery Manufacturers Reps of Eastern Michigan (l) and R. Hyatt Carter (c), buyer for Rays Food Fair, Saginaw, discussed new Kleenex box with store manager James Reid; (bottom) helped WIP, Phil., display avocados



FOOD BROKERS

(Continued from page 28)

follow up and personal contact is essential."

The amount of advance notice or "lead time" as it is known in the trade, is vital to the success of any campaign in the food business. The SPONSOR study shows that virtually all food brokers desire their ad campaign information at least six weeks ahead. Some even ask for an eight-week lead, others for a four-week start.

Comments from brokers. Comments on various aspects of the food broker and rep business follow:

"In general, the grocery business at retail level boils down to this: the manufacturer pre-sells his product direct to the consumer via tele-

vision and other media. With this big expense there is little left to promote at store level, except point-of-sale material."—*Manufacturers representative in Saginaw.*

"I think most media can do a job if handled properly. But advertising by itself rarely sells merchandise solely on its own. Sales marketing, merchandising, production, packaging—all must be enlisted to help and all play a key role. I've seen terrific advertising campaigns fail because of poor coordination and follow thru."—*Webster L. Benham, president and general manager, Gordon-Benham, Albuquerque.*

"Very damn few" was the reply to question: which if any, manufacturers, seek your advice in choice of media?—*John Palmer, Palmer*



Seeks closer cooperation

Watson Rogers, pres., Nat'l Food Brokers Assn., says management must bring together agencies and brokers to get most return from ad dollars

& Associates, Buffalo.

"I personally feel there is an awful lot of wasted effort between the development of a sales program and its execution. Many of the problems revolve around poor coordination and pre-planning. Far too frequently we are forced to make presentations or talks about sales programs in which such primary ingredients as advertising schedules, reprints of ads, samples of products, etc. are missing. For customer evaluation we must have a complete program all at one time sufficiently in advance that we can ourselves plan the sales activities and provide the time to support it. From the trade standpoint they must know of these things in advance in order that they can fit them into their promotional calendar."—*James A. Weaver, president, James A. Weaver Co., Lancaster.*

"Too many sales campaigns are set up in some New York office, based on New York ads and prices. There are some 65 marketing areas in the United States and each one requires a slightly different touch. As a result, a good percentage of monies allocated for our market on a national basis is money down the drain."—*John C. Colton Jr., presi-*
(Please turn to page 43)

Brokers' views of media, merchandising

1. What is a food broker?

The National Food Brokers Assn., which represents more than 2,000 firms, defines a food broker as an independent sales agent who performs the services of negotiating sales of food and/or grocery products for and on account of the seller as principal. He is not employed or established by, nor an affiliate or subsidiary of, any trade buyer. His compensation is a commission or brokerage paid by the seller. Most of the food and grocery products processed in the U. S. are sold by food brokers.

2. What media do food brokers favor?

Television, radio, and newspapers are the preferred media among food brokers and food manufacturers' representatives. This is a clear-cut result of SPONSOR's survey of these two groups, though it should be noted (as some respondents did), that different grocery products sometimes call for different media.

SPONSOR asked these groups to grade media in terms of coverage, sales effectiveness, ability to sell new products, and the ability to sell established brands. Television was ranked best by an overwhelming number in all four areas, with radio and newspapers ranked either good or best by a large majority.

Outdoor advertising and Sunday supplements, on the other hand, were ranked fair or poor on all four points. The majority ranked magazines fair to poor on all counts except for ability to sell an established brand.

3. What firms give the best merchandising aid?

Most mentioned company was Procter & Gamble. Others favored in order of preference were: National Dairy Products (Kraft), General Foods, Campbell Soup, and Ralston Purina.

New move to limit commercial time

- ▶ **FCC may again be asked to regulate**
- ▶ **Lee's plan would make NAB Code mandatory**
- ▶ **Format "freeze" could halt tv's growth**

Admen and broadcasters are playing a new game. Prompted by the likelihood of further changes in the FCC lineup, the guessing these days is centered on what'll happen if the commissioners' bench assumes even more of a New Frontier cast.

A favored possibility is that several measures which were proposed earlier by individual commissioners, but shelved for lack of support, may be dusted off and presented again. High on the list of "probables" is a suggestion that tv commercial time be limited by law.

It's not a new idea, of course, but it was exhumed and given a new lease of life by Commissioner Robert E. Lee, who last year suggested that the NAB's Code limitations be made mandatory on all stations by regulation.

Lee's idea was never formally put to the Commission. An exploratory move, asking that it be put on the docket for consideration was defeated. However, Washington observers polled by SPONSOR last week have little doubt that Lee will try again. (They recall his dogged, and for a time single-handed, advocacy of uhf licences and all-channel legislation). And if, as seems possible, the FCC lineup changes toward a majority of pro-Minow thinkers, then Lee's suggestion could eventually gain serious consideration.

Preventative guidelines. What would be the effect? The current TV Code suggests a maximum of 5 minutes, 10 seconds of commercial time in each prime time half-hour (including station-break and non-program material), and also lays down guidelines for commercial adjacencies aimed at preventing

such disfavored practices as triple-spotting.

A desire by the FCC to read the Code into law presupposes that not only are the Code standards desirable, but that they are not as widely adopted as the commissioners would like.

The latter point is open to obvious question. Code director Robert D. Swezey reports that about 70% of the nation's tv outlets are Code subscribers, an achievement of which he's justifiably proud since actual NAB membership isn't as high as this. There's no doubt in his mind that 100% subscription is inevitable, given time in which to work.

Cynics could argue that Code membership is no proof of compliance. Even the cynics, however, have respect for the NAB's con-

tinuous monitoring (formerly carried out by BAR). And, on the basis of this monitoring, Swezey reports that members' compliance runs "around 90%."

The exceptions generally tend, according to Code officials in Washington and New York, to be markets in which a peculiar local situation exists. Most times, the "offender" is happy to work out the problem in consultation with NAB experts, once he's sure the Code officers understand his point of view.

Swezey claims that the number of deliberate and/or consistent violations of Code standards, among Code subscribers, is extremely small. Some support for his opinion comes from another source, the commercial monitoring firm of Broadcast Advertisers Reports. BAR and NAB parted company last year, in a well-publicized tiff, and the former could scarcely be suspected of bias in favor of NAB.

Major markets comply. However, BAR's president Robert Morris agrees with Swezey that, "at least in the major markets," Code



End is agreed, but the means are opposed

NAB Code director Robert Swezey (l) hopes all tv stations will soon adhere to Code's limits on commercial time and practices. FCC Commissioner Robert Lee (r) wants to improve the hope by making parts of Code compulsory, through regulation. NAB, on the contrary, feels that self-regulation is the better answer

compliance runs fairly high. To a question from SPONSOR, Morris replied that triple-spotting, for example, has almost disappeared except in those formats, such as the feature film, where advertisers have grudgingly accepted the plea that stations be allowed to recoup heavy investment through the now standard 60:10:60 spotting.

(Morris adds, however, that the average station runs substantially more commercial units today than it did three years ago. Ad pressure is heavier, even though the worst types of commercial clustering have disappeared. While most of this pressure is legitimate by Code standards, it often is outside the desirable limits specified by ad agencies.)

The evidence appears to be that Code compliance is widespread, and that the number of Code stations is also increasing to the point where virtual totality is in sight. Why, then, should there be any need for regulation to make a voluntary compliance mandatory?

The presumed explanation is that some FCC commissioners—including Robert Lee—believe in regulation for its own sake. This is where the FCC and the NAB come to grips. The broadcasters' group opposes the suggestion, which creates a superficially embarrassing paradox, since the NAB itself is the father of the Code.

"But," explains Paul Comstock, NAB v.p. for government relations, "we are completely against any regulation of tv content; of what's seen on the screen, and commercials most certainly come into this area.

"We'd also be getting into the area of economic regulation. By legally restricting the amount of commercial time, you automatically set a limit to a station's income. I don't believe any other professional body—say, the AMA or the American Bar Association—would agree with this principle."

Apart from the issue of compulsory regulation, the NAB's argument is basically that self-regulation accomplishes more than imposed direction. There are some

(Please turn to page 46)

Familiar format is not only way to use tv's selling power

America's tv format isn't the only one that sells goods successfully. Two overseas networks have developed their own distinctive methods of commercial presentation.

The cartoons below, reproduced from a program magazine, reflect the Italian viewer's sympathetic attitude toward the world of tv advertising. It's a response which in part is induced by the "carosello," a painless and popular selling format developed by the publicly-owned network, RAI.

Carosello is a 12½-minute commercial break, usually screened around 8.15 p.m. Within the package are five 2½-minute commercials, produced by the advertisers. Each vignette contains 30 seconds of direct selling message, and the product can be mentioned only six times in the 150 seconds, (a 15 second visual counts as one "mention").

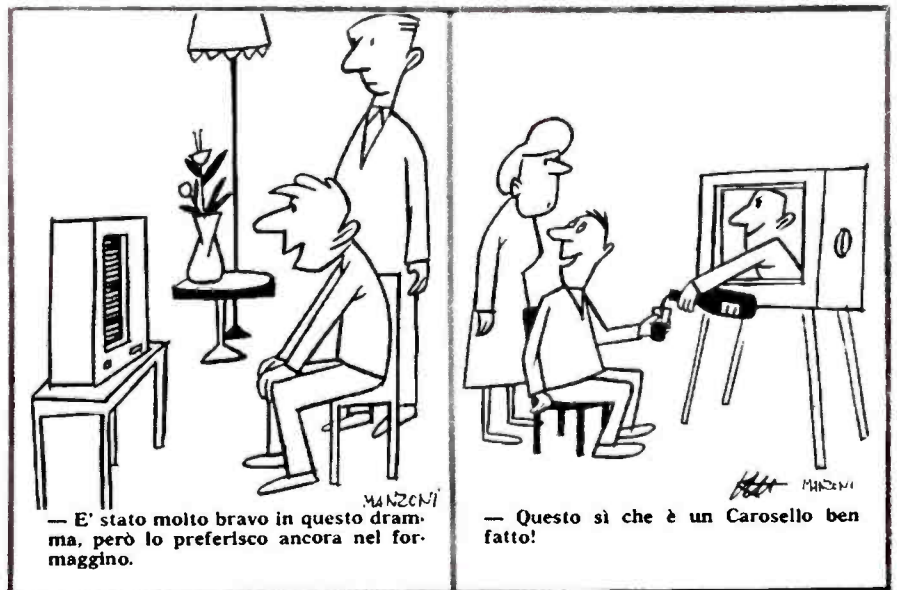
Under these ground rules, the commercial evolves as a self-contained playlet. Sustaining the viewer's interest for 2½ minutes

requires scripting and staging ingenuity, and the pitch usually is created by a tv or movie star. (Aldo Fabrizi appears for internal remedies; Anita Ekberg plugs beer.)

Production costs usually run around \$6,000. This gives some idea of the care that surrounds these productions, because the network time costs only about \$4,000. Italy's plus-3 million viewers, it's claimed, give as much attention to the carosello as to the programs, and the result is a high "sponsor" identification.

(Short groupings of conventional spots also occur at the early and late newsbreaks, and at time signals. About 20 advertisers, in total, are accommodated during RAI's prime-time service, a restriction agreed between the network and the government.)

Another tv format that works well is the British system, in which spots are bunched together at "natural breaks" in the program—
(Please turn to page 46)



Italians' view is wry but friendly

"He's quite good in this play, but I liked him much better in the cheese commercials"

"Now that's what I call a really well-done commercial . . ."



Sun-fun for the snowed

Winter vacation pitch by Hertz has model Suzy Parker revelling in south-western sun. Commercials, shot by Filmex in Tucson, follow the Hertz line of emphasizing added convenience through use of rental cars. Feminine appeal touches women's role in vacation planning



Adroit blend of spot & net tv keeps Hertz in driver's seat

- ▶ Car-rental firm needs new customers
- ▶ "Luxury" service targeted on mass market
- ▶ Television has dual role in travel selling

How do you stop people from buying? The Hertz Corporation does it by spending \$1½ million on tv.

The trick is, of course, to persuade viewers that the good life can be lived on the rental system. Hertz doesn't suggest that people shouldn't own autos; merely that the rented car can make life easier. As either a "first" or a "second" car, the rented buggy is giving Hertz an income substantially above \$140 million gross and \$7 million net, (including a healthy amount from truck and auto-fleet leasing).

Although 1962 figures aren't available, the year probably was a record for Hertz, as was 1961. Earnings have built steadily for the past eight years, and since 1959 there's been a particularly strong increase in "transient" or rental receipts.

In the same period Hertz has become a sizeable tv advertiser. Beginning four years ago with a hefty spot campaign, the company now has an interesting schedule of net-

work participations, reinforced with spot buys in its key markets. (Agency is Norman, Craig & Kummel.)

Most people have never rented a car (among heads of households it's only one in 11) and so the basic Hertz ad policy is education.

Traditionally an aid to business, with a small "luxury" personal trade, the auto-rental industry today is breaking new ground. One gauge of its potential is that fully one-half of the 90 million auto licenses don't own a car; another is the increasing mobility of the population.

A rising national wage check also is helpful, and there are even sociological changes which work in favor of the rental companies. Hertz told stockholders last year that "Our modern way of life places the accent on use rather than ownership and it is inevitable that this concept will become the generally accepted one."

Auto rental is, however, still a long way from being part of the

national way-of-life, even though the rental/leasing industry has doubled its volume every four years since the mid-Forties, reaching a 1962 total of \$1 billion (a growth-rate which includes leasing of industrial equipment).

According to one study (see charts, page 34) only about 11% of all heads of families have ever rented a car. In the executive, managerial and technical brackets the proportion rises steeply, to three out of 10. People with family incomes less than \$2,000 never (for all practical purposes) rent an auto.

At the other extreme, of those earning more than \$15,000, about 40% have at some time rented, and over 30% of these have rented for personal trips. Survey workers conclude that a small proportion of those in the \$4,000-\$7,000 bracket may rent, and this could be of interest since it contains a large fraction of the entire population. People with incomes of plus-\$7,500 seem the best potential.

Given these facts, companies such as Hertz, Avis and National, have traditionally looked for selective advertising vehicles; favorites have been specialized publications reaching the business elite (Fortune, Business Week, U. S. News), backed by national coverage through consumer magazines.

This pattern was broken in 1959, after Hertz retained NC&K to handle car-rental advertising. The sales and advertising team soon found itself agreeing that tv could handle (Please turn to page 34)

HERTZ

(Continued from page 33)

a large part of the advertising job.

The reasoning was that industrial leasing of trucks and auto fleets would continue to grow handily; that business rentals would have a steady growth, but that the pleasure market was almost untapped.

Coinciding with Hertz' decision to go after the pleasure-renter was the boomlet in air travel. (Since 1955 the proportion of people making their first flight has grown 13%, although there still is 62% of the population which remains steadfastly earthbound.)

Hertz hitched a ride with the airlines by its "fly—drive" plan; this and other rental ideas were plugged via spot tv, in the key markets of airline origination.

And backed by a continuing print schedule.

Taking a deep breath, Hertz bumped its tv appropriation from \$20,000 in 1958 to nearly \$2 mil-

lion in 1959, and repeated the dose in 1960.

By the following year the results were good enough for Hertz to take another flyer into the unknown. This time it was reaching for a broader base through network tv. By spreading its spot budget a little more carefully, Hertz financed \$400,000 worth of Dick Powell on NBC and *I've Got a Secret* on CBS.

For the first time, "Let Hertz put you in the driver's seat" was on the nets, in 179 markets reaching approximately 33 million viewers. At year's end Hertz' total revenue was \$138 million; an all-time record for any rental company.

In the current season Hertz is spending slightly more on net, but still maintains a strong spot schedule in the overall tv budget of \$1.5 million. The net participations are within NBC's *Paar Show* and CBS' *Jackie Gleason*; spot buying is heavy on sports and weather shows.

Within its agency, Hertz is cared

for by account supervisor Gerald Shapiro and account executive Bruce Sherman. It's their job to find ways of reaching upper-income viewers, who still are Hertz' best customers, but also to hit the broader audience from which the new customers come. Added requirements are dual-audience shows (women have a strong voice in travel planning) and the strengthening of Hertz image of pleasurable service.

On a strict cpm basis, it's possible that Hertz could make better buys. But the company's ad manager, Andrew Gantner, feels the several aims of the campaign are currently fulfilled through the Paar-Gleason duo.

(NBC reports its show has an average Nielsen rating of 17.2, September through January. This yields an average audience of 8,556,000 homes which, at 1.87 viewers per home, gives 16 million viewers per minute.

The Nielsen report on CBS'

Higher-income groups are best bet for car rentals

	Never rented	When rented, kind of trip			No. of families
		Business	Personal	Both	
ALL ADULTS	89%	4%	6%	1%	1,299
FAMILY INCOME					
Under \$2,000	100				189
\$2,000-2,999	98	2			107
\$3,000-3,999	96	2	2		123
\$4,000-4,999	93	2	4	1	144
\$5,000-5,999	93	1	6		147
\$6,000-7,499	90	2	7	1	170
\$7,500-9,999	76	9	12	3	187
\$10,000-14,999	76	9	11	4	135
\$15,000+	58	11	18	13	55

(Figures are from the Interim Report on the 1961-1962 National Travel Market Survey, undertaken by the Institute for Social Research, University of Michigan and sponsored by the Federal Aviation Agency, General Motors, Greyhound, Hertz, Port of New York Authority, and Time, Inc.)

Huge potential for "drive-it-yourself" auto fleets

Study confirms that auto rentals have been largely confined to upper-income groups. Usage is much higher in professional, technical and managerial occupations. Behind Hertz campaign is knowledge that tv reaches this audience (68% of professional men watch tv in the average day), but also reaches other viewers and potential users

gleason, as of December, gives a 3.4 rating, for 11,650,000 homes and 30,300,000 viewers per average minute. CBS estimates the audience as 74 men per 100 homes; 92 women, 24 teen-agers and 61 children.)

The tv commercials which accompany these programs are evenly divided between business and pleasure in their copy themes. They're technically complex (the current batch, produced by Filmex, Inc., successfully realize some difficult subjective moods) but the designed effect is of extreme simplicity.

William Jann, director of sales and advertising for Rent A Car explains. "Our aim is to sell the basic idea; it's easy to do, it makes life simpler for businessmen, and it makes vacationing a lot more fun."

The company is understandably guarded about the results of its tv campaigns. It's known that Hertz car rentals have roughly doubled their volume since 1957, earning about \$35 million then, and about \$70 million last year. Jann admits that not only are rentals and revenues increasing, but that the number of new renters has grown and that more of them are pleasure-renters.

Hertz believes these changes are aided by tv advertising, capitalizing on the many new services it has developed. (Overnight commuter rentals, special daytime rates, residential renting to big-city dwellers, airline tie-ins, "rent-it-here, leave-it-there," and so on.)

"There's a multiplicity of uses for the rented car," says Jann. "We didn't invent any of them, we merely uncovered them—and then tailored a service to each need."

Hertz hopes the number of new users can be doubled within the next five years, and this is why it's putting 75% of its Rent A Car budget into television. "Our first objective," says NC&K's Sherman, "is simply to get people to consider the idea of renting. Today, there's a hard core of users and if we doubled the budget I doubt that we'd immediately double the number of
(Please turn to page 48)

'The vast wasteland was waste created by the inexperience of Mr. Minow . . .'

Robert E. Eastman, president of his own representative firm, last week directed a sharply worded letter to Senator Kenneth B. Keating (N.Y.) and all New York State Congressmen. The letter, reflecting the sentiments of many in the industry, follows:

One of the dangers in our system of government is the appointment of inexperienced men to head up vitally important commissions.

Often they charge in full of fire with their inexperience, waste a fantastic amount of time for the American public, grab a lot of headlines and shortly spin off to some other occupation.

Newton Minow, a young lawyer from Chicago, whose only experience in broadcasting was as a listener and viewer, had the audacity to publicly condemn the great American free enterprise broadcasting system as a "vast wasteland" and many other uncomplimentary, damaging and upsetting statements.

The vast *wasteland* was the waste created by the inexperience of Mr. Minow which caused a great deal of harrassment to the broadcasting industry and even presently holds dangerous overtones of censorship of the greatest means of mass communication the world has ever known.

Now that Mr. Minow has gone to school and learned something about the broadcasting industry at a tremendous expense to that industry, he is going to return to private life. I ask you, is this public service or public *dis*-service?

Now it is proposed that Mr. Henry, a young lawyer from Tennessee, take over as Chairman of the FCC. Mr. Henry is not qualified for this position. He knows nothing about the broadcasting industry and his appointment can only cause more waste of one of our most precious commodities, the American businessman.

Commissioner Henry has already implied that the FCC has the right


to exercise some program control. This is dangerous thinking.

Eventually, broadcasting must enter the courtroom. If this is intrusion, then it is intrusion which the American public wants and deserves. It is the democratic thing to do and it will happen. Commissioner Henry disapproves of broadcasting in the courtroom. Can he serve as a Commissioner, let alone Chairman, when he is outspoken against a vital utilization of the medium to the public good?

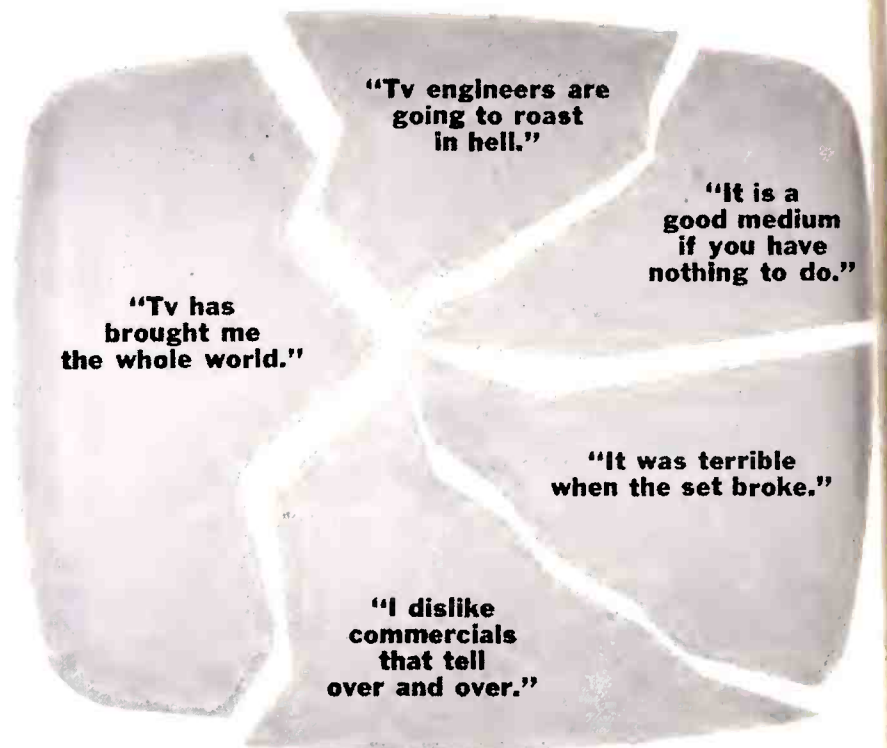
There is a public apathy which says: "The system is wrong, but forget it, there is nothing that can be done about it." Something can be done about it. The Chairman of the FCC should be experienced in broadcasting. What is so difficult about this? It is easy to do it right.

Is it unpolitic to expect that a man who accepts the job be required to serve for a sufficient tenure to get at least part of the job done that needs doing and accomplish more than just stirring things up and grabbing publicity for personal aggrandizement?

Mr. Minow should not have been approved as Chairman of the FCC. I urge you to resist in every way possible the appointment of Mr. Henry as Chairman of the Federal Communications Commission if he is proposed for that job. Just for *once*, let us have appointed an experienced broadcaster in this job.

Radio and television broadcasting and the American people should not be expected to continually pay the price of this waste that results from lack of experience and proper qualifications in this key position. 

What viewers actually think of television



"The People Look at Television," a massive research project underwritten by CBS, reveals some expected and some startling facts on how the public actually feels about tv

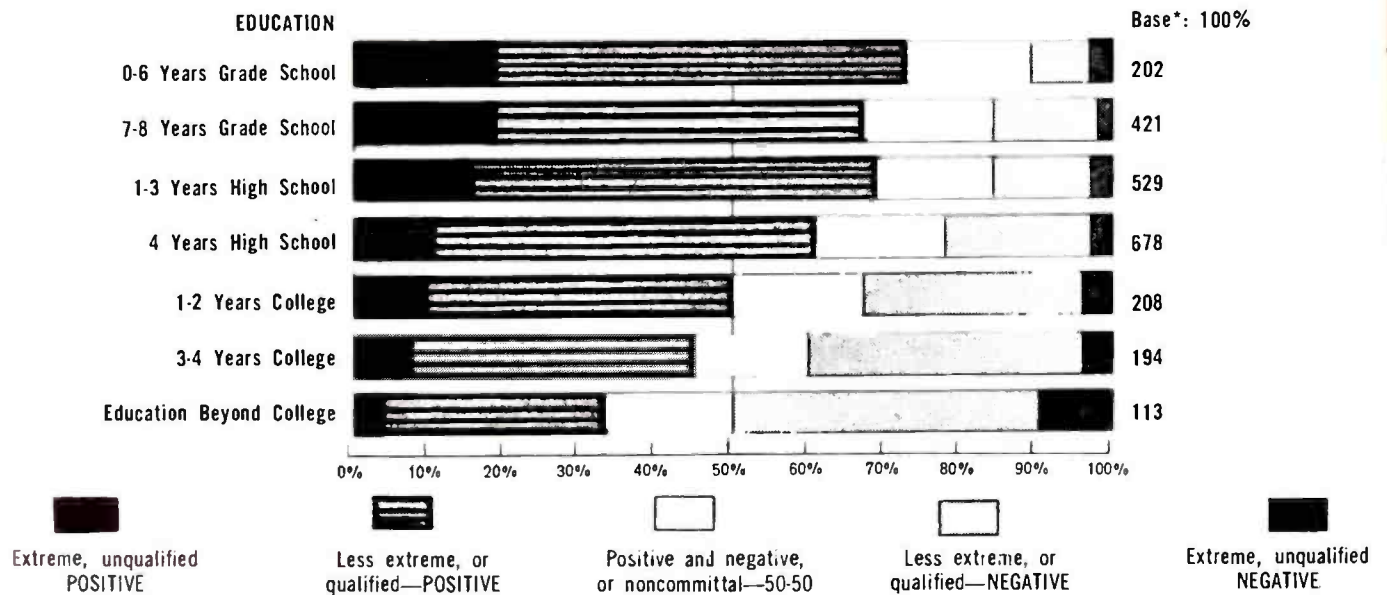
The American people step in front of the broadcasters, sponsors, critics and government officials to speak their mind about television in a massive study of audience attitudes published today (25 February) by Alfred A. Knopf.

The study, entitled "The People Look at Television" was made by Dr. Gary A. Steiner, associate professor of psychology at the Graduate School of Business of the University of Chicago. First suggested by Dr. Frank Stanton, president of

CBS, Inc., the study was conducted at the Bureau of Applied Social Research of Columbia University and was supported by a grant from CBS.

Among others, the book points out these attitudes on the part of

Question: "How do you feel about television in general?"



Few respondents were wildly enthusiastic and fewer completely antipathetic. Most, however, praised the medium with certain reservations. Tv loses favor with advancing education, but even here there is little sentiment at the extremes.

viewers in the sight-and-sound medium:

- Widespread satisfaction with the state of television today.
- A great desire for more informational and educational programming.
- A consistent choice of entertainment over information programs, even among the most highly educated.
- An appetite for regularly scheduled news programs.
- Irritation with commercials, but acceptance of them as a fair price to pay for tv entertainment.
- A noticeable lack of enthusiasm for pay tv.

"Television, its programs and its public have been subjects of widespread interest and speculation," says Dr. Steiner. "Our purpose is to pause at this point in the life of the medium and take empirical stock—to formulate some of the major questions in fairly precise and hopefully objective terms and to supply, if not answers, at

least substantial clues."

The questions posed by Dr. Steiner investigate what television has come to mean in the lives of the American people. How is television used and how does its audience feel about the television industry and the job it is doing? What kind of programs do people watch, how do they react to those programs, and how much does what they watch reflect what they are offered? What do people think of commercials? What effect do factors such as age, income and education have on what people think about television—and how they use it?

In March and April of 1960, some 2,500 adults were interviewed on their attitudes and opinions about television. The interviews were conducted by the National Opinion Research Center and by Elmo Roper and Associates. Each interview lasted about two hours, much longer than usual, and the fact that so many respondents were

willing to give up that much time is, the author notes, a "testimony to the intrinsic interest of the subject matter."

To determine the relationship between the audience's stated attitudes and its actual use of tv, Dr. Steiner made a follow-up survey of some 300 members of the national sample located in New York through ARB diaries.

Many of the answers found by the study were quite predictable. Some of the attitudes brought to light, however, may prove to be startling to practitioners and critics of television.

One of the more surprising discoveries is the widespread satisfaction with television as it is today. When asked "How do you feel about television in general," only 13% of the respondents replied with extreme, unqualified approval, but even fewer—4%—answered with unequivocal disapproval. Another 16% were noncommittal. But by far the largest portion of

New television study out of date

By George G. Huntington
ToB executive vice president

Here, at last, is the study television's critics have long been waiting for . . . and so have the friends of television. Now, and for a long time to come, both sides will quote from this single source, "The People Look at Television" by Gary A. Steiner. In all probability, both sides will be right and, with equal probability, both sides will be out of date.

Television's practitioners often make the point that the greatest power of television to communicate rests in its ability to show you history before it is history, to present the "right now" of events . . . as they happen. Television's critics have seen this same power but have considered it television's greatest disadvantage because, they believe, television's great concentration on

"right now" prevents it from gaining the perspective of history, the evaluation of the event in the light of the events that preceded the "right now" and those that will follow it.

This study of television and its viewers and its commercials and their viewers, because it is a study and reported in the medium of print, cannot keep pace with the medium it is reporting. Like a man attempting to report an automobile race by running alongside as fast as he can, the very slowness of his method will soon find the race far ahead of him, will find him able to report only one phase of the race and never be there for the finish.

With its field work done in April-May 1960, the book admits its findings may reflect the television quiz scandals of late 1959 but were gath-

(Please turn to page 47)



the sample — 47% — had strong praise for the medium tempered by a few qualifications. Television arouses more antipathy and less favor with increasing education and income, but even here there is little sentiment at either extreme.

The study clearly illustrates that in less than 20 years, most people have become dependent on television as an important bulwark of their daily lives. Most people use their sets between five and six hours a day. When the set breaks,

people “feel lost” and nearly half of the sample said it has its broken set repaired in one day.

At the same time, frequent use of the tv set awakens feelings of guilt in many viewers. People think of themselves as lazy when watching television and many feel they should spend their time doing something more instructive such as reading. “In short,” commented Dr. Steiner, “television, like so many aspects of contemporary life, is considered more good than good

for you.”

When questioned about television programming, the sample replied in much the same manner as it did for television as a whole. “The verdict, is clear, and much like the response to television in general,” notes Dr. Steiner. “‘Most programs’ are ‘good’; and that single word, selected by respondents themselves, captures about the amount of enthusiasm evident in the previous, more elaborate measure. For most people, ‘most programs’ are not great, but are clearly above satisfactory.”

In evaluating their own favorite television programs, the respondents were even more favorable. The more highly educated segment of the sample, who are generally more critical of tv, are even more enthusiastic about their own favorites than the average viewer.

The lack of information and education is the greatest gap in television, the sample replied when asked what tv needs most. The call for information grows more strident with increased schooling, but all groups make frequent mention of it.

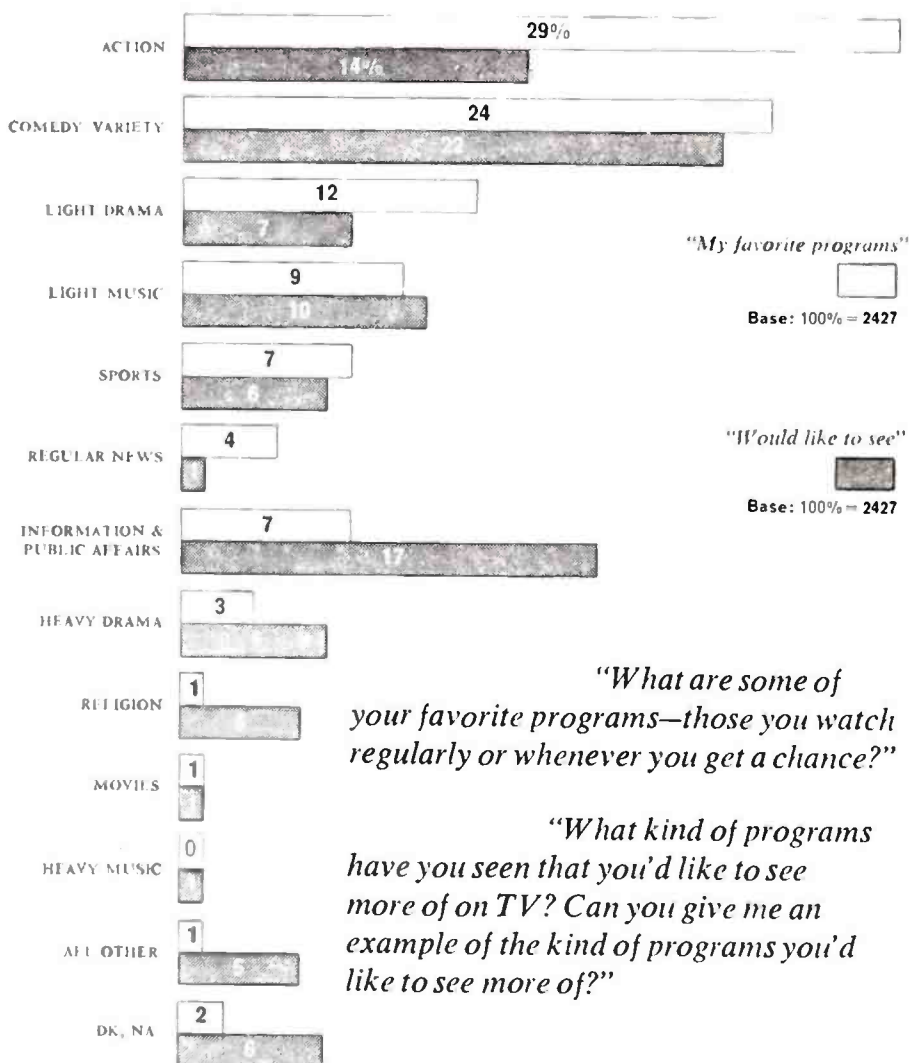
But when asked to mention their favorite programs, 82% cite light entertainment and only 8% information and public affairs. The disparity becomes even more apparent when actual audience viewing, as recorded in the ARB sample, is examined. When offered a clear choice between entertainment and information, all groups, including the most highly educated, make a consistent choice of entertainment.

In general then, the study finds that audience tastes are closely reflected by the fare offered by the television stations. One notable exception is regular news programs, where audience preference is greater than the amount of news available.

Dr. Steiner discovered a striking contrast when he looked at “favorites” alongside of the programs that viewers “don’t care for at all.” Action shows are in first place in the “favorite” category, but also top the “don’t care for” list. Comedy-variety is in second place in

Audience action doesn't always suit its word

FIRST MENTIONED EXAMPLE:



A divergence between what people feel should be on tv and what they watch. Note number who ask for information vs. number who list it as favorite

both lists. In other words, in almost every category, as many people dislike a particular kind of program as like it. The only categories where this balance is lacking, are regular news and heavy drama, which people favor but don't dislike, and movies and heavy music, where the opposite is true.

There is one area of television programming that arouses general irritation, the study discovered, and that is the commercials. Nearly half of the respondents found fault with the content of commercials, using adjectives such as boring, dull, repetitive, misleading, dishonest, stupid, and bad taste. The heaviest barrage of criticism was trained on commercials for drugs and patent medicines. Half of the sample also had strong objections to the timing of commercials, saying that they interrupted the programs and that there were too many of them.

A good part of the audience likes some of the commercials, at least those they feel entertain or provide them with information. But, significantly, over a quarter of the respondents replied "nothing" when asked "what if anything do you like most about the commercials."

At the same time, most people feel that commercials are a fair price to pay for the entertainment of television. Conversely, there is a noticeable lack of enthusiasm for pay tv.

At the conclusion of his study, Dr. Steiner postulates a hypothetical television viewer to state the attitudes and desires of the mass audience as a whole. This viewer asks for more programs that are both entertaining and worthwhile. He wants children's programs to be safe and attractive.

This hypothetical viewer would rather have the whole level of television programming improved by 10% rather than be given two or three additional programs of surpassing excellence. And in May of 1960, when the survey was made, he was getting tired of westerns and asking for a return of "some really great funny programs" such as Sid Caesar and Jackie Gleason.

Audience attacks commercials on wide front

"And what, if anything, do you dislike most about commercials?"

Respondents:	SEX		EDUCATION			
	ALL	Men	Women	Grade School	High School	College & Beyond
Base: 100% = 2427	1177	1246	627	1214	516	
Aspect of commercials mentioned						
Content	43%*	51%	46%	34%	49%	62%
boring, dull, repetitive	17	18	17	13	18	20
misleading, dishonest	16	18	14	11	15	20
stupid, insulting to intelligence	11	11	10	5	10	18
bad taste, "private" products	8	7	10	6	8	13
had sell, aggressive, overdone	5	6	4	3	4	7
other, or general	1	1	1	1	1	1
Timing	48	46	50	42	53	41
interruptions in program	21	19	22	19	23	16
too many, too frequent	19	19	20	15	22	18
too long	18	18	18	16	19	17
too loud	4	4	5	2	4	7
too effective on children	2	1	2	2	1	2
dislike everything	1	1	1	1	1	1
dislike nothing	11	11	11	19	9	5
pay no attention —don't watch	2	2	2	3	1	2
particular commercial disliked	3	3	3	4	4	3
general or other	2	2	1	2	1	2
dk, na	5	4	5	7	4	3

*Multiple responses: The detailed percentages within major categories do not necessarily add to the category totals, which show % of respondents mentioning any (one or more) of subordinate categories

Commercials annoy a wide segment of audience. Content is called boring, misleading, insulting. Timing of ads is assailed for interruptions and length

The viewer appreciates the fact that commercials pay for the shows but is angry when they interrupt programs and movies at crucial times and his anger may also extend to the product being advertised. He also feels that many com-

mercials are silly or insulting.

Finally, this representative of the people thinks that the television industry is doing a good job, by and large. He is certain that tv can be improved, but he is not quite sure how.

BIGGEST MOVE

IN K.C.

More accounts

MOVING

to the

INCREASED

FACILITIES

and

INCREASED

SELLING

POWER

of

KUDL

Irv Schwartz
V.P. & Gen. Mgr.

McGavren-Guild Co.
Mid-West Time Sales

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

If you're readying a list of timebuyer defectors for the year 1963, better pencil in the name Gene Sutorius. Gene, who's been buying for Del-Wood, a Gotham ad agency, for some time, has swung to the other side of the business fence by joining the new rep firm formed by PGW's (New York) Vic Piano. (See *Radio Tv Newsmakers*, SPONSOR, 18 February.)

Mass exodus dept.: At Ogilvy, Benson & Mather (New York) three staffers bid a simultaneous adieu to the agency last week. Those involved: Media supervisor Ann Janowicz, after nine years' tenure there; buyer Maxine Cohen; and Frank Memmer. Frank, was reported here 11 February, recently upped from buyer to media supervisor on Shell Oil there, went to Street & Finney (New York) as media director. The girls, however, were not talking about future plans. Not at SPONSOR presstime, anyway.



New York buyers get Michigan news during strike
Jack Berry, commercial mgr., WNEM-TV, Saginaw, Mich., delivers first copy off the stands of the N. Y. Edition of the *Valley Farmer* to North Advertising's Barbara Swedden (c) and Sara Ellen Frey, two paper famine sufferers

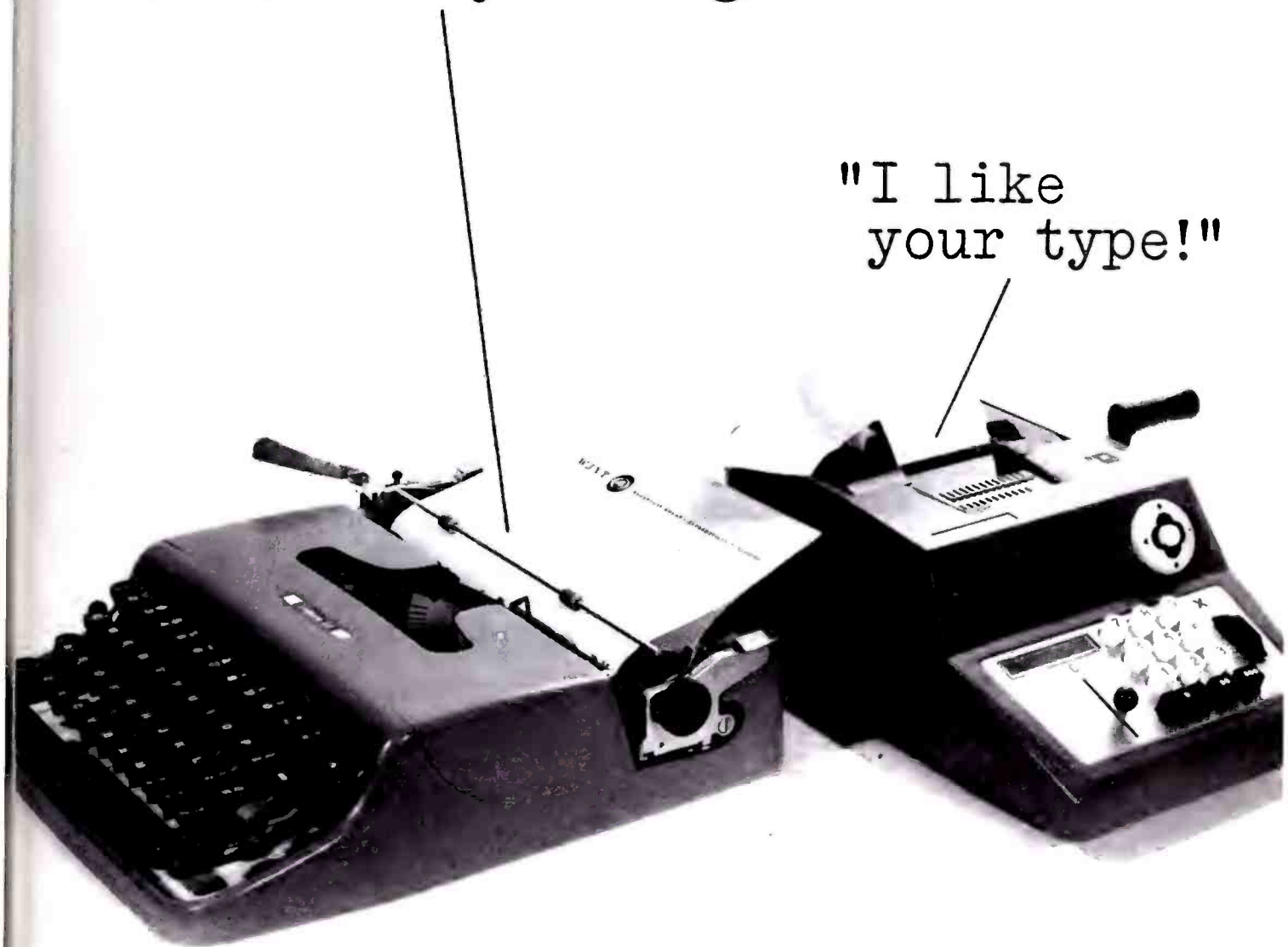
And in the promotion dept.: SSC&B's (New York) Charlie Camilleri moved from media research into the buying section where he'll be buying on such accounts as Block Drug, Richardson-Merrill. . . . Bates' Joe Courtney went from broadcast supervisor on Cream of Wheat to account exec on Brown & Williamson.

Can't help wondering: How many buyers were fortunate enough to graduate from Compton's (New York) trainee program? Madison Avenue talk persists in tagging Compton as the most fertile breeding ground for new buyers. Along adman's row they say that as an instructor, you have to go far to beat Compton's Graham Hay. They insist "He's got the curriculum down pat." As for Compton alumni,

(Please turn to page 42)

"Words, words, words...
all they have to do
is look at your figures"

"I like
your type!"



No matter how you spell it out, it all adds up to WJXT as the only efficient way to reach the entire North Florida/South Georgia regional market! Inside Jacksonville, WJXT delivers 27% more homes. And outside the Jacksonville metro area WJXT romps away with a record 307% more homes reached!

source: Nov. 1988 NSI, 9 A.M. to Midnight

Represented by TvAR

WJXT



JACKSONVILLE, FLORIDA

POST-NEWSWEEK

STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

The Man Who Knows KONO RADIO



How much easier time buying decisions would be with the benefit of an over-a-cup-of-coffee discussion of advertising results with a successful businessman in a particular market.

In San Antonio, Louis L. Michael is the type of executive with whom you would want to talk. Mr. Michael is President of the Travis Savings and Loan Association of San Antonio. In this most competitive business, his advertising has to work for him on a day-in, day-out basis. He knows when his advertising produces results and based on results he buys KONO Radio in San Antonio. He knows that he is getting a bonus in adult audience plus an excellent cost-per-thousand picture when he buys the leading station in San Antonio... KONO.

If KONO works for Mr. Michael... KONO will work for you. And don't take our word for it, call Mr. Michael at Capital 3-3021 COLLECT.

For other details call the KATZ AGENCY.

KONO

5000 WATTS

SAN ANTONIO

860 KC

TIMEBUYER'S CORNER

Continued from page 40

from the top of our head we can think of Grey's Joel Segall, BBDO's Steve Kates, and Bates' Martin Foody. If you are a graduate of Compton's trainee program—or know one—send along the name. We'll attach it to the alumni list.

Chalk up two more names on the proud father list: Johnson & Lewis' (San Francisco) Jack Newell, who named his six pound son Jason Robert . . . and OBM's (New York) Art Topal, who presented his two-year-old son David Andrew with a brother named Richard Lawrence.



Phil Brooks
with advertising league's softball trophy

And in our what's happening with ex-timebuyers dept.: Here's former Donahue & Coe buyer, Phil Brooks, who is still making news in the sports department. Phil, who's now a space salesman for *Overseas Weekly* and the *Overseas Family* publications (New York), was just awarded a trophy for excellence in sports reporting by the advertising softball league. As adept in sports performance as well as reporting, Phil played football and was on the track team while attending Arkansas University. Later he was a sports reporter for the *Southbridge Evening News* in Southbridge, Mass. While at Donahue & Coe (he left there for the Overseas Publications a couple of months back), Phil handled the buying on such accounts as Columbia Pictures, U. S. Tobacco (King Sano cigarettes, Skoal Snuff, Skis cigarettes), J. R. Wood, and all the Arnold Bread products. Although his new job keeps him on the go, Phil still finds time to write his Button Down Sports column in an advertising trade publication.

We get letters: This one from Werman & Schorr's (Philadelphia) Al Sessions. "Dear Timebuyer's Corner Editor: Saw your very thoughtful suggestion regarding what to buy Ivan Davis [Doner, Baltimore] for Xmas [see Timebuyer's Corner, 17 December], took your advice seriously to heart and sent him another lighter. Must admit I felt cleansed of soul afterward, especially since I triumphed over a most severe temptation to go ahead and punch another hole in it. P.S. Want to know the real reason why Ivan now has a leakless lighter? I went ahead and lost the fool hole puncher."

It's vacation time for Del Wood's (New York) Nita Nagler who's spending ten days of it in Puerto Rico.

FOOD BROKERS

(Continued from page 30)

dent, Colton, Nockenberry, Colton, Inc., Omaha.

"How many manufacturers are interested in the local representative's advice when they have a high-priced agency representing them."—*Southern food broker.*

"Not nearly enough" manufacturers seek the food broker's advice as regards media. "Too many advertising managers are influenced by their own egos and their advertising agencies."—*H. G. Schierholz, president, Harry G. Schierholz Co., Chicago.*

"Magazines are almost a total waste in this area. No coverage. Radio is pretty good, television is pretty good but should be tied in with in-store promotional effort."—*Food broker in Memphis.*

"Radio provides the most efficient merchandising campaigns"—*Marshall Chabot, Chabot & Son Brokerage Co., Duluth.*

More and more food companies, it appears, are turning to food brokers to solve their marketing problems. The consensus is that the speed with which brokers get food products on the supermarket shelf is nothing short of amazing. Said L. E. Foster, general sales manager, consumer product division, Armstrong Cork Co.: "Brokers are a terrific source of ideas."

Said Watson Rogers, president of the National Food Brokers Assn.: "Our member food brokers across the nation are assuming greater marketing responsibilities each day. More and more manufacturers are using their services."

Kluge on the food broker. Few individuals in the broadcast industry are better equipped than John W. Kluge to x-ray the behavior patterns of food brokers in their relations with media men and vice versa. Kluge has knowledge of both fields. In addition to his role as president of Metromedia, Inc., Kluge, in partnership with David Finklestein, operates one of the dominant food brokerage firms with offices in Washington and Baltimore under the name of Kluge, Finklestein & Co. Kluge launched the New England Fritos Corp. in 1947, makers of both Fritos and Cheetos in the New England area.

In 1951 he began his food brokerage firm with such big accounts as Libby-McNeill & Libby, Wm. Wrigley, Swift & Co., Continental Can, National Sugar and others. In 1956 he went into partnership with Finklestein.

Kluge points out that the "real troika in our economy today is the advertising agency, the food manufacturer and the broker."

"When they work together, they'll save together and with the high cost of advertising, this becomes very important." Kluge maintained.

Kluge regards television as a glamour medium and for the introduction of new products it is a "tremendous attraction." However, no single advertising medium benefits more than another from the food broker's suggestions, he remarked. "If media have something to contribute to broker information, brokers tend to act on the facts and suggest the best values."

Kluge observed that the food broker is an authority on distribution and that this aspect of marketing is frequently more important than national advertising. "Of course, he should be consulted by the advertising agency involved," Kluge insisted. "But, as a rule, the broker says: 'What are you doing to help me in my market?' When he is shown a full page ad in Life magazine."

No media expert. As Kluge sees it, the food broker is not an expert on media nor does he understand cost-per-thousand. The broker's prime objective is to gain distribution, and the high cost of advertising is the biggest obstacle in distribution. "The food broker will have to be savvy about advertising in the future," Kluge insisted. However, the food broker can provide the advertising agency with "tremendous leads" regarding packaging, etc., as well as what the competition is doing in the area, according to Kluge. Speaking of merchandising minded stations, he observed that "merchandising sometimes has been used as a substitute for lower cost-per-thousand and this is where a food broker sometimes gets ensnared."

A food broker, in the opinion of Kluge, should treat all accounts he sells on an equal basis. By so doing

**GOING UP!
Daytona Beach
Orlando**

**NOW
FLORIDA'S
THIRD
MARKET**

**AND
SPACE AGE
CENTER
OF THE WORLD**



WESH-TV

**FLORIDA'S
CHANNEL 2**

**for Orlando
Daytona Beach
Cape Canaveral**

he will eventually provide equal opportunity for himself in all stores.

Like other toplight food brokers in the land, Kluge is a strong advocate of broker advisory committees. These are committees created by food manufacturers which counsel the manufacturers on such problems as advertising, packaging, new products, etc. Kluge believes these committees can be valuable because they solve existing problems. "Problems such as new sizes, new packaging, these and other issues can be ironed out at such gatherings," he declared. "Moreover, the food broker has a personal leverage with the manufacturer after such meetings. It also means he won't be a Monday morning quarterback after such meetings. The manufacturers can always say: 'Mac, you told us to do it this way, remember?'"

In Kluge's opinion, Procter & Gamble, Kraft and General Foods are among those providing the best merchandising campaigns in the food industry.

Broker & agency on marketing.

—Closer relationships between broker and advertising agency were advocated by David Finklestein, Kluge's partner. "In my opinion, the broker and ad agency are interested in one factor, namely moving more merchandise," Finklestein said to sponsor. "Therefore, the broker and agency personnel should sit down together and discuss the marketing problems that exist rather than cope with a campaign worked out in a distant city."

Television is the preferred medium, according to Finklestein. This is also true of tv, in terms of sales effectiveness, according to Finklestein. Asked to grade media, according to their ability to speed sales of *new* products, he mentioned tv first and newspapers second. On the other hand, radio does the best job in selling an established brand, he thought, with newspapers in second place.

What merchandising support does Finklestein seek from media in selling products? He said he would like media to send out wires informing dealers of ad campaigns. "But please stay away from the dealer personally," he said. "It is our job to call on the dealers."

He thought media does very little insofar as merchandising is concerned in the Baltimore and Washington areas.

As for merchandising support from manufacturers, Finklestein sought per case allowance for displays and attractive point of sale material. He also suggested couponing of a product if the initial impetus, in his opinion, is not well accepted.

"But ordinarily, we don't recommend couponing," he observed, "Demonstrations are an excellent method of introducing a new product. However, in our particular area, it is quite difficult to obtain good demonstrators."

Like the majority of brokers, Finklestein seeks information at least six weeks in advance of an ad campaign. "However, when it involves media, other than newspapers, we would like something tangible to leave with the customer—the actual schedule in black and white," Finklestein said. He also said that he often takes a projector to the supermarket buyer and plays the commercials for him and leaves the radio/tv schedule as a reminder. Moreover, he is convinced that agency men should make it their business to go into the marketplace and actually observe how brokers operate. "Agency men should not always buy from the book," he said.

On the perennial issue of agency-broker dealings, no roundup would be complete without some expression from an ad agency handling food products. In this instance, sponsor talked with Leo Greenland, president of Smith Greenland, a highly creative New York agency serving food accounts predominantly, and one intimately aware of the broker's position in this matter.

Stop playing ad men. "Food brokers should stop playing advertising men . . . and conversely advertising men should stop being afraid of food brokers," Greenland declared. "Is the food broker important in the marketing and selling mix? He is not only important but critical to the success of an overall sales drive in his area. Many food brokers I have spoken with have complained bitterly that the advertising agency men force them to become too active in the creation of advertising. The good brokers

prefer having a well thought out program brought to them in completed form and, of utmost importance, in enough time so the program could be thoroughly pre-sold in their areas. At this point the agency men had better be ready with a sound rationale in relation to the program."

Greenland said he had yet to meet a food broker who would not listen with an open mind to better understand the overall objectives of the plan. "Once sales begin to move forward, everyone begins to fall in love with the advertising," Greenland said.

Greenland said the broker can play a critical part and make an important contribution to the program in the area of point-of-sale material. "He wants material he can get up in the stores," Greenland continued. "If the agency man doesn't have a full understanding of brokers' needs in this area, he would do himself and his client a great service by checking into the situation thoroughly at the local level." Greenland cited a number of agency clients (Roman, Dulany and Downyslake) whose point-of-sale pieces have proved effective and are the type that food brokers are said to welcome.

Seminars for brokers, reps. Notably in local and regional markets, food brokers and manufacturers' reps play a conspicuous role and should therefore not be overlooked by media personnel, is the seasoned opinion of James Gerity Jr., president and general manager, W N E M - T V, Flint-Saginaw-Bay City. Brokers and reps are the backbone of local business for media, Gerity said. "With the rapidity with which new products are brought out by major manufacturers, there is a constant addition to the budgets for these markets which add a source of constant revenue to the market. If the station management has effected a close liaison and cooperation with the brokers and reps and made them fully aware of the services, language, merchandising possibilities and rates as competitive to other media, the chances are pretty good that the station will share in a good part of that budget."

As Gerity sees it, this could easily be the future life blood of the local

station. "Tv has proven time and time again that it can do a tremendous job of product selling," he insisted. "yet many station people feel it is too much work to establish a close contact. Or they think that the broker or rep expects too much in the way of service or merchandising help. This is dangerous thinking, for it drives the men responsible for these local budget allocations directly into the hands of the competitive media."

Gerity recalled that "when we first began to set up our liaison with the Grocery Manufacturers Representatives Assn., we found that automatically the co-op money was going directly to the newspapers." This has been corrected over the past few years, Gerity said, explaining that in order to accomplish this mission "we have conducted seminars for members of the Eastern Michigan Grocery Reps which included basic info on tv spots, breakdown of rates, times, types of visuals they could use for greater impact and the type of merchandising we could supply to promote their national brand products even further." It is a long-range campaign, Gerity observed, but "when there is a budget to be allocated in the Flint-Saginaw-Bay City market, we know that at least we will get a fair shot at getting part of it for tv."

Close alliance with brokers. A similar operation in Omaha is netting excellent returns, according to Owen L. Saddler, executive v.p. and general manager of KMTV. "We learned long ago that the quickest way of insuring KMTV a fair amount of the budgets available through the reps and food brokers is to become an integral part of their own market planning campaigns," Saddler said. This, he indicated, was accomplished via a close alliance with the Omaha Grocery Manufacturers Representatives, a group to which most of these men belong. "As a matter of fact, our merchandising manager, Amos Eastridge, is the group secretary and the v.p. is Bill Hughes, our regional sales manager," Saddler revealed. "Both of these men have held offices in this group before."

Saddler noted that although local brokers and reps are, as a rule, not close to the ad agency handling the

national campaign, "they are very close to the regional and district managers of the advertiser and recommendations by brokers or reps carry definite weight in the final analysis of budget allocation to given markets.

"Quite often our close relationship with these reps and brokers has resulted in our knowing of ad campaigns that are going to break in our market long before our national New York rep is aware of it. When we can feed him this information before other competitors are aware of it, it gives us a com-



Move more merchandise

David Finklestein of Kluge, Finklestein & Co., Baltimore food brokers, points out that the broker and agency jobs are to move more goods

petitive edge that is hard to offset," Saddler declared.

He said that in addition to providing merchandising services "we also make ourselves available for any other information we might be able to provide on the market make-up of Omaha." Saddler told of a good will project in alliance with GMR currently underway involving the setting up of a speakers bureau which will provide public speakers for PTA, Rotary, school and other meetings, with the idea of making the public more aware of how their food reaches them and the manufacturers that produce it. "This will be one of the first such bureaus in the country and we feel it will do a fine job of public education and enlightenment," he said.

Should be serviced regularly. How local radio can endear itself to a troika of major parties including

food growers, brokers and supermarket chains was vividly illustrated in the case of WIP, Philadelphia, when it recently undertook to promote the use of the avocado at the request of the California Avocado Advisory Board. The station's merchandising activities were many, in this instance, including a luncheon for produce buyers of large food chains, the selection of Miss Avocado and her travels around the city to distribute the fruit and describe the way it can be served, the supplying of tent cards and tip-ons for menus to many restaurants, hotels, etc., the display and demonstration of avocados in food stores, distribution of pamphlets and suggested menus, contests—these and numerous other devices were employed, plus regularly scheduled avocado announcements on the air to help promote the ways the fruit could be used. Reaction was excellent and sales increased tremendously.

Said Robert Mounty, general sales manager of WIP: "We could not have completed this successful project without the support of food brokers in this area, including Calavo Distributors, Food Distribution Center; H. J. Gosser, Food Distribution Center; John Taxin Co., Food Distribution Center; Peter Vittuli and A. Taxin Sons."

Mounty said his staffers "have long appreciated the importance of food brokers in media selection. The alert food broker today performs many services for the companies he represents," Mounty observed. "It behooves broadcasters to service these organizations in their locality with regularity and thoroughness."

"Certainly the advertising agency and the company ad manager welcome intelligent analysis of local advertising media by someone on the scene, in addition to the other tools employed in making wise media choices," Mounty continued. "The good broker realizes that he has an important stake in advertising expended on his lines and therefore does all he can to make sure that the expenditures are wise ones and fully exploited. He can be the most valuable catalyst in insuring the success of a campaign by selling the advertising, as well as the product, to the retailers." ■



PLANNED OBSOLESCENCE! The taxpayer will be the first of America's natural resources to be completely exhausted!

wtrf-tv Wheeling
 "Powerful?" **PONDERING!** It's hard to believe that our forefathers fought for taxation without representation.

Wheeling wtrf-tv
SEASONAL INSPIRATIONS! The word "Tax" comes from the Latin "Taxare" which means "to touch sharply." Do what you will with the little gem of information, buster!

wtrf-tv Wheeling
SEASONAL STANDARDS! Thanks to the Internal Revenue Service, you'll be hearing these usual over-taxed comments. "Billfolds have been declared disaster areas." "They're exploring outer space to see how high taxes can go." "The only time the average child is as good as gold is around April 15." "Charity will probably remain a fine, selfless, human virtue as long as it remains tax-deductible."

Wheeling wtrf-tv
DIPLOMACY! Some people have the "iron hand, velvet glove" technique so mastered that when they tell you to go to hell, you can't wait to get started.

wtrf-tv Wheeling
STATUS SYMBOL? Benny wished for a Cadillac. His Fairy Godmother said she'd grant his wish if he promised never to shave again. If he broke the promise, he'd turn into a jar. He promised Benny got Cadillac... got girl fell in love and proposed marriage. "I'll marry you if you shave," said she. He shaved and turned into a jar! The moral? "A Benny shaved, is a Benny urred."

Wheeling wtrf-tv
"HIGH AND MIGHTY?" We may sound boastful but engineers estimate our more than double-heighted tower, to be launched by August, will mean an additional 225,000 TV Homes. That's Wheeling them in. Instant People added to the now BIG WHEELING TV audience. Want them to get your message? Rep George P. Hollingbery will serve you the WTRF-TV specifics.

CHANNEL SEVEN **NBC** **WHEELING, WEST VIRGINIA**

JACKSON, MISSISSIPPI
WJTV CH. 12

SERVING
64
COUNTIES

\$291,158,000
FOOD SALES

1615 Ft.

JACKSON, MISSISSIPPI

TRIPLE SPOTTING

(Continued from page 32)

dissenters from this view; notably, the Assn. of National Advertisers, which claims that the existing Code standards are not enforced, and that self-regulation has been such a failure that advertisers are being forced to take matters into their own hands (SPONSOR, 11 February 1963).

There also is a strong feeling, in many ad shops, that the Code stipulations are too loosely worded and allow a greater degree of "interpretation" than is desirable. These hard-line thinkers in the agencies contend that, if the Code is ever to fulfill its function, it must be extended to include such points as product protection and a much firmer definition of prime time.

Whether controversial matters like these should be the subject of regulation, or even of voluntary direction, is open to argument. But the mere existence of such feeling among powerful sections of the tv industry suggests that the matter is not as simple as Commissioner Lee would have the FCC believe.

The NAB takes its stand on the question of censorship, or regulation of content. SPONSOR inquiries suggest there's an equally powerful argument against regulation, in television's ignorance of its own nature.

Research debate. Far too little is known about how tv makes its impressions, and about the correct use of commercial time. In the past year alone, two reputable groups were at public loggerheads on the simple question of whether program "mood" influences commercial effect. The hassle between Young & Rubicam, (which decided that types of programming had no influence on commercial receptivity) and Schwerin Research Corp. (which vigorously pressed the opposing view) was far more than academic hair-splitting. The matter has far-reaching consequences in the point of sponsorship versus participation, and whether or not the qualitative factors can actually override quantitative measurements.

Questions of optimum commercial length, of double and triple adjacencies, and of the best spread of commercials throughout the programming hour, are all open to serious debate. The proprietary nature of much media research has inevitably produced conflicting opinions, and these often are a symptom of the lack of objective facts, and a result of the subjective nature of much of television's research.

As early as 1935, the FCC was attempting to move against radio stations for over-commercialization. That attempt failed because no one could agree on what constituted correct balance. The latest suggestion, of Commissioner Lee, goes far beyond the crude objection of "too many commercials." It seeks to freeze a television format which has been derived empirically; which lacks a rationale and which, if left to a climate of natural inquiry and change, may be considerably modified in years to come. In the view of many researchers, an attempt to regulate the industry at this stage could well stifle the improvements which may result from continuing and necessary commercial analysis.

FAMILIAR FORMAT

(Continued from page 32)

ing, instead of at rigid 15 or 30-minute intervals. The overall commercial time allowance, within the hour, is slightly less than America's.

A British break usually contains six 15-second spots, back to back. Opponents here of triple-spotting may find cause for thought in the fact that British viewers score highly on commercial recall. (In recent interviews by the LPE Agency, average identification was 34% of the previous night's commercials—with interviewees scoring off lists which included 50% of deliberately false information.) And it works so well for advertisers that one of the 15 commercial tv companies (which jointly cover the nation) racks up a bigger annual profit than that of any American network.

NEW TELEVISION STUDY

(Continued from page 37)

ered before "the Kennedy-Nixon debates and Newton Minow." When you think of the events since then, of the increase in informational programing, of the trends in commercial techniques since then . . . the problem of studying the attitudes of television's audience becomes a study of these attitudes as they once were.

While this is one of the book's major drawbacks, perhaps it is also the book's greatest contribution: providing the perspective of yesterday's television as a base against which to measure today's television. The "right now" of this study has long since passed to a point where many of its statistical results can no longer be considered applicable. But the basic attitudes of viewers as they stood three years ago will certainly represent the base upon which today's television has grown . . . and against which tomorrow's television can be measured.

Probably no scientific study has better illustrated the complex problems of the telecaster as he attempts to provide his audiences the balance of programing they wish. From this report, the telecaster is reminded that he is providing a service that the majority of people consider to be the greatest invention of the past 25 years for making life more enjoyable, more pleasant and more interesting but, at the same time, he knows that a quarter of the people are critical of most of the programs on the air.

Perhaps the greatest single contribution of this report is its documentation of the difference between what and why "people" view and what and why "I" view. Certainly this should be fair warning to any self-appointed television critic.

Who is qualified to establish television programing standards? The study consistently shows major differences among the different religious groups to the point where the wishes of one group often conflicts with those of another . . . even to the concept of the happy ending. The study also recorded political affiliation but the report does not show the differences that probably exist here as well.

To whom should the telecaster listen? While education is sometimes more important than income in dictating an opinion of television, age is sometimes more important than education. Single men and women are more worried about television's influence on children than are the parents.

One paragraph should be nailed to every telecaster and television critic's wall. "Even the most discriminating viewers choose the trivia more often than not when something else is available . . . especially when that something is a serious, informative show."

There have been few studies that offered the telecasters so much support for their wisdom in programing based upon the much maligned ratings of what people actually watch rather than programing based upon the much publicised opinions of what people say they will watch.

There is only one area of television where there is general disagreement with what's now on the screen . . . and that's the television commercials. Here, again, the study shows that people act like people and, as a result, are filled with apparent contradictions.

Although about half the people interviewed had tried to give up smoking at some time, there's no evidence that television's commercials are leading to any attempt to give up viewing.

For obvious reasons, the study wisely does not attempt to go into the measurement of commercial sales effectiveness so, unlike the area of stated program preference vs. measured program viewing, there is no opportunity to see whether unpopular commercials are less effective for the advertiser.

Few studies of television have so well documented the human side of television's human audience, its feeling of guilt concerning the hours it spends viewing, its opinions about program type that are contradicted by its own viewing patterns, its feeling that television could somehow be still better although, as the book says, "I don't know exactly how."

This report should be required reading for all those who are concerned about television. Television's critics have lost some of their

SPONSOR

shortest

distance

between

buyer

and

seller

best arguments from the facts of this study. Television's friends have lost some of their over-confidence from the same facts. Perhaps the true measure of television will never be made simply because television refuses to stay still long enough to be measured. But this study most certainly represents an important benchmark and provides both telecasters and television's so very human audiences a measurement against which future progress may be evaluated.

HERTZ

(Continued from page 35)

users. So what we're trying to do is sell the basic idea and also create a high level of awareness for Hertz.

"We don't yet know enough to strike a firm advertising-to-sales ratio. A correct price for attracting new users can't be arrived at: This is an unusual industry, it's young, and it's expanding into an unknown market."

Among national tv advertisers,

Hertz stands almost alone in offering a service rather than a product. This fact gives its tv success added significance, and may suggest other avenues to the developers of new broadcast business.

For the immediate future, interest lies in seeing whether Hertz competitors follow the lead in broadcasting. The second-largest group, Avis, now has around 17,000 day-rental autos, and next is National with around 5,500 (compared with Hertz's 30,000).

Both companies have recently been refinanced: Avis floated a \$10 million note issue last year and has access to creditable circles through its new owners, the banking house of Lazard Freres.

National also had recourse to subscription stock issue last year which raised \$2 million.

As the rental business expands (the industry predicts a further 15% growth this year) there's a room for alert broadcasters anxious to attract some new money in to radio and tv within individual markets. There are several hundred strong, local rental companies many of which are competitors against the national chains in their own areas.



Ed Coughlin, of Peters, Griffin, Woodward passes the club hat to Bob.

Bob Rowell, of F., C. & B., joins Tricorn Club

Our club hat crowns some of the smartest market media brains in the land. Because they're the ones "in the know" about North Carolina's Golden Triangle Market. Bob made the club's exclusive ranks by correctly answering this required quiz: 1. What is the Golden Triangle Market? 2. What is North Carolina's No. 1 metropolitan market in population, households and retail sales? Answer to both: the 3-city Golden Triangle of Winston-Salem, Greensboro, High Point. He then scored a triple parlay by knowing that North Carolina ranks 12th in population. But the real money winner is the marketing team that knows WSJS Television is the No. 1 sales producer in the No. 1 market in the No. 12 state.

Source: U. S. Census.

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT

enter your
personal
subscription
to SPONSOR

\$8 for 1 year

\$12 for 2 years



In a class by itself...

People . . . Programs . . . Points?

When faced with a choice of mass or class, select the station in Cleveland and Northern Ohio that provides both people and points.

Most recent Hooper and Pulse total shares* show that WJW Radio with "The Finest . . . Friendliest Sound Around" has attracted Cleveland's largest adult audience.

Represented by The Katz Agency, Inc.

This large, adult affluent audience is attracted to WJW Radio because of balanced BEAUTIFUL MUSIC...TOTAL INFORMATION NEWS . . .and established PROGRAM PERSONALITIES.

Everyday WJW RADIO prestige programs and personalities produce top 40 type ratings and sales results for both national and local advertisers, 1962 gross billing: 53.5 local, 46.5 national.

James P. Storer
General Manager

*Hooper December-January 7 AM - 6 PM — 14.6 coverage
Pulse November-December 6 AM - 6 PM — 11.5 coverage
1962

LOS ANGELES
KGBS

PHILADELPHIA
WIBG

CLEVELAND
WJW

MIAMI
WGBS

TOLEDO
WSPD

DETROIT
WJBK

NEW YORK
WHN

MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

TOLEDO
WSPD-TV

DETROIT
WJBK-TV

STORER

BROADCASTING COMPANY

Same Story... Same Trend...

DOMINANCE DOMINANCE

NIGHTS 6-10 PM SUN-SAT

ARB DEC 62	HOMES (00)	METRO SHARE
KSLA-TV	535	44
Sta Y	402	30
Sta Z	410	26

NSI NOV 62	HOMES (00)	METRO SHARE
KSLA-TV	562	41
Sta Y	406	33
Sta Z	536	26

AFTERNOONS 12-6 PM MON-FRI

ARB DEC 62	HOMES (00)	METRO SHARE
KSLA-TV	337	53
Sta Y	117	20
Sta Z	169	27

NSI NOV 62	HOMES (00)	METRO SHARE
KSLA-TV	317	53
Sta Y	159	24
Sta Z	200	23

Mornings and post 10 pm periods tell the same story . . . KSLA-TV continues to dominate its market in metro and total homes as it has done for nine years.

EXCLUSIVE CBS COVERAGE IN THE SHREVEPORT TRADE AREA

KSLA-TV

SHREVEPORT, LOUISIANA

Harrington, Righter and Parsons, Inc. National Representatives

WASHINGTON WEEK

25 FEBRUARY 1963 / Copyright 1963

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

Newton Minow did nothing effective to counter rumors of his departure as FCC chairman. A statement out of his office that Minow has no intention of resigning in the near future merely fanned speculation. It simply wasn't a frank, pointblank denial, which most feel would be forthcoming if Minow really intends to stay.

Nobody at the Commission appears to know anything authoritative. Nobody at the White House—where the unidentified leak undoubtedly came from—would say anything more definite than Minow has said.

None of which keeps people at the FCC from speculating. They now believe Minow may stay a few more months than he would have remained if the leak hadn't occurred, but that he will leave by the end of year at the latest. There is some feeling that Minow, himself, may be more candid when he returns from his trip to Europe.

With the FCC very quiet, the Congressional scene begins to heat up. Sen. Thomas Dodd (D., Conn.) again promises to release the TV report of his Senate Juvenile Delinquency subcommittee. Rep. Oren Harris (D., Ark.) sets an opening date for his long-planned hearings on the rating services.

The Senate Commerce Committee is finally getting itself organized, and should finally also begin thinking about its own TV activities for the session. At the moment, the most interesting possibility would be hearings on network regulation, but this would wait for an FCC request for the legal power. This in turn, will wait for another vote on the subject by commissioners. They are considered certain to decide to renew that request.

Harris hearings on the rating services are expected to bear no resemblance to the tame Senate Commerce Communications subcommittee hearings of a few years back. Extensive staff studies have preceded the actual hearings, plus an outside study which foreshadowed much of the recent FTC consent orders. Harris also has available the FTC findings as another springboard.

The FTC has been making very little headway in its quest for power to issue cease-and-desist orders. It has the united opposition of the various industries on which the FTC keeps a regulatory eye, including advertising and indirectly broadcasting, and the opposition at this point appears strong enough to kill the whole idea in the cradle.

A similar request in the last Congress managed brief hearings before the House Commerce Committee, after which the idea wasn't heard from again. Unless the FTC should make a strong issue of it, and gets hearings practically on a courtesy basis, it now appears that the two Commerce Committees will overlook the thing entirely.

The fact appears to be that Congressional interest in giving the FTC this controversial power is even less this year than last year.

Many Congressional figures have either called for regulations of networks or in statements have indirectly indicated they would favor it. However, it is an old trick to cry out against alleged evils with an eye to personal publicity, and then to resist the action which had apparently been called for when it gets down to behind-the-scenes maneuvering.

There simply doesn't appear to be enough sentiment in Congress in favor of network regulation to balance the fear that such regulation wouldn't be the old familiar kind, but would be something new. In brief, many lawmakers are impressed with the network argument that the FCC already has ample power to regulate them through the O-O stations, and that direct power over networks might lead the Commission into program supervision.

TvB's Cash urges auto sales push

An industry-wide effort to sell new cars was urged today by Norman E. Cash, president of the Television Bureau of Advertising. "While automobile manufacturers have as their first corporate responsibility the profitable sale of their own models, it seems no one has the responsibility for increasing the total new car market," Cash said.

"The major suppliers of ingredients Detroit turns into automobiles have often taken this responsibility for their Detroit customers, but an industry-wide effort to combat the inroads made by pleasure boats, insurance, travel, and other forms of transportation should be made."

"Who would not benefit if people could be shown the wisdom of driving further each year? With more automobiles designed to last longer, where will the new car replacement market come from if someone does not accept the responsibility for creating," he said.

The TvB president noted that while Detroit had a near-record

sales year in 1962 with sales 52% ahead of ten years earlier, disposable income during these same years increased 60%.

"Perhaps the banks have been out-selling Detroit. Personal savings have gone from \$1.2 billion ten years ago to \$11.5 billion in 1962. Many of the dollars now resting in banks could be entering the total economy if people were convinced that what we offered was worth their investment."

TvB and its Detroit member stations, WJBK-TV, WWJ-TV and WXYZ-TV, will deliver a presentation to marketing and advertising executives in Detroit this Thursday.

Coke, Pepsi enter low calorie beverage market

The two kingpins of the soft drink field—Coca-Cola and Pepsi-Cola—have joined the low-calorie product parade.

Coca-Cola is currently testing a

new sugarless soft drink, Tab, via radio and tv spots in Springfield, Mass.

McCann-Marschalk, Atlanta, is handling the Tab account. Charlie Richardson is the account exec.

Pepsi's entry is called Patio Diet Cola and will be introduced on a market-by-market basis. At the moment, Patio Diet Cola is getting off the ground in Greenville, S. C. via a series of radio spots, newspaper ads, and personal tie-in appearances by Debbie Drake.

Additional market testing will be underway in Philadelphia and Pennsauken, N. J., beginning 6 March.

BBD0, New York, is the agency for Pepsi's new drink.

In 1962 the public spent \$18 million to purchase over 50 million cases of low-calorie beverages, a 100% increase over 1961 and 650% above 1957.

Ballantine kicks off '63 ad drive via closed circuit

P. Ballantine & Sons staged a virtual tv spectacular last week to announce its 1963 advertising plans

N. W. Ayer agency develops Chooz commercials from X rays



SOLID
TABLET
ANTACID



CHOOZ
ANTACID

Unusual commercials for Chooz, Pharmaco's antacid in chewing gum form, are being aired by N. W. Ayer over NBC TV's *Merv Griffin Show* and on a variety of ABC TV and CBS TV daytime network programs. The approach, which concentrates on the product's usefulness in relief of heartburn, evolved after taking X ray movies of Chooz in action.

Ayer people talked to an X ray technician at a hospital in Philadelphia to check the possibility of showing visually and scientifically how the antacid works. The technician brought his wife to the

laboratory, gave her a capsule that contained barium in gelatin, and then X rayed her stomach. The movies showed that ordinary pills tested fell to the pit of the stomach and then dissolved, whereas Chooz converted to liquid form bathed the heartburn zone with a constant flow of relief. The graphic effects of Chooz were animated to produce a version inoffensive to sensitive viewers.

The pictures above show 1) taking the X ray, 2) solid tablets tending to slip through the heartburn area, 3) Chooz medications releasing a continual flow of relief over the heartburn area.

If you lived in San Francisco...



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



West Coast edition of "Times" uses radio spots

The New York Times' western edition, via Carson/Roberts of Los Angeles, is using a series of 60-second radio spots on KNX and KFI, Los Angeles, and KNBR, KCBS, and KGO, San Francisco. Above, Ken Sullet (l), C/R copy chief, discusses script with members of the cast

to the 1,500 salesmen, sales supervisors, and distributors who sell its beer.

The off-beat sales presentation was accomplished via a closed-circuit telecast to seven major cities in Ballantine's marketing area. It

originated from NBC's New York studios and took the form of a musical revue by the cast of the Broadway presentation "Best of Everything." Theatre Network Television produced the hour-long show, which included Mitch Miller.



Red Cross 100th anniversary tribute on "U.S. Steel Hour"

Lucille Ball, who will open the annual Red Cross drive on the U.S. Steel Hour on 6 March, discusses the tribute with Joe Hevesi of U.S. Steel. Miss Ball's message will continue a tradition established 18 years ago when Harry S. Truman presented the appeal on a U.S. Steel show

Allen Swift and other personalities. Theme of the '63 ad push: "Smile" campaign to sell beer drinkers on the enjoyment they'll get out of Ballantine beer.

Mexican residents in S.W. studied by Quaker Oats

A study of the Mexican-American market in Texas, Arizona, New Mexico, Colorado, and California by Belden Associates shows 3,666,278 Mexican-Americans living in this area.

The initial studies were ordered by The Quaker Oats Co. and expanded by Belden. Included in this initial study of the Mexican American market are facts on home ownership, television and radio set data, automobiles, utilities, income, language preferences, movie going, size of household, occupation of the head of the family, and many other statistics.

Highlights of the study were:

53% own their own homes.

83% of the homes have radio sets in working order.

87% of the homes have television sets in working order.

75% of the families own a car or truck.

94% have an electric or gas refrigerator.

85% have a washing machine.

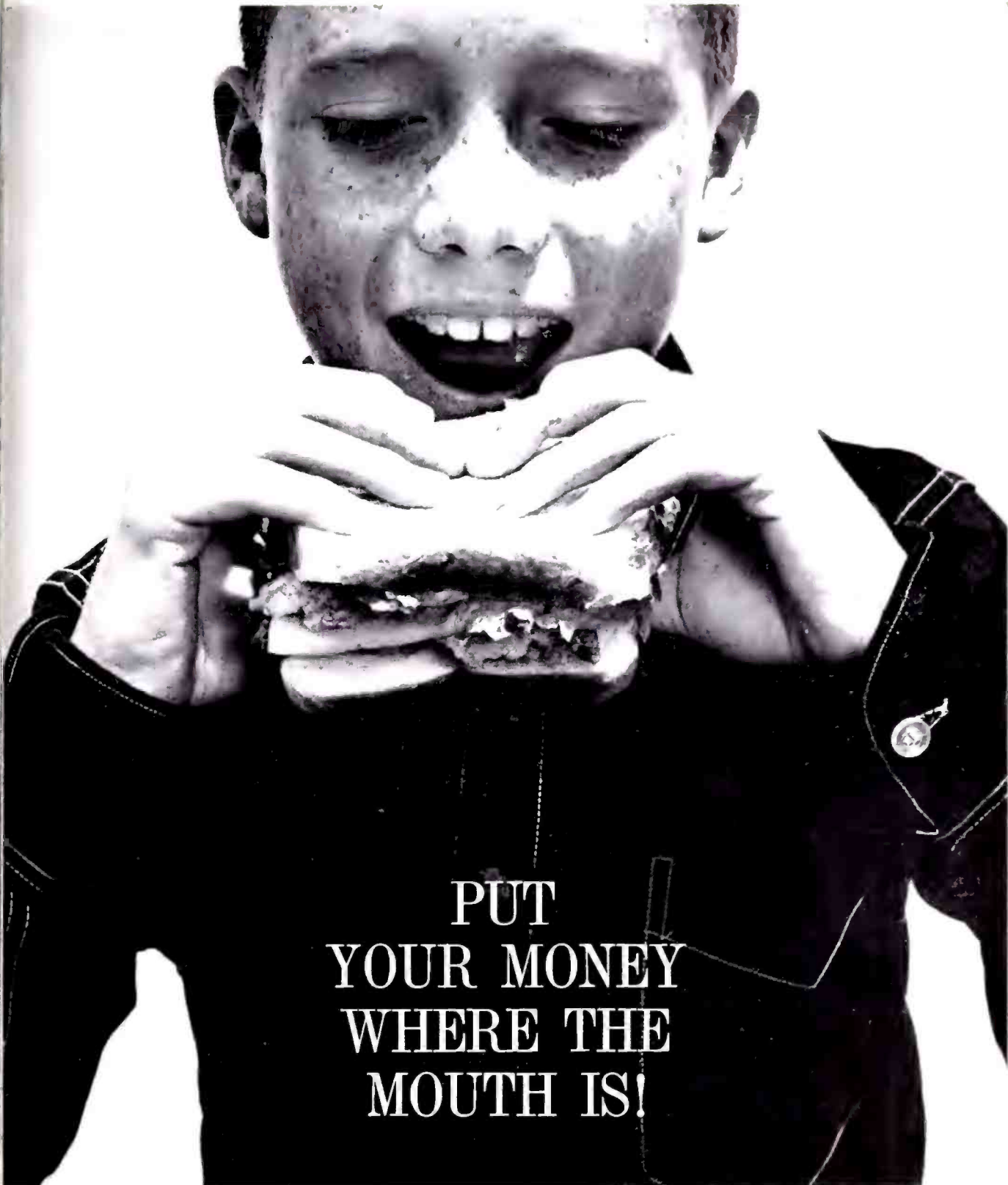
56% of the homes have telephones.

More than half of the families (59%) have income below \$4,000 per year.

In the homes, 24% speak English, 40% speak Spanish, while 36% speak both.


The Belden study also asked which radio station was listened to and "Are the majority of the programs that you listen to on that station in English or Spanish?" A total of 31% replied they listen more to stations broadcasting mostly in English, and 52% said they listen more to stations broadcasting mostly in Spanish, while 17% said they do not listen or don't recall station.

A similar question found that 76% view mostly stations telecasting mostly in English, and 8% view mostly stations telecasting in Spanish, while 16% do not listen,



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

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

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

KFDM-TV CHANNEL 6



Borden's "First Saleslady" attends groundbreaking

Attending the groundbreaking ceremonies for The Better Living Pavilion of the 1964-65 New York World's Fair at Flushing Meadow is Elsie the cow. Elsie watches as William H. Ewen, director of advertising services for the Borden Co., pushes the plunger which caused the frozen earth to break

or don't recall the station.

Data was gathered through 500 interviews in a sample of homes in communities of 40,000 or more Mexican-Americans.

Lorillard registers record ad year in 1962

P. Lorillard Co. had the largest advertising program in its history in 1962, delivering the widest audience of consumers at the lowest possible cost, the new annual report from Lorillard reveals.

While all media were used, Lorillard reported stress was on network television with program stars delivering commercial messages. "In any given week during the fourth quarter of the year, for example, your company beamed over 50 million commercial messages into 42 million of the nation's television homes," the report stated.

"For Old Gold Spin Filter and Spring, emphasis was placed on particular audience groups and our television advertising was designed to reach these groups as often and as effectively as possible. By its sponsorship of the Saturday

afternoon *Wide World of Sports* and Sunday afternoon American Football League telecasts, Old Gold Filters' appeal was consistently extended to the legions of men and women smokers who follow sporting events. For our Spring cigarette, the daytime television market, with its broad range of programs, was selected as the suitable showcase; here Spring was the exclusive sponsor of four top-rated shows."

Lorillard also noted in its report extensive use of radio, with "an additional ten million messages delivered weekly by this medium."

Advertisers

New products: American Safety Razor, subsidiary of Philip Morris, is distributing new Personna stainless steel double edge razor blades in the New York metropolitan market. Manufactured by American's English subsidiary, Ever-Ready, Ltd., the blades, making their U. S. debut, are distributed widely in Britain. Plans are for national distribution shortly.

Looking forward to: The special

conference luncheon and afternoon workshop sessions of the International Advertising Assn., New York chapter, set for 27 February in the Terrace Suite, Hotel Roosevelt. Featured at the lunch will be a salute to the group's past presidents and award winners. The theme will be "New Developments in International Advertising."

Off the press: "The Milwaukee Journal 1963 Consumers Analysis—40th Annual Edition." Conducted in consultation with Advertising Research Foundation, this year's interpretation of the data of buying habits and brand use made by the Journal, contains information derived from some 200 survey questions, including breakdowns by various foods, soaps, beverages, and other items. As a supplement the Milwaukee Journal analyzes the two segments of its matched markets, finding them comparable in terms of age, income, occupation, education, and product-buying habits.

Ground was broken for the Better Living Building at the New York '64-'65 World's Fair, which will house the exhibit of Canada Dry Corp. Canada Dry executive vice president John W. Red, Jr. performed the honor of breaking a bottle of ginger ale over the silver shovel.

PEOPLE ON THE MOVE: Thomas H. Sharp to vice president and A. J. Smith to treasurer at Pet Milk Co. . . . C. H. Caldwell to manager of passenger car tire sales for B. F. Goodrich Tire Co., replacing John H. Stafford who became manager of dealer sales for the company's Atlanta Zone . . . John S. Kane to vice president of Reeves Soundcraft Corp. . . . Raymond M. Anrig to advertising manager of S. A. Schonbrunn & Co., makers of Savarin, Brown Gold, Medaglia D'Oro, and Old Dutch coffees . . . Stephen E. Korsen to director of public relations of Borden.

Agencies

McCann-Erickson is making news on at least two international fronts.

The agency has opened an office in Manila, The Philippines, add-

ing on to a Pacific roster which already includes offices in Australia, Japan, and Hawaii. W. Richard Guersey, former vice president and general manager of Philippine Advertising Counselors, will run the new office.

McCann is also negotiating for the purchase of a leading Spanish agency, Ruescas Publicidad, with offices in Madrid and Barcelona. The move will make McCann-Erickson the first major international agency to operate in Spain.

Ketchum, MacLeod & Grove, Pittsburgh, was chosen as agency by the U. S. Army Recruiting Service and the Army Reserve and ROTC Affairs.

Contract is for one year, with two renewable options of one year each, commencing in fiscal '64 as soon as appropriated funds are made available.

Attention West-coast agencies—there's a \$1 million perfume account in the area shopping for an agency.

Making the odyssey is Mark Korda & Associates of 8440 Sunset Blvd., Los Angeles, and the product is Marusia Perfume. The perfume is to be manufactured by dress designer and nightclub owner, Marusia (also known as Princess Toumanoff) and Korda is the promoter. He came to this country several weeks ago from Paris, where he manufactured perfumes under private labels.

Agency appointments: Warner-Lambert to Fuller & Smith & Ross, New York, for a new consumer product . . . Iberia Air Lines of Spain to Lennen & Newell for worldwide advertising. The company's 1963 ad budget: \$1.5 million . . . Kal Kan Foods, Los Angeles (\$100,000) to MacManus, John & Adams, from Fuller & Smith & Ross. Radio and tv spot will continue to get about half of money . . . Glaser Bros., San Francisco, has appointed Garfield, Hoffman & Conner its first agency. The tobacco-candy account operates branches in 28 western cities . . . Spraycraft Auto Painting to Wenger-Mitchell from Richard N. Meltzer agency . . . The Orange-

burg Manufacturing division of The Flintkote Co. to Erwin Wasey, Ruthrauff & Ryan, Philadelphia, for its new line of Flintite asbestos-cement pipe . . . Comstock Foods to Young & Rubicam.

Resignation: Gardner, St. Louis, has given up two accounts, the Vitality division of International Shoe Co., and Wayne Knitting Mills, makers of Belle Sharmer hosiery. Total billings on two were about \$300,000.


Top brass: James R. (Bob) Alderdice to executive vice president, Jack Wyatt Co. He formerly was vice president in charge of account services.

New v.p.s: Peter A. Fisher and David W. Nylan at Doherty, Clifford, Steers & Shenfield . . . Robert F. Finnegan at Bresnick Co., Boston . . . Peter Finney at Dennis, Parsons & Cook, Jacksonville . . . Eric Ainsworth and Hal Josephs at Smith, Henderson & Berey.

If There's A Screw Loose At Your House, Chances Are It Came From Rockford

And, chances are, this is only one of the many products you use each day that bear the "made in Rockford" label. Rockford's 400 factories produce more than 300 different products, ranging from metal fasteners (5,000,000,000 yearly) to chewing gum.

Rockford is the core city of the vast Rock River Valley Industrial complex, ranging from Edgerton, Janesville and Beloit, Wisconsin in the north to Oregon, Dixon, Sterling and Rock Falls, Illinois to the South. To effectively cover this prosperous and expanding market, buy WREX-TV.

REMARKABLE ROCKFORD, ILLINOIS

CBS Radio business is ahead 20%

First quarter business at CBS Radio is running 20% ahead of last year, the network reported last week following a meeting of the CBS Radio Affiliates Assn. board of directors.

E. C. Hartenbower, chairman of the board from KCMO, Kansas City, noted that "station payments to affiliates will be at an unexpectedly gratifying level for the current quarter." Hartenbower also expressed pleasure at current network rating levels, program developments, and promotional support to affiliates.

Members of the affiliate board attending were: Jose Close, WKNE, Keene, N. H.; Michael Hanna, WHCU, Ithaca, N.Y.; Joe L. Smith, WJLS, Beckley, W. Va.; Frank Jarman, WDNC, Durham, N. C.; F. C. Sowell, WLAC, Nashville, Tenn.; Ernest Lackey, Jr., WHOP, Hopkinsville, Ky.; Lee Fondren, KLZ, Denver, Colo.; William Roberts, KRLD, Dallas, Tex.; Westerman

Whillock, KBOI, Boise, Idaho; William Dean, WWL, New Orleans, La.; Wendell Adams, KINS, Eureka, Calif.; E. K. Hartenbower, KCMO, Kansas City, Mo.

Ekco employees network tv as aid in campaign

For the first time in recent years, Ekco Products Co., Chicago, has scheduled network television advertising to promote the firm's 1963 spring housewares campaign. Network advertising will include four months sponsorship on NBC's *The Tonight Show* with Johnny Carson. In the past, net tv has been excluded from the budget of the nation's largest non-electrical housewares manufacturer.

Also included in the \$400,000 campaign are ads in print media and a series of featured give-away prizes on six network shows—*The*

Price is Right, *The Steve Allen Show*, *Say When*, *Concentration Queen For A Day*, and *Seven Keys* Scheduled are a total of 75 network spots beginning 25 March.

Last year's successful scene of "Fresh Up Your Kitchen" with top selling lines of Flint Cookware cutlery, and Cook & Serve tools will be repeated, the firm announced.

Tying in with special promotional prices offered in television commercials and four-color ads in *McCalls* and *Brides* magazines, will be cooperative newspaper ads.

New booklets and wall charts for use as teaching aids will be offered to home economists, in addition to ads in leading trade publications.

Dealer display kits are included in Ekco's in-store merchandising aids.

NBC TV claims seven of ten sports shows in '62

Seven of the top ten sports attractions in the 1962-63 season were on NBC TV, the networks reported last week. Based on Nielsen information, the top sports shows were:

Rose Bowl Football Game, 1/1/63, NBC, 25,398,000; Sunday World Series Game, 10/7/62, NBC, 23,207,000; Second National League Baseball Playoff Game, 10/2/62, NBC, 20,767,000; Sugar Bowl Football Game, 1/1/63, NBC, 20,169,000; Third National League Baseball Playoff Game, 10/3/62, NBC, 19,571,000; Thanksgiving NFL-Green Bay vs. Detroit, 11/22/62, CBS, 19,073,000; NFL Championship-Green Bay vs. New York, 12/30/62, NBC, 18,675,000; Average Weekday World Series Game, 10/62, NBC, 18,144,000; NFL Runner-up Bowl Game, 1/6/63, CBS, 16,882,000; Cotton Bowl Football Game, 1/1/63, CBS, 16,733,000.

Nighttime on CBS TV is SRO for 1962-63 season

CBS expects to have the entire 1963-64 nighttime television schedule sold out by 1 March of this



Satellite Committee of IRTS: pre-meeting chat

Sylvester L. Weaver (l), chmn. of Satellite Committee of the International Radio & Tv Society, with Leonard Marks (c), an incorporator of Satellite Communication Corp., main speaker, and IRTS pres. William K. McDaniel, exec. v.p. NBC Radio, before first meeting, at Hotel Roosevelt

THE MOST IMPORTANT 1/4" IN TIME. BUYING TODAY



The Monday stack may hide many needles. SPONSOR's not one of them. To a buyer, SPONSOR pops out of the pile as the most important 1/4" in his buying mix—that tureen of soup in the back of his mind that needs the constant stirring in of SPONSOR's top-of-the-news; of SPONSOR's significance-of-the-news; of SPONSOR's spotting of trends; of SPONSOR's scouting of the future. It's all about broadcasting and it's geared entirely to buying. **SPONSOR**, the "extra margin" in the profession of buying time, and the selling to timebuyers. 555 Fifth Avenue, New York 17 Telephone: 212 MUrrayhill 7-8080



Glass booth encloses sport show broadcasters

At Philadelphia Convention Hall on 13-15 Feb., ABC Radio's "Tom Harmon Sports Show" was broadcast live from booth built by United Delco and ABC Radio as part of the former's exhibit in Int'l Automotive Service Industries Convention. Harmon (l) awaits signal to begin show

year, with most programs on a 52-week non-cancellation basis, Dr. Frank Stanton, president, told a Bache & Co. research meeting.

Of four major operating divisions of the company, Dr. Stanton told the group, the CBS television network division was the leader in sales and ratings in 1962. This marked the ninth consecutive year that tv has occupied the top spot, he said.

Stanton said he doubts that any sort of Congressional regulation over the broadcasting industry will be passed at this session. He said that government officials are beginning to realize the problems that come with program regulation are extremely difficult to solve. Commenting on the network's position on color television, Stanton said the company is fully equipped for color tv, but the feeling is that the market, at this time, does not warrant a precipitous plunge into this area.

NBC Radio to rejoin RAB 1 March, says McDaniel

NBC Radio rejoins the Radio Advertising Bureau 1 March. William K. McDaniel, NBC Radio executive vice president, reported the network was highly enthusiastic about the program planned by RAB's new president Ed Bunker.

"We are totally in concert with his dedication to the fundamental

concept that radio needs better research to measure adequately the medium's complete audience—in-home, portable, automobile—in other words, the entire spectrum of the vastly underrated, under-priced radio circulation," McDaniel said.

ABC Radio, Mutual, and CBS Radio have been members of RAB.

KBLU-TV, Yuma, to CBS

KBLU-TV, Yuma, Ariz., joins CBS TV as an extended market group affiliate effective on or about 1 June, replacing KIVA as the network affiliate in Yuma. Stations will operate on channel 13, and is owned by Desert Telecasting.

Networks

ABC TV fared better as to average rating for its nighttime programming in the 3 February Nielsen 30-market report than it did for the NTI for the two weeks ending 25 January.

In the 30-market calculation it wound up with an average rating of 18.1, with CBS TV showing an average of 21.2 and NBC TV, 16.9.

The 25 January National gave CBS TV an average of 23.4, while NBC TV was second with a 19.5, and ABC TV third, with a 17.3.

In the matter of firsts in competitive periods on the 30-market report CBS TV garnered 25, NBC

TV, 9, and ABC TV, 15.

But in the 25 January count CBS TV drew 32 firsts, NBC TV, 13, and ABC TV, 5.

In the 30-market setup, "Ben Casey" was in first place, but in the latest NTI it was in second place, which in itself is quite a jump.

Sales: Reddi-Wip (McCann-Erickson) is doubling its 1963 budget to \$800,000 and has started a nationwide campaign that includes spot radio and participations on CBS TV's "I Love Lucy," "Real McCoys," "Pete & Gladys" . . . **Ralston-Purina** (Guild, Bascom & Bonfigli) renewed its sponsorship of "Stump the Stars" on CBS TV, through September.

Programming notes: "The Roots of Freedom," a series of special programs, is being planned by CBS TV. Purpose will be to show Americans the major sources and sites which have contributed to Western freedom. Blueprint calls for eight hour-long broadcasts in a two-year period, with additional broadcasts to be announced later . . . Imogene Coca returns to tv as star of the Screen Gems half-hour mystery-adventure-comedy series called "Grindl," set for next season on NBC TV (8:30 p.m. Sundays), sponsored by P&G (Burnett).

Kudos: Frank Fontaine, the rubber-faced comic featured on CBS TV's "The Jackie Gleason Show," was saluted as outstanding tv personality of 1962 at the 55th Annual banquet of the Advertising Club of Baltimore.

PEOPLE ON THE MOVE: Sidney Kaufman to manager, CBS TV network operations, Washington, D. C. . . Murphy Martin, formerly of WFAA-TV, Dallas, to anchorman of "ABC News Final" (11-11:10 p.m.) and Bill Shadel, the program's news editor and commentator since late 1961, to ABC's Washington News Bureau as one of its senior correspondents . . . Julian Bercovici to director of daytime tv programming for ABC TV.

Negro buying ups products' share

Negro support is a major factor in a brand becoming a market leader, a recent Negro product preference survey conducted by Continental Broadcasting Inc., a division of Rollins Broadcasting, in five market areas—New York-New Jersey, Los Angeles, Chicago, Norfolk, Va., and Indianapolis, reveals. Researchers compared their figures with the findings of a similar study they conducted in 1958.

The most significant result of the comparison revealed a sharp increase in markets where manufacturers directed their attention to the Negro trade, the survey noted.

Brands listed as making the most sizeable gains were: Blue Bonnet Margarine, with 66% of the users in Norfolk in the 1963 report compared with a 21% share in 1958; Tide, with a 58% against a

21% share five years ago in Norfolk; and L&M cigarettes with a 17% share against a previously indicated 1.4% among women smokers in Norfolk.

In the New York area, Pepsi-Cola led with a 25% against 17% in 1958, and Taystee Bread had a 25% versus 18%. In Chicago, Rice-land Rice topped the field with a 43%, compared with a 1958 showing of 7%.

These brands, the survey reported, topped all others in their respective categories.

The study also made note of the rising economic standards among Negroes. The median Negro family income in New York City-New Jersey market is \$1,545, in Los Angeles it is \$5,163, in Chicago \$4,775, in Indianapolis 4,390, and Norfolk 3,460.

NEGRO VS. WHITE FOOD STORE PURCHASES

Income Group	Average Annual Expenditure		
	White	Negro	Negro as % of White
\$1000-\$2000	\$ 483	\$ 515	107%
\$2000-\$3000	\$ 747	\$ 766	102%
\$6000-\$7500	\$1253	\$1332	106%
\$7500-\$10,000	\$1405	\$ 158	112%

Media buyers contest set for Late Show anniversary

Extensive advertising and promotion features have been set for the 12th anniversary celebration of *The Late Show* on WCBS-TV, 26 February.

Leading the cavalcade will be video taped features with Garry Moore, Ed Sullivan, Art Linkletter, special anniversary feature segments of the *American Musical Theatre*, *Camera Three*, *Jackie Gleason's American Scene Magazine*, and a heavy schedule of radio announcements which started 22 February.

The station has produced an anniversary record album featuring Columbia Records' artists performing a collection of 12 favorite songs from motion pictures shown

on "The Late Show." The album will be offered to the public.

The album will also be used in a Media Buyers Contest. It will differ from the record offered to the public, in that the motion pictures from which the music on the album was selected, will not be listed. Buyers will be asked to name the film and the two leading stars from which each musical selection was taken. The album will be sent to 1,000 buyers across the country.

Trigg-Vaughn buys KITE

FCC last week approved ownership of KITE, San Antonio, to Southwest States. Cecil L. Trigg, president of Southwest States, owners of the Trigg-Vaughn chain, announced following the FCC approval, the appointment of David G. Scribner as president of KITE,

which now becomes a wholly-owned subsidiary of Southwest States. Scribner has been general manager of KROD, El Paso, for the chain, and will remain executive vice president of Trigg-Vaughn.

Trigg also announced the appointments of Hal Davis, formerly of KCRL, Honolulu as general manager of KROD, succeeding Scribner, and of Paul Allen as national program director for Trigg-Vaughn.

KITE was owned by the Townsend Fund.

Infoplan volunteers for BPA publicity for '63

The public relations arm of Interpublic, Infoplan, will serve as the volunteer publicity agency for the Broadcasters' Promotion Assn. this year.

Steve Libby, manager of Infoplan's tv program publicity department, will prepare and service BPA news material to both consumer and trade press.

See Japanese 'Open Door' policy for tv imports

The Motion Picture Export Assn. has given tv distributors reason to hope for a loosening up on Japanese import restrictions for the fiscal year beginning 1 April.

Although no official confirmation has been made, the association assures that the present import budget of \$3,300,000 will be greatly increased.

Coincidentally, and adding substance to the MPEA optimism, ABC Films' senior vice president Harold J. Klein just returned from a Far-Eastern visit, including Japan where he concluded deals for some 10 shows.

Radio Stations

A proposed amendment to its rules by FCC would make it mandatory for an applicant already possessing the full quota of stations to dispose of one property before acquiring another.

Currently Commission permits



Stars appear at March of Dimes benefit in Norfolk

Johnny Crawford, the television son of Chuck Connors on the "Rifleman" series, shares the spotlight with actress Jayne Mansfield at a March of Dimes fund raising benefit sponsored by WVEC, Norfolk. Crawford performed despite food poisoning, Mansfield battled sleet and fog to appear

the acquisition of an eighth station nationally or a second station locally on condition that the transaction not be consummated until the acquirer agrees to first dispose of the conflicting interest.

The Southern California Broadcasters Assn. reported that there

were 9% more car radios in southern California in '62 than in the previous year.

Of the 4,616,889 autos currently registered in the area, an average of 87.5% (4,091,000) contain radios in good working order. This gain over 1961 tops the population increase by more than double.



B&B boys get together to renew Los Angeles Angels' telecasts

Broadcasters met baseball officials of the Angels to renew, for the third year, telecasts of 26 baseball games. Pictured (l-r) are Angels' general manager Fred Haney; chairman Gene Autry; president R. O. Reynolds; KHJ-TV vice president Mal Klein; and Angels' manager Bill Rigney

Including trucks having radios the total figure is increased by approximately 157,000.

Dick Mendenhall, editorial director of WSB (AM & TV), Atlanta, will act as general chairman for the Georgia Assn. of Broadcasters editorial workshop which is scheduled for 25-27 July.

Chairman of the planning committee is Ralph Renick, vice president in charge of news for WTVJ (TV), Miami.

WLIB, New York, an independent Negro station, heralded the new year with a billings increase of 17%.

General manager Harry Novik explained the hike as follows:

- Media with specialized audience are basic to any merchandising drive.
- Purchasing power of the Negro community is rising.
- Percentage of non-whites is increasing within the total population composition.

These trends, Novik pointed out, are being recognized on his station by such national advertisers as Anheuser Busch, P&G, R. J. Reynolds. Also such semi-national and regional advertisers as American Bakeries (Faystee brand), Bowery Savings Bank, National Shoes, etc. have initiated or renewed campaigns for 1963.

Ideas at work:

- WCAU, Philadelphia, has written this note on the back of Mona Lisa post cards: "We don't have Mona Lisa in Philadelphia but we do have . . . 'Sylvie by Night,' 9 p.m. to 1 a.m."

- KCBS, San Francisco, d.j. Dave McElhatton has his own answer to the current walk craze. It's a 20-hour rest-a-thon, including transportation by stretcher to the station's news wagon for a tour of the area and an in-studio bed.

- WIL, St. Louis, in connection with its 42nd anniversary celebration, is running a "Birthday Cake Bake Contest." Listeners are invited to bake a cake, and decorate it using the birthday as the theme. Most unique entry wins \$100.

Changing hands: WLLH (AM & FM), Lowell-Lawrence, Mass., was sold by a group headed by Gerald

Harrison to Arnold S. Lerner, Daniel M. Lerner, and Joseph M. Mufson. Price was \$275,000. Blackburn brokered the deal . . . WOTT, Watertown, New York, was sold by the Thousand Islands Broadcasting Co. which is headed by James Johnston, principal stockholder. Johnston also owns WRVM, Rochester, New York. Buyer: GRS Enterprises. Blackburn handled the \$150,000 sale . . . McClatchy Broadcasting has sold KERN, Bakersfield, Cal., to Radio KERN, Inc.

New station group: Intermountain Network, headquartered in Salt Lake City, announced the formation of the Inter-Valley Farm Group. Officers of this new division are Lynn L. Meyer, president, and Jack Paige, executive vice president. The division's member stations will originate special farm programming and Intermountain Network will provide various daily network programs.

Sales: Folger's Coffee, American Tobacco (Tareyton cigarettes), and Standard Oil Co. of California renewed sponsorship of the San Francisco Giants broadcast schedule on KSFQ, San Francisco. Each will sponsor one-third of the games.

Calendar note: The first annual WHK Public Service Awards luncheon will be held 1 May at the Statler Hotel, Cleveland. Guest speaker will be Mark Evans, vice president, public affairs, Metromedia, who will discuss "The Rewards of Public Service."

Programming notes: With the addition of Jim Ameche to WHN, New York, talent roster, the station is realigning some of its programming. Bob and Ray move to the early morning (5:30-9 a.m.) slot, followed by Ameche at 9, beginning 4 March . . . WBBF, Rochester, has added to its list of "capsule" programs a series of one-minute short talks on business conditions in and around Rochester . . . "The Writer Speaks," a series of 13 half-hour programs featuring major contemporary authors, bows 25 February on WGMS, Washington, D.C. (8:35 p.m.) . . . An expanded schedule of Negro programming has been launched by KBYE, Oklahoma City, and now totals more than half



Guild-management debate over Cleveland press strike

WHK's city hall reporter Milo Townes (c) interviews Cleveland Press editor Louis Seltzer (l) and Newspaper Guild representative Noel Wical before they debate the issues of the Cleveland newspaper strike. The no-holds-barred evening debate was aired by all Cleveland radio and tv stations

the station's schedule.

Sports note: KDKA, Pittsburgh, play-by-play coverage of Pirate exhibition games begins 16 March. Regular season begins 8 April.

Extracurricular note: Henry T. Wilcox, general manager of WFBL, Syracuse, was named director of the Syracuse Assn. of Workers for the Blind.

Kudos: Pat Flanagan and Gene Blanpied, account executives for KOOL and KOOL-TV, Phoenix, were presented with distinguished salesmen's awards for their service in Phoenix . . . William F. Turner, station manager of KOTA (AM & TV), Rapid City, is the winner of the South Dakota Junior Chamber of Commerce Distinguished Service Award for 1962 . . . N. Joe Rahall, owner of the Rahall stations, was appointed to the board of directors of the Defense Orientation Conference Assn. . . The United Fund honored Tom Chauncey, president of the Arizona Broadcasting Network, with an award for his efforts in helping the Fund reach its goal. The award has been established on an annual basis and is named in honor of Chauncey, its first recipient . . . Perry S. Samuels, general manager of WPTR, Albany, was unanimously elected to the board of directors and as vice president

of Patroon Broadcasting, parent company.

PEOPLE ON THE MOVE:

Joe Lobaito to general manager of KMAQ, Marquette, Ia. Lobaito was formerly sales manager at WHRV, Ann Arbor . . . Thomas E. Carroll to assistant business manager of Time-Life Broadcast, New York . . . John Link to sales manager of WLVN, Nashville, a new station scheduled to begin broadcasting in March . . . John R. Long, Jr., former State Commissioner of Insurance and Banking, joins WSIX Inc. as assistant to the president . . . G. Jackson Burney, Jr., research manager for Jefferson Standard Broadcasting, to manager of the newly-established research department of the Charlotte Chamber of Commerce, effective 1 April . . . Bonnie Ann Gardner to director of operations, KPUG, Bellingham . . . Marshal R. Nanis to the sales staff, WILD, Boston, as regional sales manager . . . Benjamin F. Mayo, station manager, WGAC, Augusta, elected a vice president of parent firm Twin States Broadcasting . . . Aubrey Morris, WSB, Atlanta, news director, resigns 1 March. He'll be succeeded by King Elliott . . . Scott Bishop to program director of WCKR-WIOD, Miami . . . William McNicol, formerly assistant sales manager of WOR,

New York, to sales manager . . . Earl Morgenroth to assistant manager and operating director of KGVO, Missoula . . . Martin (Red) Mottlow to the news department of WIND, Chicago.

Tv Stations

There's a new media salesman knocking on New York agency doors these days.

He's Rene Anselmo, vice president of Spanish International Network (SIN), in New York to launch expansion of organization's sales headquarters at 217 Park Avenue.

Network consists of seven full-time all-Spanish language tv stations in Los Angeles, San Antonio, and five border markets including San Diego and El Paso.

More than 25 stations have already posted their entries for the new Station Award of the National Academy of Tv Arts and Sciences.

Presented for the first time this year, the award recognizes the outstanding program produced by a tv station in the U.S. which deals with a significant issue in the station's community. The first annual

award will be presented on the Emmy Award Telecast over NBC on 26 May.

Ideas at work:

- Inspired by President Kennedy's physical fitness program, stallers of WTEV-TV, Providence-Fall River-New Bedford, made a 50-mile march through Massachusetts and parts of Rhode Island, led by promotion manager Don Badger.

- WSAZ Huntington, W. Va., d.j. Pete Stenger got a special surprise and, by the way, tribute to his popularity, on his birthday. After completing his show for the day, he left the studio to find a Baltimore & Ohio engine waiting for him at the door. (B&O tracks parallel station's studio). Stenger accepted an engineer's cap with which to greet well-wishers along the four mile route to his home.

- Crown sister stations KING-TV, Seattle, and KGW-TV, Portland, have unusual event coming up on 1 March. It's the double feed of simultaneous sporting events and is probably a first. KGW-TV will pick up live and feed the Seattle U. and University of Portland Basketball game while KING-

TV, will be relaying back the Portland Buckaroos-Seattle Totem hockey games.

Sales: KABC-TV, Los Angeles is virtually sold out on its new local live venture. "Sundown National accounts on the show include Blue Bonnet Margarin, Helene Curtis, Campbell's Soup, Hunt's Foods, P&G, General Mill and Crown Zellerbach . . . For the third straight year, KHJ-TV, Los Angeles, goes into its telecast of Los Angeles Angels baseball game sold out. Renewing sponsors are Chevrolet Dealers of Southern California (Eisaman, Johns & Laws Standard Oil (BBDO), and Vicero Cigarettes (Bates) . . . Sponsors of the 11 San Francisco Giants baseball games to be telecast this year by KTVU, San Francisco-Oakland will once again be Standard Oil of California, Folger's Coffee, and American Tobacco.

Files for new stations: Western Slope Broadcasting, currently owners and operators of KREX-TV Grand Junction, has filed with the FCC an application for a construction (Please turn to page 66)

Newsmakers in tv/radio advertising



Julian Bercovici has been promoted to the post of director of daytime television programming for the ABC television network. He previously held the position of executive producer for ABC daytime for the past five years. Before joining ABC, Bercovici served eight years with NBC where he held the post of manager of nighttime television.



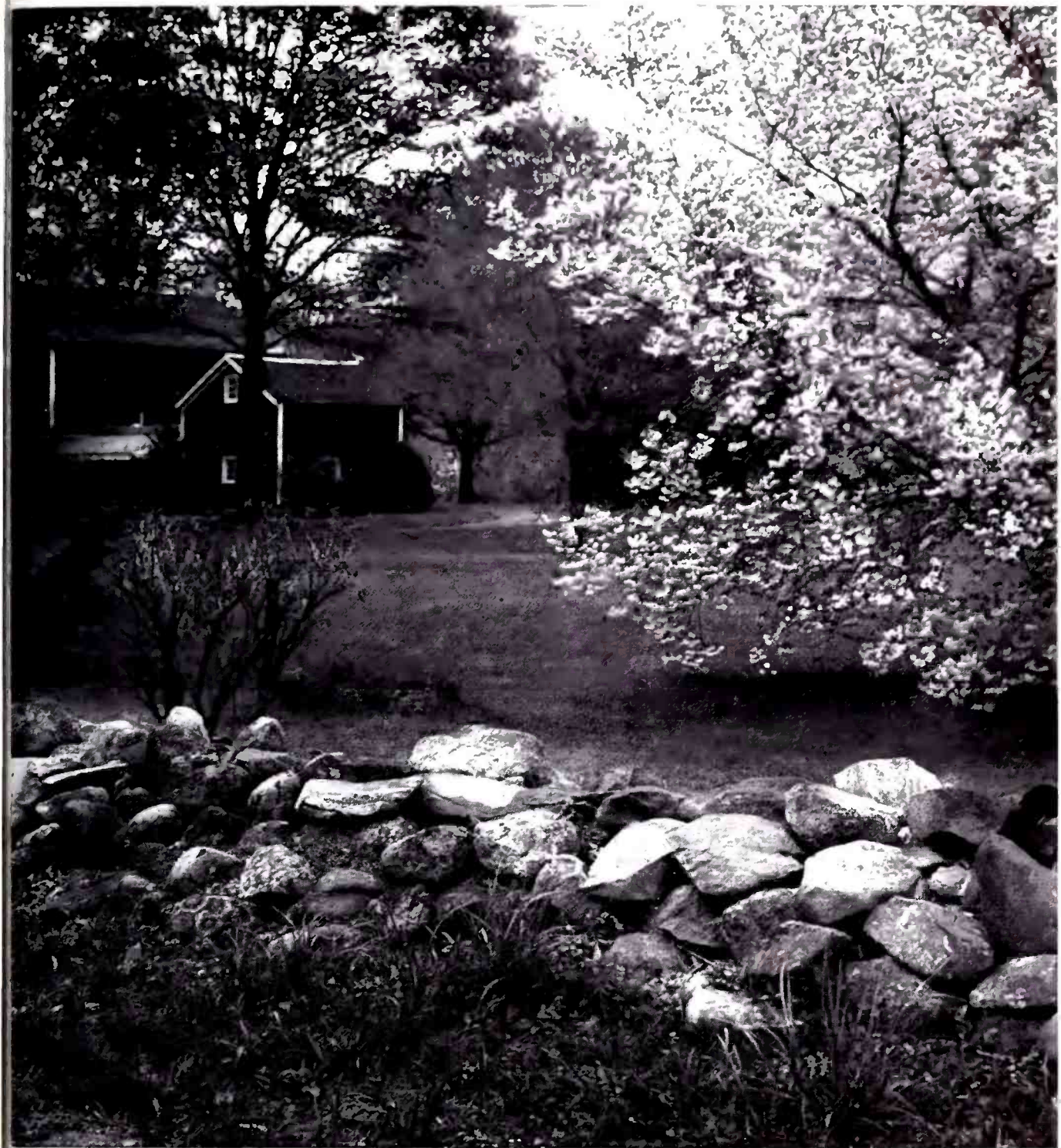
Wallace Lapkin is now with the New York office of Foote, Cone & Belding as manager of the research department. For the past five years, he has served as both director of research and marketing supervisor of MacManus John & Adams, New York. Lapkin is vice president of the American Marketing Association's New York chapter.

Louis F. Bantle was recently appointed to a newly formed advertising position at United States Tobacco. He will assume the title of advertising manager for the company's two food divisions, Circus Foods and Lummis & Co. Bantle was an account executive at Donahue & Coe before becoming associated with U.S. Tobacco in 1962.



John Earle Loog has been appointed advertising manager of Proctor-Silex Corp. Loog, most recently a motion picture and television producer, was formerly national advertising manager for RCA Victor Television and later headed broadcast advertising for RCA Sales. He was at one time a partner in Loog, Katz & Barrington, Philadelphia.





Wall, American style

We have our walls, too. But the big difference is the *purpose*. And our kind of purpose keeps such walls standing, keeps Americans rallying to defend and strengthen our country. The Payroll Savings Plan for U. S. Savings Bonds is a good example of how Americans rally to a good cause. When you install a Plan in your company, you harness the power of your pay-

roll in strengthening our country. You help encourage thrift that increases reserve buying power and individual independence. Keep our kind of wall standing forever. For help in installing and promoting a Payroll Savings Plan for U. S. Savings Bonds, call your State Savings Bonds Director. Or write Treasury Department, U.S. Savings Bonds Division, Washington 25, D.C.

Keep Freedom in Your Future... **U. S. SAVINGS BONDS**

The U. S. Government does not pay for this advertisement. The Treasury Department thanks, for their patriotism, The Advertising Council and this magazine.



(Continued from page 64)

tion permit to build and operate tv station at Vernal, Utah, operating on ch. 3. Station would be a satellite of KREX-TV, but would later originate local programs.

On the public service front: Viewers of KTTV, Los Angeles, pledged over \$114,000 in an 18-hour "Stop Arthritis Telethon," setting a new record in the station's eight-year history of annual telethons . . . Job opportunities in various fields of Philadelphia business and industry are being reviewed in a new ten-week tv series, "Gateway to Careers" on WRCV-TV . . . An attractive 40-page booklet has been released by KRON-TV, San Francisco, outlining some of the programs and service campaigns telecast during the past several years. Many photographs and illustrations are included . . . People in Michigan with questions on life insurance will be able to ask them from the anonymity of their own living rooms and receive direct answers over the air, all part of a special called "Live, Die, or Quit" scheduled for WXYZ-TV, Detroit on 3 March (3-1 p.m.). A panel of prominent insurance experts and 15 telephone operators will be on hand.

New tower: KTBS-TV, Shreveport, will have a new transmitting tower and antenna which will increase its range at the outer boundaries to approximately 110 miles from tower location at Morringsport, La. New structure will be 1,800 feet above ground, 450 feet higher than the Empire State Building. Cost of the structure will be about \$500,000.

Programming note: KING-TV, Seattle, is producing a new weekly half-hour music show called "On the Town," featuring top professional entertainment appearing in Seattle night spots.

Celebrating in style: Tomorrow, 26 February, marks the 12th anniversary on WCBS-TV, New York, of "The Late Show." It's the longest-running feature film show in New York tv. To honor the occasion, the station is throwing a gala celebration at the Starlight Roof of the Waldorf-Astoria.

Looking forward to: The eighth

annual Conference of State Broadcasters' Assn. Presidents, under auspices of NAB, to be held at the Shoreham Hotel in Washington 26-27 February. Sen. Vance Hartke (D-Ind.), prominent member of the Communications Subcommittee of the Senate Commerce Committee, will be the featured speaker, and Clair R. McCollough, NAB Board chairman and president of The Steinman Stations, will preside.

Kudos: For the second consecutive year, WRCV-TV, Philadelphia, has been cited by the All American Conference to Combat Communism with its "Vigilant Patriots Award" for a tv series informing the public on the dangers of communism, "In Defense of Freedom"

. . . Joseph L. Brechner, president and general manager of WFTV Orlando, was initiated as a member of Alpha Delta Sigma, national professional advertising fraternity . . . J. Robert Covington, vice president of research-promotion for Jefferson Standard Broadcasting, has been elected to the board of directors of the Charlotte Chamber of Commerce . . . Frank Bateman, technical operations manager of WBTW, Charlotte, to president of the Charlotte Engineers Club.

PEOPLE ON THE MOVE

Bob Lake to account executive in the sales department of KXTV, Sacramento . . . Mary Neal to publicity director of WTRF-TV, Wheeling, W. Va. . . . Robert S



Philadelphia's "Sheena, Queen of the Jungle" is Irish McCalla, clowns Jay Nelson, host of station's "Jungle Jay Show." Miss McCalla appeared on Jay's show joining Jack Lord, tv's "Stoney Burke"; James Hagerty, v.p. ABC News; body building expert Jack La Lanne; Virginia Graham, hostess of "Girl Talk"

Smith to vice president and station manager of WOR (AM & TV), New York . . . Ronald B. Harris to promotion and sales service director of WSPA-TV, Spartanburg, S. C. . . Alan Barrows, former timebuyer at J. Walter Thompson in New York, to new position of sales development representative for WFAA-TV, Dallas . . . Donald J. Badger to promotion manager for WTEV-TV, Providence-Fall River-New Bedford . . . Rex Morgan to director of news and special events for WFIL (AM & TV), Philadelphia, replacing former news director Les Crystal who has moved to NBC, Chicago, as a documentary writer-producer . . . Edward E. Benham to chief engineer at KTTV, Los Angeles . . . Richard C. Shepard, station manager of WGR (AM & FM), Buffalo, to local-regional sales manager for WKBW-TV, same city . . . Donald L. Phinney to the sales staff of WGR (AM-FM & TV), Buffalo . . . Sterling W. Wright to client relations director for WSOC-TV, Charlotte . . . Jon Poston to news director of KTIV, Sioux City, succeeding David Schoumacher who resigned to accept a position with a tv station in Oklahoma City . . . Richard N. Jacobson, formerly assistant general sales manager for WOR-TV, New York, to sales manager of the station . . . Donn E. Winther, advertising and sales promotion manager, to assistant sales manager; Robert Hudson succeeds Winther; general services supervisor George Gaglini, replaces Hudson as assistant advertising and sales promotion manager, and Thomas Larson replaces Gaglini, all at WBZ-TV, Boston.

Film

MGM-TV has already locked four of its series into the network picture for the '63-'64 season.

NBC TV is scheduling "Mr. Novak," "The Lieutenant," and "Harry's Girls" and ABC TV closed a deal on "The Travels of Jaimie McPheeters." All are full-hours except the half-hour "Harry's Girls."

The film company currently has three hour-long series on the national screens, "Dr. Kildare," "The Eleventh Hour," and "Sam Benedict," all NBC TV.

Ten top radio commercials named in Pulse study for Blair Radio

Best radio commercials as determined from a 2,000 home study conducted by The Pulse for Blair Radio were named last week.

The winners and their agencies are:

Chevrolet, Campbell-Ewald, Detroit; Coca-Cola, McCann-Erickson, New York; Dodge, BBDO, New York; Ford, J. Walter Thompson, New York; Kellogg's Corn Flakes, Leo Burnett, Chicago; Pall Mall, SSC&B, New York; Park's Sausages, Leon Shaffer Golnick, Baltimore; Pepsi-Cola, BBDO, New York; V-8 Juice, Needham, Louis & Brorby, Chicago and Winston, William Esty, New York.

Eight runners-up were:

Ac'cent, NL&B, Chicago; Carling's Black Label Beer, Lang, Fisher & Stashower, Cleveland; Chesterfield, J. Walter Thompson, New York; L&M, J. Walter Thompson, New York; Pontiac, MacManus, John & Adams, Detroit; Rambler, Geyer, Morey & Ballard, Inc., Detroit; Salada Tea, Hoag & Provandie, Boston; and Wrigley Chewing Gum, Arthur Meyerhoff & Co., Chicago.

More news on the success of post-'48 feature-film programing is being heard, this from Seven Arts and MGM-TV.

To prove the trend towards local programing of features in prime time is on the upswing, Seven Arts points to recent developments in Lafayette, La., and Asheville, N. C. In both markets, the ABC TV affiliates preempted network programing to telecast features from SA's "Films of the 50's."

MGM-TV reports that a survey of eight tv stations programing MGM post '48 films showed six of them ranking first in those time periods.

Based on the November/December ARB, the survey covers all markets in which MGM features were scheduled for at least three out of the four weeks studied by ARB. A notable success occurred at WGN-TV, Chicago, which moved into first place in the Saturday, 10:15-midnight slot ahead of "The Late Show" on competing WBBM-TV for the first time in September with MGM films. The station

maintained its lead and for the measured period scored an 18 rating and 42% share of audience.

New commercial production company dotting the New York scene is Kelmenson Productions, located at 75 West 45th Street.

Founder David I. Kelmenson has been an associate and senior vice president of Robert Klaeger Associates.

Merger: Don Fedderson Commercial Productions, Hollywood, and Klaeger Associates, New York, joined forces, with production facilities and personnel of both West coast offices to headquarter at the Fedderson Commercial Production Center (8460 West Third Street, Los Angeles). Robert Drucker, vice president in charge of Klaeger's west coast company, became a vice president of Fedderson.

New quarters: MPO's administrative offices, editing department, sales meetings and repeater sales divisions now operate from The



WJXT entry in Miss Smile Contest reaches finals

Duchess Williamson, representing WJXT, Jacksonville, has been selected one of the five finalists in Florida's Miss Smile Contest to be held at Cypress Gardens. Here she appears on the station's "Midday," with host Dick Stratton (l) and Ed Cain, of Florida Council of 100, contest sponsors

MPO Videotronics Center, 222 East 44th Street, New York 17. The phone: TN 7-8200.

Happy anniversary: To "Romper Room," the live syndicated tv show which celebrated its 10th Birthday on the air last week, 20 February.

Kudos: Ernest Pintoff, president of Pintoff Productions, producer of filmed commercials for tv, is featured in a "Sight & Sound" critique by Bart Sheridan in the April issue of "McCall's" . . . "The Cadillac," an experimental film produced, written and directed by west-coast photographer Robert Clouse and to be showcased on the CBS-owned tv stations' "Repertoire Workshop" in early March, has been nominated by the Motion Picture Academy of Arts and Sciences for an Academy award in the Short Subjects category.

PEOPLE ON THE MOVE: Johnny Johnston to director of national sales at Official Films . . . Martin Davis, head of advertising, publicity and marketing activities, to vice president of Paramount Film Distributing Corp. . . . Merrill F. Sproul, Jr., to director at Producing Artists . . . Charles Adams to tv commercials and feature films

producer at ATU Productions . . . Richard Tschudin, production manager for Filmways of California, to vice president of the company . . . Thomas N. Ryan to the sales force of ABC Films.

Reps

Bob Patt has been named sales promotion and marketing director for Blair Television, and Dick Gideon assumes post of manager of research, Blair-TV.

Both men are veterans of the field. Patt, for the past three years manager of promotion and advertising for WNBC (AM & TV), New York, held the same post at WCBS (AM & TV) for 11 years. Gideon comes to Blair-TV following five months at Y&R as assistant director of research in charge of broadcast media. Previously he was manager of research for 10 years in charge of the radio-tv division of Triangle Publications.

Advertising Time Sales broadened its operations in both Chicago and St. Louis.

The Chicago office has moved from 360 North Michigan Avenue to the new United of America office building at One East Wacker Drive.

The St. Louis branch is also expanded quarters, doubling its previous space. Address: 1015 Locust Street.

Rep appointments: KWJJ, Portland, to Venard, Torbet & McConnell . . . KBAT, San Antonio, to Robert E. Eastman . . . KMBC (FM), Kansas City, WPEN (FM) Philadelphia, and WMVJ, Miami to Robert Richer Representative . . . WHAY, Hartford-New Britain and WLAD, Danbury, to Bob Dor Associates, for the entire country except the New England area . . . WFOX, Milwaukee, to Mid-West Time Sales for regional sales . . . WDEE, New Haven, to Bill Creech Associates for New England sale . . . KSAN, San Francisco, to Pearson National Representatives . . . KAWBW, Hutchinson, Kan., to Mid-West Time Sales.

PEOPLE ON THE MOVE: Robert M. Williams, account executive with CBS TV sales, to the New York sales staff of TvAR . . . Paul Wischmeyer to tv account executive in the St. Louis office of Peters Griffin, Woodward.

Charles Sinclair joins SPONSOR

Charles R. Sinclair has joined SPONSOR as executive editor. Sinclair will be responsible for the handling and supervision of newsletters and feature material. For nearly two decades, he has worked as an editor, writer, and dramatist in the communications industry. Following a hitch with United Press and the N. Y. Daily News, he first joined SPONSOR in 1946 as an associate editor, with the publication's second issue. He later became a senior editor. On leaving SPONSOR, he held posts with WPIX, New York, Rogers & Cowan, Billboard, and WNEW, New York. Between 1959 and 1961, he was New York bureau chief for Television Digest. Most recently, he was radio/tv programing editor of Billboard, and a contributor to Television Digest.

SELLER'S VIEWPOINT

Radio basics for farm radio buyers

On occasion, we practically "blow our tops" when we note some of the stations picked by inexperienced buyers for their agencies' farm clients. In many cases the stations picked are just simply not stations that can successfully sell farm products. Every time an agency makes a poor buy for a farm account it depreciates the value of good farm radio in the eyes of a farm advertiser . . . probably drives him back into farm publications. Quite often it is not the fault of the young timebuyer who may know little . . . and care less . . . about the farm business he is placing. In all probability he is a trained slide-tape artist who has done pretty well buying metro markets by the numbers. Farm area stations are a different breed of pups and can't be bought by the inexperienced without some good guidance.

We are questioned, from time to time, by a conscientious buyer who all at once must place a farm radio schedule. He recognizes his inexperience in this particular type of buy and sincerely wants help. We can offer him a great service by suggesting the following as a guide in selecting radio stations that are qualified to do an effective radio

farm-selling job.

An effective farm service station should:

1. Have a large Nielsen rated service area in which there is a substantial farm population. Metro people do not buy farm products . . . but . . . a metro station charges the advertiser for wasted metro coverage.

2. Have two or more announcers who are experienced and trained in farm service and selling. If they qualify as farm specialists they are almost sure to be members of the National Assn. of Radio Farm Directors. The association will furnish a complete list of members to any interested agency. Farmers are specialists and can easily spot the amateur who does not understand the farm product he is supposed to be selling. The experienced Farm Specialist can deliver to the farm account a loyal and qualified farm audience and passes on his personal acceptance and popularity to the advertiser . . . a definite plus.

3. Have two substantial "farm blocks" of farm features to completely serve the farmers needs. The "early morning farm block" should be in depth to cover markets, weather farm service features, farm

news and the many farming service aids. Many stations drop in an early morning market program . . . make a claim to farm service . . . and try to pick up a few unsuspecting farm accounts.


"The noon-time block," while it may be more brief, should update the markets and other more timely features, giving the changes in market prices, conditions, etc., occurring since the early morning broadcasts.

4. Have a total of at least 15 hours of pure farm programming each week. Anything less than this cannot cover the farm service needs. Because of the conflict of audience interest few stations in metropolitan areas can afford to serve the farmer at the expense of their local metro audience.

5. Have a substantial list of active farm accounts placed by national advertisers. Many of the big farm accounts have made studies in great depth to determine the best farm service stations. Their selection can aid other farm advertisers.

6. Have a record of farm service over a long period of time. Farm service listener loyalty is not built over night. The newcomer who decides to offer a farm service may have all of the above qualifications, except a loyal farm audience and a substantial list of national farm advertisers. The newcomer may be trying hard and may someday, develop a loyal farm following . . . but . . . does he have it today? Does he have the large farm audience needed to sell the advertisers products . . . now.

Unless you have lived in a heavily oriented farm area, you would find it hard to believe the impact a farm director has within his own domain. Often, he is called upon to judge contests, to lecture at 4-H Clubs, FFA, Grange, Farm Bureau or Farmer's Union meetings. He is asked to evaluate market and pricing conditions, to recommend products or pass judgment on market innovations.

Numbers alone can't evaluate this type of a station buy. It takes an open mind, a willingness to listen, and good advice to fit the right station to your product. This guide can be used as a checklist. 



William A. Martin, a part-owner of the Farm & Home Stations group, is president and general manager of KMMJ, Grand Island, Neb., president of KXXX, Colby, Kan., and an executive of KFNF, Shenandoah, Ia., third station in the group. Martin possesses the advantage of having had many years experience in the specialized area of farm programming.

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Michael Crocco
Mrs. Rose Alexander
Dorothy Van Leuven
H. Ame Babcock

Spot radio on California stations is included in a campaign to be launched soon by Servisoft of California (San Diego) through Richard N. Meltzer, L.A.

Radio stations in San Diego, L.A., Bakersfield, Fresno, San Francisco and Sacramento are included in the drive.

Spot tv and radio are included in the \$1.2 million 1963 budget of Southern California Edison Co. of Los Angeles.

Radio will get an 11-week push for the appliance division, while spot tv will be used throughout the year.

Most of the budget will be devoted to promoting the Medallion Home Award and institutional programs.

Milani Foods of Los Angeles is including spot radio and tv in its \$100,000-plus 1963 budget, according to newly appointed ad manager Jon W. Wimer.

Mogen David is readying the largest spring promotion in the company history. The two big guns in the Mogen David push will be Jack Paar and Johnny Carson.

Spot tv, however, will be the third link in the proposed campaign. The winery plans to hit hard with spot in key markets.

SPOT TV BUYS

Scott Paper goes after the women's audience via a 27-week campaign beginning 4 March. Day minutes will be used. J. Walter Thompson New York, is the agency. The buyer: Joan Ashley.

Eastman Kodak is picking up night minutes and chainbreaks in preparation of a six-week push for its Kodak. Starting date for the campaign is 18 March. DCS&S is the agency. Norm Ziegler is doing the buying.

General Foods is going out after the kiddie audience for its Crispy Critters during a four-week push starting today, 25 February. Night and day minutes are slotted during kid show segments. Benton & Bowles is the agency. Ron Siletto is the buyer.

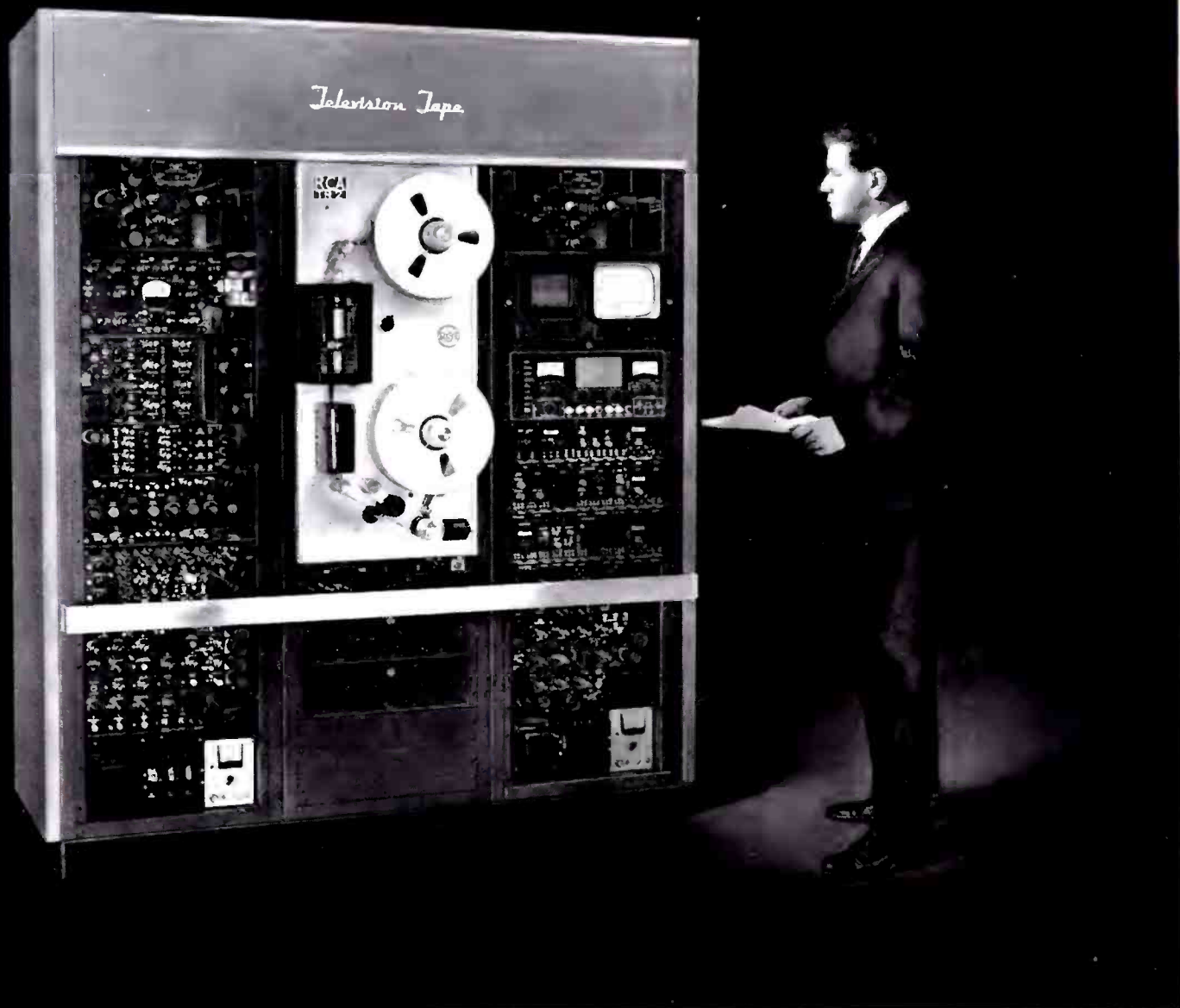
SPOT RADIO BUYS

Merritt Plan Insurance Co. of Los Angeles is going back into radio after a four-year hiatus from the medium. A 13-week flight centering around the San Francisco area is being planned. Agency is Mark Lustica.

Harrison Radiator is plunging heavily into radio during the next six months. Beginning this month, some 293 stations in 126 markets in every section of the country will push Harrison's Four Season Climate Control system. Scheduling emphasizes the larger metropolitan areas with the use of three stations in most markets. The commercials are 60-second versions of the fast-moving, entertaining, husband-and-wife team, the Bickersons. Messages will be slotted between peak driving hours of 4:30 and 6:00 p.m. The agency: D. P. Brother, Detroit.

RCA
TR2

ANOTHER IN RCA'S FAMOUS FAMILY OF TV TAPE RECORDERS!



Universal TV Tape Recorder

The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in a compact unit very high standards of performance, reliability and interchangeability... at the lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

AUDIO AND MOBILE MODELS. The audio model is available in a single (3-rack)

cabinet 70" wide, 84" high, and 24" deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66" high, 24" deep, and 50" wide. Both models are designed for adding color.

ACCESSORIES. The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

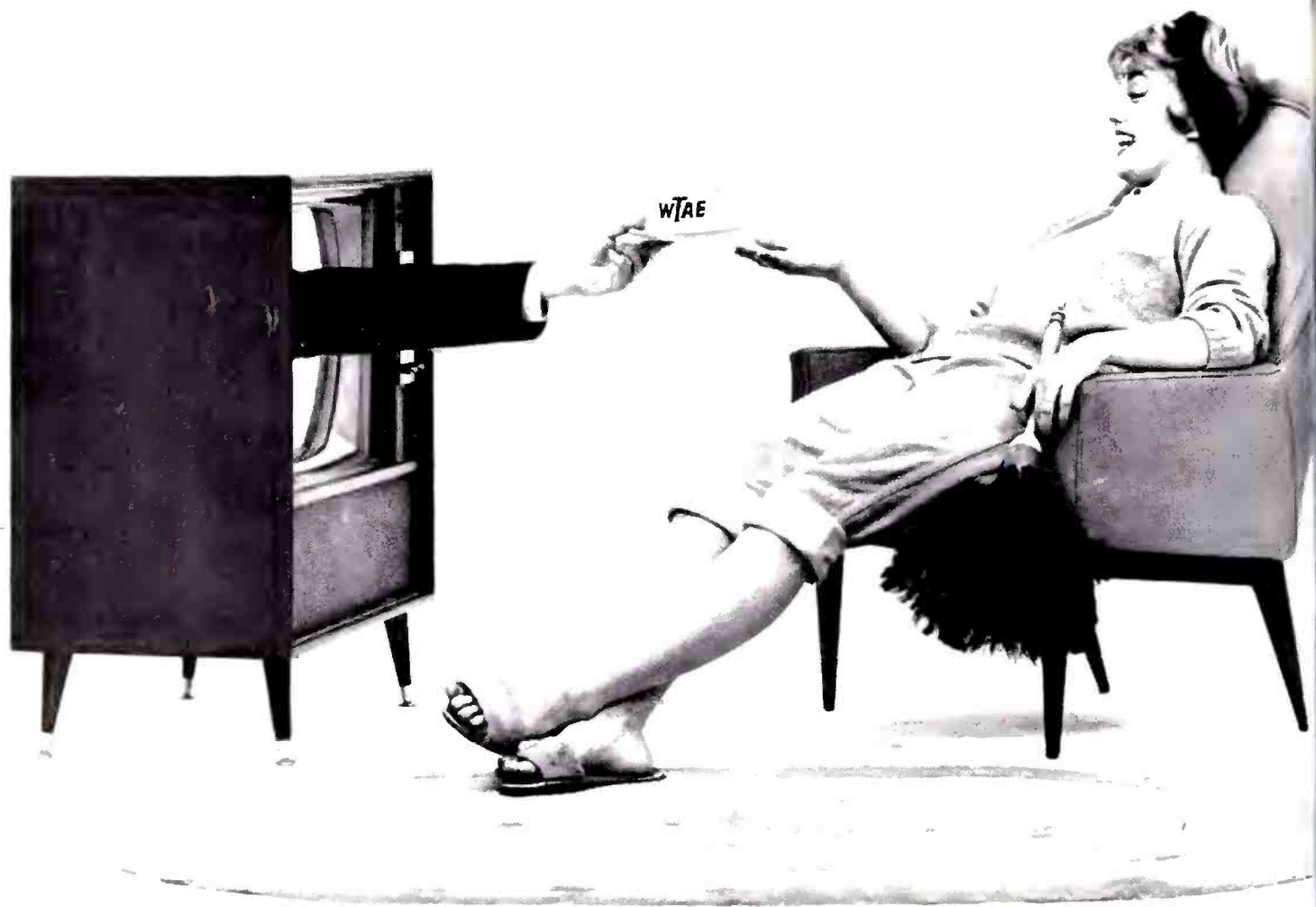
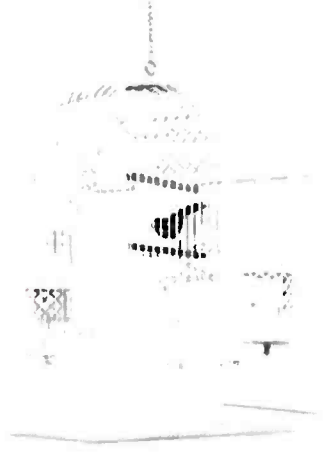
See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

Outstanding Features

- Lowest Priced Compatible Quadruplex Recorder
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The Most Trusted Name in Television



Reach her with a SPOT OF TAE

(the "homes reached" station in Pittsburgh)

Coffee time is TAE-time with
The Jean Connelly Show's
Jean's 10 a.m. half-hour
reaches more homes than
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program in town*

Take TAE and see

WTAE CHANNEL 4

Basic ABC in Pittsburgh

THE KATZ AGENCY

*ARB, Nov./Dec., 1962