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THE WEEKLY MAGAZINE RADIO TV ADVERTISERS USE

3 SEPTEMBER 1962—40c a copy \$8 a year

**TV TERRITORIES—**  
*More companies now  
make marketing areas  
conform to television  
coverage* p 27

**RADIO REVIVAL—**  
*NL&B is building up a  
strong radio strategy  
for several clients—  
here's why* p 31



## **RADIO** moves with a going America

Millions of students are on the move—back to college. Most would be willing to buy your product—but how do you reach them? Spot Radio's selectivity—right station, right time, right program—is the answer to pinpointing this growing market. These great stations *will sell* them your product.

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

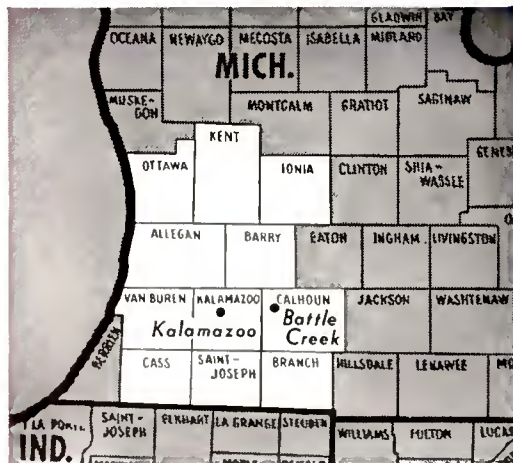
*Radio Division*  
**Edward Petry & Co., Inc.**  
*The Original Station  
Representative*



**YOU MAY NEVER HEAR A BIRD SAY 300 WORDS\***

**BUT... WKZO Radio Can Speak for You  
in Kalamazoo-Battle Creek  
and Greater Western Michigan!**

**WKZO RADIO MARKET  
COVERAGE AREA • NCS '61**



Pick *any* quarter-hour between 6 a.m. and midnight, Mon. thru Fri.—and WKZO Radio will be reaching more people in Kalamazoo-Battle Creek and Greater Western Michigan than any other radio station! (Pulse, Sept., '61.

More facts? NCS '61 credits WKZO Radio with more circulation than *any* radio rival—40.4% more than all other Kalamazoo stations *combined*.

Greater Western Michigan is a fast-growing market. Kalamazoo itself is expected to outgrow all other U. S. cities in personal income and retail sales between 1960 and 1965. (Sales Management.)

Ask your Avery-Knodel man for *all* the facts!

\*"Sandy Pauls," a budgerigar, knew 12 nursery rhymes and over 300 words



**The Feltzer Stations**

**RADIO**

WKZO KALAMAZOO-BATTLE CREEK  
WJEF GRAND RAPIDS  
WJEF-FM GRAND RAPIDS-KALAMAZOO  
WWTY-FM CADILLAC

**TELEVISION**

WKZO-TV GRAND RAPIDS-KALAMAZOO  
WWTY/CADILLAC-TRAVERSE CITY  
WWTY-TV SAULT STE. MARIE  
KOLN-TV LINCOLN, NEBRASKA  
KQIN-TV GRAND ISLAND, NEB.

**WKZO**

**CBS RADIO FOR KALAMAZOO-BATTLE CREEK  
AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives



*announcing*

**The  
Leadership  
Station  
in  
Columbus, Ohio**



***effective immediately  
WMNI, owned and operated by  
the North American Broadcasting Co.  
proudly announces the appointment of  
H-R Representatives, Inc.  
as exclusive national representatives  
an H-R UNI/PLAN station***

Buying Wisconsin's  
2nd Retail Trade Zone

get  
to  
the



# Real Meat OF THE MARKET!

WKOW-TV does!

WKOW-TV bases its rate card solely on viewers reached *with-in* the actual Madison & South Central Wisconsin trading zone —where 90 per cent of tv sets bring in WKOW's picture bright and clear and unduplicated. Thus your advertising dollar is protected, maximum market coverage is assured. Your product gets more frequent exposure, for the same money, when you display it on WKOW-TV. Ask your Young TV rep to prove this to you.

You get more reach . . . more sales impact . . . 28% more counties than station B. And 61% more than station C. Phone H-R at Plaza 9-6800.



Tony Moe

# WKOW<sub>T</sub>abc

MADISON, WISCONSIN

Ben Hovel, Gen. Sales Mgr.  
Larry Bentson, Pres., Joe Floyd, Vice-Pres.  
Tony Moe, Exec. Vice-Pres. & Gen. Mgr.  
Represented by Young TV

**MIDCO**

Midcontinent Broadcasting Group

WKOW-AM and TV Madison • KELO-LAND  
TV and RADIO Sioux Falls, S. D. • WLOL-  
AM, FM Mpls.-St. Paul • KSO Des Moines

# SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

## ARTICLES

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- 42** Corpus Christi station, sick of goofy-type research by competitors, pulls off a "newspaper coincidental" showing poor readership and attention
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**NEWS:** Sponsor-Week 11, Sponsor-Scope 19, Washington Week 55, Spot-Scope 56, Sponsor Hears 53, Sponsor-Week Wrap-Up 60, Tv and Radio Newsmakers 68

**DEPARTMENTS:** Sponsor Backstage 6, 555/5th 24, Time-buyer's Corner 45, Seller's Viewpoint 69, Sponsor Speaks 70, Ten-Second Spots 70

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We'll clear it up on September 12th



**SEVEN ARTS  
ASSOCIATED  
CORP.**



**RAHALL RADIO STATIONS**



Staffed by  
WIDE-AWAKE  
PERSONALITIES  
dedicated to  
PUBLIC SERVICE  
in the communities  
which they serve!



**No. 1  
RADIO**

Tampa - St. Petersburg,  
Florida  
Sam Rahall, Manager



**No. 1  
RADIO**

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



**No. 1  
RADIO**

Beckley,  
West Virginia  
Tony Gonzales, Manager



**No. 1  
RADIO**

Norristown-Philadelphia  
Area  
John Banzhoff, Manager

above stations represented nationally  
by H-R . . . New York

also **WQTY**

our station coming up fast in  
JACKSONVILLE, Florida  
National Rep., The Bolling Co

N. Joe Rahall, President  
'Oggie' Davies, Gen. Manager

by Joe Csida

Sponsor

background

**Broadway on tv: a painful undertaking**

It must be considered a publicity coup of no small dimension when a broadcasting group is able to come up with a page one story in the *New York Times*, not to mention virtually every other paper of any consequence in the country. And that is precisely what the Westinghouse Broadcasting Company achieved, Thursday, 16 August. The fine North Shore hands of Richard Paek, WBC's vice president for programing and Bill Kaland are mightily evident to me. Both are old masters of public relations. They garner space of this magnitude because they know how to put together a situation which may or may not actually work out at the moment, but which must be considered trail-blazing, and/or at the very least thought-provoking.



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**Difficulties galore**

In the past two seasons I have had this experience with the following shows in chronological order: *Tenderloin* produced by Harold Prince and the late Bobby Griffith, book by Jerome Weidman and George Abbott, music and lyrics by Sheldon Harnick and Jerry Bock, directed by Abbott; *The Unsinkable Molly Brown*, produced by the Theatre Guild and Dore Shary, book by Richard Morris, music and lyrics by Meredith Willson, directed by Shary and starring Tammy Grimes; *Smiling the Boy Fell Dead*, a little Off-Broadway thing about which the less said the better; *Kwamina*, produced by Alfred DeLiagre, book by Robert Allan Aurthur, music and lyrics by Richard Adler; *Sail Away*, produced by Bonard Productions, book, music and lyrics, as well as direction, by Noel Coward; *The Gay Life*, produced by Kermit Bloomgarden, book by Fay and Mike Kanin, music and lyrics by Arthur Schwartz and Howard Dietz; *No Strings*, production, music and lyrics by Richard Rodgers, book by Samuel Taylor, directed by Joe Layton; and *A Funny Thing Happened on the Way to the Forum*, produced by Harold Pricce, music and lyrics by Steve Sondheim, book by Burt Shevelove and Larry Gelbart, directed by George Abbott and starring Zero Mostel.

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(Please turn to page 16)

Central New York has long viewed the advent of a third television station with eager anticipation. As of September 9, they will be viewing WNYS-TV. They'll like what they see.

Central New York has never before viewed the program offerings of a full ABC-TV affiliate. They will do so eagerly.

Imaginative local programming plus top-rated syndicated shows will augment the ABC-TV lineup.

A full-saturation advertising and promotion campaign, now in effect, has generated plenty of audience excitement already and will continue to insure market dominance.

HERE'S THE NEW VIEW

WNYS-TV

COLORFUL CHANNEL



here's why WNYS-TV is a better buy right now



**THE UNTOUCHABLES**  
**CONNIE REED**  
**MY THREE SONS**  
**WAGON TRAIN**  
**THE FLINTSTONES**  
**BEN CASEY**  
**77 SUNSET STRIP**  
**LAWRENCE WELK**

WNYS-TV SYRACUSE TELEVISION MARKET DATA

Population	1,732,600
Total Retail Sales	\$2,176,152,000
Food Sales	\$529,940,000
Drug Sales	\$64,963,000

(source: Sales Management "Survey of Buying Power" June, 1962)

TV Homes 461,600

(source: Television Magazine August, 1962)

WNYS-TV's total service area encompasses 21 wealthy counties. The Syracuse Metro area, at the crossroads of New York State, has long been recognized as one of the country's top test markets.

HERE'S WHAT CENTRAL NEW YORKERS WILL VIEW ON

WNYS-TV COLORFUL CHANNEL 9 abc

MORNING PROGRAMS							AFTERNOON PROGRAMS (CON'L)								
TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
7:00								4:00							
7:15								4:30	AMERICAN BROADCASTING						CHANNEL 9 NEWS
7:30								5:00	AMERICAN FOOTBALL						AMERICAN NEWSSTAND
7:45								5:30	AMERICAN NEWSSTAND						DISCOVERY
8:00								6:00	AMERICAN NEWSSTAND						AMERICAN NEWSSTAND
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Staffed by  
WIDE-AWAKE  
PERSONALITIES  
dedicated to  
PUBLIC SERVICE  
in the communities  
which they serve!



**No. 1  
RADIO**

Tampa - St. Petersburg,  
Florida  
Sam Rahall, Manager



**No. 1  
RADIO**

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



**No. 1  
RADIO**

Beckley,  
West Virginia  
Tony Gonzales, Manager



**No. 1  
RADIO**

Norristown-Philadelphia  
Area  
John Banzhoff, Manager

above stations represented nationally  
by H-R . . . New York

also **WQTY**

our station coming up fast in  
JACKSONVILLE, Florida  
National Rep., The Bolling Co

N. Joe Rahall, President  
"Oggie" Davies, Gen. Manager

**Sponsor**

**Package**

**Broadway on tv: a painful undertaking**

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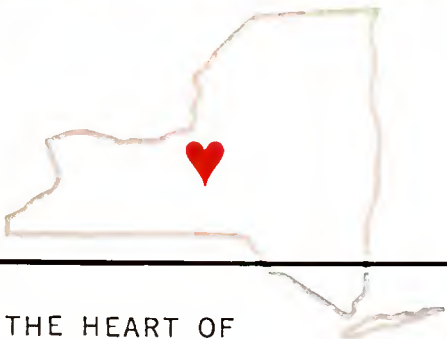
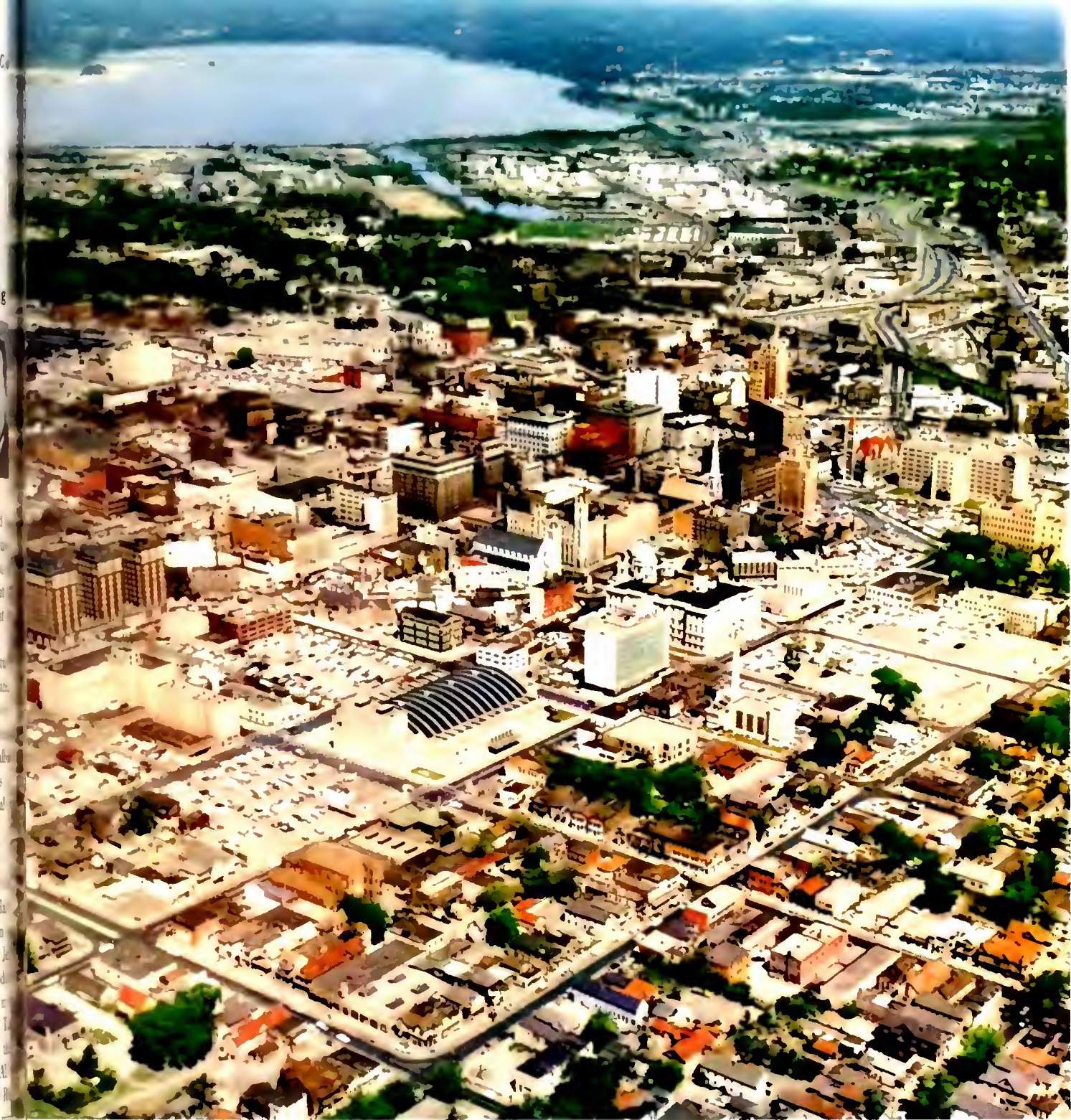
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THERE'S A NEW VIEW  
IN SYRACUSE

THE HEART OF

W ONDERFUL N EW Y ORK S TATE

# PUT YOURSELF IN THE COLORFUL PROFIT PICTURE

PRESENTED BY THE NEW VIEW IN THE HEART OF  
WONDERFUL NEW YORK STATE

## WNYS-TV

REPRESENTED BY

**PETERS, GRIFFIN, WOODWARD, INC.**

**CALL YOUR CLOSEST COLONEL NOW!**

<b>NEW YORK</b> , 250 Park Avenue	YUKon 6-7900
<b>CHICAGO</b> , Prudential Plaza	FRanklin 2-6373
<b>DETROIT</b> , Penobscot Bldg.	WOodward 1-4255
<b>PHILADELPHIA</b> , 12 South 12th Street	WAlnut 3-0455
<b>BOSTON</b> , Statler Office Building	HUbbard 2-6884
<b>ATLANTA</b> , 1372 Peachtree St., N.E.	TRinity 5-7763
<b>MINNEAPOLIS</b> , First National Bank Building	333-2425
<b>ST. LOUIS</b> , Paul Brown Building	CHestnut 1-3171
<b>DALLAS-FT. WORTH</b> , Fidelity Union Life Building	RIverside 7-9921
<b>LOS ANGELES</b> , 5455 Wilshire Blvd.	WEbster 8-3585
<b>SAN FRANCISCO</b> , Russ Building	YUKon 2-9188

OR

**CHECK DIRECT WITH WNYS-TV  
SHOPPINGTOWN, DEWITT  
TELEPHONE: 446-4780**

### PERSONNEL

President & General Manager	William H. Grumbles
Sales Manager	Robert Baird
Program Director	Jeff Davidson
Chief Engineer	John Carroll

### MAILING INSTRUCTIONS

Address all business correspondence to:  
WNYS-TV, Shoppingtown, Dewitt, N. Y.

### AGENCY COMMISSION

15% to recognized agencies on net billing for telecast  
time. No cash discount

### GENERAL ADVERTISING

Affiliated with ABC Television Network

### SPECIAL FEATURES

COLOR-Originates and transmits. Local film color rates  
on request

### LIVE TALENT & PRODUCTION

Rates on request

### SERVICE FACILITIES

Address all film, slides, copy instructions and props to  
operations desk.

### POLITICAL

All regular rates apply.





3 September 1962

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

# SPONSOR-WEEK

## SPOT'S STEADY GROWTH

**\$189.4 million tv spot second quarter had 18% rise paced by increases in announcements, early evening**

Spot tv showed a healthy 17% increase in the second quarter of 1962 over the same period in 1961, TvB reported today.

The increase of 17% to \$189.4 million was figured on the basis of the 317 stations operating in both second quarters, but the total dollar increase was actually 18%. The two categories with the strongest increases were early evening and spot announcements. Product group with especially large increases included automotives, 63%; confections-soft drinks, 46%; consumer services, 40%; household paper products, 94%; pet products, 41%, and sporting goods-toys, 148%.

Several spot advertisers showed spectacular leaps. These included Alberto-Culver, Campbell Soup, Chrysler Corp., General Foods, General Mills, Kimberly-Clark, Liggett & Myers, P. Lorillard, Texaco, and Wrigley.

(For details on second quarter spot tv increases see page 44, this issue.)

The top 10 spot tv advertisers in the second quarter were: P&G, General Foods, Colgate-Palmolive, Lever Bros., Wrigley, P. Lorillard, Coca-Cola bottlers, Bristol-Myers, Alberto-Culver, and American Home Products.

Also in the top 20 were General Mills, Standard Brands, Corn Products, Schlitz, Kellogg, Philip Morris,

Simoniz, Pepsi Cola bottlers, Ford Motor dealers, and Anheuser-Busch.

The following rank from 21st to 30th: Shell Oil, E. F. MacDonald Stamp Co., General Motors dealers, Food Manufacturers, Inc., Miles Laboratories, Gillette, Campbell Soup, Liggett & Myers, Carter Products, and Continental Baking.

## GILBERT NAMES BBDO ENDING 3 MONTHS SEARCH

A. C. Gilbert ended a three-month search for an agency with the appointment of BBDO last week.

The account is expected to be worth over \$1 million. The bulk of Gilbert's tv budget has been spent via co-op in the past.

Gilbert, which produces toys including the Erector and American Flyer lines, was acquired earlier this year by the Wrather Corporation, which also owns Muzak, the Lone Ranger and Lassie programs, and other interests.

## 4 advertisers put \$700,000 into NBC TV nighttime

NBC TV reported an estimated \$700,000 in advance nighttime participations business for the week ending 24 August.

Buyers were Texaco, Shulton, Jergens, and Warner-Lambert, in a variety of program schedules.

## JFK surprises trade, names Henry to FCC

Washington, D.C.:

President Kennedy threw trade guesses off-stride last week with the sudden naming of a commissioner to replace John S. Cross to the FCC.

The newcomer to the commission, when confirmed by the Senate will be E. William Henry, a Memphis, Tenn., lawyer. Henry, like his predecessor member, is a democrat.

The conjecture among many on and off the Hill had been that the White House might decide to let Cross succeed himself. (For background on this see WASHINGTON WEEK, page 55.)

## Spot tv spending varies much by market, says TvAR

Spot tv expenditures per tv family vary widely from market to market, according to the third annual report of this type by TvAR, released last week.

In 1961, spot tv amounted to \$9.65 per tv family, averaging \$9.81 in the top 10 markets, \$9.01 in markets 11-20, \$7.50 in markets 21-30, and \$7.09 in markets 31-40.

But wide variations were found within markets of similar size: \$13.72 in Chicago compared to \$7.99 in San Francisco, and \$11.72 in Houston-Galveston compared to \$6.24 in Memphis.

Total tv expenditures in 1961 were said to have averaged \$33.28 per tv home.

## WTEV (TV), PROVIDENCE NAMES H-R AS REP

Providence, R. I.

WTEV (TV), the ABC TV affiliate which will go on the air 1 January in Providence, R. I., last week announced the appointment of H-R as its national representatives.

The station will transmit on channel 6. Owner is New Bedford Standard-Times.

(For run-down on new ABC TV affiliates and the representatives they have appointed, see SPONSOR-SCOPE. p. 22.)

## Johnstone sales mgr. for new WOKR station

Rochester, N. Y.

Alan B. Johnstone has been appointed sales manager of WOKR (TV), Rochester, a new station.



Alan Johnstone

He has been in radio and tv sales on the West Coast for the past 17 years.

He was radio manager of the San Francisco office of Avery-Knodel and, before that, a sales representative for KEWB, San Francisco. Earlier he was Western manager of Ziv-UA and sales manager of KGO, San Francisco.

## NAB's Goldberg calls for studies

Washington, D. C.

Seven "areas of ignorance" in the mass communications field were pointed out last week as subjects for future study.

NAB v.p. and director of research Melvin A. Goldberg said that "social science fiction" was needed to anticipate developments in communications. His remarks were made in an address before the American Sociological Convention here.

He asked that studies be made of the inner-action of mass communication and these seven areas: taste, leisure, education, social institutions, politics, entertainment, and moral values.

Goldberg said more preparation was needed for the world of tomorrow, even if first attempts were "fiction" competing with science fiction writing.

## Sack promotion mgr. for ABC owned radio stations

Ronald L. Sack has been named publicity and promotion manager for the ABC Owned radio stations, division president Stephen C. Riddleberger announced last week.

He will have his headquarters in  
(Continued on page 60, col. 1)

## CHRYSLER \$10 MIL. ACCOUNT TO Y&R

The Chrysler Corporation account for corporate line advertising has been moved to Y&R. The \$10 million account had been at Burnett.

The transfer for air media takes place in 90 days. Y&R takes over print responsibility immediately.

Chrysler on tv is using alternate weeks of Empire, and has a sports line-up including Rose Bowl and World Series.

Chrysler has been advertising its entire line recently for the most part, doing less brand advertising than its competitors. However 1962 was a poor year for Chrysler brands, with under a 10% share of market, far behind General Motors and Ford.

A few weeks ago Chrysler reported it would put an extra \$50 million in last-minute styling changes of its 1963 cars.

Y&R already has the Chrysler and Imperial brand advertising, bringing its total Chrysler billings now to about \$15 million.

## Grossman named NBC's advertising director

Lawrence K. Grossman has been appointed director of national advertising and promotion for NBC, it was announced last week by public information v.p. Sydney H. Eiges.

Grossman joins NBC from CBS where for six



L. K. Grossman

years he was an executive in the advertising and sales promotion department, most recently as assistant copy chief. Earlier, he was an executive in the promotion department of Look Magazine.

## SCHEDULES SET FOR NAB FALL CONFERENCES

Here's a convenient calendar of the eight dates and locations of the conferences to be held by the NAB in the fall of 1962.

DATE	CITY	LOCATION
15-16 Oct.	Atlanta	Dinkler-Plaza
18-19 Oct.	New York	Biltmore
22-23 Oct.	Chicago	Edgewater Beach
25-26 Oct.	Washington, D. C.	Statler-Hilton
3-9 Nov.	Dallas	Sheraton Dallas
12-13 Nov.	Kansas City	Muehlebach
15-16 Nov.	Denver	Brown Palace
19-20 Nov.	Portland, Ore.	Sheraton-Portland





**COVERAGE** \* When you mention "test market" you're sure to include **Providence**. When you seek many aerials in a compact area you'll probably note **Providence**. When your product demands coverage and penetration of a "must buy" market you'll check WJAR-TV. That's **Providence** too.

\* ARB TV Homes

**WJAR-TV**

NBC • ABC — REPRESENTED BY EDWARD PETRY & CO., INC.  
OUTLET COMPANY STATIONS IN PROVIDENCE — WJAR-TV, FIRST TELEVISION STATION IN RHODE ISLAND — WJAR RADIO IN ITS 40th YEAR

## TV PRODUCERS FACE FEDERAL TAX HIKE

Washington, D. C.:

A new Internal Revenue ruling will cost tv and movie producers higher taxes.

Henceforth profits of tv repeats and some motion pictures will be taxable at regular rates, not at lower capital gains rates.

The capital gains rates are half as much as regular rates to a maximum of 25 per cent.

From now on sales of repeat film and tape showings, and of movies leased to tv will come under regular tax rates, since such sales are now regarded as a normal aspect of the production business, and hence come under ordinary tax rates, according to last week's ruling.

## Compton & Videotape combine for tape speed

Compton and Videotape Center are talking about the speed with which fast-breaking spot schedules can be met with tape commercials.

On Thursday, 2 August, Compton gave the green light on four Tide commercials, produced and delivered to 64 stations in 40 cities for air dates the following Monday. Some 130 tape copies were sent.

Last March the same producer did a series of tapes for P&G's Gleem, also through Compton, requiring 361 copies.

Videotape's v.p. and general manager John B. Lanigan reported that the quick Tide assignment was the producer's 75th major tv spot campaign done on tape.

## PLESCHETTE TO HEAD ABC MERCHANDISING

Eugene Pleschette, who has been with AB-PT and its predecessors for 28 years, has been named v.p. in charge of ABC Merchandising, executive v.p. Simon B. Siegal announced last week.



Eugene Pleschette

He joined United Paramount Theatres in 1934, becoming manager of the New York Paramount Theatre in 1940 and manager of the Brooklyn Paramount Theatre in 1946, rising to his present post of managing director in 1952.

He joined United Paramount Theatres in 1934, becoming manager of the New York Paramount Theatre in 1940 and manager of the Brooklyn Paramount Theatre in 1946, rising to his present post of managing director in 1952.

## T-L's new research tool: mobile trailer surveys

Chicago:

Tatham-Laird has developed a new and economical advertising research method. It has two mobile trailers which are rolled right into shopping centers where five to 25 minute interviews take place.

The trailers are equipped to show tv and print ads, displays, and merchandising. Copy, motivation, products, and packaging are studied. Several surveys can be done at once.

Tatham-Laird studies advertising effectiveness by measuring six basic factors: appeal of the selling proposition, comprehension of the selling idea, the consumer's personal involvement in the product, believability, ad-produced product attitudes, and attitudes produced toward the ads themselves.

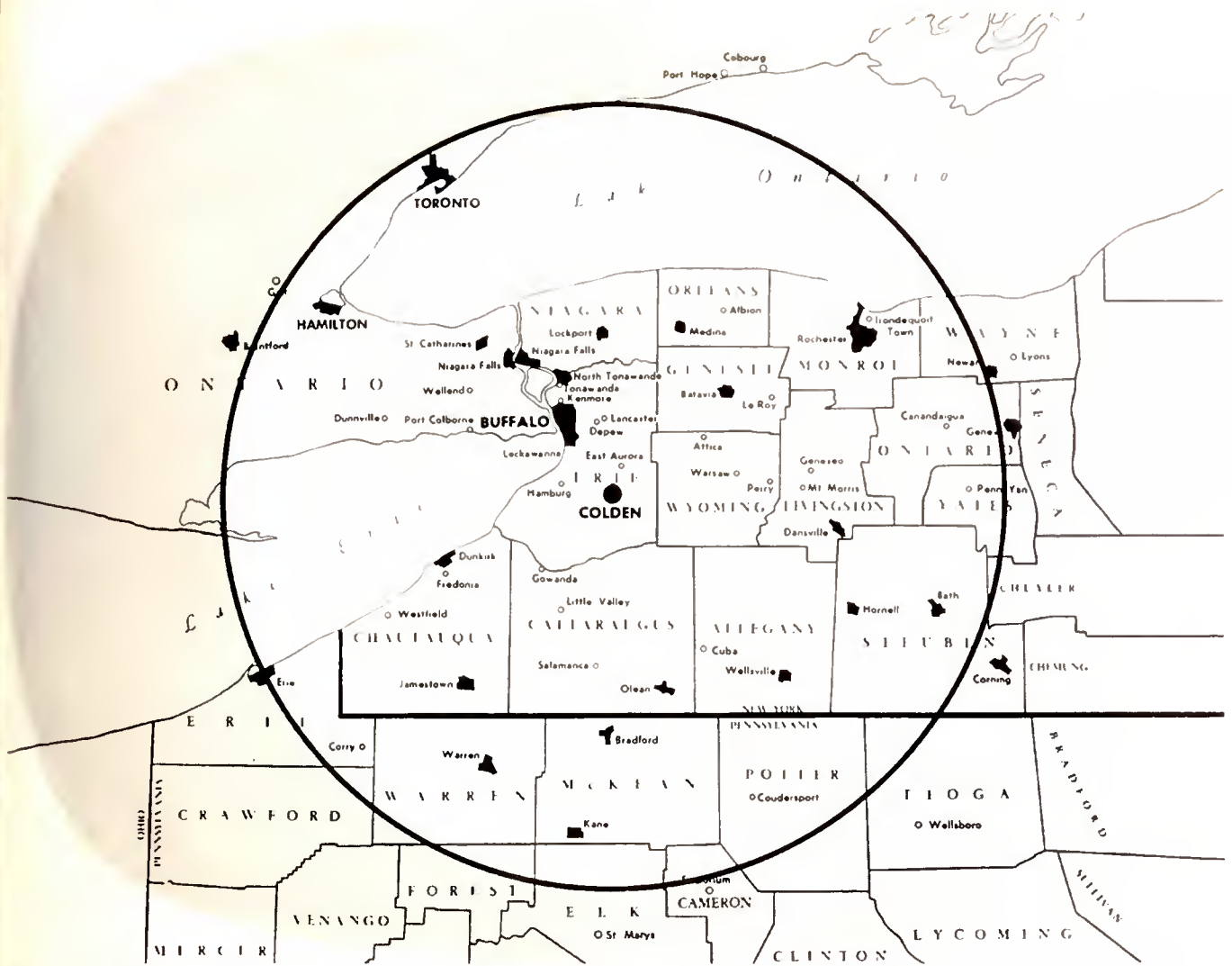
The mobile surveys have been done since March of this year. Eighty surveys have been done in 10 shopping centers, all in the Chicago area.

Shoppers participating receive \$1 merchandise certificates for center stores.



**WHIM-TV, GRAND RAPIDS, APPOINTS PGW.** The new tv station in Grand Rapids, Mich., channel 13, has appointed Peters Griffin Woodward as its national representative, it was announced by station v.p. and general manager Mark Wodlinger and PGW president H. Preston Peters (seated, l & r). Looking on (above l to r) are Charles Kinney, PGW tv v.p., Lloyd Griffin, PGW president-television, and William G. Walters, PGW tv, v.p. The station will be a primary affiliate of ABC TV. Call letters were announced last week. Station goes on the air 1 November.





in **WBEN-TV LAND** you'll reach more TV homes than you'll find in all of Missouri

If you're from Missouri—you'll want to be shown. *Here are the facts:*  
 The WBEN-TV coverage area includes 14 counties in Western New York, four counties in Northeastern Pennsylvania and the extensive and growing Canadian Niagara Peninsula.

This is WBEN-TV land—a vast market that puts your product in sight and sound of more than 800,000 U. S. and 700,000 Canadian households. (*March, 1962 ARB figures*).

This is a market with millions of people who tune to WBEN-TV regularly. This station is a major selling medium in the *Nation's 10th Largest Market*.

For still more reasons why your TV dollars count for more on WBEN-TV call us or our representatives.

National Representatives: Harrington, Righter and Parsons, Inc.

**WBEN-TV**

an affiliate of WBEN-AM-FM  
 The Buffalo Evening News Stations

CH. **4**  
 CBS in Buffalo

IN  
PORTLAND  
OREGON...

IT'S  
EYE-CATCHING



**KOIN-TV**

Women can get bored to death when all they have to look forward to every day is housework. KOIN TV sees to it that women in Portland, and 34 Oregon and Washington surrounding counties, have something else to look forward to . . . a really eye-catching array of daytime programs. That's why, according to Nielsen, daytime's a good time to buy KOIN-TV.

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

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

Give them a call, won't you?

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

list, for example, *Tenderloin* blew about \$200,000 of its \$350,000 investment; *Sail Away* about half of its \$400,000; *The Gay Life*, its entire \$130,000; *Kwamina* its entire \$430,000. The people associated with these four shows, if you'll re-check above, for just a minute, represent some of the most able, experienced, knowledgeable, talented people in the theatre, and yet there is almost \$2,000,000 worth of money down the drain.

And if a show is a flop, or even only a moderate run play (three months or so), what is its real value as a television attraction? The other side of this very coin is just as fraught with significance on the question of the practicability of television arrangements for Broadway shows. The successful ones make such substantial sums of money, both on Broadway and subsequently on the road, that no producer in his right mind would think of jeopardizing the take by exposing the property on television, particularly in cities where road companies of Broadway hits clean up.

#### Success doesn't need it

*A Funny Thing Happened on the Way to the Forum*, for example, is turning in a profit of \$20,000 per week and more, every week it runs on Broadway. *The Unsinkable Molly Brown* did a gross business of \$100,000 per week for every one of its three weeks in the O'Keefe Auditorium in Toronto, and better than \$100,000 per week in San Francisco, which happens to be one of the Westinghouse markets. *No Strings* has played to standing room only, doing better than \$60,000 per week almost every week since it opened on Broadway. And yet, when *No Strings* had its original opening at the Fisher Theatre in Detroit, it was so far from being the show it became on Broadway that if anyone had exposed it on television it could easily have destroyed the show for evermore.

Apart from these profit and loss factors I wonder how the creative talent responsible for whipping the shows into shape could possibly survive the additional burden of preparing a polished videotape performance, with its obvious differences in staging, direction and many other facets. Every producer, writer, director, star I've ever worked with on a show has lost from five to twenty-five pounds, and many of them teetered on the edge of a nervous breakdown and worse before they got to Broadway. The late Moss Hart had a serious heart attack in Toronto, while directing *Camelot*. And Alan Jay Lerner, the lyricist and book writer, came up with a screaming ulcer during the course of bringing in the same production.

I have said nothing at all about the commonly known problems of clearing rights and getting permission from theatre owners, and the many unions involved.

And yet, last season Dynamic Theatre Networks, Inc., piped five performances of *Gideon* into a theatre in Rochester. And other producers like Albert McCleery and David Merrick continue to explore the possibilities of a linking of Broadway and television. And as impossible as it seems, I believe that one day it's going to work. Whether it will be on home free or fee tv, whether closed circuit theatre video or via community antenna handling, I don't know. But it will come. And when it does, I believe, as WBC president Don McGannon said, it will enrich the programing structure of the medium.



Dear Mr. Thrower,



THURSDAY AUG. 9, 1962

Dear Mr. Thrower,  
My Name is Debbie Hartigan.

Last week my Daddy brought home  
some new Koko the Clown Cartoons and  
showed them to my friends and to me.  
We loved them.

Last Night Daddy told us We would be able  
to see more of them soon On WPIX. That  
makes us very happy. THANK YOU!

yours truly,

DEBBIE HARTIGAN

P.S. WE WATCH CHANNEL 11 ALL THE TIME!

TELEVISION WPIX CHANNEL 11

FRED M. THROWER  
EXECUTIVE VICE PRESIDENT  
AND GENERAL MANAGER

August 10, 1962

Dear Debbie:

Thank you for your letter.

We liked your Daddy's cartoons too,  
and I have no doubt that Koko will soon  
be one of the most popular cartoon  
personalities in television. Kids and  
clowns just seem to go together.

I am happy that you watch our shows and  
through you I would like to thank all the  
boys and girls who have given WPIX-11 the  
largest children's audience in New York.

I know that Koko will be a tremendous  
favorite on Channel 11 from 4:25-4:30 PM  
Monday through Friday, starting September 10th.

Sincerely,

contact:  
Al Hartigan  
Vice President -  
General Sales Manager



**VIDEO HOUSE, INC.**  
48 W. 48 ST., NEW YORK 36, N. Y. CI 6-2425

WPIX Inc. • 220 East 42nd St., New York City 17 • Murray Hill 2 6500



*the nicest things happen  
to advertisers who appear...\**

\* ON KPRC-TV IN HOUSTON, NATURALLY!  
*Internationally accepted. ask for it by name*  
Edward Petry and Company, National Representatives

Courtesy of FIRST NATIONAL CITY BANK TRAVELERS CHECKS N.Y.C.



# SPONSOR-SCOPE

For those who've been on vacation or on a summer sabbatical and hence may have qualms about having missed out on more or less important developments in the trade, SPONSOR-SCOPE engages in its annual service of absentee updating.

Among the events, moves, situations and trends that unfolded were these.

- **NBC TV put its daytime on a flat package price basis**, offering time and talent as the unit and in the process doing away with a diversity of discounts. This new selling pattern takes effect 1 January.

- **Network tv daytime for the fourth 1962 quarter is at a virtual sellout level.**

- **Network tv nighttime for the same quarter will likely set a record in terms of commercial minutes sold**, even though there are plenty of them still available.

- **National spot tv is headed for a new high in fourth quarter billings.** However, there's a fly in the honey, which is explained below.

- **Young & Rubicam unveiled its blueprint of a media field service unit** designed to serve as an intelligence bridge between local media and the agency's media department. Also to aid its clients on the local front in matters of merchandising, dealer contact and up-to-the-minute market information.

- **General Foods revamped its pattern of sales territories** to match the market falling within the umbrella of a tv station's coverage.

- **The major insurance companies suddenly embraced network tv with a whoop**, with at least 10 of them to be found this fall in various sectors of programing. (For an in-depth exposition of this see 20 August SPONSOR, Page 35.)

- **The automotives will have in network tv for the fourth quarter an accumulation of 774 commercial minutes and 879 billion home impressions.**

- **The Lestoil account (\$5.6 million) switched to Fuller & Smith & Ross, and Chun King (\$4 million) went with Campbell-Mithun.**

Judging from the complaints heard among sellers for the network tv o&o's, spot sales for the fall are suffering from a sort of embarrassment of riches.

Their chagrin is this: the buys have been overwhelmingly on the minute side, with the result that there are still a lot of prime 20's reaching out for customers.

CBS TV National Sales plans to do something about this anomaly, such as dispatching a wire to agencies urging them to take a hard look, particularly if there are 20-second commercials handy as well as the minute kind, at the 20 availability picture and figure out whether the end cost-per-thousand wouldn't be preferable in that area.

Some of the NBC TV affiliates are beginning to wonder if the 25-30 minutes that the network's made available to them between daytime programs can be counted as a windfall.

On closer examination, say these stations, the gesture doesn't seem to be such a happy one from the viewpoint of spot billings.

As they have it figured, they gave up 45-50 20-second spots for these extra minutes.

They admit that in some markets a daytime 20 doesn't move as well as a daytime minute, but what annoys these NBC TV affiliates is the possibility that seekers after daytime 20's will do their zeroing in on the CBS TV or ABC TV affiliate in the market. The latter networks are still letting affiliates get into the middle of a half-hour program as well as either end.

Needham, Louis & Brorby, who's activity with radio has taken on a lot of momentum lately, thinks that the spot end of the medium would do itself a lot of good if it adjusted its sales thinking to the requirements of the time.

Among NL&B's recommendations to the sellers of spot radio:

- **Get rid of all negative approaches**, like being supplemental to or a backstop to tv.
- **Talk in terms of heavy frequencies** and the use of **multiple stations in a market**. In other words, make dominance in a market a subordinate approach to checkerboarding the proposed schedule with one or two other stations in the market.

- **Support the pitch with the latest market information** that would be of service in guiding your prospect's use of radio.

- **Streamline the ratecard** so that the station will be easier to buy.

(For a detailed recital on NL&B's suggestions see article, page 31.)

**Gillette (Maxon) will go on supporting its disc jockey empire for another year—its sixth.**

The undertaking entails over **125 radio stations** and an expenditure of **about \$1.6 million per annum**.

A shaving field report had it that **Gillette had considered putting a chunk of its ad money into college football**, but quickly discarded this thought because of the realization that it was **more important to reach the younger teenager than the college student**, whose shaving habits and predilections by that time are pretty well set.

**There'll be at least one national account in spot tv this fall with a campaign of 30-second commercials.**

It's none other than **National Biscuit**, with the placement coming out of **McC-E**.

Last season **Gulf (Y&R)** did some 30-second buying, while **Colgate (Bates)** scheduled a few here and there.

In fact, **Colgate will have one riding on WCBS-TV, N. Y., this fall.**

**Tv viewing per average minutes scored pretty well for itself the first six months of this year, if you look at it in terms of total homes.**

In other words, the **percentage of tuning-in was less than the previous two year's but the number of homes that looked was higher**. And that went for virtually every part of the day and night.

Following is an **NTI comparison on homes for January-June of each year:**

TIME SEGMENT	1962		1961		1960	
	%	HOMES	%	HOMES	%	HOMES
7 a.m.-noon	13.1	6,419,000	13.9	6,519,000	13.2	5,966,000
Noon-5 p.m.	23.4	11,466,000	23.5	11,022,000	22.7	10,260,000
5-7 p.m.	35.2	17,248,000	36.4	17,072,000	36.3	16,408,000
7-11 p.m.	55.6	27,244,000	57.1	26,780,000	57.8	26,126,000
11-1 a.m.	22.6	11,074,000	22.4	10,506,000	22.1	9,989,000

**The reason that Lipton asked NBC TV to include it out of the America's Cup Races was a discovery it made in 1958 when it last underwrote the taped event.**

The finding: whatever strong interest there was in boat racing among viewers was **confined to the east and west coasts; inland America just wasn't titillated.**

**Lorillard's Kent (L&N) picked up 50% of the sponsorship at a package cost of \$100,000.**



The tv networks last week were still waiting for Beech Nut to make a decision on its buys for the final 1962 quarter via Y&R.

The budgets run at the rate of \$4 million for daytime and \$2 million nighttime.

The tv networks have been getting heaps of newsprint space lately on their entertainment specials planning for the fall, but in terms of actual sales it's relatively small pickings.

Based on what the networks report they have sold, the collective expenditure for specials for the coming season adds up, as SPONSOR-SCOPE has it calculated, to around \$15.8 million and that covers both time and talent.

An historical contrast: in the 21 August 1957 SPONSOR-SCOPE it was noted that the networks had already under commitment for the ensuing season's 117 entertainment specials an estimated expenditure of \$37.8 million.

Following is a rundown of 1962-63 specials under sponsorship, by network:

ABC TV			
PROGRAM	NO.	SPONSORS	EST. EXPENDITURE
Sid Caesar	9	Consolidated Cigar	\$1,050,000
Edie Adams	3	Consolidated Cigar	950,000
Hollywood Adventure	2	P&G	550,000
Victor Borge	1	Pontiac	370,000
<b>TOTAL</b>	<b>20</b>		<b>\$2,920,000</b>
CBS TV			
Leonard Bernstein	4	Ford Motor Co.	\$1,200,000
Young Peoples Concerts	4	Shell Oil	875,000
Lincoln Center Debut	1	Corning Glass	600,000
Miss Teenage America	1	Coty, Colgate	425,000
Grace Kelly In Monaco	1	Chemstrand	350,000
Arthur Godfrey	1	Armstrong, Menley & James, Quaker Oil	330,000
<b>TOTAL</b>	<b>12</b>		<b>\$3,780,000</b>
NBC TV			
Bob Hope	6	Lever, Sara Lee, Chemstrand	\$2,500,000
Bell Telephone Hour	3	AT&T	2,200,000
Dinah Shore	9	S&H Stamps	2,000,000
Hall of Fame	4	Hallmark	1,600,000
Danny Kaye	1	General Motors	350,000
Pat Boone	1	Mohawk Mills	250,000
Mr. Magoo	1	Timex	200,000
<b>TOTAL</b>	<b>30</b>		<b>\$9,100,000</b>
<b>GRAND TOTAL</b>	<b>62</b>		<b>\$15,800,000</b>

The tv networks' station relations departments are maintaining a brave front about it, but they're having no easy time collecting station clearance for some of those new fall nighttime series.

NBC TV's troubles in that regard are pretty much centered in *It's a Man's World*, *Wide Country* and the Sunday 6:30-7 p.m. strip which encases *McKeever & the Colonel* and *Ensign O'Toole*. The network hopes that the reluctance to clear will wither appreciably when the affiliates get a closed circuit look at the product this week.

CBS TV's main clearance problem is *Fair Exchange*. There's also some with *Stump the Stars*, which, to begin with, is hobbled by a limited lineup. One resort to solve the *Fair Exchange* jam: an offer of a co-op minute in the show for affiliate sale.

The two networks have also had to face up to this fact: Certain affiliates have preempted one or two chunks of choice evening time for local spot carriers as a way of recouping network revenue lost via daytime compensation reductions.



## SPONSOR-SCOPE *continued*

The vast majority of the 1963 car models are due to get their unveiling this time by the first week in October.

The new lines as now set:

COMPANY-DIVISION	UNVEILING DATE
Buick	4 October
Cadillac	5 October
Chevrolet	28 September
Chrysler	26 September
Dodge	2 October
Ford	28 September
Lincoln Continental	2 October
Mercury	4 October
Oldsmobile	4 October
Pontiac	4 October
Rambler	5 October
Studebaker Avanti only	28 September

Schick (NCK) has in a way taken a leaf out of Gillette's merchandising book and will introduce this fall something new in electric shaver variations.

In Gillette's case the adjustments are all in the same razor, but Schick will be offering two razors, one for tough beards and the other for tender skins.

Electric shaver marketers have taken the report of Schick's twin products with considerable conjecture. The competitive consensus: the merchandising wrinkle, if successful, could have quite an impact on the manufacturing directions of the shaver field.

The FCC's assignment of those third stations in important markets the past few months has turned out quite a windfall for the independent rep sector, especially in light of the bruising it has taken from the swing of the bulk of group ownership to self representation.

There's a number of other like assignments to come, like Winston-Salem and Raleigh, and the straightening out of the Tampa-St. Petersburg situation (potential national-regional spot billings of the market are \$3.7 million).

The big additions already set to go (all ABC TV affiliations) and their reps:

MARKET	CALL LETTERS	REPRESENTATIVE	MARKET'S EST. SPOT BILLINGS
Providence	WTEV	H-R	\$6,500,000
Syracuse	WNYS	PGW	4,500,000
Rochester	WOKR	Blair Tv	2,800,000
Grand Rapids	WIIM	PGW	1,700,000

Because of the tightened Government regulations on new drugs you can expect more of the big ethical houses to set up their own over-the-counter subsidiaries.

The extension has become one of fiscal necessity, as drug marketers see it.

Added Federal stringency, it is anticipated, will lead to smaller profits in the ethical area, and the logical step would be to fill all or part of this gap by transferring some of the established ethicals to an over-the-counter division.

Among the kingpin ethical firms reported to be seriously contemplating a move in that direction is Smith, Kline & French.

**For other news coverage in this issue:** see Sponsor-Week, page 11; Sponsor Week Wrap-Up, page 60; Washington Week, page 55; SPONSOR Hears, page 58; Tv and Radio Newsmakers, page 68; and Spot Scope, page 56.





In Indianapolis, the **"SOUNDS OF THE CITY"**  
keep people listening with both ears!

A dramatic broadcast from the scene of a fire . . . the voice of a policeman making an arrest . . . a schoolboy telling why he plans to be an astronaut.

Local people . . . making news . . . reporting it . . . reacting to it. These are the "Sounds of the City" that keep the people of Indianapolis attuned—and tuned—to WFBM Radio.

That's one point for WFBM. Here's another: WFBM music is pointedly programmed to adult tastes . . . calculated to please the people who do the real buying in Indianapolis.

In short, WFBM reaches an uncommonly attentive, predominantly adult audience . . . provides your best opportunity to address the town fathers—and mothers—with your advertising message. Ask your KATZ man!

**WFBM  
RADIO**

1260 INDIANAPOLIS

TIME-LIFE BROADCAST INC.

Represented Nationally by the KATZ Agency



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

## Comments on "Harper" Commentary

That's a great column ("You're Wrong, Marion, You're Wrong," *Commercial Commentary*) in the 13 August issue.

It needed saying, and you did it so well. After viewing a sizeable amount of research, I think it could prove anything!

Maurie Webster  
*v.p. and gen. mgr.*  
*CBS Radio Spot Sales*  
*New York*

Writing to editors about policies and statements is something I usually avoid like the plague, but after reading your column of 13 August in SPONSOR, I have no choice. Those statements took more than courage to write, and I can imagine that you have not heard the end of the matter. But not only because of the Christian overtones and undergirdings—I could not agree with you more.

I am only sorry that the kind of thinking exhibited by Mr. Harper is so prevalent and widespread. Perhaps your efforts will have a much-needed effect on executive opinion, if not public opinion.

Lawrence W. McMaster, Jr.  
*exec. dir., radio/tv*  
*United Presbyterian Church*

In your column in the 13 August issue you hit the nail dead center. Your own philosophy has been firmly emblazoned on a bronze plaque in our public entrance since it was dedicated by Senator Dirksen about nine years ago.

The words were not just forced out—it was with care, with thought, with dedication to responsibility that we found the natural words fit to tell us the story of our policy which has become a credo of operations:

"With Bias to God and Country alone . . ."

"That we may be a free people." Our first president, Lou Carter, served many years as chairman of the Board of the American Institute of Baking, and guided me in the establishment of this credo which has taken on the deep meaning it holds for us *only* as years have passed.

Your editorial captured this spirit of high purpose.

No good tv station should be without such inspiration!

Joe M. Baisch  
*general manager*  
*WREX-TV*  
*Rockford, Ill.*

I think your column of 13 August taking apart the advertiser's advice to consult the audience as to their tastes is one of the best things I have seen in a long time. As a matter of fact, having belatedly seen "Judgment At Nuremberg," I would put it alongside the judge's summation as a testament to intellectual and moral integrity in a decadent era.

S. Franklin Mack  
*exec. dir., bdestg. and film*  
*National Council*  
*of the Churches of Christ*  
*New York*

## Image-building

I have been following the "image-builder" articles (13, 20 August) with more than passing interest, and you are to be congratulated on the excellence of your fact-finding.

Perhaps it was our fault, but one inaccuracy which concerns me did creep into your account of TIO's work. Credit for the monthly publication of area program bulletins (page 31, SPONSOR, August 20) should go to the 37 stations who cooperate in this work. TIO's role has been to help stations get started and then to supply them with network

listings. Each month, however, the cooperating stations supplement the network material with local program information and then handle the publication and mailing themselves.

This effort is superimposed on the pressing day-to-day work which station personnel must do. The results, measured in changes of attitudes among bulletin recipients and also in terms of the usefulness which they attribute to the information, have made these publications most worthwhile.

Roy Danish  
*director, TIO*  
*New York*

## Helping broadcasting

"Radio Books a Full Hotel" (6 August 1962) will certainly go a long way in helping broadcasting, particularly radio, to add another field of advertisers to its already growing list.

We have heard a number of very nice comments about the article and the way it was handled in SPONSOR. When the Richmond Hotels, Inc., completes its new convention center in the next few months, it will be a serious competitor for at least 95% of the national conventions. In the months and years to come big things will be happening in Richmond, Va., "The Top of the South."

Irby N. Hollans, Jr.  
*promotion manager*  
*WRVA*  
*Richmond*

## Shaver market

As one of your devoted subscribers, may I request a favor? Your issue of 6 August *Sponsor-Scope* section listed a percentage analysis of the electric shaver market. Since I have already given my copy away and now find a need for this issue again, may I request that you send me one copy—the copy which contains the percentage analysis between Norelco, Remington, Schick and Sunbeam.

I appreciate this very much, and may I add that I find your publication quite valuable. I compliment you on it.

Al Heuer  
*branch sales mgr.*  
*Remington Rand Shaver*  
*Philadelphia*





Top man on Totem pole say . . .

“Keep your eye on September 10 SPONSOR”

# HANG THE CITY POPULATION!

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

We'd be the first to admit that it stretches the imagination to hang a city population of more than two-hundred thousand—but *hang the city population* when counting necks in the entire Charlotte Television Market!

The real kicker is that WBTV delivers 43.4% more TV Homes than Charlotte Station "B"!\*\*



\*Television Magazine-1962  
\*\*NCS '61-Nightly

*Compare these SE Markets! \**

Charlotte	595,600
Atlanta	562,600
Miami	556,600
New Orleans	418,200
Louisville	409,900
Norfolk-Portsmouth	309,000

# WBTV

CHANNEL 3 © CHARLOTTE / JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Television Advertising  Representatives, Inc.





TV today has not only proved itself the "Sales Managers' Medium" but has become a central marketing strategy tool. Its influence on the total marketing-advertising mix is growing, say execs

# NOW TV AREAS=SALES AREAS

**More and more companies following Anheuser-Busch lead in realigning marketing areas to conform with television exposure pattern**

**T**he move by companies, large and small, to draw their sales territories on the basis of tv areas is growing steadily. Distribution to conform to the contour of the tv signal is now an integral part of the marketing philosophy of many business chiefs.

Anheuser-Busch, the 110-year-old St. Louis brewer, which sparked the marketing revolution five years ago by pacing its Busch Bavarian Beer

market area with television signals, is now engaged in similar distribution techniques with all its other products. The advantages of such a system, it appears, are endless in the ferociously competitive marketing wars raging today. Firms duplicating Anheuser-Busch's success in other fields include General Foods, Lestoil, Proctor-Silex and Maradel. Schlitz, which is Anheuser-Busch's closest competitor in the beer category has also revamped its

sales territories to fit tv coverage areas.

Elated with results obtained to date, Walter (Bud) Reisinger, advertising director of Busch Bavarian, told SPONSOR last week that "When we first obtained our market areas on the basis of television coverage, it was our feeling that this would provide us with a more meaningful basis for planning, budgeting, and evaluating our total marketing efforts.

"Today, after five years experience working on this basis, we are more convinced than ever that this is a sound approach," Reisinger asserted. "In fact, Budweiser of Anheuser-Busch just recently adopted this con-

cept and it is now used company-wide."

Reisinger told SPONSOR that tv "is still the big thing with us" and that the firm's wholesalers and sales supervisors still meet on a media coverage area basis rather than on the basis of states and districts. He pointed out, however, that today Anheuser-Busch no longer speaks of 'media coverage area' but rather 'marketing area' for purposes of simplification.

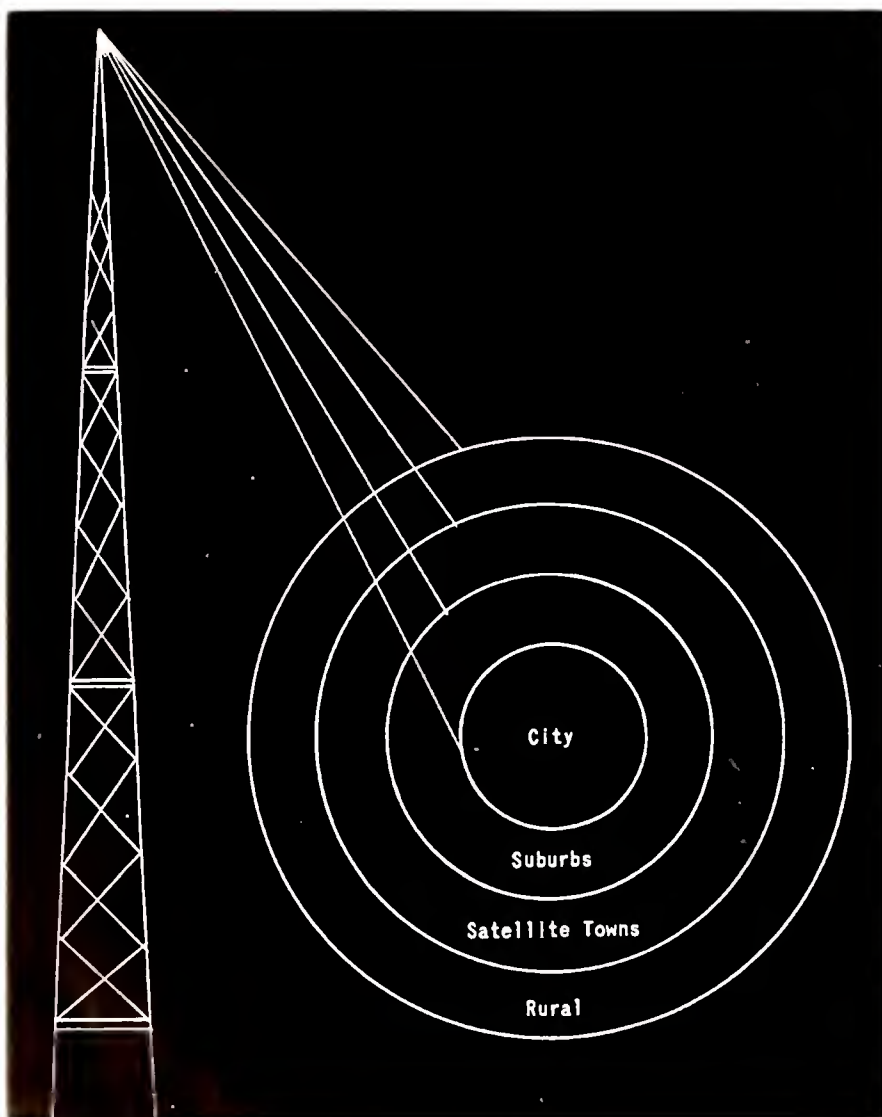
Reisinger is quoted as saying: "The important thing today is not where the advertising *originates*. The critical factor is . . . where do the advertising impressions go? The more of them that go into your dis-

tribution area, the more efficiently you are spending your advertising dollar . . . and the sooner you're going to start getting a return from your advertising investment. So we have faced these facts of life and have re-defined our ideas of local advertising. We now say that local advertising is the advertising pressure received within a wholesaler's territory, regardless of where the advertising comes from . . . finally, we are now concentrating our advertising dollars in *television*, which we consider the most effective medium for telling our story. As a result, we now define a market, not in terms of states or of individual wholesaler territories, but in terms of that area most effectively covered by tv emanating from the major population centers. In other words, it is advertising coverage that defines a marketing area . . ."

Having established itself as the No. 1 brewer in America, other brewers began aggressive campaigns to catch up with Anheuser-Busch. Schlitz, for one, began to emulate the present-day marketing concepts of its rival in an effort to recapture the Anheuser-Busch lead in the brewery industry.

William Golomski, assistant to Fred Haviland, director of marketing for Schlitz, told SPONSOR: "What we have done that we consider different has been to try and inculcate into all groups within the company media coverage areas as a method of planning, rather than sales districts." This takes time, he pointed out, and involves changing the wholesaler set up, too, where possible. But sales districts are slowly re-organizing to fit this pattern for a totally integrated marketing approach. The advantage of such a system, he pointed out further, is this: "You could consider media coverage areas of dominant tv stations in each area, and try to find the cut-off point for each area and the cut-off point for each county, according to ARB and/or Nielsen, and set up sales districts accordingly. Schlitz, he said, is developing the same system for net work coverage."

Haviland has been with Schlitz about one year, having come to them



**STATE LINES**, county lines, city lines are proving unrealistic sale territory boundaries. Big corporations are now re-arranging their sales territories on a functional basis, i.e., the tv signal area. Katz Agency, which made this chart, says distribution begins with tv market concept



directly from Anheuser-Busch where he helped to bring about the tv coverage area concept. Corinthian Broadcasting Corp. and Westinghouse Broadcasting Co., among others, have been pushing this new marketing strategy with success among forward-looking advertisers. Numerous station reps have also joined in this drive. Corinthian's sales attack, in this instance, is called *Tele-Urbia*; Westinghouse calls its approach *Megatown*. One of the important things in all these concepts, according to their proponents, is that it does away with the moss-backed tradition of outlining the sales territory to newspaper or magazine reach. As *Sponsor-Scope* indicated recently, these realignments have more than academic implication, taking in two significant factors: (1) as the prime medium, tv should logically serve as the peripheral measurement, and (2) the rapid expansion of the urban-suburban population unit to which the tv signal lends itself aptly and economically.

"The structure of every industry is largely shaped by its technology," Charles H. Tower, administrative v.p., Corinthian Broadcasting Corp., told *SPONSOR*. "In marketing during the past 20 years the major technological development has been tv. No one who seeks a nationwide market for a consumer product can do without it. Most find that increasingly major reliance must be placed upon it. Already critical in most marketing decisions, tv will play an increasing role in shaping the marketing patterns of tomorrow. This is the 'why' of the concept of *Tele-Urbia*."

"Markets defined in terms of tv areas are indeed an important change in marketing," Edward A. Grey, senior v.p. and media director of Ted Bates, told *SPONSOR* last week. (Ted Bates is spot tv's top spender among the advertising agencies). Drawing sales territories on the basis of tv areas had to happen, Grey declared. "It makes all the sense in the world," he continued. "Most of the progressive companies are looking at it that way. Marketing and distribution heads do indeed regard this as an economic requirement in realizing



**MAXIMIZING** tv's effectiveness. Looking at tv coverage map at N.Y. headquarters of Maradel Products are George J. Abrams, pres., (seated); Joseph Chira, v.p. and account group supervisor, Mogul Williams & Saylor (l) and George C. Kirk, senior v.p., sales, Maradel



**USING** new tv market concept, Proctor-Silex Corp. fall-tv schedule was given graphic kick-off at nat'l sales meeting in presentation by "coach" Max Tendrich, exec v.p. of Weiss and Geller

maximum product sales." On a previous occasion, Grey observed: "We used to consider markets as city zones or metropolitan areas but now the primary tv area, in our opinion, represents a geographical market region."

Three years ago, according to James A. Yergin, director of research for Westinghouse Broadcasting Co., the tv advertiser was concerned with the metropolitan rating of a station. Today, almost without exception, he bases his buys on the homes reached throughout the total area served by the station, Yergin said, adding that long established distribution and sales patterns are not altered as rapidly as these changes in evaluation but the first step has been taken. "Because everything must mesh with

distribution and sales to produce maximum results, redistricting is now conforming more and more to the concepts of *Megatown*," Yergin asserted.

Another glittering example of an advertiser whose sales territories were originally established to conform to television's viewing areas is Lestoil. As standard practice, Lestoil opened each new market with a heavy tv campaign several weeks before starting to send its products into the market. Only after the demand was created and retailers, wholesalers and distributors were asking for the products, did Lestoil make its first shipments to those markets. "How different from the old days when it was considered ridiculous to even think about advertising in a

market before you had your distribution set up," observed an executive of the Corinthian Stations, a vigorous exponent of Tele-Urbia.

Lestoil's director of marketing, E. J. Fredericks, said to SPONSOR last week: "This was a logical development in the market-by-market expansion Lestoil made. In some cases, an extensive tv viewing area actually forced an expanded sales area since television created such great demands outside of a traditional marketing area. This allowed sales costs to be directly related to time costs in each area and, of course, to area sales volume."

Fredericks said that "even with a recent change in Lestoil's marketing set up where food brokers and network television now replace company salesmen and spot tv, records are still kept market-by-market or tv area-by-tv area."

The \$1 million Lestoil account recently landed in the lap of the New York office of Fuller & Smith & Ross. Officially, the account doesn't move to F&S&R until December. Its present agency is Sackel-Jackson. John R. McCarthy, previously with Ted Bates & Co., will be group supervisor in charge of the Lestoil account at F&S&R. Industry figures regard the switch in Lestoil agencies as a justification for independent agency business. When Lestoil first came into being, Jacob L. Barowsky, founder of the company, failed to interest any New York ad agency in soliciting its business. Consequently, he started his own house agency, Jackson Associates. Shortly after, Lestoil billing reached more than \$10 million, allocated largely to tv spot business.

Still another strong exponent of the marketing theory that sales territories should be drawn on the basis of tv areas is the Proctor-Silex Corp. which has been using tv as its main advertising medium for nearly a decade beginning with its first market in New York. It has expanded to the point where it now utilizes 57 markets with daytime network tv advertising.

"It was obvious to us very early in the use of tv that a television sig  
(Please turn to page 50)



AMONG marketing leaders who established distribution territories based on tv viewing areas was Lestoil Products. Lestoil execs shown examining updated tv market area map are (l to r) exec v.p. Charles J. McCarthy, dir. Jacob L. Barowsky, dir. of marketing Edward J. Fredericks





BLAIR Vedder, Jr., v.p., media director, NL&B, briefs media staffers on campaign market objectives. (L-r) Mark Oken, timebuyer; Phil Morrow, asst. media supervisor; and Marianne Monahan, timebuyer. Buyers are encouraged to dig deeper than numbers in making station selection

## NL&B REDISCOVERS RADIO

- ▶ Agency sells 100% radio campaigns; studies medium from grass-roots with buyer and exec visits to markets
- ▶ Media department for multiple outlets, attention-holding copy; laments lack of data to sell clients more

CHICAGO  
**N**eedham, Louis and Brorby, an agency deeply rooted in radio since the days it produced *Fibber McGee & Molly* on NBC for Johnson's Glo-boat, has undergone a significant renaissance in their radio buying

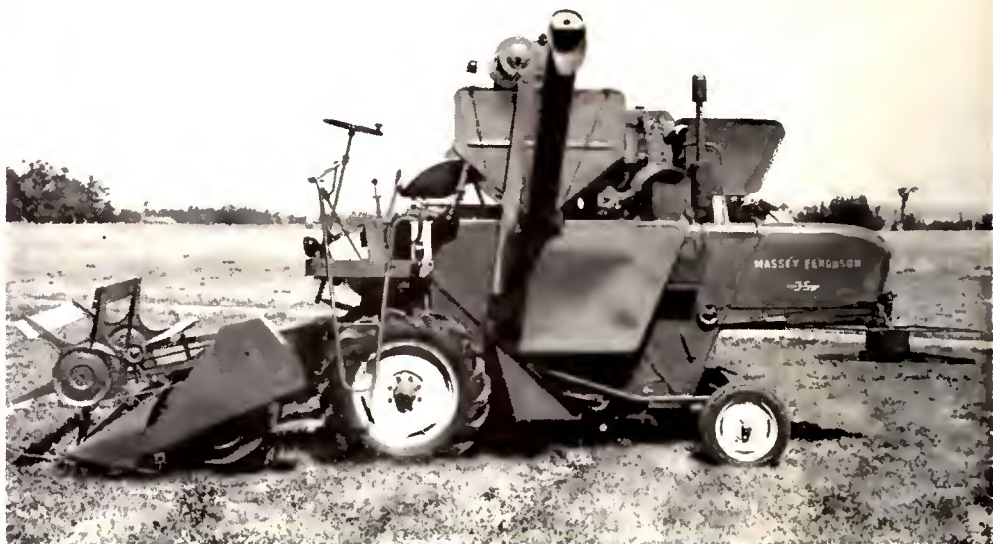
during the past two years.

What has brought about this re-focus on radio as a major medium? A series of national campaigns for Needham clients, so successful that now, in the words of Blair Vedder, Jr., v.p. and media director, "Radio

is a medium that pulls a lot of freight at NL&B."

Radio has been used in a number of varied techniques recently, for about half-a-dozen Needham clients, sometimes as a tv supplement, but most uniquely as the only medium in outstandingly successful campaigns for Accent (International Minerals & Chemical Corp.) and Campbell's V-8 Juice.

Needham's media department has re-evaluated the medium from every angle and, through buyer market visits, has intensified the agency's understanding of modern radio. Radio



TWO NL&B client products active in radio via the Chicago-headquartered agency: Campbell V-8 Juice, Massey-Ferguson farm machinery

concepts embracing every facet of the industry have been developed, as NL&B has moved into the medium with national campaigns in both network and spot.

"An essential pre-requisite to proper use of radio is a thorough understanding of the medium's dynamic nature, and a recognition of the changing pattern at the local level as stations try to find the correct programming key to their respective markets," Vedder maintains.

The dynamic nature of radio has two elements, he explains. Audience listening habits, and individual programming techniques: "The variety of ways radio is listened to; the hundreds of stations throughout the country reaching listeners by individual programming techniques which vary from region to region, and from city to city."

An important factor in radio's value, Needham's media department feels, is the increasing time spent with radio today. More people are listening, they find, and more and more are becoming listeners.

"The transistor market, in addition to auto radios, has created unlimited ways for listening to radio," Vedder says. And he believes this could be an important point for advertisers—selecting the particular segment of this massive, flexible audience most suited to advertiser objectives. However, he says, pin-pointing the na-

tional radio audience is not easy to do, because radio's audience has not been broken down. Most advertisers buy tonnage, chiefly, because, he feels, qualitative data on radio listenership is still pretty archaic.

To circumvent this dearth, Needham's media department established its own method of learning about radio at the grass-roots level, by time-buyer and media executive visits to individual markets.

Each year from six to eight top markets are visited. Markets are totaled among these media personnel who thoroughly monitor the market's radio stations, then follow-up with station visits to research the market and gather station information. Programming objectives, trends in audience data, rate structures, and merchandising are among their prime objectives on such trips. These trips are non-buving junkets, but set up primarily for market survey to reinforce quantitative data provided by research services, and to anticipate trends prior to their reflection in the numbers.

Other important parts of the individual market trips are supermarket visits in each area to examine shelf space, product displays, sales trends, etc. This, according to John Cole, manager of broadcast facilities, sharpens buyer ability to evaluate stations within a market, and is especially helpful when station men visit

the agency. The buyer's first-hand knowledge of the market, along with station's records, provide an apperceptive basis for accurately evaluating up-dated information.

When a buyer returns from a market visit, an extensive report is written for distribution throughout the media department. Buyers are considered experts on markets visited, and are often consulted by others in the agency when problems or questions arise on a market situation.

Visiting markets over the past two years, Needham buyers have observed a follow-the-leader pattern in a great deal of local programming, where other stations have copied the more successfully programmed station in a market. But recently, they notice more and more stations conducting independent program policies. There are still many stations, however, behind the times in this regard, they find, still offering a bland diet, and non-community involvement in programming. Of this, Vedder says: "These are the kinds of things buyers look for in a market. There is still much evidence that a great deal of radio programming is designed merely for *hearing*, not for *listening*."

At NL&B, radio (and every other medium) is bought according to marketing objectives of each individual campaign. The buyer, briefed in advance on these objectives, fits station selection to the product profile. Be-





**PHILOSOPHY** of the agency involves multiple radio station outlets used by clients shown here: Johnson's Glo-Coat and Kraft Margarine

cause of this, detailed familiarity with stations and markets is essential, because, Vedder points out, qualitative factors are not available from other sources.

Needham's media department has found that generalities cannot be made about such issues as whether radio is better suited to some products than to others. "The situation is not just a product problem," says Vedder. "It depends on the product's stage of development; competitive activity; and the kind of consumer a campaign desires to reach. We would be leery of launching a new product on radio, one with an unknown package, or one which needed visual treatment for demonstrable qualities. But advertising of a product or a service readily recognizable, lends itself particularly to radio."

Campbell's V-8 Juice is a good example of how radio worked as a reminder medium for an established product. V-8, whose advertising budget went into radio 100% last year, had a long print history. The public knew the product, but consumer tests indicated that consumers needed reminding of the brand. Respondents, queried on what kinds of juices were served in their homes, mentioned orange, tomato, and other juices by brand. Seldom was V-8 mentioned, until asked specifically about it at the end of the interview. Then re-

spondents recalled it well, could describe the label, and even name the eight ingredients.

The agency made a full-scale presentation to Campbell on how radio could do the remainder job. In the initial test market, a consumer survey indicated a 45% consumer awareness of the V-8 brand, after 30 days. Nationally, two networks were used, with an underlay of spot in high-potential, low-clearance markets. This campaign worked so well, that after about eight weeks it had to be discontinued.

The philosophy of NL&B's media department is that radio's problem is to compel audience listenership, and this can best be achieved through message repetition with heavy frequency schedules.

It is here, Vedder points out, that the economy factor of radio is a profound advantage: "It provides the necessary frequency within budgetary limitation of many products."

Needham media executives have observed an anomalous situation within the medium regarding frequency. Station management is often guilty of under selling radio, not fully realizing the frequency necessary to achieve consumer awareness.

The agency itself has devised a system to provide schedules with effective reach on a limited budget level—the radio rotation plan, which has been used for three years. This plan

operates on the theory that each station attracts and holds its own loyal audience. And to cut through a cross section of the total market audience, as many stations as possible must be used, but not necessarily concurrently. Schedules which begin on one station and run for a specific period, rotate through several stations in the market, offering more reach than could be possible by using only one or two stations. This rotation plan often creates the illusion of additional frequency. The media department is quick to point out that this system is a device used to stretch budgets. Ideally, they say, use of multiple stations concurrently provides the best reach and frequency, when budgets permit.

The radio rotation plan was expanded on a national basis last year, when a network rotation plan was used for Ac'cent, a product that had run in spot markets the previous year. In Ac'cent's current campaign, three radio networks have been used for schedule rotation, with spot supplements heavying up in high-potential markets.

In addition to Needham's two bellwether radio accounts, V-8 and Ac'cent, the agency is running schedules for other clients, applying the flexibility of radio to various marketing problems. Among these: network and spot radio for Kraft DeLuxe  
(Please turn to page 51)



# ONE SPONSOR BEGETS ANOTHER

- ✔ Detroit experience shows how snowballing effect of locally sponsored public affairs programs induces trend
- ✔ Standard Federal Savings and Loan Assn.'s success encourages its biggest competitor to rival its efforts

**A** solid trend toward local sponsorship of public affairs shows, as reported in the 9 July issue of *SPONSOR* is evidenced again in a recent report from Detroit, where a local advertiser's successful public affairs buy on tv is being matched this fall by the

AWAITING cue, George Pierrot (l) is about to interview traveler-photographer Earl Brink. Show whetted local buyers' taste for like program





**MODEL** of a native Alaskan boat is described by Pierrot for benefit of the show's director. The veteran globetrotter and author is known for his detailed observations of people, places

firm's chief rival. A third public affairs show also has been bought, and two more in the station's fall lineup are being offered for sponsorship.

The program which got the ball rolling is *The George Pierrot Show*, which was first bought by Standard Federal Savings and Loan Assn. through Denman & Baker, its advertising agency, last September. It starts its second year for the sponsor next Monday.

When the 39-week renewal contract was signed last month, Thomas R. Ricketts, vice president of the Association, said that one of the reasons for the company's recently completed "best six months in its history" was sponsorship of the Pierrot show.

"It is difficult," he continued, "to determine exactly how much new business was created by the show, but the fact that this was the period of our greatest growth and the fact that comparatively we outstripped our major competitors, leads us to believe that the show contributed heavily to our success."

At the same time, Ricketts predicted with bulls-eye accuracy that other companies would now be encouraged to wander from the flock of "stereotyped rating getters . . . to explore public service opportunities."

As mentioned above, the association's chief competitor among about 30 savings and loan institutions and 10 major banks already has entered the public affairs sponsorship arena with a syndicated program. *Probe*, which also starts this month on the station, Sundays at 5:30 p.m.

In addition, the station has sold one of several selected programs from its *Profile* series to the Automobile

Club of Michigan, to be telecast this month. *At the Zoo* and *Weekend* are also on the fall schedule, but as yet are not sponsored. Meanwhile, the station's 10-man Public Affairs Committee is devising new formats for more such shows.

Two factors were primarily responsible for the Pierrot show success story—one was the decision by agency and client to seek a means of reaching a largely adult audience without sacrificing the attention of the younger set; the other was that the show itself was a good vehicle for the association's messages.

The reason the association wanted to reach adults, Ricketts said, was that "our studies show that persons 45 years of age and older deposit 50% of all savings; that persons 35 to 45 deposit 30%, and that persons under 35 deposit 20%."

While investigating various media for a way to reach this audience, the agency became interested in the Pierrot show which had been carried, for the most part, on a sustaining basis on WWJ-TV since its inception in 1953.

Briefly described, the program presents world famous travelers who display color motion pictures taken all over the world, from Calcutta to San Francisco. Informational and penetrating, the show studies the people and delves into the customs, economics, and problems of cities and countries. Pierrot himself, widely recognized as a globetrotter and explorer, is the recipient of several awards from world-understanding and travel groups.

After negotiations for the program were completed and the contract had been signed, the only out-

standing problem remaining was to find a good time slot in which to make an impact with adults, while reaching young people as well. The decision to change from the Sunday 6 p.m. time slot to the present one, Monday at 7 p.m., was made by the client.

The time periods offered by the network (NBC) soon boiled down to four. The other three openings were late night Friday or Saturday, or opposite *The Untouchables* Thursdays. But the first two time slots were considered too late for the client's purpose, and the third unthinkable.

That the program and the selected time period proved compatible is supported by a report on new business which Ricketts read off:

"During the first six months, the inflow of new savings was over \$50 million and there was a net increase in savings by \$21,500,000 to \$197,148,000. The assets of the association increased almost \$25 million to \$219,477,000. Also, 10,000 new savings accounts were opened in this period.

(Please turn to page 52)



**POSITIONING** a show poster at Standard Federal Savings and Loan Association are client and agency executives Thomas R. Ricketts (l) and Ernest W. Baker, Jr.



# METRO MONITOR

COMMERCIAL	PROGRAMS
1:00 AM	WGN-UNITED AIRL. 5"
1:05:00	UNITED AIRLINES 60"
1:06:00	NEWS-RAYCO PRODUCTS 5"
1:07:00	RAYCO PRODUCTS 60"
1:10:00	TARGETON CIGS 60"
1:14:00	PIEL'S BEER 60"
7:15:00	ALVIN & FINCH
11:30:00	CHARLEEN MAINTENANCE 60"
12:15:00	WITOLETT'S GYM 60"
12:45:00	NORTHEAST (UNITED AIRL. 60"
12:51:00	CHESTERFIELD CIGS 60"
12:59:00	NY DAILY NEWS 60"
7:30 AM	NEWS
7:35:00	ESSO 60"
7:37:00	"THAT TOUCH OF HENK" 60"
7:40:30	BUDWEISER BEER 60"
7:44:00	ALPINE SIGS 30"
7:45:00	ALVIN & FINCH
7:49:30	AMPHITHEATRE
	LAURENCE - INSTRUMENTAL (UNMAN.)
	PORTAIT OF MY LOVE- VOCAL (UNMAN.)
	FALLING IN LOVE WITH LOVE-DINAH SHORE "
	SOFTLY AS IN THE MORNING SUNRISE- BOALE (UNMAN.)
	A CAMINARE-CIUVANNI
	A CAMINARE-INSTRUMENTAL
	OL-HUGO MONTINEIRO
	ALLEN LOVE-INSTR.
	ANGY WILLIAMS VOCAL (UNMAN.)

WEEK ENDING JUNE 1962

WIT DAILY NEWS	- WNE (1x) - WGR (4x)	
BUDWEISER BEER	- WGR (2x) - WABC (4x)	
UNITED AIRLINES	- WGN (3x) - WABC (1x)	
PIEL'S CIGARETTES	- WGN (4x) - WNBC (2x) - WNE(10x) - WGR (4x)	
RAYCO PRODUCTS	- WNBC (2x) - WNE(2x) - WGR(6x) - WABC (6x)	
ALVIN & FINCH	- WNBC (2x) - WNE(2x) - WABC(7x)	
ESSO	- WNE (2x)	
CHARLEEN MAINTENANCE	- WGN (1x)	
WITOLETT'S GYM	- WNE (2x)	
UNITED AIRLINES	- WGN (1x)	
NY DAILY NEWS	- WGR (2x) - WNBC (6x) - WNE(2x) - WGR (3x)	
ALVIN & FINCH	- WGR (2x) - WNBC (4x)	
AMPHITHEATRE	- WNBC (10x)	
ALPINE SIGS	- WGR (1x)	
"THAT TOUCH OF HENK"	- WNE (2x) - WGR (2x) - WABC (1x)	
BUDWEISER BEER	- WNE (2x) - WGR (2x) - WABC (1x)	
ALVIN & FINCH	- WGN (3x) - WNE (6x) - WGR(1x) - WABC(1x)	
AMPHITHEATRE	- WGN (1x) - WNBC (1x) - WNE(1x) - WGR (1x)	

METRO MONITOR, the only radio station monitoring service in N.Y., provides weekly reports of advertiser activity and music logs; would expand to 100 markets at estimated \$100,000

## SPECIAL REPORT: PART TWO

# RADIO'S

Second article on "radio facts" points out industry data can be had at realistic cost, if stations work together

When radiomen discuss their medium's need for dollar data they inevitably get around to making four identical comments about the situation; and it makes no difference whether they're a network proxy, a group ownership executive, a local station manager, or an astute and effective rep.

Invariably each of them will, with envy, refer to the TvB and say, "That's the sort of job that radio needs." Then, with either apology or antipathy, they refer to the RAB saying, "RAB should (could or would) do it but they don't have the \$250,000 required."

Each of them also points to the competitiveness of the medium, usually in this manner. "Station managers, who now cut each other's throats, would have to learn to trust each other and to cooperate for the good of the medium."

Inevitably each of them talks about why dollar data would be good for radio. In essence their rationale is:

"How do we define radio so that an advertiser knows what it is? How do we define what is really not one industry, but is, in fact, several thousand individual enterprises competing for national attention by emphasizing their differences.

"To the advertiser, plagued by the complexities of modern merchandising and marketing, and to the agency, harried by rising internal costs, the very idiosyncrasy of radio is an anathema that makes it more difficult to use than other media.

"Providing comprehensive dollar data on an industry basis would not only put radio in the lists, along with other media, where it belongs, it would also give radio an industry



# DOLLAR DATA CAN BE HAD IF —

Overall, a blanket, an umbrella. Dollar data and activity data pertinent to the medium and of interest to the advertiser would catch the eye and the interest of the client, would command the spotlight; and the individual competitive combat between stations would stay in the wings where it belongs."

Obviously radiomen have been mulling over the needs of their medium even while slugging each other for position, for ratings and for billing. And now that radio, in many markets, has achieved a degree of stability, the perspicacity and persistence that station management put into making a profit is turning to industry needs.

And being realists, these radiomen in search of dollar data for their industry also realize that they have some industry problems that must first be faced. Some of these are:

1. Whatever is done will require complete cooperation by station management; that this may take some doing.

2. That much as they like the TvB approach they cannot expect anything as complete because there are so many more radio stations than tv, that costs might be too high.

3. That the RAB cannot do the job alone because it has too many membership gaps, a new president entitled to a 'breaking-in' period, and doesn't have the kind of money the job would require.

4. That \$250,000 is 'the kind of money' required.

5. That some sort of start be made and made quickly.

Such a fast, simple, inexpensive start could be made in extending the Los Angeles billing plan to the first 25, 50 or 100 markets. In Los Angeles 11 stations—representing most of the billing in the market—send their monthly local and national dollar totals to a local C.P.A., and receive a monthly dollar total in each category for the market.

Only the C.P.A. knows the individual station dollar figures, and those figures the C.P.A. never reveals. In return each station knows how its sales compare to the total for the market. It's fast, it's useful, it costs \$2 per month, and it's been copied in San Francisco.

With the Los Angeles plan some of the toughest operators in two of the most competitive markets have learned to work together for the common good. Do it in the top 100 markets and radio would have monthly dollar data showing local and national advertising expenditures by individual markets, and in all markets.

It is not the ultimate, but it is a start that could result in radio compiling vital statistics and using them to sell itself in competition with other media. For, as almost everyone agreed, once the stations became ac-

customed to providing their market totals it would be a simple step ahead to include one advertising category each month, i.e., automotive or beer or cigarettes, etc.

This sort of start, the radiomen interviewed agreed, was realistic, could be done, would work. What was needed was someone to get it started, to keep it going, to nudge the lazybones and needle the knuckleheads.

That someone would have to be an organization or individual the stations would trust and respect. It could be the RAB, but not until its new president was ready; it might be the NAB, where a researchman with station experience now sits in the chair of a vice-president; or it could even be SPONSOR magazine.

This, everyone agreed, would be a good start, but still only an interim effort. What really was required was

CIGARETTE CATEGORY		SPOT RADIO REPORT -- FIRST QUARTER, 1962 (January through March)					
Station	City	Time per Week	Length 1 Mo. 30 Sec. 5 Mo. etc.	Day or Night (D or N) or Package	January Total Spots	Through March Total Spots	Total Cost This Quarter
Please return by April 2nd							
AMERICAN TOBACCO CO.							
Lucky Strike							
Full Mail							
Pareyton							
BROWN & WILKINSON							
Kentucky							
Kool							
Wicer							
LIGONET							
Chec							
L &							
On							
LORRI							
S							

City Companies— Third quarter, 1961		Advertising & Market		No. Stations		Total Admets.		Programs		Expenditures	
ARK.	Little Rock	4		1		513		60(5-Min)		\$ 5,272	
Cal.	Stockton	1		1		130				1,410	
Conn.	Hartford	1		1		130				780	
Fla.	New Haven	1		1		269				2,864	
Ill.	Washington	1		1		162				1,850	
Ind.	Chicago	2		2		244				13,372	
Ky.	South Bend	2		2		130				25,150	
La.	Louisville	1		1		188				1,430	
Md.	New Orleans	2		2		390				4,062	
Mass.	Shreveport	2		2		601				8,588	
Miss.	Baltimore	2		2		552				15,512	
N.W.	Worcester	2		2		188				1,340	
N.Y.	Jackson	2		2		485				12,030	
	Albuquerque	1		1		377				7,475	
	Albany	1		1		120				363	
	New York City	3		3		30				11,505	
	Rochester	3		3		122				80,747	
N.C.	Syracuse	1		1		130				3,700	
	Charlotte	1		1		565				11,401	
Ohio	Jensenboro	4		4		435				4,869	
	Canton	3		3		377				1,800	
	Columbus	2		2		130				1,410	

**EXECUTIVES RADIO RESEARCH SERVICE** now does special radio advertiser reports in 100 markets for agencies; could do quarterly reports in 10 categories for about \$100,000

an all-out co-operative activity involving the RAB or NAB, the 4As, the ANA, and the SRA. One group operator also suggested including ASCAP, BMI, and SESAC since, as he figured it, "Much, if not most, of their revenue comes from their royalty deal with radio. Anything that increases radio billing, as this plan would, also means more revenue for them. They should contribute to the fund."

Another raises a possibility that a central billing firm for radio, such as Broadcast Clearing House, which went into operation last June, would be the ideal source for dollar data. When enough stations subscribe to such a service, the dollar information would be available in one place. It then could be shot off to an ac-

countant who, holding specific information in confidence, could compile gross national figures.

A cooperative effort involving radiomen, advertisers and agencies could provide minimum objectives which would, in turn, permit the professional information cullers to submit cost estimates. With these estimates radiomen would know whether they could tote the tariff alone or try to share the load with others.

Without some such set of standards the radiomen had only unofficial bits and pieces with which to attempt to project a plan. These bits and pieces included the following:

1. Dollar data might not be as expensive to procure as some assumed, since Price Waterhouse, which handled the Gross Billing

Estimates for SRA, had devised a sampling formula that projected partial returns, did not require information from all or most stations.

2. Dollar data by brand names would cost more than \$50,000 per brand; simple dollar data by company, i.e. sans brands, would cost more than \$10,000 per report.
3. The SRA could do it cheaper than anyone if only the stations would order their reps to provide the information.
4. Quarterly reports would be adequate; but monthly reports would be better.
5. TvB spent \$250,000 per year for its dollar data. Others thought TvB spent more; spent less. They pay N. C. Rorabaugh \$50,000 a year; they pay him \$50,000 per quarter.

What dollar data costs TvB is not public knowledge. What is known is that TvB has Rorabaugh compile a quarterly report of national and regional spot advertising, alphabetically indexed by advertiser and by city; that 353 stations in 216 cities answered the Rorabaugh questionnaire in the most recent report; that TvB executives keep after stations to complete and return the questionnaires.

It is also known that TvB procures its dollar data on network tv from a joint activity of Broadcast Advertisers Reports (BAR) and Leading National Advertisers (LNA). BAR monitors advertiser activity in 77 tv markets, is also known to radiomen for the 12 city radio reports it issued until 1960. LNA compiles dollar data and activity information, did the network radio dollar data that PIB published in previous years.

Since there are four organizations who have done, or are doing, research in the area of dollar data or advertiser activity for radio, SPONSOR went to each of them for their estimates of what might be done and what such doing might cost.

These four, mentioned in detail in Part I of this study, were N. C. Rorabaugh, Jim Boerst's Executive Radio Research Service, BAR, and Metro Monitor. And each had a concrete suggestion.

(Please turn to page 53)

Page 3

**RORABAUGH STATION REPORTING FORM**

Submitted By: *John Doe*

STATE: *Md.* CITY: *Baltimore* STATION: *WJAX-TV*

ENTER TOTAL NO. OF SPOTS & PROGRAMS FOR ENTIRE QUARTER TO *SEPT 30* FROM *JULY 1*

Page No. *1* of *14*

ADVERTISER	SPOTS				PROGRAMS			
	TV	Radio	Print	Other	TV	Radio	Print	Other
<i>BLANK BREWING CO.</i>								
<i>BLANK BEER</i>								
<i>BROWN &amp; WILLIAMSON TOB CO</i>								
<i>KOOL CIGARETTES</i>								
<i>BROWN &amp; WILLIAMSON TOB CO</i>								
<i>VICEROY CIGARETTES</i>								
<i>GENERAL FOODS CORP</i>								
<i>MAXWELL HOUSE COFFEE</i>								
<i>REGULAR</i>								
<i>GENERAL FOODS CORP</i>								
<i>MAXWELL HOUSE COFFEE</i>								
<i>INSTANT</i>								
<i>KELLOGG COMPANY</i>								
<i>DRY CEREALS</i>								
<i>P. LOPILLARD</i>								
<i>NEWLET CIGARETTES</i>								
<i>B.F. GOODRICH CO.</i>								
<i>HOLD UP CANTAS SHOES</i>								
<i>CARTER PRODUCTS, INC</i>								
<i>ACRID RESTURANT</i>								
<i>CARTER PRODUCTS, INC</i>								
<i>NAIR</i>								
<i>ETC.</i>								

**Sample**

N. C. RORABAUGH compiles data for TvB, using this form of questionnaire, would do same for radio at no cost in return for right to sell more detailed info to agencies and advertisers



# NETS READY FOR NEW SEASON

➤ Nighttime network tv fall lineup solidifies as the '62-'63 season prepares to open in the wake of big sales

➤ Plenty of action is ahead with situation comedies, westerns, dramas, specials dominating television logs

**T**he machinery to set the nighttime network tv picture in action is ready to roll, replete with its armory of one-hour situation-comedies, one-hour westerns, and the successful new program-type, the medical drama.

Situation comedies are getting the most number of shows in all networks, and show up in particularly heavy quantity on ABC (10) and CBS (11). NBC has six of this variety. Both ABC and CBS are programming one-hour situation comedies this fall. *Going My Way* for ABC and *Fair Exchange* for CBS.

Westerns are getting their share of network time, with four scheduled on each CBS and NBC, three on ABC. All three networks are making the most of these programs with several one-hours scheduled. ABC has two (*Cheyenne, Wagon Train*), CBS two (*Rawhide, Gunsmoke*), and NBC four (*Laramie, Bonanza, Wide Country, Empire*) plus the hour-and-a-half *Virginian*. (For schedules, see listings next page.)

This is how the Sunday night picture looks before 7:30 p.m.:

ABC kicks off at 6:30 p.m. with *Winston Churchill, the Valiant Years*, a half-hour show sponsored by Menley & James, Bulova, U. S. Rubber, and Wander Co. The average net cost for each program is \$50,000, with no charge for re-runs. In the 7-7:30 slot is *Father Knows Best*, with sponsors Dodge, General Foods, Goodyear, and Luden's. Average net cost, including re-runs, is \$34,000.

CBS is scheduling *The 20th Century* at 6 p.m., sponsored by Pruden-

tial. Average net cost, including re-runs: \$35,000. *Password* follows in the 6:30 to 7 p.m., followed by *Lassie* at 7 with Campbell Soup the sponsor. *Lassie's* average net cost with re-runs is \$37,000.

NBC's Sunday night line-up begins with *McKeever & the Colonel*, sponsored by Milton Bradley, Texaco, and Chesebrough-Ponds, at 6:30 p.m. *Ensign O'Toole* comes on at 7 p.m., sponsored by Liggett & Myers. Average cost with re-runs is \$47,000.

Specials are plentiful this season and include some shows that were once-a-week regulars in seasons past.

Here is the lineup for CBS:

*Miss America*, Saturday, 8 September, 9:30 p.m. to midnight. Sponsor: Philco, Pepsi-Cola, Toni.

*Judy Garland Show* (repeat) 19 September, 10-11 p.m. Sponsor: Chemstrand.

*Opening Night of Lincoln Center*, 23 September, 9-11 p.m., Leonard Bernstein, Philharmonic Hall. Sponsor: Corning Glass.

*Opening Night*, 24 September, 8-9 p.m. Sponsor: General Foods.

*Road to Button Bay* (1962 Girl Scout Roundup), 24 September, 9-10 p.m. Sponsor: General Foods.

*Miss Teenage Beauty Pageant*, 26 October, 10:30 p.m.-midnight.

*Arthur Godfrey in Hollywood*, 10 November, 8:30-9:30 p.m. Sponsors: Quaker State Oil, Menley & James, Armstrong Cork (first of three).

*Thanksgiving Day Parade*, 22 November, 10 a.m.-noon.

*Wizard of Oz*, starring Judy Garland, 9 December, 6-8 p.m.

*Hedda Gabler*, starring Ingrid Bergman, Hendrick Hsen, unscheduled.

Here is the NBC fall special list:

*Hallmark Hall of Fame*, 26 October, "Teahouse of the August Moon," 8:30-10 p.m. Sponsor: Hallmark. (Six shows planned.)

*Bell Telephone Hour*, 24 September, 22 October, 22 November, 23 December, 10 p.m. Sponsor: Bell Telephone. (Eight programs planned.)

*Dinah Shore Show*, 11 October, 10-11 p.m. Sponsor: S&H Green Stamps. (Nine shows planned, once a month.)

*Bob Hope Show*, 21 October 9-10 p.m. Sponsors: Timex, Kitchens of Sara Lee, Chemstrand, Lever Bros. (Six shows planned.)

*NBC Opera Company*, "Boris Godunov," 18 November; "Amal and the Night Visitors," 23 December; "Love of Three Kings," 27 January; new Menotti opera, 3 March; "St. Matthew Passion" (Part One) 3, 6 April; Part Two, 7 April.

*Project 20*, "The Ordeal of Woodrow Wilson," 25 September; "Eisenhower on Lincoln: A Military Memoir," unscheduled.

*The World of . . .* "The World of Jacqueline Kennedy," October. (Five programs planned.) Sponsor: Purex.

*The Purex Special for Women* (two programs planned). Sponsor: Purex.

ABC TV will continue the *Bell & Howell Close-Up!* specials this fall. *Close-Up!* is now scheduled for a half-hour beginning at 10:30 p.m. Tuesdays, and will alternate with the *Sid Caesar Show*, which begins 16 October for a total of nine specials, and the *Edie Adams Show*, which starts 21 October for eight specials. The latter two are sponsored by Consolidated Cigar. However, ABC TV announces there will be several one-hour *Bell & Howell Close-Up!* specials in prime time, pre-empting regularly scheduled programs.

Turn page for complete fall schedules



# Latest schedule of nighttime network television programs

	SUNDAY			MONDAY			TUESDAY			WEDNESDAY
	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC
7:30	The Jetsons 3M Whitehall Colgate Dow Chemical \$68,000* ac	Dennis the Menace Kellogg Best Foods \$38,000 sc	Walt Disney's Wonderful World of Color	Cheyenne Show	To Tell the Truth Whitehall R. J. Reynolds \$28,000 au	It's A Man's World Carnation Peter Paul P&G	Combat Alberto-Culver Armour Block Drug Cons. Cigar Ed. Dalton H. C. Moores N. Amer. Philips Norwich Pharm. Pharmacraft Polaroid	Marshall Dillon (not for net sale)	Laramie B & W Miles Labs Bristol-Myers AC Spark Plugs Colgate Block Drug Sperry Rand PPG Mentholatum Co.	Wagon Train Alberto-Culver Gillett P&G R. J. Reynolds
8:00	Sunday Night Movie	Ed Sullivan Show \$110,000 an	Eastman Kodak RCA	Participating	I've Got a Secret General Foods Toni \$39,000 au	Thos. Leeming Chrysler Chesebrough- Ponds Liggett & Myers \$95,000 c	Lloyd Bridges Show Kaiser \$39,000 a	Red Skelton Hour Best Foods S. C. Johnson Lever Bros. Philip Morris \$70,000 c	Empire Amer. Tobacco General Mills Chrysler \$92,000 w	Going My Way Amer. Tobacco Breck Miles Lab \$147,000* tc
8:30		Colgate Revlon P. Lorillard \$115,000 v	Car 54, Where Are You?? P&G \$45,000 sc	The Rifleman P&G \$43,000 w	Lucy Show Lever General Foods \$46,000 sc	Saints & Sinners Miles Labs Warner- Lambert Philco Chrysler Chesebrough- Ponds \$93,000 dr	Hawaiian Eye Bristol-Myers Brown & Williamson Colgate Lincoln- Mercury Pepsi Cola Sunbeam Union Carbide H. C. Moores Warner- Lambert \$89,900 my			
9:00	Participating	Real McCoys American Tobacco Ralston-Purina \$50,000 sc	Bonanza Chevrolet \$115,000 w	Stoney Burke Alberto-Culver Bulova Cons. Cigar Lincoln- Mercury Pepsi Cola Pharmacraft Schick \$92,600 a	Danny Thomas Show General Foods \$43,000 sc	Price Is Right P. Lorillard Whitehall \$27,000 au	The Untouchables Am. Chicle Armour Beecham Block Drug Bristol-Myers Mobil Oil Plymouth Sunbeam Whitehall \$76,000 a	Jack Benny State Farm General Foods \$70,000 c	Dick Powell Show Reynolds Metal Amer. Gas Kimberly- Clark \$97,500 an	Our Man Higgins Amer. Tobacco Pontiac \$50,500 c
9:30	Gen. Electric True Gen. Electric \$33,000** ff	Gen. Electric \$52,000 an			Andy Griffith Show General Foods \$42,000 sc					
10:00	Voice of Firestone Firestone Tire & Rubber \$45,000 mu	Candid Camera Bristol-Myers Lever \$33,000 au	Du Pont Show of the Week Du Pont \$75,000 an	Ben Casey Alberto-Culver Bristol-Myers Bulova Lincoln- Mercury Noxzema Pharmacraft Sunbeam P&G \$89,300 md	New Loretta Young Show Lever Toni \$41,000 sc	David Brinkley's Journal PPG Douglas Fir Plywood \$30,500 n	Garry Moore Show \$97,500 an			Naked City Participating
10:30	Howard K. Smith News and Comment Nationwide Insurance \$16,500 n	What's My Line Kellogg J. B. Williams \$34,000 au			Stump The Stars Ralston-Purina \$24,000 au	no net service	Bell & Howell Close-Up Bell & Howell \$49,000 n alternate with Sid Caesar/ Edie Adams Cons. Cigar c	Oldsmobile S. C. Johnson R. J. Reynolds \$105,000 v	Chet Huntley Reporting Mentholatum \$19,800 n	\$93,300

Figures refer to average cost for programs only. These are net prices (agency commission not included). \*Do not charge for reruns. \*\*Package price per commercial minute (program and time). Program types are indicated as follows: (a) Adventure, (ac) Animated Comedy, (an) Anthology, (au) Audience Participation and Quiz, (c) Comedy,

# for the fall 1962-63 season with average net costs compared

WEDNESDAY		THURSDAY			FRIDAY			SATURDAY		
ABC	NBC	ABC	CBS	NBC	ABC	CBS	NBC	ABC	CBS	NBC
Reports	The Virginian 19 Participating Advertisers	Adventures of Ozzie & Harriet Am. Dairy Plymouth Warner-Lambert \$44,600 sc	Mister Ed Studebaker \$31,800* sc	Wide Country Liggett & Myers Texaco P&G Schick Frito	The Gallant Men Participating	Rawhide Participating	International Showtime Miles Labs 7-Up Quaker Oats Sperry Rand Timex Am. Motors PPG Mentholatum	Roy Rogers-Dale Evans Amer. Chicle Bristol-Myers Bulova Carter Prod. Dodge Goodyear Plymouth-Valiant U. S. Rubber	Jackie Gleason's American Scene Magazine Participating	Sam Benedict 14 Participating Advertisers
Participating		Donna Reed Show Campbell Soup National Biscuit Co. \$66,300* sc	Perry Mason Participating	Union Carbide Bristol-Myers Chesebrough-Ponds Mentholatum Mennen Amer. Motors \$92,000 w	\$89,900 a	\$86,300 w	\$110,000 v	\$79,700 v	\$94,300 c	\$92,000 dr
Joey Gillis		Leave It To Beaver 8 Participating advertisers	Dr. Kildare Alberto-Culver Colgate Singer Sterling Drug Liggett & Myers Warner-Lambert	Flintstones Best Foods Ludens Am. Motors Welch N. Am. Philips \$79,000* ac	Route 66 Chevrolet Philip Morris Sterling	Sing Along with Mitch P. Ballantine R. J. Reynolds Buick	Mr. Smith Goes To Washington Edward Dalton R. J. Reynolds Norwich \$47,000 sc	Defenders Speidel Lever All State B&W	Joey Bishop Show P. Lorillard P&G \$41,000 sc	
Colgate		My Three Sons Chevrolet	The Nurses Whitehall Johnson & Johnson Brown & Williamson	I'm Dickens—He's Fenster Cons. Cigar P&G	P. Ballantine R. J. Reynolds Buick	Lawrence Welk Block Drug J. B. Williams Whitehall				
Reverly Billies	Perry Como's Kraft Music Hall	McHale's Navy R. J. Reynolds	Hazel Ford	77 Sunset Strip Participating	Fair Exchange Participating	Don't Call Me Charlie Scott Paper B & W	Have Gun Will Travel Amer. Tobacco Whitehall	Saturday Night at the Movies 19 Participating Advertisers		
Kellogg Reynolds	Kraft	Alcoa Premiere Alcoa alternate with Premiere Ed. Dalton Polaroid R. J. Reynolds Wander Co. Armour Mobile Oil	Alfred Hitchcock Participating	Andy Williams Show Am. Home Products Kimberly Clark Noxzema Liggett & Myers Miles Labs Polaroid Sperry Rand	\$93,800 a	\$80,000 sc	Jack Paar Show 12 Participating advertisers \$60,000 sp	Gunsmoke P&G, General Foods, J&J, Alberto-Culver Gen. Foods		
The Van Dyke Show				no net service	Eyewitness Participating		Saturday Sports Final			
P&G										
\$110,000 v	\$62,500 c	\$87,800 dr	\$43,000 sc		\$25,000 n	\$97,000 v	\$54,000 mu	\$50,000 w	\$34,000* #	
\$92,500 md	\$90,000 an	\$85,000 my	\$90,000 v							

(dr) Drama, (d) Documentary and News, (ff) Feature Film, (i) Interiors, (md) Medical Drama, (mu) Music, (my) Mystery suspense, (n) News, (sc) Situation Comedy, (sp) Sports, (v) Variety, (w) Western.



# NEWSPAPERS FLUNK IN TEXAS

- ▶ Corpus Christi station, sick of goofy-type research by competitors, pulls off a "newspaper coincidental"
- ▶ KUNO survey shows only 3% of subscribers reading newspaper when called; ad ignorance called "awful"

If you're a reasonable-minded guy who believes that turn about is fair play, then listen to this research yarn.

Five weeks ago in our issue of 30 July, SPONSOR ran a story entitled "Newspaper Research Gets Goofier." In it we commented sardonically on some of the free-swinging surveys which hard-pressed newspaper publishers were perpetrating on an un-

suspecting world in their frantic efforts to snare radio/TV ad dollars.

We particularly singled out a brochure by a Manitowoc, Wisconsin newspaper group which used FCC Chairman Minow's much-disputed radio listening figures in an effort to crucify radio, and an elaborate series of "studies" by Richmond, Virginia newspapers, aimed at down-playing

the air media listenership.

In connection with the latter, we said "apparently the Richmond papers see nothing either wrong or dishonest in such comparisons. Nor apparently has it occurred to them that if you are going to measure the air media with telephone coincidentals, you ought to measure newspapers in the same way. "Hello, are you reading your newspaper right now?" Otherwise it's the old apple-orange bit.

Well, we said that pretty much in jest, simply as a way of poking fun at the absurdly fast and loose research methods which newspapers are now employing. Our remarks didn't particularly please Alan S. Donnahoe,

## Read 'em and weep: the horrible truth about newspapers!

1. Do you take either the Corpus Christi *Caller* or the *Times*? . . . . . yes 55% no 45%

Of those who said yes—

2. Are you reading the paper right now? NO 97%

3. Can you identify any ad on Page 5\* NO 98.5%

\*Respondent given choice of page 5 any section.

# SURVEY

exec. v.p. of the Richmond *Times-Dispatch* and Richmond *News Leader*, who sent us a fiery blast (reproduced in full in our 13 August issue) with a copy to the Hon. Newton N. Minow.

The article also brought a wonderful letter from Sterling Zimmerman v.p. and gen. mgr. K1 NO, Corpus Christi. KUNO had in fact done just such a newspaper "coincidental" as we suggested.

Sterling writes, "I am enclosing two copies of surveys done by the Corpus Christi *Caller-Times*, entitled "Households Reached by Radio and Tv in Corpus Christi." These have been coming out on an average of each quarter for the past two years.

"In an effort to combat this, and at the same time show how ridiculous this research was, we produced a newspaper survey and it has a far-reaching effect in the market in pointing up the ridiculous and false studies done by once recognized truthful media people."

KUNO completed 613 telephone calls between 9 a.m. and 5 p.m. Monday through Friday. On all calls, identical short questions were asked. "Do you take either the Corpus Christi *Caller* or the *Times*?" If yes. "Are you reading the paper right now?" and "Can you identify any ad on page five?" (For results see box)

And just for fun, you might consider this comparison. Only 3% of those called were reading newspapers. But more than eight times as many people were listening to radio and watching tv in Corpus Christi, according to the Corpus Christi newspaper's own coincidental survey!

Or consider this little gem. According to the newspapers' researchers, fully 19% of those who were viewing tv when the coincidental was taken, were able to identify either the product or advertisers sponsoring the program. But in the newspaper coincidental, less than 2% of subscribers were able to remember any page 5 ad!

In other words, the print boys better be careful when they start monkeying around with research. ■



RECENT peacetime war game maneuvers in Carolinas gave Audrey Hunt of WIS radio, Columbia, S. C. chance to play "Axis Sally." She told them to "lay down arms," visit capital city

## AUDREY DOES A TAKEOFF ON WAR'S AXIS SALLY

**A**udrey Hunt, "the gal on the go" at WIS, Columbia, S.C. journeyed to New York recently to relate her "wartime" experiences over *NBC Monitor* and *Today*.

Miss Hunt told how she did a takeoff on "Tokyo Rose" and "Axis Sally" when the Armed Forces personnel involving some 70,000 soldiers partook in Operation "Swift Strike" war games between two "nations" in North Carolina and South Carolina.

Appearing early this month on WIS four times daily, Miss Hunt had urged "enemy" troops to "lay down their arms" and to "surrender" to the manifold charms of Columbia. She cited such cultural blandishments as the city's museum, swimming pools and lakes and the air-conditioned USO headquarters. "Why stay out there on the battlefield with all the mosquitoes and mud when you can be out here enjoying the charms of this hospitable city." Miss Hunt cooed at "enemy" troops.

Working in cooperation with the Columbia Chamber of Commerce, the stunt proved an enormous success.

Both city officials and army public relations officers deemed Miss Hunt's performance a meritorious one.

Miss Hunt said she received numerous invitations to attend squadron parties and to eat with the troops in the field as a result of her "Tokyo Rose" and "Axis Sally" spoof.

When Miss Hunt is not portraying a "sabotaging siren," she is the station's official girl commentator appearing on the air daily with vignettes and observations on local matters. She is also a staff copywriter and production executive. WIS is a Peters, Griffin, Woodward represented station.

Idea for "Audrey and Operation Swift Strike" began with Charles Hyatt, former New York banker, now with First National Bank, Columbia, S.C., and member of the Chamber of Commerce Armed Forces Committee. It came into full bloom with the cooperation of Frank Harden, managing director, WIS radio, and program director John Wrisley, aided and abetted by Audrey Hunt, the station personality. ■



# SPOT TV SPENDING—UP AGAIN

➤ Second quarter spot tv dollars are 17% ahead of last year, giving the medium a steady gain, TvB reports

➤ Automotives and soft drinks provide momentum; Alberto-Culver, Shell Oil, General Foods hike billings

**O**n the heels of its announcement last week that television billings made record advances in the first six months this year, Television Bureau of Advertising reported today (3 September) that spot tv was up 17% in the second quarter. Total billings for the quarter were \$189,433,000, compared with \$160,599,000 in the second quarter of 1961.

The second quarter breakdown shows significant development in these areas:

- Early evening benefited more than any other time period from the spot rise, while prime night was down (see chart below).

- Announcements gained more billing than any other type of commercial activity. I.D.s continued a slackening trend.

- Several product categories registered important increases for the quarter. Among them: automotives, up 63%; confections and soft drinks, up 46%; consumer services, up 40%; household paper products, up 94%; pet products, up 41%; and sporting goods, bicycles, toys, up 148% (see chart next page).

Activity was up among several spot advertisers during the second quarter. Here are those making the most important gains:

Alberto-Culver upped billings from \$1,185,000 to \$2,796,000.

Campbell Soup rose from \$437,700 to \$1,325,000.

Chrysler Corp. increased spot spending from \$98,300 to \$764,900.

General Foods hiked billings substantially, from \$3,527,200 to \$6,766,700, and was the second largest advertiser.

General Mills increased its spot tv spending from \$935,400 to \$2,405,200.

Kimberly-Clark spendings in spot increased \$31,300 to \$551,300.

Liggett & Myers Tobacco went from billings of \$322,600 to \$1,318,600.

P. Lorillard billings were up from \$2,212,600 to \$3,766,300.

Texaco jumped in billings from \$20,900 to \$833,000.

William Wrigley, Jr., spendings rose from \$2,700,700 to \$3,883,900.

Procter & Gamble again emerged

## Early evening, announcements gain the most from spot rise

Time of day	SECOND QUARTER 1962		SECOND QUARTER 1961	
	Amount	Percent	Amount	Percent
Day	\$ 45,213,000	23.9	\$ 40,111,000	25.0
Early evening	44,794,000	23.6	34,773,000	21.7
Prime night	58,887,000	31.1	52,170,000	32.5
Late night	40,539,000	21.4	33,545,000	20.8
<b>TOTAL</b>	<b>\$189,433,000</b>	<b>100.0</b>	<b>\$160,599,000</b>	<b>100.0</b>
Type of activity				
Announcements	\$153,753,000	81.2	\$121,831,000	75.9
I.D.s	15,816,000	8.3	18,996,000	11.8
Programs	19,864,000	10.5	19,772,000	12.3
<b>TOTAL</b>	<b>\$189,433,000</b>	<b>100.0</b>	<b>\$160,599,000</b>	<b>100.0</b>

Source: TB Borabaugh

**COMPARISON** of the current second quarter with the same period 1961 reveals that the largest increase in time of day is the use of early evening tv, from 21.7% to 23.6%. Prime time activity dropped slightly. Announcements gained 5.3% in billings, while I.D.s and programs slipped

## Changes in spending by product group in second quarter

Product category	Second quarter 1961	Second quarter 1962	% Change
Agriculture	\$ 376,000	\$ 230,000	- 38.8
Ale, beer & wine	14,788,000	16,102,000	+ 8.9
Amusements, entertainment	425,000	619,000	+ 45.6
Automotive	4,555,000	7,427,000	+ 63.1
Building material	742,000	957,000	+ 29.0
Clothing, furnishings, accessories	3,074,000	2,711,000	- 11.8
Confections & soft drinks	9,721,000	14,199,000	+ 46.1
Consumer services	5,006,000	6,992,000	+ 39.7
Cosmetics & toiletries	16,703,000	18,929,000	+ 13.3
Dental products	4,330,000	4,385,000	+ 1.3
Drug products	7,146,000	8,495,000	+ 18.9
Food & grocery products	44,392,000	48,569,000	+ 9.4
Garden supplies & equipment	408,000	456,000	+ 11.8
Gasoline & lubricants	6,858,000	8,879,000	+ 29.5
Hotels, resorts, restaurants	157,000	169,000	+ 7.6
Household cleaners	8,639,000	8,977,000	+ 3.9
Household equipment	839,000	1,072,000	+ 27.8
Household furnishings	559,000	589,000	+ 5.4
Household laundry products	12,971,000	14,562,000	+ 12.3
Household paper products	1,492,000	2,883,000	+ 93.2
Household, general	1,697,000	2,235,000	+ 31.7
Notions	83,000	78,000	- 6.0
Pet products	2,038,000	2,871,000	+ 40.9
Publications	555,000	283,000	- 49.0
Sporting goods, bicycles, toys	586,000	1,454,000	+ 148.1
Stationery, office equipment	67,000	5,000	- 92.5
Tv, radio, phonograph	36,000	43,000	+ 19.4
Tobacco products & supplies	8,316,000	9,006,000	+ 8.3
Transportation & travel	1,338,000	1,712,000	+ 28.0
Watches, jewelry, cameras	725,000	918,000	+ 26.6
Miscellaneous	1,977,000	3,626,000	+ 83.4
	<b>\$160,599,000</b>	<b>\$189,433,000</b>	

Source: TvB Rorabaugh

**SPENDING** was up in the second quarter in several key product categories, says TvB. Greatest increases were noted in automobiles (up 63%), confections, soft drinks (46%), consumer services (40%), household paper (93%), pet products (41%), and sporting goods, toys (148%)

the top spot advertiser with billings of \$15,444,600 in the second quarter. General Foods was second with \$6,766,700.

Seven spot tv advertisers broke in-

to the ranks of the top 100 for the first time: Armstrong Cork, \$917,500; Brillo Manufacturing, \$413,100; Foremost Dairies, \$580,400; Laddie Boy Dog Foods, \$530,800;

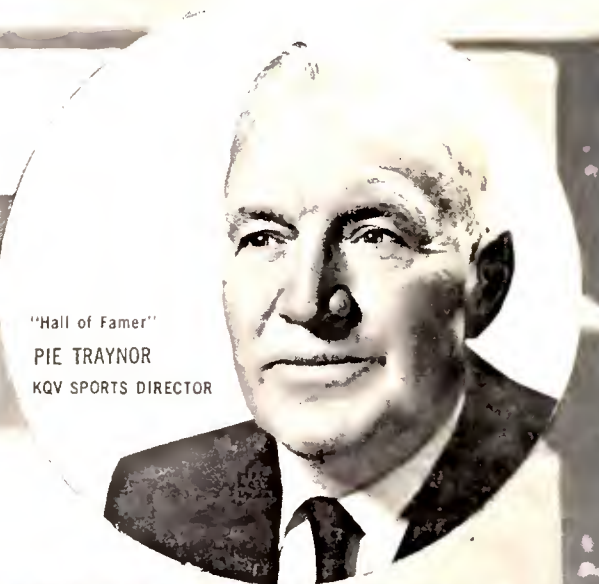
Royal Crown Cola bottlers, \$496,500; Standard Oil (Ohio), \$420,900.

The second quarter data, compiled for TvB by N. C. Rorabaugh Co., was based on data from 353 stations. ■



# 6.6 MILLION Registered calls

SINCE JAN. '60



"Hall of Famer"  
PIE TRAYNOR  
KQV SPORTS DIRECTOR

*That's the amazing DIAL-A-SCORE record of KQV*

This adds up to an amazing continuous average of almost 50,000 calls every single week for the past two and one-half years — a testimonial of pulling power unmatched, to our knowledge, in the annals of radio.

Each of these was an individual telephone call to the station in response to suggestions from baseball's "Hall of Fame" Pie Traynor and his sports staff that a phone call to KQV would bring specific information on the sports of the day.

A station able to produce this positive evidence of audience response is the best guarantee we know of its value to a product.

Actually the meter count was 6,632,278 as we went to press.

Your East/man has the complete story; the actual facts, figures and growth patterns of this listener interest and he can show you many ways to make it work for almost everything you have to sell. Contact him today.



PITTSBURGH

**RADIO 14**

REPRESENTED BY:  **robert e. eastman & co., inc.**

Owned by American Broadcasting Company

Media people:  
what they are doing  
and saying

# TIMEBUYER'S CORNER

Agency blood must be thicker than theatrical water. A prime example: **Carl (Bud) Kloss'** recent return to his old stamping grounds at Young & Rubicam after a two-year venture in theatrical producing with Martin Tosi Associates. Bud, who got his start (at something like \$37.50 per week) in advertising via Y&R's mail room some 10 years back, was working in the agency's radio/ty production department as a top echelon producer when he decided to cut loose and give his all to producing road shows. He's back now as radio/ty supervisor on the Johnson & Johnson account.



**QUAFFING** a toast to new affiliation with Paul Gumbinner (second from r) are new additions to Gumbinner radio/ty department (see item below). (L-r): Bertrand Lanchner, Elmer Jaspan and Jim Neville. Lanchner and Neville are both from D-F-S agency

**Elmer Jaspan**, whom we reported last week as having resigned from Bauer-Tripp, Philadelphia, has joined Lawrence C. Gumbinner, New York, as v.p. and associate director of the agency's radio/ty department—a newly created post. At the same time, Gumbinner wooed away two staffers from Dancer-Fitzgerald-Sample and added them to its expanding radio/ty department. The newcomers: **Bertrand Lanchner**, whose new job is director of departmental business affairs; and **James J. Neville**, who will be in charge of arrangements for sports broadcasts.

**Mort Reiner**, who supervised the broadcast buying of such accounts as Westclox, Endicott-Johnson, Taylor-Reed, Stahl-Mayer, at Hicks & Greist, quit the agency last week for Public Affairs Projects, Inc., where he will be handling the New York State Democratic politicals.

(Please turn to page 43)

## HALEY'S COMMENT



Are women better letter writers than men? My wife insists they are (alright, so she **does** do the honors when it comes to thanking my Aunt Mabel for the home-made jelly every Christmas), but I'm not at all sure men aren't just as articulate. Take the letters we get at WEZE — they come from all over New England, and I'd say at least half of them are from men. As a matter of fact, our more or less equal division between male and female listeners is one of the few conclusions I've been able to come to regarding WEZE's audience, and I can't give any scholarly statistics such as, "The WEZE listener is 46 years old, slightly overweight, brown-haired, and has 2½ sons in college."

The truth is that WEZE's audience is made up of doctors and dressmakers, housewives and haberdashers, lawyers and lumbermen, and you-name-it. All they have in common is a great liking for our Wonderful World of Music and a nice, solid amount of regular spending money. I know about the former, because that's what they write to me about, and I know about the latter because our sponsors' sales keep going up. All in all, it makes a nice combination, don't you think? Call me at Liberty 2-1717 in Boston, or contact your nearest Robert E. Eastman representative and find out how profitably your clients could use it.



Sincerely,

*Arthur E. Haley*  
Arthur E. Haley  
General Manager



WMT is giving away \$35,000 in cash and merchandise.

To be eligible, move to Eastern Iowa. If already here, listen.

WMT  
A prize station if there ever was one.

**IN ALBANY  
SCHENECTADY  
AND TROY...**

**WRGB  
AGAIN\***

Average quarter-hour homes reached

	WRGB	B	C
9 a.m. to Midnight	60,900	36,600	28,500

\*Morch, 1962, ARB Market Report

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

# TIMEBUYER'S CORNER

(Continued from page

The calendar may not agree but it's still vacation time for Morse International's **Orrin Christy** who is spending the entire month in Europe; Compton's **Joe Burbeck**, yacht racing in Portugal for three-and-a-half weeks; and Swan & Mason's **Olga Candell** who is taking time off from her Oral Roberts radio buying chores to tour France. Olga has just graduated from the Art School of Cooper Union, New York. Also vacationing is Gumbinner's **Paul Gumbinner** who, accompanied by his wife, departs this week on the first lap of a lengthy tour of the Far West.

On the other hand, vacation time is just a fond memory and a few photos now for K&E's **Lucey Kerwin**; McManus, John & Adams' **Martha Panella**; and BBDO's **Marv Shapiro**.

Oops, is our face red dept.: Our well meaning (but obviously not very discerning) spy who supplied us with the news that **Vince DePierro**



DURING one of a series of boat trips around Manhattan Island, sponsored by KHJ-TV, L.A., four Street & Finney buyers (l-r) Sandy Floyd, Helen Thomas, Dorothy Barnett and Eleanore Scanlon, listen to KHJ-TV's Mal Klein explain station's new fall programing

was still captaining Y&R's softball team, the Media Misfits (*Timebuyer's Corner*, 13 August) reported the Misfits as an all-girls' team. We have since learned, via Y&R's correction dept.: "The Media Misfits are men—all men—and then some!" We apologize for the unmanly error and timidly offer the suggestion that perhaps future such oversights could be avoided if the team changed its tag instead to Media Misterfits.

Well enough now to face up to fall buying plans, etc., is J. Walter Thompson's **Ruth Jones** after a recent surgical session at St. Luke's hospital. Also back in the New York timebuying arena is Compton's **Herb Blitzstein**, who spent two weeks in the U. S. Army Reserves.

Can't help wondering: How many sibling timebuyers there are currently in action around the business these days. One example: the **Pfaff** brothers. **Bud**, who is with Richard K. Manoff (Gulden's Mustard, Bumble Bee) and **Frank** who buys for American Chicle at Kenyon & Eckhardt. Both work out of New York City.

# RADIO RESULTS

## AUTOMOBILES

SPONSOR: Bell Oldsmobile

AGENCY: Direct

**Capsule case history:** Bell Oldsmobile is a large new car agency in Revere, Mass., a rather large suburb of Boston.

A. David Freedland, the general manager of the automobile sales agency is a sophisticated advertiser; he has used a number of different media to promote his company. Nevertheless he was surprised at the tremendous sales power of radio—in this case a special remote emanating from his showroom over the facilities of WMEX. "Hundreds of adults visited our showroom the night of the WMEX broadcast," Freedland said. "A large percentage of the sales made were traceable to this remote broadcast." Freedland went on to say that people actually walked into his sales office and said, "WMEX sent me!" He also was able to trace the sale of several vehicles directly to the radio remote broadcast. "Bell Olds is completely sold on radio," Freedland added. "We've learned the hard way that outstanding personalities will sell automobiles."

WMEX, Boston

Announcements

## INSURANCE

SPONSOR: State-wide Insurance

AGENCY: Atlantic/Bernstein

**Capsule case history:** What better way to advertise automobile insurance than to use the only medium which reaches car owners as they drive—radio. And what better way to sell car owners than with the sales personalities of a popular music station. In this case it was WABC, New York. State-Wide Insurance, following this logic, called upon four of WABC's top personalities. The company (Philip D. Held and Joseph Telehin) and their agency (Irving Glick of Atlantic Bernstein Associates) called a meeting of these well-known personalities and sold them on the merits of State-Wide Insurance. From then on, the personalities were on their own. Only sketchy fact sheets were provided. The radio personalities were sold and they in turn sold their listeners—each in his own way. Since 9 July, starting date of the State-Wide schedule on WABC radio, results have been such that the company felt obliged to state that: "We are simply delighted."

WABC, New York

Announcements

## FOOD PRODUCT

SPONSOR: Nut Brown Syrup

AGENCY: Henry Senne, Chicago

**Capsule case history:** Illinois Food Products, maker of Nut Brown Syrup, learned earlier this year that it takes a solid two-week radio campaign plus an effective price gimmick to bring about a virtual sell-out in introducing an unknown table syrup. This happened when Nut Brown Syrup bought a two-week schedule of 30 second announcements on only one radio station, KYW, Cleveland. The spots advised listeners that during the introductory period they could purchase one bottle of the syrup at regular price and a second bottle for an additional penny. Most stores reported they were out of the syrup half-way through the campaign and more than 72,000 bottles were sold in the first week. This left the food broker short of supply and promotion was forced to come to halt for two weeks while stock was replenished. In the meantime, distribution was extended to six additional food chains plus many independents as a result of the radio generated consumer demand.

KYW, Cleveland

Announcements

## DEPARTMENT STORE

SPONSOR: Lakewood Country Store

AGENCY: Direct

**Capsule case history:** The Lakewood Country Store, located in Lakewood Center just south of Tacoma, Washington, has been in business for over 22 years, and is just finishing its first year as a consistent radio advertiser. A major portion of its budget has been spent with radio station KMO, Tacoma. To test the effectiveness of its radio advertising, the store ran a campaign during the three weeks prior to Father's Day, concentrating on the hardware and sporting goods departments. KMO was unaware that the campaign was a test. Items advertised included fishing boots, compasses, life lites and unusual items. For the three-week period, the hardware and sporting goods departments were up 130% over the same period in 1961. The Saturday before Father's Day was the best in the store's history. KMO was the only medium used to promote the department, and received full credit for the success of the sale. It subsequently increased its budget on the station.

KMO, Tacoma

Announcements



## TV TERRITORIES

(Continued from page 30)

nal reaches out much further than certain other local advertising media such as newspapers and magazines," Max Tendrich, executive v.p., Weiss and Geller, told sponsor. "For example a Philadelphia tv station reaches to the borders of Harrisburg on the west, to Wilkes Barre in the north, to Atlantic City on the east, and to the state of Delaware on the south. The Miami tv station signal, in topography where there are no hills or mountains, can go to the west coast of Florida. The fact that the tv signal can be seen in a radius of 50 to 75 miles surrounding the antenna of the station means that our client's advertising can be merchandised by sales people in the greater area."

Tendrich observed that while many of the areas in the outer extremities may have their own local newspapers, the tv signal from the center city is effective in these areas — while newspaper coverage from the center city may not be. "This means that distributor salesmen cover the outer extremities and pick up additional distribution because business will be generated by the tv signal. In this way tv advertising has encouraged development of areas through its power of coverage as well as its power of attracting attention to a product that ordinarily may not have been covered."

The current Proctor-Silex tv campaign opens 10 Sept. with a 12-week schedule of program sponsorship on NBC TV. The fall lineup of five daytime programs on 56 stations is located in areas which offer coverage of approximately 75% of the total appliance market. In addition, beginning 1 Oct., Proctor-Silex will have full NBC network coverage on the new *Merv Griffin Show*.

Commenting on the re-alignment of sales territories to conform with tv exposure patterns, Joseph Chira, v.p. and account group supervisor, Mogul Williams & Saylor, told sponsor that this was an especially noticeable trend in the cosmetics and toiletries field where tv is generally the prime advertising medium.

"In this situation, the net effect is an ideal marriage of advertising reach and effectiveness, on the one hand, and distribution on the other," Chira declared. "Being one of the

newest companies in this competitive field, our client, Maradel Products, is utilizing tv as the principal selling and promotional tool for its sales force."

Chira explained that first the company selects its best sales prospects. Then, the advertising is planned to reach these prospects most efficiently. With tv as the prime medium, the company attempts to maximize its effectiveness by setting up its sales territories to conform with the tv exposure patterns.

"In situations where tv is the dominant medium, the re-alignment of sales territories in this fashion is perhaps the only way that maximum exposure of the products can be interlocked with the heaviest advertising pressure being applied in specific markets," Chira added. "The influence of tv coverage on the overall marketing-advertising mix is getting stronger all the time. For instance, as soon as we buy a spot or participating network minute for Maradel, the client directs its sales force to cover the territory involved well before the schedule begins. This, in effect, is what we mean by maximizing tv's effectiveness. And it's a trend that should continue to gain headway as long as tv plays a major role in the overall marketing plan."

Elaborating on the subject of sales districts following tv patterns, Edgar J. Scherick, ABC v.p. in charge of tv network sales, said that it must be expected that sales regions will follow the normal distribution of advertising by major media.

"The most important medium in the last decade has been tv, and it is only natural that delineation of advertising and sales regions would follow coverage patterns of tv," Scherick told sponsor. "Normal geographic lines are in some cases obliterated by coverage patterns of tv. For example, the great New Jersey urban centers of Newark and Jersey City become part of the New York metropolitan umbrella. Santa Barbara and Los Angeles are the same market when it comes to tv advertising. Basically, the great urban centers form the nucleus of many sales and advertising districts. These markets also represent the greatest source of retail sales. It is to be expected that advertising or sales districts would follow television lines

since television follows population lines in terms of the great markets of America."

The growth of television as a mass medium has caused changes in marketing as well as in communications, Lee Morgenlander, supervisor of marketing studies, NBC research department remarked. The tv signal, he observed, doesn't stop at the city limits or even at the metro area boundary; it reaches beyond the downtown areas, into the booming wealthy suburbs and even farther into the urban fringes and rural areas.


"Advertisers found television creating demand beyond their sales territories which had been built around traditional trading areas," Morgenlander continued. "In some instances, tv forced distribution into new places. Furthermore, one tv station often encompasses two, three or even more newspaper trading zones. The marketing restructuring by manufacturers such as General Foods and Anheuser-Busch merely takes cognizance of an existing fact of marketing life."

What all these developments point up most sharply is that costs of advertising and marketing are so important to the net profit picture of American corporations that the convenient but unscientific man-made boundaries of state lines, county lines and city lines are fast becoming obsolete as realistic boundaries for marketing strategies and sales territories, in the opinion of Halsey V. Barrett, director of spot tv sales development for The Katz Agency.

"Few companies can afford the luxury and inefficiency of one sales territory in Omaha, Nebraska, and a separate sales operation just across the river in Council Bluffs, Iowa. For most nationally advertised products, the 50-mile radius of Omaha, Nebraska, is the true and natural Omaha sales territory which encompasses not just the central city, but also suburbs, satellite towns and rural areas where combined sales often exceed those of the city itself."

Barrett observed that the current phrase "markets to media" rather than the erstwhile "media to markets" is not a copywriter's cliché. In Barrett's opinion, it succinctly states the new scientific approach of

the most efficient way to reach people in order to sell them an advertising message. It is with considerable coincidence and good fortune that the tv signal closely parallels this natural marketplace of the 1960's, Barrett noted.

"Happily for American tv stations, the more scientific the approach to marketing, the better their billing," he declared. 

#### NL&B TO RADIO

(Continued from page 33)

and Miracle Corn Oil Margarine; Eastern and Midwestern market flights on a continuing basis for Humble Heating Oil; participations in farm programing blocks for Massey-Ferguson; rounding out media patterns for General Mills products with supplementary radio budgets.

In the creative field, there has also been a re-awakening and re-discovery among creative executives for radio copy. Kenneth C. T. Snyder, v.p. and director tv-radio creative dept., expresses his department's enthusiasm for radio this way: "Copy ideas must be unusual for radio; they must be remarkable attention-getters. But, to be effective, simplicity and uniqueness are necessary, and any element of weird overtones should be avoided."

Good radio is not all shouting and screaming, he emphasizes, but a means of communicating sounds. "Yet there is more to radio than just conveying words—it should convey an image to be retained by the listener. The agency pays assiduous attention to radio, feeling that pervasiveness is the medium's power from a creative standpoint, as well as from a media point of view."

At NL&B, the media department tries to stay away from rating limitations, feeling that because of measurement inadequacies a cost-per-1,000 is an unrealistic restriction. In most cases, however, they expect that radio will deliver a cost-per-1,000 not exceeding \$1.00 per thousand homes.

Radio's measurement system is unsatisfactory for even such supporters of the medium as those at NL&B who inordinately believe in it. "If the radio industry is going to mature and realize its full potential—and it has a good start—it must work fast to improve the system by which it is measured," says Vedder. "We know that radio is bigger than it has been



## WAVE-TV gives you

## 28.8% more WOMEN

### —28.8% more viewers, minimum!

Since Nov.-Dec., 1957, NSI Reports have *never* given WAVE-TV *less* than 28.8% more viewers than Station B in the average quarter-hour of any average week!

And the *superiority* during those years has gone as high as 63.6% more viewers!

More viewers = more impressions = more sales!  
Ask Katz for the complete story.

**CHANNEL 3 • MAXIMUM POWER**  
**NBC • LOUISVILLE**

The Katz Agency, National Representatives





described thus far." Vedder hopes that a lot more emphasis on the parts of networks, individual stations, and advertising agencies will emerge in the future for a more reliable system of radio measurement.

This lack of facts is apparent not only in am, but fm, and is particularly evident in the area of audience measurement. Arnold E. Johnson, v.p. and director of broadcast facilities for NL&B, has this to say about the current status of fm: "If fm could demonstrate and document the specifics of its audience, it could gain a big advantage right now over am. It has an unprecedented opportunity to forge ahead and get its share of national advertising budgets if reliable research data can be produced." Johnson recognizes the financial problem involved for fm operators if such a task were undertaken, but he emphasizes that this job is just as important as the original investment in equipment to establish a station.

With the increasing vigor for radio at NL&B, the media department naturally welcomes full-scale presentations from stations, and would like to encourage more informative presentations. "We haven't seen as many of these as we would like to see that make a contribution to total understanding of the radio medium in their market," says John Cole, "and many station men do not recommend enough spots for effective usage." He adds that although NL&B is using radio widely and successfully, some sellers of the medium still seem to have an inferiority complex when it comes to selling the medium. Strangely enough, Cole points out, radio seems to be misunderstood by many who sell it—however, the onus is on the seller to educate the buyer on the use of his medium.

In NL&B's spot radio buying, maximum responsibility is delegated to timebuyers, who have been encouraged to dig deeper than the numbers, by making station selection through market visits and contact with station people. Station selection is extremely flexible, because the buyer operates within the framework of a carefully written marketing plan outlining campaign objectives.

Another important media philosophy at NL&B, is that radio's nature requires multiple outlet use. Number and selection of stations is the time-

buyers' responsibility.

In network buying, Needham applies the same philosophy to achieve marketing plan objectives. It is believed by NL&B, that radio would be more effective if more than one station and more than one network were used simultaneously. Carrying out this belief involves the complex job of making sure which are the right combinations for desired objectives.

Needham, Louis and Brorby is sold on radio, and typical of its re-entry as a major factor in media planning, is the return of Johnson's Glo-Coat to the medium after a 20-year hiatus. Currently an eight-week, three-market test using 13 stations, is in progress for Glo-Coat.

Industry observers look to this agency's re-focus on the medium to spur a national upswing in radio. This could happen, NL&B believes, but first, the radio industry should form a united front for selling itself. The one-station-pitch is a serious deterrent to radio's progress. Needham's media people believe. What they would like to see is several stations cooperating to sell radio in their particular market, emphasizing that multiple use is the key to successful radio.

## PUBLIC AFFAIRS

(Continued from page 35)

"While Standard Federal showed a gain of 12.29% in savings during the first half of 1962," he continued, "the other two largest savings and loan associations showed gains of 9.21% and 8.41%."

Later, taking up the question of commercials, Ricketts stated, "In keeping with the existing tone of the program, we limited our commercials to four during the hour. This seemed compatible with the program content, and, although we might have been allowed to interrupt the program more often, we felt that more commercials would break the program's natural continuity."

Ernest W. Baker, Jr., executive vice president of the agency, explained that the buy permits seven minutes of commercial time, of which a brief open and close takes about 30 seconds; the four messages are then anywhere from a minute to two minutes in length. The shorter commercials are placed at the beginning of the program, he added, and all the messages center princi-

pally around Standard Federal's two major consumer areas, mortgage loans and time savings accounts.

This year, as last, the start of the program is being promoted by WWJ-TV on the air, on bus cards, and in *Tv Guide* and newspaper advertisements (WWJ stations are owned by the *Detroit News*).

Again this year, the association is increasing audience interest with posters and easily accessible program schedules. It is also mailing bulletins to Detroit area high schools, grade schools, and some colleges.

These school bulletins, Ricketts said, "inform students of upcoming features on the program which coincide with their history or geography lessons." He added that the program has received "wonderful response" from teachers.

Beginning this fall, Ricketts continued, "because of the program's appeal to the travel-minded viewer, we plan to introduce Vacation Club accounts similar to the popular Christmas Clubs. We also plan to use Mr. Pierrot more actively in branch office promotional events."

Pierrot is a portly, grandfatherly figure, who chucked his early career as a newspaperman to knock about the U. S. as an able-seaman, coal miner, hotel and postal clerk, laborer and magazine writer.

He has twice circumnavigated the globe and has often toured Europe and other parts of the world. He planted the Explorers Club flag atop El Paricutin, Mexico's newest volcano, in 1944. He is also an author and lecturer and is associated with a museum, a hospital, and many other organizations and clubs.

In referring to the success of the Pierrot program and to the satisfaction of the local sponsor, James Schiavone, general manager of the WWJ stations, said, "Sponsors of public affairs programs should not take a philanthropic view of these programs, because they can and will stimulate sales, as Standard Federal has proved."

He also suggested that stations which spend time and money to present programs that uplift a community should receive support from community-minded sponsors.

This is not idle chatter. As the leading member of the 10-member WWJ Public Affairs Committee, Schiavone revealed that the commit-

tee meets regularly once a week to discuss and develop new public affairs programs.

The Pierrot show, *At the Zoo*, and *Weekend*, were all developed by the committee. *At the Zoo* grew out of a public affairs program. *Opening Day at the Zoo*. Following opening day, it was decided in the public affairs weekly meeting to make the show a regular series, to be carried sustaining at 7 p.m. Fridays.

*Weekend* was first designed as a summertime public affairs series, but it is being extended and is seen 7 p.m. Tuesdays.

Among the many prospective public affairs projects currently being discussed are selections from the *Profile* series, *National Auto Show Preview*, *Expressways*, *Detroit Streets*, and the *Thanksgiving Day Parade*.

#### RADIO DATA

(Continued from page 38)

N. C. Rorabaugh proposed an ultimate maximum of as many markets as would represent about 75% of all national-regional radio spot billing, perhaps 200 markets. He would start with one market, add another, then another, etc., until the idea had been accepted by the stations. He'd use a

maximum of six stations (the four network affiliates plus the two top independents) in any one market on the assumption that they'd represent most of the national-regional spot billing in that market. Reports would be issued quarterly. And there'd be no cost for the service providing he had the privilege of selling more detailed data to advertisers and agencies.

Jim Boerst, who now does activity and dollar reports on radio for advertisers and agencies, would cover the almost 700 stations in the top 100 markets with a quarterly report. He'd include 10 different product categories, i.e., soaps, smokes, autos, beers, etc. The cost, in his own words, "If the stations provided the information it would be possible to provide quarterly dollar volume reports for 10 different categories in the 100 top markets for about \$100,000 per year."


BAR, which now has monitoring facilities in 77 markets for its tv reports, which could be expanded to include radio as well, guesstimates that "depending upon the degree of data and the frequency of reports we could provide radio dollar data at a cost ranging from a low of \$50 to a high

of \$150,000."

Metro Monitor, the only radio advertiser activity report now being provided in the New York market, is a weekly monitoring service. Designed by a radio time salesman as a sales and program tool, Metro Monitor's creator had a provocative suggestion.

"We could provide a weekly advertiser activity report, similar to what we do in New York, for the top 100 markets at an annual cost of about \$100,000. But my suggestion would be to have the NAB or the RAB create a central billing and collection agency that would operate at cost. They'd handle national and regional billing and collections for all tv stations.

"For the smaller stations this would be a boon, less bookkeeping, prompt payment. For the agencies it would mean a cut in accounting overhead. For salesmen it would mean more time to sell and less time to do collections. And for radio it would mean instant access to all the dollar data the industry would ever need."

It would seem that the radio industry now knows where and how its dollar data can be had. All it takes is some doing. 



**JACKSON** CENTER OF **MISSISSIPPI'S**

PEOPLE - 1,288,000

TV HOMES - 278,842

ONE AND ONE-HALF BILLION DOLLAR TV MARKET

CONSUMER SPENDABLE INCOME  
**\$1,450,650,000**

**WJTV** channel 12 : KATZ • **WLBT** channel 3 : HOLLINGBERRY



# TV TIMEBUYERS GUIDE

1962-63 edition

*(including 91 page tv market guide)*

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

advertising deadline 10 September.  
regular rates and discounts apply.

# WASHINGTON WEEK

3 SEPTEMBER 1962

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SPONSOR

PUBLICATIONS INC.

The delay in naming an FCC successor to commissioner John S. Cross—or naming Cross to succeed himself—has everybody guessing.

The Cross term ended on 30 June, and the delay is both incredible and without precedent. Yet there is **no word as to when action will be taken.**

The situation has prompted rumors and guessing even among those who don't usually attempt to pretend knowledge in these matters. In fact, there is now virtually a silly season on the topic.

A further complication is added by the fact that there is considerable more-or-less informed speculation about conservative commissioner T. A. M. Craven and his approaching retirement age. There have been intimations that **Craven would be replaced at that time, without waiting for the end of his term next 30 June.**

This tied in with the certainty that Craven would be given important duties in connection with setting up the private corporation which will take over international communications via satellite. The bill to clear the way for a private corporation to own and operate the system finally cleared Congress this week, with only 10 votes in the House against it.

Thus the guesswork about both Craven and Cross now waits for Presidential signature of the bill and the actual naming of the people to get the project on the road. Craven will be an important member, likely the chairman. And this could be the first step toward his retirement as a Commissioner, if the speculation is correct.

Meanwhile, the guessing is that the doubt will continue. There is even speculation that **Cross may have been left dangling in mid-air for a definite purpose.** This particular story goes to the effect that Cross has not voted with Minow in most instances of disagreements among Commissioners, that he would be **less likely to do so if he were secure in a full term.**

On the other hand, the rumor mill goes, he might vote with Minow if he felt this were the only way to be reappointed. The same people go on to point out that items already on the FCC agenda will **make or break the Minow philosophy past mending or turning back, as the case may be.**

Meanwhile, time is running out on the Congressional session, and therefore on the time left for Senate confirmation of any new appointees.

The plain fact is that the whole thing is guesswork. Even those who previously claimed to have the inside dope now are forced to admit that their information is not necessarily authoritative.

The one thing in all of this that appears to bear something like an authoritative ring is the possibility that we will have not one, but two new appointments to the FCC. If not together, then in reasonably rapid order, even if one of those named **happens to be Cross-reappointed.**

**Stronger educational pressure for vhf channels, even to the point of the possible seeking of channels now held by commercial broadcasters, could have been foreshadowed by a Health, Education and Welfare Department prompted study.**

HEW went to the National Association of Educational Broadcasters rather than to a neutral source, but there is a distinct possibility that **HEW will be behind the final recommendations.** These did not specifically set up any goal for reassignment of tv channels, but did note that wide-coverage channels are **needed in all major communities if U.S. education is to keep pace.**

The FCC still has in limbo proceedings aimed at clipping one of the seven Los Angeles vhf tv channels away from commercial uses for use by the educators. It has a similar thing

*(Please turn to page 57)*



# SPOT-SCOPE

3 SEPTEMBER 1962

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Spot tv will reap heaps of billings before Hazel Bishop (K&E) winds up the introduction of its new Continental lipstick and nail polish.

Scheduled as an opener: a six-week saturation campaign which starts the end of September and will blanket multiple-stations in some 150 markets with about 25 spots per market over the entire week.

All the broadcast business for the Continental line launch goes to tv, with Marylou Benjamin doing the buying.

There's still much switching back and forth of spots between Compton and BBDO for Alberto-Culver.

Latest swing over is for Command Shave Cream, the newest in A-C's line. Now being transferred are spots back to Compton, from BBDO which got them earlier from Compton for the introduction of A-C's wave set lotion.

The curious part of this gyration, which makes it very complicated for all concerned—when each of these agencies transfers some of its spots to the other, often it's the less desirable spots which go. The recipient agency then has to start all over and ask for improved avails.

Looks like Tetley Tea (OBM) is lost to spot radio at least for the last 1962 quarter.

Tetley is a BeechNut subsidiary and the parent company has decreed that Tetley is to assume a certain quota of the mass participations that BeechNut supports in daytime network tv.

A goodly portion of this Tetley share will derive, it seems, from the tea's normal investment in radio.

It'll be just about six months since its modest introduction in test markets when American Tobacco's new king size mentholated filter, Montclair Modern Cigarettes (SSC&B), makes its predicted expansion move (SPOT-SCOPE, 19 March 1962).

Since last March the cigarette's sales territory has spread to seven markets. On 10 September American Tobacco will open spot tv and radio guns to herald Montclair's shipment to 14 additional cities, 500 additional counties and Arizona and Colorado.

On the tv side it'll be 10, 20, and 60-second spots and the radio campaign will be all minutes.

One reason Green Giant (Burnett) is only interested in night minutes for its spot tv campaign which kicks off 24 September in some 40 markets: it's the debut of GG's new frozen line of vegetables and the tactic is to hit the whole family with the "new taste" appeal.

This line is pre-cooked with butter, the salient feature in its selling story. The item was tested in several tv markets last year, and according to reports, went over very big.

By the way, also adding another item to its line and also bowing in spot tv out of Burnett is Campbell's Swanson frozen fare. The newcomer: a three-course frozen tv dinner. Schedules start 17 September.

For details of last week's spot activity see items on next page.

## SPOT TV BUYS

**General Mills** is making another buy for Betty Crocker Potato products. To start on 17 September, the campaign will run for seven weeks, using day and night minutes. GM is looking for about 100 ARB points per week. Agency: Knox Reeves, Minneapolis. Also expanding is Betty Crocker Layer cake mix and frosting mixes, out of Needham, Louis & Brorby. Schedules on these are from six-eight weeks, slotted in daytime only.

**P&G** wants daytime spots for its Duncan Hines mixes. The agency is Compton.

**Colgate-Palmolive** is in high gear for a campaign which gets started on 30 September for its Florient Aerosol Air Deodorant. The search is for fringe night minutes and schedules will run for seven weeks. The account is at Street & Finney and Eleanor Scanlon is doing the buying.

**Liggett & Myers** wants fringe 20's and 60's to start in selected markets on the first of October for 12 weeks. J. Walter Thompson is the agency. Buyer: Carrie Senatore.

**Norwich Pharmacal** is set to break with a five-week push for Pepto-Bismol. Schedules of nighttime 60's and 20's start on 9 September. Bob Wilson is the buyer for the account at Benton & Bowles.

**Renfield Importers Ltd.** is making a hefty buy on behalf of Martini & Rossi. A 10-week campaign is set to start on 24 September. Time segments: fringe and prime 10's and 20's. Agency: Reach, McClinton. Buyer: Herb Stone.

**Ford Motor Company** will promote its new line of cars with a heavy spot tv schedule to kick off in a host of markets on 28 September. The search for this three-week flight is for prime 20's and fringe minutes. J. Walter Thompson is the agency and the buying contact is Gene Tregre.

**Helena Rubinstein** will promote its Fashion Stick lipstick with schedules of nighttime chainbreaks in selected markets starting 1 October and continuing for five weeks. Doing the buying out of OBM is Maxine Cohen.

**Pharmaco** schedules for Aspergum kick off on the eighth of October, running for 26 weeks. The availability call is for both night and day minutes. Agency: Kastor, Hilton, Chesley, Clifford & Atherton. Buyer: Dorothy Glasser.

**Royal Crown Cola** is going in for 13 weeks with schedules of night and day minutes and chainbreaks. The campaign starts on 17 September, with the buying done out of D'Arcy.

## SPOT RADIO BUYS

**Ralston Purina** is lining up markets to supplement its network coverage for a massive saturation campaign introducing new Flavor-Primed Purina Dog Chow. Schedules will run for a three-week period starting 19 September. Agency: Gardner, St. Louis.

**Brown & Williamson** (Bates) is supplementing its college radio buys via 5-minute programs featuring The Brothers Four.

**Oldsmobile** will be getting its exposure during the week beginning 1 October in 125 markets at the rate of 7 minutes per. Agency: D.P. Brother. Jack Walsh is doing the buying.

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

going in New York City, but it is assumed that acquisition by the educators of WNTA-TV, Newark, probably disposed of that one. At all events there is **FCC precedent for consideration of such moves on a national basis.**

The HEW-NAEB report noted the all-channel set legislation, but didn't appear to believe this would be sufficient to make ulif meet educational needs, or to believe that it would work soon enough.



# SPONSOR HEARS

3 SEPTEMBER 1962

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BeechNut gently reminded NBC TV last week that it wasn't doing the right thing by this company by scheduling Lipton Tea commercials in the same daytime segments.

Seems that NBC TV's product bookers had forgotten that BeechNut also had Tetley Tea in its dominion and there would be occasion when BeechNut might elect to accord a spot or two to that product

In those segments where BeechNut had been the earlier tenant the network agreed there was nothing to do but inform Lever that Lipton Tea was taboo.

P&G has a gracious way of letting the boys in the media department who want to visit their hometown for vacation save the transportation expense.

All they have to do is stop off at the various markets en route and visit with tv stations. It's all more out of goodwill building than anything else.

A topic of speculation among the agencies attached to the General Foods account is who will be the successor to Edwin Ebel, GF tv strategist, when he retires, which some think is not long in the offing.

The odds appear to be on Tom Clark, presently in the GF corporate office.

The other speculation anent Ebel: whether his knack for maintaining the upperhand over the networks by using GF-controlled and well-rated programs as negotiation bait will survive him.

Ebel over the years has had his personal traits in dealing with agency contacts, but there's one thing that can't be gainsaid: his record for singling out potential clicks from the candidates delivered by GF agencies and his adroitness in wrestling from a network the most favorable terms for his company.

One of the New York tv stations is toying with a plan to make its public affairs programing so economically attractive that it will have sponsorship on each occasion.

The idea: put all the contemplated affairs programs into a package, cut the batch up into pieces and offer them at rates not far removed from the ROS level.

Colgate's little product sideline is proving one of the minor hot sellers of the current year.

It's Soakies, the kid bubble bath soap, which Colgate brought out as a contender to Matthey's. Colgate's smart marketing device was to package the item in tin figures representing Disney characters, which the moppets could later use as toys.

Bill Eldrige, who headed the Colgate crew that thought this up, is now on new products at American Home.

For executive turnover CBS remains without a shadow of a doubt in a class by itself.

Still on its payroll are seven men who held official or executive status 25 years ago.

They are: William Paley, Lawrence Lowman, James Seward, John Karol, Joe Ream, Arthur Hull Hayes and William Schudt.

# HELP YOURSELF



(and your listeners)



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

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

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

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

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

Station \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_





# SPONSOR WEEK WRAP-UP

## Sack promoted at ABC

(Continued from Sponsor Week)

New York and will report to Don Curran, advertising and publicity director for the ABC Owned Stations.

Sack joined WLS, Chicago, in 1958 and has been promotion manager of

that ABC owned radio station since.

He will also be in charge of the group advertising and community action programs of the six stations. The five others are WABC, New York; KQV, Pittsburgh; WXYZ, Detroit; KABC, Los Angeles, and KGO, San Francisco.

## Advertisers

Borden is negotiating to buy the business of the Realemon-Purita Company, Chicago-based processor and distributor of, principally, fruit juices and fruit-based beverages.

The Realemon-Puritan operation would continue under its present name and would operate as a part of the Borden Foods Co. Irvin Swartzberg is president and founder of the Chicago firm.

Bell & Howell has reorganized its sales setup with the formation of new subsidiary.



**NEW QUARTERS** for the New York Philharmonic (to begin its 33rd broadcast season over the CBS Radio Network) are shown to CBS Radio pres., Arthur Hull Hayes (c) and managing dir. of the orchestra, Carlos Moseley (r) by the pres. of Lincoln Center, William Schuman



**SINKING FINALE** was effected on WLWD, Dayton water music tv show. Joe Longstreth, stranded on a raft in the middle of a pool, played pieces composed on the theme of water

**ALOHA**—WAPI, Birmingham extended greetings to listeners on its Hawaiian Day. At station booth, woman registered for an all expense-paid vacation to the 50th state. A those who registered received Hawaiian le



Called Bell & Howell Photo Sales company, the new arm will distribute the company's photo products to its present dealer organization.

Headquarters are in Chicago and Carl G. Schreyer, vice president of marketing for the photo products division has been named president.

**Financial report:** Net sales of Pet Milk for the three months ended 30 June amounted to \$58,204,000 compared with \$53,061,000 for the same period in 1961; net earnings were \$803,000, a slight rise over \$802,000 for the second quarter last year.

**PEOPLE ON THE MOVE:** James F.

Fleming to product manager for the Mazola and Hellman's Best Foods line of salad dressings . . . Robert Walker to executive vice president at American Tobacco . . . Edwin P. Johnson to director of advertising for Sperry & Hutchinson, replacing Emil A. Corona who moves to vice president of S&H's newly-created international division . . . Edward M. Scheu, Jr., vice president of Thomas J. Lipton, to president and chief executive officer of Good Humor and Good Humor Mid-Atlantic, wholly-owned subsidiaries of Lipton. . . O. G. Kennedy has been elected executive vice president of Miles Products division of Miles Laboratories.

## Agencies

Benton & Bowles has taken two steps forward on the international advertising scene.

The developments:

(1) A mutual representation agreement with Hanns W. Brose GmbH & Co. of Frankfurt, Germany, agency which bills approximately \$10 million.

(2) A new office in London for its wholly-owned subsidiary General Public Relations, to be headed by Gale D. Benn, formerly vice president of GPR, New York.

Agency appointments: Mennonite



**BARRELS** constituted costumes for models who traveled with personality dj's on WITH (AM & FM), Baltimore promotion trip. The station, having recently increased its power four-fold, conducted a tour of the many areas which it would serve for the first time



**TABLECLOTHS** and coffee stains were much talked about on WXYZ, Detroit, Fred Wolf Show. To start 13th year of his show: a king-size cloth from stn. mgr. John O. Gilbert



**MISS SUNNYS** flew into New York to enliven interest in WLBW-TV, Miami. Amid a shower of oranges, in bathing suits, are (l-r), Jo Ann Pflug, Miss Sunny, and runners-up

**GREETINGS** are extended to tv personality Bert Parks by Leonard H. Lavin, pres. of Alberto-Culver and his wife Bernice, sec'y-treas., during the company's national sales convention in Chicago. Leading tv performers saluted Alberto-Culver's use of tv as its major advtg. medium





Broadcasts to **Henry J. Kaufman** for its international radio broadcasting account . . . Knox Gelatine (approx. \$2 million) to **D'Arcy** from Charles W. Hoyt. Last year they spent less than \$170,000 on tv . . . Home Security Life Insurance to **Henderson-Ayer & Gillett** . . . P. & S. Mart, Inc., new discount store in construction in Tucson, to **George Duncan Advertising** of that city. . . Chrysler institutional (\$11 million) to **Y&R** from Leo Burnett.

**Social note:** Farewells were coupled with hails when Hugh Cohn and Dick Blue of **Lawrence C. Gumbinner** were feted at an unusual going-away party for the Texas-bound executives. Also honored were three new Gumbinner executives: Elmer Jaspan, vice president and associate director of the agency's radio-tv department, Bertrand Lanchner; director of departmental business affairs; and James J. Neville, sports director.

**New Quarters:** The Los Angeles office of **Cunningham & Walsh** is now located at 1717 N. Highland, Hollywood 28.

**Happy anniversary:** **Keyes, Madden & Jones** of Chicago has been handling the account of Brown & Williamson Tobacco for the past 25 years.

**New v.p.'s:** **R. E. Anderson** to Esty . . . **Robert W. Dundas, Jr.**, manager of the Houston office, at Erwin Wasey, Ruthrauff & Ryan . . . **William H. Weed** at Ogilvy, Benson & Mather.

**PEOPLE ON THE MOVE:** **H. Earl Clawson** to director of merchandising and account executive at Robert M. Gamble, Jr., Inc. . . . **John C. Martin** to account executive at D. P. Brother, Detroit . . . **Frank Naishstein** to production manager, **Tom Ford** to production assistant, **Arnold Levinson** to the media department and **Richard Standridge** to commercial producer at Wermen & Schorr . . . **Jere B. Chamberlin** to tv producer and **Michael J. Sheets** to account executive at Gardner . . . **G. Barnes Stevenson** to associate media director for print at Gray & Rogers

. . . **Frank William Crane** to western manager of Broadcast Clearing House, in charge of opening the new Los Angeles office on 15 September. . . . **John C. Savage** to senior account executive at Norman, Craig & Kummel, from Foote, Cone & Belding . . . **Erwin D. Swann** from Warwick & Legler to vice president of advertising at Revlon . . . **James Rayen**, vice president and account supervisor at Ted Bates, has resigned from the agency to move to Tucson.

**Obit:** **John Benson**, former president of the 4 A's and leading advertising executive for many years, died on 23 August.

## Associations

In a move to enlighten the public on the role of the broadcast industry, the NAB has put together a speakers' directory.

The booklet, entitled "If you Need a Speaker," contains the names of prominent broadcasters who have volunteered to represent the industry at meetings of interested groups. There is no charge for their service.

All those listed are affiliated with stations or networks which are members of NAB.

## Tv Stations

Spot tv gross time billings jumped 17% in the second quarter of this year over the like 1961 period.

According to TVB, total billings for the quarter were \$189,433,000 against \$160,599,000 last year.

A breakdown of expenditures showed the biggest increase in early evening time, which rose from billings of \$34,773,000 last year to \$44,794,000 this quarter.

In terms of type of activity, announcements remained the favorite category and also showed the biggest increase, jumping from \$121,831,000 in 1961 to \$153,753,000.

Four stations in Kansas have banded together to form a regional network which will also be affiliated with CBS TV.

Involved are: KTVH, Wichita-

Hutchinson, KTVC, Ensign, KAYS-TV, Hays, and KWHT-TV, Goodland.

Network coverage will include 66 Kansas counties, 6 Colorado counties, three Oklahoma counties and two counties in Texas for a total of 77 counties.

Blair Tv Associates will rep the Kansas Broadcasting System nationally.

**Gene Wilkin, general manager c. WGAN-TV, Portland, Me.,** thinks that if some of the more voluble critics of tv had their way the viewer would be denied the freedom of program choice.

Wilkin said so in a talk before the Sanford, Me., Kiwanis Club. He preferred, he told the club, "responsible individualism," which he described as the "happy marriage of enterprise, initiative, and action for the common good."

Another step has been made in the campaign to break down the barriers against broadcast coverage of Senate proceedings.

This latest comes from Sen. Jacob K. Javits (R-N.Y.), who introduced a resolution which would give the Senate Rules Committee authority to allow broadcast coverage of Senate proceedings.

There's an attractive brochure called "Special!" being circulated by the tv stations division of CBS TV which documents public service efforts by the five stations.

The pictorial review of programs points out the importance, in addition to rating points, of the stations' image in the local community.

**Business note:** A one-day meeting of the five program directors of the CBS TV o&o's devoted to the discussion of plans for the "Repertoire Workshop" will be held at New York's St. Regis Hotel on 13 September.

**Social note:** Twenty-one radio and tv broadcasters from around the world, in Washington, D. C. to participate in the 1962 International Broadcast Seminar, were the guests of The

Broadcasters Club of Washington at reception and buffet on 30 August.

**PEOPLE ON THE MOVE:** Walter J. Rothschild from manager of WTAD, Quincy, and KHQA-TV, Hannibal, to president and general manager of Lee Radio and Tv . . . Gordon Grant to account executive at WABC-TV, New York . . . Penny McCausland to promotion staff at WFLA-TV, Tampa. Petersburg . . . Frederick M. Espy to sales service coordinator at WLWD, Dayton . . . Dan W. Shields from tv executive with NAB to executive assistant to the president of the Steinman Stations, Lancaster, Pa. . . Harry Moses to director of promotion and advertising at WTTG-TV, Washington, D. C. . . L. Walton Smith to manager of promotion and public relations for WOKR, Rochester. . . George U. Lyons to general sales manager of WJW-TV, Cleveland . . . Jack Trustman to promotion manager of KOLD-TV, Tucson.

## Radio Stations

The baraban stations point out that they have become the breeding ground for quite a number of radio's emerging personalities and executives.

Among the prominent alumni: Dick Clayton, now at WINS, New York; Gary Owens, now at KFVB, Los Angeles; Roger Barkley, now program director at KLAC, Los Angeles; Dan Ingram and Sam Holman, both at WABC, New York; Jack Carney now at KFSO, San Francisco; and Mort Crowley and Clark Weber, at WLS, Chicago.

ideas at work:

WMT, Cedar Rapids, is holding a Gold Rush contest and is presenting gold shovels to its weekly winners (each of the station's sponsors selects a winner from its registrants). At "dig off" time, every gold rush winner will go to his assigned plot on a field and dig for his prize.

KXOL, Fort Worth, locked up one of its disc jockeys in a zoo cage to promote interest in the UA movie, "Bird Man of Alcatraz," scheduled to be shown at a local theater.

Children busy throwing snowballs last month were participating in a WEBB, Baltimore, Summer Snowball Jamboree. The snowballs had been kept in storage since last winter when the station had paid youngsters a penny a piece for all the snowballs they could make.

Winner of a current KHJ, Los Angeles, contest might be the best-dressed radio listener on the west coast. Prize of the giveaway, run in conjunction with Bullocks Department store, Reader's Digest and D'Arcy: a chance to spend \$1,000 at Bullock's and lunch at the Brown Derby with station personality Walter O'Keefe.

**Here and there:** A new Dick Clark Show, individually produced to fit the programing needs of the franchised station, will soon be available. The two-hour radio show will be produced and distributed by Dick Clark Radio Productions and Mars Broadcasting, Inc. of Stamford, Conn. . . WNEW, New York, has some data to document the audience-

drawing power of radio: in response to an announcement made on the air by William B. Williams that he would take three couples (selected by drawing) to Atlantic City for an evening with Frank Sinatra at the "500" Club, some 44,000 post cards came in within two days. . . Newest subscriber to Pulse "face-to-face" audience research is J. Walter Thompson.

**PEOPLE ON THE MOVE:** Howard W. Meagle to general sales manager of WWVA, Wheeling, replacing Andrew F. Hofmann who resigned . . . William A. Meyer to sales promotion director of WIP, Philadelphia, replacing Arnold Katinsky who was appointed promotion director of Metro Broadcast Sales, New York . . . Arthur Weill to WABC, New York as account executive . . . Gordon Hinkley to assistant program manager for WTMJ, Milwaukee . . . Chuck Breece to program executive and disc jockey at WAVI, Dayton, from WFBM, Indianapolis . . . Fred Webb, national sales manager for all Wal-

# SPEAK UP

KFMB RADIO is your big voice in the better part of Southern California. According to Pulse and Nielsen KFMB delivers more adult audience morning and evening than any other station!

## KFMB RADIO

### SAN DIEGO



Symbol of Service

Transcontinent Television Corporation

IN TELEVISION WOR TV BUFFALO WOP TV KANSAS CITY KFMB TV SAN DIEGO KFNO TV BAKERSFIELD WNEP TV SCRANTON WILKS BARRE



IN RADIO WLB A WLN WJW BUFFALO WYAT A WYAT TV KANSAS CITY KFMB TV SAN DIEGO WYAT A WYAT TV CLEVELAND

380 MADISON AVENUE • NEW YORK 17, NEW YORK



ton Radio stations, to take charge of the southeastern area . . . **Joel Yowell** to sales manager for KRYS, Corpus Christi, from KGBT (TV & AM), Harlingen . . . **Lee C. Hanson** to general sales manager of WSAI (AM & FM), Cincinnati, from MacManus, John & Adams, Michigan . . . **Thomas C. Flynn** to general manager of KBEE, Modesto, from KERN, Bakersfield, where he'll be replaced by **James Thompson** . . . **Peggy Fisher** to sales promotion director of KMPC, Los Angeles . . . **Dick Bassinger** and **Sue Spence** to account executives at WFNL, Augusta . . . **Robert J. Pivec** and **Walter T. Smith** to account executives at WFBR, Baltimore . . . **Thom Robertson** to sales manager for WMEX, Boston . . . **George R. Titus** to director of sales development of WTOP, Washington, D. C. . . **Richard Newton** to director of public relations at WIND, Chicago . . . **Harry H. Averill** has resigned as national sales director of the Bartell group. . . . **H. Stillwell Brown** to regional manager of QXR Network . . . **Paul Brenner** to program director, **Sid Sirulnik** to operations director, and **Norman Roslin** to director of music at WJRZ, Newark.

**Kudos:** **Nathan Safir**, vice president and general manager of KCOR, San Antonio, has been appointed to the Foreign Relations Committee of the San Antonio Chamber of Commerce.

**Retirement:** **E. B. (Ward) Landon**, studio engineering supervisor for KDKA, Pittsburgh, retired from the station on 31 August. He joined KDKA in 1921 when radio was in its infancy.

## Networks

**ABC TV has picked up three additional primary affiliates, all new stations about to sign on the air.**

First to debut will be WLOX-TV, Biloxi, Miss., which begins broadcasting a week from today as the city's only tv station.

On 1 November, WIIM-TV, the new third station in Grand Rapids joins the ABC TV lineup and finally, the third Providence, R. I. outlet, WTEV,

joins the network on its kick-off date, 1 January.

A few weeks previous, the network added primary affiliates in Rochester, N. Y., and Syracuse, N. Y.

**TV sales:** **Kemper Insurance** will sponsor the "ABC Evening Report" one night a week, on alternate Wednesdays and Fridays, starting 1/ October . . . Participations on NBC TV's new full-hour series for children, "Exploring," to **Kraft Foods** . . . **Bulova (SSC&B)** will participate in nine ABC TV nighttime programs as part of a special two-month campaign through November and December.

**Across the border:** "The Garry Moore Show" will be seen throughout Canada this coming season on the **CBC** network, compliments of **Kraft Foods Ltd.** (Needham, Louis & Brorby of Canada Ltd.).

**PEOPLE ON THE MOVE:** **Arthur Platzman** to sales presentation writer for ABC TV . . . **Robert T. Goldman** to assistant to the president of ABC TV o&os . . . **Alfred Di Giovanni** to account executive in the CBS TV sales department . . . **Lawrence K. Grossman** to director, national advertising and promotion of NBC.

## Representatives

**Here's a mental note from the John E. Pearson Co.: stations are guilty of too-common a psychological error in relation to rate structures.**

A review of spot package plans and discount structures suggests, says the rep firm, that broadcasters mentally write off weekends as a hopeless commercial case. The analyst points to package rates based on multiples of five and discount structures based on six.

Pearson's prognosis: it might take some convincing to divert time-buyers from habitual thinking patterns on this score but some good therapy would be the development of spot packages on the basis of multiples of seven.

**Rep appointments:** **WGES**, Chicago to **H-R** for national sales . . . **WKMI**, Kalamazoo, to **Meeker Company** for national sales . . . **WTEV**, Providence to **H-R Television** for national sales . . . **WGHQ**, Kingston to **Mort Bassett & Co.** as special representative national sales.

## Film

**Ziv-UA** has renewed for the second year a special campaign with **Hartz Mountain Products (George H. Hartman)**.

As last year, the contract is for the top 11 markets in the country. Depending on the client's budget, one or two pre-selected Ziv-UA programs will be telecast in each market starting October.

Already renewed for a second year are **WPIX**, New York, **KDKA-TV**, Pittsburgh, and **WHDH-TV**, Boston.

**Sales:** **Allied Artists TV's** Cavalcade of the 60's—Group II Features to **WHEN-TV**, Syracuse, **KGUN-TV**, Tucson, **WPRO-TV**, Providence, **WOKR-TV**, Rochester, **WSAV-TV**, Savannah . . . **ITC's** new documentary series, "Sea War," to **WPIX**, New York, for a 6 September start.

**PEOPLE ON THE MOVE:** **William P. Andrews**, who has been handling roving sales assignments from Warner Bros. television division offices in New York, to western district sales manager . . . **Selwyn (Sully) Ginsler** to Canadian sales director for Seven Arts Production Ltd. . . . **Walt Nielson** returns to Dallas to head an expanded Custom Commercial department at Commercial Recording . . . **Leonard Lightstone** to executive president of Embassy Pictures Corp. . . . **Lester Tobias** from Seven Arts' Los Angeles sales division to the New York home office and **Alden Adolph** to western division account executive . . . **George C. Dietrich, Jr.** to account executive for the western division for NTA.

## Public Service

**WCCC (AM & FM), Hartford** is busy aiding listeners who want to check

### their Social Security accounts.

Those who write to the station for verification of earnings, receive forms from the local social security office, which enable them to get complete statements from national headquarters in Baltimore.

### Public service in action:

**KWK**, St. Louis, "Focus: Education" salutes Missouri colleges and universities at the start of this month. Featured on these 30-minute shows are comments from alumni and the colleges' presidents, and music by the school's choral groups.

Eighty-six candidates for public office have been given the opportunity to express their views on the **KMO**, Tacoma, show "Political Platform." Each candidate was allowed to submit a statement of 100 words for airing by a station staff announcer or call the news room and record his own statement to be broadcast during a two-week period prior to the elections on 11 September.

**Kudos:** **KRON-TV**, San Francisco, won the gold medal top award for its weekly Bay Region series in the California State Fair competition . . . **Earl Sargent**, farm service director of **KWFT**, Wichita Falls, won the "Oscar in Agriculture" award of the DeKalb Agricultural Association . . . **KMSP-TV**, Minneapolis, was awarded a special citation by the Minnesota Council of Churches for its "Chapel of the Air" . . . **John F. Hurlbut**, president and general manager of **WVMC**, Mt. Carmel, Ill., has been presented with a plaque of appreciation by the school board of Wabash Community for his station's role in publicity for a local bond issue . . . **E. R. Vadeboncoeur**, president of **WSYR-TV**, Syracuse, has been named to the Educational Television Council of Onondaga County . . . **Joe Dolan**, newscaster for **KHJ**, Los Angeles, was honored by the American Cancer Society for aiding the organization on the air and also exposing cancer quackery . . . **Frederick S. Houwink**, vice president and general manager of **WMAL** (AM & TV), Washington, D. C., has been

appointed tv chairman of the 1962-63 United Givers Fund Campaign for Washington, D. C. . . . **WWJ-TV**, Detroit, "Weekend" and "Michigan Outdoors" were honored by the Michigan Tourists Council for promoting the use of the state's recreational facilities . . . **Taft Broadcasting** received the United States Treasury's highest performance award for its role in the Freedom Bond Drive . . . **WHEC** (AM & FM), Rochester, was a recipient of the U. S. Treasury's Savings Bonds award.

## Station Transactions

**WGAL Television**, wholly-owned subsidiary of the Steinman operation, publisher and broadcaster, has agreed to purchase **KOAT-TV**, Albuquerque, and **KVOA-TV**, Tucson, from **Alvarado Television** for \$3,250,000.

Alvarado is headed by **Clinton D. McKinnon**, president and 40% stockholder. Other stockholders, each selling his 20% interest to Steinman, are **Arthur A. Desser**, **Harold B. Garfield**, and **Bernard Weinberg**.

**Clair McCollough**, president and general manager of **WGAL Television** and **NAB Board Chairman**, will supervise the new operations through resident managers.

The transaction, subject to FCC

approval and handled by **Blackburn**, gives **Steinman** three vhf and six am stations.

**Power increase sought:** **WBT** (FM), Charlotte, has applied for permission from the FCC to increase its maximum power to 100 kw. The station, which signed on the air 15 August, is currently operating at 4.3 kw.

**New tower:** **KTVH**, Wichita-Hutchinson, will construct a new 1503 foot tv transmitting tower in addition to a new transmitting plant, which will provide up to three times greater signal strength in the present viewing area and facilitate expanded coverage as well.

## Equipment

The **EIA** has presented the **FCC** with industry recommendations for minimum technical standards for all-channel tv sets.

Among the recommendations:

- The receiver shall be capable of receiving any uhf channel with a noise figure not to exceed 18 db.
- For any given receiver the average of the limits of sensitivity of the uhf channels shall not be more than 8 db below the average of the sensitivity of the vhf channels.

### Outstanding exclusive broadcast properties

Long established full-timer in a top ranking market. Exceptional earnings record and real estate. All cash required, but price includes \$150,000 net quick.

#### NEW ENGLAND

\$350,000

This profitable daytime facility services an important chemical and oil center. Offers a liberal payout after a down payment of 29%.

#### TEXAS

\$225,000

## BLACKBURN & Company, Inc.

RADIO • TV • NEWSPAPER BROKERS  
NEGOTIATIONS • FINANCING • APPRAISALS

#### WASHINGTON, D. C.

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

#### CHICAGO

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

#### ATLANTA

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

#### BEVERLY HILLS

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





# THE TWO FACES OF



# ADVERTISING

It's one of the enigmas of the human mind that most men who sell advertising do not "buy" their own philosophies. They have another face for this occasion.

Tho there are exceptions, of course, (and we number some of them among our clients) the broadcast industry, as a whole, is a perfect case in point. Last year it "sold" over \$2,200,000,000 worth of radio and tv time. It "bought" an estimated 7-million dollars worth of trade paper advertising; an expenditure of about one-third of one percent of total sales. It may have matched that expenditure for local advertising—bringing the grand total up to two-thirds of one percent.

It advocates the concept that industry should allocate three to five percent for promotion but it "buys" about 20% of what it "sells".

We wonder what would happen to the broadcast industry, itself, if other industries used their ratio. Thank Heaven it's not likely.

But more important—we wonder why more broadcasters do not realize that if they can do so well with so little, what an enormous potential there actually is out there—and what successes might be achieved if the industry "really believed" in advertising and allocated the same budget for themselves that they so loudly proclaim for others.

The stakes are a piece of \$10,000,000,000 (ten-billion) more American dollars.



JAY VICTOR & ASSOCIATES, NEWARK, NEW JERSEY



# WHAT ARE YOUR PHOTO REQUIREMENTS?

## "HADIBUTKNOWN"

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

## BAKALAR-COSMO PHOTOGRAPHERS

111 W. 56th St., N.Y.C. 19  
212 CI 6-3476



# Tv and radio NEWSMAKERS



**Joseph J. Bernard** has been appointed general manager of KFVB, Los Angeles. He brings a wealth of experience to this new post, having been in the broadcasting industry for more than 25 years. Formerly, he was vice president and general manager of KTVI, St. Louis. Before that he held such positions as vice president and general manager of WGR (AM & TV), Buffalo, was a member of the board of directors of NAB and of the board of governors of ABC TV Stations Affiliates Association.

**Bert Cowlan** has been named to the new post of director of community relations for WINS, New York. A member of the WBC program board for the past two years, he has produced radio and tv public service and educational programs. Prior to his affiliation with Westinghouse, Cowlan was vice president and general manager of WBAI (FM), New York, from 1958 to 1960. During the preceding 10 years, he worked as a radio actor and announcer for the major networks.



**E. Jonny Graff** has been elected vice president in charge of syndication sales for Independent Television Corp. He comes to his present post from NTA where he was vice president; he directed that company's midwest sales office for five years and in 1959 went to New York to head its feature film division. In 1961 he took over management of WNTA-TV, Newark. Prior to NTA, he was vice president and sales manager for Snader Telescriptions and program and production head of WBKB-TV, Chicago.

**George W. Givens** is the new radio-tv director at Daniel F. Sullivan, Boston; he will also serve as a member of the agency's plans board. In 1947 he was affiliated with WGY and WRGB-TV, both in Schenectady; the following year he was named promotion manager for these stations. Joining KYW, Philadelphia two years later, he was responsible for establishing the first network of stations comprised solely of the Westinghouse outlets. He transferred to WBZ, Boston in 1957.



## The seller's viewpoint

*"The presentation of local, live sports activities, especially bowling, is not only wholesome and thoroughly in the public interest, but can be exceedingly popular and commercially successful programming," says Bert Claster, Claster, who perhaps is best known as creator and producer of "Romper Room," which is syndicated live to cities in the United States, Canada and Puerto Rico, has long been an outstanding advocate of local live television. Lesser known perhaps, but equally strong, is his devotion to sports, especially bowling.*



### Local live sports can be an answer to programming problems

Most station men that I speak to would infinitely prefer to program local live material than film shows which come out of cans. There's nothing like local live programming to provide the station with true community integration, they agree. Local live enables the station to participate in the daily lives of the station's viewers; it involves the station more intimately with viewer activities. Local live programs often may be formally classified as public service. Most offer tangible community benefits.

However, many station men that I speak to believe that most often syndicated and network film shows get higher ratings and more sponsors than local live offerings. This may be true, generally speaking, but there are some very notable exceptions.

In my observation, local live shows can oftentimes outdraw every other show in the market when tv utilizes the following: 1) local identification and community interest; and 2) entertainment values in which some type of skill and suspense are involved; and 3) a skill both men and women are familiar with through personal participation. Most sports shows meet the first two requirements, but do not fulfill the third. Local bowling shows, more than any other type of participation, seem to best fit this requirement.

On my experience, local live bowling shows can provide high rated, commercially successful programming, which, in addition, can build up the station's image as a community leader. There are many reasons for this. Presently, more than 23 million Americans think, talk, live and dream bowling. Bowlers spent ten times as much on their favorite sport as was collected by major league baseball in gate receipts. Bowling now involves men, women and children of all ages. No one is too young or too old to enjoy bowling, and it is the one sport that holds interest from childhood, through youth, through the middle and older ages.

Baltimore has always been a major sports center and a hot bed of bowling. One of the first local live bowling shows was *Duck Pins and Dollars*, which was sponsored by Gunther Brewing Company for seven years on WBAL. This show has now gone down in history, but the same station has programmed *Strikes 'n Spires* for the past five consecutive years. During this entire period, it has been sponsored without break—not even for a summer hiatus—by the National Brewing Company. The half-hour weekly show (Thursdays at 3:00 p.m.) generally leads its time period, and ratings of 25 are not unusual.

*Pin Busters*, a bowling show which features small fry and teenage competitors, has also been on the air for five years. This show is now seen in 23 major markets. Although its format is syndicated, it is truly local live in each city. This show, too, takes the measure of its competition. In Baltimore where there is a waiting list of sponsors, it is generally first, or a close second, in its 6:15 to 7:15 p.m. time slot, often achieving ratings as high as 22.6. On KREM-TV Spokane, the show hit a 25.4 in its Saturday 7:00-8:00 p.m. slot. An unusual phenomenon of this show is that although its competitors are from 10 to 13 years old, there is a 67% adult share of audience, nationally, and the show has met with intense sponsor interest.

What do station managers think? Seven stations across the country have found it profitable to make complete installations of Brunswick bowling lanes on the studio premises.

The bowling industry itself recognizes the contribution of local live tv bowling to building the sport. Edmund F. Hoew, executive vice president of Fair Lanes, Inc., the largest chain of bowling centers in the world, says: "The tv show *Pin Busters* has played an important role in the development of the junior bowling program." ■



# SPONSOR SPEAKS

## Let's do something about radio data

With this issue we are presenting (page 31) part two of a special feature on "Where Are Radio's Sales Figures?"

If you have read this study carefully, and we urge that every friend of radio do so, we're certain you have come to the same conclusions we have: 1) spot radio is being shockingly penalized by the lack of adequate data on sales by markets, industries, companies, and brands, and 2) action is needed now to correct this unhappy situation.

Radio's data problem is not easy to solve. But it is by no means unsolvable. As our story this week clearly shows, there are existing organizations which could be employed to take over radio's fact-gathering job. And the expense would be less than is generally imagined.

Undoubtedly the project should be started in a modest and realistic way, and refinements worked out as progress is made. But what's needed most of all is a *start*.

We call on the RAB, the SRA, and the NAB to put this matter on their agendas immediately.

SPONSOR stands ready to help in every possible way. We will be glad to consult with radio leaders, to offer suggestions, based on our knowledge of the field, and assist in publicizing a vigorous industry effort.

But we repeat—what radio needs is action and action now. Let's get going before it is too late.

## SPONSOR'S new fall dress

Next week you'll see some changes in SPONSOR—changes in style, format, type-faces, and design. We think you're going to like them.

Our purpose in making these changes is not to engage in a lot of nonsensical razzle-dazzle, and hoopla window dressing. On the contrary, the changes are designed solely to make SPONSOR even crisper, brighter, and easier to read.

You'll see the same popular features, departments, columns and other popular SPONSOR items, dressed up in a new fall outfit which we think has style, class, and youthful vigor.

Come Labor Day, it always makes sense to smarten up, brighten up and get ready for the new season.

That's what we're doing. See you next week.

## 10-SECOND SPOTS

**Eau de vic:** About two weeks ago, at the conclusion of Jackie Gleason's country-wide tour in a private railroad car, CBS threw a party for The Great One in the basement of Toots Shor's saloon to herald the comedian's new fall tv show on the network. Many of the guests were advertising men and executives of companies which will sponsor the show. Toward the shank of the evening, two of the former group were overheard at the bar discussing how well Gleason looked, considering the rigorous aspects of the trip.

"That's not surprising," one said. "He told me he was getting blood transfusions everyday."

"Transfusions?" questioned the other. "What's his blood type?"

"VO." was the snapper.

**Duty:** Phil Stone of CHUM radio, Toronto, says he favors lifeguards who are in the swim of things.

**Mistaken identity:** Jack Sterling, on his WCBS radio program, recently told about the grizzly bear which escaped from a zoo and wandered into a local tavern. Nobody in the place seemed to notice very much until one of the customers, getting into a very friendly mood, put his arm around the bear's shoulder. At this, the bear became annoyed and proceeded to pick the gent up and throw him right through the door and into the street. The gny picked himself up and mumbled:

"Boy, you give some dames a fur coat and they think they own the world."

**Television:** Our correspondent in West Germany reveals that detective shows are becoming more and more popular there. The latest of these private eye programs, he discloses, is set in southern Bavaria and is named for the hero: *Danke Shayne*.

**The end:** An office romance, which had been blooming at a certain network, came to an end the night of the Gleason party. The gny was supposed to meet the gal there, but he never showed up. On Monday morning he began to apologize to her.

"Oh!" she oh'd, "weren't you there?"

**WMAL-TV**  
TV NEWS LEADER IN  
THE NATION'S CAPITAL  
INAUGURATES A NEW  
CONCEPT IN TELEVISION  
NEWS PROGRAMMING  
FOR WASHINGTON

# “THE EVENING REPORT”

**6:30 TO 7:30 PM**  
**MONDAY THRU FRIDAY**

A complete hour-long report of all the day's news, compiled by Washington's largest, most experienced and best equipped local radio-television News staff. Its facilities include 6 radio-camera equipped Newswagons, the city's only News Helicopter, 2 World-wide News services, a high-speed film laboratory and Washington's first mobile VTR unit (in operation next month), plus the ABC World-wide News staff.

6:30-6:45 PM—ABC Evening Report

6:45-6:50 PM—Backstage

6:50-6:55 PM—Business News

6:55-7:00 PM—Sports

7:00-7:15 PM—Area Round-up News  
D. C., Md., & Va.

7:15-7:25 PM—Capitol Report

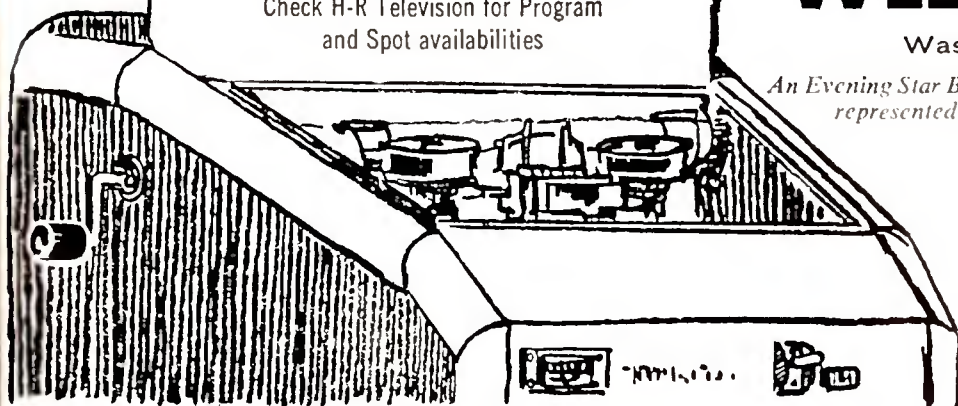
7:25-7:30 PM—Weather

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Washington, D. C.

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with America's top negro personalities,  
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