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# SPONSOR

THE WEEKLY MAGAZINE RADIO TV ADVERTISERS USE

20 AUGUST 1962—40c a copy/\$8 a year

**RADIO/TV IMAGE—**  
*Building it is the job of the TIO and NAB, who match efforts of ad groups* p 27

**PUBLIC AFFAIRS—**  
*Programs once favored by institutionals gain sponsors with a harder sell* p 32



## RADIO moves with a going America

Millions of Americans are on the move over the highways every day—going to work or going to buy. Spot Radio lets you talk to them personally about your product, as they drive. These great stations *will sell* them your product.

KOB	Albuquerque	WTAR	Norfolk-Newport News
WSB	Atlanta	KFAB	Omaha
WGR	Buffalo	KPOJ	Portland
WGN	Chicago	WRNL	Richmond
WDOK	Cleveland	WROC	Rochester
WFAA	Dallas-Ft. Worth	KCRA	Sacramento
KBTR	Denver	KALL	Salt Lake City
KDAL	Duluth-Superior	WOAI	San Antonio
KPRC	Houston	KFMB	San Diego
WDAF	Kansas City	KMA	Shenandoah
KARK	Little Rock	KREM	Spokane
KLAC	Los Angeles	WGTO	Tampa-Lakeland-Orlando
WINZ	Miami	KVOO	Tulsa
KSTP	Minneapolis-St. Paul		Intermountain Network

Radio Division

**Edward Petry & Co., Inc.**

The Original Station Representative



# IN THE INDIANAPOLIS MARKET

# WXLW



Photography by Hartl A.

The Richard Elliotts, "typical WXLW family," "load up" for vacation trip.

**... delivers an above average adult audience who participate in an unusual number of family hobbies and activities INCLUDING AN ANNUAL VACATION AWAY FROM HOME!**

Walker Research in-person interviews\* disclose our audience as one that enjoys gardening . . . camping . . . fishing . . . swimming . . . boating . . . model building . . . sewing . . . cars and oil painting. With an *above average income* the typical WXLW family listening audience controls *27.9% of the Total Spendable Income†* in our coverage area which *comprises over 26% of the total population of the State of Indiana‡* . . . Statistical Proof that our "Profiled" Adult Audience has the money to spend for the products and services you have to sell!

†(60 U.S. CENSUS) ‡(NCS 61)

To reach and influence this important one-third segment of one of the nation's growing markets . . . buy WXLW in Indianapolis.

# WXLW

5000 Watts

950 Kilocycles

Indianapolis, Indiana



\*Ask your Robert East man for "the typical WXLW family" profile!



The road to market has to pass Main Street. **To reach Main Street U.S.A., turn at Mutual.** Main Street, U.S.A. is the big "buy-way"—the street that sells through local radio. Mutual owns Main Street, U.S.A. lock, stock and big town—with 453 listenable affiliates everywhere. If you want to sell where the buying is biggest, check the signpost and turn at Mutual. *LANDMARK: Mutual delivers 97 of the top 100 Main Streets in America.* **Mutual Radio | 3M** A Service to Independent Stations.







*Just wind it up  
and let it go . . .*

## THE ALLAN-HENRY MORNING SHOW

Dan Allan and Marv Henry (7 a.m. to 9 a.m.) make getting up almost fun in the Twin Cities. Their two-man show (the only one of its kind in the area) is drawing the raves and the ratings. Allan and Henry bring Twin Citians everything from the weather to school lunch menus to the best-spun music anywhere, and they do it with an abundance of good humor and Marv Henry's incredible assortment of voices. Remember, too, the Allan-Henry Show has WLOL's exclusive Air Watch Traffic Reports. So make time count when you're buying it. Specify the Allan and Henry Morning Show.

# RADIO WLOL

MINNEAPOLIS • ST. PAUL

5,000 WATTS around the clock • 1330 kc

WAYNE 'RED'  
WILLIAMS  
Vice-Pres. & Gen. Mgr.  
Larry Bentson, Pres.  
Joe Floyd, Vice-Pres.  
Represented by  
AM RADIO SALES



**MIDCO**

Midcontinent Broadcasting Group

WLOL/am, tm Minneapolis-St. Paul; KELO-LAND  
tv and radio Sioux Falls, S. D.; WKOW/am and tv  
Madison, Wis.; KSO radio Des Moines



# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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# Market Quotation

“WHAT’S THE market situation?”  
 “Looks like England will get in.”

“Not that one.”  
 “Well, hogs are up twenty-five cents.”

“I mean the stock market.”  
 “Prime beef is twenty-nine dollars at Chicago.”  
 “We’re not communicating . . . I mean what was the Dow-Jones Industrial average this noon?”

In Eastern Iowa, you have to be specific. Many markets interest Iowans.

The Common one, for example: Iowa ranks 17th in value of manufactured exports and sends \$248 million in agricultural products abroad annually.

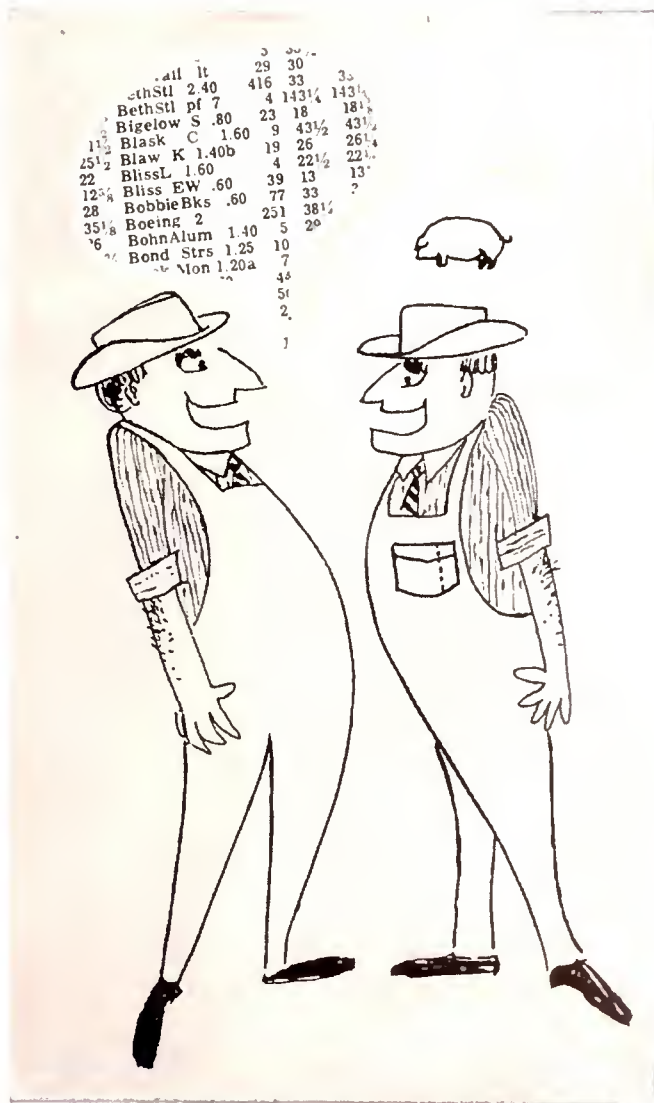
The livestock market: Iowa ranks first in production of beef, pork, lamb, eggs, corn and oats; Iowans own better than 10 per cent of the total value of livestock and poultry in the U. S.

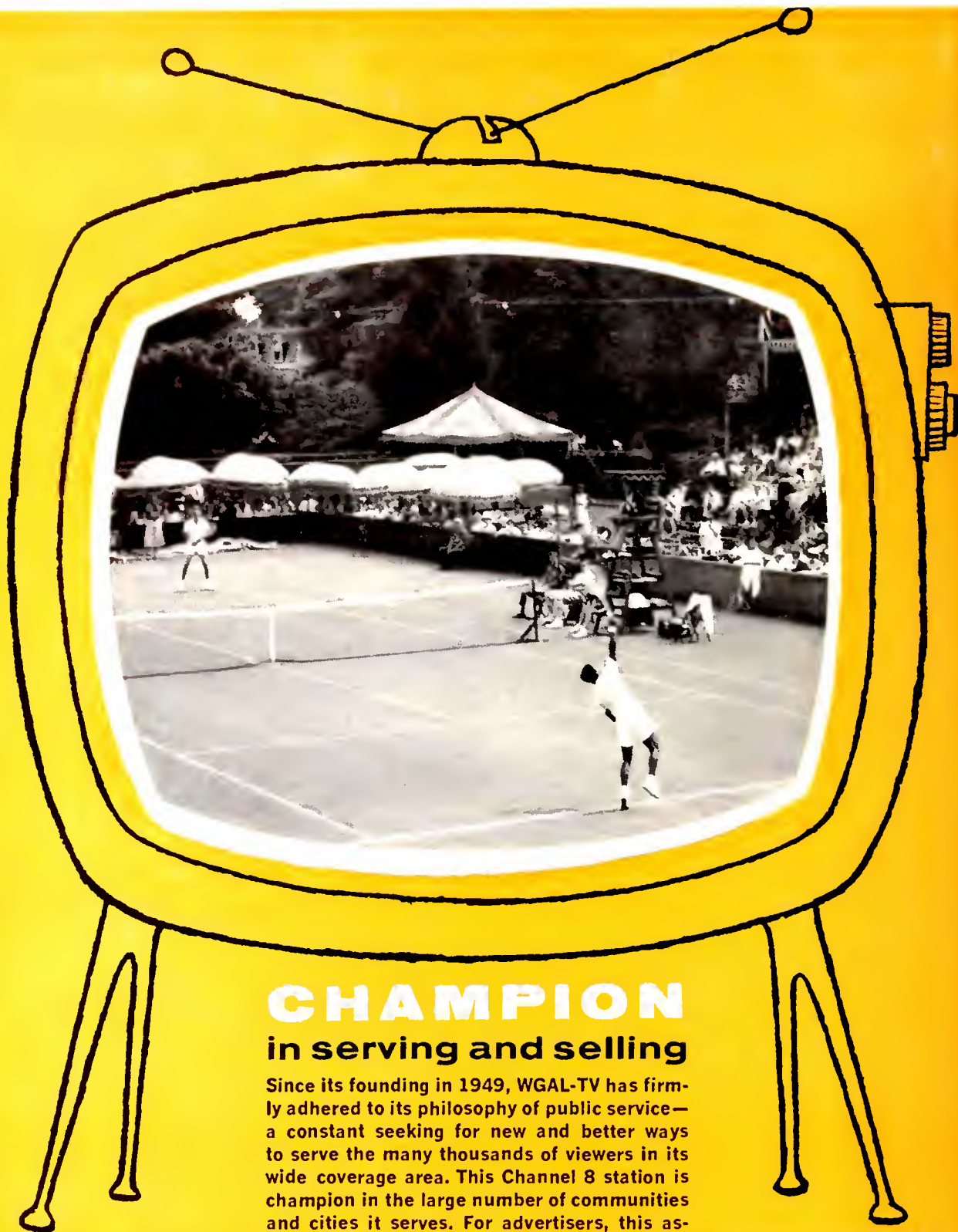
The stock market: With average annual income in the \$16,000 bracket, the Eastern Iowa farmer has definite interest in investments.

WMT-TV is specific. Our programming covers all of the market interests of Eastern Iowans. Our market covers all of the market interests of time buyers: cities (three of Iowa’s six largest), towns, villages and farms. More than half of the

state’s 734,600 tv homes are in WMTland. In “homes reached” WMT-TV is first in all time periods from sign-on to sign-off. Sunday through Saturday (ARB 3/15/62, Cedar Rapids—Waterloo).

WMT-TV, CBS Television for Eastern Iowa, Cedar Rapids—Waterloo. Represented by the Katz Agency. Affiliated with WMT Radio; K-WMT, Fort Dodge; WEBC, Duluth.





## **CHAMPION** in serving and selling

Since its founding in 1949, WGAL-TV has firmly adhered to its philosophy of public service—a constant seeking for new and better ways to serve the many thousands of viewers in its wide coverage area. This Channel 8 station is champion in the large number of communities and cities it serves. For advertisers, this assures outstanding response and sales results.

# WGAL-TV

**Channel 8 • Lancaster, Pa. • NBC and CBS**

**STEINMAN STATION**  
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco





20 August 1962

Latest tv and radio developments of the week, briefed for busy readers

# SPONSOR-WEEK

## 1960 TV SPOT UP 2.3%

FCC reports \$9.3 mil. tv spot increase to \$468 mil. but total industry higher costs reduce 1960 profits

Washington, D. C.:

Although total tv revenue increased 3.9% to \$1,318.3 million in 1961, broadcast profits declined \$7.1 million below 1960, according to official FCC data released last week.

The explanation is that revenues were up \$49.7 million but expenses rose \$56.8 million over the year before. Hence 1961 profits \$327.0 million were below 1960's \$244.1 million. (For chart on top 50 three-station spot tv markets in 1961 compared to 1960 and 1959, see p. 10.)

In general, networking was less profitable and stations operations were more profitable in 1961 than 1960. Almost 80% of the uhf stations and only 40% of the vhf stations reported profitable operations. Profits over \$400,000 were reported by 37% of the vhf's and none of the uhf's.

Network time sales increased \$9 million and national-regional spot sales also increased \$9 million, but local time decreased about \$4.5 mil.

The three networks and their o&o's revenues (and industry shares) totaled as follows: \$675.3 million (51.2%) in revenues, \$588.3 million (54.4%) in expenses, and \$87 million (36.7%) in profits.

Talent sales are slowly increasing their share of total broadcast revenues. They were \$356.3 million, or 27% in 1961, compared to 25% in 1960 and 23% in 1959. The industry share of national spot has held

steadily at 40% since 1959. Network, which was 41% in 1959 and 1960, increased to 42% in 1961, and local sales, which were 19% in 1959 and 1960, dropped to 18%.

National spot in 1961 totaled \$468.5 million, compared to \$459.2 million in 1960 and \$424.2 million in 1959. The share in 1961 of the 15 network o&o's in national spot was \$102.8 million. The 525 other tv stations (not network owned) reported \$365.7 million income from national-regional spot.

After commissions, in 1961, network time sales were \$224.4 million, o&o time sales were \$140.9 million, other station sales were \$598.8 million, and total time sales were \$962.0 million.

### \$3 MIL. TIDEWATER ACCOUNT NAMES GREY

Los Angeles:

Tidewater Oil Company has appointed Grey Advertising as its agency, effective 17 September, it was announced last week.

The Tidewater account which left FC&B last spring is valued at \$2.5-3.0 million.

Grey has been picking up accounts at a fast clip, gaining \$11 million in accounts and losing none in the first six months of 1962, an enviable record in view of mixed gains and losses at Esty, Bates, JWT, McC-E, and BBDO. (See SPONSOR-SCOPE, 16 July, page 21).

### Chester to NBC TV as No. 2 to Werner

Giraud Chester moves from ABC TV to NBC TV and two NBC programming executives move up in the weight of Lester Gottlieb's resignation as v.p. special programs, last week.

Ed Friendly takes over Gottlieb's title and Grant Tinker becomes v.p. program operations, West Coast.

Chester is expected to be elected v.p. program administration. He was ABC's daytime programming v.p. and a plans board member.

### WBC PLANS B'WAY PREMIERES FOR TV

The programming sensation of the past week was WBC's announcement that it would televise Theatre Guild Broadway openings free in its five cities outside New York.

The programs are to be taped in advance and shown on premiere night.

However, producers and theatre owners are raising some serious obstacles.

### Sheuer, Colby elevated to new Triangle posts

Philadelphia:

In an executive re-alignment of the Triangle Stations, John D. Scheuer, Jr., has been made administrative executive, a newly created post, it was announced last week.

At the same time Martin Colby was promoted to Eastern tv sales manager, another new post, reported national sales director Edward H. Benedict.

## JUNE NET TV UP 12% TO \$63 MIL.—TvB

Network tv gross time billings rose 12.2% in June 1962 over a year ago, reaching \$63.7 million, TvB reported last week.

In the month of June alone, ABC TV's gross was \$16.0 million, up 5.2% over last year, CBS TV grossed \$25.1 million, up 20.4%, and NBC TV's figure was \$22.6 million, a 9.1% increase.

For the first six months of 1962, combined network billings were \$387.7 million, up 11.6% over 1961. ABC TV was up 6.4% to \$100.7 million, CBS TV increased 16.2% to \$149.4 million, and NBC TV showed a rise of 11.0% to \$137.6 million.

Daytime billings rose 15.4% to \$120.8 million and nighttime billings increased 10.0% to \$267.0 million.

## Audits & Surveys has tv copy points test

Tv commercial copy points are measured quickly and economically by a method devised by Audits and Surveys, reported president Solomon Dutka last week.

Telephone interviews are conducted in 10 or more cities within 24 hours of the telecast of the commercial. Data includes recall of commercials and their points and an unedited transcript of your comments.

Commercials are compared with norms of the same product group and with recall of other commercials in the same program.

## Leeds joins TA-Paramount as executive v.p. on coast

An expansion in tv film production at Talent Associates-Paramount Ltd. is expected as the result of an executive realignment announced last week.

Martin N. Leeds is joining the company as executive v.p. and a member of the board, it was an-

(Continued on page 60, col. 1)

## Colgate's spot radio on KLAC, Los Angeles

Colgate-Palmolive will use local spot radio heavily for various products for the first time in many years.

An extensive campaign on behalf of Vel. Cashmere Bouquet, Ajax All Purpose Liquid, Ajax, and Ad. is scheduled for KLAC, Los Angeles.

The agencies are Street and Finney and Norman, Craig & Kummel.

The order was placed through Edward Petry. The campaign was announced by Bob Forward, executive v.p. and general manager of KLAC.

## McCULLOUGH TO SPONSOR 'DEPUTY' IN 117 CITIES

McCullough chain saws (F&S&R) will sponsor NBC Films' syndicated series, The Deputy, in 117 markets.

The transaction is said to be the largest in tv syndication in 1962. The campaign begins in October with film commercials demonstrating the chain saws.

The program, an off-network series, was introduced to syndication last year by NBC Films, which reports it is sold to a total of 174 stations.

Earlier this year, NBC Films reported three other multi-market sales of its programs, all off-network re-run shows.

## Ney succeeds Colihan as Gribbin's assistant at Y&R

Edward N. Ney has been named assistant to the president of Y&R, George Gribbin announced last week.

Ney, elected a v.p. in 1959, has been at the agency since 1951. He succeeds William J. Colihan, Jr., recently elected a senior v.p. and now supervisor of the research, media, and merchandising departments.

## ABC TO SYNDICATE RADIO TALK SHOWS

Last week ABC Radio unwrapped at its New York affiliates meetings a plan to provide two new talk programs to affiliates on a syndicated basis.

The two shows, each to be heard daily in October for five minutes, star Dr. Joyce Brothers and Dr. Albert Burke.

Each is already established with a syndication sponsor track record in tv—through ABC Films and NTA, respectively—but the ABC Radio versions will be specially made for radio.

ABC will syndicate the shows on its regular lines on a special basis to subscribers. The shows will, it is hoped, lure local banks, insurance, and institutional sponsors.

The network is hoping the shows will more than pay for themselves, but its main motive is to provide program service that goes beyond music and news, not to accrue a profit to ABC.

Syndication is nothing new in the radio field, but for a network to try it may well be unique. However, co-op plans in use by the radio networks are in effect a form of live syndication. The present plan seems designed to solve the problem of giving some stations the programming they want without all stations having to agree to take a show.

## LaCava to FC&B

William La Cava will succeed Roger Pryor as the head of FC&B's tv commercial production department after the latter retires this October.

La Cava, who will be senior producer in charge of the tv commercial production department, has headed his own commercials and industrials firm since 1961.

Earlier, he was v.p. in charge of tv for C&W, and a tv producer at McC-E. He began his agency career in 1950 with B&B.



# TV TIMEBUYERS' GUIDE

1962-63 edition

*(including 91 page tv market guide)*

the book that buyers  
told us they need  
for everyday desk use

advertising deadline 5 September.  
regular rates and discounts apply.

## Top 50 spot tv markets—final '61 FCC data

National-regional time sales for 1961 compared with '60, '59

MARKET	NO. OF STATIONS	1961 (000's)	1960 (000's)	1959 (000's)
1. New York	7	\$59,421	\$59,628	\$53,851
2. Chicago	4	30,582	27,932	25,326
3. Los Angeles	7	28,274	28,012	28,544
4. Philadelphia	3	19,068	18,519	16,278
5. Boston	3	15,008	13,869	13,191
6. Detroit	3	11,240	10,798	10,042
7. Pittsburgh	3	11,133	10,726	10,782
8. Cleveland	3	11,031	10,391	9,004
9. San Fran.-Oakland	4	10,663	9,791	9,715
10. St. Louis	4	8,248	8,136	7,014
11. Washington, D. C.	4	7,863	7,579	6,947
12. Buffalo	3	7,447	6,908	6,081
13. Hartford-N.H.-N.B.	5	7,059	7,016	5,922
14. Baltimore	3	6,346	6,204	5,791
15. Indianapolis	4	6,100	5,406	5,219
16. Kansas City, Mo.	3	5,846	5,606	4,939
17. Milwaukee	4	5,844	5,877	5,514
18. Houston	3	5,837	5,287	4,811
19. Minneapolis-St. Paul	4	5,716	5,413	5,069
20. Dallas-Ft. Worth	4	5,706	5,234	4,528
21. Cincinnati	3	5,427	4,656	5,226
22. Seattle-Tacoma	5	5,361	5,488	5,421
23. Miami	3	5,278	4,950	4,658
24. Columbus, O.	3	4,611	4,597	4,037
25. Atlanta	3	4,194	4,398	3,882
26. Portland, Ore.	3	4,008	4,554	4,129
27. Louisville	3	3,808	*	*
28. Denver	4	3,719	3,634	3,339
29. Albany-S'dy-Troy	3	3,702	3,504	3,279
30. New Orleans	3	3,565	3,471	3,127
31. Tampa	3	3,277	2,983	2,530
32. Memphis	3	3,066	3,138	2,851
33. Oklahoma City	3	2,901	2,833	2,837
34. Harrisburg-Lancaster	5	2,759	2,791	2,517
35. Sacramento-Stockton	3	2,739	3,545	3,382
36. Rochester, N. Y.	3	2,654	2,591	2,246
37. Omaha	3	2,420	2,360	2,414
38. Johnstown-Altoona	3	2,319	2,193	1,902
39. Des Moines	3	2,272	2,387	2,354
40. San Antonio	4	2,113	2,304	2,066
41. Tulsa	3	2,047	2,095	2,004
42. Norfolk	3	1,953	2,156	2,004
43. Spokane	3	1,943	2,066	1,794
44. Charleston-Huntington	4	1,917	1,895	1,785
45. Nashville	3	1,798	1,939	1,609
46. Shreveport-Texarkana	3	1,779	*	*
47. Phoenix	4	1,758	1,704	1,467
48. Springfield, Ill.	5	1,673	1,639	*
49. Flint-Saginaw	3	1,633	1,579	1,430
50. Portland, Me.	3	1,594	1,658	1,461

\*Not reported by FCC; ADDENDA: San Juan-Caguas, P. R., \$2,855,000.

Note: FCC report omits two-station markets such as Providence and Syracuse, estimated at \$6 and \$4.5 million, respectively.

## RADIO CODE LIST GIVEN TO 4A's

The NAB has released to members of the 4A's a complete list of NAB Radio Code subscribers in a move intended to tighten self-discipline.

Such a list has never been available before to advertising agencies. It includes 1,576 radio stations.

For some time the NAB, 4A's and ANA have been cooperating to elevate commercial and advertising standards. The 4A's has asked its members to observe the spirit and letter of the radio code—and the NAB has already endorsed the 4A's new creative code. The 4A's operations committee has commended the latest NAB tv code.

The ANA is also talking informally with the two groups on problems in the tv field.

Last week, the 4A's and ANA formed a joint committee to provide information to the public about advertising.

Max Banzhaf, advertising director of A. C. Armstrong Corp. is chairman of the joint committee and Clinton E. Frank is vice chairman.

## Baruch defends U.S. tv

Ralph M. Baruch, director of international sales, CBS Films, warned last week that differences in time zones over the world make Telstar something less than a perfect mechanism for international tv.

He suggested that tape copies of Telstar transmissions were still needed to overcome typical time differences of six hours or more. This has little advantage over tapes shipped by jet plane, he noted.

Baruch sharply criticized an article in the 14 July Saturday Review on international television. He asserted U. S. tv was not giving the nation a black eye abroad.

Baruch pointed to import quotas in many countries which prevent U. S. tv product from flooding the tv screen.



# MICHIGAN STUDENTS

No doubt you remember the incident-- it captured national attention. The senior class of Glen Lake High School, Mich., giving up its dream of a visit to Washington by contributing \$700 of its fund to a classmate with cancer-- then making the trip after all, thanks to the aid of admiring Washingtonians.

What you may not know is that WWDC was among the first to start the ball rolling by making good the entire \$700.

We are proud of these exemplary young citizens--and of "our home town" too.



...the station that  
keeps people in mind

## WWDC

RADIO

WASHINGTON, D. C.

Represented nationally by John Blair & Co.



BLAIR  
GROUP  
PLAN  
MEMBER

with **67%** share of audience...

# WCCO Radio delivers

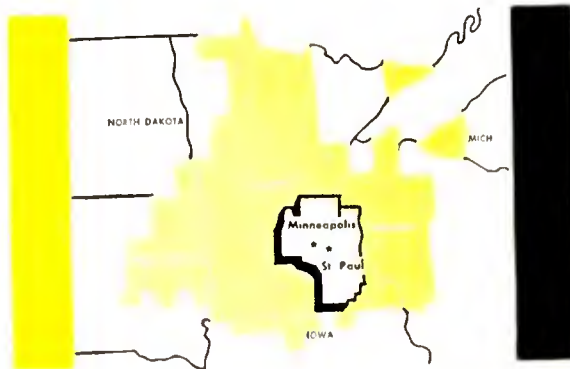
## 2 markets in 1

# weekly circulation 670,240 families .

**TWO MARKETS IN ONE**—that's WCCO-Land! First, the five-county Minneapolis-St. Paul metro area *plus* another market of 119 surrounding non-metropolitan counties. Adds up to a 124-county region with nearly 4 million population, more than \$6.9 billion buying income and \$4.8 billion retail sales.

The *only* way to cover it *all* is with WCCO Radio, the station whose 67% share of audience is *twice* as large as all other Twin Cities stations *combined* . . .

the station whose weekly circulation of 670,240 different families is greater than that of any television station, newspaper or magazine in the region . . . the station which provides a setting of outstanding *acceptance* for your sales story.



### GIANT 124 COUNTY COVERAGE

Source: Radio Station Index/Station Total/plan AM-Midnight, 7-day week/3 months ending June 1962.  
© 1962 American Service 1161  
Station Map/County Survey by Bureau Powell-John 1962





tops all other media

# WCCO Radio

Minneapolis • St. Paul

Northwest's Only 5,000 Watt 1-A Clear Channel Station

Represented by **CBS** RADIO SPOT SALES

# ΠΟΤΕ ΣΤΗΝ ΚΥΡΙΑΚΗΝ

"NEVER ON SUNDAY"

The Greeks had a word for it . . . several words in fact. Yes, self-discipline is the core of a civilized society. Stated simply, it means doing what you should do, not just what you want to do.

Like people, organizations need self-discipline. Individual standards differ. Cooperatively-set standards are "convenient and necessary" to insure acceptable performance and to preserve the integrity of the whole. In broadcasting this was achieved by The Radio and Television Codes.

Finding fault with the Codes is a popular pastime. Like cooperative or democratic government, cooperative self-regulation is sometimes halting, circuitous and leveling. But this is the price of living together in a complex interrelated industry. "Life in society," observed Will Durant, "requires the concession of some part of the individual's sovereignty to the common order."

Yes, the Greeks had a word for it: "ΠΟΤΕ ΣΤΗΝ ΚΥΡΙΑΚΗΝ." Freely translated it means "Never on Sunday," which after all is one kind of self-regulation. Corinthian goes further. It observes The Radio and Television Codes on Sunday, Mondays and all ways.

*Responsibility in Broadcasting*

## THE CORINTHIANS

SPONSOR • 20 AUGUST 1962



# Sports Basketball

## A successor to Top 40?

The grail for which broadcasters have searched ever since first sound was transmitted is a program format which would attract and hold by the sheer power of its entertainment quality every person with a radio and a pair of working ears, while at the same time creating a climate in which the sponsor's message would be heard and heeded. Back in 1951 or 1955 I did a column on a music format which Harold Krelstein, president of the Plough stations, (WMPS, Memphis; WJJD, Chicago; WCOP, Boston; WCAO, Baltimore; WPLO, Atlanta) had painstakingly devised, tested, and put into rating-grabbing-sales-producing action.



This particular format of Harold's was one of the very first, if not the first, of the program structures which later became generally and somewhat loosely known as the Top 10 format. In market after market this music technique (which by and large in the music segments of the day's programming simply calls for playing almost nothing other than records which were the most popular in the market, the region, or nationally) began to dominate the ratings. In city after city the Top 40 stations became number one. Advertisers flocked to them. But soon the stations who were not able to, or would not follow the style and whoever fell behind in the ratings race made the claim that Top 40 attracted nothing but sub-teen and low-teen advertisers with atrocious undeveloped musical taste and equally undeveloped producing power.

### Birth of new formats

The battle raged for years and suddenly, for reasons which are not pertinent here, ratings of many stations featuring Top 10 and its variations began to tumble. Perhaps of even greater significance, some advertisers began to shun the noisier and more frenetic of the Top 40 outlets on the grounds that the climate was not conducive to properly showcasing the advertiser's story. More and more stations in more and more markets dropped the Top 10 format, or altered it, and 101 "new" format ideas were tried. Some seemed to work. Most failed dismally. The most widely used of the new formats were the infinite varieties of so-called "good music" formats. This term came to be as generally and as loosely applied as "Top 10" before it.

My friend Harold Krelstein, along with other broadcasters who had had a phenomenally successful run with Top 40, watched it lose its appeal and alarming chunks of audience in some of the Plough markets. Well over a year ago Harold began the search and the research for a new format which hopefully would catch on with listeners in the same manner as did Top 40 in the mid-50s. Harold hoped, of course, to find a format which at the same time would

(Please turn to page 46)



-  **KHOU-TV**  
HOUSTON
-  **KOTV**  
TULSA
-  **KXTV**  
SACRAMENTO
-  **WANE-TV**  
FORT WAYNE
-  **WISH-TV**  
INDIANAPOLIS
- WANE-AM**  
FORT WAYNE
- WISH-AM & FM**  
INDIANAPOLIS

Represented by H-R

# STATIONS







## How to give a party (for 30,000 people)

The host was (secretly) *glad* it rained! For every inch of parking space was bumper-jammed when 30,000 people came, despite the weather, to this week-end affair. They were sure of fun for all the family, because WOWO was giving the party.

Crowds at the station's famous "Beach Ball" at Lake James (52 miles from Fort Wayne) reflect a literally unique fact about WOWO, Fort Wayne. It is a *radio* station which delivers bigger audiences than any *television* station in its area! Indeed, so many people tune-in WOWO, it now delivers the 15th largest U.S. Radio Market.

It takes many things, of course, to give a good party; not the least, a genuine affection and concern between host and guests... both ways.

Such affection and concern are the key to all WOWO operations—as they are for all the WBC Radio Stations. You see this at work, in each area, in their influence as *prime-movers* of ideas, goods... and people.

WESTINGHOUSE BROADCASTING COMPANY, INC.



WBZ + WBZA, WBZ TV, Boston; KDKA, KDKA TV, Pittsburgh; WJ7 TV, Baltimore; KYW, KYW TV, Cleveland; WOWO, Fort Wayne; WIND, Chicago; KPIX, San Francisco; WINS, New York



**Untrumped  
honor**

In meaning and significance the coveted Seal of Good Practice is an unexcelled honor in broadcasting. WPIX-11 is singularly proud in being the *only independent TV station in New York* whose high commercial standards and practices has merited this emblem of the conscientious broadcaster. It is also *your* guarantee that *this* television station measures up.

*where are your 60-second commercials tonight?*





# SPONSOR-SCOPE

20 AUGUST 1962

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SPONSOR

PUBLICATIONS INC.

Fall spot tv buying keeps coming along, but there are no marked signs on the horizon that can contribute to an intelligent reading of spot radio's prospects for the last quarter of 1962.

The bright radio omens up to last week came out of Chicago, and they were these:

- Kellogg (Burnett) has done well with the radio test on the Homer and Jethro spots so far and this could swell up to a walloping national thing. The test has been using markets in 3-4-station depth.

- American Oil (D'Arcy) continues to be the biggest user of spot radio in the midwest and gives indication of even getting bigger.

- S. C. Johnson's Glo-Coat (NL&B) could be on the verge of a massive plunge after a test along those Kellogg lines. Curious sidelight on this one: the brand got its original buildup in radio via the Fibber McGee series.

In New York radio reps are keeping their fingers crossed on at least one account: Cream of Wheat, now administered by Bates. When Bates took over from BBDO, radio rep spirits about the product's future in radio drooped, obviously due to Bates' strong disposition toward tv.

Incidentally, some of the key radio reps. SPONSOR-SCOPE learned last week in a random check, emerged from the first six months of this year with substantial increases in billings over the like period of 1962. The third quarter, they said, looks good, and all they're rooting for is a continuation of this level of action.

This business of using media people on the road to call on tv stations and look over their spot availabilities is getting to be quite a thing this season.

International Latex has two agencies, Lynn Baker and Reach, McClinton, performing function in connection with 1962-63 schedules.

Needless to say, the reps like the way the two teams have been going at it. The travelers confine themselves to working out the schedules with the stations they visit, having in most cases been already equipped with availabilities by reps. The eventual orders are placed through the reps.

One facet about this that seems to have bemused reps: the implications of a contest between the two agencies to show which can come up with better accumulation of spots.

Gillette and Maxon are in the midst of discussions about renewing for the coming season the razormaker's alliance with disc jockey programs in over 100 radio markets.

The schedule is an across-the-board and rates as one of the choicest pieces of perennial business on the spot side of the medium.

Reps are beginning to wonder whether Brown & Williamson and Bates will have to back away from their position on 15-minute product protection before the new seasons get going.

The reason for their speculation: B&W has begun to buy ID's for the fall, but according to the way cigarette participations stack up on the three tv networks there are only 35 chainbreaks that aren't without cigarette business adjacencies. And as far as the major markets are concerned, the bulk of these 35 breaks are already committed.

The non-cigarette adjacent niches between 8-11 p.m. break down this way: ABC TV, 12; CBS TV, 11; NBC TV, 12.



## SPONSOR-SCOPE *continued*

Looks like the sellers of spot tv will have to go on—at least for another year—regarding the automotives as not one of their brighter sources of revenue.

The Detroit spot-buying picture concerning the 1963 lines as gleaned by SPONSOR-SCOPE might be capsuled this way:

- **Spot tv will again be treated in parsimonious fashion.** The one big exception is Dodge, which like the other Chrysler lines, has been completely redesigned. The Dodge management feels that the spot medium can best do the selective job it needs. Duration of schedule: six to eight weeks.

- **Spot radio saturation campaigns at announcement time won't be quite as hefty as they've been in recent years.** But slated to buy are Chevrolet (27 September-4 October); Pontiac (1-5 October); Buick (1-6 October); Cadillac (4-18 October). See Spot-Scope p. 57.

- **The bulkier money for spot radio will come in the spring.** Many automen have a theory that while people make up their minds in the fall as to what car they prefer the actual high level of the buying is done in the spring.

- According to Detroit rep appraisal, **spot's getting the lighter end of the stick this season because of the increasing costs of network tv,** even though over-all company ad budgets are over what they were for the 1962 lines.

**P.S. for spot radio: Chrysler also has fall schedule plans.**

The automotives will have a record number of commercial minutes riding for them on the three tv networks during the fourth quarter of 1962.

And as for potential home impressions there's never been an accumulative level anywhere near it.

What gives this sweep an added novel twist is the fact that for the first time in the medium Ford, as a line, will have more minutes than its prime competitor, Chevrolet.

Following are the last quarter network total minutes for each of the makes, as compiled and estimated by SPONSOR-SCOPE:

ADVERTISER	ABC TV	CBS TV	NBC TV	TOTAL MINUTES	HOME IMPRESSIONS
American Motors	6	8	12	26	210,000,000
Buick	0	0	28	28	290,000,000
Chevrolet	39	39	78	156	2,180,000,000
Chrysler Corp.	0	0	95	95	990,000,000
Ford	0	226	63	289	2,580,000,000
Ford Institutional	0	12	0	12	110,000,000
General Motors	0	0	8	8	90,000,000
Lincoln-Mercury	19	0	8	27	230,000,000
Oldsmobile	0	39	0	39	450,000,000
Plymouth	5	5	8	18	160,000,000
Pontiac	20	0	0	20	310,000,000
Studebaker	0	13	0	13	150,000,000
Willys	0	13	0	13	120,000,000
<b>TOTAL</b>	<b>89</b>	<b>355</b>	<b>300</b>	<b>744</b>	<b>7,870,000,000</b>

Sellers of spot radio needn't get discouraged by the fact that the Ford Division won't be using that medium for the 1963 model introduction this fall: the money's being held until the spring when the factory figures it will have greater need of the weight.

However, the Ford Dealers Association, will spend around \$800,000 for a four-week campaign during the introductory period in spot radio. All 36 FDA districts will be involved. Station list will run around 2,200.

Last fall the Ford factory had a four-week spot radio campaign in 60 markets. It also used some network radio at the time, but that's also out.

(See 30 July SPONSOR, page 25, for roundup of Detroit ad plans.)



Worthy of note in connection with the networks' fall nighttime schedules: there'll be only three periods with complete new programming on all three networks.

The periods are Wednesday 7:30-8:30; Thursday, 10-11; Saturday, 7:30-8:30.

Last fall the schedules showed twice that number of periods.

What it might indicate: though the casualty rate is higher, with each successive season, the networks are less disposed to reshuffle the niches of halldover shows.

If print has any doubt about the dependence of the drug and toiletries manufacturers on tv as a sales medium, here's the clincher: the clan will be spending about \$4.5 million a week on nighttime network program alone this fall.

As calculated by SPONSOR-SCOPE, the drug and toiletries people will have 128 nighttime commercial minutes spread over 111 programs each week. Project the estimated fall weekly commitment over the year and you come close to \$225 million, which makes the drug-toiletries category nighttime tv's biggest customer by a long shot.

The same category last fall was spending at the rate of around \$3.3 million a week for nighttime network tv, using a total of 99 minutes over 78 program series.

Following is how the drug-toiletries group has its weekly nighttime participations scheduled for at least the fourth quarter:

ADVERTISER	NO. SHOWS	COMMERCIAL MINUTES	ESTIMATED COST
American Home Products	10	13	\$450,000
Bristol-Myers	12	12½	440,000
Block	9	9½	300,000
Warner-Lambert	9	9	310,000
Albert-Culver	7	8	270,000
Menley & James	6	6	210,000
Miles Labs.	5	5½	180,000
P&G	3	5	180,000
Colgate	5	5	190,000
Beecham	5	5	150,000
J. B. Williams	2	4½	160,000
Lever	3	4½	180,000
Sterling	4	4½	160,000
Norwich	4	4	140,000
Leeming	3	3	110,000
Helene Curtis	3	3	120,000
Noxzema	3	3	120,000
Pharmacraft	3	3	110,000
Toni	2	3	120,000
Revlon	1	3	130,000
Squibb, J&J, Vick, Coty, Carter,			
Breck, Maybelline, Chesebrough	12	13½	470,000
<b>TOTAL</b>	<b>111</b>	<b>127½</b>	<b>\$4,500,000</b>

For those interested broadly in what the nighttime rates will be on an hourly basis at each of the networks this fall, here are the figures quoted to SPONSOR-SCOPE by the respective networks last week:

NETWORK	NO. STATIONS	ONE TIME	MINIMUM DISCOUNT	MAXIMUM DISCOUNT
ABC TV	185	\$130,000	\$110,500	\$ 97,500
CBS TV	195	138,800	111,500	102,500
NBC TV	192	137,350	109,800	101,400

Note: the average nighttime hookup runs closer to 160 stations (paid for) and a one-time hour rule of thumb on CBS TV and NBC TV would be close to \$130,000. A half-hour would be 60% of this and a minute participation, if not sold as a package, a sixth.

The profit squeeze seems to have had a stinging impact on the tv broadcasting industry in 1961.

According to the 1961 figures released by the FCC last week, broadcast revenues went up by \$49.7 million over 1960, but profits (before federal income tax) went down \$7.1 million.

Some of the highlights of the FCC 1961 tv industry report:

- Total tv broadcast revenue was \$1,268,600,000, or 3.9 over 1960.
- The three networks and their 15 o&o's reported revenues of \$675.3 million and a collective profit of \$87 million, with all of this and more deriving from the o&o's. In other words, the networks said they lost money on the network phase of their operations.
- National spot tv did \$468.5 million, as compared to \$459.2 million in 1960.
- Local time sales came to \$211.2 million. In '60 it was \$215.8 million.

(For more details and list of top 50 spot revenue markets see SPONSOR WEEK.)

The detergent packets and tablets, of which P&G's Salvo is the frontrunner, has, according to some marketers, a somewhat difficult hurdle to overcome.

And that hurdle is this: not every housewife likes to use the same amount of detergent for the washing task at hand, nor does every washing machine require the same amount of soap.

What might solve this dilemma: the makers of washing machines getting together on a standard of detergent requirement which the soapmakers could use for their tablet purposes.

Interested agencies say they're finding it mighty tough to scrounge up enough budget leavings to buy a participation in the election night returns marathons being offered by the three networks.

And the networks, in turn, appear ready to tailor the segmentation of their packages to fit the available market. NBC TV has already cut up its package into sixths and thirds, with Lipton Tea becoming the first taker and on a one-sixth basis.

The election returns offers, by network, as they now stand:

ABC TV: The whole thing for \$400,000 and a half for \$225,000.

CBS TV: \$200,000 for a quarter, with a guarantee of eight commercial minutes and a probability of 11 commercials. Quoted homes, 85 million, and likely CPM, \$2.30. In addition to the returns a buyer participates in two pre-election specials and a post-election wrapup.

NBC TV: \$300,000 for a third of the returns package: \$150,000 for a sixth.

Supp-Hose (Daniel & Charles) is taking with tv for the sixth consecutive year, but on an even larger scale.

It's going to 10-week flights in spot tv, starting in October, three weeks more than last year. There'll be another flight in the spring. In both cases in 30 markets.

The supporting nylon hose will also continue with NBC TV's Tonight for similar flights.

CBS TV is offering around a 90-minute special with Carol Burnett playing the role Calamity Jane which would be available for scheduling during the 1962-63 season.

Full sponsorship is pegged at \$595,000, program and talent.

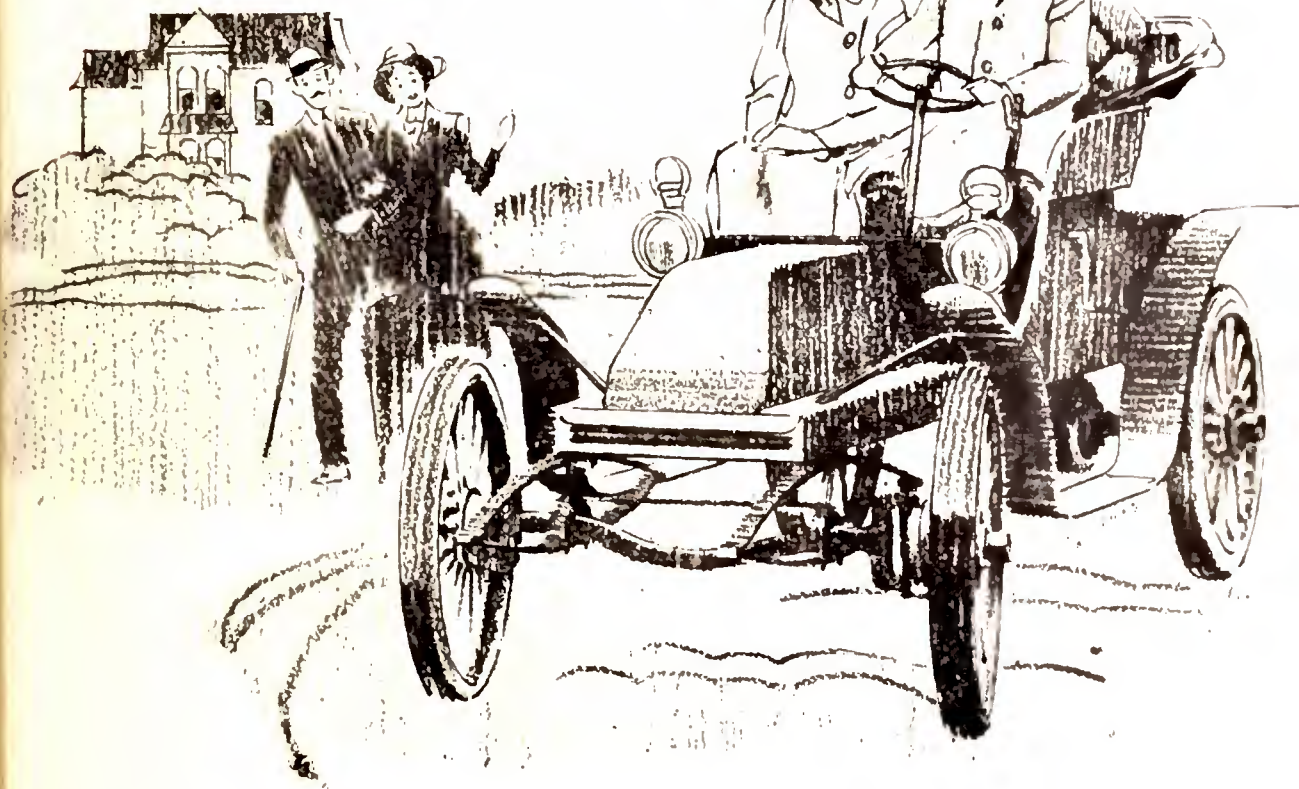
A goodly portion of the show cost \$378,000, will go for production rights.

**For other news coverage in this issue:** see Sponsor-Week, page 7; Sponsor Week Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 68; and Spot Scope, page 56.



# First in Hoosier Hearts

Auto pioneer Elwood Haynes built first horseless carriage in Kokomo, 10 years before this 1904 Haynes Model.



## First in Hoosier Homes

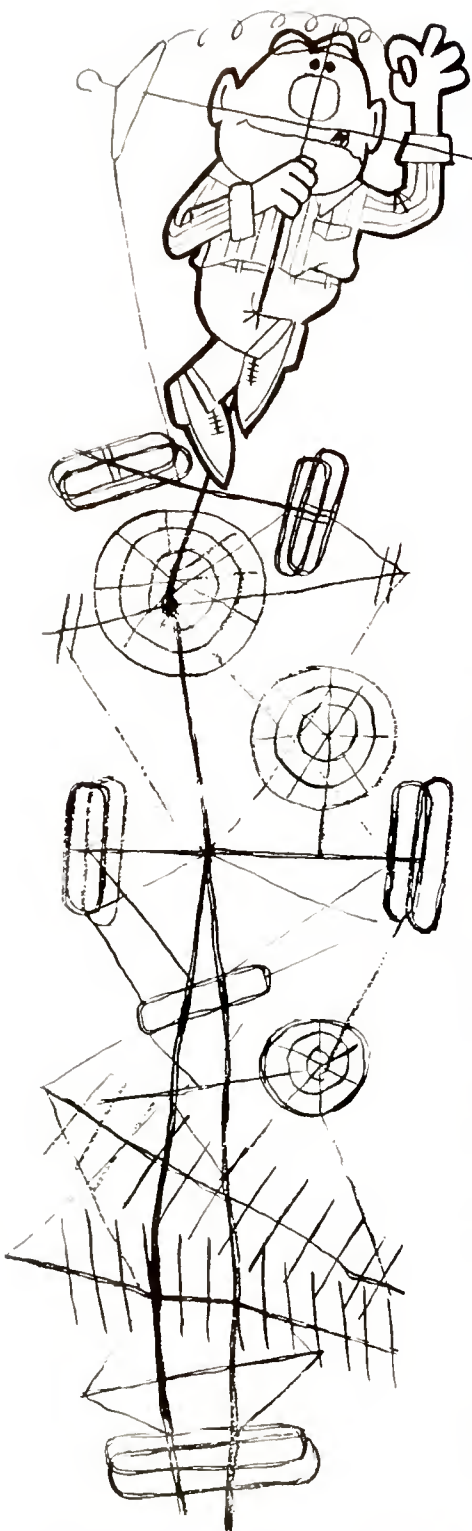
September 22, 1962—A great Hoosier heritage will be recaptured as the 4th Annual WFBM-TV Antique Auto Tour . . . sputtering but determined . . . rolls through the Hoosier countryside from Indianapolis to Terre Haute and back. The reception won't have changed much from the first appearances of the "Haynes" back in 1894. Heads will turn. Kids will laugh. People all along the way will cheer (more than 150,000 spectators last year) as some 125 famous-make vintage and antique automobiles bring a touch of automotive history "Back Home Again in Indiana".

WFBM-TV keeps in close touch with viewers in rich satellite markets surrounding Indianapolis. Let us show you why this makes Indianapolis different from other TV markets. Ask your Katz man!



TIME-LIFE  
BROADCAST  
INC.

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



It's probably possible to get another television signal in this market, but most people apparently don't bother. Metro share in prime time is 90%, and homes delivered top those of any other station sharing the other 10%. (ARB, March, 1962) Your big buy for North Florida, South Georgia, and Southeast Alabama is



**WCTV** TALLAHASSEE  
THOMASVILLE  
BLAIR TELEVISION ASSOCIATES



# 555/5<sup>th</sup>

### NAB Radio Code

I was delighted with the terrific section on the NAB Code ("How the NAB Radio Code Aids Advertisers," 23 July).

I hope you are planning to offer reprints for sale as I am interested in the possibility of ordering perhaps between 1000 and 1500 for national mailing.

Thanks again for the tremendous service you performed for the entire advertising industry in this special report.

Cliff Gill  
*president and gen. mgr.*  
**KEZY**  
*Anaheim, Cal.*

We were delighted with the Radio Code story in the 23 July issue of SPONSOR. Your writer certainly did a diligent and able reporting and editing job. We are duly grateful.

Robert D. Swezey  
*director*  
*NAB Code Authority*  
*Washington, D. C.*

Please forgive my tardy letter of "thanks" for your handling of the 23 July special report—"How the NAB Code Aids Advertisers." but I think you know I just returned from vacation.

I would appreciate knowing if reprints are available in a quantity sufficient to send to all non-Code stations as an example of your cooperation in helping us get across the point that the NAB Radio Code means "good business."

Charles Stone  
*mgr. for radio*  
*NAB Code Authority*  
*Washington, D. C.*

### Detroit, not Boston

Many thanks for the RKO General mention in your 10-second I.D. story ("Are I.D.s on the way out?" 6 August).

In the confusion of putting togeth-

er material, however, there is a slight error in the reference to our Boston Independent station. This should, of course, be Detroit, since our Boston station is an ABC affiliate as is the RKO General station in Memphis.

Frank Boehm  
*dir. of research*  
*RKO General Nat'l Sales*  
*New York*

### SPONSOR's 40-year album

Enclosed is a check for \$2.00. Please send two copies of the "40-Year Album of Pioneer Radio Stations"—one for my sister who is an astronomer in Cambridge, Mass., and one for myself.

When we were young our first radio set was one of the old crystal types where one had to shift some kind of a stone over an area until some sound would come through.

Mrs. Gladys Batty  
*Elkton, Md.*

### Speaking of advertising

This is a request to use the material specified below for possible inclusion in a book of readings I am preparing jointly with Professor Daniel S. Warner of the University of Washington, Seattle, and in future editions or revisions thereof. The book is tentatively titled "Speaking of Advertising," and is scheduled for publication early in 1963 by McGraw-Hill Book Co., Inc., who published our introductory advertising text in January of this year.

"ETV Gets Big Business Boost," SPONSOR, June 18, 1962, pp. 33-35, 17-50.

It is understood that full credit will be given to your publication, of course. If permission is granted, I would appreciate your sending me, billed at your standard rates, three sets of reprints or tear sheets of this material for manuscript processing.

John S. Wright  
*assoc. professor of advtg.*  
*Northwestern University*





## What can a kid teach you about spending \$2,000,000?

Watch a boy make a good snowball. He squeezes out all the fluff. Packs it tight, firm, hard.

Whether you're spending \$2,000,000 to advertise a product—or \$200,000—shouldn't you take this lesson to heart?

The selling message you want to deliver had

better be packed tight. Firm. Hard. All the fluff squeezed out.

It can be the difference between a campaign that's solid and hits and sells—and one that can fall apart.

YOUNG & RUBICAM, ADVERTISING

CHECK OUR  
FACTS,  
THEN BUY:

# TERRE HAUTE

WITH

*Indianapolis*

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.



Edward Petry & Co., Inc

**WTHI-TV**  
CHANNEL 10  
TERRE HAUTE,  
INDIANA

**WTHI-TV  
delivers more homes  
per average quarter  
hour than any  
Indiana station\*  
(March 1962 ARB)**  
\*except Indianapolis



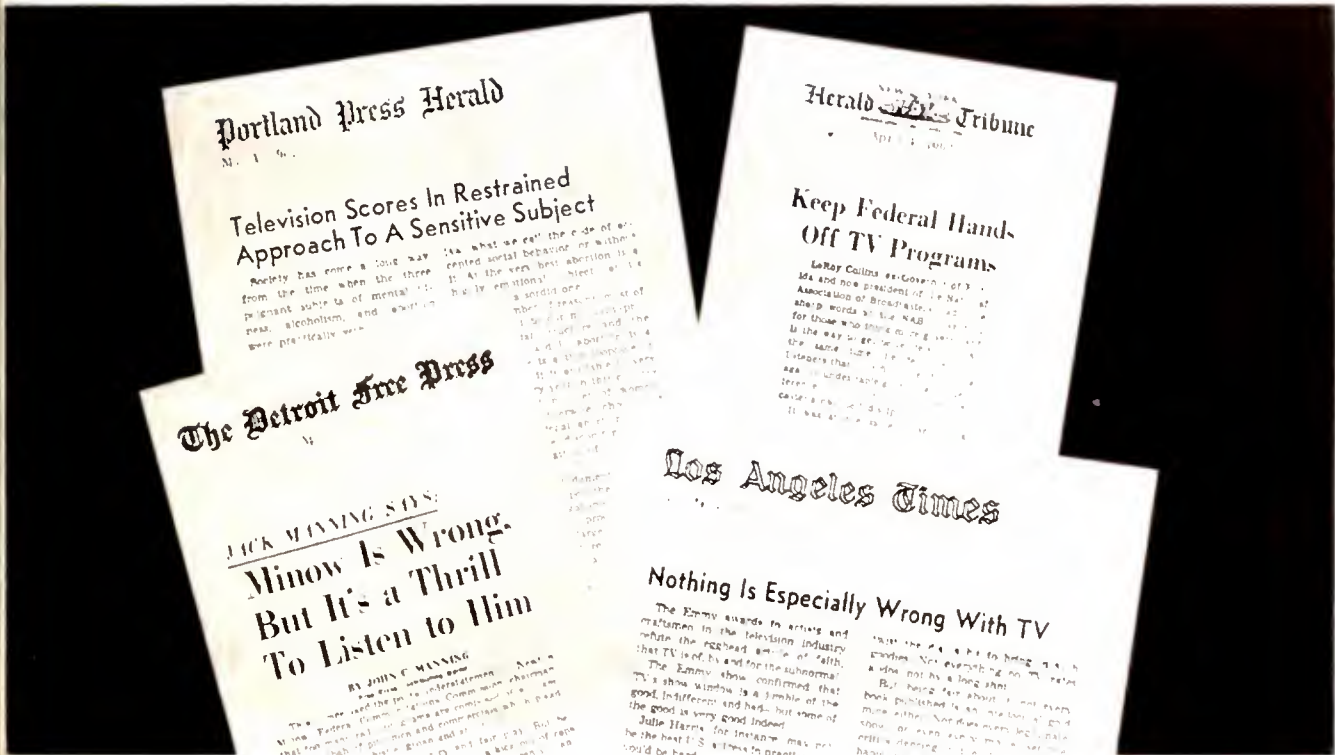


IMAGE-MAKING TECHNIQUE: TIO gathers and distributes to stations those columns and editorials in leading newspapers and magazines which show tv in a favorable light, asks broadcasters to use them to advantage in speeches and correspondence, as well as on the air

SPECIAL REPORT—PART TWO

# THE IMAGE-BUILDERS 1962-63

Matching the momentum of advertiser groups like 4As, ANA, AFA, broadcasting's NAB and TIO are all-out to show best face to public

Like their broader sister ships (IA, ANA, AFA), broadcasting's more concentrated image-making associations are routed full-speed-ahead on the high seas of public opinion. 1962 is a banner year. 1963 looms even larger. And while the NAB and TIO differ substantially from the advertiser groups, they both share a tremendous common interest in building up the prestige of the

broadcast advertising industry. In particular:

1. Both are appealing, more or less, to the same people. Marion Harper, Jr., chairman of the board and president of Interpublic Inc., has told the 4As, "It's well to remember that for both business and media, advertising is a subsidiary or auxiliary interest. The first allegiance of business is to its products; the first allegiance of most good media

## Chief TIO target: schools, educators



**BLUEPRINTED** for publication and teacher acceptance are two TIO books, "Television for Children," following format of last year's influential "Interaction" public affairs piece (above), and tv/social studies work on order of "Television and the Teaching of English"



is to their product. . . . Advertising is *our* product. Neither business nor media have a primary interest in fighting advertising's battles." Yet the general public, which they all seek to influence, is not so prone to the lines of demarcation. Broadcasting and advertising, chiefly through the inferences of newspapers, are often wayward twins in John Q's sometimes-limited imagination.

2. Both are fighting, on the whole, the same people. Needham, Louis & Brorby, present task force agency for the AFA, pinpointed advertising's problem in its proposal for the 1962 Advertising Recognition Program. "When a Galbraith, Schlesinger, Heller or educator attacks advertising he has two advantages: 1) he speaks from an apparent platform of authority, and 2) he has no selfish interest, and poses as the selfless champion of the money and morals of helpless citizens." Yet these same thought-leaders, these same opinion-makers, have been instrumental in fusing (and, to some industry minds, confusing) broadcasting's image with advertising's image.

3. Both employ like tools to spread the gospel. Making generous use of all the media. NAB and TIO are on a par with IA, ANA and AFA when it comes to distribution of films, slide presentations, etc. Stock lectures, the commissioning and placing of special articles on broadcasting in professional and intellectual journals, the development of editorial material for use in newspapers, the creation of "authoritative" textbooks, are some of the peas in the p.r. pod. Material slanted toward business and professional groups on the one hand, student, parent, and educator groups on the other with emphasis on the community and community good will — add to the likeness.

4. On the tv level, both are together to a startling degree. Harper's "separation of interests" philosophy notwithstanding, say broadcast spokesmen, the "good taste" and "ethical" criticisms of advertising, so much in vogue, stem primarily from the television medium. Thus advertising's "defense," and tv's "defense," are by nature of the economy interwoven.



Together, the advertiser-broadcaster programs are enough to stagger the imagination of a computer. Taken separately, the broadcaster activities through NAB and TIO alone have already staggered the imagination of SPONSOR editors.

**The NAB program.** While all areas of broadcasting are grist for the NAB mill, there is a substantial emphasis on radio in its current projection. Not only is there acceleration of the use of radio to carry forward the industry's broad public relations program ("Build Radio with

Radio"); there is all-out effort to further radio's public prestige through almost every available channel.

This year's National Radio Month kit was the most elaborate ever prepared by the NAB Public Relations Service. Embodying a salute to radio broadcasting from the President of the United States and all 10 members of his cabinet, the material broke all previous records for station and network use. The typical member station aired the jingles 55 times per week; live copy 62 times per week; the salutes from government

officials 15 times per week. In round figures this means there were nearly half a million exposures of the jingles alone during National Radio Month.

The success of this saturation campaign influenced NAB's radio board of directors to keep active the campaign's theme, "Radio . . . the Sound Citizen," through a special sound effects promotional disk now being aired by NAB member radio stations, believed to be the most widely supported, sustained on-air campaign in the industry's history. In addi-

## EDITORIAL

### Can industry image-building be co-ordinated?

In this two-part article on "The Image-Builders 1962-63" SPONSOR has attempted to throw needed light on the complex activities of advertising men and broadcasters, aimed at building the reputations of these parallel industries with "opinion-makers" and "thought-leaders."

It is, on the whole, a rather staggering and bewildering story.

The amount of time, money, and high level executive attention being given these days to image-building work is without parallel in the history of advertising, tv or radio.

Beyond question there is a great duplication of effort, confusion of aims and activity, and needlessly wasted motion.

What, if anything, can be done about it?

The real problem, in the case of image-building work for advertising, and especially for radio tv advertising, is that there is no single organization charged with planning the campaign.

The IAs, the ANA, the AFA, the NAB, the TIO, and many other groups and individuals are operating their own drives, and so far efforts to co-ordinate their activities have proved largely unsuccessful.

Should there be a brand new organization set up for the purpose? SPONSOR cringes, as do most thoughtful advertising men and broadcasters, at the idea of yet another organization imposed on an industry that is already overpopulated with organization structure. It is utter

folly to imagine an additional dues-collecting monolith.

Yet there is a need for organization leadership in image-building, and SPONSOR supports the proposal, advanced by a number of thoughtful people, that the work should be concentrated under the highly respected Advertising Council.

To do this would require a substantial change in the Council's charter, which at present provides only for public service activities.

Such a change would undoubtedly be resisted by certain members of the industry who would fear that the inclusion of industry promotion work would weaken the Council's prestige.

SPONSOR believes, however, that with proper care the Council could be expanded without in any way sapping its influence or reputation. And the arguments in favor of this expansion are so great that it ought to be explored.

The Advertising Council has, as charter members and supporters, four of the organizations most vitally interested in the image problem (IAs, ANA, AFA, NAB).

It presently needs additional sources of income. It has strikingly proved that it can administer both substantial funds and programs with dignity and integrity.

SPONSOR urges consideration for the idea that *advertising* image-building (quite aside from broadcast image-building) be concentrated in the Ad Council.

RADIO CODE  
OF  
GOOD  
PRACTICES

of the  
NATIONAL ASSOCIATION  
OF BROADCASTERS

Published by

NAB



**CODE STRENGTHENING** by NAB, like the tight "Creative Code" of 4As, is considered by industry image merchants to be of major significance in public relations efforts by broadcasters

tion. a continuing program "to launch NAB on a positive tack regarding radio" is being highlighted by the distribution of both new and updated booklets on the medium, as well as a campaign called "Look for a Room with a Radio," designed to persuade hotel and motel operators to provide radios for their guests.

In the area of booklets, "If You Want Air Time" and "Radio U.S.A." are two of the pieces written, produced, published, and distributed this year. Another, "If You Want Air Time," now has more than 70,000 copies in circulation. NAB has also updated, expanded, and re-issued its 1960 edition of "Program Material Available from Government and Civic Agencies for Use by Radio Stations."

The "Look for a Room with a Radio" campaign, while generic in nature, is aimed at the local level. NAB has sent its stations a set of six spot announcements telling radio listeners why they should demand radios in their rooms whenever they stop at hotels or motels, as well as two sample letters for adaptation by individual stations, one explaining the campaign to hotels and motels already supplying radios to guests, the other telling why it's "good business for a motel or hotel to offer

travelers the service of radio."

But while radio is much in NAB's limelight, it certainly has not buried the association's other 1962 programs. If anything, it has accelerated the overall approach to industry image-building. Recent activities include:

1. Speech aids to members. Some 1,076 stations have been using NAB's 11 different, full-length speech texts in their communities.

2. Contacts with public service organizations. Liaison with public service groups has been stepped up, ranging from the aforementioned Presidential tape for use during National Radio Month to arrangements for the presentation of a special award to the broadcasting industry from the President's Committee on Employment of the Handicapped, an award presented at the White House by President Kennedy and received by Governor Collins. In addition, NAB officials have made talks before the national conventions of the American Public Relations Assn., the National Aviation Trades Assn., and the Assn. of Civil Defense Public Information Officers, as well as advertising clubs, service organizations, and parent-teacher groups across the country.

3. Speakers' bureau. Currently

underway is the establishment of a National Speakers' Bureau composed of broadcasters who would be available on a state or regional basis to talk about the industry at meetings of local, state, and national organizations. Names of volunteers are being compiled for publication in booklet form.

4. Direct mail. Telling the industry's story through direct mail has involved communications to individuals, institutions, and organizations of far-flung interests. Latest analyses show a sharp increase in this type of activity.

5. Joint communications program. Last month, NAB announced a joint communications program with the General Federation of Women's Clubs for some eight million clubwomen in the United States. Designed "to give clubwomen a better understanding of the ways in which radio and television serve America, and to provide broadcasters with an additional means of gauging public reaction to their efforts," the program will focus on three distinct areas: distribution of NAB's soon-to-be-published Speaker's Bureau Directory to about 16,000 women's clubs in the 50 state federations; preparation of study guides by NAB for dissemination to individual clubs and state federations; and participation by NAB in a program of awards to be given by local women's clubs to local radio and television stations.

**The NAB Code program.** Though largely interior, pretty much a "family" affair, the recent strengthening of both the Radio and Television Code has a direct influence on the industry's exterior activities. Like the 4A's new "Creative Code," which provides for expulsion from the Association any agencies which violate it, the revised Television Code, for example, is not only a tightened document; it allows for stronger administering of it. The New York Code Office has just employed a new staff member to research product claims in advertising copy. Plans are underway to draw up concrete guide lines for acceptance of commercials. The first of these, a guide line on arthritis and rheumatism commercials, will be issued within



the next two months.

Among the revised code provisions which many broadcasters feel will strengthen their public image:

• The dealing with sensitive or adult themes in programing, such as the Code's view on the recent "Benefactor" episode on CBS TV's *Defenders* series.

• A "community responsibility" interpretation, which reads, "Requests for time for the placement of public service announcements or programs should be carefully reviewed with respect to the character and reputation of the group, campaign or organization involved, the public interest content of the message, and the manner of its presentation."

• Stronger provisions on advertising in relation to children.

**The TIO program.** The TIO, under the chairmanship of Clair R. McCollough, is comparable to Santa's workshop in early December. Unlike any of the other image-building organizations discussed thus far, it has the advantage of concentration on a single medium. That practically every avenue of that medium is being explored with elaborate machinery is attested to by the organization's roster of current top priority projects:

1. TIO is just completing distribution of a four-part color-slide pres-

entation "to help inform interested groups in local communities about television." These materials have found a wide variety of uses, being shown not only to community groups, legislators and educators, but

at the national level—to conventions of the General Federation of Women's Clubs, the American Library Assn., the Broadcasters Promotion Assn., and similar groups. Illustrated copies of the script have been used as special mailings and as informative give-away literature for presentation audiences and for visitors to stations.

2. Feeling that no comprehensive course on television was available to the nation's teachers, TIO—in cooperation with the New York City Board of Education—developed a 12-lecture course covering all significant aspects of commercial tv, a project now in its second year and attracting nearly 250 registrants each semester. The full set of lectures, ranging from technology to criticism, is now being sent to broadcasters for undertaking in local schools.

3. Within 90 days, TIO will issue a major-project book entitled "Television for Children," which will be widely circulated among educators, parent groups, and others, in addition to broadcasters. The project grew out of the success of "Inter-

action" a report on public affairs programs created by stations—and, like that work, will provide "a statement of the industry's current performance in an important program category, as well as a source of program ideas for broadcasters."

1. First steps have been taken toward the preparation of a television resources book for teachers of social studies, patterned after the recently completed volume, "Television and the Teaching of English," which has already been distributed to some 60,000 teachers. Like the "English" book, the social studies work will "provide teachers with practical suggestions for using commercial television as an adjunct to their conventional teaching methods."

More, perhaps, than any of the other trade associations, TIO targets to the nation's schools. Its "bulletins of programs of special interest," for example, are now posted in schools and churches throughout the country, often as the basis for classroom assignments. Some 87 tv stations, serving 28 cities, now cooperate in this particular venture. Approximately 110,000 bulletins leave the TIO offices in New York each month. Bibliographies of TIO publications relating to television are

*(Please turn to page 17)*

## The three men most responsible for building radio/tv image



**ROY DANISH**  
Director, TIO



**ROBERT D. SWEZEY**  
Director, NAB Code Authority



**JOHN M. COURIC**  
Manager, NAB Public Relations

# PUBLIC AFFAIRS SHOWS CLIMB

▼ Popularity with consumer advertisers is one of the reasons for the increase in public affairs programing

▼ The introduction of minute participation plans helps low-budget advertisers enter institutional-message realm

**P**artly responsible for the 60% increase in public service programing since 1958, is the infiltration of consumer advertising into an area once nearly dominated by institutional advertising.

This practice—nourished by the institution of the minute participation plan—is exemplified by NBC TV's *Today*, which has sold minutes this fall to Washington State potatoes, Eureka Williams vacuum cleaners, Champ Hats, and Revere Copper & Brass kitchen utensils. The Pacific Hawaiian fruit drinks campaign, which began in February, will continue until December. Sterns Nurseries, beginning in the spring, will advertise horticultural roses and gladioli.

On CBS TV's Morning Minute Plan, commercials of numerous advertisers are rotated on four programs beginning at 10 a.m. with *Calendar* and continuing until noon.

But the advance of consumer advertising on public affairs programs is not confined to the lower-budgeted clients. Lipton Tea, to name one, has bought one-sixth participation in NBC's 1962 election coverage. Again, as in the 1960 conventions and election coverage, Lipton's spokesman, George Fenneman, will deliver the company's soft-sell messages.

P. Lorillard Co., on behalf of Newport cigarettes, will be another public affairs program user this fall via one-half sponsorship of the "America's Cup" yachting race 17 September from Newport, R. I.

Consumer advertisers on a few other NBC public affairs programs are: R. J. Reynolds for Camels ciga-

rettes; Reynolds Metals for aluminum wrap, and American Home Products, which has replaced Texaco on the Huntley-Brinkley Report.

Some consumer advertisers on CBS TV are Polaroid (Doyle Dane Bernbach) and Pepperidge Farms (Ogilvy, Benson & Mather) on *CBS Reports*, and again Polaroid, Vick Chemical (Morse International), and Liggett & Myers (J. Walter Thompson) on *Eyewitness*.

The daily, afternoon and evening CBS News telecasts are sponsored by Squibb (McCann-Marschalk), Menly & James (Foote, Cone & Belding), Anahist (Ted Bates), Johnson's Wax (FC&B), Bristol Myers (Young & Rubicam), Lever Brothers (Sullivan, Stauffer, Colwell & Bales), Carter Products (Bates), Philip Morris (Benton & Bowles), Goodyear Tire & Rubber Co. (Y&R), and Whitehall Pharnacal Division of American Home Products (Bates). The buys are all in the Harry Reasoner, Douglas Edwards and Walter Cronkite programs and Eric Sevareid's Sunday evening program. CBS News with Robert Trout on Saturday afternoons is sustaining.

At ABC, the *Sunoco ABC News Final* with Bill Shadel at 11 p.m. (EDT) is sponsored by the Sun Oil Co. via the William Esty Co. *ABC's Evening Report* (at 6 p.m. EST) is backed by Squibb (Donahue & Coe), American Tobacco (SSC&B), Kemper Insurance (Clinton Frank), and Schick (Norman, Craig & Kummel). *American Newsstand* with Roger Sharpe and *Mid-day Report* with Alex Drier, both afternoon programs, are sponsored on a participating and

**HANDLING** the mikes as anchor man or man-at-the-scene for the three major tv networks' news and public affairs programs are CBS TV's Walter Cronkite (above), ABC TV's Howard K. Smith, and NBC TV's Frank McGee. Sponsors often advertise in news shows via participations





# News and public affairs shows and specials in the fall lineup

## NBC

Program	Time	Sponsor	Agency	Cost
NBC Election C'ge Huntley-Brinkley Report	6 Nov. Mon-Fri 6:45-7	Lipton Tea (1 6) R. J. Reynolds American Home	SSC&B Wm. Esty Ted Bates	\$900,000 125,000
NBC News Morning Report	Mon-Fri 10:25-10:30	General Mills (MWF) Bristol-Myers (T,Th)	Knox Reeves Y&R	12,500
NBC News Day Rep't NBC News Afternoon Report	M-F 12:55-1 Mon-Fri 4:55-5	General Mills Bristol-Myers (MWF) General Mills (T, Th)	Knox Reeves Y&R Knox Reeves	15,000 15,000
Today	M-F 7-9*	Participating		2,500 seg.
Meet Mr. Wizard	S 1:30-2	Sust.		17,500
This is NBC News Update	Sun 4:30-5 Sun 5-5:30	Sust. Sust.		30,000 30,000
Meet the Press David Brinkley's Journal	Sun 6-6:30 Mon 10-10:30	Wheeling Steel Co-op Pitts. Plate Glass Douglas Fir Plywood	C&W Maxon Cole & Weber	35,000 90,000
Chet Huntley Reporting	Tues 10:30-11	Xerox Corp. Mentholatum Co.	PK&L JWT	75,000
Instant Specials Election Specials (8)	on occurrence 2 Sept.-5 Nov.	Most by Gulf S'gs & Loan F'n	YR McC-E	50,000 500,000
NBC White Papers 6 Actuality Specs on DuPont Show of Week Nation's Future	TBA TBA TBA	DuPont	BBDO	150,000 ea. 100,000
Ed. program (kids) News Specials:	12:30-1:30			150,000 60,000
"The 44th National Automobile Show"	21 Oct. 6-7	Reynolds Metals	L&N (N.Y.)	300,000
"Riddle of Lusitania"	27 Aug. 10-11			150,000
"America's Cup"	17 Sept. 10-11	Newports (1/2)	L&N	150,000
"The River Nile"	TBA			150,000
Shakespeare	TBA			150,000
"Who Goes There?"	TBA			100,000

These are estimated costs for program, time, and talent. All programs are afternoon or evening programs unless marked by asterisk (\*\*)

rotating basis.

Public service programming—defined by A. C. Nielsen vice president T. R. Shearer as “informational in nature in contrast to regular entertainment programs”—totaled 152 hours from October 1961 through January 1962. This compares with 94 hours in 1958-59. While the number of hours rose steadily in the past four years, so did the percentage of sponsored hours, going from 46% in 1958 to 54% in 1962.

As evidence of acceptance of public affairs programming, the Nielsen Tv Index shows that in 1958 15% of

the public affairs programming hours were placed in evening slots and 85% in Sunday-afternoon slots. This year, the evening percentage rose to 54% and Sunday dropped to 46%.

Also, the audience rating level, according to Shearer, of the average sponsored public service program in 1958 was 10% and is still 10%, although the 1961-62 audience of 4,700,000 is 400,000 larger than the 1958-59 audience due to the increase in the number of tv homes.

The most recent advertiser to schedule a prime-time public affairs program is Metropolitan Life Insur-

ance Co, which makes its tv debut this fall with full sponsorship of CBS News extras.

Other CBS programs on the schedule which will appear in prime time include coverage of campaigns and elections, Project Mercury, religious and holiday specials and a number of full-hour informational programs produced by the Public Affairs Department of CBS News, slotted for Wednesdays from 7:30-8:30 p.m.

The news and public affairs shows “are often ideal vehicles for advertisers who have special seasonal problems or particular product or service

# Partial list of news and public affairs programs for 1962-63

## CBS

Program	Time	Sponsor	Agency	**Cost
CBS Reports	W 7:30-8:30 (3 of 4 Ws)	Participating		\$50 000
20th Century	Sun 6-6:30	Prudential	Reach, McC	
Lamp Unto My Feet	Sun 10-10:30*	sust.		
Look Up and Live	Sun 10:30-11*	sust.		
Eyewitness	F 10:30-11	Participating		25,000
Calendar	M-F 10-10:30*	(minute plan)		
CBS News Washington	TBA Sun ½ hr.	sust.		
Rep't (Schoenbrun)				
Reading Room	S 12:30-1	sust.		

## ABC

Program	Time	Sponsor	Agency	**Cost
H.K. Smith News Comment	Sun 10:30-11	Nationwide Ins.	B. Sackheim SSC&B, C.J. LaRoche Tatham-Laird FRC&H	16,500
Winston Churchill—	Sun 6:30-7	Menly & James, N. American Philips		
The Valiant Years (rpt)		Ovaltine		
A. Stevenson Rep't	Sun 3:30-4	U.S. Rubber		
Editors Choice	Sun 3:30-4	sust. alt wks		
Issues and Answers	Sun 4-4:30	sust. alt wks		
Directions '62	Sun 3-3:30	sust.		
Meet the Professor	Sun 2:30-3	sust.		
B&H Close-Up!	various	Bell & Howell	McC-E	49 000 ½ hr.

\*Times are a.m. (all others p.m.) \*\*Prices refer to average cost for programs only. These are net prices (agency commission not included).

messages that require a distinctive setting," according to John Karol, vice president, special projects for CBS TV Network Sales.

Noting that these shows cost from \$20,000 to perhaps \$100,000 for full-hour presentations, Karol said that the variety of subjects and treatments possible is enormous, and that the network is ready to help any client develop a program to suit his specific needs.

At ABC, Robert Laug, vice president in charge of operations and sales for the ABC News department, said that there are three forces at work which should help increase sponsor interest in news and public service programs for 1962-63.

"First," he said, "the public is more aware each day of its immediate stake in the events of the day. Secondly, news organizations are becoming more proficient at projecting information more attractively and thirdly, sponsors are learning that most of the old bugaboo—worries of association with controversy—are groundless."

He added that ABC's award-winning *Bell & Howell Close-Up!*, which often takes up controversial themes, is scheduled for four one-hour and 14 half-hour programs this season.

The variety of available news and public affairs programs on NBC TV "attracts all kinds of messages from a one-minute commercial for cran-

berries (Ocean Spray) to Gulf Oil's sponsorship of a series of 'instant' news specials," Carl Lindemann, Jr., special projects vice president, said.

He stated that low-budgeted advertisers "have found *Today* a highly successful and inexpensive vehicle to showcase their products, while the larger company, with a greater and more flexible advertising budget, has found participation in a series of NBC News specials to be the exact means of reaching its market."

Lindemann added that association with important news events gives advertisers "the opportunity to be recognized as civic-minded public servants."



# INSURANCE FIRMS HOP INTO TV

➤ **SPONSOR** finds remarkable breakthrough in insurance industry as more companies realize the value of tv

➤ **Metropolitan Life**, nation's largest insurance company, enters television with series of special news shows

**T**elevision, come autumn, will be the principal beneficiary of an unprecedented amount of business from insurance companies. It is estimated that at least 10 companies and several allied professional groups will be shelling out large premiums to the video networks starting with the fourth quarter of '62.

First quarter '62 billings of insurance advertising was 23.2% over the similar period last year. Experts in the field predict an infinitely higher increase for the fall of this year. Also, there'll be income from insurance companies venturing into tv for the first time.

Gross time tv billings last year for insurance outfits added up to \$14,957,099. Of this sum, \$11,201,099 went into network tv and \$3,753,000 was allocated to spot.

Authoritative sources in the insurance field told **SPONSOR** that the pro-

fession spends approximately \$60 million in total advertising annually. About 20% of this sum will go into broadcast's coffers next season for the purpose of fashioning a climate in which the insurance man can function with the greatest of ease.

The top tv insurance advertiser in the first quarter of this year was Mutual of Omaha with expenditures of \$961,915. Prudential was second with \$875,070. Allstate was third with \$468,777. Other first-quarter leaders were State Farm Mutual, Nationwide, Liberty Mutual, Blue Cross, Blue Shield, and Kemper Insurance Group.

Insurance advertising breaks down into several categories, all of which tv handles with considerable esteem and high potency. Of the \$11 some odd million in network billings, nearly \$6 million advanced the cause of life insurance; more than \$5 million

plugged fire, casualty, and other types of insurance.

Perhaps the most significant occurrence in the field of advertising investments of life insurance companies is Metropolitan Life's determination to enter tv. A longtime user of magazines, newspaper, and radio, this marks the first time for the giant company's sampling of network tv. Metropolitan Life's debut will be made at the end of September with a series of specials tentatively titled *CBS News Extra*.

It is expected that Metropolitan Life's instant specials will be seen approximately once every two weeks. A Metropolitan executive told **SPONSOR** that the commercials will feature Family Security Checkup as well as health and safety messages offering the insurance companies celebrated booklets. As a result of the company's venture in tv, it was indicated that more people will hear about Metropolitan at one time than ever before.

Said a Metropolitan spokesman: "Metropolitan's advent in tv continues the company's tradition of public service. For many years, Metropolitan has been a well-known sponsor of radio news. Its radio



**INSURANCE** field is using tv to prepare way for salesman's call and helping build favorable attitude toward agent. During fourth quarter of '62 above logos will be seen on net and local shows. Above, l-r: Allstate, Mutual of Omaha. Below, l-r: Nat'l Assn. of Insurance Agents, Prudential

## Television has made friends for agents



**COPY** theme will be agent service, says Blake Newton, Jr., pres., Inst. Life Insurance

messages, like its advertisements in national magazines, have emphasized health and safety hints and good citizenship. Adding tv to the media used gives Metropolitan an even more comprehensive program of public service. Today, tv news specials have become an increasingly important source of information for the American public. Metropolitan, in its sponsorship of news specials, will be helping to inform American citizens on important news at a time when it is in newspaper headlines—or even before.” In 1961, Metropolitan spent more than \$1 million in magazines and newspapers.

In another important life insurance business development, a proposal to up the national ad budget of the Institute of Life Insurance (supported by life insurance companies which represent 95% of the assets of the business) to include both network and spot tv was approved by the Institute's board of directors recently. Approximately \$1 million has been added to the Institute's budget and this sum will go into video. There will be continued use of newspapers, but in addition, the Institute will buy two network tv specials and a series of tv spots in 55 markets. SPONSOR learned that the Institute is dickering with both NBC



**AGENTS** approve the CBS TV program, says Henry Kennedy, second v.p., Prudential Ins.

TV and CBS TV regarding the purchase of an election package. The theme of all commercials, according to Blake T. Newton, Jr., president of the Institute will be the services of the life insurance agent.

Newton told members of the Institute that “the opportunities for individual companies and their field forces to identify themselves with both the print and television messages would be more extensive than ever before.” Newton added that “the Institute will offer participating companies the broadest portfolio of promotion, merchandising, and tie-in materials it has ever developed.” Also, Newton said the aim of most of the promotion material would be to give a company and its agents clear identification with the messages, and to inform them and the general public where and when the messages will appear. Newton was confident that the program's “potential lift to agent and employee morale may well be one of its most significant aspects.”

The Institute of Life Insurance plans to utilize spot tv in the following markets: New York/Newark, Los Angeles, Chicago, Philadelphia, Boston, Detroit, Cleveland, San Francisco, Pittsburgh, St. Louis, Washington, Minneapolis, St. Paul, Indi-

anapolis, Dallas/Ft. Worth, Cincinnati, Kansas City, Buffalo, Seattle, Milwaukee, Atlanta, Charlotte, Houston, Baltimore, Memphis, Huntington, Miami, Hartford, Portland, Ore., Kalam/Grand Rapids, Birmingham, Syracuse, Columbus, Ohio, New Orleans, Albany, Schenectady, Troy, Louisville, Denver, Oklahoma City, Omaha, Norfolk, Tampa, Davenport, Nashville, Dayton, Greensboro, Des Moines, San Diego, Champaign, Tulsa, Salt Lake City, Wilkes-Barre, San Antonio, Richmond, Ft. Wayne, Chattanooga and Portland, Me.

The Institute's new budget is being increased from \$1,785,000 to \$2,787,000 with the object of solving two problems. The first is to educate the public about the guarantees that only life insurance can provide. The second is to create in the public mind a more accurate understanding of the purpose, ability, and service of the life insurance agent. Commercials will be of 60-second duration.

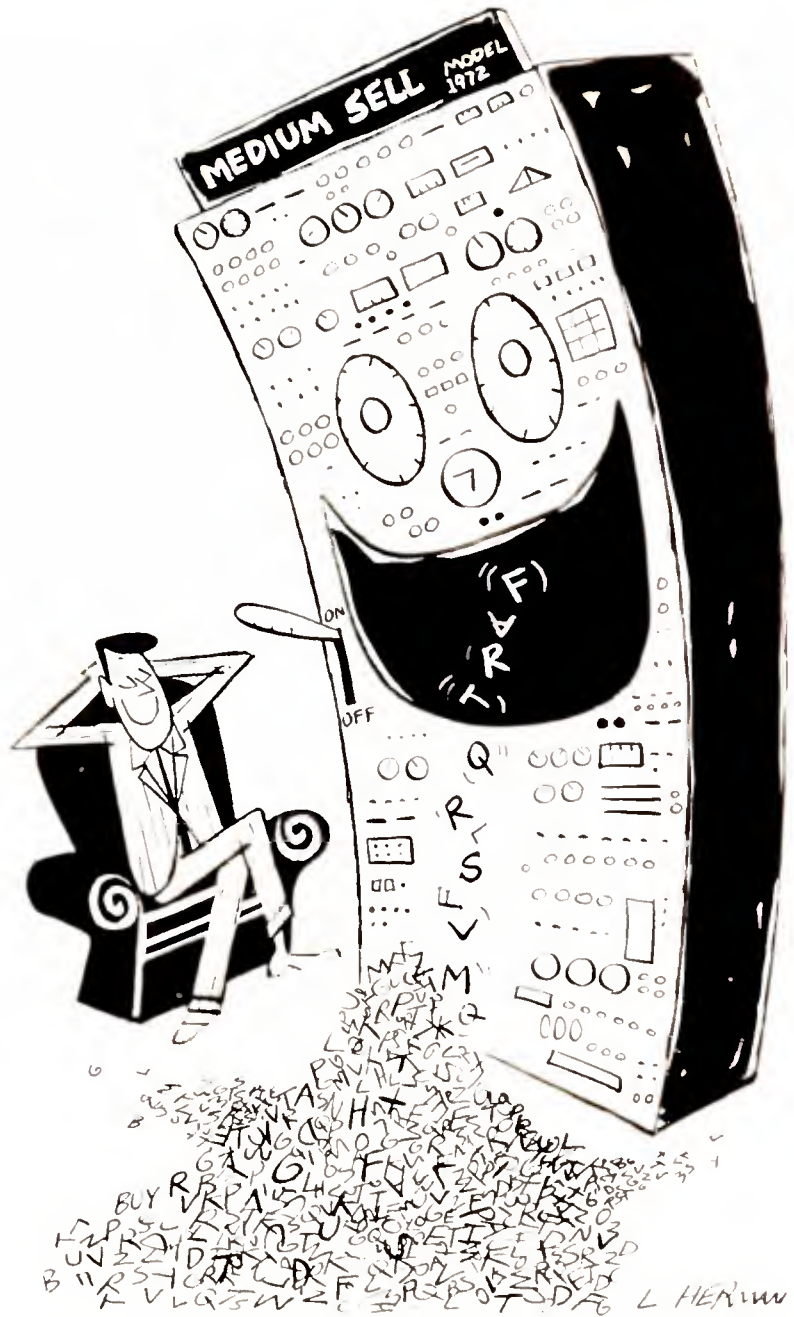
There is virtual agreement among insurance executives that television offers an unusual opportunity to demonstrate the good-will role of the insurance agent. Furthermore, it is no surprise in the industry to see so many insurance organizations express their interest in network television.

“Life insurance companies are expanding their advertising programs in all areas, and it is understandable that tv should be one of those areas.” Donald F. Barnes, v.p. of the Institute of Life Insurance, told SPONSOR. “I don't think this is so much a question of switching media as it is a question of expanding coverage. The immense growth of life insurance in the last 20 years has been consistent with the increase in life insurance advertising. As the insurance companies and their agencies learn how to use electronic media more effectively, part of this growth will certainly be reflected in these media. Perhaps the best summation is to say that life insurance companies are supporting their agents through advertising more compellingly today than they ever have in the past.”

Network officials also saw a re-  
(Please turn to page 17)



1972:  
the voice  
of the adman  
will be heard  
in our land



Editor's note: If current trends in the advertising industry (automation, program divorcement, global expansion, etc.) continue their sweep, it is likely that the agencyman of a decade hence will bear little or no resemblance to the present day model. Here is how the phenomenon might be reported by a well-known news-magazine if, in 1972, it chooses an adman for its Man of the Year.

**The changing climate**

*"The destiny of Western civilization turns on the issue of our struggle with all that Arnold J. Toynbee stands for more than it turns on the issue of our struggle with Madison Avenue."*

—Mrs. Hattie Kipple,  
Peoria housewife

**A**lthough it took housewife Kipple over 10 years to think up this snippy answer to British historian Toynbee's 1961 attack on the ad industry, the fact that she thought of it at all points up how temperate the public climate for advertising has become. While it

may not yet be *de rigueur* to grab and shower with kisses every stranger carrying an attaché case, it at least has become unfashionable to point the finger of scorn at every man behind a tv commercial.

Status-wise (and it is now hotly denied that admen ever talked that way) the agency and the agencyman have never had it so good. Cleansed of such fabled stigmata-of-the-trade as show control, gray flannel suits, martini breath, the 1972 adman rides forth in an "image" more shiny than Galahad's armor. In a recent poll of 100 Denver grade school children, only 3.2% recalled *The Hucksters*—

and they thought Wakeman had written it in the 14th Century about some other line of business.

It is not surprising. Today's adman is a brand new breed, forged in the crucible of dwindling agency profits, nurtured on automated time-buying, reared with one eye on Telstar and the other on the FTC.

**Gone are the days.** Concerned no more with account-switching is today's agencyman. By now every client has tried out every agency several times over; most are back where they started, and pretty well tuckered out. (Giant client P&G is still looking for a sandwich spread it left behind in some agency but can't remember which one.)

Agency-merging, once as popular as water-skiing, ground to a halt awhile back, complicated out of existence by the phone company's direct distance dialing system (a Yale University study showed that the human brain breaks down when faced with such a sentence as, "I am with BBDOEWRROBMD&B Agency and my phone number is 1-212-687-9570, extension 3114.>").

No longer does the adman suffer from ulcers, analyst couch fatigue, or commuter's hoof. The new breed has picked up much more intriguing syndromes: 1) *Glassphobia*, the fear of becoming transparent induced by working in all-glass offices; 2) *Electronic Ear*, a metallic clanging in the middle ear caused by working too close to computers; 3) *Triple-spotting*.

Probably no ad agency executive is more representative of this new breed than Kestrel J. Kumquat. Man of the Year for 1972. A hard look at Kumquat is a hard look at modern advertising.

**Sweet blur of youth.** Younger and younger grow the ad execs. It is a natural outgrowth of advertising's pet obsession with the youth market (which came to full flower in the early '60's) and the idea that the only consumers worth reaching were young married millionaires in their early teens, and that anyone over age 30 had stopped spending money long ago. At 23, baby-faced, bull-headed Kestrel Kumquat ("Big Kes" to his friends, International Broadcasting

czar Grub Wieder, Scoutmaster Merwin Schuck, Schrafft's headwaiter George) has welded together the world's largest global ad agency—Winch, Davit, Hoist, Kartoffelgeschmitzplatzten, Frere Jacques, Sukiyaki Maru & Gallagher (branches in 219 principal cities around the world and an arrangement with Project Apollo for a piece of the moon when they get there).

"Twenty-three may seem young," diffidently declares Kumquat with the boyish squint that confuses media people, "yet I am the old man of the organization. Why, some of my analog computers are only a matter of weeks old—just off the lab assembly lines, in fact. Their transistors aren't even broken in yet."

**Cybernetics vs. creativity.** Just how big a part does automation play in the Kumquat agency? Kumquat doesn't know, or claims he doesn't. Still around are a few human employees below the media director level, but they are hard to find, so expert have they become at looking like or ticking like machines in order to hold onto their jobs. (A decade ago, the first electronic computers were introduced into agencies "as a general guide" for mediabuyers: 3,162 years before that, the Greeks got a horse into Troy).

"There is a lot to be said for automation," says Kumquat. "It has all but eliminated coffee breaks and job-hopping. And since machines don't smoke cigarettes, drink beer, or drive automobiles, we have no client problems along the lines of employee brand loyalty."

On the creative side, Kumquat feels machines do a grand job of copywriting because they are non-creative. The electronic brain is too memotional to deal in "hard-sell," has far too many moving parts to bother with "soft-sell." So it has come up with the "medium-sell," and tv viewers seem to like such commercials fine. (Electronic audience research bears this out: "Fine," replied 1,036 Chicagoans when interviewed by computers last week; a tape-and-drum memory system is presently trying to recall what the question was.)

Significant is the fact that since  
(Please turn to page 19)

## RADIO:

Radio works around the clock in all seasons to make Z-Frank, Chicago, one of the largest Chevy dealers in U.S.

**N**ew cars will be unveiled next month in showrooms across the U.S., and the perennial battle between the dealers will be on. Many will take the yearly jump into all media for the new car introductions. To others the new season means simply a hypo of advertising frequency. To Z-Frank, Chicago, one of the largest Chevrolet dealers in the country, it means the beginning of another year of using one medium *all* year. The medium, radio.

Through the Chicago office of W. B. Doner & Co., Z-Frank has used local radio as its only advertising medium since the start of the agency-client association in 1951. With a budget of \$35,000 that year, Z-Frank Chevrolet embarked on a 100% radio venture that has expanded each year to a current \$400,000 investment.

Largely responsible for the dealership's radio consistency is Doner's president, Marvin H. Frank (no relation to his client, Zollie Frank).

Frank, through practical application, has developed some theories on how radio works most efficiently for

**SERVICE** mgr. Robert Swanson notes dial position of car radio. 200 are checked daily





# A DRAGNET FOR CHEVY SALES

advertisers. So firm are his convictions from daily observations of radio results that 60% of Doner's total billing goes into the medium for such clients as William A. Lewis, a retail clothing chain; Dial Finance Co.; Allied Radio Corp.; and Atlantic Brewing, in addition to Z-Frank.

The radio philosophy of Marvin Frank embraces every facet of the medium from audience research to writing words and music for commercials for specific types of retail pull.

According to Frank, "Many companies misuse radio. When used properly, it should produce next-day business, not merely institutionalize a company or product."

Frank believes that many radio clients do not give the medium a valid opportunity to perform for them, or do not thoroughly understand how best radio results can be achieved. One of the most important factors often overlooked by radio advertisers, Frank feels, is length of schedules—the importance of radio's cumulative effect.

"Consistency, continuity, and dominance," says Frank, "is the reason Z-Frank has the edge on its competition. The account has never been off the air a day since it started."

Consistency, Frank emphasizes, is one of the factors to which the success of his client's radio schedules

can be directly attributed. "We never cut back in slack selling seasons," he says.

One of Frank's convictions is that radio has a particularly strong retail pull, in spite of the fact that retailers seldom avail themselves thoroughly of radio's total advantage. An automobile dealership, he points out, is essentially a retail establishment. And, for Z-Frank, commercials stress the establishment rather than individual product. It is Frank's theory that the factory advertises to sell the car, and it's up to local advertising to sell the dealership.

Copy and production of radio commercials are given too little attention, also, contends Frank. "To be effective, commercials must be remembered." And he has learned that listeners do remember musical commercials, whether they are jingles, or straight talk with musical close. Combined with the music, however, Frank feels that commercials for his Chevy dealer client contain a very hard sell. A *convincing sell*, Frank calls it, combined with an offbeat, unorthodox attention-getter.

"We don't believe in live copy," he says. "It's too easy for a concept or an idea to be misconstrued when delivered by a third person. To justify the advertising expenditure, it is vital that the message be delivered as originally intended each time a spot runs."

All Z-Frank commercials emphasize the deal (save up to \$300), and the widest selection of models. The dealership's greatest selling point is that a customer can drive out with just about any Chevrolet model and color.

"We don't have to hold off on delivery but can supply on the spot almost any car a customer has in mind," says Frank. "That's how we attract him in the first place with one of the world's largest selection of Chevs in one location."

On campaign lengths, Frank believes that for a special push featuring the urgency of a sale or new model arrival, schedules should be short. But, he says, if commercials are built around a really clever gimmick they can be continued indefinitely in order to achieve the greatest cumulative effect.

Frank composes all the Z-Frank jingles and music himself. At a spinet piano, which he taught himself to play ("I still can't read a note, I just put them on the staff in sequence"), he plinks out notes and jots down words to achieve the final result, striving to maintain a balance between music and hard sell in each.

"The music in a commercial helps provide impact," says Frank, "whether it be a jingle or an orchestral arrangement. But the commercial must be developed so that the listener re-

**GIANT** service center handles repairs on 1,000 cars per week. Z-Frank dial-check system tips the advertiser on which station most customers listen to. Tabulations are compared with ratings reports. WIND, Chicago, has been used for 10 years; WGN was added to schedule recently



members the advertiser name and the product or service that is being offered."

Frank believes that radio is basically a *visual* medium. The individual image the listener creates in his own mind is more effective than any picture that might be presented to him.

The ability to reach people while they are driving is another one of radio's great benefits, Frank says. "Radio is the only medium where the listener gets the message without taking his eyes off the road. And what better time to give him the feeling of a new car than while he's actually driving?"

In addition to these on-the-air factors, Frank and his client hold definite theories about station selection, based on their own audience research technique conducted in the Z-Frank establishment. And this is followed up by a post-purchase survey to determine customer awareness of Z-Frank radio advertising.

Frank and his client learn a great deal about customer listening habits by a check of car radio dials to determine which station the owner listened to last. This technique is carried out in the Z-Frank service center where, according to dealership rec-

ords, more than 200 cars are handled each day.

Based on 1,000 cars each week, including those not originally sold by Z-Frank, the company checks more than 50,000 dials in the course of a year with a duplication of less than 20%.

"While we would not suggest that our own research is as controlled and scientific as that of the rating services," says Frank. "we find a high degree of correlation between what the rating people report and our own dial settings."

As to which has the most influence in deciding what stations are used—the dial checks or rating services—Frank says, "We equate both of them in making our decisions."

The determining factor in station selection for Z-Frank schedules is the number of listeners. "The biggest value in radio is the mass audience delivered. Radio provides the most people for the advertising dollar," asserts Frank.

So far, the Z-Frank dial check has not indicated any significant shifts in Chicago listening habits. But if a change were evident, schedules would probably be shifted to concur with the change, says Frank.

Since 1954 (and prior to the Doner and Z-Frank relationship) the station that has continuously been used is WIND. Schedules, which run on a TF basis, consist of about 40 one-minute spots per week. About half go on at peak city drive times. Others are scattered, including some in late night.

Last fall WGN was added, creating a two-station lineup for Z-Frank. Schedules are of the same frequency, running in news, traffic and sports. In the fall, Z-Frank also schedules announcements in college football broadcasts.

Schedules on WGN also aim primarily at the male listener, although a certain amount of the female audience is considered important, too. The programs on WGN include the morning *Traffic Copter Report* the 9 a.m. news and 4:55 p.m. Brink-House-Hubbard Sports Show. The sports program runs daily.

"With these two stations," says Frank. "we can more than cover Chi-

cago's entire population in one week."

From time to time other stations are added for special promotions; Z-Frank has used as many as seven Chicago radio stations concurrently for super-saturation campaigns.

At the start of this agency-client relationship eight years ago, Frank wanted to produce immediate results from the advertising. Results, he reasoned, meant not just producing traffic—it had to be a buying type of traffic.

As he studied the public's car-buying habits, he learned a basic fact: "The decision to buy an auto is basically the man's." There are exceptions, he points out, but the preponderance of auto buyers is men. The wife may choose the color, accessories, and style, but it is the man who signs the contract. To reach the man, Frank wanted a medium "that would tap his buying impulse at just the right time and in the right way. The time to talk new cars to a man is while he's driving. That's when we emphasize drive time in Z-Frank schedules."

A questionnaire mailed to each customer within two weeks after new car purchase probes his tastes to determine the best means of reaching others.

To assure high response, a \$100 bond is offered in a monthly drawing to those answering the questions and returning the numbered card. An unusually high return—about an 80% average—is realized. To the question "How did you hear of Z-Frank?" the answer radio (call letters are often mentioned) indicates audience awareness of Z-Frank schedules.

The growth of Z-Frank is adequate testimony to the effectiveness of its advertising and sales program. The current year's volume is close to double that of 1961 which was a record year for the dealership. (The Chevrolet factory itself was up 30% last year.)

As to future advertising plans, Frank indicates that because of its continuity, sufficient saturation ability, easy use of auditory transcription, and message timeliness, radio will continue as the spearhead of Z-Frank's promotion plans. ◆

**MUSIC** is a must in Z-Frank commercials. Seated at office piano, Marvin Frank, Doner pres., plays theme for client Zollie Frank





# NEEDED: FAITH IN ADVERTISING

▼ U. S. Steel's advertising director, John Veckly, challenges media salesmen to sell advertising first

▼ Speech delivered to magazine promoters definitely applies to all broadcasters, Veckly tells SPONSOR

*John Veckly, director of advertising, United States Steel Corporation, admonishes admen in a much-quoted speech presented recently to the Magazine Promotion Group at the Sherry-Netherland Hotel in New York City. SPONSOR contacted Veckly and asked if his challenge applied to broadcasters. His answer was an emphatic "yes." With his permission the speech is reproduced here in the belief that its message will benefit the industry.*

I have decided to talk to you about the thing I know best—advertising. After all, you are fellow advertising managers. Your business existence is dependent on the belief in the effectiveness of advertising by a lot of people. Not a belief that *Life* is better than *Look*, or *Look* is better than *Life*, or that one radio or tv station is better than another, but a belief that advertising is good for the advertiser. Not a belief that 13 ads or spots are better than one, but a belief that one ad or one commercial is better than none.

This belief on the part of many has been developed over the years by the hard work of dedicated and determined men. Men of faith who imparted their faith to a few management leaders who approved and protected the advertising function. Now advertising is accepted to the tune of \$12 billion a year.

How much of this \$12 billion is spent on faith, how much on fear and how much on conviction?

Let me quote from a management survey made by the Assn. of National Advertisers in preparation for their book, "Defining Advertising Goals for Measured Advertising Results."

A company president said, "I am afraid some of the advertising we do

is because it is the established thing to do—because competition is doing it."

An executive vice president said, "I have never been exposed to an advertising study that gave any evidence of what it (advertising) contributes to the sale of a product."

A vice president and general manager: "I used to be with a company in which the president was imbued with the philosophy that the only way to sell was to have your salesmen call on the customer and deliver the message. Yet at the same time, this president approved an advertising budget of five million dollars. I have to admit I do the same thing here in my present job."

I admit these statements are taken out of context and the tenor of the interviews was not nearly as negative as these imply. However, these are the questions that come to mind when budgets are up for review or when cost reductions are considered. These are also the questions that limit the horizons of advertising.

A study of advertising space, time and revenue for the last five years would indicate that advertising has reached a plateau and, in fact, a chartist might show an indication of a downward trend.

*Printers' Ink* in an editorial in the May 18 issue says, "Over the past few years, advertising has just inched ahead and the gains made in dollars were largely attributable to increased rates—not the purchase of more time and space."

If it is true that advertising is on a plateau, then media are fishing in the same pool for the same tired fish. When the fish gets off one line, it is picked up on another. But who is stocking the pool? Who is selling ad-



**JOHN VECKLY**  
dir. of advertising, U. S. Steel

vertising in the first place?

Those of you whose work with advertising dates back more than 20 years can find in your files presentations on why companies should advertise. You will also find case histories of advertisers who started small and became big national advertisers. Those of us who were struggling in those days to make our advertising function more important to corporate management can remember the great media salesmen who stood shoulder to shoulder with us to convince management on the importance of advertising.

If my memory serves me correctly, most of the salesmen of national media in those days were recruited from the ranks of advertising. Salesmen came with backgrounds in advertising from such companies as Procter & Gamble, Vicks, Talou, National Cash Register, General Electric; from apprenticeships in retail advertising or with broadcasting experience—jobs where they worked with advertising and saw advertising work for them. With the need for more and more advertising sales personnel and the more competitive requirements of media, the professional salesman replaced to a large degree the experienced advertising man.

(Please turn to page 50)

## TV RESULTS

### BANKS

SPONSOR: Brookline Bank

AGENCY: Lou Sautel

**Capsule case history:** Brookline Bank invested in a new idea in advertising, deposited their tv budget at WHC, Pittsburgh, and the results paid off in new customers for the bank. This idea originated at the Lou Sautel Agency, which did a survey of banks and found that the girls outnumbered the men 13 to 1 during the daytime, and 12 to 1 during the evening period. With this knowledge, the agency convinced the bank to break away from spots on conventional news and sports shows, and to concentrate on a woman's show in order to reach the distaff side of the family. WHC's "Luncheon at the Ones," with an audience of 63% women, was the logical choice, and the Brookline Bank purchased three spots a week on the one hour show. Alice's sincere approach in delivering commercials persuaded the bank to have her give the spots from a fact sheet, which she has been doing with much success. The branch offices report new customers weekly, and many volunteer this info: "Alice sent me." WHC, Pittsburgh, Pa. Participation

### FURNITURE

SPONSOR: Harvel's Furniture Store

AGENCY: Direct

**Capsule case history:** WSJS-TV showed a one store operation in Winston-Salem that the "big money myth" about advertising on tv just wasn't so. Harvel's Furniture Store, one of the area's most exclusive furniture and decorating stores, had never advertised on tv before going on WSJS-TV in May of this year because of a false idea of production cost. After two months on the station the results were so good that the store now concentrates 50% of its ad budget on tv. The production crew at the station created the commercial, about which Claude Harvel, owner and manager of the store, commented: "People stop me on the street to praise the quality of my commercial." It is the wide coverage of tv that gives Harvel the most pleasure. "We are going into counties we have never reached before," declared Harvel. His schedule includes three nighttime I.D.s a week, which has continued throughout the summer, and will increase in the fall.

WSJS-TV, Winston-Salem, N. C.

Announcements

### HARDWARE

SPONSOR: Rocky's Hardware Store

AGENCY: Direct

**Capsule case history:** Two dozen calls a week were counted by Rocky's Hardware Store for a 13-week period due to an advertising campaign on WWLP-TV, Springfield, Mass. Jim Falcone, an officer of the store, decided to try television out of curiosity, and because he heard of its success from business associates. He found the "results very satisfactory and as good or better than any other medium." Rocky bought one minute announcements on *World News* which was aired from 11:08 to 11:13 p.m. The commercial was presented live by WWLP-TV's announcer, Ed Hatch. One half of the announcement dealt with regular sales items, and the other half told of Rocky's special services. The first promotion, advertising lawn mower specials, produced a maximum return for the ad money invested within a few days. Falcone hopes to use television again in the fall, and feels that tv is better suited for his type of business when advertising fast-moving items.

WWLP-TV, Springfield, Mass.

Announcements

### AUTOS

SPONSOR: Brady Oldsmobile

AGENCY: Bozell & Jacobs

**Capsule case history:** For their spot announcements on tv in the Minneapolis-St. Paul area, Brady Oldsmobile emphasizes an unusual copy point. "The Twin Cities' smallest Olds dealer." Why? Jerry Brady has just one showroom location in a rather out-of-the-way section of the community. Previous to opening his own business three-and-a-half years ago, he worked for another Olds dealer who had lots of tv experience. He patterned his advertising on what had been successful for others, realizing at the same time that newspapers could not deliver his unique selling proposition: "The smallest Olds dealer." But television could be used effectively to transmit a warm and friendly approach. Brady uses a few spots over and over on four stations, KMSP-TV, WSTP-TV, WCCO-TV, and WTCN-TV, Minneapolis-St. Paul. His television budget is \$20,000, or 33% of his total advertising expense. He has been using tv now for two years, getting excellent traffic from it, he says.

VARIOUS, Minneapolis-St. Paul

Announcement



Media people:  
what they are doing  
and saying

# TIMEBUYER'S CORNER

Although specific timebuying assignments haven't been handed out just yet at Papert, Koenig, Lois for its latest coup—the \$1 million Clark Oil account—it's official that the media buying course will be chartered under the supervision of the agency's **John Collins**. Collins, who left Benton & Bowles to join PKL last November, will add the Clark Oil chores to his growing list of accounts—Dutch Masters Cigars, New York *Herald Tribune*, Xerox, National Sugar (Jack Frost). At B&B, he was an assistant media director on such accounts as Johnson's Wax, Norwich Pharmaceutical, Florida Citrus, Kentile, and Chemical Bank New York Trust.



FULL of surprises is the life of a timebuyer, as Gumbinner's Janet Murphy can testify. Here she gets unexpected lift in WHN, N.Y., bus promoting new *Bob and Ray* show

One man's meat could easily be another one's poison dept.: Current example: **Dave Yoder**, who bought for Campbell Soup at BBDO, left there three weeks ago for Kudner, where he buys for General Motors and General Telephone. On the other hand, **Bob Mahlman**, who bought for some of the American Chicle products and Waterman Bic pens at Bates, switched to BBDO. He now buys for Pepsi-Cola, F. F. Goodrich, New York Telephone, the New York *Times* and the *Wall Street Journal*. **Bob Mahlman's** reason for the switch: "At BBDO, you're allowed more scope as a creative buyer."

It's vacation time for Foote, Cone & Belding's Arthur Pardoll. And for Ketchum, McLeod & Grove's (Pittsburgh) Peter Turk who is spending it in New York City with his wife, Ellie.

Returned vacationers: FC&B's Frank Hajek, BBDO's Ed Fleri, and Y&R's Tom Adams.

(Please turn to page 41)



for  
**SHREVEPORT**  
NOW **64<sup>th</sup>** TV MARKET \*

Kay-Tall — with Tall-Tower Power (1,553' a.a.t.) — sells Shreveport and the Booming Ark-La-Tex by delivering MORE HOMES (49,200) in PRIME TIME\* than any other station in the market! Check either ARB or NSI — then call **BLAIR TELEVISION ASSOCIATES**.

\*Mon./Sun. 6:30-10:00 P.M. ARB & NSI, March, 1962. Market ranking based on prime night time Avg. Homes, ARB March, '62.

# ktal tv

Channel 6—NBC for SHREVEPORT  
Walter M. Windsor Gen. Mgr. James S. Dugan Sales Dir.

## "IT PAYS TO USE KTVE"



So says  
Jim Dono  
of  
OUACHITA  
FEDERAL  
SAVINGS AND  
LOAN  
in Monroe, La.

OVER 100 LOCAL  
ADVERTISERS USE  
KTVE REGULARLY  
TO GET SALES  
RESULTS & PROFITS



EL DORADO MONROE GREENVILLE  
REPRESENTED NATIONALLY BY:  
VENARD RINTOUL & McCONNELL  
CECIL BEAVER SOUTHERN REP

## ONE BUY! FOUR MARKETS!

walb-tv  
CH.10-ALBANY, GA.

- ALBANY
- DOTHAN
- TALLAHASSEE
- PANAMA CITY

GRAY TELEVISION

ABC

wjhg-tv  
CH.7-PANAMA CITY  
FLA.

Raymond E. Caraw  
General Manager

# 366,000 TV HOMES\*

\* ARB, Nov. '61

One buy—one bill—one  
clearance!  
Or stations may be bought  
individually for specific  
markets!

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

# TIMEBUYER'S CORNER

(Continued from page 43)

There's a lot of favorable comment making the rounds on Madison Avenue about Warner Bros. preview of its *The Music Man* (by those who were invited during the two-day showing, of course). The most pleasant surprise: no attempt was even made to throw out a sales pitch to the attending buyers. Among those seen enjoying the two-and-a-half hour movie: Grey's Joel Segal, Joan Stark, Joan Shelt; SSC&B's Jeanne Sullivan, Vera Brennan; K&E's Lucy Kerwin, Mary Dwyer; OBM's Sue Morrell; Gardner's Ruth Clinton; Lennen & Newell's Jack Duffy; B&B's Rudy Maffei, Roger Clapp; J. Walter Thompson's Thurman Pierce; BBDO's Herb Maneloveg, Mike Donovan; Bates' Chet Slabangh.

We doff our chapeaux to McCann-Erickson's Beverly Felton who traveled all the way from the Houston office to attend the private showing of the CBS fall program schedule in New York City. The preview was sponsored by Blair-TV and Portland's (Me.) WGAN-TV. About 50 buyers attended.



GOTHAM showing of CBS net shows sponsored by Blair-TV and WGAN-TV, Portland, Me., brought together (l-r) George Lilly, gen. sls. mgr., WGAN-TV; Richard Mayes, a e, Blair-TV; Betty Nasse and Jerry Rettig, Grey; and Lloyd Heaney, a/e, Blair-TV

**Promotion dept.:** J. Walter Thompson's Peter Levins, former time-buyer on Rheingold beer, 7-Up, Ford, and Brillo, has been promoted to radio, tv sports producer. No news yet on who is handling his accounts.

**Shed no tears** for K&E's Bob Morton over his recent Washington, D. C., chore—helping to weed out, from some nine lovelies, a Miss District of Columbia. He was assisted in the WWDC-sponsored task, by F&S&R's Frank Delaney (New York office) and Les Sterne, F&S&R, Pittsburgh. Also McCann-Erickson's Phil Stumbo.



# *Why it pays to advertise your station in a broadcast book*

---

## BECAUSE YOU PINPOINT THE BUYER

---

**I**n a personal interview survey of "top-billing timebuyers" made by the salesmen of a national representative firm 97% of the respondents specified broadcast books as their *first* reading choice; 95% as their second.

How did the non-broadcast magazines fare? Only two votes for first; three for second.

Which underscores a cardinal point when buying a business magazine schedule. Put your dollars where they impress readers who can do you the most good.

Whether you are shooting for \$2,000,000 in national spot billing or \$200,000 the principle is

the same. Sell the men and women who *really* do the buying.

In the world of national spot placement actual "buyers" number fewer than you might think. Perhaps 1500-2000 "buyers" (some with job title, others without) exert a direct buying influence. Another 3000-5000 are involved to a lesser and sometimes imperceptible degree.

Unless your national advertising budget is loaded (is yours?) we recommend that you concentrate exclusively on books that *really* register with national spot buyers. In this way you avoid the campaign that falls on deaf ears.

a service of

**S P O N S O R**

**RAHALL RADIO STATIONS**



**No. 1  
RADIO**

Tampa - St. Petersburg,  
Florida  
Sam Rahall, Manager



**No. 1  
RADIO**

Allentown-Bethlehem-  
Easton, Pennsylvania  
"Oggie" Davies, Manager



**No. 1  
RADIO**

Beckley,  
West Virginia  
Tony Gonzales, Manager



**No. 1  
RADIO**

Norristown-Philadelphia  
Area  
John Banzhoff, Manager

... the above Rahall Radio Stations are proud to be associated with one of America's foremost national representatives.



**Representatives, Inc.**

N. Joe Rahall, President

also: **WQTY**, Jacksonville, Fla.

Represented by The Bolling Company

**Sponsor backstage** (Continued from page 15)

attract an audience with high buying power. Finally he strove simultaneously to create a climate in which a sponsor's sales pitch would be listened to and acted upon.

Last April, during the National Assn. of Broadcasters convention in Chicago, my wife June and I visited with Harold and spent the entire afternoon listening to tapes of the new format he had evolved. We were both highly impressed with it. A little over a month ago, after much additional work and refinement, Harold sent a 12" 33 1/2 rpm long-playing record to about 1,600 advertising agency radio timebuyers. The record was called "Name the Sound" for the simple reason that in the seven bands on side one and the six on side two Harold was presenting these agency men with a clear and concise sampling of the new Plough format and asking them to come up with an accurate and promotable name for it. It's bright, bouney, melodic and has an over-riding air of optimism and happiness. The best way for me to give you an idea (if you know pop artists and music at all) is to list the bands on each side in order:

Side one has "Stay as Sweet as You Are" by Luther Henderson and his Orchestra; "Baubles, Bangles and Beads" by The Kirby Stone Four; "Sweet Sue" by Al Hirt and his Orchestra; "Waiting for the Robert E. Lee" by Tennessee Ernie Ford; "Afrikaan Beat" by Bert Kaempfert and his Orchestra; "Jump For Joy" by Peggy Lee; "Bye, Bye Blues" by Felix Slatkin.

Side two presents: "Say It With Music" by Ray Coniff; "Til We Meet Again" by Gordon MacRae; "Whispering" by Art Mooney; "Hit the Road to Dreamland" by The Ames Brothers; "Swingin' Sweethearts" by Werner Muller and his Orchestra; "Get Me to the Church on Time" by Rosemary Clooney.

**Boarding the bandwagon**

Plough is giving over \$9,000 worth of prizes to the timebuyers who come up with the best musical word, coined word, or phrase of less than 10 words that best describes this new musical sound. First prize is a Magnavox tv am-fm stereo hi-fi phonograph which retails for \$895. Second prize is a portable Ampex stereo-mono tape recorder which lists for \$515.

Harold kicked off the new format on WJJD in Chicago August 2 and on WCOP Boston on August 3. While it is obviously a little early to say precisely how successful this new Plough format is going to be there are some straws rippling in the wind to indicate that it may be a winner. As far back as I can remember—and that's quite a throw—the minute one bright broadcaster comes up with an exciting new idea scores of his friendly competitors write, wire, and phone for details on "how to..."; I saw this happen many times ever since the Bernice Judis days at WNEW.

And Harold has already begun to get such requests from fellow broadcasters. A number of agency men to whom Harold sent the above-mentioned long playing record were so pleased with it they asked him to send copies to key clients. Harold obviously is not too fascinated with the idea of passing his long and carefully developed "new sound" on to the entire industry.

Chances are, however, that if it clicks as the Top 10 did in its day hundreds of other stations around the country will adopt it.



## IMAGE-BUILDERS

(Continued from page 31)

also being sent to librarians, educators, etc.

In line with its "quality" approach, TIO now advertises in opinion-leader publications such as *New Yorker*, *Reporter*, *Saturday Review*, etc., mainly with previews of programs of "timely or special interest to meet the needs of thoughtful or discriminating viewers." It also mails copies of TIO-initiated speeches to a sizeable national list of opinion-makers.

At the broadcaster level, TIO is now providing two additional services which it lists as "background" aid:

1. Reprints of columns and editorials from the more influential newspapers and magazines. These upbeat commentaries are indexed for station selectivity in local speeches, mailings to community leaders, etc.

2. An exhaustive list, by category, for the individual station manager's use, in the building of an opinion-leader list. Included are all "influential types" to be found in government, education, religion, industry and trade, civic groups, art and culture groups, medicine, law, political parties, the press, and the armed services.

## INSURANCE

(Continued from page 36)

markable breakthrough in the insurance industry as more and more companies realized the value of tv advertising. "Television has the ability to reach large quantities of young families, and at the same time the messages of the insurance companies can be seen by the harder-to-reach quintile groups," John M. Otter, v.p., national sales, NBC TV, told sponsor. "Evidence of this is the Union Central Life purchase and the Mutual of Omaha purchase of sponsorship of NBC News Actuality programs."

Time and again, one hears how television has assisted the insurance companies in their campaigns to open the public's doors to salesmen. As Henry M. Kennedy, second v.p. of Prudential, put it to sponsor: "Life insurance is rarely, if ever, sold directly by advertising—the role of advertising is that of preparing

the way for the salesman's call. Television has built a more favorable attitude toward the Prudential and the Prudential agent, not only through the commercials we use, but by the type of program we sponsor. This has helped create the kind of atmosphere in which our local representatives can be most successful."

The pair of NBC TV specials featuring *The Ordeal of Woodrow Wilson*, a personal memoir by Herbert Hoover and Eisenhower on *Lincoln . . . a Military Memoir*, under the sponsorship of Union Central Life Insurance, will stress the theme: "Procrastination is the highest cost of life insurance. It increases both your premium and your risk." As in previous specials, Union Central will eliminate the middle commercials. The opening, according to John A. Lloyd, president of Union Central, will be a prologue, rather than a selling commercial. Included as a portion of the closing commercial will be this invitation: "These Americans-in-crisis telecasts are available on film. Arrangements for showing any one of them to your civic or service organization can be made by con-

tacting the Union Central agent in your vicinity." Shortly after each tv program has been aired, films will be shipped to the agencies of Union Central. This coupled with the promotional assistance provided by NBC TV, including on-the-air announcements, premium notice enclosures, etc., should make it easier for the company representative to get through to potential policyholders.

ABC TV is carrying a whopping amount of insurance company business and its fall lineup promises to be a record-breaking one judging by the advance bookings. Presently in the Wednesday 7:30 to 8 p.m. slot, with *Howard K. Smith News and Comment*, Nationwide Insurance, via Ben Sackheim, plans to move into the Sunday 10:30 to 11 p.m. niche in the fall. With time and talent, it is estimated that the Smith program should cost the sponsor about \$80,000 per show. The Insurance Company of North America, via N. W. Ayer, is in for minute participations in *The Sunday Night Movie*. Kemper Insurance Group, via Clinton E. Frank, is in the *ABC Evening Report*

IN NORTHEASTERN NEW YORK AND WESTERN NEW ENGLAND

# WRGB AGAIN

Total Homes Reached—Average Quarter Hour

ARB Mar. '62	9 AM to Midnight— Mon.-Sun.	WRGB	STATION A	STATION B
		48.3%	29.0%	22.7%
NIELSEN Mar. '62	6 AM to 7:30 PM— Mon.-Fri.	48.6%	30.8%	20.6%
	7:30 PM to 2:00 AM— Sat.-Sun.	47.4%	25.3%	27.3%

992-168

A GENERAL ELECTRIC STATION  
ALBANY • SCHENECTADY • TROY



THE KATZ AGENCY, INC.  
National Representatives

across the board from 6 to 6:15 p.m. General Insurance, via Lennen & Newell, is on *ABC News Final* Monday through Friday from 11 to 11:05 p.m. and Liberty Mutual Insurance Co., via BBDO is in the fall line-up with ABC's *Wide World of Sports* (Saturday from 5 to 6:30 p.m.).

NBC TV, which carried a good amount of insurance business in the past, has lined up the following business for the fall. The Insurance Co. of North America on a minute basis in *Saturday Night at the Movies*. The company bought a total of three minutes and will be seen from 22 September to 20 October. Mutual of Omaha Insurance Co. is due this fall with a new color series tagged *Wild Kingdom* featuring Marlin Perkins, naturalist and director of the Lincoln Park Zoo in Chicago. The Sunday 3:30 to 4 p.m. program gets underway next January. *Wild Kingdom* is a Don Meiers Production. Bozell & Jacobs, Inc. is handling the Mutual of Omaha account. Among other significant insurance account buys on NBC TV in upcoming

months is the Union Central Life Insurance Co. sponsorship of two half-hour shows, described previously. Last season on two separate occasions, Union Central telecast stories of Ulysses Grant and Robert E. Lee. Aetna Casualty will return to the *Tonight* show.

A survey of insurance company fall commitments on CBS TV reveals an equally impressive array starting with the rock-ribbed Prudential's continuing full weekly, half-hour sponsorship of *Twentieth Century* via Reach, McClinton; State Farm Mutual's alternate-week, half-hour sponsorship of *Jack Benny Show*, via Needham, Louis & Brorby and Allstate's backing of *The Defenders* on an alternate-week, half-hour arrangement. Leo Burnett is the agency for Allstate. Moreover, Metropolitan will get its feet wet for the first time in tv with a series of special news programs.

There is ample evidence to indicate that this is the mere beginning of insurance company business for broadcasting. Presently missing from video is Equitable Life Insurance Society of U. S. It previously sponsored *Douglas Edwards and the News* on CBS TV, and also *Our American Heritage* on NBC TV. SPONSOR learned that Equitable's ad agency, Foote Cone & Belding, is on a continuing search for the right property for its client, and in the event that such a property materializes, Equitable will return to tv in the fall of '63. Meanwhile, Equitable has launched a 16-week radio spot campaign on some 396 stations in 125 markets across the country. The campaign started 19 August.

Travelers Insurance has been co-sponsoring the Masters Golf Tournament for several years and will do so again in '63 over CBS TV. Young & Rubicam is the agency for the account.

To improve public understanding of the business of property and casualty insurance, as differentiated from life insurance, the National Association of Insurance Agents, via Doremus & Co., has been staging an aggressive and remarkably successful campaign on television over a five-year period. A good hunk of its more than \$1 million annual advertising budget is being allocated to the medium. The agency has been

buying local station programs as well as spots with emphasis on news, weather, sports, etc. The National Association of Insurance Agents consists of some 33,000 member agencies with over 100,000 independent insurance agents. The group will be launching its sixth year of television programming starting March 1963. During its first year it was a participating sponsor on *Today* over NBC TV.

It is estimated that approximately 15% of both the NAIA's 1961 and 1962 national advertising budgets have been spent in television. Frank Schaffer, executive v.p. of Doremus & Co., who is group supervisor of the NAIA account, told SPONSOR that throughout the country tv continues to play a highly important role in the establishment of the NAIA's Big "I" Seal as the symbol of quality insurance. Schaffer said that the NAIA's national advertising program stresses the many advantages of the American public's buying car, home, and business insurance through professional, independent insurance agents. It also establishes the Big "I" Seal as the quick and easy means of identifying independent agents. The NAIA's slogan—"Your Independent Insurance Agent Serves You First"—also is prominently featured in all campaigns.

Last year there was about \$685 billion of life insurance in force in the land. Some 120 million policyholders paid insurance premiums. According to Lloyd of Union Central, only 73% of the families are insured, and in the average home there is only \$10,200 of life insurance on the entire family. In Lloyd's opinion, this is woeful under-insurance.

But all this is apparently being changed rapidly. Evidence now seems to indicate that with stepped-up ad campaigns, notably in television, there should be many more policyholders in the near future.

As one insurance executive expressed it: "In the old days we left the insurance man nearly naked. We gave him a rate book and told him to go out and sell. It is a different story today. Insurance is no longer a stodgy business. We are arriving at a stage that other industries arrived at seven or eight years ago and it is exciting. Television is helping to make it so."

# Pronto!

## TOTAL SPANISH TV IN LOS ANGELES!



### KMEX-TV CHANNEL 34

Represented by:  
Spanish International Network Soles  
247 Park Avenue, New York, N. Y.





*(Continued from page 33)*

computers write all the tv commercials, the FTC and various House Committees have gone back to jumping on General Motors and the Communists again. "The adman today is as safe in Washington as on his own front porch" (last words of CBS Public Affairs programing v.p. Bruno Critchwell just before he was shot by the FCC in April).

"As buyers of media," says Kumquat, "computers are the bees' knees. They never go out on long lunches with the computers sent around by station reps. They can digest and store the data from an entire Nielsen in under three seconds, scan a two-hour pilot film in two minutes." (Scanning pilot films is a traditional courtesy still shown to networks and syndicators, a hangover from that distant era when ageneymen used to have something to do with programing—if it was only seeing the starlets home after rehearsal.) "Computers can even figure out a network's discount schedule, and they don't expect profit-sharing plans either," adds he.

**The minor profits.** It is just as well that they don't (expect profit-sharing, in case you've forgotten). Twenty years ago, according to Kumquat's grandfather (advertising pioneer with long-gone Lord & Thomas, and one-time Indian fighter), an advertising agency which minded its p's & q's could net a profit of as much as 6% (15% commision plus 2% for cash minus 11% for frayage of rope ends). Ten years later (circa 1962), it was a lucky agency which netted a measly 3%, and some that did were burned for witchcraft.

"Today," says Kumquat, "WDHK-FJSM&G bills \$2.2 billion—not counting pfennig credits in the Common Market yet our losses run second only to the New Haven Railroad's. I don't know where the money goes, unless it's the cost of translating all those commercials for Telstar."

As a result of this profit squeeze, Kumquat shows up at the agency wearing old tennis shoes and a sport coat patched at the elbows.

**Man in a Pyrex tower.** High above the clouds, in the new all-Pyrex-and-plastic Jim Dandy Building perched on the Queens side of

New York's East River, sits adman Kumquat, cuddling his teak clipboard and listening via super-stereo radio to durable Frank Sinatra sing top-tune, *You May Call It Multiplexing, But I Call It Love*. How Kumquat's agency wound up in Queens is the story of advertising.

Originally (June 1969), the agency was on Madison Avenue. Then one day Kumquat noticed his was the last agency left on Madison, so he quickly moved it to an unfinished building on Lexington, but just as the last ball-point desk set was being moved in, the much bigger Farmer & Corn Alliance Building was suddenly put up over on Sixth Avenue, so Kumquat hastily took out a lease there and moved west. The moving men overshoot, however, and the agency landed instead on the three top floors of the spanking new Baking Powder Building on 10th Avenue. Here Kumquat remained for as long as it took to draw up a new lease on the nearly-finished Jim Dandy Building, moved in last week, will stay through the summer until the new Breadfruit Tower is completed in the Bronx.

Divorced from wife No. 3 and from all tv programing, Kumquat lives (he was born in Westport, could hardly go back after success) in a stately Colonial mansion with 34 rolling acres right on Madison Avenue where the agencies used to be.

He is the adman's adman with all the cultivated charm of one who, through electronic client servicing and loss of show control, has nothing to do with his time and knows how to do it. Recipient of last year's Trade Press Award for The Ad Executive Most Reachable By Phone, Kumquat lives up to the prize by never having his secretary tell a calling trade press editor, "Sorry, but Mr. Kumquat's in Timbuktu." This, despite the fact that Kumquat often *is* in Timbuktu.

On the rare occasion that an account drops his agency, Kumquat never says, "We resigned it." Instead, his stock reply is, "Oh, did they leave? I hadn't noticed."

How did a man of Kumquat's caliber (.30-06 Win.) come to choose advertising? "Easy," says communicator Kumquat. "Back in '64, my parents took me in to see the agencyman that was on exhibit in the FA's Building at the World's Fair. I fell in love with its image."

Agencies  
have said they  
need it!

Advertisers  
have said they  
want it!

Now we'll  
see  
for sure!

WRITE  
FOR YOUR  
COPY

## New 76-Page Research Study of Quad-Cities

Covers living habits, media preferences

National advertisers and their agencies have long called for "local market" research comparable to that available on an over-all national basis. WHBF decided to answer these repeated pleas by engaging Frank N. Magid Associates, independent Midwest research organization. The result is probably the most comprehensive and helpful marketing guide ever prepared for a market of nearly 275,000 people. For a beautifully printed 76-page digest of the original report, return coupon

### Some of the contents

- Living habits of Quad-City residents.
- Attitudes toward entertainment sources.
- Attitudes toward communication media.
- Television program preferences.
- Radio program preferences.
- Preferred news sources.
- Media to reach farm population.

### About the Research Method

Study is based on 500 personal interviews, averaging 45 minutes in duration. An 11 page interview schedule containing 64 questions was used. The validity of the sample was checked through comparisons with data from the recent census. The correlation of projected census data and empirical data compiled for this study indicate a margin of error less than 5%. Data is broken down in detail by age, sex, education, income and occupation, where possible.

# WHBF

CBS FOR THE QUAD-CITIES

Rock Island, Moline, E. Moline, Ill.; Davenport, Ia.

Station WHBF, Rock Island, Illinois  
Attention: Mr. Heber Darton

Please send my FREE copy of your Qualitative Media Study of the Quad-Cities Market.

Name \_\_\_\_\_

Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

## WEEKLY CHALLENGE

(Continued from page 41)

I do not quarrel with media management's judgment in this definition of their needs, nor do I under-rate the contribution in new thinking, hard selling and audacity that this new breed brought to the communications industry. I am, however, wondering whether in the training and indoctrination of these men they have been soberly imbued with faith in the power of advertising. Faith in advertising comes from experience—either a personal, moving experience that is the reward of those of us who have devoted our lives to its pursuit or faith acquired by the transmittal of one's experiences to another.

Is it possible that you are taking advertising for granted? Is it possible that you have accepted this \$12 billion pool as your God-given right and the present fish as your legitimate prey? The banks of the pool are getting crowded and already there are not enough fish to go around. Are there no more pools to conquer?

I think there are. I'm reminded of the patent office clerk who resigned in 1893 because there was no future

in patents—everything had been invented. What about the new companies that have sprung up in the last 10 years? What is their advertising performance? Has anyone sold them on advertising? What about the growth companies that are doing only token advertising because their competitors do? Is anyone selling them advertising? What about regional editions and regional networks? Are they only an expensive fragmentation of national advertising or are they used to develop new advertisers. Do you have someone beating the bushes for the Yuban Coffee or Neiman-Marcus that may be in embryo in Springfield, Massachusetts or Peoria, Illinois? And more important, what about all present advertisers whose need for advertising may be far beyond their immediate sights?

Arno Johnson, vice president and senior economist of J. Walter Thompson, in a talk before the AFA last fall said, "There seems to be quite general agreement among economists that the United States productive ability within 10 years will grow to somewhere between \$800 billion and \$900 billion—but in these economic dis-

cussions, major emphasis usually is placed on the needs of government and private investment with little recognition of the changed standard of living possible for the mass of the population, or recognition of the critical importance of *expansion of consumer markets* which must continue to utilize nearly two-thirds of the total production.

"The whole structure of an expanded \$835 billion production economy would topple if consumer markets are not expanded to utilize what can be produced. It must be remembered that U. S. government revenues come almost wholly from taxes on corporate profits and individual incomes which are related directly to the level of consumption."

"To sell the volume of goods and services necessary to support an \$835 billion level of production in 1972 could well require about \$27 billion of total advertising—or double the present." Yet, your promotion and selling activities do not indicate a strong belief in advertising.

If I correctly interpreted some estimates given me by my agency, general magazines are spending less than 1% of their revenue from advertising in their own promotion in air and print media. And incidentally, only 15% of the dollars spent was in general magazines.

I am not at all certain my estimates are correct. I am also not telling you how to run your business. I am only saying that these figures do not show a strong conviction on your part of the effectiveness of advertising.

While considering this talk, I have taken the occasion to ask several media salesmen "Why should U. S. Steel advertise at all?" Their answers are not going to help me in my budget presentation this fall. I realize this was an unfair question and an unnatural situation. But it did indicate to me that media salesmen are not too well prepared to defend or promote advertising per se.

I have learned another rather startling thing in the past 30 days. I will get little argument from media salesmen on a reduction in my advertising program provided I am making similar reductions in their competition. The fact that I am advertising less is not disturbing providing I don't upset the competitive report. Are you selling advertising?

# NEWS will have a NEW DIMENSION soon in SPONSOR



**WATCH FOR IT!**



Let me remind you of the foreign invasion of Schweppes, Volkswagen, and Beefeater Gin. And here at home, the success of Duncan Hines Cake Mixes, Metrecal, and Mr. Clean to mention only a few.

I think we need a re-affirmation of the principles of advertising. I think we need a new exposure of case histories of advertising at work. Just as you have a new breed of salesmen, not personally acquainted with the development of the advertising process, so management in the companies you are selling is new.

Radio from its beginning has done a fine job of developing new advertisers and selling advertising effectiveness. I believe that television as the latest, infant medium has already demonstrated its ability to make big advertisers out of little ones. Three of the advertising successes which I have just mentioned Mr. Clean, Duncan Hines Cake Mixes, and Metrecal—certainly owe a portion of their success to intelligent use of television.

How about trotting out those success stories of advertising results? How about developing some new case histories? How about selling advertising?

A new development that should increase the opportunity for effective case histories, that should broaden the understanding of advertising effectiveness, is the publishing by the Association of National Advertisers of the book, "Defining Advertising Goals for Measured Advertising Results."

You should read this book if you have not read it. You should read it again if you have.

This concept is not the final answer to a statistical determination of the results of advertising per dollar invested. This concept is, however, a giant step in reestablishing the principles of advertising and furthering the understanding of, and faith in, advertising.

It starts with the simple statement that to measure the accomplishment of advertising, a company must have a clear understanding of the specific results it seeks to accomplish through advertising.

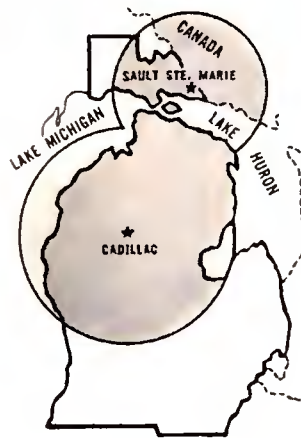
Let's take a hypothetical case. An advertiser has determined his market and your publication or station has been selected to reach that market. His goal is to increase awareness of

a product advantage among your prospects in his market. If you're in on the ground floor, you can help him with his message—from your intimate knowledge of your audience from your research techniques, etc. Then a before-and-after survey is conducted and the increase of awareness is measured. Now what have you got? If the results are good (and if properly planned and executed they should be), you have the type of result story that can get you more business—can sell more advertising. Not

a story that your publication pulled 10% more awareness than X's, but that advertising did the job.

Exposure of this type of result stories is, I am sure, going to answer many of the questions raised by management and to a great extent offset the lack of understanding of advertising in all areas. I believe it is necessary that all of us, advertisers, agencies, and media, concentrate on selling the fundamentals of advertising to ourselves, to our management, and to America.

# Suddenly we offer 35.9% ADDITIONAL VIEWERS in NORTHERN MICHIGAN!



WWTV's new satellite (WWUP-TV at Sault Ste. Marie) is now on the air—delivering 35.9% more of the television homes in 39 counties of Northern Michigan!

WWTV/WWUP-TV combined now cover 874,100 people in Michigan and contiguous Canada. The effective buying income of people in this area is \$1,304,145,000 annually.

This unique combination really saturates our fast-growing industrial area. To get equivalent coverage with other media, you'd have to use 20 radio stations, or 13 newspapers!

Ask your jobbers or distributors in this area. They know the story!

**FLASH!** As we go to press, A.R.B. reports of telephone coincidental surveys arrive (started 10 days after WWUP-TV began operation as full-time satellite). Results indicate that 35.9% expected listenership increase has been greatly exceeded.

## The Felzer Stations

### RADIO

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

### TELEVISION

WZZD-TV GRAND RAPIDS-KALAMAZOO  
WWTV/CADILLAC-TRAVERSE CITY  
/WWUP-TV SAULT STE. MARIE  
KOLR-TV LINCOLN, NEBRASKA  
/KBIQ-TV GRAND ISLAND, NEB.

## WWTV/WWUP-TV

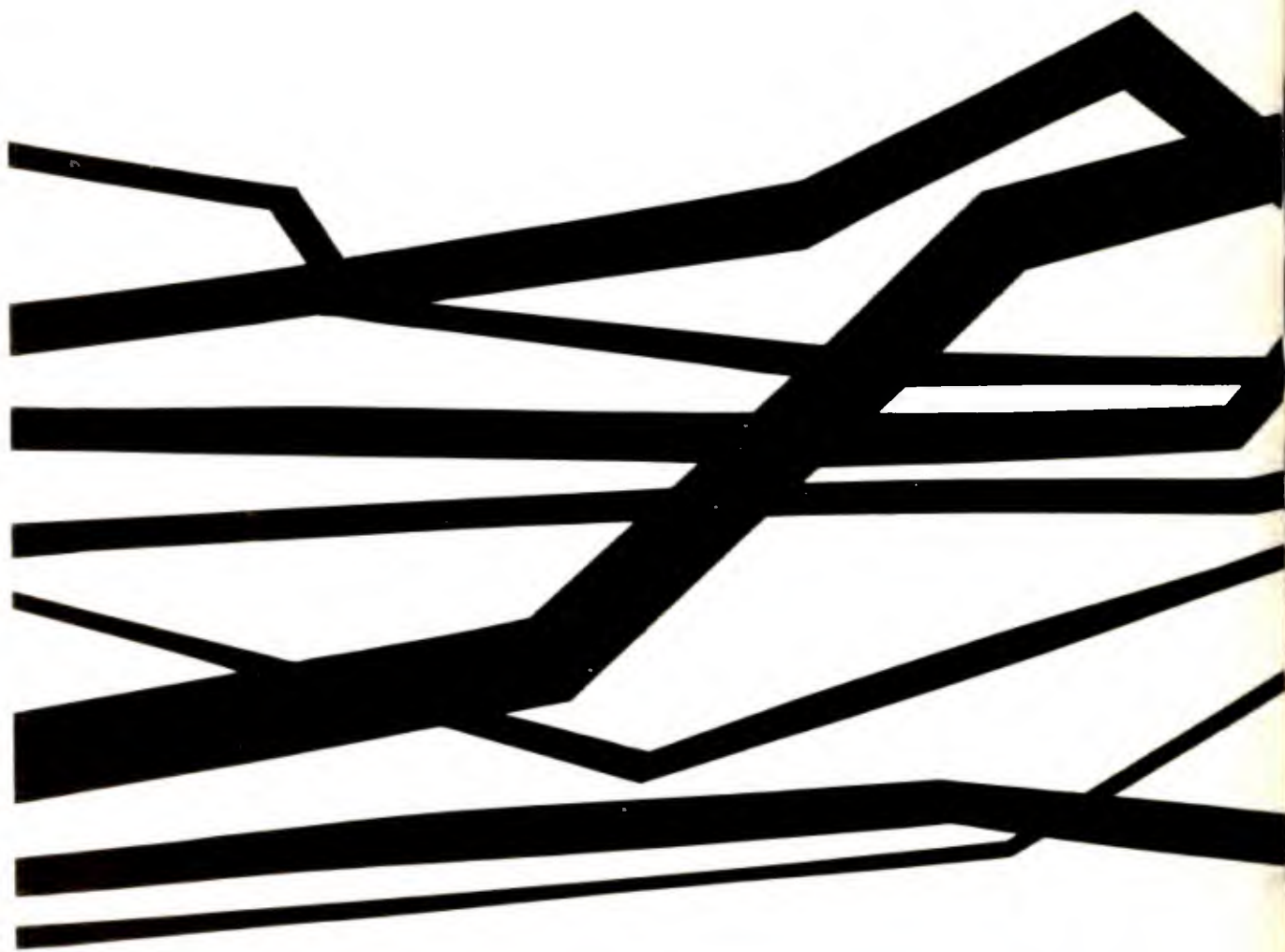
CADILLAC-TRAVERSE CITY

SAULT STE. MARIE

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

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

Avery-Knodel, Inc., Exclusive National Representatives



**Tangled with any trends lately?**

Rising marketing costs, for example.

They're a big part of 62's first-half reports. And a big part of the profit squeeze.

So nowadays your advertising money has to work harder than ever.

That's where we come in.

In Outdoor Advertising, you reach more people, more often - at 1/10 to 1/5 the cost of most primary media.

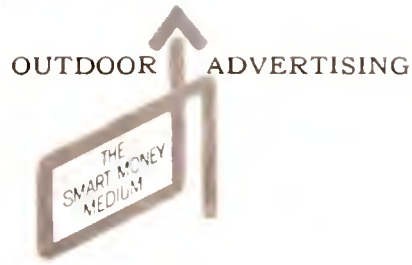




You reach 94% of all car-owning families 21 times a month. And you reach them only three minutes from the cash register. Practically at point-of-sale.

There's no editorial competition. No back-to-back spot placement. No distracting ad section. Just your message—selling in compelling color, bigger than life.

That's why the smart money trend is to Outdoor. Ask anyone. Then ask for your Outdoor representative. Soon.



"It  
won't be  
long  
now!"



Keep your eye on September 10 **SPONSOR!**

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# WASHINGTON WEEK

20 AUGUST 1962

Copyright 1962

SPONSOR  
PUBLICATIONS INC.

FCC Commissioner Robert E. Lee has declared himself pretty much in the Minow camp.

In a speech at Woodstock College, Lee said in effect that the law is the law, and regardless of his personal opinions it's his duty to administer the applicable statutes as they are written.

For a long time, Minow has been complaining privately that he can swing only one vote on the Commission, his own. This didn't mean he voted alone in every case, but except for a fair consistency on the part of Bartley, Minow had no way of knowing who would be with him and who against him on any specific vote. Often, Minow and Bartley were a minority of two.

The tenor of Lee's speech seemed to indicate the two will in the future more often be three.

Everybody now expects still another vote to be added on Minow's side when a new Commissioner is named.

In short order, the Craven seat will also be vacated, and nobody doubts that another Minow adherent will get this post. Craven's term ends next 30 June.

Craven could be replaced earlier. When and if the new communications satellite bill becomes law, there is talk that Craven will be retired from his present job to take over important duties—perhaps the top government post—in relation to that new field. He could also be retired when he reaches his 70th birthday.

In any event, chairman Newton Minow appears to have the worst of his loneliness behind him. His position at the FCC had deteriorated when the other commissioners resented the personal publicity following his long-ago "vast wasteland" speech. Now a new ascendancy appears to be coming with almost startling suddenness.

Lee's turnabout was far from sudden, though the speech illustrates how far it has gone.

He started out as one of the most conservative of the commissioners, but began to switch toward tighter regulation even before John Doerfer resigned as chairman. The change speeded up under the tougher policies of Frederick Ford. Now under Minow he seems to have gone full circle.

Lee spoke on a much broader topic than just broadcast regulation. In fact, the title was "Ethical and Social Responsibility of Advertising." He said that the decline in number of newspapers and concentration of control of those remaining can be countered by radio-tv. He agreed that advertising increases consumption and thus keeps the economy moving, but argued that advertisers should not use the power of their purses to impede the free flow of information to the public.

Sounding quite a bit like Minow, Lee said. "I am sure the mass media want no more of government control and, I might add, neither do I. But to prevent such an incursion by government, we must achieve and maintain the plateau where the public has confidence in the ability of any given industry to manage its own affairs with acceptable morality."

He said responsible members of an industry suffer because of "the cheat and sharp practitioner," in broadcasting, to be specific, those who don't join the associations or observe the codes. He added: "We must find a way to answer the statement 'if I do not handle

(Please turn to page 57)

# SPOT-SCOPE

20 AUGUST 1962

Copyright 1962

SPONSOR

PUBLICATIONS INC.

**It'll be Christmas in September for tv stations in Northern California and Nevada markets when campaigns hitting as high as 230 one-minute spots weekly start, compliments of a small Oakland agency called Jubilance Advertising.**

The push on behalf of **American Toy Company of Oakland**, a wholesaler handling lines of major toy manufacturers, opens 1 September and runs through 22 December in San Francisco and Oakland. The full run of kids shows on KGO, KPIX, KRON and KTVU are included, opening with a total of 100 spots a week and increasing to 150 in early November.

**Magic Carpet Toy Stores** of Fresno and Reno will open its pre-Christmas guns on 1 October with 32 spots a week on KFRE-TV, Fresno and a 20 a week on KOLO-TV, Reno. KOVR-TV, Stockton will be used to cover the Stockton-Sacramento market, with all schedules also running right up to the final shopping days of the year.

**The National Assn. of Insurance Agents (Doremus)** is readying a spot tv campaign for the fall which will mark the group's fifth anniversary in air media.

While plans are still somewhat vague, markets in 10-12 states can safely bank on schedules from the association, which spent \$117,330 in the medium last year. The kick-off is mid-September, for 13 weeks in some markets and four weeks in others where the frequency will be heavier.

Paul Zappert is doing the buying.

**On the Chicago scene, tv is still rolling along with the week's biggest buy from Leo Burnett:** For the new **Pillsbury Cake Decorator** introduction, a market by market strategy is being used, with heavy frequencies in each provided by day and night minutes, as well as prime 20's.

Schedules are for 34 weeks, with some markets starting late August. Mary Lou Ruxton is the buyer.

Also at Burnett, **P&G Joy** is adding a bit of frequency to schedules already in existence.

**Northern Tissue (Y&R)** is coming back into tv for the first time in at least five years, with a 4-week schedule to supplement newspapers. Markets are mostly southwest right now.

## SPOT TV BUYS

**Block Drug** is lining up markets for its Rem Cough Medicine. Schedules will start around the middle of October and run from 10-17 weeks, depending on the market. Time segments: day and fringe minutes. Agency: Lawrence C. Gumbinner. Buyer: Tessa Allen.

**Wonder Bread** (Continental Baking) is shopping around for nighttime minutes, 20's and 10's and minutes adjacent to kid shows. Campaign is slated to start 10 September and will continue through 27 October. Agency: Ted Bates. Buyer: Dan Monahan.

**Hanes** is getting set to break out a fall push for its hosiery and although no one's saying how long the campaign will last, it's slated to begin 1 October. Prime 10's and 20's are being sought. Agency: James Flanagan, N.Y. Buyer: Walter Bowe.

**Chesebrough Pond** is shelling out a sizeable chunk of ad money for a 16-week campaign for its Angel Face cosmetics and face creams. Fringe night minutes are in order and 10 September is the starting date. Buying is being done by Helen Davis out of J. Walter Thompson.





## SPOT-SCOPE *continued*

**Fels & Co.** is looking for day and fringe minutes for a 15-week campaign (no product specified). Agency is Richard K. Manoff.

**R. T. French's Copper Kitchen Sauce** will be getting tv exposure for nine weeks beginning 17 September, via nighttime and daytime minutes and chain breaks. Agency is J. Walter Thompson. Buyer: Don Miller.

**Keebler Biscuits** is buying prime 1D's and daytime 1D's for a two or three week push beginning 12 September. Buying is being done by Evelyn Walmsley out of Lewis & Gilman, Philadelphia.

**Corn Products** is kicking off a 6-week push for its **Rit Dye**, 3 September. Daytime and fringe minutes will be used. Agency: SSC&B. Buyer: Chuck Woodruff.

**Southwest Tablet Manufacturing**, Dallas, is breaking out a back-to-school tv campaign 27 August in 17 Texas markets for its Skyblen social stationery and Aladdin School Supplies. Animated minutes are being used. Agency is Rogers & Smith, Dallas.

## SPOT RADIO BUYS

**Oldsmobile** will be getting its exposure during the week beginning 1 October in 25 markets via 7 minutes. Agency: D. P. Brother. Buyer: Jack Walsh.

**Pontiac** is buying 110 markets and will use 21 minutes and 10 30's during the week of 1 October. Agency: McManus, John & Adams. Buyer: Dick Shepard.

**Cadillac** will use 30 minutes in 1400 markets for the week of 4 October. Of the 1400 markets, all except 155 are single dealer markets. Agency: McManus, John & Adams. Buyer: Dave Balnaves.

**Chevrolet** is going into an estimated 150 to 200 markets for the week of 27 September using an unspecified number of minutes, 20's and 30's. Agency: Campbell-Ewald. Buyer: Bill Kennedy.

**Buick** is buying some 20 minutes in 82 basic markets for the week of 1 October. Agency: McCann-Erickson. Buyer: Judy Hudson.

**Harrison Radiator** is giving spot radio a substantial boost this season in 123 markets to introduce its combination heater-air conditioner (optional equipment in all General Motors 1963 cars, except Oldsmobile). The schedule is for one week per month from September, 1962 through July 1963. Agency is D. P. Brother, Detroit. Buyer: Joe Archer.

**Wolverine Shoe & Tanning Corp.** is buying participations in farm programs in 34 markets for a 10-week flight beginning 3 September. Agency: McManus, John & Adams. Buyer: Dave Balnaves.

**Burlington Mills** is using radio in 30 markets for its Supp-Hose. Donahue & Co. is the agency.

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## WASHINGTON WEEK *(Continued from page 55)*

questionable advertising copy, my competitor will'." He noted that the NAB is, if anything, stricter than the FCC program policy statement, **but that the NAB has no effective sanctions, where the Commission has.**

"If the history of the industry is prophetic, and the (NAB) Code fails to do the job and more of the FCC policy statement may become a matter of rule and regulation, the non-compliance with which could mean a license revocation," Lee warned.

After having served this sharp warning about his new regulatory attitude, Lee turned around and said **consumers shouldn't be spoon fed.** He argued that they have a responsibility not to buy the product of the irresponsible advertiser, or the paper which carries the ads, and to **tune out the stations which carry the offending commercials.**

# SPONSOR HEARS

20 AUGUST 1962

Copyright 1962

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PUBLICATIONS INC.

Among the items of scuttlebutt circulating along Madison Avenue last week:

- **General Mills** was readying a second shakedown in agencies, the first being the switch of the cakemixes from BBDO to NL&B. A corollary to the report: **The Mills** was getting out of the flour packaging business. Also that **Doyle Dane Bernbach** was a serious prospect for a piece of the Minneapolis giant's billings.
- **One of the important bottlers** was on the verge of making an agency change.
- **Chrysler Corp.** is mulling a migration for a chunk of its ad outlay.

One of the soaps has, after a random feeler via personnel calls on tv stations, given up any thought it had nurtured of competing with barter merchants.

On the premise that the barter gentry are able to get unsold time without fixed positions at 40% of the cardrate, the soap company offered to pay a net of 25% for the same ROS arrangement that it, in turn, would pay its agencies a 15% commission.

Lately the barter operators have added a variation to their approach to stations. They're willing to make it 60% of the cardrate for fixed positions.

Speaking of the unusual in client-agency relations, the late **William Esty** perhaps was in a class by himself in one respect: an ex-client paid him an annual retainer not to take on an account in the same field.

It happened back in 1933 when **Esty** quit **JWT** to set up his own agency. The person who paid the retainer was the late **Francis A. Conntway**, who was at that time head of **Lever**.

**Esty** had been the top accountant on the **Lever** business at **JWT**.

Before **Chet LaRoche** decided to bring in **James McCaffrey** and **William McCall** from **OBM**, he had offers for a buyout from **Campbell-Mithun**, **Tatham-Laird** and **Maxon**.

As president and vice-chairman, respectively, **McCaffrey** and **McCall** become holders of substantial blocks of stock in **LaRoche**, but **LaRoche** still retains control.

One of the agency propositions included a retainer of \$50,000 a year for five years.

A major user of tv must have misunderstood a claim made by an agency in the process lately of pitching for his account.

As the advertiser interpreted the statement, the soliciting agency was responsible for all the buying of spot for a client it had in the house whose billings run well over the \$30-million mark and whose business is spread among three agencies.

What the soliciting agency must have meant was that it was the control agency, that is, the keeper of records for the client's complete air media operations.

The customary procedure for an advertiser with several agencies is to let each agency buy for its own brands and to relay details of the buy to the control agency for purposes of discount and other protection.

For instance among the soaps, **Bates** is the control, coordinating, agency for **Colgate**, **Compton** for **P&G** and **FC&B** for **Lever**.

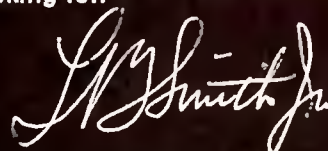
For those buyers who may not as yet be privy to it, **Alaskan tv** offers on stations routing network programs something they can't get in the States.

The added availability up there: minutes between nighttime programs. A New York agency bought a flock of these for a pre-Christmas promotion.



# People who know the Pittsburgh market best **TAKE TAE**

"In the food business, advertising must pay off right away. Thorofare has sponsored full-length TV feature movies for the last nine years. In that time, our sales volume has tripled. We are continuing to place more television advertising than any food chain in this area. It helps give us the sales results we're looking for."



Mr. L. B. Smith, Jr., President  
Thorofare Markets, Inc.

A food chain owner is a hard-headed spender. Why is Pittsburgh's most dynamic, talked-about grocery chain putting its money on TAE-time? Take TAE and see!

**TAKE TAE AND SEE**

**WTAE** CHANNEL 4

Basic ABC in Pittsburgh

 **THE KATZ AGENCY, INC.**  
National Representatives

# SPONSOR WEEK WRAP-UP

## Agencies

J. Walter Thompson's Detroit office can boast of four executives in the media department who have had media director experience or something close to it.

For a regional office that is, it'll have to be admitted, quite unusual.

The foursome, including James Luce v.p. and media director, are:

Cliff Badger, formerly media director of JWT's San Francisco office.

Rodney Holbrook, formerly associated media director of Y&R and the Ford Division's media supervisor.

Bob Clark, former media supervisor at FC&B.

### Leeds to Paramount Ltd.

(Continued from Sponsor Week)

nounced by president David Susskind. He will acquire an extensive stock interest in the company, 50% of which is owned by Paramount.

Leeds will be in charge of the west

coast operation. Paramount has long wanted to expand in film, live and tape tv, its president Barney Balaban noted.

Leeds was executive v.p. of Desilu Productions for seven years and was director of business affairs for CBS TV in Hollywood for six years.

**ROYAL WELCOME** was given to Marie Torre, who recently joined news staff of KDKA-TV in Pittsburgh. Mayor Joseph M. Barr (l) presented the former New York *Herald Tribune* columnist with a key to the city. Paul Houck, Sigma Delta Chi chapter pres., gave a plaque



**BEACH BALL** run by WOWO, Ft Wayne, included many events, but at least one young lady wasn't distracted from "mugging" for the camera. Two-day affair was big success



**TIEING THE KNOT**, execs pose under right sign. (l-r): WJRZ, Newark gen. mgr. Sy Levy; Adam Young radio v.p. Cliff Barborke, stn. pres. Lazar Emanuel; Adam Young



**FIRST PRIZE** in Plough Broadcasting 'Name the Sound' contest is a boat. Admiring the model are WJJD, Chicago, v.p. Boyd Lawlor (l), Plough pres. Harold Krelstein



**Agency appointments:** Reston to **Henry J. Kaufman & Associates**, Washington, D. C. . . . The New England Fish Co. of Seattle to **Geyer, Morey, Ballard** . . . Laco Enterprises, St. Louis to **Richard C. Lynch** . . . Painter Carpet Mills of Dalton to **Liller Neal Battle & Lindsey**, Atlanta . . . Mead Johnson Laboratories to **Robert A. Becker** for pediatric vitamin products, effective 1 January 1963 . . . Transcontinental Bus System to **AD-PR** of Dallas, effective 1 September, from **Sanders Advertising** . . . Hook Drugs to **Ruben Advertising Agency** for radio and tv advertising for the 75-store chain . . . Taystee Bread (\$500,000) to **The**

**Wesley Associates** for the New York area. **Y&R** has the rest of the country . . . Cranson Rambler, Washington and Cranson Cars in northern Virginia to **Leon Shaffer Golnick** . . . LePage's, Inc., makers of glues, adhesives and tapes, to **Lando** . . . Sauter Laboratories, New Jersey to **Kastor Hilton Chesley Clifford & Atherton**.

**Top brass:** **William J. Gillilan** and **William E. Pensyl** have been named to the newly-created post of senior vice president of Ketchum, MacLeod & Grove. Gillilan is director of advertising and Pensyl is coordinator of creative and media services.

**New v.p.'s:** **Lou E. Sargent**, marketing and merchandising director, at **R. Jack Scott** Chicago . . . **Richard M. Detwiler**, director of public relations, at **BBDO** . . . **Victor F. Boero**, art director, at **Fuller & Smith & Ross**, Pittsburgh . . . **Arthur W. Atack** in charge of radio-tv department at **Gillham** . . . **Howard Colwell** and **Stanley Freeman** at **Kudner**.

**PEOPLE ON THE MOVE:** **John G. Leach** to public relations manager at **BBDO** . . . **R. Bruce Oliver** to account executive at **K&E Boston** . . . **Millie T. Trager** to creative director at **Cole Fischer Rogow** . . . **Ralph D. Rose** to the Washington, D. C. office

**AT THE MOVIES**—Warner Bros.' recent preview in New York of new film "The Music Man" was attended by 150 agency media people, including **Benton & Bowles' Rudy Maffei (l)**, chatting with **Joseph Kotler, v.p., W.B. tv division**. (See *Timebuyer's Corner*)



**HAPPY ANNIVERSARY**—**William M. McCormick**, pres. and gen. mgr. of **WNAC**, accepted the invitation of **WGBH (FM)** to tell of his station's 40 years of service. He's interviewed by **Tom Connolly (l)**, host of **WGBH's "Kaleidoscope,"** which offers news on the arts



**JUST A TASTE** of things to come when zany comic **Jerry Lester (c)** starts his new late-night tv show "Weekend." Extracting arrow from Lester's head are **Ted Grunewald (l)** and **Vernon Becker (r)**, pres. and exec. producer respectively of **Arrowhead Productions**, packager



of Ketchum, MacLeod & Grove . . . **Tom Scholts** to account supervisor for the Seven Up Bottling Co. of Los Angeles at Wade . . . **Warren Menaker** and **Robert Zschunke** to associate media directors, **Carson Morris** to administrative supervisor for the media and research departments, **Ed Berg** and **Harvey Mann** to media supervisors at Campbell-Mithun, Chicago . . . **James Cammisa** to account executive at SSC&B, from associate product manager at General Foods . . . **Henry Franz** to general manager of the Indianapolis division of Bonsib, from manager of WFMB, Indianapolis . . . **Mort Adams** to account executive in the food division of Mogul Williams & Saylor . . . **Lowell R. Jackson** to account executive and **Gerreld L. Pulsipher** to research department at Gillham, Salt Lake City.

**Retirement:** **Dr. Wallace H. Wulfeck**, vice chairmen of the board at William Esty and one of the most distinguished of agency researchers, has retired.

**New quarters:** **Peter Zanphir Advertising** has moved to offices at 663 Fifth Avenue, New York 22. Phone: PLaza 5-1085.

**New branch:** Universal Advertising is expanding into the Kansas City market and has opened an office in the Davidson Building, 1627 Main Street.

## Advertisers

P&G reported record sales for the fiscal year ending 30 June, but lamented that exploitation of new products and expansion into foreign fields prevented them from showing as large a profit increase.

This year sales reached \$1,619,383,226 while last year they totaled \$1,541,904,779. Profits rose to \$109,356,179 or \$2.61 a share from \$106,632,804 or \$2.56 a share the year before.

The date has been set, 28 September, for the vote on the proposal to merge Warner-Lambert Pharmaceutical Company and American Chicle Company.

Warner-Lambert showed \$110,630,000 in sales for the first half of '62 compared with \$97,994,000 for the same period in '61. Earnings for the 6 months were \$8,573,000 or \$.54 per share, a 13% increase over last year.

Net income of American Chicle for the first half hit \$4,928,000 or \$1.72 per share; tally for the like period in '61 was \$4,759,000 or \$1.66 per share.

**Campaigns:** One minute filmed spots and live inserts will herald the introduction of **Pressman Toy's** new product, Wonder Art. The \$300,000 campaign, handled by Crestwood Advertising, will get under way on 4 September.

**Financial report:** **Dow Chemical** reported sales of \$890,638,726 for the fiscal year ended 31 May and net earnings of \$63,004,064 or \$2.16 per share. This represented a new high in sales but a decline of seven cents per share in earnings as compared with the preceding fiscal year. Sales for fiscal 1961 totaled \$817,514,653 and earnings \$64,439,878 or \$2.23 per share.

**PEOPLE ON THE MOVE:** **Francis J. Abruscato** to manager of advertising and sales promotion for Allied Chemical's International Division . . . **Robert J. Ruff** to the newly-created post of manager of advertising and sales promotion for the temperature control segment of Minneapolis-Honeywell.

## Associations

The NAB Code Authority has set up a new series of guidelines on hard liquor accounts and commercials for radio and tv stations.

The guidelines in effect supercede all previous interpretations and rulings on hard liquor and the presentation of acceptable beer and wine commercials.

Highlights of these guidelines:

1) The taboo against hard liquor advertising includes, but is not necessarily limited, to whiskey, brandy, rum, gin, vodka, cordials, liquors and wines containing more than 24% alcohol by volume. Also included are

mixed beverages containing these products.

2) Use of the corporate name of an organization that distills or distributes hard liquor is permissible in connection with the advertising of a non-alcoholic product. However, the use of the corporate name of an organization that distills or distributes hard liquor in connection with the advertising of an acceptable liquor product is permissible only if it is required by law to be included in the advertisement—and then must be confined to simple identification.

3) Advertisements for stores which sell liquor in addition to other beverages or products are acceptable, provided there is no mention or display in any way of distilled spirits or implied reference thereto. The use of the word "liquor" as part of the sponsor's name is prohibited.

4) If copy or visual material is used to advertise an establishment whose principal business is the sale of alcoholic beverages and no mention is made of acceptable products or services, it will be construed as an implied reference to distilled spirits.

5) Restaurants and others advertising the availability of distilled spirits are not acceptable. The word "cocktail lounge" to describe a place of business is also out.

The NAB has asked the FCC to extend the deadline for filing comments on its fm rule-making proposal from 31 August to 1 October.

The association asked for the extension so it can reactivate its AD HOC committee on fm allocations and assist in the development of comments on such important issues as how to deal with existing fm stations operating with more than maximum power specified for their class under the new rules.

The Georgia Assn. of Broadcasters wound up its convention with the election of new officers.

The new president is C. C. Smith, WDEC, Americus. Elected vice president, radio was Charles Doss, WROM, Rome. Ray Carow, WALB-



**STOP**  
**LISTEN . . . THINK!**  
**LOOK**

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*Tampa City Attorney*

"I wish to express my appreciation and commend you and your staff for the fine editorials . . ."

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"It very clearly states the facts and is certainly in the interest of the taxpayers."

ELLSWORTH G. SIMMONS  
*Chairman Hillsborough County  
 Board of Commissioners*

*\*Editorializing daily since October 20, 1958,  
 to stimulate thoughtful community action.*



*THE STATION ON THE MOVE!  
 IN THE MARKET ON THE MOVE!*

TV, Albany is tv vice president while Esther Pruett, WTOG, Savannah is treasurer.

## Tv Stations

**TvB has issued status reports on advertisers using both spot and network tv.**

There were a record number (276) of companies on network in the first five months of this year. The previous high for that period was 262 different companies in 1960. Of the 276, 139 or more than half have now used network tv for five or more consecutive years and of these, 82 or 31% have used the medium for 10 or more consecutive years and 31 have been in since 1949. There were 25 newcomers.

On the spot side, the notable fact was that 214 products or services were advertised for the first time in the second quarter of 1962. Of the top 100 advertisers for 1961, 22 had 26 brands appearing on the spot list for the first time.

**The concern over the cholesterol content in natural dairy products has proved quite hypo for tv, which registered a sharp hike in margarine billings the first five months of this year.**

Network billings increased 59.7% to \$2,259,030 from \$1,414,756 a year ago and spot tv billings (available for the first quarter only) rose 25.9% to \$2,655,140 against \$2,108,810 in 1961.

Leading network brand was Lever's Imperial Margarine, which spent \$578,295 in the first five months, vs. \$323,326 last year. Standard Brands' Blue Bonnet, which used no network tv in 1961, had five-month billings of \$437,076 in 1962.

Fleischmann's Margarine was the leader in the first quarter on spot tv with billings of \$517,330 against \$570,110 in the first 1961 quarter. Blue Bonnet followed closely with billings of \$509,500 compared with \$419,060 in 1961.

**Happy birthday: Biscayne Television is celebrating the seventh year of**

broadcasting by **WCKT**, Miami and the sixth anniversary of **WCKR**, Miami. Accompanying the announcement: a digest of **WCKT**'s record for the year just completed, including programing objectives, actions and achievements.

**Football sales:** Two Washington Redskins pre-season games on **WTOP-TV** to American Oil and National Brewing Company.

**Offbeat sale:** A 13-week series of Boston Symphony Orchestra concerts on **WNEW-TV**, New York to Manufacturers Hanover Trust. The first concert was broadcast last night from 8-9 p.m.

**PEOPLE ON THE MOVE:** Arthur L. Hecht to director of advertising and program promotion of **WCBS-TV**, New York . . . Robert B. Farrow to account executive for regional and national sales for Plains Television stations **WICS**, Springfield-Decatur; **WCHU**, Champaign-Urbana; **WICD**, Danville . . . Patricia L. Wright to research manager at **KTTV**, Los Angeles, from **KHJ-TV** and radio . . . Dick T. Hollands to new post of manager of personnel at Triangle Stations, Philadelphia. . . John S. Kirk to sales manager for **WABC-TV**, New York . . . Theodore C. Streibert resigned as vice president and general manager of **WTCN** (AM & TV), Minneapolis-St. Paul, to establish an international business consulting service, based in New York.

## Radio Stations

**WKZO, Kalamazoo made a virtue of an eyesore.**

Prompted by a listener's call, the station devised a post-election gimmick to encourage the citizens to clean up electioneering material on telephone poles and elsewhere and do so with glee.

**WKZO** received a rousing response to its offer to pay listeners a penny apiece for campaign posters tacked on poles and buildings.

**A station group has gone in for**

**scheduling expensive live name talent.**

Rollins Broadcasting has signed Nat "King" Cole to star in a daily one-hour program on five of its stations. It is reported that Cole will receive over \$150,000 for the initial 39 weeks of the contract.

The show will offer celebrity interviews, show business and sports features, in addition to music.

**Ideas at work:**

- **WWDC**, Washington, D. C. has selected Miss Washington of 1962. This marked the 21st consecutive that the station has conducted the contest as part of the nationwide search for Miss America.

- The Midnight Ride of Paul Revere would never have taken place if the new wireless transmitter used by **WBZ**, Boston had been invented. In the first live broadcast from the steeple of the famous Old North Church, the station's Mort Dean made radio history. It was part of a 30-minute tour of Boston's famous Freedom Trail.

- Some radio time buyer will win a beautiful picture of Ben Franklin suitable for framing or spending by coming closest in a contest to guess what the next Hooper Radio Audience index will be for **WAPE**, Jacksonville. The next 10 closest will get transistor radios.

**Football sales:** The 19-game schedule of the New York Giants games on **WNEW**, New York to P. Ballantine (Esty), L&M (JWT), Howard Clothes, (Mogul Williams & Saylor) and Great Atlantic & Pacific Tea (Gardner). In addition, Emerson Radio (Robert Whitehill) has the 15-minute pre-game report, a 10-minute half-time show and the post-game report . . . Zayre Department Stores (Bernstein) and Lincoln-Mercury Dealers of New England (K&E) will co-sponsor the 19-game schedule of Boston Patriots professional football on **WEEL**, Boston.

**Here and there:** The **A-Buy** in California radio station group added two stations, **KCKC**, San Bernardino, and



KSEE, Santa Maria, hiking its total membership to 12.

**Kudos: WNAC**, Boston host Bill Hahn received a citation from the Massachusetts Federation of Music Clubs for work in the field of musical achievement and the cause of musical art.

**Obituary: Harry S. Goodman**, a pioneer in the field of radio transcriptions, died on 8 August; he was 68 years old. Mr. Goodman was president of Harry S. Goodman Productions and chairman of the board of Radio Representatives. He was also a charter member of the Radio Pioneers, an honorary society.

## Networks

**Robert R. Pauley**, president of ABC Radio Network, reported to affiliate representatives on the network's gains in 1962.

At this first of five regional meetings, it was underlined that sales were up 48% in the past six months as compared with the like period last year. The network had already booked more business by the end of this past July than it did in all of 1961.

With eight selling weeks to go for the third quarter as of 1 August, business was 25% ahead of the full third quarter total last year.

Increased sales for the past six-month period were particularly noted for the following: Don McNeill's "Breakfast Club," up 61%; sports programming, 118%; "Flair," 63%; weekday news, 62%; weekend news, 63%.

It was also pointed out that ABC Radio now has a total of 412 affiliates while last year, at this time, it had 371. It had replaced 45 stations with "more responsible affiliates" and added another 41 stations.

**Financial report: AB-PT** has declared the third quarterly dividend of 25 cents on the outstanding common stock, payable 15 September to holders of record on 24 August.

## Representatives

**The latest contribution to the coloring book craze comes from Bob Dore Associates.**

Done by Jack Allen and Tad Gesek, "Uncle Bob's Madison Ave. ABC Book" combines sophisticated humor with this serious business reminder: "the door is always open . . ."

**Rep appointments: WJRZ**, Newark to **Adam Young** for national, regional and local sales . . . KTVT-TV, Dallas-Ft. Worth, to **Katz** . . . WBOF and WYFI (FM), Norfolk, Va., to **Walker-Rawalt** . . . **John E. Pearson Company** announced it has added the following stations since its reorganization: WMMW, Meriden, Conn.; WMEG, Cape Canaveral; KHAI, Honolulu; KATZ, St. Louis; KVER (AM & TV), Clovis, N. M.; KASE, Austin; WTIP, Charleston; Deep East Texas Broadcasting Group . . . WASK, Lafayette, Ind. to **Prestige Representation Organization**.

**PEOPLE ON THE MOVE: Bernie Kvale** to the Chicago office of CBS Radio Spot Sales, from Avery-Knodel . . . **Howard Rothenberg** to senior account executive for the New York office of Select Station Representatives, from Communications Industries national sales manager.

## Film

**A "first" may have been scored recently when, on a major studio lot, videotape and film worked together on a series of tv commercials.**

Filmways of California, with headquarters at M-G-M studios, shot videotape spots for a national advertiser in conjunction with MGM Telestudios of New York.

Inspiring this unusual harmony: a national advertiser on the Compton roster.

**ITC has kicked off the selling of its new series for the fall with deals signed with two old-time syndication**

sponsors, Ballantine and R. J. Reynolds.

Via William Esty, both companies will sponsor "Broadway Goes Latin" in the New York market.

The show takes top tunes from Broadway's musicals and in song and dance and lavish production numbers, does them in the Latin American rhythms that are the craze of the country.

There are 39 episodes, starring Edmundo Ros.

**Sales: Banner Films** has sold the second group of 130 new Debbie Drake episodes to 10 stations since its 1 July release. The first group is in 102 markets . . . **Allied Artists Tv** made sales in 10 more markets for its Science Fiction Feature package . . . **Twentieth Century-Fox Tv's** "Adventures in Paradise" to six new markets, upping total markets to 51 sold within the past two months . . . **Fred Niles Communications Center** sold "Ed Allen Time" to 5 more stations.

**New programming: CBS Films** will syndicate Burr Tillstrom's Kukla and Ollie, containing 130 five minute segments seen on NBC TV plus 65 new episodes, 195 in all . . . UAA executive v.p. Erwin H. Ezzes says UAA features are being released years ahead of what he expected, noting UA Showcase's 33 pictures were sold in 28 markets in 14 days.

**International: Frederick L. Gilson** appointed assistant international sales manager of CBS Films, a new post. He was manager of the St. Louis office, and before that headed the Atlanta office.

**PEOPLE ON THE MOVE: Buddy Young** to assistant publicity manager of United Artists. . . . **Joan Chaffee** to supervising editor of commercials for Dolphin Productions. . . . **Hal Styles** to midwestern sales representative for International Video Tape Recording and Production, Los Angeles. . . . **Hershel Harris**, general manager of ITC of

Canada, Ltd., has been elected a vice president of that company . . . **Charles S. Chaplin** to vice president and Canadian sales manager for Seven Arts Productions, Ltd., . . . **Mike Kraft** to account executive at MGM Telestudios . . . **Clifford Wells** to account executive at Sterling Movies USA.

## Public Service

**WXYZ-TV, Detroit discovered that many wives do as much political campaigning as their husbands and decided to encourage the trend.**

The wives of Michigan's gubernatorial candidates, Mrs. George Romney and Mrs. John B. Swainson, were offered free prime time, 15 minutes apiece, to present their reasons why they think their husbands should be elected.

Both women have been touring the state for the past month to aid their husband's electioneering.

### Public service in action:

- **KRON-TV, San Francisco** is blazing trails in the field of adult education with a series of 100 half hours called "Operation Alphabet." There are some 150,000 adults in the area who are functionally illiterate and the series attempts a new approach to help them learn to

read and write. Its on in early morning, before working hours.

- **WHK, Cleveland** believes in the impact of dramatization. The station has written and produced public service announcements that have the city not only listening but enjoying as well.

- **The Northeast Radio Network** has announced plans to cover the New York State Democratic and Republican conventions to be held 18-19 September in Syracuse and Buffalo respectively. Proceedings will be fed to a network of some 60 am and fm stations in New York.

- **WSOY, Decatur** picked the toughest time of the year to solicit blood donations—vacation time. Nor did the station merely "talk a good game." Many staff members joined in making contributions for the Red Cross blood program.

**Kudos: WIBG, Philadelphia** was cited in a letter by the Delaware Valley Chapter of the National Hemophilia Foundation for the overwhelming response to a blood appeal aired on the station for a young hemophiliac in need of surgery.

## Equipment

**June distributor sales for radio hit a record high for this year by increas-**

**ing from 772,479 in May to 1,040,598 in June.**

According to monthly EIA figures, tv distributor sales in June also increased, reaching 480,510 compared with 310,799 for the month before.

This year's cumulative distributive sales of radios stood at 4,800,574 against 4,370,863 reported for the same period in 1961. There were 2,724,038 sales recorded through June this year for tv against 2,491,744 last year at this time.

**Despite its opposition to the recently-passed all-channel set legislation, the EIA is cooperating with the FCC and offering industry suggestions on the discharging of the new law.**

Engineering management reps of receiver and tuner manufacturers have agreed on recommendations which will be submitted to the FCC on 22 August.

Note: a survey conducted by EIA revealed July 1964 to be the set makers preference as a date on which manufacture of both uhf and vhf receivers should be terminated.

**PEOPLE ON THE MOVE: Dr. Elmer W. Engstrom, RCA president, who was awarded the 1962 EIA Medal of Honor, has been appointed chairman of the EIA Annual Award Committee for fiscal year 1962-63.**

## Station Transactions

**KSUM, Fairmont, Minn. has been sold for \$250,000, subject to FCC approval.**

Charles V. Woodward, formerly an executive in the radio division of Westinghouse, bought the station from J. E. "Jack" Hyde, Jr.

Hamilton-Landis brokered the deal.

**Cleveland Broadcasting has purchased KFAC (AM & FM), Los Angeles from Los Angeles Broadcasting.**

KFAC is the third am station under the ownership of Cleveland Broadcasting; the other two are WERE, Cleveland and WLEC, Sandusky.

Broker: Howard Stark.

## Southeast?

If you're interested in buying or selling a broadcast property in the Southeast, it makes sense to deal with Cliff Marshall and our Atlanta office. Cliff has been dealing with Southeastern broadcasters for over 20 years and knows his markets intimately.

Call him at JACKSON 5-1576.

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Prepared by the Advertising Federation of America and the Advertising Association of the West / Published through the courtesy of this publication.

# WHAT ARE YOUR PHOTO REQUIREMENTS?

## "HADIBUTKNOWN"

When we show a prospective client just a few samples of our publicity photography, he more-than-likely exclaims, "Hadibutknown!" This puzzles us for a moment but then he continues, nodding with approval. "Such fine photos," he says, "such fair rates ('did you say only \$22.50 for 3 pictures, \$6 each after that?')—and such wonderful service ('one-hour delivery, you say?')—why, *had I but known* about you I would have called you long ago." Well, next thing he does is set our name down (like Abou Ben Adhem's) to lead all the rest of the photographers on his list. Soon, of course, he calls us for an assignment and from there on in he gets top grade photos and we have another satisfied account. (Here are a few of them: Association of National Advertisers — Advertising Federation of America — Bristol-Myers Co. — S. Hurok — Lord & Taylor — New York Philharmonic — Seeing Eye — Visiting Nurse Service of New York.) Why don't *you* call now and have our representative show you a few samples of our work?

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# Tv and radio NEWSMAKERS



**J. W. Knodel** has been elected president of Avery-Knodel, tv and radio rep, succeeding Lewis H. Avery. Knodel has been in the advertising field for 32 years, and in broadcast for 22 of those years. He joined Lew Avery in October 1946 as executive vice president of the rep firm. Before that he was director of national sales, radio division, Feld Enterprises, vice president and manager of the Chicago office of Free and Peters, and on the national advertising sales force of Hearst Newspapers.

**C. George Henderson** has been promoted to vice president and general manager of WSOC-TV, Charlotte. A charter employee of the station since 1957, Henderson was most recently general sales manager. He is a veteran of 13 years in the broadcasting industry. A native Missourian, he was formerly general sales manager of Crosley Broadcasting. Henderson serves on the board of TvB, is a member of the Advertising Club of Charlotte, and is past president of both Charlotte and Columbus ad clubs.



**James J. McCaffrey** will join C. J. La-Roche on 1 October as president and chief executive officer and a member of the board. He'll also acquire a substantial ownership of the agency. McCaffrey is presently senior vice president and board member at Ogilvy, Benson & Mather and a management account supervisor. He began his career in 1944 at Y&R, where he became associate media director. In '52 he went to OBM and was named a vice president in 1953 and a senior vice president and director in 1955.

**Robert Temple** has taken over as general sales manager of KTVI, St. Louis. He comes to the station from Spokane where he has been station manager of KREM (AM-FM & TV). At the conclusion of his military service Temple became an account executive for KREM and subsequently served as sales manager of the Spokane outlet. In 1951 he moved into television as sales manager for KREM-TV and in 1958 became tv station manager. In 1960 he was appointed station manager for the entire KREM group.





## The seller's viewpoint

"It is a mistake for stations to shy away from discussions and polemics in programming," says M. E. Richmond, president of WMEX, Boston. "It is good business, good public service, and sells advertisers' products." Richmond, who also owns and operates other broadcast properties, has developed strong ideas on programming. He believes that talk programs need not be dull, but on the contrary can be lively and stimulating. He also feels that the nighttime hours can be among the best investments for advertisers and most profitable for broadcasters.



### Public service programs can be excellent sales vehicles

There is one important lesson I believe broadcasters can learn from newspapers, and that is that commentary and discussion sells! In the case of newspapers, it sells copies, and in the case of a broadcast station it sells advertisers, as well as increased listenership.

There's been a lot of wailing going on in the business about the so-called "dead" hours of nighttime radio. This too can be readily remedied.

WMEX solved both these problems by instituting a three-hour live-talk show, which sparked a considerable amount of listener interest in nighttime radio, besides giving a number of the stations' advertisers a boost in their cash register.

The case in point is our *Jerry Williams Show*, which has now been on the air five years, since September 1957. It is programed Monday through Saturday from 10 p.m. to 1 a.m., and presents three solid hours of talk centering around any and all topical matters, some whimsical but most serious, with a heavy helping of politics.

But its one biggest product is discussion and polemics. The show feeds on it.

There are many broadcasters who think that three hours of straight talk would be dull. Nothing is further from the truth when you get stimulating guests discussing lively issues and everything is kept whipped into a ferment by a knowledgeable moderator-emcee. Dull? Things get so exciting on the show that Jerry Williams has become the most widely quoted personality in the area, at times receiving front-page newspaper coverage and at times being mentioned by other radio stations.

But in order to bring such a program to the air, the station manager must first conquer a host of misconceptions. As we mentioned, he must first rid himself of his idea that talk, per se, is dull and that late night is sterile.

But that's only the beginning. He must divest himself of his fear of discussion of burning questions, which is

largely, though not entirely, unjustified. But certainly, here, the end justified the means.

When the program first went on the air, it was received cautiously by advertisers. It started with three or four shows. Now it boasts an average of 18 sponsors per week. Advertisers in Boston have gradually overcome their fear of being associated with a discussion program. Such advertisers as Filene's have complimented the station on successful campaigns.

One of the keys to the success of such a program is that the general public—the radio audience—must be allowed to participate. In this way they develop a close rapport and identification with the program and the station, and feel that they are direct participants—which they are.

In the case of the *Jerry Williams Show*, the public is invited to phone the station with comments, viewpoints, and rebuttals. What is more, their voices are aired so that they are heard by the audience. The station protects itself from the dangers of airing profanity by a special circuit that delays the voice transmission for six seconds, allowing a monitoring system to operate.

The hours of 10 p.m. to 1 a.m. were selected because of the lack of distractions. The audience can listen uninterrupted. I believe that audience concentration is vital to the success of a show of this type.

The program has developed into a great sales vehicle. The growing popularity is evidenced by the constant renewals and a steadily climbing share of audience.

Which all goes to prove that mature, public service fare can sell most successfully if lively enough and showman-like. To quote FCC Chairman Newton Minow: "It is up to you, the broadcaster, to fulfill the country's need for many voices, many sources of information, and many viewpoints."

# SPONSOR SPEAKS

## Truth, accuracy and backbone

From time to time any publication worth its salt gets criticized for inaccuracy and untruthfulness.

SPONSOR is no exception. We get brickbats of course. Sometimes we deserve them. But we'd like our friends to know just what our editorial policy is on these matters:

1. SPONSOR strives at all times to be scrupulously accurate and truthful in every word it prints.

2. SPONSOR does not knowingly print as *fact* anything which is clearly hearsay, rumor, or opinion.

3. Whenever SPONSOR does print rumor, hearsay or opinion it clearly labels them as such.

4. SPONSOR makes every effort to check out facts with original sources. When unable to do this it says so.

5. SPONSOR exercises extreme care in printing *any* hearsay, rumors, or predictions because of the possible harm such publication can bring. It exercises extra-special care in the case of *individuals* on matters of possible hirings, firings, new assignments, or corporate shakups.

6. SPONSOR believes that truth, accuracy, and good judgment are the most priceless possessions of any publication, and that inaccuracy, untruthfulness, and unfairness can never be justified on the grounds that an item might scoop the competition or titillate readers.

Now, a word on another subject. We'll call this one *publication backbone*.

SPONSOR is a crusading magazine. We believe that a worthwhile industry book must lead rather than follow. This calls for lots of backbone.

If you read something in SPONSOR that doesn't suit your thinking, remember—we're not trying to please everybody. Remember, too, we're writing from honest convictions.

We won't kow-tow to advertiser pressure unless we decide we're wrong. We've lost some valued accounts because of this firm policy.

Whether it's truth, accuracy or backbone, we want you to know that each one is a foundation block on which we build.

## 10-SECOND SPOTS

**Snob:** A timebuyer from Miami, Fla., while visiting New York City last week, was taken on a tour of the much-publicized and soon-to-be-opened Americana Hotel at 52nd St. and 7th Ave. Asked by his influential guide what he thought of the new hostelry, the sun-and-sand expatriate said: "Well, I do think it's very nice—but it's not near any of the beaches."

**Add-man:** On his WCBS radio show, Jack Sterling told about the first-grade teacher who asked: "Johnny, how much is four and four?"

"Eight," answered the boy.

"That's good," commented the teacher. "Very good."

"Good?" exclaimed Johnny. "Good nothing—that's perfect!"

**Work! Work! Work!:** An NBC accountant told us that his office has voted to take vacations this summer by leaving the office at 5 p.m. (Note: he smiled when he said it, Bob!)

**Fame:** Veteran MBS newscaster Westbrook Van Voorhis (formerly called "The Voice of Mutual," he is forever identified with the phrase "Time Marches On!") stopped at a small general store a few years ago while enroute to his summer home in New Milford, Conn. He needed some mulch for his garden and the store-owner sent a handyman out to get it. While passing the time in talk, the owner looked at Van Voorhis closely and asked him what line of business he was in.

"Radio," said The Voice, anticipating recognition.

"Mmmmm!" mused the unsophisticated man. "Sell 'em or fix 'em?"

**Holy smoke:** Graeme Fraser, Crawley Films Ltd. (Canada) vice president, tells of the two friars who were given special permission to run a fish-and-chips business near their monastery. The first customer asked the friar behind the counter. "Are you the fish frier?"

"No!" was the reply. "I'm the chip monk."



# - THINK -

Why does the largest local television advertiser spend over 90% of his advertising budget on KRNT-TV? And why has he for several years?

Try to think like the owner does.

If it was all your own money and all your own sweat and tears that had built up an outstanding business, and that business was all you had between your family and the poor house, you'd soon find out the best television station to use. If it was a question of sink or swim, you'd swim or you wouldn't have been smart enough to start the business in the first place. You would want advertising effectiveness—want it real bad . . . have to have it. You could take or leave alone all that jazz about ratings, total homes, cost per thousand and on ad infinitum. You'd seek to buy sales at your dealers' cash registers for your advertising dollar. Every moment would be the moment of truth for your advertising because you had to eat on the results.

Well, that's the way this local advertiser thinks and acts and so do many more like him here in Iowa's capital city.

Think of this . . . nearly 80% of the total local television dollar is spent on this one-rate station and has been since the station's inception. In a three-station market, too, by government figures! Such popularity must be deserved!

Think—Tis the till that tells the tale.

If you seek to sell your good goods in this good market, this is a good station for you to advertise them on. People believe what we say. We sell results.

# KRNT-TV

## **Des Moines Television**

An Operation of Cowles Magazines and Broadcasting



# MORE

**LISTENERS THAN ANY\* OTHER STATION IN CINCINNATI**

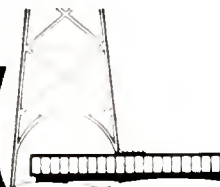
- MORE Adult Men 18 to 49
- MORE Adult Women 18 to 49
- MORE Teenagers and Children

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