

40c a copy and \$8 a year 11 NOVEMBER 1963

# SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISING

**Client-agency relationships probed at 4A meeting—p. 21**

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**Keep close to your customers  
with Spot Radio**

RADIO DIVISION

**EDWARD PETRY & CO., INC.**

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS  
DETROIT • LOS ANGELES • SAN FRANCISCO • ST LOUIS

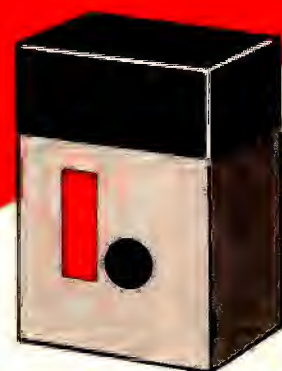
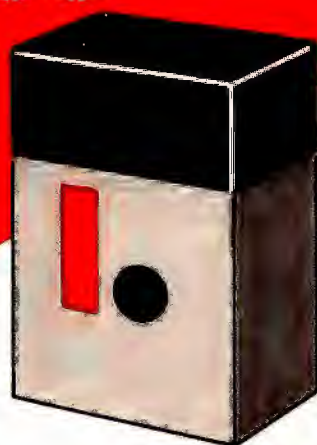
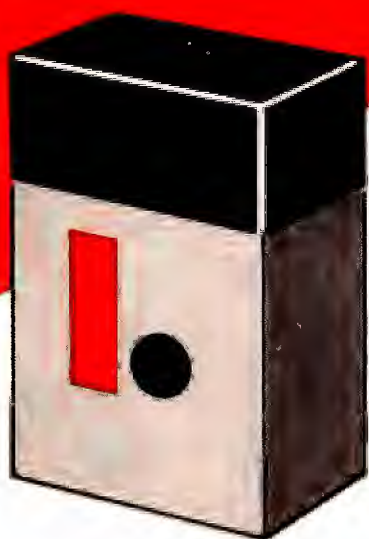
Selling cold remedies? Be there via Radio when colds strike when she runs out of your remedy—even in the car on the way to the drug store. Put Spot Radio to work for you on these outstanding stations

KOB	Albuquerque	WTAR	Norfolk Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WLW	Cincinnati	WROC	Rochester
WDOK	Cleveland	KCRA	Sacramento
WFAA	Dallas Ft. Worth	KALL	Salt Lake City
KBTR	Denver	WOAI	San Antonio
KDAL	Duquesne	KFMB	San Diego
KPRC	Houston	KYA	San Francisco
WDAF	Kansas City	KMA	Shenandoah
KARK	Little Rock	WGTO	Tampa Lake and Orlando
WINZ	Miami	KVOO	Tulsa
KSTP	Minneapolis St. Paul		
	Intermountain Network		Radio New York Worldwide

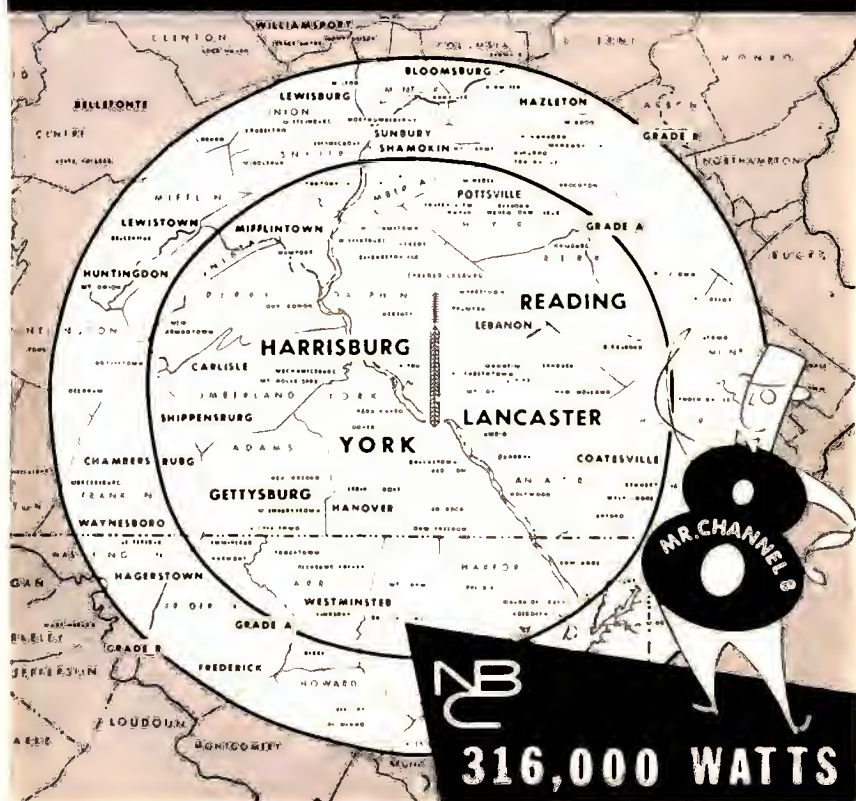
value added by

**manufacturing  
operations**

**\$2,404,872,000**



**MULTI-CITY TV MARKET**



The WGAL-TV market is stable, diversified, prosperous. Its 4,990 manufacturing establishments are highly important to the overall stability of this area, which has a prosperous population of nearly three million. Prime prospects for you—this Channel 8 station reaches them, sells them. In its area—WGAL-TV is more resultful than any other station, has more viewers than all other stations combined.\*

\*Statistics based on ARB data and subject to qualifications issued by that company, available upon request

Market figures: latest U.S. Census

**WGAL-TV**

**Channel 8  
Lancaster, Pa.**

STEINMAN STATION • Clair McCollough, Pres.

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

**Appeal to individuals:** "This is the age of custom, fragmented markets," says Albert H. Messer, president of Brand Names Foundation, in describing the "consumer revolution"—the \$10,000-a-year family quickly taking on mass market proportions—which is "changing the buying habits of the American public." The "revolution" has created "a new look" for national advertisers, Messer said. "Originally, advertising was meant to sell. In the fragmented market, with the new consumer, it is adding to its function by becoming a conditioning agent leading to the direct sell at the local level."

**Springfield Tv Corp. seeks 3v's:** FCC has received application of Springfield Tv Broadcasting Corp. to set up vhf stations to serve Sacramento - Stockton; Danville - Champaign, Ill.; and Scranton-Wilkes - Barre. Company currently operates uhf's WWLP, Springfield, and WRLP, Greenfield, both Mass. It seeks channel 7 in all three cases, to operate at substandard mileage, locating California one in the town of Jenny Lind; Illinois one in vicinity of Rossville; and Pennsylvania one near Shickshinny.

**Radios go Greyhound:** Bus company is adding radios for its passengers, each able to be tuned individually to stations in vicinity of routes, thereby providing advertisers with another potential audience. Designed by Motorola especially for Greyhound, the transistorized am receivers will be installed initially in 200 dual-level Super Scenicruisers and rent to passengers for a minimum of 50¢ for 12 hours. By year's end the radios will be in buses out of Washington, Raleigh, Jacksonville, and Miami, and by next year a projected 1,945 single and dual-level transcontinental buses will be equipped with a total of 75,000 sets.

**Strike?:** Talent unions headed last week toward 15 November broadcast industry contract expiration date, talking strongly and preparing to strike. AFTRA meetings in Los Angeles, Chicago, and New York gave board authority to call strike. AFTRA executive secretary Don Conaway, at New York meeting attended by less than 90 of 5,000 members, said his union would not "be decimated by Lever Bros., General Motors, and Ford through the joint negotiating committee" (4A-ANA group negotiating commercial contracts this year for first time. For complete details, see SPONSOR, 30 September). AFTRA and SAG have been negotiating with the networks since 24 September, and with joint committee since 20 October. Conaway charged industry wants 30% reduction of present rates for tv, rejects radio spot changes which would place cities on unit basis. He said instead of the current rate of \$52 for radio spot for entire country, joint committee wants to raise it only to \$60. Calling it a "revolting concept," Conaway lashed newly proposed "indemnification fund," which would set aside part of talent fees to be used to pay advertisers, if performer violated agreement, worked for competing client, etc. Referring to joint negotiating committee, he said it was "conceived in infamy, dedicated to regression." SAG meets tomorrow (12) in New York for strike vote also. Positions at week's end seemed worlds apart, strongly pointing toward strike.

**Pulse to syndicate QPD:** On the basis of a Cleveland experiment with the "qualitative, personally placed diary," Pulse will syndicate the one-day record of audience estimates. In the Cleveland study, the diaries were personally placed and collected. Of 1,750 diaries placed, 1,517 were returned (86%). On the national scale, QPD diaries will be personally placed, but returned by mail.

**Newspaper critics hit:** It's not surprising that newspaper editorial writers are in forefront of those ready to crusade for fewer commercials on radio and tv, says Robert S. Tyrol, outgoing president of Conn. Broadcasters Assn. and sales v.p. of WTIC, Hartford. In his end-of-term report, he points out: "We can expect to hear more from the editorial writers whenever they have an opportunity to support anyone who would like to see a reduction in the advertising support our industry receives . . . But we hear little, if anything, about the tremendous increase in the ratio of advertising to total newspaper content that has occurred while we were allegedly 'overcommercializing'." Tyrol notes that in 1941, 40% of the average newspaper's total content was advertising matter and 60% news copy. Today, those figures are reversed. "In other words, the newspaper has become the ad paper without a breath of criticism."

**Rating report:** Nielsen 30-market ratings took another swing last week. Half-hour wins by network were: CBS 23; ABC 14; NBC 12. By share of audience, NMA's in prime time looked like this:

Week Ending	ABC	CBS	NBC
29 Sept.	28.3%	33.0%	28.0%
6 Oct.	28.6	32.7	27.3
13 Oct.	29.7	31.0	27.7
20 Oct.	29.3	29.2	29.4
27 Oct.	26.6	30.7	30.6
3 Nov.	28.4	32.2	27.9

**Go-Round on FTC Candidates:** The few members of the Senate Commerce Committee who met last week to question two candidates for the FTC on their qualifications by-passed commission matters almost entirely, and got off on the subject of wire-tapping by Department of

Justice. Presidentially proffered candidate John R. Reilly, graduate of Justice service, got the wiretap questions, chiefly from Sen. Strom Thurmond. Otherwise, candidate Reilly, Democrat, up for the first time, and Philip Elman, no-party, veteran of a two-year stretch as FTC member, were asked little more than if they intended to serve full seven-year terms, and do their best. Not surprisingly, the candidates said "Yes" to both.

**Polaris skyrockets holdings:** The Milwaukee-based company with broadcast-advertising interests has added another arm to its empire—the McMurry Co., management consultant firm with branches in New York, Los Angeles, San Francisco, and London. It specializes in personnel, labor relations, psychological evaluations, and sales and marketing research. Polaris presently owns Klau-Van Pietersom-Dunlap, advertising and public relations agency, three tv and three radio stations, a tv production studio, and a data processing division. In addition it has extensive warehousing, financial, and real estate holdings. The acquisition was for stock.

**Tv for Land of Pharaohs:** Collins Radio sealed a \$1.5-million contract with the United Arab Republic to lay a 500-mile communication link which will make tv available for the first time to most Egyptian people. Extensive microwave system will follow the course of the Nile River from Cairo to Aswan with the initial installation from the capital to the ancient city of Luxor expected within 18 months. Currently, tv programs are available only in the Cairo and Alexandria areas. Equipment Collins will furnish is part of complete line of transistorized microwave equipment known as Universal Microwave Group (UMG). The system will transmit one-way television with associated audio signals from Cairo; it will also carry two broadcast program channels.

# DON'T MISS MICHIGAN

...where the apadrinadores of beauty caped Carol Jean Van Valin Miss Michigan '62. Check the moments of truth in ARB and Nielsen... they prove you will miss Michigan without WJIM-TV ...for over 12 years much-est matador in that rich industrial area made up of LANSING - FLINT - JACKSON and 20 populous cities... 3,000,000 potential aficionados...748,700 casas (ARB March '63)...exclusively olé-ing WJIM-TV.

Your Blair-Banderillero can help you win ears, tail and even hooves in our arena.



BASIC



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

## WJIM-TV

# !mirai

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

11 NOVEMBER 1963

VOL. 17 No. 45

## GENERAL

### 21 4A focus is on research at New York conference

New trends and changes in agency-client liaison are examined as leading executives discuss today's network tv picture

### 24 ARB cites the 20 "best-liked" television commercials

Hamm's beer scores in first place, with Schlitz as the runner-up; diary keepers sampled 12 major markets in their search

## ADVERTISERS

### 26 Marketing research key to Renault's auto advertising

Profile studies of prospective buyers of the Dauphine and the RE set course for campaign planned to overtake the Volkswagen

## AGENCIES

### 36 "How the east was won—by KOLN-TV and KGIN-TV

Twin Nebraska stations at Lincoln and Grand Island promote their 3-city market by inviting agency men for "do-it-yourself" look

### 38 Clothes tv commercials need more than just modelling

Dramatic situations are found preferable by Phillips-Van Heusen to demonstrate the wash-and-wear qualities of its line

## TV MEDIA

### 44 Television bought to sell the big-city office manager

Copytron spots in Philadelphia, Chicago and San Francisco reflect trend by manufacturers in an effort to reach broad markets

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### 52 Spot radio filling valley in grocers' sales curve

Illinois group of 700 retailers uses strong broadcast campaign to supplement newspaper ads during off-days at food centers

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Sam Cook Digges, addressing Canadian group on "Creativity in Selling," pleads for imagination and intuition in new areas

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Katz Agency presentation finds the upsurge of selling via vide creates new concept of local programming, advertising

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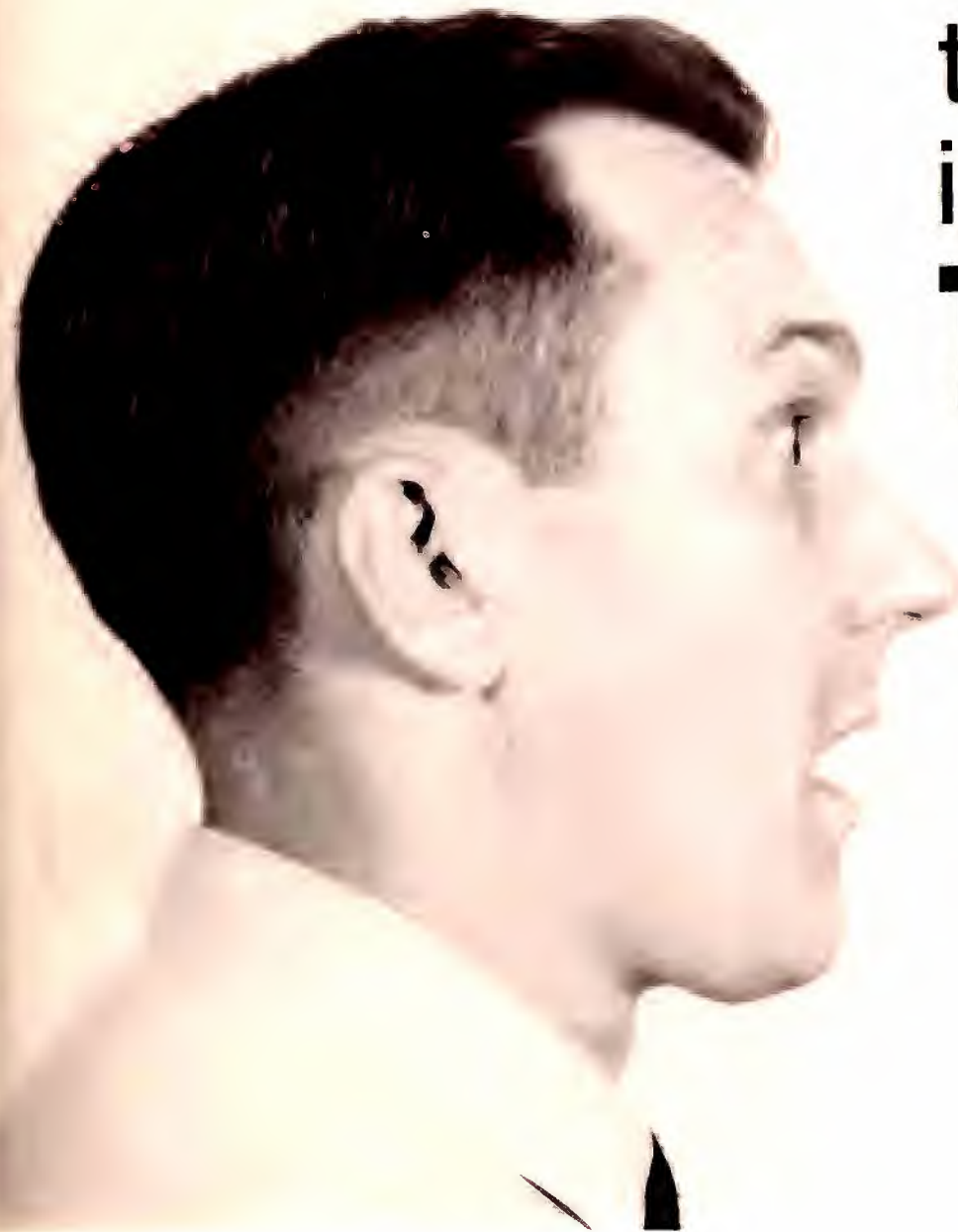
MIDWEST OFFICE: 612 N. Michigan Ave., Chicago 60611. MO 4-1166.

SOUTHERN OFFICE: Box 3042, Birmingham, Ala 35212. 205-FA 2-6528.

WESTERN OFFICE: 601 California Street, San Francisco 94108. YU 1-8913.

PRINTING OFFICE: 229 West 28th St., New York 10001, N. Y.

SUBSCRIPTIONS: U.S. \$8 a year. Canada \$9 a year. Other countries \$11 a year. Single copies 40¢. Printed in U.S.A. Published weekly. Second class postage paid at N.Y.C.



you  
can't afford  
to  
ignore  
**TOLEDO**

... **NOW** the **44**th largest metropolitan market!

*(Official U. S. Bureau of Budget Figures)*

To Sell Toledo, you need WSPD RADIO and TV

NATIONAL SALES REPRESENTATIVES

WSPD-RADIO The Katz Agency, Inc.  
WSPD-TV, Storer Television Sales, Inc.

LOS ANGELES KABC	PHILADELPHIA WIBC	CLEVELAND WCUV	MIAMI WFLA	DETROIT WDAZ	TOLEDO WSPD	TOLEDO WSPD-TV
NEW YORK WDAZ	MILWAUKEE WISN-TV	CLEVELAND WUAB-TV	ATLANTA WAGA-TV	DETROIT WDAZ-TV	STORER RADIO & TELEVISION	

**WSPD**  
RADIO—  
TELEVISION



in

# PINEHURST



**GOLFTOWN, U.S.A.**—where five challenging 18-hole courses fan out from the country club, a combination of beauty and design that give Pinehurst its international golfing reputation. WFMY-TV personality Dave Wegerek and companion enjoy a round on one of the championship courses that have tested the skill of golfers from all over the world . . . from Arnold Palmer to the Prince of Wales . . . from Eisenhower to eastern businessman. Skeet shooting, tennis, harness racing, horse shows and luxurious accommodations also help make Pinehurst a year-round mecca for sports and vacationing. For 14 years Pinehurst has looked to Channel 2 for CBS and area interest television programs . . . par for the course in 51 North Carolina and Virginia counties served by WFMY-TV.



Represented nationally by Harrington, Righter & Parsons, Inc.



## WFMY-TV

GREENSBORO, NORTH CAROLINA

"Now In Our 15th Year Of Service"

SERVING THE LARGEST METROPOLITAN TV MARKET IN THE CAROLINA



# PUBLISHER'S REPORT

One man's view of significant happenings in broadcast advertising

## Blame Brent for this column

WE'LL HAVE to include Ralf Brent, president, Radio New York Worldwide, in my private list of the five most idea-provoking men I know. So when I had lunch with Ralf on the very day that the editorial department was screaming for this column, I naturally scrapped what was going to write and substituted an idea he sparked instead.

Between the lamb chop and the seven-layer cake Ralf came up with editorial #17 (or maybe it was #27.) I turned it down flat with the comment that it was great—but for station managers. And SPONSOR dits 100% for air-minded advertisers and agencies.

"By George," said Ralf. "I knew that and I've forgotten. I wonder if a lot of other fellows have forgotten as well."

"Could be," I replied. Judging by the releases and pictures directed toward the station side of the business that swamp our mailroom daily, I'm sure that's about right.

Thus, this bit of orientation is designed to set you straight as to whom we write SPONSOR for and how it differs from all other books.

There are lots of trade books in the advertising field.

There's only one SPONSOR.

We're designed 100% to help the fellow who buys tv and radio advertising (especially national spot advertising), understands and uses the air media.

We're designed to aid him in his everyday work at the office.

As we're easy to read, he can enjoy us at home, too. Some of our most ardent fans are wives who fight for first crack at the home copy.

We're constantly trying to improve, on the premise that our readers are the busiest, most sophisticated readers in the business world. We want to make every word count.

We edit on the premise that our agency and advertiser readers have only time to read one book thoroughly. So we protect them by selecting the important broadcast advertising news, trends, and problems of the week past—discarding the rest.

Of course, we know that most of them read more than one. But our job is to assume that they don't, and that we must be the last word in accuracy, conciseness, separating important from unimportant.

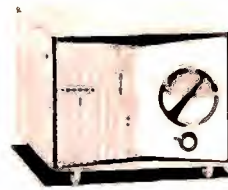
Further, we interpret. That's part of our stock in trade.

When you see a station story in SPONSOR you can bet that it won't be hard to locate the *benefit* to the buyer.



**WPTR**  
ALBANY-TROY  
SCHENECTADY  
N. Y.

**WPAT**  
NEW YORK,  
N. Y.



## DIFFERENT?

**PROGRAMMING** If our colleagues at WPAT have built their programming reputation based on dedication to the need and desires of their audience, then there is little difference between the two stations and listeners to both are better served for it. Recent correspondents to WPTR point up the varied interests WPTR serves: the Executive Director Southern Vermont Art Center, an airman Goose Bay Labrador, the Manager of the Capitol District Farmers Cooperative Market housewives, the sports editor of a local newspaper, the president of a senior class, the Syracuse District Attorney. There are, of course, many more. A professional broadcaster's unsolicited letter is one of our favorites.

**THE WORD**—... of approximately 150 stations we heard, your WPTR was one of the few worthwhile listening to. It sounded modern, bright, active, alert and many of the other things that make a radio station great.  
—Lou F. Tomasi, PROD. MAN.,  
CJSP, Leamington Ontario

**RATINGS**—Small wonder WPTR is #1 in all-day averages both Hooper and Pulse. Here are the latest Pulse a day average share of audience:

WPTR	Station X	Station Y	Station Z
26%	18%	15%	14%

Source: The Pulse Inc. July-August 1963

See method of survey and interpretation explanation in Pulse

## YES: WPTR

Albany-Troy-Schenectady

VP & GEN MGR: Perry S. Samuels



robert e. eastman & CO., INC.  
representing major radio stations

President and Publisher  
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# 555 FIFTH

Letters to the Editor

## STANDARD TIME ORDER PRAISED

In behalf of the IBFM, I want to express our appreciation for the good reporting in your 28 October issue about the proposed new "Standard Time Order" developed by the joint committee of the Advertising Financial Managers and the Institute of Broadcasting Financial Management.

Your article greatly contributed to the general interest developed to attend the 29 October session of the IBFM Conference at which this time - money - paper - saving system was presented to the industry for the first time. We have also had a number of requests from representatives, stations, and advertising agencies for more information in direct response to your write-up.

Wynne Keith Ahlgren  
executive secretary  
IBFM, New York

## CUSTOM-FITTING'S WORTH IT

Early in 1961 one of our clients asked us the general question of what "premium" an advertiser pays when he buys regional editions of magazines rather than the complete national circulation. It seemed like the kind of information that would be readily available from the media themselves or Magazine Advertising Bureau or some other source.

But it wasn't. So we compiled our own charts of representative consumer magazines. Then it occurred to me that other people might want the information, so we made copies and sent them to business papers.

Sponsor incorporated those original figures in a story that ran in 1 May 1961 and in the fifteenth annual issue of "Radio Basics".

Earlier this month we heard from Houghton Mifflin Company of Boston about reprinting the chart in the second edition of Professor C. A. Kirkpatrick's text book on advertising. Therefore, we updated the figures to show 1963 rates, sent them to Houghton Mifflin and are enclosing a set for your use.

As in the past, these computations show that on a cost-per-thou-

sand basis, an advertiser pays a widely varying premium. It ranges from 19% in *Esquire's* Eastern edition (\$9.41 as against \$7.90 for the National edition) to 72% in the New England edition of *Better Homes & Gardens* (\$7.74 as against \$4.51).

In most cases the premiums for regional editions are rising. For example, in 1962 *Time* charged a premium 20% more on a cost-per-thousand basis for each of its original editions. Today, *Time's* range is from 27% to 46%.

Investments in regional editions continue to increase, so the conclusion must be that these editions are filling an important function and that the cost is justified. The feeling at Leber Katz Paccione is that you pay more for custom fitting, but it's worth it.

Lester Leber  
chairman  
Leber Katz Paccione  
New York

## CHALLENGES MISS VAN VOOREN

In your issue of 14 October, actress Monique Van Vooren says the broadcasters "can no longer use the excuse that they can (control commercials) themselves."

Acknowledging that there are certain areas of self control which Miss Van Vooren can be looked upon as an expert, broadcast commercial practice isn't so simple.

It is refreshing to know that the advertisers, agencies, the government, educators and now actresses are so anxious to help broadcast regulate themselves. We find this most extraordinary because it presumes that the public interest principally is involved only in matters of the media and does not concern the creators of advertising, the teachers and thespians and even the government itself.

Certainly, in the case of Miss Van Vooren, Hollywood is hardly a voice from which we should hear the voice of an oracle.

John Cooney  
president, general manager  
KVIL, Dallas

**VOLUME 8—  
"FILMS OF THE 50's"  
NOW FOR TV**

FORTY-TWO OF THE FINEST  
FEATURE MOTION PICTURES  
FROM SEVEN ARTS

# THE REMARKABLE MR. PENNYFACER



**CLIFTON WEBB  
DOROTHY McGUIRE  
CHARLES COBURN  
JILL ST. JOHN  
DAVID NELSON  
DOROTHY STICKNEY**



**SEVEN ARTS  
ASSOCIATED  
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS LTD  
NEW YORK: 200 Park Avenue YUkon 6 1717  
CHICAGO: 4630 Estes, Lincolnwood, Ill ORchard 4 5105  
DALLAS: 5641 Charleston Drive ADams 9 2855  
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks Calif  
STate 8 8276  
TORONTO-ONTARIO: 11 Adelaide St West EMpire 4 7193  
LONDON W1 ENGLAND: 24 Berkeley Sq Hyde Park 0671  
Distributed outside of the United States and Canada  
Cable SEVENLON London

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

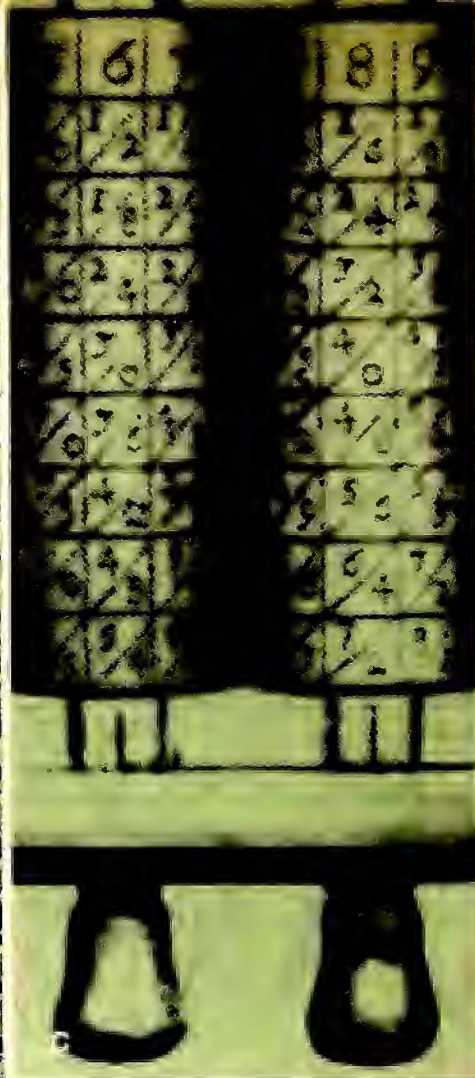




A



B



C

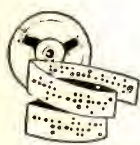


D



## new need...new breed

The future agency use of computers demands a **NEW BREED** of salesman. At RKO General, the future is already here.



### DATA PROCESSING

techniques are important in developing the marketing strategy of every major advertiser. RKO General's new breed of salesman understands both the capabilities and limitations of computer technology. He studies the types of data processing equipment used by his clients, and how such equipment is being employed. He can, therefore, often suggest ways in which new information can be extracted from available facts.

A. Almost 5,000 years ago the Chinese developed the abacus. It was all they needed for data processing in their less-complicated lives.

B. The Babylonians had their own techniques for handling data. Shown here is a list of measurements and statistics developed around 2400 B.C.

C. By the 18th century, Napier's Rods represented the most advanced thinking in cylindrical calculating devices.

D. In our own way, the magic of electronic engineering has developed machines and techniques for processing almost limitless quantities of information.

\*In every age, however, the "secret ingredient" which brings meaning and significance to the machines, tables and

devices is the human mind. For even the most sophisticated data processing equipment is only as good as the human minds which feed it information and interpret its conclusions.

**RKO General Broadcasting • National Sales:** NEW YORK LO 4-8000/CHICAGO 644-2470/LOS ANGELES HO 2-2133/SAN FRANCISCO YU 2-9200/WOR AM/FM New York • KHJ AM/FM/TV Los Angeles • WNAC AM/TV and WRKO FM Boston • CKLW AM/FM/TV Detroit-Windsor • KFRC AM/FM San Francisco • WGMA AM/FM Washington, D.C. • WHBQ AM/TV Memphis • and The Yankee Network



## NBC TV is drawing a bumper crop of entries in its 6th Annual Promotion Manager Awards.

Hitherto, some stations understandably developed inferiority complexes when they saw the deluxe presentations put together by some of the powerhouse tv affiliates, covering fall-schedule promotions.

This year, things are different. NBC furnished promotion managers with an attractive, blank presentation book to be used by all entrants, putting them — so far as outward appearances go — on an equal footing.

Result: NBC has received "twice as many entries as last year," according to promotion department sources.

The contest ends 30 November, with judging done by a panel of top ad-industry names. Another good gimmick, well received by the stations: there are two categories of entries, those with promotion budgets under \$700 and those with budgets over that mark. The prizes, however, are the same for both categories.

## Football tv audiences are up a healthy 13.7% this fall, thanks to increase in NFL viewing.

NFL's average audience over four September and one October weeks was up a hefty 31.6% this year over last year. The five-week averages for the college games, American Football League and NFL look like this, according to A.C. Nielsen:

League	1963 Average Audience	1962 Average Audience	% Change
NCAA	5,950,000	5,926,000	+ 0.4
AFL	3,080,000	3,237,000	- 4.9
NFL	7,080,000	5,278,000	+ 31.6
Average	5,380,000	4,731,000	+ 13.7

## The "Hootenanny" craze rolls on in advertising, with at least one irony in sight.

You'll see the folk-oriented, young-adult theme used increasingly this fall in tv, radio and print advertising. A national radio spot campaign for Stokely-Van Camp promotes that firm's food products (Pork and Beans, etc.) with hootenanny-type music. A number of top brewers are picking up the bucolic, bouncy strains for beer commercials. Breck Shampoo has a current campaign tied to a self-liquidating premium record album. And so on and on.

Ironic sidelight: Herb Strauss, radio-tv director for North Advertising (Toni, etc.), is possibly the only broadcast adman on the agency circuit who has a record album current in the folk field to his credit — *Folk Music For People Who Hate Folk Music*, on the Riverside label. However, Strauss admitted to us recently that he has "no plans" for hootenanny-type commercials at North . . . and that he's soon to record another folk album.

## Local tv advertising has shown substantial increases during 1963.

In the first half of 1962, TvB local activity report shows, only *one* category had 300 or more advertisers using television: auto dealers. Same period 1963 shows *six* with 300 or more on tv: auto dealers, food stores, department stores, furniture stores, banks, savings and loan associations.

## Acceptance of "integrated" tv dramas by stations is still far from universal.

An instance of this could be seen at CBS TV last week. The new George C. Scott series, *East Side, West Side* scheduled a strong drama with a social theme, "Who Do You Kill?", about the tribulations of a young Negro couple living in a Harlem slum area.

CBS, following its practice of pre-testing "controversial" dramas on stations via closed circuit, screened it before its 4 November airdate. Two stations in the South decided not to carry it — KSLA-TV, Shreveport, and WAGA-TV, Atlanta.

## Is the broadcast industry frightened by controversy?

That's a charge delivered by one highly-placed broadcasting executive, off-the-record. Feeling is the industry must be controversial to move ahead. That despite maelstrom generally surrounding tv and radio, it has worked for the good, aiding the industry to improve and move forward.

## Ratings for early-evening network news shows reveal ABC TV making solid gains.

On the other hand, CBS and NBC TV, which switched to half-hour format this year, are down. For the last (1 October) Nielsen National, the average audience (homes) looked like this, compared to the same report last year:

Show	1963	1962
Ron Cochran	3,330,000	2,390,000
Walter Cronkite	5,980,000	7,270,000
Huntley/Brinkley	6,630,000	8,020,000

## Japan's facility for electronic developments may give the 1964 tv Olympics a boost.

The Technical Research Laboratories of NHK — Japan Broadcasting Co. — now claims to have solved the problems of a video tape playback system which will produce five-times-slower-than-original scenes in slow motion, with a time lag of only "around 15 seconds."

The new equipment has already been given a shakedown during the televising of track and field events at the Tokyo International Sports Week. NHK expects its slow-motion video tape machine to be "a sensation" during the 1964 telecasts of the Olympics.

## Some cautions about "going public" were expressed at 4A Eastern Conference last week.

Survey by IIT Research Institute of Chicago turned up some facts which may make agency leaders think twice before making moves toward public ownership:

- Of companies which had gone public and later surveyed by IIT, 41% were dissatisfied with their underwriter, and 25% would not use the same one again.
- One company out of seven said, upon reflection, that "we shouldn't have gone public at all. Another thought: over half of all initial offerings cost at least 15%, and some as much as 35%.

*If you lived in San Francisco...*



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

## NOVEMBER

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Va. (10-13)

Detroit Chapter of Station Representatives Assn., 2nd annual reception and luncheon for advertising agencies, Hotel Sheraton, Cleveland (11)

Group W, 5th conference on local public service programming, Institute of Music, Cleveland (11-13)

Electronic Industries Assn., 1963 radio fall meeting, Manger Hotel, Rochester, N. Y. (11-13)

National Association of Broadcasters, fall conferences, Dinkler-Andrew Jackson, Nashville (14-15); Hotel Texas, Fort Worth (18-19), Cosmopolitan, Denver (21-22); Fairmount, S. F. (25-26)

Advertising Women of New York Foundation, annual advertising career conference, Commodore Hotel, New York (16)

National Assn. of Educational Broadcasters, national convention, Hotel Schroeder, Milwaukee (17-20)

Broadcasters Promotion Assn., annual convention, Jack Tar Hotel, San Francisco (18-20)

New York University's Division of General Education, editorial workshop, Hotel Lancaster, New York (18-20)

Broadcasting Executives' Club of New England, luncheon meeting with RAB president Ed Bunker as speaker, Sheraton Plaza, Boston (19)

The Television Bureau of Advertising, annual membership meeting Sheraton-Blackstone Hotel, Chicago (19-21); 3rd annual sales managers meeting (20)

American Assn. of Advertising Agencies, annual convention, Statler Hilton, Cleveland (20)





International Radio & Television Society, newsmaker luncheon with W. Averell Harriman, Hotel Roosevelt, New York (20)

National Academy of Television Arts and Sciences, dinner, Hilton Hotel, New York (22)

Wisconsin Associated Press Broadcasters, Milwaukee, Wis. (22-23)

Federation of Jewish Philanthropies, annual fund-raising dinner sponsored by radio, television, appliance and related industries, Hotel Americana, New York (23)

Broadcasting and Advertising Division of the American Jewish Com-

mittee, dinner with Brown & Williamson Tobacco Corp. president William S. Cutchins as guest, New York Hilton, N. Y. (25)

International Radio & Television Society, special projects luncheon, Waldorf-Astoria (27)

### DECEMBER

National Broadcasting Co., annual convention for radio and tv affiliates, New York (2-3)

National Food Brokers Assn., 60th annual convention, "New Programs for Tomorrow's Marketing," Palmer House, Chicago (7-11)

American Marketing Assn., winter conference on the development of more precise marketing tools, Somerset Hotel, Boston (27-28)

Broadcasting Executives' Club of New England, Christmas party, Sheraton Plaza, Boston (16)

Royal Film Archive of Belgium, 3rd international experimental film competition, Knokke-Le Zoute, Belgium (26-2 January)

Federal Communications Commission, oral argument concerning length and frequency of commercial material broadcast over am, fm, and television stations, Washington, D. C. (9)



## if you were a **TEXAN**

You'd have your own complete kitchen at the State Fair of Texas where your Julie Benell could do her show daily for the nearly 3,000,000 visitors to the World's Largest State Fair (and receive another award for her vast collection). The dream kitchen was augmented by a living room and den set where other WFAA-TV personalities, Ed Hogan, Don Norman and "Mr. Peppermint" could originate their shows — more than five hours of daily live cut-ins over a 10-day period. It was a show-place for TV-awed Texans but only another example of WFAA-TV's efforts to get closer to its viewers. We're mobile...and versatile. Sort of makes you wish you were a Texan, too...

### WFAA-TV

The Quality Station serving the Dallas-Fort Worth Market  
ABC, Channel 8, Communications Center /  
Broadcast Services of The Dallas Morning  
News/Represented by Edward Petry & Co., Inc.

# COMMERCIAL CRITIQUE

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

## BUILDING A COMMERCIAL

KLAUS WERNER  
*Radio/tv Director*  
*National Export Advertising Service*

**W**HAT MAKES a good commercial? What makes one commercial sell and the other fail? Is there some sort of secret formula for "constructing" selling commercials?

For general consumer advertising the effectiveness of a commercial can be defined as the total contribution it makes toward favorably influencing the viewer's attitude toward a given product.

This can be either one of three things:

- 1) Preserving a favorable attitude toward a product known to the viewer;
- 2) Effecting a favorable change of attitude toward a product known to the viewer; or
- 3) Producing a favorable attitude toward a product so far unknown to the viewer.

This gives us the three groups of consumers to whom the commercial must appeal:

- *Those who are current users of the product.* The commercial serves as a reminder reassuring the viewer that he is doing the right thing in buying it.

- *Those who know of the product but never bought it.* The purpose is to get the viewer to switch brands.

- *Those who don't know the product at all.* The commercial introduces the product and tries to effect a favorable attitude toward a possible future purchase.

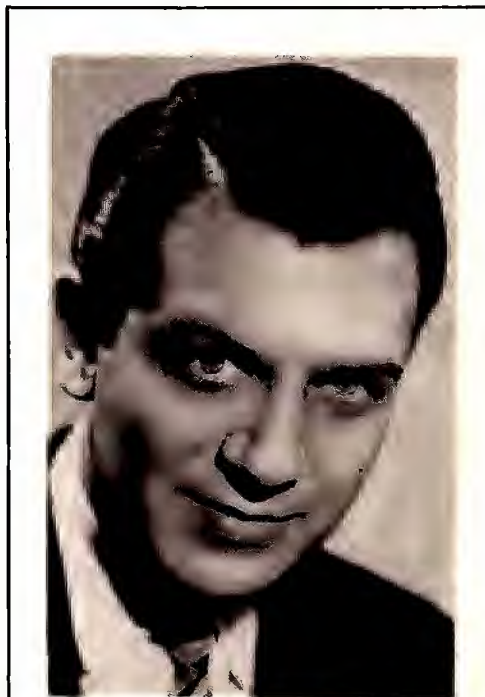
There are no other groups of viewers, this is it.

Once we establish to whom the commercial must appeal, we can think in terms of its "structure." Insofar as the production of commercials is not an exact science, I am using the word "structure" somewhat loosely, in the absence of

a more precise word.

Visualize the viewer, or better, the potential customer, sitting in his rocking chair, absorbed in the suspense-laden plot of a tv show. To overcome his annoyance at the commercial break, we must present him with an "attention-getter," something that will stop him from tip-toeing into the kitchen to fetch a beer. Because once we have his attention we can proceed to sneak in our commercial message.

This message, with its claims and/or uniqueness, must exceed the attention-getter, because if it doesn't, our viewer will still walk out to get his beer. Above all, the message must be sincere and be-



KLAUS WERNER has been radio tv director at National Export Advertising Service, since May 1962. Previously, he spent five years in radio tv production and research at Doherty, Clifford, Steers & Shenfield. A tri-lingual producer, he services international markets for Lever Brothers Armed Forces & Export Division, the Borden Foods Company, Quaker Oats and many others. National Export Advertising Service has been in business for over 40 years.

lievable. Superlatives alone won't do because they have been used to death.

During this segment the viewer will begin — or so we at least hope — to register a favorable impression of the product, which should grow firmer as we further explain its benefits and/or advantages, whatever they may be. Thus by the end of the commercial, we will have established a favorable image of the product in the viewer's mind and, hopefully, implanted the thought of a possible future purchase.

And so we arrive at what may be called a structural formula for a commercial. To summarize, the commercial should be constructed to perform the following functions in approximately this order:

1. *Capture the viewer's attention;*
2. *Be unique enough to hold the viewer's attention and thus*
3. *involve him sufficiently;*
4. *Convey the sales message directly and effectively for the viewer to*
5. *register the sales message.*
6. *The sales message in itself must contain enough stimulus for the viewer to start evaluating the product in his mind and*
7. *to think about possible future purchase.*

Many good commercials on the air today are "constructed" according to this formula. Many producers have probably been using this "structure" all along without even realizing it. But once you are aware of it I feel you can "build" your commercial as effectively as possible to get maximum results with a minimum of time.

After all, we've been concerning ourselves with filling a maximum of only 60 seconds!



*Why view on a screen . . . what they'll see on the tube!*

A tv commercial viewed on the conference room movie screen may look to be a sharp winner . . . yet turn out to be a dull also-ran on the tv tube. Remember that, next time someone invites you to "screen" a tv commercial. And remember that what you'll see is a far cry from the cropped, out-of-time-phase image that comes through on tv. Like to see your tv films as others see them? View them on a tv monitor. We hope the results will help you realize why more commercials and shows every day are being carried on SCOTCH<sup>®</sup> BRAND Video Tape! Scotch Tape provides an electronic original, expressly designed for tv viewing. This is no make-do electronic copy of an essentially

optical original. Every image is completely compatible with the tv set in the home.

Don't take anyone's word for it—prove it! Bring a film you're proud of to a tv station or tape production house and monitor it. Then view a video tape side-by-side on another monitor. You'll see at once the unique live quality that "Scotch" Video Tape offers. Other plusses: a virtually unlimited array of special effects by pushbutton, immediate playback, no processing costs or delays—either black-and-white or color. Write for brochure on tape editing. 3M Magnetic Products Division, Dept. MCK-93, St. Paul 19, Minn.



SCOTCH IS A REGISTERED TRADEMARK OF 3M COMPANY. WHEN IN CONTACT WITH WATER, IT WILL BECOME SLIPPERY. © 1963

**Magnetic Products Division** **3M**  
COMPANY



NOW ENTERING  
**KFDM-TV**  
 COVERAGE AREA  
 POP. 201,500 TV HOMES

## IS THIS MARKET ON YOUR CHART?

The 817,000\* prosperous consumers in this 20\*\* county area spent \$824,428,000\* in Retail Sales in 1962

\*SM "Survey of Buying Power"

\*\* ARB January -February '63

PETERS, GRIFFIN, WOODWARD

# KFDM-TV CHANNEL 6

BEAUMONT / CBS

SPONSOR/11 NOVEMBER 1963



Board of 4A helped plan Eastern Annual Conference. Left to right, John Crichton, president 4A, Norman H. Strouse, J. Walter Thompson, 4A vice-chairman; Arthur E. Tatham, Tatham-Laird, chairman of 4A; William W. Neal, Fuller, Neal, Battle & Lindsey (Atlanta), secretary-treasurer of 4A. All are ad veterans.

## 4A focus is on research

Conference in N. Y. examines changes in agency-client liaison and trends ranging from abstract research to Negro market

THE ADVERTISING AGENCY of even a few years ago "is as obsolete today as a wassail bowl." So stated Tatham-Laird chairman Arthur E. Tatham in New York last week at the Eastern Annual Conference of the 4A. As much as any adman could, Tatham—4A chairman and the conference's luncheon speaker 6 November—summed up the mood of the agency men gathered for the three-day event.

Tatham cited the ever-changing agency role in broadcast programming as "another striking example of the constantly changing agency function." Recalling that advertising agencies became "part Hollywood and part Broadway" in the heyday of network radio packages, chairman Tatham contrasted this with today's network tv picture:

"When the patterns had been cut and the volume grew, independent producers came into the field, stations and networks took increasing responsibility for the production of shows, agencies discovered the advantage of network sponsorship or that several clients could share

a television program. Today, few agencies actually produce radio or television shows."

The necessity for change and growth at the agency level was also cited by another top-ranking 4A official, Grey Advertising chairman Arthur C. Fatt, who is currently 4A Eastern Region chairman. As keynote, Fatt warned admen of the dangers of "intellectual insularity," and the dangers of becoming "oblivious to the continuing change in the hopes, dreams, aspirations and desires of individual people to whom we have attached a label, 'the consumer.'"

To bring a different viewpoint concerning the U.S. consumer market to the attention of top agency men, 4A program planners put much of the conference focus on an opening-day meeting which featured what 4A termed "a distinguished panel of scholars, consultants to industry, and spokesmen for consumer interests—all from fields outside the agency and advertising business." It was a well-intentioned move which produced a fair degree

of scholarly fog over the basic topic—"Our Changing Consumer Society"—in the opinion of several realistic 4A members, but which also produced some genuine new slants on the American consumer.

"Fifty years ago, the majority of consumers were unskilled or semi-



Grey Advertising chairman Arthur C. Fatt (Eastern 4A chairman) was keynote speaker at meeting.

skilled workers and farmers who received their peak lifetime income in their 20's," said U. of Michigan sociologist Dr. George Katona. "Today, the majority of consumers are white-collar workers and their wives, both having gone at least to high school. Their peak income is reached in their late 40's and 50's so that they look forward to 20 or 30 years of rising income after household formation . . .

"Our economy is growing and in 10 or 20 years the variety and number of products sold and advertised will be larger than today. On the other hand, the time that each individual consumer is willing to spend on looking at, listening to, and reading advertisements will not grow. This is one great problem the advertising industry faces. In this respect again, the solution will not be found accidentally or intuitively. This is a problem requiring careful objective research.

A psychologist's view of the American consumer was offered to admen by Dr. Milton Rokeach, Michigan State professor. Discussing the different types of "beliefs" held by consumers—which range from "the inconsequential, through the peripheral, to beliefs about authority and, finally, at a core to primitive beliefs which are extremely resistant to change"—Rokeach chided the 4A admen for some psychological short-sightedness.

"The irrational image of man still predominates in the advertising world," he said. "The more inconsequential the benefits of one brand over a competitor's the more desparately the industry has harangued and nagged and, consequently, irritated its mass audience. It is no wonder that the advertising profession is reputed to be among the most guilt-ridden, anxiety-ridden, ulcer-ridden and death-ridden profession in America."

The day-to-day, dollars-and-cents side of the ad agency business also occupied an important part of the 4A conference agenda.

During a special agency management meeting, for 4A principals, some new facts and figures of agency life were given by Philip H. Schaff, Jr., chairman of the executive committee at Leo Burnett. The annual study of ad agency costs and profits conducted by 4A

(covering 1962) showed, conclusively, that the agency business is one in which most of an agency's income (not total billing) is spent on its payroll, and that the profit factor continues to be small.

Specifically, payroll "takes 68.5% of the advertising agency's income dollar" while "net profit is 4 cents out of the income dollar." Added Schaff: "Almost every other expense is related to these people—housing them, insuring them, traveling them and giving them the facilities and information they need to do the right kind of work for the advertiser. When people start working, the meter starts ticking.

"One of the most expensive things in the advertising agency business is brilliant execution of the wrong idea. The further an idea gets away from the people responsible for planning, the more that idea gets into the hands and minds of people whose responsibility is to do or die, not to reason why. Beware of the false start orchestrated to the nth degree.

"Agency costs are trending up . . . agency profits are trending down. It is to the advertiser's own self interest for his agency to be profitable on his account. There are many ways an advertiser and an agency can work together more efficiently to reduce costs for both parties."

Creativity, particularly as sparked by young agency executives, came in for its share of attention at the 4A session, along with the related problem of where to find new talent.

"There are three major areas in which I believe advertising may find its most able and bravest leaders for tomorrow," said David B. McCall, vice chairman and creative director of C. J. LaRoche. As McCall sees them, the trio of hunting grounds for talent which offer



ARTHUR E. TATHAM chairman of 4A and of Tatham-Laird, pinpointed trends



DAVID B. McCALL vice-chmn. of C. J. LaRoche, cited new areas of agency talent



BOB LIDDELL, associate media director, Compton, reviewed "integration" of ads

the best opportunities are these:

"The first is among the minorities, particularly the Negro in America. The second is among the really top flight people in our colleges and graduate schools. The third is among the outcasts of civilized school life—the dropouts, the dreamers, the rational kooks."

Added McCall: "We talk endlessly to nice, well-rounded boys from the Ivy League and the Big Ten. And they bring their average grades and their average personalities and their average performance into a business that can tolerate almost anything but average-ness."

A tv-oriented "personal shinkicker" — i.e., something to jog creativity in an agency executive—was offered to the 4A meeting by Mary Jo Littlefield, senior copy writer at J. Walter Thompson. Said Miss Littlefield, who described herself as "a middle-aged youth":

"Watch tv programs you don't like or ones you wouldn't be caught dead watching. There's one rule: no wisecracking or complaining while you're watching. And it's better to watch them while you're alone . . . otherwise you feel a little foolish. Try to figure out why these shows attract regular viewers. Why a show is number 1. I watched *Beverly Hillbillies* for three straight weeks. What really made me mad was that I laughed at some of the things they did on that show. And I'm too sophisticated for that."

With many leading universities now engaged in far-ranging research projects, 4A officials called on a trio of educator-researchers to tell of their work, and its possible application to advertising effectiveness. One speaker, Dr. William Stephenson, professor of advertising research at U. of Michigan, had this

to say of the extent to which people really care about what they're exposed to in mass media

The mature American, in the emotional and educational sense and a person who has achieved "success in whatever station of life" he or she may have pursued, tends to look upon communications (news, etc.) as a sort of serious game in which "culture is play," said Stephenson.

"Which means that one has to achieve a certain *orderliness* in communication. Tv is undoubtedly killing all possibility of such absorption with its constant interruptions by commercials."

The Negro market—one of the country's most important specialized markets—was the focus of a special session held on the conference's closing day, 8 November, with such speakers as NAACP's Roy Wilkins, *Ebony* publisher John Johnson, Compton Advertising's associate media director Robert Liddell, and BBDO v.p. and associate media director Michael Donovan presenting new facts, figures and opinions concerning the multi-million-dollar market.

Negro-appeal radio was termed "a thriving, profitable and effective medium" by BBDO's Donovan, who added that "Negro radio, with its flexibility of schedule by period and market represents a sound Negro advertising medium." With the exception of Washington, D.C.'s WOOK-TV, Donovan noted, "there is practically no other Negro tv programming on the air except for special programs and news items programmed on the Negro problem." In the tv area, Donovan said, "it appears as if the current answer to effective use of tv against the Negro market is in creativity, adroit programming and casting."

Combinations of Negro media—radio, magazines, newspapers—have "a reach ceiling of about 65% of the Negro market" although "the quality of this 65% may make this all right," said Donovan. Negro radio, he added, had the lowest cpm (\$1.75-\$2.00) of any of the three principal Negro media. Supplementary impact could be derived through "creative, non-offensive" campaigns in general tv and radio, magazines, and newspapers.



MICHAEL DONOVAN, v.p. & associate media dir. BBDO, probed Negro market

# ARB cites the 20 "best-liked" tv commercials

Diary-keepers sample 12 major markets in search of a top-20 breakdown

DR. JOHN R. THAYER  
Technical director of Market Reports and Special Tabulations, ARB



Hamm's Beer took first place in product breakdown, Schlitz second

**W**HILE the tv viewing audience may, at one time or another express concern about "poor" commercials, the same audience will generally "give credit where credit is due" when it comes to commending those commercials which it thinks are "good."

One way by which the American Research Bureau determines what commercials the public thinks are best is to ask the following question in the back of its viewer diary:

"Of all the tv commercials you saw this week which ONE would your family vote for as 'best?'"

It's true that a few diary-keepers pencil in remarks such as "For this week? Phooey!!!" or "You must be joking!" But, even so, a very substantial portion of the viewing audience *does* have a definite choice which it expresses freely.

Of 1000 diaries selected at random from the twelve major markets surveyed by ARB<sup>1</sup> during the week of 11-17 September 1963, some 56.5% contained one or more answers to the above question. To clarify, even though the family was asked to record "one" commercial, sometimes two or more answers were given, as witness the following breakdown:

One commercial cited . . . . . 53.4%  
Two commercials cited . . . . . 3.0%  
Three commercials cited . . . . . 1.6%

(1) Markets involved included New York, Los Angeles, Chicago, Philadelphia, Boston, Detroit, Cleveland, San Francisco, Pittsburgh, St. Louis, Minneapolis-St. Paul and Seattle-Tacoma.

Of the remaining 43.5% of the diary-keepers, 34.8% left the question blank, while 8.7% made a definite attempt to indicate that there was "no choice" in their particular homes.

In the 565 diaries where commercials were indicated, there were 172 different choices mentioned. Here is the top-20 breakdown by products (using 565 as the "base" for developing percentages):

RANK	PRODUCT	% ANSWERING
1.	Hamm's Beer	9.0%
2.	Schlitz Beer	5.1
3.	Gravy Train	5.0
4.	Ralston Purina	4.4
5.	Paper Mate	3.3
6.	Ajax	2.5
	Gleem	2.5
	Kellogg's	2.5
	Star Kist Tuna	2.5
10.	Gaines	2.3
11.	Ivory Soap	2.1
12.	Cheerios	1.9
13.	Narragansett Beer	1.8
14.	Firestone Tire	1.6
	Nu-Soft	1.6
16.	Kool-Aid	1.4
	Toni	1.4
18.	General Electric	1.2
	Ivory Snow	1.2
	Salvo	1.2

It should be kept in mind that even though the diary-keeper was asked to record a *specific* commercial, sometimes the answer was in more general terms. For instance, Gravy Train is a product of Gaines. At the same time, however, Gaines

has other products which are also advertised on television. Therefore, some of the respondents who answered "Gaines" may have had Gravy Train in mind as the specific commercial . . . or they may have been thinking in terms of another Gaines product. Consequently, in tabulating the results for this analysis, no attempt was made to second-guess the respondent. Gaines and Gravy Train were tabulated separately, depending upon the individual diary entry.

Another point which should be stressed is that in some cases (Narragansett Beer, for instance) the commercials mentioned represent products sold only on a regional basis. Therefore, such commercials would seem to have a "more-than-average" appeal if they are *still* able to make the top-20 . . . even under such a handicap.

One final word of caution regarding the results of this study . . .

Because particular products or firm names are absent from the above list does *not* necessarily mean that the commercials involved are doing ineffective selling job! Neither does it mean that these commercials are disliked by the viewing audience. Their absence could well be explained, also, in terms of light scheduling and less exposure.

As in the case of new programs, different versions of commercials bring varied reactions. Therefore, we'll be taking another look at "best liked" commercials at some future date when a "new crop" is in the making.



If you would like to buy radio and/or television announcements in Des Moines on participating programs hosted by personalities who have been at a station long enough to strongly establish themselves \* . . . . who have exposure on both radio and TV so they're far better known than air people at any other stations \* \* . . . . who serve their audiences by giving important information on community service projects \* \* \* . . . . who are recognized by these same audiences as real friendly, pleasant people with families that they'd welcome as neighbors \* \* \* \* . . . . and who know the professional way to do polite and persuasive selling for you \* \* \* \* \* . . . . buy KRNT RADIO and KRNT-TV, Channel 8.

\* We have 2 Twenty Year Club air people. On KRNT Radio—7 who have been with us 15 of our 28 years. On KRNT-TV—8 who have been here since we went on the air 8 years ago. You need such stability to build audience loyalty to the stations, personalities and to the products they represent.

\* \* Inter-media Motivation Factor. Whereas most operations keep Radio and Television separated, ours embrace each other. In our opinion, both media and personalities and sponsors are far better off for it.

\* \* \* All our personalities read the cards and letters about church chili suppers and women's club rummage sales and teen-age car washes and men's charity shows and a thousand other small-but so-important efforts by friends in our community. These folks know we will help them publicize it. We're kind and gentle people in this phase of our operation.

\* \* \* \* Central Surveys, 1962. "Which radio and or television personalities would you like to have as next door neighbors?" KRNT personalities were an overwhelming choice.

\* \* \* \* \* Both KRNT Radio and KRNT-TV do more local business than any other station in the market. By far the greatest number of these advertisements are done "live" by our personalities. They have the experience—the "know-how" to make folks "go-now" and buy now.

# KRNT and KRNT-TV

## DES MOINES

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by The Katz Agency, Inc.

# Renault relies on marketing

Profile studies on buyers of the Dauphine and R-8 form the basis for important advertising decisions designed to catch Volkswagen

**F**OREIGN CARS are driving in a hot competitive market. No more than four years ago they were grabbing a good 10% of total U.S. car sales. But when Detroit stepped in with compacts, foreign cars lost their grip on all but 5% of the market.

Renault, as a result, began losing sales steadily. Only recently has it managed to halt the downhill decline. Yet despite its troubles it still holds second place in foreign car sales, trailing only the popular Volkswagen. (See chart for recent registration figures on foreign econ-

omy cars.)

Good research has helped Renault hold, and recently slightly expand, its sales. Know thy customer is still the first commandment in sales and Renault knows it. Recent studies by Fuller & Smith & Ross and Worthington, Hurst and Assoc. on Renault owners have pinpointed the customers' characteristics for both the Dauphine and the R-8.

Owners of other foreign cars, namely the VW, were also studied to determine what consideration they gave the Renault when mak-

ing their decision to buy.

"In assessing money for advertising media, we set up a prospective buyer profile based on the market research," says Gordon Zern, group supervisor at F&S&R. "Then we match that profile to the media, time, and program and approach the prospective buyer in the most efficient way possible. The research shows, for example, it would be silly for Renault to advertise on rock 'n' roll or bandstand programming, or, the opposite extreme, fm chamber music. These profile studies show us the area in which to make our choices," according to Zern.

Renault no longer considers itself directly competitive with the eleven or so U.S. compact cars. Recently, the "compacts" have grown so much in size and cost they are beginning to creep back into competition with their big brothers. The word compact no longer means economy.

Thus, it is no secret that almost all Renault's research, advertising, and marketing is planned to catch Volkswagen, which currently holds about one-half of all foreign car sales in this country. Renault, as well as Volvo, have taken direct pot shots at Volkswagen in their tv commercials.

With sales so high Volkswagen naturally has a great deal more "spending money" than its competitors. Ad budgets for foreign cars generally run from \$50 to \$100 per car, about 30 to 50% higher than for Detroit cars.

Renault feels that it must think twice before spending its \$2 million in advertising and promotion (national and regional spending). An agency executive cited the unfortunate failure of the Edsel, indicating that the research might prevent such a disaster from recurring.

The two consumer profile studies exposed here show Renault exactly where to direct its efforts to get th

## NEW CAR REGISTRATION MAJOR FOREIGN ECONOMY CARS

Make	August	1st 8 mo. '63	1st 8 mo. '62
MG (inc. 1100)	1,843	13,542	6,423
Fiat	876	7,017	6,227
RENAULT	1,985	14,856	20,099
Triumph	1,874	14,060	10,820
Volkswagen	19,102	161,957	128,536
Volvo	1,078	8,933	8,638

5.70% Foreign car share of total U. S. registration in August (Industry: 552,861; Foreign: 31,521)

5.06% Share for first eight months of 1963 (Industry: 5,086,272; Foreign: 257,482)

4.94% Share for first eight months of 1962 (Industry: 4,605,346; Foreign: 227,536)

SOURCE: R. L. Polk

# Research

most out of marketing and advertising. The first study, completed in May, was for Dauphine; the second, completed in August, was for the new R-8.

## R-8 RESEARCH

Last year F&S&R had difficulty researching the potential market for the new R-8. No cars were available in the U.S. for test driving, so all research had to be carried out with the poor substitute of a brochure. Recent buyers of the Corvair, Valiant, Dauphine, Volkswagen or a two-year-old car in the low-priced field were asked if they would consider buying the R-8 as shown in the brochure. The photographs and pictures were kept simple so as not to dazzle the viewers with meaningless, albeit impressive, clutter. (The R-8, very different from the Dauphine, is one of the first mass-produced cars to be fitted with disc brakes on all four wheels. Compared to the Dauphine it is higher in price, more rugged in design, more powerful, and slightly larger inside.)

Results of the recent F&S&R mail survey on actual buyers, completed recently, revealed the predictions were fairly close to the facts. The survey covered a representative cross-section of names selected at random from the Renault R-8 warranty cards. A total of 500 names were selected, out of which a usable 37 questionnaires was achieved.

A summary of the findings shows that in approximately 45% of today's R-8 households, the R-8 is the only car owned, compared to 55% of those households owning one or more cars in addition to the R-8.

Among multiple-car owners, the "other" car is usually a domestic standard make (39%), while for 7% this car is a domestic compact. Ten percent of the respondents own an imported economy car in addition to the R-8.



New Renault R-8 has helped pull up firm's lagging sales, car is larger, more powerful

These multiple-car households tend to own fairly recent models of other cars, with 34% owning 1960 or later models. Most of them drive their Renault more often than any other car they own.

Most of the R-8 owners (85%) had bought their Renault this year; the remaining 15% in the latter part of '62.

At the time of the response the average (mean) mileage on the R-8's owned by the sample was 7,013.

The most important factor involved in the buying decision for the R-8 was economy (75%). Other factors concerned, design (50%), workmanship (20%), and maneuverability (15%).

Two out of five R-8 owners used the car most frequently for driving to work (43%). Other primary uses were shopping (39%), long trips (39%).

Eighty-six percent traded in another car when they bought the R-8. Fifty percent traded in a Renault, compared to 9% who traded in some other imported economy or sports car, 23% who traded in a

domestic standard make, and 6% who traded in a domestic compact.

Average allowance received on the trade-in cars was \$654. More than half (55%) were 1959 or later models. The average (mean) price paid for the Renault was \$1,953.

Approximately three out of four R-8 buyers financed their own purchase, most of them to pay out over a period of 24 to 36 months.

What users currently like about the R-8 is generally consistent with their reasons for buying it in the first place. (Maneuverability, however, is a feature that most of the owners came to appreciate only after actual experience with the car. Only 15% gave this feature as reason for buying, compared to 50% who now say it is the feature they like best.)

Things disliked about the R-8 include design, including location of headlight switch (11%), engineering or workmanship on the brakes (13%), carburetor (11%). Some remarked adversely to dealer service (22%), lack of availability of parts (10%), and poor service generally (10%).

About half (54%) indicated they would expect to buy a Renault next time, the major reason for repurchase being economy. Of the 26% who said they would buy some other make 35% said they would buy a bigger car, and 15% a better car, e.g. Peugeot or Mercedes. Others said they were dissatisfied with performance (22%) and dealer servicing (13%).

In reconsidering their original choice of the R-8, 79% feel they would repeat the decision. Among those who said they would buy some other car, Volkswagen was most frequently substituted.

often feels a bit trapped economically by life. He may or may not be moonlighting.

Sometimes his wife will be working part-time (or even full-time) despite the fact that they have preschool children.

"To him the Renault represents the most inexpensive automobile he can purchase which offers reasonable reliability," according to Hanson. "He is tired of buying used cars which have a way of falling apart on him about the time he just has them paid for—or even before."

The second type of buyer is a man in his late twenties or thirties

monthly budgets which is achieved through lower payments and reduced operating costs. More than most people they tend to be aware of exactly how much of their income can be eaten up by an automobile. Those who own two cars (and 50% do) are especially aware of this fact.

The people who buy Renaults do not like to stand out unduly in a crowd. The styling of the Renault (and the four doors) appeals to them for this reason. The research indicated that wives especially are apt to like Renault as compared to alternative foreign cars—i.e., the VW.

They are also extremely interested in reliability. They want to feel the car they buy can be kept for four or five years if they so desire and put many thousands of miles on with a minimum of upkeep. They want reassurance; if they do not get this reassurance they will buy elsewhere.

They are people who do not like to push other people or have to argue with them. They want and expect to get good reliable servicing at a moderate price. They are not people to take a chance. If they have doubts about the service facilities they will buy elsewhere.

From the economic point of view the lower the payment the better they like it.

However, even though they are buying in the low-priced field, they are less concerned about getting a deal or a discount than getting value. They seldom believe that you get something for nothing in this world. Therefore, excessive dickering or bargaining raises their anxieties. They are not individual with much faith in their ability to outfox people and this kind of selling situation makes them nervous. For this reason they must be given time to make up their minds. They are afraid of being sweet-talked into making a rash decision, as they might have been in the past.

In its commercials and print ads Renault has tried to emphasize the auto characteristics its customers want: space, gas economy, good looks. Visual comparisons with Volkswagen are not infrequent. What does Volkswagen say? "We don't mind. It gives us added publicity."



10-second television spot plays on fact the R-8 has four doors, Volkswagen only two

**DAUPHINE RESEARCH**

The Dauphine research through Worthington, Hurst covers who the buyers are, what they want in the product, and what they want in the dealer.

Says Bernard Hanson, the survey's initiator and Renault, Inc.'s national marketing manager: "This report probes deeper than any of those previously made, and the number and quality of details it has brought to light should be of extreme value."

The studies reveal two types of prototype Renault Dauphine buyers. In many ways they are similar, but in many significant ways they are different.

The first can best be described by picturing a man in his twenties or early thirties, married with several small children.

He is a high school graduate working at an unskilled or semi-skilled job as an hourly-rated employee. His financial obligations are heavy and his cash short. He is responsible and strives to meet his commitments conscientiously, but

typically slightly older than the first, again married and with growing children.

He is a high school graduate and perhaps has some college education as well. He is working in a salaried white collar job, but one where he does not anticipate a great deal of advancement beyond his present position. His financial obligations are heavy and his cash short, but through choice as much as necessity.

"To this man The Renault represents a chance to get that much further ahead—to save \$15 or perhaps \$20 or so on monthly payments," says Hanson. "He has the advantages of increased economy over a conventional, full-sized American car. He is tired of high monthly payments for a gas-bug."

Both these types of individuals show up to be cautious, conservative and careful. They tend to consider things more than most people and tend to have a fear of being trapped or taken advantage of.

In part they want economy—a dollar and cents difference in their

# Product loyalty fades with brands out-of-stock

58% buy substitutes if first choice isn't available

Consistent brand loyalty plays a widely varying role in grocery store sales. In a study of 11 product groups, A. C. Nielsen found in the group studied that refusal to buy substitute brands ranged as high as 37% for dentifrices and as low as 29% for toilet tissue.

In the 11 product groups, nine were edible, five were non-edible. Percent of refusals to buy substitute brands by types of products looked like this, Nielsen reports, among the edibles: instant coffee 7%; salad and cooking oils 48%; margarine 44%; cake mixes 40%; canned beans 36%; tuna fish 36%; vegetable juices 36%; cereals 32%; and crackers 30%.

Among the non-edibles, refusals were led by dentifrices, followed by floor wax of 50%; detergents 40%; toilet soap 41%, and toilet tissue at 29%.

Looking at radio and television's major advertising customer, the food industry, Nielsen had a number of other points to make on the role played by brands out of stock. Nielsen found 76% of the customers were able to purchase the exact brands wanted, while 24% were not. Of those who were not able to buy the brand they wanted, 55% bought substitute brands, while 42% did not buy, a substantial share of the total.

When the size of the brand wanted was not in stock, Nielsen says 52% bought another size of the same brand, 30% bought wanted size of another brand, while 18% did not buy. And when the color wanted was not in stock, 69% bought another color of the same brand, 20% bought wanted color of other brand, 11% did not buy.

"While it may be argued," Nielsen said in its review of Retail Grocery Store Trends, "that out-of-stock conditions in one store may benefit sales in another store, or that refusals to buy in one store means increased business to another,

the fact remains that out-of-stock has consequences to each retailer. . . . It can be seen that out-of-stock, especially concerning brands is a problem that merits the most careful attention."

In analyzing the out-of-stock situation for 15 product classes, it was

## POTENTIAL LOSS OF RETAIL FOOD STORE BUSINESS DUE TO OUT-OF-STOCK

*Brand out-of-stock*

42%

*Size out-of-stock*

18%

*Color out-of-stock*

11%

NIelsen RETAIL INDEX

## THE OUT-OF-STOCK SITUATION FOR 15 PRODUCT CLASSES

### COMPLETELY OUT-OF-STOCK

*Average for Brands*

4%

*Average for Sizes or Types*

8%

### SHLEET OUT-OF-STOCK

(Merchandise in Stockrooms)

*Average for Brands*

7%

*Average for Sizes or Types*

14%

NIelsen RETAIL INDEX

found the average for Brands was 4% while the average for sizes or types was 8%. On the other hand, shelf out-of-stock with merchandise in stockroom showed a 7% average for brands, 11% for sizes or types.

While a number of major product lines showed substantial sales increases in food store, health and beauty aid departments, the leader during 1962 was the aerated hair spray group, Nielsen said. Volume of sales increase for this product group was 47% in 1962 against the previous year. Other health and beauty products showing increases were: oral antiseptics plus 13%, razor blades up 12%, cold remedies increasing 11%, headache remedies up 11%, and deodorants plus 9%.

In 1962, Nielsen figures showed the average selling area of new supermarkets opened during 1962 was smaller than the previous year. "This was a continuation of the tendency since 1960 to build slightly smaller markets each year," it was said. Average selling areas of new markets was 13,100 square feet in 1961, and in 1962, 12,700 square feet.

When it comes to shopping, Nielsen reports the housewife is still THE grocery shopper. Either alone or with the husband, she makes up 92% of customers in food markets. And for the most part, grocers get only one chance per week to sell their wares. An estimated 63% make only one shopping trip per week, while 21% make two.

Reasons for choosing a store were listed as follows: freshness and quality of meats 25%, cleanliness 23%, low prices 21%, convenient location 17%, and variety of merchandise 15%.

When it came to spending the most money, people in the medium-sized counties spent the most. In "A" counties, those with a metro area more than \$50,000, average annual buying income after taxes was \$8053, average annual purchases in grocery stores \$986. In "B" counties, those with population more than 120,000, income was \$6945, grocery store purchases \$1008. In "C" counties with population between 32,000 and 120,000, income was \$5950, purchases \$1009, and in "D" counties, under 32,000 population, income was \$4774, grocery purchases \$848.

## ADVERTISERS

### Packaging, real innovations most effective with shoppers

Food products with attractive packaging and genuine innovation are much more likely to win the favor of supermarket - shopping housewives than products that are just "new."

In an independent study of ten food products on the market for six months or less, The Center For Research In Marketing found housewives are buying new foods—but only if those foods have some significant difference from existing products, or if they are packaged in an extremely attractive way.

William Capitman, president of the marketing research firm, said that in the 1950s "there were so many needs to be filled that anything that was new, in any way, aroused curiosity and a desire to try. But it no longer appears to be true that any new product will have enough curiosity value to create sizeable initial sales.

"Among the products surveyed, antipathy or lack of interest was so strong for some of them that even though they were rated as the 'newest ideas,' they were seen by our respondents as the products they would be 'least likely to purchase'."

Capitman pointed out that "some products which were rated as 'least new' in concept were viewed by our respondents as the ones they 'like best' and would be 'most likely to buy'."

The best received new products, by far, was Green Giant's broccoli frozen in butter sauce. Twenty-four percent of the respondents liked it, and 22% said they 'would buy it.' The research firm attributed its success to fine packaging concepts and a very attractive picture of the product. The innovation of a ready-made butter sauce also intrigued the housewives.

The second-best-liked product in the survey was Rheingold's Chug-A-Mug, in which the beer is packaged in individual ceramic containers. A Center For Research spokesman attributed Chug-A-Mug's success to the packaging: "Women

immediately saw the container filled with flowers."

Minute Maid's new Orange Delight fruit drink scored third, and since orange drink is hardly new, enthusiasm for it was attributed to the severe shortage of fresh oranges at the time of the survey. Betty Crocker's Noodles Italiano scored fourth.

The other six new products tested were Chung King fried rice; Kraft cole slaw salad dressing; Campbell's Bounty chicken stew; Kellogg's Fruit Loops, fruit-flavored cereal; Banquet frozen Mexican dinner, and Seabrook Farms' frozen goulash.

These six products all scored poorly. The Center listed two reasons for housewives' disfavor:

▶ *Some manufacturers showed the food in an unprepared state on the package. "It's much better to show the finished product—unprepared food can be most unattractive."*

▶ *Prepared foods designed to serve as the meal's main course usually are unpopular. "Housewives*

*much prefer to prepare their own dish."*

The Center interviewed 374 housewives, predominantly of middle income, in 12 urban and suburban regions around the U. S. The respondents were shown the ten products and informed that they were new. They were then asked to evaluate them in terms of newness and in dimensions that would induce them to make a choice.

### Record for Lorillard; other 9-mo. reports

P. Lorillard has reported the highest third-quarter earnings, \$1.18 per share, in the firm's history. Earnings for the three quarters of 1963 were also up, even though sales for both the third quarter and the nine months were down slightly from 1962's record level. Third-quarter earnings were \$7,941,532, against \$7,641,365 in the comparable 1962 period. Third-quarter sales were \$133,048,347, slightly lower than 1962's record level of \$133,960,261. Sales of Lorillard's non-filter cigarette brands ran below 1962 levels, reportedly due to "a decline in industry trends" and to the fact that 1962 sales reflected initial ordering and the filling of distribution pipelines for York Imperial-size.

Gillette income down: Consoli

### 'The Price Is Right' for Samsonite

7 smart Samsonite gifts...and "The Price is Right"



"The Price Is Right" theme of Samsonite Luggage's newspaper, magazine, and tv ad campaign points up the company's sponsorship of live and filmed spots on the ABC TV daytime network show. Commercials will run through 20 December, the Christmas gift market in mind

dated net income of The Gillette Co. for the nine months ended 30 September, 1963, was \$30,985,000, a decrease from the 1962 three-quarter total of \$33,735,000. Net sales for nine months of 1963 were \$226,510,000, compared with \$212,123,000 for the corresponding 1962 period. Earnings per share were \$1.10 for the last nine months, against \$1.19 earned in the same '62 period.

**Miles Labs:** Nine-month 1963 earnings were 15% greater than the similar 1962 period for Miles Labs, on a sales increase of 5%. Net sales for the period were \$81,041,000, 5% more than the \$77,216,000 reported on an adjusted basis a year ago. Earnings to date in 1963 are \$4,477,000, up from \$3,903,000 last year, equal to \$1.09 per share compared with 96¢ in 1962. Miles' president, Edward H. Beardsley, said present indications point toward "an excellent year with sales expected to exceed a new high of \$108 million."

**Scott Paper report:** Scott Paper, net income for third-quarter 1963 of \$8,908,743, up 8% from the \$8,251,460 registered in the same quarter of 1962, for a per share earning of 33¢ against 31¢ in the 1962 period. Total sales for the quarter were \$95,584,361, against \$91,761,324 for third-quarter 1962.

**Goodrich sales, earnings:** B. F. Goodrich net sales for the first nine months of 1963 were \$616,631,455, against \$607,509,426 registered in the same 1962 period. Net income in the first nine months of 1963 was down 1% from the 1962 total (\$19,314,859 in 1963 against \$19,896,942 in 1962). Third-quarter 1963 net income was "adversely affected" by a 10-week-long strike at Goodrich's plant in Tuscaloosa, Ala. Dividends of \$1.65 a share on common stock were paid in the first nine months of both 1962 and 1963.

**Purolator:** Purolator Products reports record sales and earnings for the first nine months of 1963, with earnings climbing to a record \$2,34,985, or \$1.48 a common share, compared with \$2,650,769, or \$1.36 common share for the same 1962 period. Sales for the first nine months reached a record \$15,033,033, compared with \$43,557,065 for the similar period in 1962. The 1962 figures have been adjusted for the

three-for-one stock split approved by stockholders in September of this year.

**Schick's big profit:** Shick registered "very significant increases in sales and earnings for the third quarter and nine months ended 30 September. For the longer period, sales totaled \$16,275,364, an increase of 16% over the nine-month period of 1962 when sales were \$11,177,131. Net income rose to \$511,011, equal to 43 cents a share, compared to a net loss of \$109,102 for the same period last year. Robert F. Draper, president, attributed the improvements to several things, including the company's revised marketing and distribution policies (limited number of distributors instead of selling direct to retailers); wide consumer acceptance of stainless steel shaving, exclusive with Schick in the electric shaver field; and broadening of product line last year to include hair dryers, cordless electric toothbrush, electric shoe polisher, electric furniture buffer, and a line of "Swagger" men's toiletries.

**Philip Morris record nine months:** The new cigarette Paxton, the International division, and Personna Stainless Steel Double Edge and Pal stainless steel injector blades contributed to increased sales in the third quarter, according to Philip Morris president Joseph Cullman, 3rd. Marlboro and Parliament cigarettes continued to show gains. For the quarter ended 30 September, consolidated net sales were \$153,922,000. This compares with \$143,205,000 last year. Net income for the quarter amounted to \$5,952,000 or \$1.60 per common share, compared with \$5,947,000 or \$1.58 last year. For the nine months ended 30 September, sales were \$431,847,000, a new high, compared with \$409,733,000 in 1962. Net income was \$16,838,000 or \$1.52 a share vs. \$16,561,000 or \$1.35 a share at the close of the first nine months of 1962. Also reporting up-beat third quarter business was Procter & Gamble. Net earnings for the three months ended 30 September were \$37,792,001 or 90 cents a share, vs. \$35,142,070 or 84 cents per share last year.

**3M has best quarter:** The 3M Company reported record sales of \$195,454,104 for the three months



WSLS-TV, Roanoke  
sells Virginia's  
NO. 1 TV Market.\*

\* Source: Television Magazine

THE KATZ AGENCY, INC.  
National Representatives

## WILL YOU GET A LIMOUSINE FOR CHRISTMAS?

Give something that's different, remembered and chic...

### A CHAUFFEUR DRIVEN ROLLS ROYCE OR CADILLAC LIMOUSINE.

Gift Certificates for Rolls Royce rentals start at \$10. for one hour. Cadillacs at \$7.50, including liveried chauffeur. Perfect for that night at the theatre, trip to the airport, day or evening at the race track or special business remembrance.

**Buckingham Livery**  
349 E. 76th St., New York City  
YUkon 8-2200

ended 30 September, an increase of 11% over \$175,699,572 for the same period in 1962. Net income for the quarter of \$22,959,800, equal to 44 cents per share of common stock, rose in line with sales from \$20,454,549 for the same 1962 period. For the first nine months, sales were \$564,115,122, compared with \$515,694,783, an increase of more than 9%. Nine-month net income rose to \$64,900,008, equal to \$1.24 per share, from \$59,163,578, or \$1.13 per share.

**AMF earning dip:** American Machine & Foundry net earnings for the first nine months of this year fell to \$13,119,000 or 78 cents a share from \$18,876,000 or \$1.12 cents a share for the same 1962 period. This follows a nine-month sales drop off to \$193,508,000 from \$289,840,000 last year. A somewhat brighter financial picture was painted by Miles Laboratories, which reported record nine-month earnings of \$1.09 per share, up 14% over last year's 96 cents. This led Miles to increase its regular quarterly dividend from 15 cents a share to 17½ cents a share and also to

declare an extra dividend of 2½ cents a share, to be paid 24 December to shareholders of record 6 December.

**Dr Pepper up:** The Dr Pepper Co. registered net earnings, after taxes, of \$1,124,698 in the nine months ended 30 September, compared to \$802,587 for the same 1962 period. Per share earnings after taxes were nearly \$1.56, compared to \$1.12 for the 1962 period.

**Sterling sales/earnings up:** Net profit for the drug firm's nine months ended 30 September was \$19,082,000, compared with \$18,280,000 for the corresponding three quarters of 1962. Current nine-month earnings are equivalent to 79 cents per common share, compared with 76 cents. Consolidated sales for the January-September period were \$187,889,000, an increase of 5.4% over sales of \$178,235,000 for the corresponding 1962 period. Reports from other companies include General Cigar, whose sales set new records in both the third quarter and the nine months ended 30 September. However, net nine-month earnings were

off. Sales for January-September advanced 7.9% to a new peak of \$49,419,184, from \$46,148,972 for the same period last year. Net earnings amounted to \$1,700,039, equal to \$1.11 per common share, compared with \$2,016,737, equal to \$1.30 per common share for the similar nine months of 1962. The Drackett Company ended its fiscal year 30 September with record net profit of \$4,251,000, a gain of 27% over the preceding year net of \$3,346,000. This was equal to \$1.46 a share, against \$1.15 a year earlier. Net sales totaled \$49,745,000 against \$38,545,000 in fiscal 1962. A large part of the increase in sales resulted from having O-Cedar products in the line for a full year against only five months last year. Curtis Publishing reduced its losses for the first nine months of 1963 to \$4,798,000 compared with \$15,481,000 for the similar period of 1962.

**Bullish drug firm report:** Richardson-Merrell sales and earnings for the first three months of the 1963-64 fiscal year were the highest in the diversified drug company's history. Consolidated sales for the period ended 30 September were \$46,799,000, compared with \$45,046,000 last year. Net earnings, after adjustment for foreign operations, increased 6.1% to \$7,364,000 from \$6,939,000 in 1962. Earnings per share were \$1.27 vs. \$1.18 per share a year ago. President H. R. Marschalk said, "Proprietary drugs, ethical pharmaceuticals, veterinary drugs, and chemicals and plastics—all except veterinary drugs had higher volume in the first quarter. He cautioned, however, that undue significance should not be attached because of (1) the seasonal nature of the business and (2) the fact that advertising expenditures are normally at a low level in this quarter.



**CLUSTERED AROUND FOR HOWE**

James Wong Howe, one of the world's top cinematographers, completes last of three commercials recently shot for Peter Paul, Inc.—this one for Almond Cluster. The others were for Mounds and Almond Joy. The spots were directed by Phil Landeck (center) of Sutherland Associates, for whom Howe does his commercial work exclusively. Asked why, after 40 years of feature films he had become in-

terested in tv commercial photography, Howe said: "My feeling about commercial work is very strong. I find that there are many fresh creative minds working closely together to produce in a short space of time a film that tells a story with many scenes of photographed images. To use my camera to bring these images together in an exciting and beautiful manner is a great challenge."

**NRMA mems. in radio**

Almost one-fifth of retail stores belonging to the National Retail Merchants Assn. will use radio as the major advertising vehicle for Christmas promotions.

A study of member stores' Christmas plans revealed that 19% will use radio during the holiday shopping days, as compared with the 44% who will use metropolitan dailies as their major medium.



## Scott Paper promotes Stocker and others

Advertising manager of Scott Paper Co. James D. Stocker has been promoted to advertising and merchandising manager. Stocker, who



Stocker

joined Scott as an assistant product manager in 1956, was named advertising manager in 1960. Burt B. Roens was appointed assistant advertising manager. Also promoted was Willoughby S. Dade, retail administrative sales manager, who assumes responsibility for the newly created position of special sales projects manager. Dade has worked as divisional sales manager in St. Louis, Pittsburgh, Los Angeles for 30 years. Other promotions include Raymond J. Girvin to retail administrative sales manager; George E. Wilcox to retail marketing manager; Gordon E. Berlin to northern regional sales manager; Dale S. Comfort to Chicago sales manager; Reed W. Heilig, Jr. to Minneapolis divisional sales manager; James E. Beck to assistant merchandising manager; William E. McClure to New Jersey district sales manager and Frank S. Jones to assistant product marketing mgr. in retail department.

## NEWS NOTES

**Station-sponsor drive:** WBKB, Chicago, and the Standard Oil Div. of American Oil, have, for the second consecutive year, joined forces in an appeal for sports equipment for Chicago Youth Centers. The campaign consists of WBKB on-air appeals for contributions, asking viewers to bring sports equipment to their local Standard dealer.

**Snack foods new Borden subsidiary:** Old London Foods, Inc., of New York City, and its subsidiaries, manufacturers of specialty products, have become a part of The Borden Co., operating under the Borden Foods Co. The product list for Old London Foods includes Melba

Toast and Rounds, "Pretz I. Nuggets" (bite-sized pretzels), "Dipsy doodles" (corn chips), "Cheez doodles" (Cheddar flavored corn pulls), "Cheesewich," and "Cheez Waffies." Most of the concern's products are sold under the Old London brand, principally through specialty food distributors. No changes in management, policies, or personnel are contemplated for Old London.

**Sach's back:** After an absence of more than three years, Sachs Quality Stores has resumed radio advertising in New York with a 39-week schedule on WMCA. For 37 years the furniture firm had advertised on the station. Sachs' v.p. and advertising dir. Seymour Fogelson credited "radio more than any other advertising media" with having "shaped the Sachs quality image."

**Ad Council 'Goodwill':** The Advertising Council plans its first "Operation Goodwill" campaign in association with a counterpart in a foreign country. In its annual report, the Council announced that



## NBC FOR CHRISTMAS PUSH

*Dominion Electric Corp. will soon begin a Christmas advertising drive on NBC TV. The small appliance manufacturer has bought spots on the "Today," "Tonight," and "Sunday" shows. Dominion's bus on the new "Sunday" program with Frank Blair, will be just for 22 December. Sheldon Shaffer, executive v.p. of Dominion, called the NBC bus "the most aggressive promotion ever put behind our complete line . . . This investment . . . should really pay off for everyone who sells Dominion."*

groundwork has been laid for a joint advertising-information effort with Consejo Nacional de la Publicidad (Mexico) through which North Americans will get a more informed view of their southern neighbors. J. Walter Thompson is volunteer agency, and Edward G. Gerbe, v. p. of Chesebrough-Pond is coordinator.

**Life-size picture:** Theme of RCA's latest institutional ad campaign which began this month is "RCA is a Part of Your Life." Basic message is "the scope of our company's performance in many market areas," explains Ralston Coffin, vice president, advertising and sales promotion. "It proceeds through proved demonstrations of the ways in which RCA meets or fills such interests to show the multiple points of contact which actually make RCA part of the viewer's, reader's life," he added. "Thus we demonstrate breadth through the consumer, rather than through the producer or supplier." Magazine insertions are set with commercials on NBC's *Wonderful World of Color*. JWT is agency.

**Ethiopia tourism promo:** Ethiopian Airlines is sponsoring a contest for the best writing and broadcasting about Ethiopian aviation or tourism. \$100 cash awards will be made to material published or broadcast between 1 June 1962 and 31 May 1964. Entries should be sent to Calvert-Stearns, 1 E. 53rd St., N.Y.

## NEWSMAKERS

ROBERT STARK to general manager of marketing research of Chesebrough-Pond's. He was market research director for Foremost Dairies.

JOHN J. VASSIE to sales promotion manager of Winchester-Western division, Olin Mathieson Chemical Corp.

EDWARD J. VASSICOSKI, JR. to vice president and director of McCormick & Co.

JOSEPH B. SCHORSICK to vice president of public relations and communications for the California 1967-1968 World's Fair.

ROSS R. MITTNER to vice president-director of marketing for Philip Morris. RAY JONES to vice president-sales.

# EASIEST CONTEST IN HISTORY

## 5 FREE TRIPS TO EUROPE



### WHAT'S IN IT FOR US?

We get ten minutes of your time and attention. In that time, we can alert you to the unique marketing opportunities for you in PARADE. Your own answers to this contest will tell you why PARADE makes your dollars work harder —where you sell goods.

### WHAT'S IN IT FOR YOU?

A luxurious 12-day trip to Europe for 2—or 1 of 150 U.S. Savings Bonds worth up to \$100! More important, you discover how Parade Target-Marketing cuts fat from media budgets —concentrates dollars where market-size concentrates your customers.

### THE ANSWERS!

Lean, powerful Parade Target-Marketing gives you cannonball coverage in the kind of markets in which *your* customers are concentrated. By targeting your markets, you cut the fat you get in overweighted, over-rated media big on figures, but light on coverage where your goods are sold.

You have 7 ways to buy Parade—but an infinite number of ways to use Parade. The total Parade 73-market network, "Jumbo", hits 12 million homes. Studies show 2 adults read every copy. Of these 24 million readers, an average of 75% reach each page, say independent surveys. Thus, the Parade Jumbo Network

brings 18 million people *to your message*.

Big-city marketers can buy the 20-city Big-Top Network, sell 6,650,000 families, 80% in Nielsen "A" counties. In 53 other key markets, Parade Bandwagon Network brings your message to 5,400,000 homes, 2 out of 3 in Nielsen "B".

Parade Western Network covers 2 million homes in 14 West Coast markets. You can combine Western with Big-Top or with Bandwagon—or buy Jumbo *without* Western. Just choose the Parade network or combination that concentrates your dollars—targets the markets *where you sell goods!*

### THE RULES

1. Anyone may submit an entry if employed by an advertiser or advertising agency using national advertising media, and who is in a position involving the marketing or advertising of goods or services. Employees of Parade Publications, Inc., its advertising agency, and other media are not eligible, nor are members of their families.

2. Entrants must fill out correctly and mail an official entry blank from a Parade advertisement or one secured from a Parade representative.

3. Entries must be postmarked by Dec. 31, 1963, and received by Jan. 7, 1964.

4. Correct entries will participate in a drawing conducted by D. L. Blair Corporation, an independent judging organization. Judges' decisions will be final on all matters relating to this offer. Winners will be notified in person or by mail within 30 days of the close of the offer.

5. Travel prize must be taken on date specified. Trip is scheduled to start on March 27, 1964, and return 12 days thereafter.

6. All entries become the property of Parade Publications, Inc., and none will be returned. This offer is subject to all federal, state and local regulations.



**PARADE**  
"Target © Market"  
THROUGH STRONG NEWSPAPERS COAST T  
PARADE PUBLICATIONS, INC., 733 THIRD AVE., NEW YORK, N.Y.

# HERE ARE ALL THE ANSWERS!

# FOR 2!

# ENTER

# PARADE

# "Target @ Marketing"

## SWEEPSTAKES

## 155 PRIZES!

### 5 FIRST PRIZES!

### TRIP TO EUROPE FOR 2—ENTIRELY FREE

Including transportation from your home to New York and back!

Fly TWA Starstream Intercontinental Jet to Milan, Italy. Then enjoy any 12-day tour you arrange, for which Parade provides \$30 per person per day. Return to Rome for flight home.

### 150 MORE PRIZES!

10 SECOND PRIZES \$100 Savings Bond to each

30 THIRD PRIZES \$ 50 Savings Bond to each

110 FOURTH PRIZES \$ 25 Savings Bond to each



OFFICIAL PARADE "Target @ Marketing" SWEEPSTAKES ENTRY BLANK

(check box next to correct answer)

- |  |  |
|--|--|
| 1. How many million homes does the Parade Jumbo Network reach?<br><input type="checkbox"/> 2 <input type="checkbox"/> 6 <input type="checkbox"/> 12  | 6. How many different ways can you now buy Parade?<br>3 5 7  |
| 2. What percentage of Big-Top Network lies in Nielsen "A" areas?<br><input type="checkbox"/> 20% <input type="checkbox"/> 40% <input type="checkbox"/> 55% <input type="checkbox"/> 80%                        | 7. What is Parade's great exclusive difference from other media?<br>regional breakdowns city-size only<br>choice of Nielsen "A" or "B" concentration |
| 3. How many million homes does Bandwagon Network cover?<br><input type="checkbox"/> 2.2 <input type="checkbox"/> 3.6 <input type="checkbox"/> 5.4 <input type="checkbox"/> 8.0                                 | YOUR NAME _____  |
| 4. How many million readers does Parade Jumbo Network deliver?<br><input type="checkbox"/> 4 <input type="checkbox"/> 12 <input type="checkbox"/> 24   | POSITION _____   |
| 5. The only readers who pay off are those who reach your ad.<br>How many millions reach your ad in Parade Jumbo Network?<br><input type="checkbox"/> 8 <input type="checkbox"/> 12 <input type="checkbox"/> 18 | EMPLOYER _____   |
|  | BUSINESS ADDRESS _____   |
|  | CITY _____ PHONE _____ STATE _____   |

MAIL THIS ENTRY BLANK TO: Parade Target-Marketing Sweepstakes, Box 145, New York, N.Y. 10046

# 'How the east was won'

Twin Nebraska video stations promote their three-city market by bringing out agency researchers for 'do-it-yourself' look

NEBRASKA'S KOLN-TV, Lincoln, and KGIN-TV, its satellite in Grand Island, are pulling all the stops in a market promotion program which might aptly be posted as "How the East Was Won." The stations are bringing advertising agency market researchers to Nebraska for on-site inspection of the Lincoln - Hastings - Kearney market because, according to A. James Ebel, vice president and general manager, the three-city market has not been studied in depth by agencies. So far, four researchers have been treated to the 400-mile tour by air and auto. They are Helen Johnston of Grey Advertising, Lois Yake of Compton Advertising, Betty Leckner of Benton & Bowles, and Lucian Chimene of J. Walter Thompson, all from New York City. Although officials of competing stations are participating in tours of the area, the expenses are absorbed entirely by KOLN and KGIN.



Explaining workings of new nuclear power plant of Consumers Public Power District, Lincoln, Neb., for visiting agency people is Chuck Sayre (back to camera), Consumers community relations dir. Taking in all the details are (l-r) Helen Johnston, senior media analyst for Grey Advertising; Lois Yake, Compton Advertising media research director; KOLN-TV/KGIN-TV v.p.-gen. mgr. A. James Ebel; J. Walter Thompson senior media analyst Lucian Chimene; and Duane Holman, sales manager for the host stations



LEFT, KOLN-TV/KGIN-TV v.p.-gen. mgr. A. James Ebel (r) discusses market with Avery-Knodel account exec John Flynn and Benton & Bowles market researcher Betty Leckner



RIGHT, Compton's Lois Yake shows off her Admiral's Commission in mythical Neb. Navy to (l-r) Chimene; Ebel; Mi Johnston; Neb. Gov. Frank B. Morrison, and stations' Holman

IN RADIO'S WONDERFUL WORLD



## Broadcast With The Fidelity Of Direct FM

What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is

the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. DC-22, Building 15-5, Camden, N.J.



The Most Trusted Name in Radio



1 Kw



5 Kw



10 Kw



20 Kw

## CLOTHES COMMERCIALS NEED ZIP

Adman for Phillips-Van Heusen shirts claims the plain modelling approach is ineffective for advertising clothes on television

**C**LOTHES can be effectively advertised on tv. Phillips-Van Heusen is a strong supporter of this idea. Over the years Phillips-Van Heusen has been using tv heavily, both spot and net. It is currently running a saturation spot campaign in 120 markets through Grey Advertising. The commercials demonstrate

the wash and wear qualities of its shirt lines with surrealistic, but dramatic situations. One commercial pictures a young executive emerging fully clad from the ocean carrying a briefcase. He strides into his office in midtown Manhattan with his shirt dry and wrinkle-free. In the evening he is seen leaving the

building and returning to the ocean where he disappears again. Another commercial uses humorous exaggeration to suggest that the subject regularly launders his shirt by going through the car wash on his way to work.

Dramatic demonstration — although not necessarily as dramatic as the above—is the key to using television effectively, says Maurice Berger, director of advertising and sales promotion for Phillips-Van Heusen. Colors and a good fit do not show up well on the screen, he says. Therefore, the straight modeling approach does little for the product. "It's terribly difficult to show fashion on tv. It's so much more than just showing an outfit and saying it's pretty."

Berger mentioned other Van Heusen campaigns that took advantage of tv's ability to demonstrate. For Century collars a scene of someone twisting and turning the collar was aired. Afterwards the collar was shown to be just as fresh and neat as before. For Airweave shirts the ventilation was demonstrated.

For advertising of the 360 model shirt bowlers, fishermen, and golfers were shown in action.

The clothing industry as a whole has made very light use of the medium. Perhaps this is because most people in the clothing business don't know how to use tv, Berger suggests.

"You have to have a point in mind . . . a concept of how or why people will enjoy the clothing," he says.

Phillips-Van Heusen has been spending the "major proportion" of its ad budget in tv with some supplementary print advertising. Spendings in spot tv for the first half of 1962 were \$571,200, in 1963, \$486,200.



To portray wash-wear qualities of shirts, Phillips-Van Heusen used dramatic scenes

## Maverick manager seen 'org. man' of future

Safire predicts rise of hard-driving innovator

**W**TOday's alert businessman is looking at all his relations—public, financial, personnel, stockholder, community, government, etc., and wondering if too much concern with these recent relations on his payroll has not spawned a new kind of nepotism."

So states William Safire, head of his own New York public relations firm, in the lead article in the current issue of *The Public Relations Quarterly*. This "maverick manager" is a "hard-driving innovator" who believes in using communications to affect publics rather than merely to react to and defend against outside pressures, he continues. The rise of this type of businessman may soon oust the "Organization Man" from top executive circles.

Instead of the functions now defined in business communications programs, Safire envisions "missions," which would surround a problem and focus on it all the abilities of a company's staff specialists. Commanding them would be a "communications generalist," a man familiar with the tools of the specialists and with the know-how to lead them in a group to solve business problems.

The same issue includes an article by Irwin K. Teven, vice president of The Public Relations Board, Chicago. He outlines some of the steps public relations practitioners can take to deal with "difficult" clients. He advocates and defines a "bed-side manner" that smooths the way when irrational behavior occurs on the client's part, and suggests more effective communication between counselor and client, frequent analysis of the direction of a program, and stressing the group concept, which he feels is an agency's real strength.

Public relations education suffers from some severe shortcomings, says John Marston, assistant dean,

College of Communication Arts at Michigan State U., in his article on academic training for public relations. He feels the most pressing needs are for (1) a complete bibliography, (2) more thorough and more critical case studies, (3) a basic film about public relations to replace one 15 years old, (4) better research into evaluating results, (5) establishment of the ethical basis of public relations in a democracy. ▀

## Oswald to executive vice president at GMB

George C. Oswald has been named executive vice president of Geyer, Morey, Ballard, succeeding Richard J. Farricker who held the post for three years prior to his election last January as president of the agency.

Shortly after Farricker took over the helm, Oswald was named senior vice president—account management, with responsibility for agency relationship with all its clients. He continues this responsibility as executive vice president.

With the agency since February 1961, Oswald first started as senior vice president with main responsibility for the establishment and coordination of the newer regional offices. He has been in charge of this filling-out of the agency's na-



## New powers guide commercial empire

The sprawling 26-acre studio of the Alexander Film Co. in Colorado Springs has just been bought by Keith Munroe, president of the outfit for the past six years, and three other financiers: Cortlandt S. Dietler of Denver; F. M. Late of San Angelo, Tex.; and J. O. Oleson of Sterling, Colo. The latter three were named directors. In the new executive set-up, Dietler is chairman of the board and chief executive officer; Oleson is executive vice president; Late is vice president; and F. W. Marting is vice president and controller. All phases of Alexander's activities are now being broadened, according to Munroe, and a wholly-owned Can-

adian subsidiary to be known as Alexander Film of Canada, Ltd., has been formed. Alexander employs about 200 at this Colorado Springs studio and has staffed sales offices in New York, Chicago, Detroit, St. Louis, and San Juan. It maintains representatives in other major markets throughout the country. Alexander has recently completed tv commercials for Chevrolet, Phillips '66, Pontiac, Alberto-Culver, Rambler, Bell & Howell, Plymouth, Mercury, Quaker Oats, Keepsake, Seven-up and many others. Since 1960, it has won some three dozen awards here and abroad for the excellence of its tv commercial work.

Agency chiefs in driver's seat



Checking over fire truck recently purchased by WSJS (Winston-Salem) for public service use are (l-r) Austin Carr, v.p. of Long, Haynes, Car Advertising; Bill Porter, president of Porter Advertising; and Chief Williams and Chief Hastings of Winston-Salem Fire Dept.

tional services and has also had much to do with development of specialized services, such as the Food and Grocery Division. He became a member of the board and was subsequently elected to its executive committee during his first year with GMB.



Ben-Dror

Gary

**Ben-Dror, Gary, Bach named K & E veeps**

The board of directors of Kenyon & Eckhardt have elected Michael Ben-Dror, Alfred Gary and Daryl Bach vice presidents of the agency. Ben-Dror, a senior account executive, joined K&E in 1960. He was previously associated with Ogilvy, Benson & Mather. Gary, who is an account executive, began his career in 1959. Before that, he was with G. M. Basford. Copy supervisor Daryl Bach, previously copy director of Hodge & Probandie, Boston, joined the agency in 1958.

**NEWS NOTES**

**C-E now in Chicago:** Effective 1 January, the 52-year-old firm of Campbell-Ewald will establish a Chicago division through the acquisition of Hill, Rogers, Mason & Scott. Ivan Hill, president of the Chicago firm will become a senior vice president of Campbell-Ewald in charge of the Chicago division. Accounts which will be handled from that office include Beatrice Foods (Meadow Gold dairy products); Universal Foods Corp. (Red Star Yeast); Rosarita Mexican Foods; Robert A. Johnston (candy and cookies); College Inn Food Products; D. H. Baldwin (pianos and organs); Edward Hines Lumber; Northern Illinois Gas Co.; and Aar-Bern Pharmacal (division of Wander Co.).

**Car account to Clinton E. Frank:** Toyota Motor will move from Compton to Clinton E. Frank/West Coast this January. The firm is ranked 65 among foreign corporations by *Fortune Magazine* and is the largest automotive manufacturer in the Orient, producing over 300,000 vehicles annually and distributing in 75 countries in addition to the U.S. This account is the first

new one for the agency following a recent merger in which Frank acquired Tom Lowey & Associates, Los Angeles. Lowey has been named a senior vice president of the new agency and will personally supervise the Toyota account, which plans to expand distribution of its "Land Cruiser" into the mid-west and southeastern U.S. Plans also call for introduction of a totally new line of passenger vehicles soon. With this ambitious program—which includes a "substantial increase" of Toyota's \$400,000 ad budget in 1963 — company wanted a "young, aggressive advertising agency with people who had experience in the marketing of automotive products."

**Reciprocal agreement signed:** Video Pictures Inc. (VPI) and Robert Lawrence Productions (Canada) Ltd., agreed to mutual deal whereby their facilities and personnel will be available to each other. VPI will represent RLP on Canadian work done in the U.S. and, in turn, RLP will represent VPI on American work done in Canada. The two organizations will exchange creative viewpoints, philosophies, specific market information and experience, use of facilities—and where applicable, personnel — for the mutual benefit of their companies and their clients.

**Insurance firm appoints local agency:** Tucker Wayne has been named to handle the regional advertising of the South-Central Home Office of The Prudential Insurance Co. of America. Tucker Wayne will be representing Prudential's national agency, Reach, McClinton, which does not have a branch office in Jacksonville. The South-Central Home Office and Reach, McClinton have been represented in Jacksonville by Bacon, Hartman & Vollbrecht. Account supervisor will be Thomas P. Wright, Tucker Wayne senior vice president in charge of the Jacksonville office. Other recent appointments include Sangamo Electric Co. to Winius-Brandon, St. Louis; Treasure Cay Development Ltd. to Robert S. Taplinger Associates for international public relations, publicity and promotion. Treasure Cay is a real estate development located on Grand Abaco Island in the Bahamas; Sea Breeze



of Pittsburgh to Ketchum, MacLeod & Grove; Alva-Tranquil Corp., Chicago, to Holtzman-Kain Advertising, Chicago, from Bronner & Haas, ABC Radio Network to Smith-Greenland, from Harris Breitner Advertising, National Capitol Life Insurance Co. to Ernest William Greenfield; National Flaxseed Processors Assn., organization of suppliers of linseed oil to the paint industry, to Kerker-Peterson, Minneapolis. Budget will be approximately \$200,000 a year for the next five years; Wisconsin Finance Corp. to Cooper, Stroek & Seannell; The Black and Decker Manufacturing Co., consumer products division, to the SCI Division of Communications Affiliates.

**Budget to Lavenson:** Budget Rent-a-Car of New York City, has named the Lavenson Bureau of Advertising of New York and Philadelphia, as its advertising agency. The firm, now operating in 100 locations from coast-to-coast, opens its New York offices at 902 Second Avenue on 18 November. It offers a full line of rental cars, both compact and full size.

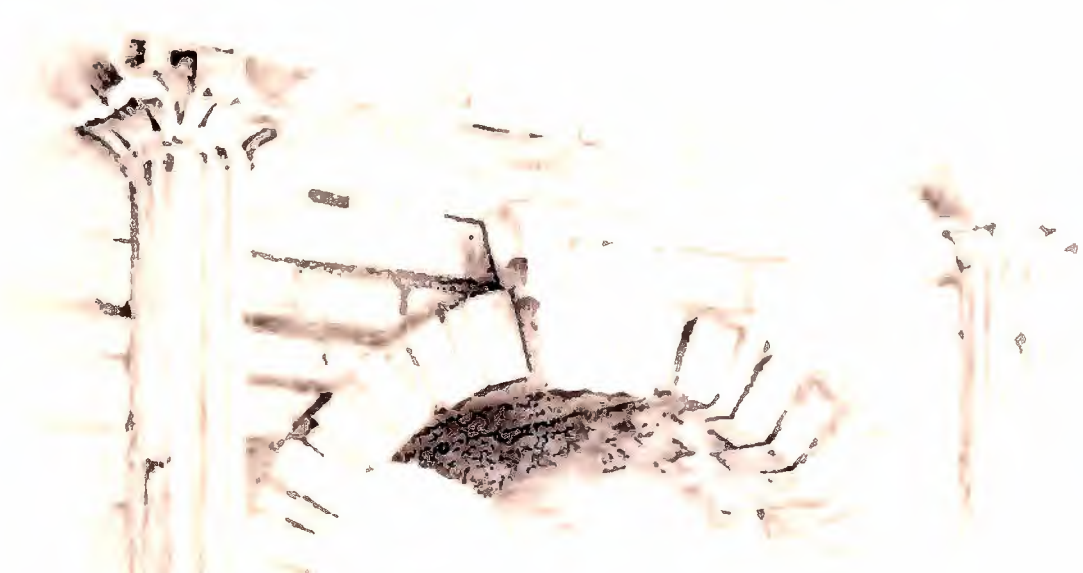
**Two new ones for Grant:** Grant Advertising, Ltd., has been named to handle Sabena Belgian World Airlines throughout the United Kingdom and Eire. This is the first major account to be acquired by Grant since L. B. Singleton, Ltd., merged with Grant Advertising, Ltd., on 1 September. Grant's Durban, South Africa, office also picked up a new account, this being Corn Products Refining Co., (S.A.) (Pty) Ltd. The agency will handle the advertising for Knorr-Swiss Instant Cubes.

**Compton merges Hawaiian firm:** The New York agency, generally ranked 10th among agencies with international billings, has made its latest expansion in Hawaii. Compton purchased a substantial interest in Len Carey, Inc., Honolulu. The name of the agency will be changed to Compton-Carey, Inc., with Carey remaining its president and becoming a vice president in Compton.

**New Seattle shop:** Harry S. Pearson Advertising has opened its doors in the Seaboard Building. Principals are Harry and Sally Pearson, who recently resigned

from Richard R. Harris agency there. Several accounts moved with them, including Northern Consolidated Airlines, Alaska Coastal Ellis Airlines, Ederer Corp., University Bookstore, Western Optical Dispensary, Farmers Mutual Insurance, Harmon Cabinets, South Tacoma Motor Co., and Bearing Sales & Service. The Pearsons originally had their own Seattle agency in 1915, later in 1951 incorporating it as the McCarthy Co. of Washington in affiliation with the Los Angeles-based firm of that name. They then left McCarthy in June, 1963. The nine clients moving with them have remained constant throughout all the moves.

**BC&G expands:** San Francisco-based Botsford Constantine & Gardner has opened a fully staffed Los Angeles office at 1717 North Highland Avenue, with newly appointed v.p. Harry Roe in charge. He had held the same position in Los Angeles for Seattle-based Miller Mackay, Hoeck & Hartung, which recently merged with McCann-Erickson on the coast. This latest expansion makes BC&G one of the few coast agencies with offices in Seattle, Portland, San Francisco, and Los Angeles. A subsidiary, Botsford Constantine International, has an office in Tokyo, plus affiliates in major cities throughout the world. In the east,



KRLD-TV could well be the keystone of your advertising expenditure budget. For not only can we tailor a schedule to your specific requirements, but we can also get your message to Texas' most informed, best entertained — most discriminating — television audience. Find out for yourself. See your ADVERTISING TIME SALES representative.

**KRLD-TV** CHANNEL 4, DALLAS FORT WORTH   
**THE DALLAS TIMES HERALD STATION**   
 CLYDE W. REMBERT *President*

## AGENCIES

BC&G accounts are serviced by the recently formed Botsford/de Gar-mo in New York. Only last June, BC&G absorbed Cappy Rieks & Associates in Seattle, adding \$1 million to its billings, now totaling around \$10 million.

Words and music . . . and pictures: Selling Thru Sound Inc., now in the radio and tv commercial field, has changed its name to Sonny Hayes Productions, Inc. Offices remain at 141 East 55th Street, New York, New York.

**Business perks at Sarra:** The tv film commercial company that has undergone a revitalization program in the past several months, has turned out in the last few weeks commercials for eight new clients representing as many different kinds of products. Among the Sarra-produced spots is a one-minute commercial for General Tires Silent Safety snow tires, which starred comedy actor Paul Ford. D'Arcy is the agency. Using the stop-motion technique are Dubonnet, through Norman, Craig & Kummel, Beads

O'Bleach, via Edward H. Weiss. Other new Sarra clients are Winston cigarettes, (Esty); Jergens Lotion (Cunningham & Walsh); Millbrook Bread (McCann-Erickson); Hills Bros. Coffee (Ayer), and Dristan (Gumbinner).

**New Wade affiliates:** The Christiansen Advertising Agency, Chicago, will affiliate with Wade Advertising on the first of the year. H. E. Christiansen will join the latter as vice president, bringing with him the Consolidated Papers and Outboard Boating Clubs of America accounts.

**New York agencies combine:** Kameny Associates and Doynow-Stone have merged. Kameny Associates will be the name retained and merged firm will locate at Kameny's present offices at 35 West 45th Street. All key personnel of the Doynow-Stone firm will join the Kameny staff. With the Doynow billings, mostly in housewares, hardware, and home furnishings clients, Kameny Associates now bills in excess of \$5 million.

## NEWSMAKERS

**ROBIN JORDAN** to vice president at Robert Otto-Intam.

**TAL RIPPES** to research project supervisor of Kenyon & Eckhardt. **JOSEPH T. FITZGERALD** to art director-producer. Both were with Dancer-Fitzgerald-Sample.

**S. J. RADZWILLER** to senior vice-president of Ted Bates.

**VICTOR A. BENNETT** to chairman of Marketing, Advertising, Public Relations and Related Service Committee of the British-American Chamber of Commerce, replacing Commander Edward Whitehead of Schweppes. Bennett is chairman of Pritchard, Wood.

**JACK RELLIS, JR.** to director of commercial production and visual communications for D. P. Brother. **RICHARD E. RANDALL** to associate director of the radio and television department.

**JOHN SHAW** to account executive for Fuller & Smith & Ross. He was vice president in charge of marketing for Bon Ami.

**ROBERT DUSEK, LEONARD B. GARBIN** and **THOMAS G. HAGAN** to vice presidents at Maxon.

**H. DREW FLEGAL** to director of marketing for Daniel F. Sullivan. He was director of advertising and public relations at Ocean Spray Cranberries.

**J. RUSSELL McELVEE, JR.** to account executive with the Charlotte office of Cargill, Wilson and Acree. Previously, he was director of local and regional sales for WSOC-TV, Charlotte.

**BENSON R. BIELEY** to vice president at Compton.

**STEVENS P. JACKSON** to executive vice president at Metlis & Lebow.

**JOSEPH L. KOSTER, JR.** to account executive at J. M. Mathes.

**DONALD D. JOHNSTONE** to director of marketing and research at Bauer-Tripp-Foley, Philadelphia. He was formerly with Ted Bates.

**JOHN W. ANGUS, JR.** to account executive at Foote, Cone & Belding. He was previously president of the Dolcin Corp.

**PAUL R. ROSS** to business manager of the radio and television department of Batten, Barton, Durstine & Osborn. He was administrative manager of tv network sales for NBC.

**W**AVE RADIO AND TV

**A**RE

**V**ARIABLELY

**E**FFECTIVE

**LOUISVILLE**

**BOTH NBC**

**BOTH REPRESENTED BY THE KATZ AGENCY**

(Antique type from the Robinson-Pforzheimer Collection.)

puzzle:

# Lowerglyphics

Rosetta Stone, a part-time employee in WMAL's Bookkeeping Department, took a coke break at her desk one afternoon. Unfortunately, the coke spilled, drenching some figures she had been working on. When it was discovered that the sodden leftover constituted the only written record of an important transaction, it fell to John Curtin, Financial Accountant and Billing Certifier, to provide a solution. Reading between the drops, he was able to decipher the following: > Can you help him reconstruct this problem in long division so we can get back on our regular billing schedule? Cries of delight and a small material reward will come your way.

\* \* \* \* \*

Solve client problems with a daytime spot program on WMAL-TV, where every day is ladies' day. Information, news, special features, quiz shows—beamed toward the gals who do the buying. Harrington, Righter & Parsons, Inc. can give you the latest dope.

Puzzle adaptation courtesy Dover Publications, New York, N. Y. 10014  
Address answers to: Puzzle #90, WMAL-TV, Washington, D. C. 20008



**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.; WSVA-TV and WSVA, Harrisonburg, Va.

\* Ok, we're guys so know Egypt we used Egyptian numerals and Hindu-Arabic numerals. We're a bit of a bit to make it easy for you to solve the puzzle.

the most  
advanced  
Electrostatic  
copier of  
them all...

the  
*Copytron*

model  
2000



Unusual response to video is reported by Victor Turner, Bruning's advertising manager

## THE CHARLES BRUNING COMPANY BRINGS YOU CHICAGO BEARS FOOTBALL

see the **BRUNING COPYTRON** in action during  
the Chicago Bears pre-season football games



CHICAGO vs. NEW YORK

CHICAGO vs. WASHINGTON

CHICAGO vs. GREEN BAY

CHICAGO vs. ST. LOUIS

CHICAGO vs. BALTIMORE

WATCH PROFESSIONAL FOOTBALL AT ITS BEST ON TELEVISION **Q2**

*Incidentally, this is a COPYTRON copy!*

WBBM-TV gave support to Bruning sponsorship and football games via newspapers

## TV MEDIA

# Tv bought

## Spots for Copytron

**T**WENTY YEARS AGO, business product manufacturers began buying advertisements in national consumer magazines like *Time*. The idea was to use these publications to reach a broad, new horizontal market for their products. Today, there is a tendency for these manufacturers to look at television in the same way.

That's how Victor Turner, advertising manager, Charles Bruning Company, Inc., Mount Prospect, Ill., explains the reasons underlying his firm's use of television spots during August and September to promote the Bruning Copytron, a new, dry electrostatic office copier introduced in November, 1962.

"We received an unusually high number of comments from prospects and customers to a degree never before attained," Turner sums up the results of Bruning's initial television exposure. "These comments have led us to believe that our television messages made considerable impact."

Three different one-minute spots were taped in New York through account executive John Cole of Buchen Advertising, Inc., Chicago. Commercials were broadcast during August and early September in Philadelphia, Chicago and San Francisco.

WCAU-TV, Philadelphia, and WBBM-TV, Chicago, showed the spots an average of four times during each of the pre-season games played by the National Professional Football League Eagles and Bears respectively. In San Francisco, commercials ran six times a week for four weeks on KPIX-TV's 6:00-p.m. news show. Six additional spots appeared during the first week of September on news and documentary shows broadcast by WBKB-TV Chicago.

# to sell the office manager

Philadelphia, Chicago, and San Francisco to reach select prospects

The stations cooperated with Bruning in merchandising the commercials. WCAU-TV, for example, helped conduct a Copytron open house which featured the appearance of Tom Brookshire and other Philadelphia Eagle football stars. WBBM-TV ran a newspaper ad promoting Bruning's sponsorship of the Bear football games. Bruning made copies of the ad on its Copytron and mailed them out to customers and prospects. In addition, the firm promoted the television commercials internally through inter-office bulletins, bulletin boards and its company house organ.

## Announcer is demonstrator

The most effective commercial showed an announcer feeding sheets of papers into the Copytron. Copies emerging from the machine then appeared close-up with advertising messages such as: "this is Copytron," "makes copies fast, dry, sharp," and "2¢ a copy."

"Cost per copy is much less than that of any existing general-purpose copying machine," Bruning's ad manager points out. "If a sufficient number of copies are produced, the initial cost of the machine becomes almost incidental. For this reason, there is a very wide market for Copytron."

Television was conceived as a way to tap this broad market. "We of course realized that many people watching television were not prospects for the Copytron," explains Turner. "But we felt that television could have tremendous impact on the prospects we did reach."

When you have a business product and want to reach a business prospect, what kind of television programs do you choose?

"There is nothing comparable to vertical business publication in



The Copytron machine itself, as well as material produced by it, are featured in the Bruning tv commercials

television, says Turner. The only way to be selective is to choose a program that it is felt will reach the greatest number of influential men of professional or management status who have some say so on business product purchases. Sports, news and special documentary programs seem to be the best types of programs for this purpose."

"Cost, of course, is the major obstacle for many business product manufacturers," Turner adds. "Even though cost per 1,000 is reasonable, the very size of the audience is so great that you must have a soap or gasoline-type budget to be able to buy."

Bruning's entry into television closely parallels the success of Xerox, which moved into network television.

Like many companies entering a new advertising medium for the first time, Bruning hoped to be able to measure results as precisely as possible. A telephone number inserted at the end of each commercial failed, however, to achieve this purpose. The conclusion was that potential prospects probably made a note to call Bruning the following week rather than leave the television set in the middle of a football game to call a number which they could guess was only an answering service.

## Will step up tv next year

"The desire to measure is strong," Turner concludes. "But just plain good judgment and common sense are the only things you really have to go by. We were pleasantly surprised at the number of comments we received and believe their sheer quantity is significant. As a result, we feel we will try to promote further use of television in next year's budget."

## Color tv has arrived as a major influence

Weight of set-owners opinion now helps decide advertising and programing: RCA's Williams

**C**OLOR TELEVISION has arrived as an influence in advertising and programing, as recently demonstrated by a comprehensive survey which showed color set owners expressing a definite preference for color programs, says Jack M. Williams, advertising-sales promotion v.p. for RCA Sales Corp.

He adds that although their vote in some instances conflicted with the opinion expressed by the majority of black-and-white set owners who help establish tv viewer ratings, "it may be sooner than some expect before the weight of color tv owners will help decide not only the colorization of a program, but the type of program as well."

Speaking before the Phoenix Ad-

vertising Club last week, Williams also predicted that a new measurement of color tv's influence in the marketplace will be needed. Pointing to the increase in multiple set tv homes, he said a comparison of color set sales against total tv sales "is no longer an accurate reflection of color television's importance as a promotional and advertising medium."

Williams stressed that color tv has broken out of the higher economic levels and broadened its appeal to the "average" consumers who were the prime force behind the mass market evolution of b-&-w tv. Consumers in the middle and lower economic brackets, formerly hesitant in buying color, now rep-

resent nearly 70% of the potential color tv market, he added.

He said a recent color tv survey showed that among consumers indicating their next tv receiver would be a color set, the combination of "average" and "below average" economic levels amounted to 66.3%. "Of added significance," Williams said, "is the previous finding that 60% of the color set owners were concentrated in the higher income levels, with the remainder falling into the lower economic categories."

Williams, meantime, also said he foresees color tv set sales gaining even more momentum next year from its current sharp upsurge and, in 1965, surpassing the \$1-billion annual retail going rate of the b-&-w receiver industry. Pointing out that the color receiver market will achieve a retail sales rate of over \$450 million this year, he predicted it will increase to at least \$750 million in 1964.

## Merchandising has own showcase on L. A. tv

KCOP-TV, Los Angeles, has come up with a unique way to enhance its image in both the agency and consumer eye.

It's a new weekly program which debuted 8 November (11 a.m. called *Mr. Merchandising* and featuring the station's own merchandising manager David Schwartz. Basically, it is a public service program to discuss general commodities to help the viewer with shopping decisions. Each week Schwartz will feature prominent produce manufacturers, food brokers, distributors, and other businessmen. They will focus on both new and existing items and explore their value, competitive advantages, availability, and how the products bear on the everyday living of consumers.

Premiere program guests included Gordon Trask of United Motor Service division of General Motors; Galen Hoff, service manager, United Motor Service division of GM, who discussed automobile batteries, their maintenance, and the problems attached to their function in cars; and Lou Pritchard, district sales manager for Butternut Coffee who discussed coffee price struc-

### Modernization planned for WWJ-TV



A \$1.2 million modernization program for WWJ-TV (The Detroit News) studio control facilities are examined by (l-r) Allen G. Sanderson, chief engineer; Edgar J. Love, engineering manager; James Schiavone, gen. mgr. of WWJ stations; Franklin G. Sisson, WWJ-TV station manager

ture, the production of coffee, and the quality of various types of coffee.

### IRTS picks Goldenson for '64 Gold Medal

President of American Broadcasting Paramount Theaters Leonard H. Goldenson was the unanimous choice for recipient of the International Radio and Television Society's 1961 Gold Medal award. Instituted in 1960, the IRTS Gold Medal is presented annually in recognition of outstanding contribution to broadcasting and broadcast advertising. First recipient was Brig. Gen. David Sarnoff, board chairman of the Radio Corp. of America. The 1961 medal was given jointly to President John F. Kennedy and former Vice President Richard M. Nixon for their readiness to participate in the "Great Debates." President of the Columbia Broadcasting System, Dr. Frank Stanton, won the 1962 Gold Medal; and the 1963 award was given to Bob Hope. Goldenson will receive the Gold Medal at a presentation during IRTS's 21th anniversary banquet on 4 March at the Waldorf-Astoria.



Goldenson

Goldenson will receive the Gold Medal at a presentation during IRTS's 21th anniversary banquet on 4 March at the Waldorf-Astoria.

### Stallworth is sta. mgr. for WJBF in Atlanta

Among recent promotions announced by WJBF, Atlanta, are Asa Stallworth, Jr. to station manager.



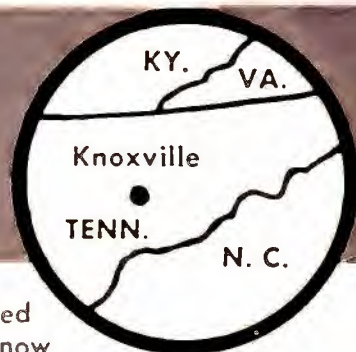
Stallworth

Stallworth, who joined the station in 1957, worked previously with the Hotpoint division of General Electric. For the past two and a half years he has been general sales manager. He replaces Thomas Hennessey, who will become associated with Claussen's Bakeries, part of Fuqua Industries. John Adeck, appointed local sales man-

# GOING ATOP THE WORLD'S TALLEST TOWER



## WBIR-TV'S NEW HELICAL ANTENNA



This new Helical antenna is shown being hoisted to the top of the World's Tallest Tower. It is now in place and will soon begin broadcasting the powerful Channel 10 signal from a height of 3049 feet above sea level. This antenna has a gain of 8.6 — it is about 70 feet in length and weighs approximately 7500 pounds. It is designed to extend the angle of radiation in such a way as to fill in the valleys with a maximum signal.

For maximum coverage in the Knoxville area, place your advertising on WBIR-TV, Channel 10, represented nationally by Avery-Knodel.

#### Affiliated Stations

**WFBC-TV**  
Greenville S. C.

**WMAZ-TV**  
Macon, Georgia

Your First Buy for the Knoxville Market

**WBIR-TV**

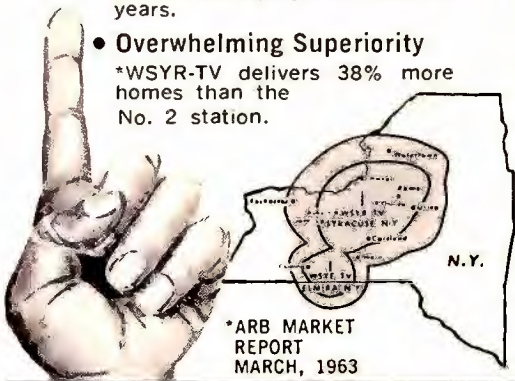
CBS CHANNEL 10  
KNOXVILLE, TENN.

SOUTHEASTERN  
BROADCASTING  
CORPORATION

Represented by Avery-Knodel, Inc.

## FIRST EVERY DAY and here's why...

- **Exciting Local Programming**  
News, music, documentaries that actually out-rate network shows.
- **Great TV Personalities**  
Hard-selling WSYR-TV personalities, "Central New York's greatest salesmen," at work from before sun-up to signoff.
- **Best Technical Facilities**  
First in Central New York with color, videotape, completely equipped TV center, and the only channel with maximum power at maximum height.
- **Experience and "Know-How"**  
A veteran staff directed by executives averaging more than 20 years.
- **Overwhelming Superiority**  
\*WSYR-TV delivers 38% more homes than the No. 2 station.



\*ARB MARKET REPORT  
MARCH, 1963

**WSYR-TV**  
NBC Affiliate  
Channel 3 • SYRACUSE, N. Y. • 100 KW  
Plus WSYE-TV channel 18 ELmira, N. Y.

Get the Full Story from HARRINGTON, RIGTER & PARSONS

S P O T

G

W

PETERS, GRIFFIN,  
WOODWARD, INC.

250 PARK AVENUE  
NEWYORK 17, N. Y.

ager. has been with WJBF since 1954 as announcer, production manager and operations manager.

## Over \$8 mil. to ABC in 2-wk. sales period

ABC TV announced at week's end that it has racked up over \$8 million in new and renewed business in a span of about two weeks. One of the major new buys was by Norwich Pharmacal, through Benton & Bowles, which expressed its faith in the *Jerry Lewis Show* by increasing its sponsorship in it. Norwich also signed for *Channing*, *Arrest & Trial*, *Breaking Point*, *Wagon Train*, *Fugitive* and *Outer Limits*.

Other new buys were for first quarter, by: Block Drug (Grey) for *Wagon Train*, *Fugitive*, and *Burke's Law*, plus renewal of *Price Is Right*; Union Carbide *Wagon Train*, *Breaking Point*, (Wm. Esty) for *Arrest & Trial*, *Combat*, *Fugitive*, and *McHale's Navy*; Shick Safety Razor (Compton), for *Combat* and *Outer Limits*; Beecham (Kenyon & Eckhart) for *Outer Limits* and *Wagon Train*; and, for fourth quarter, Gillette (Maxon) for *Arrest & Trial*, *Outer Limits*, *Wagon Train*, and *Burke's Law*.

Renewing were: American Tobacco (SSCB), major sponsor in the *Jimmy Dean Show*, which bought into it again; Brown & Williamson Tobacco (Bates) for *Channing*; Kaiser Jeep Corp. (Norman, Craig & Kummel) for *Greatest Show on Earth*; and Procter & Gamble (B&B) for *Burke's Law*.

In addition, Beech-Nut Baby Foods (B&B) signed to sponsor an *ABC News Reports* half-hour special on the Fischer Quintuplets next Sunday (17).

## NEWS NOTES

**NBC aids etc:** NBC has contributed \$250,000 to Community Television of Southern California to aid in the construction of a uhf educational tv station in Los Angeles.

**ABC repping Syrian tv:** Through an agreement with Teleorient of Lebanon, ABC International will act as sales representative and program purchasing agent for Syrian Arabic

Television. Flagship station of SAT is in Damascus, with repeaters in Homs, Sarovkhiel, and Cheisch-Daher. Syria has approximately 30,000 tv sets, each viewed by an average of six people. Syria is the 21st nation with an ABC station.

**Good customer:** During the week of 18 October, ABC International Television's program department purchased \$750,000 worth of programs for use by ABC Worldvision stations in Australia, Argentina, Brazil, El Salvador, the Central American Tv Network, and the Philippines.

**Commercial popularity poll:** This September, Schwerin Research asked 579 people their likes and dislikes among the commercials then running in New York, reminding that there is no necessary correlation between a commercial's appeal or popularity and its selling persuasiveness. Schwerin revealed the ten most popular to be: Alka-Seltzer, Ballantine, Chevrolet, Gravy Train, Hawaiian Punch, Ivory Snow, Oreo Cookies, Piel's, Schlitz, and Star-Kist Tuna. Both men and women liked Bob and Ray's comic creation (Bert and Harry Piel) best and women also liked Star-Kist Least liked commercials were Action Bleach, Anacin, Bayer Aspirin Bufferin, Crest, Dash Detergent Excedrin, 5-Day Deodorant, Salvo Secret, and Tide. Women were least enchanted by Crest; men by Anacin.

**Fla. station sees sales spurt:** WESH TV, Daytona Beach-Orlando, is enjoying the greatest sales year in its history, with summer business up almost 70% over the previous summer. September was 142% over the same month in 1962, and August was up 117%. The nine-month tally: national spot, up 41.3%; local up 20%; and network, up 34.7%. Station attributes this track record to increased agency interest in the mid-Florida triangle of Dayton Beach-Orlando-Cape Canaveral.

**New dimensions:** WNEW-TV, New York, always a heavy advertiser has added extensive outdoor advertising to its fall program promotion. A total three-month campaign which started 15 October, includes one month usage of 452 Railway Express panel trucks, with special



# Many are claimed as readers

(by the advertising trade press)

## ...but few do the choosing

**E**NOUGH of astronomical figures. Forget geometric rates of expansion. Let's see how few really do the choosing. To be ultra-generous, you still can't figure more than 2,000 national timebuyers, by job title or function. This isn't just our opinion. It's the opinion of just about every national representative, as well. Want to add the people who exercise some degree of influence? Let's. This adds another two to four thousand. Thus, in order to measure up, your advertising must take the measure of roughly 5,000 people.

To reach the few who do the choosing must you buy one-figure box-car circulation? No. 5,200 copies of SPONSOR\* (more than 50% of our total) go to agency and advertiser readers—to timebuyers, other media personnel, account executives, plans board members, search people, ad managers, and others concerned

with buying radio and tv. We don't burden SPONSOR circulation or you with big gobs of peripheral readers who eventually must affect our editorial content so that it veers away from strong agency-advertiser emphasis. We edit SPONSOR 100% for buyers—not for sellers. We do it with news. We do it with features. We do it with "how-to's." We do it with think pieces. We do *not* do it with numbers.

\* ABC Audit June 30, 1963

**SPONSOR**  
*The Happy Medium Between  
Buyer and Seller*

N.I.P. LISTENING

# WSUN

ONE OF THE NATION'S GREAT STATIONS

24 HOURS A DAY  
TAMPA - ST. PETERSBURG  
5 KW 620 KC

Get all the facts from  
Natl. Rep: VENARD, TORBET & McCONNELL  
S. E. Rep: JAMES S. AYERS



## CROSS-PROMO SPARKLES

Pittsburgh tv station, WIIC, recently conducted their annual parade and fireworks display promotion that this year drew an unprecedented 350,000 people to the downtown area. It was a cooperative effort to salute the special "Shop Downtown" sales project of the Golden Triangle Association, Pittsburgh's group of downtown merchants, plus the Pittsburgh Community Fund Drive, and to launch the NBC affiliate's fall programming schedule. The joint promotion between the stores and WIIC, geared to draw a

crowd to a special three-day bargain sales campaign, resulted in the greatest volume of traffic to appear in the Steel City's downtown area for many years. Object of the promotion was to convince people who had been doing more shopping in the suburbs, that it was easier, more convenient and less expensive to "shop downtown." The stores displayed material promoting the WIIC parade and fireworks display and the tv outlet cross-plugged the "shop downtown" theme in its on-the-air spots.



designed posters 10 feet wide by 4 feet high plugging the *Mickey Mouse Club*. Estimates are that each truck poster receives 13,000 impressions a day. Other media include bus cards, outdoor one-sheets, newspaper, and on-air promotion.

**Southwest station expands:** KWTU, Oklahoma City, is building a new 72x76-foot studio which will cost about \$450,000 with its complement of wholly-transistorized broadcasting and recording equipment. Separate control room and facilities will be incorporated. The third element in the station's plant program, begun in 1953, it will be completed in about six months.

**Full power play:** WBIR-TV, Knoxville, is now operating with full power (316 kw) from its new tall tower located 15 miles northeast of Knoxville. For the past several weeks station has been operating at 60 kw, while it moved and installed the necessary equipment for full power operation. Purpose of the new power was to project the channel 10 signal over a wider area, especially areas in Tennessee, Kentucky, Virginia, and Western North Carolina.

**Technicolor advance:** Technicolor reports nine-month net earnings of \$2,444,911, equal to 91¢ per common share, for 1963, against \$433,850 net earnings equal to 16¢ per common share recorded in the same '62 period. Consolidated sales for the first three quarters of '63 totaled \$57,495,448, compared with \$42,389,527 in the similar '62 segment, a gain this year of 35%.

**Collins Radio income up:** Earnings would have been higher but for planned investment in new product development and improvement, reports Collins Radio Co. Most important investment area is development of communication and data processing systems. It is expected to drain off profits in some measure until the end of fiscal 1965. By the end of fiscal '64, however, Collins expects there will be about 30 of its computers in service. Net earnings of \$3,682,132 or \$1.65 per common share were recorded for the fiscal year which ended 2 August. Net sales for the year were \$250,92,826, compared with \$207,775,

637 for fiscal 1962. Comparable earnings for 1962, restated to reflect a change in depreciation policy adopted in 1963, were \$3,477,000 or \$1.56 per common share.

**Columbia's gross jumps:** Columbia Pictures Corp. reports gross earnings for the fiscal year ended 29 June, 1963, of about 25% greater than the comparable figures of 1961-62. Gross income was \$6,299,000 in fiscal 1962-'63, against \$5,058,000 in the previous year. Net income was \$2,527,000 in 1962-'63, compared to \$2,242,000 in 1961-'62. Per share earning of common stock was \$1.47 in 1962-'63, and \$1.25 in 1961-'62.

**Sponsors set:** NBC TV's coverage of *Macy's Thanksgiving Day Parade* will be sponsored by Goodyear Tire & Rubber, Food Manufacturers, Inc. and Remco Industries. The 37th annual parade will be televised live in color Thursday, 28 November (10-11:30 a.m. EST). Goodyear's order was placed through Young & Rubicam; Food Manufacturers' through Ted Bates, and Remco's through Webb Assoc.

## NEWSMAKERS

AL MUSS to regional sales manager at WSOC, Charlotte, N. C. MAURIN PUGHAN to local sales manager there.

LEONARD A. SWANSON to the national sales staff of WHC, Pittsburgh. He was general sales manager of WWTU, Cadillac, Mich.

PAMELA COE to director of continuity at WITN, Washington, N. C. She was an assistant account executive at Eleanor Lambert.

SAM ZELMAN to West Coast bureau manager of CBS News. He was formerly news director of KTLA, Los Angeles. He succeeds Robert Schakne who returns to fulltime duty as Latin American correspondent.

JIM MAJOR to production manager of WITI, Milwaukee. CONRAD KAMINSKI to assistant promotion manager.

D. THOMAS MILLER to general manager of WBKB, Chicago.

NANCY O'CONNOR to director of budgets for CBS News. ALLEN JABLONSKY to her previous post as director of cost accounting.

# New York



Worlds  
apart



# Long Island

Over 2 million people live on Long Island—the rich Nassau-Suffolk market. Last year they spent over \$3½ billion there.

*They're independent of New York City . . . after all, 98% of Long Islanders own their own homes in 91 independent villages; 78% of them work on Long Island.*

Long Islanders believe in *their* local radio station, WHLI . . . the *one* station that serves the Nassau-Suffolk market best!

If you want a substantial share of the *independent* Nassau-Suffolk market, you must buy the station that Long Islanders listen to and believe . . . WHLI.

*That's why major advertisers use WHLI consistently.*

**WHLI** 10,000 WATTS  
AM 1100  
FM 98.3

NEWLY BROADCAST  
LONG ISLAND  
*the voice of  
long island*

PAUL GODOLSKY Pres. Gen. Mgr.  
JOSEPH A. LEVY Exec. Vice-Pres. Sales

REPRESENTED BY GILL-PERNA



Barbara Highland, women's representative for Scandinavian Airlines Systems, picks winner's name in final drawing for Certified Grocers' autumn cruise sweepstakes, with aid from George Rauhaus (l) of SAS and William Tarpey, advertising mgr. for Certified Grocers

## RADIO MEDIA

# Spots fill sales valley

### Ill. grocers' assn. stocks up with radio to hypo off-days at food centers

**S**POT RADIO is filling up the valleys in Certified Grocers' sales curve. "In our business something is needed to step up trade on the off-days at food centers," declares William Tarpey, advertising manager of Certified Grocers of Illinois, Inc., an organization of more than 700 independent grocers in the Chicagoland area.

"We have gone to a strong radio campaign to supplement our newspaper spreads in the weekly food sections; and coupled with our promotion spectaculars, radio has done a good job," Tarpey said, adding:

"Store traffic and sales volume have increased on what ordinarily are 'slow' days, and business has picked up throughout the so-called off-season. For example, Country's Delight milk sales were up last summer, reversing the industry trend which normally is down during the hot weather when people are on vacation and children are drinking more carbonated beverages."

The campaign included 80 spot commercials a week on WMAQ, 65

a week on WBBM-Radio, 30 a week on WIND, 2 a week on WGN-Radio; plus *The Lady and the Tiger* on WBBM, and week-end *Monitor* on WMAQ — a total of 216 commercials a week.

Certified food centers had 21,425,230 consumer impressions going for them each week, selling Raggedy Ann foods and Country's Delight milk and bread.

During the week of 8-14 September, the commercials featured Certified's Autumn Cruise Sweepstakes (Raggedy Ann) with a free Caribbean-Afro-European vacation cruise for two as the prize. Starting from Miami aboard the S.S. Hansatic of the Hamburg-Atlantic Line, the trip included Kingston, Jamaica; Virgin Islands; Canary Islands; Morocco; Spain; Genoa; Milan (via train); Copenhagen; New York; and Chicago (via Scandinavian Airline System). This sweepstakes contest was featured again during the week of 22-28 September with Country's Delight as the sponsor.

Certified spots throughout September and October promoted spe-

cific weekly features including frozen foods, Raggedy Ann foods and Country's Delight dairy products. The last two weeks of October featured the Raggedy Ann "Lucky Homemaker" promotion with mink stoles as prizes.

Certified first appeared on tv in 1960 when Lee Phillip did Raggedy Ann commercials on WBBM-TV. The promotion ran 26 weeks with 15 to 20 spots per week. Country's Delight sponsored a one-hour Sunday evening show starring Captain Kangaroo on WBBM-TV in 1961 and again in 1962.

Tobias and Olendorf, Chicago, is the agency.

"Certified uses just about every advertising medium, each of which is employed for a specific purpose in the overall promotion pattern explains William C. Olendorf T&O executive vice president.

"Packaged promotions built around entertainment vehicles have been extremely successful; and based on recent results, radio is very much in our future plans," he adds.

# Chicago's WGN asking for boost to 750 kw

Experimental move would permit station to put stronger signal into remote rural areas: Quaal

**T**hree broadcasters' handwagon to tilt the ceiling on maximum radio power has been given a powerful push from the WGN organization. Like WLW, Cincinnati, and KSL, Salt Lake City, the Chicago station has filed an application with the FCC for an increase in power from 50,000 watts to 750,000 watts on an experimental basis.

WGN (720 kilocycles) is one of the 25 remaining Class I-A clear channel stations in the U.S. As executive vice president Ward L. Quaal notes, Mexico's six clear channel stations all operate with power from 100,000 to 500,000 watts. "Cuba and other nations to the south are currently broadcasting at night on U.S. clear channels, contrary to treaty provisions. This seriously damages the signal strength of nighttime radio service to rural and small town America. Higher power on U.S. clears would make foreign use of the channels less attractive," Quaal said.

As of last March, there were 86 stations outside the U.S. utilizing power of 150,000 watts or more on long and medium wave frequencies (53 kc through 1600 kc). Seven of these stations operate with 500,000 watts, two with 600,000, and three with 1,000,000 watts or one megawatt. The latest count of the trend around the world to use higher and higher power above the 50,000-watt U.S. ceiling indicates there are \$19 such "higher power" operations in 69 countries.

"While the use of higher power will give WGN a little added primary daytime coverage," said Quaal, "it will improve materially our signal strength at night to the vast remote rural areas that depend solely upon the service of clear channel stations for their only radio listening." (The proposed boost would increase WGN's signal strength approximately four times.)

In its applications, WGN advised the FCC it would commission leading universities in mid-America to

conduct an economic study to show whether the increase in power would have an effect, if any, on other radio stations within its primary coverage area.

## Japan study pinpoints new listening habits

A marked increase in the number of Japanese people owning both radio and tv sets has consequently brought about considerable change in that country's radio listening habits from the days when the majority were radio set owners. To pinpoint the shift, the NHK Radio and Tv Culture Research Institute (Tokyo) recently conducted a survey to determine: (1) radio listening conditions; (2) methods of listening; (3) expectations toward radio. Results are based on questioning of 90 housewives living in Tokyo.

It was found that about one third of those who have both radio and tv sets listen to radio daily, and

the total is raised to about 50% by adding in the number of those who listen more than one day a week. In the case of those who own radio sets only, the overall listening frequency is only 10%.

Radio is listened to daily by 33% of households having both radio and tv sets while, in the radio-only households, the percentage rises to 52.3%. Listening is done four or five days a week by 41% of those with both sets, and by 51% of those with only radios, two or three days a week by 73% with both sets and by 32% of those with radios only, about one day a week by 4% with both sets, and by 16% with only radio, while 51% of those with both said they seldom listen to radio, and only 45% of those with radio only saying they seldom listen.

Those having both radio and tv receivers listen to radio most during the period from getting up in the morning to breakfast time, with the next highest period between after-breakfast and lunch. Those having radio sets only listen to radio most between after-supper and bedtime.

Checking on the method of listening, NHK found that 86.9% of dual-set householders listen while

## Indiana lt. gov. beats drum for WFBM



Wearing traditional leopard skin apron while beating bass drum for WFBM Gordon Pipers at opening of Indiana State Fair in Indianapolis is Ind. Lt. Gov. Richard Ristine. The pipers are composed mainly of professional men of Scottish descent who play the pipes for the fun of it

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



Delivers a top morning audience at attractive new rates for both one-time and multiple spots, as well as economical part sponsorship.

**HERE'S HOW IT WORKS**

**YOU BUY** any number of :60 commercials, for as little as \$210 (5 x/wk) or \$250 for a single spot... or invest in quarter hour sponsorship for \$487 (end rate).

**YOU GET** a most sizable audience of both children and adults in this 9-9:55 AM, Mon-Fri period.

**PLUS** the persuasive selling power of a live, lively local show that was extended from 30 to 55 minutes literally "by popular demand."

**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**

doing other things, with 77.6% of those with radios doing other things while listening; 50.5% of the radio-tv owners listen to the same programs, and only 34.5% of the radio-only homes; 40% of the two-set homes listen to programs of various stations, while this figure jumps to 56.9% of those with radios only. Among those who said they listen to radio while doing other things, more said they listen because they want to hear specific programs rather than without knowing why.

Programs most heard by housewives having both radio and tv sets are news; weather; dramas; practical programs for the home; popular songs and light music, in that order. The least listened to among households having radio only are practical programs for the home.

As expected, it was found that in cases where housewives had both radio and tv sets, viewing far surpassed listening. But there was a closer link between radio and the people. About one-third of the housewives having both radio and tv said they felt "very lonely" if there was no radio, with the figure rising to over half with the inclusion of those who said they felt "a little lonely." Similarly, the majority of housewives said they feel it "inconvenient" to be without radio.

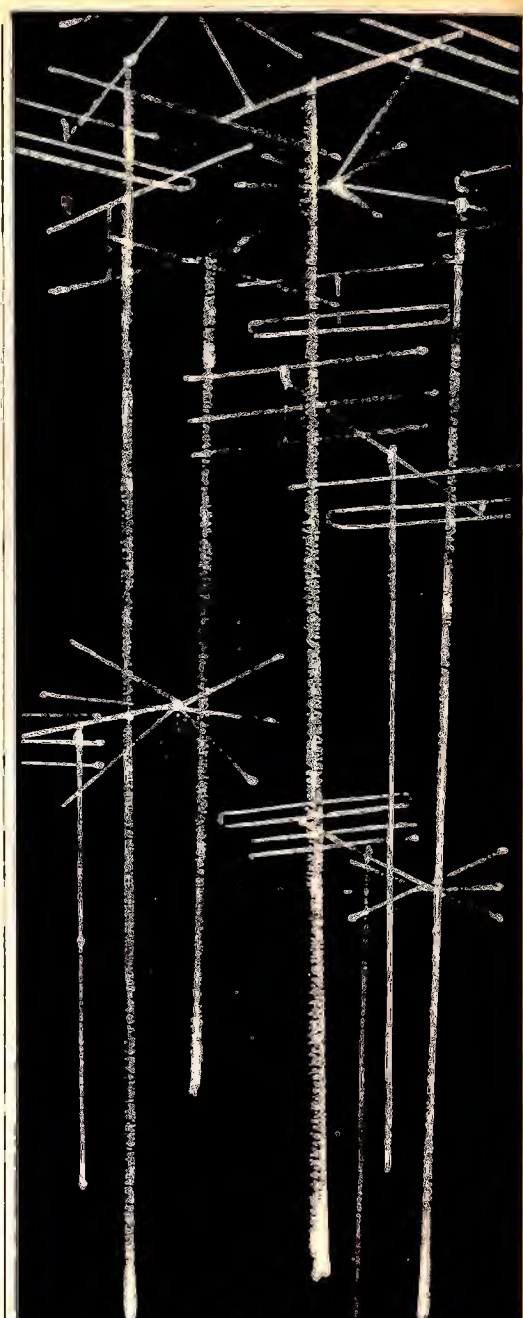
**Jay Sondheim named to gen'l mgr. of WLYH-TV**

Jay B. Sondheim has been named general manager of WLYH, the Triangle station in Lebanon-Lancaster, Pa. His current position of sales manager for KFRE, Fresno, will be filled by Keith G. Dare. Sondheim joined the station group as a sales and operations executive at WLYH, later moving to general manager of WTYM, Springfield, Mass. He returned to his Fresno post in 1961. Dare came to his present position as sales manager of WNBC-TV, Binghamton in 1960, having served previously as an account executive at Headley-Reed and the Katz Agency.



Sondheim

operations executive at WLYH, later moving to general manager of WTYM, Springfield, Mass. He returned to his Fresno post in 1961. Dare came to his present position as sales manager of WNBC-TV, Binghamton in 1960, having served previously as an account executive at Headley-Reed and the Katz Agency.



FLORIDA'S **3rd** MARKET

is  
**tuned in**  
to

**WESH-TV**

FLORIDA'S **2**  
CHANNEL

REPRESENTED BY THE KATZ AGENCY, INC.

ORLANDO • DAYTONA • CANAVERAL

# TIMEBUYER'S CORNER

Media people, what they  
are doing, buying and saying  
11 November 1963

■ **Time Buying & Selling Seminar:** Al Petgen, TB&SS chairman and director of client relations, ARB, reports that, as usual, this International Radio and Television Society project in New York is a sell-out. More than 30 applicants had to be turned away from the current series of classes, so IRTS will again sponsor a second series to start shortly after the first of the year. (Now aren't you glad the old *Corner* advised you to sign up early?) Speakers for two of the sessions have just been announced—Robert Hurleigh, MBS president, is set for Session Five, *Network Basics*, and Richard Pinkham, Ted Bates v.p. in charge of media and programming, will handle Session Eight, *The Future is Exciting*. For more info on the spring series, contact Claude Barrere at IRTS.



WRDW-TV BOUNCE CONTEST: *New Yorkers* (l-r) Betty Nasse, Grey; James O'Grady, Adam Young; Jane Cornell, G. M. Basford; Wayne Silbersack, SSC&B; and Lee Gaynor, Rust Craft Broadcasting; pose with prizes.

■ **How High Will It Bounce?** contest: WRDW-TV (Augusta, Georgia) officials started out on a bright Georgia morning with eight dozen shiny new golf balls, climbed to the top of their shiny

## ROSE-MARIE VITANZA: mixing marketing and media

A member of the staff at Gardner (New York) for about a month, media buyer Rose-Marie Vitanza endorses the Gardner thinking, that media plans, including objectives, strategy and tactics, are not



entities unto themselves, but are integral parts of each brand's marketing plan. "Thus," as Rose-Marie puts it, "the media buyer has available specific statements of attainable marketing and research information. Having this knowledge available, and using it in buying decisions, makes possible accurate translation of plans into media schedules which can directly contribute to achieving client corporate objectives." Rose-Marie, now buying for American Tobacco's Roi Tan and other cigar products, was a timebuyer with Lennen & Newell for a year-and-a-half assigned to the Colgate products, Best Foods Corn Products, Savings Banks Assoc. of N.Y., and General Insurance Co. accounts. A graduate of City College of New York, where she majored in journalism and minored in advertising, she joined the Carl S. Brown agency (later Brown & Crane), and after a ten-year tenure, left her position as assistant media director there to join L&N. A native of Brooklyn, Rose-Marie still lives there in the house she was born in, all the while professing she loves to travel. Reading and the theater are favorite pursuits.

# TIMEBUYER'S CORNER

11 November 1963

new 1520 ft. transmitter tower, and started dropping balls. Six hours later, they had accurately measured the best bounce at 124 ft. 1 5/8 in. They then contacted New York agency people, asked them to guess how high a golf ball would bounce from that height, promised prizes for the best answers. Jane Cornell of G. M. Basford won first prize with her guess of 123 ft. 7 in.; Wayne Silbersack of SSC&B came in second with 122 ft. 8 in.; and Betty Nasse of Grey won third prize by guessing 125 ft. 9 in.

■ **KH&C adds media man:** Edward A. Fleig has joined the media department of Kircher, Helton & Collett (Dayton). He was a media analyst with Earle Ludgin & Co. (Chicago), was formerly associated with MacFarland, Aveyard & Co. (Chicago).

■ **Added to D'Arcy staff:** Douglas MacMullan has joined D'Arcy (New York) as a media supervisor. He was with Compton (New York).

■ **C&C announces appointment:** Chirurg & Cairns has named Jackson L. Parker as director of marketing and media for the agency's Boston office. He will supervise all ad planning and media recommendations, and serve as chairman of the Industrial Plans Board and as a member of the Management Review Board. Most recently an account exec., and earlier, media director, he joined the agency in 1957.

## BREAK OUT THE CRAYONS!



**COLORING COMBO:** Twosome getting a kick out of WTRF-TV's (Wheeling, West Va.) new coloring book for timebuyers is BBDO buyer Wayne Lachman and station's artistic messenger Sandra Sardi, who delivered the books to timebuyers in several New York agencies.



■ **Roanoke test market for Chipnics:** Sealtest Foods Division of National Dairy Products is now testing *Chipnics*—"the world's first homogenized potato chips"—in Roanoke, Va., using radio, tv, and newspapers. New product is being introed "with a heavy concentration of advertising three to four times greater than total ad expenditures for all potato chip brands in that market area during 1962." Initial wave of the campaign, set to run for 13 weeks, includes skeds of minute spots on radio stations WDBJ (24 per week) and WROV (18 per week), plus seven 60-second and five 20-second spots per week mostly in nighttime on WDBJ-TV. Agency is N. W. Ayer (Phila.).

■ **Wedding bells for Pat Condon:** Cunningham & Walsh (San Francisco) media director Patricia Condon was recently married to Richard Newhall, chemical engineer for Matson Steamship Lines. Now back from their honeymoon, the Newhalls are "at home" to their many friends, at Genoa Place, San Francisco.

## TV BUYING ACTIVITY

▶ **West Bend Aluminum** readying a four-week Christmas campaign of daytime and nighttime minutes for their Fiesta-Pak (five-cup perculator with four matching thermal cups). Charles Might at Gcyer, Morey, Ballard (Chicago) is the buyer.

▶ **Toro Manufacturing** is developing spot tv campaign in some 115 cities for next spring over six-week period. Plan is to use weekday nights and weekends to reach male audiences during height of mower selling season. Buying is through Campbell-Mithun (Minneapolis).

▶ **Kitchens of Sara Lee** is launching new line of frozen Main Courses in 11 trial markets. Media supervisor is Betty Lavaty at North Advertising (Chicago).





**YOU MAY NEVER USE THE STRONGEST GLUE\***

**BUT... People Stick to WKZO Radio in Kalamazoo and Greater Western Michigan!**

WKZO Radio is a station that listeners latch onto. The 6-county Pulse of Sept. '62 shows WKZO Radio outscoring all others in 358 of 360 quarter-hours surveyed, and winning *all* hours surveyed both in total listening and adult listening.

We apply this pleasant stick-um throughout Greater Western Michigan, too. NCS '61 shows WKZO Radio's circulation ahead of every radio rival in the area, and 40.4% greater than all other Kalamazoo stations combined.

It's a market worth holding. Sales Management has predicted that Kalamazoo alone will outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965.

Let your Avery-Knodel man tell you more reasons why WKZO's word is its bond!

*\* Super-glued epoxy resin; can withstand a shearing pull of 800 lbs. per square inch.*

**6-COUNTY PULSE REPORT**

**KALAMAZOO RETAIL TRADING AREA—SEPTEMBER, 1962  
SHARE OF AUDIENCE—MONDAY-FRIDAY**

	WKZO	Station "B"	Station "C"
6 A.M. - 12 NOON	30	19	5
12 NOON - 6 P.M.	27	18	6
6 P.M. - MIDNIGHT	40	17	X

*Rating percentages are estimates only, subject to any defects and limitations of source material and method, and may or may not be accurate measurements of true audiences.*



*The Felzyer Stations*

**RADIO**  
WKZO KALAMAZOO-RATTLE CREEK  
WJEF GRAND RAPIDS  
WJFM GRAND RAPIDS-KALAMAZOO  
WFTV-FM CADILLAC

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

**WKZO**

**CBS RADIO FOR KALAMAZOO  
AND GREATER WESTERN MICHIGAN**

*Avery-Knodel, Inc., Exclusive National Representatives*

**Alan Henry named v.p. mgr. of KLAC, L. A.**

Effective 1 January, Alan Henry will be named vice president and general manager of KLAC-AM-



Henry

FM, Los Angeles. For the past year, Henry has been assistant to Metromedia's president and board chairman. Prior to joining Metromedia, Henry was general manager of KWK, St. Louis for two years. Before that, he was general manager of WCKR, Radio in Miami Beach, and vice president and general manager of KXEL, Waterloo-Cedar Rapids, Iowa.

**NEWS NOTES**

**RAB gains support:** The Richmond Brothers stations—WMEX, Boston, and WPGC, Washington, D. C. became members of RAB on 1 November. "As I recognize the trends of our industry," stated M. Evans Richmond, president of the group, "it becomes more and more vital that the radio industry be represented by ratings which are respected by agencies and advertisers. I believe RAB's current efforts in that direction will benefit the entire radio industry, and should therefore have its support. For that reason I am joining RAB now and offer it my wholehearted support in its methodology study of the entire radio ratings structure.

**Tennessee broadcaster dies:** George Reynolds, vice president and technical director of WSM, Inc., Nashville, and a member of the corporation's board of directors, died 1 November of a heart attack. He had served the station since 1928. Reynolds began his career as operator, joined WBAW and then WSM as transmitter and studio operator. Four years later he became technical supervisor and in 1942 was elevated to chief engineer. He was named vice president and technical director in 1950.

**WAME drops lawsuit:** WAME Broadcasting, Miami, has withdrawn its suit against A. C. Nielsen Co. by causing the case to be dismissed. The suit, which demanded \$250,000 for compensatory damages and \$1 million for punitive damages, was brought against the research company during the recent Washington investigations. WAME claimed Nielsen's reports were "false, defamatory and libelous," and that "inaccurate ratings cost the station business." A. C. Nielsen reports they made no payment and entered into no agreement in connection with the withdrawal.

**Stations' revenue paces recovery:** Macfadden - Bartell's nine-month financial statement shows sales and profits at a record high. One of the principal factors accounting for the marked increase was the cash flow generated from broadcasting operations which amounted to \$483,140 as compared to \$156,849 for the same period in 1962, an increase of 208%. The three U.S. stations in the broadcasting division are WADO, New York; WOKY, Milwaukee; KCBQ, San Diego. Consolidated net sales for the nine months ended 30 September amounted to \$19,156,715, compared with sales of \$17,092,336 in the like period a year ago, a gain of 12%. Net profit was \$1,237,163, compared with an adjusted net loss of \$402,962 in the like nine months of 1962. Per share earnings from operations were 77.7 cents compared to an adjusted loss of 21 cents per share last year.

**New slate for state assn.:** The Connecticut Broadcasters Assn. recently elected new officers at its annual meeting held in New Haven. They are: Herbert C. Rice, WILL, Willimantic, president; Howard W. Maschmeier, WNHC, New York, vice president; Richard P. Reed, WICH, Norwich, reelected secretary-treasurer; Marvin Rosenblatt, WAVZ, New Haven, elected to the new post of assistant secretary-treasurer.

**Stereo station sold:** John M. Roeder bought WGPR (FM), Detroit, full-time stereo outlet. Seller was Ross Mulholland. Roeder has assumed presidency of the operation, Mar-

vin James replaced Larry Gentile as station manager, George Powell has been named sales manager, and Gary Schmidt is chief engineer.

**Loyalty rewarded:** 18 employees of the Mutual Broadcasting System were honored at the first annual Service Awards dinner of the network. They received 15, 20, and 25-year awards from three executives of the parent company, 3M. Those honored were: 25-year awards—Gertrude Boher, James J. O'Connor; 20-year awards—James C. Chapman, Robert F. Hurleigh, Edwin A. King, Leslie S. Learned, Walter E. Shaver, and Gordon Shaw; 15-year awards—Lillian J. Brinkman, Herbert Cutting, Charles W. Godwin, Violet L. Hutchinson, Joseph F. Keating, James A. McElroy, James J. McInerney, Frank Miller, Robert W. Stankus, and Kenneth T. Trnka.

**Power increase in north:** KNIX FM, Anchorage, has increased its effective radiated power to 3 kw. Actual transmitter power is now kw, opposed to the previous 250 w. The station has also begun regular stereo broadcasting.

**New to stereocasting:** WRFM, New York, will begin stereocasting on or before 1 December. The necessary equipment has been purchased and the station is now building its library of stereo music.

**NEWSMAKERS**

**DURWOOD POWELL** to sales representative for WDBJ, Roanoke. He was general manager of WYXX, Florence, S. C.

**JOHN E. MAYASICH** to station manager of WDUZ, Green Bay, Wis.

**JIM VAN KUREN** to broadcast coordinator of CKLW-AM-FM, Detroit.

**CHARLES A. LA MASON** to WRC, Philadelphia as manager of advertising and promotion. He was formerly with WBAL, Baltimore in similar capacity.

**FRANCIS M. KADOW** to membership in the Mutual Affiliates Advisory Committee. He is the general manager of WOMT, Manitowish, Wis.



**BROADCASTERS' PROMOTION  
ASSOCIATION, INC.**

**1963 SEMINAR  
NOVEMBER 17-20**

**SAN FRANCISCO  
JACK TAR HOTEL**

THE ANNUAL B.P.A. SEMINARS  
HAVE BECOME A "MUST" FOR  
ANYONE IN THE BROADCAST  
PROMOTION FIELD

- Top name broadcast speakers
- Informative work sessions
- Idea-packed program
- Sightseeing in San Francisco  
"everybody's favorite city"



**SEND THIS COUPON FOR REGISTRATION INFORMATION**

TO: B.P.A. SECRETARY/TREASURER  
215 EAST 49th ST. NEW YORK 17, N.Y. PLaza 2-4255

PLEASE RUSH ME REGISTRATION AND PROGRAM  
INFORMATION ON THE 1963 B.P.A. SEMINAR.

(name) \_\_\_\_\_

(company) \_\_\_\_\_

(street address) \_\_\_\_\_

(city, state) \_\_\_\_\_

**BROADCASTERS' PROMOTION ASSOCIATION**

## Selling called an art, not just giving facts

Digges decries 'technicians' who can't supply insight, imagination, intuition for new areas

CANADIAN industry executives got some inside information on the guiding sales light behind the CBS Films operation as Sam Cook Digges, administrative vice president of the syndication firm and this season's president of the IRTS, outlined his theories on "Creativity in Selling" at the annual convention of the Central Canada Broadcasters Assn. in Toronto.

It was only a decade or so ago when most selling was done on a personal basis—one individual selling to another individual, and quite often at a bar, Digges reminded his audience. Today most buying is done by a committee. The effective salesman must be flexible enough to change with changing conditions. Pointing to the "phenomenal" growth of the Canadian economy in recent years, Digges urged his

listeners to be prepared to "share in and contribute to it. The opportunity to sell is there. The individual or the business that builds a better mouse trap has a great advantage." But, he added, "I doubt that the world will beat a path to the door of the man who has a better mouse trap. People must be told about it, and that better mouse trap must be sold intelligently and aggressively."

Because selling is fundamentally persuasion, and persuasion is not a science but an art, Digges dismissed the "technicians" of advertising and selling who produce "fact after fact after fact." They cannot supply the great insight, or imagination, or intuition that break new ground." While the cardinal rule is "Make people want to do business with you," Digges defined several other creative characteristics.

The creative salesman must know his customer's business, calculate the customer's best chance of success, and then help him achieve it by the most effective means. "The creative person has harnessed his imagination. He has disciplined it so that every thought, every idea, every word he says or puts down, makes more vivid, more believable, more persuasive the original theme he had decided he must convey. The creative salesman is one who will do his level best to sell everything in his list . . . who will sell what he has to sell and who will not be put off by someone wanting something that is not available . . . and who has the ingenuity to sell the lower rated availabilities along with the highest rated." A creative man is someone who does not like the way things are, and "has enough courage and desire to try to make something new."

Digges offered these six criteria for the creative salesman: (1) he must know his business, must know his goods, must know his "stuff," from A to Z, (2) he must master the problems of his prospects, so that he can see things and talk things from their angle, (3) he must be sincerely anxious to serve both his own concern and his customers, (4) he must cultivate a winning personality, (5) he must have faith in his firm, (6) he must carry with him at all times an atmosphere of cheerfulness, an aura of optimism; he must radiate geniality and good will, and he must feel that obstacles are "merely spurs to inspire a man to demonstrate that he cannot be licked."

### \$1,250,000 to 4 Star

Four Star Distribution Corp. has racked up \$1,250,000 in sales since the beginning of the syndicator's fiscal year on 1 July. According to vice president and general manager Len Firestone, the new sales total puts the company 66% ahead of last year's score at this point in the sales year.

The sales spurt is attributed in part to apparent "stockpiling" of syndicated film. Firestone noted that stations are buying series with the option of a "long-delayed" starting date. "It's obvious that they feel that good product will be scarce next season," he said.

### MacArthur 'Bio' goes in library



Norfolk mayor Roy B. Martin (r) receives Official Films' "Biography" segment on Gen. Douglas MacArthur from Robert M. Lambe, president-gen. mgr. of WTAR Radio-TV Corp. Series is aired by WTAR-TV, and the film was requested for inclusion in the MacArthur Memorial Foundation Library at Norfolk. Presentation was made at City Council meeting

## Multi-buy of 'Battle'

Official Films has signed another multi market advertiser for its first-run syndicated *Battle Line* series. Champlin Oil, through Tracy-Locke, Dallas, has signed to participate in each of the 39 weekly episodes in 15 markets. The Champlin sales areas are in Oklahoma, Nebraska, Kansas, Minnesota, Iowa, and North and South Dakota. The stations to be used have not yet been selected.

Official recently made a regional sale to Pacific Gas & Electric to sponsor *Battle Line* on seven California stations.

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## NEWS NOTES

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**Westhampton in Biz:** Westhampton Film Corp. has acquired 15 post-'60 feature films for tv distribution. The buy of films, never seen before on tv, is part of a program of the recently organized distributor to acquire and sell first-run U.S. and foreign pictures. At the same time, Westhampton announced that Ben Colman, former eastern sales manager of Screen Gems, has joined its firm as sales manager.

**New AA-N sales:** Allied Artists Television has added 17 markets for its *Cavalcade of the 60s, Group 1*. New sales were made to WFIL-TV, Philadelphia; KCTO-TV, Denver; WNHC-TV, New Haven; KTHV, Little Rock; WTEX, Vail Mills-Albany, N. Y.; WFBG-TV, Altoona; KNTV, San Jose; KAKE-TV, Wichita; WNBF-TV, Binghamton, N. Y.; KOIN-TV, Portland, Ore.; KFRE-TV, Fresno; KKTU, Colorado Springs; KWTU, Oklahoma City; WLYH-TV, Lebanon, Pa.; KCHV, San Bernardino; WKNA-TV, Saginaw, and KEND, Fargo, N. D.

**Hodges to star on tv:** Gil Hodges, currently manager of the Washington Senators baseball team, will host a one-hour tv special, *Ballad of a Country*, produced by Geoffrey Selden Assoc., as the sixth program in the *Ten Six Pac* series.

**Hercules' begets new group:** Joseph E. Levine's Embassy Pictures is offering a new "Sons of Hercules" package of 13 full-length color films

for tv. Available 1 November, the films may be programed as full-length features or as one hour versions for "cliff-hanger" recaps and narration-over-flashback sequences. The new series is in addition to the original catalogue of 35 feature films Embassy Pictures is offering to tv. The catalogue now totals 45 features, including 31 in color.

**Telesynd finds Car:** Telesynd division of the Wrather Corp. has been granted world-wide distribution rights to *Car 54, Where Are You?* The series, which consists of 60 half-hours, was on NBC TV for two seasons.

**New sales:** Four Star's *Detectives* has been sold in four additional markets, making a total of 90. New sales were made to WCSC-TV, Charleston, S. C.; KTTS-TV, Springfield, Mo.; KCPX-TV, Salt Lake City, and KSBW-TV, Salinas, Calif.

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## NEWSMAKERS

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**Jack Davis** to Eastern Motion Pictures, Ltd., as executive vice president and executive producer. He has been a vice president in charge of radio-television commercial production at Grey Advertising.

**DIXON Q. DERN** to United Artists Television as West Coast counsel, business affairs. He has been with Desilu Productions as assistant secretary and general studio counsel.

**RICHARD M. WOOLLEN** to director of sales and programing of Desilu Sales. He was owner of KTTU until its recent sale to Metromedia, and director of programing.

**JOHN C. ORR** to production manager of Sarra. He was production manager for Audio Productions.

**ALLEN ASH** to midwest sales manager of Official Films.

**RAY RAND** to the sales staff of Olmstead Sound Studios. He was head of Audio Video Studios.

**JOSEPH GOULD** to vice president of Bruck & Lurie. He is the former advertising manager of Paramount Pictures.

**MICHAEL STEINER** to Thirty Three Productions as cameraman-director.



Fisherman's Paradise...

commercially and for

sport! And it's big

business in active

San Diego—America's

16th largest market.

Served better by

KOGO-TV.

A must buy in a

must-buy market.

**KOGO-TV**  
**SAN DIEGO**  
NBC A TIME LIFE STATION  
REPRESENTED BY THE KATZ AGENCY

## Video proving 'angel' for aid to spot radio

Katz Agency finds tv's growth as sales medium led to new concept fostering radio's comeback

TELEVISION is spot radio's angel because tv's emergence as a strong selling medium has created a new concept of local radio programming and advertising, according to a new presentation by The Katz Agency. It adds that the specialization of local radio has created a "tremendous comeback" for the medium.

Since 1949, when tv was first taking the country by storm, the radio set count has increased 154%, and current RAB estimates credit radio with a more than 3-to-1 set count lead over tv.

As tv grew in stature, network radio lost much of its power to the specialized local radio format of music, news, conversation, and sports. An estimated two-thirds of U. S. radio stations program every minute of the broadcast day themselves. The Katz presentation notes that "each market has a radio 'spectrum,' with stations serving every taste. Each of these stations features local personalities who serve up locally chosen entertainment, plus news and information also locally written and produced." The local accent, according to Katz, also permits the advertiser to reach exactly the audience he wants "with little waste."

Katz says this feature makes local radio "more effective than ever, not only in terms of markets, but in terms of target audiences within a market . . . all of this . . . in addition to spot radio's other proven assets (of) flexibility, reach frequency, and low cost."

Radio's reach extends into most rooms of the house. A Bruskin AIM study found that 66% of radio families had a set in the bedroom; 56% had one in the kitchen; 40% listed one in the living room, and 3% even had one in the bathroom. Den sets were listed at 14%; while

10% had radios in the dining room, and 7% had them in the basement.

The Katz presentation points out that housewives, who buy 80% of all food sold, listen to radio more than 2½ hours on an average day. On that same average day, three out of four men listen to radio, about two hours total, mostly on their auto sets. Teenagers listen nearly 2½ hours a day. Ninety-three percent of young homemakers listen to radio each week, and 75% listen on an

average weekday. In the suburbs, radio reaches 78% more families than do metropolitan newspapers.

During the summer months, radio's audience grows, while newspapers lose readers, some of the biggest magazines combine issues, and tv watching drops 25%. Forty-one percent of groups on beaches have radios with them, and 75% are tuned in."

The Katz study says that no matter what the reason, people listen to their car radios. Four out of five cars are radio-equipped and "the more people drive, the less they watch television . . . but the more they listen to radio."

Most adult tv viewers really spend more time listening to radio. Forty percent of tv's adult audience accounts for two-thirds of all tv viewing. The other 60% of adult tv viewers totals only one-third of tv viewing time. This light-viewing majority spends more time daily with radio than with tv. For every 138 minutes this 60% group spends watching tv, they spend 169 minutes listening to radio.

In a study of reach and frequency conducted by Nielsen for CBS Radio Spot Sales, a combination of network and spot tv was shown to result in 11% of homes reached receiving five or more impressions per home. A combination of network tv and spot radio, however, increased the number of homes receiving five or more impressions to 62% of homes reached.

In the time since radio's new fangled angel made its debut, spot radio gross time sales have more than doubled. In 1947, before tv was a factor, spot radio gross time sales were \$92 million. Ten years later, when tv had emerged as a mighty competitor, radio volume was \$170 million in spot annually. Last year, spot radio gross time sales increased to \$209 million.

### R/tv recruitment aid

National Assn. of Broadcasters has published two new booklets "Careers in Radio" and "Careers in Television," to encourage young people to qualify for jobs in the industry. The booklets are being made available to students, libraries, schools, employment services and vocational organizations.

#### WHAT A NETWORK TV BUDGET WOULD BUY IN SPOT RADIO\*

	TV	RADIO
Cost . . .	\$85,000	..... \$85,000
Time . . .	4 min anncts.	.. 24 min anncts
When . . .	nighttime	.. traffic time
Where . . .	network	..... 150 top markets

\* NBC-TV rate card as of 10 June, 1963 and The Katz Agency's Spot Radio Budget Estimator #6, based on published rates as of November 1962.

#### RADIO'S CONTRIBUTION TO THE MEDIA MIX\*

An advertiser using tv alone over four weeks reached 31% of his market with more than one impression per home. By adding spot radio to his buy, he increased his audience receiving more than one impression by 48%, and the number of impressions per home by 68%:

% of Market Reached by More Than One Impression	Impressions per Home
31% . . . . . TV Alone	..... 4.4
46% . . . . . TV & Spot Radio	..... 7.4
48% . . . . . Increase	..... 68%

\* Nielsen Newscast, September 1962. Based on in-home, plug-in radio sets only.

**"Bud" Bowlin manager of Katz Agency, Boston**

E.C. "Bud" Bowlin has been appointed manager of the Boston office of



Bowlin

The Katz Agency television station representatives, effective today, 11 November, Bowlin comes to the Katz Agency from WCSH - TV, Portland, Maine, where he had been national sales representative.

**NEWS NOTES**

Glasses: Five hundred pairs of "Masses Glasses," long-range, folding binoculars, have been dispatched to ad managers and agency buyers by the A-Buy Radio Group in California with the message: "Use these glasses to find your advertising man, then buy A-Buy." The latest in a series of atlases, highlights, and other souvenirs, the mailing is on behalf these nine group-sold stations: KVIP, Redding; PAY, Chico; KSRO, Santa Rosa;

KEEN, San Jose, KIDD Monterey, KSEE, Santa Maria, KIST Santa Barbara, KBIS Bakersfield, and KCKC, San Bernardino - reped by George P. Hollingbery.

New home for ATS: Advertising Time Sales will move its New York headquarters to new and expanded offices at 777 Third Avenue after the first of the year. Firm is now at 217 Park Avenue. ATS, which represents 20 tv and 21 radio stations in markets throughout the country, maintains company-owned offices in New York, Chicago, Dallas, Atlanta, Detroit, St. Louis, Minneapolis, San Francisco, and Los Angeles.

Florida station names Masla: WHYY, Orlando, joined the list of Jack Masla & Co., effective 1 November. Other recent appointments include WLAD, Danbury, to Eckels & Co. for New England sales.

New station awards: The U. S. Conference of Mayors and the Broadcast Pioneers will, beginning next year, jointly honor the radio and tv stations making the greatest contribution in the field of local community service programming. The awards, one for radio and one for tv, will be made for the station's overall contribution to the

community during a given year rather than for one program and the judging will be based only on local programming. Further information may be obtained from the Broadcast Pioneers at 759 Fifth Ave., New York 17.

Stone adds station: WQOK Greenville, S. C., owned by Dick Broadcasting Co. is now being sold nationally by Stone Representatives Inc. Other representative appointments include KLCB Salt Lake City, to Savalli/Gates.

Southern stations switch reps: Robert L. Williams Company, division of McGavren-Guld, has been named to represent WVY, the CBS affiliate in Jacksonville, and WNOH, Raleigh.

**NEWSMAKERS**

John Murphy to radio manager for H-R Representatives in San Francisco.

John T. King, II to manager of Metro Broadcast Sales' new office in Boston. He was previously manager of the television division of the Katz Agency's Boston office.

Thomas J. Hollingshead to the New York sales staff of Adam Young. He was with Richard K. Manoff as media supervisor. Martin J. Brown will also join the sales staff. He has been with Roger O'Connor.

Joseph E. Messers to account executive with Storer Television Sales.

Tray Tomblin to the Chicago radio sales staff of Venard Torbet & McConnell. He was publisher's representative with the Peterson Publishing Co. of Chicago.

M. E. Kimball to midwest sales manager of National Time Sales. He will place great emphasis on the development of Spanish language marketing.

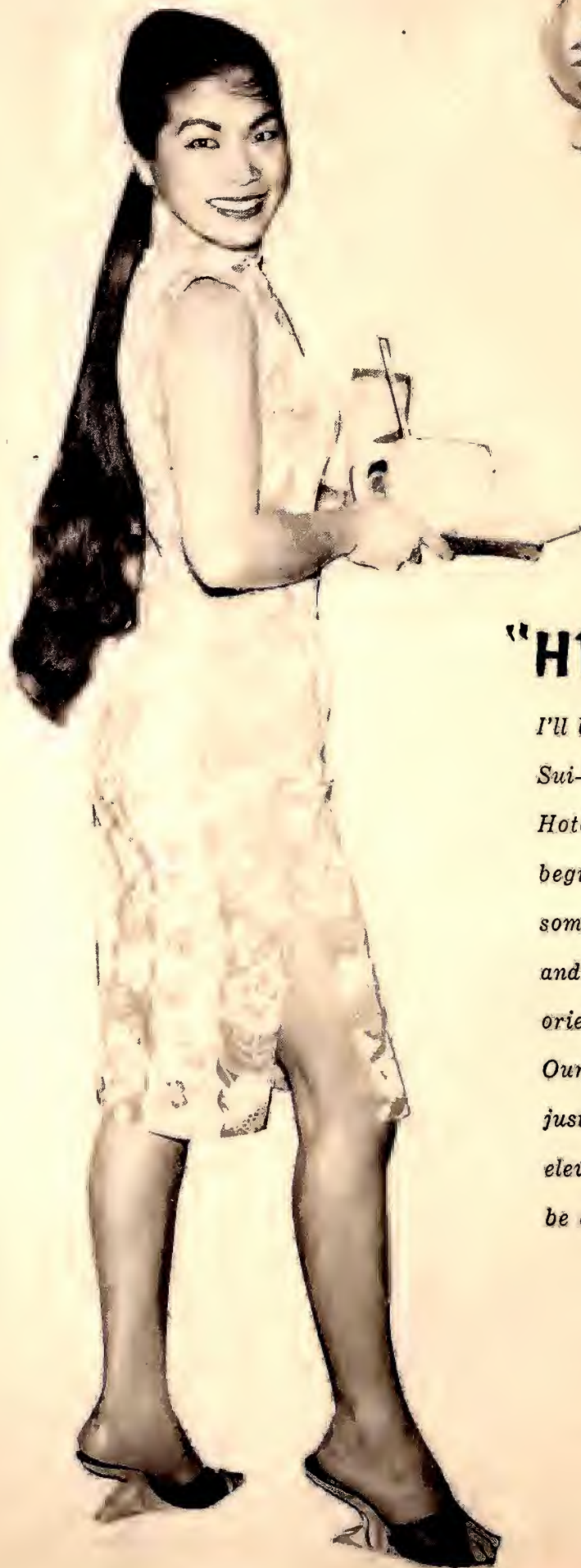
Richard J. McLoughlin to radio sales executive for RKO General Broadcasting National Sales. He has been a local and regional executive with WNHC, New Haven.

Robert E. Swanson to Peters, Grillin Woodward as a television account executive in Chicago. He was a sales executive with Crosley Broadcasting Corp.

**Pep talk from rep**



When KMOX (St. Louis) radio sales mgr. Bill Dean (l) arrived in N. Y. to a talk over a new presentation for the station with his rep, CBS Radio Spot Sales, he was given a rundown on agency appointments set up by CBS RSS account exec Chick Allison and treated to the sight of a parade of pretty secretaries bearing appropriate signs to fire him up



## "HI, I'M SUI LIN!"

*I'll be SPONSOR's hostess in the Sui-lin Suite at the Jack Tar Hotel during the BPA Convention beginning 17 November. I've planned some very delicious, exciting and intriguing Chinese and oriental specialties for your pleasure. Our suite is on the sixth floor just as you get off the elevators. Look for Sui-lin . . . I'll be expecting you.*



★★ Neither side gave an inch in last week's Hill standoff between Rep. Rogers' Communications Subcommittee and FCC Chairman E. William Henry on the subject of FCC limits on commercials, and Rogers' bill to forbid such regulation by the Commission.

Cool on the congressional griddle, FCC chairman had only one subcommittee champion, Rep. John E. Moss, and even Moss had to leave early in the first day's hearing. Moss endorsed Henry's plea to the subcommittee to hold off on hamstringing legislation until there is some definite guide in the form of FCC proposals.

When the commission completes its 9 December oral hearings on commercial limits, it may come up with one of several alternate suggestions being considered, or perhaps it may find it can't formulate a working plan. In the latter case, the subcommittee might find it unnecessary to go ahead. Whatever the group decides--Henry showed no sign of backing away from his commercials crusade.

Chairman Rogers was just as adamant: he said FCC has no authority even to consider limiting commercials, and that Congress should step in before the agency gets out of statutory bounds.

★★ Actually, there is no specific FCC policy on overcommercialization, Henry admitted frankly.

It has never been formulated, except in the context of overall programming which requires broadcasters to operate in the public interest as well as for personal profit.

★★ Then why the urgency now, after all these years, was impatient congressional reaction.

Henry said both FCC and NAB standards on commercialization have been backsliding over the years and the situation is serious. In 1949, with no formal rules in the nebulous overcommercializing policy, FCC staff was told to query any daytime stations with over 600 commercials a week, full-time stations over 750. In 1955, the number loosened to 1,000. Now, there is no specific on which staff can advise inquiry.

★★ Oren Harris, chairman of the Commerce Committee, spoke as an observer and more in sorrow than anger, to warn the FCC, broadcasters and Congressmen, each in turn, of the dangers of going to extremes at this time.

He would like more self-regulation by industry, plus moderate FCC regulation as best solution. He referred wistfully to how it was after 1951 Harris hearings, when the NAB code was set up and 96 out of 104 tv stations subscribed. A room full of broadcasters heard the sad and significant regret that code subscription is only about 45% in radio and 70% in tv.

Harris raised the spectre of a takeover by pay tv if broadcasters are put under too many FCC strictures. But he also reminded members of painful instances when Congress went too far in agency correctives--and had to legislate to re-correct their own extremes.

★★ Commerce Chairman Oren Harris tried to give FCC chairman Henry a possible out during the hearings on Rogers' bill to bar commercial rule-making by the commission.

He said perhaps the "call from the people" sounded a little too loudly in Henry's ears. Rep. Harris had, similarly, heard the call "very loud and clear" when he was asked to run for Congress. This brought smiles--but no backdown from Henry.

Henry reiterated his stand that he was trying to help, not restrict, broadcasters by making clear "how much is too much" in commercials. To this, Rep. Moss added that complaints from advertisers and agencies about overcrowding of commercials are also coming loud and clear.

★★ Rep. Glenn Cunningham, during the second day when broadcasters held forth, offered no quarter to the "mischievous young man who is now chairman of the FCC."

Still smarting from Henry's "mischief-making" public hearings in Omaha, the Nebraska Republican said the whole Communications statute might need rewriting to protect broadcasters further harassment. "It's time somebody's wings were clipped."

★★ NBC's Washington v.p. Peter B. Kenney dismissed 2500 complaints at the FCC as a very "faint public outcry," in the context of 5500 stations--with only a third going to length or frequency of commercials.

For its part, the network in a year's span, had 245,000 general comments, and only 1,544 or less than 1% on commercials. In the commercial complaints, most irritation was at content or context or timing--only a third went to excessive commercialism.

★★ Broadcasters small and large, network and independent, state and national association spokesmen, were three-dozen strong at the hearings: all favoring the FCC wing-clip on commercials rulemaking.

The Rogers Communications Subcommittee Rep. Moss excepted and the industry agreed that the best course was to legislate out any lingering doubts that FCC was exceeding its authority.

Broadcasters were sardonic about the FCC chairman's theory that fewer commercials would bring higher rates, and broadcasters might "even make more money" under some limitation. Broadcasters say competitive media will pick up the advertising chips if air rates are pushed up.

Smaller broadcasters particularly were outraged at Henry's belief that limiting commercials would not "seriously" affect their revenues. As to the promised individual waivers for special needs, the prospect of presenting a case for them at the FCC chilled broadcaster blood.

The ABC statement said the overwhelming workload resulting from grants of waivers would not be limited to the FCC. A new broadcaster workload would result when exception granted one station would send its competitors to FCC and/or court for equal treatment.



PULSE-TAKER

# Mrs. McGrath wants a program about parakeets.

She may not get it, but at least we know about Mrs. McGrath. She was one of many thousands of housewives in 11 cities who submitted to lengthy interviews by field researchers from the Marip Company. These Mrs. McGraths are marked for Management Use Only. They guide our station managers in assessing the content, format and desires in television and radio service. Who knows... there might even be a good show in parakeets.



We believe that a station has a continuing obligation to broadcast to the community and to the industry which it represents. As a division of Time Inc. Magazine, Time Inc. Magazine allocates substantial funds to research and development.



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1962 - STUDIO SLIDE & FILM COLOR

AND NOW IN 1963 - FULL LIVE COLOR

# COLOR

WDSM-TV—the first and only complete color TV channel in Northern Minnesota, Northern Wisconsin and upper Michigan.

Facilities for telecasting color slides, color film and live color studio presentations.

Give your commercials the extra PLUS of COLOR on WDSM-TV.

Peters Griffin and Woodward—National Representatives  
Bill Hurley, Minneapolis—Regional Representatives  
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**WDSM-TV**

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Covering the second largest market  
in Minnesota and Wisconsin