

40c a copy and \$8 a year/18 NOVEMBER 1963

How top air agencies rank in r/tv billings for '63—p. 38

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV AD

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NOV 18 1963

NBC GENERAL LIBRARY

ALDO ED L JOY
C - RM 274
ROCKEFELLER PLAZA
NEW YORK NY 10101



the news is now!

There's always an exciting immediacy about news coverage at KTLA! On-the-spot mobility never before achieved in television means the News happens "live" right on KTLA! Marvels of the electronic age make possible ground-to-air-to-transmitter coverage, while in motion, from seemingly impossible locations. The only way to improve on TV news coverage like this would be to shoot tomorrow's news tonight! Schedules news weeknights 6:30 and 11.

KTLA **5**
L.A.'S NEWS STATION **TV**

We invite your investigation Represented nationally by PETERS GRIFFIN WOODWARD INC



For any Carolinas kick-off, *your sales drive should start from Charlotte. Center of thickly urbanized 75-mile radius market with largest population in the Southeast. For a better return on your spot buying, let WSOC-TV carry the ball for you. Nearly 3 million viewers are served by this great area station. Ask us to tell you more about this market and the support we will give you.*

Charlotte's WSOC-TV

Jumping the gun: Senator John O. Pastore, chairman of the Senate Communications subcommittee, announced Friday that he has invited NAB President LeRoy Collins, NAB Code Board members, and network heads, to come to his Washington office for a talk about broadcast commercials, and to report results of an industry get-together slated for December in New York. In reporting the latter meeting, Pastore was somewhat premature, since it hadn't been announced previously and no date is set for it. Plans for the industry session await return of Collins from regional conferences, NAB reports. The Pastore invitation grew out of an exchange of letters between Collins and the Senator, when Pastore wanted to know what the NAB Code was doing about the "heavy criticism" levelled at broadcast advertising in recent months. Pastore said there had been urgings for government intervention on the "over-commercialization," the frequency, and loudness of announcements, and the clutter at station breaks. Pastore's invitation to networks should head off previous network holdouts on NAB invitations, based on the possibility that Justice Department might question such a gathering. Collins' answer to the 21 October Pastore query had offered a personal report to the Senator on the broadcaster-advertiser meeting in December. He said the meeting will try to find remedies in qualitative and interruptive aspects of tv advertising, as well as the traditional time limits. The NAB president hoped networks would attend the broadcast-advertiser meeting, if they could shake qualms about anti-trust implications, he told Pastore.

U.S. Steel return: Negotiations are under way between U. S. Steel and NBC TV to sponsor opening night, Wednesday, 22 April of the New York World's Fair. A two-hour spectacular running from 9 to 11 p. m. is being con-

sidered by Steel, and the show would mark the first major use of television by the company since its long-run *U. S. Steel Hour* on CBS TV was dropped last June. It's understood there would be no charge for opening night rights, by the Fair, for which a steep price had originally been sought. Since progress is important part of fair theme, show is reported to provide a strong tie-in with Steel.

G.E. too? Return of General Electric institutional advertising to network tv also appears a possibility for next season. BBDO is understood to be looking over a number of possibilities for the client's consideration. Both G. E. and U. S. Steel are reported to still be "high" on the medium. G. E. institutional advertising has been off network this season following demise of *True*.

Modern marketing means flexibility: "Agency men speak well of the efforts to provide more selectivity in coverage of markets—the ability to reach traffic patterns of age groups, or appeal to ethnic groups," 4A president John Crichton said today in an address prepared for the Outdoor Advertising Association. "They like anything that leads to flexibility, to let outdoor compete with spot radio, spot tv, newspapers, and regional editions of magazines. All marketing tends today to move toward regionalization. The more flexible outdoor can be, the more useful it is to today's marketing man."

CBS schedules Tarzan: CBS TV has signed a contract to film a series of 60-minute *Tarzan* shows, scheduled for 7:30 week-night viewing. Produced by Sy Weintraub, owner of all motion picture and tv rights to the famous he-man of the jungle, the films will be partially shot in Africa.

Fuel for frozen foods fire: Aggressive ad push of new frozen food line by Birds Eye is planned. It centers on introduction in northern Florida and New England of a line of seven vegetables quick-frozen in seasoned butter sauce, under the Vacuum Sealed label; and the test-market intro of Awake—a frozen concentrate for imitation orange juice in a nine-ounce can—in Omaha and Des Moines. Awake won't replace Birds Eye Frozen Orange Juice Concentrate, which will still be promoted heavily. But company is discontinuing production of conventional quick-frozen dinners and meat pies to concentrate on these and other new products.

Network battles: Ratings appeared last week to be settling into a pattern. New Nielsen 30-market figures showed CBS in front, ABC and NBC running close. At the same time, Nielsen Nationals for II October report, gave ABC an average 15.8 rating for all commercial prime time programs, CBS a 19.2, and NBC an 18.0. 30-market figures for the past four weeks are as follows:

<u>Week Ending</u>	<u>ABC</u>	<u>CBS</u>	<u>NBC</u>
20 Oct.	29.3	29.2	29.4
27 Oct.	26.6	30.7	30.6
3 Nov.	28.4	32.2	27.9
10 Nov.	27.9	32.3	28.1

Travel promotion: American Petroleum Institute is attempting to organize a \$2-million advertising campaign to promote automotive travel. API is seeking support of allied industries for idea which has been suggested a number of times in the past by different persons and groups. Though its industry is heavy in television, API itself has traditionally stuck to print.

Recorded commercials survey: NAB and RAB will get together on a survey of how radio stations are handling recorded commercials. Survey will ask radio stations about their practices and preferences in the technical handling of recorded commercials. The decision to make the study came out of informal meeting in New York, among representatives of two associations, 4A, individual broadcasters, ad agency execs and representatives of recording studios and equipment manufacturers. Unofficially, there has been growing discontent among some advertisers with the way their recorded commercials sound on the air via retape or other techniques used on radio stations. David Dole, chairman of the Technical Development Subcommittee of the AAAA's TV and Radio Administration Committee, served as chairman at the informal meeting.

FCC denies drop-ins: In a late meeting last Friday, the FCC decided against vhf drop-ins in seven markets under consideration, thereby delivering a blow to ABC network hopes for a third outlet in these two-station cities. The decision brought joy to ultra-highs, who see short-space vhf drop-ins as a threat to uhf development and to Maximum Service Telecasters (MST), who fought drop-ins as degrading the existing vhf service. Commissioners Hyde, Ford and Cox dissented from the denial decision. Majority vote included Henry, Bartley, Loevinger and Lee.

Biscuit company buys radio: New England spot radio is being boosted by a saturation campaign for Educator Biscuit of Lowell, Mass. Featured is a new line of Snaektime Crax, particularly Beer Chasers recently introduced to the market. Radio will be supplemented by heavy tv spot, newspapers, and regional editions of national magazines. John C. Dowd is the agency in charge of the Education account.



HELD OVER / 500th week

ONE PERFORMANCE DAILY

6 to 10 am

REGULAR PRICES

WHEN YOU TALK ABOUT THE **BIG** ONES . . . YOU'VE GOT TO INCLUDE THE THRILLING SAGA OF . . .

O'REILLY OF WPEN

Small Shoulders . . . Big Heart!

Guts To Glory Saga! / They laughed until he showed them what 145 pounds could do!

Split Second Action! Faster than the speed of lightning!

Saturday's Hero!

A Legend In His Own Time . . . A City Salutes O'Reilly of WPEN!

From The Playing Field . . . To The Broadcasting Booth!

Pulse Pounding Drama!

Legendary Aquamarine Feats!



EXTRA ADDED ATTRACTION!
WPEN 'COPTER 95
SKYWAY TRAFFIC REPORTS

ACTION • ROMANCE • LAUGHS • MUSIC

LOOK WHAT THEY'RE SAYING ABOUT "O'REILLY OF WPEN"

"A Radio Colossus" Mrs. O'Reilly
"One of the Year's Best" Erwin Rosner, General Sales Manager
"Mature Adult Entertainment" The Kids
"What a Way With a Commercial" . . . WPEN Advertisers
"Smash Personal Appearances" . . . Rotary, Kiwanis, Chamber of Commerce, Women's Club, et

"O'REILLY OF WPEN" starring Jack O'Reilly • Directed by Jack O'Reilly • Produced by Jack O'Reilly • Written by Jack O'Reilly • In Ultra Radio 95 •



WPEN
radio 9.5



In the wholesale distribution of electrical goods, Charlotte now ranks 26th in the country. Reach this growing market through the area's first radio station, WBT Radio Charlotte. Represented nationally by Blair Radio.

SPONSOR

18 NOVEMBER 1963

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WE'VE GOT A WAY WITH WOMEN

Again, the first Fall rating books show that Southeastern Michigan gals pick WJBK-TV as one of their steady dates. For instance, Nielsen (Sept. 2-29, 1963)* indicates that 47% of the girls in 4-station Detroit are tuned to TV2 between noon and 5 p.m. It's quite an affair, this thing between WJBK-TV and the big-spenders Detroit homemakers! Make the most of it! Contact your STS man for further details and fine availabilities.

*Estimated and limited as shown in report

TV2
WJBK-TV
 DETROIT



MILWAUKEE WISN-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	<i>IMPORTANT LISTINGS IN THE KEY CITY MARKET</i> STORER BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KCBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION
 SALES, INC.
 Representatives for all
 Storer stations in state

BUSINESS WEEK: "The regions at both ends expect a boom."

Robert M. Lambe
President
WTAR RADIO-TV
CORPORATION

YES,
BUT...*

FORTUNE: "The Chesapeake Bay Bridge-Tunnel pull a cork." Yes, but...*

NATIONAL OBSERVER: "It will leap the last hurdle on the coastal Ocean Highway." Yes, but...*

LADIES' HOME JOURNAL: "One of the world's most spectacular man made structures." Yes, but...*

TRAVEL: "A tourist attraction in itself." Yes, but...

READER'S DIGEST: "One of the 5 future wonders of the world!" Yes, but...*

RICHMOND TIMES-DISPATCH: "It should transform a considerable section of three states." Yes, but...*



HAMPTON

NEWPORT NEWS

THE GREAT CHESAPEAKE BAY BRIDGE-TUNNEL OPENING EARLY NEXT YEAR

HAMPTON ROADS

NORFOLK

PORTSMOUTH

CHESAPEAKE

VIRGINIA BEACH

WTAR TELEVISION & RADIO

CBS AFFILIATES FOR NORFOLK-NEWPORT NEWS, VA.

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

will someone please tell the customer market is already booming? Here, right now we have the greatest concentration of population in the entire Southeast... the greatest industrial plant in the entire South... the greatest natural harbor in the world... the hottest spot in the South for a business dollar: Tidewater, Va. TideWT... a better way to spell it, and sell it.

PUBLISHER'S REPORT

One man's view of
significant happenings in
broadcast advertising

Dr. Roslow says a mouthful

AFTER ALL the potshots that have been taken at the rating services this year, I'm glad of the opportunity to show the other side of the coin.

Jim Storer, general manager of WJW Radio, Cleveland, and a fellow who examines research with a fine-tooth comb, reminds me that Dr. Sydney Roslow made some noteworthy remarks about ratings at his recent Pulse Anniversary Luncheon.

I say that Jim "reminds me" because I had been impressed with these same comments when they were delivered and fully intended to devote a column to them. But by that deadline time (which is about when I sit down to fulfill my weekly commitment) something newer had crowded it out.

So thanks, Jim.

What Dr. Roslow said was that it is a "discredit" to the men and women who buy tv and radio to say that they have an "idolatrous devotion" to ratings to the exclusion of other factors. He listed common sense, intangible values, buyer-seller relations, effective selling, station reach, station image, adjacent programing, audience receptivity, staff know-how, effective selling, creative buying as some of the factors considered in addition to audience estimates. He suggested that business is shortchanging itself by not taking full advantage of the fuller, deeper meaning of qualitative audience research.

I heard Dr. Roslow talk this way 10 years ago. I've listened as he and other thoughtful researchers warned station men to be careful not to misuse their research. But even as they spoke, the spell of the magic rating, and the prop that it has provided in evaluating programing, was falling over a whole industry.

It is my opinion that most conscientious rating researchers look forward to industry methodology and standards. Ratings will still be important—but as Dr. Roslow indicates, the day of rating worship has passed. This is a hard fact to swallow for many who would still prefer to live exclusively by the rating.

In recent weeks I have heard talks by agency experts like Tom McDermott of Ayer, Dr. Seymour Banks of Burnett, Mike Donovan of BBDO, all expressing pretty much one thought: The trend in spot buying, they say, is linked to the advent of the computer age. It's still brand new, but it's obvious that computer media evaluation will take in many more factors than before—some demographic, some based on human equations which will be fed into the computer numerically.

What it boils down to is that you don't need a computer if you're going to judge only by a rating.

But you do need a computer if you're going to give weight to the factors mentioned by Dr. Roslow as well as to others he didn't mention.

And it won't be long before most of the top 50 agencies who do 90% or more of national buying will be relying heavily on the answers that come out of a computer.

Norm Glenn

FACTS PROVE

CONCLUSIVELY!

K-NUZ

IS HOUSTON'S

No. 1 ADULT

AUDIENCE

BUY!

Here are the latest facts and figures on
cost per thousand —

TOTAL ADULT MEN IN AFTERNOON TRAFFIC TIME

delivered by Houston radio stations. K-NUZ
again is conclusively Houston's NO. 1 BUY!

MON.-FRI. — 4-7 P.M.

STATION	COST PER THOUSAND
K-NUZ	\$ 6.90
Ind. "A" ...	\$ 8.24
Net. "A" ...	\$ 7.25
Ind. "B"	\$13.08
Ind. "C"	\$10.00

SOURCE

First Houston LQR-100 Metro Area
Pulse, Oct., 1962 Based on schedule
of 12 one-minute announcements per
week for 13 weeks, from rates pub-
lished in S R D S Feb., 1963

SEE KATZ FOR COMPLETE ANALYSIS
OF ALL TIME PERIODS!



**THE
KATZ AGENCY
INC.**
NATIONAL REPRESENTATIVE
IN HOUSTON call
DAVE MORRIS JA 3-2581

K-NUZ

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555 FIFTH

Letters to the Editor

GOOD MUSIC POWERFUL TOOL

Congratulations on your excellent story, "Folk or Faust, it's all a new sales aria" in the 21 October issue. Your article does not come as a surprise but merely confirms my belief that good music can be a very powerful selling tool for an advertiser.

Having seen the results achieved by sponsors on our station, I can attest to the pulling power of a good music operation.

I would appreciate receiving any extra reprints of the above story.

Jim Barker
local sales manager
WGMS, Washington, D.C.

Heartiest congratulations on your special report, "Folk or Faust, it's all a new sales aria." You've done a real service to the broadcast industry in this presentation.

Would it be possible to obtain 50 reprints and bill us?

Del Leeson
KPAM-KPFM
Portland, Oregon

I want to compliment you on the fine article in SPONSOR, 21 October, on Good Music stations.

The comprehensive way in which you took a huge, many sided subject and organized it so competently, and intelligently, shows excellent writing and reporting ability.

Theodore Jones
president, WCRB, Boston

K&E DATA IN ERROR

In your issue of 28 October 1963, you carried an article which included a compilation by Kenyon & Eckhardt of television stations that were subscribers and non-subscribers to the NAB Code.

In the K&E table Huntington-Charleston is shown as having two subscribers, whose share of audience is 33%. (Audience data, ac-

cording to K&E, is from the February-March 1963 ARB.)

WSAZ-TV, Huntington-Charleston, represented by The Katz Agency, has called to Kenyon & Eckhardt's attention the fact that they are the only Code subscriber in the market and that their share of audience, based on the above source, is 47%.

K&E admits that the data for Huntington-Charleston is in error; and we would like to call this to your attention.

Kenneth A. Mills
asoc. dir. of research
and promotion
The Katz Agency
New York

FORT WAYNE STORY

I've just read your account of "A Day with WANE" in the 4 November issue of SPONSOR. It was very interesting and we certainly appreciate the fine job you did in describing the particulars of this promotion.

Again, many, many thanks for the excellent manner in which you described our efforts.

Reid G. Chapman
vice president and general mgr.
WANE-TV-Radio, Indiana

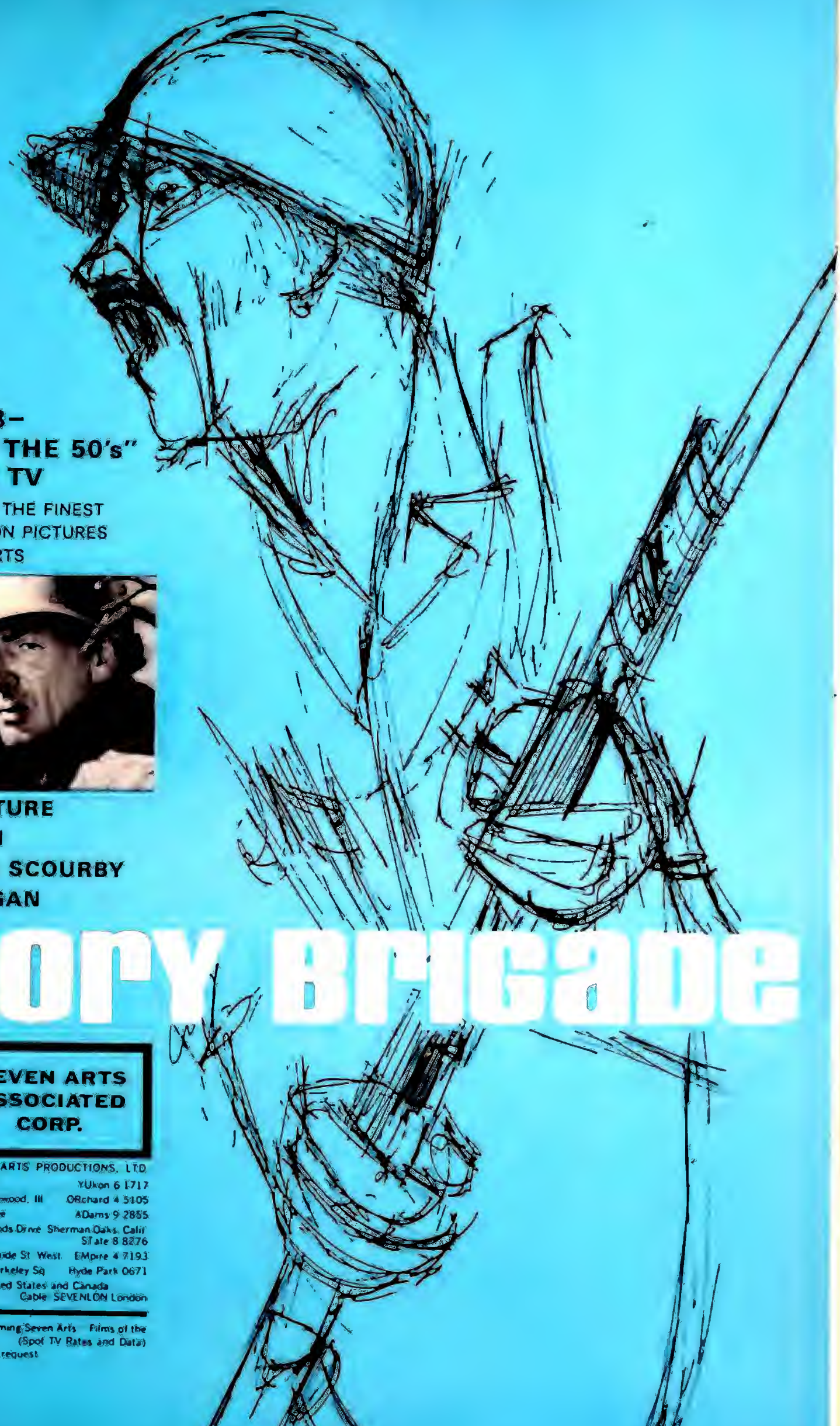
WGN EXPERIMENTAL OPERATION

Please know how much each of us at WGN Radio appreciates your outstanding piece on our recent application for experimental operation at 750 kilowatts.

In carrying as much of my statement, as was the case with this fine piece, you gave us an opportunity to remove some of the "mystery" about higher power.

The only reason that our country lags behind others in bringing the public adequate radio power is the sea of misinformation about us. Your piece puts the facts in focus.

Ward L. Quaal
executive v.p. and general mgr.
WGN, Chicago



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

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



**VICTOR MATURE
LEE MARVIN
ALEXANDER SCOURBY
RICHARD EGAN**

GLORY BRIGADE



**SEVEN ARTS
ASSOCIATED
CORP.**

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

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



Sell him a new car? On a cold day in July!

He may get a jalopy, but if you want to land your new 1964 model in the family driveway, you'll have to talk to pop. And the place to do that in Indianapolis is WFBM. For we cater to adult tastes and interests. Our music, for instance, leans heavily to

the great show tunes and the popular classics of today and yesterday.

It's pretty plain what we're driving at. We're out to swing your ad dollars *our* way . . . and Indianapolis sales dollars *your* way!

Put your advertising where the money is!

WFBM RADIO 
1260 INDIANAPOLIS
REPRESENTED NATIONALLY BY THE KATZ AGENCY • 5000 WATTS

A tv researcher who enjoys cosmopolitan Mexico City could really have it made there.

Here's the situation in brief:

Tv in Mexico is a booming ad medium which draws large audiences in tv-equipped homes and more than half of all the ad revenue in Mexico.

There is a rating service—the Videometro reports of International Research Associates—which provides advertisers, agencies and broadcasters with data (personal-coincidental method).

Problem: ratings are made only up to 10 p.m. in Mexico City, and do not reflect shows after that hour. Most of the top U.S. import film shows—*Perry Mason*, *11th Hour*, *Untouchables*, etc.—are televised *after* 10 p.m., with most of the program fare *before* 10 p.m. being Mexican-produced tape and live shows.

Thus, available ratings do not reflect a number of shows generally felt to be top favorites. The research firm which solves the problem will almost certainly find customers.

Look for toy expenditures on tv this year to top the previous guesstimate of \$30 million.

An authoritative estimate is due tomorrow (19) from Toy Manufacturers of the U.S. in the form of a trade survey expected to boost the tv figure.

Don't be surprised, a number of months from now, if this figure is downgraded by TvB in its annual report on tv billings by category.

Toymakers have often given rosy estimates of their tv budgets in the past, often in order to persuade leading toy retailers and distributors to feature specific toy products during the holiday season.

ANA is likely to increase its activities on behalf of air advertisers next year.

At the 1963 Annual Meeting of 4A, Harry F. Schroeter, v.p.—communications, National Biscuit Co., and chairman of ANA, cited "our acceptance of responsibility for negotiating talent codes for tv commercials" as an example of "vigilance in using ANA resources in the field of costs," and added that the negotiations with AFTRA-SAG "will pay dividends." Schroeter termed the ANA action as supplying "balance and moderation to fields that are pretty wide open to excesses."

More ANA pressure in Washington was also hinted at. Citing the fact that the Hart ("Truth in Packaging") bill was still in Senate committee and that the bill's proponents will be around for a long time, Schroeter said "there will be other legislative and governmental moves that ANA might do well to oppose as it has opposed the Hart bill." For more details of the 1963 ANA session, see p. 21.

There may be more of an ad battle in future between "house" and regular national brands.

This was one of the points touched on by Grey Advertising chairman Arthur C. Fatt at last week's annual meeting of the ANA. (Interesting sidelight: Fatt also was keynoter at the 4A meeting in New York the week before, telling ad agency men some of the same things.) Said adman Fatt:

"The growing power of giant retailers will give more distributor-controlled brands equal stature with the strong advertised manufacturers' brands. The field of battle will be enlarged to include more advertising media which, up to now, were preempted largely by manufacturers."

In another prediction, Fatt added:

"We must intensify the drive for new products, especially those which will create new markets. Nevertheless, 'me-too' products will come out of the laboratories more often than breathtaking innovations."

Procter & Gamble may be planning a new radio/tv onslaught in the all-purpose-cleaner market.

A few seasons ago, P&G's Mr. Clean helped knock a Colgate entry, Genie, right out of the ball park. Later, Colgate bounced back with Ajax APC liquid and its famed "White Tornado" campaign. Now, the Ajax liquid is outselling Mr. Clean, according to latest industry estimates.

P&G, however, is grooming its own household anti-missile missile. It's a new, liquid, ammoniated, green-colored cleaner P&G is test-marketing in Grand Rapids, and for which P&G has high hopes. Air media figures heavily in test campaign.

Joe "Gabby" Valachi inadvertently aided a successful spot radio/tv political campaign.

It happened in Pittsburgh, where Robert W. Duggan, a Republican candidate, ran against Democratic incumbent Edward O. Boyle for the post of District Attorney.

A local ad agency—Friedman, Susman & Baime—dreamed up a spot campaign for Duggan which used a simulated recorded statement by Joe Valachi ("We admit that for dramatic effect we used dramatic license," said the agency) to the effect that Pittsburgh was a notorious vice center.

Democrat Boyle promptly yelled "foul," and sought a court order restraining his opponent. The court ruled that "a court of equity has no jurisdiction to invoke the drastic remedy of an injunction to interfere with statements made during the political campaign, when comment on matters of public interest should be permitted the broadest latitude." In other words, the court did not want to become involved in censorship of political copy.

Duggan won the election in a predominantly Democratic county.

Syndicators are crowing this season over "pre-emption" victories in prime tv time.

A good example is Four Star Distribution Corp., several of whose rerun series (*Zane Grey Theatre*, *Detectives*, *Stagecoach West*) have been used by stations to oust network shows, of all three webs, which have been dragging their rating feet in a number of major tv markets.

Official Films, Warner Bros., Screen Gems and Seven Arts have also scored sales in which stations pre-empted network telefilm or feature film shows this season.

The promotion of Negro-appeal radio to advertisers is not confined to the U.S.

In Johannesburg, South Africa, Davenport & Meyer—commercial agents for Laurence Marques Radio—recently sent out a promotion piece to advertisers which stressed some interesting statistics, based on a research study made by National Readership Survey:

▶ In South Africa, the number of Negroes (termed there "Coloureds") owning a working radio is approximately 441,000.

▶ The number of listeners in this group who dialed the station "yesterday" was 280,000 or about 60%.

▶ Of this tuning group, "more than 65%—approximately 183,000—belong to the 'better-off' income groups with the spending power."



New, exciting lipstick colors:
That's what the audio says!
But where are they? These lipsticks
look like all the others.
WHAT IS THE DIFFERENCE?



A phone's a phone.
That's the problem. How to make
phones look different—
stir the interest of the subscriber.
WHAT WILL DO IT?



What can multiply the effectiveness
of this trademark—*add* to its memory-
impact, its point-of-purchase recall,
to it instantly. You don't see it here.
WHAT IS IT?

*What one thing
did the advertisers
do to give the
3 TV commercials
shown here
positive sales appeal?*

TURN THE PAGE AND SEE





COLOR'S THE ANSWER.
It tells the customer that
lipsticks are available in colors
to match her every whim
and costume.



COLOR ANSWERS THE QUESTION,
"How will it look in my house?"
... presents still another reason
to buy, brings the order
nearer to signing.



COLOR ADDS DIMENSION
to the trademark . . . makes it
stand out, makes it memorable,
gives it significant product
identification.

YES, COLOR IS THE ANSWER

Just give it a trial and you'll see how it provides:
1. Stronger trade-name identification; 2. Stronger link-
age between advertising and point-of-sale; 3. Better sell-
ing personality (your product always looks its best); 4.
Less premium to be paid for color than in print media;
5. Better black-and-white TV pictures for viewers.

What's more, when you use color, you're gaining experi-
ence, building a backlog of material as more and more
TV sets **GO COLOR**.

For more about COLOR—why you should use Eastman
film, why you should film all your commercials in color,
even for black-and-white transmission (that in itself is a
tremendous story) get in touch with Motion Picture Film
Dept., **EASTMAN KODAK COMPANY**, Rochester 4, N.Y.

OR—for the purchase of film: W.J. German, Inc., Agents
for the sale and distribution of **EASTMAN** Professional
Film for Motion Pictures and Television, Fort Lee, N.J.,
Chicago, Ill., Hollywood, Calif.

Cosmetics: Advertiser, Coty Inc.; Producer, TeleVideo Productions
Incorporated; Advertising Agency, Ellington & Company. **Exten-
sion Telephones:** Advertiser, Bell Telephone System; Producer,
Audio Productions, Inc.; Advertising Agency, N. W. Ayer & Son, Inc.
Trademark: Advertiser, Radio Corporation of America; Producer,
WCD, Inc.; Advertising Agency, J. Walter Thompson Company.

FOR COLOR . . .



CALENDAR

The when and where
of coming events
15 November 1963

NOVEMBER

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

French Language Radio and Television Broadcasters Assn., annual meeting, Chateau Frontenac Hotel, Quebec City (17-19)

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

Western States Advertising Agencies Assn., dinner meeting, Sheraton West Hotel, Los Angeles (18)

Hollywood Advertising Club, luncheon with David Wolper as speaker, Hollywood Roosevelt Hotel, Hollywood (18)

Screen Actors Guild, annual membership meeting, Beverly Hilton Hotel, Beverly Hills (18)

Edward Petry & Co., 5th annual seminar for promotion managers of radio and tv stations represented by Petry, Jack Tar Hotel, San Francisco (18)

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

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

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

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

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

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

National Conference of Christians and Jews, 1st annual Brotherhood Testimonial Dinner of the Broadcasting and Motion Picture Industries, Beverly Wilshire

Hotel, Hollywood (21)

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

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

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

Broadcasting and Advertising Division of the American Jewish Committee, dinner with Brown & Williamson Tobacco Corp. president William S. Cutchins as guest, New York Hilton, N. Y. (25)

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

DECEMBER

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

Electronic Industries Assn., winter conference, Statler-Hilton Hotel, Los Angeles (3-5)

Assn. of Maximum Service Telecasters, board of directors meeting, Riviera Hotel, Palm Springs (5)

Assn. of National Advertisers, workshop on "New and Practical Ways to Evaluate the Effectiveness of Your Advertising," Plaza Hotel, New York (5)

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

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

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

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

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

Look South and you'll

see **TV 3** Columbus, Georgia . . .



TELECASTING FROM THE
WORLD'S TALLEST TOWER

Covering 66* counties
in Georgia and Alabama
*GRADE B COVERAGE AREA

YEAR-IN, YEAR-OUT,
TV-3 IS PREFERRED
BY LOCAL AND NATIONAL
ADVERTISERS.

People believe in TV-3
. . . so can you!

Home of Fort Benning!

CBS

NBC



CALL
HOLLINGBERRY

PERSONALITY POWER

It packs a friendly punch. Stroll down the street with any of a dozen WSYR personalities. Watch the smiles light up people's faces - hear the known-you all my life greetings from total strangers.

This friendly attitude is for you, too, when these personalities are selling for you. And that's why WSYR Radio is the greatest sales medium in Central New York.

So you see what happens.

Personality Power = Sales Power for you in the 18 county Central New York area. Instant friends for what you have to sell.

THE HENRY B. CRISTAL CO. INC.
New York • Buffalo • Syracuse
Detroit • San Francisco



WSYR
5 KW • SYRACUSE, N. Y. • 570 KC

COMMERCIAL CRITIQUE

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

PLOP IS MORE THAN AN AUTHENTIC SOUND

PAUL G. GUMBINNER
*Vice president in charge of radio and tv
Lawrence C. Gumbinner Agency*

(Excerpt from an interview between Gumbinner and Jim Gordon on WINS, N. Y.)

JG: Paul, you were really one of the early pioneers in radio advertising and program creation. You followed the change from the Thirties right up through the panicky early Fifties when radio took a look at

television and said, "Good Lord, we're all dead." And you're one of the few who said, "No." Why?

PGG: Well, I've always believed that this medium was too mobile, too flexible and had too much opportunity for the imagination of the listener to fall by the wayside. I thought that some of the radio people abdicated awfully fast; they saw television coming, they saw the tube and they said, "this is it, let's

run for the woods, boys." Well, this was quite wrong. We kept radio going for many of our clients very strongly. In the past few years, I think we probably bought, strangely enough, more radio for some clients than we had in the years before.

JG: It's a terribly complicated business and sometimes the solutions you people come up with, the campaigns, shock even a guy like me that's been in radio for a few years. The tremendous success of your Sacramento Tomato Juice commercial, for instance. How did that one happen?

PGG: One of the lines that we always had in copy was "Sacramento Tomato Juice is so rich, it plops when you pour it." This was a headline in the newspaper ads. And when we were converting it into radio the first year, we used it in a jingle and it was merely sung, "plop, plop, plop"—something like that. But when we began to spend all of the budget in radio, we sat down and devised a way to convert these sound words into a radio sound. We decided that it shouldn't be handled seriously; we should have fun with it. The sound was a funny sound; the concept that you would drink something because of its sound was a rather odd one. But it made sense in this particular case. We also had to worry a little bit about the rules and regulations and make sure that the sound we were broadcasting was actually the sound of tomato juice pouring.

JG: There could be no fakery here.

PGG: No, we took some pictures. at the time of recording, of cans of tomato juice being poured into glasses sitting on bass drums, and so on.

JG: So there you are, old FCC.

PGG: Yes, one of the first questions the stations asked us was, "Is this the authentic sound?" The copy followed along pretty naturally: "Listen to the sound of Sacramento Tomato Juice as we pour it with the left hand," plop, plop — "as we pour it with the right hand" —plop, plop. We've had quite a lot of fun with them and the new series carries on in the same tradition. The sales results have been really remarkably good. This is successful radio by all means.



Spots for Sacramento Tomato Juice prove audio effect is as persuasive as visual



PAUL G. Gumbinner had been an advertising copywriter, a contributor to magazines, and a writer of both lyrics and book for a musical comedy prior to joining his older brother soon after the Lawrence C. Gumbinner Agency was established in 1923. In 1930 he was responsible for the creation of what was probably the first 15-second spot in broadcast advertising.



These food and related advertisers have discovered the moving power of WSPD-Radio.

WSPD-RADIO, TOLEDO

MOVES THE GROCERIES / off the shelves

... and into the households of Northwestern Ohio and Southeastern Michigan. 275,600 households with over \$298,000,000 in food sales are in the prime circulation area of WSPD-Radio—First in this bustling marketplace by every audience measurement.

Your Katz man has the complete story of the audience and sales power of WSPD-Radio.

This audience domination throughout the day is achieved by adult programming built with integrity, imagination and insight—an audience domination which gives you an effective and established selling media for your goods—an audience domination which reaches the adult consumer who *buys* the goods and *pays* the bills.

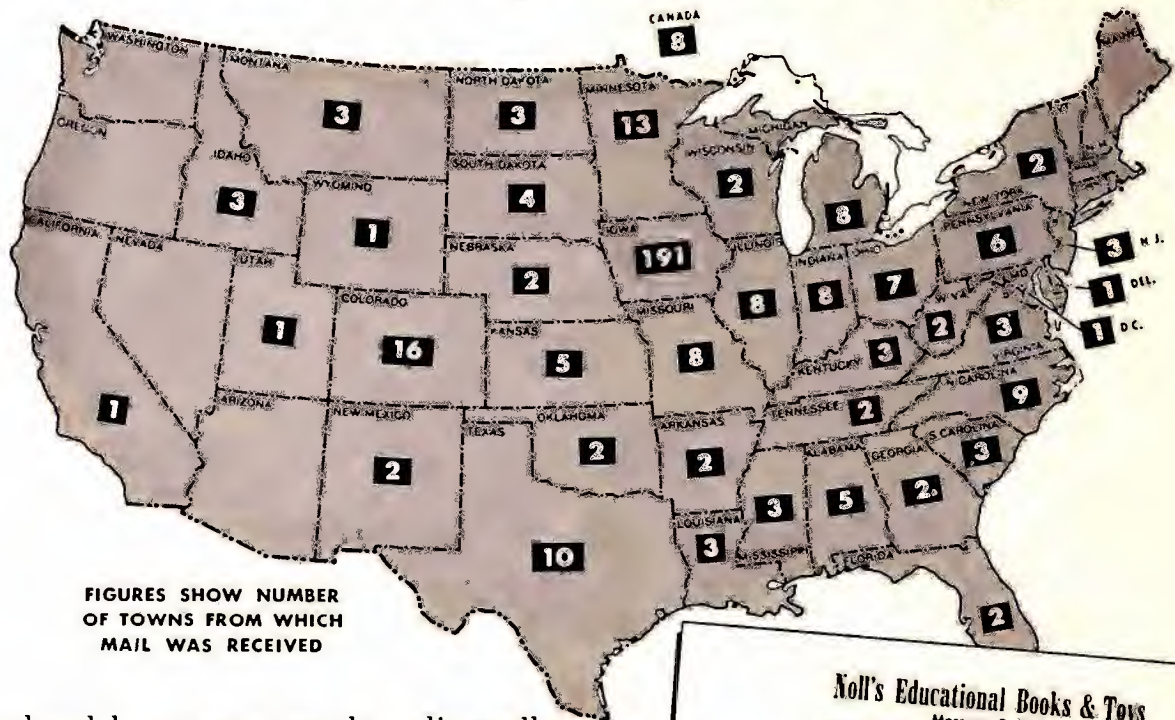
And—WSPD's merchandising program adds extra sales wallop for food and drug advertisers.

K THE KATZ AGENCY, INC.
National Representatives

WS17

LOS ANGELES KGBS	PHILADELPHIA WTBC	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBR	STORER BROADCASTING COMPANY
NEW YORK WHS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBR-TV	

Who in the world ever said "Radio Is Dead At Night"???



FIGURES SHOW NUMBER OF TOWNS FROM WHICH MAIL WAS RECEIVED

If you have wondered how many people radio really "gets" during prime TV hours . . . well, please listen to this *Clear Channel Radio* success story.

On April 12, 1963, we began broadcasting the night baseball games of the Minnesota Twins—almost all starting at 7 p.m. Beginning August 26 and ending September 27 (17 games), we had a brief message, asking our listeners to write us what they thought of the broadcasts. Mostly, we had one announcement per game, but never more than three. No "rewards" for the listeners—no prizes, no name-mention on the air, no favorite tunes played; *nothing* except the trouble of writing and mailing a response. (And the Twins were not, at the time, even in close competition for the pennant.)

As of October 7, we had received a total of 724 replies. 41% from metro Des Moines—the rest from as far away as British Columbia, Florida and New York. The map tells the story.

Most of the cards and letters said almost precisely the same things. Here are some samples:

From Pueblo, Colorado: "I listen to your sports broadcasts every night. There is no other station anywhere that does a more complete sports broadcast."

From Waynesboro, Va.: "Although we live many hundreds of miles from your city you come in real clear here. I have missed very few night games this season."

From Ainsworth, Iowa: "I listen to them and to all your other programs whether I'm in Iowa, or Illinois, or Missouri, or Kentucky. Keep broadcasting those games!"

From Chicago, Illinois: "Here we are limited to Chicago baseball only and would be brainwashed if it were not for stations such as yours."

Noll's Educational Books & Toys
Margaret E. Noll
Phone 367-2422
Arthur, Iowa
Oct. 6, 1963

Station WHO
Des Moines
Iowa

Gentlemen:

I listen to a radio a lot while working at home but appreciation for radio overwhelms me on some of the long drives about state necessitated by my work. Then radio is a real blessing, making what would otherwise be dull hours, informative and pleasant ones.

Your Friday evening program commencing with Farmarama and closing with the Strauss Waltz's was tops.

I like the fact that WHO can be gotten anywhere in the state, and while at home the farm shows Heaven and Home come on at six, on the road the day often starts with the 7:30 news broadcast.

Different times your special message about sun-down and time to turn on the headlights and safety tips is just the boost tired drivers need.

Thank you,
(Miss) Margaret E. Noll

P.S. This letter, above, has no connection with the Twins "success story." It just came in, entirely unsolicited, while we were preparing this ad. It is typical of hundreds that WHO Radio receives, thanking us for what our listeners believe to be uniquely good service. Why don't you ask PGW for some availabilities—and make your own test?

WHO RADIO

for Iowa PLUS!

Des Moines . . . 50,000 Watts . . . NBC Affiliate



Peters, Griffin, Woodward, Inc., National Representatives

Youths fear ad seduction, want copy to reassure

Studies find young people 'conservative,' Bond tells ANA

More assuring and authoritative advertising is on the way in, replacing the passive, "make-your-own-decision" school, says Young & Rubicam president Edward L. Bond. Speaking at the 54th annual meeting of the Association of National Advertisers at Hot Springs, Va., he made the prediction while disclosing results of three studies just completed by Y&R on young people—teenagers and young marrieds between the ages of 20 and 30. Bond added that a fourth study is under way at the agency.

The first study involved an exclusive Y&R participation in a Youth Fair at New York's Freedomland, where just under 10,000 teenagers between 13 and 19 took part in a 216-question survey, the second study asked the same questions of young people in two mid-western cities; and the third used a national probability sample and

compared the attitudes of teenagers with those of young marrieds in age groups 20-25, and 26-30.

Bond said one amazing thing about the studies was that precisely the same results were obtained from young people in New York and in the midwest on questions about advertising—"almost percentage-point for percentage-point" they were unanimous that advertising "is necessary and powerful . . . But it can seduce us. The government had better protect us." He pointed out that "a whopping 52% say the U.S. government should guarantee that all advertising will be true and honest, in order to protect them against being seduced by advertising into buying things they don't really want or need. 41% say that advertising can do just that."

He added that about half feel advertising "is necessary," but only

a third feel it's "helpful in buying things." 15% feel it's either "not at all helpful" or "all lies." Bond said it should be remembered that "50% of our young people feel advertising is necessary. But an overwhelming majority say the government should guarantee advertising's truthfulness."

Thus, plus other examples of American youth's "conservative" attitude toward risk-taking, led Bond to predict a rise in the use of more reassuring copy than "shoulder-shrugging copy."

He said that when they were asked whether they like to try new things as soon as they come on the market, or wait until the new product has proven itself, a large majority said they like to wait. "Teenage boys and girls in the 16-17 group are the least daring, and males between 20-25 more daring than those in their late teens," he



At "homecoming" with wives are (l-r) Albert B. Richardson, Chesebrough-Pond's; Patrick Gorman, Schlitz; Ralston H. Coffin, RCA



Taking stock are (l-r) new ANA chairman Douglas Smith, adv.-p.r. dir., S. C. Johnson & Son; Gene Wedereit, adv.-p.r. dir.,

Chemetron; re-elected ana pres. Peter Allport; outgoing ANA chairman. Harry Schroeter, Nat. Biscuit communications t.p.

said. "But when they get into the 26-30 age group, they regress to the conservative attitudes of their adolescence and 77% say, "I'd rather wait. Let someone else try it first."

"With young women," he said, "we've found a different situation. Those between 20-26 are less likely to experiment with new products than those in the 26-30 group. It appears that women become a bit more daring with age, as their experience gives them some confidence."

Another example cited by Bond of attitude-switching between age groups was in the answers by young people on whether they bought the same brands and products as their parents. Among young married men between 20-25, only 40% said 'Yes.' But in their late 20s, 52% buy the same brands and products as their parents.

Bond stressed that the significant differences in attitudes, values, and tastes between age groups 13-15, 16-17, 20-25, and 26-30 suggests that any attempt to advertise to "teenage" or "young adult" markets, will require some refining; that "we appear to need an approach to the young market that is more finitely segmented into narrower age groupings."

He said the findings of the study make it "highly likely" that in the future, individuality will be attained—"not through achievement

and job satisfaction—but through consumption. And that symbols of such consumption will take the place of actual fame and fortune . . . Consumers seeking their individuality symbolically will want to know not only what the product will actually do," he said—"but 'what will the product do for me?' 'What kind of a person will it make me be, or seem?'"

"That means we are going to need more research—research oriented to exploring the kinds of personal and social satisfactions people at different levels of development hope to achieve by consuming your products and your brands," Bond told the ANA assemblage.

Proliferation of brands

"And if individuality will be found in consumption rather than in personal achievement," he said, "there will unquestionably be a growing demand for greater proliferation of brands; and for greater and more meaningful brand differentiations.

Bond also sees the replacement in the future of the mass market brand that is for everybody, with brands possessing a variety of more unique "personalities" with which people can achieve "identity-by-association." Another prediction is that products and services may be directed more toward narrower segments of the market, and more

in terms of the consumer's personality, such as soap being sold on the basis of its scents . . . "for sophisticated women, for efficient women, for athletic women, for sexy women," etc.

Bond suggested that the findings should prompt everyone engaged in new product development and new packaging programs to start thinking about the significance of the "non-risk-taking" characteristic. While stressing, "I don't pretend to have any judgment on the basis of the research done so far," he posed the "possibility that a product introduced in the 1970s as 'A Completely New Modern Discovery' might be less successful than one introduced as 'The Same Delicious Alphabet Soup You Lover As A Child, Now In A New Grown-Up Form.'"

"We have a job to do," said Bond. "The need of a young man to appease his fears, develop his sense of security, and satisfy his frustrations, is every bit as important to him as the basic need to eat, and keep warm, and put a shelter over his head. Youth may tell us that advertising can make him buy things he doesn't need—but it's also possible, in fact, likely, that youth has failed to come to grips with the realization that his needs are greater than he is willing to admit. Advertising can be the force that will help him satisfy these needs."

Must gear advertising to profits, ANA is told

Agency consultant sees corporate uplift needed

ADVERTISING's role in the marketing concept, and marketing's role through advertising keynoted the opening business session of ANA's annual meeting, with an agency consultant stressing that advertising must be geared to profits rather than volume, and a General Electric executive emphasizing that advertising is as inherent and essential a part of marketing as product planning or personal selling.

Willard C. Wheeler, consultant on economics and business strategy for Chirurg & Cairns, said advertising must contribute equally to current profits and the opportunity to make future profits, which will "most usually require both corporate character advertising and product desirability advertising."

"Buying psychology is as much and sometimes more affected by beliefs about the company's character as by factors inherent in its products," he said. "A company's character should be its most precious asset, particularly when product distinctions are small or non-existent as with ingredient materials. It is a delicate thing, easily damaged by the grapevine, unskillful public relations, and opportunistic adventures in search of the quick buck."

Wheeler added that the ability of corporate character advertising to preserve the company's reputation against erosion from deficiencies in the behavior of employees, or those selling and servicing its products, should be recognized by the marketing head in shaping his marketing strategy.

He pointed out that the marketing head should establish advertising as a company function on a parity with sales. "Like selling, advertising should be controlled from the top down as to policy and strategy, and built from the bottom up as to tactics. The principle of selectivity must work at each step. In deploying the power of advertising, any error should be made on the side of over-expenditure on those products which offer the best profits because of good margins or

good volume or both. Compensation may be made, if necessary, to meet a budget in secondary operation."

Discussing tactics, Wheeler said the advertising department should study with the sales department the changing and special situations in all sections of the country. "This will automatically raise the question, 'How can advertising help? Its objectives? Measurement of achievement?' If advertising is clearly needed, the company cannot afford not to do it. This may require a variety of special basic sales ideas to meet tactical situations, but these should be only modifications of the basic national appeal."

Citing a need for new policy convictions, Wheeler said this should be the essence of the marketing concept, rather than executive titles and responsibilities. "The system of profits-from-marketing is so inclusive that it offers the most helpful means of over-

coming the three major deterrents to national growth—excess capacity, high unemployment and low capital spending. . . . Flexible managements who adapt more readily to changes and new ground rules will have a good chance of surviving and succeeding.

New objectives he pointed to are: first—the conviction that the company's profits come from marketing products rather than from making them (which means "devaluation of volume as an objective"); second—the conviction that if a product is needed by the marketing division and cannot be produced economically by the production division it will be purchased from other suppliers (Dupont and Eastman Kodak are among the trail-blazers on this).

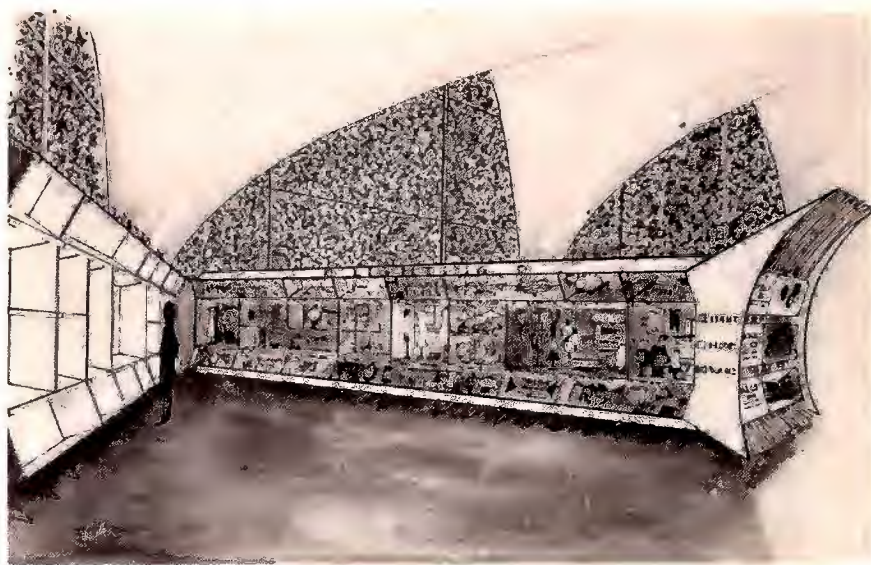
Third—the policy that the marketing division must be responsible for all decisions affecting profits, except those involving manufacturing procedures and those of a fiscal nature (making the head of the marketing division "the same calibre as expected now of the president or chairman," and "similarly upgrading" responsibilities of those under him, including the advertising department); fourth—everything the company does must re-

Smith elected new ANA chairman

The ANA has elected Douglas L. Smith, advertising-merchandising director of S. C. Johnson & Son, to succeed Harry F. Schroeter, communications v.p. for National Biscuit Co., as chairman of the board. Replacing Smith as vice chairman, and next in line for the chairmanship, is Thomas B. McCabe, Jr., marketing v.p. for Scott Paper. Re-elected ANA president was Peter W. Allport.

The election took place at Hot Springs, Va., where Allport disclosed that Joseph M. Allen and Cy Norton will retire as vice presidents of the association on 1 January, and that Lowell M. McElroy has been named senior v.p.

The ANA also elected four new directors: Daniel C. Brown, advertising-sales promotion v.p., Baumritter Corp.; Braddock Greene, marketing v.p., National Distillers; Samuel Thurm, advertising v.p., Lever Bros.; M. E. Ziegenhagen, advertising-p.r. director, Babcock & Wilcox. Board members whose terms expire this year are: Albert N. Halverstadt, advertising v.p., Procter & Gamble; K. L. Skillin, corporate advertising-p.r. manager, Armour & Co.; Gene Wedereit, advertising-p.r. director, Chemetron Corp.



World's Fair aid for low budgets

Advertisers who would have liked to participate in the New York World's Fair but were forced to pass it by for financial reasons have a new opportunity—one in keeping with their budgets. Shotel, a new firm organized just for the Fair, is planning a pavilion that would permit advertisers to have display space for as low as \$1,600 a unit, up to \$6,900. Introducing the concept at the ANA meeting last week, Shotel director Bernard Bossom said the projected pavilion would provide facilities for at least 2,500 different products.

He said each display purchased would be for the run of the Fair, with the advertiser being permitted to change his exhibit at various times at his own expense. The units may be designed either by the advertiser or by a member of Shotel's staff. Bossom said that once given the go-ahead, the pavilion would take 85 days to construct, from ground-breaking to finishing of the interiors. Shotel is located at 114 East 40th Street in New York.

flect this new relation between manufacturing and marketing.

As to selecting profit opportunities, Wheeler says that in most cases the national mass market concept will have to be discarded. "National averages obscure facts which may make the difference between profit and loss from marketing. Each natural economic region, area, and place should be considered separately . . . Some system of marketing control areas must be set up quite apart from sales territories . . . Selling at a loss anywhere must be prohibited."

He stressed that "the idea that a company has to make its products available everywhere, even at a loss, just because it is known as a nationally operating company and does national advertising will be merely false pride in the profit-from-marketing system."

Wheeler then turned to the agency link, telling the assemblage that the advertiser's marketing division and advertising department "will only defeat their own ends by trying to see how much they can squeeze rather than draw out of the agency. They can get what will be needed from their agencies only by making sure that the agency is given a chance to earn a profit on the services demanded of it."

Edward S. McKay, manager-marketing consulting service for General Electric, in discussing marketing's role in managing change, listed five approaches: Developing a vision for business; Understanding the business arena in depth; Managing change through dynamic . . . strategic . . . planning; Developing a systems approach to marketing logistics; Achieving customer orientation of the whole business.

He pointed out that it's far easier to develop new ideas, new strategies, new methods than it is to get rid of old ones, but stressed that unless plans represent a reasonably compatible set of objectives and strategies, "we would probably be better off without formal plans. Most organizations will work fairly effectively without plans, McKay said, "but there is a strong compulsion to carry out formal plans even when they are 'phony,' no matter how confusing and disastrous the results may be." ◆



Discussing "doings" since last ANA meet are (l-r) M. W. Shellabarger, New Holland Machine Co., and Craig Moodie and Max Banzhaf, both of Armstrong Cork Co.



MAXIMUM RESPONSE

—that's advertising efficiency.



WBAL-TV₂₈ BALTIMORE

"MARYLAND'S NUMBER ONE CHANNEL OF COMMUNICATION"

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

ADVERTISERS

EASTERN REVS UP ON TV RUNWAY TO FLORIDA

Client goes for video showmanship in big budgeted winter campaign. Old ad agency lays work on line as six vie for account

THIS COULD BE one of the last takes for Eastern Air Lines by its advertising agency of 20-odd years.

As the client prepared to see presentations by half a dozen other agencies competing for the account, Fletcher Richards, Calkins & Holden was busy launching a big winter campaign that is, in effect, a shadow presentation signalling the business back into the home hangar.

Posh setting for indoor Florida sport was another



"Sunshine Sam" starts from simulated ticket counter in New York tape studio



Crew had to act fast to get airplane shots between flights at port in Miami





Whether or not the current vacation drive is a farewell campaign for the old agency, the client is going for heightened showmanship on tv this season, hiring humorist Sam Levenson as its all-around "man with the Florida tan" and sportscaster Bud Palmer to sell flying golf and sports trips. The new commercials went on the air this month in an early start on the Flor-

ida vacation season, representing a big logistical and financial facet of a seasonal drive tuned up to \$1 million dollar volume this year by the air carrier. Eastern puts its overall ad billing rate at \$10 million a year, and observers figure half of it to be in broadcast.

The Levenson and Palmer screen appearances capped three months of intensive production work. To

rotape Center. Plane interiors were in studio, too



Levenson is lifted out of shadow as he shows how to "be the man with the tan"



Producers hurry to make most of late sun with help of reflector at poolside of hotel

SETTING WATER STAGE

With feet dry and lenses steady, tape team on waterborne sport sequence included (below l. to r.) Zane Radney, production manager of location unit from WTVJ, Miami; agency's Sy Frolick; Eastern's Tom Mullen; Nat Eisenberg, director; Jerry Gorman, cameraman, and Ken Litrell, tape engineer.

put a dozen taped 60's and 20's in the can (six apiece by Levenson and Palmer) required crowds of artists and technicians, working at times around the clock in New York and Miami. In the south, the crew had to get up with the sun, shooting around the changing shadows and tides. In the north, producers had to edit in small hours of the morning when enough tape machines were free to splice numer-

ous scene changes into each reel. (A typical commercial takes Levenson from ticket counter to ramp to plane seat to alligator pool to Seaquarium to nightclub to hotel pool to beach.)

Running in evening time on 15 northern stations, the new commercials also are being shown on NBC TV's *Today* and *Tonight*, alternating with regular live pitches by show talent. The tv spot push may run into 1964, depending on availabilities and other factors. Tv spot has been taking a bigger place in Eastern's budget since the beginning of this year, when the advertiser pushed its line-up north (and south to Puerto Rico) from Miami and Atlanta, where spot tv had been confined.

Levenson and Palmer also cut radio minutes for northerly parts of the lineup on 60-70 stations. Traditionally radio figures prominently in year-around advertising by Eastern, with *Flite Facts*, hourly announcements around the clock in 10 cities, a notable innovation of the last two years.

"Be the Man With the Florida Tan" copy for the winter promotion broke in broadcast right after the campaign's opening early this month in monochrome and color newspapers, car cards, and outdoor advertising.

Credits on the "Florida tan" commercials: writing-production supervision by Sy Frolick, television-radio vice president of Fletcher Richards, Calkins & Holden; a 17-year veteran on the Eastern account, he joined the old Richards agency to do the airline's first radio copy; production by Videotape Productions of New York, with Richard DeMaio as staff producer, a location crew hired from WTVJ, Miami, and Nat Eisenberg, free-lance director. Thomas Mullen, assistant advertising manager of Eastern, represented his company at the Florida taping.

Eastern Air Lines was brought to the merged agency by Fletcher Richards when the Richards-Bryan Houston-Calkins & Holden merger took its final form in 1959. Agencies seeking the account are BBDO, Benton & Bowles, Compton, Gaynor & Duca, Lennen & Newell, and McCann-Erickson.

Eastern's director of advertising is George Howard.



Bud Palmer (below), aided by wife Daisy (left), is Eastern's sporting man with the tan



EVASION II

MIAMI, FLORIDA



Time is ripe

Paying last respects to some of her father's 20,000 feathered friends, Iowa's Favorite Farmer's Daughter, Rosalie Bowman, may well reflect that tomorrow's white meat is yesterday's chores.

Rosalie won the sixth annual Favorite Farmer's Daughter contest sponsored by the Iowa Electric Light and Power Co. and the WMT Stations. Her parents, both college graduates, operate a 240-acre

farm in WMTland. In addition to beautiful daughters and turkeys, the Bowmans raise hogs, cattle, sheep, corn and soy beans.

Besides turkeys (Iowa's estimated eight million is about 9% of the nation's total 1963 crop), WMT gets out to approximately 1,629,300 farmers and townspeople in some 500 communities of 16 Eastern Iowa and eight Illinois, Minnesota and Wisconsin counties.

WMT-AM • CBS Radio for Eastern Iowa

Mail Address: CEDAR RAPIDS

National Representatives: The Katz Agency • Affiliated with WMT-TV WMT-FM K-WMT Fort Dodge WEBC Douth

GEN. FOODS CHECKS PROFITS, ADVERTISING

Better merchandising decisions possible when food distributor has knowledge of product profit information, study finds in analyzing distribution

BETTER advertising and merchandising decisions can be made if a food distributor has knowledge of direct product profit information, a new study, "The Economics of Food Distributors," reports. The study was made by McKinsey & Company for General Foods.

Among the study's findings is that there is a wide difference between the gross profits per case of 16 items analyzed and the direct product profits per case when such

things as costs for warehouse, delivery, unloading, stamps, space, and other expenses are considered.

As the exhibit from the McKinsey report shows, some products cost more to sell than others. In the case of flour and baby food, in fact, gross profits are reduced to losses when other expenses are taken into account. On the other hand, such items as tuna fish and flavoring are high profit items despite handling costs.

Taking these costs into account, important advertising decisions can be made. "The problem of deciding which products to feature is another merchandising decision that we believe can be made better with Direct Product Profit information," the report notes. "If a distributor must choose between two items, Y and Z, which he regards as having about the same traffic-building capacity when they are sold at a reduced price, knowledge of direct costs becomes pivotal in making the best decision. As (the) exhibit shows, the operator would be out of pocket an additional \$100, or 60 per cent more if he featured Z instead of Y."

In "A Look Ahead," the report adds: "Food distribution is a highly complex business. The factors affecting profits are almost countless; the relationships between them are intricate. While planning for new stores is vitally important, so is pricing, controlling labor expense and making superior merchandising decisions. Pinning down the degree to which these salient management functions influence profits is difficult.

"The fact that profits are the re-

DIRECT PRODUCT COSTS AND PROFITS (DOLLARS PER CASE)

PRODUCT (Individual Brand Size)	BULKY CASE GOODS				CANNED GOODS ⁽¹⁾				BOTTLED GOODS ⁽²⁾				SMALL CASE GOODS			
	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A
	Paper	Cereal	Deter- gent	Flour	Coffee	Fruit	Soup	Tuna Fish	Ketchup	Baby Food	Flavor- ing	Vinegar	Bar Soap	Dry Soup	Dietary Spe- cialty	Dessert
Gross Profit per Case	\$2.39	\$1.26	\$.81	\$.35	\$1.79	\$1.36	\$1.53	\$3.13	\$.86	\$.22	\$2.12	\$.69	\$2.46	\$1.21	\$1.72	\$.58
Direct Product Costs per Case:																
Warehouse	\$.22	\$.16	\$.08	\$.10	\$.09	\$.12	\$.05	\$.09	\$.05	\$.04	\$.04	\$.07	\$.06	\$.06	\$.04	\$.04
Delivery	.24	.14	.08	.06	.06	.06	.05	.04	.05	.02	.01	.05	.03	.03	.02	.02
Store:																
Unload, Shelve	.29	.14	.12	.09	.11	.10	.14	.14	.10	.09	.07	.09 ⁽⁴⁾	.17	.10	.11	.13
Ring up and Bag	.53	.24	.21	.10	.20	.14	.25	.24	.19	.08	.08	.11	.35	.18	.17	.18
Stamps	.30	.21	.18	.12	.38	.17	.20	.34	.10	.06	.14	.07	.32	.16	.16	.11
Space	.43	.28	.09	.05	.03	.20	.06	.11	.02	.02	.01	.17	.06	.09	.06	.02
TOTAL⁽³⁾	\$2.00	\$1.17	\$.77	\$.51	\$.86	\$.79	\$.74	\$.96	\$.51	\$.32	\$.36	\$.57	\$.99	\$.61	\$.57	\$.49
Direct Product Profits per Case (Before Cash Discount)	\$.39	\$.09	\$.04	\$(.16)	\$.93	\$.57	\$.79	\$2.17	\$.35	\$(.10)	\$1.76	\$.12	\$1.47	\$.60	\$1.15	\$.39
Direct Product Profits per Case (After Cash Discount)	\$.61	\$.25	\$.18	\$(.06)	\$1.23	\$.69	\$.94	\$2.41	\$.42	\$(.05)	\$1.84	\$.18	\$1.70	\$.71	\$1.26	\$.47

(1) Includes tins. (2) Includes jars. (3) Totals may not add precisely because of rounding. (4) Baby food shelved by store personnel.

sult of these numerous and interacting forces helps to make food distribution one of the country's fastest moving businesses. The time between decisions and results is as short as in any industry with which we are familiar. Actions taken today literally govern tomorrow's profits. And the very slimmness of distribution profit margins magnifies the profit impact of each management decision.

"These unique conditions define the fundamental economics of this industry and hence shape its management problems. Simply being aware of these forces however, is clearly not enough. Measuring them and determining more exactly their impact on profits is what is needed to take the appropriate action."

DIRECT PRODUCT PROFITS CAN HELP MAKE BETTER ADVERTISING DECISIONS

	PRODUCT Y		PRODUCT Z	
	Normal Price Period	Feature Price Period	Normal Price Period	Feature Price Period
Unit Price	\$.30	\$.27	\$.40	\$.36
Unit Sales	5,000	10,000	5,000	10,000
Dollar Sales	1,500	2,700	2,000	3,600
Gross Profit ⁽¹⁾	300	300	400	400
Direct Product Cost ⁽²⁾	150	300	250	500
Direct Product Profit	150	0	150	100
Change in Profit Due to Feature Price Cut		\$-150		\$-250

(1) Based on margin of 20% at normal price.

(2) At \$.03 a unit for Product Y, \$.05 a unit Product Z

GMA: COMMUNICATIONS LAG

Significant gap between grocery manufacturers and consumers noted in pilot study by association

THE \$80 billion food industry invests over \$120 million annually in researching new products, new uses, and established product improvement; \$700 million will be poured into new equipment this year; in 1963 these same manufacturers will spend about \$1,250,000,000 on advertising, largely in broadcast media. More than half the top 100 advertisers in seven measured media are food manufacturers.

Yet there is a significant communications lag between this high-powered industry and the American consumer. This surprising report was revealed by GMA v.p. Robert Bingham to the 3,000 industry leaders who gathered 11-13 November at New York's Waldorf-Astoria for the 55th Annual Grocery Manufacturers of America meeting.

Reporting the results of a pilot study initiated at last year's convention, Bingham urged the GMA to "seriously consider the desirability" of undertaking a \$50,000 full-scale study. "It would be one of the most constructive things we could do at this time when consumer attitudes based on real facts are so vital to the continued free-

dom of our industry and our country."

Bingham's plea came at the end of the convention, the overall theme of which was "Freedom to Produce, Sell, and Serve." GMA president Paul S. Willis, who last year created a stir by suggesting to TvB a closer cooperation from tv, said the theme was chosen "because of the growing pressures for more government controls of industry, and the criticisms directed at advertising, profits, and business . . . the very essentials of our free competitive enterprise system." The main tenor of the meeting was calm, with a not surprising

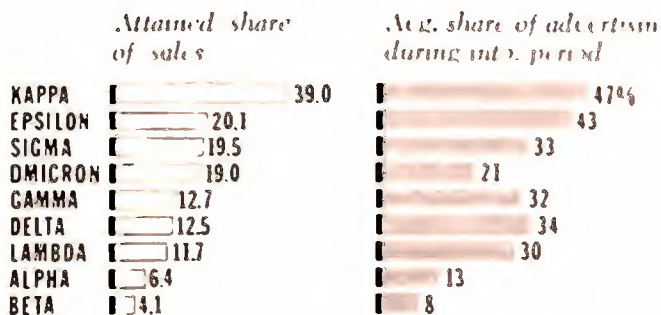
emphasis on new product introduction, advertising, marketing, and consumer attitudes.

Advertising's part in new product performance was tackled by J. O. Peckham, executive vice president of A. C. Nielsen, who noted that with new products the manufacturer exercises his freedom to serve the consumer. In his "Recipe for Marketing," Peckham offered the food manufacturers an experience curve by which to measure the most effective advertising expenditure level and to check performance of already-introduced brands.

The recipe is based on an analysis of nine case histories taken directly from Nielsen Food Index files. All are new brands with a demonstrable consumer plus, developed with adequate consumer

Chart A

NEW BRAND PERFORMANCE DURING 2-YR. INTRO.



IMAGINAT



W

is the one-station network

Turning on the creative light in programming is something that happens regularly at WPIX-11. The presentation of our unique Documentary Specials is a good example.

Since WPIX-11 started producing its own provocative specials, other producers have been attracted by this climate of imaginative programming and have brought some of their most noteworthy productions to New York's Prestige Independent.

Twelve more Documentary Specials have just been added to the current season, including six new David L. Wolper hour specials.

When you're looking for the bright light of imaginative, attention-getting programming for your product, look to WPIX-11, New York's one-station network.

WPIX TV/11

THE ONE STATION NETWORK

NEW YORK



Left to Right
Benito Mussolini "Death of a Dictator"
Greta Garbo "Hollywood: The Golden Years"
Prince Philip "The New Arab"
General Douglas MacArthur "Day of Infamy"
Jacqueline Kennedy "The American Woman in the Twentieth Century"

represented by
Feters, G. & Woodward Inc.

1963 WPX 11

product studies, and market-tested in the crucible of actual sales conditions at the retail store level. Brands Alpha, Beta, Gamma, Delta, and Epsilon referred to in the charts are food products; the others are new brands of household products. Share of sales vs. share of advertising were based on estimates derived from published sources and cover the average introductory and growth period of two years.

Share of market attained ranges all the way from Kappa's 39% to Beta's 4.1%, as seen in chart A. While differences in marketing conditions, product advantages over competition, strength of advertising appeals, number of brands previously on the market in the new brand's product classification and consumer promotions all have a bearing on the share of sales attained by each brand, noted Peckham, "the second half of the chart suggests share of advertising is a prime factor." It is apparent that the new brands having the highest share of sales also have the highest share of advertising.

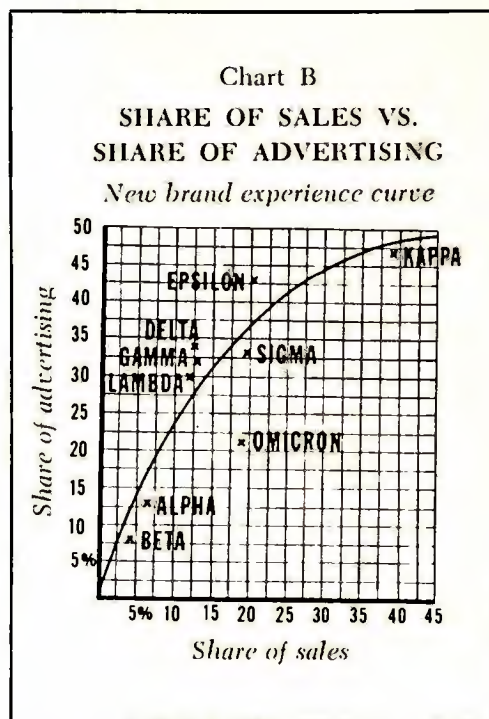
This relationship is so consistent, he said, that a curve showing the ratio of the two variables could be a quite useful guide (see chart B).

Goals and advertising

Normal expectancy as determined from Peckham's experience curve calls for an advertising share of about twice the share of market goal established, up to a level of approximately 17.5% of sales, about 1.5 times the share of market objective where the goal is from 17.5% to 30% of sales and about 1.1 to 1.2 times for share of market objectives greater than 30%.

Once the manufacturer has decided on the share of advertising to be maintained over the brand's normal growth period of about two years, "you then have the task of estimating what total advertising expenditures will be for all brands combined over the two-year period. Multiplying these two figures gives you an estimate of what your dollar advertising investment should be in order to realize the share of sales goal you have set for yourself."

Curve can also be used as a check on the performance of a brand already introduced. Plot the attained share of market during the introductory period, i.e. the first two



years, against the average share of advertising over the same period. If the resultant point falls well to the right of the curve, like Omicron for example, performance has been better than average; if it falls to the left, performance has not been up to par."

Clifford L. Fitzgerald, chairman of the board of Dancer-Fitzgerald-Sample, discussed the contribution of advertising, particularly food advertising, to the efficiency of the American marketing system.

Using the grocery business as example, Fitzgerald reminded that advertising allows freedom of choice. Some 40 million Americans make more than 400 million buying decisions every day. "Can you imagine the clog in the aisles if each decision had to be studied out from scratch right on the spot?" he asked. Advertised brands make possible freedom of choice, speed of movement, and volume of movement, without which "the same quality product would cost the consumer more—both distribution and manufacture would be less efficient and more costly.

"Advertising is a dynamic force that develops speed of movement—therefore, greater momentum of volume distribution. This contribution of speed means that a good product climbs to volume in a shorter period of time than it would without advertising. It also means the failure or death of a bad product is accelerated by advertising."

Those who talk of "hidden persuaders" have never worked at the job of using advertising to build a

brand, he said. "These men who write these books attacking the American way of marketing with advertised brands have the advantage of a one-time sale. They don't have to rely on a repeat purchase. If their titles are sufficiently daring and attractive—if the jacket is good—and they are attacking something big and familiar to people, they make some one-time sales. They can make money on this once but they couldn't build a brand this way."

Newspaper strike

That advertised brands contribute a "natural vigor and strength" to the total economy is evidence of what happened in last year's 114-day New York newspaper strike, concluded Fitzgerald.

Freedom of operation within the food industry has met some new threats in recent months from such diverse quarters as Rachael Carson and Federal government investigatory interest in packaging and labeling. For this reason, among many others, the problem of public misinformation, as revealed in the GMA consumer attitudes pilot study, looms especially large.

ORC conducted interviews

The Opinion Research Corp. of Princeton conducted a series of depth interviews of individual consumers and groups of consumers. Highlights as outlined by Bingham, include:

(1) The image of the food industry as a whole appears to be generally favorable. However, consumers understand in a broad way only the GMA-promoted concept of "Life Line of America," and have only a vague and confused notion of what manufacturers actually do to prepare food for their use; and even less idea about what costs are incurred in doing this.

(2) While consumers voiced no complaints about supplies or prices, they had only a dim notion of the costs which enter the food dollar at various stages and lacked any clear concept of the importance of kinds of cost such as labor, taxes, etc.

(3) Food industry profits didn't seem of special concern to those consumers interviewed.

(4) While most consumers are positive about food products, some

are concerned about additives and pesticides.

(5) Many interviewed favored manufacturers' brands over private store brands but there were a significant number of other consumers who expressed the feeling that store brands are cheaper than manufacturers' brands and are often adequate, equal, and in some cases superior in quality.

(6) A number of consumers did comment about such things as packages less than full, the number of sizes, location, and visibility of net weight statement, and non-conformity of the actual product with the picture on the package; also the possibility of having a government agency or the various trade associations establish standard weights and sizes.

(7) There was difference of opinion on the value of cents-off and other price promotions, scepticism about other "specials," and some feeling that advertising adds to the cost of food products.

(8) While consumers apparently prefer controls to be at a minimum, they do approve of present government regulations as necessary. Some felt there were certain aspects of the industry that are not completely satisfactory and some would look to government for further regulation on specific points, like packaging.

A full scale study would provide essential information which the pilot does not, said Bingham, and should concentrate in those areas where the pilot indicates the presence of consumer attitudes "based on lack of knowledge or misinformation."

Tv mart test for Swank

Television has a hot new prospect in the 65-year-old Swank, Inc., national, multi-product manufacturer of jewelry, leather goods, and toiletries with more than 10,000 dealers.

Company, via agency Shaller-Rubin, has seized on the pre-Christmas season as an opportunity to tv test its new Jade East line of men's toiletries. It's looking for 75 spots in Los Angeles, Detroit, and Atlanta from 2-20 December. This is in addition to its usual heavy pre-Christmas space campaigns.

RECORD CHEVY AUDIENCE

Chevrolet's 1964 passenger car lineup received the biggest television introduction in the company's history—reaching one third more tv homes than any previous new model announcement.

Approximately seven of 10 television homes in the country, 35,760,000, received the Chevrolet new-car story during the four day announcement weekend, according to a special survey conducted by A. C. Nielsen and announced by Jack Izard, Chevrolet advertising manager.

Izard said the survey showed approximate eight minutes of Chevrolet commercial time were seen in the 35.7 million homes with the new car message delivered 2.4 times into each.

The record announcement was aided by an unprecedented buy of 41.5 commercial minutes on ABC TV, Friday, 27 September. This was received in 20.8 million different homes 2.4 times during the day with 5.7 minutes of commercial time in each.

In effect, Chevrolet sponsored about half of the entire network schedule for the day with commercials included in 14 different programs 11 a.m. to 11:15 p.m.

Another big boost came from the 5.5-minute "blockbuster" on Chevrolet *Bonanza* show on NBC, which was screened in 17.6 million homes. The *Bonanza* special, using Lorne Greene, Pernell Roberts, Michael Landon and Dan Blocker and his four children, ran at the end of the 29 September show.

Chevrolet's announcement weekend was launched on the *Jimmy Dean Show*, Thursday, 26 September, seen in 8.9 million homes according to Nielsen. Chevrolet, sponsoring the full hour of *Route 66* on 27 September on CBS, reached 8.1 million homes with commercials delivered by "66" stars Martin Milner and Glenn Corbett. Agency is Campbell-Ewald.



Animation composite used as opening tv billboard for "Chevrolet Day" is shown

Burroughs adds to duties as Air France exec

Presently advertising manager for Air France, Paul Burroughs has been promoted to advertising and creative services manager.

He joined Air France as advertising manager in 1956, following a 17-year association with American Export Lines. With an American ex-



Burroughs

port subsidiary, American Overseas Airlines, Burroughs was stationed in Genoa from 1946 to 1956 as advertising manager for Europe. In his new post, he will coordinate Air France's advertising, merchandising, and direct mail campaigns throughout the Division.

Quints for Beech-Nut

Beech-Nut Baby Foods (via Benton & Bowles) sponsored the first full-length documentary program on the Fischer quintuplets last night marking the first time this company has acquired total sponsorship of a network tv show.

The baby food manufacturer obtained exclusive sponsorship to the special 30-minute report on the first surviving quints born in the U.S. to highlight its most extensive fall advertising program in the company's history.

The tv report was prepared by ABC News in association with the Curtis Publishing Company.

NEWS NOTES

Elsie makes legit debut: Borden's Elsie the Cow, whose theatrical career has included almost every medium from movies to tv, will make her debut as a stage actress at the New York World's Fair when it opens 22 April. Elsie, who was first introduced at the New York World's Fair of 1939, will star in a musical revue, *All About Elsie*, to be presented every quarter hour. Supporting Elsie, in person, will be a cast of three-dimensional, electronically controlled animated char-

acters. Another feature of the Borden exhibit, which will occupy the entire top floor of the Better Living Center, will be the Elsie-sphere, a take-off on the Fair's symbol, the Unisphere.

Zenith breaks records: Zenith Radio Corp. sales and earnings in both the third quarter and nine months established new 45-year records for the periods. Net consolidated earnings for the nine months ended 30 September rose to an all-time high of \$12,570,000 or \$1.37 a share. This represented an 8% increase over the previous record nine month earnings of \$11,591,000, or \$1.28 a share, reported in 1962. Sales during the period reached a record \$257,907,000, up 14% from the \$227,006,000 reported in 1962, Zenith's previous record first nine months. Distributor unit sales to dealers of Zenith color tv receivers were nearly double the first nine months of 1962 and September unit sales of color tv receivers, at the distributor to dealer level, were 60% ahead of the previous record month of March 1963, Zenith also reported.

NEWSMAKERS

I. E. KILLIAN to marketing manager of Humble Oil & Refining Co.'s 20-state Central Region, succeeding **SAMUEL E. CHARLTON** who became vice president for marketing. **ADEN P. WILLIAMS, JR.**, manager of fuel oil and reseller sales will succeed Killian as sales manager of the company's Eastern Esso Region.

EDWARD BARRY ROBERTS to the public relations staff of The American Bankers Assn. He is a veteran writer and executive in the fields of radio and television.

C. GUS GRANT to vice president for operations of the Ampex Corp. He was vice president and general manager of the video and instrumentation division. **ROBERT WEISMAN**, formerly manager of engineering for video and instrumentation, succeeds Grant as general manager.

GEORGE WATKINS to assistant advertising manager for bread products of the Continental Baking Co. He was brand advertising manager for Minute Maid label products of the Minute Maid Co.



LIQUID DOVE IN DENVER TEST

Lever Bros. opens commercial for its new Dove liquid detergent for dishes with a real dove flying through window, then switches to close-up of its product. Ogilvy, Benson & Mather is agency. Photos by Radio Tv Reports

Stewart warns crisis coming

Sees growing distrust in relations of advertiser, agency, broadcasters; suggests steps for solution

WE HAVE NOT BEEN at all happy about the current state of advertiser, agency, and broadcaster relations . . . I think we have been watching the development of a growing distrust . . . and an alarming and steadily increasing tendency for each to blame the others for problems which are essentially mutual."

Thus did David C. Stewart, president of Kenyon & Eckhardt, addressing the International Radio and Television Society in New York last week, warn of an impending "dangerous crisis" in relations of the three groups, a crisis which has not been sufficiently recognized within the business."

The industry cannot afford, Stewart said, "to let tv and radio degenerate and decline. We're in this together, and our stakes are enormous. For national advertisers today, tv is not simply their favorite medium . . . It has become the almost indispensable tool of modern American marketing."

When the three groups concerned with radio-tv advertising "begin quarreling and griping against each other in public . . . We are simply destroying our own self-interest, and playing straight into the hands of our mutual enemies."

To combat the "quarreling," Stewart suggested the industry groups "sensibly and sanely" get together "in an atmosphere of mutual respect. He offered six steps leading toward that atmosphere:

▶ "The present situation calls for a brand new type of business statesmanship. We can't rely on the narrow, partisan approaches of the past."

▶ "We must make an even greater effort to work with broadcasters than we do with magazine or newspaper publishers (because) government licensing, and the shadow of government control place special demands, not only on tv and radio, but on us as well."

▶ "We must face the facts of life



David C. Stewart

about the anti-trust laws and recognize that we cannot hope—nor will be allowed—to solve the problem by group action, committee action, or association action."

▶ "We must define . . . the exact roles of advertiser, agency, and broadcaster in modern commercial broadcasting."

▶ "Having re-defined the roles and functions of each . . . we must begin educating our own people in what they are . . . Within the agency business there is no aspect of media which deserves more attention than the role and function of the broadcaster . . . And you, as broadcasters, have an equal responsibility to do a better job of understanding and interpreting us."

▶ "We must begin taking positive steps to show that we understand and share each other's problems."

Agency code support urged

ADVERTISING agencies, national ones as well as regional and local, can encourage observance of good standards of practice by showing preference to those stations having such standards when they buy advertising schedules in behalf of their clients. This is the opinion of John Coyle, president of KVIL, Dallas, Texas, in testimony before the House Subcommittee on Communications and Power. The House group is weighing a bill prohibiting the FCC from passing rules that would intrude upon the rights of free enterprise in broadcasting.

"This doesn't mean that they (agencies) would have to buy only those stations subscribing to the NAB Code," Coyle an NAB board member stated in comments closely following those expressed by Ken-

yon & Eckhardt (see SPONSOR, 21 and 28 October). "They can buy any station that would observe reasonable standards and make those standards known to the agencies. In other words, here too, the attainment of good commercial balance in radio broadcasting can be sought through voluntary cooperative industry action in our system of free broadcasting."

"In fact, in the major markets where much of the time buying is done through local advertising agencies, you will find that those agencies already do favor the stations that have sound commercial policies and are free of commercial clutter. I only wish the large national advertising agencies were equally well-informed about local conditions," he said.

TOP 50 AGENCY BILLINGS ARE

SPONSOR survey shows all-media business up 6% over '62 as radio-television's share rises 7% to reach \$1.9 billion volume

THE HALF-HUNDRED agencies controlling a good quarter of U.S. advertising business should bill \$3.7 billion this year, 51% of it in television and radio.

SPONSOR's annual Top 50 agency projections, just completed, show all-media business for this group up 6% and the air share up 6% to \$1.9 billion.

These advances show a slightly decelerated gain from last year's estimates of a 7% all-media advance and 8.7% broadcast gain.

Broadcasting's proportion of Top

50 billings has oscillated the past three years from 1961's 49% to 52% in 1962 to this year's level of 51%. As estimated total billings by the Top 50 moved up from some \$2.5 billion in 1956, radio and television have ascended to their present dominance from a 42% share in the top-50 total that year.

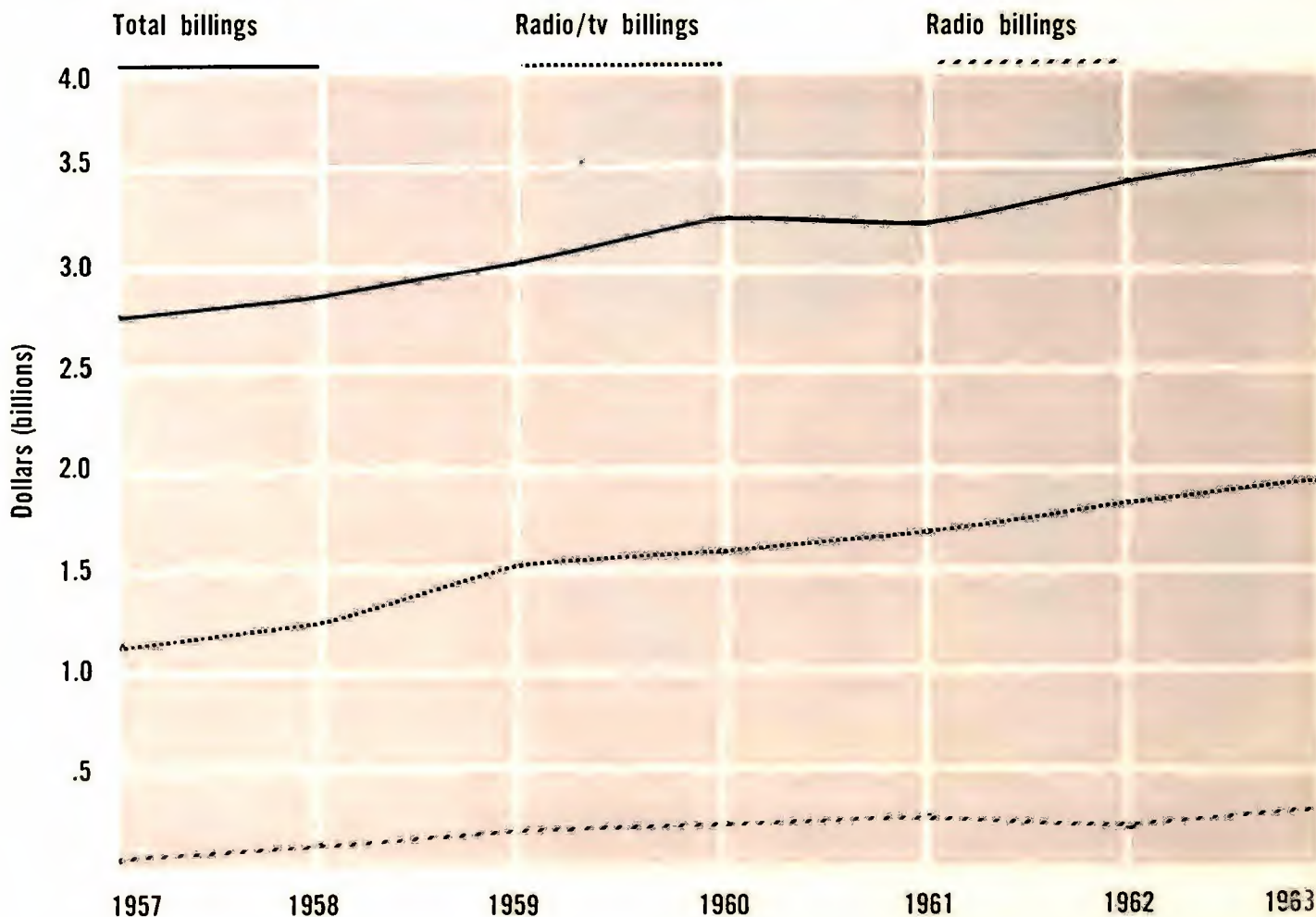
While broadcast now dominates the media picture, the rate of gain for television and radio may be starting to level out. Television in the Top 50 seems to be moving more slowly, with an estimated ad-

vance of under \$100 million as compared with a 1961-62 increase of 10.6% in SPONSOR's '62 projections.

If an industry estimate of an 11% tv gain this year holds up, an implication of the declining percentage increase in the Top 50 could be that television's new growth is coming from a surge at the lower billing or hometown agency level.

Radio proportionately speaking registered a more striking increase this year with better than \$30 million more than estimated for the Top 50 agencies in 1962.

TELEVISION, RADIO, OTHER MEDIA HAVE A HEALTHY 1963



RECORD \$3.7 BILLION TOTAL

Among the agency titans in billings, giant J. Walter Thompson—the world's largest ad agency—is again at the top of the tv/radio billings totem pole, thanks in part to the trend whereby national advertisers, in many categories and billings classes, are now spending an average of about six out of every 10 national advertising dollars in tv. By the sheer weight of its long and varied client list, "J. Walter" will have had some \$160 million in broadcast billings for 1963 tv.

Young & Rubicam, which ranked in fourth place in a 1961 study and third place in the 1962 survey has moved up an important notch to second place in the 1963 findings, with an estimated \$127.1 million. The Y&R ranking is still more than \$30 million behind the broadcast billings figure of JWT, but it's interesting to note that the Y&R gain—up more than \$22 million from 1962 levels—is about four times as great as the gain registered in JWT billings, about \$5 million.

Ted Bates, third-ranked in the sponsor survey (see table, p. 41), as shown a slight—but significant—drop in broadcast billings, as compared with last year when the agency held second rank. Bates' billings are estimated to be \$113.8 million for 1963. Source of much of the Bates slide-off is a reduction in the amount of tv spot billing being handled by the agency, and an even sharper reduction in network tv billing.

Fourth place in the study is held by BBDO, which has shown a \$4.5 million gain this year in broadcast billings above the \$100 million handled through the noted Madison Avenue ad shop last year. At BBDO, there was (unlike Bates) an increase in spot tv billing, even though (like Bates) there was a reduction in network tv billing.

McCann-Erickson has returned to the broadcast top five this year with air billings projected at \$97 million, rising from what would

have been seventh place last year, according to estimates, subsequently revised upward. Two years ago McCann was at the same fifth broadcast rank in the sponsor survey, and in 1960 this agency, largest of Interpublic's advertising complex, was tied with Bates for third place.

Leo Burnett, which was a strong fifth rank last year (having topped sixth-rank Benton & Bowles by some \$15 million in broadcast billings in 1962), has lost its edge to B&B in a close race this year. B&B, for 1963, will have billed \$92 million in the broadcast media, outpacing the Burnett agency with air billings totalling some \$90.2 million for 1963.

Foote, Cone & Belding is back

in the top ten, with estimated air expenditures of \$55.4 million this year, after dropping a few notches in 1962 sponsor rankings. William Esty, with a probable \$75 million in broadcast, is down to 11th place this year, following FCB's re-entry into the top 10. Esty had held to seventh place for two years in the previous projections.

Close examination of the charted figures in the sponsor survey will reveal some interesting trends among the top five agencies.

For one thing, a large agency's above-average weight in the proportion of broadcast billings to its total billings does not guarantee it a foremost rank, although it's likely to be high. Bates is spending 80% of its total billings in air media.

C-E ACQUISITION ADDS TO LIST

CAMPBELL-EWALD, generally ranked as one of the top dozen agencies in the country with billings over \$100,000,000, announced last week the acquisition of another agency.

Thomas B. Adams, C-E president said the Detroit agency had acquired all of the California operation of Fletcher Richards, Calkins and Holden. A total of 22 accounts will be added to the Campbell-Ewald client roster.

The new clients to be serviced by the Western Division cover manufacturing, processing and services of regular and instant coffee (J. A. Folger & Co.); sugar (Spreckles Sugar Co.); thrift and loan (The Morris Plan Co. of California); ethical pharmaceuticals (The Stuart Co.); soft drinks (Carbonated Beverage Div., of California Packing Corp.); smokers accessories (The Tar-Gard Co.); and candy products (Ghirardelli Chocolate Co.).

Campbell-Ewald has been servicing such west coast clients as the Pacific Area Travel Association, Oakland Zone Chevrolet Dealers

Assoc., New Zealand Government Tourist Dept.; Indonesian Government Tourist Council. Also much of the tv work for Chevrolet is handled in the Hollywood office.

King Harris, who has been in charge of the Western Division offices of Fletcher Richards, Calkins and Holden in San Francisco and Los Angeles, will become an executive vice president of Campbell-Ewald and take charge of all the west coast accounts for the agency.

Richard C. (Dick) Francis will continue as a vice president of C-E in charge of all Chevrolet account activities in Hollywood and southern California. Milburn (Mel) Johnston will continue as a C-E vice president and will handle all Chevrolet account activities in the Pacific Coast region.

Last month Campbell-Ewald announced they had acquired Hill, Roger, Mason & Scott, Inc. of Chicago. After the first of the year this office will become a Campbell-Ewald Division to be headed by Ivan Hill, who will become a senior vice president.

more than any of the top five agencies—but it runs notably behind JWT, which puts only 52% of billings on the air.

While tv/radio reputation generally is considered an asset in wooing new agency business, it does not follow that this is the area of greatest profit opportunity.

Agencies have been out of the program production business for years, but production and casting staffs for commercials alone have grown far beyond any need in the heyday of agency production of radio programs and early tv.

Profit is hard to earn both in network and spot, meaning that agencies and others in the business must look for ways to cut the overhead. Leo Burnett's executive committee chairman, Philip E. Schaff, Jr., in a speech this month, cited rating reports as an "unbillable statistical expense." As agency members of the American Assn. of Advertising Agencies watch profit percentage of income slip to 3.33% of income, Schaff and his colleagues are looking at such items as speculative storyboards and agency help on product development with a cold eye to fat-trimming possibilities.

Some agencies on fee basis

Attention given by the agency trade to billing systems is symptomatic of the situation. At least two in sponsor's current Top 50 do some work on a fee basis rather than the traditional 15% media commission. Ogilvy, Benson & Mather and Ketchum, MacLeod & Grove have been pioneering this way in search of a fairer return on advertising work and expenditures.

However the profit margin resolves itself, leaders are calling on advertising to do its part in pushing up national consumption, production, and well-being.

Upward movement of the Top 50 shows the call is being heeded.

As total advertising product continues its year-by-year climb, the peak of the Top 50 range has moved up \$5 million to \$160 million in annual time and talent billings. Minimum admission fee to the elite group is now \$8.9 million, only \$200,000 more than last year's bottom limit of \$8.7 million in air ex-

penditures. This broadcast range compares with an all-media range of \$12 million-\$304.5 million for these same agencies.

While the billings range has moved up, the median broadcast billing for Top 50 air agencies has stayed about the same at \$21.2 million in this year's estimates, compared with \$21.3 last year.

Business drama is to be found on the bottom of the list as well as the top. Entrants to the Top 50, either new or overlooked in the past, are Ketchum, MacLeod & Grove, Arthur Meyerhoff, and Richard K. Manoff. Fletcher Richards, Calkins & Holden is back for the first time since 1960.

Those not appearing from last year's group include Mogul, Williams & Saylor, which missed by \$200,000, and Reach-McClinton, which was \$1.8 million shy of the \$8.9 million lower limit. Allowing for inaccuracies in projecting 12-month billings before the books are closed, these also-rans could be did-runs before the year is over, but whether or not they have been unfairly shouldered out of the picture cannot be known until final results are on the board.

Among 1963's hot agencies, Post-Keyes-Gardner and Papert, Koenig, Lois were fast runners in the lower half of the broadcast Top 50. PKG sprang from 41st place in sponsor's list last year to 26, and PKL from 47th to 33rd.

Agency mergers following business losses and other adjustments, guarantee that no two year's lists will ever be quite alike. Interpublic in the past 12 months acquired one more Top 50 agency as a division. Acquisition of Erwin Wasey, Ruthrauff & Ryan in October added this agency to the Interpublic stable alongside McCann-Erickson and McCann-Marschalk and other divisions not on this list.

Mergers rumored and in the making at year-end for several more augur changes in the picture next year. Fletcher Richards, Calkins & Holden, which sold its vast coast office to Campbell-Ewald this month, could be merged into another shop this time in 1964. Donahue & Coe and Ellington have been reported merging, and further alliances can be expected in the months to come.

How To

Agencies (and their billings)

- 1 J. Walter Thompson
- 2 Young & Rubicam
- 3 Ted Bates
- 4 Batten, Barton, Durstine & Osborn
- 5 McCann-Erickson
- 6 Benton & Bowles
- 7 Leo Burnett
- 8 Foote, Cone & Belding
- 9 Dancer-Fitzgerald-Sample
- 10 Compton
- 11 William Esty
- 12 N. W. Ayer
- 13 Lennen & Newell
- 14 Sullivan, Stauffer, Colwell & Bayl
- 15 Grey
- 16 Kenyon & Eckhardt
- 17 D'Arcy
- 18 Norman, Craig & Kummel
- 19 Needham, Louis & Brorby
- 20 Campbell-Ewald
- 21 Maxon
- 22 Cunningham & Walsh
- 23 Ogilvy, Benson & Mather
- 24 Wade
- 25 Gardner
- 26 Post-Keyes-Gardner
- 27 Campbell-Mithun
Doherty, Clifford, Steers & Shent
Erwin Wasey, Ruthrauff & Ryan
- 30 Tatham-Laird
- 31 Doyle Dane Bernbach
- 32 Fuller & Smith & Ross
- 33 Papert, Koenig, Lois
- 34 Parkson
- 35 Ketchum, MacLeod & Grove
- 36 W. B. Doner
- 37 Geyer, Morey, Ballard
- 38 Arthur Meyerhoff
- 39 McCann-Marschalk
- 40 Grant
- 41 North
- 42 D. P. Brothier
- 43 Lawrence C. Gumbinner
- 44 Edward H. Weiss
- 45 Fletcher Richards, Calkins & Hc
- 46 Richard K. Manoff
- 47 Guild, Bascom & Bonfigli
- 48 Donahue & Coe
Warwick & Legler
- 50 Honig-Cooper & Harrington

* Projected advertising agency b.

Top 50 Tv-radio agencies fared in '63*

Air 1962	Total agency		% air of total		Spent on tv '63		Spent on radio '63		Rank
	1963	1962	1963	1962	Network	Spot	Network	Spot	
155.0	304.5	290.0	52	53	107.0	38.0	5.0	10.0	1
105.0	223.8	218.1	59	48	86.7	33.1	2.3	5.1	2
16.0	142.9	140.0	80	83	63.3	45.4		4.0	3
100.0	240.0	250.0	44	40	51.0	35.0	2.0	16.5	4
80.0	200.0	190.0	49	42	52.0	27.0	3.0	15.0	5
83.2	118.5	111.0	76	75	58.4	30.0	2.2	1.4	6
90.7	133.5	146.0	68	62	51.1	34.2	1.2	3.7	7
57.3	150.0	135.0	57	42	61.3	17.9	0.3	5.9	8
75.0	117.8	107.1	70	70	45.0	30.0	0.4	7.1	9
72.0	110.0	102.0	74	70	44.0	34.8	1.3	1.3	10
76.0	98.0	95.0	80	80	54.0	10.0	3.0	11.0	11
65.0	182.0	162.5	40	40	23.0	28.6	3.2	18.0	12
60.5	124.0	100.0	54	59	45.0	17.0	0.9	4.4	13
47.75	88.5	66.4	73	62	35.0	19.6	—	9.8	14
40.0	75.0	68.0	60	60	22.0	20.0	1.0	2.0	15
46.5	85.0	93.0	50	50	24.0	13.0	0.7	4.8	16
39.0	88.6	88.6	44	44	12.0	18.0	2.0	7.0	17
34.2	50.5	48.8	70	70	20.5	12.0	—	3.0	18
24.9	54.0	47.0	65	53	18.75	5.75	4.5	6.0	19
32.0	90.0	90.0	36	36	20.0	5.0	4.5	2.5	20
22.0	42.2	34.9	60	63	25.7	2.0	0.3	2.0	21
23.0	50.5	41.8	53	55	10.0	11.0	5.3	0.5	22
23.7	54.0	50.4	46	47	8.1	12.9	0.6	3.1	23
21.8	30.0	26.5	81	82	15.2	7.3	—	0.5	24
20.7	49.6	49.7	44	42	3.7	12.3	0.6	5.3	25
11.2	32.5	16.2	60	69	7.0	9.5	—	3.0	26
8.6	51.0	55.0	48	48	6.0	4.5	2.5	6.0	27
19.7	27.6	27.4	71	70	4.0	12.7	0.8	1.5	
19.5	57.0	57.35	35	34	12.0	4.0	0.8	2.2	
15.6	28.5	25.5	65	61	8.8	9.0		0.6	30
16.3	74.0	65.2	29	25	6.0	8.0		4.2	31
12.2	58.0	54.0	29	23	11.8	3.4	0.5	1.3	32
9.15	23.0	13.0	70	70	11.9	4.1	0.1	0.1	33
14.5	18.5	17.0	88	85	14.8	1.0		0.03	34
12.0	44.5	37.1	32	32	5.0	8.1	0.5	0.5	35
13.6	17.0	17.0	80	80	4.0	4.5	0.5	4.6	36
12.5	49.0	44.5	27	28	5.69	4.65	10.5	1.76	37
12.7	14.5	13.4	90	87	—	9.9	1.7	1.4	38
7.36	40.0	36.7	32	37	2.0	6.0	0.1	4.6	39
2.0	31.0	30.0	39	40	1.5	7.0	0.5	3.0	40
9.5	19.5	17.0	61	56	7.0	4.6		0.25	41
1.2	34.0	33.0	33	34	7.7	—	1.0	2.5	42
2.5	23.5	24.0	47	52	5.1	2.2		3.7	43
0.0	20.6	19.6	52	51	5.5	4.2	0.5	0.5	44
7.6	24.0	31.4	44	24	1.8	5.2	—	3.5	45
9.0	12.0	10.2	85	90	4.0	5.9	—	0.3	46
3.1	18.0	16.0	56	81	8.0	1.8	0.1	0.1	47
1.9	31.5	34.9	29	35	3.0	4.5	0.2	1.5	48
8.7	23.0	24.1	40	36	4.5	0.5	3.4	0.8	
9.0	16.7	15.8	53	57	0.2	7.4	0.2	1.1	50

*and 1963, incorporating some revisions for 1962, in millions of dollars.

"Innovation" misleading, B & B president suggests

Initial thrust alone never sufficient, Hesse notes

I THINK it would be an excellent idea to drop the word 'innovation' from our marketing vocabulary," is the opinion of Benton & Bowles president William R. Hesse. "Innovation suggests a fixed and tangible thing, and that's misleading in the context of today's world," he added.

Addressing the Detroit Adcraft Club, Hesse argued for emphasis on "innovating," which suggests "the constant applying of a creative force to our activities." This is the only way to keep products at high profit levels and overcome the "profit barrier" which results from

fierce competition, excess production capacity, consumer sophistication, and the rapid rate of technological development. This barrier has greatly shortened the period of significant profits which can be realized from a new product, he said.

"In this changing world of ours, product mortality is, of course inevitable. But that doesn't mean that product longevity is an impossible goal. An ode to innovation at this time might seem like an oath of allegiance to motherhood and home-made apple pie. But the testimonials often amount to little more than

lip service. . . . There is a danger, it seems to me, that innovation may be sought as something to mount on the wall of your den, a trophy to point to with pride, forever occupying the same niche in mellow marketing memories," he said. "But trophies have a way of tarnishing. And this is nowhere more true than in the world of consumer products."

Citing case histories from Benton & Bowles' accounts to prove his point, Hesse defined innovation as "not merely the doing of something, like producing a new product. It's a force, a thrust like that which impels an object through space. And the initial thrust alone is never sufficient to carry any object onward and upward indefinitely; sooner or later the counter-forces of friction and gravity take over and the trajectory becomes pretty much that of the classical curve," he said. "And the fact that friction and gravity are represented in the marketplace by competition, by changing consumer habits, heightened sophistication, and diminishing interest doesn't alter the basic truth of this premise." ▶

'Sunny Seven' marks 15th



Ellen Dryer (l), timebuyer at W. B. Doner & Co., receives miniature birthday cake from WXYZ-TV (Detroit) public service announcer "Sunny Seven," marking station's 15th anniversary. The cakes, complete with Channel 7 logo, were distributed to local agency and client execs

Castle to head Colgate operations at Ted Bates

Robert W. Castle, a senior vice president and member of the board of directors of Ted Bates & Co., has been placed in charge of all Colgate-Palmolive Co. operations for the agency. Castle joined Bates in 1957. He was elected a vice president in 1959 and a senior vice



Castle

president in 1961. Before that, he was an account executive with J. Walter Thompson. Dwayne L. Moore, vice president and account supervisor, will assume responsibility for the Household Products Division of the Colgate account. Moore came to the agency in 1954 from Benton & Bowles, and was elected a vice president in 1957. Rudolph Montgelas remains management representative on the account.

SPONSOR

1963 REPORT ON TV PUBLIC AFFAIRS PROGRAMING

**This 200 page edition will leave critics
of the television industry speechless!**

SPONSOR's Public Affairs Edition — to be published late in December 1963 will dramatically present the television industry's remarkable contributions to the community and national needs of America.

Here, in one 200 plus page edition, will be found the key public service accomplishments of about 350 television stations and networks. In all about 1800 public affairs programs will be described as to content, length, sponsorship, availability to other stations. Awards and editorializing practices of the stations will be analyzed. TIO will review the industry's activities in public affairs, leading columnists will vote on the top public affairs programs for each network.

All SPONSOR subscribers will receive copies as part of their subscriptions. In addition copies will go to all members of the FCC, Congressional Committees, and Associations concerned with television. Extra copies may be ordered at \$2.00 each. If you are not a subscriber now you may get a copy by entering your subscription now at \$8 per year.

advertising information on next page ►

Sample Page
SPONSOR Public Affairs Edition

DISTRICT OF COLUMBIA		
Washington		
WMAL-TV		
Channel 7 Licensee Evening Star Broadcasting Network ABC TV Representative RHP General Manager Fred E. Howlett Editorializing Three times daily	1 JUNIOR VILLAGE 2 COLLEGE BEGINS AT 13 3 ALCOHOLISM 4 PLANNED PARENTHOOD 5 D.C. MUMS	Flight of Washington's institution for homeless children was dramatized bringing volunteer services and goods to the institution. Participating sponsorship 30 minutes (1-13-63). First of series of six programs designed to present information on college entrance requirements, a discussion between parents and college admission officials. Participating sponsorship 30 minutes (12-22-62). Portrait of an alcoholic showing progress of a victim starting in a hospital room to meetings of Alcoholics Anonymous. Participating sponsorship 30 minutes (2-24-63). Subject viewed by professional counsellor, medical profession, and a future parent, revealing what birth control proponents advocate to control over population. Participating sponsorship 30 minutes (1-29-63). Story of slum areas blighting nation's capital, removal progress, and problems of families displaced by slum clearance. Participating sponsorship 30 minutes (4-21-63).
WRC-TV		
Channel 4 Licensee National Broadcasting Company Network NBC TV Group NBC owned stations Representative NBC Spot Sales General Manager Joseph Geofalorio Awards Emmy Gold & Editorializing	1 WASHINGTON A CITY IN TROUBLE* 2 THERE BUT FOR THE GRACE OF GOD* 3 THE GREEN CITY* 4 NIGHT OF THE MIRACLE* 5 FAR TO GO*	Two-part documentary reviewing social problems in the nation's capital. Complete examination of current issue. Sponsorship Group Hospitalization and Medical Service of D.C. 60 minutes (5-23-63 and 6-28-63). Study of Saint Elizabeth's Hospital and the mentally ill. Acute need for public to know subject. Sponsors Group Hospitalization and Medical Service of D.C. 60 minutes (11-7-63). Special report on urgent need for preservation of green and open spaces in urban areas. Sponsors Group Hospitalization and Medical Service of D.C. 30 minutes (5-6-63). F. S. Arns. Christ performed story of birth of Christ in song and dramatized tableaux. Not available for sponsorship 40 minutes (12-25-62). Study examining world of mentally retarded to bring public awareness of President's message calling for attack on problem. Not available for sponsorship 30 minutes (7-29-63).
WTOP-TV		
Channel 6 Licensee Washington Post Network CBS TV Group Post Newsweek Stations Representative J&R Awards American Association of University Women MAMM (1) Emmy (1) Editorializing Three times daily	1 NATIONAL GALLERY ORCHESTRA 2 OPERATION 1040 YOUR FEDERAL INCOME TAX 3 TEENS, THOSE CRAZY, MIXED-UP YEARS 4 WASHINGTON'S OTHER WORLD 5 REPORT FROM CAPITOL HILL	Series of four concerts with paintings hanging at Gallery appropriate to music shown during musical selections. Sponsor American Security & Trust 60 minutes (12-25-62). Program produced in cooperation with Internal Revenue Service featuring tax experts answering viewer's questions. Not available for sponsorship 60 minutes (1-27-63). Problems and solutions of teenagers explored by Dr. Clay F. Barrett, a psychiatrist. Not sponsored 30 minutes (5-23-63). City's second precinct, a slum-ridden, crime-breeding area examined. Hard-hitting documentary brought response and show was repeated. Not sponsored 30 minutes (6-5-63). Program, presented every five weeks, brings Congressmen from district adjacent to District to discuss issues and legislate on affecting areas. Not available for sponsorship 30 minutes (8-5-63).
* Made available to other stations		

**pages opposite
station listings
are available
to advertisers on a
first-come-first-served basis**

48 hours after SPONSOR notified stations that full page ads were available opposite their listings in the 1963 REPORT ON TV PUBLIC AFFAIRS PROGRAMING we had orders from these markets:

- | | | |
|------------|-----------|---------------|
| BOSTON | BALTIMORE | MINNEAPOLIS |
| HOUSTON | ATLANTA | SAN FRANCISCO |
| WASHINGTON | DETROIT | NEW YORK |
| CHICAGO | MILWAUKEE | PHILADELPHIA |

SPONSOR

**1963 REPORT
ON TV
PUBLIC AFFAIRS
PROGRAMING**

This is probably our most important single book of recent years. Its value is not only in its long life and bonus circulation. It will serve as a guide to public service for years to come.

It creates an indelible image of station service that will help advertisers, agencies, and government see your station in a new light.

Pages are sold on first-come, first-serve basis. Most adjacencies are still available, including second pages on some markets listed above. Please call or wire SPONSOR collect. Plates due 9 December.

Regular rates and frequency discounts apply, although 4000 extra copies are being printed.

BBDO appoints Stefan tv-radiodepartmenthead

Robert J. (Bud) Stefan, vice president in charge of the Hollywood office of Batten, Barton, Durstine & Osborn, has been moved to New York as vice president in charge of the tv-radio department. Herminio



Stefan



Traviesas

Traviesas, who has been vice president and manager of the tv-radio department, becomes head of the Hollywood office.

Stefan joined BBDO-Hollywood in 1952 as head of live tv, subsequently serving as production supervisor and then becoming head of production and assistant to the manager. Before BBDO, he had been a writer-producer-director-actor with Paramount TV Productions; a special events writer with Warner Brothers; and an actor on the *Fibber McGee, Gildersleeve* and *Mr. Blandings* NBC radio shows.

Traviesas joined BBDO in 1950 in charge of radio and tv activities on the Lucky Strike account. He was made a v.p. in 1955 and, in 1957, was named manager of the tv-radio department. Before BBDO, he had been with CBS as tv network sales service manager and with NBC as traffic manager of the International Division.

Also announced last week was the appointment of Robert D. Miller, BBDO copy supervisor to a vice president. Miller joined the company in 1957. He has been active on the Schaefer Beer and Curtis Publishing accounts.

Ross named creative dir., v. p. at Burnett

Leo Burnett has announced the appointment of Robert Ross as a vice president and creative director in the creative services division. Ross, who joined the agency in 1961 as

a marketing supervisor, was made manager of Creative Section III this year. From 1959 to 1961 he was with Arthur Meyerhoff in Chicago as a member of the management group, and before that, was an account supervisor with Tatham Laird, Chicago. Ross had his own agency in New York for nine years previously.

Swartzfager appointed v.p., pr dir. at agency

Valentine-Radford, Kansas City, Mo., has appointed G. L. Swartzfager vice president and public relations director to head the agency's newly formed public relations department. Formerly, Swartzfager was a pr account supervisor with Erwin, Wasey, Ruthrauff & Ryan in Philadelphia. Before that, he was an account executive with Harris D. McKinney in Philadelphia and Eldridge, Inc. in Trenton. He was also advertising and pr manager for Erie Register Corp. in Erie, Pa.



Swartzfager

NEWS NOTES

Braniff-C&W terminate association: Braniff International Airways and Cunningham & Walsh, its advertising agency, have reached mutual agreement to terminate their association effective 1 January. The announcement stated the three-year association was being terminated with regret and was on the "friendliest of terms." Braniff, which operates within the U.S. and to Latin America, has its headquarters in Dallas, Tex.

Wembley to Walker Saussy: Wembley, Inc., manufacturer of men's neckwear, has appointed Walker Saussy Advertising, New Orleans, to handle advertising for Wembley neckwear, effective 1 January. Walker Saussy has already begun placing advertising for two divisions recently acquired by Wembley: Resilio Traditional Neckwear,

and The Helen Lachert For Men Only men's toiletries line. Supervisor is Walker Saussy v.p. Dorothea Schlesinger.

Agency group takes new name: The former First Advertising Agency Group (FAAG), a national cooperative of affiliated independent advertising agencies, is now called First Advertising Agency Network (FAAN). Dan Korman of Cidell-Eames Agency, president of FAAN, said the 30 members agreed on a change in name "because the word 'network' more aptly describes the speed and coverage that is now offered to clients." The group was formed in 1928, has over 700 people in member offices from coast to coast. Only one agency in each major market is eligible for membership.

NEWSMAKERS

CHARLES H. BROWER to a member of the board of governors of Rutgers University. He is the president of Batten, Barton, Durstine & Osborn.

BERRY GRUAN to account executive for Edward H. Weiss. Mrs. Geiger was formerly creative supervisor and senior writer on the H. W. Gossard account.

TOM HICK to vice president and executive art director at Johnstone, Inc., an affiliate of Interpublic. He was art director for the *Ladies Home Journal*.

SAM GRUECK to Holtzman Kain in Chicago as an account executive and member of the plans board. He was an account executive with Bronner & Haas.

STEVENS P. JACKSON to executive vice president of Melis & Lebow.

GAMBON F. BUCK to vice president of Needham, Louis & Brerby, and personnel director.

JOHN L. WATSON to vice president, creative services, in the Toronto office of Cockfield Brown & Co.

VAN CUNNINGHAM to group manager in charge of Grumman Aircraft Engineering Corp. and West Virginia Pulp and Paper at Fuller & Smith & Ross.

TUCKER HATHAWAY to account executive at Sullivan Stauffer, Caldwell & Bayles.



TV MEDIA

SELECT TV ELEMENTS WISELY, TvB URGES

'Heart Beat,' new bureau presentation, examines non-statistical techniques involved in commercials

"An advertiser using television today is somewhat like a man with a 400 horsepower automobile. He has the power for tremendous speed, but he's wiser if he uses the power for safer passing."

WITH THIS THOUGHT, and many more, the Television Bureau of Advertising will unveil this week its new presentation, "Heart Beat" at the 1963 membership meeting in Chicago. "Heart Beat" is a non-statistical examination of the techniques in the production of television commercials.

In its new presentation, to be shown eventually to advertisers and agencies throughout the country, the bureau examines the eight elements of "Total Communication," those which can be used in television advertising messages. Visually, the elements are symbolized (above) with the star typifying motion; the leaf, color; exclamation point for the spoken word; the eye for image; the candle for time, the man for space; the bird for natural sounds, and the note (not shown), for music.

"Only the advertiser who uses television has at his command all of the elements of Total Communi-

cation. And, to communicators who use it most effectively, these elements are like the raw colors that dot the artist's palette. Only those are used that will help the artist get the effect he needs to build up to his 'Moment of Truth,'" the bureau observes.

"Moment of Truth" is defined by TvB as "the moment when the viewer begins to 'feel' the message, the moment of sensory impact."

Importance of using the elements selectively is emphasized by TvB. "Change just one element, say, sound or music, and the meaning of the message is changed. By the selective use of the materials of Total Communications, the communicator is able to reach people where they live, lead them on to the emotional experience that explodes into the 'Moment of Truth.'"

Letting the product speak for itself is a characteristic of the new lean look in commercials, TvB continues. "The trend is to demonstrate how people react to the product, not to demonstrate the product, as in (one) commercial which uses practically no words at all, just motion, image, and natural sound."

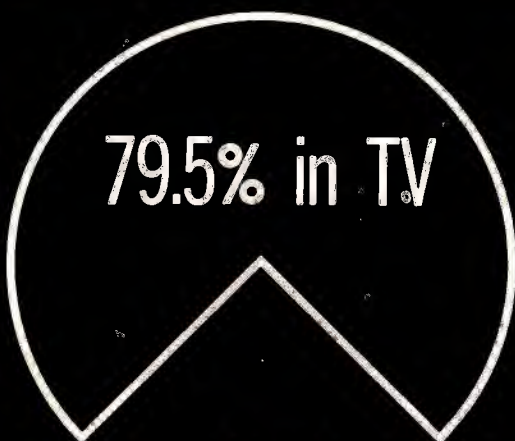
Can a line be drawn between illusion and reality, the bureau asks. "For example, what's color? In print, color is a substitute for reality, composed of millions of dots which may sometimes duplicate reality.

"But when the television camera takes an ultra close-up to record delicate shadings of black and white, continually changing its hues with movement, it produces texture and appetite appeal 'more real than real' . . . creates an illusion stronger than reality.

"No wonder Procter & Gamble invests almost 80% of the Duncan Hines budget in television, and in fact, far more food dollars are invested in television's appetite-arousing black and white than in four-color print advertising."

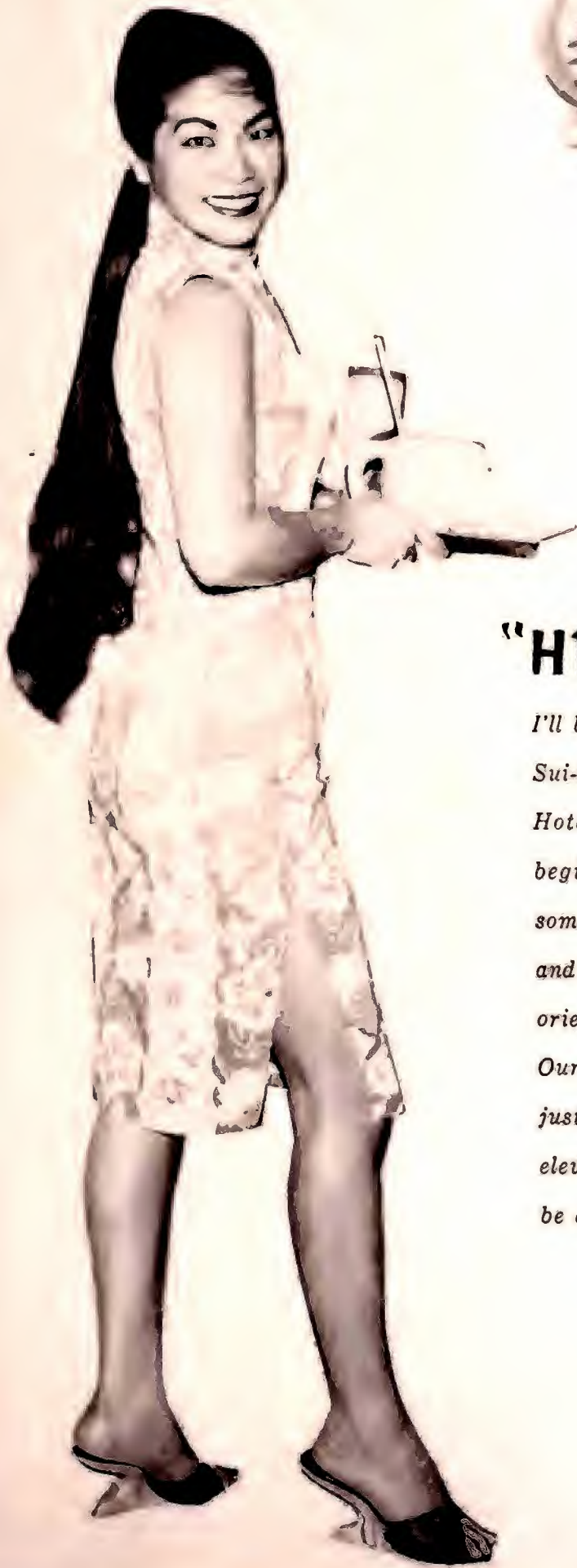
TvB adds: "Today's competitive selling requires that the advertiser involve his prospect with a selection of the forces television's Total Communications places at his command.

"No wonder Chevrolet spent even more of its multi-million dollar budget on Total Communications last year, again more in television than any other medium."



PROCTER & GAMBLE / DUNCAN HINES

No wonder P&G puts 80% of Duncan Hines budget in television, TvB notes in its presentation titled "Heart Beat"



"HI, I'M SUI LIN!"

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

The dissolve, the fade, the close-up, the long shot, and motion and image and sound, have become even more meaningful than the dot, the dash, the exclamation point, the italic, or the still photograph in four colors, TvB also notes.

"As the public's responsiveness to visual and aural suggestion grows, you will be able to communicate more in ten seconds than you do today in 60 seconds, more in 60 seconds in black and white than in words and illustrations in a 12-page full color magazine insert."

"For tomorrow, count in measuring the time it will take a television communication to get to the Moment of Truth in terms of heart beats."

The TvB annual meeting, which opens tomorrow in Chicago, will also include on its agenda talks by Leonard H. Lavin, Alberto-Culver president; Dr. Seymour Banks, Leo Burnett vice president; Dr. Kenneth McFarland, General Motors consultant; Jack Harris, vice president and general manager of KPRC-TV, Houston; and Red Quinlan, WBKB, Chicago vice president.

Overall theme of the ninth annual meeting is "Beyond the Numbers." Rapid growth of television advertiser investments results from tv's sale effectiveness which is solidly rooted in other qualities of television, those that don't lend themselves to numbers, Norman E. Cash, TvB president observed. ▀

Outstanding salesmen to be selected by TvB

To stimulate more effective in-person selling, the Television Bureau of Advertising today announced sponsorship of the second annual competition for the outstanding television salesman of the year. According to William B. Colvin, vice president in charge of TvB member services, the competition is open to all TvB member people who sell television time or programs, including sales managers who sell in addition to their other duties. Awards will be given to the top five entries—no first, second, etc., ratings will be made. Of the entries received last year, 20, including the five winners, were transferred to film and placed in

TvB's rental library as well as being shown in over 100 cities in 1963.

Entrants will be judged on sales skills and sales ingenuity, plus the degree of planning and organization demonstrated in the sales approach used. The amount of the sale and the length of the resulting contract will not be determining factors in the selection of winners.

Regulations for entrants specify that the salesman must tell his own story on video tape or 16mm film, 10 minutes in length. Content should include details on how a particular sale was made, time from first call to closing, number of calls required, information and materials used to make the sale, including samples if possible, and how the prospect's objections were overcome. A statement from the client may be included, but it must be made in person, on camera, by the client.

All entries must be received not later than midnight, 31 January.

ABC TV stations promo

The ABC Television Stations division will launch a tv trade advertising campaign. This is phase three of an all-media trade campaign on behalf of the five ABC owned stations: WABC-TV, New York; WBKB, Chicago; WXYZ-TV, Detroit; KGO-TV, San Francisco; and KABC-TV, Los Angeles.

The tv campaign takes the form of a one-minute commercial dealing with recent special community efforts undertaken by each of the tv outlets on behalf of their own communities.

The first two phases of the trade campaign included a seven-page insertion in many advertising, broadcasting and consumer magazines and a direct mail effort directed at civic, governmental and business leaders throughout the country.

Theodore F. Shaker, president of the ABC Owned Television Stations, stated: "To the best of my knowledge, this is the first time that a television group's advertising campaign, which is normally directed to a limited audience through trade and business publications, will be given exposure in such depth and breadth. We feel that it is time for television to tell its own story to the people who count most—the American public."

The ladies just enjoy a good smoke



When WDSU-TV, New Orleans passed out cigars on "Midday," a weekday series aimed at females, the ladies all lit up. The station was kicking off a campaign for D. W. G. Cigar Company's "keep moving" brand. The cooperative ladies are the wives of local D. W. G. cigar salesmen

New NAB Code head facing difficult period

Howard Bell takes over new post 1 December

The new NAB Code Authority director, Howard H. Bell, is probably facing the most crucial and difficult era in broadcast advertising—and he knows it. Effective 1 Dec., Bell will have (subject to expected NAB board confirmation) a job he frankly concedes is "not calculated to be a popularity contest." Whatever recommendations are made by this veteran of 12 years' service at NAB when he becomes Code director, he knows they will "please some and offend others."

Gov. LeRoy Collins, in naming his present v.p. for planning and development to the new post, said Bell is "a man of high idealism and intelligence . . . with the courage of his convictions."

Bell is stepping into a situation that could be touchy, in the wake of previous director Robert D. Swezey's resignation—plus the verbal tussle between NAB president Collins and the NAB executive committee over broader powers for the new joint tv-radio code authority director. Bell's long experience with industry and in government liaison during recent hectic years, should stand him in good stead in reconciling conflicting pressures within and without NAB.

Bell is unwilling to get into any "premature" discussion of his new duties, but he did tell *Sponson's* Washington reporter that he hopes for strong cooperation from advertisers and agencies in the aim of strengthening the NAB codes. He looks for new approaches, new ideas: "We hope they will come up with specific and concrete suggestions. We hope our own answers will be concrete and specific. They will have to be."

He has no illusions about government harassment diminishing, in the battle to maintain industry self-regulation in commercials and other fields. "There will be no letup in his problem"—also a responsibility of the Code director's job.

Having worked very closely with Gov. Collins, the new Code director is keenly aware of the "quality" and

"clutter" aspects of commercials that the NAB president suggests be made a basis for a new direction for NAB Code regulation. Bell does not altogether rule out use of present type of NAB Code limits, if they are constantly reviewed, and if they provide a flexible, workable and practical solution. But if present codes are not enough—as a rising volume of comment would indicate—the codes "will have to come up with new measures" to keep up with the constantly changing broadcast advertising picture.

The answers are far from clear, but Bell hopes that he will have concrete recommendations, and definite goals by year-end. He hopes January meetings of NAB boards and NAB Code boards here will produce a statement of goals and ways to implement them, that can be presented to the membership. His own first step: "To be knowledgeable." Quite candidly, he sees the task of mastering all aspects of the codes, technical and philosophical, and the extensive research on both radio and tv commercials now going on at NAB, as formidable.



Howard H. Bell

New Pacific Coast mgr. of CBSTV Network Sales

An account executive with CBS TV Network Sales since 1959, Robert E. Stolfi has been appointed Pacific Coast manager of that department. Stolfi joined CBS in 1949 in the operations department, later moved to the program department. He joined network sales development in 1951.



Stolfi

He succeeds Robert Livingston, who is resigning to become president of his own company, The Indek Co., North Hollywood, specializing in research in diversified fields.

CBS stock split follows record nine months

CBS stock will split two-for-one if approved by stockholders at a special meeting 20 December.

The news accompanied a nine-month financial report from the company which is upbeat in every respect.

Net income for the first nine months of this year was \$25,377,689 on sales of \$395,145,909. Comparable results for the first nine months of 1962 were \$19,157,177 and \$367,319,955 respectively. Earnings for the January-September 1963 period are equivalent to \$3.05 per share compared with \$2.09 per share (adjusted for stock dividend) earned in the first nine months of 1962.

Third quarter results were equally bullish. Net income and sales were \$9,007,672 and \$121,868,940 respectively. Last year's third quarter brought in \$4,569,157 and \$114,184,806, respectively. Third quarter 1963 earnings are equivalent to 97 cents per share compared with 50 cents per share (adjusted for stock dividend) earned in the same quarter last year.

The board declared a cash dividend of 45 cents per share on common stock, payable 6 December to stockholders of record 22 November. It also declared a 3% stock dividend payable 16 December, to stockholders of record same date.

Some good licking licked the job



Through promotion help from Marie Hulbert on her "Creative Cookery" over KOLN-TV, Lincoln, Neb., 247 trading stamp books were collected in order to acquire an electric organ for the Good Samaritan Center in Albion, Neb. At far left, Wes Maser, station sales manager. Miss Hulbert is shown, standing, second from the right.

NEWS NOTES

Schick buys into 'Today': Schick has purchased sponsorship in NBC TV's *Today* series to advertise its electric shaver. The Schick order was the first the company has made with *Today* and the first on a network participating program. The campaign, via Norman Craig & Kummel, began 7 November and will continue through mid-December.

Reserve power investment: WNEM-TV, Saginaw, Mich., has purchased a second transmitter to provide reserve power for the channel 5 outlet.

ABC News opens news bureaus: ABC News is establishing bureaus in Miami and Atlanta, effective 15 November. Paul Good, ABC News correspondent in the Caribbean since April 1962, will be correspondent in charge of the Atlanta bureau, responsible for the southeastern states for both radio and tv. Alan Boal, former news director of ABC's owned radio station KQV, Pittsburgh, will be correspondent in charge of the Miami bureau, responsible for radio and tv coverage of the Caribbean area and Latin America, as well as Florida.

NBC TV to profile DeMille: *The World's Greatest Showman*, a 90-minute color special on the life of Cecil B. DeMille, will be telecast on NBC TV Sunday, 1 December (8:30-10 p.m.). Eastman Kodak, through J. Walter Thompson, is the sponsor.

First series chosen: CBS TV has selected its first new series of the 1964-65 tv season. A half-hour comedy called *The Jones Boys*, created by Arac Sultan and Marvin Worth, it deals with a crew of maintenance men. The series is beginning production immediately. James T. Aubrey, Jr., president of the network, said the new show "has the potential for a full-length theatrical film, which would use the characters and basic story concept of the tv program." Discussions have already begun on the series.

Baltimore stations improve reception: The tv tower which supports the antennas of the three Baltimore tv stations will be extended in height an additional 270 ft, according to a joint announcement from WMAR-TV, WBAL-TV and WJZ-TV. Present tower height is 630 ft. above ground. The extension will place the new platform supporting the transmitting masts at a height of 900 ft. The transmitting antennas will then be 1,000 ft. above

ground. Construction will be completed by next July.

Distributors named: Ampex has named two distributors to handle its line of closed circuit Videotape tv recorders. They are Lake Service Corp., Watertown, Mass., and ITV, New York.

NAB shows newspaper support: NAB is distributing a montage of editorials from newspapers around the country which blast the FCC's proposal that government limitations be placed on radio and tv commercials. The montage is being sent to political figures, schools, education officials, industrialists, and other interested parties.

Now on file: KPIX, San Francisco, recently filed its 20,000th news film in its library. Primarily composed of locally shot film, with some UPI and Movietone footage, the 20,000 figure was toted up in less than seven years' time—beginning in January, 1957.

Country promotion: To promote the new *Farmer's Daughter* series, ABC TV and Screen Gems are conducting a 30-city *Miss Farmer's Daughter, USA, '64* contest. First prize is an acting role in one of the series' episodes. The seven runners-up will appear as extras in the show.

NEWSMAKERS

RICHARD J. MITCHELL to account executive with WJW-TV, Cleveland. He was regional air sales manager for the Railway Express Agency. **JACK L. SPRING** to the same post. He comes to WJW from WIMA-TV, Lima, where he was general manager.

ROBERT DAGLIO of El Salvador to president of The Central American TV Network. **RODOLFO PAREDES CINARI** of Panama to vice president. **SIMON B. SIEGAL** of American Broadcasting - Paramount Theatres to treasurer; and **ROBERT S. TANCER** of AB-PT to secretary. Directors elected were **JAY WILSON** of Guatemala, **DAGLIO**, **PAREDES**, **CARLOS REYES** of Costa Rica, **RAFAEL CANO** of Nicaragua and **MIGUEL BROOKS** of Honduras.

Highlights of RAB meet:

Bureau continues radio sales plan, increases budget, will conduct audience measurement methodology study with NAB

The Radio Advertising Bureau will continue its Radio Test Plan under a new name; will operate during the coming year under the highest budget in RAB history, and will conduct a radio audience measurement methodology study with the National Association of Broadcasters. These three points were highlighted at RAB board meeting in Washington, D. C.

The Radio Test Plan, RAB's sales development plan for radio in which blue-chip advertisers may receive research guidance in the use of radio through RAB, will now be a permanent part of the bureau's sales strategy under a new name—Radio Marketing Plan. According to RAB president Edmund C. Bunker, the name change is being made, "because the word Test is inappropriate for radio. We have dramatically documented this point again and again. What is needed is to bring back those blue-chips who are not in radio by showing how radio can fit their marketing strategy. This we will continue to do with Radio Marketing Plan."

Bunker pointed out that the Radio Marketing Plan is only part of RAB's national sales activity, which also includes presentations to national advertisers outside of the RMP program, presentations to agency account groups and media departments, and a projected series of presentations to agency creative departments.

The following were named officers of Radio Advertising Bureau for 1964:

Victor C. Diehm, chairman of the board, Edmund C. Bunker, president; Miles David, administrative vice president, Robert Alter, vice president-national sales; John F. Cox, secretary, George Comte, treasurer; Philip Schloeder, Jr., 1st. secretary-treasurer.

Three new board members were so named:

D. L. Provost, Hearst Corp., New York; William D. Shaw, KSFO, San Francisco; and John V. B. Sullivan, WNEW, New York.

In announcing the election of the three new board members, Victor C. Diehm, RAB board chairman said: "We believe these men, each of whom is distinguished in our industry, will add strength to the board and we are looking forward to their participation in the many important decisions which we will face in 1964."

The board commended Hugh Boice, formerly with WEMP, Milwaukee, who is retiring from the board after six years of service, and Frank Schroeder, who is also leaving the directorate. Schroeder's station, WDZ, Decatur, has been sold pending FCC approval.

Here is the complete list of RAB board of directors for 1964.

Lionel Baxter, Storer Broadcasting Co., Miami Beach, Stephen P. Bellinger, WRAM, Moundville, Ill., John Box, Jr., The Balaban Stations, St. Louis; Paul F. Braden, WPFB, Middletown, Ohio, Gustav K. Brandborg, KVOO, Tulsa, Okla., F. H. Brinkley, The Ottaway Stations, Campbell Hall, New York, Edmund C. Bunker, RAB, New York, Don W. Burden, The Star Stations, Omaha; Roger W. Clipp, Triangle Stations, Philadelphia, George Comte, WTMJ, Milwaukee, Victor C. Diehm, WAZL, Hazleton, Pa.; Robert E. Eastman, Robert E. Eastman & Co., New York, Bert Ferguson, WDIA, Memphis, Frank P. Fogarty, WOW, Omaha, Frank Gaither, WSB, Atlanta

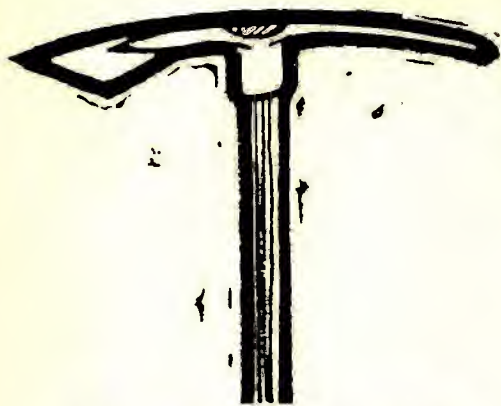
Out-of-home radio up

During the 1963 summer months, battery and portable radio listening increased 40% over the 1962 summer, according to the Nielsen Radio Index. In the 1963 summer, battery-portable listening accounted for 9:07 hours of the total, compared to a 1962 figure of 6:30 hours. Auto-radio usage was up from four hours weekly in 1962, to about 4:39 hours in 1963.

Line-cord receiver listening dropped 5% compared to last year, accounting for 5:49 hours or 39% of the 1963 total-per-week. Nielsen points out, however, that since about two-thirds of battery-portable listening occurred at home, there was an overall increase in at-home radio listening, which reached 15 hours in the July-August 1963 study.

The 1963 summer figures mark the first time in Nielsen records that the battery-portable radio has accounted for a greater share of total radio hours than the traditional plug-in set.

Summer radio listening was up 12% over last year. During the summer, the average radio-equipped home spent an estimated total of 22:35 hours a week, between Sunday and Saturday, 6 a.m.-12 midnight, listening to family-owned radios at home or away. The comparable 1962 figure was just above 20 hours. In the past year, battery-portable ownership increased 30%. Nielsen estimates that as of July 1963, 43.4% of U. S. radio homes owned at least one battery-operated portable receiver.



WHY SALES CLIMB ALONG THE SKYLINE

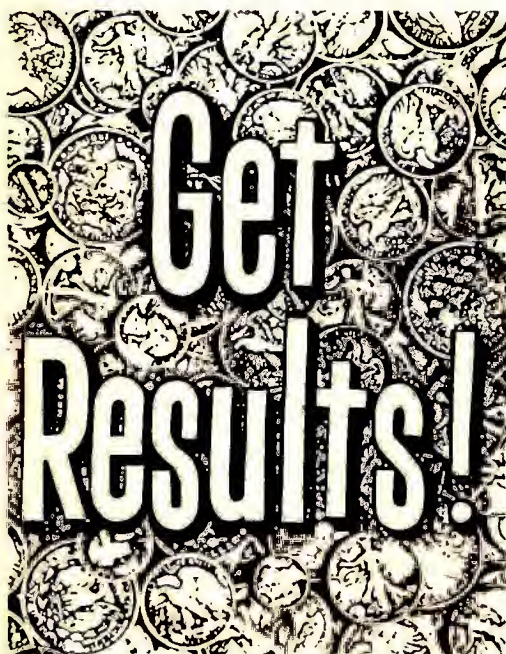
You're picking a "one-buy" TV market of over 1/4 million homes with General Merchandise sales as big as the 36th metropolitan area.



SKYLINE TV NETWORK

P.O. BOX 2191 • IDAHO FALLS, IDAHO
CALL MEL WRIGHT, AREA CODE 208-523-4567
Call your Hollingbery office or Art Moore in the Northwest or John L. McGuire in Denver.

KOOK Billings / KFBB Great Falls / KXLF Butte
KID Idaho Falls / KMVT Twin Falls.



WDEF

TV



CHATTANOOGA

CALL ADVERTISING TIME SALES INC



NOW!

Also Arthur Hull Hayes, CBS Radio, New York; Robert F. Hurleigh, Mutual Broadcasting System, New York; Robert B. Jones, Jr., WFBR, Baltimore; Harold Krelstein, Plough Broadcasting Co., Memphis; William K. McDaniel, National Broadcasting Co., New York; Donald H. McGannon, Westinghouse Broadcasting Co., New York; James McKenna, WCMB, Harrisburg, Pa.; Wendell Mayes, KBWD, Brownwood, Tex.; Harold L. Neal, Jr., ABC Radio, New York; D. L. Provost, Hearst Corp., New York; Weston C. Pullen, Jr., Time, Inc., New York; Louis Read, WDSU, New Orleans; William D. Shaw, KSFO, San Francisco; Lester M. Smith, KJR, Seattle; John V. B. Sullivan, WNEW, New York; Harold Thoms, Thoms Radio & Tv Enterprises, Inc., Asheville, N.C.

"SRO" fourth quarter posted by ABC Radio

A six-week, pre-Christmas buy by Mennen assures ABC Radio of the best business quarter in more than a decade, according to network president Robert R. Pauley.

Billings this quarter are now 3% greater than the third quarter, which had been ABC Radio's finest three-month period. Compared with the corresponding period a year ago, fourth quarter is up 45%.

The Mennen order, effective immediately through 24 December, is unique in that Mennen will be aiming its campaign primarily at women. Via Warwick & Legler, it will spend the bulk of its nearly \$100,000 buy to interest women listeners in purchasing Mennen's Christmas gift packages for their husbands and friends.

Buy consists of the last remaining availabilities in *Flair Reports*, weekend sports, and weekday and weekend news.

As a tie-in, ABC Radio is instituting a marketing campaign which will include a contest open to all Mennen salesmen. They will be asked to guess the total number of listeners their programs will reach; the object being to hit home to Mennen's salesmen and key distributors the impact of the buy. A grand prize and special prizes in each of Mennen's five sales districts will be awarded.

RATINGS WE'VE GOT. LET'S TALK ABOUT QUINTS!



Quints are a KELO-LAND product too, you know. And KELO-LAND TV cameras were first to introduce them to the world — as fast as our mobile news unit could count one . . . two . . . three . . . four . . . five! Naturally, our quints already are making mush out of food figures (\$211,839,000 retail food sales) clocked at KELO-LAND check-stands by Sales Management, Feb. 1, 1963. And remember, I'm talking about just one home. There are some 282,000 tv homes in the Sioux Falls County market: and you can reach more of them on KELO-LAND TV than on all other tv stations combined.*

Compiled from ARB estimates, Audience Summaries, Feb.-March '63 9 a.m. to midnight, 7 days a week

KELOLAND
CBS • ABC
KELO-TV • KDLO-TV • KPLO-TV
(interconnected)
JOE FLOYD, President
Evans Ward, Executive Vice-Pres. & Gen. Mgr.
Larry Bentzen, Vice-Pres.
Represented nationally by H-R
in Minneapolis by Wayne Evans

General Offices: Sioux Falls, S. D.

TIMEBUYER'S CORNER

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

Staab upped at K&E: Walter E. Staab has been appointed media group head at Kenyon & Eckhardt (New York). Walter joined the agency in 1960 as a senior media research analyst, advanced to media buyer and then media supervisor. He's now assigned to the U. S. Plywood, Shell Oil (institutional), Magnavox, and Ananda accounts, handles New York assignments in connection with the K&E Detroit Lincoln-Mercury and Ford corporate accounts. He was with McCann-Erickson (New York) before joining K&E.

Curtin joins Hoyt: John E. Curtin has joined the media staff of Charles W. Hoyt, Inc. (New York). He's been associated with the ad department at Lever Brothers Co. for the past three and a half years.

Time out for Ira: Ira Kaltinick, Benton & Bowles (New York) media buyer, decided to temporarily give up buying time, and instead spend a little. Right now he's in Europe, enjoying the Riviera, and from there, friends say he'll probably go on a ski jaunt, and then perhaps journey to London. Ira had been with K&B for two-and-a-half years. He worked on

the Texaco account for some time, and more recently on the Beach-Nut, P&G Crest, and Charmin accounts. During his stay in Europe, Ira can be reached through American Express, Paris.

■ **Vacationer returned:** Gardner's (New York) Ruth Clinton is back from an enjoyable vacation in Puerto Rico. Ruth buys time for A&P, Alitalia, Colonna bread crumbs, No-Cal, and Joe Low popsicles.

■ **Blosl named media director:** Thomas Blosl has been named media director of the Seattle office of Botsford, Constantine & Gardner. Tom, a BC&G v.p. and formerly radio-tv director, has been with the agency seven years.

■ **Planning for a sunny winter:** Elaine Art, media buyer at Papert Koenig Lois (New York), is planning to take a month off this winter to travel to Mexico. Elaine buys for the Herald Tribune, Breakstone, and Consolidated Cigar accounts, says buying for the Herald Trib involves a great deal of fast work. The newspaper is geared for last minute news, and so are the buys and the production of the commercials.

LOIS SEIDEN: 100 % of nothing doesn't pay

"Timebuying can be challenging and creative — it shouldn't be a mechanical process. There's a lot more to it than looking at rating points and adding them up. It would be easy to always buy the top three rated stations —but if most of the audience was the wrong audience for your client, well, it sure doesn't pay to buy 100% of nothing. Start by delving into audience composition and see what kind of people you'd be reaching. There's a real feeling of satisfaction when you tackle a buy as a challenge and end up getting the results you want." So says Lois Seiden, media director at Cole Fischer Rogow (New York). A native New Yorker, Lois has been with the agency over two years, was in the advertising department at J. J. Newberry for three and a half years before that. She began her career with Electronic News, a Fairchild publication. Lois and husband Joel, a v.p. at Friend-Reiss, live in Manhattan.



TIMEBUYER'S CORNER

18 November 1963

■ **Bache adds Boston:** Bache & Co. has added a sixth market to its radio schedule of five-minute financial news features. *Today's Business* is now being aired weekdays on WNAC in Boston, in addition to schedules on the air in Chicago, Cleveland, Washington, Philadelphia, and New York. Agency is Albert Frank-Guenther Law, Inc. (New York).

■ **Restaurant chain testing:** Cleveland-based Colonnade Co., 51-year-old chain of self-service restaurants, has launched a new sales promotion campaign on a concentrated test basis in Cleveland—a "first" for this firm. Campaign includes radio, as well as transportation advertising, point-of-sale, and pr activities. Colonnade has multiple facilities in Cleveland, Cincinnati, Detroit, Louisville (Ky.), Newark and Eatontown (N.J.), Pittsburgh, and Philadelphia. Agency is W. N. Gates (Cleveland).

■ **Circus Foods utilizing radio:** Circus Foods Division of United States Tobacco Co. launched a campaign to promote its Circus nuts, peanut butter, and candy bars late in September in 13 states (11 western and southwestern states, plus Alaska and Hawaii) to run until the end of December. Although the budget is undisclosed, a company spokesman revealed that "a large percentage—well over half—is in radio." Newspapers and point-of-purchase are also included.

MARION JONES, HCW*



* HONORARY CONSTRUCTION WORKER: by virtue of the fact that she reached the top of WITN-TV's (Washington, N.C.) 1523' tower during a recent tour of the market, Lennen & Newell (New York) time-buyer Marion Jones was awarded a construction worker's hat by station vice president H. R. Patterson

"Off-beat" minute spots are being run on 43 radio stations in saturation skeds; some stations are scheduling as many as 247 spots per week. Circus Foods has used radio previously, but never in such a concentrated effort. Charles C. Winston, company v.p. in charge of specialty foods divisions, reports, regarding the campaign, "While it is too early to tabulate precise results, there is evidence we are advancing." Chances are strong that if this campaign ultimately proves successful, more markets will be added to the radio list, according to the company. Agency is Donahue & Coe (New York).

■ **Lily Lake Cheese campaign in planning stage:** Lily Lake Cheese, now using radio in New York (WOR) to push its Liberty labeled imported cheeses, is considering using radio and tv later in the fall in such markets as Boston, Detroit, Philadelphia, Chicago, and Los Angeles. If considered plans become a reality, the company will place radio spots in daytime news shows, tv spots in daytime, late evening, and possibly prime time. Although firm is using newspapers heavily in the New York market, projected newspaper usage in the new markets will not be as heavy. The Liberty cheeses being promoted are unique in that they are imported cheeses sold sliced, interlaced with paper, and sealed in vacuum packages, rather than in bulk. Lily Lake has priced the Liberty cheeses to be competitive with domestic cheeses, thus introducing imported cheese to supermarket dairy cases as a mass volume item. Agency is Ben R. Bliss Co. (New York).

■ **Chemway considering:** Chemway Corporation very seriously considering the use of spot tv for their cosmetic line (Lady Astor). Agency is North Adv. (New York). Buyer on the account is George Tibbetts.

TV BUYING ACTIVITY

▶ **Gillette** now buying for a 52-week drive to push Gillette blades. Campaign will start 1 January 1964 in the top 20 markets. Buyer Mary Ann Kaiser interested in fringe minutes. Agency is Maxon (New York).

▶ **Warner-Lambert's** Bromo Seltzer drive of fringe minutes now being readied for entry into 34 markets across the country. Start date for the 13-week campaign is 30 December. Jerry Arcaro is the buyer at BBDO (New York).

WWDC ^{radio} salutes Washington's finest

This is the symbol of service and quality made vital by the Woodward & Lothrop name. Since its founding in 1880, this store has been dedicated to providing better merchandise and rendering better service for the people of the Washington area. This dedication has extended also to the belief in good corporate citizenship and in the responsibilities of community service. This symbol represents the one thing Washingtonians receive from Woodward & Lothrop that cannot be put in a package.

We salute Woodward & Lothrop in recognition of its continuous and productive use of Radio in the metropolitan Washington area.



Represented nationally by Blair Radio

WWDC RADIO WASHINGTON, D.C.



Clients should approve sound by hearing tapes

'You can't visualize sound anymore than you can talk layouts,' says Tony Schwartz

ADMEN have long been talking "hard-sell," "soft-sell," "slice-of-life," and other approaches to radio and tv commercials. But Tony Schwartz, sound consultant on more than 700 commercials, talks, feels, and believes in the "deep-sell."

In its simplest terms "deep-sell" merely means believability. The methods used to obtain it, however, are beyond the bounds of usual agency methods. In fact, a number of people in the industry have called his current work in sound "way out."

The proof is in results, and Schwartz has plenty of them. Among his most celebrated radio commercials are American Airlines "Sounds of a City," Carlsberg Beer; for tv, Laura Scudder Potato Chips, Polaroid, Mennen Baby Magic, Anacin, Johnson & Johnson baby products.

The printed word is only one dimension of it, according to Schwartz. You can't visualize sound anymore than you can talk layouts, he says. Therefore it is a mistake to have clients approve copy for a commercial on paper. They should listen to tapes of the words, the sounds. Not only is it unrealistic to show clients the written word but it sometimes becomes too binding and does not permit the sound technician, the announcer, or the actor to perform naturally.

"Writing for listening is different than writing for reading. They're both different art forms," Schwartz claims. He is ready with quick examples. An audience of copywriters meeting at the Art Directors Club last week looked at a piece of written copy as recorded by individuals under natural circumstances. They guessed it was written by writers like Stan Freberg, Jerry Lewis, and others. When the tape was heard it

was obvious that a boy had made these original and humorous remarks—a seven-year-old boy.

The color, tone, rhythm, and emotion of a commercial can be sensed through the sound itself, he demonstrated. The sound of opening up a catchup bottle, of 42nd St. in New York, of a baby gurgling, are included on some of his tapes. Of his 700 or so commercials, Schwartz said he'd only done three in a studio. "Sound recorded in the real situation can add meaning," Schwartz lectures. "The studio is designed for silence and should be used to play back natural sounds, to isolate them and study what you have."

Instead of having a rigid script for a spaghetti commercial Schwartz entertained a young boy for several days at mealtime. Natural and en-



Scooter for McAn

W MCA's chief nighttime "scooter" B. Michel Reed (right), presents a Vespa motor scooter to Anthony Papalis (center), the winner of a write-in contest sponsored by Thom McAn Shoes on behalf of its Vespa shoe line. On the left is Thom McAn's vice pres. Laurence McGourty

tertaining, as well as salesworthy, results were forthcoming. When he edited his script the reactions noted were unusual but believable, getting across a great deal of natural emotion.

"Often agency people write scripts for children and expect them to act in a particular way. But you must work with the children and understand them to have the words in the commercial sound real. The product may be for young children and the agency has to call in people from the ages of 10 to 50 to read the script," says Schwartz.

"The re-creation of the impression of reality can be classified to a degree as an art," says the former ad director. "When used in the commercial field it can affect the results."

For the Carlsberg Beer radio commercial Schwartz took the same script and had it read by four different sets of people—a truckdriver and a waitress, an Englishman and an American woman in a Parisian setting, a 28-year-old couple, and two teenagers at a dance. The intonations of the dialogue were quite different in each case. Different announcers can also color a commercial, he says.

"In most cases I've been called in where other ways have failed," says Schwartz. "Many times commercials are produced in a successive manner instead of as a joint effort. To get the best results ever one should work on the original idea." The ideas may come from the elevator man, copy, art, production or sound, but they should be thought of as a unit.

Broadcasters warned of "Laissez-faire" policy

Broadcasters were warned to beware of a "laissez-faire" attitude on the vital matter of freedom of information.

The caution came at the Chicago convention of the Illinois Broadcasters Assn. Don Michel of WRAA-TV, Chicago, took his cue from the Sigma Delta Chi "Freedom of Information" report and used the report as an opening remark—"Freedom of information at lowest ebb"—as a springboard for his talk.

Michel's emphasis centered on the need for a responsibly informed public at the grass roots level if t

individual freedoms guaranteed by our Constitution are to be preserved. A line of demarcation must be drawn, he said, between news management, news manipulation, and out and out lying in the dissemination of news. Broadcasters must accept their responsibility and alert their communities to the dangers involved. Judgments based on half-truths or falsehoods can only lead to disaster, he added, suggesting that all Congressional representatives must, at all cost, become more active in protecting their constituents against misleading news.

The 60-page report on freedom of information published by the professional journalistic society is available from the society's national headquarters in Chicago. In addition to its "lowest ebb" allegation, the report specifically scanned the state of broadcast coverage of governmental proceedings. It breaks down into three main points: (1) On 5 February, the House of Delegates, American Bar Assn., sounded the death knell for hopes of any change in Canon 35 and its ban on photographic-broadcast coverage inside the courts. Therefore, the fight for coverage rights has been returned to the local level where some progress is being made. (2) The long campaign to open committee hearings in the House of Representatives almost achieved fruition. The Oren Harris House resolution 263 would have permitted any House committee to allow coverage by its own majority vote. The matter was defeated in the Rules Committee, but by a very close vote and broadcasters are hopeful of a breakthrough in near future; (3) 1963 saw limited action at the state and local level. A good part of the action took place in California.

NEWS NOTES

KDKA celebrates its 43rd with contests: KDKA, Pittsburgh, celebrating its 43rd year of broadcasting, conducted a day-long series of contests revolving around the number 43. Prizes were awarded to the first driver with 43 on his license plate who checked in at the station's birthday car; the first man who could prove he was exactly 43



He needs Metrecal!

A promotional stunt linking KJJ (Hollywood), Metrecal, and White Front Stores found d.j. Mort Crowley (l) and store manager Peter Monash both dumbfounded at latter's weight. Gimmick was to have KJJ listeners come to the discount store to guess their weight. Those who guessed correctly won free Metrecal

years old; the first person with 43 in his Social Security number. One contest had no winner. That was the one asking for the first lady who could prove she was 43 years old on 4 November—no contestants applied.

WSAB passes resolution: The Washington State Association of Broadcasters took a slap at the FCC in a resolution passed at its annual fall meeting when the WSAB protested: "We take issue with any governmental agency which attempts to encroach upon our freedom to program in the best interests of our respective communities and to lessen our ability to carry out our responsibilities. The Federal Communications Commission increasingly threatens and coerces us in imposing its self-determined ideas of what are diversified public needs and desires.

"We despair of a governmental unit that proposes to usurp legislative power to reduce commercial time and public support of our industry."

State group names new slate: Thomas S. Carr of WBAL, Baltimore, was elected the new president of the Maryland-D. C. Broadcasters' Assn. He succeeds Joseph W. Goodfellow of WRC, Washing-

ton. Other officers elected for the ensuing year are Morris H. Blum (WANN, Annapolis) vice president, and Virginia F. Pate (WASA, Havre de Grace) secretary-treasurer. Also on the Fall meeting agenda was amendment of the by-laws to permit members of the Delaware Broadcasters Assn to join the Maryland-D. C. Assn, in which event the group will be known as the Maryland-D. C.-Delaware Broadcasters Assn., with Gordon W. McIntosh, (WTUX, Wilmington) serving on the board of directors.

C&W a "swingin'" switch for station: Switching to country and western programming in San Diego has been a boon for KSON. Station made the move away from middle-of-the-road music the end of September and during the month of October signed 33 new accounts. Dan McKinnon, president of the station, says the market can now be divided into three categories of stations . . . three middle-of-the-road; three rock 'n' roll; and one country-and-western.

NEWSMAKERS

RANDOLPH L. WHITE to director of news at WLIB, New York. He was public relations director of the national office of the NAACP.

ART PERITZKI to local sales manager of WLOS-AM-FM, Asheville, N. C.

WILLIS DUFF to KLAC-AM-FM, Los Angeles as production and creative director. He is former program director at WPRO, Providence.

MARCEUS ROBERTS to assistant general manager at WQXI, Atlanta. Jon Farmer to account executive. He is the former manager of the Atlanta office of the Pearson Co. radio and tv representatives.

THOMAS D. HARRISON, JR. to national sales account executive for WPBS, Philadelphia. **WILLIAM S. MOWBRAY, JR.** to general sales manager.

THOMAS J. McDERMOTT to president of the International Radio & Television Foundation, succeeding **WILLIAM K. McDERMOTT** executive vice president of the NBC Radio Network. McDermott is vice president, radio and tv, of N. W. Aver

'Zero One,' now first-run MGM syndication series

Programs currently carried on Canada's CTV web sponsored by General Motors bows 1 January


MGM-TV today (18) kicks off its three-day annual sales meeting in New York with the announcement that it is making available to television a new first-run syndication property. Titled *Zero One*, the series consists of 39 half-hour segments and has appeared in England on BBC-TV, for whom it was produced by MGM-TV, and is on Canada's CTV Network, sponsored by General Motors of Canada. It is set for a 1 January debut in this country.

The series stars Britain's Nigel Patrick as head of the International Air Security Board.

Richard A. Harper, director of feature films and syndicated sales for MGM-TV, said the move to place *Zero One* into syndication is predicated on the "woeful lack of first-run half-hour series" in the medium. "The blame," he said, "has been attributed to a variety of factors, such as fewer regional buyers,

poor prices, too many off-network shows, and a paucity of good time periods."

Harper added that "most of these reasons are being undercut by recent events in a changing dynamic market—the only real constant in television. We have elected to get in at the beginning of this cyclical change rather than at the end because, frankly, network schedules have shaken down into place and there are many fresh openings for local programming."

Harper, meantime, also announced the appointment of Karl von Sehallern to the newly created post of field sales supervisor, based in Chicago. For the past year and a half he has been with MGM-TV midwest sales, and prior to that covered a similar territory as sales manager for Crosby Brown Productions for three years, and for five years before that was field supervisor for MCA-TV. 

'Detectives' is syndie success

A cops and robbers tv series which had a rather checkered career on the networks is enjoying a special success in syndication because of its unusual network history. *Robert Taylor's Detectives* had first-run exposure on both ABC TV and NBC TV, making its debut on ABC as a half-hour show during the 1959-60 season. After a second season on that network it appeared on NBC in one-hour length.

The multi-length package, now syndicated by Four Star Distribution, consists of 67 half-hours and 30 hours which stations may juggle and program to their hearts' content.

About three out of four of the 90 stations that bought *Detectives* purchased both the hours and the halves. Individual stations are programming the series in at least three

different ways:

▶ WNEW-TV, New York, is playing both hours and half-hours in the same week. Tuesdays, 10-11 p. m., is reserved for one-hour episodes, while the half-hours are played Fridays at 10 p. m. WTTG, Washington, D. C., and KCHU-TV, San Bernardino, Calif., will soon adopt a similar programming technique.

▶ KIVA-TV, Yuma, Ariz., which cleared a half-hour time period for the series, alternates a regular 30-minute episode with a split hour version. The second part of the hour segment is played during the third week of the cycle, and is followed the fourth week with another half-hour.

▶ WSBA-TV, York, Pa., played *Detectives* in a one-hour time slot—an hour episode alternating with two bridged half hours.

Reade-Sterling sells L. A.'s 'Pam Mason'

Now in its second year in Los Angeles, the *Pamela Mason Show* has been acquired for national syndication by Walter Reade-Sterling. A daily, 60-minute discussion program, the show ran live for about one year on KTTV, then shifted to KABC-TV on tape after a summer hiatus.

Walter Reade-Sterling, an integrated producer and distributor of films for tv, motion picture theatres, and 16mm market, as well as operator of nearly 50 motion picture houses, will syndicate the show throughout the country on a five day per week basis.

NEWS NOTES

Lawbreaker is now sold in 110 markets. New sales have been made to WDAU-TV, Scranton; KNTV, San Jose; KLYD-TV, Bakersfield; WLBT-TV, Jackson, Miss.; WKTV, Utica, N. Y.; WNDU-TV, South Bend; KOTV, Tulsa; KHSL-TV, Chicago; KTVK, Phoenix; WTAR-TV, Norfolk; WFMJ-TV, Youngstown; KOAM-TV, Pittsburg Kan.; WINK-TV, Ft. Myers, Fla.; KELP-TV, El Paso; KOB-TV, Albuquerque; KGUN-TV, Tucson; KEZI-TV, Eugene, Ore.; WRCE-TV, Albany, N. Y.; KXTV, Sacramento, and WJXT-TV, Jacksonville.

German newsreel rights to Wolper TV producer David L. Wolper has bought the rights to the newsreel footage of Deutsche Wochenschau Hamburg, Germany, for use in a Wolper shows beginning with the one-hour documentary, for Unite Artists TV, Berlin: *Kaiser to Khrushchev*. Under a joint trade agreement, the two companies will also exchange exclusive film material for utilization in both of their documentary programming.

New radio series: *Window on Washington*, a daily series from Triangle Stations' news bureau in Washington, has been released for syndication through Triangle Program Sales. The 140 minute taped each week will be divided into five daily five-minute shows, plus one 15-minute special segment for weekend

New 7 Arts sales: Seven Arts Assoc. has sold its *Films of the Fifties* in four additional markets. Vol. 3 was sold to KPAC-TV, Beaumont, Tex., Vols. 4 and 5 to WTAF-TV, Marion, Ind., Vol. 7 to KTVT, Dallas, and Vols. 3, 4, 5, and 7 to KBOI-TV, Boise. KBOI-TV also bought Seven Arts' *Special Features*.

New sales for "Specials": The series of *Wolper-U A-Tr Specials*, distributed by United Artists Television, has been sold to the First National Bank of Memphis for use on Memphis tv; Fidelity National Bank for Oklahoma City; Traders Bank for Kansas City; Showcase Homes for Sacramento; First Federal Savings & Loan Assn. for Miami; U. S. National Bank for Portland, Ore.; Kansas Bankers Assn. for Wichita, Topeka, and Pittsburg, Kans.; First National Bank for San Antonio, and First National Bank for Louisville.

Russian bio: Official Films and the U. S. Information Agency are completing plans for a Russian-language version of the syndication firm's *Biography* segment on Mark Twain. The episode will be offered to the USSR under the Cultural Exchange program.

Local radio show into syndication: WNEW, New York's *Assignment Hollywood*, a two-hour show starring Fred Robbins, will be syndicated by Overseas Broadcast Services, Ltd. The syndicated version will be divided into five-minute programs. Some 300 already have been prepared.

Five-month report: Net earnings of Trans-Lux Corp. for the first five months of 1963 totaled \$491,500, equivalent to 68¢ a share on 18,037 shares outstanding. For the comparable 1962 period, net income was \$532,235, or 74¢ a share. Included in the earnings of both periods were non-recurring net gains of \$89,680 in 1963, and \$11,000 in 1962.

Award winner: Official Films' *Biography* has been honored by the American Legion Auxiliary as the "Best Americanism Series of Radio and Television—1963." The show received the Auxiliary's Golden Mike award at a presentation last week in New York.

New sales for TTC: Independent Television Corp.'s four first-run full-length jungle action features, recently released to tv as *Jungle 1*, have been sold to four CBS TV o&o stations, giving a total of 38 markets sold in less than two weeks. The o&o buyers were WCBS-TV, New York, WBBM-TV, Chicago, WCAU-TV, Philadelphia, and KMOX-TV, St. Louis.

Capone to Valachi: Twentieth Century-Fox TV has released for worldwide syndication a first-run special, *Anatomy of Crime*. The one-hour show traces U. S. crime from pre-prohibition days through the Senate-Valachi hearings with previously unseen newsreel footage of major crime stories.

New cartoons: Hal Seegar, whose *Out-of-the-Inkwell* series is syndicated by Seven Arts Assoc., is producing a new series called *Flucky Luke*. Comedians Larry Storch and Larry Best are doing the voices, and Kim Platt is writing the scripts. Screenings of the pilot are scheduled for late November.

New sales for "Sea Hunt": Economee Television Programs' *Sea Hunt*, sold in 135 markets, has added 16 new stations to its lineup. Purchasers are WRVA-TV, Richmond, Va.; WTVY, Dothan, Ala.; KNTV, San Jose, Calif.; KARD-TV, Wichita; WLWD, Dayton; KGBT-TV, Harlingen, Texas; WALB-TV, Albany, Ga.; KEYT, Santa Barbara; KFVS-TV, Cape Girardeau, Mo.; KBTU, Denver; KTVE, El Dorado, Ark.; WLBZ-TV, Bangor; WSLS-TV, Roanoke; WBTV, Charlotte, N. C.; KSLA, Shreveport, WMAZ-TV, Macon, WTOG-TV, Savannah, has renewed the series.


NEWSMAKERS

STAN BYRNES to Western Division sales manager of Official Films.

STAN SCHWIMMER to executive assistant, production, for Screen Gems.


CY KAPLAN to vice president and general sales manager for Independent Television Corp.

FRANK BROWN to sales representative at Four Star Distribution Corp. He was director of special projects at Metro TV Sales.



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Government heavy hand not needed by industry

Westinghouse conference hears FCC hit; Henry says stations may have to tell who they are

Cleveland — The heavy hand of government isn't required to solve the problem of length and frequency of broadcast commercials, Donald H. McGannon, president of Group W believes. In remarks to the Westinghouse Broadcasting conference on local public service programming, McGannon said the real problem "relates to our appreciation that as other factors and characteristics of the industry have changed and evolved, so also have the standard, format, and frequency of commercial messages, especially when joined with other non-commercial announcements."

He said the industry "in all of its forms of participation must find an enlightened approach, a mature and sensitive consideration of this matter, consistent with the legal requirements, and without government tutorship."

The broadcaster doesn't need instruction in his public responsibility, McGannon, who also serves as chairman of the NAB research committee and heads the Rating Council, continued: "If we intend to preserve the liberties of broadcasting, if we hope to keep governmental action out of our commercial and programming areas, if we aspire to a higher level of public fulfillment, one that is commensurate with the complexity and dynamism of our times, or even if we just seek to realize further professional achievement, we must take hold of this evolving, everchanging mass and shape and directionalize it. Inaction or status-quo-ism will result in retrogression, loss of creative freedom, mediocrity, and perhaps even disaster."

Following McGannon by a day on the agenda, FCC chairman E.

William Henry gave the broadcasters a new issue to talk about, what with the FCC commercial controls already under severe fire from the industry, and Congress.

Henry said broadcasters may soon be required by law to broadcast bi-weekly pertinent information about who they are, how they got their licenses, and where the public may find out more about them.

Commenting on the Commission's Omaha Report (see SPONSOR, 28 October), Henry said most people when given a public service program seemed to think it was an act of charity, not an obligation. He indicated that new guides in 1964 which will supersede the 1961 guides on programming, will require broadcasters to keep both the public and the FCC in closer touch with their program schedules and obligations to the community.

"Hands off" ratings services

Touching on ratings, Henry said he thought it would be unwise for government to attempt to regulate or license the ratings services. "I think it would give them a stature they don't deserve."

A dissent to FCC proposals was registered at the conference by Aline Saarinen, former art critic for the New York Times. "The FCC has asked that you canvass your community leaders to discover community tastes. Whose taste? And, a what moment? If you consult with the leaders of your community they'll tell you not what the community wants, but what they, a leaders want. The leaders in your community are ill-equipped to advise television executives."

She added that the FCC is ill advised. "It is not the function of broadcasting to shape society, to give answers. Of course broadcasters can point the way, but society must shape itself."

Taking exception to culture for culture's sake, she said "since television is a mass medium, it is committed to reach a mass audience. Many persons are misinformed when they assume that culture uplifting, that a sustaining program is of more substance than a sponsored one. I think that sporting events are as much a part of our culture as art."



Adam Young and Bill Latham (r), national sales manager of WFTV, Orlando, graphically illustrate some points in the station presentation for Jackie Da Costa of Ted Bates. She was one of many media people from some 13 top agencies who attended the week-long series of luncheon meetings conducted at the Young headquarters in New York



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★★ In the final hours of recent hearings on legislation to bar the FCC from inflicting commercials rulemaking on broadcasters, former FCC Chairman John Doerfer urged congressmen to "Act now!" on the bill.

Doerfer feels it would be a tactical error to delay, as requested by FCC Chairman E. William Henry, until after the commission holds its 9 Dec. oral hearing, and comes up with a proposal, pro or con, on limits.

Henry held out the enticing prospect that if the FCC (heavily divided on just what kind of rules can bell the commercials cat) decides the idea is unworkable, the subcommittee would be saved the trouble of putting the bill through all the legislative hoops.

★★ Former FCC Chairman Doerfer seemed to think this a snare and a delusion.

Said he: "Don't delay. This is a pattern going way back. They have been encroaching constantly on broadcasters' rights to conduct a free enterprise.

Doerfer holds that broadcasters have a right to make mistakes, like any other industry, without a government agency immediately jumping in to manage it for them. As for the public interest aspect--Doerfer took the phrase over to the broadcaster side.

The public has, indeed right to know the true situation, as the present FCC chairman says. Doerfer interprets this as the right to know that if the advertising-supported American system goes over to a government tax-based service, they'd live with a BBC equivalent. Doerfer thinks if they had a chance to watch the BBC fare, the public would swiftly close ranks with the broadcasters to keep their system as is.

★★ Also on the last day of the hearing, was one of those heart-to-heart exchanges that seem to occur when Rep. Oren Harris, chairman of the House Commerce Committee, and NAB's president Collins meet on the Hill.

Harris said his committee had "leaned over backward to let the industry regulate itself, but he is not sure they are taking on their full responsibility in such matters as ratings and commercials. The patience of the legislators "could run out," eventually--but probably not now.

Rather significantly, Harris said the continuing 20-year troubles between FCC and the industry can no longer be laid at the door of any particular member of the FCC personnel.

Collins tactfully admitted industry's failings, but he claimed substantial progress in the ratings cleanup, and in NAB's bone-deep search for ways to make the NAB codes fit changing needs of the times.

★★ New Code Authority Director Howard Bell will have a pivotal role in jacking up the codes toward irreproachability.

In one phase of his job, Bell will join NAB researchers in study of the raw data of the research on which Dr. Steiner's "People Look at TV" report was based. NAB would like to look at reverse side of "dissatisfaction" finding, and use data for constructive plan of improvement.

★★ The FCC will ask itself some questions on Pay-tv and the public interest, with a special three-man committee of Cmrs. Loevinger, chairman, Cox and Lee, to do the soul-searching.

For all the criticism by the commission of advertiser-supported free tv, the timing of the announced study of pay seems to indicate apprehension over any possible dislocating of the free system.

The committee will scrutinize on-the-air trial pay tv operations it authorized in Hartford (WHCT), where operation began in June 1962, and the Denver (KCTO) experiment, which never made it to the air, in spite of grants of a year and a half of extensions beyond its April 1962 target date.

★★ The ad hoc FCC group will also look into wired subscription services and the role of community antenna (CATV) operations in pay tv.

They will particularly study the burgeoning Subscription Television, Inc., and its sports-arena type of closed circuit fare planned for San Francisco and Los Angeles. The first day sell-out of the public stock offering by the company may have been a jolt to the commission as well as to broadcasters.

They may find uncomfortable irony in the fact that the prospective subscription giant on closed circuit is headed by Sylvester (Pat) Weaver, whose creative talent once belonged exclusively to free television.

★★ The FCC committee, before it reports to the full commission, will have to look well beyond the present to evaluate future impact of pay tv on free.

It will have to assay not only what aired pay tv might mean, but what inroads the closed-circuit operations in major cities like San Francisco will make on aired programming. They may have to ascertain what legal steps could or should be taken if the wired programming seriously threatens the free.

★★ Rep. Oren Harris, chairman of the FCC's parent House Commerce Committee, has increasingly issued dire warnings against Pay-tv.

At recent hearings on the Rogers' bill to bar FCC's commercials rule-making, he again regretted that the agency had authorized limited on-air trials for subscription tv, over his substantial protests.

Harris sees a chain reaction in the present industry-FCC standoff. He warned industry again that failure to maintain and to lift present standards of ratings, commercials and programming will open the door to pay tv. He foresees that if industry fails to regulate itself, the FCC will be provoked into piling rules on rules in its own crusade to operate in the public interest. The result: broadcasters confused, programming suffering, with pay tv eager to lure the public into new and costlier entertainment pastures.

He will watch closely the FCC's test of the pay-tv drift.

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

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