

FEBRUARY 10, 1964/FORTY CENTS

SPONSOR

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CONTENTS—see p. 7

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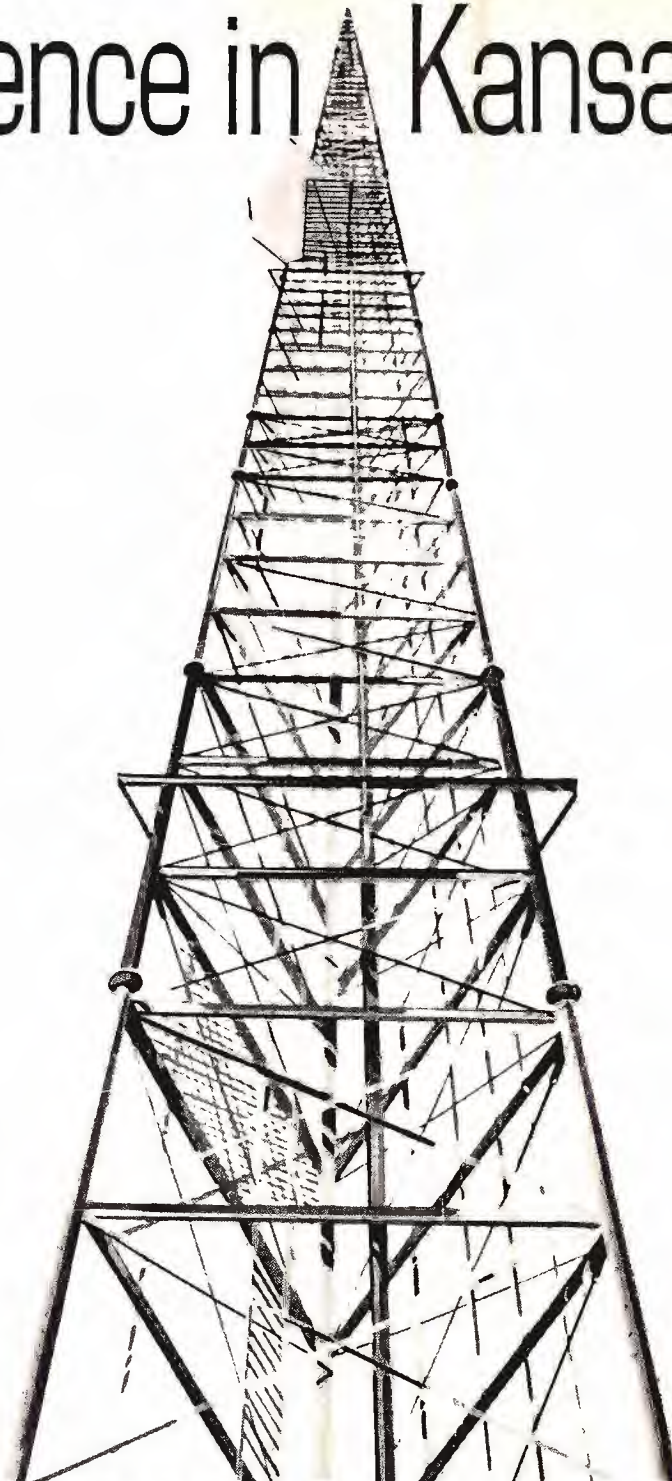


*In the Land of
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TALL TOWER POWER

A single buy gets you **more than half**: The counties...
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Some gasps as Reynolds tightens filter on teen radio

As R. J. Reynolds' agency, William Esty, prepared Friday at 5 (Feb. 7) to filter out of the radio schedule after-school and weekend hours on stations with juvenile appeal, mild tremors ran through tobacco industry offices.

Reynolds (Winstons, Salems, Camels) was at pains to say no "massive shift or substantial adjustment on our overall radio advertising budget" was underway, but there will be changes in one of radio's big accounts, estimated up to \$7 million between spot and network. Speculation was rife about other media plans at the same time.

In addition to billing reaction, another effect of Reynolds' directive to its agency to increase teenage radio filtration will be to heighten a research scramble already underway to support adult audience claims. With little to go on among nationally syndicated services, each advertiser, agency, station, and rep is working out audience data the best he can in the effort to look mature. Radio Advertising Bureau says at least 85% of all radio listeners are 18 years old and over.

Media with established adult images are confident of getting whatever Reynolds funds are withdrawn from post-school and weekend time on "rocker" stations. Reynolds itself is persuaded that most of radio is adult anyway, but probably decided to sift its schedule finer as part of the media-government chain reaction following the federal cancer report from the Surgeon-General last month.

While media waited to see radio cancellations, rumor mills were busy speculating that network TV budgets for cigarettes might be cut in favor of more selective spending in spot. Lorillard's name was mentioned in addition to Esty's, but no substantiation could be found. Both TV and radio networks report cigarettes schedules intact, with American Tobacco's cancellation of sports at the end of current contracts (SPONSOR, Feb. 3) the only predictable or tangible loss so far.

Amplifying its directive to Esty to re-examine all of its radio, R. J. Reynolds said, "In the case of radio it is probable that every time period on nearly every station has an audience composed primarily of adults. However, during non-school hours the ratio of young people in the audience increases on certain stations according to the musical programming, personality of the announcer, and other reasons.

"We are giving study to re-positioning our commercials occupying certain time periods on certain stations so as to further accomplish our desire to reach adult audiences."

LBJ Skips Cigarette Issue

Groundswell of "wait and see" on the cigarette and health hazard problem at federal level seems to be growing. The President omitted cigarettes, in his special consumer message, from the list of cosmetics, drugs, pesticides et al. in immediate need of tighter legislative and agency policing.

Government tobacco research program will add weight to the cautionary slowdown. House Agriculture Committee Chairman Harold D. Cooley has announced Tobacco Subcommittee approval of giant research program to study health factors in natural tobacco and in the processed products. Passage by the full committee and by the House is expected to be rapid.

Tobacco growers, manufacturers and advertisers pin strongest hopes on research that will take the hazard out of the smokes before a tobacco cutback puts a drag on the economy.

NIELSEN, ARB—which way?

A. C. Nielsen reaction to the cancellation of its NSI service by Storer group contains a hint, although a thin one, of possible procedural revision. The point at issue, whether or not Nielsen's use of call-letter entries only in its diary is effective, is in essence "an objective research question," said Nielsen, and the plan is to study the Storer evidence.

However the rating firm stressed that it has tested other diary methods in the past, including program names and dial numbers and abandoned them in favor of its present modus operandi. The problem with program titles, according to Nielsen, is that name shows are easier to remember and therefore tend to get listed more often; among many negative factors in the use of channel numbers are: overlapping areas, CATV, and translations.

(With all research outfits currently reviewing their procedures for the Don McCannon-helmed NAB Broadcast Rating Council, it might be the most opportune time for any new and competitively necessary Nielsen tactics. The ARB way, which got the Storer vote of confidence: diary keepers record channel number, program titles, and call letters. But collecting all three and using all three are different things. If all three "are" used, how are conflicts resolved?)

MAD AT HENRY ? ? ?
DON'T SEEK AIRTIME

Anyone irked by FCC Chairman Henry's statements in the course of an aired program, will have to reply on his own paid-for time. FCC last week upheld NBC refusal of equal (and presumably free) time requested by Dr. Carl McIntire, president of the International Council of Christian Churches, who wanted to reply to Henry's remarks during a "Meet the Press" program on Jan. 8. The doctor had demanded equal time, to present a barrage of criticism of FCC, so American public could see "other side." NBC had politely told him that none of various matters he wanted to argue were discussed on program, so there was no reason to oblige. FCC said NBC did right.

Alberto-Culver buys radio for audience it's missing

Alberto-Culver's loquacious president Leonard Lavin wasn't bluffing last November when he told the TvB annual meeting he thinks television is out-pricing itself. Pressing the point again last week—this time to Canadian broadcasters—he revealed that radio will profit from a TV cutback and in fact, is doing so already with New Dawn.

About 50% of the introductory budget for the hair coloring, one of A-C's top cards for '64, is currently at work in spot radio. Advertising manager Charles Pratt amplified for SPONSOR that some 30 markets are involved, with network TV doing the rest of the job. Whereas spot TV will be added in the Spring, Pratt revealed that network radio is seriously "being considered."

Lavin also told the Radio and Television Executives Club in Toronto that he has become convinced radio delivers an audience Alberto-Culver had been missing, whereas he previously thought it would simply duplicate the reach on TV.

This could be a blow to television which has, in the past eight years, counted Alberto-Culver as one of its biggest boosters. Lavin has repeatedly eulogized the medium for building his business up from nothing to \$80 million; and last year he poured back \$30 million into spot and network. There was this consolation: the cosmetic company's ever-increasing billings will stay in the broadcast family, at least for the foreseeable future.

FM listener surveys near completion in top markets

Major advertising agencies and 72 subscribing FM radio stations will shortly begin receiving exclusively FM audience measurements taken in the ten top U.S. markets by The Pulse, Inc., in behalf of the National Assn. of FM Broadcasters. Subscribers are either FM-only or separately programmed FM stations in New York, Los Angeles, Chicago, Philadelphia, Detroit, Boston, San Francisco, Cleveland, Pittsburgh, and Washington. Rating books for individual markets will begin being issued as soon as they are processed, research officials of Pulse said.

NAFMB president James A. Schulke said the survey cost \$35,000 and was undertaken to "help our medium win its proper share of today's advertising expenditures," by providing "the most comprehensive figures ever available on the true magnitude of listening habits among FM families."

He points out the FM audience for the entire FM coverage area of each market will be estimated — similar to TV coverage areas — rather than using the U.S. Census-defined metropolitan areas as is done in most AM rating research.

The sample universe for the ten markets is some 20,000 homes distributed over 1,000 sampling points. A 2,000-home sample in each market has been designed to produce an approximate 800-home FM sample. In each market it is distributed over some 100 sampling points, a considerably greater amount than is usually employed in this research technique.

The rating books will report seven-day average quarter-hour audiences by day-parts as follows: 7-9 a.m.; 9 a.m.-noon; noon-3 p.m.; 3-6 p.m.; 6-8 p.m.; 8-10 p.m.; and 10 p.m.-midnight.

Schulke stressed that "the findings of this research will help put FM in the proper perspective among major media," adding that it is "only the start of many other important and continuing projects which are moving forward on our schedule at NAFMB and will be announced shortly."

He adds: "In view of the fact that

NEW FORD MUSTANG PLANS

Advertising for Ford's new Mustang model (through J. Walter Thompson) will break in mid-April, when "poor man's Thunderbird" is to appear on market, with a substantial schedule of participations on three TV networks added to regular Ford sponsorship of p.m. EST.) No spot is in the media mix at the moment, but Mustang will be on Ford's NBC and MBS network news shows.

the Broadcast Rating Council is not yet in a position to actually audit a rating service, this responsibility is being accepted by the NAFMB for these surveys until the Rating Council is in a position to accept its designed responsibilities for auditing."

INSTANT SOUND-ON-FILM

Eastman Kodak, largest supplier of film stocks to the TV industry, is launching a new product development which puts film firmly in the running in one of video tape's strongest areas: speedy playback on the air.

As a running mate to its single-system "Reflex Special" camera and its Viscomat process, Eastman has developed a new high-speed panchromatic 16mm film, Type 7229, which can be processed to a dry negative within two minutes and which is pre-stripped with magnetic material for single-system sound.

Possible use for the new film in TV: news coverage, sports, and on-the-spot, news-value commercials which can be ready in minutes for use on the air. The film is available through Eastman professional channels; the Viscomat processors are sold by Eastman with a price tag of \$12,500. In the works: a full-color version of the new film.

Color UHF Going to Crosley

Crosley Broadcasting, which now operates four VHF TV stations, has bid to acquire a UHF — WLEX-TV Lexington, Ky. One reason for move, according to Crosley president John T. Murphy, is that his company has been "a foremost proponent" of color TV programming, and WLEX-TV was "the first UHF station in the country" fully equipped for colorcasting both network and locally originated shows.

WLEX-TV began operations in 1955 and currently carries a selection of programs from both NBC and CBS networks.

Webs prepared as NABET votes

Threat of strike by 4,500-member-strong National Assn. of Broadcast Employees and Technicians (AFL-CIO-CIC) hangs over ABC and NBC, but both networks are long-prepared and have assured advertisers, agencies, and public there will be no disruption in service. At week's end, N. Y. local's executive committee voted to recommend full membership reject proposed contract in secret balloting by mail due to begin this week.

Pact had been worked out Feb. 2 in negotiations at San Diego. Balloting will be conducted by NABET's inter-

national office at Chicago. Conclusive vote count not possible for two weeks. NABET members are currently working under extension of past contract which becomes void in event of rejection of a new pact.

Surprisingly, salary isn't main point of contention. Union is worried about automation's threat to job security, plus working out what job categories NABET is to have jurisdiction over. Union spokesman, emphasizing need for planning for incursion by automation in his field, stated: "What good a pay raise if automation wipes out jobs all along the line?"

Meantime, ABC and NBC have stressed that their service will continue as usual if a strike should occur. Both said they will not lose any commercial time at all — either regular or spot — since non-technical personnel have been trained to step into other jobs when necessary.

SEVEN ARTS OFF NUT OF UNIVERSAL POST-1950's

Visitors to the Pan American Building offices of Seven Arts in New York late last week were startled to see the corridor floors covered with some 1,200 legal-size sheets of paper while most of SA's secretarial staff stapled into neat groups. The bumper crop of paperwork — enough to fill 11 cartons — was the contract between SA and the CBS o&o's (particularly WCBS-TV, New York) which have bought the SA-distributed library of 215 post-1950 Universal movies. The deal required 45 individual contracts — each in quadruplicate.

Paperwork or no paperwork, SA had good reason to be happy. The general syndication release on the Universal features won't happen until February 12, following a company sales meeting in New York which starts today (10). However, SA is virtually "off the nut" before it even starts. A corporate source at SA told SPONSOR on Friday that pre-release deals for the big feature library (CBS and ABC o&o's, with other deals pending) already amount to \$21 million. SA's deal with Universal calls for initial cash payments of \$21.5 million (\$100,000 per feature), so SA only has \$500,000 to go. Beyond this point SA splits the net take with Universal.

SA is also branching further into the production realm. At the sales meeting this week, staffers will be told that Seven Arts plans a second tape series with the Boston Symphony (the first series is sold in some 40 markets largely to banks and utilities), plus series with the Boston Pops.

Fearless Review

Not to be outdone by a well-known syndicated columnist, who reviewed his own recently published book with relish ("... in this reviewer's humble opinion the best book published this year"), we've decided to apply the technique to a radio station.

Boldly raising *the* question about Iowa ("Is it just a farm state?"), WMT answers resoundingly ("No!") and effectively ("Why, Iowa's annual personal income from non-agricultural activities tops farm income \$3.2 billion to \$2.8 billion.").

WMT's many-splendored wattage drives its 600 kc's over, under, around and through loam, limousine, tractor, factory and silo. The station's well-modulated voice carries news, weather reports, stock reports, time signals, interviews and music with singular verisimilitude, eliciting passionate attention from countless* listeners.

WMT is delight from sign-on to sign-off. Its pervasive signal fills the clean Iowa air with waves of character. And the commercials! Minutes pass like station breaks. Exhortation becomes unassailable logic, the merest suggestion a powerful command.

The conclusion is unescapable: No time buyer should be without at least a 13-week supply, renewable like a comforting prescription.

*Countless, but sampled and projected: 203,580 radio homes in 46 Iowa, 4 Wisconsin, 2 Illinois and 2 Minnesota counties (NCS '61 weekly coverage).



WMT-AM

CBS Radio for Eastern Iowa

Mail address: CEDAR RAPIDS

National Representatives:

The Katz Agency

Affiliated with WMT-TV; WMT-FM;

K-WMT, Fort Dodge; WEBC, Duluth.



WTVO

ROCKFORD, ILL.,

appoints

Blair Television,

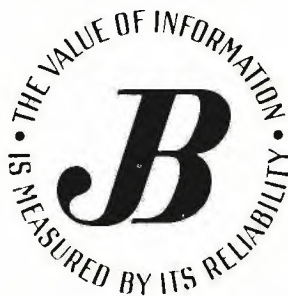
BTA Division,

its exclusive

national representative,

effective

February 15, 1964.



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SPONSOR

FEBRUARY 10, 1964
Vol. 18, No. 6

GENERAL

19 The ad business and Uncle Sam—economic footwork
Genteel square-off between regulators and regulated at AFA-AAW's Annual Mid-Winter Legislative Conference as U. S. Chamber of Commerce holds own session

22 Collins lauds NAB Code "image" role
Broadcasting group's activities, plans for increased self-regulation are probed by president in New York

23 RKO-ARB study out to shake up ratings
Client questions anticipate national, local service for radio with comparative media data from diaries

ADVERTISERS

24 Oklahoma Heritage: success continues
WKY-TV's locally produced series is judged a winner by Oklahoma viewers and Champlin Oil, its sponsor

AGENCIES

30 More shops will "go public": Cone
First to brave the fickle financial world of public ownership, FCC&B's head thinks that others will

TIME/BUYING & SELLING

34 TV Buyer's motto: Improve the buy
DC&S Marty Herbst discusses that important step beyond the TV spot buy—improving the schedule—in part six of a series of articles by agency experts

TV MEDIA

39 Film develops Dr Pepper profits
Beverage company's live and cartoon technique for TV gets "li'l" David results against giant competition; Sales melody is Harmon-ized by cartoonist Johnny Hart

RADIO MEDIA

47 What women do all day long
Three-city study by AM Radio Sales, now being shown to top video clients, reveals U.S. housewives and mothers share their household tasks with radio and TV


SYNDICATION & SERVICES

50 New gear is lure for NAB visitors
Admen will have rare chance to view biggest collection yet of new and late-model station and studio broadcast equipment at convention set for April in Chicago

54 College hopefuls get the straight word
Industry veterans donate their time and experience to IRT Foundation conference designed to aid students of radio and TV

DEPARTMENTS

<i>Friday at Five</i>	3	<i>Sponsor-Scope</i>	16
<i>Publisher's Report</i>	8	<i>Commercial Critique</i>	14
<i>555 Fifth</i>	10	<i>Week in Washington</i>	61
<i>Calendar</i>	12	<i>National File</i>	57

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VIRGINIA'S NO. 1 TV MARKET *



* Television Magazine

WDEF-TV CHATTANOOGA

a much **BETTER BUY**

NOW than last Fall.

CHECK LATEST ARB and NIELSEN REPORTS

HIGHER RATINGS

MORE HOMES

Greater Popularity



CHATTANOOGA

CALL ADVERTISING TIME SALES, INC.



NOW!



PUBLISHER'S REPORT

All about OJIBWAY

OJIBWAY (pronounced OH JIB WAY) is a tribe of woods indians that made a name for itself around the Lake Superior region. Today they number about 30,000.

OJIBWAY, the publishing company, is making a name for itself around the Lake Superior region too. It's attracting attention in New York, Chicago, Los Angeles and a lot of other places as well. We publish 26 trade books, all told, and the payroll numbers around 300.

I can vouch for the fact that the big O is attracting attention. Everywhere I go I'm asked, "How do you pronounce it?" As I write this I'm just back from a visit with Tom Means, who heads CBS TV O&O station promotion and, in addition to being one of the nicest, is one of the best informed men in the field. Tom said, "Tell me about OJIBWAY. I'm being asked who they are and what they'll be doing with SPONSOR."

I gave Tom the long version. I'm giving you the short one.

Now that I've been working with OJIBWAY for a couple of months I can tell you this: they grow them different around Lake Superior. In the many years that I've been in the business world I've seldom observed a more capable, harder working crew of key executives than the boys from Duluth. I've always considered myself a hard-working publisher, but the pace they set is a fast one.

Blending SPONSOR into the facilities and dynamics of the OJIBWAY organization was, for a long-time loner like myself, considered at first with some trepidation. But as I observed the calibre of the organization, discussed plans for improving SPONSOR, and noted the decided technical and administrative benefits of OJIBWAY affiliation I changed my mind. I'm here for the long haul. Now I can devote my time to the creative and contact functions of being a publisher. These I do best.

Under Sam Elber's editorship you'll find SPONSOR taking on fresh excitement, expanding its timebuyer content, going stronger on depth and "how-to" articles, and easier to read than ever before. This is all according to plan. This was the blueprint as discussed with Marshall Reinig and Bob Edgell (OJIBWAY's president and executive vp) and they agreed wholeheartedly.

Among the broadcast books SPONSOR has been "best read" by agencies and advertisers for a long time. Now you can look for further progress. Check the issues as they come along and you'll see what I mean.

How many fields is OJIBWAY in? Here's a sample of our titles: Gas Age, Meat, Modern Stationer, Electronic Technician, Drive-In Management, American Fur Breeder, Intimate Apparel, Catholic Property Administration, Paper Sales.

Oh yes. And there's SPONSOR.

John Glenn



Why WKTV bought Volumes 1,2,3,4,5 & 7 of Seven Arts' "Films of the 50's"

Says Gordon Gray:

President and General Manager WKTV, Utica-Rome, New York.

"WKTV purchased Volume 1 of Seven Arts' 'Films of the 50's' in 1961. Since then we have purchased Seven Arts' Volumes 2, 3, 4, 5, and 7. Why? Because our advertisers and viewers have been attracted in ever increasing numbers to our showcase for these films . . . Million Dollar Movie, Monday thru Friday 5:00 to 6:15 p.m.

"When the count was totaled in our annual 'Viewers Choice' write-in poll by WKTV's audience,

THEIR PREFERENCE WAS APPARENT

and there was no question that we exercised good judgement in contracting for the excellent entertainment value of Seven Arts' 'Films of the 50's.' "



**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: NORFILM London

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



Inside SPONSOR

The tempo of advertising's answers to problems that shadow the industry seems to pick up at major convention times.

During the past week, leaders and spokesmen for broadcast advertising have been following up on the NAB at meetings in Florida during the preceding week. In Washington, voices have been raised in protest over the swords of Damocles which regulators and legislators feel they must dangle over the heads of broadcasters and advertisers. Jaeky Eagle's round-up of the jabbing with kid gloves, that has been going on in the nation's capital will be of interest to everyone who is aware of the ultimate indivisibility of the "The ad business and Uncle Sam" (see story on page 19).

Foote, Cone & Belding's Fairfax Cone gave the air audience in Chicago a public look at what makes an agency go public. Senior citizens who have helped their agencies into the top ranks but who will be required, upon retirement, to sell their stock back to their companies at book value, may find themselves encouraging Cone's prediction of more agencies going public (page 30).

Gordon Webber's whimsy in Commercial Critique this week (page 14) will strike a nostalgic note for many.

And for SPONSOR's puzzled callers who are tempted to re-dial when the switchboard announces "OJIBWAY PRESS," Norm Glenn's Publisher's Report will give a capsule sketch of our parent company (page 8).

One of the better documented accounts of TV's success we've run across in a long while is the Dr Pepper story on page 39. And for the editorial types . . . no, there is no period after Dr as in Dr Pepper.

Sam Elber

A whit of dissent

Re Whit Hobs' Commercial Critique in last week's issue . . . he says "there are no trite and tired words in the English language, no trite and tired thoughts, simply trite and tired writers." I can only conjecture that he was pretty tired when he wrote this half of his critique!

As a wife, mother, and career woman (in that order) it is my opinion that every truly mature and feminine woman is sick to death of this myth that we are forever in competition with men in all fields and categories! No true woman even likes a man she can push around. She wants to look up to her husband, to respect him, and share her world with him. If she crowds him now and then, she darned well wants him to shove back! Any good wife and mother knows that she can be the proud mother of a happy family only if her husband is truly head of the household . . . the sort of man who, by virtue of his manliness, gets the equal status he is absolutely entitled to.

Why suggest that "men should be strong and steady and sure and successful?" Why not come right out and say so, Mr. Hobbs? And I don't personally believe that the "successful" part is nearly so important as the "strong and steady and sure"!

I like men . . . I believe most women do. However, I like women too, and never fail to cringe over some of these popular masculine fables. Most of the women I know believe, as I do, that our men live in a tough, competitive world where material rewards are harder come by all the time. They deserve much praise, credit and appreciation for every small advance in that world . . . and sometimes for simple survival. So, by all means, let's make the husbands brighter and stronger and smarter in the advertisements. You'll find the women happy about it, the

children better for it, . . . and I'll bet my favorite hat it will sell more too!

Lois M. Rice (Mrs.)
Bartell Broadcasting
WOKY, Milwaukee

Typo on a tyro

Your article on Petry's new Philadelphia office is somewhat fascinating. Jack Duffy looks awfully young to have worked for the Philadelphia Inquirer from 1956-1959—or is this a subtle way of saying the newspaper business is regressing?

Martin L. Ludington,
Manager
Venard, Torbet & McConnell, Inc.
St. Louis, Mo.

From down under

Could you tell me something about BPA. Is it devoted to publicising of broadcast media? Do they publish a magazine? Would we gain anything if we were acceptable as members?

We represent more than 25% of all of the radio stations operating in Australia, and part of our service to these stations is to help with the development of promotional campaigns for individual stations. We also carry promotional material for the group of stations as a whole. If you think that it would be worthwhile, perhaps you would be good enough to ask the B.P.A. executive to send us some information on their activities, etc. *

We have been subscribing to your magazine for some ten years now and, whilst the conditions under which we operate are quite different, we do find the editorial content to be of great value to us.

Best wishes.

F. J. Coombes
Sales Director
MacQuarie Broadcasting Service
Sydney, Australia

ED NOTE: *Done.



MORE OKLAHOMANS ARE
 NOW BEING SERVED
KOCO
 TV Channel 5 - Okla. City

... from our new 1563-foot tower inside Oklahoma City. The signal from this new tower — one of the industry's tallest — blankets metro Oklahoma City and *57 counties with ABC-TV programming.

*Engineering estimate based on latest available ARB



CALENDAR

FEBRUARY

Broadcasters' Foundation, 1964 Mike Award dinner, this year honoring KDKA Pittsburgh, at Hotel Pierre, N.Y. (10).

Advertising Recognition Week, MacManus, John & Adams prepared material for distribution to advertisers, agencies, media via Advertising Federation of America in east, and Advertising Assn. of the West in states west of Rockies (9-15).

International TV & Equipment Market, Lyons, France (8-16).

Broadcasters' Promotion Assn., deadline for "Third Annual On-The-Air Awards" entries (15).

Hollywood Ad Club, luncheon marking 30th anniversary of Jack Hellman

as a Hollywood trade news reporter, Hollywood Roosevelt (17).

School of Visual Arts Gallery, selected works of Paul Rand opens show at gallery, N.Y. (18-Mar. 1).

State Broadcaster Assn. Presidents, annual conference sponsored by National Assn. of Broadcasters, Shoreham Hotel, Washington (20-21).

International Radio & Television Foundation, first annual college majors conference, Hotel Roosevelt, N.Y. (20-21).

Mutual Advertising Agency Network, annual meeting, Royal Palms Inn, Phoenix (20-22).

Houston Advertising Club, fourth annual advertising forum '64, Shamrock Hilton Hotel, Houston (21).

Directors Guild of America, annual awards dinner, both Beverly Hilton Hotel, Hollywood, and Waldorf-Astoria, N.Y. (22).

Oklahoma Broadcasters Assn., second annual Radio Operations Seminar, at Oklahoma U. in Norman, with FCC's Cox, NAB's Anello, RAB's David (7-8).

International Broadcasting Awards, presentation dinner, Hollywood Palladium (25).

Western Radio & Television Assn., 17th annual conference, FCC commissioner Bartley and others to speak, Jack Tar Hotel, San Francisco (26-29).

American Assn. of Advertising Agencies, Southwest Council, annual meeting, Manger Hotel, San Antonio (27-28).

Radio - Television News Directors Assn., board of directors meeting, Time & Life building auditorium, N.Y. (28). RTNDA newsfilm standards conference (29-Mar. 1).

MARCH

Hollywood Ad Club, luncheon meeting, Radio Advertising Bureau pres. Edmund Bunker speaking, Hollywood Roosevelt (2).

International Radio & Television Society, 24th anniversary dinner, presentation of Gold Medal Award for 1964 to American Broadcasting-Paramount Theatres pres. Leonard H. Goldenson, Waldorf-Astoria, N.Y. (4).

Electronic Industries Assn., national electronics marketing symposium, Statler Hilton Hotel, Washington, D.C. (9). Spring conference (9-11).

Writers Guild of America, West, 16th annual awards dinner, combining honors for TV-radio and screen, Beverly Hilton Hotel, Hollywood (9).

Variety Merchandise Fair, New York Trade Show Building, N.Y. (8-12).

American Assn. of Advertising Agencies, Southeast Council, annual meeting, Riveria Motel, Atlanta (11-12).

National Editorial Assn., government relations workshop, Willard Hotel, Washington, D.C. (12-14).

Assn. of National Advertisers, third annual seminar on business paper advertising, Plaza Hotel, N.Y. (19).

Intercollegiate Broadcasting System, annual national convention, Columbia University, N.Y., hosted by WKCR-FM (21).

Southwestern Assn. of Advertising Agencies, convention, Sheraton-Dallas Hotel, (22-24).

APRIL

National Federation of Advertising Agencies, annual convention, Outrigger Inn, St. Petersburg, Fla. (2-6).

Financial Public Relations Assn., Middle Atlantic regional meeting, John Marshall Hotel, Richmond, Va. (3).

National Assn. of Broadcasters, annual convention, Conrad Hilton Hotel, Chicago (5-8).

Television Film Exhibit (TFE '64), Pick-Congress Hotel, Chicago (5-8).

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE



...and, IN PENNSYLVANIA, IT'S
WJAC-TV

Don't slip up on one of the most important markets... Pennsylvania's million dollar "middle" market.

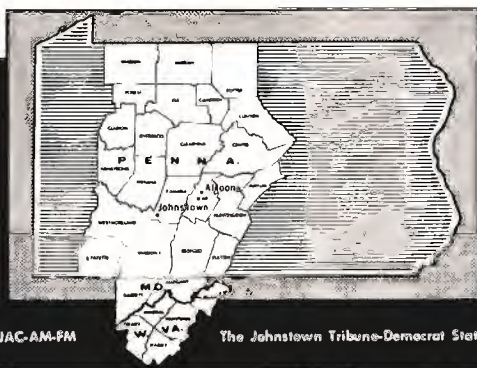
WJAC-TV is the one station that gives you this big generous cushion of viewers. The most profitable market on which you've ever landed!

America's 27th largest TV market.



Represented
Nationally
by
Harrington,
Righter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations



Big Householder

Your sales message gets depth impact in WSJS Television's Golden Triangle Market where there's a greater concentration of households than anywhere else in progressive North Carolina.



NO. 1 MARKET IN THE NO. 12 STATE

WSJS
TELEVISION 

WINSTON-SALEM / GREENSBORO / HIGH POINT

Represented by Peters, Griffin, Woodward

COMMERCIAL CRITIQUE

GALILEO would have made a lousy Organization Man. So would Copernicus and Mozart and Van Gogh and John Keats. But the world of the average man is richer because a few un-average beings have lived in it. As British author-philosopher Matthew Arnold once pointed out, the function of criticism is to reinforce and sharpen good ideas, and to demolish the faulty. Thus, advertising (and its electronic offspring, radio and TV) has long owed a debt of gratitude to its own collection of "oddballs," the talented malcontents who don't fit in a mold marked "average." It is of such personalities that guest columnist Gordon Webber of Benton & Bowles writes today. It isn't the usual SPONSOR "Commercial Critique." But we feel you will be entertained and stimulated.

Honor the oddball

GORDON WEBBER v.p. and director of broadcast commercial production Benton & Bowles

WE ARE TALKING this morning about oddballs and about fathers and the double-headed nail. And how it is important to honor all of these.

Fathers, of course, always, even though they sometimes hide their nobility so well it takes years before it is discovered, sometimes by sons only after they have become fathers themselves.

And oddballs. Let us always honor them, particularly in this business of advertising, one of the few businesses that is built almost wholly on ideas—novel, unexpected, surprising, preposterous ideas thought up by oddballs in small, white-walled rooms who probably would starve or go on relief if there wasn't such a profession as advertising.

And the double-headed nail. Let us honor it, too. Because my father invented it, to the wonderment of his family and friends, a wonderment that diminished rather sharply when the patent office told him the double-headed nail already had been invented twenty-three years before.

My father was an oddball and very little honored in his time, which was too bad because he could have stood a little honoring, especially in his later years. (While he was young, his pride sustained him). If he had lived in another time in some place besides a farm in Shiawassee County in Michigan, he might have been an advertising man, and maybe a good one. Except he didn't believe too much in advertising. People who talk back to television commercials have nothing on my father; he used to talk

back to the ads in the Saturday Evening Post.

My father not only didn't believe too much in advertising, he was a lousy consumer. Neilsen would have hated him. He bought hardly anything for himself, and damned little for us, partly because of principle, partly because of no money. He was the most nonmaterialistic man I ever knew. When, one by one, the doors fell off our Model T, he never bothered to replace them (even though he was a doorhanger in an auto body plant). It was easier getting in and out of the car, he said.

My father was also lazy, as oddballs often are, and kept inventing things to make his life easier. (He would have loved inside toilets but never had one in his lifetime).

He got tired of forking beans into little piles and loading them on a wagon by hand, the way it always had been done for a hundred years. So, he invented a way of loading them with a hayloader that cut days off harvesting. The neighbors



GORDON WEBBER is v.p. and director of broadcast commercial production for Benton & Bowles. He joined the agency in 1948, authored the TV series "I Remember Mama" and three published novels, collects old Paekards.

thought it was heretical, but the next year they were doing it too, and they still harvest beans my father's way in that part of Shiawassee County.

He also invented a gadget for his setup jig on the assembly line which let his gang do their job faster and rest a third of the time. When the plant manager discovered it, he put it on all the jigs and cut the piece rate, so everybody ended up working just as hard as before.

My father was also very creative in his handling of horses. When Dick and Nellie were straining up the lane with a great load of hay, hardly able to make it, my father would jump down from the wagon and strain along beside them, coaxing, hollering, urging them on, straining and heaving as though he had a bit in his mouth, too, and was right in the harness with them. A horse would work his heart out for my father.


But he was little honored in his time, for all his creativity (a word he wouldn't know the meaning of) in the little daily things of life. He was respected by his horses, perhaps even honored by them, and a dog or two and a couple of the neighbor's kids. But that was about it. His family was too busy figuring how to become bigger consumers.

It is never easy being an oddball, if you work at it full time, as my father did. You have to be born with the right amount of irreverence for things as they are, and just enough impatience and rage. And a capacity to stand loneliness and abuse. These are highly valuable, if rare, commodities in the advertising business, and they should be cherished whenever and wherever they are found. Oddballism is not tolerated in most business—and can you imagine my father working in a bank?

So this, morning let us honor fathers, perhaps even while they are still living, and the double-headed nail, even though my father didn't invent it.

And the oddballs in our business, the guys who eat lunch alone with a book and sometimes forget to put their belts on in the morning. The guys who invent the ideas and words and pictures that sell goods and help move our economy. ■



**Our daytime line-up is a real blockbuster.
In fact, the most popular daytime program
ever produced, "As the World Turns,"
attracts a larger audience than 36% of
all nighttime programs on the other networks.
We thought you'd get a bang out of this.
CBS Television Network **

Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Average Audience, regular programs, 7am-6pm, Monday-Friday, and 6-11pm, seven nights, October 1963-January 1, 1964)

SPONSOR-SCOPE

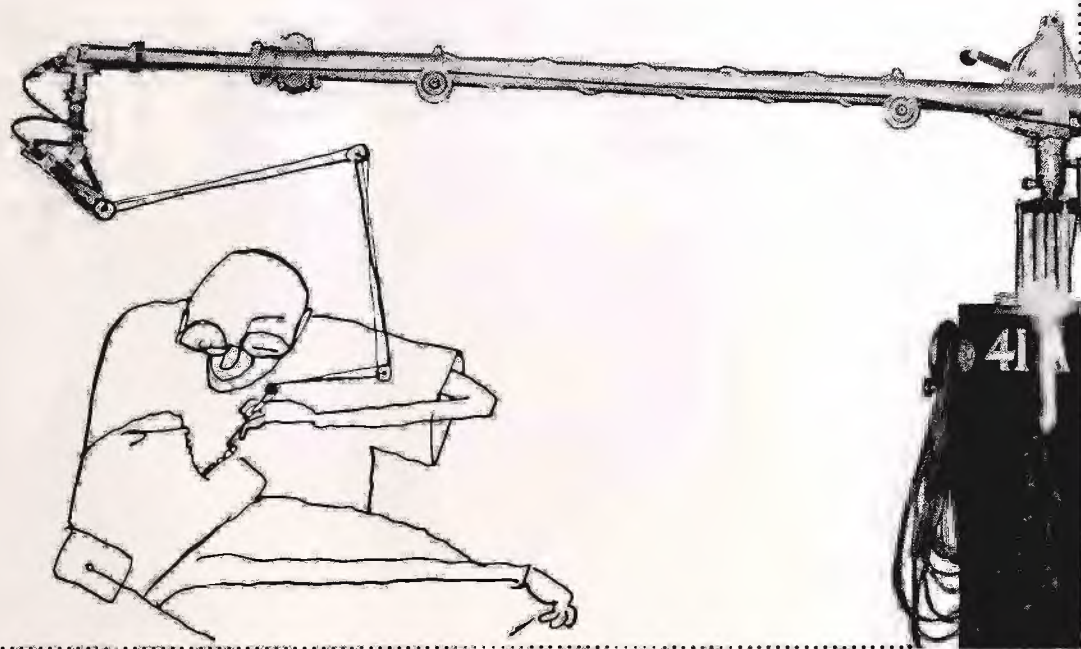
Plans apparently dropped for NBC's telecasting of major league baseball games in prime time on full network weekday nights this season. This is evident in announcement by web that it has set up its eighth straight year of "Major League Baseball" telecasts on Saturdays and Sundays, from weekend of Apr. 18-19 through that of Oct. 3-4, except for preemptions during season for golf and NCAA football. Telecasts will be coast-to-coast on 25 weekends, with blackouts by stations in American and National league markets and other areas restricted by agreement with teams in both leagues. NBC previously had been reported seeking to set up schedule of major league baseball telecasts on weekday nights. Seven teams are set, including five from last season—Chicago White Sox, Cleveland Indians, Cincinnati Reds, Milwaukee Braves, and Pittsburgh Pirates. Other two, Detroit Tigers and Minnesota Twins, replace San Francisco Giants and Los Angeles Dodgers—both of which have announced agreements to have games this season on pay TV. NBC's selection of teams is expected to add help for some of them stay in the black, noticeably the Tigers, whose attendance dropped some 28.2% in 1963 from '62; Pirates, off 28.1%; Indians, off 21.4%; and Reds, off 12.6%. Other three stayed about the same: White Sox, up 2.4%; Braves, up .8%; and Twins, down 1.8%. Each team receives some \$35,000 per game telecast. Deal for major league baseball adds some hundreds of thousands of dollars to NBC's already astronomical budget, which includes the recently concluded \$36.1-million deal with the American Football League, and \$13,044,000 for NCAA football.

Network radio remains noticeable and puzzling gap as Interpublic Group's latest media forecasts are assimilated. Not published but known to be reason Interpublic omitted network sound from its eight-media predictions: it has found no significant difference in 1962 and 1963 figures, therefore had little to go on in guessing 1964. By contrast, '63-'64 installment in Interpublic's "Decade of Incentive" series looks for growth this year at these rates for other media groups: network TV 7%, spot TV 5%, spot radio 3%, magazines 6%, newspapers 3%, supplements 3%, outdoor 6%, and business papers 7%. In sum, growth points to a \$13.5 billion advertising year for 1964, Interpublic's Marplan researchers say comparing this with their estimate of \$13 billion in all media this year, it's a 4.8% gain over 1962.

The radio puzzler: How does Marplan's relegation of network radio (in effect) to minor media jibe with bullish reports lately by the networks? Are networks giving out reliable figures? Network salespeople themselves testify to enthusiasm and willingness to cooperate in brand-billing reporting projects. Key to the situation probably is Radio Advertising Bureau's project to resume billing reports, which would give researchers comparison data for projections.

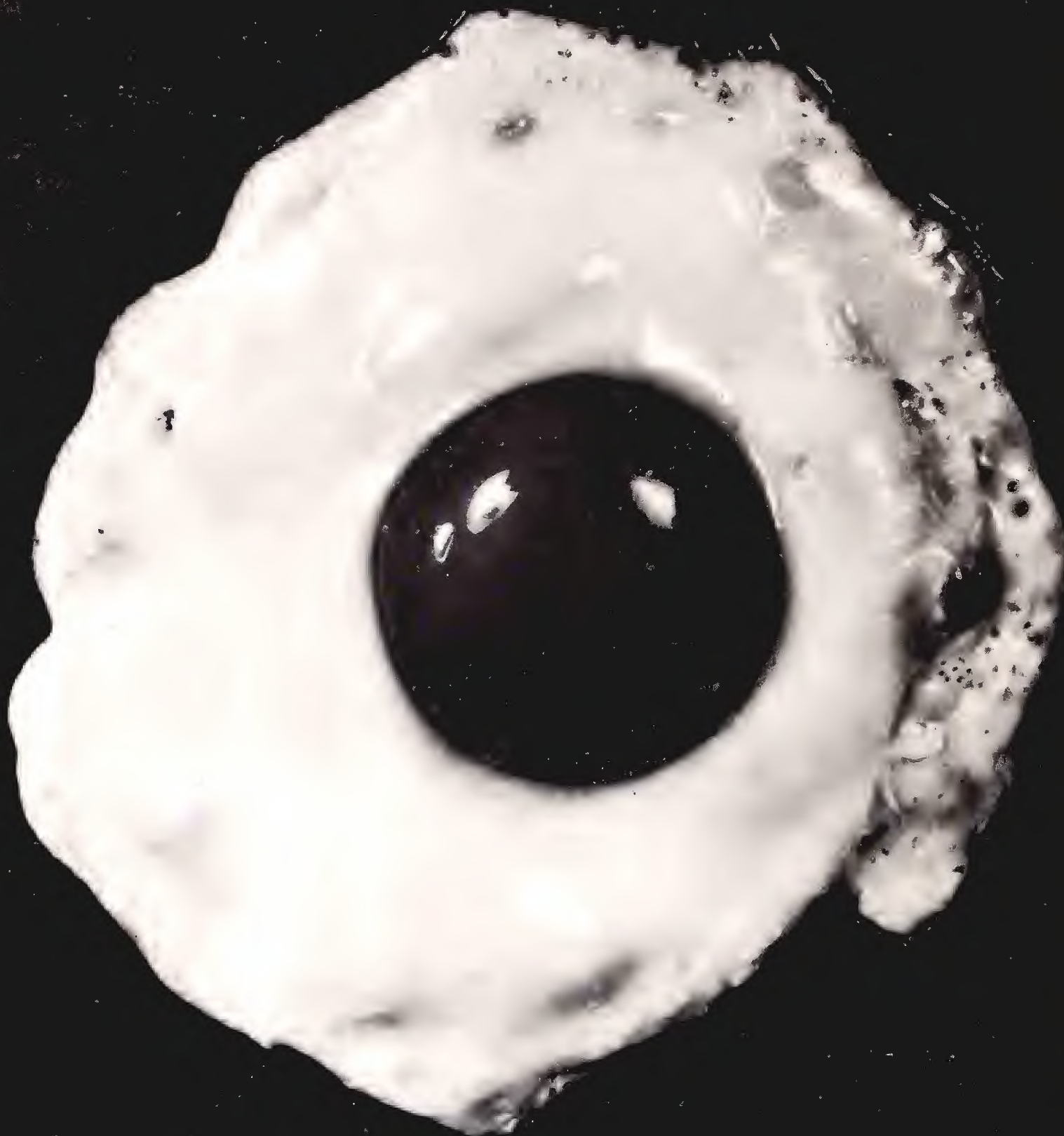
Computers: key to unlocking mysteries of radio program listenership? Sindlinger & Co. late last week announced a revised format for its monthly Network Radio Activity service, which it claims will more accurately report the ratings, shares, and projected figures for back-to-back network programs where these programs have different station lineups and clearances within a 15-minute period. The company, based in Norwood, Pa., says that now, the method of computing all share data has been changed, and, beginning with the November issue of the Sindlinger Network Radio Activity Report, which was held up pending the announced changes, the figures will be strictly on a program basis. Sindlinger said this is made possible through use of the new data processing computer it recently acquired.

Increased competition, plus added expenses for promotion and advertising, nipping profits of The Gillette Co. Although final audited figures on Gillette's 1963 operation won't be released for another two weeks, look for company to report reduction in net earnings from its '62 total. Preliminary figures put company's '63 net earnings after taxes at some \$41,545,000, or \$1.47 per share of common stock. Earnings in 1962 totaled \$45,274,000, or \$1.60 per share. Gillette president Boone Gross has noted that 1963's net sales were highest in company's history, and attributes reduction in net earnings primarily to increased competition in razor blade business in the U.S. and certain foreign countries, higher expenses for advertising and promotion, and increased manufacturing costs. He also sees some of adverse factors continuing to influence net earnings in '64, but feels their effect will become less significant as year progresses.



**At night we're really lowering the boom.
Just to fill you in: of the 40 programs
reaching 10 million or more homes,
we have 21. While the second network
has ten and the third network nine,
we have more than both combined...
and it doesn't hurt a bit.
CBS Television Network ©**

Based on Nielsen Television Index estimates subject to qualifications which the CBS Television Network will supply on request. (NTI Average Audience, regular programs, 6-11pm, seven nights, October 1963-January 1, 1964)



CHARLOTTE IS AN EGG

Metro Charlotte is just the yolk. You get the whole egg — a market 75 miles in diameter — when you buy WBT Radio. The populous Piedmont's top-audience radio station for two decades, only WBT's 50,000 watt signal delivers Charlotte PLUS . . . a market of more than TWO MILLION PEOPLE with \$2½ BILLION in buying power. Your BLAIR man has the WBT story. Egg him on about it!

WBT RADIO CHARLOTTE

Jefferson Standard Broadcasting Company

The ad business & Uncle Sam — economic fencing

Genteel square-off between regulators and regulated at AFA-AAW annual Mid-Winter Legislative Conference as U.S. Chamber of Commerce holds own industry meet

ADVERTISING moved last week to make the most of the moment in Washington.

Sensing a favorable climate in the attitude of President Johnson's administration, the business world is using Washington forums to thresh out basic contradictions between the President's broad economic goals and federal restrictions that block the road to fulfillment.

The Advertising Federation of America and Advertising Assn. of the West moved into the capital several hundred strong to argue their case at the Sixth Annual Mid-Winter Legislative Conference. One day after the admen's intensive two-day lobby began, the U.S. Chamber of Commerce opened its own Washington program that touched on the same sore points of regulation that worry advertisers.

Some of advertising's most practiced persuaders went on the offensive as well as defensive in one-two encounters with the congress and federal agencies. Acting as a body, AFA-AAW delegates passed a resolution urging the Federal Trade Commission to take its coaching from congress and to stay out of economic philosophy.

Taking the offensive on national economics, Marion Harper, Jr., former chairman of the American Assn. of Advertising Agencies and head of the global agency complex, Interpublic Group, laid out a "Marketing Approach to Poverty." A motivational plan to build up low income groups was his presentation at a Congressional Breakfast

last Wednesday, mapping "a kind of Marshall Plan for our own nation."

A. C. Fatt, chairman of Grey Advertising, looked trade regulators in the eye at a panel meeting and asked them "not to derail the business locomotive."

As part of the "dialogue" AFA and AAW are trying to foster with the annual legislative conferences, government gadflies got an opportunity to square off themselves against visiting antagonists. At the same time, admen tried to make the most of their chance in the national ring.

Fatt delivered some sharp blows when he faced the regulator panel: the Federal Trade Commission's Paul Rand Dixon, Federal Communications' E. William Henry, and Winton B. Rankin, assistant commissioner of the Food and Drug Administration.

Calling the government "a house divided" in its approach to business, Fatt said, "The regulatory agencies, in their honest zeal to protect the consumer, actually are hurting the object of their affection by needlessly, and at times capriciously, setting up barricades to impede economic progress—slowing up sales, discouraging innovation... creating uncertainty and uneasiness."

Reminding commissioners of warnings by President Johnson and Sen. Humphrey (D-Minn.) on police-style rule, Fatt told them, "We in the business world, especially those of us in advertising, understand the need for regulations and



regulatory agencies to protect all of us against predatory practices, but we ask that these rules be administered with wisdom, with understanding of the dynamics of the market place and the role advertising plays in it, and not with the attitude of a country constable in a speed trap hoping that some unwary motorist will be caught in it."

In the context of stepped-up production and employment goals, Fatt repeated the Presidential word to regulators:

"A moving and progressive society finds oppressive, distracting, irritating, and ultimately intolerable the heavy hand of complacent and static regulation. . . . We will be attentive to your work. . . . We



Douglas L. Smith, advertising-sales promotion director of S. C. Johnson, chaired a legislative panel presenting three of Congress' busiest gadflies on advertising.

will stand with you to the last when we think you are right. You will know from us first and directly when we think of it otherwise."

Answering agitation by Sen. Philip A. Hart (D-Mich.) for "more and more" consumer protection, Fatt cited legislative research reporting that 33 federal departments and agencies perform activities affecting consumer interests, 296 activities directly or indirectly protect consumers or advance their interests, 64,714 federal employees and nearly \$1 billion annually are used in programs of direct protection and advancement. The billion does not include 135 activities with "indirect" effect on consumer interests.

As he yielded to give regulators their say, Fatt assured them, "I

know that our good friends here agree that there is a unity of purpose between the government and business. I submit, however, that unity of purpose is meaningless unless it is implemented by action in every branch of the government. Unity of action cannot be achieved in a house divided."

Harper, in tendering an advertising assault on the national economic problem, outlined a plan to turn the lowest earning fifth of the nation into a moving economic force. He would offer incentives to families who gear themselves to earn more through training and health measures. Everybody would benefit. "The stake of marketers," Harper noted, "is not simply that a solution will open us a market as large as Canada, Australia, and Venezuela combined, but it is also a stake with equal importance for government and business: It is the potential ability of one-fifth of our people to contribute to a better total life in this country and to share in our assistance abroad. We cannot afford their incapacitation."

Interpublic's chief summarized advertising's contribution: "to continue to develop more and more effective communications for the successful motivation of people; and to assure understanding of advertising's role among government and business leaders who are striving for a faster growing economy. In succeeding, we will have helped millions build far more rewarding lives, and helped relieve society of the burdens of their dependence and stagnation."

While laying out his marketing assault on poverty, Harper dealt with some attitudes on the question. About status symbols in low income groups, specifically TV antennas in slums: There should be controls on how welfare money is spent, but "at the same time we should welcome the sight of television antennas, since they represent aspiration to something better than the squalor of a slum — a reaching out to a world of higher living standards."

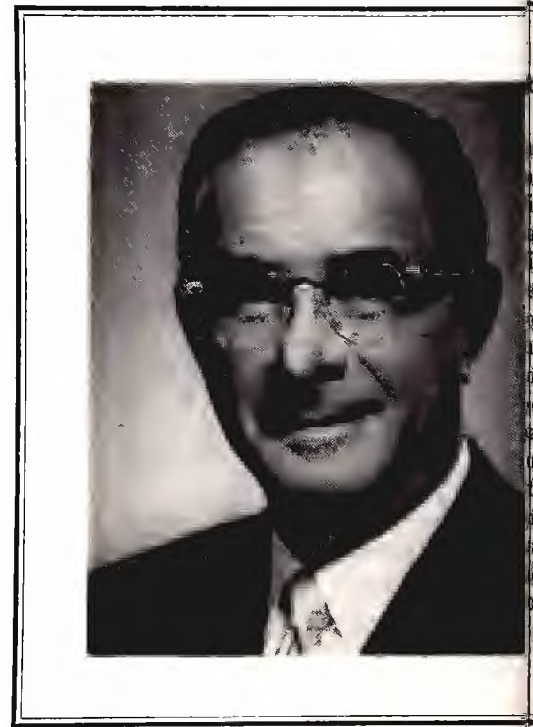
Of the congressional panel moderated by Douglas L. Smith, advertising-sales promotion director of S. C. Johnson, two were busy with legislation and sent assistants. One legislator who showed up was Rep.



Walter Rogers (D-Texas), author of the bill that would forbid the FCC to limit broadcast "commercialization."

"So-called independent regulatory agencies" are over-stepping their authority, Rep. Rogers believes, and "if 'over-commercialization' does exist to a degree requiring broad regulatory action by the government, then persons wishing to make a case on this score" should bring it to congress." The FCC, for its part, should ask for legislation.

A reprise of the cigarette program by Sen. Maurine Neuberger (D-Ore.) was offered by her staff member, Michael Pertschuck. The Neuberger plan covers "hazard"



Breakfast pitch to client who had another a.m. commitment

Probably the world's biggest adman, the chief of Interpublic Group of Companies, Marion Harper, Jr., addressed the AFA-AAW Congressional Breakfast on "The Marketing Implications of Poverty." It was billed as an advertising spokesman's "timely commentary from the business point of view on President Lyndon B. Johnson's program to eliminate poverty." Immediately after the ad breakfast, which had to be delayed a half-hour because of a conflict with the President's Annual Congressional Prayer Breakfast, Harper had his chance for a 20-minute presentation to senators and representatives at 9:30 Wednesday. Then chartered buses whisked members of Congress back to business in the Senate and House Office Buildings, and visiting admen went along to tour Capitol Hill and talk over bills, proposed and pending. AFA and AAUW lost no opportunities to buttonhole lawmakers during Tuesday-Wednesday conference. Local ad clubs lined up Washington representatives in advance for private sessions and these agenda events: two panel sessions Tuesday, one featuring leading members of congressional committees, the other presenting heads of government regulatory agencies; reception Tuesday evening for members of congressional agencies and government agencies; breakfast Wednesday and the Capitol Hill meetings, and finally a joint reception that night with the Chamber of Commerce of the United States for senators and representatives at Washington's Sheraton-Park Hotel. Several hundred agency, advertiser, media, and government conferees were involved.



labeling and advertising, education, research, banning youth appeal, and enabling legislation for the FTC to get restraining orders against advertisers.

Speaking on Fatt's regulatory panel, FTC Chairman Dixon referred only briefly to the topical cigarette issue regarding proposed rules on danger disclosure in labels and ads. He reminded the AFA of its historic role in urging formation of the FTC in 1913 and asked admen to work again to earn and retain consumer approval by enlightened attention to "decent housing, good food, modern schools, rewarding jobs, satisfying leisure time, and a fair deal in the market place. These basic consumer needs de-

serve the support of American business and advertising agencies," Dixon thinks, and "this public service approach is good for the consumer and good for the advertising industry."

Chairman Henry of the FCC served notice that his agency may have dropped rulemaking proceedings, but it hasn't given up on "overcommercialization." His forceful warning: "The *status quo* with respect to overcommercialization will not be tolerated; otherwise we would not have characterized the present situation as a problem."

He noted that "in many cases a certain maliciousness has crept in and the regulators themselves have been obsessed with their own vast power and invented new and different ways to broaden its scope. The best way to stand off the regulators is self-regulation," Rogers advised, and he asked admen to listen to the voice of their audience.

Representing Sen. Hart on the panel, Jerry Cohen of the Senate Judiciary Committee staff conveyed remarks prepared by the senator, author of a "Truth in Packaging" bill that marketers consider dangerously restrictive. Consumers need more facts both in advertising and packaging, Sen. Hart thinks. He voiced a fear, too, that "victory in some types of non-price competition may not go to the firm with the lowest costs or the best product, but to the company that can spend the most on advertising and sales promotion."

He asked for support, saying, "You as advertisers have a large stake in this area of commission interest. For when you are trying to reach an audience to sell a product, and you find yourself sandwiched in with triple spotting, piggy-backing, clutter and confusion, no one — certainly not you, your clients, or the public — is happy. What we propose and all we propose is to bring a little order out of chaos."

Rankin of the Food and Drug Administration explained new drug regulations on ads and labels and went on to reassure agencies worried about criminal lawsuits. There is little likelihood, he thinks, that others will find themselves in the predicament of Kastor, Hilton, Chesley, Clifford & Steers, which was indicted by grand jury last month along with its client, the manufacturer of Regimen. "Practically all of the prescription drugs that are widely advertised have been through the new drug or antibiotic drug clearance procedures of the Food, Drug, and Cosmetic Act," Rankin said.

He offered FDA consultative help, saying, "If you need to prepare copy for a drug that has not been through one of the clearance procedures of the federal law, you may, if you wish, bring or send the copy to FDA with a request for our review and advice. We will be glad to tell you whether, in our opinion, it meets the requirements of the law." ■

U.S. is "house divided"

The government cannot spur the growth of our economy while some officials urge us to move at full speed and others hold the locomotive," warned A. C. Fatt, chairman of Grey Advertising, in opening session on regulation. As panel chairman, Fatt asked federal agencies for references that they were not a governmental "house divided against itself." Reading them of another presidential message, Johnson's reference to "the invariable, heavy hand of regulation," Fatt said businessmen feel the government is far from united in its attitude toward business. He cited "economic barbs" that slow up sales, discourage innovation and venture investments, create uncertainty and uneasiness.

Collins lauds NAB Code "image" role

Broadcasting group's activities, plans for increased self-regulation are probed by president in New York

PRESIDENT LeRoy Collins, NAB's chief spokesman, provided another slant on the let's-keep-government-out-of-broadcasting philosophy which has proved a lively Madison Avenue topic of conversation for many weeks (see story, p. 19).

In New York, Collins addressed an IRTS "Newsmaker" luncheon, and proceeded to make some newsworthy comments, even as NAB took steps to activate a \$100,000 information program aimed at making the public aware of the self-regulatory role of NAB.

The following are excerpts from Collins' February 5 speech:

The TV and Radio Codes

"Our Codes are not mere statements of good intention. In all American business, no industry has developed such a comprehensive and effective self-regulatory program as broadcasting. Certainly their value has been recognized by the FCC. There is little doubt in my judgment that this government agency would have imposed commercial time standards a few weeks back had it not been for these Codes. But we are aware, of course, that they can and should be improved, and I have been very proud of steps we have recently taken to improve them.

"We have new leadership for our Codes — two strong new board chairmen, Elmo Ellis of WSB in Atlanta, and for TV Clair McCollough of the Steinman Stations. We also have a new Code Authority Director, Howard Bell, who brings to this assignment high enthusiasm and great competence. These men will lead — make no mistake about that. I urge you to give them your full cooperation.

"The Code's vitality was never better demonstrated than in the recent meetings of the Code Review Boards.

"The subject of cigarette advertising was faced squarely. A philosophical base was established, and immediate steps were taken including new language in the Television Code providing that care should be exercised in programs so that cigarette smoking is not depicted in a manner so as to impress our youth that it is a desirable habit worthy of imitation. In commercial messages, the Television Code Board has prohibited any impression that smoking promotes health or is important to the personal de-



NAB's Collins talks to IRTS group

velopment of our youth. Further, machinery has been established so that work will continue in this area.

"In television, a tighter definition of multiple product announcements has been written into the Codes, and time standards have been revamped to include a prime time restriction of no more than three consecutive announcements."

NAB's Broadcast Rating Council

"Another example of recent responsible action by broadcasters which has avoided government intervention is the organization of our new Broadcast Rating Council. When serious rating abuses were disclosed by the Congressional committee, chaired by Representative Oren Harris, the ominous clanking of government machinery was heard by all of us. But time,

and freedom to act, still remained, provided we could move rapidly and effectively.

"A Research Committee, under the very able and energetic leadership of Don McGannon of Group W, has in a few short months performed a remarkable job. Under great pressure of time, and with the splendid support of the television networks and many others, a broad program has been developed to assure: (1) accreditation of qualified rating services, (2) adequate auditing to insure reliability, and (3) a continuing research effort to provide improved methodology."

Broadcast advertising problems

"On December 18 last, here in New York, a unique meeting took place. A group sat down around a table committed to explore broadcast advertising problems and opportunities. There were broadcast licensees, network representatives, advertisers, advertising agency people, and representatives from the staffs of NAB, TvB, ANA, and AAAA. Advance skepticism that such a group could work together soon faded. A very candid and constructive discussion took place. The so-called problem of clutter was dissected and talked over with few, if any, holds barred. From that meeting everyone took home something to work on and a warm spirit of cooperative effort.

"Another such meeting will be held on February 12.

"This could turn out to be just another meeting, but I don't think it will. I believe we are on our way to making some important progress on these difficult problems in the solution of which we all have such an important stake.

The renaissance of radio

"In the Sixties there is a strong stirring in radio, a new feel of optimism, a new professional pride in service, a new sense of potential, a determination not to be merely television without pictures, but to be radio with imagination and distinction.

"This is reflected in the NAB themes used in recent years during the observance of National Radio Month: 'Radio, The Heartbeat of Main Street,' 'Radio — The Sound Citizen,' and 'Radio, Your Constant Companion.'"



ARF consultants (l-r): Richard F. Casey, Paul E. J. Gerhold (adviser), E. L. Deckinger

RKO-ARB study out to shake up ratings

Client questions anticipate national, local service for radio with comparative media data from diaries

Now two weeks in the field, a test that started out last fall to be a radio methodology study in one market has turned into a four-part, four-media pilot for national ratings. Its initiators call it the "RKO General-ARB Radio Methodology Study." The Advertising Research Foundation, watching and consulting on the job, calls it "Intermedia Experiment #1 (Detroit)."

More than 1,500 diaries are in Detroit homes now. Before the study is over, it will include 5,000. Two kinds, one for radio and another for radio, TV, magazines, and newspapers, are being tested. Backing up the diaries are the study's other three parts — validation checks by coincidental telephone interviews, comprehensive telephone interviews, and in-home interviews.

Interest by the ad researchers has been reflected in attention the test is getting from broadcast buyers, stations, and networks (who could be customers of a new national service, if ARB's diaries prove themselves.)

To help agency and advertiser observers while the test still is in the tube, RKO-General has prepared a set of "Twenty Questions" and answers about what's underway in Detroit. Here are some excerpts:

• Why is RKO General sponsoring this methodology test? There is

a need for information about radio audiences. American Research Bureau's personal diary appears to be the first really new technique.

• Why the diary? In theory it is in keeping with the way people listen to radio today — as individuals, with most homes owning many receivers, most of them portable. Thus, an individual diary is at least an attempt to "follow" the individual.

• Didn't Nielsen's discontinued method of measuring local radio use a diary? Yes, but it was a family diary affixed to plug-in radios in the home, with no provision for measurement of out-of-home or in-home listening on portable sets. Its use in measuring auto listening was limited to fewer than 2,000 homes coast-to-coast. [EDITOR'S NOTE: An important part of the Nielsen system has been the Recordimeter, an attachment to the receiver which verifies claimed listening and reminds diary-keepers to make their listening entries promptly. ARB's personal diary system has non-mechanical validation checks — see description above.]

• Why did RKO General choose ARB? The diary acknowledges that radio today is a personal medium. It has been partially tested with encouraging results. ARB enjoys broad acceptance as a result of its successful TV service using diaries.

• Why Detroit for the test? It is

a major market in which all media compete for attention. (RKO General operates radio and TV stations there.)

• What is ARF's part in the test? ARF has been hired to oversee the Detroit experiment. ARF's committee is scrutinizing every step. Richard F. Casey, senior vice president, Benton & Bowles, is chairman. Members are Dr. Larry Deckinger, vice president and media director of Grey Advertising, and Arthur Koponen, director of research, Colgate-Palmolive.

• When will results be known? Before summer. [EDITOR'S NOTE: Sponsors of the study might be expected to make a crash effort for something to show broadcasters by convention time in April.]

• Will there be a "rating report"? If so, what will be different? If the test is successful and confirms the diary method, a "rating report" may be issued. Unlike previous ones, the ARB report will be in pocketpiece form and will reflect radio audience estimates not only in the standard metro area but in the TV area associated with Detroit as well. (No magazine or newspaper data is anticipated at this stage.)

• What new types of radio data do you foresee if the test is a success? It would be possible to produce weekly cume data for specific radio spot schedules for the first time based on total listening within a metro area or the TV market area. Direct comparisons between radio and TV schedules would be possible, as would all-media comparisons if the all-media diary succeeds.



ARF consultant Arthur Koponen (left) Foundation President Alcuin Lehman

Champlin Oil renews documentary TV series

WKY-TV's locally produced series judged a solid winner by Oklahoma viewers and Champlin Oil, its sponsor

THE *Oklahoma Heritage* series produced by WKY-TV Oklahoma City has not only convinced its sponsor — Champlin Oil & Refining — that it's a worthwhile and popular public service venture, but has hiked sales and attracted new customers to the Champlin fold. Champlin recently put its praise of the locally produced program on the line by signing contracts for renewal of the series for 1964. Said E. R. Gaines, marketing and advertising head of the company: "It should be evident from our renewal that the *Heritage* series has been a most successful program for Champlin this past year, not only as a public service offering but from a sales standpoint as well."

During the past 12 months, Champlin has presented 12 WKY-TV-produced programs, each dealing with an event or person famous in Oklahoma history. The programs covered such subjects as *Pioneer Painter*, the story of Augusta Metcalfe, an Oklahoma pioneer woman who without formal art training captured the spirit of the early West on canvas. Today her oils and sketches are nationally known. Another program, *The Story of Wiley Post*, told of the man whose pioneering efforts in aviation helped open the skies to the development of modern aviation. *The Fighting 45th* was a two-part effort about Oklahoma's famous Thunderbird Division. Four major national awards were won by programs in this series.

A major contributing factor to the success of the series was Champlin's merchandising activities at the retail service station level. Whenever the program's subject matter lent itself to these promotional activities, Champlin went all out. To merchandise *The Story of Wiley Post*, for example, Champlin's

agency, Tracy-Locke of Dallas, arranged for the purchase of 5,000 models of Post's airplane, the Winnie Mae. These were put on sale at Champlin service stations for 29¢ each, with no gasoline or oil purchases necessary. The response was overwhelming. Dealers were sold out of the planes within a few days, and rush orders were placed with the manufacturer for additional supplies. Approximately 40,000 model planes were sold during the campaign.

Also successful was the promotion for *The Fighting 45th*. Models of LST's similar to the ones used by the 45th Division were put on sale at Champlin stations, and again the response was beyond expectations. According to Champlin's agency, these are among the most successful promotions the company ever conducted in Oklahoma. WKY-TV spot checked Champlin stations in Oklahoma City, found the dealers reported increased gallonage as well as new customers.

As for commercials on the programs, Champlin used two types, one of an institutional nature tying into program content — this taped in the WKY-TV studios — and the other a "selling" commercial filmed on location by the agency. Larry DuPont, Tracy-Locke executive, is the TV spokesman for Champlin.

For 1964, the scope of the *Heritage* series is expanding, and the series has a new name. Since the subject matter has dealt with Oklahoma, the series was known as *Oklahoma Heritage*. Because Champlin markets its products throughout the Great Plains area, and is entering other markets with the program, the name of the series has now been changed to *Heritage of the Great Plains*, a closer tie to the company slogan, "Champlin—A Great Name in the Great Plains." ■



Left at signing of "Heritage" renewal contract: E. R. Gaines, marketing and advertising head of Champlin Oil & Refining; Jerry Powell, writer; Gene Allen, writer.

CHAMPLIN GOES ALL OUT TO PROMOTE SERIES

Champlin seizes the opportunity to tie in promotional activities with "Oklahoma Heritage" whenever possible. Prior to airing "Pioneer Painter," for example, WKY-TV arranged an exhibit of approximately 100 Augusta Metcalfe's paintings in display windows busy Penn Square, later used the same prominent location plus Penn Square market for exhibits and armament furnished by the 45th Division for two weeks before and during the series' "Fighting 45th" program. These and other "Heritage" promotions have met with much success.



Director: E. R. Gaines, Champlin Oil marketing & adv. mgr.; Norman Champlin's ad agency, Tracy-Locke, films product commercial on WKY-TV r.p.; and Larry DuPont, Tracy-Locke ad agency location. Firm's institutional spots are taped in WKY-TV studios



"Heritage" pioneer painter Augusta Metcalfe at window display; Army's 45th Division armament for "Fighting 45th" promotion



Jack Minges (c), president of Pepsi Cola Bottling Co. of Greenville, N.C., is given award by Pepsi Cola Co. r.p. D. Mitch Cox for leading all of company's bottlers throughout world in per capita sales. Observing is Dr. Leo Jenkins, pres., East Carolina College

World's top Pepsi distributor lays success at feet of TV

THE Pepsi Cola Bottling Co. of Greenville, N. C., has been cited for attaining the highest per capita sale of Pepsi in the world in competition with 104 other countries . . . and Jack Minges, president and treasurer of the firm, credits his television advertising for a large part of his success.

"We have a very large ad budget," says Minges, "and 50% of it goes into our two local North Carolina stations, WITN Washington and WNCT Greenville. Shortly after we went on TV for the first time, we had so much business we opened another plant in Kinston."

D. Mitch Cox, vice president of the Pepsi Cola Co., says: "The strength of Pepsi's marketing is in its advertising, promotion, and public relations, and Jack Minges has proved to be an expert in his use of all these tools. His use of television advertising has especially increased his sales. Pepsi distributors, in general, depend very heavily upon TV, and Minges in particular. It is one of the primary reasons he has become the world's highest per capita distributor of Pepsi Cola.

The Greenville bottler's schedule on WITN is an example of the successful formula he uses. Appreciative of the umbrella effect of the parent company's advertising,

Minges places 11 TV spots a week on WITN, with a sustaining agreement to purchase all chainbreaks available in the World Series, All Star games, and other special events. In addition, he usually picks up one quarter of the baseball games fed to WITN by NBC.

Being No. 1 Pepsi distributor in the world would be enough to satisfy most bottlers, but Minges feels, "We haven't even begun to realize our potential. Through our WITN advertising we want to educate people to drink Pepsi with meals and at any other time of the day. The only reason that families drink other beverages is because they were taught to, and we want to change this. You might say we are coming in the back door, through the picnic tables, but we'll keep talking Pepsi on TV until our full market potential is realized."

The Pepsi Cola Bottling Co. of Greenville is one of three family-owned companies which have a record of success that is almost impossible to break. The plant in Kinston, of which Minges is vice president and secretary, is No. 2 in the highest per capita sales in the world. The plant in New Bern, of which Minges is a trust officer, was No. 3. Minges' brothers run the other two plants. ■

Studebaker ups Durish to automotive ad mgr.

Paul H. Durish has been appointed director of advertising for Studebaker's automotive division, directly responsible for all phases of the division's merchandising — especially that which involves sales promotion and advertising.



Durish

He assumes his new post after having served the company as manager of advertising, sales promotion, and public relations for Studebaker of Canada, and retains the latter responsibilities in addition to taking on similar duties for Mercedes-Benz of Canada.

One of Durish's first moves was to announce that Studebaker has purchased quarter- sponsorship of The Ed Sullivan Show on the CBC-TV network in Canada.

Drackett net up 21% as 1/4 sales rise 12%

The Drackett Co. and subsidiaries in the first fiscal quarter of 1963-64 showed a 21% gain in net profits and a rise of 12% in sales, Roger Drackett, president, told the annual meeting of shareholders who re-elected all directors.

Net earnings for the quarter ended Dec. 31, were \$1,014,000, compared with \$830,000 in the like quarter last fiscal year. This was equal to 35 cents a share on the 2,906,734 shares outstanding, against 29 cents a share on the 2,902,987 shares at the end of the same quarter a year ago.

Sales in the first quarter were \$12,708,000, against \$11,346,000 in the like quarter a year ago.

"The company," president Drackett told shareholders, "repaid one half of the \$5 million borrowed in 1962 to help finance the acquisition of the O'Cedar business.

The board elected Steward McMakin, former treasurer, assistant vice president in charge of employee benefit programs. E. J. Beyersdorfer, former assistant treasurer, was elected treasurer.

What's up in New York? WABC-TV!

UP
104%

The Big News
(6:30 p.m. Mon. thru Fri.)



UP
40%

7 O'Clock Shows
(Mon. thru Fri.)



UP
29%

Best of Broadway
(Sun. thru Sat.)



UP
133%

The Big Show
(Mon. thru Fri.)



Gen. Foods 'Archways' a 'Fair' ad medium

GENERAL FOODS is placing some \$2.5 million into a new medium which will provide corporate advertising for the company and all its divisions, in addition to promoting a theme, "Peace Through Understanding." The medium—11 "Archways to Understanding." The occasion — The 1964-'65 New York World's Fair.

Conceived for the Fair by General Foods and Benton & Bowles, the project is being underwritten by GF as a public service and is expected to be in operation by Apr. 1. The "Archways," each towering 60 feet above entrances and strategic intersections on the fairgrounds, will have display panels carrying continuous news of special Fair events; current news, weather reports, and traffic conditions; other public service messages; and pictorial coverage of Fair activities.

The photo panels in each "Archway" will carry pictures of GF products eight minutes of every hour.

The units—both message and photo—will be in operation at least 12 hours a day, seven days a week, from Apr. 22-Oct. 18 this year, and from Apr. 21-Oct. 17 in 1965. Product references will be confined to 30 seconds duration.

GF chairman Charles G. Mortimer pointed out that as his company was a "profit-minded" organization, the value of the project was "carefully measured" before General Foods contracted for its sponsorship. It was also noted that the various GF brands will most likely use the project in upcoming advertising, and it was stressed that the company's outlay for the "Archways" wouldn't necessarily cut into General Foods' overall ad budget.

In addition to Benton & Bowles, three other agencies — Young & Rubicam, Foote, Cone & Belding, and Ogilvy Benson & Mather—have undertaken special Fair assignments for GF divisions they represent. ■

Higher 6-month sales by Richardson-Merrell

Consolidated sales of Richardson-Merrell, Inc., including its Vick Chemical Co., division, for the first six months of the 1963-'64 fiscal year were \$92,227,000—an increase of 2.5 per cent over \$89,962,000 for the same period last year, announces H. R. Marschalk, president of the diversified drug firm.

Earnings after adjustment for foreign operations were \$10,492,000, compared with \$11,011,000 last year. Earnings per share for six months were \$1.81, compared with \$1.88 last year.

Vick Chemical division introduced new *MediMist*, a decongestant aerosol room spray, in Canada in the fall of 1963, and Vick International division introduced the same product in Australia and is test marketing it in Germany. Vick International also introduced a new cough drop in Germany that is based on the successful *Formula 44* cough syrup.

Last October, Richardson-Merrell acquired *Diger-Selz*, an effervescent powder to aid digestion. This Italian product has achieved excellent consumer acceptance in central Italy, said Marschalk, and distribution will be expanded throughout Italy and possibly to other markets in Europe and elsewhere.

The acquisition of Gascoigne-Crowther Ltd. of Reading, England, on Dec. 31 also was announced. The principal product of the company is *Napisan*—a powder used by mothers to wash and sterilize diapers. This and other baby care products of Gascoigne-Crowther Ltd. will be closely integrated with the products of Milton Antiseptic Ltd., a British company acquired by Richardson-Merrell in 1958. The present primary marketing area of *Napisan* is the United Kingdom, but plans are being developed to extend distribution to other international markets.

Parkhurst Schick v. p.

Leslie Parkhurst, former president of American Safety Razor, and assistant to the president of Schick since early last year, has been elected vice president-marketing of Schick. He succeeds C. C. Mendler, now vice president, of Hamilton Cosco.

Apples for teacher



Fourth-grader Bobby Boyd presents apple to his teacher, Elizabeth Wingo, after winning two boxes of them in WTAR (Norfolk) contest, which asked school children to nominate their favorite teachers. Left is Arthur Gray, manager of a local A & P, and Paul Hennings, WTAR personality. During the seven-week promotion, 600 letters were received by the station, and 35 winners were awarded 70 boxes of apples

WABC-TV is up in New York!

Here's why:

The spectacular ratings increases of the shows mentioned on the preceding four pages give you a pretty clear notion of what's been happening at WABC-TV during the past year.

Why are so many more viewers watching WABC-TV? Obviously, they like what they see on Channel 7. Programs like The Big Show, The Big News, 7 O'clock Show and The Best of Broadway are what the public looks for and likes.

WABC-TV offers a balanced schedule of entertainment, news and informative public affairs programming to the people who live in the many communities that make up the greater New York metropolitan area. Like every good citizen of these communities, WABC-TV takes an active interest in community affairs. Programs such as New York, New York...Page One...The Les Crane Show...Editorial Opinion deal specifically and significantly with New York area projects and problems.

A dynamic interest in public affairs, popular entertainment and news programs and the exciting new shows of the ABC Television Network are among the reasons WABC-TV is moving up fast in New York.

WABC-TV NEW YORK 

The data used herein are estimates from the October-November ARB 1963 vs. 1962. They are subject to limitations of sample size and other qualifications which are available on request.

More shops will go public: Cone

First to brave the fickle financial world of public ownership, FC&B's head thinks other agencies will follow, sees it as solution to fiscal dilemmas

THE MAN who pioneered public ownership of advertising agencies predicts that perhaps six more shops will offer their stock for sale this year.

Fairfax Cone, in addition to paving the public ownership route, has unofficially undertaken to help educate investors and other agencies on this new business breakthrough. And, of course, all interested eyes follow the over-the-counter quotations, making Foote, Cone & Belding a show window experiment in fiscal management.

Cone, executive committee chairman of the agency that went public last fall, has reassurance for anyone worried about agency profits from two standpoints: 1) the effect of account switches on agency stock, and 2) how increasing ad volume affects consumer "resistance."

On the first point, skeptics, who

thought the agency business too unstable for public ownership, seem to have been wrong, at least so far as FC&B can chart to date. As Cone told a Chicago radio audience, fluctuations in the price of the stock seem to bear no relation to gains and losses in billings. He was guest on the third in a new WGN series called, *The World of Advertising*, hosted by George Lazarus and sponsored by North American Van Lines (E. H. Russell, McCloskey).

"Shortly after the stock was sold, we were assigned two quite large accounts, totaling about \$10 million annually," he said. "And the stock didn't move at all, not a quarter or an eighth of a point . . . We thought this was odd. . . . I hope that it works the same way on that day when we lose an account that is worth \$7 or 8 million."

Investors, other interested agencies, and FC&B had an opportunity

to study that very situation, on a somewhat smaller scale, just two weeks ago when Lever Bros. pulled out some \$2 million in billings because of a product conflicts (SPONSOR, Feb. 3). The stock held its own around 14 in the period immediately following the loss, and a few days later went up to 14%.

There was also an upswing in stock after Cone and other FC&B executives addressed the New York Investment Analysts and answered questions on agency operation. This suggests, Cone told Lazarus, that as the public comes to know more about the business, it will be a more attractive investment.


Discussing the motivations for public ownership from the agency's point of view, Cone felt it had two definite advantages.

"In the case of almost all agencies," he said, "there is an agreement on the part of stockholders to offer their stock back to the company in the event of their retirement or leaving." Foote, Cone & Belding, for instance, was faced with a situation where a dozen members of the firm who controlled the bulk of the stock were all nearing the time of retirement. "The obligation on the part of the company to repurchase their stock would have been such as to impair the company's financial resources."

"A second reason agencies would like to be public, and also a major motivating factor for FC&B, is the benefits it offers to employees. When there is not a public offering, in most cases stock is traded at book value. This gives long-time employees, if you please, no opportunity to profit from the business they have built. Once they leave, their participation is gone."

Possible over-exposure to advertising messages is another economic fear that Cone pooh-poohs.

Troubled by estimates that thousands of messages are beamed at the consumer every day, Lazarus queried Cone on the effects of ever-increasing advertising expenditures. Cone noted that of all the media messages seen and heard, "we are really only affected by those that have some message for us. If you don't smoke, cigarette advertising has no effect on you," he concluded. ■



A major shareholder

Fairfax Cone, chairman of the executive committee of Foote, Cone & Belding, oversees one of the six biggest agencies in the world. In 1963 it billed \$155 million, picked up about \$10 million more for '64, and made big news as the first major advertising agency to offer its stock to the public. A few have followed, but it is FC&B which the financial world is watching and which may influence the future business structure of U. S. agencies.

THEY LAUGHED WHEN WE SAT DOWN AND COMBINED RADIO AND TELEVISION...

Our broadcast operations are unique. Our personalities appear on both KRNT Radio and KRNT-TV. Most of our executives and staff work in both areas of operation, and our salesmen — and this sort of knocks people out — our salesmen sell both radio and television. To our way of thinking, radio and television go together like ham and eggs. In our sales department, it's like the song, "Love and Marriage" — our salesmen can't have one without the other.

MEDIA MIX HERE SINCE 1955

The result of this philosophy of operation has been a media mix of radio and television. They're in love with each other, and our clients are in love with them. The union has resulted in an amazing number of satisfied long-term advertisers. We do nearly $\frac{3}{4}$ of all local television business in this three-station market, and always have since the inception of our TV station 9 years ago. We generally do around half of the total local radio business in this market of six AM radio stations!

Now, this is not because our salesmen are so good, although they are smart, sharp advertising men. It's because they sell broadcast advertising that is good, and here's one of the factors that make it good: They sell the same personalities on both radio and TV.

Some of our advertisers say that personalities well-known on TV are the best thing a radio station can have to sell, and if you think about it, this makes sense. There is a factor involved, called Inter-Media Motivation, which makes it true. All our people are seen regularly on our television station; radio listeners really **know** the person that goes with the voice. There are more widely known personalities on KRNT Radio than on all other local radio stations combined.

RADIO IMPORTANT TO TV PERSONALITIES

They say that personalities who are heard regularly and continuously on radio are the best thing a TV station can have to sell — same Inter-Media Motivation Factor again. These advertisers have been dem-

onstrating the effectiveness of this philosophy since the start of our television operation 9 years ago. They believe, and their sales prove it, that this KRNT Radio - KRNT-TV media mix is the most all-reaching, most constantly persuasive, most memorable, the surest way to advertising profit known hereabouts. We know of quite a few national advertisers who now believe this, also.

YOU'LL GET RESULTS USING BOTH

If you aspire to sell as if you really owned the products you advertise — if you think of yourself as having a big inventory and having to move it quickly at a profit — then you will want to give careful thought to this most all-reaching, this quickest, surest way to advertising effectiveness, as so many of these local advertisers have done.

The media mix of KRNT Radio and KRNT-TV — served up by the best-known personalities in this part of the country, in an atmosphere of friendliness and warmth, and heavily cross-promoted over these two outstanding broadcast facilities — will get you the results you must have in this competitive market place.

We believe without reservation that the most powerful media mix is radio and television and that, in our case, where radio and television are so married to each other, KRNT Broadcasting offers you your best media buy. Out here in the center of Iowa and the U.S.A., we're demonstrating a great truth. You can't beat advertising results. We sell sales.

KRNT KRNT-TV

DES MOINES

*An Operation of Cowles Magazines
and Broadcasting, Inc.*

REPRESENTED BY THE KATZ AGENCY, INC.

Idea cross-breeding freshens agency stock

AGENCIES are feeding their idea mills with outside talent. Examples of the clinic-conference device for fact-swapping are appearing in the east and midwest.

In New York, West, Weir & Bartell (merged from the old Donahue & Coe and Ellington agencies) has started monthly "creative clinics." In Dayton, Willis/Case/Harwood is holding weekly "coffee conferences."

WWB's Walter Weir, executive committee chairman, told his copy and art personnel, "We have made exceptional creative work the keystone for our growth. We hope to effect this through . . . exposure at these meetings to the latest findings of copy research, to new techniques of communication, and through discussions relating to the creation of the most effective advertising." Clients are invited, too, to hear

guest experts and discuss communications research by the agency's own staff.

Paul Willis, president of the Dayton agency, calls the WCH sessions weekly fact-finding conferences. Transcripts, issued after each session, are available to all interested advertisers.

Market orientation on syndicated film is offered in the first "Coffee Conference Report," featuring Don Dahlman, sales manager of WLWD, Dayton, formerly with Ziv and United Artists TV.

Describing the shrinking supply of first-run syndicated programming, Dahlman predicted the pendulum would shift again. Syndicated shows are good for advertisers "concerned with strong advertising and with an image," he pointed out at the WCH conference.

Streamlined spot tape investigated by Ampex

Ampex is looking at ways to streamline recording-playback systems for radio commercials and hopes to report on its research by April.

The study resulted from agency and broadcaster requests, C. Gus Grant said in Redwood City, Calif. Referring to controversy over cartridge systems, he said Ampex now is investigating both cartridge and other methods in an attempt to reconcile convenience with sound and operational quality. Ampex heretofore has found only reel-to-reel equipment up to reproduction and reliability standards of commercial work.

RX for tired ad copy: human sympathy—Weir

The "amazing, new" school of copywriters is condemned to the rank of ineffectuals by an elder craftsman of the business, Walter Weir, executive committee chairman of West, Weir & Bartel, New York.

Addressing the Assn. of Industrial Advertisers last week, he said the ad writer is "more careless than almost any other communicator. . . . He tends to write advertising messages that sound as advertising messages have sounded for years, and sound like all other advertising messages that appear with them."

To improve as a communicator, the writer must improve himself as a sympathetic human being, Weir advised. "If we think in terms of 'advertising' to somebody, we will tend to come up with all the tired advertising language and rhetorical stratagems that have become the impedimenta of advertising over the years."

"There is one discipline I think we can employ to good effect, and that is a more careful use of the tools by which we think—the words we use," writer Weir counsels.

Weir's golden rule for good copy: "We speak to others as we would speak to ourselves. . . . Once the attitude is right, the right and most effective language is most likely to follow. If anybody wants to write—or to judge really effective advertising—this, I believe, is the only way to do it."

Analyzing new TV talent rates



More than 80 TV and radio directors from advertising agencies in St. Louis, Chicago, and Minneapolis recently attended talent union seminar sponsored by 4A's Chicago Council, to hear panel analyze new TV rates negotiated with AFTRA and SAG by Joint Negotiating Committee of ANA-4A Joint Committee on Broadcast Talent Union Relations. Panelists, all members of Joint Committee, were (l-r) David Dole of Leo Burnett Company, Chicago; Marion Preston of J. Walter Thompson Company, N. Y., vice chairman of the committee; Harold J. Saz, Ted Bates & Co., N. Y. chairman; Vincent Connelly, Dancer-Fitzgerald-Sample, N. Y.

MAXIMUM RESPONSE

—that's advertising efficiency



WBAL-TV₁₃ BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

TV buyer's motto: improve the buy!

DCS&S's Marty Herbst discusses that important step beyond the tv spot buy — improving the schedule — in part six of a series of articles by agency experts

IN TODAY'S increasingly complex media world the planning function has virtually displaced the actual buying function for most media forms. The important question has become "what list of magazines should I use with what frequency," or "what combination of television

programs best meets the needs of this product." Of secondary and often only passing clerical interest is the actual placement, or buying, of the schedule in these national media.

With more and more available media choices and shrinking individual differences, it has become increasingly difficult to discriminate between alternate media vehicles and then build a sound media plan that will most effectively combine all the alternatives. Much of today's creative media energies are really devoted to developing systems that will allow the agency and advertiser to readily integrate various combinations of media for a given product situation. Once these elements have been assembled and the plan is implemented, there is generally very little more than can be done.

There is only one basic exception to this media structure—it is *spot television*. Here the professional buyer is in a position to do actually something about improving advertising effectiveness even after the commercials have been aired.

For the spot television medium alone, buying is on a par with planning. This article will demonstrate the significance of the buying function in a leading agency through both placement of the spot schedule in the markets and also subsequent *improvement* of that schedule affected by the buying professional.

Before placing his advertising bets on specific stations, a buyer starts with four elements: he has a budget, a market, plan of action,

and very little time. The significance of the last factor cannot be exaggerated. Buyers often place schedules in 10, 20, 50 or 100 markets within a period of days or a few weeks. Often there is simply a race against time to filter all the availabilities from the markets on the list, see how they fit into the budget and the restrictions of the plan, and then mechanically select the best. Then the ponderous estimating function steps in to let the buyer know where he is right down to the last penny (which figure will later be revised several times), and subsequently to start the accounting wheels in their never ending cycle of paying the station and billing the client.

These operations, complete with an unending stream of paper work, are what often make spot television buying frowned upon as a costly medium to handle for many agencies. This slow and cumbersome method of estimating is one of the principle areas where effective streamlining can be implemented.

DCSS has a computer program in operation which produces spot television estimates overnight. The agency currently uses the computer in this fashion through the CMB (Central Media Bureau) for a major \$2 million dollar spot advertiser. The overnight estimate produced by this system climaxes two years of CMB work in first writing a single unified program that depicts the varied, uncoordinated rates of some 540 commercial television stations; and second by an additional year of DCSS, CMB efforts to bring this program into practical grips with the specific realities of client problems. In the future this program will be extended to include billing and paying and, more important, to increase further the purchased share of the best television spots available. The computer will save substantial amounts of time by arranging and ranking all available spots separately and in combination according to predetermined marketing characteristics. For one advertiser these rankings may simply be a cost-per-thousand homes without any restrictions; for another it may be cost-per-thousand men age 18-39 with consideration given only to those spots delivering at least a 12 rating in early evening,



MARTY HERBST

Director of media research and coordinator of computer control section at Doherty, Clifford, Steers & Shenfield in New York, he was formerly media supervisor with Donahue & Coe, where he created and directed the media research department. Before that, was in charge of radio-tv research at BBDO, was special analyst for P&G at Biow

If you lived in San Francisco...



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

THE EASY WAY!



You don't have to fumble through a lot of rate cards to blanket the Sioux Falls-98 County Market. One television facility, *KELO-LAND TV*, blankets it all! Our three interconnected transmitters, operating as one station, gives you full market coverage, more than 284,000 tv homes — *simultaneously!* In fact, so effective is *KELO-LAND TV* as an audience builder, it delivers 25.7% more tv homes than the highest-rated station in Omaha, 31.7% more than Des Moines' top station, 26.7% more than Duluth's.

Source: ARB Audience Summaries, Nov. 1963, 9 a.m. to midnight, 7 days a week. This data submitted as estimates not exact measurements.

Sioux Falls—98-County Market—Intact!

KELO^{TV} LAND
 CBS • ABC
 KELO-tv • KDLO-tv • KPLO-tv
 (interconnected)
 JOE FLOYD, President
 Evans Nord, Executive Vice-Pres. & Gen. Mgr.
 Larry Bentson, Vice-Pres.
 Represented nationally by H-R
 In Minneapolis by Wayne Evans
 General Offices: Sioux Falls, S. D.

syndicated or feature films. The elimination of the cumbersome volume of computational work involved in arranging the spots will permit the media supervisor and the buyer adequate time to plan properly for the initial placement of spots in a market.

Spot television is very often a six-month business running from October through March. Buyers who desire to implement Fall schedules must rely on last season's track record. As this very often is of limited value in reflecting the performance of new programing entries, we see another important reason for cutting down the time of placing the schedule in the market so that a tighter, more realistic spot plan can be thought out in advance and then purchased.

Of the four significant items in the initial placement of spot schedules, we have shown how we plan to shorten the time lag, reduce budget problems through the use of the computer, and thereby introduce a higher order of planning in the initial placement of spots.

The same organized approach is brought to bear on the market list itself. The agency has evolved an unusual technique for ferreting out potential growth areas, and thereby reducing the two to three-year time deficiency inherent in using published statistical data as a barometer of future potential. Markets designated with unusual growth attributes thereby become more important to most advertisers and are labeled "Advanced Markets." The agency has instituted procedures where systematic data-gathering is undertaken periodically in designated markets either by letter, where possible, or by field trips, when necessary.

Schedule improvements

After the buy has been executed in the market, it can be improved. While this statement sounds simple and almost axiomatic it is unique to the spot television medium. With a network program, all an advertiser can do after the commitment is made is add or delete a few stations, and on rare occasions effect a time period change. Both of these actions are virtually impossible with the bulk of today's network buying which is in the form of package or

scatter plans. Of course the advertiser can move to other programs, but this is really an overall *new* buy, and does not represent an improvement of an existing situation.

The same holds true for a magazine; all that can be done after the buy is made, is pull out of one magazine and go into another.

With newspapers, you are either in a given newspaper or you are not; and as most markets have but a single paper, this is simply an "either/or" decision made in advance.

Spot radio is somewhat akin to spot television; however, in radio the entire station or large chunks



Marty Herbst and media & programming

of time are programed according to a single format.

But only in spot television, is the unit of variation the given program in a single time period on a single station. In a good many cases the spot buyer may be examining, for example, prime 20's during the half-hour break in *Bonanza* as a possible vehicle in several different markets. However, its local performance and environment will generally be different in going from one market to another, and follows the above statement on spot television. That is why utilizing a professional buyer of spot television will ultimately pay off for an advertiser. This buy-

er's more complete knowledge of the medium will allow him to improve a given spot schedule to a far greater degree than the novice. The professional buyer can bring to bear all the tools at his disposal, including knowledge of markets, client's problems, and the ability to negotiate. These are the factors that cannot be readily mechanized or put on a computer even though attempts are being made to do so.

In many other large agencies, schedule improvement is executed in a simple, mechanical fashion that is undifferentiated from the rules utilized by those agencies in the initial placement of the schedule.

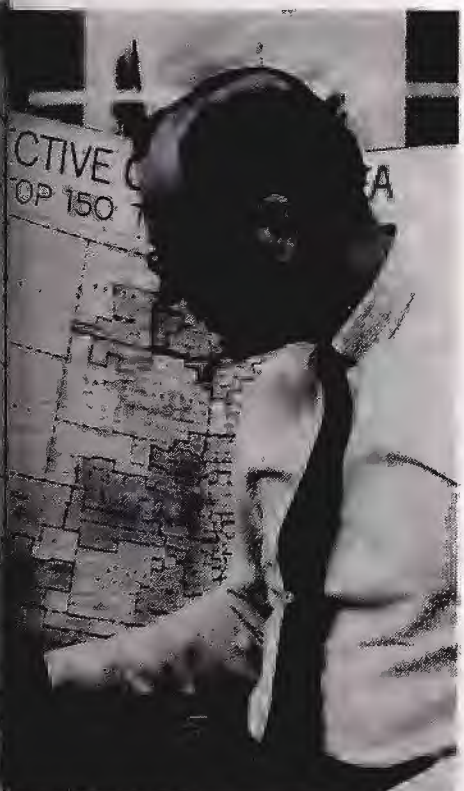
ence and judgment in what is perhaps their most important function—the continual up-grading of the advertiser's schedules in all markets. Often this will produce increased budgets which benefit the client, the agency, and the stations involved. The professional buyer does not look at the markets in isolation, he examines the play between them. When necessary he will demonstrate to the advertiser, for example, that the currently used Boston market covers part of the Portland, Me., area, and why not then add Portland with only a slight increase in the budget, and thereby provide more efficient, equitable media weight in the entire New England sales territory. Or, this buyer may observe that there is a clustering of small television markets in the south which fall just beyond the limits of his market list by virtue of their size. Yet the south, in general, may be a good sales area, and the addition of these smaller markets to the market list will generate profitable new business for all concerned.

Another criterion lies in comparing the performance of the DCSS spot buyers with that achieved in other agencies with whom we share a common client. By the simplest yardstick—cost-per-thousand—we find that our spots are 10% to 15% more efficient than those attained by the other agencies. The station reps bear this out when they tell us how easy their lives are at other large shops that practice this mechanized kind of buying. All they have to do is learn the agency rules and they will automatically get the business. Conversely, we rely on the spot television buyer to use his professional judgment in continually improving and negotiating for superior schedules. That is perhaps our fundamental responsibility in the placement of spot television dollars. Here the buyer and seller develop a mutual respect for each other, secure in the knowledge that they must give to the other the very best each has to offer.

We will look everlastingly for new techniques to give our buyers more time to properly place schedules in the advertising market place, and we will continue to maintain the proper atmosphere to keep our professional buyers on the job. ■

For example, the buyer may be told to keep the weight level at 100 rating points a week and not accept fringe minutes with a higher cost-per-thousand homes than \$2.50. The reason for this approach is that it is an easy system to administer to a group of young trainees who will be in and out of the media department in two or three years. These trainees barely learn the semantics of the game and the rules to follow before they are looking forward to moving into account work.

We feel our spot television buyers are truly professionals. They are given free rein to use their experi-



over markets involved in media sked

something
new for the
weekend

SATURDAY

10:30 P.M.—Battleline
(1st Run)

11:00 P.M.—Newsline

11:15 P.M.—Adult Theater

SUNDAY

10:00 P.M.—Stoney Burke

11:00 P.M.—Newsline

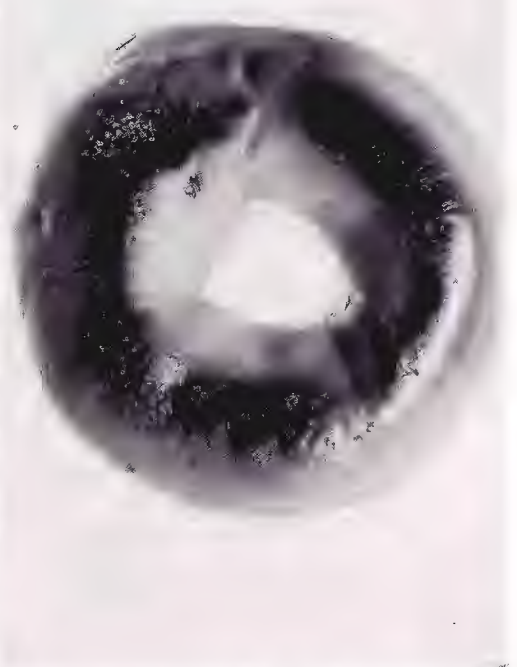
11:10 P.M.—ABC News Report

11:40 P.M.—Late Show

Wonderful Florida Tele Vision

WFTV

ORLANDO, FLORIDA
FOR AVAILABILITIES CALL
BTA-BLAIR TELEVISION ASSOCIATES



Is there a hole in your
TV commercial too?

Tele-Video's recipe for TV film production makes sure there are no "missing middles"... no technical faults.

TELE VIDEO
PRODUCTIONS INCORPORATED

316 West 57th Street, New York 19, New York • JU 2-8095

Gardner names Maffei to media post in N. Y.

Rudolph P. (Rudy) Maffei has been named media director of Gardner Advertising's New York office. He



Maffei

was formerly vice president and associate media director at Benton & Bowles, same city. Maffei, a native New Yorker, was a media buyer at Maxon, and at Fuller & Smith & Ross before joining Benton & Bowles. He studied at Cornell University, holds a Bachelor's degree in psychology from the College of the City of New York, and has done graduate work at New York University. He is the second media man

named to a top post recently by Charles E. Claggett, Gardner's president and Chairman. Earlier (SPONSOR, January 27), Claggett announced the appointment of Earl Hotze as media director in Gardner's St. Louis office.

PRO reps boast 106% sales boost over 1962

A sales increase of 106% was accomplished last year over 1962 sales by Prestige Representation Organization, radio station representative headquartered in New York. Sam Brownstein, firm's general manager, also disclosed the annual analysis of sales for the year.

For the third consecutive time, the largest single category of sales was to advertisers using radio in the market for the first time. This was 41% of all accounts sold by the company. In 1962, this category was 39%. However, all those sales

from 1962, and other advertisers, were considered as renewals if they bought in 1963. Renewals amounted to 34% of the company's accounts in 1963.

The third category reported by PRO, switches from competitive stations, accounted for 25%. Brownstein stressed his pride in the market sales each year since the inception of the company, feels that this is of particular significance since PRO sells only for stations in markets below the recognized top 50.

Tv spot schedules now in the buying stage

Scott paper buying a sked of flights for Lady Scott in selected markets. Plan includes four flights of daytime and fringe minutes. Flights will begin at specified dates in March, May, August, and October; vary in length from five to nine weeks. Buyer at J. Walter Thompson (New York) is Dennis DeSousa.

BEV SMITH: for good apples, pride

Next month Beverly Smith marks his 20th year in advertising. With McCann-Marsehalk (New York) as director of media and TV programming for the past two years, he's directly concerned with such accounts as Speidel, Pillsbury's Tidy House Division, Scripto, Hartford Insurance, and Upjohn. Bev believes the attitude of the broadcast industry today, especially in television, needs to be corrected. He says, "The industry should make a concerted effort to make the general public more aware of the important job broadcasting does. Admittedly, TV has several rotten apples in its basket of wares, but it also has plenty of reason to be proud of its record. The public talks about what should be done in TV, and yet, how much acceptance is there of quality programming by the public? I feel you can't buy advertising by slide rule alone. Too many people retreat behind numbers because it's the safe and easy thing to do, and they can't be disproved." Bev began his career with radio stations, worked



as radio-TV producer with Young & Rubicam for 11 years, then became executive producer and account exec on the RCA account at Kenyon & Eckhardt. He later joined N. W. Ayer as a TV account exec for Sealtest, AT&T, and Breek; was a TV account exec with McCann-Erickson before joining M-M. A fine photographer, Bev has an enviable display of photos in his office. He and his wife Margaret, a sculptor, are the parents of three daughters; live in Darien, Conn.

Renault plans new advertising drive

Renault, Inc., is launching its spring advertising campaign a little early this year—tv spots and newspaper schedules will begin in mid-February, and consumer magazine space in March.

Television spots will use a musical theme from "The Singing Nun" album, to create a "light, happy" approach. One spot will compare Renault's economy-sized Dauphine with the Rolls-Royce.

Fuller & Smith & Ross, Inc., is Renault's agency.

Spots for TNT filter

Radio and television spots are among the media scheduled to launch the initial campaign for TNT-Filter Corporation's new, "medically proven" cigarette filter. No budget figures have been announced for the promotion, announced at a press conference on the west coast, but the TNT company has named Soltys Associates, Los Angeles, to handle its public relations and business development plans. Gene Soltys is handling the account, with Charlene McCauley the creative director.

Film develops Dr Pepper profits

Beverage company's live and cartoon techniques for TV gets "li'l David" results against giant competition; sales melody is Harmon-ized by cartoonist Johnny Hart

LOCALLY-PRODUCED filmed TV commercials are helping the Dr Pepper Company of Dallas, Tex., write one of this year's better sponsor success stories.

With 10 basic, minute-long commercials, most of which have been filmed in Dr Pepper's headquarters city by Keitz & Herndon, Inc., at costs ranging from \$3,000 to \$11,000, the soft drink company and its bottlers have achieved favorable

impact on the most important rating books of all—the company's own profit and loss ledgers.

Dr Pepper emerged as a national advertiser in 1960, buying national coverage to back up a drive to distribute nationally the soft drink product it has been selling regionally for 75 years. To this end, the company has budgeted between \$2,500,000 and \$3,000,000 a year for sales promotion, advertising

and market expansion—against such massive competition as an estimated \$35,000,000 budget for like activity in the hands of its leading competitor.

Of this total budget, Dr Pepper allotted approximately half for advertising during 1963. The largest single portion of this, something over \$500,000, is spent for network and independent TV time. The remainder is divided approximately equally between consumer magazines and promotional programs.

While the dollars may appear relatively small, the payoff has been proportionately large. In 1961, Dr Pepper sales rose from just over \$13,000,000 to nearly \$15,000,000. In 1962, sales climbed to approximately \$17,500,000—up 17 per cent in a year when the soft drink industry as a whole expanded only four to five per cent. What's more, through June, 1963, Dr Pepper monthly sales had set a new all-time record every month for 20 consecutive months. This is par-

COMMERCIAL VARIETY

Johnny Hart, creator of "B.C." comic strip, gets pre-history humor out of Harmon. At fashionable shopping center in Dallas, Texas, "bird watchers, clock watchers, and girl watchers" sequence for Dr Pepper is supervised by Larry Herndon (r)



ticularly significant since it indicates the company has broken the "winter slump" heretofore universal throughout the industry. Based on this trend, sales could top \$20,000,000 in 1963.

Behind this success is a break with convention and an advertising inventiveness which not only has dared but which, in fact, has actively sought to be way, way different. Filmed TV spots, magazine advertisements, points of purchase, promotions, bottler and dealer tie-ins have promoted such offbeat—even oddball—undertakings as contests in which consumers by the hundreds of thousands have sought to win a "Pleasure Island" in 1961, a "Solid Gold Dinosaur" in 1962, and "Harmon's Square Wheel" in 1963.

"Harmon," a cartoon caveman character created for Dr Pepper by Johnny Hart, author of the nationally-syndicated cartoon strip "B.C." has, in the same media, extolled such exotic-sounding fun ideas as a "Caveman Clambake" party; Frosty Pep, a blend of Dr

Pepper and ice cream; and Hot Dr Pepper over lemon, the "new winter-time drink sensation."

Animated filmed commercials, featuring both "Harmon" cartoon animation and animated mat work over live action, have been a major factor in the success of these wacky promotions, says John C. Simmons, Dr Pepper vice president-advertising.

The Dr Pepper commercial films provide interesting material for a study in how to pinch pennies and still get the maximum return on each sponsoring dollar.

Dr Pepper commercials are filmed because:

- Animation is a cel by cel operation, requiring film.
- All TV stations—including the independents in smaller markets—are set up to broadcast filmed commercials while some do not have tape projection equipment.
- Syndication costs are usually less.

Dr Pepper has achieved better control over film work-in-process while saving time and travel ex-

pense by assigning film production to a Dallas-based producer. Simmons emphasizes, however, that this is a minor consideration. Storyboards for all 10 basic TV commercials were circulated for bids from producers in other cities as well as Dallas. "Cost is a factor, but not the only one, in selection of our producer," Simmons said. "We feel the convenience of working with a producer in our home town is worth something, but only if quality production will be the result."

Each year, Simmons said, storyboards are circulated and "if an out of town producer can give us the quality we are looking for at a better price, his bid will be accepted."

"After all," he added, "we're still buying an art form—and that means our dollars have to pay artists for time, talent and equipment. The criterion, always, is to do whatever will make our advertising dollars work hardest for us in the long run."

In any event, the producer chosen

If you had the Quality touch

You'd have a full-time staff of 154 professional people and busily concerned every day with the extensive operation of a 3-phase television station—one stationary and one on wheels. Recently, a family portrait seemed like a good idea; but it turned into a frustrating experience. Here's what we were up against.

Nos. 1-12 — Mobile cruiser (No. 155) crew in Vail, Colorado, taping show for "ABC Wide World of Sports."

Nos. 13-25 — Cruiser (No. 156) production crew on location, Fort Worth.

probably will get the order for all Dr Pepper's commercials in that year unless—as in 1962—the company decides to assign location work to one studio and animation to another. The reason is simple. "The cost per film is less if you can assign a number of films to the same producer," Simmons said. "They can shoot all the films you are going to use for the next six months during a single week when their sound stage is reserved for your work."

Each of Dr Pepper's basic full-minute commercials is so filmed that eight and twenty second spots are edited from the same filmed photography. Though production costs for these shorter commercial films is reduced to the cost of editing, printing, and providing suitable sound tracks, the end result is 30 separate commercials on films of 8, 20, and 60-second duration.

Through Grant Advertising, Inc., which handles advertising for the Dr Pepper parent company and for a number of individual bottlers, these films are provided to the net-

works on both 35mm and 16mm film. Programs with which Dr Pepper was associated in 1963 include the Dick Clark *American Bandstand* on ABC and, on NBC, *Make Room for Daddy*, and on CBS, *Pete and Gladys*, *The Real McCoys*, *I Love Lucy*, and *Calendar*.

In addition to network exposure, the Dr Pepper parent company makes these commercials available to its 415 bottlers for use at the local level, with the parent company bearing the expense of production and syndication and providing cooperative funds for purchase of time at the local stations.

The producing company pulls 16mm reduction prints for syndication to independent stations at a charge of approximately only \$4.00 a print, including boxing and coding, in quantities of about 100 copies. This compares with an average of about \$15 per tape for syndication of taped commercials. Use of film for syndication, moreover, generates substantial savings in the cost of shipping, since a 16mm print weighs less than tape.

Dr Pepper's locally syndicated commercials are sent both directly to TV stations, in cases where the agency handles the local bottler's advertising, and to Dr Pepper bottlers who either place their own advertising or employ the services of agencies in their own cities.

For the technical buff, Keitz & Herndon shoots most of the interior live camera action on Eastman Double X Film, Type 4231. For animation, the firm uses a mounted Oxberry camera to capture graphic work on Eastman Background X Film, Type 5230.

These films have been selected primarily for their reliability and their fine grain structure, according to Larry Herndon of the producing company. Herndon considers grain in the Eastman motion picture films "the finest in the industry."

Print quality is particularly important, both Simmons and Herndon believe, when the object is to make food look good on a TV screen. "Your viewer may not know the first thing about grain in film, camera angles, or photography, but

155

151 100 61 77 94 154 128 49 152 66 149

159

160

6-43 — Newsmen anchored to typewriters or cameras or on assignment in Newsmobiles (Nos. 157-160).

4-64 — Production crew in studio for local programs, commercial tapings.

5-70 — Sales force on the street — selling!

1-80 — Traffic, continuity, promotion, programming involved with new campaign.

1-154 — Other departments carrying on regular duties.

Fact is, we couldn't even roust enough of them outside to take a good shot. But, that's the way with a quality operation. Everyone's busy and concerned with a prize final product. Gives you that Quality Touch. Want it, too? Call Petry.

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.



At screening of Dr Pepper filmed TV commercials are (from left) John C. Simmons, company's r.p.-advertising; cameraman; director; Joe Hughes, r.p., Grant Advertising, Inc., Dallas office; and Greg Sherry, executive vice president of Grant Chicago office

all these may have considerable bearing on whether he is motivated by your commercial." Simmons adds, "With film, you can light each sequence exactly as required for best quality."

Keitz & Herndon-produced commercials which first appeared July 8, 1963, promoting "Frosty Pep," illustrate his point. Close-up sequences show rich, creamy, ice cream being dipped from the box—placed in crystal—then topped with frosty, foamy, bubbly Dr Pepper.

"It makes even me hungry to watch that film," Simmons says.

Dr Pepper's TV commercials are planned in advance to support a series of continuing pre-planned "special" promotions spanning a full year. This year's agenda includes filmed commercials promoting Hot Dr Pepper, Frosty Pep, a self-liquidating Dick Clark Record Volume offer, the major early-summer "Square Wheel" contest, a Celebrity Party Contest featuring Dick Clark and aimed at the nation's youth, Miss Teenage America Contest (of which Dr Pepper is one of three national sponsors) and the company's participation in the Jan. 1 "Tournament of Roses" at Pasadena, Calif.

Supporting the promotions, some of which are just plain wacky, is business-like analysis.

"If we are off-beat," says Simmons, "it should be apparent to promotion-minded people why we are. We face sizeable competition in the soft drink arena—as well as in the general 'anything you can do, I can do better' contest idea battle. Despite this, we still have to be noticed in a favorable, appealing way that produces a good

friendly awareness which results in decisions to buy Dr Pepper. And, very importantly, we have to be noticed by three separate groups of people—consumers, our bottlers, and retail outlets. There is fierce competition at each of these levels. The question is how to attract notice.

"Several years ago, we analyzed all soft drink advertising, including our own, to establish criteria which might help us answer this question. We found that industry advertising had a monotonous sameness. Our efforts and those of our competitors could be boiled down to two approaches—the 'big head' idea and the 'happy people having fun together idea.' From this evidence, it seemed logical to us to be different in order to be noticed."

From this, Simmons said, came the selection of Johnny Hart as creative stylist for a cartoon approach. Hart created several cavemen characters for Dr Pepper and "we collectively evolved ideas for television, outdoor, magazine, and newspaper advertising which we first used in 1962."

To make the most of the originality of copy and art work, the Hart cavemen are used in almost all phases of Dr Pepper's advertising and promotion. Of the media utilized, TV gets the most Dr Pepper dollars and, Simmons assumes, returns proportionately larger dividends. While the company can hardly buy the amount of air time its larger competitors occupy, Simmons says, filmed commercials—expertly produced at relatively low cost and programmed selectively—"help us make the most of the amount of TV time we can afford." ■

Two replace Payne at Wichita station

Robert G. Kyle has been named program manager and Ronald E. Williams promotion manager at KAKE-TV

Wichita. Both replace Robert C. Payne, former program-promotion manager, who left to become president of the local Community Caravan organization.



Williams

Kyle has been with KAKE-TV and radio since 1947. He became a producer-director in 1954 and for the past four years he has been production supervisor at the television station.

Williams joined KAKE-TV in November 1962. During the past year he has been in charge of the station's on-air promotion, serving in the capacity of a writer. Before joining the station, he had been news director of a Missouri radio station and assistant circulation manager and sports editor for a Wichita weekly newspaper.

Gershman gets sales post at RKO General

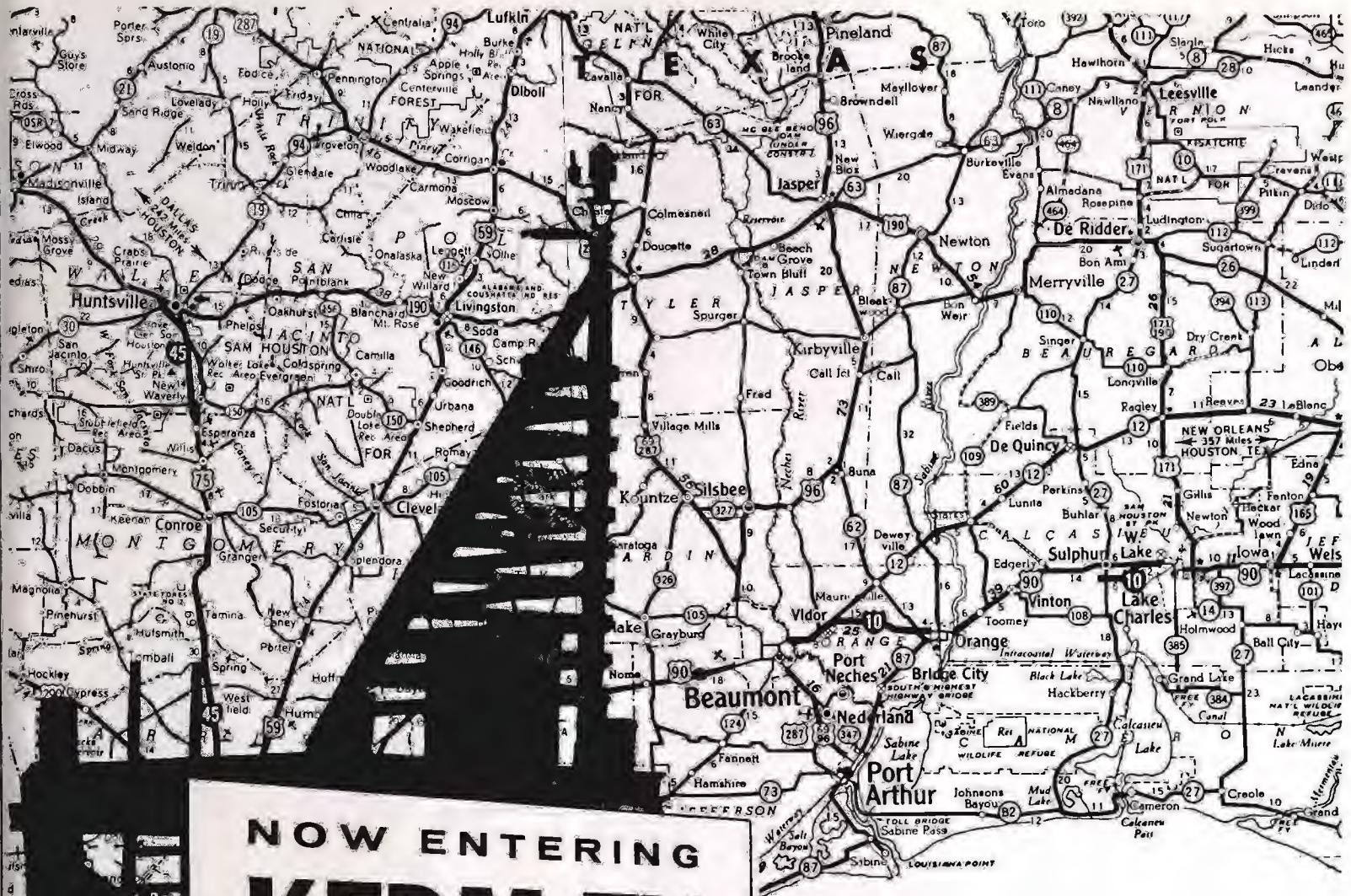
Larry Gershman, an account executive with WCBS-TV New York since March of 1961, has been named as TV sales executive in the New York office of RKO General Broadcasting.

Prior to his job with WCBS, Gershman was with WN-TA-TV New York for three years, also as an account executive.

While in graduate school, Gershman presented a paper on automation to the American Society of Sales Executives and, in addition to his actual sales experience, RKO is particularly interested in his academic experience in this fast-developing field of automation.



Gershman




**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



Putting finishing touches on presentation

With even the CIA holding press conferences, TvB is capitalizing on the ever-increasing interest of associations in promoting themselves. Here bureau execs ready pitch called "Your Association: Secret Society or Pipeline to the Public?" for a Feb. 5 showing in Washington. Participating will be (l-r): TvB pres. Norman Cash, dir. of member sales presentations Walter Vetter, exec. v.p. George Huntington, and v.p.

and dir. of national sales James C. Hirsch. Presentation examines recent TV campaigns of such associations as the American Gas Assn. and American Dairy Assn. to prove that, as Cash says, "the secret society concept of an association has ended. Industry problems today are often solved by going direct to the public through advertising." Associations increased their TV expenditures by 37% in 1962, to \$11.9 million.

AP 'task force' eyes r/tv newswire output

ONCE the stepchild of wire services, broadcast stations are in for some very close attention from The Associated Press.

A special "Task Force" has been set up to review the output of approximately 60 bureaus which file news on the broadcast wire.

Basic objective is to raise the standard of broadcast writing and editing on the regional level, said AP general manager Wes Gallagher. The Task Force will be particularly interested in whether regional editors are regularly thinking in terms of the broadcasters' needs. It will weigh AP output from the standpoint of the station which re-

quires fresh material for a newscast every hour, which is looking for updates on previously-aired stories, which wants immediate news right around the clock, and wants it delivered in usable form, specified Gallagher.

The Force will also work as a "clearing house" for ideas that work well in one section of the country and might be successfully adopted elsewhere. It will look for new methods, new scripts, and new packaging ideas that will make the AP wire of "more practical value to the broadcaster and more attractive to his newsmen."

Louis J. Kramp, assistant general manager in charge of AP's broadcast activities, will supervise the Force, which includes selected members of the broadcast news staff in New York and other key bureaus.

The project is expected to continue throughout the year, with a follow-through on findings resulting from the initial survey. Regional news operations which don't measure up to standards set by AP management in New York will be subjected to further scrutiny. Where advisable, broadcast news specialists will visit individual bureaus and assist them in the solution of regional problems.

Bureau chiefs will be required to report periodically on steps taken to carry out recommendations made by the Task Force. Finally, a report summarizing the results of the entire undertaking will be delivered to the board of directors of The AP Radio and Television Assn. at its annual meeting next September. ■

Fla. viewers applaud TV editorializing

There is solid public endorsement of television as an editorial force, at least in Jacksonville, Fla., where the two local stations, WJXT and WFGA-TV, engage in editorializing.

Conclusion was reached by WJXT, which commissioned a survey during October/November 1963 by Metro-Market Surveys, a division of the Gallup Organization. The study consisted of personal interviews with respondents in 447 TV households within the metropolitan area.

84% thought that TV stations should broadcast editorials, while only 16% were opposed. Even more significant was the fact that 81% of the respondents named one of the two stations as doing the best job editorializing on local issues, problems, and controversy, while 17% named one of the Jacksonville newspapers. This, despite the fact that both stations have been airing editorials for just over one year while the newspapers have been at it for several years. 45% preferred WJXT and 36% preferred WFGA-TV.

Reach Pittsburgh with a spot of TAE

Find out why most media people
won't go without TAE in Pittsburgh
—plain or "with."

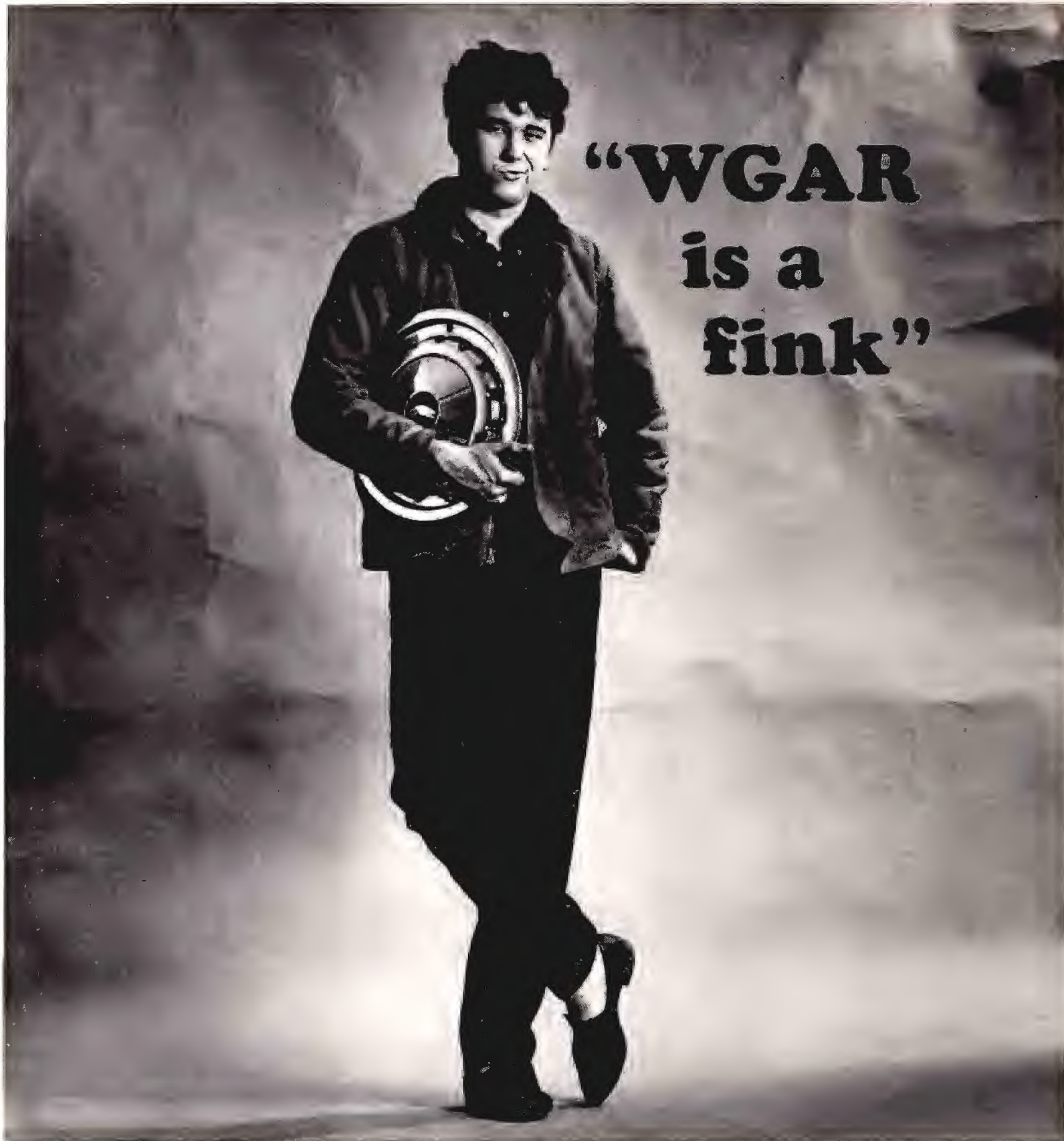
Our homes-reached record tells
part of the tale. Our products-sold
record tells the rest.

And our Katz man has the facts to
prove it!

WTAE CHANNEL 4

take
TAE
and
see





**“WGAR
is a
fink”**

This kid is completely disgusted with WGAR because our Betty Ott talked most of his gang into going back to school. Betty's program was called "Second Chance for Dropouts" and it worked so well that WGAR received citations and letters of commendation by the gross. From Cleveland City Council and the Cleveland

Board of Education. From the Department of Health, Education and Welfare. From Congressman Frances P. Bolton. From parents. From listeners all over Cleveland and north-

eastern Ohio. WGAR is the place to get real action—whether you're selling ideas or products. We don't have a dropout in our audience.

GOOD SOUND RADIO
wgar
NB 50,000 WATTS

PEOPLES BROADCASTING CORPORATION • CLEVELAND, OHIO • REPRESENTED BY BLAIR RADIO

What women do all day long

Three-city AM Radio Sales study reveals U. S. housewives-mothers share daily tasks with radio and TV

A GROWING NUMBER of client-level admen have been surprised to learn, this month, that radio rep AM Radio Sales may know more about their wives than they do.

Source of the information is a research study conducted by AM Sales in a trio of major metropolitan areas last fall among a sample of over 700 women who were either "representative of the general housewife" or were "mothers with babies three months of age."

Using a closed-end 24-hour activity diary as the basic research device in a random mail sample, AM Radio Sales research director David Smith eventually uncovered such media nuggets as:

- 69.5% of housewives and 81.9% of young mothers did "some laundry" during the day, anywhere from a rinsed-out pair of nylons to a big family wash. While the ladies laundered, 33.5% of the housewives and 35.0% of the mothers listened to radio. Moral, as AMRS sees it: "Sell them a bleach, a water softener or a detergent between 8:00 a.m. and noon while 56.2% of all laundry is done."

- Shopping occupies a lot of the time of American women. Of the housewives, 42.5% said they shopped for food during the average day; 30.4% of the mothers said the same. A daily average of 29 minutes was spent in food shopping, with other shopping taking up a daily average of 51 minutes. The women were exposed more to radio (64.2% of housewives; 59.5% of mothers) than to such media as television (35.1% and 49.6%), newspapers (39.2% and 49.6%) or magazines (3.4% of housewives; 13.2% of mothers). Moral: "More than any other medium, radio reminds your customer just before she shops."

- Almost two and a half hours a day are spent by the ladies, on the average, in housekeeping chores. Some six hours daily are spent with meal activities (cooking, eating, dishwashing). Another two hours are spent with laundry and ironing duties. Even then, there are miscellaneous additional chores.

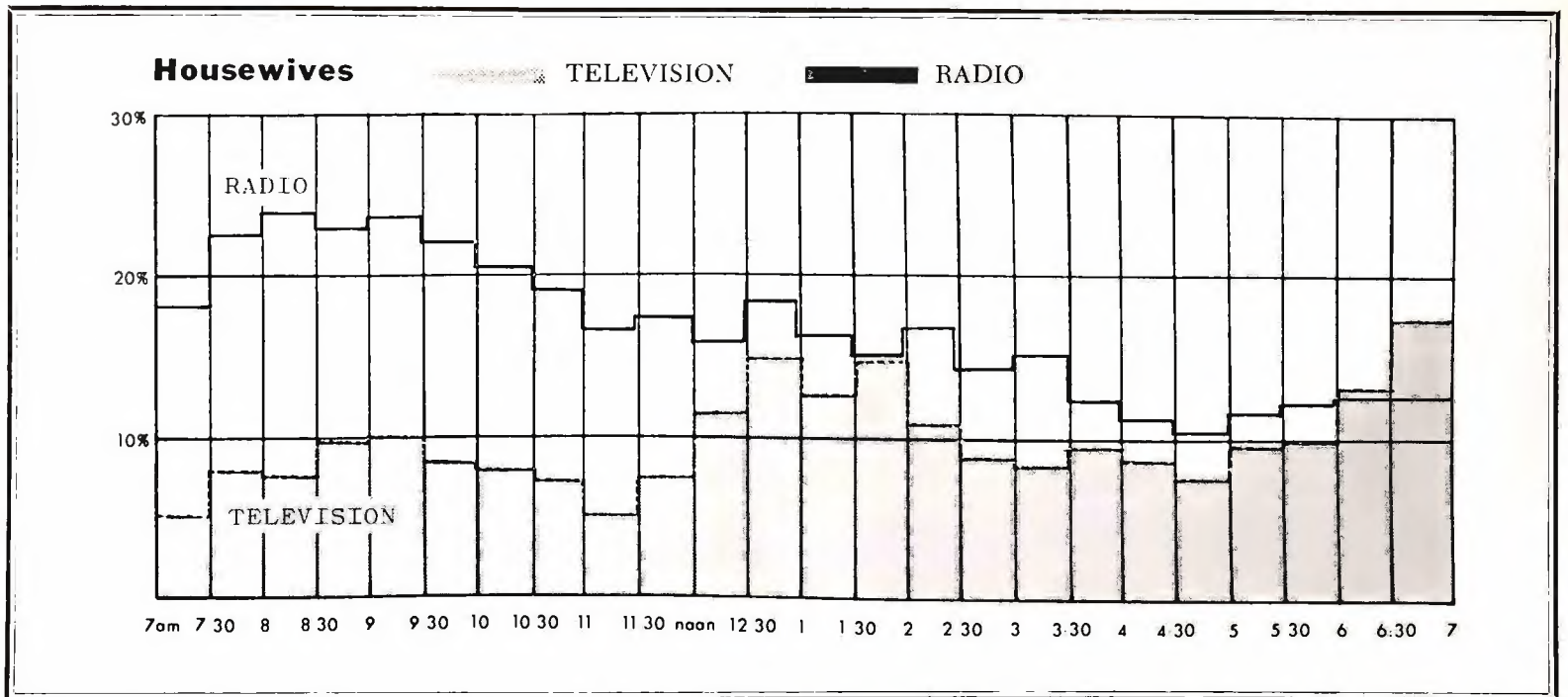
As might be expected, the sheer

workload of running a household (particularly in households with babies) kept the ladies busy to the point where few just sat and listened to radio or watched television.

What usually happened, AM Radio Sales learned, was that women were in contact with the electronic media while doing something else. To the rep firm's delight, the data—already shown, at this point, to ad officials at Lever Brothers, H.J. Heinz, Carter Products, General Foods and Squibb, with more clients



Wilmot H. Losee, AM Radio Sales pres., David Smith, research dir., view new air study



Housewives spend much of their morning hours with radio (top line), easing off only in afternoons. TV level runs behind until evening

scheduled for showing—seemed to favor radio strongly.

Although 81.6% of housewives and 84.4% of mothers were exposed to television during the average day, spending 75 minutes and 122 minutes respectively with it before 7:00 p.m. and 110 minutes and 123 minutes with it after 7:00 p.m., TV's visual impact seemed to be considerably behind its power as an audio medium.

Among housewives, 39.0% reported they frequently "listened" to TV from an adjacent area or other room before 7:00 p.m., at a time when they were out of sight of the TV tube or were simply too busy to watch. Mothers were even busier, and listened more; the figure

was 50.3% in this group. After 7:00 p.m., when household chores lightened, the figures dropped to 13.1% and 20.7% for the housewives and mothers.

In its new presentation, based on the study, AM Radio Sales drew a pro-radio conclusion from these TV figures:

"If you insist on buying and paying for television which your prospects insist on listening to, like radio, review all your commercials with your eyes closed. Make absolutely certain that the sound, and the sound portion alone, sells your product."

Added the rep firm:

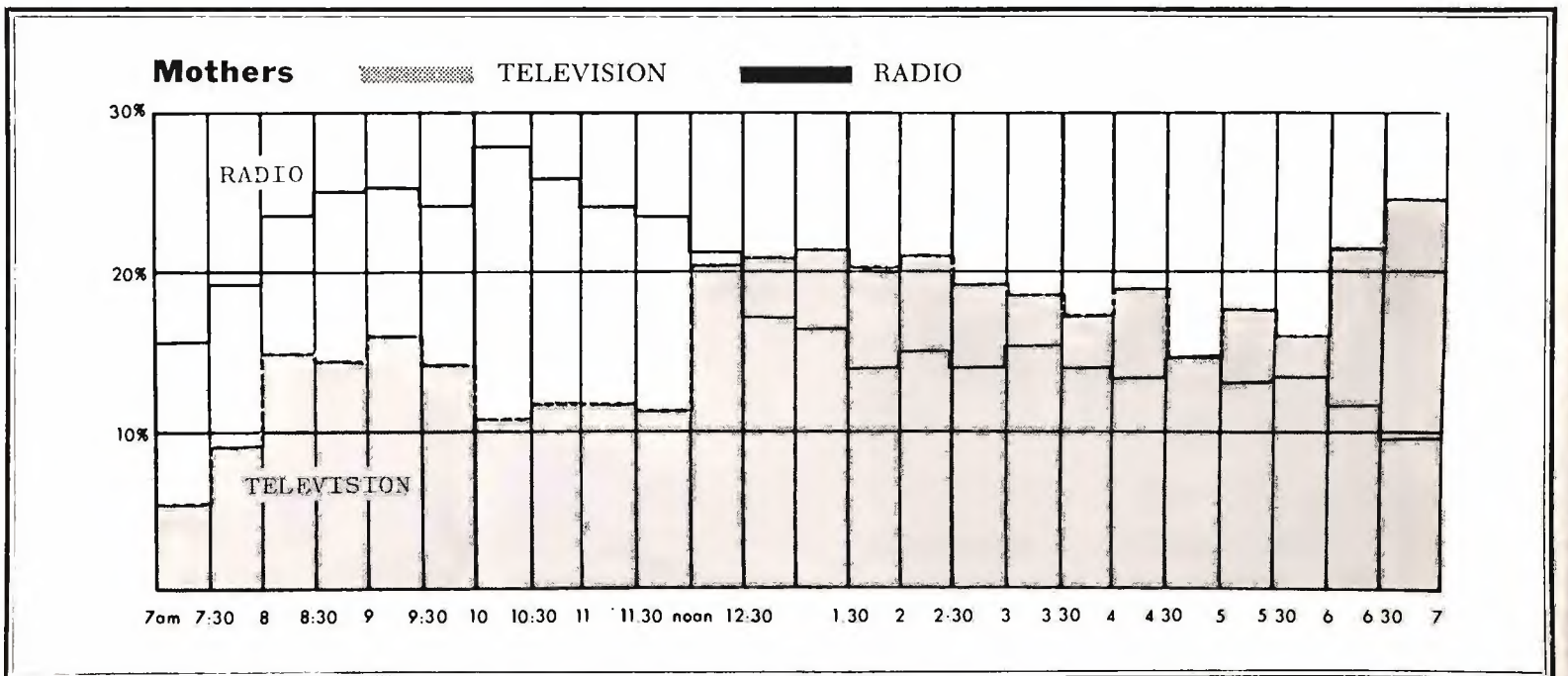
"A more logical thing to do would be to use radio to reach these most

important customers."

Radio had other factors going for it, too, AM Radio Sales discovered.

It was the first choice in the media realm for something with which to pass the time while doing other things. Women who were mothers of babies listened 64.3% of the time they were dusting, mopping and doing other household chores; the housewife figure was 62.0%. Housewives listened 39.5% of all the time they spent cooking, eating and cleaning up. The percentage of mothers who listened during similar chores was higher—45.5%

Television does not begin to rival radio until noon, so far as sheer volume is concerned. Then, the two



Mothers spend even more time with radio, but tend to have TV set on more often in afternoon, even when video is "baby sitter"

WPEN lauds its reps



Chronic sales game of "rap the rep" suffered turnabout last week when AMRS pres. Bill Losee (l) was awarded commendation for boosting national sales on WPEN, Phila., by Erwin Rosner, station's sales mgr.

media are roughly equal in the percentage of housewives and mothers who reported they "watched" or "listened." About 15% of housewives, dialed TV; about 18% listened to radio. Thereafter, radio's dominance in the morning, both among housewives and among mothers, became almost a switch as television caught up with the radio levels. ■

Spanish stations vie for bigger slice of ad pie

Madison Avenue will probably be hearing a lot more noise from that small but growing group in the southwest, the Spanish language broadcasters.

Upbeat tenor pervaded the recently-concluded winter convention of the National Spanish Language Network meeting in Los Angeles. Emphasis was on cooperation in order to lure a bigger slice of the national advertising pie for the 23 station members of NSLN operating principally in Southern California, Texas, Arizona and Colorado. A three-part program merged from the meeting.

- **Research:** Most American manufacturers and advertisers still look at the Spanish market as "off-beat," notes Art Gordon, vice president of National Time Sales which represents the Network. Though handicapped by a limited budget, NSLN is negotiating for a recognized re-

search organization to put some prestige behind its marketing pitch. It hopes to work a deal with Politz, or possibly Schwerin, to study the impact of Spanish commercials among Latin Americans in the United States.

- **Rates:** They're being revised in the hope that a more flexible approach will interest more advertisers. Presently, to earn the flat network rate, an advertiser must buy a basic group of eight markets, with a minimum number of announcements on each station. Whereas the minimum number of spots is being increased, advertisers will now have the added alternative of buying 12 markets including the basic eight and getting a 10% deduction off the earned rate.

- **Market promotion:** Out of the three-day meeting came the realization that Spanish broadcasters must

forget competition and concentrate on market development, Gordon said. Unwilling to tip his hand on this score, he emphasized that 1964 will see a much stronger push behind promotion of the Spanish market, which, in addition to the combined research effort, will include such cooperative moves as program exchanges. On an "informal basis," the members of NSLN agreed to swap public service efforts and format ideas in an attempt to upgrade overall specialized programming.

Before adjourning, officers were named for the coming year. Richard E. Ryan of KLOK San Jose and KGST Fresno, and Howard Kalmenson of KWKW Los Angeles were re-elected chairman and vice chairman of the network, with E. L. Barker of KLOK elected secretary-treasurer.

SESAC in 'country music capital'



Paul Heinecke (l), founder and president of SESAC, Inc., America's second-oldest performing rights organization, welcomes Roy Drusky as head of its newly opened office in Nashville, "Country music capital of the world." Drusky, regular member of the "Grand Ole Opry" program and a director of the Country Music Assn., is one of the nation's top recording artists and a writer of numerous country music hits. The new SESAC office establishment in Nashville is located at 806 16th Avenue South.

New gear is lure for NAB visitors

Admen will have rare chance to view biggest collection yet of new and late-model station and studio broadcast equipment at convention

ADMEN and Chicago-area clients planning to visit the NAB's 42nd Annual Convention this spring are in for an electronic treat. What NAB officials describe as "the largest exhibit of broadcast equipment ever assembled anywhere" will be an integral part of the meeting.

Although most manufacturers are keeping their choicest new items under wraps until convention time, it's a safe bet that admen will have a rare chance to see the latest in such gear as video tape recorders (including the new "portables") from Machtronics, Sony, Ampex and others, new FM stereo transmitters and studio equipment, new camera lenses and films, plus new series from transcription companies. (Note: As they were last year, syndicated programs and features will be showcased in a special Television Film Exhibit not far from the NAB meeting.)

NAB convention manager Everett E. Revcrcomb slated in Washington last week that 66 equipment manufacturers, transcription companies and other associate NAB members had signed contracts for more than the 27,560 square feet of floor space occupied in the convention's Exhibit Halls last year.

Here's a partial list of equipment and service exhibitors:

Albion Optical Company
1410 North Van Ness Avenue
Los Angeles 29, California
Benjamin Berg, Vice President

Altec Lansing Corporation
1515 South Manchester Avenue
Anaheim, California 92803
A. A. Ward, President

Alto Fonic Tape Service, Inc.
1606 North Highland
Hollywood, California 90028
D. Alan Clark, President

Ampex Corporation
934 Charter Street

Redwood City, California
Jack V. Miller, Administration Manager

Arriflex Corporation of America
257 Park Avenue South
New York, New York 10010
Victor James, Vice President

Automatic Tape Control, Inc.
209 East Washington Street
Bloomington, Illinois
Vernon A. Nolte, Vice President

Bauer Electronics Corporation
1663 Industrial Road
San Carlos, California
Paul Gregg, Vice President

Boston Insulated Wire & Cable Company
65 Bay Street
Boston 25, Massachusetts
H. L. Goodwin, Product Sales Manager

Charles Bruning Company, Inc.
1800 West Central Road
Mount Prospect, Illinois
Fergus A. Stephen, Asst. to President

CBS Laboratories Division
227 High Ridge Road
Stamford, Connecticut
Emil L. Torick, Mgr., Audio Products

CCA Electronics Corporation
542 Industrial Drive
Yeadon, Pennsylvania
Bernard Wise, President

Chrono-Log Corporation
2583 West Chester Pike
Broomall, Pennsylvania
Arthur Freilich, Vice President

Cleveland Electronics, Inc.
1974 East Sixty-First Street
Cleveland, Ohio
S. Z. Steven, Director

Deflection Components Division
Collins Radio Company
Dallas, Texas 75207
S. M. Murchison, Exhibits Director

Colortran Industries
630 South Flower Street
Burbank, California

Milton Forman, Executive Director
Commercial Recording Corporation

3104 Maple Avenue—P.O. Box 6726
Dallas, Texas 75219

John J. Coyle, President
Conrac Division, Giannini Controls Corporation

19217 East Foothill Boulevard
Glendora, California

W. J. Moreland, General Manager
Dynair Electronics, Inc.

6360 Federal Boulevard
San Diego, California 92114
E. G. Gramman, President

Electronics, Missiles & Communications, Inc.
160 East Third Street

Mount Vernon, New York
B. W. St. Clair, President

Gamma Scientific, Inc.
5841C Mission Gorge Road
San Diego, California 92120
Harold P. Field, President

Gates Radio Company
123 Hampshire Street
Quincy, Illinois

Larry Cervone, Vice President-Sales
General Aniline & Film Corporation

Vestal Parkway East
Binghamton, New York 13902
John C. Lewis,

General Sales Manager
General Electric Company
212 West Division Street

Syracuse, New York 13204
R. L. Casselberry, General Manager
Technical Products Operation

Gotham Audio Corporation
2 West 46th Street
New York 36, New York

Stephen F. Temmer, President
Jampro Antenna Company

6939 Power Inn Road
Sacramento, California 95828
Peter K. Onnigian, President

Kliegl Bros. Universal Electric Stage Lighting Company, Inc.

32-32 48th Avenue
Long Island City, New York 1110
Herbert R. More, Vice President

LOGOS, Ltd.
1017 New Jersey Avenue, S. E.
Washington 3, D. C.

Dr. Paul W. Schafer, President
MaCarTa, Inc.

709 Railroad Avenue
West Des Moines, Iowa 50265
G. D. Andrews, President

Machtronics, Inc.
185 Evelyn Avenue
Mountain View, California

Advertisers Spent Nearly **\$2,800,000.** on **WHO-TV/Radio** in 1963!

WHO Radio and WHO-TV are the biggest broadcasting operation in Iowa — and *have* been for many, many years.

Yes, advertisers spend more dollars on WHO and WHO-TV than on any other combination radio and TV station in the state — nearly \$2,800,000. in 1963.

“There must be a reason.” In fact, there are *many* reasons. Ask PGW!

WHO RADIO

FOR IOWA PLUS!

WHO TV

FOR CENTRAL IOWA

50,000 WATTS • DES MOINES • CHANNEL 13

BOTH NBC AFFILIATES



Peters, Griffin, Woodward, Inc.,
National Representatives

WTRF-TV STORY BOARD

Free!*

COMMUTERS! Two fleas just finished a rough day at the circus. Said one to the other: "Shall we walk home or take a dog?"

wtrf-tv Wheeling

A HAMBURGER by any other name costs more!

Wheeling wtrf-tv

YOUNG LADY: "Doctor, will the scar from my operation show?"
DOCTOR: "That, young lady, is entirely up to you."

wtrf-tv Wheeling

FASHION: What a HER does to a HEM to get a HIM!

Wheeling wtrf-tv

ACCOST ACCOUNT! The frowning woman walked up to a little boy she caught smoking. "Does your mother know you smoke?" "Lady," he shot back, "does your husband know you stop to talk to strange men in the streets?"

wtrf-tv Wheeling

INSECURITY: that feeling you get when your psychiatrist chews on his fingernails.

Wheeling wtrf-tv

ADJUSTMENT: that feeling you get when your psychiatrist chews on your fingernails.

wtrf-tv Wheeling

* FREE COVERAGE MAPS . . . just ask your Petry man for data on Wheeling and see WTRF-TV in the best circles.

Wheeling wtrf-tv

PLATITUDES! Rare is the meat which is uncooked! (And rare is the steak that's supposed to be)

wtrf-tv Wheeling

TRANSMITTING from a Taller Tower, WTRF-TV moved in to 529,300 TV Homes in the Wheeling/Steubenville Upper Ohio Valley Market. Want to reach these folks? National Rep Edward Petry & Company will accommodate you . . . your Petry man has all the answers.

CHANNEL SEVEN



WHEELING, WEST VIRGINIA



WNDU-TV

The Notre Dame Station

SOUTH BEND • ELKHART

ADAM YOUNG, INC.

David C. Thompson, Marketing Mgr.

Marti Electronics

P. O. Box 661—105 Poindexter Cleburne, Texas 76031

George W. Marti, President

McMartin Industries, Inc.

605 North 13th Street Omaha, Nebraska 68102

Ray B. McMartin, President

Minnesota Mining

& Manufacturing Co.

2501 Hudson Road

St. Paul 19, Minnesota

H. P. Buetow, President

Miratel Electronics, Inc.

3600 Richardson Street

St. Paul 12, Minnesota

William S. Sadler, Exec. Vice Pres.

Mitchell Vinten, Inc.

666 West Harvard Street

Glendale 4, California

A. R. MacMath, Marketing Mgr.

Moseley Associates, Inc.

P. O. Box 3192—4416 Hollister Ave.

Santa Barbara, California

John A. Moseley, President

Radio Corporation of America

Front and Cooper Streets

Camden 2, New Jersey

C. H. Colledge, V.P., Gen. Mgr.

Broadcast & Communications Products

Raytheon Company

1415 Providence Turnpike

Norwood, Massachusetts

Hugh P. Bannon, Equip. Sales Mgr.

Reeves Soundcraft

15 Great Pasture Road

Danbury, Connecticut

John S. Kane, Vice Pres.-Gen. Mgr.

Riker Industries, Inc.

875 East Jericho Turnpike

Huntington Station, New York

H. Charles Riker, President

Rohn Systems, Inc.

P. O. Box 2000

Peoria, Illinois

Richard A. Kleine,

General Manager

Rust Corporation of America

195 Massachusetts Avenue

Cambridge 39, Massachusetts

Sal Fulchino, President

Schafer Electronics

235 South Third Street

Burbank, California

Paul C. Schafer, President

SESAC, Inc.

10 Columbus Circle

New York, New York 10019

Miss Alice Heinecke, Vice President

Shure Brothers, Inc.

222 Hartrey Avenue

Evanston, Illinois

V. Machin, Vice President

Sony Corporation of America

580 Fifth Avenue

New York, New York 10036

Lawrence F. Costello,

Eastern Reg. Mgr.

Sparta Electronic Corporation

6450 Freeport Boulevard

Sacramento 22, California

William J. Overhauser, President

Standard Electronic Corporation

P. O. Box 677

Freehold, New Jersey

William H. Zillger, President

Sarkes Tarzian, Inc.

Broadcast Equipment Division

East Hillside Drive

Bloomington, Indiana

Biagio Presti, General Manager

Tektronix, Inc.

P. O. Box 500

Beaverton, Oregon

Keith Williams,

U.S. Marketing Manager

Telemet Company

185 Dixon Avenue

Amityville, Long Island, New York

Donald J. Dudley, Vice President

Telequip Corporation

319 East 48th Street

New York 17, New York

Howard L. Ryder, President

Telesync Corporation

43 New Street

Englewood Cliffs, New Jersey

Robert P. Swanson, President

Television Zoomar Company

500 Fifth Avenue—Suite 5520

New York 36, New York

Jack A. Pegler, Partner

Thomson Electric Company, Inc.

50 Rockefeller Plaza

New York 20, New York

Ernest L. Steru,

Marketing Manager

Utility Tower Company

3140 N. W. 38th Street

P. O. Box 7022

Oklahoma City, Oklahoma

C. E. Nelson, Owner

Visual Electronic Corporation

356 West 40th Street

New York, New York 10018

James B. Tharpe, President

Westinghouse Electric

Corporation

Photographic Lamp Department

MacArthur Avenue

Bloomfield, New Jersey

George G. Paragamian,

Commercial Engineer



Watch out! We shatter old TV ideas!

That's what video tape (SCOTCH® BRAND, of course) is doing. There are more production improvements than you can shake a storyboard at. With the result: Today, there are very few tv commercials that can't be produced *better* on tape than on film or live! Surprised? Then at least have your next tv commercials costed out for tape, whether for local or national use.

Why *better* on tape? Incomparable "live" picture and sound quality, without danger of a live goof. Push-button-fast special effects, no lab processing. Instant playback of your shots. Precise editing. Your rewards: production speed (you may save weeks over film), convenience, peace-of-mind,



and frequently, lower cost. Ready for specifics in terms of *your* commercials? Ask your nearby tv station or tape production studio. And to keep new ideas from passing you by, *write for new brochure, "Advertising with Video Tape."* 13 actual case histories. Tells why, how and the costs of specific commercials produced on tape. Free! Magnetic Products Division, Dept. MCK-24, 3M Company, St. Paul 19, Minn.

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS. OF 3M CO. © 1964. 3M CO.

Magnetic Products Division **3M** COMPANY

College hopefuls to get

THE broadcast advertising industry this month will take a leaf from the public-service book of many another industry in a serious attempt to persuade talented college types to marry into the business. The efforts are promoting praise from leaders of the radio-TV ad clan:

Said Jules P. Fine, associate media director of Ogilvy, Benson & Mather: "I'm highly enthusiastic about this project. I think college courses in advertising and broadcasting are sometimes too far removed from the practical busi-

ness world, too concerned with turning out copywriters or artists. I'm delighted to see emphasis placed on media selection and media research."

Said Claude Barrere, IRTS executive director: "There's no use sending kids into the advertising and radio-TV industry who have been indoctrinated for four years with the idea that 'advertising' is somehow a dirty word. The industry has a responsibility to itself and to the educational process to correct this impression."

You could hear virtually the

same comments last week from a number of other Madison Avenue personalities — from Bates' Dick Pinkham and ABC-TV's Julius Barnathan to Katz Agency's Ed Codel and Y&R's Steve Frankfurt.

What they were talking about was a forthcoming New York meeting in which admen and broadcasters could take considerable pride merely for its existence: the February 20-21 First College Majors Conference. Equally far-sighted in its aims is another New York gathering in March: the Third Collegiate Broadcasters Conference.

Not unexpectedly, all the admen and executives mentioned above are closely connected with the conferences, serving either as panel members, moderators or officials during the sessions.

The conferences themselves are the kind of thing many an adman has wished was around when he was entering the business. Although both sessions will tackle many of the same discussion topics, their aims are somewhat different.

The first of the meetings—the College Majors Conference—is geared to senior students who are completing degrees in broadcasting or advertising, or who are majoring in these fields for degrees in English, journalism, etc. The conference is sponsored by the International Radio & Television Foundation under management of IRTS, and is open to a limited enrollment of 250. It will be held at the Roosevelt Hotel in New York over a two-day span.

James Alspaugh, H-R Representative, is chairman of the College Majors Conference, and N. W. Ayer's Tom McDermott is president of the IRT Foundation. Collaborating in the venture is the Association for Professional Broadcasting Education.

What's in store for the serious young hopefuls who will travel to New York from states ranging from Alabama to Wisconsin, and from schools ranging in size from giant



Princeton University is typical of large schools with student-run campus radio station

straight word

Industry veterans donate their time and experience to IRT Foundation conferences designed to aid students of radio and TV

like Columbia and Minnesota to small colleges like Carleton and Olivet?

Briefly, the panel discussions will focus (in separate sessions) on radio and TV station operation, radio and TV networks, commercial production for radio and TV, media selection in radio and TV, syndicated TV operations, and station representatives.

Panel moderators include several industry veterans: WPAT v.p. and general manager Daniel P. Weing (Radio Station Operation); WNEW-TV v.p. and general manager John E. McArdle (TV Station Operation); ABC Radio Network president Robert R. Pauley (Radio Network) Julius Barnathan, v.p. and general manager of ABC-TV (TV Network); Lincoln Diamant, senior TV commercial producer at OBM (panels on commercial production and media selection); MCA Sales v.p. Hal Golden (TV Films); and Larry Webb, managing director of SRA (The Station Representative).

The second of the conferences—this one aimed at the college students who operate more than 200 campus radio stations around the country—will be held in the third week of March, also in New York. It will precede the 25th annual national convention of the Intercollegiate Broadcasting System due to be held March 21 on the campus at Columbia University (whose student-run WKCR-FM competes with New York commercial FM stations on public wavelengths).

The two sessions have a tendency to look alike. The chief difference, as IRTS' Claude Barrere describes it: "The conference for college majors is aimed at the young men and women who intend to make a career in broadcasting. The conference for collegiate broadcasters naturally includes many of these young people, but it also includes student broadcasters who enjoy their work as a spare-time activity while studying

everything from medicine to business administration."

In a questionnaire covering last year's collegiate sessions, IRTS found the vote running 64 to one in favor of advising other students to attend the sessions, with two delegates feeling the conference was "excellent" or "very good" for every one who felt it was "good" or less. These were some post-conference student comments to IRTS:

"... An informative and rewarding experience. After the trip, I am more convinced than ever that

the broadcasting industry is my first love" (Student manager, KUOK, U. of Kansas).

"The entire event was thoroughly enjoyable, and I feel that I have brought much valuable information back . . . an extremely beneficial experience" (Student staff member, WMUC, U. of Maryland).

"I have been gratified to notice many beneficial carry-over effects on our two student representatives who attended. The surface ripples have spread throughout the entire staff" (Faculty advisor, WCBH, U. of Mississippi). ■



Serious students from nearly 60 schools listened in '63 to audio expert Steve Temmer

Have you heard the latest . . .

Toledo is now the 44th
metropolitan market!

Donna Reed



Represented by Storer Television Sales, Inc. 

LOS ANGELES KCBS	PHILADELPHIA WJBG	CLEVELAND WJW	MIAMI WGBS	DETROIT WJBA	TOLEDO WSPD	TOLEDO WSPD-TV
NEW YORK WJEN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBL-TV	STORER BROADCASTING COMPANY	

WSPD
Television
TOLEDO

NATIONAL FILE

ADVERTISERS

\$1.5-million Mexico contract to Collins: An extensive multi-channel microwave system spanning more than 900 miles of rugged terrain will be built in Mexico for Petroleos Mexicanos (PEMEX) by Collins Radio Co., Dallas. System will provide communication and supervisory control for the government-owned oil and gas pipelines from Salamanca to Ciudad Pemex, with a microwave spur connecting the system with Veracruz. It includes 25 repeater stations and terminals located along the pipeline route. Collins hope to complete the system within one year, and will supervise maintenance for an additional year, training technicians at its facilities in Dallas and on the job.

New offices for BFG: B.F. Goodrich has leased 32,000 square feet in new Chemical Bank New York Trust Building at 277 Park Ave. in New York. Most of Manhattan-based operations will move there about May 1.

Group buying: Farmers Insurance Group will increase its broadcast schedules this year. Honig-Cooper & Harrington, Los Angeles, agency for Farmers, is scheduling TV in 19 western markets, renewing Frank Hemingway morning news on ABC Radio West for the third year, at the same time stepping up to five times a week, and bolstering with radio spot. Farmers also is using magazines and outdoor.

P&G half-year gain: For the last six months of 1963, Procter & Gamble consolidated net earnings were \$70.3 million, equal to \$1.61 a share, up from \$62.5 million or \$1.49 a share for the same period last year. The report includes Folger coffee, acquired by P&G.

Book Lore: How to use books as advertising and promotional tools is new display subject at Advertising Club of New York. Display features ways paperback books are being adapted and used by advertisers like Johnson & Johnson, Con Edison, American Machine & Foundry, Weyerhaeuser, Lerner Shops, and Eastman Kodak. Specialist firm handling campaigns and preparing display is Benjamin Co., New York.

Richard G. Stevens joined Compton Advertising's Chicago office January 13th as media supervisor. His account assignments have not been disclosed as yet. Dick, associated with Young & Rubicam in Chicago for more than 5 years before taking leave of the

agency last month, was concerned there with such accounts as International Harvester, Northern Paper Mills, American Bakeries, Allied Van Lines, the Chicago division of the Borden Co., and Fouds spaghetti and macaroni (a division of Grocery Store Product Co.).



Bolin

Roger H. Bolin, advertising director of Westinghouse Electric, appointed chairman of American Cancer Society's Advertising Advisory Committee. Other committee members are **Albert Brown** (Best Food Div.); **Rex Budd** (Campbell Soup); **Robert M. Gray** (Humble Oil); **A. Dexter Johnson** (Eastman Kodak); **Henry M. Kennedy** (Prudential); **Edward Kletter** (J.B. Williams), and **Harry F. Schroeter** (National Biscuit).

Bob Holden, formerly of Southern Railway, joins Potomac Electric Power Co., Washington, D. C., as advertising manager.

AGENCIES

Talent Roster: Charles H. Stern Agency, Hollywood, has published its 1964 "Off-Camera Directory" of commercial talent. Ad agencies and producers may get copies from the talent agent at 1680 N. Vine St.

WWB address: Merged operations of Donahue & Coe and Ellington have been consolidated at 1271 Avenue of the Americas, New York, under the West, Weir & Bartel name. In addition to Don E. West and Walter Weir of D&C and William A. Bartel of Ellington, principals include Jesse T. Ellington and Oliver A. Kingsbury.

To Schlitz regional shop: Post-Keyes-Gardner, Chicago, agency for regional brands of Jos. Schlitz Brewing, named for latest brand acquired, Primo, produced by Hawaii Brewing, Honolulu.

Pream's \$1 million: M&R Dietetic Labs, Columbus, names Tatham-Laird, Chicago, for Pream, currently billing more than \$1 million a year.

Sausage case: Stern, Walters & Simmons, Chicago, named by Parker House Sausage of Chicago, previously a direct advertiser. Midwest media plans include broadcasting, newspapers, and magazines. Herschell Goodman, vice president of SWS, is account executive.

Development business: Riker Delaware Corp., Burlington, N. J., to Firestone-Rosen, Philadelphia, for Ocean Acres, homesite development in Manahawkin near the South Jersey

Shore. Radio, TV, newspapers, and direct mail will be used in New York, New Jersey, and Delaware.

Beauty Part: Frances Denney Cosmetics, Philadelphia, names Grant Advertising, New York, for program using magazines primarily. Rita Mc-Namara, Grant vice president, is account executive.

Forms counseling firm: Robert J. Murphy and Thomas B. Logue have formed Murphy & Logue, Inc., to counsel business and industry in all phases of advertising, marketing, public relations, research and sales promotion. Offices are at 1914 Beachway Rd., Boulevard Center, Jacksonville, Fla. Murphy and Logue were formerly with Dennis, Parsons & Cook, Jacksonville.

Charles Worman, specialist in international marketing and advertising, joins international division of Smith & Dorian as v.p. Worman will be responsible for overseas activities and foreign-language and ethnic-group markets in U.S.



Worman

Lloyd Fabri, account executive, McCann-Erickson, San Francisco, has been transferred to McCann-Erickson International, with headquarters in Geneva.

Bennett Ades, account supervisor, Sander Rodkin Advertising, named v.p. in charge of radio-tv, in addition to account duties. **John R. Price**, v.p., marketing and research, appointed director of client services.

Willard Benner, **Erwin A. Levine**, and **David J. Scott** elected senior v.p.'s of Ted Bates. All were v.p.'s and associate creative directors.

Redmond & Marcus, New York, named for Arnold Palmer golf equipment and apparel.

Sidney E. Miller, formerly of Advertising Promotions, to production manager for Holtzman-Kain Advertising, Chicago.

Stockholders' Walther Assocs., Boston, have elected **Clifton P. Jackson** president, **Irvin W. Evans** senior v.p., and **Loring W. Mann** operations v.p. and assistant treasurer.



Jackson



Evans

TIME/buying & selling

WTVO signs with Blair: WTVO Television, Rockford, Ill., has appointed Blair Television, BTA division, as its exclusive national sales representative effective February 15th. WTVO, channel 39, a Balaban station, is owned and operated by the Winnebago Television Corporation. The station's officers include Harry Balaban, president; Harold Froelich, general manager; and Gene Denari, sales manager. The TV outlet, affiliated with NBC-TV, has business offices and studios on Meridian Road, Rockford.

Lone star stations switch: Jack Masla has taken over representation of KELP (AM & TV), El Paso. The tv station operates on channel 13 and is the ABC TV affiliate in the market; KELP radio operates at 920 kc.

Keeping up with Y&R: Claude Fromm now assigned to buying chores on the American Home Products account at Young & Rubicam (New York), taking over for Ricky Sonnen who exited the agency early this year. For a brief span Monty Bachikoff is taking over for Claude, who is on jury duty.

Moves into Louisville: H-R Representatives has taken over representation of WAKY, Louisville, Ky., effective January 20. The 24-hour station operation, formerly sold by John Blair, is owned by Lin Broadcasting. Fred Gregg is president, John Hicks manager.

James R. Kelly to Chicago television sales staff of The Katz Agency, station representative. He had been with the Leo Burnett Co. as an account executive responsible for several products of Chas. Pfizer & Co.

Thomas W. Petree to Select Station Representatives' Chicago office as an account executive. He was formerly manager of network sales service with NBC-TV, and before that a sales representative with Liggett & Myers.

William J. Moyer to Weed Television's New York staff as a vice president. He was formerly general manager of KARD-TV, Wichita, Kansas.

Lloyd Griffin, president-tv television Peters, Griffin, Woodward reps, awarded Northwestern University's Alumni Medal—the Alumni Association's highest tribute—by University president J. Roscoe Miller. Griffin, a member of the class of 1932, was one of two graduates granted the award at a Founder's Day convocation on the campus in Evanston, Ill. The Alumni Medal is granted sparingly to those Northwestern alumni who have achieved eminence in their respective fields of endeavor and communities, or who have rendered exceptional service to the University, bringing honor to themselves and their University.

John C. Flynn to New York sales staff of H-R Television. Before joining the

rep firm, he was a TV salesman at Advertising Time Sales, and earlier was a senior timebuyer at Ted Bates & Co., New York.

Brud Martindale to Detroit sales staff of H-R Television and H-R Representatives. He was in radio sales with WKMJ and WCAR, both Detroit, and prior to that was station manager of WCER, Charlotte, Mich.

Denis Dever to CBS Television Stations National Sales as assistant sales promotion manager. He was with The Katz Agency as assistant to the associate director of promotion, and before that was with BBDO in the agency's executive training program.

Dick Olsen and Jack Giebel appointed assistant media director at Doherty, Clifford, Steers & Shenfield, New York. Both men were formerly media supervisors at the agency.

Kenneth H. MacQueen, formerly account executive, The Katz Agency, Chicago, joins ABC Television Spot Sales, that city, in same capacity.

Mrs. Nona Kirby, for 30 years a broadcasting executive, died suddenly January 20th at her home in Cambridge, Mass. At the time of her death, Mrs. Kirby was president of the Boston radio-tv rep company bearing her name. The Nona Kirby Co. has served as New England sales representative for many stations throughout the country. Mrs. Kirby began her career as manager of the artists bureau of WCOP, Boston; later became general sales manager of WLAW, Lawrenceville, Ga., before forming her own firm.

TV MEDIA

Variety Week being marked: The 10,000 amusement industry members of Variety Clubs International this week are celebrating the sixth annual Variety Week, calling attention to the work the organization is doing for children throughout the world. Variety now has "Tents" in 36 cities in the U.S., Canada, Mexico, Great Britain, and Ireland. Since the organization was founded in 1928, it has spent over \$85 million in behalf of children.

TV codifiers: Sensitive piggyback and cigarette questions (Sponsor, Feb. 3), serve to spotlight new TV Code enforcers named by President LeRoy Collins of National Assn. of Broadcasters. **Clair R. McCollough**, president, Steinman Stations, Lancaster, Pa., has been tapped to succeed **William D. Pabst**, general manager of KTVU, Oakland-San Francisco, Calif., as chairman of Television Code Review Board. To take office with him in spring as board members are **Robert E. Schmidt**, v.p. of HAYS, Hays, Kan., who succeeds **Robert W. Ferguson**, executive v.p. of WTRF-TV, Wheeling, W. Va., plus these incumbents named to new terms: **Ernest Lee Jahncke, Jr.**, NBC; **Joseph H. Ream**, CBS; **Alfred R. Schneider**, ABC; **Roger**

W. Clipp, v.p., Triangle Stations, Philadelphia; **George B. Storer**, Storer Broadcasting, Miami. In unexpired terms are **Douglas L. Manship**, president, WBRZ, Baton Rouge, La., and **Lawrence H. Rogers, II**, president, Taft Broadcasting, Cincinnati.

ETV station gains support: KCOP-TV, Los Angeles, added a donation of \$100,000 to ch. 28's growing treasury. Station, which will probably use the letters KCET, is scheduled to start next September. Meanwhile it has received a \$468,790 grant from the U.S. Dept. of Health, Education and Welfare. CBS, NBC and Metromedia each contributed \$250,000.

New buyer in daytime net: Kirsc Company, entering daytime network TV for the first time, bought into NBC's "Loretta Young Theatre" and "Concentration." Order begins March 8 for eight weeks. McManus, John Adams is the agency.

R. Douglas McLarty to station manager of WQAD-TV Moline, Ill. He has been director of programming for the station since it went on the air August 1, 1963. He is a 14 year veteran of TV production and programming.



Curtis



Schultz

L. H. (Curt) Curtis will run KSL-TV Salt Lake City as acting station manager. He succeeds Lloyd E. Cooney who was one of three Queen City Broadcasting executives named to management jobs at Seattle station KIRO (AM-FM & TV).

Arch L. Madsen, president of KSTX Inc., was elected president of the Seattle stations but he will divide his time between the two cities, **Gordon B. Hinckley**, director in Salt Lake City, assumed the same position in Seattle.

A series of other appointments was also made for the Salt Lake City station. **James E. Schultz**, an account executive, was named national sales manager, **Jay W. Lloyd** was appointed local sales manager, and **Kenneth I. Hatch** continues as general sales manager.

Principal stockholder of both the Seattle and Salt Lake City operations is The Church of Jesus Christ of Latter-Day Saints, which also has controlling interest in WRUL, shortwave station in New York, and also financially interested in KBOI-TV and radio Boise, and KID-TV and radio Idaho Falls.

Gary Willson to account executive in the sales department of KXTV Sacramento. He was sales manager of KROY for the past two years, and has also held sales posts with KGMS and KXOA.

William Gerrity was elected chairman of the newly formed Eastern Assistant Directors Council in the first election since merger of IATSE Local 161 with Directors Guild of America.

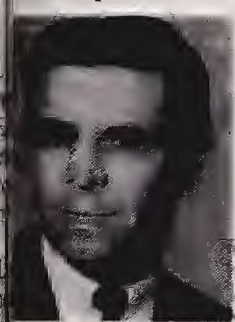
Myron (Mike) Weinblatt, manager, participating program sales, named director, participating program sales, NBC-TV. He replaces **William F. Storke**, new director of program administration. Weinblatt has been with NBC since 1957.

James Seaborne to manager, film program operations, NBC Burbank, succeeding **James Merrick** who has been named director, NBC Productions, TV network.

Donald Swartz, president and general manager of KMSP-TV, named chairman of the Variety Club Heart Hospital Assn.

O. Wayne Rollins, president of Rollins Broadcasting, has been elected to represent the outdoor ad industry on the board of directors of the Advertising Federation of America. Rollins is also a director of Outdoor Advertising Assn. of America and Outdoor Advertising, Inc. The Rollins firm entered the billboard field in 1961.

Harry J. Ockershausen to general counsel and executive secretary of the Maryland-D.C.-Delaware Broadcasters Assn., replacing **John Doerfer**, who recently resigned to join Storer Broadcasting. Ockershausen is a member of the Washington law firm of Dempsey and Koplovitz.



Bachman

M. S. "Tony" Bachman has been appointed to the newly created position of advertising and promotion manager for WBKB Chicago.

He has been promotion manager for KXTV Sacramento since June 1959.

Bachman began his broadcasting career in 1956 as a floor manager at WXIX-TV Milwaukee and became assistant promotion manager there. In March of 1959, he became assistant promotion manager of WISN-TV.

James Merrick to director, NBC Productions, TV network, headquartered in Burbank. A manager in the program department on the west coast, Merrick, who joined NBC in December, 1960, will now be associated with vice president Felix Jackson in the development and production of NBC-owned series.

Claude Taylor to local sales manager for WJZ-TV Baltimore. He joined the station in 1949 when it was called WAAM.

Annette Keehn to promotion direc-

to of KCOP-TV Los Angeles. She was formerly with Winner-Clippinger & Associates for two years and, prior to that, was in the advertising field in Raleigh.

Keith H. Moon to promotion director and **Franklin Raymond** to creative director of KXTV Sacramento. Moon, creative director for the past three years, replaces M. S. Bachman, who resigned to become director of advertising and promotion of WBKB Chicago. Raymond has been with the station for the past two years as copy writer in the creative department.

Don Howe to manager of national sales at WTEV New Bedford, Mass. Formerly account executive and assistant sales manager for systems and procedures at H-R Television. Howe also served as local sales manager for WBAL-TV Baltimore.

Hal Meden, of Franznick-Meden, has been reappointed secretary-treasurer of the Broadcasters' Promotion Assn. for 1964, his third term. BPA also appointed **Paul Lindsay**, promotion manager of WIND Chicago, as general chairman of the 1964 Seminar to be held at the Pick-Congress in Chicago Nov. 16-18.

William N. Farlie, Jr., to director of management development for Group W. He assumes the newly created post after working with the Westinghouse Electric legal department.

RADIO MEDIA

Talk around the clock: With the addition of "Tex McCrary Time" (11:15 p.m. to midnight) and "The Vincent Tracy Show" (9:15-10 p.m.) to the Monday-Friday schedule, WOR New York, now virtually talks around the clock. Its weekday lineup includes 22½ hours of talk in each 24-hour period; the only three programs in which music is heard are "Sunrise Serenade" (5-5:30 a.m.), "Rambling With Gambling" (5:30-9 a.m.) and "Radio New York" (4:15-6 p.m.).

AMer duplicates sister FM: Harvey Radio Laboratories, licensee of WTOA (AM), Cambridge, Mass., and WXHR (FM), Boston, has begun carrying the same programs on both stations on a simulcast basis. WTOA now duplicates the programming of WXHR, "Boston's Fine Arts Station." In line with the move, **Stephen Decatur** has become sales manager for both stations.

WISA appoints Eckels: WTSA, Brattleboro, Vt., has named Eckels & Co. as sales rep for New England.

Alumni group makes first annual award: The Communications Alumni Assn. of Syracuse University, graduates in the New York area active in journalism, advertising, radio, television, and public relations, selected Sy-

WAVE RADIO AND TV

PROGRAM FOR THE

VERY BEST

AUDIENCE

LOUISVILLE

BOTH NBC

BOTH REPRESENTED BY THE KATZ AGENCY

(Antique type from the Robinson-Pforzheimer Collection.)

racuse junior Dan Stone. He won an award certificate, cash honorarium, and tour of news and broadcasting facilities in New York, including Elliot Unger & Elliot, Recording Studios, Inc., WCBS-TV and CBS-TV News, National Educational Television Center, and WNEW. Stone is news director of the university station, WAER, and columnist and book reviewer on the campus newspaper, The "Daily Orange."

Sells sports show: WTAE, Pittsburgh, scored a hit with its five-minute nightly roundup with sports director Ed Conway. Sponsored on Tuesday and Thursday nights by All-State Insurance, the program has just been sold to Otto Milk Co., largest distributors of dairy products in western Pennsylvania, for Monday, Wednesday, and Friday nights.

Show seminars: Four radio program clinics will be staged on a pilot basis next year by National Assn. of Broadcasters. Radio Board decided to try two big markets, and two in small, to see if NAB should establish program service. Trial clinics will be budgeted at \$2,500 apiece and may bear on eventual decision to do something similar in TV.

Out of court: KALI, San Gabriel, Calif., and KMEX-TV, Los Angeles, have settled differences over reports, KALI has announced. The two stations has initiated actions in Los Angeles County Superior Court last year, but now, KALI says, while accuracy of the reports in question still is a matter of controversy, now they are outdated, and "it is mutually believed that "there is little or no point to be gained in litigation concerning them or with respect to any financial losses which the use of such reports may have occasioned, it being reported that the same have since been mitigated." Details of the agreement were not announced.

P.R. Appointment: Rounsaville Radio Stations, Atlanta, to Woody Kepner Assoc., for national public relations. Rounsaville stations: WFUN, South Miami, Fla.; WCIN, Cincinnati; WLOU, Louisville; WVOL, Nashville; WTMP, Tampa-St. Petersburg, and WYLD, New Orleans.

Tucson tourney SRO: Humble Oil and Refining (McCann-Erickson) and Rainbo Baking will share sponsorship of the Feb. 13-16 Annual Tucson Open Golf Tournament on KGUN-TV. Prize money for the 72-hole contest is \$30,000. There will be 11 hours of TV coverage over the four days.

Sponsors getting spring fever? It seems so. More than 11 weeks before opening day, WCCO reported a full line-up of sponsors set for its exclusive play-by-play of the 1964 Minnesota Twins baseball games. They are Theo. Hamm

Brewing (Campbell - Mithun), Twin City Federal Savings & Loan Assn. (Pidgeon-Savage-Lewis), Pure Oil (Leo Burnett), and Wheaties (Knox Reeves). Station will carry the entire schedule of 162 games plus nine pre-season exhibitions.

William R. LaBorde to program director for WNDY Indianapolis, new 5-kw station scheduled to go on the air in latter part of February. Programming will be aimed at "young moderns," according to LaBorde.

John O. Downey, CBS vice president and general manager of WCAU Philadelphia, named chairman of the Radio-Television division of the 1964 Membership Enrollment of the Fellowship Commission.

Charles E. Bell to the post of broadcast division manager of Henderson Belk Enterprises. Active in station operation and ownership in the Carolinas and Puerto Rico for the past 25 years, Bell was most recently associated with Westinghouse Electric.

Harry R. Link re-elected president of Virginia-Carolina Broadcasting Corp., operator of WDVA Danville, Va. Julian R. Stinson, Hosea E. Wilson, and L. H. Kernodle were elected vice presidents.

Kenneth Edelson to station manager and **Larry Moyer** to program director at WGMZ Flint; and Gaylord Sheets to station manager and Fred Henzi to program director at WABX (FM) Detroit, both stations owned by Mid-State FM Network.

A top echelon reshuffle at WDAY, Inc., Fargo, leaves **Jack Dunn** in charge of the entire radio-TV operation.



Dunn

With the outfit since 1931, Dunn has most recently been general manager. His new title is executive vice president, succeeding Tom Barnes who resigned.

Jack Lester was appointed TV general manager; **Bill Burn**, radio general manager; and **Ken Kennedy**, station manager. Lester and Burn will also continue as national sales managers for TV and radio respectively; Kennedy continues as program-production director for TV.

Ralph Klein to general manager of WRYM Hartford-New Britain. He has been with many New England stations, and was general manager of WCCC Hartford and WINF Manchester, Conn.

Anne Harding retired as manager-service division, at CBS Radio. She was with the network 30 years. She plans to travel briefly, then continue her service to CBS Radio in a part-time capacity.

Robert J. Rentschler to director of the Mid-State FM Network and sta-

tion manager of WSWM East Lansing. He'll be responsible for the overall programming activities of other member stations of the network. **David L. Jerrell** was named network program coordinator, with responsibility for program development and director of continuity and traffic.

Lu Bassett to local sales manager of WSAI (AM & FM) Cincinnati. He has been with the station eight years in various phases of sales and merchandising.

C. George Henderson, executive vice president and general manager of WSOC-TV Charlotte, has been named to the additional post of general manager of WSOC radio. He replaces **Henry Sullivan** who recently resigned.

H. Roger Dodson to operations manager of KODY North Platte, Neb.

Mick Tacher to sales manager of KOL Seattle, replacing **Gil Jacobsen**. He has been general manager of KFKF Bellevue since 1960.

SYNDICATION & SERVICES

Television Film Exhibit 64 has appointed **Fladell Advertising Assoc.** for industry-wide exhibition to be held April 5-8 at Pick-Congress Hotel, Chicago. 3M Co. Di-Noc photo and decorative products to BBDO. Di-Noc was one of nine accounts shifted from Erwin Wasey, Ruthrauff & Ryan earlier this year. Seven accounts were moved to MacManus John & Adams and one to BBDO. In addition to Mutual Broadcasting and Di-Noc, BBDO is also agency of record for electrical products, international, coated abrasives and roofing granules divisions, and National Advertising Co. subsidiary.

Centralizing: New York office of Mincom Division, 3M Co., has moved to 135 W. 50th St. Mel Lieberman, who heads office, indicated that increase demand for Mincom's videotape drop-out compensator required more central location. Office space is shared with 3M's Mutual Broadcasting System. Telephone number is LT 1-1416.

Sidney Dimond, who operated Creative Asocs., Boston film production firm, while serving as associate professor of broadcasting, Boston University, has resigned his educational duties to operate Creative Asocs. full-time.

N. Donald Ringsred, sales representative, Alexander Film Co., Colorado Springs, to president, headquartering at Birmingham, Mich.

Lawrence F. Costello to national marketing manager for Industrial Products Division of Sony Corp. of America, New York. He joined Sony year ago, as eastern regional manager, when Industrial Products Division was formed to market Sony portable video tape recorder, PV-100.

THE WEEK IN WASHINGTON

The AFA's planned dialogue between advertising and government people at their 64th Annual Conference here last week struck no sparks.

The panel confrontation with FCC Chairman E. William Henry and FTC Chairman Paul Rand Dixon turned into a verbal minuet. Each of the regulatory spokesmen, including FOA Assistant Commissioner Winton B. Rankin, made a mild speech expressing his oft-heard viewpoint on advertising's faults and virtues.

There was a time at the close of the panel session for only one question from the audience for each speaker—none of any consequence or shedding any new light.

One thing came strong and clear: FCC Chairman Henry is not calling quits on the overcommercialization battle at the FCC. (See story on page 19)

The Federal Communications Commission is committed to further action, on case by case basis. The staff has never, during the 16 month Henry tenure, brought up a case on the basis of overcommercialization alone. But things are going to be different.

Henry said the staff has been put on the alert: too many commercials means pullout for commission inspection—and not just on the basis of promise versus performance. Enough of the cases should form a policy base, said Henry, over the sound of quiet grinding of teeth by broadcasters present. Loudness and interruptiveness will have their day at the FCC, too.

Equally strong and clear was Rep. Walter Rogers' declaration for action on his committee-passed bill to bar the FCC from regulating commercials, once and for all.

Speaking at a subsequent panel meeting during the conference, the irate Texan said he will push for House and Senate vote on his bill. Further: Rogers will push for a legislative hoedown to curtail increasing regulatory agency assumption of power.

Rogers' remarks brought the only hefty applause during the two panel sessions at the AFA-AAW meet. Reception of the rest of the government's case was polite and unimpressed. Conference arrangements thoughtfully placed regulatory agency spokesmen in earlier panel session, and had them whisked off the platform before seating Rogers and the two Senate representatives.

Sens. Maurine Neuberger and Philip Hart were too busy to appear in person, and sent legislative assistants in their place. Michael Pertschuk, speaking for Mrs. Neuberger, said the senator's bill to empower FTC to regulate cigarette advertising and labeling and give it temporary restraining right, may never pass—may never have to, if industry polices its own advertising and comes up with safer smoking.

In any case, cigarette advertising must be under some government restraint, or the consumer will be falsely assured they are safe for human consumption, said Pertschuk, leaving the matter a bit cloudy.

THE WEEK IN WASHINGTON

Will President Johnson's attitude toward business regulation by federal agencies emerge as lady or tiger?

The question hovered over a lively, no-holds-barred panel discussion on "Federal Regulation of Business--Where Do We Go From Here?" during the third annual public affairs conference held by the Chamber of Commerce here last week.

Panel moderator Fred M. Rowe, Washington attorney, said LBJ stand was a straddle: he first warned agencies against harassment of business; now he has urged tougher measures for consumer protection.

A model for business-government debate, the panel debate was hustled from one controversial topic to the next by moderator Rowe.

Argument for regulation was carried by team of Paul Rand Dixon, FTC Chairman, and Sen. Philip S. Hart (D., Mich.), crusader for truth-in-packaging and truth-in-lending bills, and chairman of Senate Antitrust Subcommittee. Opposing were tough anti-regulation Sen. Roman Hruska (R., Neb.), ranking GOP member of the same subcommittee, and Edward F. Howrey, former FTC chairman, now Washington attorney.

A major suggestion that boiled up out of the argument:

May we need new antitrust legislation and revised regulatory statutes to replace some of the older laws and outmoded approach by over-active federal agencies. Said Hruska, also a Senate Appropriations committee member: "Maybe the additional total of 500 staffers requested by 5 of the agencies will help hold the heavy hand of government up instead of down--but I doubt it." He expects more and petty cases will result from budget increase asked by FTC Chairman.

FTC's Dixon, with a slow burn, said congressional buck-pass of the cigarette labeling and advertising regulation to FTC was far from a picayune case. He claims FTC needs more staff to achieve the advisory approach business needs to avoid multiple complaint contests.

In a later exchange, he was asked if the FTC could make cigarette labeling and advertising rules an industry-wide law, as is the case with fur labeling, flammable fabrics, et al. Dixon was doubtful. "I think this one will hit the courts."

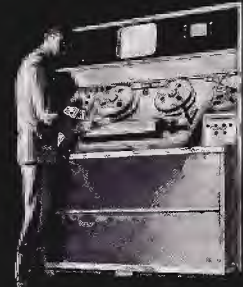
Panelist Hruska tore into the whole consumer-protection program.

He quoted Consumer Advisory Council booklet containing 15 pages of government sections where consumer finds aid. Now they want more, including "temporary" injunction by FTC on its own say-so, and power to decide when business practices are "inflationary" to consumer. Hruska say this is dangerously usurping policy matters belonging to Congress.

Sen. Hart countered that congressmen send constituent consumer complaints to agency experts. "Obviously we need consumer council guidance." Sen. Hruska had the last word, and heaviest applause with: "Customer veto is the best way the consumer can be heard."



The Mark of the Finest in TV Tape Recorders



The TR-22, with its excellence of design and brilliance of performance, attracts attention wherever it's in operation. Fully transistorized, it does away with problems of power, heat and space, reduces maintenance. It provides highest standards of quality and reliability. Any studio can benefit from this symbol of the finest in TV Tape.



**The Most Trusted Name
in Television**



Wife

30 DAY PROGRESS REPORT

Communiques . . .

NAPTOWN GAZETTE: Don Burden, owner of the new radio station WIFE, is tickled to pieces with the latest Hooper ratings. Burden, 35-year-old collector of radio stations, made a shambles of the ratings with his \$113,000 give-away promotion. His station landed so far in front, it was strictly no contest.

this does not mean Supt. Wilson should indorse the Schwarz program. Why? I do not think instructional

Whee, the people . . .

In the WIFE radio promotion campaign, Indianapolis Symphony conductor Isler Solomon's wife, Betty, won a movie camera.

His men did a magnificent job — this time. He received call from Louis



Managing Editor of The Indianapolis Times, columnist and author of "My Indiana".

Irving Lebowitz



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KOIL • AM-FM • OMAHA
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