

SPONSOR

THE WEEKLY MAGAZINE RADIO LISTENERS USE

5 AUGU.

\$8 a year

SP2 0520 USA 10-10*
NEW YORK 32 N.Y.
N.H. HOCKEY PLAZA
N.L.D. RED L JOY 10-10*
N.C. HOCKEY PLAZA
N.Y. HOCKEY PLAZA

PRINT MEDIA
WAGES WAR ON
RADIO/TV

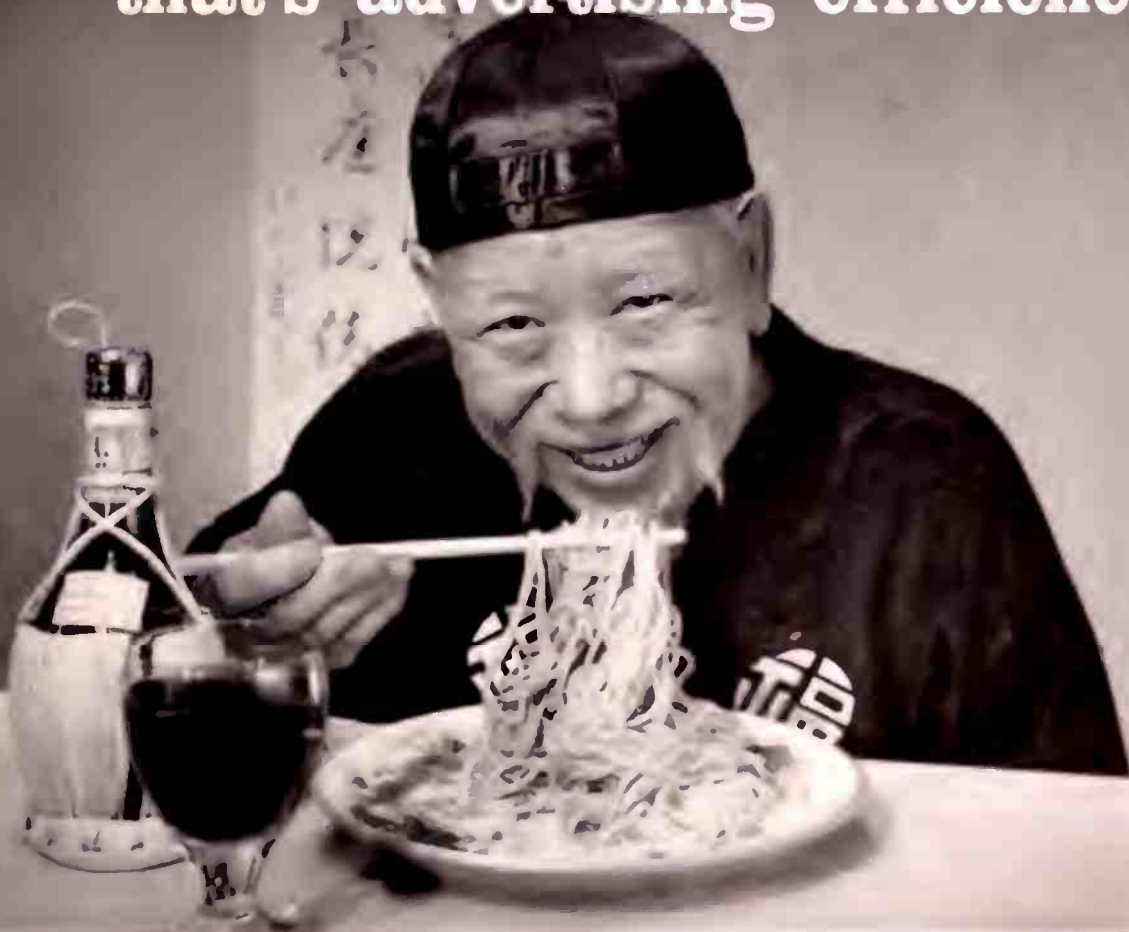
p. 25

Tv success for
Western Union
CandyGram

p. 36

MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV BALTIMORE

'MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION'

What is a Quahog?

"The minute he said that, we knew he was an out-of-state-er. Can't hardly blame him, I guess; 'Quahog' is a Providence, a Rhode Island word.

"Poor fella . . . next thing happened somebody offered him a cabinet. 'Beg Your Pardon?' he said. (He almost had us here, all right. When *we* mean 'Beg Your Pardon' we say 'Please?')

"Finally, straightened him out that a cabinet's just a plain old milk shake with ice cream . . . a frappe.

"Beats all how some people talk so peculiar. Our quahog is a cherry stone clam . . . makes a delicious chowder, too!"

But then, Providence is many things. Providence is jewelry, deep water shipping, electronics and test marketing; one million people — one billion consumer dollars. Providence is Taunton, Attleboro, New Bedford, Fall River, and Worcester — all in Massachusetts. Providence is Putnam, Danielson, Norwich and New London — all in Connecticut. People even say Providence is Rhode Island. People in television say **Providence is WJAR-TV.**



Your personal print suitable for framing, awaits your card or call.



For the fourth consecutive year Charlotte's WSOC-TV dominates awards in annual Southern News Photography Competition

Do you like to look at the news? Hear about it? If you were one of the some three million people within our viewing area, chances are you would satisfy your liking by setting your dial on Channel 9. Charlotte's WSOC-TV is the news station of the Carolinas.

This year, WSOC-TV cameramen swept eight of the ten first and second place awards offered in the competition open to television photographers throughout the South. This brand of local and regional reporting awards advertisers, too. With big audiences; dependable, able to buy. Let this great area station of the nation induce them to buy from you. Schedule WSOC-TV.

JOHN CLEFFORD

Named "Southern TV Photographer of the year"
1st - General News Film - Gantt at Clemson
1st - Feature News, "Last Day of Summer"

MIKE O'HARA

1st - Sports News - Round the Mountain

BOB MORSE

2nd - Sports News - "Fally Ho"

GEORGE CARRAS

2nd - Feature News, "River Boat"

JOHN CLEFFORD - STEVE DEANEY

1st - Team Filming, "The Lord is Dead"

STEVE DEANEY - FRED BARBER

2nd - Team Filming, "Storm"

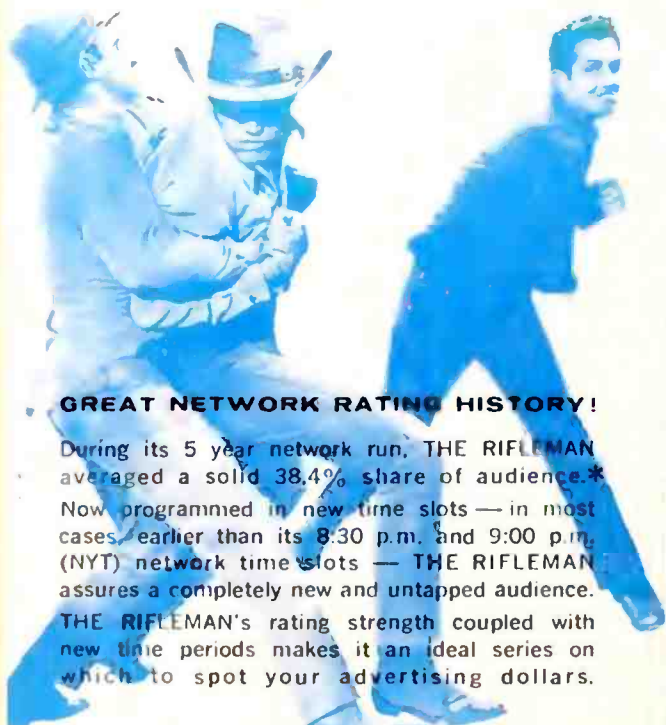


WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton, WIOD, Miami

SPONSOR 5 AUGUST 1963

To time buyers now
preparing their
Fall Spot Schedules . . .

THERE MAY STILL BE "RIFLEMAN" AVAILABILITIES ON THESE FINE STATIONS...



GREAT NETWORK RATING HISTORY!

During its 5 year network run, THE RIFLEMAN averaged a solid 38.4% share of audience.* Now programmed in new time slots — in most cases, earlier than its 8:30 p.m. and 9:00 p.m. (NYT) network time slots — THE RIFLEMAN assures a completely new and untapped audience. THE RIFLEMAN's rating strength coupled with new time periods makes it an ideal series on which to spot your advertising dollars.

*Based on ARB reports covering the top 50 markets for 5 years. Individual market ratings for this period are available on request.

FOR EXACT TIME SLOT INFORMATION A

STATION	CITY	NATIONAL REP.	PLAYS PER WK.
WFBG-TV	Altoona, Pa.	BLAIR TELEVISION	1 to 5
WLOS-TV	Asheville, N. C.	PETERS, GRIFFIN, WOODWARD, INC.	5
WGR-TV	Buffalo, N. Y.	EDWARD PETRY & CO., INC.	1 to 5
WUSN-TV	Charleston, S. C.	SELECT STATION REPS., INC.	1
WRCB-TV	Chattanooga, Tenn.	H-R TELEVISION, INC.	1 to 5
WTVM-TV	Columbus, Ga.	ADAM YOUNG, INC.	1 to 5
WBNS-TV	Columbus, Ohio	BLAIR TELEVISION	1
WOC-TV	Davenport, Ia.	PETERS, GRIFFIN, WOODWARD, INC.	1
KRNT-TV	Des Moines, Ia.	THE KATZ AGENCY, INC.	1 to 5
WTVD-TV	Durham, N. C.	EDWARD PETRY & CO., INC.	1 to 5
KVAL-TV	Eugene, Oreg.	GEO. P. HOLLINGBERRY CO.	1
WINK-TV	Fort Meyers, Fla.	THE MEEKER COMPANY	1
WKJG-TV	Fort Wayne, Ind.	ADVERTISING TIME SALES, INC.	5
KFRE-TV	Fresno, Calif.	BLAIR TELEVISION	1
WFMY-TV	Greensboro, N. C.	HARRINGTON, RIGHTER & PARSONS, INC.	5
WHP-TV	Harrisburg, Pa.	BLAIR TELEVISION	1 to 5
KTLA-TV	Hollywood, Calif.	PETERS, GRIFFIN, WOODWARD, INC.	1 to 5
WHTN-TV	Huntington, W. Va.	SELECT STATION REPS., INC.	4
WDAF-TV	Kansas City, Mo.	EDWARD PETRY & CO., INC.	1 to 5
WBIR-TV	Knoxville, Tenn.	AVERY KNODEL, INC.	1
KORK-TV	Las Vegas, Nev.	VENARD, TORBET & MC CONNELL, INC.	1
WLYH-TV	Lebanon, Pa.	BLAIR TELEVISION	1
KOLN-TV	Lincoln, Neb.	AVERY KNODEL, INC.	1 to 5
WHAS-TV	Louisville, Ky.	HARRINGTON, RIGHTER & PARSONS, INC.	1
WMAZ-TV	Macon, Ga.	AVERY KNODEL, INC.	1 to 5



AVAILABILITIES, CONTACT THESE STATION REPS

STATION	CITY	NATIONAL REP.	PLAYS PER WK.
WKOW-TV	Madison Wis.	ADAM YOUNG, INC.	1 to 5
WSIX-TV	Nashville, Tenn	PETERS, GRIFFIN, WOODWARD, INC.	5
WNHC-TV	New Haven, Conn	BLAIR TELEVISION	5
WABC-TV	New York N Y	ABC TELEVISION SPOT SALES, INC.	1
WAVY-TV	Norfolk Portsmouth Va	H-R TELEVISION, INC.	1
KOCO-TV	Oklahoma City Okla	BLAIR TELEVISION	5
WESH-TV	Orlando Daytona Fla	THE KATZ AGENCY, INC.	1 to 5
WFIL-TV	Philadelphia, Pa	BLAIR TELEVISION	1
KPHO-TV	Phoenix, Ariz	THE KATZ AGENCY, INC.	1
KDKA-TV	Pittsburgh Pa	TELEVISION ADVERTISING REPS., INC.	1 to 5
KPTV-TV	Portland, Ore	EDWARD PETRY & CO., INC.	1
WXEX-TV	Richmond, Va	SELECT STATION REPS., INC.	1 to 5
KTVI-TV	St. Louis, Mo	H-R TELEVISION, INC.	5
KONO-TV	San Antonio, Texas	THE KATZ AGENCY, INC.	5
KPIX-TV	San Francisco, Calif	TELEVISION ADVERTISING REPS., INC.	1
KNTV-TV	San Jose, Calif	ADAM YOUNG, INC.	1 to 5
WRGB-TV	Schenectady N Y	THE KATZ AGENCY, INC.	1 to 2
WNEP-TV	Scranton, Pa	EDWARD PETRY & CO., INC.	5
KOMO-TV	Seattle Wash	THE KATZ AGENCY, INC.	1
WSPD-TV	Toledo, Ohio	STORER TELEVISION SALES, INC.	1
KOLD-TV	Tucson Ariz	GEO. P. HOLLINGBERY CO.	1
WRC-TV	Washington D C	NBC SPOT SALES	1 to 5
KTVH-TV	Wichita Kansas	BLAIR TELEVISION	1 to 5
WSBA-TV	York, Pa	BLAIR TELEVISION	1 to 5
WKBN-TV	Youngstown, Ohio	PAUL H. RAYMER CO., INC.	1 to 5

To stations now planning their Fall Program Schedules . . .

THE RIFLEMAN IS ONE OF THE MOST "EASY-TO-SPOT" SERIES AVAILABLE TODAY

Program it either as a strip or once a week. Program it late afternoon, early evening, or late evening. Its 5 year, 50 market average audience composition of 32% men, 34.7% women and 33.2% children delivers an almost perfectly balanced audience.

COMPLETE FLEXIBILITY
 Chuck Connors, star of THE RIFLEMAN has just filmed 40 new promos and trailers for stations programming this series. Included is a "custom tailored" general promo with Chuck announcing channel numbers and cities. It's part of the many EXTRA SERVICES offered with THE RIFLEMAN.



THE RIFLEMAN

STARRING CHUCK CONNORS
 CO STARRING JOHNNY CRAWFORD PAUL FIX

A FOUR STAR AND LEVY GARDNER LAYNE PRODUCTION

PROVEN PROGRAMMING FROM



600 FIFTH AVENUE
 NEW YORK 20
 NEW YORK
 LT 1 9530

!mira!

1. Los Angeles metropolitan area Spanish-speaking population:

900,000 plus

2. Average yearly income: \$800,000,000

3. For automotive products: \$72,540,000 annually

4. For food products: \$434,700,000 annually

YOU CAN HAVE YOUR SHARE!

72 National Advertisers on Spanish-language KWKW reach approximately 277,880 Latin-American homes per week at a CPM of \$0.72. KWKW's 5000 watts speak the language convincingly to a loyal audience. KWKW has 20 years' proof waiting for you!

KWKW

5000 WATTS

Representatives:
N.Y.—National Time Sales
S.F.—Theo. B. Hall
Chicago—National Time Sales
Los Angeles—HO 5-6171



SPONSOR

5 AUGUST 1963

Vol. 17 No. 31

Key Stories

- 25** IF YOU CAN'T BEAT 'EM, SMEAR 'EM
Print media wage all-out war on radio & tv; new presentations are dangerous, unless you know pitfalls
- 29** EXECS SEE MORE REGIONAL BIZ IN SYNDICATION
Men who know syndication best predict return of top regional advertisers, once strong force in industry
- 32** TECHNOLOGY FASHIONS FILM AS A TV TOOL
Technological strides in production of film and camera equipment produce cinemagraphic miracles for tv
- 34** BANK COMMERCIALS DON'T HAVE TO BE DULL
Chase Manhattan spots on World's Fair praised by viewers; already many requests for tickets, maps
- 36** IT'S SPOT TV HANDS DOWN FOR THIS COMPANY
Why Western Union CandyGram feels it owes sudden success to a well-timed and tailored tv campaign

Sponsor-Week

- | | |
|-------------------------------------------------------------------|---------------------------|
| 11 Top of the News | 52 Radio Networks |
| 46 Advertiser & Agencies | 52 Tv Networks |
| 54 Stations & Syndication | 61 Representatives |
| 45 Washington Week—broadcast ad news from nation's capital | |

Sponsor-Scope

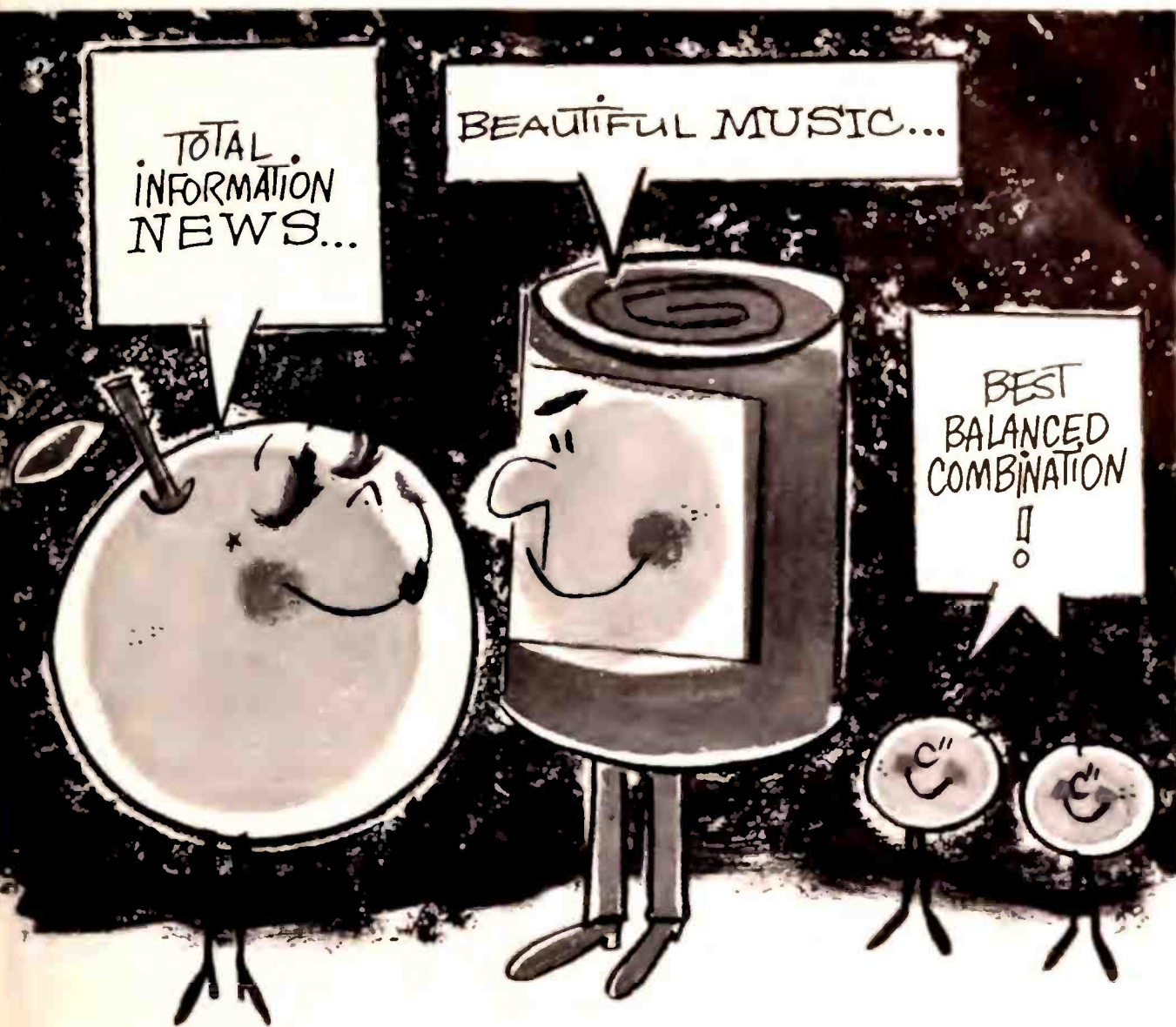
- 19** Behind-the-news reports & comments for executives

Departments

- | | |
|-------------------------------|------------------------------|
| 17 Calendar | 9 Publisher's Report |
| 42 Commercial Critique | 66 Sponsor Masthead |
| 16 Data Digest | 66 Spot-Scope |
| 17 555 Fifth | 38 Timebuyer's Corner |
| 58 Newsmakers | 65 Viewpoint |



SPONSOR (®) Combined with TV, U.S. Radio, U.S. FM (®). © 1963 SPONSOR Publications, Inc. 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: Box 3042, Birmingham 12, Ala. 205-FA 2-6528.
WESTERN OFFICE: 601 California Street, San Francisco 8, 415 YU 1-8913.
PRINTING OFFICE: 229 West 28th St., New York 1, N. Y.
SUBSCRIPTIONS: U.S. \$8 a year. Canada \$9 a year. Other countries \$11 a year. Single copies 40c. Printed in U.S.A. Published weekly. Second class postage paid at N.Y.



In a class by itself...

More food products and services are now advertised on WJW Radio than on any other Cleveland radio station.

Food advertisers know that WJW Radio is the best radio station to reach the 1.5 billion Northern Ohio food market.

WJW's listener's total income of chief wage

Your Katz representative has the details.

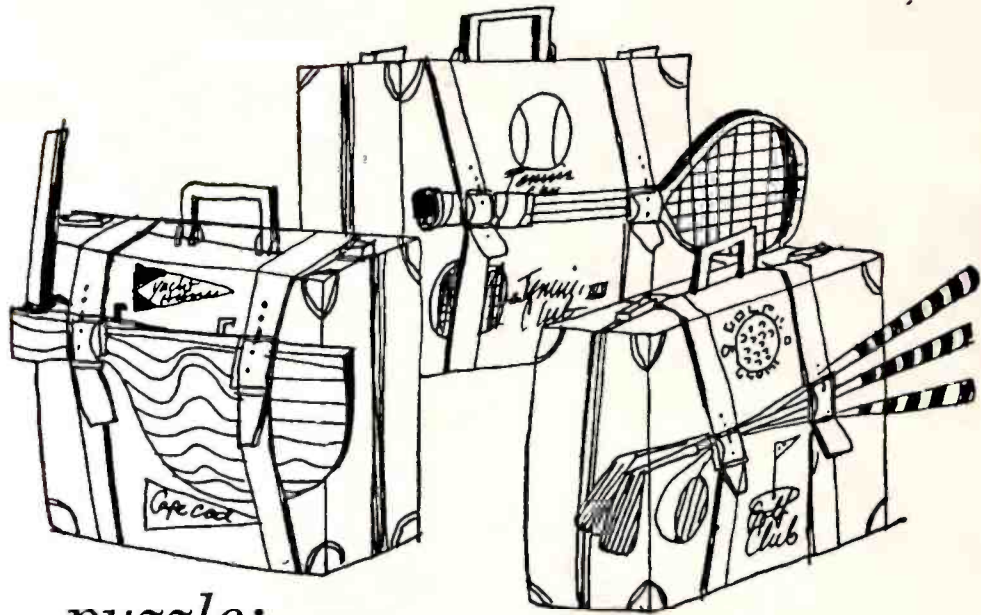
earner is higher than the market average. \$6,400 vs \$5,700. WJW attracts a higher percentage of professional, executive and proprietors — people with the income and inclination to spend more for food.

For sales producing advertising supported by effective merchandising, buy Cleveland's best radio combination — BEAUTIFUL MUSIC and TOTAL INFORMATION NEWS.

James P. Storer
General Manager

Sources: Ad-Check Monitor, Wendell & Getz, July 17, 1963
Special PULSE Survey November-December 1962
Standard Rate and Data

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



puzzle:

Travels with Charlie (Bob and Neal)

"Did Neal Edwards, Charlie Macatee and Bob Livingston leave their vacation addresses with you?" Vice President and General Manager Fred Houwink asked the summer secretarial replacement in our TV Sales Office.

"Yes, Mr. Houwink, but I've misplaced them," replied the girl, blushing to the roots of her wig. "I know one of them was going sailing off Cape Cod; one went up to the Adirondacks; and one is at a resort in West Virginia. The two who aren't sailing are either playing tennis or golf."

"You're doing fine, my dear," said Houwink, who is a patient man, "tell me more."

"Well, I'm sure that Edwards is not the one at Cape Cod and Macatee didn't go to the Adirondacks. The one who went to West Virginia said the resort didn't have a golf course and Mr. Macatee once told me he gets seasick."

"Thank you," said Fred, "that's all I need to know." Who was where doing what? Apprise us. Win prize.

Post-vacation plans begin with WMAL-TV's "Happy New Year" starting September 15 . . . the greatest new shows on TV, an exciting roster of stars, audience-pleasing drama, humor, variety that wins friends and makes sales. Check Harrington, Righter & Parsons, Inc. for details.

Puzzle adaptation courtesy Dover Publications, New York 14, New York.
Address answers to: Puzzle #83, WMAL-TV Washington 8, D. C.

wmal-tv abc

Evening Star Broadcasting Company
WASHINGTON, D. C.

Represented by: *HARRINGTON, RIGHTER & PARSONS, Inc.*
Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSYA-TV and WSYA, Harrisonburg, Va.

PUBLISHER'S REPORT

One man's view of significant happenings in broadcast advertising

Maybe Commissioners Should Travel More

WHenever I find that the heat, humidity, or tempo of Madison Avenue is getting oppressive I go traveling.

Or maybe it's just that I like to travel.

Last week I visited six midwest cities in four days—and as usual I learned more than I could in four months east of the Hudson River.

I breakfasted, lunched, and dined with agency men and broadcasters. I bummed rides in private planes. I visited stations not yet opened. Talk about hours! I called on one tv station manager at 9 p.m. (his idea) and reluctantly pulled myself away at 1 p.m.

I love traveling.

And I sympathize with broadcasters.

It's true that I don't know much about the pressures of the restaurant business or maybe a tie-clip factory. But I found two broadcasters sweating out labor negotiations one frantically occupied with preparing voluminous reports for a new owner, two up to their ears in community projects, and all of them over their heads in Washington Worries.

The Washington Worries are the worst. It's not just the numerous forms that must be filled out. Most of them complain about the avalanche of harrassment, attacks, and pressures. They say that some are to be expected. But why come to work each morning wondering "What's the new Worry from Washington?"

As stated by one erudite manager: "We're asked to do a great job of communicating. We're asked to be great creative minds. That's as it should be. But how can we do our best in an atmosphere of constant criticism and harrassment?"

Another said, "The FCC needs a course in inspiration instead of exasperation."

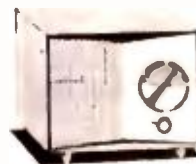
One example of the way regulators frustrate broadcasters is the constantly increasing period of time required for approval of a station sale. I heard this complaint more than once. While admitting that certain circumstances demand more study, station men feel that in routine situations 90 days should be a maximum between purchase and approval.

An owner who has contracted to pay around \$1,100,000 for a midwest station says that his lawyers tell him it will be a miracle if he gets clearance within five months. He said, "I wonder whether the Commission realizes what the waiting period does to staff morale, advertiser confidence, public service initiative, and public enthusiasm in the station."

Maybe commissioners should travel more.

Tom Glenn

WPTR
ALBANY-TROY
SCHENECTADY
N.Y.



WQAM
MIAMI,
FLA.



DIFFERENT?

VACATIONLAND

Certainly WJTR-Land is no less a vacation playland than Miami. It's a safe bet in fact, that you personally know more people who will vacation under the powerful 50,000 watt signal of WPTR this year than will visit Miami.

Fishermen, hunters, swimmers skiers, campers and sightseers alike come from all over the world, but especially from New York and Boston to visit

Saratoga Springs, Lake George, Lake Placid, Lake Champlain, Saranac Lake, Schroon Lake, Lake Luzerne, etc., IN SUMMER

and

White Face Mt., Lake Placid, Keene, Mt. Whittier, Mt. Snow, Stowe Sugar Loaf Mt., etc., IN WINTER.

RATINGS

—Sorry truly sorry, that no audience measurement service has counted the bonus listeners delivered by WPTR's power and popularity. You and your clients have one way to measure how WPTR impresses listeners in the most traveled vacation area in the country—place a spot schedule with WPTR and watch your sales volume zoom. Ask your friends about travel in the great Northeast. Ask your East man about advertising in the great Northeast. Hell tell you about BBC—that's Big Bonus Coverage—on "The Voice of the Great Northeast"—WPTR

YES: WPTR

Albany-Troy-Schenectady

VP & GEN MGR: Perry S. Samuels

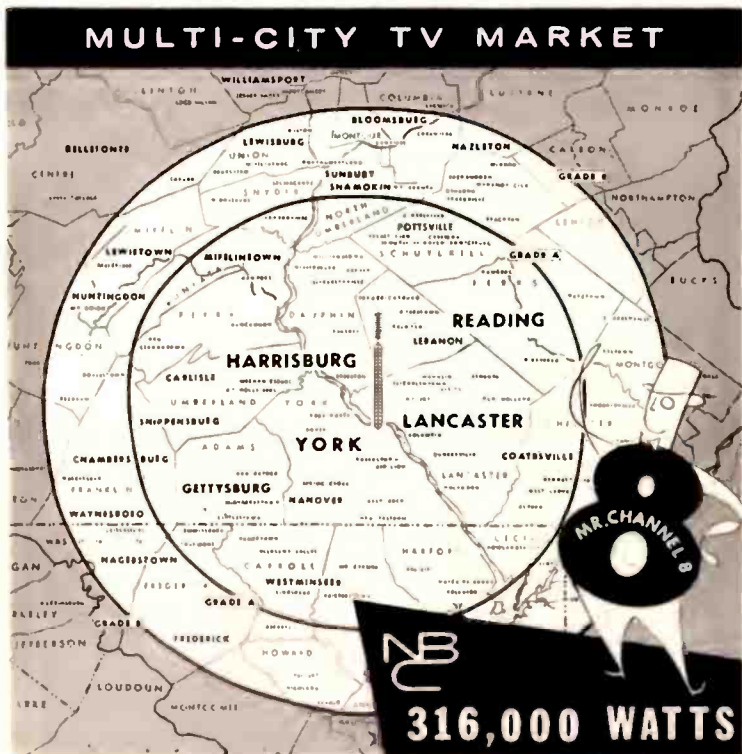


Robert E. Eastman & Co., Inc.
representing major radio stations

**GREATER
CAPACITY
TO RENDER
SERVICE**



WGAL-TV does the *BIG*-selling job



This **CHANNEL 8** station is more powerful than any other station in its market, has more viewers in its area than all other stations combined. Hundreds of advertisers rely on its alert ability to create business. So can you. Buy the big-selling medium. Advertise on WGAL-TV.

WGAL-TV
Channel 8
Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

Follow the British: American broadcasters and advertisers could learn much from British handling of tv commercials, NAB president LeRoy Collins, said last week on return from trip to England. Commercials are high in quality and skillfully inserted in programming to reduce any irritating effect on viewers, he said. Advertising is concentrated largely at beginning and end of half-hour segment, but if a commercial interrupts midway, it is timed to come at natural break in program. Collins favors this trend, expects NAB's current study of broadcast commercials will result in discard of old stopwatch concept, and new quality and carefully non-aggravating placement. NAB president had high praise for British entertainment programs, but was surprised by lack of quantity, and comparative remoteness of British broadcasting in general from American-style integration with national and local affairs on a daily basis.



COLLINS

Radio not cozy: British radio is still national in concept, not local, Collins continued. It has none of "cozy" community services Americans get on car radio on way to and from work, he noted. Collins likened quantity of broadcasting in Britain to a "spoon feeding," compared with continuous "fountain always available to the American public." He attributed American situation to its vigorous competitive roots in private enterprise.

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New agency for Lehn & Fink: Lehn & Fink Products has appointed C. J. La Roche as its advertising agency for Dorothy Gray cosmetics. Billings on the account, formerly handled by McCann-Erickson, amounts to some \$1 million annually. The appointment is effective immediately.

SPONSOR-WEEK continues on page 12

Supermarket push: Health and beauty products account for \$993 million in super market sales, an estimated 2.5% of volume, Progressive Grocer reports. Projections forecast health and beauty products will continue to grow, reaching 3.2% of super market sales by 1965. Drug advertising geared to consumer by drug and toiletry manufacturers add up to more money than total advertising dollars spent on automobiles and automobile products, survey also notes.

Sales at record: Manufacturers' sales in June reached a new high, up one per cent over May, U. S. Department of Commerce reports. Total durable goods sales for first half of 1963 were four per cent above period in 1962. Nondurable goods sales during first half also were four per cent above year earlier period.

Heineken switch: Smith Greenland advertising agency appointed effective immediately for Van Munching, general U. S. importer of Heineken's Beer. Advertising reported to be some \$900,000 annually. Van Munching has done little in radio and tv, but Leo Greenland, agency president, believes tv would be good bet for Heineken's, that women's programs will be considered seriously, instead of sports buys. Leo Van Munching, president of importer, reports sales have gone up 350% since 1955. Of Netherland's beer imports, 92% are Heineken's, he added.

Radio audience: ABC Radio reports an estimated 56 million tuned in to the heavyweight fight between Sonny Liston and Floyd Patterson on 22 July. With heavy audience draw, ABC Radio notes it will continue to bid for all major heavyweight championship fights in the future.

SPONSOR-WEEK

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

Clash: Sharp clash of opinion between new FCC Commissioners Loevinger and Cox arose last week over the question of an established broadcaster's right to challenge a grant made without hearing to a new, third competitive station in his market. FCC had refused to reopen for hearings its grant to new am applicant KZIM in Cape Girardeau, Mo., on petition of existing station KGMO. Latter claimed competition would damage him and force him to curtail public service programming. Cmr. Kenneth Cox had dissented from the FCC's refusal to reopen the case after grant without hearing was made, and cited six other instances in which challenge to similar grants brought a reopening. In a stinging reply, and in terms redolent of his antitrust lore, Cmr. Lee Loevinger said rule of precedent could not apply forever in individual cases; that the petitioner, while citing the famous Carroll case in which Appeals Court remanded a similar instance to the Commission for hearing, had not presented the necessary facts of economic loss—only the assertion. Loevinger took a swipe at the "murky institutional style" of FCC opinions in general, while he was at it—and in the precedential bases cited by his fellow added that he does not think this particular denial to reopen would be precedential in other cases to come.

QXR net transmission: Effective 1 September, all QXR Network program feeds will be via tape. Of 47 stations on good music lineup, 16 have been connected by live off the air relays. Decision was reached at Syracuse meeting last week to feed all shows via tape. Live connections were in Northeast. Reason for change, QXR reported, was because stereo live relays were difficult and signals from one station to another were suffering from interference.

Esty ups Mortimer: Charles G. Mortimer, Jr. has been named v.p., television programming, for William Esty. Mortimer, who joined the agency in 1957, was formerly program production manager and supervisor of on-the-air programming for ABC-TV. He is the son of the chairman of the board of General Foods.



MORTIMER

Bellus to Cleveland: Dan E. Bellus, former director of advertising and promotion for Transcontinent, has been named station manager of radio stations WDOK and WDOK-FM, Cleveland. Prior to Transcontinent, he was director of sales development and promotion for KFMB-TV/Radio, San Diego and general sales manager for KFMB Radio. All are Transcontinent stations. Bellus is national president of the Broadcast Pioneers.

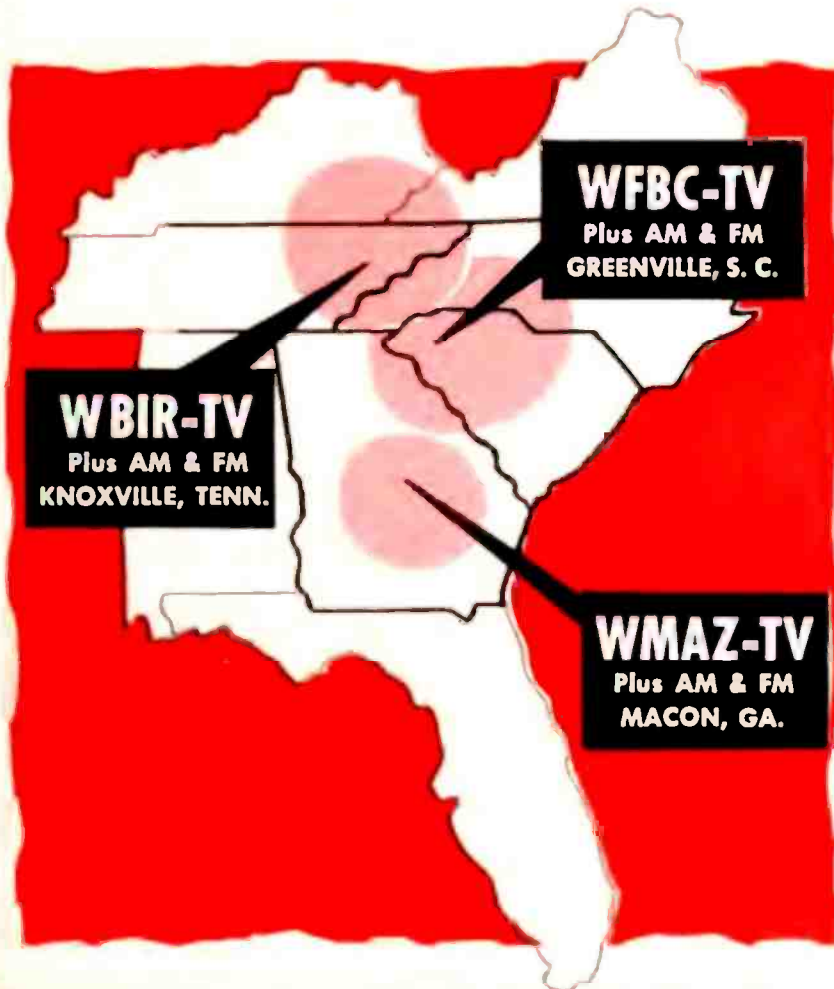


BELLUS

NBC secures news wire service: The network's news department inaugurated a wire service to make reporting immediately available in item form. Linking N. Y. and Washington, it will not displace any regular service but will carry NBC coverage strictly. It is a culmination of the network's expanded number of news shows and reporting facilities. NBC News executive v.p. Bill McAndrew reports the operation "can develop into a much more comprehensive one, and might be made available outside NBC." Bert Ivy, Washington, will edit the service.

SPONSOR-WEEK continues on page 14

Signal Coverage in the Southeast...



Now united under the strong and progressive ownership of SOUTHEASTERN BROADCASTING CORPORATION, with general offices in Greenville, South Carolina, these three television stations and their AM and FM affiliates offer to advertisers signal coverage of approximately 1-million homes in five of the prosperous states in the Southeast!

Each of the three stations is a long established and well managed broadcasting organization, and an integral part of the regional area it serves. The stations invite your inquiries individually; or, we welcome your interest in advertising in all three markets through the national representation of Avery-Knodel, Inc.

WBIR-TV

World's Tallest Tower
KNOXVILLE, TENNESSEE

WFBC-TV

Giant of Southern Skies
GREENVILLE, SOUTH CAROLINA

WMAZ-TV

The Rich Middle Georgia Market
MACON, GEORGIA

SOUTHEASTERN BROADCASTING CORPORATION

Greenville, South Carolina

Represented by
Avery-Knodel, Inc.

SPONSOR-WEEK

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

Color tv growth: Zenith reports color tv rapid growth contributed substantial increases in sales and profits in first half of 1963. Sales and earnings for company hit all-time records for period. Distributor unit sales to dealers for color tv during first half increased nearly 100%, with production and factory shipments at levels exceeding any prior month. Subsidiary Rauland Corporation is starting production of color tubes to meet demand. Black and white sets are also at record selling levels, Zenith reported.

Jefferson Standard expands: Broadcasting company has launched a half-million dollar expansion of its WBT-WBT-TV, Charlotte studios. New facility, a separate division, will specialize in commercial production and program syndication for radio and tv. Planned for readiness 1 November, operation will employ equipment and personnel to produce color and opaque commercials and syndicated shows. Called Jefferson Productions, it will service any outside organization.

Out of the past: Remember the FTC complaint against Libby-Owens-Ford and General Motors auto glass commercials several years ago? The FTC hasn't forgotten, despite the fact that LOF dropped out of tv in 1960, and hasn't used the commercials since 1957-58. FTC last week ruled the commercials spurious and ordered the companies to stop using them. Rehash of old arguments, which LOF long ago admitted and also noted had been dropped *even before the first* complaint, said tv commercials used optical distortions, and so on. FTC again said commercials were rigged. Firms now have 20 days to answer before the cease and desist order becomes final. Since firms have ceased and desisted, five years ago, revival of subject was interpreted by one source as FTC attempt to set up example for other mock-up cases.

Network tv billings: First five months of 1963 showed network tv gross time billings up 6.2%, TvB reported today. In January-May period, ABC TV billings were \$91,991,624, up 8.7% over like period a year ago; CBS TV was \$131,097,520, up 5.4%; NBC TV \$121,006,868, up 5.2%. For month of May, ABC TV had \$18,339,070, plus 6.5% over month a year ago; CBS TV \$27,924,088, an increase of 10%; and NBC TV \$25,304,188, up 7.7%. Big increase for all networks was Saturday-Sunday daytime, up 28.1%. Nighttime billings for first five months was up but 2.2%.

Joint theater-tv project: Broadway opening night will be telecast for the first time 13 October by Group W. Play is "The Advocate," starring James Daly. Though the program is up for sponsorship, it will not be interrupted by commercial messages. "The Advocate" will be taped at a tv studio in N. Y. after its two-week tryout in L. I. Under the direction of Herman Land, Group W's director of creative services, the play will be aired via WBZ-TV, Boston; KYW-TV, Cleveland; KDKA-TV, Pittsburgh; WJZ-TV Baltimore; and KPIX, San Francisco.

Newsmakers: Willard H. Keland named v.p., corporate public relations, for S. C. Johnson & Son, a new post. Keland was operating board chairman of the chemical division of Johnson's wax . . . Needham, Louis and Brorby has elected Thomas R. Gorey and John C. Trindl, Jr. v.p.'s. Gorey is an art supervisor, Trindl an associate copy director . . . Paul Keller, research director of Reach, McClinton, appointed research and media director in a merging of the two departments . . . WTAR Radio, Norfolk-Newport News, named Larry Saunders general sales manager. He has been local sales manager since 1961.

SPONSOR-WEEK continues on page 46

Ha!

The laugh's on us...

and so is the action.

FRACTURED FLICKERS,

DICKENS AND FENSTER,

HAVE GUN WILL TRAVEL,

WANTED: DEAD OR ALIVE,

and many more...

all programmed to make

Detroit's Big Station

bigger than ever!

WXYZ-TV  DETROIT

DATA DIGEST

Basic facts and figures
on television and radio



Underneath is Charlotte

Beneath all the business and bustle is Charlotte. More than 100,000 cars enter this booming city on an average day. And you'll find more people in the Charlotte 75-mile radius than in a corresponding radius around Atlanta, Indianapolis, Kansas City, and Minneapolis. What better way to get at this thriving market than through WBT Radio Charlotte? For over 40 years, WBT has had the largest adult audience for the 37-county basic area. And this is the audience that receives and spends most of Charlotte's \$2,612,784,000 worth of spending money.* Reach them with the station they turn to for responsible programming, outstanding service, and finer entertainment. **WBT Radio Charlotte** Jefferson Standard Broadcasting Company. Represented nationally by John Blair & Co.

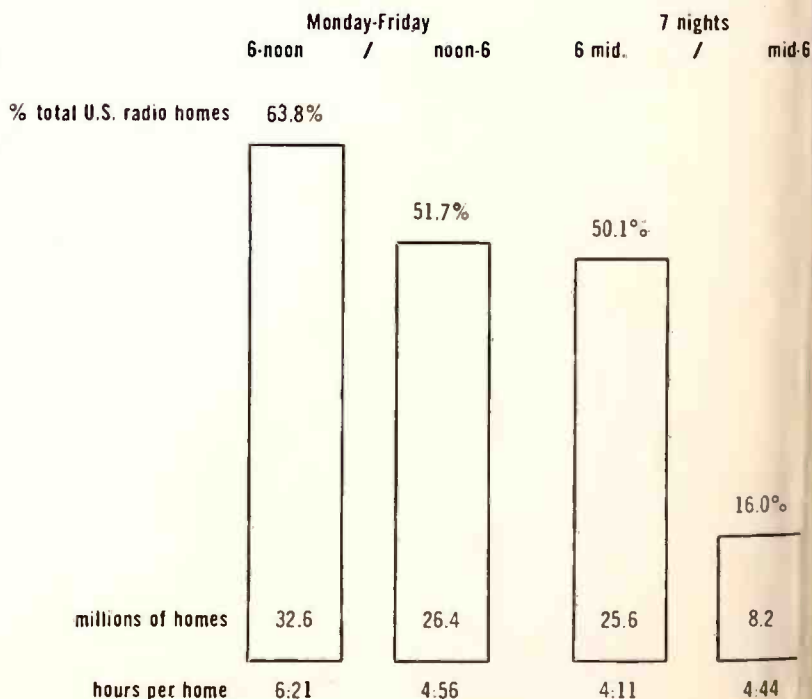
*SOURCE: SURVEY OF BUYING POWER

Nielsen radio report shows power of medium

New Nielsen report on "Radio '63" continues to reflect a medium of giant stature and reach. Contained in the report are a number of items of interest:

- 51.7 million homes are radio-equipped, against 51.1 million a year ago, 41.4 million in 1950.
- Commercial radio stations in operation number 4606, compared with 4329 in 1962, 2781 in 1950.
- Hours of radio listening per U.S. radio home per week during 1962-63, totals 18 hours and 50 minutes. Plug-in sets account for 10 hours, 17 minutes, battery portable five hours and five minutes, auto radios three hours 28 minutes.
- High point for listening to battery sets comes between three and five in the afternoon when 2.5 million homes are using portables. Auto radios, says A. C. Nielsen, hit a peak between five and six when 2.4 million home were using. Peak for plug-in sets in the home came between 8 and 9 a.m., total being 6.6 million.
- Half of all homes listen to plug-in radios during the nighttime, as the chart below shows. And during the weekday hours, 63.8% of U.S. radio homes listen.

Accumulation of homes listening to radio



OF INTEREST TO ADMEN

One of the rare books that has come along in many years that does not club advertising to death, nor sensationalize, but tries to deal with the forces of affluence that have made advertising what it is today is "The Golden Fleece" By Joseph Selden. Peter Bart correctly anticipated that the book's reform proposals will not be greeted by huzzahs from the advertising business, as he noted in the New York Times, but it is a book nonetheless that even seasoned admen will find of more than moderate interest.

Peter Scott,

Harmon Associates, Marketing Consultants
Harmon, New York

PROPAGANDA IS PET PEEVE

The 5 July issue again illustrates my pet peeve against articles used in trade papers, quoting figures with no source given.

The Spanish language radio and TV-market article on page 62 says: "KCOR, San Antonio puts it another way. 'In San Antonio, 53% of the people speak and think Spanish.'"

The KWEX-TV ad on page 68 says "get the biggest share of the apple . . . sell this 53% Spanish speaking market . . ."

In view of the attached Bureau of Census figures, why are these people using percentage figures that show no source, and why doesn't somebody ask for verification?

I am sure that if I wrote you on this matter and said that WOAI would 'put it this way'—"In San Antonio, 90% of the people speak and think Anglo."—you might ask for my rebuttal source, wouldn't you?

Another little perplexing question: on page 55 regarding El Paso, the article says "45% of the El Paso,

Texas, total population of 276,000 is Spanish speaking, according to the 1960 U. S. Census."

If the U. S. Census figure is good enough for El Paso, isn't it authority enough for San Antonio? Plus—wouldn't it be better assumption that El Paso—on the Rio Grande border—would have a higher Spanish percentage than San Antonio, 150 miles from the border?

We object strenuously to this type of propaganda unless sources that are valid are used to back up figures or percentages quoted.

Rex Preis,

Station Manager, WOAI Radio,
San Antonio, Texas

STORY EXPLAINS IRTS

Thank you so much for the 15 July article in SPONSOR on IRTS under my by-line. Also, thanks very much for providing me with the lead, which formed the basis for the entire article.

I have had a number of notes and phone calls about the article which indicate that an explanation of IRTS functions was very much in order.

Thanks, again, for your interest and for making the pages of SPONSOR available for the background information on IRTS.

Sam Cook Digges,

Administrative V. P.
CBS Films, Inc.
New York

QUESTIONS VOTE

Broadcasters are struggling constantly to keep free of shackles which bureaucrat government always seems to be trying to wind tighter and tighter about us. Under these circumstances, one would expect the Protestant Church to be on the side of freedom. Frankly, I think the recent PRONOUNCEMENT by the Board for the National Council of Churches does not speak fairly an opinion generally shared by a majority of the great churches in this country. Certainly 55 votes for, 5 votes against with no abstentions is not a majority vote by any means by a Board numbering about 200!

Carleton D. Brown,

President, WTVL
Waterfile Marine

CALENDAR

AUGUST

Atlantic Assn. of Broadcasters, convention, Newfoundlander Hotel, St. John's, Newfoundland (4-6)

Multi-National Communications Seminar, Brandeis University, Waltham, Mass. (5-6)

National Community Television Assn., 2nd annual management institute, University of Wisconsin, Madison (11-15)

Georgia Assn. of Broadcasters, 2nd annual tv day, Macon, Georgia (14)

Fordham University Conference on Educational Television, 3rd annual conference, Rose Hill campus, Fordham (19-23)

Oklahoma Broadcasters Assn., convention, Western Hills State Lodge, Wagoner, Oklahoma (23-24)

Flaberty Film Seminar, 9th annual seminar, Sandanona, Vermont (24-3 September)

Board of Broadcast Governors, hearing, Ottawa, Canada (27)

SEPTEMBER

West Virginia Broadcasters Assn., annual fall meeting, The Greenbrier, White Sulphur Springs (5-8)

Arkansas Broadcasters Assn., fall meeting, Holiday Inn, North Little Rock (6-7)

American Women in Radio and Television, educational foundation, board of trustee meeting, New York (7)

Western Assn. of Broadcasters, annual meeting, Jasper Park Lodge, Alberta, Canada (8-11)

Radio Advertising Bureau, management conferences, The Homestead, Hot Springs, Va. (9-10); The Hilton Inn, airport, Atlanta (12-13); The Holiday Inn-Central, Dallas (16-17); Gideon - Putnam, Saratoga Springs, N. Y. (23-24); O'Hare Inn, airport, Chicago (30-1 October); Rickey's Hyatt House Hotel, Palo Alto, Calif. (3-4); Town House Motor Hotel, Omaha (7-8); The Executive Inn, Detroit (14-15)

Radio-Television News Directors Assn., 18th international conference, Radisson Hotel, Minneapolis (11-14)

American Women in Radio and Television, southwest area conference, Houston, Texas (13-15)

New York State AP Broadcasters Assn., banquet and business sessions, Gran-View Motel, Ogdensburg (15-16)

Louisiana Assn. of Broadcasters, convention, Sheraton Charles Hotel, New Orleans (15-17)

Rollins Broadcasting Co., stockholders meeting, Bank of Delaware Building, Wilmington, Delaware (17)

American Assn. of Advertising Agencies, Western region convention, Mark Hopkins Hotel, San Francisco (17-19)



Why WFMJ-TV bought Volumes 4 and 5 of Seven Arts' "Films of the 50's"

Says Mitchell F. Stanley:

Manager of WFMJ-TV, Youngstown, Ohio

"WFMJ-TV in Youngstown has long been established as the absolute leader in feature film entertainment for our five-county market.

As an affiliate of NBC carrying the TONIGHT SHOW, we came to realize early in the game that our motion picture programming must be founded on the principle of

quality-rather-than-quantity

Herein lies the reason why our Saturday and Sunday late evenings (as well as those of practically all area viewers) are reserved exclusively for Seven Arts' 'Films of the 50's.'

Market-wide acceptance of this nothing-but-the-best policy is well indicated in the latest A.R.B. ratings which show our weekend presentations from Volumes 4 and 5 delivering more total homes than all local competitors combined.

Needless to say, we couldn't be happier. Our clients and reps (Blair TV), too, are delighted with this overwhelming endorsement from our truly discriminating audience.

We look forward to succeeding volumes of great motion pictures from Seven Arts."



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue 972-7777
CHICAGO: 4630 Estes, Lincolnwood, Ill. ORchard 4-5105
DALLAS: 5641 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

The curious double moral standards of newspapers have again come to the fore.

While unrelenting in their criticism of sex and violence on tv, newspapers in the past two weeks have presented every sordid detail of the Ward case in Britain. Not content with simple reporting, New York newspapers in particular, have used page one banner headlines, column after column of copy, to reveal every possible detail of sexual promiscuity in the case.

With the possible exception of the New York Times, which has shown some restraint, New York newspapers have provided accounts which tv in its darkest moments would not dare to use. Special correspondents have been sent to the scene, side stories have been added to keep the story going.

No doubt, the accounts have received good "ratings," a goal often blasted on tv. It is not for us, however, to judge whether this reporting was necessary, or not.

But it is a time to ask whether newspapers have the right to see the mote in other eyes when they themselves take every opportunity to report complete details of such a case. Newspapers generally, while pursuing a policy of righteousness on their tv pages, have shown little restraint whatsoever. By what standards do they judge themselves?

Perhaps, it is time for a newspaper code board. Or the time may be now to promote the righteous tv editors to evaluating general news.

Shades of the penny arcade:

Commercial Photography Division of United Press International has come up with "Cinebox," a device capable of showing 40 different sound motion pictures without changing reels. Machine resembles coin-operated "jukebox" with projection screen on top. Viewer can select color sound films just as he would pick tunes.

Marketing is aimed at trade exhibits, conventions, fairs, etc. Could be used by tv concerns promoting sale of films, displaying commercials, etc.

Airline interest in broadcast media continues to grow.

Gross billings in spot tv alone will be near \$10 million in 1963, in contrast to one-fourth that amount two years ago. The leaders are in, and now some of the smaller airlines are starting to use. Pacific Southwest Airlines, via Gross and Roberts, is latest, with radio and tv spots in San Francisco, Los Angeles, and San Diego.

Daytime tv newscasts audience potential cannot be underestimated.

Harry Reasoner's CBS TV has gained steadily in the rating picture since its start two years ago. Over the past season, average minute rating, according to Nielsen, was 8.2, share 35.4%, average minute homes 4.1 million.

Doug Edwards later in the afternoon has a 8.6 average rating, a 39.8% share, delivering 4.3 million homes.

Unmeasured tv audience is growing source of complaint.

One station operator points out his area has heavy summer viewing, with nary an Audimeter in sight. Unmeasured tv audience in resort areas, plus growing use of portable tv sets, will be cited more and more, much as now being done by radio.

Homes watching evening shows holds high.

But average audience ratings are showing decline. Analysis from A. C. Nielsen shows AA this spring for hour shows at 17.8, off from 18.3 a year ago. Half hour shows AA was 17.6, down from 18.1 a year ago.

While AA's dropped, homes held at 8.9 million for average hour show, 8.8 million for half hour show.

Comparison of Average Minute Audiences
(March-April each year)

YEAR	60 MINUTE		30 MINUTE	
	AVG. AUD. (%)	AVG. HOMES ('000)	AVG. AUD. (%)	AVG. HOMES ('000)
1963	17.8	8,900	17.6	8,800
1962	18.3	9,000	18.1	8,900
1961	19.2	9,000	18.2	8,800
1960	19.0	8,600	17.3	7,800

Will tv sell building materials?

United States Plywood thinks so. In letter to ABC TV, Plywood reports on "before and after" study, one conducted in September 1962 at beginning of tv campaign, the other in March 1963 near end of campaign. The results:

Consumer awareness of Weldwood brand name increased significantly.

Consumer attitude toward Weldwood panelling showed significant improvement.

Comparison between viewers of the shows on which Plywood advertised and non-viewers revealed more significant differences in both awareness and attitude, with the variables higher for the viewer group.

WDSU-TV, New Orleans has its own "road show" — and is getting results.

"Caravan" is mobile TV tape unit, and is staffed by the various local personalities on station. Not only have the letters of praise rolled in from the communities visited, but "Caravan" is proving strong promotion and audience building tool.

College Students aren't very media-minded.

So one would gather from survey prepared by College Radio. Two-thirds of students said they virtually never watch tv. Half don't read the Saturday Evening Post, 60% don't read Look, 35% haven't read recent issues of Life.

Radio came out better, with 66% saying they had listened last night, while 35% said they listened to campus station.

When it came to smoking, 47% said they did, with three out of four smoking filter tips.

Wednesday at 9 p.m. Mark it as a tv time period to watch.

In a pre-season "performance appraisal," NBC TV has taken a hard look at the forthcoming head-on battle between the top-rated ABC and CBS competition—*Ben Casey* and *Beverly Hillbillies*—versus Herb Brodtkin's new entry, *Espionage*. Casey is sliding in the TvQ reports, NBC notes, down 35% among young adults in the past year, is losing young adult viewers, while gaining among over 40 adults, according to ARB data.

Casey's share in May 1963, the appraisal continues, was a mere 50% in the Nielsen National Reports, down from 57% in January!

As for *Hillbillies*, NBC said: "The reorientation of viewers in the *Espionage* hour is a foregone conclusion for the 1963-64 season. To just what extent *Beverly Hillbillies'* audience will decline, of course, is open to speculation, but it is logical to assume that some homes viewed *Hillbillies* this season as a marginal choice rather than watching the second half hour of *Going My Way* on ABC or *Perry Como* on NBC."

With a cost of \$21,000 per minute, and a 24% share, NBC TV figures *Espionage* cpm at \$2.60.

TvB's annual meeting this year promises great interest.

Two key speakers are already set—Alberto-Culver's Leonard Lavin and Father William Hogan of Fordham University. Latter has worked on number of projects for U. S. Steel and is expert in the business world.

Session is in Chicago this November.

KETV, Omaha has come up with an off-beat approach for a local advertiser.

Turning to local talent, KETV staged a musical tour of Broadway in prime time (9 to 10 p.m.) last Friday, preempting network show *Premiere*. Following number of presentations, show was sold to Countryside Village, a local shopping center. Sponsorship believed first major plunge into tv by merchants who banded together for the program.

CBS TV's Sunday Sports Spectacular is building an impressive record.

Late afternoon program has built steadily since series start in 1960, reaching nearly six million homes recently. With modest cost, series is producing a cpm in the \$3 range. Briefly, the Nielsen track record looks like this:

	Share	Rating	Average Audience
			Homes
1960	26.1	7.9	3,571,000
1961	36.5	10.7	5,004,000
1962	39.7	11.5	5,646,000
1963	40.8	12.0	5,961,000

Is Oren Harris preparing editorial bill?

Although he praised broadcaster editorializing in Georgia recently, he may have been holding a bill to tighten FCC's fairness requirements, behind his back.

The Commerce Committee chairman didn't say yes and he didn't say no on whether new legislation was needed to set more "fairness" rules for broadcasters to editorialize by. He implied there might be rules needed to cover hiring of newscasters and commentators, if latter follow licensee's editorial viewpoint. He said Congress had a right to look into these touchy matters, and he said Rep. Moss' bill requiring reply time for any political candidate coming under editorial broadcast attack, might be "doctored" to suit the fair-shake situation.

There was no disagreement with his statement that Congressmen and political candidates in general are not so much fearful of unfair broadcaster treatment as they are in terror of the weighty influence of tv and radio on public opinion in general.

FCC meanwhile, trying to forestall legislative straitjacket for editorials, began sternly spelling out its fairness requirements. Licensee must send a transcript of any personal attack on an individual or organization in any type of controversial broadcast, offering reply time. If a non-candidate attacks either a candidate or controversial issues on the air station must send script to candidates concerned and offer chance for reply by "an appropriate spokesman." Latter solution has no appeal whatever to Congressmen, who have made it plain they want to speak for themselves. Finally, in issues of racial integration, Negro leaders and groups must be given equal opportunity to air their side.

Campbell-Ewald has brought all account groups together, except for Chevrolet.

In move designed for efficiency, and to improve service to clients, Detroit account groups have been brought to one floor of Argonaut Building. John V. Doyle has been upped to senior vice president to manage the accounts, with exception of Chevrolet. C-E president Thomas B. Adams believes consolidation will result in better exchange of ideas.

Men, women or children, Rifleman's got them.

Study of five year network track record of *Rifleman* by Four Star, which now puts the program into syndication, shows almost equal division of audience. Shares for each group for all years are: men, 32.1%; women 34.7%, children 33.2%.

Forget the entertainment. Just give us the facts.

In a move which might wreak havoc in the restaurant business if followed on Madison or Michigan Avenue, a Honolulu advertising agency has told media representatives that business entertainment is eliminated. In a letter to radio, tv, newspaper, and magazine salesman, Milici Advertising Agency called entertainment "a business extravagance and time consumer that neither of us can afford."

Henceforth, discussions of time and space buying, media changes, and budgets will be discussed in the office.

Without doubt, the Honolulu practice will not spread to the mainland.

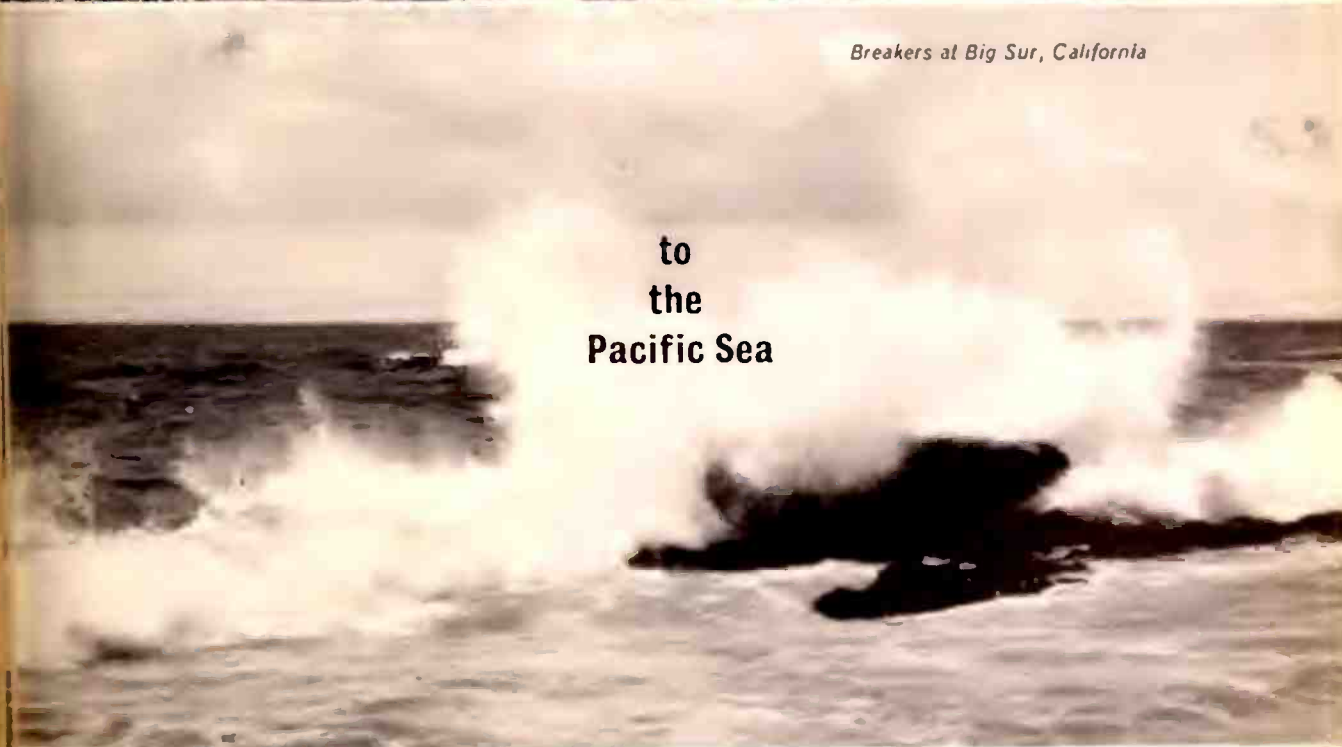
New Tappan Zee Bridge spanning the Hudson River

**from
the
Tappan Zee...**



Breakers at Big Sur, California

**to
the
Pacific Sea**

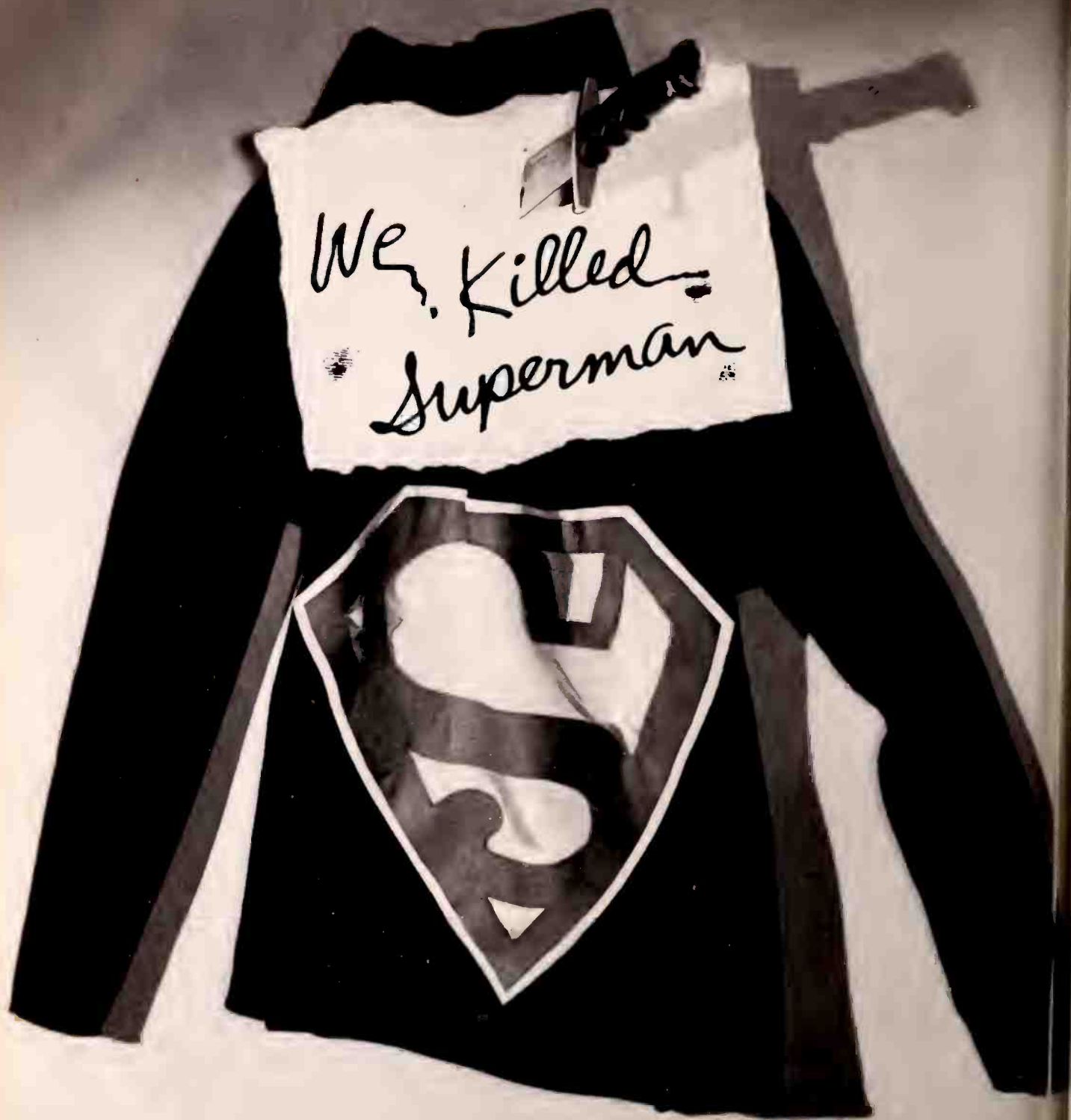


**WGN Radio reaches the largest audience of
any broadcast property west of the Hudson***

WGN IS CHICAGO



**NCS 1961*



Starting September 2, we are giving afternoon programming (4:00-6:30 p.m.)
back to the adults and teens — everyone old enough to buy.
Starting at 4:00 p.m. decision-making buyers will turn to *Adventures in Paradise*,
followed by *Rifleman* at 5:00, *Dick Powell's Zane Grey*
Theatre at 5:30, and *Total Information News* at 6:00.

Have a product adults buy?
Sell it 4:00 to 6:30 on

KTUV I 2 St. Louis
abc



Print says: We'll bury you

Magazines and newspapers mount new hate campaign against radio and tv in wave of destructive selling

The trouble with tv is, quite frankly, that only poor people look at it.

This makes it hard for advertisers.

Even the cheap, bulk items waste most of their tv budget, since not only are the viewers poor but also stupid. They're badly educated, therefore it takes repetition to get the sales message across.

Unfortunately, most people get irritated at being told the same

thing over and over again, so tv ad frequency defeats its own purpose.

Not that it isn't doomed to failure anyway, since only about 12% of adults watch the small screen. And of these, most don't believe what they see or hear.

If any of this farrago of nonsense strikes a reader as unusual, it means only one thing: He's never been exposed to a print-media presentation



Living the good life

Current presentation by LIFE magazine is refreshing change in more than one way; song & dance act doesn't knock anybody—not even broadcast business but sell book's own virtues. Producer Nat Greenblatt is an alumnus of CBS and Group-W programming

Most admen are familiar with some of these arguments. Most seasoned veterans of Madison Avenue can pick the loaded questionnaire and the syllogistic argument. Some of these, let's say right out, have come from the broadcasting business.

But seldom has there been such a concerted barrage of destructive selling as currently is aimed at ad managers and agencies. The newspapers and magazines appear to have abandoned any idea of selling their own virtues and are training their heaviest guns on radio and tv.

Heading the bombardment is a new presentation by the American Newspaper Proprietors' Association, entitled "A Change in Value." Released two weeks ago amid a flurry of print-trade publicity, the ANPA project sets out the dubious thesis that, because there now are more tv sets than existed ten years ago,

the medium has been diluted in value.

The Alice-in-Wonderland logic of this is crystallized by ABC TV research director Paul Sonken: "It's like saying a billboard has more value when only two cars are passing than when there's a traffic jam."

Few media directors are likely

to fall for this line. However, apart from the inspired lunacy of ANPA's central theme, the presentation also employs false statistics.

Whether ignorant or malicious the newspapers' claim that only 12.6% of viewers actually watch tv during station-breaks is likely to prove a boomerang. Research-oriented admen have already picked this point to pieces, and the result is—by extension—an unwillingness to accept other documented "facts" which grace the study.

The station-break booo was the contribution of a tv-station-operating New York tabloid, the *Daily News*, whose own profit from truth and accuracy is reflected in the fact that its circulation today is less than it achieved in 1942. The ANPA apparently accepted at face value the *News*' contention that spot tv advertisers are wasting their money because no-one looks at their commercials.

The ANPA-Daily News tactic was simply to take a piece of legitimate research (carefully vetted beforehand by the American Research Foundation) and then blithely misapply this to a totally different set of conditions—without, of course, mentioning the fact in their presentation.

"Seldom," comments TvB's research director Harvey Spiegel, "is the difference between research at a sales presentation been as well demonstrated."

For anyone who didn't see the pea go under the shell, here's how the trick is done:

The ANPA-News approach is "show" that a very small proportion

'McCall's,' 'Journal' Back Survey Showing 'Weakness' of Daytime TV

New York, Sept. 6—McCall's "Light," and "Edge of Night" (CBS and "Home Journal," who e TV), and "Concentration" (NI...
...it is said—is maga-TV). Some 2,042 hou...
...picked at random fr...
...ative fact

When ladies get together

McCall's and the Journal sponsored study which uncovered alleged shortcomings of daytime tv. Closer study reveals that survey was constructed in a manner which could yield only one result. Guess what? Only the old and ignorant watch—in McCall's report

of all adults in the New York market say that they watched *all* of the station-break without switching to another channel, sewing, eating, talking, or doing other things.





However, the base used for all their percentages in the presentation is the area's *adult population* and not the *average audience* surrounding the station break—a happy way of coming out with small percentages.

average break and 3,285,000 viewed afterward.

The common agency practice in estimating break audiences is to average the before and after audience. In this case, the average is 3,168,000; this is the figure any agency would use in its own calculations. The ANPA-News' own report was that 2,595,000 people were in the room with the set on during station-break, in other words, their

ing more than 87,000 got recent ideas and information from magazines, only 10% got these from television.

To no-one's surprise it follows that these leaders find magazines more useful than tv, that they are more favorably disposed to magazine ads than to broadcast commercials, and that in general the print books are "more" attractive, helpful, informative and interesting. And so

HOW MEDIA ARE RATED	Per Cent of Adults Who Give High Score to:			
	Newspapers 	TV 	Magazines 	Radio 
"Is first to introduce new products"	60%	71%	57%	45%
"Has interesting and imaginative ads"	54	66	67	37
"Gives a good description of the products I need"	60	57	59	40
"Shows good taste in the advertising it carries"	63	47	64	44
"Carries advertising that can be trusted"	58	41	57	40
"Tells you all you need to know when buying a new product"	50	40	48	34
"Sticks to the facts"	63	40	56	41
"Gives useful information"	71	58	65	54
"Tells me where I can buy things"	83	53	41	56
"Is meant for people like me"	61	52	50	45

When figures end and interpretation begins

Polling conducted for the ANPA turns up interesting comparison of subjective assessments of media, by consumers. Unsurprisingly, questionnaire is shaped in terms which produce answers which almost automatically favor newspapers. Advertisers generally say approach is legitimate but is of little value to them. Questioning doesn't evoke new knowledge, merely predictable responses.

In this version of thimble-rigging, the adult population of 11,482,000 represents 100%. The total number viewing during the average hour is 3,817,000, or 33.2%. The number who switched off the set or left the room during the station-break is 1,222,000. The number of people in room with set on during part or all of the break is 2,595,000, or 22.5%. The newspaper "researchers" then to some disqualifying: people in the room with set on who also were doing something else, and people who reported being in the room for portion of the break.

Eliminating all of these, they announce that only 12.6% of the total adult population remains.

However, the presentation does mention two additional figures: that 1,051,000 adults viewed before the

own measurement was equal to 52% of the before & after average.

Where did all the people go?

In the war against broadcasting, the print media don't rely only upon chicanery with numbers. A recent major study released by the Magazine Publishers Assn. builds its case through another established tactic: the loaded questionnaire.

Part Two of "A Study of the Magazine Market," prepared by the Market Research Corporation of America, puts forward the astonishing claim that there are two separate and identifiable groups of people within the nation — magazine readers, and tv viewers.

The magazine-readers can, of course, be recognized by their bright eyes, bushy tails and Lincoln Continentals: "45% of people earn-

are the people who read: they earn more money, are better educated, and buy more of all good things.

Although tv reaches 91% of all American homes, these homes are in some mysterious fashion the refuge only for deadbeats, misfits, cretins and, presumably, magazine publishers. Any adman who wants to know how this apartheid is derived should steal a look at MRCAs questionnaires.

Another piece of "research" that admen are being hit with concerns daytime television. Its sponsors are McCall's and the Ladies Home Journal, the perpetrators were C. E. Hooper Inc. This study claims that:

"More than 80% of women interviewed did not see any of the five telecasts of a particular program

Please turn to page 62

Extensive gridiron coverage of college & local contest planned for radio this fall

Household Finance and United Motors Service sign for Notre Dame football schedule to be carried by ABC Radio

EXTENSIVE COVERAGE of top college football games is planned by the radio networks this fall, as well as widespread broadcasts of college and high school contests on the local level. Only the CBS Radio Network will not schedule gridiron contests on the national level in 1963.

ABC Radio will provide the most extensive schedule, broadcasting all Notre Dame games. NBC has a number of the leading bowl games, while Mutual has a major plum in the Army-Navy contest. Locally, football coverage is widespread, with the major college not covered by radio the exception rather than the rule.

High client interest

Advertiser interest in football is also high. ABC Radio is set, while NBC Radio and Mutual have options out on their games.

With its coverage of Notre Dame games for the sixth consecutive year, ABC Radio has signed Household Finance to fully sponsor the network's half of the game, ABC Radio president Robert R. Pauley announced last week. The other half is open for local sponsorship. In addition, United Motors Service Division of General Motors has picked up the tab for the network's half of the ten-minute pre and post-season game shows. Agency for Household Finance is Needham, Louis and Brorby, while Campbell-Ewald is agency for United Motors Service.

The ABC Radio schedule opens

28 September with Wisconsin at Notre Dame. Other games on the schedule are: 5 October, Purdue; 12 October, Southern California; 19 October, UCLA; 26 October, Stanford; 2 November, Navy; 9 November, Pittsburgh; 16 November, Michigan State; 23 November, Iowa, and 30 November, Syracuse.

While carrying no regular season games, NBC Radio has an impressive post-season lineup. Five major year-end games are included, starting with the Blue-Gray Game and East-West Shrine Game on 26 December. The National Football League Championship is slated for 29 December, followed on New Year's Day by the Sugar Bowl and Rose Bowl. While some sponsor availabilities still existed last week, NBC reports it has two advertisers, heavily identified with sports, currently considering the broadcasts.

Mutual invites interest

Mutual's main event will be the Army-Navy classic on 30 November, which will be half sold on a national basis, the other half locally by stations. As an added inducement to sponsors, Mutual is making available a block of tickets to the game, as well as pre-game and post-game festivities for the sponsors. In addition, NBC plans include airing the National Football League contest between the runners-up in the East and West. Also, one or more of the Detroit Lions professional games will be broadcast.

On local coverage of football con-

tests sponsorship is both local and national. Unlike tv where the NCAA bars all but major national network coverage, radio covers college games in city after city (a compelling argument against anyone who considers radio a music and news medium only).

Costs to advertisers vary. Full schedule of one Western college team, for example, sells for \$11,500 for a total of nine games. In smaller communities, such as one in the middle west, full sponsorship of ten games is pegged at \$3,595.

Professional gets share

Professional football also receives a large share of radio coverage. For example, the New York Giants games this fall will be carried on some 70 stations, including seven home games, seven away, and five pre-season tilts. According to plans announced, the hook-up will be one of the largest independent networks in the country for sports coverage. It was created through acquisition by Ivy Broadcasting, for its Northeast Radio Network, of exclusive rights to Giants games from WNEW.

Each station in the Giants' Football Network will contract individually for sponsorship of the games, with WNEW already having sponsorships from Howard Clothes L & M cigarettes, Ballantine Beer and A & P grocery chain.

Included in the lineup throughout the Northeast, are about 20 Yankee Network stations in New England, and stations in New York and Pennsylvania. At least four 50,000 watt stations will carry the Giants games: WNEW; WNAC Boston; WTIC, Hartford, and WGY Schenectady.

The same trio of WNEW announcers that previously covered the Giants' will handle the upcoming season — Marty Glickman, WNEW sports editor Joe Hase and Al DeRogatis. WNEW sport director Kyle Rote and DeRogatis will also do a pre and post-game report. Feeding the entire network will be WNEW. ▀



Big regional buy of the year

Sale of six, first-run, one-hour slots of *Jo Stafford Show* to Foremost Dairies for 30 markets west of Mississippi was announced by Abe Mandell, executive vice president, Independent Television Corp. With release of option time, syndicators see more of this type of sale

Execs see more regional advertisers in syndication

THE men who know syndication best—the syndicators themselves—firmly believe that regional advertisers, once the mainstay and dominant supporters of first-run product, may yet return. Meanwhile, a number of them, are making excellent use of syndicated productions, according to a sponsor survey, but not enough to justify shouting "hallelujah."

Why was there such a sharp nose dive among regional sponsors? What brought about the precipitous dumping of syndicated offerings?

To hear the experts tell it, the reasons are many, but foremost are these: drop outs began with the passing of good local time periods plus the slowdown of new and inviting program offerings and, third-

ly, the sponsors' romance with spot buying rather than program buying.

Here are typical explanations as advanced by some of today's foremost syndicators:

- Hal Golden, vice president and director of sales, MCA TV Film Syndication Division: "Regional sponsors began to decline in number about three or four years ago when the networks started intensifying their squeeze on prime time."

- Len Firestone, vice president and general manager, Four Star Distribution Corp.: "The regional advertisers dropped out of the picture about three years ago because of the lack of prime time periods."

- Richard Carlton, vice president

and general sales manager, Trans-Lux Television Corp.: "The regional advertiser has not disappeared completely, but he certainly has become more elusive. One of the factors is the decline of good time periods."

How do regional advertisers, par-

ticularly those once hip-deep in syndication, feel about the present gloomy picture anent first-run product? Sponson asked Leonard B. Faupel, advertising manager of P. Balantine & Sons, one of the leading brewers in the East and a one-time great exponent of the use of syn-

dicated material, to comment.

"In the past, we have had extremely good experience with syndication—particularly with *Foreign Intigue*, *Highway Patrol*, *Bold Venture* and *Shotgun Slade*," Faupel recalls. "But we are going through a period when very little new syndication is available and good time periods are all but non-existent."

Will the FCC's decision to abolish television network option time have any bearing on future plans of regional advertisers?

According to Faupel, "the new FCC restrictions on network option time coming into being, it is possible that first-run syndicated programs may enjoy a revival."

"We will certainly keep an eye on any new developments resulting from this order," adds Faupel.

Spot buying, rather than program buying, is also high on the list of reasons advanced by authoritative sources. Says James Victory, vice president, domestic sales, CBS Films: "The pattern of local and regional program sponsorship over the last three years has paralleled the change to advertiser participation buying in network programs. Stations, as the networks, have become the buyers of programs and are setting their own local program schedules for individual or rotating spot plans."

John F. Tobin, ABC Films' vice president in charge of domestic syndication: "Until a few years ago, the regional advertiser exerted a major force in syndication. Then he began to switch his budget into spot buys because of a supposed cost per thousand benefit."

Jacques Liebenguth, sales manager, Storer Program Sales: "There are signs now that many potential program sponsors are weary of being in the anonymous safety of spot clutter—not only regional but national as well."

Says the aforementioned Golden: "Many stations are programming all forms of spot carriers, including feature filmed, full hours and half hours, further reducing the time available for regional sponsors. The selling of spots by local stations parallels the trend on the networks where national advertisers prefer



Among this year's buyers

Regional advertisers are still present but smaller in number. This year UA-TV regional advertisers include Liberty Mutual Insurance buy of six one-hour Wolper Specials



Recent regional purchase

The Ford Division of Ford Motor Co., via J. Walter Thompson, purchased two MCA TV half-hour tv series for dozen markets. *M Squad* (above) goes into nine markets

the flexibility of spreading their television sponsorship among choice minutes in various programs."

During the booming seller's market several years ago, syndicators were doing business with such big regional and national spenders as Budweiser, Falstaff, Carling, Balantine, Jax, Schaefer, Drewrys, Genesee and Pabst in the beer category. Among the gasoline spenders were Conoco, D-X Sunray, Sun Oil, Standard-Chevron, American Petroleum and Standard Oil of Texas. Many tobacco makers including American Tobacco, Brown & Williamson and R. J. Reynolds were fairly deep in syndication buys. In the food category one encountered such names as Lay's Potato Chips, I. P. Hood, Quaker Oats, Sweets, Nestle and Kellogg's.

Many of these one-time syndicated film buyers are now out of his category completely and reportedly satisfied with their present spot buying commitments in television. But here and there are pockets of discontent. One thing today seems clear in the syndication field. To local syndicators as well as regional advertisers, tell it, there are indeed advantages to acquiring sole sponsorship of programs. Observes Victory: "There are still regional and local advertisers who continue to take full advantage of the values of program sponsorship. For example, CBS Films recently concluded a 12-market sale for the state of Texas with the Texas State Optical Company on *Have Gun, Will Travel*."

Texas State Optical also purchased ABC Films' *One Step Beyond* and Tobin notes that Montana Power & Light "purchased our *Ex-dition* program for the smaller markets where off-network product first-run.

Many potential regional advertiser who normally would sponsor first-run syndication because of water identification with a particular series, now find that there is not many first-run syndication

They see good future

Leading execs in television film syndication find, however, see obstacles due to lack of proper time periods on many stations



Abe Mandell
Exec v.p.
ITC



Alvin Sussman
Vice president
WBC Program Sales



Len Firestone
V.P. & Gen Mgr
Four Star Distribution



M. J. Rivkin
Exec v.p., sales
UA TV



Richard Carlton
V.P. & Gen. Sales Mgr.
Trans-Lux Tv



Hal Golden
V.P. & Sales Dir
MCA TV Film Syndication



John F. Tobin
V.P., domestic syndication
ABC Films

programs available for sole sponsorship, according to Golden. The Ford Division of the Ford Motor Company via J. Walter Thompson bought two MCA TV half hour tv series *M Squad* and *State Trooper* for 12 markets. Golden announced last week

M. J. Rivkin executive



Keeping eye on developments

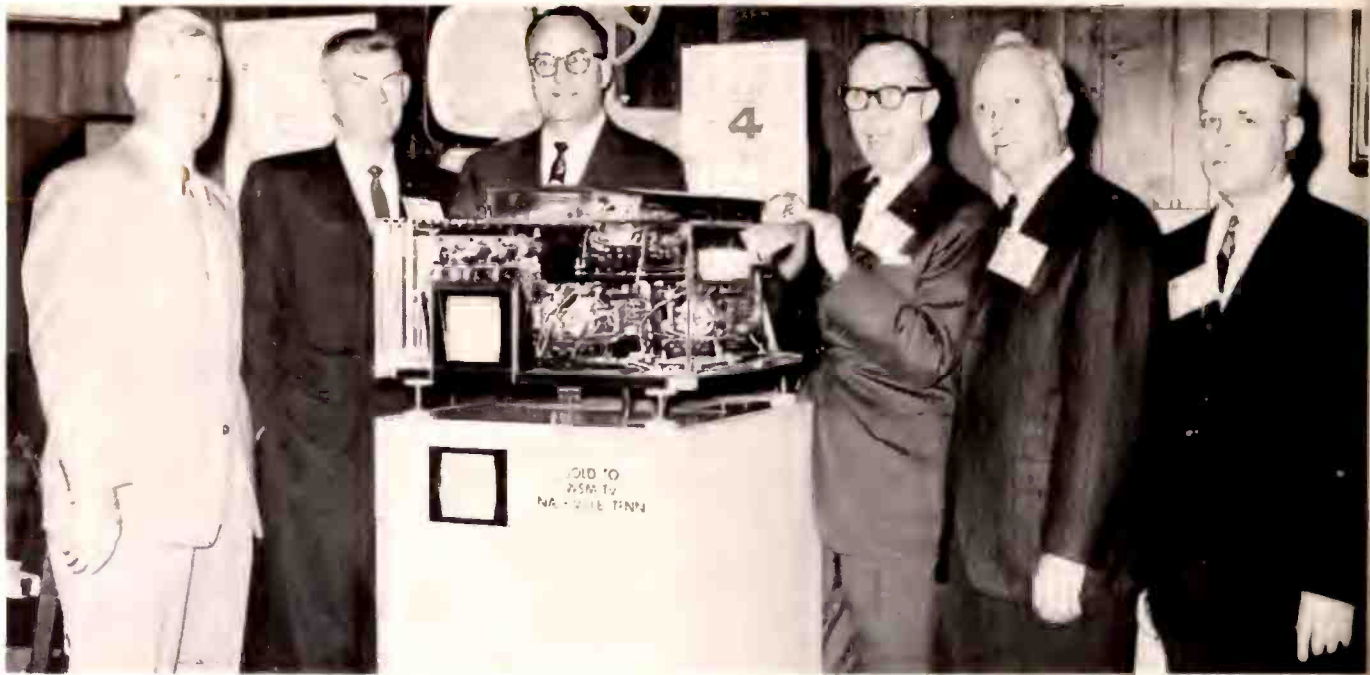
Leonard B. Faupel, ad manager, P. Balantine & Sons, was one-time big user of syndication material. He thinks first-run syndication may have revival in near future.

vice president in charge of sales for United Artists Television, Inc., insists the regional advertiser is present but is being limited in his buying power by the lack of proper time periods made available to him. Rivkin says no less than a dozen regional advertisers, affected by national advertisers monopolizing time periods, have complained that tv is discriminating against them. They charge that regional advertisers are squeezed out by the big boys regardless of monies spent proportionately in their regions.

According to Rivkin who has talked to many regional advertisers, the latter will not purchase syndicated product until more favorable time periods are made available.

"From September 1958 through September 1959 27 regional advertisers bought UA TV programs in 137 cities, all on a 52 week basis."

Please turn to page 62



Designed for operating economy and ease of maintenance

First sale of G.E. four-vidicon color film camera system was to WSM-TV, Nashville. In center are T. F. Bost of G.E. (l) and John H. DeWitt, Jr., station president (r). Others (l-r) are G. A. Reynolds, W. A. Hill, Aaron Shelton, and Revis Hobbs, all of WSM-TV

Technology fashions film as a tv tool

With manufacturers setting their sites on tv, film and equipment undergo radical adaptations

It's almost impossible for a creative adman today to dream up a commercial that can't be filmed. So many advances have occurred in motion picture technology that the limits on creative leeway are disappearing quicker than you can say "flying man in the Hertz rent-a-car" or "Maxwell House's cup-and-a-half of coffee."

Such cinema miracles would have been unheard of ten years ago, but as the cut-back in feature film production causes many of the film industry's best technical talents to turn toward tv as a source of employment, and as advancing technology sharpens the tools that can be used, they are becoming increasingly common.

Most important of the major breakthroughs that have occurred in

almost every aspect of motion picture development are:

- ▶ new color negative and print film
- ▶ perfected camera and transmission equipment
- ▶ transfer of tape to film for syndicated release
- ▶ special optical effects
- ▶ location shooting with little or no artificial light.

That all of this should happen is no accident, according to Donald E. Hyndman, assistant v.p. of the Eastman Kodak Company and head of the firm's Motion Picture Film Department.

"We, as well as other motion picture film and equipment manufacturers, are continually improving our products and special emphasis is given to making our films do the

best job for the using medium. With motion pictures becoming an increasingly important vehicle for the production and release of material for television, our research has tried to meet the special requirements of the video system by developing and introducing new film designed to open creative frontier in what can be produced for tv."

This season, at least 80% of nighttime programs and commercials are again on film. So are majority of documentaries and new shows.

Motion pictures have such a tight hold on the syndication market that last year, MGM Telestudios, video-tape producer, developed "Gemini," a system for dual production of taped commercials on film. This was done specifically to make motion picture originals of the commercials available for release in local markets. Actually, Gemini is just one of a number of outlets that producers have developed to find

reliable way to release footage to local stations. Most common of course, has been the simple transfer of tape to film for syndicated release.

The dominance of film as a television production and release vehicle has been especially prevalent on color shows or shows produced in color. (In the latter area, a number of shows now released in black-and-white are actually produced with color film. The forethought behind this is that producers are protecting residual investments.)

As color television gains a larger share of the market (a million units were sold in 1962), it is more than probable that shows originally aired in black-and-white will be re-run in color. At the same time, some motion picture engineers say that a black-and-white print made from a color original produces better quality tv pictures than a print made from a black-and-white original.

A recent example of technical improvements in motion picture product which affects television was the introduction of Eastman Color Negative Film, Type 5251 (fall, 1962) and Eastman Color Print Film, Type 5385 (spring, 1963).

William Wade, head of the camera department at Revue Studios, said of the new color negative, "Better definition is readily apparent to television viewers. Also, the new negative allows us to render color more accurately. Blues are truer and complexions have a more realistic hue."

Commercial film producers find the new negative has improved photographic special effects in color. Eastman's Hyndman explains that "most effective special effects work is done through some use of optical printing — superimposing one picture on top of another to create a third effect. As a result, the final picture is actually a composite. In doing this, the quality of the composite must suffer. However, by improving the quality of the original pictures, the composite, too, is vastly improved."

Eastman completed the cycle of its improved color film system during the beginning of 1963, when the firm put its new print material on the market. The new print film helps provide a clearer and truer color television picture.

Not all improvements in the television picture are traced back to



Hyndman stresses product improvement
Donald E. Hyndman, assistant v.p. of Eastman Kodak, says research is concentrated on meeting video requirements

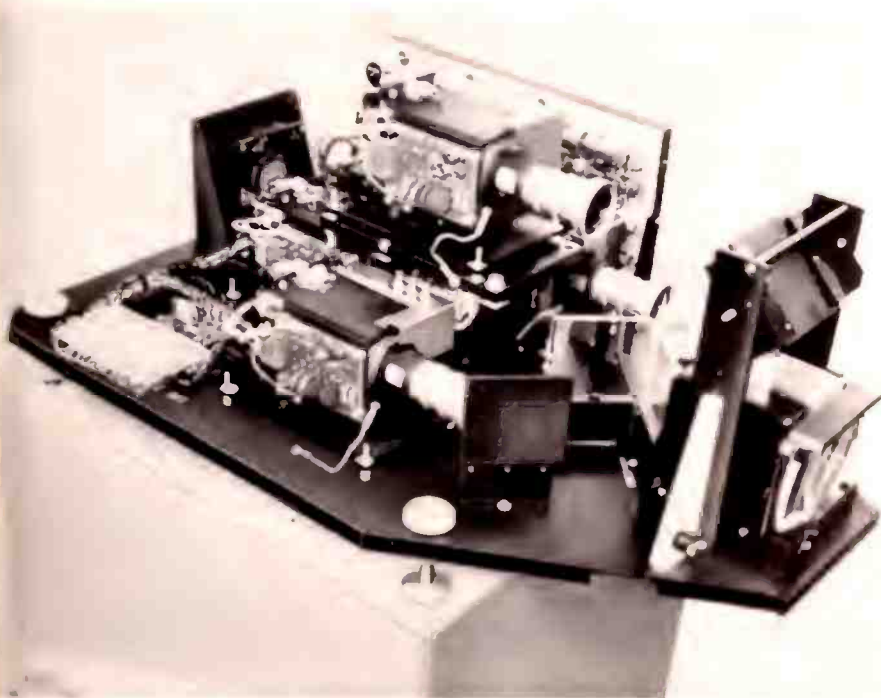
motion picture film. Some of the biggest breakthroughs have come in the development of cameras and transmission equipment adaptable to the film medium.

A good example of this type of engineering development was seen this spring when ABC Engineering (owned by ABC-TV) announced the development of a special four-color transistorized vidicon camera. ABC engineers, who developed the unit with General Electric, say it results in tv transmission of a color motion picture that is markedly steadier and sharper.

Candid photography, location work with natural or little artificial light, mobile film units, the increasing use of photographic special effects—all these areas long common and accepted in the theatrical film industry are making their impact.

Talent is similarly rising to the new film frontier. The motion picture industry's best directors of photography are now working on television series, and many of them are filming commercials too.

All this can mean just one thing. As the attention of 50 years experience in the entertainment film industry is turned toward the achievement of film which is better suited for tv transmission prospects for the immediate future indicate even faster, better-quality tv film and equipment.



Perfect camera equipment eliminates fuzziness
New General Electric four-vidicon film camera system provides consistently sharp and detailed pictures by use of fourth vidicon for luminance and picture outline

Bank commercials don't have to be dull

Chase Manhattan reports many requests for tickets, maps, as viewers praise bank's World's Fair commercials

THE World's Fair still may be nine months away, but at least one advertiser is making certain it won't get lost in deluge of publicity next year. With a fast running start, Chase Manhattan Bank has launched a full scale advertising campaign promoting The Fair.

And in the "early bird" tradition, the campaign is drawing results. Advertising executives at Ted Bates, the bank's agency, say letters on the commercials, and requests for tickets and information are arriving at a gratifying pace. Unashamedly, account supervisor John Howard reports "The Fair is New York and

Chase Manhattan is New York. It was a natural tie-in."

The current commercials, which represent the first major publicity not placed by the Fair, began 16 June and will end 31 August.

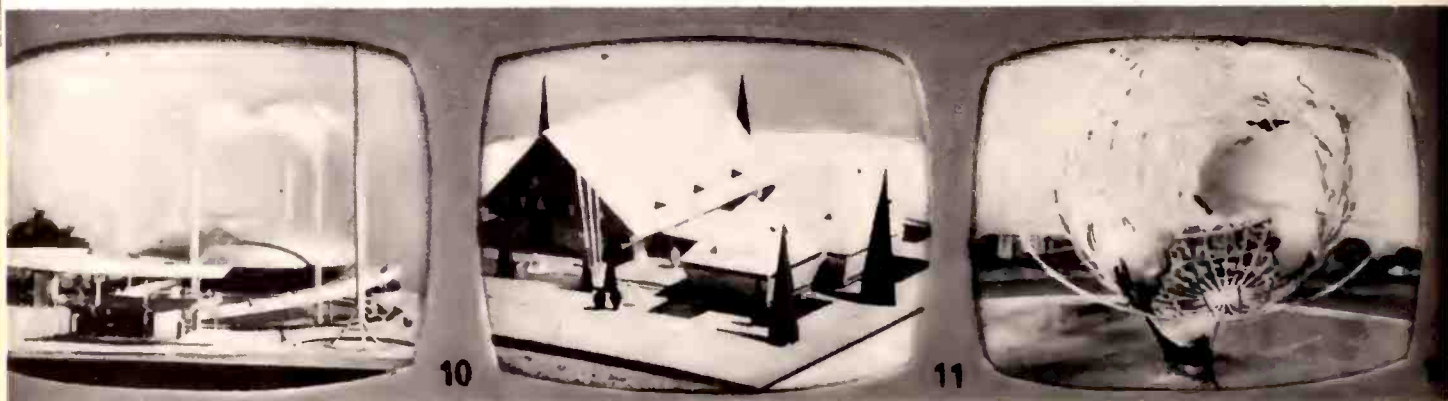
At present airing of minute spots is on six New York television stations 40 or 50 times a week. Since virtually everyone who earns money is a target for the bank, Chase buys are made on the cost-per-thousand. Sports, variety, and movies are best. The e-p-m averages \$1.61, but anything under \$2 is considered, according to Howard.

Bates has had great success with

network "sell-offs" for Chase Manhattan. Naturally, these buys are made at the last minute, but account executives don't care when they get a good buy. *Wide Country*, for example, virtually last on the Nielsen scale for national viewership did better in New York. *Meet The Press*, another sell-off, was also considered a good buy because it reaches an audience which might not be regular tv viewers.

Howard believes the commercials are the most exciting Chase—and the banking industry—has ever produced. Certainly there is more inherent movement, sound, and excitement in the Fair than in auto or home loans, he admits.

Graphic action is backed up with fast-moving music featuring a woman's voice. The two elements complement each other. For example, a graphic zoom-in is accompanied by a musical crescendo.



Peace and friendship go hand-in-hand

Underlying idea of commercials is "You have a friend at Chase Manhattan," but major part of spots show exciting construction at World's Fair, including models of halls of science, art, and the Unisphere—symbol of world peace through understanding.

Spots show construction in progress and dissolve into a model of finished exhibit.

Produced by Sarra, the commercials open with "New York is a meadow making way for a miracle . . . a miracle being pounded into shape." The camera then shows bulldozers, piledrivers, steelmen, welders, and riggers at work. "Next spring," the copy reads, "the Fair

will open to greet over 100 million visitors. As New Yorkers we invite all to come to the Fair." One highlight is the steel outline of the Unisphere, symbol of the Fair that expresses the basic theme, "World Peace Through Understanding."

Through the commercials viewers are invited to visit any Chase Manhattan office for World's Fair information, free maps and reduced-rate admission tickets. (Cut-rate

admission tickets will end in February so as not to undercut Fair.)

End of commercials uses familiar line, "Remember, you have a friend at Chase Manhattan." You have a friend, says Howard, is not just a tagline but the entire theme of commercials.

The new Fair commercials deliver about four million messages a week to the New York market

Delta Air Lines and S. C. Johnson make plans for World's Fair

WITH many radio and tv advertisers building exhibits at Flushing Meadow (see story on 21 January), a host of related broadcast tie-ins can be expected. Not far behind Chase Manhattan in preparations are a number of other companies.

Among plans released last week were two of radio-tv interest. One from Delta Air Lines will be directed toward youngsters. Delta is introducing a Travel Stamp Plan to help accumulate funds for a package tour of the Fair. Stamps, in \$1 denominations, can be purchased at Delta offices, and other locations such as travel agents and banks. Atlanta, New Orleans, and Houston are initial targets of the promotion, to be expanded later, designed to build an interest in a "pay now, go later" idea.

Radio and tv will be used, as well as newspapers. Commercials using sub-teen situations and appeals will be featured. Overall theme of the promotion: "Go by air to the World's Fair, take a Delta jet there."

Broaden travel market

"We regard this approach to the subteen market as being constructive as well as original," George E. Bounds, Delta ad manager, says. "We are broadening the travel market as urged by the Civil Aeronautics Board, and by breaking new ground are preselling air travel to an oncoming generation of potential passengers. Creative elements of the campaign are being handled by Delta's agency, Burke Dowling Adams.

Heavy tv user S. C. Johnson, the only manufacturer of household products constructing its own pavilion (see illustration), reported on building progress and plans. Though exact advertising plans won't be decided until fall, S. C. Johnson has selected Benton & Bowles to handle related World's Fair activity.

Reports Johnson president Howard M. Packard: "We consider the Fair as a means of establishing a closer relationship with customer and friends throughout the world trust and patronage over the years has contributed to the success of Johnson Wax."

Though the Johnson pavilion will have its own 600-seat theater, the set-up does not include a stage which might be used for tv originations, nor have tv facilities in the pavilion be considered. The theater will be used mainly for a film presentation.

The lack of direct broadcast origination from the Fair does not preclude however, a number of commercials being integrated to the Fair theme or promotion. In fact,



commercials with Fair tie-ins are being considered. S. C. Johnson is also planning in conjunction with the Fair an international conference of all of their companies in New York.

Commenting on the Johnson exhibit itself, Packard said, "The displays and exhibits will offer something of value to everyone from housewives and other family members who use our products to retailers, to businessmen who are customers of our service products division. There'll also be special attractions for children."

So far they have accounted for about 30% of bank's spot schedule.

But Chase still has to keep up loan and savings commercials. The budget for all services changes month to month. In September, for example, about 20 to 25% of Chase Manhattan's advertising budget will go into checking account spots, as that is the time when greatest number of people open up new bank accounts.

Chase Manhattan is 100% tv-advertised when it comes to loans and savings. There is little tv can't handle, Howard says. Newspaper ads are used only when a service is offered that is too complicated to explain on television. (Compton handles the Chase Manhattan account for trust, corporate, and correspondent advertising.)

Before Bates took over the bank's retail advertising account, all media were used, with great emphasis on print. Tv is now the overall trend. CM's four main competitors—City Chemical, Manufacturers Hanover Trust and Bankers Trust—also are heavy in tv.

Chase Manhattan has two reasons for believing that its tv-orientation at retail level is successful.

The bank's annual penetration study, consisting of 1,000 interviews hitting a balance of the population in the five boroughs, indicates that there has been major increases in the people's knowledge of Chase Manhattan attributable to tv advertising.

Also, last year, and so far this year, Chase Manhattan's retail service has increased. Robert Keim, advertising officer at the bank, says: "Our share of market both in savings and checking accounts has continuously gone up since we started using tv. Naturally there are many factors involved, but we feel that our success is at least in part attributable to our advertising strategy."

Chase Manhattan is continuing its policy of featuring New Yorkers in typical settings. The World's Fair commercials provide a report on the progress of the Fair as well.

(For more on Chase Manhattan and the banking industry see "Banks are up in the air with big promotion," S. April.)



Gift product finds spot tv the answer

Western Union CandyGram came out of the doldrums and into sunny sales weather with the aid of a well-tailored spot television plan

TO THE services offered by Western Union—money orders, flowers, birthday greetings, etc.—there's a successful newcomer, candy by wire. CandyGram, called "the world's sweetest gift by wire," is a box of chocolates delivered with a telegram. One pound costs \$3, two pounds \$5, plus the charge for the telegram.

Though a fledgling four years old, the franchise operation of Western Union is becoming popular, thanks to an assist from spot tv. For CandyGram, the turnabout has come quickly, for barely a year ago, the picture was bleak.

Western Union CandyGram's previous advertising agencies, Reach, McClintock in 1959, and Young & Rubicam in 1960, relied exclusively on print media to sell the company's product, and \$500,000 was spent on advertising with limited sales results.

When Cole Fischer Rogow took over advertising in 1961, they felt that Western Union CandyGram, with its market penetration "practi-

cally nil," was badly in need of a potent advertising campaign capable of giving the company the necessary shot in the arm—and fast.

The agency came to the decision that spot tv could very well be the



Plays a dual role

Marvin R. Cole, as president of Western Union CandyGram and chairman of the board of its agency, Cole Fischer Rogow, guided the company into tv and success

answer to Western Union's CandyGram's problems, and schedule spot tv test campaigns in Los Angeles and Detroit. The tests in May 1961, used minute spots in early evening movies to promote the sending of CandyGrams for Mother's Day. The result was "an acute jump in sales." The effective medication had been found, but the patient was weak. Summertime, considered a poor selling time for the product, was at hand.

Then, in February 1962, Marvin R. Cole, while continuing as chairman of the board of Cole Fischer Rogow, took over in addition Western Union CandyGram, and became the company's new president. Cole believed in the product, and in the success of the brief spot tv test campaigns Cole Fischer Rogow ran some months previously. His first order of business was to initiate a full-scale spot tv campaign which got under way in seven major cities as an advent to Valentine's Day. This effort proved beyond the shadow of a doubt that televis-

was the key to stepped-up sales.

In Easter of 1962, the market list was expanded to 30 cities, and on Mother's Day to 50 cities. Mother's Day of this year found the campaign running in more than 80 markets.

Cole says the usual plan now is to schedule from 10 to 70 spots per station during the four days prior to a key holiday. Minute spots are run throughout the daytime and nighttime, on one or two stations in each market.

This year the company expects to spend approximately \$250,000 for the 16 days its saturation campaigns are aired—the four days before Valentine's Day, Easter, Mother's Day, and Christmas. The company does not plan to advertise during the slow months, June through October.

The Western Union CandyGram picture has brightened considerably since that first spot tv venture: now Western Union phones are armed with calls for CandyGrams prior to holidays, and the company is contemplating expanding its line to include a new candy product specially suitable for children—CiddyGrams. On Valentine's Day, Easter, and Mother's Day this year Western Union offices in 14 cities ran out of candy, and new supplies had to be shipped to them by air. Sales have increased 70% during the past year. The annual sales volume as of December 1961, before heavy tv use, was \$400,000. In December 1962 sales had jumped to \$880,000, and this year Cole anticipates a further rise to \$1.4 million. Cole says, "Spot tv is our only medium, and will continue to be. We have found that television is the one advertising medium that produces the quickest and most immediate sales results for us."

Perhaps most interesting is the residual value of the tv drives. For during the valley periods, when no spots are on the air, the company has experienced a 22% increase in average sales. Cole indicates the possibility of gradually forsaking the four-day campaigns and developing 13-week drives instead. For, although the four key holidays are stressed in the advertising plan, and



Prelude to hopped-up sales

Pre-Easter commercial, scheduled in saturation plan for four days before the holiday, featured veteran announcer Don Wilson and silent rakish rabbit pitching CandyGrams.

the candy boxes are sheathed in sleeves appropriately designed for each holiday, CandyGrams are offered for sale all year round. The between-holiday package features an attractive bright red and white sleeve.

The 1963 commercials are hu-

morous stop-motion productions featuring well-known announcer Don Wilson on camera. In the Valentine's Day campaign, Don was the sole performer. Easter found him with an animated rabbit, and his campaign in the Mother's Day effort was "Whistler's Mother." ▼



Before holiday orders flood in

Manager Al Smith of Western Union New York Grand Central Terminal office takes inventory to make sure freezer (one of 60 company's 625) holds adequate supply.

ANOTHER VALUABLE
ADVERTISING
OPPORTUNITY
ON **WNBC-TV**
NEW YORK



Deliver greater reach
of unduplicated
homes and greater
cost efficiency than
across-the-board
spot schedules.

HERE'S HOW THEY WORK

YOU BUY a fixed schedule of
four 20-second prime-time an-
nouncements in four weeks
each one in a different time.

YOU GET good average
weekly ratings

PLUS a four-week cumulative
rating which will give you an ex-
cellent cost-per-thousand for
a wide audience.

**IT GIVES YOU MORE FOR
YOUR TELEVISION DOLLAR**

Ask your WNBC-TV or NBC Spot Sales
Representative for complete details.

WNBC-TV 4 NEW YORK

**TIMEBUYER'S
CORNER**

Media people:
what they are doing
and saying

Windy City promotion: Needham, Louis & Brorby (Chicago) has upped Bill Beyer to full-fledged timebuyer from his former position as media analyst. Bill replaces Mark S. Oken, who is now with the Foote, Cone & Belding (Chicago) media department.

More Chicago news: Larry A. Olshan, Tatham-Laird media manager, will join Foote, Cone & Belding as assistant media supervisor 12 August. Larry handles the Abbott Laboratories, General Mills, and Ovaltine accounts at T-L. His future account responsibilities at FC&B have not been disclosed as yet.



"Battle Line" screening draws buyers

Among the buyers at Official Films' preview of new tv series, which tells both side of World War II battles using actual films, are (l-r), Phil Stumbo, McCann Erickson media supervisor; Helen Thomas, Street & Finney v.p.; Larry Levy Norman, Craig & Kummel assoc. media dir.; and Noel Becker, Compton timebuye

From Pennsylvania: John R. Mooney has been named media director of Fuller & Smith & Ross (Pittsburgh).

"Battle Line" screening in New York: Amid the crush of buyers attending the new tv series presentation, the CORNER saw Marv Glasser DCS&S; Betty Nasse, Joan Stark, and Bill McDonough, Grey; Diel Kaplan and Ed Nugent, D'Arcy; Martha Thoman and Ron Grathwohl J. Walter Thompson; and Steve Dickler, McCann-Marschalk.

What's doing at Lenner & Newell (New York) these days: Frank Howlett, formerly assistant media director in charge of broadcast buying, has been upped to associate broadcast media director, reporting to media director Herb Zeltner. And, as reported recently (TIME BUYER'S CORNER 24 June), Bob Kelly, the 1963 SRA Silver Nai Award winner, has been elevated from senior broadcast buyer to assistant media director in charge of spot buying.

Leisurely muse comes through: All faithful CORNER readers, cast you thoughts back to the 18 March column, and you may recall a photo of Ted Bates (New York) buyer Dan Monahan being clobbered by



The Swanco Stations Group

ANNOUNCES

THE **APPOINTMENT** OF



robert e.
eastman & co., inc.

AS ITS NATIONAL SALES REPRESENTATIVE
FOR ALL THE 4 SWANCO STATIONS

KRMG

TULSA, OKLAHOMA

KIOA

DES MOINES, IOWA

KQEO

ALBUQUERQUE, NEW MEXICO

KLEO

WICHITA, KANSAS

To buy the stations with showmanship, salesmanship and leadership in their market areas, get the complete Swanco story from your local East-Man

people who listen like it . . . people who buy it, love it.



**YOUR
MONEY
IS
WORTH
MORE
IN
TAMPA
ST. PETERSBURG**

Your advertising dollar goes three times farther on **WSUN-TV** the pioneer station

WSUN-TV

Tampa - St. Petersburg

Natl. Rep. VENARD, TORBET & McCONNELL
S. E. Rep. JAMES S. AYERS

**TIMEBUYER'S
CORNER**

Continued from page 38

shillelagh held in the pretty little hands of a fine Irish International Airlines colleen—this column's way of bringing St. Patrick's Day and WWLP-TV's (Springfield, Mass.) 10th anniversary to your attention. Well now, only this day did we receive a genuine poem inspired, indeed, by this very same photo. Another Bates buyer, Frank Thompson, created this lovely thing which brings up the question, who's got that shillelagh? Frank's poem:

Station's got their promo; Monahan's got his pride.
Shillelagh was presented — where does shillelagh hide?
The airline's girl has gone away. Photographer disappeared too.
And with them went St. Patrick's club, leaving only a photo clue!

Buyer makes a move: James Alexander is now with Fletcher Richards, Calkins & Holden (New York) as media group supervisor, a newly created position. Jim's primary responsibility is the Eastern Airlines account. He was formerly assistant media director at Lennen & Newell (New York).

In New York: Helen Sielicki has been upped from assistant media director at J. M. Hickerson (New York). Helen has been with the agency for 10 years.

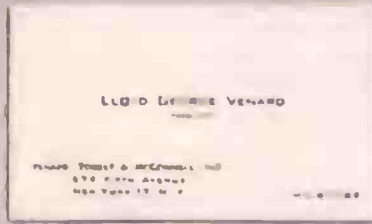
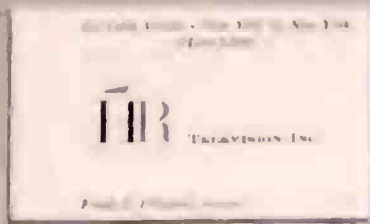
Back from vacation: Ted Bates (New York) timebuyer John Catanese has returned from a two-week hiatus at Long Island's Atlantic Beach with his wife and three sons. John buys for C. Schmidt & Sons (brewery) and Scott paper.

Hope Martinez: in the cards, better buys

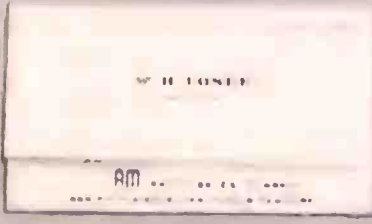
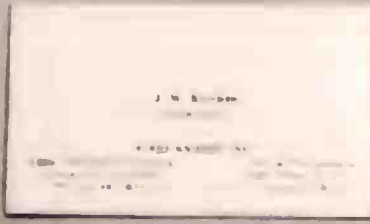
1961 SRA Silver Nail Award winner Hope Martinez will mark her 18th year with Batten, Barton, Durstine & Osborn (New York) in October. One of the best known buyers in the industry, she was born in Spain, educated in New York. She began her business career as a bookkeeper with the John H. Eisele Co., New York building contractors, switched into advertising by joining the BBDO accounting department. The agency later advanced her to media buyer, and she is now media supervisor on the American Tobacco, Armstrong Cork, and Famous Artists accounts. Soignée and unruffled in the midst of a hurried schedule, Hope took time out to discuss the evolution of the radio and tv rate card. Hope says, "From the time I started buying to today, the broadcasting industry has made tremendous strides in simplifying rate cards—to the extent that it's a lot easier to buy today. For example, most stations now sell on the basis of packages—making a buy more economical than before, and making quantity buying simpler. This adds up to many advantages for the client."

Hope is a member of the Advertising Women of New York. She and her husband, John Anzolin, and daughter Claudia make their home in Forest Hills, Long Island, New York.

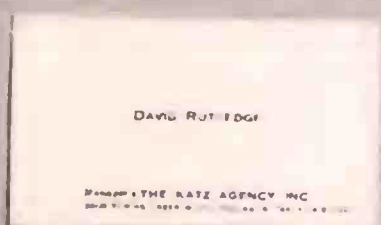
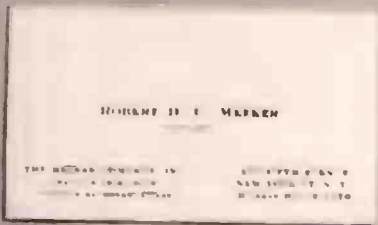




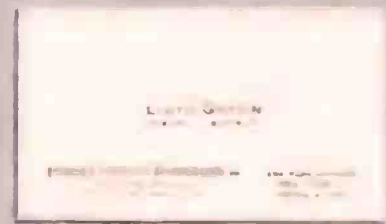
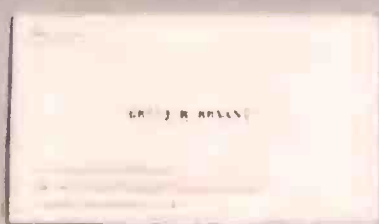
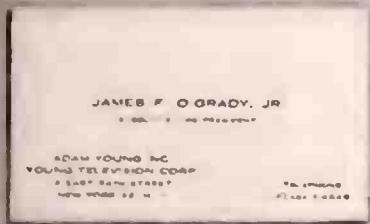
ONLY YOUR REP



GETS THROUGH TO BUYERS



BETTER THAN SPONSOR



And even he'll admit he can't be in as many places as often. Give your rep all the support a good SPONSOR campaign can be—increasing call-letter recognition; warming up the welcome; making salient points; avoiding a lot of introductory hashing. Why SPONSOR? Because it's the most important 1/4" (sometimes 5/16") in broadcast buying. Because it leads—with the top-of-the-news . . . depth-of-the-news . . . trend of past and present . . . outlook on tomorrow. SPONSOR supports the sale, feeds the buying mix to help make each buy the best possible. Like your buy in **SPONSOR**, the broadcast idea weekly that squeezes the air out, leaves nothing but air in. 555 Fifth Avenue, New York 17. Telephone: 212 MUrrayhill 7-8080

COMMERCIAL CRITIQUE

Trends, techniques new
styles in radio/tv
commercials are evaluated
by industry leaders

Tried and True . . . WNEW

By AUSTEN CROOM-JOHNSON

Along with so many others, I would like to offer my compliments to WNEW now celebrating its 30th anniversary on the air. If any radio station deserves to be called an 'independent', it's WNEW . . . and not just because of its non-affiliation with a network. They can truly claim to have pioneered the per-

The great personality behind WNEW was undoubtedly Bernice "Tudie" Judis (Mrs. Ira Herbert). This gifted exec is now operating WVVA's 50,000 watts. She originated WNEW's successful format, and really put the station on the big-time radio map. Therefore I feel that any congratulations would be incomplete without mentioning

parties to find some way of standardizing this procedure. I would like to suggest, while on the subject of broadcast quality, that it would be well if agencies made a practice of seeing that stations using turntables were supplied with one or two clean pressings to replace those that are worn. A high scratch-level resulting from wear is an irritating, damaging advertisers' message.



The prettiest girls love
HOFFMAN
-naturally!

Print ads tie-in with radio spots

Hoffman uses their "prettiest girl" theme in bus streamers like this one, as well as on the airwaves. This moppet sings without accompaniment; the effect is charming

sonality-emeec-with-records, and the policy of good pop music, along with public service and news. They were always first with the "firsts." Indeed, the very first musical i.d. using station call letters was written by Kent & Johnson for, who else? . . . WNEW. These famous call letters are still advertised in jingle form with the kind of musical thinking and taste that I find missing so often in commercial jingles. The notes that are set to "WNEW, New York" serve as the basic theme for any musical mention of the station. There are many variants to cover the names of station personalities and broadcast services, and all are modern, interesting, and recorded with imagination and taste. Some are sung, others are strictly instrumental, but the result is always a reminder that you're tuned to eleven-three-0.

"Tudie," and offering her a large share of the plaudits.

These days when the quality of recording is so good, and when hi-fi is the order of the day, it is amazing to find the following contradiction in operation. A radio commercial is produced on tape, then mastered for pressings to be sent out to the stations. On receipt the station re-records from the pressing back to tape, to suit the particular tape-cartridge system which they use for actual broadcast. The loss in quality that can occur in these re-recording steps can almost negate the efforts of a first-class recording studio to turn out faithful reproduction. Strict quality control down the line is almost an impossibility. Since more and more broadcasters are using the tape-cartridge system for transmission, it behooves the interested

Usually the voices of moppety, and those grown-ups who professionally imitate them for the purposes of advertising, give me an acute ease of the megriems. Not so the two in-tuners who perform for the Hoffman beverage people in a pleasant reminder of their wares. At last, I think, this pop factory has a musical commercial with a real chance for continuing success. The two tots sound natural, singing jingly words to a jingly tune. But it's the presentation that makes the little song so attractive. Somebody had the good judgment to know, not what to add, but what to leave out. In other hands they might have wheeled in an orchestra and ruined the whole effect. As it is, "The prettiest girl I ever saw, was sipping Hoffman through a straw" was sung without accompaniment. In this case the suitability of such a decision is borne out by the added flexibility allowed the listener's imagination. The locale is not confined—the kids could be singing almost anywhere. I find the jingle plausible and likeable for its simplicity.

In complete contrast, there is another youthful call that echoes around a sausage commercial you may have heard. It make me want to head for the hills to seek the kind of solitude where little sausages still walk around the farm on four feet, happy as the proverbial pink pigs in the sunshine. They never heard of Mr. Parks' porkery . . . I wish I hadn't either.

TV GOSPEL TIME' DELIVERS THE TOP RATINGS



Atlanta	61.1%
Chicago	31.4%
New York	19.0%
Charleston	62.9%
Memphis	58.9%

PULSE 1963

TV GOSPEL TIME' REACHES A \$20 BILLION MARKET



TV GOSPEL TIME' IS AVAILABLE IN YOUR MARKET NOW

at a cost per thousand that is considerably lower than a comparable radio buy



TV GOSPEL TIME' DELIVERS A LOYAL AUDIENCE FOR YOU

30-minute half hours available. All featuring the outstanding Gospel singers and leading choirs in America. Or on tape. Now in production: 26 additional half hours. Fully sponsored in 24 markets. Additional markets are still available. All markets available 1964 season. For further information contact Len Sait. **I.C.S.**

39 WEST 55TH STREET, NEW YORK 19, N. Y. TEL. 249-0900



NEW BREED locks up L.A. Market!

ARB* rates NEW BREED top syndicated hour in 7-station market!

**AND
N.S.I.
AGREES**

PRIOR PROG Dec. '62	NEW BREED May '63	SAT: 9:30-10:30 PM
3.2	8.3	RATING
6%	15%	SHARE OF MKT.
90,500	208,200	TOTAL HOMES

The New Breed—a different kind of show about a different kind of cop. It had to be great to make these headlines. It has to be great for your station's ratings.

ABC FILMS, INC.
1501 Broadway, N. Y. 36 • LA 4-5050
360 N. MICHIGAN AVE., CHICAGO, ILL. / AN 3-0800
190 N. CANON DRIVE, BEVERLY HILLS, CALIF. / NO 3-3311

*VARIETY'S ARB'S JULY 10, 1963

WASHINGTON WEEK

News from nation's
capital of special
interest to admen

★★ The FCC will try a clairvoyant look into the future of American competitive tv during a soul-searching hearing on whether the now famous VHF drop-ins in 7 two-VHF markets should be allowed or disallowed.

The commission wants the 19 September hearing to concentrate largely on best policy to improve network competition; the effect of drop-ins on UHF growth; the pros and cons of a dual VHF-UHF operation, with the VHF half to end at a fixed date.

Staggeringly, the FCC also wants educated guesses on how things will ultimately work out with the drop-ins, and without. In either situation: how long would it take to develop maximum competitive tv service? How soon would third stations get going in the seven markets?

Legitimate participants will be those who petitioned reconsideration for the short-spaced VHF's (ABC and would-be applicants) and those who opposed petitions for a second look.

★★ FCC Cmr. Cox abstained from the vote on the oral hearing, in view of AMST challenge to his participation in drop-in decision, but he is expected to be on hand for all future action.

FCC counsel is preparing an answer to the Association of Maximum Service Telecasters' claim that Cox should stay out of the matter. General view is that AMST argument stretched legal technicalities very thin. Answers from ABC and a number of applicant broadcasters said there was neither statutory nor precedental basis for Cox rule-out, and AMST had itself complimented Cox on his impartiality and his integrity.

★★ Major feature in new allocations look for FM radio service from FCC viewpoint is wide-area nighttime coverage which AM service fails to achieve across large stretches of the country.

Major feature in industry's concurrent fm plan is National Association of FM Broadcasters' timely program for strong, solidly researched ratings, market by market, for fm, to pull regional and local advertising.

Traditional long-hair characteristics of fm and fm stereo programming will have to yield to less strictly classical appeal in bid for well-educated, well-heeled but more esoteric young marrieds who are flocking to good listening at home and en route.

★★ FM's orderly growth via table of allocations, and its future as a programing service independent of am but complementary to it, is a project strongly favored by FCC Chairman E. William Henry.

New allocations plan will permit approximately 2,830 fm channel assignments in 1,858 communities across the country, effective 11 September. New applicants will have much the same rules as for tv assignments.

Specialized programing in multiple fm markets will be acceptable but--Henry has warned fm broadcasters not to overdo it by concerted rush to program for the same listening segment at expense of market diversity.

Sure, advertising is propaganda — but it's vital to freedom, says Downs

"Nothing can be fairer or more moral or more a manifestation of freedom in a free land than exhorting people to purchase and try a product when they are free to purchase and try others," says NBC-TV personality Hugh Downs. He also notes that "the aspect of communism most in reverse gear is its attitude toward buying and selling."

Downs voiced his support of the role of advertising while serving as guest speaker at commencement exercises for 400 salesmen who attended the Alberto-Culver College at Chicago's O'Hare Inn, the company's experimental national sales meeting, organized as an intensive school program.

He told the assemblage: "It gets mightily boring to me to hear people who have read an expose book give utterance to the cliché that tv would be better if there were no commercials. Even if tv would be better without commercials (which

it would not, since the prime alternative of the free-enterprise system of broadcasting is government-controlled or government-subsidized broadcasting, and without the stimulus of competition it would sink gradually or rapidly toward inferior quality), the country would not be better."

Downs said that while it is true that advertising is propaganda, "the plurality of persuasions that make up diverse advertising propaganda is of the very fabric of freedom for the people at whom it is aimed: they remain free to try the product or to reject it, or to try it and reject it, or to try it—and finding it of passing excellence—to stay with it. Nothing Jefferson, or Tom Paine, or Patrick Henry ever dreamed of is freer."

"We are all in the same business," Downs told the salesmen. "We sell . . . It is not unrealistic or overblown for us to feel we not only do a serv-

ice to our product and our customer, but to the very continuum of freedom that forms the atmosphere and life-breath of a democracy."

However, he stressed they have more in common than just being salesmen: "What we most importantly have in common is a condition of being able to give our first allegiance to the customer. You can't do that with an inferior product. You've got to have it made. You've got to believe and know that what you're urging them to buy is right for them and worth the price. It's an enviable position. When I speak of the price it doesn't have to be cheap. The day of cheapness is over; the day of quality is here."

Downs said he would like to be able to say that over his quarter century of broadcasting he really believed everything he said in commercials, but he thought this was true in only the last eight to ten years. "To be honest, when I started I was a paid parrot and I read what was written and took the money, but having . . . 'the solace of success,' I began to think deeper than the oatmeal on Madison Avenue's bib and I thought first how will I expect anyone tuned in to believe what I say if I don't believe what I say . . . and I began to make headaches for copywriters and commercial producers.

"I began also to use products I was selling, not all of them (Plavtex living things, dental plate adhesives), but wherever possible I came to know—and very often to like—the products I was connected with and to be certain that what I said about them would not be a disservice to the person who took my word for it."

In time, said Downs, he came to "the happy conclusion" that he wasn't obliged to sell everything, that he now was obliged to talk about only that which he felt would give satisfaction to the buyer. "So emerged the idea that my first allegiance was and must remain to that person tuned in and that in adopting this policy I was giving the best possible service to client and product as well."

He stressed that with good products, good means and motives for



Advertisers, agency welcome rep's expansion

Peters, Griffin, Woodward's M.C. Via (l), who headquarters in Dallas as part of the rep firm's expansion in the southwest, is welcomed at a reception in Houston by Robert M. Gray (center), advertising-sales promotion manager for Humble Oil & Refining, and Gene Key, account exec for Goodwin, Dannebahn, Littman & Wingfield

Amusement park soars after ride on radio

AN amusement park owner in Canandagua, N. Y., once scoffed at all attempts to have him advertise on radio, but now he's one of the medium's staunchest boosters . . . thanks to efforts by Rochester's WBBF and Hart-Conway Advertising. They convinced the Roseland Amusement Park to try a week long saturation schedule on the station offering free rides, refreshments, and prizes to hikers, resulting in over 1,500 taking part. This led to another promo, with the park teaming with WBBF; WACK, Newark, and WHEN, Syracuse, to offer free rides to students achieving top marks. Over 60,000 ride tickets were distributed in the three-day event (right), making a solid radio convert out of Roseland.



promoting them, and a public both prone to put increasing emphasis on quality and possessing the means of availing themselves of quality, "it would not only be silly to waste the opportunity to give it all you've got . . . it would be downright criminal."

But Downs warned that generated zeal should be guided by disciplined and intelligent planning, as "this kind of alertness in the advertising phase of selling guards against the pitfalls of hack copy approaches, errors, and conformity. Blind conformity is socially bad, it's the worst of all in advertising. What I am urging and advocating is to think. I do it at least twice a week."

Gen. Mills sales up 5.5%

Consumer food sales paced a generally robust fiscal year for General Mills who's 35th Annual Report covering the 12 months ended 31 May 1963 listed net earnings of 14,912,000. This represents earnings per common share of \$1.90, a 2% increase over the \$1.25 of the previous year.

Company credits two factors with the business upswing: first, major divisions improved performance significantly, and second, feed operations were discontinued and thus losses which depressed earnings a year ago were eliminated.

Sales of \$523,946,000 were reported for the 1962-63 fiscal year, when measured comparably

against those of previous years with feed sales excluded, they show an increase of 5½% over last year and an all-time high. In 1961-62, feed sales accounted for \$19,862,000 of the \$546,401,000 reported. Sales of all General Mills packaged foods including family flour, rose 11% above those of the year before. The company's "Big G" breakfast cereals chalked up a 19% increase in sales. This moves the company from third place into a virtual tie for second in the nationwide cereal market, the report contends.

Commercial costs up 100% since '53: Eastman Kodak

With the start of the 1963-64 tv season close at hand, admen are facing head-on the now-acute problem of tv commercial costs, a subject discussed in the August issue of *TV Film Trends* published by the Motion Picture Film Department of Eastman Kodak. Although such cost hikes are part of "a mosaic of price rises in advertising generally," notes the article, the ad executive is still faced with the task of explaining to his client that it will cost more than an additional 50¢ to achieve the same sales level, through multi-media national advertising, as compared with a decade ago.

Looking at tv commercial costs, Eastman estimates that they have risen 85% to 100% in the ten-year period, apart from the costs of network or spot tv time. That is, the

lefty part of the increase is in the talent area. Here, original fees and re-use payments for film commercial performers are now at a level where agencies calculate that for every dollar in the production budget of a tv commercial a second dollar must be set aside for additional talent payments on major non-network campaigns."

The article points out that the cost of the actual film used in commercial production has held its own in relation to over-all production cost hikes. Eastman black-and-white negative stocks have climbed only 11% in price since 1959. But Eastman is not optimistic about the general tv commercial price picture, reminding that representatives of SAC and AFTRA are due to meet in October with a joint IANA committee to present new talent-contract demands, and to seek further increases.

Mrs. Bernard Platt dies

Mrs. Bernard Platt, wife of the executive vice president of SPONSOR, died Sunday, 28 July, after a long illness. Funeral services for Mrs. Platt were held Wednesday, 31 July, in Washington, D.C. Mrs. Platt is survived by her husband and four children.

Top '62 Tv Advertisers

Television's coffee break amounted to \$43,147,166 in total network and spot billings from all brands last year, an increase of 7% over 1961's figure of \$40,331,812, according to a compilation by TvB. Expenditures in spot rose from \$34,285,200 to \$37,034,463, while network reaped \$6,112,703 last year from coffee advertisers, against \$6,046,612 the previous year. Tv was only measured medium used by seven of the 11 leading company or brand advertisers, who placed 91.1% of their total measured consumer media expenditures into video in

'62. These top 11 spenders in the category placed \$34,972,541 in billings in tv, \$1,665,385 in newspapers, \$1,409,485 in magazines, and \$340,379 in outdoor. Leading coffee brand on tv last year was General Foods' Maxwell House, whose billings amounted to \$5.1 million in spot and \$2.8 million in network. General Foods, which also used network and spot tv for two other brands—Sanka and Yuban—budgeted 88.6% of its coffee advertising dollars strictly for television campaigns. Below are the figures for 1962's top tv spenders.

	Network	Spot	Total TV
Standard Brands			
Chase & Sanborn	\$ 184,757	\$ 3,773,130	\$ 3,957,887
Siesta	—	258,720	258,720
			4,216,607
Chock Full O' Nuts	20,243	1,165,610	1,185,853
Folger	1,575	4,749,270	4,750,845
Nestle Co.			
Decaf	452,327	74,900	527,227
Nescafe	714,984	2,021,780	2,736,764
			3,263,991
General Foods			
Maxwell House	2,796,302	5,135,340	7,931,340
Sanka	1,213,553	25,000	1,238,553
Yuban	715,327	3,430,950	4,146,277
			13,316,170
Hills Bros. Coffee	13,635	2,559,810	2,573,445
Beech-Nut	—	503,820	503,820
Martinson	—	506,200	506,200
			1,010,020
Duncan Coffee Co.			
Admiration	—	129,090	129,090
Maryland Club	—	683,090	683,090
			812,180
M. J. B. Co.	—	1,570,050	1,570,050
Coffee Growers of Colombia	—	1,662,750	1,662,750
Paxton & Gallagher (Butternut)	—	1,132,540	1,132,540
McLaughlin Manor House	—	233,980	233,980
Savarin	—	290,300	290,300
Wm. B. Reily Co.	—	221,280	221,280
Horn & Hardart	—	115,120	115,120
La Touraine Coffee	—	118,870	118,870
Texas Coffee (Seaport)	—	187,990	187,990
Brazilian Coffee Council	—	139,800	139,800
Donovan (Red Diamond)	—	123,740	123,740
Fleetwood Coffee	—	108,630	108,630
TOTALS:	\$ 6,112,703	\$37,034,463	\$43,147,166

APPOINTMENTS: Kotobukiya Ltd. to Kenyon & Eckhardt-Novas de Mexico for the entire line of Japanese whiskeys, liqueurs, and wines exported to Mexico . . . National Distributing Company of Missouri to Stemmeler, Bartram, Tsakis & Payne for advertising in selected areas of Missouri, Illinois, and Arkansas . . . The Texas 65 Health Insurance Assn. to Tracy-Locke, Dallas . . . International Equity Corp. to Geyer, Morey, Ballard . . . Extractos Y Derivados S.A. to Kenyon & Eckhardt-Novas de Mexico for Canada Dry products . . . Nadiseo, automotive and household product manufacturer, to LaRue & Cleveland. Major emphasis will be on Spare Tire, a new aerosol product that instantly inflates and seals a flat tire . . . Lehn & Fink Products to Kudner for the Tussy division. The \$1 million account was at Young & Rubicam for the past five years . . . KBLA, Los Angeles, to Beckman, Koblitz . . . The 1963-64 Air Force Reserve Recruitment Motivation account to Hume-Smith-Mickelberry, Miami. Finalists in the competition were the incumbent agency, Bozell &

Jacobs, Erwin Wasey, Ruthrauff & Ryan, Burke Dowling, and the NAAN group . . . Philadelphia Dairy Products to Elkman Advertising for its complete line headed by Dolly Madison Ice Cream

NEW AGENCY: Target Media has been formed to develop special interest advertising media. Head of the company, Irving J. Segall, explained that "rising costs of national ad media, with their scattered audiences and waste circulation, makes it more difficult daily for many advertisers to reach the specific markets for their products or services at a price they can afford. Target Media has been formed to help fill their needs. Plans for new publications and other media will be announced shortly."

ARF ADDS SEVEN: Newest members of Advertising Research Foundation are Atlas Chemical Industries, Colgate-Palmolive; *Popular Science Monthly*; *Outdoor Life*; Hoover Pty. Ltd., Stig Arbm in Ammonsbyra AB, and Michigan State University. This brings to 25

the number of organizations elected to ARF during the first half of the year and to over 310 the total membership

ADDS BAR: Fuller & Smith & Ross has just taken on the new National Weekly Spot Tv Service of Broadcast Advertisers Reports. The agency will thus be provided with detailed monthly proof of performance statements for spot tv schedules and with weekly tv competitive activity reports, both based on 24-hour monitoring of 236 stations in the top 75 markets

WORLDLY CAMPAIGN: To boost sales of Campbell Soup's four bean products, company has slated a special back-to-school promotion featuring what is believed to be the first world globe with an underseas relief based on data from National Geophysical Year Research. Commercials featuring the premium will appear on Campbell's daytime network tv line-up during September and labels on the bean products will feature the offer.

FINANCIAL REPORTS: Sales of



*Atomic Subs . . . one of
Mississippi's diversified
industrial products.*

WLBT/WJTV
Jackson, Mississippi

Schick for the first half of 1963 rose 34.5% to \$7,568,728 compared to \$5,626,347 for the same 1962 period. Profit before taxes amounted to \$64,176 compared to a loss of \$483,055 and net profit was \$30,776 compared to a net loss of \$272,055 last year . . . American Tobacco net income for the first six months of 1963 was \$31,289,000 or \$1.14 per common share compared with \$31,300,000 or \$1.14 per share in the 1962 first half. Dollar sales were

justed basis. Net income was \$10,886,000 or \$2.92 a share, compared with \$10,614,000 or \$2.80 a share last year.

EXPANDING: Ruder & Finn, international public relations firm, opened its southwest office in Houston on 1 August and placed Alvin R. Busse as vice president and general manager of the new office. The new office is located in the Texas National Bank Building

of its account groups to the 11th floor of the Argonaut Building, 485 West Milwaukee in Detroit's New Center area. An enclosed bridge spans Milwaukee Avenue between the General Motors building, which houses the central executive offices of the agency, and the Argonaut Building. All account groups except Chevrolet are affected by the move . . . Tracy-Locke in new offices at 3960 N. Central Expressway, Dallas. Phone number is TAYlor 1-3330. All mail should be addressed to P.O. Box 1383, Dallas, Texas 75221 . . . Sosnow & Weinstein, Newark, has moved to larger offices at 494 Broad Street.

Tareyton's \$10-Mil Account Moves to BBDO

IN the major advertising agency account switch of 1963, American Tobacco has appointed Batten, Barton, Durstine & Osborn to handle Dual Filter Tareyton cigarettes. A major broadcast account, Tareyton, with estimated billing of \$10 million, has been handled by Lawrence C. Gumbinner. For BBDO, the Tareyton account will double its American Tobacco billings, since it has handled Lucky Strike since 1948. For Gumbinner, the loss will slice deeply into its estimated annual billing of about \$25 million. Advertising for Pall Mall and Montclair cigarettes will continue to be handled by Sullivan, Stauffer, Colwell & Bayles. The change is the second recently by American Tobacco: Gardner was named to handle Roi-Tan (formerly Gumbinner), La Corona, Antonio y Cleopatra, Bock y Ca, and Cabanas cigars (formerly SSC&B). Gumbinner had serviced American Tobacco for some 38 years. In broadcast media, Tareyton had tv network gross time billings in '62 of \$3,153,163, according to TvB, not including program charges. Spot tv billings totalled \$104,450 (TvB-Rorabaugh). While no radio billings are available, Tareyton has used the medium heavily. Magazine billings in 1962 were \$2,254,860, newspapers \$309,524. Total of the four measured media last year was \$5,821,997. Lucky Strike's measured billings in the four media came to \$5,291,652. The total four media billings for Pall Mall in 1962 was \$15,147,048, for Montclair \$1,061,014.

\$569,752,000 compared with \$577,621,000 last year. Estimated taxes are \$35,790,000 compared with \$36,190,000 in 1962 . . . Cities Service net income for the year's first half was \$30,235,000, an increase of 26% over the \$23,989,000 in 1962's similar period. The per share equivalents were \$2.80 this year and \$2.22 last year . . . Consolidated net sales of Philip Morris for the six months ended 30 June amounted to \$277,925,000 to set a new record for the period. This represents an increase of 4.3% over the first half of 1962 when consolidated net sales were \$266,525,000 on an ad-

. . . Mario Trombone Associates has leased additional space at 40 East 49th Street, New York . . . Technicolor Corp. has formed a Commercial and Educational Branch and placed Robert T. Kreiman in charge as general manager. New branch is to consolidate Technicolor's activities in the industrial and educational markets and it will take over the marketing and manufacturing of the existing line of Technicolor products and the new-product engineering program.

NEW QUARTERS: Campbell-Ewald, Detroit, moved the majority

AROUND COMMERCIALS: Allan C. House, Jr., account supervisor and producer of tv film commercials, has joined Sarra, Inc., as a sales production executive. He comes from Sutherland Associates, where he was at one time in charge of all tv commercial production in Canada and producer of a wide range of commercials for clients in this country . . . John Freese, former Young & Rubicam vice president in charge of commercial productions, has joined VPI of California. He'll headquarter in San Francisco and will be in charge of all phases of production and follow through for the tv commercial production organization . . . Walter Lantz Productions has donated to the United Fund two 20-second and two 10-second spots, featuring the voices of Grace Stafford and Daws Butler to launch the upcoming United Fund campaign nationally on tv and in theaters.

KUDOS: Rex Brack, senior vice president and chairman of the Advertising Committee of Braniff International Airways, awarded the "Order of Balboa," the highest civilian award by the Republic of Panama. Brack was honored for his work in developing tourism and business and cultural travel between Latin America and the United States . . . A sales promotion program conducted by William Frehofer Baking has been named the outstanding campaign of i



Laura Scudder's salts away another blue chip award

Laura Scudder's (noisiest) potato chips was recently cited for its outstanding contribution to the advertising industry by the Radio Salesman's Club of Los Angeles. Testing freshness of chip in "Crunch Booth" is John Winneman of KEZY, with Scudder's p.r. manager Armand Normandin judging for presentation of gold Potato Chip Award.

kind for 1962-63 by the First Advertising Agency Group, an association of 29 agencies in cities from coast to coast. The prize-winning campaign used the theme "Buttons and Bows" to tie in with its featured "Bow Tie Bag." Wermen & Schorr, Philadelphia, is the Freihofer agency . . . McCann-Erickson won 14 out of 44 awards for which it was eligible in the 12th annual exhibition of the Art Directors Club of Atlanta. Ads for Coca-Cola topped the list with 12 awards, including three gold medals . . . Crawford H. Greenewalt, chairman of the board of E. I. du Pont de Nemours, has been elected chairman of the Radio Free Europe Fund.

MOVING: Robert Haig, copy director, and James Graham, tv-radio director, elected vice presidents of Reach, McClintock. Kenneth Dudwick and Irwin Sarason to art directors at Kudner.

Donald E. Lindstrom to account executive at Clinton E. Frank. Lionel C. Barrow, Jr., to research project supervisor at Kenyon & Eckhardt. David R. Williams to associate director of the media department at Ketchum, MacLeod & Grove. Robert P. Greenlaw to treasurer of American Home Products. Charles E. Conturba to Chicago district sales manager for Whirlpool Corp. Thomas L. Lazarns to the advertising department of 20th Century-Fox from account executive with Donahue & Coe. Donald Dickson to Warner-Lambert Products division as marketing vice president. Edward Libov to vice president and account supervisor and Russ Alben to copy chief, at Helitzer Waring & Wayne. Eileen (Riki) Brennan, Arthur Hoffman, and Richard Tonsey to account executives at Cunningham & Walsh.

DOMINATES THE
SAN FRANCISCO-OAKLAND
NEGRO MARKET

KDIA



NEGRO PULSE, OCT NOV 1962

	6 AM-12 N	9 AM 12 N	12 N 6 PM
KDIA	26	29	33
NEGRO "B"	15	15	14

THE ONLY NEGRO STATION
COVERING THE ENTIRE
BAY AREA NEGRO AUDIENCE.

NEGRO RADIO
KDIA

DOUBLE THE COMMERCIAL
VOLUME OF ANY LOCAL
NEGRO MEDIUM

REPRESENTED BY
BERNARD HOWARD CO.

A SONDERLING STATION

WDIA, Memphis . . . WOPA, Chicago
KFOX, Los Angeles

Global news to build web affils?

Radio station groups and independent outlets can no longer go it alone in the area of global news service, and must seek out a network affiliation to be able to provide their listeners with fast, factual reports of events taking place all over the world, says Mutual Broadcasting president Robert F. Hurlleigh.

Licenses know "now more than ever," he says, that the dissemination of instantaneous communications is "a must not alone for the rendering of adequate service but for the more basic need of survival." Hurlleigh feels "this new reason will have a far longer life expectancy and will render a far more valuable service to mankind than its entertainment younger brother of a generation ago ever dreamed to achieve."

Speaking out editorially in the August issue of MBS' monthly newsletter, he stresses: "For the truth is that the immeasurable flow, assemblage, and dissemination of global news and the speed at which all these separate processes must be accomplished today entails such a complex of manpower and facilities that no one station and no single group-owned combine can adequately manage it alone."

Hurlleigh, discussing the reasoning behind his feeling that a network revival is on the way, notes that station managers now have "an increasing understanding that a network geared to news along the concept pioneered by Mutual is no longer a competitor but an actual aid, that its services no more disrupt their individual personality than a piece of AP copy on page one distorts the basic character of the N. Y. Times."

He adds, "They are increasingly more aware that they can be as individual as a fingerprint and still carry the authority of a network broadcast from anywhere in the world. The separation is so complete that even the listener himself senses the dichotomy and approves of it in principal and deed."

Forecasting another major change "in the face of the industry," Hurlleigh says he anticipates the day when networks will "... cross the barriers of present-day exclusivity and syndicate different special correspondents to a multiplicity of stations in a single market as well."

Barry back in quiz biz via CBS-PTP pilot pact

Jack Barry, who lost his network tv programs during the quiz show investigations, is headed back into the network quiz show picture, this time through a program development project linking up Paramount Television Productions and CBS. The deal calls for PTP to supply CBS with five pilots of quiz and audience participation shows, with Barry to serve as executive producer on all five.

In addition, CBS has optioned for six months PTP's audience participation program, *Where Are You From?* now on KTLA, Los Angeles, created and produced by and

starring Barry. KTLA is a PTP subsidiary.

PTP general manager S. L. (Stretch) Adler said all five pilots will be produced at KTLA on Paramount's Sunset lot, with work on the first pilot already under way.

NBC News plans three-hr. prime-time rights probe

On Monday, 2 September, when NBC TV charts the major developments of the civil rights movement in this country, it will be making history of its own in the tv documentary field. The network will pre-empt its entire prime time schedule from 7:30-10:30 p.m. on that evening to present the news special.

Beginning with the Emancipation Proclamation and continuing down to the present and the Administration's civil rights bill, the program will draw upon the entire corps of NBC News' domestic correspondents for analysis of how the civil rights issue affects the American public, and upon NBC foreign correspondents for reports on reaction to this issue throughout the



Edith Head shows KCBS to latest models

Paramount Pictures fashion chief Edith Head (with mike), who conducts daily five-minute "Fashionscope" program on CBS "Dimension," visits studios at KCBS, S.F., with models Pat Carmen (l) and Sue Reed, who appeared with her fashion show in Bay City's Sheraton Palace Hotel for the Serra International Convention Ladies Luncheon

world. It will feature discussion periods in which leaders of civil rights movements and their critics, the Administration, Congress, labor and proponents and opponents of proposed civil rights legislation will participate.

NBC TV programs being pre-empted for the special are *Monday Night at the Movies*, *The Art Linkletter Show* and *David Brinkley's Journal*.

NBC promotes Gene Walsh

Gene Walsh has been appointed manager of business and trade publicity in the NBC Press dept., succeeding Alan Baker, recently promoted to director of program publicity. Walsh's appointment was announced by Merryle S. (Bud) Rukeyser, Jr., director of press and publicity for the network.

Walsh, who has been assistant trade news editor since January, 1962, joined NBC a year earlier as an associate magazine editor.

SALES: A 90-minute Project 20 special titled *That War in Korea* will be presented by NBC TV on 30 October (7:30-9 p.m.) under the sponsorship of Xerox (Papert, Koenig, Lois). The program has been in production for more than two years . . . NBC TV has sold complete sponsorship of the *National Football League Championship* game 29 December. A quarter each was purchased by Ford Motor and Philip Morris; a third quarter was sold regionally to American Oil, Sun Oil, and Farah Mfg. and sponsorship of a fourth quarter sold regionally to P. Ballantine, Falstaff Brewing, Theo. Hamm Brewing, Carling Brewing, National Brewing, J. A. Folger, The Geo. Wiedemann Brewing Co., and National Bohemian Beer . . . Carol Burnett will star in three specials planned for presentation on CBS TV during 1964, all sponsored by Thomas J. Lipton . . . "Is this the Day?" is the theme of the fall promotion for Metrecal by Edward Dalton. Heavy participation on CBS TV and ABC TV, plus magazines, will back the campaign. There are seven shows on each network . . . Eight advertisers have

bought into *Temple Houston*, NBC TV's new hour long western which premieres 19 September at 7:30 p.m. They are: John H. Breck; Bristol-Myers; Buick Motor; Goodyear Tire & Rubber; H. J. Heinz; S. C. Johnson; Lehn & Fink; and Pharmacrast Laboratories.

FINANCIAL REPORT: Leonard Goldenson, president of AB-PT, attributed a drop-off in profit during the year's first half to the fact that some of the tv programs in the current season did not measure up to expectations. Estimated net operating profit for AB-PT for the second quarter of 1963 was \$1,530,000 or 41 cents a share compared with \$2,511,000 or 56 cents a share for like 1962 period. Net profit, including capital gains, was \$2,061,000 or 46 cents a share compared with \$2,457,000 or 56 cents a share for last year. Estimated net operating profit for the first six months was \$4,210,000 or 95 cents a share compared with \$5,553,000 or \$1.24 a share for the same period of the previous year. Net profit, including capital gains, was \$4,573,000 or \$1.03 a share compared with \$5,396,000 or \$1.21 a share in 1962.

MOVING: Don Richardson, assignment editor, CBS News, Washington, named assistant news director of the bureau.

Arthur Barriault, an NBC News correspondent for 18 years, has joined the White House Office of Emergency Planning as liaison officer for the broadcasting industry under the newly instituted Emergency Broadcast System. He will represent all networks and the NAB in coordinating broadcasting matters concerning emergencies and civil defense activities between the broadcasters and the government. John Edwards to bureau manager-correspondent of CBS owned tv stations' Washington News Bureau, which becomes operative 1 September.

Josef G. Dine to director of information, CBS Laboratories. He was director of information for CBS News.

William A. Brendle to manager of sports for CBS TV Press Info.



WHY SALES CLIMB ALONG THE SKYLINE

You really go places in this "one-buy" TV market with Gasoline and Petroleum sales as large as the 16th metro area and Automotive sales that rank 19th!

SKYLINE TV NETWORK

P.O. BOX 2191 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-393-4007

Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.

KOOK Billings KFBB Great Falls KXLF Butte
KID Idaho Falls KBLL Helena KVVT Twin Falls



Worth Watching

North Carolina's biggest market tops in population, households retail sales

North Caro. No. 1 Golden Triangle

NO. 1 MARKET IN THE NO. 12 STATE

WSJS
TELEVISION

WASTON SA EM GREENEB RO HIGH POINT
As one to . . .

First year of pay tv test a 'success'

An "encouraging and enlightening" report on the first year of the pay-tv test being conducted in Hartford by RKO General Phonevision, has prompted Zenith Radio president Joseph S. Wright to state that this bears out their belief "that tv could be more than just an advertising medium."

"We felt strongly," he said, "that it had the capability of becoming a new economic and convenient electronic box office to distribute the type of top quality entertainment advertisers cannot afford to sponsor but which the American public nevertheless wants to see."

Wright, whose company developed the system and produced the technical equipment used in the test, stressed: "Our convictions are now being translated into actual practice in Hartford and it appears that our confidence in subscription tv was justified.

"We believe that commercial tv will not lose by subscription tv but will benefit eventually through renewed interest in tv as a medium, through encouraging the establishment of new stations, and stimulating the creative talents of the entertainment industry," he added.

Thomas F. O'Neil, chairman of Phonevision parent General Tire & Rubber, noted that "although it is still too early to provide us with complete conclusions as to the future of subscription tv, the experiment has already shown that we are meeting a public need, that program expenditures are consistent, and that disconnections due either to dissatisfaction on the part of subscribers or delinquency in payment, are remarkably low."

He said, "Applications of new subscribers have shown a sharply increased rate during the last two months and we are now serving

over 3,000 homes . . . a number which could be much greater had we desired to increase our installation rate."

On-air operations for the three-year, FCC-authorized trial began 29 June, 1962, and O'Neil stressed that its purpose is to maintain a large enough sample "to develop data for our own purposes and for the information of the FCC."

On the film front, O'Neil said although exhibitors are still adamant in their attempts to place embargoes on product for pay tv, he is gratified with the cooperation given the test by most major motion picture distributors. He said they have been supplying product, including a substantial number of first subsequent runs, exhibited "day and date" with Hartford theatres. "The only exceptions have been Universal and 20th Century-Fox, which have failed to provide any films to the Hartford project."

Santangelo quits Susskind

Michael R. Santangelo, vice president and executive assistant to the president of Talent Associates-Paramount Ltd., David Susskind, since April of this year, has gotten a release from his contract with the production company because "the anticipated contract could not be reached."

Formerly assistant to the vice president for programming in charge of radio and tv at Westinghouse Broadcasting Co., Santangelo has in the hopper ten separate co-productions with five different companies in tv, theatre and motion pictures.

CATV system turns sponsor

One of the more unique twists in broadcast advertising annals is the one-shot special which the ABAR Tv Cable Co. of Eugene, Ore., will sponsor tomorrow (6) on the local ABC affiliate, KEZI-TV. The how into tv is to celebrate the 10th anniversary of the TelePromTer division.

Program will be the movie version of "Pajama Game," starting at 8:30



New merchandising program introduced in Houston

Lester Kamin, president-owner of KXYZ, Houston, and KBEA, Kansas City, shows new Mini-Board promo KXYZ's offering advertisers, to Frank Woods, regional sales mgr. for "Spare Tire," whose schedule on the station is being augmented with 6,400 of the boards in Weingartens Supermarkets (30 stores in Southwest). Other Mini-Boards are in Henke & Pillot (Krogers) and Lewis & Coker, in Houston, and in the Safeway, A&P, Thriftway, and Kroger Stores in K.C. Promo's also available to all r-tv outlets

p.m. and running uninterrupted. ABAR will have a brief introduction and close of a strictly institutional nature and KEZI will superimpose its station identification at the required times without breaking either audio or video continuity.

ABAR general manager Bill Elkins reports great interest in the special by other cable systems, two of which have installed special equipment in order to present the program to their customers.

Station promo jingles linked to hootenanny fad

A new package of 15 station promotion jingles geared to the current hootenanny rage has been put together by Harry O'Connor Associates, Dallas, to take advantage of what O'Connor feels is the biggest music fad ever to hit the public. "The package is being sold on an exclusive basis to one station in each market area.

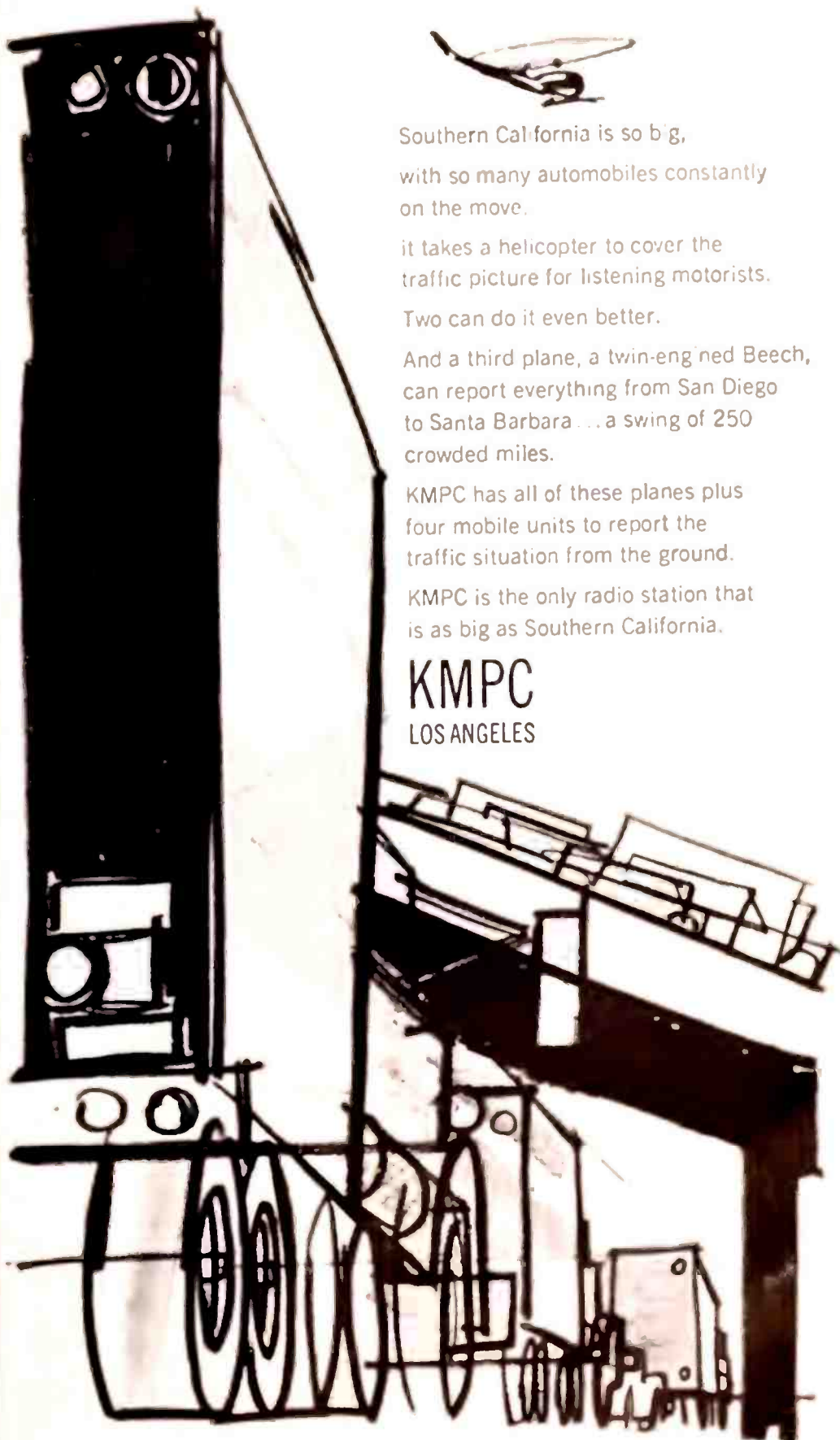
Written and recorded in Hollywood, the material is themed to folk times and features ten instrumentalists and six vocalists in 10- to 20-second formats. "The hootenanny theme we have developed for stations," says O'Connor, "is a fresh, new sound in music and in radio, even though folk music, itself, is very old."

He adds that the package has been optioned to several stations in key markets, while "others made commitments long before we went to actual production because of the hootenanny craze now sweeping the country. The folk motif, dominant in music circles for several years, moved into the mass market last fall and has also become a success on network tv," O'Connor notes.

McMahon in 'Babe' spec

Horace McMahon, veteran actor whose *Naked City* (ABC) has gone to the boards, will get an opportunity to perform in the role he says he always wanted to do—a real-life sports commentator — when he lives as narrator 15 August for ABC-TV's half-hour prime-time special, *Babe Ruth: A Look Behind the Legend*.

Appearing on camera with Mrs.



Southern California is so big, with so many automobiles constantly on the move.

It takes a helicopter to cover the traffic picture for listening motorists.

Two can do it even better.

And a third plane, a twin-engined Beech, can report everything from San Diego to Santa Barbara... a swing of 250 crowded miles.

KMPC has all of these planes plus four mobile units to report the traffic situation from the ground.

KMPC is the only radio station that is as big as Southern California.

KMPC
LOS ANGELES

Golden West Broadcasters

CWB

•SFO San Francisco •EX Portland •KVI Seattle-Tacoma
Represented by A.V. Radio Sales



Station manager becomes a party to a party

Peter M. Affe, station mgr. for WNBC-TV, N. Y., goes through some of the 10,500 entries submitted by 3-to-8-year-olds for "Birthday House" program Birthday Card Drawing Contest. Daily morning program features a birthday party each day, with games and creative participation, for pre-schoolers. No cartoons are aired in the show

Babe Ruth; former baseball greats Waite Hoyt and Joe Dugan, two of the Babe's closest friends; Roger Maris, Yankee star who broke Ruth's home run record, and others, McMahon will pay homage to "The Sultan of Swat" on the eve of the 15th anniversary of his death.

Written for tv by Roger Kahn, sports editor of the *Saturday Evening Post*, the program was produced by WABC-TV sports commentator Howard Cosell.

KAZZ finds fm rewarding

KAZZ-FM, Austin, Tex., the second fm station to be licensed by Community Club Awards, is proving that an fm can be as commercially successful as an am station. KAZZ has just started broadcasting its first CCA campaign with \$15,000 in new business (\$1,000 per week for 15 weeks), including 16 accounts never before on the station and five others either renewing or increasing their billing.

The campaign, which began 15

July, will run through 26 October, with a second flight scheduled from 20 January through 2 May. KAZZ will present \$2,000 in cash awards to some 50 participating women's organizations.

Broadcast Time Sales eyes 17 wholly owned branches

Branch offices in 17 additional cities to service advertisers and agencies are planned by Broadcast Time Sales under an unusual set-up which would allow branch office heads to own their own operations. Reportedly the first franchise operation applied to the broadcast rep industry, the plan would feature owner-managers in business for themselves, under a 100% commission rate.

According to Carl L. Schuele, president of the radio rep firm, BTS will offer each owner-manager backing and training, as well as equipment, supplies, and sales promotion material to get started.

The 17 cities, exclusive of New

York and Chicago, are Atlanta, Boston, Memphis, Dallas, Seattle, Los Angeles, San Francisco, Philadelphia, Pittsburgh, Detroit, Minneapolis, Richmond, Omaha, St. Louis, Denver, Phoenix, and New Orleans. Each of the offices will be in operation by 1964, Schuele notes

The extended local coverage for the radio rep firm will offer advertisers many different services Schuele said, including the creation of sample radio campaigns, together with providing examples of successful sales results from other cities.

Stations will benefit, he said, from a central billing system to be inaugurated.

Under the plan, both advertising sales and station solicitation rights in the territories are offered and will be protected.

Cost of the franchise in each of the cities is set at \$3,000, plus a monthly fee of \$200. Initial cost returned to the franchise at end of the fifth year of association.

Going to each franchise will be a tape library on BTS station subscriptions to SRDS, SPONSOR and other trade publications, promotional file, and other equipment.

In addition to an interchange of ideas, annual convention, and regional meetings, franchises will have membership on the board of directors of the national firm.

West coast meet for TAC

Program directors of Television Affiliates Corp. subscribers western and pacific coast are will gather at San Francisco's Hilton Inn 26-27 August to exchange ideas and discuss latest trends in the tv industry, announces TAC v.p. Robert Weisberg. Workshops during the two-day meeting will focus on children's programming, sports shows, editorializing, new production ideas, selling public affairs programs, and new ideas in women's programming.

Weisberg pointed out this is the second TAC Programming Conference to be held in recent months, and was set up to accommodate the increasing number

member stations in the West, now double the total at the same time last year.

The first conference this year was the second annual event held in Chicago, and was attended primarily by eastern and midwestern TAC subscribers. Weisberg said two conferences per year would likely become standard TAC practice, as it is felt that repeat conferences have a decided advantage because the workshop sessions function more effectively with smaller groups.

\$2.5 mil. for 'Century I'

A total of \$2.5 million in global sales has been rung up by 20th Century-Fox Tv for its 30-title

Century I feature film package in the ten months since its first domestic release, reports syndication director Alan Silverbach. He said foreign sales account for some 20% of the package's total revenue.

First aired on tv via NBC's *Saturday Night at the Movies*, the package is now in 45 domestic markets as well as in Latin America, Europe, Canada, and Australia. Recent U.S. sales include KTAR-TV, Phoenix; WBAY-TV, Green Bay; KTTV, Sioux City; WIND, Dayton, and WMTW-TV, Portland, Me.

of the National Gallery of Art will be presented in prime time during the 1963-64 season on WTOP-TV, Washington, sponsored by American Security and Trust Co. Last season four concerts by the orchestra were televised, the last three under sponsorship of the same advertiser. For the 22nd consecutive year, the General Conference of the Seventh-Day Adventist Church has renewed its sponsorship of *The Voice of Prophecy* over Mutual Broadcasting System. Renewal is for a full year and becomes effective 15 September. *Man and Science*, a series of 11 quarter-hour programs, are being presented over WGY, Schenectady, every Monday, Wednesday, and Friday evening sponsored as a public service by the station, the National

STATIONS

SALES: Seven hour-long concerts by the National Gallery Orchestra



Bringing 'students' up-to-date

Above, WJAR-TV art dir. Jack Devereaux explains preparation of art for tv slides for his class, being held in Outlet Co. personnel office. Below, panel of WJAR-TV execs conduct critique at completion of class sessions



Station shows admen new tv tricks

WJAR-TV recently held a refresher seminar in tv production to meet an industry problem, created by technological improvements in tv production having advanced well beyond the familiarity of many advertising agency production departments. This has resulted in production problems at many tv stations throughout the country today which could be directly attributed to the lack of production information on the part of local advertisers. Dave Shurtleff, tv station manager, stated in his letter of invitation to local ad agencies and accounts: "WJAR-TV has acquired much of the new equipment. Station personnel undergo continual training in new techniques to enhance the impact of the advertising message at less cost through improved production methods." 125 people responded to Shurtleff's invitation to the scheduled evening seminar. The meeting covered the subjects of copy, art, slides, film, video-tapes, and public service projects. In the first clinic, representatives of the station's management team, including sales manager Ed Boghosian, program manager Jim Gleason, news director Dave Mohr, and public affairs director Fred Griffiths, each spoke approximately 10 minutes explaining their functions in the tv operation. Guests were then assigned to four groups, each to rotate through classes in copy, art, tv film production, and studio procedure. The station provided all who attended the lectures with a copy of the "WJAR-TV Handbook" as a guide. The seminar concluded after a q-&a period. The program was deemed a success when the v.p. of one of New England's large ad agencies rose at the conclusion to note: "When I came tonight I felt I knew all there was to know about tv production. . . . Now I know how little I really did know." A second seminar is planned for the near future.

Newsmakers in tv/radio advertising



R. E. Shireman

"Dick" Shireman has been elected v. p. of the Star Stations ((KOIL, Omaha, KISN, Portland, and WISH, Indianapolis—subject to FCC approval). Shireman, who will continue as director of sales, has been associated with the station web for the past four years, serving as manager of both KICN, Denver and KISN, Portland. Prior to that time, he was associated with the Hearst organization in Milwaukee.

Lester Bailey

An information officer in the U. S. Department of Labor since 1962, he has joined KGO-TV San Francisco as a tv news reporter. Bailey directed a public relations and marketing firm from 1958-1962, was previously assistant commercial manager for KSAN Radio, S. F. For 11 years he was executive secretary for the NAACP in Cincinnati, then field secretary on NAACP's national staff under Roy Wilkins.



Frank Fagan

An executive v. p. of Young & Rubicam, Fagan has retired after 29 years with the company. He joined Y&R's merchandising department in 1934, later became a member of the contact department. In 1943 he became a v. p., and a member of the executive committee and plans board in 1946. He advanced to senior v. p. in 1953, executive v. p. in 1958. Fagan will operate a marine supply business in L. I.

Jack Sameth

Sameth has been promoted to executive producer for the ABC-TV network programing department. A director for the network since 1955, Sameth joined ABC as an associate director in 1950. He replaces John B. Green, who resigned to become producer of "100 Grand," a new ABC-TV quiz show slated for the fall. Sameth directed the Kennedy-Nixon debates and many other award winning shows.



W. D. Williams

Lehn & Fink Products has named Williams director of product development for the national laboratories and professional products division. A 15 year veteran of the company, he began his career as a research chemist, advanced to director of research, and later assumed responsibility for production and research of N-L Products Limited, a line of sanitary maintenance items.

Commercial Bank and Trust Co. of Albany, and the Niagara-Mohawk Power Corp. in cooperation with the Institute at Rensselaerville . . . Dime Savings Bank of Brooklyn is sponsoring 22 New York Times news periods a week over WQXR, New York . . . Pabst Blue Ribbon Beer and Colgate-Palmolive's Fab signed for long-term saturation spot campaign on Spanish-speaking KWKW, Los Angeles . . . The Philadelphia Eagles' 1963 schedule of five pre-season pro football games on WCAU-TV will be sponsored by Goodyear, Charles Brumling Co., P. Ballantine, Remington Rand, Monroe Auto Equipment, J. P. Stevens, and Dreyfus & Co. . . . New business on KCBS, San Francisco, includes Plymouth Dealers Assn., American Express Credit Cards-Restaurants, and Delta Airlines.

CHANGING HANDS: WAUN (AM & FM), Waukesha, Wis., sold for \$425,000 to Midwest Broadcasting Co., C. Wayne Wright president. Seller is Waukesha Broadcasting Co., owned by Mig Figueroa. Charles E. Williams & Associates Blackburn brokered the transaction . . . **WRON**, Ronceverte, W. Va. sold by Blake Broadcasting Corp. Betty Ann Sanders, president, to Greenbrier Broadcasting Corp. Nash L. Tatum, Jr., of Richmond president. Blackburn brokered the sale for \$135,000, including a \$36,000 consulting and non-competition agreement with Mrs. Sanders. Tatum is an account executive with Duncan Advertising . . . **KRRV**, Sherman, Tex., sold for \$150,000 by A. Boyd Kelley to the Mayor of Alamogordo, N. M., Wayne Phelps who also owns KALG in Alamogordo. Hamilton-Landis & Associates brokered the deal.

HAPPY ANNIVERSARY: WNAC Boston, RKO General's key station of the Yankee Network in New England, marked its 41st birthday on 31 July as Boston's first radio station. And as in celebration, the station has expanded to a 24-hour a day schedule . . . **KSAL**, Salin

thinks it may carry the oldest consecutive daily program in the world. It's *A Bit of Cheer and Sun shine* and it had its initial broadcast on 6 December 1932, over KFBI Abilene. When that station moved to Wichita in 1930, the program was taken over by KSAL. Broadcast daily, seven days a week, it recently had its 11,155 consecutive airing. It was originated by Reverend Nye J. Langmade who still continues to do the program daily.

POWER PLAYS: WAPE, Jacksonville, increased daytime power to 50 kw was approved and will take effect very shortly. Night power remains the same. . . . When WAST-TV, Albany, begins full power operations 17 August from its new tower just outside of North Troy, Channel 35 will leave the air as it will no longer be necessary for viewers to use their uhf signal due to the increased power of ch. 13.

PROGRAM NOTES: For the first time since World War II, WNAC, Boston, is on the air all night. Holding forth, since 29 July, in the wee hours of the night people, from 12 midnight to 5 a.m. each weeknight and until 5:30 a.m. on weekends, is that connoisseur of the offbeat, Long John Nebel. Long John has been featured on RKO General sister station WOR, New York, for the last six years.

PUBLIC SERVICE: 165 Georgia radio and tv stations ran a statewide saturation campaign to help alleviate the shortage of teachers in the state's schools for the 1963-64 school year. Thousands of announcements aimed at helping school superintendents find new and replacement teachers were aired by Georgia Assn. of Broadcasters stations. The campaign was initiated by GAB's education chairman Allen Marshall of WKUC, Griffin.

FREEDOM TAPES READY: Voices of Freedom—Series #4 is complete and shipments are being made to radio stations across the country (on request). The series, presented by the Freedoms Foun-



'Biggest Grab Bag' holds KHJ-TV's prizes

Model decorates "Biggest Grab Bag" used by KHJ-TV (L.A.) to hold prizes for contest promoting one of its newest programs, "The Big Show" late-night movie. Two viewers whose cards were picked came to studio each day to pick prizes ranging from tender of a 1926 auto or a tom thumb thimble to a tape recorder or stereo set during contest.

dation at Valley Forge, is produced by WIBG, Philadelphia, and stations interested should send \$2 to the station to cover tape, handling, and mailing. Some 467 stations have carried Voices of Freedom in the past.

WEST INDIES STATION: The Jamaica Broadcasting Corp. started a four-hour daily schedule of tv broadcasts on August 4. There will initially be three transmitters—at Kingston, Cooper's Hill, and Central Manchester. Plans are to expand the transmission system rapidly until the entire island is fully covered. Technical and programming personnel from abroad are in Jamaica helping to launch the new station but will depart soon after sign-on. There is to be a merg-

ing of IBC staff for both radio and tv as far as possible.

CONVENTION COMMITTEE: Richard W. Chapin, KFOR, Lincoln, Neb., and Glenn Marshall, Jr., WJXT, Jacksonville, vice chairmen of the NAB Radio and TV Boards respectively, will co-chairmen the group's 1964 Convention Committee, which is responsible for the overall planning and operation of the affair. The convention will be held 5-8 April at the Conrad Hilton Hotel in Chicago.

MORE JUNE IN JANUARY JIVE: To help kick off the "Christmas in July" sales campaign for General Finance Corp., WTTA, Tampa-St. Petersburg, held a Christmas Party for GFC execs—complete with

WHAT ARE YOUR PHOTO REQUIREMENTS?

RATES are rates the world over, and ours are competitive (\$22.50 for 3 negatives)

BUT QUALITY is something else again ours is superlative.

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**FOLLOW
THE DODGERS
KFI 640**
THE AMERICAN OIL COMPANY OF CALIFORNIA
DUAL FILTER TAREYTON - LUCKY STRIKE

KFI in mid-season promo for L. A. Dodgers
Standing in front of KFI poster being exhibited throughout Greater Los Angeles as a reminder to Southland residents are (l-r) Russell Smith, station's ad-p.r. dir.; station mgr. Charles Hamilton; gen. sales mgr. A. William Oster; American Tobacco dist. sales mgr. M. M. Elliott; Foster & Kleiser local sales chief Hank W. Seidl, Jr.

earols, tree, and presents. All the presents were pretty zany—like a print of Whistler's Mother for an office manager who needed a secretary.

MOVING: Joseph R. Dawson to research assistant and sales presentations writer for Jefferson Standard Broadcasting and Jefferson Productions, Charlotte. The broadcasting company owns and operates WBT (AM & FM) and WBTV, Charlotte, as well as WBTW, Florence, S.C.

Rod Trongard, news director, promoted to director of news, sports, and special events, a new department at WLOL, Minneapolis-St. Paul.

Harvey C. Ellsworth to program director and John Cavanaugh to the news department at KALL, Salt Lake City.

Stanley Zipperman to public relations director of KPIX-TV, Los Angeles.

Joseph O'Connor to WLBW-TV, Miami.

Bil Rodgers to promotion manager of KLZ, Denver.

Harvey Firestone to the publicity and public information department at WJW-TV, Cleveland.

Charles Keller to director of news and special events for WFIL radio and tv, Philadelphia.

William J. Mathews, Jr. to sales manager of WGHQ, Kingston, N.Y.

SYNDICATION

SALES: Jayark Films' *Blockbuster Features* have been sold in an additional 18 markets bringing total to 217 domestic and world-wide markets . . . MCA TV sold its *M-Squad* to Ford Division of Ford Motor (JWT) for nine markets and *Stat Trooper* for three markets . . .

Economex Television Programs division of United Artists Television reports 23 additional sales for *The Ann Southern Show*, bringing total to 88 stations . . . Seven Arts Associated sales in one week totaled 2 stations signed for its Warner Bros and 20th Century *Films of the 50* and other product . . . *The Encyclopedia Britannica Films Library*, syndication by Trans-Lux Television, has been purchased for long term usage by eight more stations bringing market total on the film close to 100.

PROGRESS REPORT: A banner first year has been reported by Four Star Distribution Corp., which

closed its fiscal year with a sales total of over \$5 million. The company began its operation in September of 1962 with five off-network series, *The Detectives*, *Zaac Grey Theater*, *Target: The Corruptors*, *The Law and Me*, *Jones*, and *Stagecoach West*. In April 1963, three additional off-network series were added to the inventory. They were *The Dick Powell Theater*, *Riflesman*, and *The Tom Ewell Show*.

DOUBLE HEADER: Twin boys were born 23 July to Mr. and Mrs. Richard P. Brandt. He's president of Trans-Lux Corp.

MOVING: Jack H. Hartley to national sales manager for Video Varieties, Pittsburgh.

Fred Hamilton to program director for International Video Tape Productions.

Herb H. Berman and Harry Sanger, former eastern and southeastern division sales managers for Richard H. Ullman, have joined Mark Century Corp. in similar capacities. Berman will headquarter in Buffalo, Sanger in Miami.

Peter S. Rodgers elected senior vice president of National Telefilm Associates.

Jack Sobel named manager of national sales, west coast, for Screen Gems.

Art Greenfield to national sales manager for M. and A. Alexander. Diana B. Wenman to office administrator for Sandy Howard Productions.

Howard Grafman to central division sales manager of Allied Artists Television.

REPRESENTATIVES

APPOINTMENTS: Blair Television BTA Division has formed and will exclusively rep the Georgia-Tenn. Network as an aid to more simplified area buying. Stations involved are WAH-TV, Atlanta; WTVC, Chattanooga, and WTVM, Columbus . . . WCMB, Harrisburg, to H-R Representatives, from Bolling . . . KBMG, Tulsa, and KIOA, Des Moines, to Robert E. Eastman . . . KBMT-TV, Beaumont-Port Arthur, and KEVE, Minneapolis, to



Melvin the Clown's a jewel of a salesman

Nearly 1,000 viewers of WTVO-TV, Rockford, Ill., visited Comay's Jeweler's to meet station's Melvin the Clown and have free coffee and Pepsi on a Sunday, in response to 12 spots on WTVO. Store manager Phil Bertman says, "It was great. They came not only to be entertained, they came to buy. It was a tremendous day," he added.

Roger O'Connor, bringing total stations for the new rep firm to eight am and one tv.

MOVING: Thomas K. Hardy to the New York sales staff of McGavren-Guild.

Charles J. Shaw to data processing

manager of H-R Facts, the new electronic data processing division of H-R.

John Katz transferred from the Dallas radio staff to the St. Louis radio staff of Katz Agency

Mal Ewing to Hollywood office manager of Roger O'Connor.



'Please don't interview the animals!'

Before leaving New York City for a summer of broad-based travel from the Roman Circus—the Via Veneto in Rome—WMCB's Barry Gray (left) interviews N. Y. circus lion

PRINT WAGES WAR

(Continued from page 27)

'last week.' And the frequent viewers, those who saw a specific show five times 'last week' accounted for only 8% of the housewives quizzed."

It's worth pointing out that this "survey" covers only four daytime programs, three of which are soap operas. Interviewing consisted of phone calls to housewives, who were asked which of these four programs they'd watched, and how many days they'd watched them. All the conclusions relating to characteristics of daytime tv audiences were based solely on the housewives who watched each of these programs *every day of the week*.

According to Robert Hoffman, research manager of the Group W-owned TvAR rep firm, the use of faulty research techniques and the application of results far beyond the scope of a particular survey is "inexcusable." Hoffman's wrath stems from the fact that all daytime viewing is described in terms of the experiences of only 8% of the sample.

Based on this 8%, McCall's claims that these programs have the greatest appeal among women who: are older in age; are widowed or divorced, have only a grammar school education; live in the lowest-income households.


What McCall's doesn't remind admen is that the four chosen programs would, in a three-station market, represent only 1½ hours out of a total of 33 hours of programming between 7 p.m. and 6 p.m. daily.

What's more, soap operas have traditionally registered above-average appeal among older people. (On the other hand, daytime movies attract an above-average proportion of young women).

"If this same approach was applied to women's magazines," Hoffman remarks tartly, "we would measure their readership on the basis of the number of women who read four particular articles selected from this group of publications."

Another serious and deliberate flaw in the McCall's presentation is the use of a small group of five-a-week viewers to mirror the characteristics of the entire daytime tv audience. Even within the limitations of the Hooper survey, the an-

alysis of the kind of women who watch these programs should properly have been based upon *all* viewers rather than the group which watches five days a week.

Could it be that the use of a total audience would have produced different results? 

REGIONAL ADVERTISERS

(Continued from page 31)

he recalls." This year, UA-TV regional advertisers total three, being Savannah Sugar, Liberty Mutual Insurance and Lincoln Income Life. Savannah Sugar and Lincoln Income bought *Lee Marvin Presents—Laurel* and Liberty Mutual Insurance bought the six one-hour Wolper specials.

Rifkin and his sales force have found the regional advertiser to be more of a program merchandiser and more concerned with his e-p-m in sales than he ever was with his e-p-m in viewers. "The concentration on local identification seems to be more evident with the regional advertiser because of the regional community relationship," Rifkin believes.

According to John B. Burns, MGM Television vice president in charge of sales and a veteran of syndication, (he was in charge of national and regional sales for ABC Films previously), there are two primary reasons for the attrition of the regional sale in syndication. Regional advertisers have always insisted upon prime time for syndicated shows, Burns notes. But in the past few years networks expanded their prime time programming and stations have increased their network programming, Burns points out.

The result: few prime periods are now open to a weekly regional advertiser.

"A second factor is that the regional advertiser insisted on quality first-run product as his vehicle, and this is no longer generally available," Burns says. "Most producers won't venture into production of shows designed for syndication because of the weakness of the market and the difficulty of recouping costs."

But some major syndicators stand ready to provide quality first-run product should regional advertisers appear on the scene.

This is the way Len Firestone appraises the situation: "The prime time situation is now easing and it could be an incentive for substantial regional advertisers to return. Some regional advertisers appear to be taking their cues from network users and buying participations. Some of these will soon wake up and say: 'We miss that identification with our own show. We can't do much promotion and exploitation with the kind of buys we are making today. Maybe we should be going back to first-run syndicated programs.' Yes, I think regional advertisers will return and we're ready for them if they want first-run products. If enough regional advertisers are ready to go, we can do a job for them."

Firestone revealed that Four Star is presently developing two first-run properties for syndication. But he said, with emphasis: "We won't go ahead with production until there's a big regional advertiser available. Otherwise, it's too risky an undertaking."

The regional advertiser, as Liebhenguth analyzes it, didn't disappear; he was abandoned. The regional advertiser was left high and dry by the syndicators "and was immediately coddled to the relative 'safety' of spot flexibility by their agencies," according to Liebhenguth.

"As an example, a short while ago I was involved with two blue chip regionals who wished to renew sponsorship of their programs at 10 per cent increase in talent cost but the syndicators concerned chose not to continue production — and there was no other suitable property to replace them," says Liebhenguth. "As of this date, both of these ex-program sponsors are firmly entrenched in flights of participations. It is true that regional sponsors represent the backbone of syndication — first-run syndication, that is. And I believe the same situation will prevail again. However, they want a program that is exclusive, merchandisable and new, with first rate production. When such programs become available, then syndicators

can return to the regional sponsor, not vice-versa. Storfer Programs is planning to do just that."

In Carlton's opinion, the regional advertiser did not disappear completely, but he certainly has become more elusive. Trans-Lux Television, according to Carlton, has a substantial amount invested in the belief that the regional advertiser can be brought back to television with proper programming and the further belief that time slots will open up for the regional advertiser as in the past. Trans-Lux is prepping a half-hour series called *Guest Shot* which it regards as ideal for the regional advertiser.

Option ruling good

"The option time ruling may not open doors (slots) but it must have a positive influence on the thinking of those who would like to see a return to first-run syndication programs," says Carlton. "The regional advertiser and his agency must welcome the opportunity to re-establish their position in the markets they serve via television. Until the ruling was handed down, it was largely a matter of conversation. Now, at least, there is a wedge and conversation can become action."

Speaking of option time, Victory observes that regional and national advertisers such as American Home Products, Colgate, Lever, P&G, Falstaff and Budweiser are continually studying the market by market pattern with a view towards a shift in their media planning. "This will depend on how station option time will be affected in the coming season," Victory says.

Echoing Faupel's sentiments, MCA TV's Golden observes that many potential regional advertisers who normally would sponsor first-run syndication programs because of greater identification with a particular series, now find there are not many first-run syndication programs available for sole sponsorship.

However, Golden maintains, there are still important regional sponsors, like Kroger Supermarkets and IGA Store, which have, for example, *Leave It To Beaver* and *Bachelor Father* in Ohio. "We believe that the checkerboard pattern of pre-emption around the country will continue to expand, thereby making it likely that regional advertisers will once again find it desirable and

efficient to sponsor their own programs," Golden says.

Commenting on the changing pattern of syndication, Alvin Sussman, vice president of WBC Program Sales, Inc., says the regional advertiser now feels that off-network reruns don't deliver to him the desired identification and the merchandising potential, so he has taken to spot buying—which no matter how it is interpreted has become a trend in the industry.

"However, if in the future the industry produces and makes available more first-run product, there is no doubt in my mind that the regional advertiser will reappear in strong numbers," Sussman says.

Asked how this relates to *The Steve Allen Show* and other Group W syndicated programs such as *The Children's Specials*, Sussman points out that the Allen show is in essence a spot carrier but an increasing number of regional and national advertisers are buying the show on a regular basis.

"In making such a buy on the Allen show, the advertiser accrues some of the benefits he enjoyed in regional buying of several years ago," Sussman points out. "He is buying a first-run syndicated network-type show, with all the benefits he was accustomed to receive in his previous regional buying pattern."

Sponsors show interest

That advertising agencies and their clients are beginning to show a renewed interest in regional programming buys rather than spot buying, is also indicated by ABC Films' Tobin.

"In the past several months, we have been getting more and more reports from the large ad agencies and from our division managers in the field that the regional advertisers of former years are again expressing an interest in programming," Tobin says.

Tv film sales on a regional pattern still constitute an important part of "our business," says William P. Breen, vice president, sales, NBC Films, but the trend is definitely away from this type of distribution. Citing recent sales, Breen named deals within the current year for such shows as *Hemlock* and *The Deputy*, the former to Foremost Dairies in 19 markets and the latter

to *California Oil* in 23 Southwest markets. McCullough Corporation also bought *The Deputy* for 80 markets. Breen noted that in former years it was not unusual to sell regionally to 100 markets or more as was once the case with the sale of Jim Backus to that many outlets for Carlings Brewery.

ITC makes big deal

More evidence that big regional deals, albeit not on the scale of yesterday, are being consummated came last week when Independent Television Corp. announced what it described as the biggest regional of the year, the sale of six, first-run one-hours of the *Jo Stafford Show* to Foremost Dairies for 30 markets west of the Mississippi.

"I think this answers the question of whether the day of the big regional is gone," Abe Mandell, executive vice president, ITC, says. "With the release of option time and the future prospects of additional channels, we should see more of this type of sale. But the final answer always lies with the product. We invested millions of dollars on the *Jo Stafford Show* for stars and production and as a result were able to offer the regional advertiser programming that is top network quality in every respect. For the producer who is willing to make this investment, the regional advertiser will always be a prime prospect."

Regional advertisers are still around in syndication and Official Films is getting its share of them according to Seymour Reed, president. Pacific Gas & Electric is now in its second year of sponsoring OF's *Biography* series in seven California markets, through BBD&O Kansas Bakers Ass'n, with a membership of 580 banks in that state renewed *Biography* for a second year in three markets starting in October, via Forbes of Wichita.

In sum, the majority of syndicators do not appear to be in a particularly high state of euphoria. The overall mood seems to be one of cautious optimism. With perhaps more prime time opening and a willingness on the part of regional advertisers once again to invest in first-run product there could conceivably be a return to the syndicators' gravy train. How soon and how fast it will come, few are ready to predict.



Investment Opportunity

He's learning to feed your work force.

It's a big job. And it will be bigger still. For by the time he is grown there will be twenty million more men and women ready to enter our industrial labor pool.

To equip him for this gigantic task we must all contribute something. Planning, thought, money, love, training. Peace. Above all, peace and freedom. For what will the long years of preparation mean if the fruits that he garners from the earth cannot be enjoyed in homes that are free?

You have an investment in that youngster. To protect this investment, you can join with other leading American businessmen to promote the Treasury's Payroll Savings Plan for U.S. Savings Bonds. The Plan works for soundness in

our economy, strength in our defenses, thriftiness and prudence in our thinking.

When you bring the Payroll Savings Plan into your plant—when you encourage your employees to enroll—you are investing in those who will provide food for the tables of America twenty years from now. You are investing in all the young farmers, ranchers and herders of America's tomorrow. You are investing in America's future. In freedom itself.

Don't pass this investment opportunity by. Call your State Savings Bonds Director. Or write today to the Treasury Department, United States Savings Bonds Division, Washington 25, D.C.



in your plant...promote the **PAYROLL SAVINGS PLAN** for **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.

Broadcasters And The NBBB: Self Regulation Can Work

By Allan E. Bachman
*executive vice president,
National Better Business Bureau*

Few businessmen would react kindly to further bureaucratic intrusion into their affairs, and it would seem safe to say that radio and television broadcasters can not be counted among the few. Presumably they can speak from painful experience on the subject, and for them the choice between self-regulation and more government control is easy.

But only the choice is easy. Self-regulation in the broadcasting business or any other comes hard if it is meant to be more than a catchphrase. It takes a good deal of organized effort and an uncompromising stand on principles. It means accepting the responsibility for the credibility of advertising and the good reputation of the industry before the public.

Many in advertising and media have long accepted and exercised this responsibility, but it is certainly not universally accepted. And the need for effective self-regulation is even more evident today, when increased government regulation is too often thought to be the cure for any economic ill.

There is a more compelling reason: During the 51 years that it has been in existence, the National Better Business Bureau has seen a pronounced change in the attitude of consumers toward advertising. Consumers today have higher standards. They have been educated to demand truthful advertising as their right, and when business or any conspicuous minority of business fails to observe this right, the government will intervene.

Advertising has a built-in, three-way system of checks and balances. National advertisers have a responsibility to exercise self-discipline, and to forego exaggerated claims. Agencies have a responsibility to demand proof of claims. Media—in its key role as final arbiter—has a responsibility to pass

up advertising revenue rather than accept unsupported claims.

The National Bureau has had a long and fruitful relationship with broadcasters and it is our belief that they are meeting their responsibility with increasing vigilance. Considering the vast amount of television and radio advertising to which the public is exposed, we receive comparatively few complaints about the accuracy of ads.

We think that some share of the credit can be attributed to the growing use which broadcasters are making of the fact-finding facilities of Better Business Bureaus. During 1962, the National Bureau alone answered about 1000 inquiries from broadcasters regarding the responsibility of prospective advertisers or the validity of the claims they proposed to make. These inquiries came primarily from the networks and the Television Code Office, but there was a considerable number from individual broadcasters.

Many broadcasters make conscientious use of "Do's and Don'ts in Advertising Copy," the National Bureau's loose leaf compendium of definitions, standards, rules, and regulations governing advertising. Supplemented and revised each month since it was first published in 1949, "Do's and Don'ts" now contains more than 360 chapters. The range of topics is broad. A recent supplement, for example, discussed such diverse subjects as the use of the word "cost" in advertising; the "law versus lotteries"; and the Federal Trade Commission guides for advertising devices offered to the public for home use in detecting and measuring fallout.

To further assist broadcasters with their copy acceptance problems, the NBBB sent them numerous bulletins (57 in 1962) supplying up-to-date information on questionable advertisers, and good and bad advertising practices. As a result, broadcasters declined an impressive amount of advertising revenue by rejecting deceptive ads.

In the investigation of copy, the National Bureau often goes over copy word by word with inquirers—broadcasters. Although this is time-consuming, it often results in the refusal by broadcasters to accept copy when claims are not supported by competent evidence. We are frequently asked to review network policy on advertising and we meet informally with network people from time to time to discuss advertising matters. We feel this close cooperation is productive and we would like to see more of it.

Thus the belief that self-regulation, effectively organized and implemented, can and does work, can find ample support in the broadcasting business. The concept of self-regulation may have been best expressed by the United States Supreme Court. It said:

"Voluntary action to end abuses and to foster fair competitive opportunities in the public interest may be more effective than legal processes. And cooperative endeavor may appropriately have wider objectives than merely the removal of evils which are infractions of positive law."

Allan E. Bachman



A Princeton graduate, he joined the National Better Business Bureau as an investigator in 1929, has since served as manager of both the Finance and Media Relations departments. Bachman is author and editor of the National Bureau's loose leaf service, and author of "A Guide to National Advertising."

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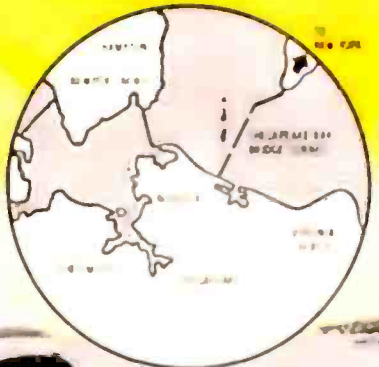
TEXIZE WANTS YOU TO CARE A LOT

TEXIZE Chemical's (Greenville, S. C.) Care chlorine-free liquid bleach has started a new 13-week radio campaign keyed to the theme, "Stop giving your wash a bleach-ache!" A free offer of the product is a part of the message being delivered live by personalities in minute spots on three New York stations, WNEW (Klavan & Finch), WABC (Herb Oscar Anderson), and WOR (Arlene Francis, the McCanns, the Fitzgeralds) covering Metropolitan New York, New Jersey, Westchester, and Long Island areas. Newspaper support started last week. Care is also delving into spot television, expects to use tv in the New York area shortly, hopes to expand both radio and television usage in the near future. Tv is being used at the present time in Springfield, Mass. only, where a saturation campaign is in progress to check product movement. A total of 56 spots a week (minutes and 20s in prime time and daytime) are being carried on WWLP-TV and WHYN-TV. Filmed tv spots are geared to a fashion approach, and 10 of these test spots per week are aired live by women's show personalities on the Springfield stations. Agency is Venet (Union, N. J.); account exec.: Herman Meyers.

TV BUYING ACTIVITY

- **Best Foods Skippy Peanut Butter** campaign will go into nine southern markets starting 1 September to reach markets not receiving network effort (Flintstones, ABC). The 14-week campaign of 20s and daytime minutes is being bought by Gail Cummings at Guild, Bascom & Bonfigli (New York).
- **Folger's Coffee** perking into major markets in a 38-state sales area described as being west of the Ohio Valley and south through Florida, with a campaign of minutes, 20s, and I.D.s. In some areas of the southwest, the spots will be aired in Spanish. Said to be the largest independent coffee company, and its products the second best-selling coffee in the country, Folger's new drive will push their newly designed container, a vacuum-packed can with a clear plastic snap-on lid which eliminated the need for a key. Campaign will begin the first week in September for four weeks. Buyer at Cunningham & Walsh (New York) is Frank MacDonald.
- **Best Foods Corn Products Nu Soft** (fabric softener rinse) going into 25 to 30 markets nationally with a campaign due to begin 26 August for a 14-week run. Buyer Mort Weinstein at McCann-Erickson (New York) interested in early fringe minutes, some prime I.D.s, and some weekend time.
- **Hanes Hosiery** fall campaign of fringe minutes and I.D.s being bought by George Karalekas at Grey (New York). Markets and length of drive are undisclosed as yet.
- **General Mills'** three new Betty Crocker rice casseroles going into a national spot campaign 15 September, now that full national distribution has been realized. Drive of minutes, 20s, and 30s will run throughout the year. Concentration of spots will be in fringe nighttime, but other time periods will be purchased where good avails exist. Network (Judy Garland), and magazines will also be utilized. Buyer is Marie Luisi at Doyle Dane Bernbach (New York).

GOLDEN GATE EAST



The great CHESAPEAKE BAY BRIDGE-TUNNEL,* opening in January, is the golden link that the experts say will cause Norfolk-Newport News, Virginia's Tidewater metropolis, to burst into millions and become the South's leading market. Here, right now, is urban population (ranked 28th in America) equaled in the Southeast only by metro Atlanta and Miami. WTAR-TV's Metro area alone offers unduplicated coverage of nearly 2 million people! What a place to get a new-business dollar! TideWTAR offers a better way to spell it, and the best way to sell it.



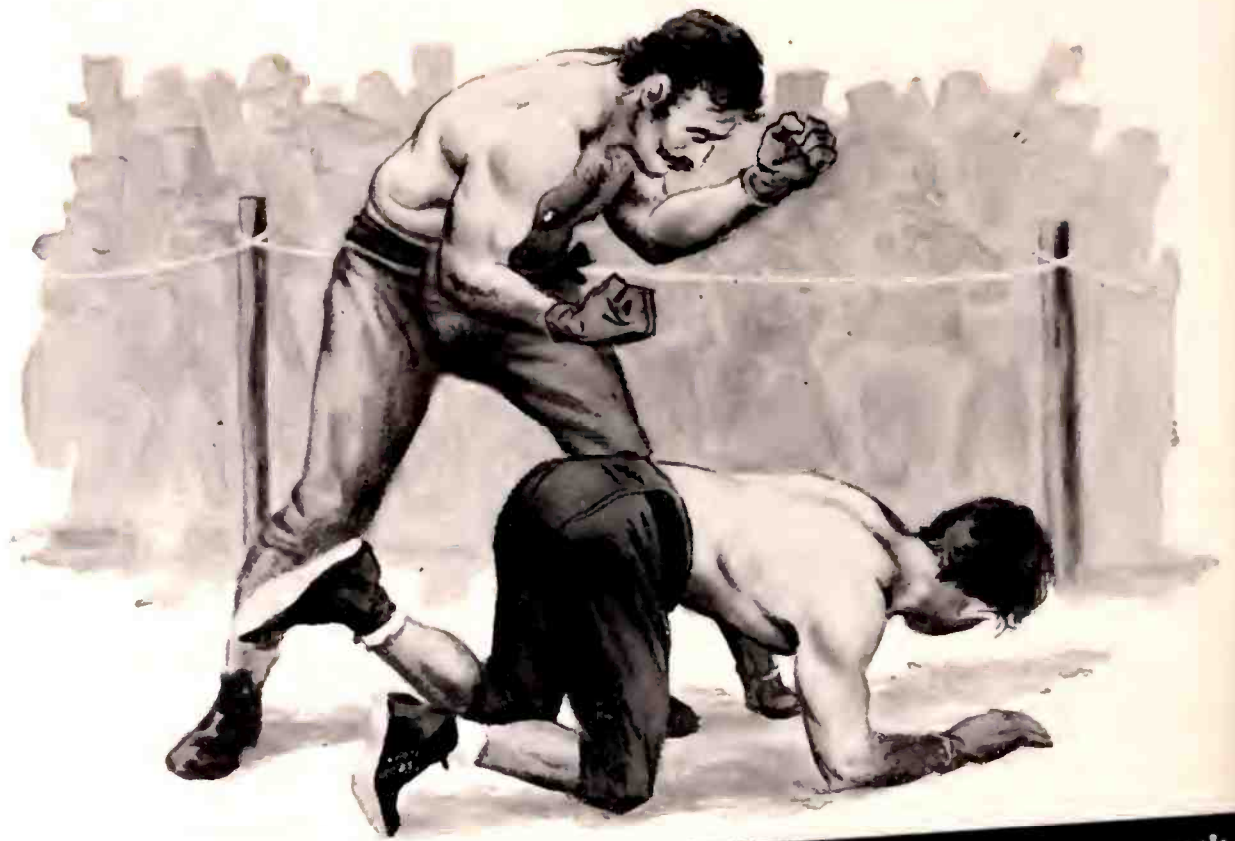
WTAR TELEVISION & RADIO

LOCAL AFFILIATES FOR NORFOLK-NEWPORT NEWS, VA.

Represented by
Edward Petry & Co., Inc.
 Original Station Representative

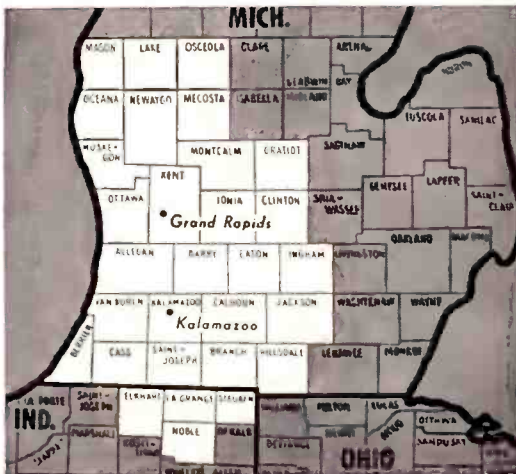


One of the "Five Future Wonders of the World"
 (Reader's Digest, Jan. '63)



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



*Andy Bowen and Jack Burke fought 7 hours and 19 minutes on April 6, 1893.

**BUT... WKZO-TV Slugs The Hardest
in Greater Western Michigan!**

WKZO-TV has the most potent Sunday punch (weekdays, too) in Michigan outside Detroit.

(1) It packs a heavyweight wallop in prime time. NSI (March '63) credits WKZO-TV with an average of 39% more homes than Station "B," 7:30-11 p.m., Sunday through Saturday.

(2) And ARB (March '63) shows WKZO-TV's fancy footwork also dazzling the *daytime* opposition, averaging 75% more homes than Station "B," 9:00-noon weekdays.

See Avery-Knodel for the blow-by-blow account! *And if you want all the rest of upstate Michigan worth having, add WWTV/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*



The Felzer Stations

RADIO

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

TELEVISION

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

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives