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SPONSOR

THE WEEKLY MAGAZINE RADIO TV ADVERTISERS USE

27 AUGUST 1962—40c a copy/\$8 a year

*A SHOCKING LACK OF RADIO FACTS—
Special report on the need for more dollar data* p 25

*SAN FRANCISCO—
A close look at this West Coast ad world, which builds \$140 million yearly* p 36

WEEKEND WITH JERRY LESTER

'WEEKEND ahead with 55% program preference over movies among regular late night TV viewers' . . .

PULSE, August 1962. Big name performing variety guests and informal comedy adds excitement and interest for that "live TV feeling" . . . extends the TONIGHT habit through Saturday and Sunday.

'WEEKEND will dominate its time period,' says Robert Leder, V.P. of WOR-TV in New York City.

'We re-scheduled our programming to carry WEEKEND 11 PM to Midnight, Saturdays and Sundays.'

Join the growing list of TV stations and advertisers who are tired of tangling with second run movies . . . get all the WEEKEND facts.

ARROWHEAD PRODUCTIONS, INC.

331 MADISON AVENUE, N.Y. 17, N.Y.



Paper Anniversary



STS, We Love You!

We're proudly celebrating the first anniversary of what has proved to be the very happy marriage of Storer Television Sales and WJBK-TV Detroit.

In our book, STS rates as America's No. 1 rep, a most appropriate partner for the station that rates No. 1 in all the books for share of audience, adult and women viewers.

STS has the facts to prove it. Give them a call and find out why Detroit's Channel 2 is your No. 1 buy for action-packed results in the rich Southeastern Michigan market.

**WJBK-TV
DETROIT**

2

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	<i>IMPORTANT STATIONS IN IMPORTANT MARKETS</i> STORER <i>BROADCASTING COMPANY</i>
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KCBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBC	

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



WPEN wins more top awards for news in Associated Press Competition than any other radio station in Pennsylvania . . .

Results of Associated Press Awards to Radio Stations in Pennsylvania . . .

OUTSTANDING WOMEN'S NEWS	OUTSTANDING COMMENTARY	EDITORIALIZING	OUTSTANDING REPORTING	OUTSTANDING NEWS OPERATION
FIRST WPEN	FIRST WPBS SECOND ... WPEN	FIRST WCAU SECOND ... WPEN	FIRST WPEN	FIRST WCAU SECOND ... WPEN

You can't win 'em all, but we believe the above record supports our claim that your commercial gets a pretty good break on WPEN.

WPEN

THE STATION OF PERSONALITIES

REPRESENTED NATIONALLY BY GILL-PERNA, INC., NEW YORK

● HOW TO BARREL
YOUR SALES CAMPAIGN
THROUGH 73,496 SQ. MI.
OF THE U.S.A.



The KELO-LAND market is that big! And yet so easy to cover completely—but only if your commercial is on KELO-LAND TV. This major midwest market cannot be reached from Minneapolis channels. Nor can it be reached from Omaha. Just one television medium—the KELO-LAND TV network—puts it solidly in your “sold” column! That’s because your commercial on KELO-TV SIOUX FALLS automatically flows through interconnected KDLO-TV and KPLO-TV to blanket every one of KELO-LAND’S 73,496 square miles, every one of its 103 counties. There just isn’t any other time buy to match it!

CBS • ABC

KELO-TV LAND

KELO-TV SIOUX FALLS; and interconnected
KDLO-TV and KPLO-TV

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



Represented nationally by H-R
In Minneapolis by Wayne Evans

MIDCO

Midcontinent
Broadcasting Group
KELO-LAND/TV & radio Sioux
Falls, S.D.; WKOL/am, fm
Minneapolis-St. Paul;
WKOW/am & tv Madison,
Wis.; KSO Des Moines



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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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SELL

in 6 of America's Top 10 Markets

Sell big on the chain that's big in six of America's top ten markets, plus one of the South's richest areas. How big? RKO General sells your product in areas populated by over 70 million consumers. And RKO General delivers the cream . . . puts you in tight touch with people who are interested in your message and have the buying power to act. That's because RKO General captures their interest and wins their respect with mature programming that sets your message in a framework of imagination and excitement. Discover the big new dimensions in sales on America's biggest, most powerful independent radio

and TV chain. Call your nearest RKO General Station or your RKO General National Sales Division man.



NATIONAL SALES DIVISION OFFICES

- New York: Time & Life Building, Longacre 4-8000
- Chicago: The Tribune Tower, 644-2470
- Hollywood: 5515 Melrose, HOLlywood 2-2133
- San Francisco: 415 Bush St., YUKon 2-9200
- Detroit: Guardian Bldg., WOODward 1-7200
- Atlanta: 1182 W. Peachtree N.W., TR 5-9539
- Dallas: 2533 McKinney Street, RIVERSide 2-5148
- Denver: 1150 Delaware Street, TABor 5-7585

A GENERAL TIRE ENTERPRISE

NEW YORK WOR-AM FM TV	LOS ANGELES KHJ-AM FM TV
DETROIT CKLW-AM FM TV	BOSTON WNAC-AM FM TV THE YANKEE NETWORK
SAN FRANCISCO KFRC-AM FM	MEMPHIS WHBQ-AM TV
WASHINGTON, D.C. WGMS-AM FM	



*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 ahead 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 WEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

SPONSOR • 27 AUGUST 1962



27 August 1962

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

SPONSOR-WEEK

TV SPOT'S 19% LEAP

First six months data indicate tv spot 19% rise to \$371.5 million; network up 11% to \$387.8 million

Television advertising and viewing are both setting new records of performance. Advertising is increasing at its most rapid rate in many years and is setting the pace for all media in 1962, while tv viewing in June and July has set new records, TvB reported last week.

In the first six months of 1962, national tv gross time expenditures increased 15.2% to \$759.3 million.

Network billings were up 11.6% to \$387.8 million and national spot was up at even a greater rate, 19.1% to \$371.5 million.

Not since 1956 have network billings shown such a rise. There is no precedence for the spot tv rise since the TvB Rorabaugh compilations began.

(By comparison, magazines were up 6% and newspapers were up 1.4% in the first half of 1962.)

June and July highs in average daily home viewing were reported by A. C. Nielsen. The figures, each a few minutes above 1961, were four hours and 32 minutes in June and four hours and 15 minutes in July.

Hence, tv in the first six months of 1962 was looking very good, compared to itself or to other media.

However, if spot continued its heavy growth, it could equal network tv in the next year or two. Last year the six-months totals showed a network advantage of \$35 million, cut in 1962 to \$16 million.

B-M, HUDSON SHARED FIGHT CAST

Bristol-Myers (DCS&S) and Hudson Vitamin (Pace) will co-sponsor the championship Liston-Patterson fight on ABC Radio 25 September.

Price for each half-sponsorship is understood to be \$226,300. Audience is projected at 60 million. Network is guaranteeing six commercials per half-hour of the main event.

Bout is fully sponsored in Canada by 7-Up.

Walter Reade-Sterling merger takes place

The merger of Walter Reade and Sterling Television became effective last week with the approval of stock holders.

More than 94% of the outstanding shares of Sterling were exchanged for the stock of Walter Reade-Sterling. As a result, the Reade company, private for 50 years, went public.

Reade and its affiliates are active in motion picture areas.

In recent years Sterling's image in the tv film field has changed drastically, trade observers note. Once it had been a clearing house for business films, but recently it had created several notable program series of the documentary type.

NBC TV books \$2 million for nighttime, sports

NBC TV added about \$2 million in sales last week, most of it coming in orders by L&M (JWT) in two more nighttime shows, bring that advertiser's total to eight shows on the network.

Bristol-Myers (DCS&S) bought an eighth of the Liberty Bowl game, General Mills (K-R) bought four of seven pre-World Series Game shows, and National Brewing (Doner) and Falstaff (D-F-S) bought 25 and 54 stations, respectively, in the quarter of the Pro Championship Game being sold regionally—for which 100 markets are still open.

ARB's new computer data on spot activity, sales areas

ARB will increase its custom services in 1962-63, using computers to perform tasks hitherto too difficult to do manually, agency sales director Jack Gross reported last week.

A spot activity report will be available for agencies and advertisers, summarizing all spot activity for specific brands. This can be ranked by market, station, or efficiency, since all the data are available in the report.

Another service produced with computers is the sales territory analysis. This will show total homes reached by particular network programs, by local shows, by spot, and by combinations. These reports are expected to be especially useful in planning future advertising budgets and in competitive comparing.

A-C's COMMAND GOES PROTEIN

Chicago:

Alberto-Culver is entering the \$75 million men's aerosol shaving product market.

It will be the first protein-based instant shaving lather and unlike alkaline products, is said not to irritate the eyes.

Product will be under the Command label and will be available in 10 oz. cans in regular and menthol formulas for \$1. Color is light blue.

Buchanan elevated to WJW-TV gen'l manager

Robert S. Buchanan has been named general manager of WJW-TV, Cleveland, it was announced last



Robert S. Buchanan

week by Storer Broadcasting tv division v.p. Bill Michaels.

Buchanan succeeds Joseph Drilling, who resigned recently to ac-

cept the presidency of Crowell-Collier Broadcasting Corporation. Buchanan had been general sales manager of the station and it is expected his successor will be named shortly.

The new WJW-TV general manager has spent his entire career in the Storer organization, starting while a student at the University of Detroit.

He began at WJBK-TV, Detroit, as a film editor and rose through the ranks to become film director, local

(Continued on page 60, col. 1)

Goldman to assist Shaker

Robert T. Goldman has been elected assistant to Theodore F. Shaker, president of the ABC owned tv stations division, the latter announced last week.

Goldman had been treasurer of ABC TV spot sales.

Tv 5's just caucus smoke

The politician's dream of buying local five minute segments in prime time on network tv stations in a non-presidential year is not coming true this year—despite trade reports that NBC had agreed to such a deal.

As matters stand now, ABC TV has stated it will consider orders for national political advertising, but simply can't get into the complications for offering local or regional parts of network shows.

CBS TV and NBC TV have definitely turned down the idea of national political business—not likely to be much in a non-presidential year—and refer political buyers to the stations.

Obviously stations can't take a five minute bite out of a 9 p.m. network show (the substance of the unfulfilled political "dream") and would have to either pre-empt entire network programs, or else divide up local time.

ZUZULO BACK AT MBS AS PUBLICITY DIRECTOR

Francis X. Zuzulo returned to the Mutual Broadcasting System as director of public relations last week. He previously held the post for 13 years.

He left Mutual in 1957 to become manager of the New York office of Robert K. Richards, a public relations firm.

At this time he also had public relations responsibilities and assignments for the Fletcher Richards Agency.

Between 1944 and 1957 Zuzulo was publicity chief of Mutual. During this period he was also in charge of public relations, promotion, and related areas for RKO TV, and for WOR-AM-TV, New York.

KRAFT FIRST INTO NBC's 'EXPLORING'

Kraft Foods is the first advertiser to buy into Exploring, NBC TV's new full-hour series for children.

The new program will begin 13 October on Saturdays at 12:30 p.m., NYT. The show is designed to stimulate the interest of younger viewers in language, music, mathematics, social studies, and science.

Host is Dr. Albert R. Hibbs. NBC TV daytime sales director James Hergen said last week he expected the program to be fully sponsored before it starts on the air.

Wodlinger named mgr. of new Mich. station

Mark Wodlinger has been appointed v.p. and general manager of the new tv station, channel 13 in Grand Rapids-Kalamazoo, which will be on the air 1 November.

He has been national sales and station manager for WMBD-AM-TV,



Mark Wodlinger

Peoria, since 1959. Earlier, he was executive v.p. of Community Broadcasting Corp. Between 1949 and 1958 he was associated with WOC-AM-TV, Davenport, Iowa, in executive as sales posts including that of general salesmanager. Before that he was with WQUA, Moline, in 1948.

He is a graduate of the University of Florida and a veteran of the Naval Air Corps.

NTA to handle Rank movies

London:

NTA has acquired distribution rights for U. S. tv on 25 additional J. Arthur Rank feature films.

The package, called First Rank, contains 10 color pictures and seven made as recently as 1956.

KRON is TV in SF



San Franciscans are sold on KRON-TV

**CALIFORNIA'S
#1 TV STATION**

Gold Medal Winner, 1962
California State Fair 10th
Annual TV-Radio Competition

• S. F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •



NBC RADIO 84% SOLD —CLAIMS 46% SHARE

Colorado Springs:

The NBC Radio network is currently 84% sold out and possesses 46% of all sponsored network radio time, according to William K. McDaniel, executive v.p. of the network, who addressed the affiliates executive committee meeting here last week.

The figure of NBC's 46% of all network sponsored time is based on the July LNA-BAR report.

McDaniel said that NBC sold more minutes in Monitor than any other national network sold in its entire schedule.

William Grant of KOA, Denver, chairman of the executive committee, praised the network's programming, sales, and compensation policies, asserting that its programming approach adopted two years ago, had become "the much-copied standard of the industry."

Jacobs named ABC Int'l advertising manager

Harvey Jacobs has been appointed advertising, sales promotion, and public relations manager for ABC International Television, Donald W. Coyle, president of the AB-PT subsidiary, announced last week.

Coyle expected an increase in advertising and promotion services to international advertisers and stations to be a result of the appointment.

Jacobs joined ABC TV in 1958 as a writer in the tv sales development department. Earlier he was editor of East, a weekly New York newspaper. Last year he won the Playboy fiction award for a short novel.



Harvey Jacobs

N.Y. State bans bingo on radio

Bingo has been banned on radio in New York state. The edict falls on stations which were considering bingo card tie-in plans with local merchants.

Bingo is allowed in New York for charitable, educational, and religious causes, but can't be used commercially.

The ruling came in a formal opinion, which has the effect of law, from state Attorney General Leskowitz in response to an inquiry by the State Bingo and Control Commission.

Community sponsored Bingo is out, too, Leskowitz said, because such a game on radio would extend beyond municipal borders.

KBS: A TRADE MEETING CLEARING HOUSE?

There is a pressing need for a clearing house for annual broadcast industry meetings according to a recent study of station owners and managers conducted by KBS.

Executive reporting gave three main reasons why they do not attend some industry conventions and meetings: lack of time, weak programming, and high costs.

Sites named most often as preferred for conventions were Chicago, Washington and New York.

A convention clearing house which would coordinate timing, location, and length of meetings might be a benefit to the industry, concluded KBS president Sidney J. Wolf.

Averill resigns Bartell

Harry H. Averill has resigned as national sales director, Bartell Group, effective 13 August.

Last week he announced his intention to pursue allied interests in the advertising field.

JEFFERSON PROPOSES ANTENNA SYSTEM

Charlotte:

The Jefferson Standard Broadcasting Company and Communications Systems Corporation presented a community antenna proposal last week to the City Council of Florence, S. C.

The proposal opposes one made by the Broadcasting System of the South.

The proposal involves a \$400,000 investment for 50 miles of cable installation, to which 25 miles would be added later. Operation would begin 1 December with a \$20 installation fee and a \$5 monthly fee for service on 12 channels, including seven commercial stations, and educational channel, and fm music channel, and a service channel.

A Jefferson Standard spokesman expected a decision on the proposal shortly. Jefferson Standard is also considering community antenna systems in other areas.

Grant succeeds Chester as ABC TV daytime v.p.

Armand Grant will succeed Giraud Chester as v.p. in charge of ABC TV daytime programming, it was announced last week by Thomas Moore, v.p. in charge of the network.

Grant has been director of daytime programming since 1958. He joined ABC in 1957 as executive producer for daytime programming and has supervised the development and production of every ABC TV live daytime show.

Before joining ABC he was v.p. and general manager of WKIT, Garden City, L. I. and earlier he was with WAAM, Baltimore, and WBAL-AM-TV, Baltimore.



Armand Grant

BECAUSE
NEW YORK IS DIFFERENT



**AMERICA'S GREAT RADIO
 TEAM BOB & RAY NOW ADD
 THEIR BRILLIANCE TO WHN**



Bob



Ray

Talent is never left "unturned" in any Storer market because each station endeavors to bring its listeners the programming they like best. That's why there's no such thing as a format formula at Storer. Each station is individually created for the community it serves. Small wonder Storer is your best buy in 9 key markets. *IMPORTANT STATIONS IN IMPORTANT MARKETS*

Represented by Katz

LOS ANGELES <i>KGBS</i>	PHILADELPHIA <i>W'LBG</i>	CLEVELAND <i>W'JW'</i>	NEW YORK <i>WHN</i>	TOLEDO <i>W'SPD</i>	DETROIT <i>W'JBK</i>
MIAMI <i>W'GBS</i>	MILWAUKEE <i>W'TL-TV'</i>	CLEVELAND <i>W'JW'-TV'</i>	ATLANTA <i>W'AGA-TV'</i>	TOLEDO <i>W'SPD-TV'</i>	DETROIT <i>W'JBK-TV'</i>

STORER
 BROADCASTING COMPANY

555/5th

Timebuyer's Corner new look

It was indeed a pleasure to read your *Timebuyer's Corner* column these last two issues.

Your new approach on this column is just great. I find it interesting and informative with just the right amount of dignity, humor and lightness, so seldom demonstrated in trade articles.

Congratulations are in order for this new approach and I will appreciate your conveying same with my thanks to whomever is responsible. He must be a real pro.

Maria Carayas
radio/tv timebuyer
Kudner Agency
New York

Tv kid show problem

We were particularly interested in your fine article, "Tougher Than It Seems—The Tv Kid Show Problem," 6 August.

This is just another example of how helpful your magazine is to us in our work.

Because your article about children's programs is such a searching and thorough report on the situation, we would like to have permission to reprint 1,000 copies for our members, subscribers, tv editors and others

Mrs. Clara S. Logan
president
NAFBRAT
Los Angeles

Shirt-sleeve selling

We at KSD Radio were much impressed by John E. McMillin's two-page "Memo on Shirt-Sleeve Selling" in the July 30 issue of *SPONSOR*.

We would like to mail this story to our local ad agencies, clients, etc. Our request would be about 250 copies. Can you make reprints?

While I'm at it, let me congratulate you on your excellent 40-year keep-sake album on radio (*SPONSOR*'s 40-Year Album of Pioneer Radio Stations). I found myself reading the entire book from cover to cover for pure enjoyment.

Donald F. Burnes
director of information services
KSD
St. Louis

On pages 12 and 16 of your 30 July issue you ran an article entitled, "Memo on Shirt-Sleeve Selling."

Would it be possible for us to order a number of reprints along with a thumb-nail biographical sketch of the author, John E. McMillin?

R. L. Karr
general manager
WBOV
Terre Haute, Ind.

Perhaps even goofier

Re: "Newspaper Research Gets Goofier," 30 July issue.

A very fine article and you can be sure that this type of research will get even goofier in the months to come.

If you can supply 25 reprints of this article, I'd appreciate it very much.


Tom Kita
operations manager
WLEE
Richmond, Va.

A full hotel

Congratulations on the excellent article "Radio Books a Full Hotel" on page 39 of the 6 August issue of *SPONSOR*.

If reprints are available I'd appreciate your forwarding me 10 copies.

Frank Harden
managing director
WIS
Columbia, S. C.



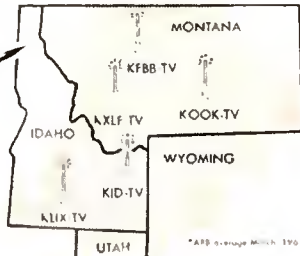
BIGGER than SACRAMENTO - STOCKTON

**One Buy Delivers
IDAHO - MONTANA
plus 11 counties in Wyoming
at lower cost per thousand**

SKYLINE TV NETWORK delivers 10,100 more TV homes than the highest rated station in Sacramento-Stockton at nearly 18% less cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract—one billing—one clearance. Over 267,880 unduplicated TV homes in 5 key markets. Inter-connected with CBS-TV and ABC-TV.

IDAHO — KID TV Idaho Falls
KLIX TV Twin Falls

MONTANA — KXLF TV Butte
KFBB TV Great Falls
KOOK TV Billings



Skyline

TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho

*ARB average March 1962

Call Mel Wright, phone area code 208-523-4567 - TWX No. 1F 165
or your nearest Hollingbery office or Art Moore in the Northwest



We'll clear it up on September 12th



**SEVEN ARTS
ASSOCIATED
CORP.**



Paul Hayes

Tampa Bay's official wake-up man. Put this familiar, believable voice to work for your advertising on "Sun-Up" each morning from 6:00 to 9:00. Paul Hayes is one *more* of the many reasons why *more* advertisers are investing *more* dollars on WSUN Radio than anytime in our 35 year history. WSUN is heard in more counties than any other station on Florida's West Coast. (NCS-61)

FLORIDA'S CLEAR SIGNAL STATION
5KW 620 KC



radio 62

Broadcasting 24 hours daily!
TAMPA—ST. PETERSBURG

National Representatives:
VENARD, RINTOUL & McCONNELL
Southeastern Representative: JAMES S. AYERS, Inc.



Commercial commentary

Parties, pitches, and prizes

A very pretty young agency timebuyer asked me to write this column. We were standing last week beside a loaded canape table at a swank New York hotel when she raised her highball glass, batted her eyes, and said in honeyed tones, "you ought to tell the industry about this."



Except for her outrageous flattery I am sure I would never have had the nerve to express the sentiments which I am going to expound on now.

They concern the gay, giddy, interminable round of business luncheon parties, cocktail parties, buffet parties, outings, sprees, junkets and other fun-plus-sales-pitch activities which are so much a part of our industry.

All right, I am a cad and a stinker for mentioning them. But all of us in the business, and particularly those in the media end of radio and tv, know that they flourish these days in lush, tropic profusion.

In the past four weeks alone I've been to 11 of these pitch-parties and have turned down at least 15 other invitations.

I go to them because it's part of my job to get around and see people and because, generally, I have a pleasant time.

The food is delicious, the drinks generous and plentiful, the prizes and favors often beguiling, the company usually congenial, and the conduct almost invariably decorous and well-behaved.

Don't get me wrong. I am no Madison Avenue Savonarola, inveighing against these amiable activities because I think they are bacchanalian orgies or moral traps for wayward working girls.

They're not, of course. But I do think they have reached a point—in frequency, profusion, and lavishness—which is utterly and indefensibly absurd.

The pitch-party routine

At the risk of offending some awfully nice guys who have been my recent hosts, I want to say bluntly: you're spending far too much money for these affairs, and you and your guests are getting far too little out of them.

Let's go back briefly to my pretty agency timebuyer, standing with her highball glass at the canape table.

We had been talking about the sales pitches one hears at these get-togethers, and about her reactions to them.

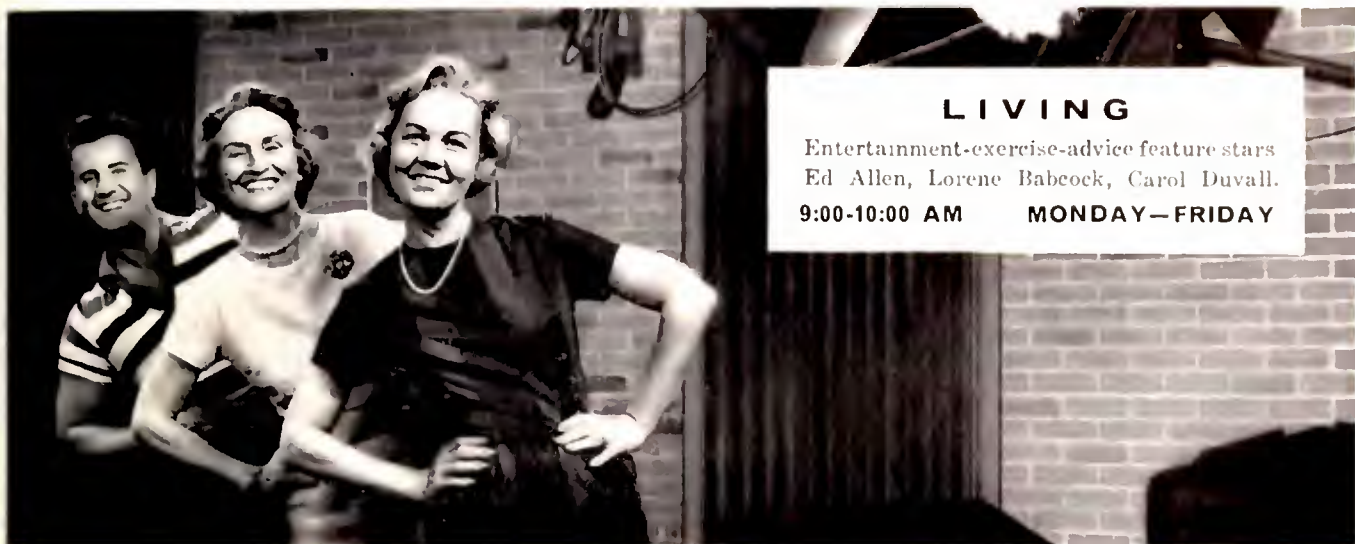
"I always keep hoping," she said, "that I'll pick up information that will be useful in my work, but I almost never do."

Few party-givers, I'm sure, realize how true this is among the agency and advertiser personnel they'd most like to impress.

The reason is rooted in the peculiar set of tribal customs which have grown up around our industry pitch-parties, and the rather hazy thinking which determines their content.

(Please turn to page 19)

TIMEBUYERS' GUIDE



LIVING

Entertainment-exercise-advice feature stars Ed Allen, Lorene Babcock, Carol Duvall.
9:00-10:00 AM MONDAY-FRIDAY

DETROIT'S FALL BUYS



GEORGE PIERROT PRESENTS

Around the world with Detroit's fabulous globe-trotter and famous guests. Color.

5:00-5:55 PM
MON.-SAT.



WEEKEND

Ron Gamble hosts family adventure tours to favorite recreation spots. Color.

7:00-7:30 PM
TUESDAY

AT THE ZOO

Sonny Eliot's witty wanderings through Detroit's famed wildlife park.

7:00-7:30 PM
FRIDAY



Alive with local flavor and flair! You'll buy wisely and well by choosing these big-audience exclusives on WWJ-TV. And, the station's attractive fall schedule is further enhanced by choice film properties like *Thriller*, *Surfside 6*, *Lawman* and by NBC's new-season powerhouse. Call your PGW Colonel now. He's ready with Detroit's top buys for fall.

WWJ-TV

CHANNEL

Owned and Operated by The Detroit News



the **NEWS** station

NBC IN DETROIT

National Representatives: Peters, Griffin, Woodward, Inc.



The Embassy of New Zealand

His Excellency G. R. Laking,
Ambassador of New Zealand to the
United States, and Mrs. Laking,
in the Embassy garden . . .
another in the WTOP-TV series
on the Washington diplomatic scene.



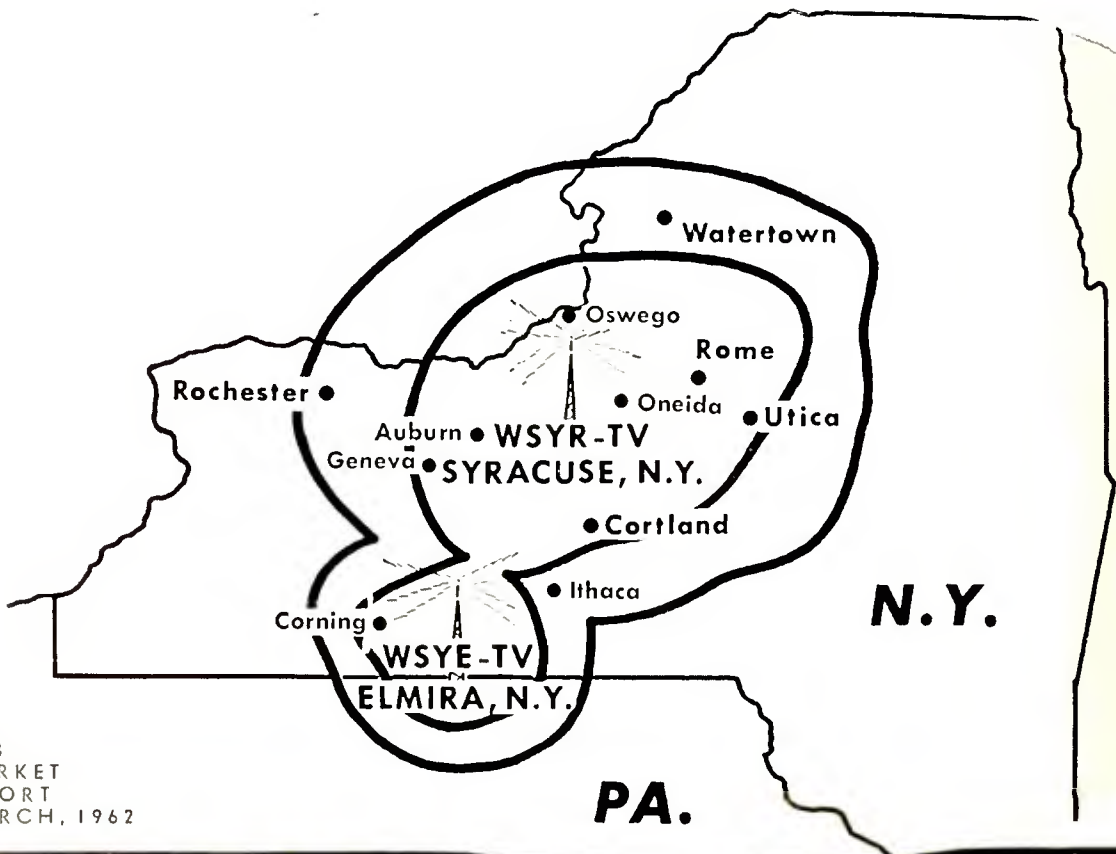
REPRESENTED BY TVAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY



THE LEADER* IN THE SYRACUSE MARKET!

DELIVERS 50%* MORE HOMES THAN ITS COMPETITOR!



* ARB
MARKET
REPORT
MARCH, 1962

WSYR • TV

NBC
Affiliate



SYRACUSE, N. Y.

Channel 3 • 100 KW

Plus WSYE-TV channel 18

ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

SPONSOR-SCOPE

27 AUGUST 1962

Copyright 1962

SPONSOR
PUBLICATIONS INC.

P&G's spot empire may find itself in a bit of frustration, to put it mildly, in a lot of markets this fall.

The empire likes to concentrate on post-network time where minutes are rife.

But it seems that this time some of the P&G brands, say, like *Bluc Cheer* (Y&R) and *Crisco Oil* (Compton) were rather slow in calling for fall availabilities, with the result they've encountered—in medium as well as top markets—an unusually tight situation.

Observe rep executives: P&G's needs will get fitted in somehow but the spot won't be the *creme de la creme* that the empire's been accustomed to.

It seems that P&G, as alert as it is to media barometric changes, hasn't anticipated a sellers' market.

Tv station managers, you may not know it but one of the reasons for the sudden rash of traveling media people is what some of them describe as your disposition to hold out a certain portion of cream spot for local customers.

With availabilities getting quite tight, they figure that by personal call they may be able to talk you out of some of these withheld spots.

National spot tv has the tides running in its favor also for the first 1963 quarter.

SPONSOR-SCOPE bases this prospect on the viewpoints expressed lately by key media chiefs with a reputation for putting a realistic finger on client corporate thinking when it comes to campaign planning.

It is the consensus that, what with the uncertainty of the economy, short-range planning has become the corporate vogue. The handmaiden to short-range planning is flexibility.

In media the synonym for flexibility is spot. Hence the penchant for the first part of 1963, or until the outlines of the economy outlook become less vague, will be to use spot as a favored sales leverage.

Station executives might as well start accustoming themselves to become periodic ports of call for traveling representatives from the larger agencies.

Y&R's recent announcement of a traveling unit may be construed as just one organization's response to a trend that's becoming more deeply entrenched in the American business mechanism.

The trend: greater concentration of media buying power locally because of the recognized sharp differences in sectional and regional tastes and desires among consumers.

Other factors that have been contributing to this trend:

- 1) The ability of the manufacturer by use of the computer to learn in what areas and by what media means his product can get the quickest profitable response.
- 2) The growing predilection of manufacturers to seek local identity for their products by centering on local preferences via recipes, community mores and whatnot.
- 3) The need for matching the local copy appeal to seasonality and getting at the hard core of the physical and psychological nuances that presages success for a product in one section and failure in another.
- 4) The growing disposition among manufacturers toward diversifying along specialty product lines and pinpointing their appeal to a segment of the mass consumer. Something, incidentally, that now characterizes the bread industry.

The key activating words are selectivism and localization.



SPONSOR-SCOPE *continued*

If the 1961 figures just released by the FCC can serve as a yardstick, the tendency of national advertisers to concentrate more and more of their spot tv billings in the top 10 or 20 markets has, at least for the time being, decelerated.

Following is a SPONSOR-SCOPE decimation of market expenditure for national-regional spot tv based on the FCC 1961 report:

NO. MARKETS	TOTAL BILLINGS	1961 SHARE	1960 SHARE
First 10 Markets	\$193,607,000	41%	43%
First 20 Markets	257,665,000	55%	56%
First 30 Markets	304,477,000	65%	66%
First 40 Markets	333,879,000	71%	72%
First 50 Markets	353,132,000	75%	76%
Total for 273 markets, as reported by the FCC: \$468,515,000.			

Tv/radio sellers may find it worthwhile to cultivate more closely the cat food field.

The manufacturers of the item themselves have gone the booklet route as an aid to building the market. It's called **Basics of Cat and Kitten Care**, with emphasis on what to feed them.

Compared to the highly competitive dog food industry, which gave tv around \$8 million in '61, packaged cat food so far is a picayunely advertised business.

There may be a lesson in this for other sellers of radio: persistent station pressure through New York Telephone Co. district managers has result in that advertiser restoring spot radio schedules.

Once a perennial in the media, the company has been out of it in recent years and what can take credit for bringing it back was the suggestion of a rep who has several stations in upper New York State.

He urged his stations to make acquaintance with their district phone company manager and to show how radio can help him sell his services to homes and businesses.

The account is administered by **BBDO**.

Chicago tv reps have had another perennial good thing whittled away on them: **Ovaltine (Tatham-Laird)** is putting the bulk of its 1962-63 tv money into ABC TV nighttime and NBC TV daytime.

What's left for spot: schedules in about 10 markets and the whereof for this is that they constitute half of Ovaltine's sales.

The implication as the reps take it: for real weight in markets where the bulk of your potential is concentrated you depend on spot, for the balance you buy network.

Note: Ovaltine's gross for spot tv in '61 was \$1.3 million.

An agency preparing a pitch for submission to an appliance giant put together some figures that should tickle the interest of people concerned with tv.

Statistic No. 1: During the past 15 years the public has invested \$19.5 billion in tv sets and advertisers \$12.1 billion in measured tv time.

Statistic No. 2: A comparison of home electric appliances available in wired homes in terms of percentage of item to total wired homes:

APPLIANCE	MAY 1962	SEPTEMBER 1960
Tv sets	93%	88%
Irons	89%	86%
Clocks	90%	77%
Toasters	81%	77%
Vaccum cleaners	76%	71%
Telephones	83%	77%

CBS TV daytime claims it's having heaps of success locking up renewals for the first quarter of 1963.

The accounts it cites in this respect are Alberto-Culver, Lever, Nabisco, Quaker Oats, Kellogg, J&J, Pillsbury, Toni, J. B. Williams and Drackett.

Colgate has done some cutting back in its renewal of its daytime swathe on NBC TV for the fall.

However, it expects to restore much of the diminution as the fourth quarter proceeds.

CBS TV couldn't furnish the preferred time or color and so Reynolds Metals will use NBC TV for this fall to carry the National Auto Show out of Detroit.

The date and time: Sunday, 21 October, 6:30-7:30 p.m. Program expenses will run around \$90,000 gross and the time, \$50,000.

The network tv specials are starting to follow the selling pattern of the regularly scheduled programs: they're being sold to more than two sponsors a show.

A case in point for the 1962-63 season is the first of several outings for Arthur Godfrey. The three sponsors for this one are Armstrong Cork, Menley & James and Quaker State Oil, each taking a third of the hour.

Nighttime network tv is having its biggest fall in terms of sales but there's still a lot of unsold commercial on tap.

As of last week, this inventory for the fourth quarter ran something like this: ABC TV, 160 minutes; CBS TV, 98 minutes, and NBC TV, 117 minutes.

In terms of time and talent package pricing, the leftovers could roughly add up to \$11.5 million for the quarter.

One of the phenomena of commercial tv is the role of the food industry in network nighttime.

The victual processors and packagers keep wooing the housewives with more and more and more daytime money each year, but at the same time they manage to hold a neat balance of billings power in prime time precincts.

The foods this fall will, as a clan, have more commercial minutes and dollar investments in nighttime network tv than any previous year.

Following is a weekly breakdown of this industry's nighttime participation in terms of number of shows and commercial minutes and expenditure by individual advertiser:

COMPANY	NO. SHOWS	COMMERCIAL MINUTES	ESTIMATED EXPENDITURES
General Foods	6	12	\$450,000
Edward Dalton	7	7	220,000
Kraft	1	6	210,000
Ralston Purina	3	5½	180,000
Kellogg	3	4½	150,000
Best Foods	3	3½	130,000
Campbell Soup	2	3	110,000
Quaker Oats	3	3	110,000
Pillsbury	2	2½	100,000
National Biscuit	2	2	70,000
Carnation	2	2	70,000
Green Giant	2	2	70,000
Fritos	2	2	60,000
Others*	5	6	210,000
Totals	43	61	\$2,140,000

*Corn Products, General Mills, American Dairy, Welch, Derby Foods.

Starting with the September reports Nielsen will offer some finer breakdowns of network tv audience characteristics.

Included in the innovations will be a lowering of the age brackets for youngsters.

Nielsen discussions with agency subscribers showed a number of them strongly favoring stretching down to the three or four-year level.

The Pan-American Coffee Bureau has just issued its 25th annual statistical compilation and in it are some figures about the coffee trade that you might scan as you sip your a.m. desk-deposited java.

Such bits of information as these:

- Total value of green coffee that entered the U.S. in 1961 was \$964 million, a drop of 3.9% from 1960.
- Prices of coffee to consumers declined 3.4%, but the per capita consumption went only from 15.7 pounds to 15.9 pounds.
- U.S. households, which make up 90% of the U.S. instant coffee market, increased their consumption of this by 6.6% over 1960, with the result that instant coffee accounted for almost 24% of all household coffee consumption.

It may be a little belated but NL&B has through its house organ, Focus, set down its stand on the issue of product protection.

Here's the way it's been put to media:

- 1) Continue to insist on 15-minute separation of commercials that seem competitive to or incompatible with a client's product.
- 2) Make sure the agency's informed of violations and request make goods when appropriate.
- 3) Try to establish reasonable definitions of conflict on product basis.
- 4) Urge networks and stations to establish improved communications between all concerned toward the end the agency may learn of product conflicts before they actually occur, so that corrective action may be taken.
- 5) The agency should be prepared to make exceptions with regard to separation limits and product definitions when the advantages outweigh disadvantages.

No. 5 may be interpreted as meaning: let discretion be your best guide.

It's enlightening to take notice now and then of how tv and radio are faring in comparative home attention during the various hours of the day.

SPONSOR-SCOPE has obtained from Nielsen such a comparison (based on average minutes) covering this year's March and April, and here it is:

PERIOD	MAR. RADIO HOMES	MAR. TV HOMES	APRIL RADIO HOMES	APRIL TV HOMES
7-8 a.m.	7,269,000	2,744,000	6,676,000	2,646,000
8-9 a.m.	8,456,000	6,468,000	7,764,000	5,831,000
9-10 a.m.	7,220,000	7,399,000	6,626,000	6,321,000
10-11 a.m.	6,626,000	8,575,000	5,983,000	7,154,000
11-12 noon	5,637,000	10,192,000	5,242,000	8,869,000
12-1 p.m.	5,341,000	12,348,000	4,994,000	11,319,000
1-2 p.m.	5,143,000	12,103,000	4,797,000	11,025,000
2-3 p.m.	4,154,000	11,074,000	3,758,000	9,996,000
3-4 p.m.	4,005,000	11,417,000	3,560,000	10,045,000
4-5 p.m.	3,857,000	13,671,000	3,313,000	11,711,000
5-6 p.m.	4,203,000	16,709,000	3,808,000	14,210,000
AVERAGE	5,628,000	10,245,000	5,138,000	9,011,000

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.



MARTIAL PLAN

"Blast" Jones, an up-and-coming young man, was the first Whatnaut orbited close enough to Mars to see the cities and canals of that planet.* Returning to earth with this sketch, Blast determined that next Mars trip, he would land at southernmost city "A" and make a tour of the canals to all the cities, visiting each one only once and ending up back at "A".

Blast claimed he found such a route which would also spell out an informative sentence.

If you can find such a sentence, send in the memorable words and win an exciting new prize. We're offering several, so be sure and tell us what you've already won.

Puzzle adapted from "Mathematical Puzzles of Sam Loyd," Vol. I, reprinted by permission of Dover Publications, Inc., New York 14, N. Y.

* Worlds apart from their neighbors on earth is WMAL-TV's brand new concept in Late-night programming. Monday thru Saturday WMAL-TV will present audience-tested, 1-hour action, adventure and mystery programs, plus Hollywood's top 1st-run features. Here's the line-up: Thriller, Surfside 6, Checkmate, Adventures in Paradise (Mon. thru Thurs.) Friday and Saturday, MGM 1st-run movies. Check H-R for details.

wmal-tv

Washington, D. C.

An Evening Star Broadcasting Company Station, represented by H-R Television, Inc.

Affiliated with WMAL and WMAL-FM, Washington, D. C.; WSWA-TV and WSWA, Harrisonburg, Va.



Why Monkey with the Metro...

The CHARLOTTE TV
MARKET is First
 in the Southeast
 with 595,600 Homes*

Charlotte City Limits

Fables have persisted for years about how to judge a market's size by the Standard Metropolitan Area concept. Savvy Monkeys see no metro, hear no metro, speak no metro — because they know that it's the total TV Homes delivered that counts!

Speaking of delivering, WBTV reaches 43.4% more TV Homes than Charlotte Station "B".**

Compare these SE Markets!

CHARLOTTE
 595,600

Atlanta
 562,600

Miami
 556,600

New Orleans
 418,200

Louisville
 409,900

Norfolk-Portsmouth
 309,000

WBTV

CHANNEL 3 © CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.

*Television Magazine 1962
 **NCS '61-Nightly

ADVERTISING EXPENDITURES

	1960	1959
Newspapers	\$ 534,045	\$ 295,724
Magazines	1,930,610	1,991,886
Network Television	2,625,530	1,410,407
Spot Television*	2,185,000	2,175,520
Spot Radio	**	2,710,000
Outdoor	3,096,042	1,913,614
Total Measured	10,371,227	10,497,151
Total Unmeasured	7,628,773	5,002,849
Estimated Total		
Expenditure	18,000,000	15,500,000

* Includes \$300,830 for distributors in 1960 and \$325,370 in 1959.

**Not measured in 1960; spot radio total, believed to have been about the same as in 1959, is included in unmeasured total for 1960.

TYPICAL EXAMPLE of the way radio stymies itself, by not compiling and providing comprehensive dollar data, is this clipping from *Advertising Age*, 28 August 1961. Total expenditures are up; magazines about the same, television, newspaper, and outdoor are up; only radio is missing

SPECIAL REPORT—PART ONE

Where are radio's figures?

The shocking lack of radio facts is hurting radio's chance to compete with other media for ad dollars, SPONSOR study reveals

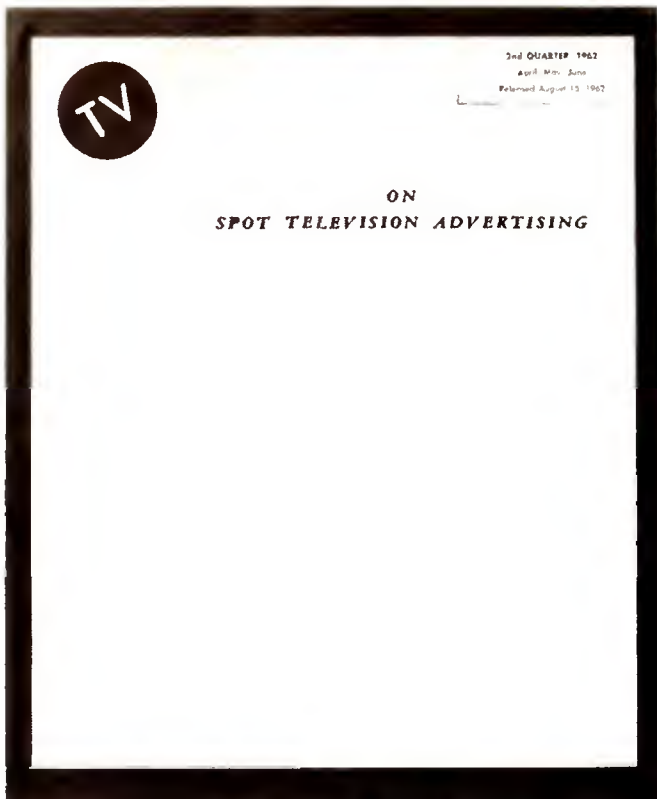
Perhaps not since 1936, when FDR carried every state except Maine and Vermont, have as many diverse individuals agreed as did radiomen in the last two weeks when they were asked, "Does radio need more dollar data than is now available?"

By a count of 19-2 the sample, which included

national and regional network executives, group station operators, station managers, reps, researchers, salesmen, agency men and advertisers, agreed that "there is a shocking lack of, and a dire need for, accurate and comprehensive dollar data about radio."

They also agreed that many of their comments

Dollar data for radio has been compiled but never with full



NETWORK RADIO CLASS TOTALS

CLASS	1961		1960		1959		1958		1957		1956	1955	1954
	Spots	Rate	Spots	Rate	Spots	Rate	Spots	Rate	Spots	Rate			
ADVERTISERS BY PRODUCT CLASS													
1. Automobiles	1,200	\$1,200,000	1,100	\$1,100,000	1,000	\$1,000,000	900	\$900,000	800	\$800,000	700	\$700,000	600
2. Beverages	800	\$800,000	750	\$750,000	700	\$700,000	650	\$650,000	600	\$600,000	550	\$550,000	500
3. Cigarettes	600	\$600,000	550	\$550,000	500	\$500,000	450	\$450,000	400	\$400,000	350	\$350,000	300
4. Cosmetics	400	\$400,000	350	\$350,000	300	\$300,000	250	\$250,000	200	\$200,000	150	\$150,000	100
5. Food	1,500	\$1,500,000	1,400	\$1,400,000	1,300	\$1,300,000	1,200	\$1,200,000	1,100	\$1,100,000	1,000	\$1,000,000	900
6. Household Appliances	300	\$300,000	280	\$280,000	260	\$260,000	240	\$240,000	220	\$220,000	200	\$200,000	180
7. Insurance	200	\$200,000	180	\$180,000	160	\$160,000	140	\$140,000	120	\$120,000	100	\$100,000	80
8. Medicine	100	\$100,000	90	\$90,000	80	\$80,000	70	\$70,000	60	\$60,000	50	\$50,000	40
9. Miscellaneous	1,000	\$1,000,000	950	\$950,000	900	\$900,000	850	\$850,000	800	\$800,000	750	\$750,000	700
10. Music	500	\$500,000	450	\$450,000	400	\$400,000	350	\$350,000	300	\$300,000	250	\$250,000	200
11. Newspapers	1,200	\$1,200,000	1,100	\$1,100,000	1,000	\$1,000,000	900	\$900,000	800	\$800,000	700	\$700,000	600
12. Real Estate	100	\$100,000	90	\$90,000	80	\$80,000	70	\$70,000	60	\$60,000	50	\$50,000	40
13. Retail Stores	1,500	\$1,500,000	1,400	\$1,400,000	1,300	\$1,300,000	1,200	\$1,200,000	1,100	\$1,100,000	1,000	\$1,000,000	900
14. Services	1,000	\$1,000,000	950	\$950,000	900	\$900,000	850	\$850,000	800	\$800,000	750	\$750,000	700
15. Travel	200	\$200,000	180	\$180,000	160	\$160,000	140	\$140,000	120	\$120,000	100	\$100,000	80
16. Unaffiliated	1,000	\$1,000,000	950	\$950,000	900	\$900,000	850	\$850,000	800	\$800,000	750	\$750,000	700
17. Total	10,000	\$10,000,000	9,500	\$9,500,000	9,000	\$9,000,000	8,500	\$8,500,000	8,000	\$8,000,000	7,500	\$7,500,000	7,000

RORABAUGH dropped radio report in 1954, because of lack of station and agency cooperation, and after 15 hard years, switched to tv

PUBLISHER'S Information Bureau compiled radio network billing figures by advertiser and product categories until 1954

would be off the record since some of what they said and thought would be critical of industry associations and elements.

Thus they agreed that radio was putting itself into an also-ran category by not providing dollar data for advertisers and agencies. "Out of sight, out of mind," said one station.

"How do you think I feel," asked another, "when my commuting neighbor, who's with an agency, asks me for dollar data so he can pitch his media people on radio for a new client in the shop and I have to confess they aren't available."

"At least once a week at lunch," said another, "I'll overhear someone talking about a tv buy he just made. But I've never heard anyone boasting about a radio buy!"

"Radio has been so short of dollars data," said one highly respected station researcher, "that we've had to turn to audience composition information to find sales ammunition."

John V. Sullivan, WNEW v.p. and

gen. mgr., expressed it this way. "The availability of dollar data would be proof-positive that the reports of the death of radio have been grossly exaggerated. Too many know how much P&G spends in television, and too few know how much R. J. Reynolds spends in radio. Everyone associates Kraft with Perry Como and tv but few know they also spend a lot of money in radio. We need, and can use, this type of information; without it we're not noticed, not appreciated."

Among the few who don't agree is one executive who says, "what do we have when we get these figures? We'll look bad by comparison to tv's totals. Anytime you publish figures that don't help, then they hurt you. And the only ones interested are those that already know them. Macy knows what Gimbel's does!"

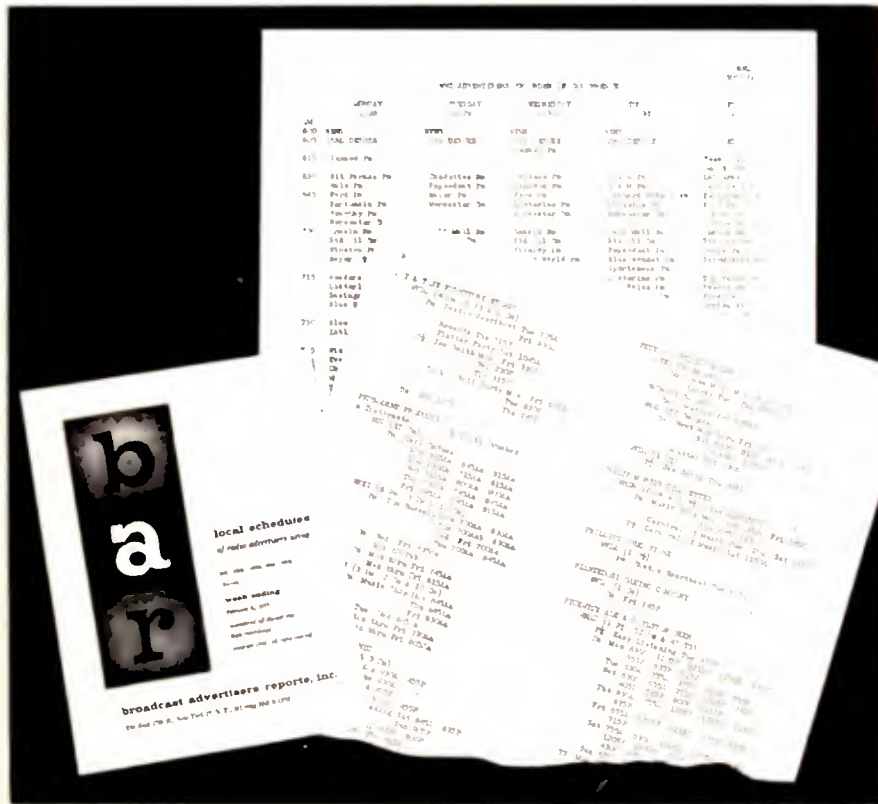
But Wilnot H. Losee, president of AM Radio Sales, says, "If radio isn't seen in the right company then radio won't be bought. Association with success brings an attitude of success

and lack of association can mean a lack of acceptance and a loss of business. And there's nothing small about our business. National spot in 1960, according to the FCC figures, was a \$202 million business; total radio billing was \$560 million. But these FCC figures take too long coming out and they don't go deep enough."

It has been said that diversity of opinion is an instinctive reaction among broadcasters. And such a diverse reaction comes from H. D. Newirth, v.p. and director of Metro Broadcast Sales, who says: "Baloney! Research and facts are coming out of the ears of radio. We're over-researched and under-sold. We don't need more data; that only makes for more excuses for not selling. We need more sell-men and less talk."

Manrie Webster, v.p. and general manager of CBS Radio Spot Sales, is all in favor of providing full dollar data. "I'd like to see it done and would cooperate fully. Association with success is an important fac-

industry cooperation and support



BROADCAST Advertisers Reports started monitoring, and reporting, radio commercials in 1953; now practically out of radio, in television, and in the black

tor in this business. I'd like to see everything but individual station income figures made available; it would help correct the cordial disbeliefs that now prevail."

Stephen C. Riddleberger, president of the ABC Radio owned stations recognizes the need for such information and says "It would be helpful to have it and ABC would be happy to cooperate. It could change the present tendency among some advertisers to put a fraction of their budget into radio to round out a campaign.

Another network president said, "We should have it and I'm all for it. But we've got to be certain that its solid and reliable when we do get it."

The manager of one of the biggest group station operations thinks that providing dollar data "would be healthy and constructive and should be done" and wondered whether this didn't fall into the service area of the Radio Advertising Bureau. "It might be that RAB has put so

much effort into the rest of the country that it has weakened itself in New York where most of the spot dollars are spent."

Stephen B. Labunski, v.p. and general manager of WMCA, New York, spelled out what should be done in detail. As he reasoned, "any information which could theoretically be compiled, i.e., by extensive monitoring, should be furnished voluntarily in the interest of enhancing the importance of radio in the minds of national advertisers and among major agencies." The only information this executive thought should be withheld would be "the sort of detailed blueprint that would be of value to competitive stations."

Martin Stone, president of the Herald Tribune Radio Network, wanted radio to provide more dollar data because "It would have to be an all-industry activity. Right now we spend so much time fighting each other instead of selling the industry in competition with other media that we've made radio a second-rate busi-

ness, staffed with second-rate people, and existing on leftover appropriations. A real industry effort to compile this data would give radio a way up out of the bargain basement in which much of it now lives."

Obviously everyone in the sample reacted to this need for dollar data in terms of his own needs and drives. Thus one rep supported it since it might help agency men in their fight for radio and "radio doesn't have enough fighters among agencies. I know of one smart, creative agency where the media man was so sold on a radio idea that he went into his plans board, fought for it, and won. With more data I could make his job easier and perhaps more agency people would fight for radio. Right now he's the only one I know of."

Others were surprised to learn that RAB did not have such dollar data available, or that the Station Representatives Assn.'s gross billing estimates were not universally accepted as gospel. A sales executive tended to agree that "even if I can't use these figures today I'm in a growing business and in a couple of years I'll really need it. We should be getting prepared now, since it'll take time to do what has to be done."

Invariably the broadcasters with the 'head-in-the-sand' reaction are those with a rough-to-sell station or with operations in markets so far down on the market list as to warrant little national spot revenue.

"Yet," as one veteran station executive put it, "we cannot ignore small market stations. To get comprehensive dollar data we will need the cooperation of stations in the second hundred markets too. You'd be surprised how many station managers and station sales managers don't know what happens in the national spot field.

"New York writes about 60% of all spot. In New York are the top magazine publishers and their sales people, all of whom talk the same language. In New York are the top newspaper reps and they also talk the lingo of Madison Avenue. In New York are the reps of the top tv stations; they too have patterned their patois to what the buyer wants. Only radio, with its 3,600-odd sta-

tions, has not been able to conform. Even the top 10 reps in New York have trouble training their stations to fit the needs of the advertising community.

"Among broadcasters, especially radio men, its always the other operator that is at fault, never himself. Television stations learned to fit their independence and individuality into the needs of their customers. Radio's need for dollar data can be the opening radio needs."

protect the privacy of their customers. The SRA, for example, is on record as being against providing this information: yet some members, as do some stations, do provide it. But there is no overall pattern.

Two things are certain. Just about a year ago the Broadcast Media Committee of the 4As met with the SRA and RAB. The Committee said, in essence, "There is a great need for more complete data than is being provided. Some stations provide

The second known fact is that four different attempts have been made to gather definitive data. Each of these has failed for lack of station support. A fifth is now in operation.

The first of these, going back to the heyday of network radio, was the PIB's dollar data on radio network billing by advertiser and product categories. These reports were discontinued in 1955.

Then there was N. C. Rorabaugh's National Radio Record service started in July 1939. With the cooperation of all 19 radio stations in the New York City market this provided dollar data in network, spot, and local billing by advertiser, by brand, length of program or announcement and time of broadcast.

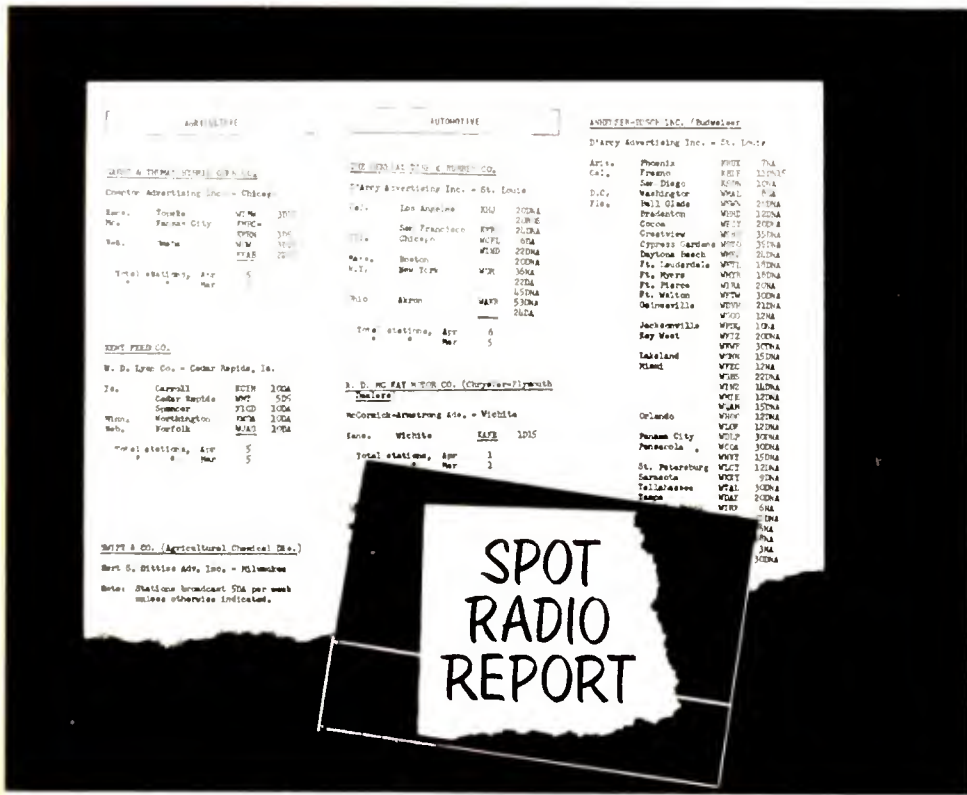
That first issue was the last one. Each cooperating station received a free copy of the report and would neither cooperate nor subscribe the next time, even though the agencies were willing to subscribe.

By 1940 Rorabaugh's Radio Record was a straight agency service activity called Spot Radio Advertising. It was also handicapped by a chronic inability to get full advertiser cooperation in releasing schedules.

By 1954 Rorabaugh moved into tv and sold his radio report to James Boerst, whose Executive Radio Research Service published the Spot Radio Report until 1960. Again a lack of cooperation and support was responsible for the demise.

Meantime, in 1953 the Broadcast Advertisers Reports started monitoring radio stations in 12 markets. They taped off-the-air and provided a commercial roster of every station, cross-referenced by advertiser and by station. By 1960 BAR was out of radio and into television because: a) the stations wouldn't subscribe; b) as the number of radio stations increased it became more costly, thrice as expensive to monitor radio as tv; and e) radio sales people were not as effective with the use of BAR reports as their counterparts in television.

In Los Angeles, in 1958, a group of station men at a meeting of the



JIM BOERST purchased Rorabaugh's radio report in 1954, issued it until 1960 as the Spot Radio Report. His Executive Radio Research Serv. now does dollar data studies for agencies, advertisers

Typical of the individuality of radio operators is their reaction to agency queries for competitive information. Thus it is not unusual for an agency with a beer account to ask stations, "How much beer business have you had in the last quarter? By brand in terms of schedule or expenditure?"

Some stations provide partial answers, some provide none. Some feel the agency is taking an unfair advantage; others that they must pro-

vide more information than others. Not all of it is the same, most do not provide enough, and compared with magazines, newspapers, and television there is not enough material for agencies to really understand radio. Work with us in setting up a joint venture that will benefit all of us."

The SRA and the RAB polled its members and came back with a negative answer. It was too expensive a research effort!

Southern California Broadcasters Assn. decided that they needed dollar data about their market. They agreed to send to a certified public accountant each month their national and local billing figures. The accountant would prepare a total and give each contributor a copy. Thus every station know how his own station was doing in comparison to the rest of the Los Angeles market.

Each station paid \$24 a year for the service, filed figures back to 1955, so that a realistic background of information could be compiled. A group of competitors in the same town were working together for the benefit of all. Eleven stations now cooperate and each benefits. The information is not used competitively but is used effectively internally.

Meanwhile, the agencies turned to Jim Boerst and his Executive Radio Research Service to get the answers to their competitive product questions about stations. Today these surveys, made with agency support and station cooperation, are 80% effective, but the information is never available to the stations.

In 1956 the SRA, using its Gross Billing Estimate Reports, which are prepared by Price Waterhouse using data provided by the rep firms, published the first comprehensive dollar data report in 33 different categories. But here again it was a case of lack of full cooperation on the part of the participants and these figures soon fell out of favor.

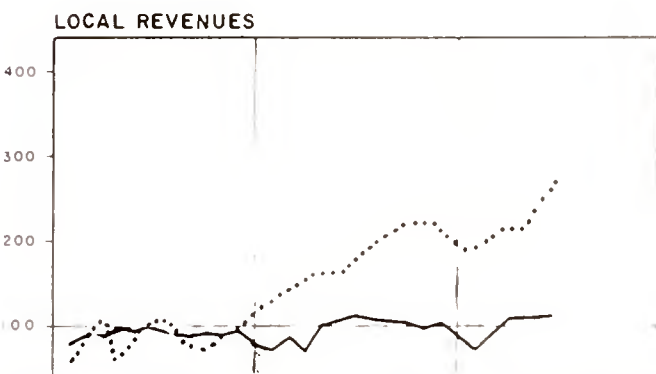
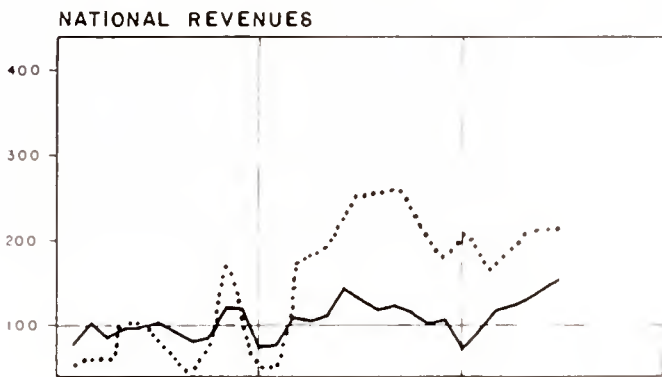
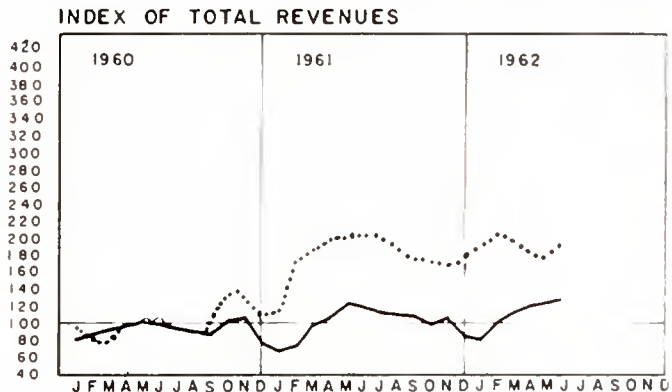
Finally in 1960 a radio time salesman, who had been a station operator and, as he put it, "was hurting for information about his product," devised a report that was, "strictly for use as a sales and program tool. I'm not a researcher and there's nothing slide-rule about my report."

The report is "Metro Monitor," published weekly for the New York market. MM covers the top eight stations in the market from 7 a.m. to 11 p.m., Monday thru Friday. It lists each advertiser, each spot, and each recording. Six stations subscribe and get the report each Monday morning. Each report lists five of the eight stations, and swings one station in.

another out, each week. Thus by the end of eight weeks all eight stations have been fully covered, so every sub-

evident. That radio would benefit by providing it is also apparent. How it might be done and by whom and at

This is Los Angeles dollar data



IN LOS ANGELES cooperating stations send billing to a CPA; receive market totals. Chart of market totals (solid line) and individual station totals (dotted line) shows how individual stations use this information

scriber knows what has happened in his market last week.

That the buyer wants dollar data is

what expense will be Part Two of this SPONSOR special report. It will appear in the next issue.



DURING trial run of Colgate-Palmolive's Choice face soap (featured in three formulae) three 'live replicas' with local acceptance in their towns visited supermarkets where they distributed booklets, toured the city in Choice colored cars and made appearances on local tv stations

RADIO/TV TEST MARKETS '62-'63

➤ Among significant changes in test marketing today is growth of larger market and geographical area

➤ Station reps engaged in big campaigns to increase use of broadcast media for testing of new products

There is mounting evidence that the broadcast media are undeniably among the significant "sink or swim" bodies of water in which to evaluate sales potential of new products and marketing strategies. Station reps, in particular, are pointing up the immense value of broadcasting in test marketing techniques.

"We have known many, many manufacturers to spend too little for testing but we have never known a single manufacturer to spend too much," Arthur C. Nielsen, chairman of A. C. Nielsen Co., observed re-

cently. Speaking on the same subject, Leo Burnett, chairman of the board, Leo Burnett Co., noted that "the public does not know what it wants and that there is no sure way of finding out until the idea is exposed under normal conditions of sale."

In the opinion of the Nielsen organization, which has been conducting extensive marketing tests on new products, improved products, product packaging, consumer advertising, store displays, sampling, couponing, factory packs and other aspects of marketing change, there are some 20

vital steps to successful test marketing in today's highly competitive appeal to the American consumer.

If management is to derive full value from market testing, it is necessary to 1) decide on the primary purpose of the test; 2) plan ahead; 3) set test goals based on the over-all marketing plan; 4) seek the facts; 5) benefit from comparative testing; 6) profit from professional advice; 7) select representative test areas; 8) employ proper research procedures; 9) establish a test base; 10) follow competitor's share of market; 11) welcome exposure to competitive retaliation during the test; 12) examine retailer cooperation and support; 13) wait for repeat sales after the initial purchase; 14) coordinate advertising and promotion; 15) avoid over-advertising or over-promotion during the test; 16) evaluate all possible sales-influencing factors; 17) avoid

interference with the test once it is launched; 18) adjust test findings to changes which occur during the test interval; 19) allow the test to run its course and 20) use a test marketing service whose methods spell accuracy and reliability.

Blair Television Companies this month released a new booklet outlining its marketing-media consumer research service. This service is available on Blair-represented stations and is administered under the supervision of Ward Dorrell, vice president in charge of research of Blair Television Companies. The Blair Test Market Plan, more familiarly known as TMP, is available in anyone of 52 Blair-TV and Blair Television Associate's stations and during the past four years has been used by advertisers and agencies in virtually all of these markets for measuring spot tv effectiveness.

Dorrell told SPONSOR that to date, 115 plans have been completed testing copy approaches, schedule strategy and effectiveness of announcements vs. programs. "TMP is qualitative," Dorrell declared. "It determines the audience's share of mind rather than just share of audience. The TMP technique is a two-step procedure calling for before-and-after research and can be done by personal interview or telephone contact."

According to Dorrell, TMP does not necessarily replace the advertiser's own market testing plans but rather supplements and provides another string to the bow on product and media testing. TMP, in Dorrell's opinion, provides an awareness to the advertiser and agency of the acceptance of a new product and successful means for placing it before the public. He said one market may be used or a multiplicity of markets. As many as 15 markets have been used by one advertiser, Dorrell said.

TMP may be used to measure brand awareness, sales results, proper approach to copy, acceptance of a new product, effectiveness of different media, one spot tv technique vs. another, corporate image of the campaign, impact of copy and packaging appeal.

TMP has been used by such large firms as General Foods, Colgate-Palmolive, B. F. Goodrich, General

Mills, Standard Brands, J. B. Williams, Bristol-Myers, Lestoil Products, P. Lorillard Co., Studebaker Corp., Union Carbide, Philip Morris, and many others. Dorrell said that TMP was a "foolproof" way of testing the effectiveness of a test market tv campaign, moreover, without a cash outlay for research. TMP, he explained, involves no expense to agency or to advertiser other than normal media costs.

Indications are that the range of test sites are being widened constantly. True, one sees a hard core of cities listed year after year as favorites for test marketing, but in recent times there has appeared valuable research information from station reps and other interested parties making the point that the list of test markets should be widened and offering valid reasons for so doing.

In an effort to make some advertisers and their agencies aware that there are some other "natural test market buys" around, The Katz Agency is about to release a carefully prepared document on present-day test markets.

"We have had an increasing number of questions about test markets and test marketing from the television salesmen at The Katz Agency," Kenneth Mills, associate director of research and promotion, told SPONSOR last week. "To better equip them to answer these questions when tossed at them by advertisers and agencies, we undertook to compile, for markets in which there is a Katz-represented television station, data on some of the basic test marketing criteria."

Mills and his colleagues at The Katz Agency believe they have produced a useful tool in evaluating, for test market purposes, both these markets and the media available in them. Mills said the compilation was arrived at after numerous conversations with marketing people at both the advertiser and agency levels.

"We are hopeful that this test marketing study will give our salesmen some valuable ammunition in talking test markets," Mills declared. "In addition we would like to think that there may be, for advertisers and agencies, some eye-opening information on markets not usually recog-

Station rep execs boost test marketing in active broadcast media campaigns



STATION representatives are providing valuable ammunition in selling test markets. (Top) Ward Dorrell, v.p. in charge of research, Blair Television Companies, and (below) Kenneth Mills, associate director of research and promotion, The Katz Agency

nized as 'natural test market buys?'

How are test markets selected? The Katz Agency, after many interviews with marketing experts at national advertisers and agencies, came to the conclusion that there is no magic formula. "In fact, there seem to be as many formulae as there are market objectives," Mills asserted.

But marketing men, according to

Mills, agree that the following factors weigh heavily in most choices: market (metro area) size, market typicality, market isolation, media facilities and media balance.

The Katz Agency, in this compilation, sets down for each of the markets in which there is a Katz-represented tv station, some of the more important criteria used. The tabula-

tion is divided into three parts: Part I entitled "Metro Area Market Data" includes tables showing total population, total households, percentage breakdown of households by income groups, effective buying income per household, total retail sales per household, total retail sales as percentage of effective buying income, food store sales per household, number of food

Major national companies using two spot television markets

Brand

1st quarter 1962

1st quarter 1961

American Chicle Co.

Coughets—Cincinnati, Spokane

Chiclets—New York, Philadelphia

American Home Products Co.

Children's Anacin—Sioux City, Iowa; Columbia, S. C.
 Chef Boy-Ar-Dee Beefaroni—Baltimore, Providence
 Melody Line fabric brightener—Omaha, Columbus, Ohio
 Wizard deodorizers—Fresno, Tulsa

Bisodol—Columbus, Ohio.; Houston
 Sleep Eze—Wichita; Charleston, W. Va.

Beecham Products, Inc.

Eno Effervescent—Wichita, New Orleans
 Silvikrin shampoo—New Orleans, Albuquerque

John H. Breck, Inc.

Breck stroke & color—Phoenix, Evansville

Bristol-Myers Co.

Decongel—Evansville, Columbus, Ohio
 LBQ—Denver, St. Louis
 Softique bath oil—Atlanta, Kansas City, Mo.

Carter Products, Inc.

Colonoids—Evansville, Ft. Wayne

Colgate-Palmolive Co.

Ad Tabs—Portland, Me.; Dayton

Cashmere Bouquet soap—New York, Cleveland
 Vam hair tonic—Kansas City, Oklahoma City
 Vel soap powder—Kansas City, Mo.; Johnstown, Pa.

Food Mfgs., Inc.

A-1 candy—Boston, Dallas
 Petite candy bar—Baltimore; Lincoln, Nebr.

General Foods Corp.

Brim breakfast drink—Albany, N. Y.; Columbus, Ohio
 Kool Aid—Honolulu, Meridian
 Sanka instant coffee—Watertown, N. Y.; Bellingham, Wash.
 SOS soap pads—New York, Philadelphia
 Twist powdered drinks—Denver, Syracuse

Jello gelatin dessert—Philadelphia, Dallas
 Jello pudding, pie filling—Watertown, N. Y.; Bellingham, Wash.
 Rally dog food—Watertown, N. Y.; Bellingham, Wash.
 Sanka instant coffee—Watertown, N. Y.; Bellingham, Wash.

General Mills, Inc.

Safflower Oil—Syracuse, Columbus
 Betty Crocker pancake mix—Sacramento, San Francisco

Bisquick—Denver, Buffalo
 Danish sweet rolls—Baltimore, Norfolk
 Gold Medal flour—Louisville, New Orleans

Gillette Co.

Paper-Mate pens—Baltimore, Cleveland

*Source: T. B.

stores, percentage of food volume by chains, percentage of food volume by leading chain, drug store sales per household and number of drug stores.

Part II of the Katz Agency compilation is concerned with data on tv coverage, rates, etc., and presents tv stations represented by Katz, tv homes in total market area, highest 20-second rate in market, market cost-

per-1,000, concentration of tv circulation and penetration from "outside" tv stations.

Part III lists local media: tv stations, radio stations and newspapers. There is one market to a page. Tv stations are broken down by call-letters, channel and network; am radio by call letters, frequency and power; newspapers by title and pub-

lication schedule, circulation and availability of ROP color.

Although some ad agency marketing development chieftains regard big cities as too expensive for testing purposes and in some instance as "freakish" insofar as results are concerned, there has been nevertheless a marked tendency, SPONSOR editors (Please turn to page 50)

as "test tools" for their new brands and products*

Brand

1st quarter 1962

1st quarter 1961

Kellogg Co.	Gold Medal spaghetti—Chattanooga, Knoxville	Gold Medal noodles—Tucson, Los Angeles Gold Medal spaghetti—Roanoke, Bluefield
Lestoil Products, Inc.	Sparkle & Pine—Detroit, Scranton	
Lever Brothers Co.	All Handy Pack—Ft. Wayne, Toledo Hum detergent—Jacksonville; Harrisburg, Pa. Lifebuoy soap—Honolulu, St. Louis Lucky Whip—Cleveland, Youngstown Swan liquid detergent—Honolulu, Bellingham	Spry—Buffalo, Philadelphia Starlite shampoo—Indianapolis, Syracuse
Miles Laboratories, Inc.	Miles after-shave lotion—Rockford, Ill.; Ft. Wayne	
Noxzema Chemical Co.	Cover Girl make-up—Ames, Binghamton, N. Y.	
Pharmacraft Labs.	Fresh Deodorant—Los Angeles, Boston	
Pillsbury Co.	Nine Flavor cake & frosting—Washington; Columbus, Ohio Pie Crust Mix—Washington, Baltimore	Casserole Mix—Davenport; Utica, N. Y. Hot Roll Mix—Rockford; Utica, N. Y. Pancake Mix—San Francisco; Utica, N. Y.
Procter & Gamble Co.	Pert shampoo—Denver, Nashville Thrill liquid detergent—Buffalo, Seattle-Tacoma Whirl liquid shortening—Wichita, Youngstown	American Family detergent—Chicago, Rockford Lilt shampoo—Louisville, Ky.; Wilkes Barre, Pa. Whirl liquid shortening—Great Bend, Kans.; Wichita
Ralston-Purina Co.	Cat Chow—Ft. Wayne, Spokane	
Simoniz Co.	Tone Furniture Polish—Honolulu, Toledo	
Sterling Drug, Inc.	D-Con insecticide—Charleston, W. Va.; La Crosse, Wis.	Calorid—Los Angeles; Columbus, Ohio Dr. Caldwell cough syrup—Jackson, Tenn.; Odessa, Tex.
Warner-Lambert Pharma. Co.	Formula S—Omaha, Syracuse Listerine Dentifrice—Birmingham, Ala.; Johnstown, Pa. Oculine eye pads—Ft. Wayne, Knoxville	



CONDUCTING a final taste-test on H. J. Heinz Company's baby food line which has been cooked by a new patented process (using steam) are four of the firm's chief executives (l to r): B. D. Graham, executive vice president-U.S.; Frank Armour, Jr., president; Henry J. Heinz II, chairman of the board, and C. L. Rumberger, vice president, research quality and control. New process cuts cooking time from 30 minutes to less than 5 secs.

Spot tv adds variety to Heinz buy

➤ Spot tv, used for first time on behalf of baby food line, gets 40% of \$2.5 million budget; net tv gets 20%

➤ Spot buy—prime time on 62 stations in 27 markets—is designed to extend reach to both consumer and trade

The H. J. Heinz Company's five-month, multimillion-dollar advertising campaign which began in May on behalf of its new steam-locked cooking process and new label for its 117 baby foods, will reach a peak effort within the next few weeks, combining the use of eight NBC TV daytime programs, prime-time spot tv (being used for the first time) on 62 stations in 27 top markets throughout the country; four-color spreads in 17 women's interest magazines, many of which are sold in super-

markets, and newspapers in selected markets.

The huge, three-media effort (trade sources indicate the total cost is about \$2.5 million, of which \$1.5 million is allocated to tv) will also tell new mothers, via a nationwide program of direct mail and maternity hospital mailings, how the "technological breakthrough in food processing" will benefit them and their babies.

Claiming that the "nutrition-guarding" cooking process for

Heinz' baby food line "deserves all the support we are putting behind it," Heinz president Frank Armour, Jr., explained that "the process is the final result of several years of steady research and recipe collaboration between Heinz scientists, chefs, and process engineers.

"With this new patented process," he continued, "cooking is done with a compact, continuous pressurized flow of food. Each individual particle of food, the food technologists explain, is suspended in and surrounded by steam for just the instant required for its proper cooking. . . . This pares the total cooking time from 25 to 30 minutes to from a fraction of a second to five seconds." The food is then sealed without delay in jars, except for 11 juices which are canned.

"The main reason for going into

spot tv, and prime time at that, was to supplement our (Heinz) daytime reach on our regular network tv programs," according to account executive Rod Burton of Maxon, Inc. (Detroit), which handles Heinz' advertising.

Burton explained that Nielsen figures show that the Heinz daytime commercials reach one-half of the tv homes in the United States on a four-week basis. In addition to reaching more new mothers, he added, the spot tv buy provides a dramatic introduction of a new product improvement and new package to the consumer and to the trade.

For this reason, Burton explained, the spot tv budget was apportioned 40% of the whole, roughly speaking, while network tv, magazines, and newspapers received 20% each.

The network buy, which extends from early morning to mid-afternoon, includes *First Impression*, *Concentration*, *Play Your Hunch*, *Truth or Consequences*, *Loretta Young*, *Price Is Right*, *Here's Hollywood*, and *Father Knows Best*.

Jim Gordon, Heinz advertising manager, said that the company gets from four to five one-minute commercials a week on the eight NBC TV shows on behalf of baby foods. Approximately eight minutes are devoted to other Heinz products.

On spot, about six 20-second mes-

sages are aired a week on each of the 62 stations, he said.

"Of course, it's much too early to gauge consumer reaction to the spot campaign," Burton said. "but a tour of 21 of the 27 spot markets shows that the spot tv campaign has been received favorably by the 'Heinz family' in those cities. We've had good reaction."

In addition to the network and spot tv activity, a three-month, cross-country circuit of publicity appearances on tv stations is being made by Miss Alice Yakulis, nutritionist and baby food counselor. The schedule was arranged by Ketchum, MacLeod & Grove, Pittsburgh advertising agency which handles corporate, product-promotional publicity for Heinz.

Heading East soon, Miss Yakulis already has appeared on tv programs in Pittsburgh, Youngstown, Louisville, Columbus, Kansas City, Dayton, Cincinnati, Memphis, Nashville, and St. Louis.

Miss Yakulis usually appears on women's programs during the daytime. Averaging about eight minutes a show, she describes the new process but emphasizes nutritional benefits, increased retention of natural vitamins, brighter and more natural food colors, etc.

She has also represented Heinz at exhibits at the recent American Med-

ical Assn. convention and nurses' conventions.

As for the direct mail and in-hospital mailings aspect of the campaign, a new package with a booklet was mailed for the first time in June to hospitals all over the country in a quantity which is expected to reach a majority of new mothers. (For competitive reasons, the firm would not disclose the number of mailings.) The mailings are sent to hospitals monthly, along with cards addressed to hospital officials to see that the packages are being sent to the right departments, and in sufficient number.

Each package contains a booklet listing the ABC's of baby feeding; premium offers: a special offer on baby pans; a special letter to the mother; coupons which can be redeemed at local markets, and a promotion leaflet explaining the new process. This package replaces a booklet which had been sent to hospitals for the past three years.

The direct mail campaign began in July with 13,000 mailings to pediatricians and 20,000 to nurses throughout the country. A mailing usually consists of any of eight pieces of literature themed to prenatal care of the mother or care and feeding of the infant.

Presently, the booklet in this group (Please turn to page 52)

OLD AND NEW: redesigned label (r) features a new 'Heinz baby' and diminished emphasis on the 57-keystone logo to aid consumer shelf identification. Easy-serve jar also is new

A KEY man in the massive, three-media campaign is Jim Gordon, Heinz adv. mgr.



SAN FRANCISCO'S AD WORLD—

- ✔ 125 Bay Area agencies rack up \$140 million annual billings in a non-Madison, non-Michigan Ave. climate
- ✔ Creativity, western-style, media-buying keyed to outdoor living are typical San Francisco trademarks

What's the ad business like in San Francisco? Ask that of any genuine Bay Area booster and you're apt to be greeted with a spate of Chamber-of-Commerce-type prose that will either send you reeling speechless back to Madison, Michigan, and other typical ad alleys of the nation, or (and this is likely too) will have you chucking your job, packing your bags, and making your get-away to the Golden Gate by the next jet.

That's one of the troubles in trying to make any objective assessment of the San Francisco advertising scene. So much local pride, regional pride, and 13-state western pride persists in getting in the way.

Recently, however, SPONSOR did attempt a modest San Francisco "ad image" survey. Our findings:

- The Bay Area advertising world is an entirely different kind of cosmos than that found in any other American city, including Los Angeles.

- Its characteristics are influenced by the San Francisco cultural tradition, by the peculiarities of western living, and by the pioneer qualities of youthfulness, friendliness, openness, and cooperation.

- It demonstrates an extraordinary interest in advertising club and association work, certainly more than New York and probably more than any other city in America.

- It emphasizes creativity in almost every phase of the business, particularly copy, tv, and media buying.

- It is, in itself, a very substantial advertising center with approximately 125 Bay Area agencies sharing over \$110,000,000 in annual billings.

Among San Francisco agencies, a number are branch offices of New York based firms (BBDO, N. W. Ayer, Y&R, JWT, Grey, K&E, L&N, C&W, McE, D-D-B, FR, C&H, FC&B) which handle substantial billings. But they no means overwhelm the such well-established West Coast shops as Guild, Bascom & Bonfigli,



ITS PRIDE, PATTERNS, PEOPLE

Honig-Cooper & Harrington, Johnson & Lewis; and others.

Competition for regional business is very intense but just as strongly attractive. Carnation Company, Hunt's Food & Industries, California Packing, and Kaiser Industries are all based in the region. Carnation ranks 64th among the nation's top 100 sponsors with the other three are not far behind.

Nationally-famous coffee trade names Hills Brothers, Folger's, MJB and S&W, heavy advertisers in broadcasting, are all centered in San Francisco.

The nation's leading wineries, big air spenders with annual budgets totaling over \$15 million, are in the West and carry their product names coast-to-coast: Gallo, Guild, Italian Swiss Colony, Christian Brothers, Santa Fe, etc.

Other nationally-famous brand names based in the West: Sunkist, Dole Pineapple, Foremost Dairies, Mattel Toys, Purex, Squirt, Star-Kist Tuna, Vic Tanny's Health Clubs, Tidewater Oil, U. S. Borax, S.O.S., Van Camp Seafoods, Contadina Foods, and Shick Safety Razors.

The nation's booming electronics field has headquarters concentrated in the San Francisco-Bay Area, particularly in Santa Clara and San Mateo counties. And on the heavy industry side, there are a number of multi-million-dollar advertisers, notably Boeing of Seattle, Convair of San Diego, Douglas at Santa Monica and Lockheed of Burbank.

Spot tv salesmen reaped a golden harvest this past year with around 700 advertisers in the area spending close to \$60 million, twice the amount obtained by tv networks from the same clients. Spot radio tallied \$10 million, while network radio totaled slightly over \$1.5 million.

Honig, Cooper & Harrington topped the agency list of spot tv buyers, spending \$3.4 million for Clorox, a division of P&G, and \$3.0 million for United Vintners' Italian Swiss Colony and Petri Wines. Other advertisers who used spot tv exclusively in the broadcast field were: Gallo Wines (BBDO), \$2.8 million; Hills Brothers Coffee (N. W. Ayer), \$2.7 million; MJB Coffee (BBDO), \$1.5 million; Folger's

Coffee (FRC&H), \$0.3 million; S&W Coffee (D-D-B) \$0.1 million; and Foremost Dairies (GB&F), \$0.1 million.

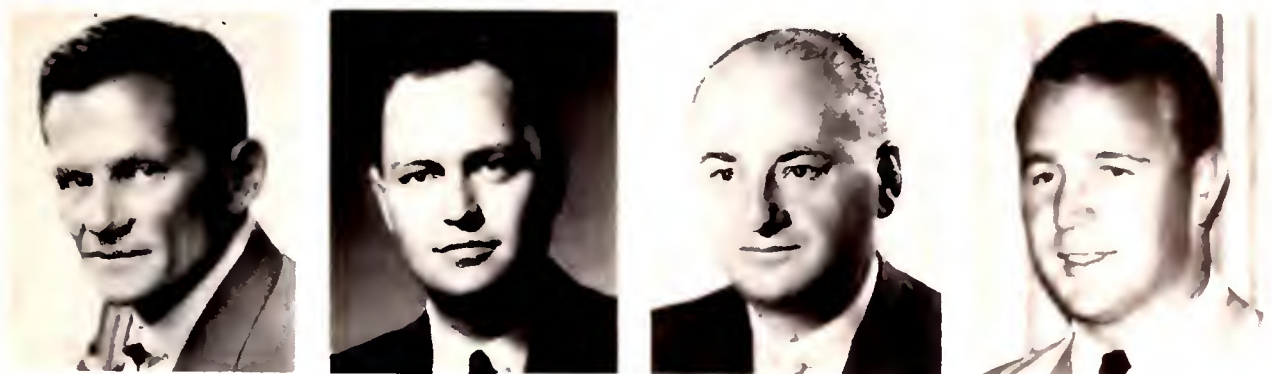
Kaiser Industries (YAR) put their entire air budget of \$5.5 million into network tv, Ralston Cereals (GB&F) put \$5.5 million into network tv, \$0.6 million into spots.

San Francisco admen see their situation as essentially unique, with such factors as the city's cultural heritage and the necessity of accommodating to western ways, continuing to mold both their product and image. Harry A. Lee, v.p., JWT and president, San Francisco Chamber of Commerce, articulates the consensus:

"It is natural that some of the many cultural influences of San Francisco and the peculiarities of western living would be reflected in the advertising created here. Also, San Francisco agencies place considerable emphasis on creative media planning to take full advantage of the living habits of western families.

Another summary statement of the "spreading" Bay picture is found in this commentary by John W. Davis, secretary-treasurer and media direc-

Four of San Francisco's top advertising leaders



AD LEADERS—(l-r): Harry A. Lee, v.p., J. Walter Thompson, pres., SF Chamber of Commerce; Charles R. Stuart, Jr., adv. mgr., Bank of America, president SF Ad Club; John W. Davis, sec'y.-treas. and media dir., Honig-Cooper and Harrington, chmn., Western Region of 4As; Ray Sweeney, account executive KNBC, president San Francisco Junior Ad Club

tor of Honig-Cooper & Harrington, chairman, Western Region, 4As:

"The rapid growth of the West has resulted in a new understanding of the differences in western living. Media buyers everywhere have had to adjust media patterns to fit such factors as lower daytime television viewing and greater use of car radios. While these differences may present a problem, they also offer unusual opportunities to the skilled

media researcher."

Undertakings such as the annual "Best In The West" competition give substance to the claim of a western affinity and direction. Sponsored by the San Francisco-headquartered Advertising Association of the West (AAW), which has 24 member organizations in the Bay Area who as a group may be said to form the core of the Bay ad business, the 1962 Denver-held competition received en-

tries from agencies in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Washington, Wyoming, Utah and British Columbia.

The over 700-member San Francisco Advertising Club picked up the tab on a 30-minute technicolor motion picture depicting the people and work behind 31 winning ads submitted for all media at this AAW-sponsored competition. Produced by Joel Goldfus (BBDO, San Francisco) and filmed by Florence and Dick Fowler (San Francisco), the film was a feature attraction at a San Francisco Ad Club luncheon, the Sheraton-Palace 15 August, presided over by Charles R. Stuart, Jr., president, San Francisco Ad Club, ad manager, the Bank of America.

Prints of the film have been made available and interested parties may contact the AAW, World Trade Center, San Francisco. The only charge is the cost of mailing.

In a similar type venture, the San Francisco Junior Ad Club, a 100-member adjunct of the SF Ad Club for ad people under 28, headed by Ray Sweeney, account executive at KNBC, produced at their own expense a series of 35mm color slides dedicated to advertising and entitled, "A Better Mouse Trap."

Provided with in-person narration supplied by club members, the slides have been shown at schools, colleges, junior colleges and at various clubs throughout the area and other Western parts. The Junior Club follows up the presentation with research into student and organization reactions.

As if not to be outdone, Bay Area broadcasters, combined in the San Francisco Radio Broadcasters Association and headed this year by Elmer Wayne of KGO, produced a 15-minute tape, "The 3 R's Of Bay Area Radio Repeat, Remember, React," for advertisers and agencies. It is also available free of charge to similar radio groups or to individual stations. The tape is accompanied by a complete written and pictorial presentation elaborating on the tape's data.

Charles W. Collins, exec. v.p.,
(Please turn to page 50)

What San Francisco stands for



Among prominent admen who have helped fashion San Francisco's unique advertising image are Charles W. Collier, exec. v.p., Advertising Assn. of the West (I), and John H. Hoefler, pres. and bd. chmn., Hoefler, Dieterich and Brown. From interviews with them and other agency, advertiser, and media executives, SPONSOR has put together the following list of characteristics which seem most typical of San Francisco's advertising climate. The list is, of course, in no sense "official" nor does it represent the personal opinion of any adman interviewed. It aims only to summarize "what makes San Francisco advertising different."

1. Pride in San Francisco culture and traditions, and strong faith and belief in the future of the 13 western states.

2. Creative advertising copy, influenced by the western qualities of friendliness, openness, humor, inventiveness.

3. Creative media buying, particularly in the development of media plans to fit the special conditions of western living.

4. Highly expert knowledge and use of tv and radio spot because of the substantial number of large regional accounts.

5. Strong, well-supported associations and clubs, and participation by admen in many types of civic affairs.

COMICS UP, MYSTERIES DOWN

✔ Medical dramas, situation comedies lead the list of shows in good favor with sponsors, public this year

✔ Suspense-mystery shows down, others remain steady, TvQ analysis of three years of tv programming indicates

Programs on tv rise and fall in favor in the public eye as mysteriously as dynasties come and go in the scope of history. The act of giving the public what it wants is not so easy, for the public itself wants something different each year.

That something different is what the sponsor seeks to find, in order that he may continue to have his finger on the public pulse. How does he find it?

One method of determining which type of program is doing well is to count the number of *new* programs in that category going on the air in a particular season.

For data on trends in program popularity during the past three years, SPONSOR went to TvQ, the qualitative tv service which operates as a division of Home Testing Institute, Manhasset, N. Y. TvQ analyzes the basic appeal of programs for its clients, to agencies and tele-

vision networks. To detect trends, TvQ charted the TvQ scores of various program categories over the past three tv seasons, 1959-60, 1960-61, and 1961-62. (See table, next page.) Here are highlights of their observations:

- Situation comedies have been the most consistently popular type of new show.

- Medical dramas have been such a fantastic success that they now are a category of their own, not just part of the "drama" group.

- Next year will witness the complete—if not necessarily permanent—collapse of what was once a healthy trend. There isn't one new suspense-mystery show scheduled and the number has declined steadily in past years.

The TvQ analysis is based on the new shows which are on the air as of April in each season. These include replacements, says TvQ, regardless of

when they premiered. The study excludes new shows that left the air before April.

To determine a program's popularity, TvQ interviews viewers to find out 1) whether he is familiar with a program and 2) if so, how well he likes the program. Interviews are conducted with men, women, teens, and children, so that TvQ is able to tell how much of a role each group plays in the success of television shows.

For example, the firm notes a very slight increase in the basic appeal (TvQ scores) of all new shows during the past three years. However, the increase seems to originate almost entirely with women, who gave the 1961-62 season new shows an average score of 27 compared with 21 for 1959-60 shows.

Here is a rundown of the type programs TvQ ascertains to be popular in the coming season.

Situation comedies. These shows have been the most consistently popular type of new program for the past few seasons. This has been somewhat justified, says TvQ, by the slight year-to-year increase in their "Q" score. However, the category as a whole is still a little below average in appeal. Only the women have

TvQ observes trends in three program categories



STRONG AND WEAK elements in programming are noted in three program categories. Situation comedies (1) continue steady popularity with 11 new shows on tap. Dramas are up this fall with five new entries. Hitchcock endures, but no new suspense-mystery shows ahead

gone up in "Qs." Men have remained level in their opinions and appeal to teens and children is down slightly (see chart). Eleven new situation comedies will debut this fall, including the *Lucille Ball Show*.

Dramas. The trend is definitely up in the number of new drama shows, and the rising level of appeal seems to justify it, TvQ indicates.

The appeal is up in every age group. Five new drama programs are to start this fall.

Medical dramas. TvQ has separated medical dramas from others because they have been such a fantastic success they would distort the analysis. They seem well on the way to starting a trend of their own, with two ones scheduled for next year,

The Nurses and *The Eleventh Hour*, both one-hour shows.

Quiz programs. These programs reached their highest level of appeal for the three-year period in the 1960-61 season. This year the Qs for these programs declined in all instances although three new programs went on the air—the largest
(Please turn to page 53)

Comparison of new programs by category for past 3 seasons

New evening network programs	Number of programs	Familiarity	Total sample	Average TvQ			Children
				Adult males	Adult females	Teens	
Adventure							
April '60	6	47	31	27	23	43	57
'61	6	43	29	25	23	41	45
'62	2	36	28	20	22	43	41
'62-'63 season	6						
Situation comedy							
April '60	5	52	26	18	19	41	59
'61	12	56	27	19	22	35	53
'62	12	50	28	18	23	38	54
'62-'63 season	11						
Documentary & news							
April '60	1	36	39	39	42	30	35
'61	2	28	26	32	25	11	23
'62	3	49	34	37	36	17	26
'62-'63 season	1						
Drama							
April '60	1	49	20	15	23	17	16
'61	2	40	24	21	25	27	36
'62	5	55	27	24	27	33	36
'62-'63 season	5						
Medical drama							
April '62	2	64	50	38	54	60	64
'62-'63 season	2						
Suspense-mystery							
April '60	9	48	31	29	25	43	44
'61	8	47	30	28	27	41	35
'62	4	42	29	27	26	35	37
'62-'63 season	none						
Western							
April '60	11	48	28	26	19	41	52
'61	4	52	27	29	16	39	38
'62	1	54	31	25	22	38	57
'62-'63 season	3						

FAMILIARITY column represents percentage of viewers TvQ interviewed who were familiar with a program. The average TvQ, total sample, represents the percentage of those viewers who are familiar with a program and indicate that this specific program appeals to them

WHAT TV WILL BE LIKE IN 1970

➤ Noted ABC news commentator Howard K. Smith evaluates tv's problems and predicts some changes

➤ News and public affairs will grow in importance as tv explores new material in "the world of reality"

SECOND IN A SERIES on the future of television, this article's material was drawn from a Howard K. Smith News and Comment telecast on ABC TV, "The Short Hectic Life of Television." In his telecast Smith evaluated the problems of television today and suggested its role in the future. Before joining ABC news in December 1961, Smith was with CBS for 20 years, serving as chief European correspondent and later as chief correspondent and manager for the network's Washington Bureau.

Television is one of the most remarkable—and frightening—features of a remarkable time. Today, 90% of American homes have television

sets. That is more homes than have plumbing or telephones. And, the average television set is on and being watched five hours a day. When you consider that we only have about 16 waking hours of life each day, the American people are devoting nearly a third of active life to looking at this box. Put another way, in the next 10 years, the average American will devote two complete years to nothing but staring at the tv screen.

Ed Murrow once called the medium "a sword rusting in its scabbard during a battle for survival." He said, "Look now; pay later" should be its slogan, for—he went on—we shall pay dearly in future years to come for letting it insulate us from the de-

manding real world about us.

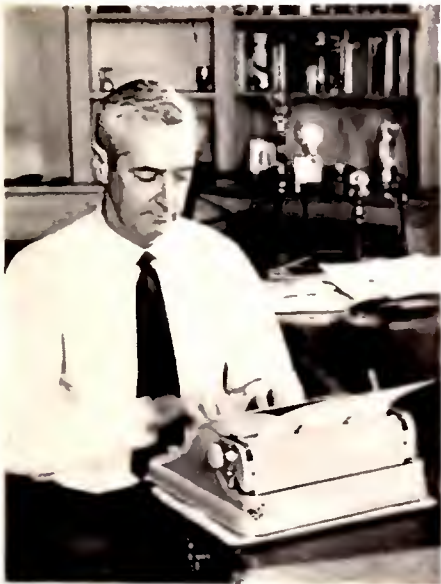
I venture the conclusion that television deserves all the comment, study, and criticism it can get.

In defense of television it should be said that the medium has become the nation's whipping boy. Parents too lazy to discipline their children say television makes them ill-behaved. Communities unwilling to support a decent police force for their growing populations blame television for crime.

In criticism of television it should be said that violence is inexcusably excessive. But the really serious criticism of this new medium is that, with the American people watching it five hours a day, it sets the spiritual climate of our civilization; and that, unfortunately, that climate is tending towards mediocrity.

Why, then, is this so?

I believe that the chief villain is a circumstance. That circumstance is the ally of all those who would misuse television, and the enemy of all those who strive to make something worthwhile out of it.



Howard K. Smith makes predictions

1. The average American will probably devote two of the next 10 years to watching tv.
2. To satisfy tv's voracious appetite, more and more films will be used, even drawing from Hollywood's current stocks.
3. There'll be a complete exhaustion of formula themes now being used—such as cowboys and private eyes.
4. News, public affairs, and drama programs will improve the most, due to public demand.
5. We will see radically new and different types of programs.
6. Entirely different approaches to reporting reality will be developed in the next 10 years.
7. Educational tv will not become a real challenge to commercial tv. I think it will come slowly.
8. Pay tv will be able to compete with network tv.
9. A government tv system (similar to BBC) is not foreseeable.



"THERE is not enough ingenuity or talent in this world to fill all the time tv demands with good material," said hard-working Howard K. Smith

Far and away the chief problem of television is its wildly voracious appetite for subject matter. It wolfs down material as though its stomach were a bottomless pit. There is not enough ingenuity or talent in this world to fill all the time tv demands with good material.

The way television wolfs down material and uses up people is a permanent depressant on standards.

That problem is going to grow more difficult. At present television fills out considerable time with old movies, drawn from the years when Hollywood turned out several hundred movies a year. The time is coming when the industry will have to draw on Hollywood's present production of feature films which number only in the teens. That time may well coincide with the complete exhaustion of the formula themes now being used and over-used like cowboys and private eyes.

Television can thus look ahead to a very grave crisis of subject matter.

That is the problem. Now, we offer a possible solution.

There is one branch of subject matter that renews its material every day. It is *The Wonderful World of Reality*.

There is more real gripping drama on the streets of Birmingham, Alabama and New York City every day than on all of television's soap operas together. There are more fascinating miracles being wrought in our laboratories and factories each day than appear in the Bible.

We cover the real world with markedly happy results already, still in a primitive way. The late afternoon daily news programs of the three networks attract a total audience of from twenty to forty million people.

The rise of documentaries in recent years has produced some television classics.

Like the story of the struggle in Portuguese Angola, an *NBC White Paper*—a survey of conditions which

may turn Africa into a keg of dynamite in the foreseeable future.

Or the report on the "Okies" of today's America—the migrant workers—a bold *CBS Reports* documentary entitled "Harvest of Shame."

Or the prize-winning ABC News documentary entitled "Walk in My Shoes," a picture statement for our 90% white people of what it is like to be a Negro in the present-day U.S.

Television's greatest hours have already derived from contact with the world of fact. Its fictional dramas based on reality have been markedly more absorbing than its oat-burners and private dick shows about people and situations that never existed or could exist. I mean plays about real people like *Playhouse 90's* story about the union boss who rose from poverty to corrupted power; some of the *Arm-real* situations; some early installments of *The Untouchables* which were dramatizations of real events.

Television and the real world were

meant for each other. The crisis of subject matter should make them stop resisting and get married. The proper pre-occupation of mankind remains Man but it has to be real men—not those with blanks in their guns and ketchup on their shirts.

Television is wearing threadbare all its present formulae. The crying demand for new approaches is bound to produce quite a few new ones. I firmly expect entirely different approaches to reporting reality over the next ten years. At present we are not extracting either the drama or the meaning from events, such as the death of Marilyn Monroe or the crisis of the Alianza with Latin America. The world is really a very fascinating place and our reporting of realities brings out only about 20% of the fascination, and our drama is down to about 2%. It seems to me this is bound to change. But it is in the nature of new things that it is hard to foresee exactly what they will be.

I believe tv reporting became over-fascinated with pictures. I want to restore words and meaning to pictures. The celebrated dictum that a picture is worth a thousand words is not true. But belief in it has led to a new way to combine words and pictures. Most documentaries today are strictly pictures with captions uttered by a pleasant or authoritative voice, with some bromide to tie the knot of finality at the end. I am trying, and one day expect to succeed, in restoring the combination of words and pictures and opening people's eyes to whole new aspects of the world we live in. Anyhow, I'm trying. I hope Hollywood's influence declines. It is a formula mill.

But there are already changes, and by 1970 there will be substantially more. I think news and public affairs reports have improved considerably. I think comedy and musical revues (*Sing Along With Mitch*, and the *Garry Moore Show* and many others) are already good. Tv's weakness—which has been growing perceptibly worse—is in drama. I am not sure why things have grown better and worse, however.

I think that news and public affairs have the best chance of improving due principally to demand. The criti-

cal over-consumption of subject matter will draw on the world of reality more and more and create a challenge that may be highly productive. Drama has the greatest room for improvement, but I simply cannot predict. Its weakness is doubtless in part due to mixing tried formulas to get ratings—but also I think it may be deeper than that, no one have ever discovered exactly why some periods in history have produced great literature and others have been barren. Movies are pretty bad these days, too. They strive to be odd or shocking as in the *Nouvelle Vague* of European movies. In America progress is limited to finding new shapes of screen and longer hours of duration. These are all symptoms of decline: the quality of the story and the telling of it are pretty poor. So maybe tv is just the most beat-up of drama mediums in a time when all are in poor state.

I do not know whether pay tv has a prospect or not. I suspect it won't make much difference. If it begins to turn out better things, the networks will either out-compete it, or else they will buy it and run it. I am not suggesting that this is either good or bad.


One false charge against television is that it has killed conversation. Frank Lloyd Wright called television "chewing gum for the eyes." Marguerite Higgins said television is a case "of the bland leading the bland." Someone else said "television is all for the eyes, not for the brain; the next generation will have eyeballs as big as canteloupes, and no brain at all." On the contrary, nothing has brightened and enlivened conversation so much.

It is a curious view of human affairs for one who believes circumstances determine so much of history, but I believe that you get good tv when a good and strong individual decides to make something good, and over-rides objections. A long time ago, William Paley used to be such an individual. In England, the influence of Sidney Bernstein of Granada productions is a parallel. He simply decided to do some bold programs (like on mercy-killing whereof I

was narrator) and would not listen to warnings that they might fail or offend. So—the networks can outdo pay tv if the men in charge have the stuff and insist on doing it better.

I'm afraid educational tv will not be a threat to commercial tv either. It takes considerable money to do good tv. Educational tv has not got it. I think its future will be slow unless it understakes some terrific showcase projects that cause people to begin talking about it ("Say, did you see that job the educational station did the other day.") Newton Minow has suggested ten or twenty installments of American history, with some outstanding and interesting American narrating each, with pictures of actual scenes of historic events and other actual material to enliven them. I have heartily seconded this. The old *CBS Reports* jobs I did with Carl Sandburg on the Civil War were typical. Get Frederic March to do one, in conjunction with Alan Nevins, on the American Revolutionary period, etc. I think they could get these one-shot contributions for little or nothing and could dazzle the public—and induce more financial contributions.

Commercial tv seems strong enough to hold its own. I do not believe we will see any kind of government tv system like the BBC in the U. S. by 1970. I have had experience with the BBC. Before it got commercial competition it was a pretty sterile, stuffy, dull affair. It has improved greatly with commercial competition. I cannot see us reversing the history of British tv, and installing a government network. This nation hates (or claims to hate) to spend money for governmental activities. It would so starve a government network that the result would be poorer than educational tv.

Commercial television's greatest asset is to bring inaccessible events and places and people right into your home. I think the rocket shoots, the conventions, the presidential debates, were great human events. With Telstar—and with other developments this asset will be a growing one. 

10 P.R. HINTS FOR STATIONS

➤ Sydney Eiges, NBC, gives stations examples of 10 things to do that "pay big dividends" in public relations

➤ Valuable guidelines for successful public relations are pointed out for radio/tv stations in new handbook

Radio and television station management can pick up some pointers in public relations from a book published just last week, "Public Relations Handbook—Second Edition," by Prentice-Hall. Edited by Philip Lesly, the handbook includes a chapter on "Public Relations for Television and Radio Stations" written by Sydney H. Eiges, vice president, public information, NBC.

"Maintaining good public relations," writes Eiges, "is nothing less than good business for a television or radio station. Good public relations increase a station's acceptance by its public. It is this public, and

no one else, that in the final analysis determines the success or failure of a station."

Eiges explores 20 major keys to success that cover the broader aspects of station public relations. Among them:

The station. "It should be quickly identifiable in the public's mind as a physical part of the community."

The station manager. "He should be an active community leader."

Business practices. "A broadcast station, because of its peculiar community position, must operate under the very highest business standards."

Other topics covered are commer-

cial standards, cooperation with the press, editorializing, developing new talent, receiving visitors, guided tours, free broadcast tickets, and audience mail.

"The points above," writes Eiges, "cover the broad field of a station's public relations. Here are 10 little things to do that pay big dividends public relations-wise:

(1) When a guest speaker on your station or an outstanding member of your community appears on a network program, have an audio or filmed recording made and sent to him or his family so that they may have the pleasure of replaying it for themselves and their friends. If the mayor or some other city or public dignitary appears regularly each week, these recordings can be put together in an album and officially presented at a city hall ceremony, a luncheon, or a similar occasion.

(2) Make your officials freely available for appearances as guest speakers at service clubs, community organizations, and similar purposes. Their speeches should always be well prepared and rehearsed, and delivered with showmanship characteristic of broadcasting. NBC maintains a speakers' bureau for just this purpose and provides an average of one thousand guest speakers each year.

(3) Make your talent available for entertainment at worth-while city functions and for outstanding local groups. Here again, the acts should be well rehearsed and presented with "holl" showmanship. Otherwise the audience will feel cheated and its feeling will be reflected sharply against the station.

(4) If the community is not too large, you can welcome all newcomers to the city with a personal letter from the manager, boosting the town and incidentally listing some of the major programs on the station. You can arrange with the local Chamber of Commerce or the local utilities to receive the names of all new residents

(Please turn to page 53)



SYDNEY H. EIGES is the author of "Public Relations for Television and Radio Stations," a chapter in the recently-published "Public Relations Handbook." Eiges is v.p., public info., NBC

TV TIMEBUYERS' GUIDE

1962-63 edition

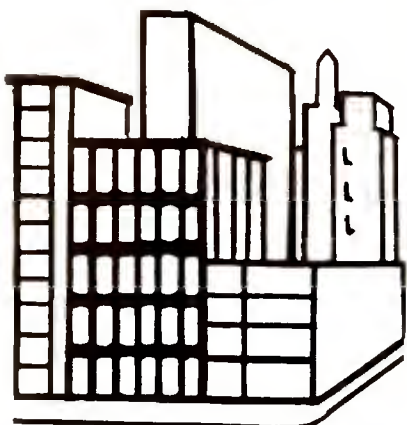
(including 91 page tv market guide)

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

advertising deadline 5 September.
regular rates and discounts apply.

TIMEBUYER'S COLORBOOK

This is Kansas City.



Paint it
YOUR COLOR
with 5000 watts
this fall.

**MORE
POWER
to YOU
FROM
KUDL**

Irv Schwartz
V.P. & Gen'l Mgr.

*P.S. We're going full time,
too!!!*

Media people,
what they are doing
and saying

TIMEBUYER'S CORNER

The "help wanted" sign for two timebuyers is out at Ted Bates, New York. One is to fill the vacancy created by the departure of John McCormick who bought for Brown & Williamson.

A sure sign that business is popping at Compton is evidenced by the recent move-em-ups to timebuyers of two people from other departments. Those involved: **Barrie Rossner**, formerly secretary to head buyer, Graham Hay, but now buying on the Tide account; and **Chris Sturge**, who was moved from media research. At the moment, Chris is without an account assignment.



LISTENING to Bill Andrews (second l), gen. sls. mgr., KCOP (TV), L.A., during preview of the station's fall programming line-up in New York are (l-r) Bob Gorby, B&B, Dorothy Medanic, D-F-S, Pete Foster, Petry; and Tom Griffin, B&B

The luncheon-preview screenings which kept KCOP's Bill Andrews (see photo above) city-hopping during the past few days attracted a number of top buying people. Among them in San Francisco, BBDO's **Charlie Russell**, Duncan Galbreath, Betty Share, Rula Wilke; Honig-Cooper & Harrington's **Clarice McCreary**, **Louis Honig**; McCann-Erickson's **Marianne Monahan**, **Bill Calhoun**; J. Walter Thompson's **Harry A. Lee**, **Ralph Watts**; Ayer's **Bruce Green**, **Jack McConnell**; Y&R's **Nancy Cummings**, **John Galbraith**; Garfield, Hoffman & Conner's **Frances Lindh**; Campbell-Ewald's **Bernice Rosenthal**; FC&B's **Helen Stenson**. In Chicago: Needham, Lons & Brorby's **Marianne Monahan**; JWT's **Ed Fitzgerald**; K&E's **Barbara Magnuson**; Campbell-Mithun's **Mary Peter**; BBDO's **Jim Warner**. In Minneapolis: BBDO's **Betty Hitch**; Knox-Reeves' **Abb Davis**; Campbell Mithun's **Jim Hanson**.

(Please turn to page 18)

“Film does the unusual!”



“LET YOUR FINGERS DO YOUR WALKING,” says the AT&T commercial for its Yellow Pages. Proposition is excitingly executed through meticulously selected fingers and live camera work involving miniatures on a moving platform. Done to perfection on Eastman high-speed film with prints on Eastman print stock to bring all the inherent brilliance of the negative to the TV screen. Two steps—negative, positive—each of vital importance to sponsor, network, local station and viewer! *For further information, write*

**Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

East Coast Division, 342 Madison Avenue, New York 17, N. Y.

Midwest Division, 130 East Randolph Dr., Chicago 14, Ill.

West Coast Division, 6706 Santa Monica Blvd., Hollywood, Calif.

*For the purchase of film, **W. J. German, Inc.** Agents for the sale and distribution of Eastman Professional Films for motion pictures and television, Fort Lee, N. J., Chicago, Ill., Hollywood, Calif.*

ADVERTISER: AT&T (Yellow Pages)
AGENCY: Cunningham & Walsh, Inc. PRODUCER: Farkas Films, Inc.

CHATTANOOGA TV
VIEWERS HAVE
ESTABLISHED
"LUNCH 'N FUN"
AS TOPS IN
EVERY CATEGORY
THAT ANY
RATING SERVICE
HAS SEEN FIT
TO MEASURE



CHATTANOOGA

Call ATB

NOW!

TOBACCO NETWORK HAS
**PERSONALITY
PROGRAMMING**

NOW 14 daily program features
on N. C. Regional Radio Net

Regional News □ Sports □ Weather
Commentary □ Farm Reports

8 POPULAR PERSONALITIES

AVAILABLE:

Full sponsorship/Spot participations/Adjacencies
(Also Merchandising and Promotion)

**BUY UP TO 28 STATIONS AT GROUP
DISCOUNTS OR SELECT ONLY THE
N. C. MARKET YOU NEED!**

Get Regional Saturation with local
"Main Street Radio" coverage ...

Rep: T-N Spot Sales
N.Y., Chicago,
Atlanta, Raleigh



TIMEBUYER'S CORNER

(Continued from page 4)

Along the agency-hopping grapevine comes word that Elmer Jaspán has resigned from Bauer-Tripp, Philadelphia. Shirley Weiner left Richard K. Manoff for Lennen & Newell where she is now co-ordinator on the Lorillard account. Rene Reyes is the new International Latex buyer at Reach McClinton.

Can't help wondering: Which timebuyers chalk up the most mileage during their daily treks from residence to work? One nominee: Young & Rubicam's John Warner who commutes to Manhattan daily from Purdys Station, 46 miles up in the northeast corner of New York's Westchester County. His best train home (which he wishes desperately he could make more often) is the 4:50. It takes only an hour and 22 minutes to get home.



Frederick C.
McCormack, Jr.

The Corner pays its respects this week to Frederick C. McCormack, Jr., who recently joined Edward H. Weiss, Chicago, as media supervisor on such accounts as Purex Corporation, Wish Bone salad dressing, and Chicago Federal Savings. A former Easterner, Fred has become a converted Chicagoan. He came to the Windy City over two years ago as assistant media director at Hill, Rogers, Mason & Scott (formerly C&W) from the Pittsburgh office of Ketchum, MacLeod & Grove where he handled 25 radio/tv accounts. A career media man, Fred is proud of his chosen field within the agency business.

He feels strongly that one of the key factors in media success is a solid working relationship with reps in order to do the best possible job for clients. Creative buying, says Fred, is just as important as creative selling. Fred started out in advertising at EWR&R, Philadelphia, in 1952 and was later transferred to the agency's New York office as timebuyer on Flav-R-Straws.

Back talk dept.: From BBDO's Bob Mahlman come retorts to the opinions expressed by reps in SPONSOR story. "How to Spot a Timebuyer Pro," 23 July. Bob says. "Here's how you can spot a pro rep. 1) He knows his and competitors' stations. 2) He makes a pitch based on intelligence and not friendship. 3) He doesn't bad-mouth competitors or their stations. 4) Before submitting availabilities he makes certain that he is aware of what the buyer is looking for, such as time periods, rating points, audience composition, product and competitive products, etc. This saves the buyer valuable time when he sits down to make the actual buy. 5) He knows how to make a graceful exit from a buyer's office. 6) He presents avails at the time requested. 7) He does not rely on his secretary to make up avails and switch pitches. 8) He won't cry if he doesn't get the order, but will make a switch pitch shortly after. 9) He does not rely on lunch dates for business. 10) He has a good rapport with his client." In brief, says Bob, "he's strictly an amateur if he does the opposite."

First off, why are they held at all?

Obviously because somebody wants to sell a lot of other somebodies a particular bill of goods. Let's be clear on that.

But our Mr. Somebody is also a decent, honorable human being, and he figures that he has no right to expect even his best friend to sit through a straight sales pitch unless there is some frosting on the cake, some reward for listening to the commercial.

So—in a boyish, open-hearted spirit—he throws a party, complete with cocktails and canapes and favors and flowers, and all manner of gimmicks and gadgets.

Does he really believe that he can bribe his prospects with such lavishness? No, of course not. He's not that naive.

All he's trying to do is to create a friendly, pleasant business atmosphere. And no one can fault him on that.

But he is very naive if he fails to realize that dozens and dozens of parties are being given for these same people, so many, in fact, that the memory of any single affair becomes a pale, lavender blur in the space of 24 hours.

And he is more than naive if he fails to understand that the pitch-party, by its very nature, defeats its own serious purposes.

A statement of the obvious

What do most admen want most from a business relationship?

After more than 20 years in agency work, I can confidently state the obvious. Most admen are most interested in *themselves*.

And what they want most from a business friend is not a party, not a junket, not a tray of canapes, not a trinket or a gadget, not even a double bloody Mary. What they want is *personal* help.

What they really want is something that will enable them to get a better job, make more dough, enjoy more prestige.

And believe me, pals, the average pitch-party contributes nothing whatsoever to these noble, and intensely human, personal goals.

In fact it works quite the opposite.

Let's be brutally, gruesomely, disgustingly, and obscenely frank. Pitch-party psychology really comes down to this. It comes down to a guy who wants to talk about *himself* and *his* problems, not about agency and advertising men and their problems.

It comes down to a vast impersonality of activity, except on a trivial social level. It comes down to ignoring the individual customer, in favor of entertaining the many.

It comes down, in fact, to the insulting assumption that those invited to a pitch-party are more interested in bourbon, martinis and hot hors d'oeuvres than in their own careers and destinies.

Is it any wonder that pitch-parties flop?

Undoubtedly they do attract certain hapless characters who are infatuated with anchovies, ripe olives, and franks in pastry blankets.

But heaven help you if you pin your faith on such as these!

Heaven also help you if you fail to realize that the great majority of those who attend pitch-parties want something much, much more.

Instead of all this waste and extravagance and meaningless conviviality, see if you can't learn a little more about your customer's individual business needs. About the kind of facts and information you can provide him which will help him do his job a little bit better.

You'll save your money and, I promise you, get better results. ▼

IN
PORTLAND
OREGON...

IT'S EYE-CATCHING

The weather isn't always exactly sports suited here. When the weekends are just too wet, a great many men (and women, too) in Portland and 34 surrounding Oregon and Washington counties will tune in on KOIN-TV. It's so easy for a man to just sit back and watch his favorite sport. It's so easy to reach that man, with KOIN-TV. Nielsen has our score.



KOIN-TV



Channel 6, Portland, Oregon
One of America's great influence
stations

Represented Nationally by
**HARRINGTON, RIGHTER &
PARSONS, INC.**

Give them a call, won't you?

SAN FRANCISCO AD WORLD

(Continued from page 33)

AAW, perhaps best sums up the climate these days, looking east from the Golden Gate: "The growth of advertising in the 13 western states is undoubtedly the most fabulous in the Nation . . . 15% ahead of the national average. The All-Western Advertising Competition, sponsored by the AAW for all media as well as complete campaigns, has one objective: improve advertising in the West and the recognition of that advertising. Western ad managers know they need go no farther than one of their own western cities for top quality advertising."

Further evidence of the optimism and confidence emanating from the West may be found in the words of John H. Hoefler, president and board chairman, Hoefler, Dieterich & Brown, present secretary-treasurer, 4As, past president, AAW.

"There is nothing mysterious about the word creativity," says Mr. Hoefler. "It means creative ads do and do not get read, which is a good place to start. To us at HD&B it means 'sensible, friendly advertising.' There is so much advertising before us today that anyone remaining in business must *ipso facto* produce 'creative advertising' that must be delivered in a restrained manner, not with a club."

The fact that the current president of the San Francisco Chamber of Commerce is an adman, that the president of the San Francisco Ad Club is ad manager for the world's largest bank, that over 300 agency people in the Bay Area are plucking coins out of their pockets to build an image of the advertising industry, that Bay agencies are taking the initiative to define and promote the western frame of mind, all these facts take on significance, albeit limited, of a highly charged advertising community thirsty for competition.

While San Francisco may not entertain any wild dreams of shifting the axis of the ad industry from Madison Avenue, the tossings from the Golden Gate may prove consequential for an industry that services a nation whose highways have become a determinant factor in its growth. ■

TEST MARKETS

(Continued from page 33)

found, on the part of advanced thinkers in the marketing business, to test market in larger areas. "The bigger the market, the better the test," according to A. C. Nielsen. Said an agency expert succinctly: "You must fish where the fish are."

Knowledgeable individuals at Grey Advertising are quoted as saying that "while it is often conveniently overlooked, a representative sample of the United States cannot be constructed without including such large and unique cities as New York, Chicago and Los Angeles . . ."

Similar sentiments were expressed by other agency experts as well as by station and network figures who have familiarized themselves with the characteristics necessary for good test marketing. Robert J. Sullivan, manager of sales development, NBC Spot Sales, told SPONSOR that all of the NBC markets have been used for test marketing at one time or another depending on the nature of the test.

"However, major markets such as we represent are seldom listed by the experts among the top 10 test markets," Sullivan said. "Too often the same markets are used by advertisers year after year. This very factor can result in a false bias in favor of a product—defeating the reason for testing. Also major markets offer the severest competitive tests for any product. If you can successfully introduce a new product in New York or Chicago, for instance, you can be sure it can meet the competitive test elsewhere.

A recent survey shows these 26 cities (in alphabetical order) most frequently used for test marketing: Austin, Texas, Boston, Chicago, Cincinnati, Cleveland, Columbus, O., Dallas, Denver, Detroit, Fort Wayne, Fresno, Grand Rapids, Indianapolis, Los Angeles, Minneapolis, Phoenix, Pittsburgh, Rochester, N. Y., Sacramento, San Francisco, Scranton, Seattle, Syracuse, Toledo and Wilkes-Barre.

A number of agency people recently were posed a hypothetical problem that of selecting what they deemed good test market cities in which to tryout a new waffle product. The waffle package was to sell for 30 cents and the media budget called for an expenditure of \$100,000. In their opinion, the top 28 cities (in alpha-

betical order) for this hypothetical product test should be: Atlanta, Binghamton, Buffalo, Cincinnati, Cleveland, Columbus, O., Dallas, Dayton, Denver, Des Moines, Fort Wayne, Grand Rapids, Hartford, Indianapolis, Omaha, Peoria, Phoenix, Portland, Me., Portland, Ore., Providence, Rochester, N. Y., Sacramento, San Diego, South Bend, Spokane, Syracuse, Toledo, and Wichita.

What are the most popular test cities, according to John E. Flynn, president of Selling Research, a veteran organization that specializes in national test market audits? Fifty-three cities were audited by Selling Research between 1958 and 1960, representing an audit of more than 750 tests. The list that follows is according to the frequency of use:

(Most frequently): Syracuse, Columbus, O., Dayton, Des Moines, Fort Wayne, Grand Rapids, Indianapolis, Springfield, Mass., Atlanta, Boston, Pittsburgh, Rochester, N. Y., Sacramento.

(Frequently): Seattle, Albany, Harrisburg, Milwaukee, N. Y., Cleveland, Louisville, Providence, Quad-Cities, Roanoke, Oklahoma City, Portland, Me., Portland, Ore., Houston, Minneapolis, Salt Lake City, Baltimore, Buffalo, Dallas, Nashville, Omaha, Birmingham, Fresno, Hartford, Los Angeles.

(Fairly frequently): Memphis, Rockford, Tulsa, Washington, D. C., Binghamton, Chicago, Cincinnati, Detroit, Erie, Jacksonville, Peoria, Philadelphia, South Bend.

According to Selling Research, the top five most frequently tested cities (in alphabetical order), '58-'60 were Columbus, O., Dayton, Des Moines, Fort Wayne and Syracuse.

Flynn told SPONSOR that the most significant changes in the past few years in test marketing were the growth of the larger market and the geographical area as desirable testing grounds.

"These changes in test marketing procedure have strengthened the role of broadcast media as a promotional tool in testing," Flynn told SPONSOR. "We have also noticed less emphasis being placed on the typical test city as a reliable indicator of what may happen on a broader marketing scale."

"In setting up test markets for new product testing, manufacturers should be concerned with avoiding,



Photo by Moulin Studios.

San Francisco's Chinatown—the largest Chinese community outside of China itself with a population of over 40,000. A city within a city, Chinatown boasts its own hospital and staff, 4 daily Chinese language newspapers, 2 bilingual newspapers, library, police substation, low cost housing project, Improvement Association, plus 11 Christian churches and 2 Buddhist temples. Chinatown is just one example of the audience variety found in the important San Francisco-Oakland TV market.

VARIETY

...is what KTVU offers the viewer...and the advertiser. Live sports, local events, top syndicated shows, post '50 movies... variety in programming to please the varied tastes of the San Francisco-Oakland TV audience. And for advertisers, KTVU offers a choice of availabilities and rates to deliver low cost per thousand campaigns. Variety is another reason KTVU is the nation's leading independent TV station. For availability call H-R Television or KTVU.

The Nation's LEADING Independent TV Station



SAN FRANCISCO • OAKLAND

Represented by H-R Television, Inc.



MEDIA DIRECTOR CHEERED!

SHOWS

WHLI_{island}*

—4TH LARGEST MARKET IN
U.S.—A SEPARATE, INDEPENDENT
AND DISTINCT MARKET

*Nassau-Suffolk (Long Island) accounts for more Gas Station Sales than 25 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND N.Y.

*the voice of
long island*

PAUL GODOFSKY, Pres. Gen. Mgr
JOSEPH A. LENN, Exec. Vice-Pres. Sales

REPRESENTED by Gill-Perna

wherever possible. "over-tested" test towns," Solomon Dutka, president of the Audits and Surveys, told SPONSOR. "For, in many of these towns, the background effects of promotions of other new products or of some similar new products recently tested, can cause local consumers auditory or visual calluses. Such circumstances can yield misleading interpretations of test market results."

Those who take the plunge into new products, it appears, are today fully aware of the importance of using spot tv to test. Few use only one market for this purpose. Many, however, use two markets to test their ventures. In this undertaking, television is widely used as a "test tool," according to Harvey Spiegel, director of research for TVB.

"Agencies are continually testing advertising techniques, content and appeal," Spiegel told SPONSOR. "At the same time, advertisers do not distribute untested products. Tv's complete flexibility so far as when you can use it, where you can use it, how much of it you can use, and how long you can use it . . . makes it an almost perfect laboratory tool."

"When a widely distributed product is found to be using spot tv in only two markets and these two markets are enough apart to reflect major regional differences, the odds are someone's using spot tv to test," Spiegel continued. "When a major manufacturer is suddenly found using spot tv in two widely separated markets for a comparatively unknown brand, the odds are he is product testing."

"The second major reason for using tv as a "test tool" is that whether it is a test of a new product or a test of a commercial content or appeal, the major medium that will finally be used to sell the product will be television. Isn't it logical when in 1961 the top 100 advertisers invested over half of their advertising budgets in tv, and even at a higher percentage for new product introduction budgets in the medium, that they also used it as the "test tool?"

The lure of having a successful new product has attracted many marketers of grocery and drug packaged goods products, Jack Caplan, media group head at Kenyon & Eckhardt told SPONSOR. He said that counterbalancing the benefits of success are the high cost of failure in terms of

investment lost. To minimize risks, test marketing is often undertaken on a calculated time-table risk basis which considers 1) adequacy of trial itself and 2) calculation of maintaining lead time over competition assuming the tests succeed and the product goes national.

"In setting up the test, these aforementioned factors should be placed in their order of importance for market selection and controlled as rigidly as possible," Caplan insisted. "Only by so doing can an agency say that the selected test areas are as close to what might be expected of the larger universe situation."

The aforementioned Flynn maintained that the "risks of failure are just too high today for a company not to test market." Said another expert (a top rung executive of a consumer product manufacturing firm): "There are no reasons to justify our skipping it: it is one of the major keys to our success."

In almost all recent test marketing cases, it appears, the revolution in procedures has made it clear that broadcast media become indispensable as the growing number of firms flood the land with new products. ▀

HEINZ BUY

(Continued from page 35)

which describes baby feeding is being revised in both Chinese and Spanish to incorporate an explanation of the new process. When completed the booklet will be sent to customers in Singapore, Malaya, Hong Kong, the Caribbean, and to sections of New York and Miami.

As for the messages on tv and in print in this introductory campaign, three points are stressed: the new cooking process, which the company is calling the biggest single advance in baby foods in the 30 years it has been manufacturing these products; an easy-serve jar, and a new "Heinz baby" picture on a redesigned label.

The new baby symbol, which replaces the one used for the past decade, is a three-quarter profile photograph of a large-eyed infant, said Ben H. Anderson, Heinz product manager. It is the latest of a succession of symbols developed over the years: the first was a water-color drawing.

Perhaps even more important than the change of baby illustrations, Anderson indicated, is that "the new label continues the recent trend to-

ward diminished emphasis of the Heinz 57-keystone symbol in favor of a stylized Heinz logo at the bottom of the label.

"Overall," he said, "the new label affords a stronger variety identification for the benefit of consumers than was used in the old package."

The new baby food, Anderson added, is being distributed from the four Heinz factories in which the company has installed its new cooking process. These are at Pittsburgh and Chambersburg, Pa., Medina, N. Y., and Tracy, Calif. ▼

TvQ

(Continued from page 40)

number of entries since the quiz scandals. Next year only one new one is contemplated, *Stump the Stars*, a successor to *Pantomime Quiz*.

Other program types have average or below-average appeal. Here is what's happening in these categories:

Westerns. Westerns have been falling off drastically insofar as newcomers are concerned. However, their appeal has been average, says TvQ. The three new westerns planned for the coming season will be of the ambitious, one-hour-long variety and will represent a slight revival from the past season's single entry. Westerns are developing in new directions and may therefore maintain a steady position. This season's new shows are *Wide Country* and *Empire*, both one-hour programs, and *The Virginias*, one-and-a-half hours long.

Musicals and musical variety. These shows have been lumped together by TvQ because the activity in these categories has been slight for several years. However, the success of *Sing Along With Mitch* may have encouraged a return for these shows. One music program, *Voice of Firestone*, and two musical varieties, *Andy Williams* and *Roy Rogers* will debut this fall.

Variety. The variety category has been relatively dormant for the past few years, says TvQ. One new one was introduced last year and was quite successful, but nothing new is contemplated this season.

Comedy (variety). Comedians of the "stand-up" variety have been somewhat out of favor for some years, insofar as experimenting with new shows on a long-term basis is concerned. In the past season the *Bob Neuhart Show* attempted to

break the trend without success. In spite of slight but consistent increases in the number of new documentaries and healthy Q levels only one is scheduled for next year, the *Winston Churchill* series.

Animated comedies. The trend in this group was up this season, but this category never panned out in terms of appeal. For every age group, including children, the appeal is down, says TvQ. The one new entry in this group is *The Jetsoas*, which will characterize the space age. A sidelight on last year's entry, the *Flintstones*. When the producers dropped human characters for animal characters, the appeal for this program went down with adults but not children. Human characters were reinstated because the program could not sustain itself in the evenings without an adult audience.

Adventure. The trend is down numerically in these shows, says TvQ, which seems justified by the slight downward trend in Q scores. The shows still appeal to teens and women but are losing out among men and children. ▼

10 P.M. HINTS

(Continued from page 41)

(5) When sufficient space is available, you should offer some of your studios for meetings of women's clubs, civic organizations, and similar groups. Providing such regular meeting space at no cost or for token payment builds good will with little effort.

(6) A great field for public service exists in the organization of community television and radio workshops. You can operate these workshops at small cost in cooperation with schools and colleges and with civic organizations and service clubs. Staff members of the station can teach the courses in script writing, production, announcing, and similar branches of broadcasting. From time to time, you should invite nationally known guest speakers. Operating such a workshop builds community good will, but more important, makes it possible for the station to explain the workings of the American system of broadcasting either to community leaders or to young people who will some day become community leaders.

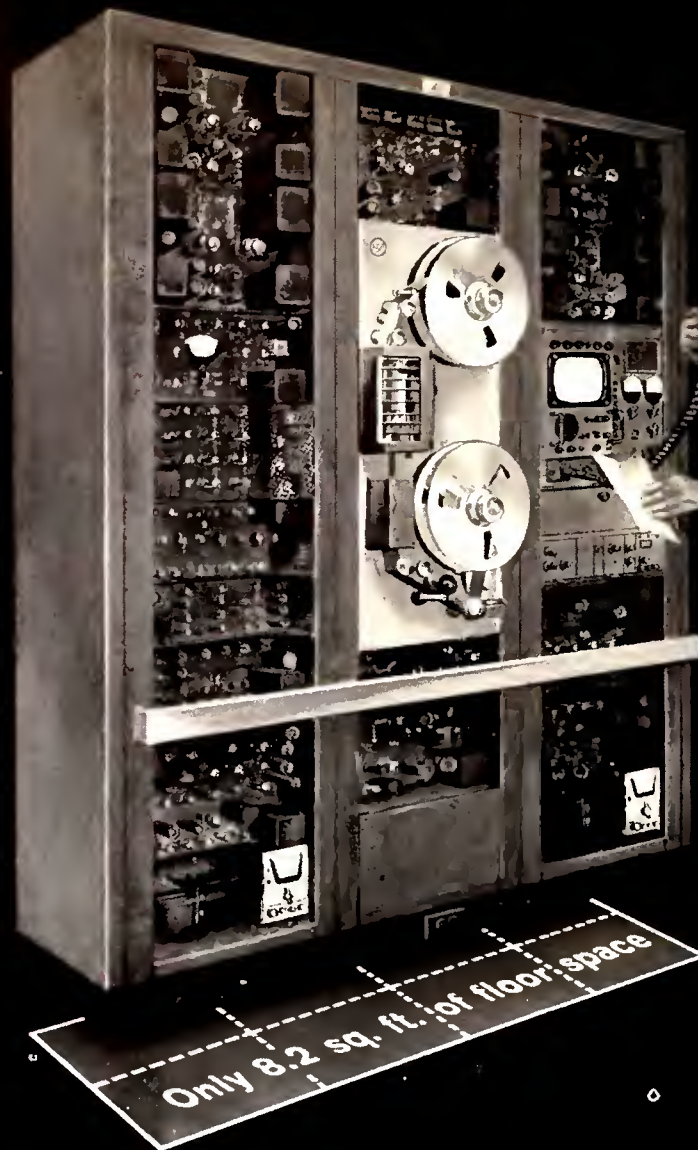
(7) You should maintain up-to-date mailing lists of various cate-

gories aside from business prospects. These lists should be circularized regularly, or as the occasion arises, with important brochures and other types of literature. Be sure that what you mail is important and not trivial. If you circularize your lists with trivia your readership will constantly decline. You should send all important statements by the station manager and personnel, or similar statements by officials of the network with which the station is affiliated. The lists should include names of all community leaders such as bank officials, educational officials, state legislators and senators, civic officials, labor leaders, physicians, dentists, and service club leaders. To keep your public informed about your activities means winning new friends. If you conduct your mailing operations with dignity and common sense, those receiving your offerings should feel flattered at being considered of sufficient importance to be so circularized.

(8) Wherever possible, your station should make financial contributions to all worth-while community undertakings. These contributions should be made with good taste and dignity and without fanfare and self-acclaim. They are part of the price of good citizenship and no special credit should be sought for them.

(9) Should the community be overtaken by an unfortunate disaster such as a hurricane, explosion, or fire, your station should play a leading role in dispensing accurate news and information. You should never allow sensationalism, for to attempt to gain attention at the expense of disaster, personal or public, is cheapening and degrading. Stations can be of immeasurable help in identifying victims, locating kin or the dead or missing, and informing the public as to the presence of passing danger. Many stations have distinguished themselves by this type of public service.

(10) When your station makes an error in any of its operations, you should immediately take the public into your confidence and explain what has occurred. To keep silent is to breed confusion and misunderstanding and eventually loss of confidence. This is the only sound policy to follow, also, in the case of strikes or labor difficulties that may affect a station's operations. ▼



THE RCA "COMPACT" TV TAPE RECORDER TYPE TR-11

**Compatible...easy to operate...simple to install...
and it meets all Professional TV tape standards**

This compact, compatible TV tape recorder assures the excellence of performance users expect from RCA quadruplex equipment. Although it occupies only 8.2 square feet of floor area—saving space and costs—it makes no sacrifice in quality. Its reduced size makes it ideal for mobile applications.

EASY TO OPERATE. Simplified set-up and control procedures make operation easy. All monitoring and other features are conveniently grouped. Tape deck is located for easy threading and loading.

LOWEST OPERATING COSTS. Power requirement is only 2750 watts. This means less heat, less air conditioning. And headwheel exchange cost is the lowest in the industry.

SINGLE-UNIT CONSTRUCTION. TR-11 is a self-contained unit, pre-wired and pre-tested at factory, with no external racks to interconnect. Simple to install—there's only one 30 amp twist-lock power connection. Just plug in and operate.

OPTIONAL TWO-SPEED OPERATION. Permits tape speed to be switchable from conventional 15 inches per second to half speed of 7½ ips. Effects 50 percent saving in tape costs and storage space.

See your Broadcast Representative for all the facts. Or write RCA, Broadcast and Television Equipment, Dept. 1.B-264, Building 15-5, Camden, N. J.

ENGINEER'S CHECK LIST*

- Air-lubricated tape guides.
- Simultaneous playback of audio and control track.
- Built-in deviation measurement for accurate adjustment of recording signals.
- Quadrature delay lines adjust for both record and playback.
- Transistorized signal processor provides finger-tip control of video pedestal and sync.
- Variable de-emphasis control for optimum playback of tapes recorded to non-standard pre-emphasis characteristics.

*Also a Complete Line of Accessories including SwitchLock, PixLock, Automatic Timing Corrector, Master Erase, Picture and Waveform Monitors and Remote Control.



The Most Trusted Name in Television

WASHINGTON WEEK

27 AUGUST 1962

Copyright 1962

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PUBLICATIONS INC.

FCC's 1961 TV financial report, showing a drop in network profits in the face of an aggregate increase in profits of stations not owned by networks, hasn't softened FCC attitude toward networks.

Reaction among staff members favoring network regulation and opposing option time is that the 1961 change was small and proves nothing. They point to fact that webs took in over one-third of all TV profits and over one-half of revenues.

Commission was on vacation when figures were released, but Commissioners are expected not to be swayed by the figures. This would mean certainty of renewal of request to Congress for power to regulate networks directly and still touch-and-go on option time.

The President's new Consumer Advisory Council, a 12-member group under chairmanship of Dr. Helen G. Canoyer, Dean of Cornell U. School of Economics, gets moving slowly: next meeting will be held in September.

Emphasis is expected to be quite strong on consumer protection, though the Council hasn't tipped its hand and takes position of not prejudging the issues it has been set up to consider, pending thorough study.

Agenda is not reassuring to advertising, advertisers and media. It will obviously as one of its first steps deal with the President's proposal of last March that FTC be given temporary cease-and-desist authority. This proposition was opposed strongly by ad agency associations and was tabled very quickly by the House Commerce Committee.

Senate Commerce Committee didn't even hold hearings on the matter. However, it could be revived if the new Council goes along—as expected—and gets as much publicity as its sponsors hope for it.

Other items on the agenda are no more reassuring. One is as far from the judicial approach as it is possible to get and certainly contradicts any statement about withholding pre-judgment. That is the question of how to build up more public support for the activities of regulatory agencies.

Another is the possibility of expanding FTC activities. Implicit in this question is expansion of related "consumer protection" activities of other Federal agencies, including Food and Drug which has started actions about allegedly misleading packaging.

The American Retail Federation has written FTC chairman Paul Rand Dixon protesting FTC proposal to seek "broad consent orders" eliminating co-op ads in the apparel industry.

Federation claimed to speak for 73 member retail associations, said interference with co-op advertising would hurt local business as well as the media.

Meantime, Sen. Frank Carlson (R., Kans.) serves notice he will seek to amend tax revision bill to make clear that deductions for institutional advertising affecting a business are legal and proper. Carlson says some opinion holds such ad spending deductible already, but his amendment would be aimed at making sure.

If amendment route fails, he will provide "legislative history" by questioning Finance Committee members during floor debate. Their answers would provide "intent of Congress" for any court test, provided he gets the answers he wants.

Radio-television broadcasting pay scales run second only to those of security and commodity brokers among all those listed by the Department of Commerce in a 1961 roundup.

Average earnings per-fulltime employee in broadcasting in 1961 reached \$7,477, up

(Please turn to page 57)

SPOT-SCOPE

27 AUGUST 1962

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Campbell Soup has emerged this season as a major spot tv spender.

On the heels of the Franco-American Gravies buy (see 20 August issue) there came orders out of Burnett for **Red Kettle Soup Mixes, Campbell Frozen Soup, Swanson Tv Dinners and Franco-American Spaghetti**, all adding up to an estimated \$3.5 million.

Also in Campbell's immediate spot future is the use of **radio for V-8 for 25 weeks in five flights**, starting in September, and the **hot soups in 65 markets**.

Mueller Macaroni (DCS&S) is switching a substantial share of its 1962-63 air media budget from radio to spot tv.

It's been using 60 markets in radio, but the new plan calls for but 30 markets. The campaign will be for the **usual 20 weeks and allow for a minimum of five spots a week**.

Bates is still flying blind as to the longrange plans of Cream of Wheat, which is now part of National Biscuit's special products division.

Meantime the agency is looking at availabilities for a four-week radio campaign in 50 top markets.

In other words, the product's media planning is on a **quarter-to-quarter, if not month to month, rote**.

On the personnel side: Doyle Dane Bernbach is in process of beefing up its staff of timebuyers in the New York office.

The need has largely arisen from the fact it's been adding new air media accounts, like these two out of Chicago: **Cracker Jacks and Rival Dog Food**.

SPOT TV BUYS

Red Kettle Soup Mixes out of Burnett, Chicago will use 40 markets day and night minutes for 11 weeks starting 1 October. Mike Wallace is the buyer.

Campbell's Frozen Soup will take a five-week jaunt beginning 7 October. The buyer is Mike White at Burnett.

Swanson Tv Dinners on a 13-week ride out of Burnett in selected markets, starting 17 September, using both day and night minutes with women as the prime target. The buyer: Eloise Beatty.

Franco-American Spaghetti, a 10-week schedule starting 24 September, day and night minutes, but with the bulk (80%) in daytime. The buyer is Steve Wilder.

Green Giant (Burnett) is accumulating a night minute list in about 40 markets for a 24 September start. Sam Wilson will do the buying.

Pillsbury's Best Flour (Campbell-Mithun) is buying a 26-week schedule in eastcoast markets and Los Angeles, using day and night minutes and night I.D.'s. There's a modest budget on this one. Starting date: 3 September.

Cities Service will take off 30 September for an eight-week campaign of fringe minutes and prime chainbreaks via Lennen & Newell. Buyer: Marion Jones.

SPOT-SCOPE *continued*

Creomulsion cough syrup (Street & Finney) is preparing for a seven-week campaign effective 15 October, using fringe minutes and prime chainbreaks. Buyer is Elcanor Scanlon.

P&G's Jif peanut butter (Grey), using daytime minutes and participations in kid shows, starting 3 September. Orders carry up to June. Buyer: Joan Shelt.

Menley & James' Contae (FC&B), for 16 and 20 weeks, starting 4 November, using night minutes, chainbreaks and I.D.'s. Buyer: Bob Rowell.

American Chicle (K&E) unlimbers a 13-week campaign in behalf of Clorets 1 October. The quest is for fringe minutes Monday through Saturday. Sought Sundays are minutes between 1 and 7 p.m. Frank Pfaff is the buyer.

Lever Bros. dispensing for All detergent six and 11-week schedules, depending on day and night minutes available, starting 2 September via SSC&B. Buyer: Jeanne Sullivan.

Colgate's Vel (Lennen & Newell) will have a six-week schedule of fringe minutes going as of 1 October. Buyer: George Blinn.

National Biscuit's Wheat and Rice Honeys (cereals) will get a three-week outing through K&E starting 3 September. Sought are afternoon minutes, early evening minutes on children's programs. Helen Lavendis is the buyer.

Vick Chemical (SSC&B), a 10-week schedule of fringe minutes in behalf of Sinex starting 1 October. Buyer: Wayne Silversack.

American Home Products, for Wizard, 12 weeks, beginning 4 September, minutes before 11 a.m. and after 5:30 p.m. Bill White is the buyer on this for Cunningham & Walsh.

Hazel Bishop for its new lipstick via K&E early and late evening minutes for at least six weeks. Buyer: Marylou Benjamin.

SPOT RADIO BUYS

DuPont's adding a lot of markets to its **anti-freeze list**, with the starting dates similar to the original list. The buyers at BBDO New York: John Fly, Bill Storch.

Campbell's hot soups are going into 65 markets for eight weeks starting in October. No southern markets are included, with the list somewhat smaller than it was last fall. BBDO New York buyers: Dave Persons, Jim Wexler, Roy Dubrow.

Chanel Perfume is starting its Christmas promotion in mid-September, with the campaign running through the holiday at the rate of 10-15 spots a week. The buyer at Norman, Craig & Kummel: Pat George.

R. J. Reynolds (Esty) has switched its **Brandon** testing to the westcoast. Buys have been for eight weeks at the rate of 12-15 spots a week.

Hills Bros. (N. W. Ayer Philadelphia) has started its fall buying for Hill Bros. The buyer: Charles Ventura.

Campbell's V-8 in selective markets beginning September for 25 weeks in five flights. Needham, Louis & Brorby is the agency.

WASHINGTON WEEK *(Continued from page 55)*

\$37 from 1960, while the brokers were in the lofty \$9.607 atmosphere.

Pay scales for ad men were not singled out for mention. They were lumped in the very broad "business services" category. The great number of different occupations in this category made the \$5,506 average per-employee earnings figure meaningless. Average for all U.S. employees, incidentally was \$4.837.

SPONSOR HEARS

27 AUGUST 1962

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SPONSOR

PUBLICATIONS INC.

The eyebrow-lifter of the week on Madison Avenue was the report that Ballantine (Esty) was interested in unloading for next season half of its two-thirds sponsorship of the N.Y. Yankees games.

Asking price being quoted for the third is \$1 million.

Package covers rights, six tv stations, including WPIX, N. Y., a hookup of 40 radio stations, road production expenses, etc. Telecast are 120 games and radioed are 162 games.

The remaining third of the sponsorship would continue to be R. J. Reynolds.

Hazel Bishop, currently at K&E, is reported about sold on putting a large share of its budget in the weekend tv blitz formula, using around 20 minutes per market.

The chief product of the campaign would be a new lipstick.

Lanolin Plus, which merged with Hazel Bishop, became familiar with the weekend blitz device while at LaRoche, where it has plied for years in Norelco's behalf.

Neither P&G nor General Foods can make this statement: Alberto-Culver this fall will have participations in four nighttime shows that wound up among the top 12 at the peak of last season.

The A-C foursome: Ben Casey, Dr. Kildare, Wagon Train and Gunsmoke.

GF will have three: Andy Griffith, Danny Thomas and Gunsmoke, and P&G two: Ben Casey and Wagon Train.

Ask a batch of agency men who've seen a mess of network tv pilots what in their opinion looks good for the fall and you'll get mostly a lot of shoulder-shrugging.

Pin the guessing down to type and you'll probably find them taking a stab or two in the situation comedy division—on shows like Beverly Hillbillies, McHale's Navy and Don't Call Me Charlie.

Drug admen have many frustrations, but do you know what the biggest one is? Answer: the neighborhood druggist.

Why? Because if he's asked for a recommendation he'll tout a non-advertised brand over an advertised brand.

The reason is simple: generally speaking, his profit on an advertised brand is around 30%, whereas the velvet on a non-advertised brand is closer to 50%.

One of the top rung agencies has so far this year competed for around \$60 million in new business.

The score in its favor: a few small accounts, one of which a couple of small agencies had declined to pitch for.

An agency close to the top in tv spot expenditures seems to be having a tough time adjusting its accounting system to the electronic machine it installed a few months ago.

The result: it's been running considerably behind station payments.

In several instances it has issued to station bulk checks on account.



ABUILDING IN
CONSTITUTION PLAZA!



Broadcast House



Next door to Broadcast House, new home of WTIC TV-AM-FM, the luxurious, twelve-story Hotel America is under construction. Designed to offer visitors to Hartford the utmost in comfort and convenience, the new Hotel Corporation of America unit is set in one of the most dynamic and esthetic urban developments in the United States. Like Broadcast House, first structure completed and occupied in Constitution Plaza, the Hotel America contributes to the continuing growth of an already bustling market.

Burgeoning with Hartford is WTIC Television and Radio. Latest ARB and Nielsen reports show WTIC-TV's clear leadership in southern New England. The superiority of WTIC Radio is delineated in the latest Alfred Pollitz Media Study of the Southern New England area.

WTIC TV 3/AM/FM

Hartford, Connecticut

WTIC-TV IS REPRESENTED BY HARRINGTON, RIGHTER & PARSONS, INCORPORATED
WTIC AM-FM IS REPRESENTED BY THE HENRY I. CRISTAL COMPANY



SPONSOR WEEK WRAP-UP

WJW-TV general manager

(Continued from Sponsor Week)

salesman, and national sales manager. In his capacity as national sales manager, he spent two years in Storer's New York Sales office.

Buchanan was named general

sales manager of WJW-TV, Cleveland, in February, 1961. He is a graduate of the University of Detroit, a veteran of the U. S. Marine Corps, and a member of the Cleveland Advertising Club, the Variety Club, and the Cleveland Athletic Club.

ON TOUR of Europe, inspecting brdcast. facilities, is David C. Moore (r), pres., Transcontinent Tv. Talking with him: Paul Herrington (l), WDAF-TV, Kansas City, newsman and recipient of Earl Godwin Memorial Award; Joseph C. Harsch, NBC correspondent



DOUBLE ENJOYMENT—Among the first to tune in the new stereo fm station of WBT, Charlotte, North Carolina were the Christenbury twins—Vicki (l) and Vivian. The station went on the air 15 August. Maximum power applied for by officials: 100,000 watts



ROLLER COASTER record was set by Keith James, WGH, Newport News, and Sharon Kay Potter, "Miss Teenage Tidewater." Holding posters is Amberl Dail, WGH manager



JUDGES of WWDC, Washington, D.C., "Miss Washington" contest (l-r) John Curran, Phil Stumbo, Mc-E; Fred Neuberth, Blair; Frank Delaney, L. B. Sterne, F&S&R



ANNIVERSARY CAKE is presented to Ted Mangner (l), farm dir., in honor of his 18th year with KMOX, St. Louis, by Robert Hyland, CBS Radio v.p. and KMOX gen. mgr.

Advertisers

U. S. Rubber is expected to announce the new agency for its account within the coming week.

In the running are six-seven agencies, with the prize around \$12 million.

The account's been at Fletcher Richards for many years.

Liggett & Myers (JWT) last week picked up an additional 31 commercial minutes of network nighttime for the 1962-63 season.

The supplementary buy was on NBC TV.

The account also ordered spon-

sorships in three contemporary NBC documentaries: The Nile, the Last of the Maharajahs and the Polaris Submarine.

Entailed is about \$1.2 million in billings.

Campaigns: **National Shoes** is launching its fall campaign with 1,850 one-minute radio announcements per week, and tv participations in children's programs, movies and specials (WOR-TV). Agency is Mogul, Williams & Saylor . . . Local tv spots are scheduled, via Ted Gotthelf Associates, for **Beam** decongestant eyedrops, manufactured by Charles Pfizer & Co. . . . **Mogen**

David, expanding its advertising program, will co-sponsor the new Jack Paar show on NBC TV and continue participations on the "Tonight" show with Johnny Carson . . . **Heublein** is planning a heavy tv schedule on all six New York channels for Harvey's sherries. Campaign will run from October to Christmas.

PEOPLE ON THE MOVE: **Leonard Caust** to manager, marketing information at Lever Brothers.

Agencies

Added to the roster of Midwest business leaders slated to appear on

Wade Advertising's tv panel show were three top Chicago executives.

The new additions are Judson S. Sayre, chairman of the Norge Division, Borg-Warner Corp.; William G. Karnes, president, Beatrice Foods Co.; and Robert L. Gibson, Jr., president, Libby, McNeill & Libby.

The half-hour Saturday night program, "Mid-America Marketing on the March," will begin 6 October on WGN-TV.

On the first show Charles H. Percy, chairman of the board, at Bell & Howell, will discuss his firm's approach to marketing.

Agency appointments: The Fresh

DAIRY-GO-ROUND of WCAU, Philadelphia, highlighted its campaign to promote increased use of dairy products. Listeners gathered on the station's grounds for an all day free picnic and open house. WCAU's local personalities broadcast outdoors at the fair



ELECTION NITE rally in the spirit of the old days, on WLAC-TV, Nashville, climaxed with the acceptance speech of Governor-elect Frank Clement (2nd from left) and his interview with Bill Jay (on his right). Dignitaries and their wives were also interviewed



ORCHIDS FOR QUEENS of the International Trade Fair presented by Ralph Beaudin, president, WLS, Chicago. In connection with the station's effort to promote the Fair, taped spots were used. These included recordings of the Queen's voices and authentic music from each queen's country

Fall and Winter Pear Advisory Board for the state of California re-appointed **Wade Advertising** . . . Hires Root Beer to **Fuller & Smith & Ross**, Chicago . . . Lever Brothers to **Reach, McClinton** for Breeze, a detergent, from **Stauffer, Colwell & Bayles** . . . Tidewater Oil (\$2.5-3 million) to **Grey**, effective 17 September . . . Ezezt Products to **Resor-Anderson-Etc.** for its line of polishing and cleaning products . . . New York-New Jersey Metropolitan Area Rambler Dealers to **Needham, Louis & Brorby** . . . Bakon Yeast to **The Wesley Associates**.

New v.p.'s: **William B. Phillips** and **Eugene F. Hunt** at **Ketchum, MacLeod & Grove** . . . **Elmer Jaspan**, associate director of the radio-tv department, at **Lawrence C. Gumbinner** . . . **M. Robert Siegler** at **Art Gelb** . . . **Robert C. Diserens**, **Richard J. Lord** and **John C. Weaver** to **Benton & Bowles** . . . **Richard E. Davis**, **Richard I. Rossheim**, and **Robert A. Sowers** at **BBDO** . . . **John H. Hatheway** at **Y&R**.

Remarkable
ROCKFORD
BELONGS IN YOUR
MARKET MIX

STIR UP SALES
BUY WREX-TV
THE HOT BUY EVERY MONTH



GET THE FACTS FROM OUR PERSPIRING REPS

WREX-TV
CHANNEL 13 ROCKFORD

J. M. BAISCH
Vice Pres. & Gen. Mgr.

H-R TELEVISION, INC.

PEOPLE ON THE MOVE: **Charles Manno** to tv-radio producer for **Campbell-Ewald** . . . **Dewaine Wall** to account executive at **Ben Sackheim** . . . **Robert Munday** to account executive at **K&E** . . . **James L. Horning** to account executive at **Wilson, Haight & Welch** . . . **John Cunningham** to the account service staff of **Smith/Greenland** . . . **Eileen Wherity** to media director at **William Hart Adler** . . . **Don McKeehen** to creative department of the **Seattle office of Pacific National Advertising** . . . **Branch R. Moeling** to research analyst at **Buchen Advertising** . . . **John H. Porter** to account supervisor at **Ogilvy, Benson & Mather**.

Associations

The **Georgia Association of Broadcasters** will take up what it calls the "growing crisis and dilemma" over **CATV on 16 October at the Dinkler-Plaza Hotel in Atlanta**.

At the same time, the **GAB** will host the industry's first workshop for executive secretaries of state broadcasting associations.

A plea to inform the public of restraints on broadcast journalism was issued to the nation's broadcasters by an **NAB** executive.

In his appeal, **Howard H. Bell**, **NAB** vice president, singled out the ban against broadcast coverage of courtroom proceedings which is embodied in one of the **American Bar Association's** canons.

He also assailed the equal time section of the **Federal Communication's Act** which limits broadcasters' freedom to program appearances of political candidates and the ban on broadcast coverage in the **U. S. House of Representatives** and its committees.

However, he said, despite discriminations against broadcasting as a news medium, "there has been a notable lack of concern on the part of many broadcasters." They need to be more aggressive in expanding editorial coverage and strengthening the quality of their news services. In addition, they must launch a

campaign to enlist the support of the people.

A special committee of **FM broadcasters** set up by the **NAB** has been reactivated and will meet on **29 August** to study current **FCC** proposals.

This mobilization followed the **FCC's** approval on the **NAB's** petition to extend the deadline for filing comments on the Commission's fm rule-making proposals.

(For further details, see last week's **SPONSOR**, p. 62.)

The **New York State Broadcasters Association** has recruited **Lowell Thomas** to speak at a dinner of their first annual executive conference, "**Fun and Forum**."

Mr. Thomas, world-renowned explorer, author and radio commentator, is now in his 32nd year on the air. He is expected to discuss the world situation and the responsibility of broadcasters in keeping the public informed of worldwide developments.

Sam Slate, vice president and general manager of **WCBS**, **New York** and president of the Association, will preside over the three-day conference.

Trade Date: The **Florida Association of Broadcasters** will hold their fall board meeting on **21 September** at the **Grand Bahama Hotel and Club**, **West End, Grand Bahama Island**.

Tv Stations

WJXT-TV, Jacksonville did another study—this one in **May**—on parents' attitudes toward the purchasing influence of children.

This survey indicated that only 30 per cent of the parents reported no buying influence by younger children (under 7 but old enough to watch tv) and only 33 per cent felt that older kids do not sway buying decisions. Almost half of the parents acknowledged either "very strong" or "slightly strong" influence.

Also revealed was that children induced purchasing of such tv-ad-

vertised products as cereal, soap, toothpaste, peanut butter, soft drinks and candy.

WTHI-TV, Terre Haute put together and circulated a study of **Brand Preference** in its area.

The aim of the study is to give the advertiser information about his product's public acceptance compared to competition and to furnish his brokers, jobbers and distributors with a sales and merchandising tool.

Also included is a special section on shopping habits and household information.

Ideas at work:

- **WBAL-TV, Baltimore** had its young viewers guessing the contents of a mystery egg and sending in pictures of the new baby prior to its hatching; the contest was part of the first-anniversary celebration of their kid show, "Miss Rhea and Sunshine."

- **WCCO, Minneapolis**, and Robert Hall stores have worked out a novel bit of promotion during the 10-day run of the Minnesota State Fair. At various intervals—40 of them—WCCO TV will cut into the WCCO-Robert Hall setup at the Fair and give the people at that spot a minute's opportunity to wave hello to their friends back home. The Arkwright agency contrived the sponsorship of the 40 one-minute spots with the station.

Sports sales: An 11-game schedule of "High School Football" on **KGO-TV, San Francisco** to **The Pacific Gas and Electric Company**.

PEOPLE ON THE MOVE: **William J. McCarter** to development officer for the National Educational Television and Radio Center . . . **Georgene De Luca** to administrative assistant in the business affairs department of **WABC-TV, New York** . . . **Larry Zeman** to Chicago office of **KTTV, Los Angeles** as account executive . . . **Sam Somora** to promotion director for **KTVI-TV, St. Louis** . . . **Martin Colby** to newly created post of eastern tv sales manager for the Triangle sta-

tions . . . **Tom Parrington** to **WKY-TV, Oklahoma City** as assistant manager.

Radio Stations

KHJ, Los Angeles will do a three-hour special, "The Magical World of Walt Disney," on 2 September.

The show is a humorous documentary of the Disney studios, starting with Mickey Mouse and progressing up to the latest live Buena

Vista motion pictures.

Disney himself is taking part in the show, as will **Fred MacMurray**, star of several Disney movies.

Ideas at work:

- **KALL, Salt Lake City** is heralding the new school year with "Back-to-School Facts," recorded greetings from school principals and a spelling bee which entitles winners to free school supplies.

- **WWDC, Washington, D.C.** moved



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

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

Our club hat is crowning some of the smartest market-media brains in the land. It makes no difference whether they're adorned with crew-cuts, flat-tops, ivy-league-trims, Jackie K. bouffants—or just a flesh-tone expanse. Bob made the club's exclusive ranks by winning this required quiz: 1. What is the Tricorn Market? 2. What is North Carolina's No. 1 metropolitan market in population, households and retail sales? Answer to both: the 3-city "tricorn" of Winston-Salem, Greensboro, High Point. He then scored a triple parlay by knowing what state ranks 12th in population. (Sure you knew it's North Carolina?) But the real money winner is the marketing team that knows **WSJS Television** is the No. 1 sales producer in the No. 1 market in the No. 12 state.

Source: U. S. Census

WSJS TELEVISION  
WINSTON-SALEM GREENSBORO HIGH POINT

its Satellite Studio to a shopping plaza, where it staged an open-air Back to School Block Party. Dance contests were held and all attending were given popular records as door prizes.

- **WTRY**, Albany-Schenectady-Troy organized its own space flight program for one of its music personalities who wanted to experience weightlessness. For his flight in a balloon contraption, the broadcaster took with him a microphone with which he described his reactions to the listeners.

- **KING**, Seattle ran a treasure hunt in connection with the World's Fair, and offered 1,090 World's Fair Trade Dollars as a reward to the person who located and returned the Crown to the station. Clues for KING's Crown were fed over the air.

- **WAPI**, Birmingham celebrated Hawaiian Day in order to take its listeners on a vacation to the 50th state. A trip for two to Hawaii was awarded to a lucky person who had registered at one of the station's booths in town.

- **WABC**, New York is giving away free to every listener who requests it, a booklet entitled "Suggestions for Hay Fever Sufferers."

- **WCAU**, Philadelphia, in cooperation with the dairy industry, conducted a campaign to promote the increased use of milk and milk products. Listeners converged on the station's grounds and parking lot for a free picnic and open house at the Dairy-Go-Round.

Football sales: Notre Dame Football games for 1962 on **KABC**, Los Angeles to **Oscar Gregory Chevrolet** of Paramount and **Texas American Oil Company** of Midland . . . Penn State football games on **KDKA**, Pittsburgh. to **Gulf Oil**.

PEOPLE ON THE MOVE: **Hollis Francis** rejoins **WJAG**, Norfolk, Neb. as sales manager . . . **Jerry M. Lantry** to news director at **WINS**, New York . . . **Cy Swingle** to general sales manager for local and national sales at **WCKR**, Miami . . . **Robert F. Bar-tusch** to station manager and **Edgar**

W. Willis to assistant manager at **WHHM**, Memphis . . . **Ken Warren** and **Bob Harper** to **WING**, Dayton . . . **Frank E. Mullen** to president and **Robert Nathe** to executive vice president of The United Stations Network . . . **Lee Fondren**, manager of **KLZ**, Denver, to the board of directors of CBS Radio Affiliates. . . **Bert Cowlan** to director of community relations for **WINS**, New York . . . **Kirby Ayers** to executive producer at **WCBS**, New York . . . **Arch H. McDonald** to local sales manager for **WRC**, Washington, D. C. . . **Bob Yochim** to sales development director at **KYA**, San Francisco . . . **Ellis Marvin** to director of news and public affairs at **WEBR**, Buffalo . . . **Robert L. Owens** to manager of **KXGO**, Fargo and **KXJB-TV**, Valley City-Fargo . . . **Herb Brigglin** to account executive at **KSFO**, San Francisco . . . **Phil Goldman** to account executive at **KNOE**, Monroe, La. . . **Thom Robertson** to sales manager for **WMEX**, Boston from account executive at **WEZE** and **WORL**, Boston.

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%

992-16B

**A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY**

THE KATZ AGENCY, INC.
National Representatives

Fm

KVIL (AM & FM), Dallas, started a four week promotion back in March but it ran so well it was extended for 10 more weeks.

It was a promotion in reverse: there were only a few terse announcements on the air, and no ballyhoo, but prizes given for writing in turned out to be enormously valuable: a trip to Mexico City, a Dior gown, cash, appliances, food and freezers, and vacations. Eventually over 10,000 replies were received.

The fm outlet of **Michiana Telecasting Corp.**, has signed on the air.

The station is currently duplicating the **WNDU**, South Bend schedule.

FM Group Sales, a new rep firm, has added to their accounts national radio advertisers in New York and Chicago who have never used fm radio before.

Philip Morris and Curtis Publish-

ing have placed 52-week orders with a group of six fm stations in Los Angeles through the firm.

Philip Morris (Benton & Bowles) is running seven "group minutes" per week; Curtis (BBDO) has scheduled five group minutes and five group half-minutes.

The rep firm also represents a group of six stations in Chicago, and plans groups in New York, Boston, Detroit and San Francisco.

Among the major advertisers showing interest in fm stereo is Philco, who will sponsor an all-night program on WTFM, New York.

The program is "Moondial," an fm stereo segment broadcast from midnight to 6 a.m., Monday through Friday.

Philco's contract extends through December, 1962.

Fm here and there:

- **KHIQ (FM)**, Sacramento began multiplex stereo broadcasting with a special three-hour program. The station is planning a full-time schedule of stereo.

- **WSBT (FM)**, South Bend, began fm broadcasting on 12 August. Arthur R. O'Neil, general manager of the WSBT stations, announced there would be special unduplicated programs throughout the week.

PEOPLE ON THE MOVE: Richard J. Wall to sales manager of KCMO (FM), Kansas City . . . Robert Flanders to manager of WFBM-Muzak, Indianapolis . . . Niel A. Buckley to commercial manager and assistant general manager of WFOL, Hamilton-Fairfield, from account executive at WPFB, Middletown.

Station Transactions

The first tv station licensed from the start to telecast in a foreign language—and the first Spanish language station in Los Angeles—is KMEX-TV.

The station starts in September on channel 34. It covers 800,000 persons of Mexican origin in the area, the third largest Mexican community in the world.

Manager is Julian Kaufman. The station is jointly owned by Fouce Amusement Enterprises, Rene Anselmo, Edward Noble, Emilio Azcaraga, and Kaufman.

The station will become the flagship of the recently organized Spanish International Network, which already has five vhf's and one uhf along the U. S.-Mexican border.

KMEX-TV will spend \$100,000 for advertising and promotion before it goes on the air, through Kenyon & Eckhardt.

Networks

NBC TV this year invested its dispatch to editors of publicity files on the fall nighttime series with touch of Madison Avenue.

It enclosed this bulky collection in an attache case.

And to add a little more the editor got his initials imprinted on the case in gold.

TV Sales: Liggett & Myers bought one-half sponsorship of "The River Nile," an NBC News tv special. Buy was made via J. Walter Thompson . . . **The Institute of Life Insurance, Bristol-Myers and Goodyear** have signed for full sponsorship of the coming national and local elections

on CBS TV . . . ABC TV's "Tennessee Ernie Ford Show" to **Vick Chemical** for six months beginning 1 October. Agency: Morse International.

New affiliate: WGGG, Gainesville has joined the CBS Radio Network.

PEOPLE ON THE MOVE: Richard N. Burns to director of contracts and assistant business manager and **Julian J. Linde** to contract manager at CBS TV sales department . . . **Walter Stein** to director of research and sales for ABC TV o&o's . . . **William F. Asip** to sales department of CBS as account executive . . . **Armand Grant** to vice president in charge of daytime programming at ABC TV.

Representatives

The North Dakota KX Network, composed of five tv stations, has appointed **Young Television** as its national rep.

This is the first time all stations are being represented by one firm.

The stations involved are: KXJB-TV, Valley City-Fargo; KXMB-TV, Bismarck; KXAB-TV, Aberdeen; KXMC-TV, Minot; KDIX-TV, Dickinson.

Four account executives and a di-

you see more opportunities through our eyes

And you are protected from the hazards of negotiating on your own by Blackburn's penetrating knowledge of markets. We do not send out lists: every sale is handled on an individual basis. Seeing the total picture through our eyes widens opportunities and narrows the risk for both buyer and seller.

BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
Cerard F. Hurley
RCA Building
FEderal 3-9270

CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
333 N. Michigan Ave.
Chicago, Illinois
Financial 6-6460

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John C. Williams
1102 Healey Bldg.
JAckson 5-1576

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
Beverly Hills, Calif.
CRestview 4-8151

rector of research have been added to the staff of **The Bolling Company**.

Two of the account men, Peter R. Scott and Robert Cronin, have been assigned to the tv department. Scott was formerly with the Katz Agency in charge of eastern tv sales and Cronin was with Blair.

Joining the radio sales department are Phillips Clark and Joseph P. Foley. Previously, Clark was with WVOX, New Rochelle, and Foley was a staff member of Paul H. Raymer and Weed.

The new director of research is N. Gary Eckard, who comes to the New York rep firm from Charles Harrison Smith Associates, Minneapolis.

Rep appointments: WHFS (FM), Washington, D. C. to **Herbert E. Groskin & Company** . . . WDKA, Nashville to **Robert E. Eastman & Company** . . . WWHG (AM & FM), Hornell and WBNR, Beacon-Newburgh retain **Burn-Smith Company** . . . WPGC, Washington, D. C. to **Gil-Perna** . . . WSTV-TV, Steubenville, Ohio, to **Peters, Griffin, Woodward** . . . WFMJ-TV, Youngstown to **Blair** for national sales.

PEOPLE ON THE MOVE: **Richard Hartwell** to account executive at Eckels & Co. . . . **Bruce Johnson** to the Los Angeles office of AM Radio Sales . . . **Robert G. Hinds** to radio account executive at Peters, Griffin, Woodward, Los Angeles . . . **Patrick W. Norman** to the Chicago office of Bernard Howard & Co. as account executive.

Film

The United Artists name will soon be the one by which Ziv-UA will be identified. Last week Ziv-United Artists, Inc., announced that it would change its corporate name to **United Artists Television, Incorporated**, effective 1 September.

The change signifies the new philosophy of the merged Ziv and UA companies. Earlier, Ziv had done all its own production for tv and UA had dealt exclusively with independ-

ent theatrical and tv producers. For a time the Ziv-UA combine exhibited a mixture of the two attitudes, with the UA philosophy becoming more and more predominant over the seasons.

Now UA-TV will work only through autonomous producers, as UA, the parent company, does in the theatrical field.

UA-TV is expanding its network programing, while continuing its local, regional, and foreign programing and distribution.

Programing: Problems perplexing the average golfer and taken up in a new series, **The Golf Clinic**, produced and directed by Leonard Anderson and filmed at Doral Country Club in Miami . . . **Peter M. Robeck** will distribute "Trails West" with Ray Milland as host, consisting of 52 additional half-hours of "Death Valley Days" specially revised for re-release.

Financial report: **MCA Inc.** for the six months ending 30 June 1962 had consolidated unaudited net earnings of \$6,631,000, after preferred dividends equal to \$1.38 per share on 4,519,603 shares of outstanding common stock. In addition there was a non-recurring item of \$0.46 a share. Figures include MCA interest in Decca Records' reported consolidated net earnings for the period, adjusted on a "pooling of interests" basis.

Sales: **Seven Arts Volume III** now in 75 markets via sales to WKTV, Utica; KCEN-TV, Temple; WBTV, Charlotte, and WFBC-TV, Greenville. The Temple station also purchased Volume II. . . Same distributor's Boston Symphony Orchestra series to KGUN-TV, Tucson, and WKYT, Lexington . . . **Telesynd's Lone Ranger** feature film for four more stations: KDKA-TV, Pittsburgh; WTIC, Hartford; WMAR-TV, Baltimore, and KBMT, Beaumont, while the half-hour series, now in 70 markets, was sold to nine more stations: WRGB, Schenectady; WLW-D, Dayton; KSD-TV, St. Louis; KCMO-TV, Kansas City; KLZ-TV, Denver; KCPX, Salt Lake City; KDKA-TV, Pittsburgh; WRAL-TV, Ra-

leigh; and WMCT, Memphis . . . **Telesynd's Ray Bolger** sold in Canada to CHCH-TV, Hamilton; CJSS and CJCB, Halifax . . . **Allied Artist Tv's Bomba the Jungle Boy** features sold to WBAP-TV, Ft. Worth; WCIV-TV, Charleston; WGN-TV, Chicago; KCOP, Los Angeles; WALA-TV, Mobile; WDSU-TV, New Orleans; CKLW-TV, Detroit; WIS-TV, Columbia, S. C.; WJBF-TV, Augusta, and WRVA-TV, Richmond.

Public Service

The New York Philharmonic concerts will return to the CBS Radio Network for the 33rd consecutive season.

To celebrate the orchestra's inaugural year at Philharmonic Hall in the city's new Lincoln Center, the broadcast season will include the world radio premieres of specially commissioned works by ten famous composers.

The contributing composers will be Samuel Barber, Leonard Bernstein, Carlos Chavez, Aaron Copland, Alberto Ginastera, Hans Werner Henze, Francis Poulenc, Paul Hindemith, Darius Milhaud, and William Schuman.

Public Service in Action:

- **KXOL**, Fort Worth disc jockeys—six of them—led a campaign to encourage Fort Worth and Tarrant County residents to take the Sabine oral vaccine on two Sundays, 25 July and 5 August. As a result, over 86% of residents were immunized.

- **KRON-TV**, San Francisco, will donate air time to debates for local and state political office, including the Brown-Nixon race for the governorship.

KYW, Cleveland is presenting the first audience-participation show on mutual funds. The show is entitled "Program P.M."

PEOPLE ON THE MOVE: **Frieda Schmitt** to the public affairs department of WHLI, Hempstead from Ogilvy, Benson and Mather . . . **Paul J. Price** to community service director of WHIO (TV-AM & FM) Dayton.

HELP YOURSELF



(and your listeners)



Free broadcast material - radio and TV - available for the 5th International Food Congress & Exhibition

From September 8 through 16 food will be on the tip of everyone's tongue—because food's the star of the biggest, best Food Festival ever. It's at the New York Coliseum. There will be exhibits and displays (including one about mass media), food tips from around the world and an International Gourmet Supermarket. Among many, many other features. To help you get the word out to your listeners and viewers about this food gala,

we have prepared broadcast material for you: fact sheets, scripts and taped ID's. Plus a batch of mighty interesting feature material. All free for the asking. So ask: just fill out the coupon and send it to the 5th International Food Congress & Exhibition (oh,

you can call us "International Food

Congress"), BBDO, 383 Madison Avenue, New York 17, N. Y.

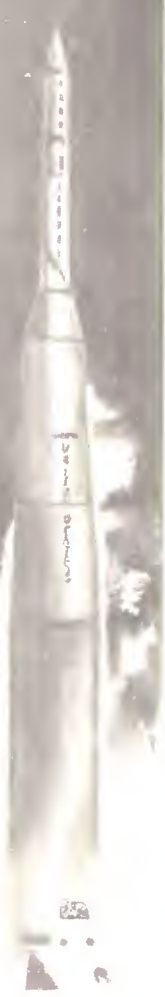
5th International Food Congress & Exhibition
%BBDO, 383 Madison Ave., New York 17, N. Y.
 Please send us a complete kit for the food festival. The works!

Station _____
Address _____
City _____ State _____

GOING UP!
Daytona Beach
Orlando

NOW
FLORIDA'S
THIRD
MARKET

AND
SPACE AGE
CENTER
OF THE WORLD



WESH-TV

FLORIDA'S
CHANNEL **2**

NB for Orlando
Daytona Beach
Cape Canaveral

TV and radio NEWSMAKERS



Don Menke has been chosen manager of stations for the Time-Life Broadcast property in Indianapolis. Eldon Campbell, vice president announced the appointment. Menke takes over operational control of WFBM (TV-AM & FM), Indianapolis, effective 2 September. A veteran broadcaster, he has been with WFBM for more than 20 years and was formerly manager of WEOA, Evansville. In 1955 he assumed the post of commercial manager for WFBM-TV and was promoted to manager in 1960.

John D. Scheuer, Jr., director of public relations and programing for Triangle Stations, has been appointed administrative executive. He will be coordinating the activities between division headquarters and all Triangle stations. Scheuer has been active in broadcasting for over 20 years. From 1912 until 1951, he served with the WFIL stations in a variety of capacities including director of operations and assistant to the general manager. For almost two years he was general manager of KTVI, St. Louis.



Charles S. Chaplin has joined Seven Arts Productions, Ltd. as vice president and Canadian sales manager. He'll be in charge of the Canadian tv distribution of all Seven Arts products to be offered in Canada. Prior to his association with the film company, Chaplin was president of Trans-Canada Distribution Enterprises. Before that he was Canadian general manager for United Artist for 17 years. Also, Chaplin served as chairman for the Motion Picture Industry Council of Canada.

Charles G. Pogan is the newly-elected vice president of Capital Cities Broadcasting. Pogan has worked with the company for the past eight years in the capacity of director of operations for WTEN-TV, Albany. In 1953 he first took this position to assist in putting the station on the air. The following year in November, Capital Cities purchased the station. Before going to Albany, Pogan was associated with tv operations and advertising agencies in Scranton and Boston and with network operations in New York.



The seller's viewpoint

I have the feeling computers may do no more than decrease time and increase cost when it comes to testing market and station problems, says Robert W. Ferguson, executive vice president and general manager of WTRF-TV, Wheeling, W. Va. Ferguson joined Tri-City Broadcasting Co. as general manager of WTRF and WTRF-TV in 1947. He is presently president of the West Virginia Broadcasters Association and the NBC-TV Affiliates Board of Delegates. Ferguson started out in communications as a newspaperman; first as a reporter for a Wisconsin paper, and later with the Dix newspaper chain and other newspapers up until World War II.



Will computers really eliminate station and market problems?

I have been reading a great deal about the increasing use of computers by advertising agencies to "sophisticate and quantify" their market data for making market decisions in the future.

This is a challenging idea. Progress is a must, particularly in our industry. We hope that the use of computers by experienced agency personnel for market research may clarify many of the problems that now exist in researching markets and making decisions.

What I would like to know is—what data or information is going to be used in this space-age computer-controlled era—from what I gather, the computer's output is only as good as its input. Specific, detailed information about any given market can only be obtained from the accuracy of the research data fed into the computer.

Does this mean that data now supplied by several of the research companies, much of which is contradictory, will be used? If so, I have the very uneasy feeling that the same problems that confront many tv stations and markets now will confront them via the computers, with the only difference being the decrease in time it takes to come to the same decisions, and the increase in cost for using the computer to arrive at these decisions.

Or will the use of computers finally herald the beginning of an era when the research material, which a tv station in a market spends much time and money to gather, be used to accurately pinpoint the potential of the market in question? Will the computers feed a qualitative, as well as quantitative summary of a market's potential to the media experts that will eventually make the marketing decisions?

These are not impertinent questions. WTRF-TV, as has many other stations, has been one of the victims of the "lost homes" brigade that seems to crop up from time to time in research findings by supposedly reputable research organizations. I wonder if the computer will find the 20,000 homes, say, that we might have lost from one rating period to another. No one else got them, according to our

studies, and we just wondered if 20,000 homes just gave up on television for the duration.

Or will the computer be able to accept the fact that there is such a thing as a tv market as opposed to a newspaper or other market. Many of the current research and statistical standards being used today to determine exactly what a market consists of are outmoded throwbacks geared to the specific needs of the newspaper medium. There are a great number of tv markets today which suffer from the iconoclastic yoke which market restrictions hung on them by such highly respected and official documents as its Standard Metropolitan Statistical Data booklet issued each year by the Bureau of Census. This is a tome that has yet to recognize the fact that television is a medium that reaches across state and county lines, city limits, and other barriers to make it the most influential selling medium the world has ever known.

These are things we don't know, yet they are highly important factors that are reflected in our national sales figures. If the end product of the computer usage by agencies is going to result in similar irrelevancies in market ratings and rankings, we doubt that the agencies and the clients, for whom they will be investing all of that money, will be in receipt of any better or more accurate information than they are at present.

Yet, as station operators, we would welcome any type of new media measurement programs that would give the stations the full statistics on their actual market coverage. Statistics that would properly evaluate growing, affluent markets such as ours here in the Wheeling-Steubenville, West Virginia, area and would alleviate many of the discrepancies that seem to consistently blur the accurate image of a station's true coverage picture.

Measuring services have slowly accepted the fact that Metro ratings do not give a complete picture of market make-up. Now, if computers can be utilized to give a complete coverage of tv homes in a given market, station operators will be the first to say, "Thanks, well done." ■

SPONSOR SPEAKS

Defining advertising goals

We praised it when it was published last fall. We have been boosting it ever since. (The other day a leading New York station rep told us he had read it on our recommendation, and has since ordered copies for every one of his salesmen.)

But even so, and despite fairly hefty sales in the industry, we don't think that the ANA book, "Defining Advertising Goals for Measured Advertising Results" has yet reached all the people it should.

In our opinion it is must reading for every serious advertising man, and it is of special importance to those in broadcasting who sell time and programs to national and regional advertisers.

The ANA book reflects the thinking of practically all the blue chip accounts in the business. (It was put together by a committee of advertising directors from such corporations as Westinghouse, Lever, U. S. Steel, Bristol Myers, General Foods, working in consultation with representatives of P&G, General Motors, S. C. Johnson and many others.)


It is a clear, and perhaps deceptively simple statement of the principles under which these company operate their advertising programs. It deserves not quick, hurried reading but real attention and study.

"Defining Advertising Goals for Measured Advertising Results" can be ordered through the ANA, 155 E. 11th St., New York 17. If you don't have it in your library, you should.

SPONSOR'S new Timebuyers' Guide

While we're on the subject of books (this is practically Book Promotion Week!) we want to plug one of our own—the sparkling new 1962-63 *Tr Timebuyers' Guide* which you will receive with your copy of SPONSOR'S 10 September issue.

We're certain you'll find it the most practical, handy, valuable desk-book of tv market information ever put together—facts, figures, billings, viewing and other data for 91 leading tv markets, arranged for timebuyer and media department use.

Keep your eye out for the 1962-63 *Tr Time Buyers' Guide* and let us know as soon as possible if you'll want extra copies for others on your staff, or in your clients' offices. 

10-SECOND SPOTS

Typists: Mechanical engineers have ascertained that a pressure of 12 ounces is exerted with each stroke on a typewriter key. Thus, they estimate, if a speedy secretary types steadily eight hours a day, she will use as much energy in one day as is required to shovel more than 100 tons of dirt.

Application: Heard on Jack Sterling's WCBS radio show: While processing job applications at a big company, a personnel manager came upon an applicant who had answered one of the questions in an unusual manner. The question was: "Person to notify in case of accident," which he filled in: "Anybody in sight."

Ballet: Not very long ago, a family watched a telecast of the Russian ballet. The youngster in the group watched the entire performance in silence but when it was over he asked: "Why do they make all the girls stand on their toes? Wouldn't it be easier to get taller dancers?"

Television: *Tr Guide* recently noted that a good quiz-show emcee must have exceptional qualifications: he must be a glib talker and an attentive listener. But the non-attentive emcee can give network officials ulcers, the magazine said, referring to the story of the inattentive emcee who asked a woman contestant how many children she had.

"Three," said the lady.

"Fine!" responded the emcee. "And what does your husband do?"

"He's dead," she said.

"Fine!" said the emcee heartily.

Ad astra: An industry source passed this along. Toward the end of the 20th century, a United Nations Space Exploration team landed on an unknown planet far out in space. Quietly watching the earthlings debark from their space craft were two little green men sitting on the edge of a crater. Later, as the little green men turned their backs on the bustling group below them, one said to the other: "Well, there goes that neighborhood!"



IMPACT IMAGE IMPETUS

Teen-Views . . . o Junior Achievement company sponsored and advised by WOC-TV . . . was o junior television company in every respect. For o period of seven months, these students carried on every TV operation; programing, writing, producing, directing, performing and selling (ot o profit). Judged the top JA Company, WOC-TV is proud of these youngsters who have demonstrated — and learned — free enterprise.

Scott County JA Company of the Year
 Top JA Company — 10 State Region
 First place in regional competition
 Entered in competition for National JA Company of the Year

WOC-TV is more than a member of the community . . . it's a member of the family. With responsible local programing, WOC-TV has created a loyal audience that responds with enthusiasm.

Such attention carries a tremendous **impact** on the 2 billion dollar market covered by the WOC-TV signal. The average household has an effective buying income of \$6,091* and part of what and why they spend is activated by what they see and hear on WOC-TV.

The image and impact created by WOC-TV is given **impetus** by an effective sales co-ordinating staff that establishes and maintains constant liaison between the advertiser and his retail outlet.

For full information about WOC-TV, see your PGW Colonel . . . today!

Sales Management's "Survey of Buying Power" 1962"



Channel 6 - 1000 W. Main St. Phone 507 - 2541

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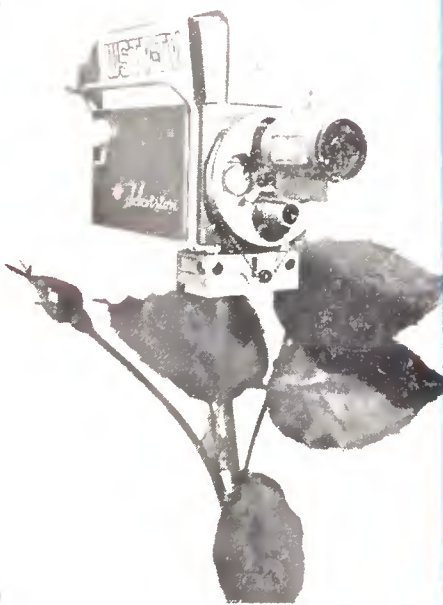
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NEW YORK OFFICES:
Lee Gaynor, National Sales Manager
Fred Weber, V.P., Planning Development
680 Fifth Ave., N.Y., Canada House, JU 6-551

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