

RECEIVED

OCT 2 1962

SPONSOR

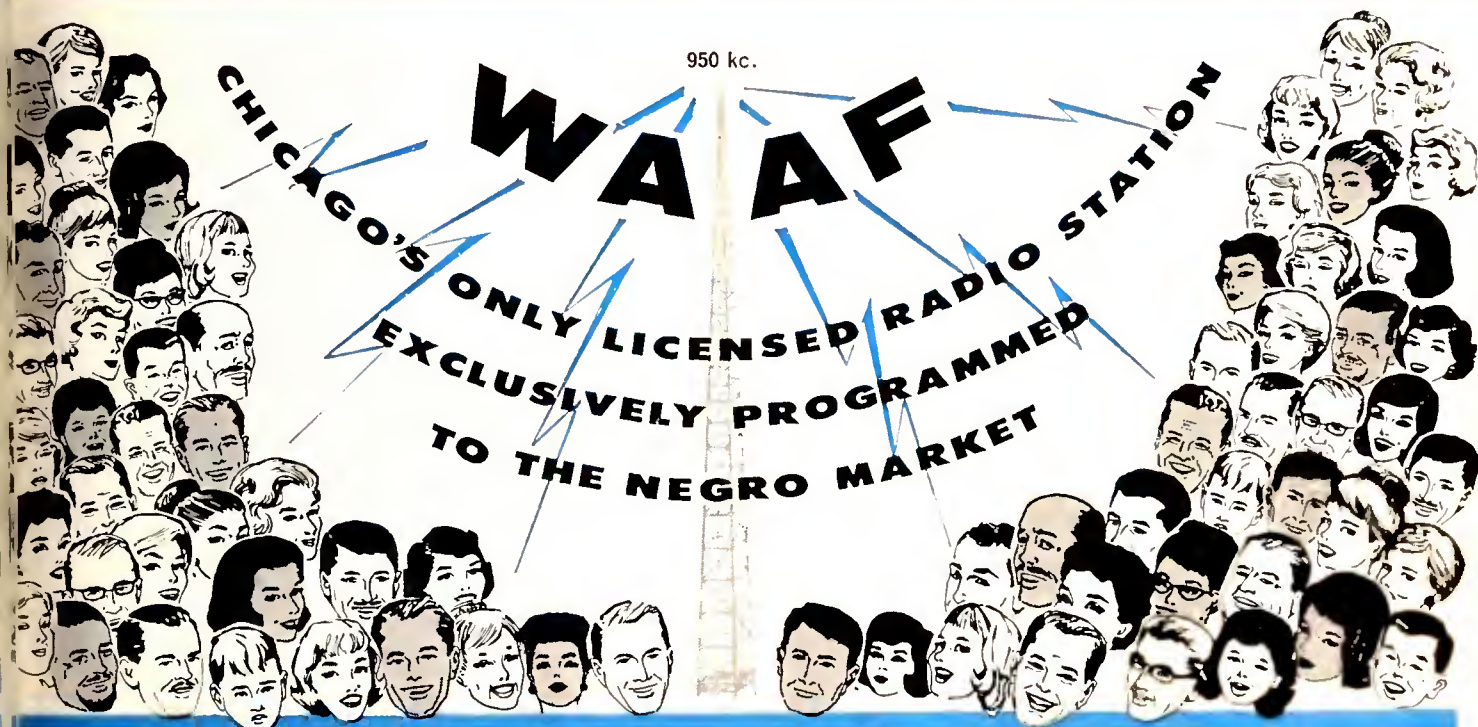
THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

22 OCTOBER 1962—40c a copy / \$8 a year

Part 1 of 2 Parts

**BRIGHT NEW
'YOUTH KICK'
ON TV** p. 27

**Radio proposal to
keep new car
sales up** p. 37



Chicago's Negro Community

NOW more than **25%** of the city's population!

*"1 out of every 4 people in Chicago depend on **WAAF**... for Music, News, Public Service Information, and, most important, Where and What to buy."*

THOMAS L. DAVIS
General Manager, WAAF

Some of WAAF's advertisers:

Gallo Wine, Drewry's Beer, Schlitz Beer, Budweiser Beer, Meister Brau Beer, Swift & Co., Wonder Bread, Jay's Potato Chips, Ward Baking Co., Gillette, Milnot, Pepsi-Cola, Coca-Cola, Chesterfield, Herbert Tareyton, P. Lorillard Tobacco Co., L&M, Philip Morris, Carnation Milk, and others.

Represented nationally by **THE bolling co.** in 14 major cities.

Always the Winner In the Central New York Market!

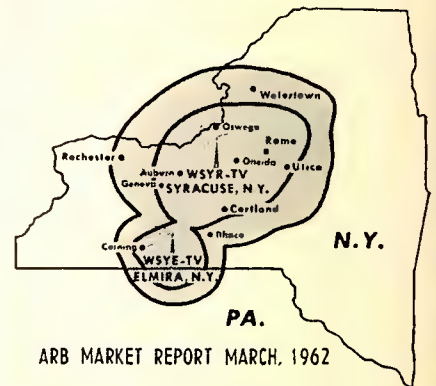


There's no beating the best. It isn't as if nobody tried. Competition is keen—and, to give credit where it's due, competitive programming often merits real praise.

But when you consider that the programming service of WSYR-TV is under the direction of executive personnel with an average of 19 years broadcasting experience right here in Central New York, a top talent staff with an understanding of its job and its audience, and a firmly established tradition of being several laps ahead of the field—staying ahead comes kind of naturally.

WSYR-TV does work at it, however, steadily and conscientiously. The results speak for themselves.

Delivers 50%^{*}
more homes
than Station "B"



ARB MARKET REPORT MARCH, 1962

Get the Full Story from
HARRINGTON, RIGHTER
& PARSONS

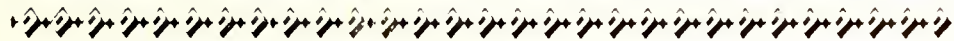
WSYR • TV

NBC
Affiliate

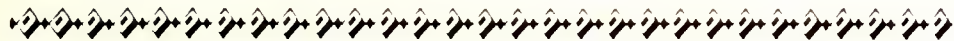


Channel 3 • SYRACUSE, N. Y. • 100 KW
Plus WSYE-TV channel 18 ELMIRA, N. Y.

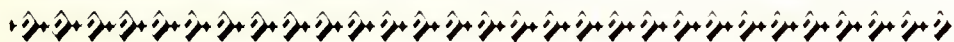
AN \$80,000 SALE



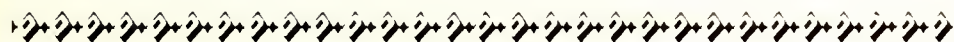
PULLING POWER-SELLING POWER OF WPEN DEMONSTRATED IN AMAZING RESPONSE TO . . . "HAWAIIAN HOLIDAY"



Outsells all other stations . . . and in less time, too . . .

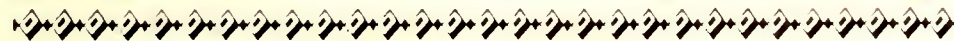


If ever we had proof of our own strength, this Hawaiian Vacation promotion was it. In quantity, in quality. Here was action. Fast action. An \$80,000 sale, outpulling, outselling every other radio station in town — and in less time. Customers are customers, whether they buy Hawaiian vacations or packaged goods. You'll find more of them and in a better buying mood on WPEN.



IF YOU HAVE A PRODUCT TO SELL YOU'LL BE INTERESTED IN THESE STATISTICS OF THE HAWAIIAN HOLIDAY

1,000 inquiries were received in the first 28 days. Within 45 days, the Travel Agency received 45 deposits . . . a month later a Northwest jet took off with a pay load of 100 passengers . . . cost of the tour was \$800 per person . . . average conversion of inquiry for a trip of this nature is 1%. The WPEN conversion was 10% . . . each guest spent \$400 over and above the cost of the trip on luxuries and extra services, more than any other group ever handled by the Travel Agency.



*It's obvious . . . if you're thinking
of selling Philadelphia, start
where the selling is easy . . . on*

WPEN

PHILADELPHIA

Represented nationally by AM Radio Sales Company

QUALITY

WAPI-TV	BIRMINGHAM	... <i>The Birmingham News</i>	NBC
WBEN-TV	...	BUFFALO	... <i>The Buffalo Evening News</i>	CBS
WJRT	FLINT	... <i>Goodwill Stations, Inc.</i>	ABC
WFMY-TV	GREENSBORO	... <i>Greensboro News Company</i>	CBS
WTPA	HARRISBURG	... <i>Harrisburg Patriot</i>	ABC
WTIC-TV	HARTFORD	... <i>Travelers Broadcasting Service Corp.</i>	CBS
WJAC-TV	JOHNSTOWN	... <i>The Johnstown Tribune-Democrat</i>	NBC
WATE-TV	KNOXVILLE	... <i>Wate, Inc.</i>	NBC
WHAS-TV	LOUISVILLE	... <i>The Courier-Journal and Louisville Times</i>	CBS
WCKT	MIAMI	... <i>Biscayne Television Corp.</i>	NBC
WTMJ-TV	MILWAUKEE	... <i>The Milwaukee Journal</i>	NBC
WMTW-TV	MT. WASHINGTON	... <i>Mount Washington TV, Inc.</i>	ABC
KETV	OMAHA	... <i>World-Herald Corporation</i>	ABC
KOIN-TV	PORTLAND, OREGON	... <i>Mount Hood Radio & Television Corp.</i> ...	CBS
WRVA-TV	RICHMOND	... <i>Richmond Television Corporation</i>	ABC
KSLA-TV	SHREVEPORT	... <i>The Shreveport Journal</i>	CBS
WSYR-TV	SYRACUSE	... <i>Syracuse Herald Journal — Post Standard</i>	NBC

SERVICE

HARRINGTON, RIGHTER & PARSONS, INC.

SPONSOR-WEEK / News P. 11

Top of the News p. 11, 12 / Agencies p. 62 / Advertisers p. 62 / Associations p. 65 / Tv Stations p. 65 / Radio Stations p. 67 / Networks p. 69 / Representatives p. 69 / Film p. 69 / Public Service p. 71 / Equipment p. 71

SPONSOR-SCOPE / Behind the news P. 19**COMMERCIAL COMMENTARY / Insecure adman** P. 24**KEY STORIES**

TV'S BRIGHT NEW 'YOUTH KICK' Heavy concentration on the young adult market. Ford Motors leading the way with *Lively Ones* and American Motors with *Young American*. P. 27

GEORGE STORER: PIONEER EXTRAORDINARY How George B. Storer, Pulse's "Man of the Year," gave up oil and set aside steel to become one of the country's most influential broadcasters. P. 30

WHAT THE PUBLIC PAYS FOR ADVERTISING The man in the street pays for advertising in the end, says one agency man, who computes what the bill is per year and per hour of tv viewing. P. 32

CLIENT PLAQUE SURPRISES AGENCY / N.A.I.A. (National Association of Insurance Agents) honors Doremus & Co. for its "outstanding services" on behalf of its 34,000 agent-members in 1962. P. 33

A BRECK SWITCH: TV SURPASSES PRINT / For the first time, well-known print advertiser John H. Breck, Inc. spends biggest share of budget in tv. Drops specials for weekly. P. 34

AUTOS: WHY SPOT RADIO CAN HELP With 1963 lines showing many new models, increasing competitive pressure is being felt. Adam Young recommends spot radio campaign. P. 37

SPOT SCOPE / Developments in tv/radio spot P. 73**TIMEBUYER'S CORNER / Inside the agencies** P. 42**WASHINGTON WEEK / FCC, FTC and Congress** P. 55**SPONSOR HEARS / Trade trends and talk** P. 56**DEPARTMENTS** 555 Fifth p. 6 / 4-Week Calendar p. 6 / Radio/Tv Newsmakers p. 66 Seller's Viewpoint p. 72

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HOOPER CLOCKS SENSATIONAL

K S O

RATING SPURT!

**NOW TIED FOR 1st!**

It had to happen! Unique new programming vigor has pushed up KSO neck and neck with Des Moines' longtime top-rater Station 'R.' The new look in Des Moines radio—KSO 30.7, Station 'R' 30.5, Station 'I' 17.9.

That's a 56 per cent gain for KSO since the previous Hooper, versus a 13% slide for Station 'R' and a 14% slide for Station 'I.'

Computed from Hooper Share of Audience, Mon. thru Fri., 7 a.m. 6 p.m.—July-August 1962.

DES MOINES and CENTRAL IOWA

KSO

RADIO ON THE GO!

LARRY BENTSON President
FRANK MCGIVERN Gen. Mgr.
JOE FLOYD Vice-Pres.

Represented by H-R

MIDCO

Midcontinent Broadcasting Group

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

FM RADIO MEASUREMENT

Leave it to CBS with their sensitive noses to be among the first to smell smoke and begin shouting fire.

Mr. George Arnold of CBS in his letter to you (SPONSOR, 8 October) suggests really not CBS' concern with the numerical number of fm sets nationally, or in Los Angeles, but actually with the loss of some national radio dollars that have found their way into fm radio in Los Angeles and other CBS markets. Dollars that historically have been strictly the private property of an radio—much of it through simple default.

Regards national business, fm radio's chief competition today is an radio. The am radio broadcasters are waking up to this fact. Now it is time the fm radio broadcasters did too.—**ART SAKELSON**, president, F. M. Group Sales, New York.

ADMAN'S JOB REPORTS

Regarding the article in your 8 October issue, "Situation Wanted: Advertising Man," you might be interested to know that since Au-

gust, working in cooperation with Jerry Fields Associates of New York City, WICC, Fairfield, Conn., has been featuring Monday through Saturday 'Adman's Job Reports.'

With a 600 kc signal that blankets Madison Avenue's Southern Connecticut-Long Island dormitories, WICC presents this one-minute public service feature twice each morning, Monday through Friday between 6:30 and 7:00 and between 7:00 and 7:30.. The reports featuring the telephone-taped voice of Jerry Fields are heard several hours later on Saturdays.

On each report, Fields usually outlines two outstanding job opportunities mentioning qualifications expected and salary.

This is reaching the admen in their hometowns. It is too early to gauge the success of these reports. We do know they have caused a good deal of conversation, including this dialogue related by one Westport commuter:

"Commuter (grimly examining contents of coffee cup): Hmmmrf.

Wife (as WICC ad job report ends): You hear *that!* And don't come home without the job!"—**JOHN E. METTS**, vice president, Connecticut-New York Broadcasters, Inc.

JOB WELL DONE

I have read your article "Insurance: Why Radio Can Help" (1 October) with great interest.

I want to congratulate your magazine and also the John Blair & Co. for a job well done.

Please forward 20 reprints.—**JAMES P. ARCARA**, sales manager, WKBW, Buffalo.

Congratulations on the fine article "Insurance: Why Radio Can Help," in the 1 October issue of SPONSOR.

The selling ideas expressed in this article are the finest I've seen *anywhere* on the subject.

Congratulations on your fine magazine.—**RALPH MELLON**, general manager, WCAT, Orange, Mass.

BENEFICIAL ON RADIO

Just returned from hardly a vacation, but delighted to be back. In catching up on "trade" activities, I note with interest the article "Beneficial Uses 'Parade Psychology'" in the 17 September issue of SPONSOR.

We are delighted with it. Also we would appreciate it if you would pass the word to your reprint department that we would like 500 reprints of the article as soon as possible.—**FRANCES B. O'BRIEN**, Phil Davis Musical Enterprises, New York.

A REGULAR BASIS

In *Sponsor Hears* of your 1 October issue you state that *The Saturday Evening Post* hasn't used radio on anything approximate to a regular basis since April.

I would just like to point out that we have been using radio spots every week in the top ten markets of the United States for over six months.

That, I would think, would be considered a regular basis.—**CLIFFORD S. SUTTER**, vice president, BBDO, New York

• Reps relate that the only extent of the *Saturday Evening Post's* activity has been to buy a few radio spots in a market mentioned by an article in a current issue.

4-WEEK CALENDAR

OCTOBER

National Assn. of Broadcasters fall conferences: 22-23, Edgewater Beach Hotel, Chicago; 25-26, Statler-Hilton, Washington, D. C.

American Assn. of Advertising Agencies western region convention: 20-25, Hilton Hawaiian Village, Honolulu, Hawaii.

National Assn. of Educational Broadcasters 1962 annual convention: 21-25, Hotel Benjamin Franklin, Philadelphia.

American Women in Radio and Television west central area conference: 26-28, New Center for Continuing Education, University of Nebraska, Lincoln.

Broadcasters' Promotion Assn. annual convention: 28-30, Holiday Inn Central, Dallas.

International Radio and Television Society time buying and selling seminar: be-

gins 30, CBS Radio, New York.

ABC International Television breakfast meeting featuring visualscope report on tv development: 31, Americana Hotel, New York.

NOVEMBER

American Assn. of Advertising Agencies east central regional meeting: 1, Statler-Hilton, Detroit; eastern annual conference: 13-14, Americana Hotel, New York.

National Assn. of Broadcasters fall conferences: 8-9, Sheraton-Dallas Hotel, Dallas; 12-13, Muchlebach Hotel, Kansas City, Mo.; 15-16, Brown Palace Hotel, Denver; 19-20, Sheraton-Portland Hotel, Portland, Ore.

Assn. of National Advertisers annual meeting: 8-10, Homestead, Hot Springs, Va.

Television Bureau of Advertising annual meeting: 14-16, Waldorf Astoria Hotel, New York.



BEST BUY! THESE THREE HOUR SHOWS

MGM



TELEVISION

MGM Television offers a balanced value in full-hour programming for selective station needs. Adventure, drama, action and mystery. Dozens of top name guest stars. Suited for early evening, weekend and late night schedules. Adaptable for prime presentation and as economical spot carriers. A reasonable investment. The best buys of the hours are from MGM-TV (producer of three current leading network hours on NBC-TV: "Dr. Kildare," "Sam Benedict" and "The Eleventh Hour"). For details and prices in your market contact MGM-TV today.

Markets now playing MGM-TV off-network hours:

Amarillo • Baltimore • Bellingham • Charleston, S. C. • Cincinnati • Dallas Ft. Worth
Decatur • Denver • El Paso • Ft. Wayne • Honolulu • Indianapolis • Las Vegas • Los
Angeles • Louisville • Madison • Miami • Milwaukee • Minneapolis • Mobile • New
Orleans • New York • Phoenix • Portland, D. • Rockford, Ill. • San Francisco
Scranton • Stockton • Terre Haute • Twin Falls • Washington • Wichita

NEW YORK: 1540 BROADWAY, JU 2-2000 • CHICAGO: PRUDENTIAL PLAZA, 467-5756 • CULVER CITY: MGM STUDIOS, UP 0-3311



The Embassy of Iran

His Excellency Hossein Ghods-Nakhai,
Ambassador of Iran to the United States,
in the courtyard of the Embassy . . .
another in the WTOP-TV series
on the Washington diplomatic scene.

WTOP-TV
WASHINGTON, D.C.



REPRESENTED BY TVAR

POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY





Are Radio Surveys Making You See Red

Don't be misled on the big Mid-Michigan market. WILS has been in the No. 1 spot for 7 straight years (Hooper '55-'62). Measure us by any rating service and you'll find WILS dominating. We lead (Jan.-Mar. '62 Hooper) in total audience (in all age groups), all time periods (by as much as 67%). Don't see red; see the '62 Hooper and our rep: Venard, Rintoul & McConnell.

RADIO
WILS
LANSING
1320

Lansing is now 14th in \$ sales per Household



* Stare at the black circle 10 seconds then look at the big red spots beside it. Doesn't this spotty, fast-fading illusion remind you of many of today's radio survey

SPONSOR-WEEK

Top of the news
in tv/radio advertising
22 October 1962

NAB'S COLLINS UNDERLINES OVERPOPULATION PROBLEM

Radio stations will have to find their own solutions to maintaining quality as long as their incomes suffer from the station overpopulation problem, NAB president LeRoy Collins told assembled broadcasters at the second fall conference of the current season in New York last week. Collins also spoke out in behalf of broadcasting's right to cover legislative and judicial proceedings, delivering the keynote address of the regional meeting.

SWEZEY LABELS CODE ATTACKS AS "SPECIOUS NONSENSE"

NAB code authority director Robert D. Swezey last week came to the defense of the NAB radio and tv codes and lashed out at critics who say the codes shackle creativity and cause censorship. He denied the codes had ever "thwarted or impeded any legitimate broadcast effort." He stated that charges to this effect were simply "specious nonsense."

CBS RADIO SPOT SALES INVITES THE COMPETITION IN

Some 40 reps who normally compete with CBS Radio spot sales were invited in recently to hear a presentation of mutual benefit: that as many male listeners can be reached on Saturday and Sunday as during the weekday traffic peaks, according to new Nielsen data.

BRECK TV BUDGET NOW SUPASSES PRINT

Breck (RMCC) and Ayer, long known for its elegant magazine advertising, is now spending 60% of its budget in tv, and has settled into sponsoring a regular show, *Going My Way* on ABC TV, which alone will cost \$3.2 million. (For story, see p. 34.)

MAN BITES DOG: CLIENT HONORS AGENCY

A client with a \$1 million annual budget has expressed its appreciation of its agency by presenting a plaque to recognize the latter's 1962 services. The independent insurance agent's group, NAIA, honored Doremus & Co., agency for the national voluntary advertising fund, now five years old. (For story, see p. 33.)

GRIFFIN SHOE POLISH MOVES AGAIN

Boyle-Midway's \$1 million Griffin shoe polish account, which went from Tatham-Laird to Mogul, Williams & Saylor only last spring, has been shifted again. The new agency: Ted Bates.

FTC DROPS PEPSODENT "TOBACCO STAIN" CASE

Last week the FTC dropped its charges against Lever Brothers and FC&B on alleged deception in a Pepsodent commercial. It was decided that the commercial did not claim that the toothpaste removed accumulated tobacco stains, but only fresh ones. Hence the case was dismissed for insufficient proof.

FORMULA OFFERED FOR STATION VALUES

Radio stations are worth five to six times annual cash flow profits and tv stations are worth 10 to 12 times cash flow profits, according to a formula offered last week in Milwaukee at the meeting of the Institute of Broadcasting Financial Management. The formula was put forth by H. W. "Dutch" Cassill of Blackburn & Co., who noted that station properties are now more valuable than ever before—especially radio stations—thanks to the FCC freeze, renewed advertising interest and other recent favorable factors.

3 COMIC STRIPS TO GO TV

Beetle Bailey, Barney Google, and Krazy Kat will be animated for tv for showing by stations in the fall of 1963. Fifty episodes of each, a total of 150, will be distributed by King Features. Production studio is Paramount.

FCC COMMISSIONER HYDE: THE NEW "GREAT DISSENTER"

It's no secret that FCC Commissioner Rosel Hyde is the one top official in the group most likely to make a plea for laissez-faire. But his pronouncement recently before the Utah Broadcasters Association was his strongest to date. He chided broadcasters for not resisting government direction and lashed out at attempts to hold down the number of radio stations on the grounds it would lead to further encroachment of the freedom of broadcasters. More of the same may be in store, for Hyde's term extends until 1966. (*For more Washington news, see WASHINGTON WEEK, p. 55.*)

SINDLINGER PRELIMS SHOW HIGHER PEAK TRAFFIC RADIO S-I-U

The first of the preliminary Sindlinger radio reports received at ABC Radio tentatively indicate more than twice as high a nationwide radio sets-in-use figure for the peak morning and evening traffic hours than the figures the network received previously when it subscribed to Nielsen. But the first of the official Sindlinger reports won't be ready for about another week.

MORMONS BUY WRUL FOR \$1.75 MILLION

WRUL, New York, the nation's unofficial "Voice of America" and only commercial international shortwave station, has been sold by Metromedia for \$1.75 million to International Educational Broadcasting Corp., a group in which the Mormon Church is the principal stockholder. Station headquarters will be moved to California, but no drastic changes in programming policies are foreseen. Metromedia acquired the station two years ago for about \$1 million. The Mormon Church already owns KSL-AM-TV, Salt Lake City, both affiliated with CBS. James B. Conkling, president of the new IEBC, is a former president of Columbia Records and director of CBS. The transfer is subject to FCC approval.

SPONSOR-WEEK continues on page 14

Triumph triumphant in Philadelphia

Talk about a virtuoso performance! Motor-Sport Havertown, Inc., the Delaware Valley's largest sports car dealer, sold 30 Triumphs totalling \$60,000 with an 18-announcement schedule on Philadelphia's WIP.

According to President John J. Greytak, "WIP generated more traffic and sales than any other single promotion we've ever used." To maintain its front-row position in the

Philadelphia market, Motor-Sport Havertown, Inc., now buys WIP Radio on a 52-week basis...just like scores of other national, regional and local clients.

Want your Philadelphia campaign to end on a triumphant note? Then underscore this statement: Nice things happen to people who listen to (and advertise on) WIP...Philadelphia's Pioneer Radio Station.



WIP/610, Philadelphia

UHF INITIATION PERIOD DESCRIBED

It is expected that there will be about 250 uhf tv stations and that most tv sets will be able receive uhf by 1970. Investment to start a uhf station would cost \$500,000 to \$1 million without much immediate return for several years, but after the initiation period, uhf will provide stiff competition to vhf. Such was the future for uhf outlined last week by James H. Hulbert, NAB manager for broadcast management.

PAY AS YOU SUCCEED?

A new advertising agency compensation formula was proposed last week by Intepublic's president Marion Harper, Jr., before the 4A's in Chicago. The latest wrinkle is this: agencies should share profits when advertising is shown conclusively to influence sales favorably—and should be paid only for basic costs if advertising did not help sales to achieve its goals.

U. S. HAS 76% OF WORLD TV ADVERTISING

Tv advertising expenditures in 18 nations are now \$2.1 billion, of which 76.7%, or \$1.6 billion, is spent in the U. S., according to an IAA study released by TvB. Ranking next are the United Kingdom, Japan, Canada, and Australia. American companies spend 13.6% of their budgets on tv, but this percentage is exceeded in Iran, Peru, Japan, Curacao, and the United Kingdom. There is tv but no advertising on it in 22 other nations studied.

ABC, CBS, NBC, NETRC & USIA GREET EBU

The European Broadcasting Union will hold its first meetings outside Europe in New York this week at the invitation of the three major networks, the National Educational Television & Radio Center, and the USIA, all associate members of EBU. Programing, technical, and legal matters relating to international tv will be discussed. Canada, Japan, and Australia will be represented along with the 19 Western European nations.

BOTH SIDES ARE QUOTING A.M.A. ON CHOLESTEROL

The American Medical Association, which allows its various reports to be quoted, is amazed that both sides are using its material for ammunition in the cholesterol controversy. Vegetable and safflower oil advertisers are quoting some passages to link animal fat to heart disease. And the American Dairy Association, which sponsors Ozzie & Harriet on tv, is quoting other reports on the danger of self-administered diets.

RKO GENERAL REPORTS 18% ANNUAL RISE

Combined national radio and television net sales for the 12 months ending 30 September were up 18.4% at RKO General compared to the previous year. That date marked the end of the first year of operation of RKO General's National Sales Division.

SPONSOR-WEEK continues on page 62



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

WWLP, Springfield, Mass., has been extremely proud of the "firsts" it has collected over the years. WWLP was first in the fight for a truly competitive TV service; first in the nation to use Editorials as an integral and regular service to its community; first to build a sister station to expand its TV coverage to the cities and communities in northern Massachusetts, southern Vermont and New Hampshire and first to utilize "translator" systems to provide TV service to large numbers of people in out-of-the way areas in the Northern New England area unable to receive any free TV signal.

Now, WWLP, is proud to announce another first. Installation of new equipment that provides the most effective, economic and simplest method of achieving megowatts of power in

the UHF band: through the use of Klystron tubes.

Our preliminary testing has indicated our pioneering efforts in the use of this new equipment will be an additional first in our policy of providing top TV service to our community. We are proud and happy and thank both the Eitel-McCullough Company and our engineering firm, Townsend Associates, for creating this dramatic and powerful new transmitting system for the benefit of our viewing audience.

By the way, if you want to know all the other ways in which WWLP is first, call up George Hollingbery (Dearborn 2-6060). It's about time he did a little work, too.

Represented nationally by HOLLINGBERY

WZZM-TV

The Station 1,500,000 People Have
Been Waiting For!



DAYTIME SCHEDULE • MONDAY-FRIDAY

8:45 AM	WEATHER/FARM NEWS/NEWS
9:00 AM	JACK LALANNE
9:30 AM	TRIAKAIDEKOPHILISM THEATRE
11:00 AM	TENNESSEE ERNIE FORD
11:30 AM	YOURS FOR A SONG
12:00 N.	JANE WYMAN
12:30 PM	CAMOUFLAGE
1:00 PM	DIVORCE COURT
2:00 PM	DAY IN COURT
2:30 PM	SEVEN KEYS
3:00 PM	QUEEN FOR A DAY
3:30 PM	WHO DO YOU TRUST
4:00 PM	AMERICAN BANDSTAND
4:30 PM	LITTLE RASCALS
5:00 PM	SUPERMAN
5:30 PM	THE SEARCH FOR ADVENTURE
6:30 PM	

WEEKLY FREQUENCY ANNOUNCEMENT RATES (EFFECTIVE 11/1/62)

CLASS "AA"	1X	3X	5X	10X
7:30-10:30 PM Daily				
Minutes	\$350	\$315	\$280	\$245
20 Seconds	300	270	240	210
10 Seconds	150	135	120	105
CLASS "A"				
6:30- 7:30 PM Daily				
10:30-11:00 PM Daily				
Minutes	\$250	\$225	\$200	\$175
20 Seconds	225	200	180	160
10 Seconds	110	99	88	77
CLASS "B"				
5:00- 6:30 PM Daily				
11:00-11:30 PM Daily				
Minutes/20 Seconds	\$150	\$135	\$120	\$105
10 Seconds	75	68	60	53
CLASS "C"				
Sign-on-5:00 PM Daily				
11:30 PM-Sign-off Daily				
Minutes/20 Seconds	\$ 70	\$ 50	\$ 40	\$ 35
10 Seconds	30	20	15	10

AIRDATE NOV. 1, 1962

GRAND RAPIDS-KALAMAZOO-MUSKEGON

Michigan's No. 2. Television Market
28th In The U.S.

NIGHT TIME SCHEDULE • SUNDAY - SATURDAY

	SUN.	MON.	TUES.	WED.	THURSD.	FRI.	SAT.
6:30 PM	The Vallant Years	Adventures In Paradise					McKeever & The Colonel
7:00 PM	Father Knows Best						Don't Call Me Charlie
7:30 PM	The Jetsons	Choyenna	Combat	Wagon Train	Ozzie & Harriet	The Gallant Men	Roy Rogers / Dale Evans
8:00 PM	Sunday Night Movie				Donna Reed		
8:30 PM		The Rifleman	Hawaiian Eye	Going My Way	Leave It To Beaver	Flintstones	Mr. Smith Goes To Washington
9:00 PM		Stoney Burke			My Three Sons	Dickens Fenster	Lawrence Welk
9:30 PM			Untouchables	Our Man Higgins	McHale's Men	77 Sunset Strip	
10:00 PM	Voice Of Firestone	Ben Casey		Maked City	Alcoa Promiere		Fight Of The Week
10:30 PM	Howard K. Smith		Close-Up / Sid Caesar			TBA	
10:45 PM							Bowling
11:00 PM	News / Weather / Sports	News / Weather					News / Weather / Sports
11:15 PM	Magnificent Movie	Steve Allen					Best Of Hollywood



YOUR PGW COLONEL
IS NOW SELLING CHOICE

- ★ Programs
- ★ Announcements
- ★ Participations

REPRESENTED NATIONALLY BY

PPETERS, **G**RIFFIN, **W**OODWARD, INC

Pioneer Station Representatives Since 1932

“Film does the unusual!”



BONG-G-G-G-G . . . goes the gong! Barely have the echoes died . . . before the proposition (happy shaving!) has been sharply highlighted by **ANIMATION** (a flitting bird who knows his way about) and **PHOTOGRAPHY**. Each was done separately, then combined with utmost accuracy to show razor, shaver and bird to best selling advantage—all on Eastman film, with prints on Eastman print-stock. Two steps—negative and positive, both Eastman—both of vital importance to sponsor, network, local station and viewer. Moral: Plan carefully and . . . go Eastman—all the way!

For further information, get in touch with
Motion Picture Film Department

EASTMAN KODAK COMPANY, Rochester 4, N.Y.

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

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

West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, Calif.

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

ADVERTISER: Gillette Safety Razor Company
AGENCY: Maxon Inc. PRODUCER: MPO Videotronics;
Warner Bros. Pictures, Inc., Cartoon Division

SPONSOR-SCOPE

22 OCTOBER 1962 / Copyright 1962

Interpretation and commentary
on most significant tv/radio
and marketing news of the week

The season's tv network wares have been all unwrapped and you may be interested to know what the Madison Avenue speculation is regarding the sponsorship picture and the sales situation come the first 1963 quarter.

That conjecture forks off into these premises and expectations:

- The current season is studded with more nighttime misfires than ever before.
- The armed service entries, should their ratings hold up, will prove that somebody at ABC TV guessed right in his premise that World War II was far enough behind to make its reenactment digestible and replace the medical show as No. 1 among next season's carbon copies.

- In view of the substantial quotient of misfires and the fact that at ABC TV and NBC TV a large number of sales have been on a 13-week basis these two networks will lock horns in a stiff battle for first quarter business, with prices possibly taking a fierce beating in the process.

- Quite a number of fourth-quarter network advertisers may be disposed to allocate portions of this money to spot tv for the purpose of shoring weaker, or problem, markets or fattening up their purses in markets where they deem having the best potential.

The unorthodox spectacle of two agencies asking for availabilities for the same products reached the payoff stage last week.

The agencies were Lynn Baker and Reach, McClinton. The products: Isodine, Iso-dette and probably Thorexin, which constitute the drug division of International Latex.

The agency that won out when it came to placing the order for the latest campaign was Lynn Baker.

Schedules run from 5 November-8 December and cover five nights a week.

It's hard to imagine a step of such drastic implications, but there is a possibility of P&G lopping off Buffalo from its various network station lineups.

One of the P&G agencies has strongly recommended this action as a sort of reprisal for the networks raising the Buffalo rate by 20-25%.

An appendix to the proposal: a substantial proportion of the cutout money be applied to Sunday supplements.

Those in the trade aware of P&G's bitter reaction to the proportion of the rate hike and feeling of what it might lead to in other markets are inclined to the opinion that nothing of sweeping moment will happen.

They just can't believe that P&G will sacrifice in so important a market as Buffalo the sort of advertising weight its products have become accustomed to via tv. To put it bluntly, it would be an arrant case of cutting off the nose to spite one's face.

Helene Curtis hopes to get its new cold remedy (a capsule) out of the test stages shortly and get it into national distribution.

The media outlook is spot tv saturation, with McCann-Erickson Chicago buying.

SPONSOR-SCOPE asked the media director of a top spot tv agency what he deemed a good cost-per-thousand nowadays and his answer was quite illuminating.

Here's his buying approach, with the key, of course, length of involvement:

NIGHT: You go in cold at \$3; look, after sweetening and improvement, for a \$2.50 level by the end of three months; after a year you expect it to be \$2.

DAY: You start off at \$1.75 and keep refining your franchise in the hope of getting the CPM down below \$1.50.

Reps last week got assurance from Y&R that the application of the electronic computer to media selection will not reduce the importance of their function as bridge between stations and agencies.

These words of reconidence came during the demonstration of how Y&R plans to use its new computer to make planning and buying more efficient.

The reps present were told that as a result of the computer the buyers would be relieved of much paperwork and thereby free for giving reps more attention.

Also this: the computer will be conducive to the rep applying more imagination to his selling function.

Consensus comment of the departing reps: we'll wait to see what the computer will want of us.

Cracked one rep salesman: with the computer our degree of contact with Y&R buyers can't be any less than it is right now.

BBDO has cancelled out as a subscriber of Hooper after years of association and become a buyer of Pulse's radio service.

The agency's basic reason for the change: it can get more qualitative data from Pulse with which to service its linear programing computer.

Obviously affected in no small way are the stations that subscribe to Hooper. The switch, which takes place after the three-months notice, deeply surprised radio reps.

Equitable Life (FC&B) must have found out that spot radio can do quite a job in selling insurance.

While right in the midst of a schedule in the running the insurance company has allotted an additional large chunk of money to the campaign.

The original plan called for two-eight week flights in over 125 markets with the use of multiple stations in each market and the strategy calling for the switching of stations in a market from one flight to the other. The second flight's under way.

Saturation's now upped to as many as 10 spots a week.

Certain reps express themselves as dismayed by the possible failure of stations in newly filled three-station tv markets to hold the rate line.

It's already happened in one case. The latest station adopted pretty much the same rates as the other stations but one of the older operations has broken the established pattern by offering bonus spots.

Such tactics, warn these reps, can only serve to depreciate the market. What's implied here is that if an advertiser can buy it at cutrate he's not inclined to put the difference in the same market.

There are plenty of spots in high or upper rating network tv nighttime shows available for November and December occupancy.

Colgate isn't the only one looking for relief. Colgate's is a case of overextension and a bid to flesh up the yearend profits, but the batch of others would like to save some money during the pre-Christmas spell when sales for them traditionally take on a diminishing trend.

Incidentally, it's now virtually up to Colgate's control agency, Bates, to find buyers for the cutbacks in nighttime participation that Colgate seeks for the balance of the year.

The networks have advised Colgate that if they come on any prospects for such participations it will be with the understanding that these buyers may have them permanently. This attitude, obviously didn't settle well with Colgate.

What the networks are bent on is discouraging this sort of subleasing.

Look for P&G to unleash in early 1963 through its agency program committee a series of tactical maneuvers against CBS TV with this ultimate objective: to get a much better shake out of the network on nighttime availability.

What gives P&G a most potent gambit in any chess game of this sort is the fact that it controls by virtue of licenseship the rating crux of CBS TV's daytime program structure, namely, **Guiding Light**, **Search for Tomorrow**, **As the World Turns** and **Edge of Night**.

P&G appears bent on strengthening its accumulative nighttime audience substantially for the 1963-64 season and, if it must use these soaps as bait to achieve this goal, the committee will do it.

However, here's something that P&G may be expected to do immediately: shift more of its budget over to spot tv, which is now running at the rate of \$55 million.

ABC TV daytime sales tells inquirers about the \$200 per minute raise it's just put into effect that the network itself hardly nets anything from the hike.

Its explanation: virtually all of the \$200 is soaked up by the emergence of prime affiliates in Rochester, Syracuse, Grand Rapids and other markets.

Looks like agencies and advertisers in daytime network tv won't be able to form a picture of their audience position until the end of the fourth quarter.

Myriad factors have complicated and fuzzied up measurements this fall. Cases in point include **Dodger-Giant** playoffs, the orbit shoot, the world series and the re-alignment of schedules on virtually all the networks.

The reshuffle has affected most of the across-the-board appraisals.

In light of this situation some advertisers who have renewal options coming up in late October and early November are hoping that the networks will be lenient about enforcing them.

NBC TV may have a problem in retaining certain advertisers in the 4-4:30 strip when it replaces **Here's Hollywood** with **Match Game** the first of the year.

The cause will be basically the hike in the package price, from \$10,800 to \$15,000 per quarter-hour.

The recalcitrants seem to take the stance that **Here's Hollywood** offered an efficiency that the higher-priced **Match Game** will take some time to match.

NBC TV's reason for dropping **Here's Hollywood**: too many production headaches.

Network tv sellers of broad interest news/actuality programing have an advantage point in the fact that the percentage of watching in the lighter viewing homes as represented by the three lower quintiles keeps going up.

That tendency has resulted in an over-all hike in this type of viewing, but the significant angle is this: the bulk of the higher educational groups are to be found in the third, fourth and fifth quintiles.

Here's a comparative breakdown of quintile viewing to news and actuality programing compiled by Nielsen for NBC TV:

YEAR	ALL VIEWING	1ST QUIN.	2ND QUIN.	3RD QUIN.	4TH QUIN.	5TH QUIN.
1961	21.7	35.2	28.1	22.8	16.5	6.6
1962	22.4	32.6	27.7	23.5	19.3	8.8

The growing concern among the networks for the welfare of the radio station affiliates could, according to some trade viewers, have a longrange motive, and the base of that motive is uhf.

The theory: when the switchover to a single tv channel takes place the vast majority of the applicants will be the owners of radio stations.

From the way the ratings have been running so far Lever will have quite an edge over P&G in the number of shows landing among the top 15 this season.

It would give Lever four out of five: the Lucy Show, Red Skelton, The Defenders and Candid Camera. The fifth is The Loretta Young Show.

P&G's crew: Car 54, Wagon Train, Ben Casey, I'm Dickens, He's Fenster, the Dick Van Dyke Show, Cheyenne, Gunsmoke.

Eastman Kodak (JWT) has come through with a lush budget for spot tv in its quest for the Christmas trade.

Proof: the schedule, which runs from 25 November through 22 December, calls for eight prime 20's and six night fringe minutes Sunday through Saturday in the top 30-odd markets.

(For more on spot activity see SPOT-SCOPE, page 73.)

The all-purpose tribe among the detergents is beginning to suffer from a dwindling market, possibly due to the discovery by housewives that they don't fill their myriad purposes or that it's preferable to specialize in cleansers.

The trend apparently doesn't faze P&G: it's testing another all-purpose liquid detergent called Thrill.

Agencymen much respected by sellers of air media think that the industry faction that threatens to take their piggyback commercials gripe to the FCC can only in the end court trouble for themselves.

Their point of view: by tossing the problem of piggybacks into the laps of the commission these broadcasters would be opening the door for the FCC to do a lot of extra regulating, like setting standards for percentage of commercial time, the number of back-to-back commercials and the actual time segments permissible.

Here's an updating on the dentifrices in regard to shares of market.

Crest is on top with a 30% share; Colgate is next with 22-23% and Gleem holds the No. 3 slot with 19-20%.

Note that P&G is close to embracing 50% of all dentifrice sales. Colgate, like Crest, is on the flouride bandwagon, but appears stalled until it too can get an indorsement from the American Dental Association.

The constant proliferation of products, type and flavors by the giant manufacturers of convenience foods has, according to agency food marketers, made it virtually impossible for the small competitor to get into the supermarkets.

With a product category limited as to the number of shelf faces a supermarket can afford to allocate, the three leading packagers of cake mix (P&G, General Mills and Pillsbury) put out among them, for instance, 30-odd flavors.

You can expect a lot of new merchandising life to be infused into the frozen food industry when the latest packaging process is perfected.

With that new process the product is frozen, then vacuum packed and all the consumer has to do is heat it up. It's already being used on soup.

FIRST

SPORTS REPORTS ARE ON ATLANTA'S

WSB RADIO



Results are important to sports-loving Georgians. And WSB Radio gives the sports reports first, fast and factually. The station's expert sports staff presents penetrating features for the fans. Not just football, but golf, baseball, basketball, and all other important sports events. Georgia's best hunting and fishing reports are on WSB, too. Score a touchdown... schedule WSB Radio.



Affiliated with The Atlanta Journal and Constitution. NBC affiliate. Associated with WSOC, WSOC-TV, Charlotte; WHIO, WHIO-TV, Dayton.



Paul Hayes

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

FLORIDA'S CLEAR SIGNAL STATION
5KW 620 KC



radio 62

Broadcasting 24 hours daily!
TAMPA-ST. PETERSBURG

Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

COMMERCIAL COMMENTARY

by John E. McMillin

How now, little adman?

I thought *Time* magazine leaned over backwards to be kind, gentle and sympathetic to the ad agency business in its extensive cover story, "The Mammoth Mirror," last week.

Considering the well-known abilities of Mr. Luce's inky wretches to snicker, sneer, and slash at almost any aspect of American life (except themselves), they were surprisingly mild in their treatment of Madison Ave. So much so, in fact, that I couldn't help wondering if C. D. Jackson or maybe even Henry himself had been bending over editorial typewriters. The piece had a genial but unmistakably cautious, "we know where our bread is buttered" touch.

But *Time* did stick at least one slender harpoon into the soft underbelly of the agency carcass which I thought well-deserved.

Commenting on the "three bogeymen of Madison Ave.," Schlesinger, Galbraith and Toynbee, *Time* said that admen, in their outrage at attacks by these three, "conjure up a threat to their industry which does not exist."

In *Time's* opinion, the public views admen as "highly effective salesmen" who perform a pleasantly useful function, even though it is "unlikely that the citizenry will ever take the step some admen seem to yearn for, and pass a national vote of thanks to advertising for its part in enriching U.S. life."

To which I, for one, must say both "*touche*" and "amen."

I think it is high time for us in the business to sit back and get a little orderly perspective on all the worrying and futzing around we've been doing about 'advertising's image.'

I'm afraid the plain, gritty truth is that 90% of our concern over what "opinion-makers" or "thought-leaders" think of us arises out of our own, deep-dyed, long-term industry inferiority complex, and not out of any clear and present danger.

In fact, I'd like to suggest to John Crichton of the 4As and Pete Allport of the ANA that a direct, frontal attack on our group inferiority complex would do more for the business than any Hill & Knowlton survey, or any film for PTA meetings.

What do we think of ourselves?

In the quiet of his lonely room, in the silent midnight of his tortured, though immortal, soul, what does the average adman think of himself, his work, his life, his fulfillment?

Well, in my experience, the average adman over 40 has a hard time not sticking his tongue out at himself when he looks in the mirror.

He is—forgive me, *we are* about as philosophically insecure as any group in American society, and I suspect that few of us have ever really faced the causes of our insecurity.

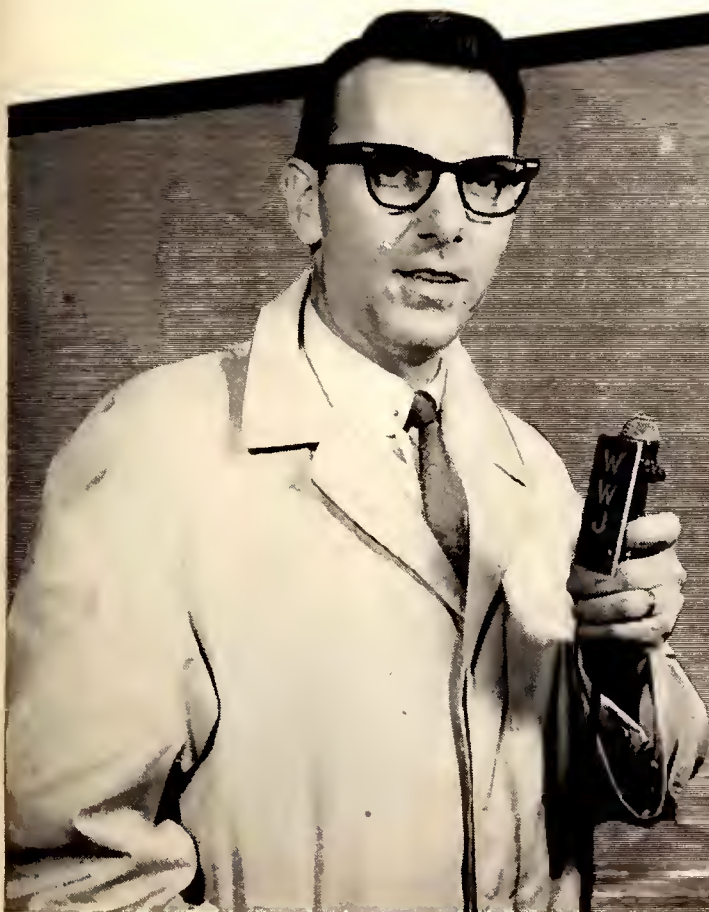
Bill Benton once told me, after he left B&B, that "advertising is a young man's game," and both he and Chet Bowles have gone to some pains to sneer publicly at the occupation of their misspent, though highly lucrative, youth.

(Please turn to page 46)



In Detroit...

"This is WWJ NEWSMAN
DON PERRIE"



Equally at home "on-the-scene" or "on-the-air", versatile Don Perrie frequently reports to WWJ listeners right from the scene of news events. Weekday evenings, he hosts WWJ's popular "Phone-Opinion" program . . . where Detroiters express their views on timely and often controversial subjects. Perrie is another key figure in the great WWJ News operation—the only local service that includes:

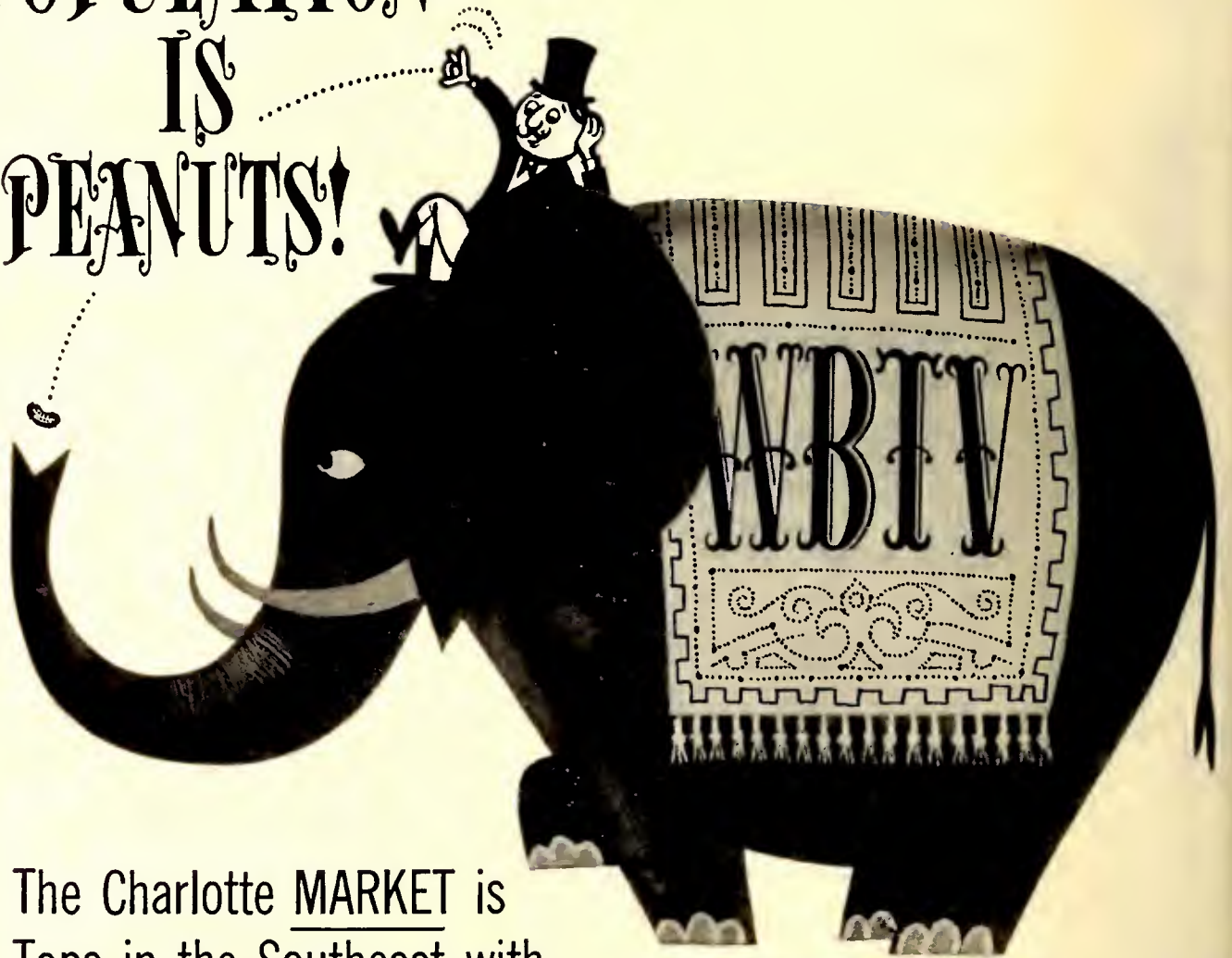
- *13-Man Broadcast News Staff—Michigan's Largest*
- *Newsgathering Resources of The Detroit News*
- *NBC Correspondents in 75 Countries*

WWJ ◀ **THE NEWS STATIONS** ▶ **WWJ-TV**

Owned and Operated by The Detroit News

• National Representatives: Peters, Griffin, Woodward, Inc.

THE CITY POPULATION IS PEANUTS!



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


Two-hundred thousand peanuts is
a fair size city patch, but it's *still* pe-
anuts compared to the TV Homes in the
elephantine Charlotte Television Market.

Don't forget! WBTV Delivers 43.4% more TV
Homes than Charlotte Station "B"!**

Compare these SE Markets!

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



Represented Nationally by Television Advertising  Representatives, Inc.

Tv's bright new 'youth kick'

- ▶ Many companies stress young adult market
- ▶ Ford Motors leading way with "Lively Ones"
- ▶ American Motors is pushing "Young American"
- ▶ Pepsi commercial aimed at 19 to 25 group

Advertisers of both impulse and high ticket items, more than ever, are concentrating on the valuable youth market. They appear to be directing their persuasive ammunition toward the 18-28 year-old market; at the same time, they are not overlooking the massive army of teenagers who watch tv daily.

Advertisers are rapidly learning that these two groups are helping make retail history. Sponsors are learning that brand loyalty must be established in the formative years or much is lost when the consumer reaches adult life.

Among the advertisers concentrating on these groups are, of course, the soft drink makers and the razor builders. But in recent times Ford Motors and other car makers have embarked on singularly effective marketing campaigns designed to capture the youth market. And television appears to be a superb vehicle for this "youth kick."

Bright, clean market. Moreover, sponsors are learning that the youth market is a bright, clean market. Bishop Fulton Sheen once dubbed teenagers "the television generation" and it is this generation that many advertisers are wooing. Even a statistical introduction to them can be surprising. Guy

Cunningham, director of new business and automotive advertising, TvB, pointed out last week. The percentage of teenagers (88% viewing tv in a single day is high-

er than that of men (69%) or women (78%). Cunningham observed that too often audience compositions hide this factor.

Nor are teenagers mediocre students. Their intellectual accomplishments are many. "They're better educated," Cunningham said proudly. "With Admiral Rickover and Dr. James Conant whipping professional educators and taxpayers into action—the techniques of teaching today are improving rapidly." Cunningham also cited the



Lively One: Marilyn Pissner, Sophomore member of Phi Kappa Phi Honor Society at Pomona College, is seen in the new Galaxie 500.

lives it up with this lively One from ford '62: the new Galaxie 500/AL!

Ford's sales message is rubbing off on youth

Ford is directing portions of its *Lively Ones* campaign on college radio stations and in college newspapers (above). Highspot was Ford's *Lively Ones* on tv last summer



Pepsi's commercials designed for the 19 to 25 age group

Soft drink's tv commercials are distinguished by the appearance of lovely, youthful people. Here John Soughan, v.p. and director of marketing services (right) for the Pepsi-Cola Company appears on WNDT, New York, to describe the campaign

good influence of tv on students and teachers: "The tv teen audience is more accustomed to audio-visual influences than their parents . . . their grasp of social trends and current world affairs, their knowledge of mathematics and economics is above the average adult level."

What is this youth market and what are teenagers? Above all, they are individual personalities, Cunningham insisted. Some are 12 year olds. Some are in the armed services or colleges. About half are boys; half are girls. Many already are fathers and mothers. Some are eggheads; some are hipped on athletics. Cunningham noted that rating services prove that their tv tastes are as diversified as their parents.

Important to sponsors. Are teenagers important to sponsors? "Only

if they want to stay in business," Cunningham observed. "They're moving into jobs, forming families, and entering consumer markets at a rate of 4 million a year. By 1965, thanks to the post war baby boom, half of all the people in the United States will be under 25. In their hands will be the future welfare of all business."

Perhaps more than any other network, ABC TV has been selling itself among advertisers as the video vehicle to reach "the young adult audience." Julius Barnathan, v.p. and general manager of ABC Television told SPONSOR that "we recognized eight years ago that these are the people who view tv more, who buy more and to whom fresh ideas are more appealing." Barnathan said it was natural that this audience "has become an in-

dustry-wide target, for tv reaches more of these people than any other medium."

Youth influence in Detroit. That the youth influence is particularly significant in Detroit no one will deny, least of all the creative people working on the Ford account at J. Walter Thompson. Robert E. (Buck) Buchanan, v.p. and radio/tv group head at JWT, and Barry Frank, assistant group head, remarked that the post war babies were growing up and buying automobiles. "The first car you own is the brand of car you are liable to stay with the rest of your life," Buchanan observed.

Both print and broadcast media are used to interest the younger generation and "the young at heart" in Ford cars. One of the most exciting developments for the

'62-'63 tv season was Ford's investment of over \$8 million in tv sports programs with an eye to appealing to the male and youth segments of the television audience. A sports atmosphere, it was felt by both JWT and Ford executives, was first-rate for selling the new Ford cars.

However, one of the most effective non-sports campaigns, according to knowledgeable observers in the industry, was Ford's delightful color tv excursion this past summer with *The Lively Ones*, an off-beat musical program with Vic Damone as host and Joan Staley as Tiger and Shirley Yelm as Charlie, the perennial "dates" of Damone. The word *lively* was and is the key word in Ford's promotions: "Ford dealers are the *liveliest* sports in town," "American's *liveliest*, most care-free wagons," "See your Ford dealer's *lively* wagon line," and "The '62½ models are the *liveliest*." The word appears to be sweeping the land and, in particular, catching on with the younger set. The concept of the video version of *The Lively Ones* came out of the agency.

The video version of *The Lively Ones*, a summer replacement for *Hazel*, received high praise from critics, and glowing fan mail. "It did reach the kind of people we wanted to reach," Buchanan observed. "We're sure there was some rub-off of the commercial message."

Grade school and college. With an eye to the younger folks, Ford also purchased alternate-week sponsorship of *Ensign O'Toole*, which depicts the adventures of a bright young naval officer and his shipmates on a destroyer in the Pacific.

Ford is also aiming both print and broadcast copy at the college group and staging a successful "Punt, Pass 'n' Kick" competition among grade school youngsters, age seven through 11. Ford is also advertising in some 166 college newspapers. The ads link college queens with new Ford cars. Some 60 college radio stations used from 20 to 30 one-minute spots weekly to point up the assets of Ford cars. (Please turn to page 48)



GEYER · MOREY · MADDEN & BALLARD · INC.

Advertising

595 Madison Avenue · New York 22, N.Y. · Plaza 1-3300

CLIENT AMERICAN MOTORS CORPORATION
RAMBLER DIVISION

TITLE "STALLION"

PROGRAM

TIME ONE-MINUTE FILM

VIDEO

HORSE REARS.
CU CAMERA
MCU MAN WITH CAMERA
MAN WALKS TO CAR.
GETS IN CAR.
HORSE ACTION
INTERIOR
HORSE ACTION.
INTERIOR: STICK SHIFT.
CHASE SEQUENCE.
OVH HOOD.
CU REAR OF CAR.
ROOF LINE.
HEAD OF HORSE.
HEAD ON HORSE AND CAR.
TURNING.
HORSE ACTION.
COMPLETE TURNING.

AUDIO

MUSIC:

ANNOUNCER: Here today -- the young American Rambler American for 1963.

MUSIC:

A young American -- with reclining bucket seats. New storage console.

MUSIC

New Twin-Stick floor shift with instant overtake.

MUSIC:

The economy king has brand-new zing.

This is the 440-H.

New Rambler American hardtop.

New power --

a hundred-and-thirty-eight horses with

America's top economy Six.

And the shortest turning.

MUSIC:

And the easiest handling.

(CONTINUED)

Seeking more sales in the youthful segment

Youth market is sought with commercials such as these. (Top) Minute film for "young American Rambler American" shows stallion jumping over car. (Below) Excerpt from commercial prepared by Geyer, Morey, Ballard, advertising agency

Storer: Pioneer extraordinary

- ▶ **Profile of Pulse's "Man of the Year"**
- ▶ **George Storer a broadcaster, steel man, rancher**
- ▶ **Gave strong impetus to growth of radio/tv**

Last week a well-known broadcaster, who has long shunned the spotlight and even turned down numerous awards, finally broke with his own tradition to become The Pulse, Inc.'s, 21st "Man of the Year." The tradition itself was a long one, for George Butler Storer, 63, chairman of Storer Broadcasting Co., has been in the business of broadcasting for 35 years.

As Dr. Sydney Roslow, Pulse president, explained in presenting a silver tray to Storer, "he was chosen because of the great sense of responsibility with which he and his organization have served the public and public causes; and for the varied interests of government, industry, labor, and the investing public."

Accomplishments. Although modesty may be a virtue, works

must be considered more so. And of works Storer is mightily endowed. Here are a few of his most important:

- He pioneered in establishing a full group headquarters staff capable of giving leadership to his far-flung stations. He also set a pattern of strong local management with plenty of latitude.

- Storer was the first and only independent broadcaster ever to launch three major television stations within eight months, an act then (1948-49) considered daring in most industry circles, foolhardy in some.

- In 1936, he began a year-and-a-half of operating WMCA, New York, under a lease arrangement, and trying to develop an East coast radio network called American Broadcasting System. The projects were later abandoned because of his desire to own and operate his own complement of stations. His present-day group of five tv and seven radio stations is variously valued from \$75 million to \$100 million.

- Eager for expansion, yet already within the FCC limit of the number of broadcasting stations, Storer in 1961 started two new arms of his company in an effort at diversification: Storer Television Sales, Inc., (representation) and Storer Programs, Inc. (sales and syndication).

- Long a believer that the only true growth potential in broadcasting lay in acquiring larger market stations, Storer in 1962 purchased WMGM (now WHN), New York, for the then record-breaking price of \$10,950,000 for a radio station.

- Chairman of the National Assn. of Broadcasters' committee to select the first head of NAB's television department, Storer was also instrumental in developing the Tv Code.

Personal style. What kind of a man is George B. Storer? Like others who have met success in



George B. Storer accepts industry tribute from Pulse Sterling silver tray passes from Dr. Sydney Roslow, Pulse (l), to George B. Storer, chairman, Storer Broadcasting, and 1961 recipient of "Man of the Year" award

business, he is a curious combination of a man careful with a buck and a man of exceptional generosity. His anonymous assists to others are known only to a few intimates.

His tastes in decor are reflected in the stately colonial architecture of his broadcast properties. A lover of colonial and nautical themes, he indulges with great taste in Early American furnishings. He is a rancher, sportsman, collector, and philanthropist.

An indication of his business character is reflected in the way he entered the broadcast business. In 1928, one year after he founded with his brother-in-law, the late J. Harold Ryan, the Fort Industry Oil Co. in Toledo, Storer was wrestling with the problem of how to foster the young firm's growth. The company was operating six service stations in Toledo and seven in Cleveland, all selling Speedene, trade name of the gasoline.

First station. Storer learned that in the highly competitive oil business many avenues of advertising and promotion were closed to newcomers. His negotiations to buy some advertising on 50-watt WTAL, Toledo, ended rather dramatically. He bought the station, changed the call to WSPD (for Speedene), upped the power to 250 watts, and affiliated it with CBS, the network's eighth member.

George Storer was born into the steel business in Toledo on November 10, 1899. His family owned the Standard Steel Tube Co. in Toledo, a firm for which young Storer groomed himself with an engineering course at Cornell University. He left the campus temporarily to work in the firm.

Millions in steel. He had spent many summers with the company, was now head of purchasing and worked closely with his father on other matters. When his father became ill, George stepped into an active management role, for his father's partner, Clarence Wade, had died a few months before. Storer's father died soon after, in December 1920. No longer a Cornell student, he was suddenly president of Standard Steel Tube Co.

(Please turn to page 52)

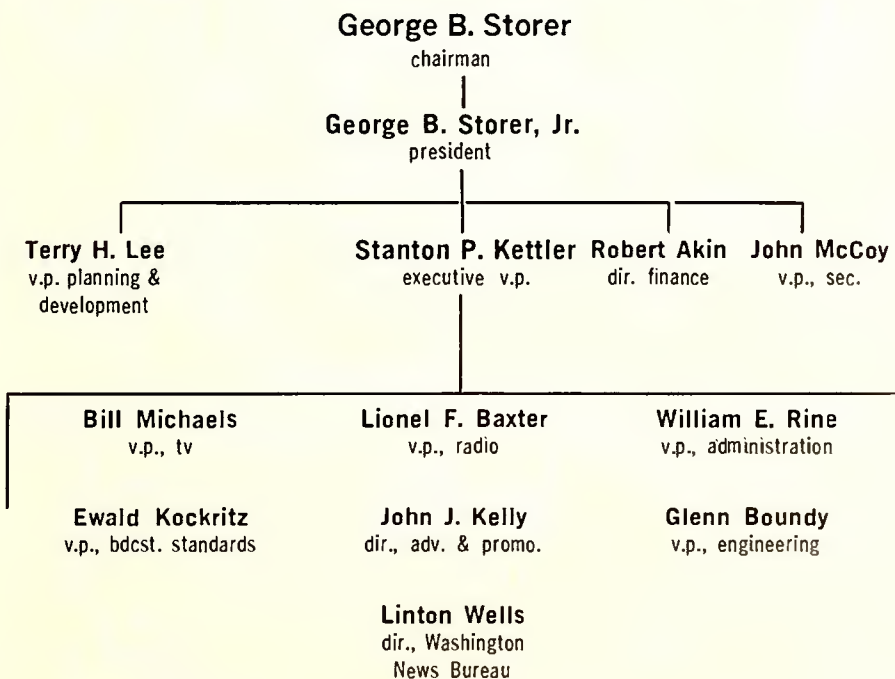
From father to son, a legacy of public service



Chairman and president, a hard-working duo

George Storer (l), chairman and chief executive officer of Storer Broadcasting, turned the presidential reins to George Storer, Jr. (r), eldest son, in mid-1961

Storer headquarters staff in Miami



Storer's longtime credo has been "find people to manage, let them manage." In addition to the men above, the 12 stations have own heads, some v.p.s. Son Peter Storer is president of Storer Television Sales, and is autonomous

What the public pays for advertising

- ▶ Agency man computes cost of ads to customers
- ▶ Says price in 1961 was \$65.40 per person
- ▶ Puts per family cost for tv at 2¢ an hour

By Fred W. Hinckle

v.p., Madison Adv. Agency

It has been once estimated and often repeated that the average American is exposed to no fewer than 1,200 advertising messages in a single day. While it is impossible to measure the number precisely, there is no doubt that advertisements are very much with us, the number and frequency increasing steadily every year.

For the purpose of this examination let's leave economic theory to the classroom and moral considera-

tions to the syndicated critic. What does advertising cost the consumer, and what does he get for the money?

An authoritative year-end estimate of all advertising expenditures, quoted in *SPONSOR*, was \$12 billion in 1961—a figure one might expect to encounter only in government circles. It is more than twice the amount spent on food and clothing in the entire metropolitan New York City area in 1961.

6 cents a carton. But the original question was how much advertising costs consumers. So the in-

digestible \$12 billion has to be made bite-size by dividing by the total population. The results—and there's a piece of it in every dollar you spend—is \$65.40 per year.

Did you buy a new car last year? If you did, then between \$18.97 and \$161.70 of the price you paid went into advertising. The smaller figure was for a Ford, the taller one for a General Motors Tempest. The average for all cars was \$31.70.

That amount covered only national expenditures in magazines, newspapers, network radio and tv, and farm publications. Your local dealer added to it.

About 1 cent of every dollar you spend on gas and oil to keep your car running pays for advertising.

Do you smoke? An average of 6.2 cents of the cost of every 10-pack carton is attributable to advertising, according to industry reports.

19 cents a case. You've heard that the wrapper on a loaf of bread costs more money than the wheat used in its manufacture. A Department of Agriculture booklet, discussing "The Farmer's Share of the Consumer's Food Dollar," says that of every dollar spent on bakery and cereal products, the farmer receives 22 cents while the "marketing system" receives 78 cents. Of this 78 cents, about 3 cents goes into advertising.

For a refreshing pause in this statistical study, consider beer. One of the leading American producers last year spent in the neighborhood of \$15 million in suds promotion. Applied to his sales, this amounts to about 19 cents per case of 24 12-ounce bottles.

(That's \$2.60 per barrel. *The Wall Street Journal* of 9 January 1962 said that that raw materials take about \$2.50 per barrel, while federal and state taxes average \$11.73 per barrel, or 85 cents per case.)

In summary, and it has averaged this amount for the past five years, advertising expenditures are equal to 2.3% of our gross national product, the total of our output of goods



Advertising a bargain at \$65 a year

Vice president of Madison Advertising Agency, Madison, Wis., the author believes advertising gives more than it gets, allows wide diffusion of news, entertainment

and services on all levels.

Notable among those who maintain that advertising claims too high a portion of our spending is historian Arnold Toynbee. Less notable, but more numerous, are the millions who watch, listen, and read through ads and commercials, anxious to return to a favorite program or gripping news story.

Return for the money. This brings us to the question of what the consumer gets for his money.

Having cast out all consideration of the cultural benefit of the ads themselves, having stripped them of all economic function, and without making sentimental allusion to the fine wives and children of all the advertising men who rely on advertising for a livelihood, what does the consumer *get* for his money?

About \$26.90 of the annual total of \$65.40 goes to the "print media." Another \$25.60 goes for outdoor, direct mail, and specialty advertising. The remainder, \$12.90, goes to support an old timer now in its second childhood, radio, and the most raucous, squalling youngster the world has ever seen, television.

This most richly endowed of all possible "wastelands" has ascended with a speed to match the space age. In 1945 there were 20,000 people for every tv set in the country. Today there are scarcely three people per set. America's 45.5 million television homes spend 6.08 hours per day viewing tv, according to a February 1961 estimate by A. C. Nielsen Co.

The per family cost? Less than 2 cents per hour!

Admission: 2 cents. On 31 December 1961 the televised National Football League championship game was viewed by 38 million fans, according to network estimates. Four sponsors paid \$850,000 for the commercials carried within the program. The cost then to each tv fan was 2.2 cents.

In addition to the game, the fans at home saw over 40,000 fans shivering in the confines of City Stadium in Green Bay, Wis. These "lucky" spectators saw the same action and the same outcome, but paid \$10 a head for the privilege.

(Please turn to page 59)

Client plaque surprises agency



Doremus execs honored by NAIA

Admiring the plaque presented to Doremus & Co. by National Association of Insurance Agents for 1962 efforts are agency's (l to r) vice chairman George A. Erickson, executive vice president Frank E. Schaffer, and chairman William H. Long, Jr.

- ▶ Insurance group honors work of Doremus & Co.
- ▶ NAIA spent \$1.2 million on 1962 advertising

Last week in New York it was a case of "man bites dog" when the NAIA rewarded its agency, Doremus & Co., for the "outstanding services" the client enjoyed in 1962.

The National Assn. of Insurance Agents, a group of 31,000, has a five-year old advertising fund which is said to be unique. It is a continuing national campaign supported solely by voluntary contributions from individual members. Its budget in 1962 was \$1,152,000.

Last year Doremus men visited 33 states to present the NAIA campaign to its many members, and told the story via sound film to members it was not able to visit in person.

Agents are encouraged to tie in locally with the national campaign. The NAIA kit for 1963 contains material for air, print, and other

media, and is one of the most comprehensive kits of its kind.

The NAIA's Big "1" seal is used by about 73% of its members, who spend \$26 million locally in addition to the national advertising campaign.

Although the total local advertising budgets of the independent companies dwarf the national NAIA budget, there is evidence from individual case histories that independent agents find the national campaign of direct benefit and assistance.

Since the NAIA campaign is supported by voluntary contributions, the interest of local members is clearly reflected in this fact: for each of the five years since its inception member agents have contributed over \$1 million annually to the program.



Traditional Breck image of print fame is transferred to tv

Breck television commercial in the making shows Breck heads of print fame are used similarly on tv to preserve image. Lighting, models, and tone of copy give commercials the same traditional Breck feeling as pastel portraits in magazines

A Breck switch: tv surpasses print

- ▶ **Breck spends 60% of budget on tv**
- ▶ **Leaves specials for weekly show**
- ▶ **"Square" or not, image sells products**

The constant image of John H. Breck, Inc., nurtured by print, is now growing up fast on tv. Long noted for its pastel colors in slick consumer magazines, the Breck company has been using the same image on television since 1958—and with great success. This year the budget, for the first time, favors tv. Breck is spending \$3.2 million on a new weekly series, *Going My Way*, which premiered on ABC TV early this month. This is twice as much as Breck has spent on all tv ventures combined in any previous year, and equal to the amount spent on both tv and print combined in any previous

year in which it used tv.

Breck's 50-week buy on the series marks a changeover from Breck specials to a regular show. Among previous specials the company sponsored were "The Power and the Glory," "The Fourposter," "The Picture of Dorian Gray," and "Saturday's Children."

Agency executives explain "it wasn't because specials were not good for us—they were. They gave us strong sponsor identity, and we were by no means dissatisfied with them. The problem Breck faced was that it had so many preparations to advertise that a half-dozen specials a year were not enough. By

advertising regularly, each product gets more frequent exposure and continuity. Now there will be a more general audience—more of a cross-section of the country."

Client to agency. Other changes, along with budget allocation and program selection, have taken place. An important one was the surprise announcement that Breck's advertising manager, John Hughes, would be hopping the agency-client fence to become a vice president and general manager for Reach, McClinton & Humphrey (Springfield, Mass., branch of Reach McClinton and Co.), one of Breck's agencies. Reach, McClinton and Co. and N. W. Ayer & Son share the account.

Ken Hawthorne, formerly a general product manager of U. S. Rubber, will take over the Breck advertising responsibilities under the new title of marketing director. He will be in charge of advertising, re-

search and promotion. In the game of musical chairs Hughes' former chief assistant at Breck, Doug Shaylor, will become advertising services manager.

Indications are Breck is also looking for a top ad man to coordinate advertising and publicity activities of product managers, corporate departments, and ad agencies.

Largest tv buy. *Going My Way* represents the largest broadcast buy Breck has ever made. Only three shows have been given, but Hughes says, "We are encouraged by signs, but we don't know yet how good a buy we made. Things could go either way."

Against the 1962 \$3.2 million tv package for *Going My Way* alone, Breck has spent \$1,182,380 in tv and \$1,455,848 in print for 1959; \$1,322,555 in tv and \$1,796,401 in print for 1960; \$1,307,065 in tv and \$1,999,222 in print for 1961 (Publisher's Information Bureau figures).

The series, based on the 1944 movie starring Bing Crosby, fea-



Hair styles change, but Breck heads don't

Breck Roma head of 1937 (l), used in print ad, is similar to head for *Going My Way* commercial (r). Roma head is still used to introduce Breck-sponsored programs

tures Gene Kelly who heretofore has been an infrequent tv performer. In the past Kelly's television work has been limited to an occasional guest appearance or roles in three hour-long specials.

The program itself espouses no

particular religious cause; its viewpoint is universal. The series is described as "human, believable, lively, and heartwarming in its blend of humor, drama, and charm." Breck people are hoping to attract families, with large shares of women.

Breck executives point out four reasons why they believe the series will draw large numbers.

1. Tv audiences have a high degree of familiarity with, and enthusiasm for, the original film, evidenced by the results of a special TVQ study, and by the consistently large audiences viewing the movie on tv.

2. Gene Kelly is a popular star.

3. The program will have the highest-rated lead-in in tv—*Wagon Train*, which switched to ABC TV this fall. During the 1961-62 season the program averaged a 52% share of audience nationally.

4. The all-family appeal of the show is ideal for the day and the time slot (Wednesday, 8:30 to 9:30 p.m.), which boasts a greater number of available viewers and higher sets-in-use than most other time periods (almost 63 million available viewers).

Frequency and efficiency. Says Thomas H. Calhoun, vice president of radio/tv programing, N. W. Ayer, agency which suggested pur-



A change of view for Hughes, new v.p.

John Hughes (r), who switched from Breck ad mgr. to v.p. of Breck ad agency this month, discusses tv activities with John Gill, Breck product advertising mgr.

chase of the program: "Going My Way represents quality tv programming. The concept of the program is in keeping with both the Breck image and reputation. And as an advertising carrier it offers an opportunity for increased frequency combined with reasonable efficiency."

Products on tv. The preparations advertised on *Going My Way* are the three Breck shampoos, Breck Hair Set Mist, Breck Banish, and Breck Creme Rinse. This Wednesday, Breckset, a new preparation which fared well in test-marketing, will be seen.

Breck's competition in shampoos, Prell, Luster Creme, and Halo, advertise heavily on tv. (As of now, however, Breck ranks No. 1 in U. S. in shampoo sales.) Alberto-Culver, a "monster" advertiser on tv, provides great competition for Breck Hair Set. Tame, a Toni Gillette product is strong on tv, providing stern competition for Breck Creme Rinse. With such competition on television, Breck agency people feel the client "is forced to do the best job possible in that medium." Says Hughes: "We are interested in growing on tv ourselves. Tv has one big feature: demonstration. This is especially good for hair spray and sham-

poo commercials we feature."

Promotion. A key element in the *Going My Way* promotion (the only big tv buy this year, although small ones are being considered) to Breck sales representatives and company customers will be letters and contests built around the program's star, Gene Kelly. These will be supplemented by advance screenings of some programs for salesmen and distributors, pre-program information of the commercials to be shown, special literature on *Going My Way* stars, and counter cards and poster advertisements on the program for use in retail stores.

The Breck sales promotion department has designed a special floor stand for retail stores. This has a tray for Breck preparations, and the back of the stand is a large reproduction of Gene Kelly.

"Our sales representatives will carry a brochure on *Going My Way*," said sales promotion manager John Fitzgerald, "and we will have an intensive and continuing direct mail campaign using folders, brochures, and personal letters."

For the general public, the publicity and promotion is a coordinated effort to provide program information to newspapers, con-

sumer magazines, and trade publications. The facilities of ABC, Breck, the services of a publicity firm on the West Coast and special consultants from N. W. Ayer will be used to keep the public informed. Newspapers in every city in the U. S. will be provided with photographs and interviews of program stars. Also on the planned publicity agenda are arrangements for syndicated columnists to have interviews with Gene Kelly and other program principals.

Going My Way will be promoted by tv spot announcements in advance of each program as well as newspaper announcements. The on-the-air spot announcements began over ABC TV stations in August.

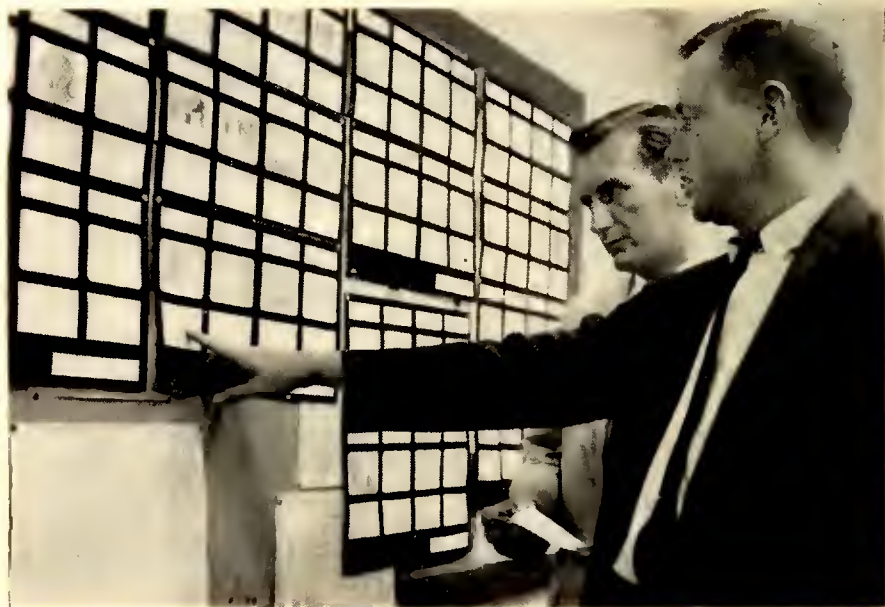
Sponsor identity. When Breck commercials first came out on a regular basis, Starch Viewer Impression studies were done to evaluate the commercials' overall effectiveness. Measurable areas studied included 1) recall of commercial, 2) brand awareness, 3) comprehension of commercial content and, 4) viewer involvement with the commercial content, product, or company.

A measure of buying activity was obtained in these studies, but the
(Please turn to page 59)



Kelly stars on series

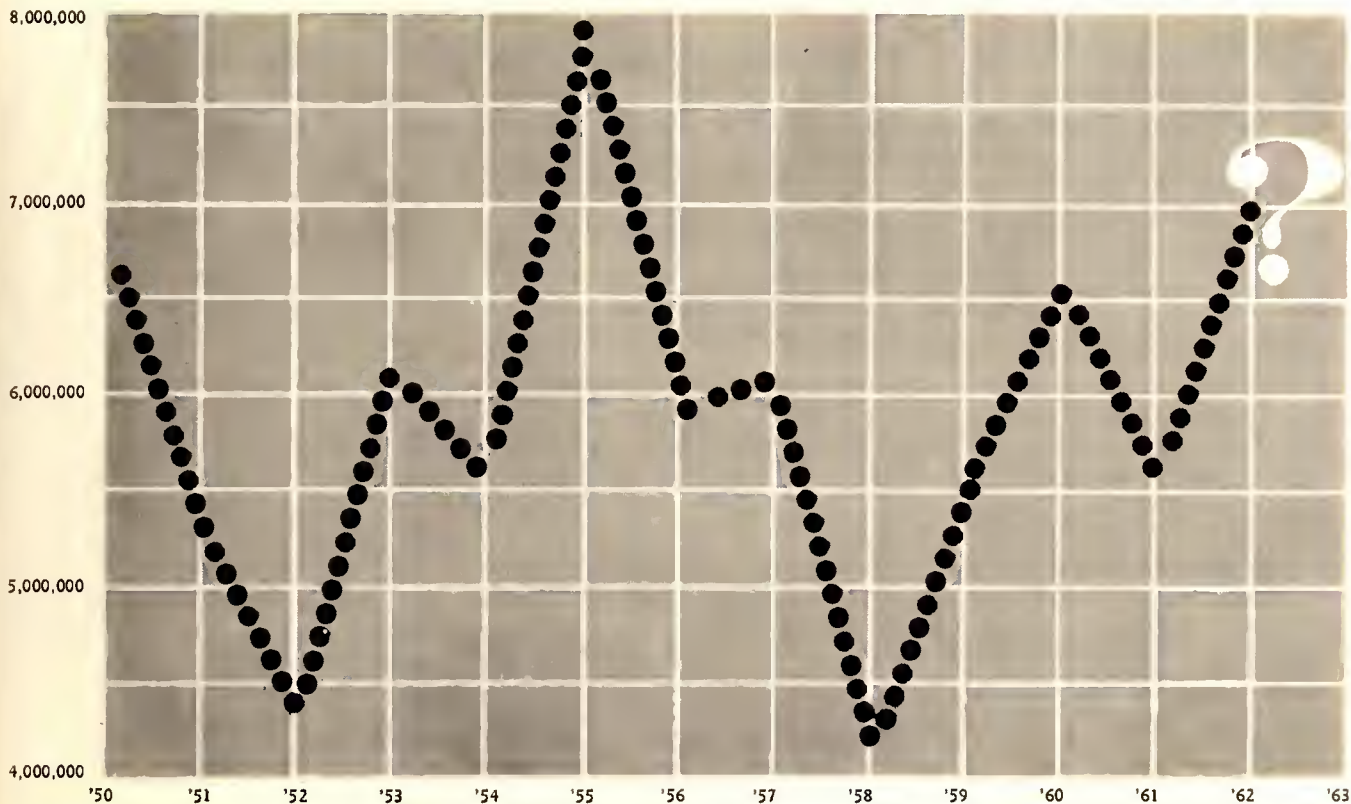
Gene Kelly plays Father O'Malley on *Going My Way*, co-sponsored by Breck



Storyboard check for new Breck commercials

William J. Slattery, a Breck product manager, and Richard Kebbon, account representative for Breck, N. W. Ayer agency, discuss a storyboard for *Going My Way*

Can the automakers put two years back-to-back?



In contrast with many industries the car market has not been growing steadily. 1955 was the top year in the last decade; not until this year did auto sales again hover in the \$7 million area. Automakers now hope for another good year, 1962-63

SPECIAL INDUSTRY REPORT NO. 3

AUTOS: Why spot radio can help?

- ▶ Industry faces "great years" challenge
- ▶ 1963 lines show many more models
- ▶ Year-round advertising pressure seen necessary
- ▶ Recommended: \$3 million spot radio per make

On the surface of things, Detroit car makers represent an industry looking for a problem.

Sales in 1962 are expected to reach 7 million cars (including imports). This will be second only to the record-breaking year of 1955 when total sales reached 7.9 million.

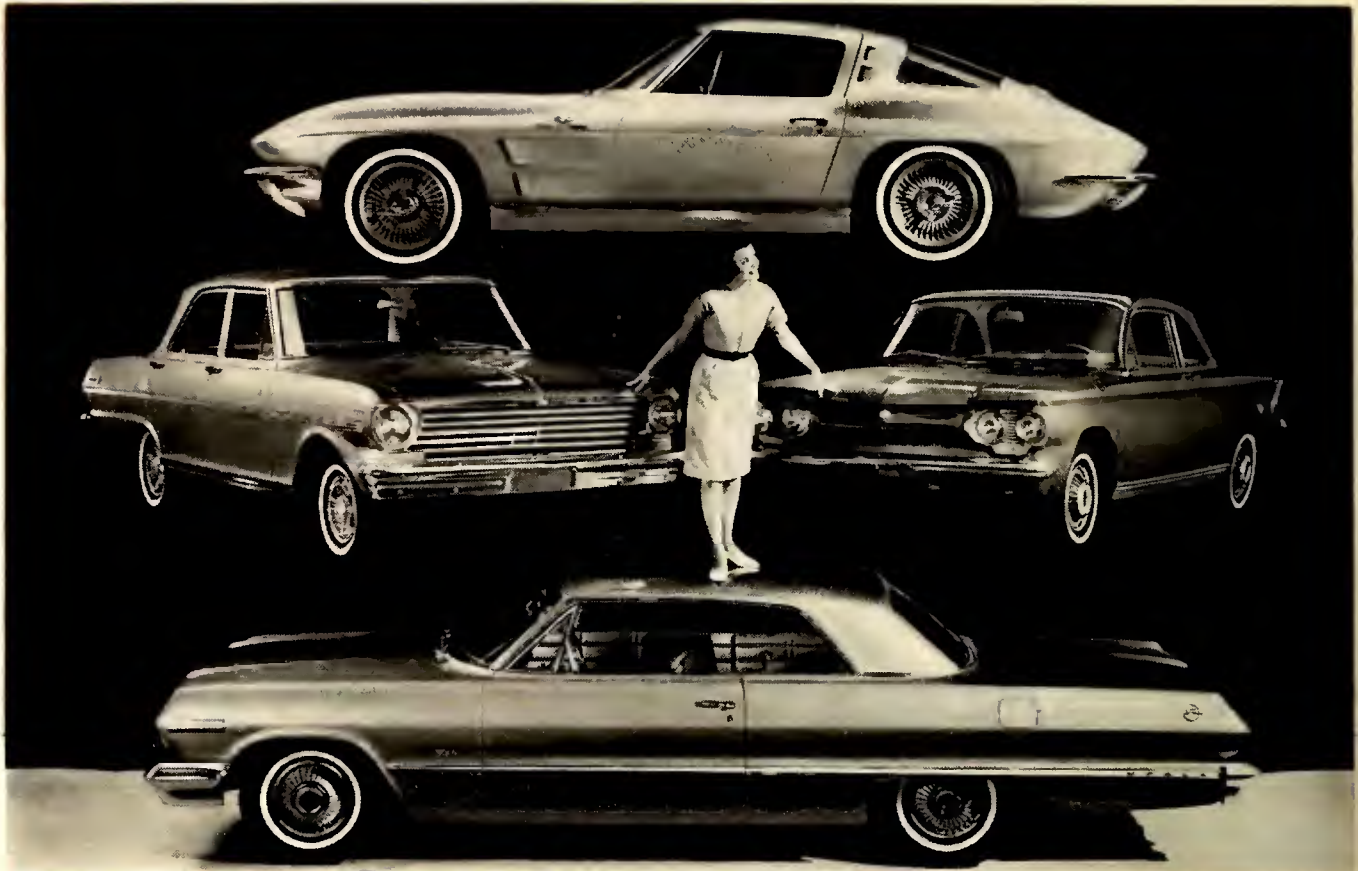
With a certain degree of optimism—based on favorable economic

indicators—car manufacturers as a group have set this benign challenge for themselves: *two great years in a row.*

But no industry is free of problems. Car marketing and sales executives are spending many a sleepless night figuring out ways of maintaining or increasing their share of total sales. In a few cases, it's a life or death struggle.

GM giant grows. The heavy cloud that hangs over Detroit is the company-by-company, the brand-by-brand fight for share of market. All eyes are enviously focused on General Motors which is threatening to make a runaway of the automobile sweepstakes. GM sales for the first six months of 1962 were up 43% compared with the first six months of 1961. Ford was up only 10% during that time.

Chevrolet is heading for an all-time sales record. It will probably sell more than 2 million cars before the year is out. In so doing, it may beat its arch rival, Ford, by as many as 500,000 cars this year. Cars like Plymouth and Dodge are facing losses.



A growing number of models from each manufacturer

Competition is rising along with the parade of new models. Chevrolet's '63 products include four lines: Impala Sport Coupe (bottom); Chevy II 4-door Sedan (lc); Corvair Monza (rc), and the Corvette Sting Ray. Chevrolet has 33 passenger models

Among car companies of all complexions, feeling is running high at this time of the year.

Lee A. Iacocca, Ford Division vice president, points to the rate at which cars are being scrapped, a rate that is approaching 5 million a year. "That's a considerable base," he states. "Add normal growth and you have at least a 6.25 million car year."

And Thomas A. Coupe, American Motors vice president, predicts that car sales will average 6.8 million a year for the next four years.

Industry is healthy. As car makers dig in for the big push on their 1963 lines, they have these comforting facts to guide them:

- October production is expected to be the biggest in history. Goal is at least 700,000 cars. This would be 150,000 more than in 1961 and 85,000 more than in 1960.

- Healthy clean-up sales of 1962 models have cut sharply into inventories and have strengthened pros-

pects for continued high production. Preliminary estimates show that only about 250,000 of the 1962 models remain in stock. Observers feel that is low enough not to disrupt sales of 1963 cars.

- At the end of September, total car output for the calendar year was 4,881,103 compared with 3,686,360 for the corresponding period a year ago.

- The used-car market is stronger than it has been in many years. Sales are running at least 7% ahead of last year.

- The retail credit picture is also healthy. In 1961, repayments exceeded new loans and Detroit believes that lenders still have some of the reserve they built up then.

There are two other considerations about which car makers can only speculate on at this point but which have a direct bearing on the optimistic predictions for the coming year: (1) public reaction to the 1963 models and (2) that sensitive

imponderable — consumer confidence (the stock market, employment, the world situation—one way or another—will add their salt to the final outcome).

Competition is tougher. But industry outlook aside, car makers individually are joined in a tough competitive struggle.

And the firms which will gain an edge on others in the competition may well be those who re-evaluate and re-align their advertising strategies to conform to new marketing necessities.

A major broadcast representative, Adam Young, Inc., recently made an exhaustive study of automotive problems and solutions as they relate to advertising—in particular, to spot radio.

"In light of the brand-by-brand competition, the major job that radio can perform for car companies is an intensive, year-around sales job that companies can afford," declares Adam Young, president.

"It is a surprising facet of car advertising that, by and large, companies confine themselves traditionally to heavy-car pushes in the fall, and nearly abandon the radio effort the remainder of the year. The accompanying chart (see below) shows that year in and year out car sales are made 12 months a year, steadily and consistently.

Year-around pressure. "Radio listening is similarly consistent throughout the year. A key advertising question arises: If sales are made throughout the year, should not advertising pressure be applied year around? With radio's enormous efficiency, economy, impact, and exclusive ability to reach people while they are using the product, the sound medium has to stack up in any objective analysis as a medium of prime importance 12 months a year," Mr. Young states.

"No car manufacturer or agency can sit quietly on 'traditional' patterns of media use. A recent motivational study shows that, with rare exceptions, consumer advertising recall is poor. They remember little about which car brand is advertised and even less about salient

copy points."

Detroit's marketing battle boils down to these main areas of concern:

1. Each firm must maintain or increase its competitive position.

2. Each company is now producing and selling more different cars and models than it has in its history. In 1962, there were about 100 different models put on the market by American manufacturers. In 1963, this number is increasing, with a larger number of sports and compact models. Compact accounts for about 10% of the market.

3. The abundance of models has created an even more pressing need for consistent advertising pressure.

4. Detroit is also on the hook for such things as extended warranties and expensive accessories for the compacts.

Radio can help. A \$3 million a year radio plan is proposed by the Young company for individual car brands. Sounds expensive? Not really. Considering that yearly car ad budgets range between \$15 million and \$40 million, this expenditure represents a relatively

modest investment in year-around penetration.

The \$3-million-a-year spot radio plan is based on the conviction that the sound medium can do these things for car advertisers:

1. It can maintain heavy advertising pressure throughout the year in 200 markets as a cost that can be lived with.

2. Taking advantage of the dual in-home and out-of-home radio audience, a car company can match audience composition with consumer prospects, balancing handsomely the amount of advertising weight that must be split in favor of men but with fair amount of exposure to women.

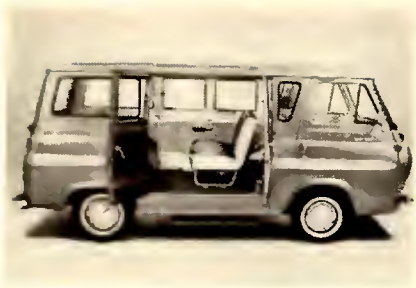
3. The teenage audience, representing a minor share of the total, also is important to car companies because these are the buyers of tomorrow, and tomorrow is not far off.

4. Radio's great out-of-home story is directly linked to the car industry, with 42 million car radios in use. Nielsen figures show that auto tune-in is substantial throughout the week. In late afternoon, for example, it is the equivalent of

Monthly sales show selling cars is a year-round business

1960			1961		
Jan.	676,712	10%	Jan.	406,616	7%
Feb.	656,579	10	Feb.	363,193	7
March	659,730	10	March	425,892	8
April	588,046	8	April	453,425	8
May	607,191	9	May	539,858	10
June	605,582	9	June	567,563	10
July	421,355	6	July	407,339	7
Aug.	324,020	5	Aug.	172,754	3
Sept.	386,694	6	Sept.	367,366	7
Oct.	627,678	9	Oct.	545,117	10
Nov.	600,495	9	Nov.	646,886	12
Dec.	520,714	8	Dec.	646,698	12
Total	6,674,796	99	Total	5,542,707	101

Passenger car factory sales for 1960 and 1961 show sales are good all year. If advertising were done on a year-round basis sales might be more even, according to Adam Young. In 1961 summer months, with the exception of August, sales are good



More compact models add to selling complexities

The Falcon Club Wagon (l), able to compete in many areas, is just one of the family-fun vehicles offered by Ford Division for '63. Chrysler-Plymouth adds compact Valiant convertibles (r). New models intensify already strong competition

50% of the in-home audience. In some markets, weekend auto tune-in represents an even greater share of the total.

Creative unity. Creative aspects of the national radio campaign should be blended with the total advertising effort. Theme and copy of the commercials should be compatible with the copy used in other media. The magazine or newspaper headline, the television blurb should be adapted to the radio ap-

proach.

These themes can be translated excitingly in sound, using the kinds of music, sound effects and narrative to give maximum aural illustration to the copy points.

A creative advantage that radio offers is that the music, narrative or humor can be flavored with particular regional characteristics.

The Young radio proposal recommends that once the copy approach is decided on it should be

given maximum repetition without too much change.

An attempt also should be made to close the image gap between manufacturer advertising, which tends to be more missionary in nature, and dealer advertising, which is more hard sell and, in too many cases, downright raucous and strident.

The media plan is keyed to heavy frequency and the proper distribution of advertising balance in terms of audience composition.

In-car listener. Effective radio use by car companies would naturally be molded to take advantage of that wonderfully captive audience, the car radio listener. More new cars are equipped with radios today (90%) than with automatic transmissions (75%).

Frequencies should vary by monthly periods to adapt advertising pressure to sales. October and November, 40 to 50 announcements a week; December and January, 25 to 35 a week; February through July, 40 to 50; August, 25 to 35 a week, and September, 40 to 50 a week.

In larger markets the buys should be split among at least three stations to capitalize on reaching and penetrating as many different people as possible.

Station selection is a brand-by-brand consideration. But one major consideration that has been lacking in past radio use has been the compatibility of manufacturer and dealer radio buys.

The tendency has been for the company to use certain stations and the dealer others. This minimizes the advertising impact. Greater co-ordination should be developed for maximum pressure.

To reach the greatest number of different people, to capitalize on the natural advantages of car radio and to influence both men and women, with an accent on the former, it is recommended that all buys be split three ways among Class AA drive time, Class A housewife time and Class B evening and Sunday periods.

Buyer characteristics. Used as a mass medium, radio has much to offer car companies in reaching

Characteristics of today's car buyers

Who in household first suggests new car purchase:

Male	74.9%
Female	23.3%

Annual household income of new car buyers:

Under \$5,000	18.1%
\$ 5,000-\$9,999	52.6%
\$10,000 and over	29.3%

Age of new car buyers:

Under 25	8.0%
25 to 29	10.2%
30 to 34	10.9%
35 to 39	11.8%
40 to 44	13.8%
45 to 49	12.2%
50 to 54	10.9%
55 and over	20.1%

What radio proposes for auto-makers

Competition, always present in the auto business, is becoming a life/death struggle because of gaining number of models offered by each maker. Adam Young, president of Adam Young, Inc., here examines the advertising solution to this dilemma—in particular, radio's unique answers.



Make the schedule meet the people

Radio is a medium of enormous potential for any advertiser, but particularly for car manufacturers.

A careful analysis of car sales shows that consumers buy them 12 months a year, with surprising regularity and consistency. Radio listening also maintains a steady level of listenership throughout the year. This is a natural meeting place where radio and car selling efforts should be joined.

We propose a \$3 million a year radio plan for individual car brands. Such a plan cannot be called expensive. Considering that yearly car ad budgets range between \$15 million and \$40 million, this expenditure is a relatively modest investment in year-round penetration, especially considering the results it can bring.

Such a move would maintain heavy advertising pressure throughout the year in 200 markets at a cost that can be lived with.

The media plan should be keyed to heavy frequency. The frequencies should vary month by month to adapt advertising pressure to sales. For example, this kind of schedule should be adhered to: October-November, 40-50 announcements per week; December-January, 25-35; February-July, 40-50; August 25-35 and September, 40-50.

To reach the greatest number of different people, to capitalize on the natural advantage of car radio, to influence men and women, especially the former, all buys should be split three ways: Class AA drive time, Class A housewife time, and Class B evening and Sunday periods.

Used as a mass medium, radio has much to offer car companies. To be effective, schedules should be heavy or there should be none at all. The message must be repeated to the defined audience the car maker is seeking.

prospects they are most interested in. New car buyers by income levels show that the majority are in the broad middle range.

Annual household income of new car buyers: 18.1%, under \$5,000; 52.6%, between \$5,000 and \$9,999, and 29.3%, \$10,000 and more.

Car research shows that the man in the household is the one who first suggests the purchase of the new car (74.9% to 23.3%, women).

In addition, 61% of all drivers are men and 39% women. So while the woman's role in the new car purchase is growing in importance, the man is still the dominant figure to reach.

How does Detroit presently buy radio?

Mostly in short and quick takes in late September and early October, running from four days to three weeks. Then, depending on the manufacturer, there may be additional flights on other occasions throughout the year.

Budget methods. Car company advertising budgets are generally keyed to each new car sale, so that in many cases dollars are earned in one model year and spent the following year.

This can create problems as in the case of the ad budgets for the 1962 models. Because 1961 car sales were thinner than expected, initial 1962 budgets were down.

Despite this, the Adam Young Detroit office says, the Motor City can point to certain notable spot radio successes of 1962.

Detroit admen point to Buick's use of spot radio, through McCann-Erickson, as a breakthrough in imaginative use of the medium.

Buyer Judy Anderson placed what she called "blitz" schedules of great depth and frequency in one market at a time. The results from an advertising standpoint were considered outstanding and drew great praise from the dealers involved.

Another agency whose spot radio buys in 1962 drew favorable comment was MacManus, John and Adams. Dick Sheppard and Dave Balnaves, who buy for Pontiac and

(Please turn to page 60)

BULLETIN

Dateline:

KANSAS CITY

Biggest
Development
on the
K. C. Scene
since the
beefsteak!

KUDL ... SOON
5000 watts...
and full-time,
too!

(And YOU know
what THAT
means!)

KUDL

Irv Schwartz
V.P. & Gen. Mgr.

Adam Young, Inc.
Mid-West Time Sales

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

The latest one to join the mushrooming list of "available" timebuyers in the New York area is Isabelle Stannard who bought for such accounts as Kaiser-Roth at Daniel & Charles.

Despite the fact the number of "lookers" point to a dearth of good buying jobs in the Big City, the shoe seems to be on the other foot in other areas. In Philadelphia, for instance, Werman & Schorr is looking for a radio/tv timebuyer, and in Washington, D.C., Henry J. Kaufman has the "help wanted" sign out for an assistant media man (or woman).

The vacancy at Werman & Schorr may or may not have been created by the departure there last week of Fred Koppleman. Fred, who for the past six months was broadcast supervisor on Bon Ami, Blumenthal Chocolates, and Jeffrey Martin Laboratories at W&S, joined Elkman, Philadelphia, as media director. New Yorkers will recall that prior to his Werman & Schorr affiliation, Fred was buying on Buena Vista (Walt Disney) for La Roche, N.Y.



Post affiliation preview palaver

Special preview held by WCIV-TV (Charleston, S. C.) to announce its affiliation with NBC, is talk fodder for (l-r) Donahue & Coe's timebuyer Pete Schulte; Bill Lucas, manager, WCIV; Paul Rittenhouse, NBC station relations; Everett Martin, WCIV, sales manager; and Howard Petry, NBC

Other recent agency-hoppers: Dorothy Hoey, longtime Grey, N.Y., buyer on P&G, switched to Lennen & Newell; Ted Gotthelf's (New York) Adele Schwartz is now assistant to Morse International's Mary Ellen Clark.

Promotion dept.: Bruce Wager successfully hurdled the trainee obstacle course at Young & Rubicam, New York, and is now assistant buyer on Borden and General Cigar.

Account assignments: Reach, McClinton, New York, former print buyer Herb Stone, now buying broadcast on Tenn-Eco . . . Irene Bour-

(Please turn to page 44)

XII

JAC LeGOFF
National News



THIS IS NEWS

AND DETROIT GETS IT FIRST ON

CARL CEDERBERG
State and Local News



**WJBK-TV
DETROIT**

2

Newest, earliest, most complete half-hour news wrap-up! That's "6 O'Clock Report," featuring national, state and local news, sports, weather, and the first and only daily editorials on any TV station in the area, all in one daily 6 to 6:30 p.m. package. One more mighty good reason why Channel 2 is No. 1 with Southeastern Michigan viewers . . . and advertisers!

CBS IN DETROIT



LOUIS MILLER
Editorial Comment



RAY LANE
Sports News



VI



MISS FAIRWEATHER
Weather Reports



MILWAUKEE
WITI-TV

CLEVELAND
WJW-TV

ATLANTA
WAGA-TV

DETROIT
WJBK-TV

TOLEDO
WSPD-TV

NEW YORK
WIIJ

IMPORTANT STATIONS
IN IMPORTANT MARKETS

MIAMI
WGBS

CLEVELAND
WJW

LOS ANGELES
KGBS

DETROIT
WJBK

TOLEDO
WSPD

PHILADELPHIA
WIBG

STORER
BROADCASTING COMPANY

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

TOBACCO NETWORK HAS PERSONALITY PROGRAMMING

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

Regional News □ Sports □ Weather
Commentary □ Farm Reports

8 POPULAR PERSONALITIES

AVAILABLE:

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

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

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

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

TOBACCO
RN
RADIO NETWORK

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



CHATTANOOGA

Call



NOW!

TIMEBUYER'S CORNER

Continued

gouin, also Reach, McClinton, has added Breck to her other buying chores.

WCIV-TV's (Charleston, S.C.) recent debut as an NBC affiliate, launched via a unique videotape preview held in the Charleston Gardens on the 8th floor of New York's B. Altman & Co., attracted more than 250 admen. Among them: La Roche's Sandy Moshein; Ellington's Mary Dowling; Grant's Jeanette Le Brecht; BBDO's Hope Martinez; MacManus, John & Adams' Roger Bumstead; SSC&B's Chuck Woodruff; Bates' Don Severn; JWT's Harold Veltman; Ayer's Tom McDermott; McCann-Erickson's John Curran; McCann-Marschalk's Otis Hutchins; Joe Gans of Joe Gans; Benton & Bowles' Betty Lechner; Y&R's Jerry Baldwin; and Lambert & Feasley's James Waterson. The party was hosted by Advertising Time Sales.

Sibling dept.: The latest ones to join our sibling group: Don Carlson, associate media supervisor, Leo Burnett, Chicago, and brother Lee Carlson, research director, ABC Television Spot Sales, also Chicago... John M. Van Horson, executive v.p. and account man, Fletcher Richards, Calkins & Holden, New York, and brother E. Gerald Van Horson, buyer on Boyle-Midway, division of American Home Products at Ted Bates, also New York.



Taft talks tall tower during luncheon

Chicago timebuyers hear details of WKRC-TV's Cincinnati, new tall tower during recent luncheon presentation. Handing out facts and figures are: (standing l-r) Bob Rohde, Katz; Taft's national sales manager, Don Chapin; Bill Hansher, v.p. engineering; Sam Johnston, general manager, WKRC-TV

Can't help wondering: What Miami station WGBS intends to do about the clamor for more of those musical telephone cradles which they had distributed to media people recently? The demand for the cradles which emit soothing, tinkling notes from the score of "Sound of Music," has reached near black-market proportions. Rumor has it that Mary Martin, who starred in the musical, got wind of the phone cradles and managed somehow to latch on to one.

CRYSTAL BALL ANALYSIS of Rochester TV...

I PREDICT *(a look into the Rochester TV future with Ervin F. Lyke, President of WROC-TV Channel 8)*

• **BIGGER AUDIENCES FOR WROC-TV**

Forget the population growth in the Rochester area and there will still be a bigger TV audience because of the addition of a new channel. This has been the pattern in cities all across the country. With a larger audience Channel 8 will continue to have more viewers. In survey after survey, WROC-TV is the No. 1 station in Rochester.

• **MORE COLOR TV VIEWERS**

Sales of color TV sets are way up. With 70% of WROC-TV's nighttime shows and 50% of afternoon programs in color, more area viewers are tuning in Channel 8—the only Rochester station carrying a regular color schedule.

• **WROC-TV WILL CONTINUE TO BE ROCHESTER'S NO 1 STATION**

This prediction is based on a number of key factors: 1) Continuing surveys; 2) NBC's strong fall and winter programming; 3) Color TV, exclusive on Channel 8; 4) WROC-TV's exciting local news, weather and sports shows.



Among Top Color TV Shows ONLY on Channel 8

Saturday Night Movie
Meet the Press
Walt Disney's World
Bonanza
Price is Right
Brinkley's Journal
Tonight
Laramie

Empire
Virginian
Hazel
Andy Williams
Sing Along with Mitch
Jack Paar
Perry Como

**NEW \$400,000 transmitter
makes viewing great
on Channel 8**

**BUY THE STATION
MORE PEOPLE WATCH**

WROC
ROCHESTER, N.Y.

TV 8
CHANNEL
BASIC NBC

Represented by



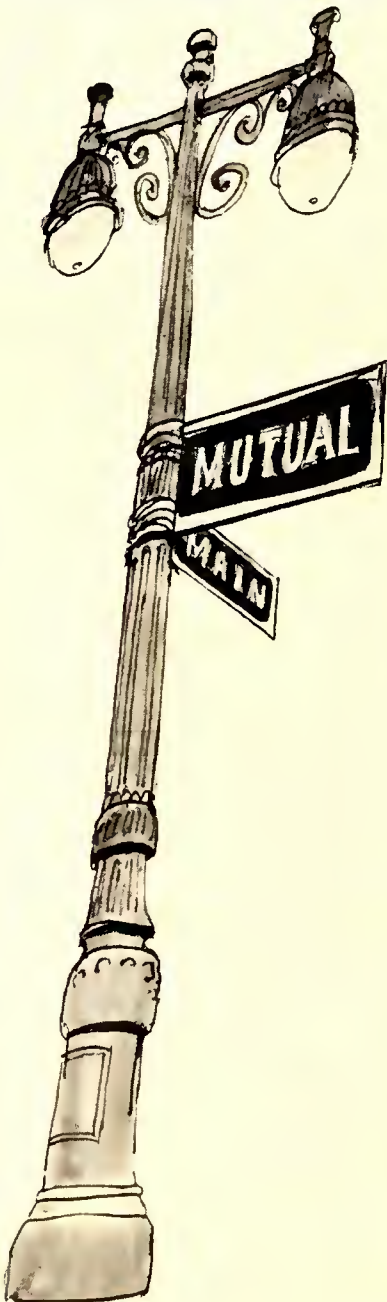
WHAT MARKET DO YOU WANT TO SELL ON MAIN STREET?

To reach Main Street, U.S.A., turn at Mutual.

Whatever your market—teen age, young marrieds, executives—you'll find a buying audience on Main Street, U.S.A. And who owns Main Street? Mutual Radio. With 453 listenable affiliates everywhere. Pick your market and head for Main Street, U.S.A. Check the signpost and turn at Mutual Radio. **LANDMARK: Mutual Radio delivers 97 of the top 100 Main Streets in America.**

Mutual Radio 

A Service to Independent Stations



COMMERCIAL COMMENTARY

Continued

Most of us who remain in the business button up our lips and do no sneering, at least for the outside world.

But I suggest that most of us (and I think this is particularly true of high level agency executives) have a horrible suspicion gnawing at our vitals like the Spartan boy's wolf, that "life is real; life is earnest and the agency commission is not the goal."

That is why we get so violently upset when we are attacked by highbrow critics. We are deeply, secretly afraid that advertising is really kid stuff, and that we are men doing a boy's work.

But are we?

Frankly, I don't think so. I believe that advertising is an honorable, difficult, demanding, absorbing, and wholly grown-up profession. But I am afraid that many of us in the business suffer from a peculiar occupational neurosis—we are still madly infatuated with the picture of the boy we once were, and of the man we hoped to be.

And that, I think, is our trouble.

When we were very young

Our trouble really stems from the kind of guys we were when we entered advertising. And here, if we're going to explain the problem, we shall have to do a little boasting.

Beyond any question, the typical young man who makes a success of the business, starts as a superior human being.

He is almost invariably bright, articulate, sensitive, imaginative, adaptable, with a wide range of interests and potentials.

He is often a writer (of the 12 agency heads pictured on the *Time* cover, 10 once wrote copy) and frequently artistically inclined.

He has, of course, a gift for business, but it is usually only one of many gifts. And in the end, it is his versatility, or the memory of his versatility which traps him.

For what he hopes from advertising is the full expression of all his talents and potentials. And this of course, is impossible.

But the memory remains, remains as he moves up the ladder, remains to haunt and torment him with reproaches of unfulfillment.

And, living constantly with these inner self-reproaches, he tries constantly to escape them.

Sometimes he tries to escape with ulcers or alcohol. Sometimes by plunging into a make-believe world of new tags and labels, by pretending that he is not really in advertising, but in "marketing" or "communications" or, heaven forbid, "science."

Sometimes his escape takes the form of devising high-sounding (and not very convincing) catch phrases about his mission.

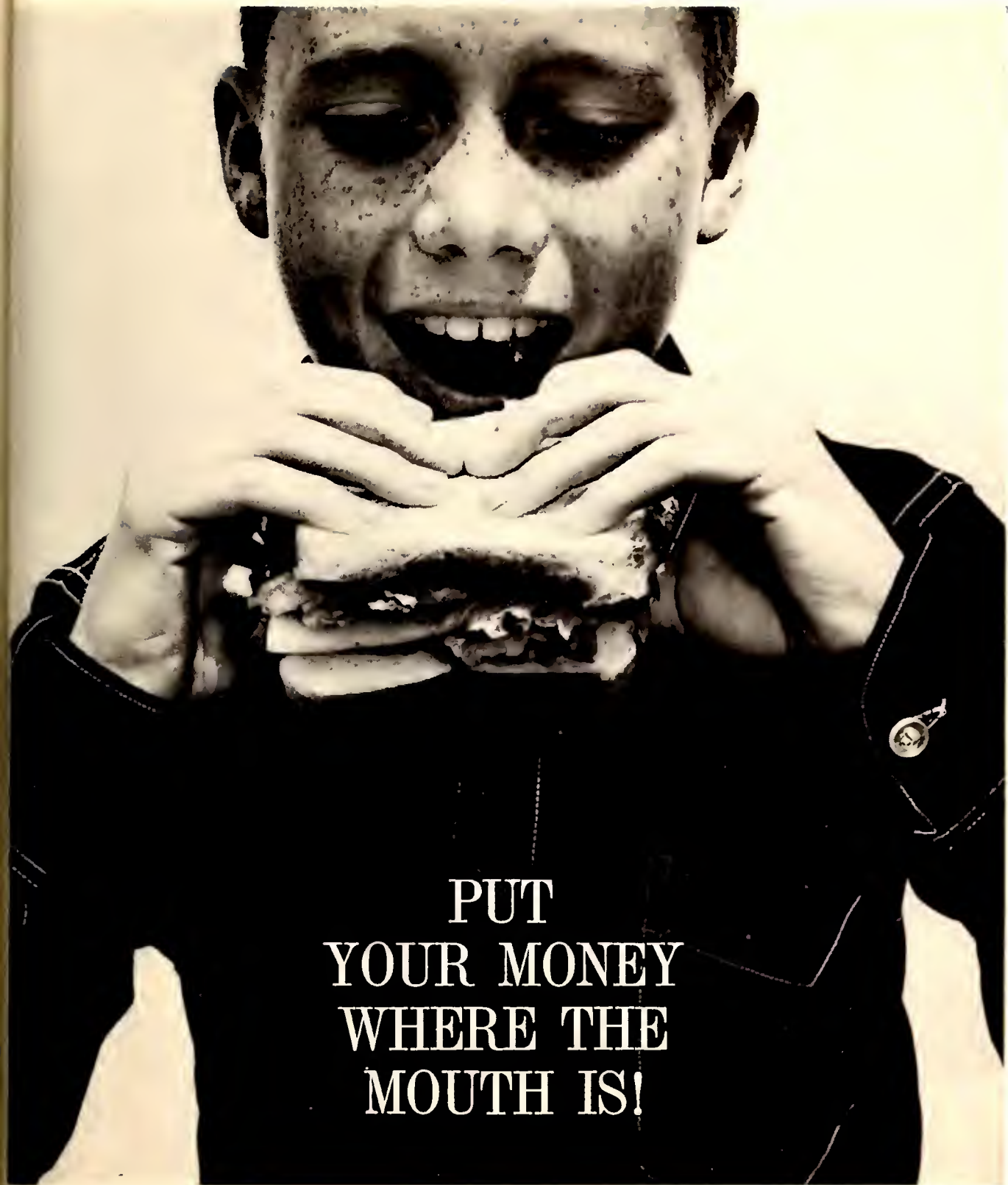
He tells himself proudly that he is the "catalyst of the country's consumption economy," or even the "architect of a growing, prosperous America."

But none of these provide any real relief for our "Adman in Quest of his Youth." For none come to grips with his dilemma.

Do you think I exaggerate this? Perhaps I do. But I still say that our real image problem is with ourselves, not the outside world.


And I still say that the 4As and the ANA could do well to concentrate on this. For what most of us need is not some great big shiny, chromium-plated, image-building p.r. program.

What most of us need is a more meaningful and satisfactory personal philosophy about our work.



**PUT
YOUR MONEY
WHERE THE
MOUTH IS!**

20% of the food distributed through Houston warehouses is consumed by families in Beaumont/Port Arthur/Orange. If your spot television budget is based on wholesale distribution figures in Houston, you're missing

one-fifth of the consumers. If you put your television dollars on any other station in the Beaumont/Port Arthur/Orange market, you're missing 43% of the viewers.  Peters Griffin Woodward **CBS**

KFDM-TV CHANNEL 6

TV'S YOUTH KICK

(Continued from page 29)

Shelley Berman recorded the college radio commercials.

As for the "Punt, Pass 'n' Kick" competition, it is now in its second year under the auspices of Ford dealers and the National Football League. Last year 205,000 boys participated. The goal is 500,000 this year. Four thousand Ford dealers are involved in the contest.

R. L. Shugg, Jr., account representative, Detroit office, J. Walter

Thompson, said that all Ford dealers and the NFL were enthusiastic about the project. "This gives the Ford dealers an opportunity to present to their communities an outstanding youth event," Shugg declared. "Not only does it improve dealer image with the boys themselves but it stimulates the whole community's feeling toward the Ford dealer. The National Football league is also very happy to participate since they too want to improve their image with the young boys and their parents."



Harry Straw, of the dry hair ads, didn't make the Tricorn Club

Harry wasn't in the lifeless scalp commercials. He just buys TV spots for them. He just didn't know that North Carolina's No. 1 metropolitan market is the prosperous three-city "tricorn" . . . Winston-Salem, Greensboro, High Point . . . No. 1 in population, households and retail sales. Knowing those facts is all it takes to crack this exclusive club, Harry. Then schedule WSJS Television, of course—which is the No. 1 way to saturate the Tricorn Market (and the surrounding rich area thrown in). You get a Club hat with feathers, Harry, if you also remember North Carolina is the 12th state in population . . . and that no self-respecting spot schedule can ignore the No. 1 market in the No. 12 state! You'll be a real smoothie with clients and account execs, Harry, when you join the Tricorn Club — provided our official hat can fit onto your tousled wig.

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT

Damone in commercials. SPONSOR asked Buchanan what was the fate of *The Lively Ones*? What were its chances of a return engagement? The answer isn't in yet, but Ford is making good use of Damone in special commercials integrated into the current crop of Ford-sponsored programs. Also, Damones' "dates" in *The Lively Ones* are seen, from time to time, in Ford's new crop of commercials.

The young adult market which advertisers have been cognizant of for many years has blossomed out recently in tv programing, according to Eugene Gilbert, president of Gilbert Youth Research. Gilbert observed that this is "obviously due to the many efforts by other media to show the importance of this age level." Gilbert thought the special magazines and radio shows were just a few of the areas where heavy concentration has been developed. He was certain that most major buying decisions were made by the time a person reached this age level.

Young families. Sixty per cent of all first children in families are born to mothers 24 or under, Gilbert observed, adding that 50% of all first marriages take place by the time the girl reaches her 20th birthday. "These are just a few of the reasons that marketing people are pleased with tv's efforts to attract this group," Gilbert said.

Neal Gilliatt, senior v.p., McCann-Erickson, and management service director on the Coca Cola account, emphasized that "for three generations Coca Cola has been the favorite drink of young people.

"The advertising has consistently showcased young people in youthful situations and activities," Gilliatt continued. "Yet we know that the total mood generated by these ads appeals to teenagers, young adults and their parents. A planned part of this program includes the placement of advertising in media which we know reach the youth market; disk jockey radio, youth magazines, and tv spots in and around programs which have the greatest impact on this important market."

The theme, "Now It's Pepsi for Those Who Think Young," both in tv and other media, went from BBDO right smack to the masses



Any way you look at it...



Demonstrations are goof-proof on video tape, as in "Reynolds Aluminum" commercial. Immediate playback after shooting, spotlights even minor flaws, speeds improvement.



Mitch demands fluff-free high C's for his popular "Sing-along" show. Video tape helps keep the fun in, the fluffs out, for maestro Miller and his merry choristers.

No goofs, no fluffs with SCOTCH® BRAND Live-Action Video Tape!

Whether a slip of the hand, tongue, camera, lighting or direction, it can be found and fixed *immediately* when the show or commercial is produced on "SCOTCH" BRAND Video Tape. And video tape assures the picture quality that's *live* as life, without the risk of an on-the-air fluff. Tape plays back the picture moments after shooting, helps find flaws that defy detection during the actual "take." You can check every detail—sound, lighting, focus, pacing, delivery—while everyone is still on the set, ready for a re-take if needed.

Video tape performs instantly for special effects, too! No waiting for days, weeks, while lab work and processing laboriously create an "effect". Not

only are you ahead in time savings, but in cost savings as well!

Immediate playback plus today's easier-than-ever tape editing makes short work of last-minute changes, permits quick insertion of new material in existing footage. And "SCOTCH" Video Tape, for both black-and-white or color, provides outstanding "presence" to enhance commercial messages, network and local shows, as well as closed-circuit presentations.

A *free brochure*, "Techniques of Editing Video Tape," provides samples of current editing practices, plus examples of special effects created on tape. For your copy, write Magnetic Products Division, Dept. MCK-102, 3M Co., St. Paul 19, Minn.

"SCOTCH" IS THE REGISTERED TRADEMARK OF MINNESOTA MINING & MANUFACTURING CO., ST. PAUL 19, MINN. EXPORT, 99 PARK AVE., NEW YORK, CANADA - LONDON, ONTARIO. ©1962, 3M CO.

Magnetic Products Division **3M** COMPANY

of young people (although oldsters weren't prevented from joining the circle). Commenting on the effectiveness of the campaign aimed at a nation "on a record binge of youth-mindedness," John J. Soughan, v.p. and director of marketing services, Pepsi-Cola Co., told SPONSOR that "Pepsi-Cola's tv commercials, quite likely the most successful in the soft drink industry, are distinguished primarily by the appearance of bright, lively, youthful people generally in the age range of 19 to 25.

"The reason for this particular selection of people is the most obvious of all: people of this age range—the younger set of America—represent the best potential customers for soft drinks," Soughan said. "A second, but still primary, reason is that people in this age group represent the largest single market category in America. And, not so incidentally, this age group is growing at a more rapid rate than any other. Predictions are that by 1970, Americans from the ages of 19 to 30 will make up the vast portion of our population.

The strong interest in the youth market currently being shown by alert-minded advertisers is not a new phenomenon, but a logical extension of a growing trend over the last decade, in the opinion of Boris Lorwin, executive v.p. of Glick & Lorwin, an organization that provides educational counsel and specialized public relations to corporations and such.

What is new this year, according to Lorwin, is the growing number of advertisers who have come to realize that effective penetration of the youth market "is quite a trick and requires an approach all its own." Lorwin cited the recent Ford campaign as an outstanding one.

"**The spendables.**" An ideal term to describe the youth market would be "the spendables," as Max Tendrich, executive v.p. and director of media, Weiss & Geller, phrased it. "They have the spending money for their own needs and wield strong influences in certain buying decisions of the family."

In the opinion of William H. Hylan, CBS TV Network senior v.p. of sales, there's no general


trend in terms of advertisers seeking a "so-called 'young adult' audience." "Actually, unless a program is deliberately slanted toward a special audience, an advertiser can hardly miss this age bracket, because the young adult segment of our population falls into the heavy viewing category," Hylan maintained. "We should not confuse the efforts being made by an individual advertiser to establish a youthful product image through skillful use of the commercial with audience trends. Programs, not commercials, create audiences and determine their nature."

On all networks. Still another example of appealing to the young adult market on tv is currently being demonstrated by American Motors. E. B. Brogan, automotive advertising manager, American Motors Corp., told SPONSOR last week the company's 1963 models "open up the door to a lot more sales to the young segment of the market." For the first time, network tv participants on all three major networks have been slotted for the Rambler announcement period.

Brogan said his company expected to reach 122 million tv viewers with the expanded '63 coverage. Additionally, 20 Rambler radio spot commercials will be aired every weekend on NBC Monitor for the seventh straight year and 18 radio spots on week-end ABC News.

A vital segment. Dean Shaffner, director, sales planning, NBC TV, said that young adults are a vital segment of the consumer population, valuable because of their above-average willingness and ability to purchase a wide range of products and services. But, he also pointed out that a special Nielsen survey of tv homes reveals that contrary to a commonly held belief, homes with housewives between the ages of 35 and 49 constitute the most valuable consumer segment.

"There is abundant evidence that network tv is particularly effective in reaching the young adult with a variety of programs that have special appeal to this age group," Shaffner declared. He noted that no single network has a monopoly on these types of programs, nor do they fall into neat categories. ■



BIGGER than SACRAMENTO - STOCKTON

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

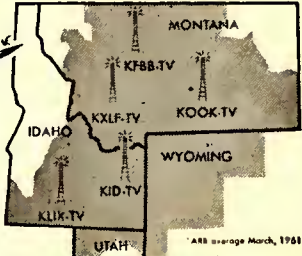
SKYLINE TV NETWORK delivers 10,100 more TV homes than the highest rated station in Sacramento-Stockton at nearly 18% less cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract—one billing—one clearance. Over 267,880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

IDAHO —KID-TV Idaho Falls KLIX-TV Twin Falls	MONTANA —KXLF-TV Butte KFBB-TV Great Falls KOOK-TV Billings KBLL-TV Helena Satellite to KXLF-TV
--	--

Skyline

TV NETWORK

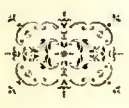
P. O. Box 2191 Idaho Falls, Idaho



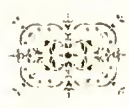
*ARB coverage March, 1962

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

Rich, rich, southern New England loves the sounds of America
on



AMERICANA



A musical and verbal portrait of the United States, past and present

PROGRAMMING THE BEST OF

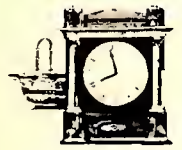
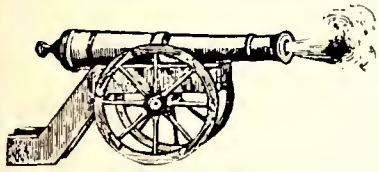
FOLK SONGS
DIXIELAND
SHOW TUNES

COUNTRY MUSIC
TIN PAN ALLEY HITS
WESTERN SONGS

RALLYING SONGS
JAZZ
AMERICAN CLASSICS




COMMENTS BY EXPERTS ON
History and Customs *Prose and Poetry*
Furniture and Cookery *Books and Printing*
Art and Art Objects *Fads and Foibles*



EVERY DAY
Monday through Friday
2:05 - 3:25 p. m.



WTIC  Radio 50,000 watts

HARTFORD, CONNECTICUT

REPRESENTED BY HENRY I. CRISTAL CO.



STORER PROFILE

(Continued from page 31)

of Toledo, a firm that grossed in the millions and earned in the hundreds of thousands.

In 1926 the tube company was merged into the Elyria Iron and Steel Co., which became the Steel and Tube Division of Republic Steel Corp., Cleveland. Storer was named vice president in charge of manufacturing.

It was in Cleveland that the future broadcaster's skills as a businessman were first severely tested. He inherited a division that lost \$29,000 the first month he was there. The last month he was in charge, less than a year later, the division showed a profit of over \$44,000.

Beginning of oil. Successful as this year had been, Storer yearned to work for himself. And so he returned to Toledo to form, with members of his family, the Fort Industry Oil Co. The oil business had been in the back of his mind for some time. Earlier he had gazed from his Toledo office, watching trucks unload gasoline at a service station across the railroad tracks from his plant.

An idea of great simplicity went through his mind. Why not a short siding into the service station, unload right from the tank car, save the trucking costs, and pass the saving to the customer?

On to Detroit. Shortly after the new company was off and running, George Storer was back in the steel business. He went to Detroit in the sales office of the American Metal Products, a specialty company then not too prosperous. Storer was soon selling specialized items to Ford, General Motors, and Chrysler. A year later, he bought the company for \$300,000. By the end of 1929, American Metal showed a profit of \$650,000. Its name was changed to Tubeweld, and later to Standard Tube Co., a firm now listed on the American Stock Exchange. Storer Broadcasting owns 51% of the firm's B shares. George Storer is chairman of the board and both he and his eldest son, George, Jr., are directors. It was during his years managing this company that Storer be-

came a friend of the late Henry Ford.

Meanwhile, Storer still had one hand in the broadcast industry. **Radio's attraction.** By 1931 Storer withdrew entirely from the oil business, selling his company to Standard Oil of Ohio, and dropping "oil" from the corporate title. The same year he purchased WWVA, Wheeling. It was during the next 15 months that he operated WMCA, New York. After he dropped his connection with the New York outlet, the company steadily acquired more properties during the years 1935-40. They were WMMM, Fairmont, W. Va., WLOK, Lima, O., WHIZ, Zanesville, O., and WAGA, Atlanta. In 1944, WGBS, Miami, became the seventh station in the Storer group, the maximum allowed under FCC rules. It is in Miami that Storer Broadcasting (so named in May 1952) makes its headquarters.

After World War II, in which he served from 1943-45 as a lieutenant commander and later commander, Storer made steps that would turn his broadcasting company from a relatively small one to one of the largest. He saw that the post-war economy was ready to boom and immediately started to expand with his first purchases in television.

Gilt-edged as the investment looks today, financing of the undertaking was one of the more difficult projects of Storer's career. For he wanted not one station, but the legal limit. From July 1948 to March 1949, the company launched WSPD-TV, Toledo, WJBK-TV, Detroit, and WAGA-TV, Atlanta. Two other television properties were purchased later, WJW-TV, Cleveland, in 1954 and WITI-TV, Milwaukee, in 1958. In the process of buying and selling, Storer (a confirmed take-a-chance man) tried uhf, too. It didn't work in a v-u market.

Service and profit. Throughout his career in broadcasting, George Storer has made the combination of public service and operating for profit a success where other broadcasters have failed. He was determined that the only way to expand his firm was to upgrade the markets he served. Since the FCC limited ownership to seven radio, five vhf and two uhf tv stations, he rea-

Y'all Can Brang
Yer Geetar, too, Cause
This'ns Gonna Be
Uh Reeuel Swangin'
BPA Doin's
In Bee-Ug D



Whyncha pack yer bag, bring the
leettle lady and all the young'uns
and stay a spell.


soned that the only true potential growth would spring from better markets.

But even in the smaller markets, where many of his early radio stations were, it was Storer policy to upgrade every property. In most instances he purchased radio outlets operating at a financial loss or in a low-profit position which made it impossible for the station to serve the community adequately. Storer provided modern equipment and facilities, network affiliations, and eventually put each station in a strong financial position. His operating credo: find the right people to manage the property; let them manage."

A leader in editorializing techniques, each station editorializes regularly. In three tv markets the Storer station is the only editorial voice other than newspapers. Editorial conferences are held five days a week at all twelve stations.

Each a working role. George Storer's four sons have, for several years, been in active management in the broadcast operations. George B. Storer, Jr., succeeded his father as president in 1961, after serving with the company 15 years. Another son, Peter Storer, has been president of Storer Television Sales since it was founded just two years ago. James Storer is general manager of WJW radio, Cleveland. Son Robert is promotion director, KGBS, Los Angeles.

Storer Broadcasting now employs some 800 people, maintains one of the more stable stocks on the New York Stock Exchange. For most of the eight years it has been listed, the stock has remained between $27\frac{1}{4}$ and $33\frac{1}{4}$. Aside from its majority interest in Standard Tube, Storer Broadcasting wholly owns the Miami Beach Sun Publishing Co., and has smaller interests in other firms.

Life on the ranch. An avid golfer and the winner of many trophies, Storer's chief executive presently shoots to a 10 handicap. He is an ardent fly fisherman and a boating enthusiast. His main leisure interest, however, is the development of the Storer ranch at Saratoga, Wyoming, where he is constructing a championship golf course, home sites, and raising prize black angus cattle. 

Chicago's most favorable location for the communications and advertising industry

JOHN BLAIR BUILDING

645 N. Michigan Avenue

Chicago 11, Ill.



For rental information contact

Scribner & Co.

38 S. Dearborn Street

Chicago 3, Ill.

Central 6-4204



WARREN DOREMUS, Director of Public Affairs, WHEC-TV

IN ROCHESTER, NEW YORK...

P.S.

STANDS FOR **PUBLIC SERVICE** AT **WHEC-TV**

In every Television community there is **ONE** station that seems especially conscious of its civic responsibilities.

In Rochester, New York, that station is **WHEC-TV**.

Highlighting our extensive and continuous Public Service programming are **TWO MONTHLY PUBLIC SERVICE FEATURES** produced and directed by the WHEC-TV Public Affairs Department, Warren Doremus, Director . . .

"ROCHESTER REPORTS"

A documentary series dealing with important social, economic and cultural matters—employing sound film, videotape and live techniques. Programs have embraced such subjects as:

- A Day in the Life of a TV News Department
- Behind the Scenes of a Modern Police Bureau
- Wheels, Wings and Rails—city transportation crisis
- The Graduate—the future facing the class of '62
- Adventure—SCUBA Diving

"FACE THE COMMUNITY"

A discussion series with subjects of current interest and importance to people of the Rochester area, ranging from panels and interviews to political debates in the traditional form. Subject matter has included:

- Integration in a Northern City
- Medicare for the Aged
- The High School Drop-Out
- Emotionally Disturbed Children
- Current Elections—National, State, Local

Among the guests: Governor Rockefeller, Ambassador Lodge, Supreme Court Justice Douglas, Governor Brown of California, Eleanor Roosevelt and local civic leaders.

TO REACH DEEP INTO THE PROSPERITY OF ROCHESTER, NEW YORK,
YOU CAN NOT CHOOSE A MORE RESPONSIBLE VOICE THAN . . .

WHEC-TV



CHANNEL 10, ROCHESTER, N.Y.



WASHINGTON WEEK

22 OCTOBER 1962 / Copyright 1962

What's happening
in U.S. Government
that affects sponsors,
agencies, stations

Major distributors of feature motion pictures to TV sent a battery of high-priced lawyers to argue that the Supreme Court should lift a District Court injunction against block booking. The Justice Department argued that the lower court decree should be stiffened.

Neither side mentioned the far reaching possibilities of the final decision, but this was pretty clear. The Supreme Court could influence a step-up on Justice Department activities with respect to TV or it could apply the damper, depending on the decision in this case.

Distributor lawyers, headed by Louis Nizer, argued that the selling of feature films to TV is highly competitive, that those accused do not account for a major part of the total supply. They added that nobody had charged them with monopoly or conspiracy, and they agreed that in this field it is the TV stations rather than the distributors who hold the bargaining power.

Justice, represented by Daniel M. Friedman, stood squarely on the Paramount case in the motion picture industry, holding that distributors may not require the taking of unwanted films to secure wanted product. Friedman asked the Supreme Court to wipe out the lower court decree provision that a distributor may withhold individual films until he can canvas a market to see if somebody will take the entire package. He also asked a new provision that individual films may not be priced so high in relation to the price of the total package that a station would have to take the package.

Nizer, Myles J. Lane, Justin M. Golenbock and Mervin C. Pollak said the Paramount decree has no place in TV. They said the major distributors control most of the product for theatres and feature films represent 100 percent of their available product. TV not only has a variety of different types of programming to compete with feature films, but there is no monopoly by any group of distributors.

The Supreme Court can affirm or reverse the lower court decree, or it can itself dictate new terms. The more the Supreme Court intrudes itself into the final settlement, the more momentous the case will be for television, because the clearer the precedent will be.

Roy Battles, director of the Clear Channel Broadcasting Service, confirms that at least nine of the 13 members of the association are set to apply for super-power.

These applications will likely jar the FCC off dead center, where it has been sitting since the House passed a resolution asking it to consider higher power for clear channel stations.

WSM, WLW, WSB, WJR, WHO and KSL will apply for higher power immediately. KFI, WGN and WHAS will apply as soon as engineering work on their applications is finished. WBAP, WFAA, WHAM and WOAI have not been heard from. Members of CCBS are independent stations. Network-owned and Westinghouse-owned stations have not signified their intentions.

The House resolution was aimed to counter a long-ago Senate resolution asking the FCC to hold off on approval of higher power, and it was also aimed at forcing the Commission to abandon at least for a year plans to allow second nighttime services on half of the remaining clear channels.

The FCC hasn't moved in any direction since passage of the resolution, but nobody doubts that the Commission will hold off on any new stations on the clear channels. Action on higher power defies prediction. There was some talk about permitting one or a few stations to try 750 kw on an experimental basis. The wholesale applications should jar the FCC into taking actual steps of one kind or another.

SPONSOR HEARS

22 OCTOBER 1962 / Copyright 1962

A round-up of
trade talk, trends and
tips for admen

Columbia Pictures was reported last week as looking for another roost for its ad account, estimated at around \$1.5 million.

The business is now at Donahue & Coe.

ABC TV's switch of Tennessee Ernie Ford to 12:30-1 p.m. reflects, if nothing else a determination to protect its biggest daytime investment.

Ford's deal with the network is three years firm (\$22,500 above line and \$30,000 for the entire strip per week), which adds up to an over-all obligation of \$4.7 million.

Also involved in the Ford deal was the Jane Wyman library of 78 half-hour films (three plays), figuring around \$3.2 million and the delivery next season of an hour series called the Best Years, which could mean another \$4.5 million.

Sigurd Larmon's retirement from Y&R—it takes effect at the end of this year—entails the cracking of quite a fiscal nut: how the agency can most conveniently muster the several million due on Larmon's agency stock.

Y&R consulted JWT on the problem since there was a related situation involving Stanley Resor. The recommendation: let the employees' trust buy the stock.

Veteran JWT account boss and stockholder Ken Hincks is slated to take up retirement at Charlottesville, Va., the first of February.

His longtime administration of the Lever account will pass into the hands of Don Thorburn.

If you have any doubts as to ultimate reaches of tv network control over programming today—acourse spurred by FCC Chairman Newton Minow, you might take note of this:

It's become extremely rare for a freelance producer to undertake a pilot without first consulting with a network as to (1) possibility of scheduling and (2) financial backing by the network.

In other words, the freelancer is hemmed in by the wisdom and decision of but three outlets for the product.

And it's still tougher when it comes to entertainment specials. The networks are not interested, with rare exception, to proposition for a special—even if the packager can put together the right script, stars and director—unless sold in advance to a sponsor who needs it for a specific merchandising tool.

Perhaps one of the toughest adjustments in job transitions over the years has been that of people coming from network into spot representation.

Reps have a logical reason for this. The basic concepts, key thinking and premises of the two areas of the business are diametrically opposed—that is from the station point of view. Fundamentally, the station can't be treated in the same fashion.

To the average station the network is a sort of Santa Claus, while the rep fills a role that in a way is related to that of a football coach.

Five successive years of gain for a station makes the rep a hero, but let there be one bad year and he's a bum—even if it's due to the station's loss of audience.

What can you do with 50,000 watts?



1. Build a rather prodigious hi-fi.



2. Hawk them.



3. Worry because you haven't got 100,000.



4. Be the first on your block to wear an "I own 50,000 watts" button.



5. Jam Radio Moscow.



6. Brag.




We chose the latter.

WE BOUGHT KTHS, Little Rock, changed the call letters to KAAY. KAAY is the only communications medium serving the entire state of Arkansas. Good buy for us. Good buy for you, too!



Nashville 3, Tennessee

WAKY, Louisville; WMAK, Nashville; KEEL, Shreveport; KAAY, Little Rock

KAAY is represented nationally by  Representatives, Inc.

CONSUMER'S AD BILL

(Continued from page 33)

An entire family can watch a western, such as *Gunsmoke*, while investing less than 1 cent of their individual annual advertising cost of \$65. The cost per 1,000 homes viewing *The Untouchables* is only a little over \$3. The average hour-long public affairs show in 1961 was viewed in three homes for just 1 cent.

An even lower cost can be computed for radio advertising and the 3,700 stations which serve "in the public interest."

For all its shortcomings, and it has some, advertising has made possible the broadest dissemination of information and entertainment ever witnessed by man. Whether your taste runs to Lawrence Welk or the New York Philharmonic, *Maverick* or *Meet the Press*, you'll agree that anything that does so much can't be all bad. ▀

BRECK ON TV

(Continued from page 36)

Results indicate that the Breck company image is so strong that viewers were responding on the basis of whether they would like to try or use *any* Breck product, rather than responding to a particular Breck product such as Banish, Hair Set Mist, or Creme Rinse. Individual product image or identification was very weak.

Commercials. As a co-sponsor of *Going My Way*, Breck will be the major sponsor of a one-half hour segment one week and a minor sponsor the next. During the next 50 weeks Breck will have 75 minutes of commercial time.

Sharing the sponsorship with Breck will be Miles Laboratories and the American Tobacco Company. Other spot sponsors will advertise on an individual program basis.

Approximately eight new commercials featuring different preparations have been produced by Breck for the new series: shampoo commercials, generally one minute; spray, 30 seconds or one minute; Breck Creme Rinse, 30 seconds, and Breckset, one minute.

Breck's two agencies are each in

charge of different Breck preparations.

Reach, McClinton handles Breck Hair Set Mist, the three shampoos, and miscellaneous preparations; N. W. Ayer handles Banish and Children's Shampoo. Both handle the print and broadcast for their own preparations. It was N. W. Ayer's idea that sparked the *Going My Way* series.

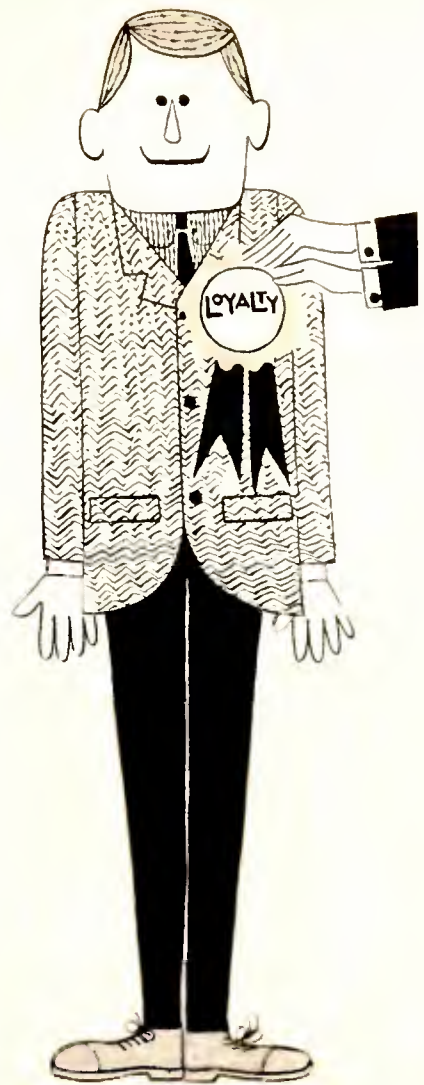
Four girls were chosen for each shampoo commercial: one for the Breck girl and three to represent the three different shampoos—for dry, regular, and oily hair. The girls are chosen on their poise, their hair, face, appearance, and general manner. The company tried to stay away from girls who were too fashionable or sophisticated, and tried to pick girls a little better looking than the "girl next door." In print the company used girls who were not models, but on tv the union requires Breck to use professional models.

"Many times," Hughes said, "we changed our storyboard because we sensed that the model had some special ability. The average cost for making a Breck tv commercial is between \$8,000 and \$10,000. Moreover, residuals are very high with all those girls," he pointed out.

Since 1936, pastel paintings for advertisements have been done of each of the Breck girls. At present the paintings are done by a special artist in Boston. After they are used, they serve as decorations in Breck homes and offices. The original Roma head done in 1936 has been used to represent the company image since then. It introduces Breck-sponsored programs and each commercial.

Pretesting spots. Just to make sure the commercials are effectively delivering the Breck message, a project for testing was recently inaugurated. An invited theater audience evaluates the commercials. A "rough" commercial is shown to a group of 700 men and women who are asked to give their impressions. Their responses serve as a guide to the reaction of a national audience.

The "square" image. "We are often told by theorists that our



Can *anybody* claim more loyal viewers? Our metro share in prime time is 90%, and homes delivered top those of any station sharing the other 10%. (ARB, March, 1962) To cover this influential market, such loyalty means the big buy for North Florida, South Georgia, and Southeast Alabama is



WCTV TALLAHASSEE
THOMASVILLE
BLAIR TELEVISION ASSOCIATES





WALLSTREET MIX-UP! Try it the new drink called "Stocks-on-the-Rocks," despite the low spirit content, it delivers a powerful kick dead

"Real George!" center.

wtrf-tv Wheeling

ANY MAN resting on his laurels is wearing them in the wrong place!

Wheeling wtrf-tv

PARTY STUPOR! Hostess: "Honey, what will I do with the party leftovers?" Host: "Call a cab!"

wtrf-tv Wheeling

PARTY WHOOPER! Two drunks blundered into a girl's dormitory on the way home one night. One lost his head and ran; the other remained calm and collected.

Wheeling wtrf-tv

YES, WE'D SAY a guy is down on his luck if he gets seasickness and lockjaw at the same time.

wtrf-tv Wheeling

THATAWAY! Hear about the girl who was attacked right in the middle of Broadway? She thought it was Grand!

Wheeling wtrf-tv

GEORGE AND THE DRACON was the name of the restaurant. One night a hungry bum knocked at the back door and asked for a bite to eat. The woman angrily slammed the door in his face. A few minutes later, he knocked again and when she answered, he quickly asked, "May I speak with George?"

wtrf-tv Wheeling

*GEORGE AND THE BRANDWAGON is the name of this story. It's about successful advertisers who have REPutable Hollingbery arrange spot schedules hitched to a bonus merchandising Brandwagon rolling in extra profits in the Wheeling-Steubenville Industrial Ohio Valley. Get the exciting details of the WTRF-TV picture and revealing developments from Rep George and his Wheeling Brandwagon braggin' cohorts. Ask 'em for a set of WTReffigies, our Adworld close-up frameables, too.

CHANNEL SEVEN **NBC** WHEELING, WEST VIRGINIA

Wherever They Live..

Within the 8,000 sq. miles that encircle South Bend live 1.3 million people. And wherever they live in this area the powerful WSBT-TV signal can reach them, thanks to our new 1047 ft. tower and 498,200 watts. Get the facts on The New World of WSBT-TV. It's a \$2 billion market, and growing!

WSBT-TV
SOUTH BEND, INDIANA
Channel 22

CBS
SOUTH BEND, INDIANA

Paul H. Raymer, National Representative

image is square, old-fashioned, and all wrong for our product," says Werner Michel, v.p. of radio and television, of Reach, McClinton. "But sales go up and up," he chuckles.

An agency copy supervisor for Breck, Gertrude Van Hooydonck, explains, "We are trying to sell specific products within a refined, American, traditional scope. At the same time we are not a bunch of squares. Our straight, sincere image is for real.

"Some people think the Breck image is made up by Mr. Breck, who sits in his backyard thinking it up leisurely. They think this because the image is so plain, un-slick, non-commercial, and honest. Yet, there has been a great deal of thought put into this. In theory ad educators and experts say we're all wrong, but I think we've proved it works," she continued.

John Hughes says, "It has been difficult to get exactly the same image on tv as we have in print, but in view of increasing competition advertising on tv, it has become very important for us to do —and do well."

"The problem is this: Certainly it is not possible for Breck to do on tv exactly what it does in print, but we can create the same mood through careful selection of the model, setting, and style of copy. We can't use our well-known pastel colors, but tv has the advantage of movement. In all, we think we have created the same spirit." Hughes termed the recognition of Breck's image by the public "amazing."

Tv buys. Five years ago Breck became a major network tv nighttime sponsor. The co-sponsoring of *Shirley Temple's Storybook* with Sealtest on NBC, a series of 14 one-hour specials, was the company's first big buy in the medium. This was dropped when the show began drawing more and more kids, and less adults. Next came the *Breck Sunday Showcase* and the *Breck Family Classics*. Last year the company sponsored five *Breck Golden Showcase* specials which were highly successful in attracting a predominantly female audience. Breck highlighted the season as co-sponsor of *The Power*

and the *Glory*, starring Lawrence Olivier.

Breck has always used network more than spot. This year the company is using spot tv in 14 or 15 markets with sales potential (the spot billings being only 6% of the tv allocation).

AUTOS ON SPOT RADIO

(Continued from page 41)

Cadillac, respectively, have gotten away from what in the past was a set pattern of a 12 plan in drive time and little else.

Scheduling transition. For many years this was considered standard buying procedure, but today's more imaginative buyer is using combinations including nighttime, Saturday and Sunday time. The weekend buys are obviously aimed at the family car on the road.


Woody Crouse of BBDO, Detroit, is credited with developing and experimenting with new ways of buying radio.

One of his innovations last year on behalf of Dodge Trucks was to buy fringe newscasts, nothing else. His object was to reach the businessman and farmer. In terms of announcements, he is known to favor very heavy schedules, buying deep in every market.

D. P. Brother is an agency that uses radio with a considerable degree of regularity. It buys spot radio for Guardian Maintenance with schedules running approximately 32 weeks a year, and with some regularity for Oldsmobile. Spots are generally bought conservatively on the drive time basis, although Guardian will schedule spots around sports events.

Campbell-Ewald Inc., buying for Chevrolet, formerly a heavy spot radio user, recently returned to the medium with a clean-up schedule in August and an introductory buy in late September and October. But they have yet to return to the 40-week continuous buys they used to make.

The Detroit office summarizes the essentials of the Young radio proposal: "Buy heavy schedules or none at all, and repeat the message to the defined audience you are seeking."



**First
thing
in the
morning ...**

... that's how quickly ARB Overnight Surveys deliver needed audience data. It's also an important reason more and more stations, agencies and advertisers depend upon ARB during crucial periods of change in television scheduling.

Whether it's a change in competitive strength, in audience reaction to a new program or the need for additional decision-making data, practical telephone coincidentals can deliver overnight results for virtually any market. Yet, they are flexible enough that, at low cost, surveys can be tailored to deliver additional information on program-type preference, personality identification or commercial preference at the same time.

ARB Coincidentals make television planning complete. You have the information you need, when you need it — overnight!



**AMERICAN
RESEARCH
BUREAU**

DIVISION OF C-E-I-R INC.

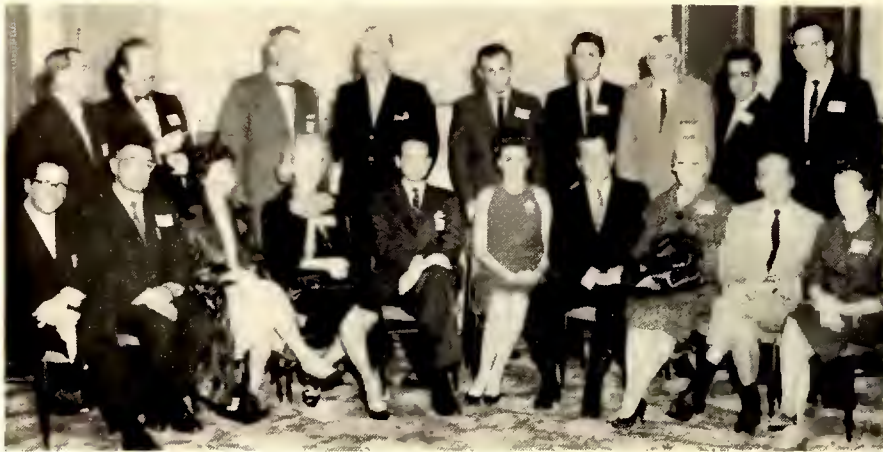


Discover the full advantages available in this fast, reliable ARB Service. Ask your representative for a copy of ARB Overnight Surveys.

Washington WE 5-2600 • New York JU 6-7733 • Chicago 467-5750 • Los Angeles RA 3-8536

SPONSOR-WEEK

Continued



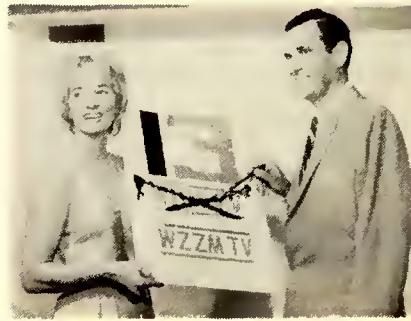
Academy of TV Arts & Sciences at New York forum

First row (l-r): Jerry Light, George Leffert, Mildred Freed Alberg, Barbara Britton, Peter Afe, Betty Furness, Alan King, Fay Emerson, Sumner Locke Elliott, Jan Scott. Back (l-r): Henry White, Paul Taubman, Herb Brodtkin, David Davidson, Mike Gargiulo, Al Perlmutter, Charles Giritat, Julio Di Benedetto, Bob Banner



Presents documentary

F. Van Konynenburg, exc. v.p., gen. mgr. of WCCO-TV, Minneapolis-St. Paul, presents film of show *Blazing Skies* to Col. James M. Moore for army use



New call letters

Getting ready for the change of call letters from WHIM-TV to WZZM-TV, Grand Rapids, are staffer Gloria Burnett and Mark Wodlinger, gen. mgr.



Puts Lots of Color into World Series

WLSL-TV, Roanoke, made sure of colorful coverage of the World Series when they set up a color center downtown with seats and refreshments for weary shoppers

Advertisers

ARF assesses the influence of rating services in a new booklet called "The Intelligent Man's Guide to Broadcast Ratings."

Author Martin Mayer notes three questions that ought to be answered by industry-sponsored research: (1) how would ratings be affected if all homes were sampled; (2) do the installations or diaries used affect viewing habits; (3) what correspondence is there between what a person remembers seeing or hearing and what his set received.

Take a look at the cover story in the 12 October issue of *Time* for an assessment of advertising's achievements and problems.

It's recognizable by 12 familiar faces on the special gatefold cover, superimposed on a background montage of ad symbols and consumer products.

PEOPLE ON THE MOVE:

James A. Dodge to vice president—marketing services of Pet Milk . . . Lewis F. Bonham to executive assistant to the president of Norwich Pharmacal, effective 1 November . . . Louis W. Clark to manager—advertising and sales promotion for General Electric's Audio Products department, replacing Vincent F. Novak, recently named manager—advertising and sales promotion for the Tv Receiver Department . . . O. G. Kennedy to president of Miles Products division of Miles Laboratories, succeeding Lewis F. Bonham.

Kudos: Bell & Howell, for the second consecutive year has been selected to receive a first place award for best stockholder report in its industry category in the Twenty-second Annual Report Survey sponsored by "Financial World," national weekly magazine.

Agencies

The 1 November Meeting and Clinic of The East Central Region of the 4A's is expected to draw attendance of more than 300 top executives and members of the staffs of major agencies.

The meeting is being held in Detroit.

The morning will be given over to a closed session for members on business and discussion of problems common to all agencies and the luncheon and afternoon session are open to members, media representatives and educators interested in advertising.

Place is the Hotel Statler Hilton.

A new agency, Cook/Irwin has opened at 9465 Wilshire Boulevard, Beverly Hills.

Principals are Ralph W. Cooke, president and George W. Irwin, executive vice president.

Agency will open a New York office 1 November at 145 East 52 Street.

There's a new consumer research company on the scene.

It's called Marketing Evaluations, and is headed by Jack Landis and Henry Brenner.

Landis was formerly director of developmental research at JWT and manager of research at NBC, while Brenner is president of Home Testing Institute—TvQ.

The new firm is located at 50 Maple Place, Manhasset, N.Y.

Appointments: Pathe Products to Robert B. Goldman . . . The Devon, new apartment house in Wilmington, to Yardis Advertising . . . Technical Industries, Ft. Lauderdale, to Fletcher, Wessel & Enright Advertising . . . Phillips Petroleum (\$8 million) to JWT, from Lambert & Feasley . . . Grove Laboratories to DCS&S for 4-Way Cold remedies and Decongel, from Donahue & Coe . . . Airkem (\$1 million) to DCS&S . . . S.S.S. Tonic (\$1 million) to Tucker Wayne, Atlanta . . . Warner-Hudnut (\$3 million) to Lennen & Newell, from Lambert & Feasley . . . Boyle Midway division of American Home Products to Ted Bates for its Griffin Shoe Polish (\$1 million), from Mogul, Williams & Saylor.

Name change: R. E. McCarthy & Associates, the Tampa division of Liller Neal Battle & Lindsey, is now known as Liller Neal Battle & Lindsey (R. E. McCarthy Divi-



Mohammed Comes to Kalamazoo

WKMI d.j. Dave Dixon (l) presents Mohammed Oneren of Istanbul with hour and a half tape of his show for airing in Turkey. He also got a copy of station's "Kalamazoo, My Home Town" a new and popular promotion record



In the Bag

Lloyd Dennis (2nd from l), WTOP, Washington, v.p., presents Maurie Webster, CBS Radio Spot Sales gen. mgr., renewed contract. Looking on are Peter O'Reilly (l), stn. sales dir., George Arnold, rep firm mktg. dir.



A glamorous research analyst

WANE-TV mgr. Reid Chapman offers congratulations to 24-year-old staffer Ren Marie Azar who was selected Miss United Fund for Ft. Wayne and Allen County

Why it pays to advertise your station in a broadcast book

BECAUSE YOU PINPOINT THE BUYER

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

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

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

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

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

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

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

a service of

S P O N S O R

sion). The address is 304 Washington Street.

New quarters: The Berkley Agency, Houston-based firm, has formally opened its new office facilities in the 4710 Greeley Building.

New v.p.'s: Frederic F. Manely, San Francisco, Charles G. Partington, New York, and John H. Wilson, Jr., Detroit, offices of BBDO . . . Richard J. Newman, formerly advertising manager of Chock Full O'Nuts, at Garfield Advertising Associates, as head of the New York branch . . . Eugene C. Judd at Ted Bates.

PEOPLE ON THE MOVE: W. D. Cunningham to account executive at MacManus, John & Adams, New York . . . Steve Witt to account executive at SSC&B . . . Lee Edwards to director of public affairs of Sorin-Hall, Washington . . . Robert W. Allrich to vice president and account supervisor at John W. Shaw, from v.p. and general manager of Keyes, Madden & Jones . . . William R. Reder and William H. Buckman to account executives at Shaw . . . Betty Fleming and Bert Marcus new to the art department and Edward Puletz to art department manager and supervisor of the art studio at Kudner . . . Marvin Sloves to director of research at Earle Ludgin, from the research department at Leo Burnett . . . Leonard Kay to director of media services at George H. Hartman, with responsibility for all media buying and planning.

Associations

The BPA is getting itself all set for its annual convention in Dallas 28 October.

The slate of suggested officers and directors has been announced. Recommended list includes: president, Dan Bellus, Transcontinent Tv; first vice president, Clark Grant, WOOD-TV, Grand Rapids; second vice president, Caley Augustine, WHIC (TV), Pittsburgh.

Also due up for BPA consideration: a recommended change in the schedule for the annual On-the-Air Promotion Awards competition for members. The proposed new date for deadline for entries is 15 December, with winners to be an-

nounced in February.

The Institute of Broadcasting Financial Management met in Milwaukee last week for its second annual conference.

Some of the highlights:

- WBC president Donald McGannon was the luncheon speaker 17 October.

- H. W. Cassill, partner in Blackburn & Co., media brokers, discussed "How Much is your Station Worth?"

- "Dollars and Decisions in the Broadcasting Industry" was the topic discussed by Robert C. Hill of Arizona State U. and Walter M. Bury, partner in Ernst & Ernst, talked on "How new IRS Depreciation Rules Affect Broadcasters."

The NAB is protesting FCC threats to fine all four Minneapolis-St. Paul tv stations for alleged violations of the Communications Act.

The stations, says the FCC, are liable for \$500 fines each for violations of the sponsor identification requirement of the Communication Act. All the violations occurred in connection with a one-minute spot announcement supporting a proposed Minneapolis ordinance.

Contention of the NAB is that the failure of the stations to identify the sponsor was inadvertent and that under the 1960 amendments to the Act, the Commission's finewielding authority was meant to apply only to willful and repeated violations.

IRTS suggests that anyone interested in registering for the fall Time Buying and Selling Seminar which kicks off 30 October, do so right away.

Registrations are coming in at a record rate, according to Cris Rashbaum, chairman of the Committee.

Another IRTS note: along with a 1962-63 membership card, members get a frameable certificate stating the organization's objectives.

The annual fall meeting of the Missouri Broadcasters Assn. was held 19 October.

Highlights included a speech by Missouri Governor John Dalton, a "shirt-sleeves" discussion of industry problems, and talks by SPONSOR

WHAT ARE YOUR PHOTO REQUIREMENTS?

"HADIBUTKNOWN"

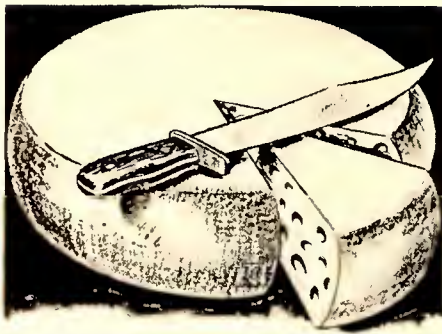
When we show a prospective client just a few samples of our publicity photography, he more-than-likely exclaims, "Hadibutknown!" This puzzles us for a moment but then he continues, nodding with approval. "Such fine photos," he says, "such fair rates ('did you say only \$22.50 for 3 pictures, \$6 each 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 About 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





Get Your Slice

OF THIS RICH
AGRICULTURAL
AND INDUSTRIAL
MARKET

with
WREX-TV

FOR DOMINANT COVERAGE
OF NORTHERN ILLINOIS and
SOUTHERN WISCONSIN

Represented by



H-R TELEVISION, Inc.

WREX-TV
CHANNEL 13 ROCKFORD

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

Cuisine Exquise . . . Dans
Une Atmosphère Élegante



575 Park Avenue at 63rd St.
NEW YORK

Lunch and Dinner Reservations
Michel : TEmpleton 8-6490

editor John McMillin and Grove Laboratories vice president Reginald Testament.

The Communications Alumni Society of Syracuse University (CASSU) examined "The Creative Role of the Press in Public Affairs" last week at a New York cocktail-forum gathering.

Among the speakers was R. Peter Straus, president of WMCA, New York, and RPI.

Appointments: NAB president LeRoy Collins named nine prominent broadcasters to serve as members of the association's new permanent Committee on Research. The group will work closely with Mel Goldberg, NAB vice president, director of research, and will be the policy-making body of NAB on research matters. Donald H. McGannon, Westinghouse Broadcasting president, will be chairman of the group.

Looking forward to: The second annual National Country Music Week, set for 4-10 November in Nashville. This date coincides with WSM's 11th Annual Country Music Festival in Nashville.

Kudos: Don Menke, manager of the WFBM stations, Indianapolis, succeeds Jack Douglas, WFIE-TV, Evansville, as president of the Indiana Broadcasters Assn.

Tv Stations

There's an off-beat project in full swing in Providence, R.I., which will interest other stations.

WJAR-TV and WPRO-TV have gotten together and publish, monthly, a program guide called "Merit." The bulletin gives a run-down on programs of special interest on the two stations, both local and network. It's designed to appeal to discriminating viewers.

Ideas at work:

• **KRON-TV**, San Francisco, stole a few sales bases during the world series. On the days of games played at Candlestick Park, the station invited about 100 agency men, clients and brokers to a studio party to watch the games on color sets and supplied giant pennants

and rooster caps, not to mention traditional baseball "snacks."

• Milwaukee will see the news almost as it happens on **WISN-TV**. The station has set up its own film lab for quick processing of news film for on-the-air viewing.

• **WBTV**, Charlotte, presents "Arthur Smith and the Cracker-jacks" to a group of New York agency and advertising executives tomorrow, 23 October, at Basin Street East. The luncheon promises the unbeatable combination of the shuffle beat, ballads, hoedown music and flamenco guitar.

Sports notes: Rivalry between San Francisco and Los Angeles continues on **KTVU**, San Francisco-Oakland, this fall and winter when the station telecasts pro basketball games of the Warriors and Lakers. Sponsors are Schick, Volkswagen, United Vintners-Italian Swiss, Penzoil.

PEOPLE ON THE MOVE:

William O. Tulloch to director of regional sales of **WTMJ-TV**, Milwaukee . . . **Clyde Davis**, formerly assistant director of news at **KWTV**, Oklahoma City, to the **KOA-TV**, Denver, news staff . . . **Bob Homberg** to chief photographer of **WITI-TV**, Milwaukee . . . **Charles R. Sanford** to assistant news director for **WGAN (AM & TV)**, Portland . . . **Bill Carroll**, formerly on the tv sales staff at **KHQ-TV**, Spokane, to radio sales manager of **KHQ** . . . **Rodger H. Bubeck** to local account executive at **KOB-TV**, Albuquerque . . . **Gideon Klein** to sales manager of **KROC-TV**, Rochester, Minn . . . **Harold Heath** to sales manager for **WOC-TV**, Davenport, Ia.

Kudos: **Marciarose**, in private life Mrs. Jerome Shestack, producer and hostess of "Concept" and "Speak Up" series on **WRCV-TV**, Philadelphia, was honored by the Hahnemann Medical College and Hospital of Philadelphia for her tv programing in behalf of medicine, medical education and research . . . **WCAU-TV**, Philadelphia's series "Doctor" presenting doctors from the local area discussing their profession, was shown at the Pennsylvania State Medical Society Convention in Atlantic City.

Radio Stations

Directors of Quality Radio Group have elected Thomas A. (Al) Bland, vice president and general program manager of Crosley Broadcasting, as president.

Bland, who succeeds Scott McLean, general sales manager of WLW, Cincinnati, before he was transferred to tv sales, heads up programing for all Crosley stations.

Other officers: Stanton P. Kettler, executive vice president of Storer, vice president; Daniel D. Calibraro, manager of public relations, WGN, Inc., Chicago, secretary-treasurer.

Radio account executives in Kansas have banded together to form what may be the first association of its kind.

KARAE (The Kansas Assn. of Radio Account Executives) is designed for the communication of ideas on such topics as servicing accounts, merchandising, local and national rates and programing.

Officers: Merle Blair, KTOP,

Topeka, president; Paul Dixon, WREN, Topeka, vice president; Bob Kearns, WIBW, Topeka, secretary-treasurer.

To broaden the base of national advertisers using Spanish radio, the National Spanish Language Network has decided to underwrite a continual program of further research.

This was the major decision made at the fall meeting of the Network in Dallas. Stations have set a goal of \$10 million in national and regional billings.

In other business, Richard Ryan, KLOK, San Jose-San Francisco, and KGST, Fresno, was elected president of the group.

WMCA, New York, is lending a helping hand to WBAI, the fm subscription station in New York forced off the air by transmission difficulty.

At the request of the harassed station, WMCA is running three spot announcements a day, gratis, to inform WBAI listeners of the

temporary halt in broadcasting.

WJR, Detroit, is devoting its programing to complete coverage of the 44th National Automobile Show which began 20 October and runs through 28 October.

Since 15 October, five days before the opening, the station has had its special auto show headquarters at Cobo Hall in operation.

Trading microphones for pens, four broadcasters at WLS, Chicago, have turned part-time columnists for various publications.

Versatile personalities are Martha Crane, Captain Stubby, Dick Biondi, and Bob Hale.

Ideas at work:

- Mother-in-laws—all too often the butt of the jokes, will get the last laugh in a contest launched by KQV, Pittsburgh. The winner gets the opportunity to take the trip she's been wanting plus a \$500 send-off. Listeners must send in 1,410 words or less on why their mother-in-law deserves a trip.

Newsmakers in tv/radio advertising



Franklin C. Wheeler has been appointed manager of the San Francisco office of Katz, succeeding the late Stanley Reulman. Wheeler has been a member of the tv sales staff since joining Katz in 1959. He was previously an account executive for Cunningham & Walsh. Wheeler first joined Brisacher, Wheeler & Staff, San Francisco, in 1954.



C. George Henderson, formerly general sales manager for WSOC-TV, Charlotte, replaces Larry Walker as vice president and general manager of the organization. He's been with the station since 1957. Formerly he was associated with the Crosley stations as general sales manager of the group. Before that, Henderson was with newspapers.

Duncan Mounsey has been appointed vice president and general manager of Rand Broadcasting, Tampa, which owns and operates WINQ. He has most recently been with the Schine Broadcasting property in Albany, WPTR. Mounsey first entered broadcasting as a tv studio operations manager for NBC, active in the origination of *Tonight*.



Charles Kelly, station manager of WCKT, Miami, has been elected vice president of Biscayne Television, parent company. He joined the station in 1956 as operations manager and became station manager in '58. Previously he was general manager of WSUN (AM & TV), Washington; program manager of NBC TV, Washington.



• A \$500 cash prize is offered to the radio listener who first finds the person living in the WORL, Boston, mystery house.

• It's not that Clevelanders have lost their marbles. The sudden demand for marbles has been motivated by a fried marbles fad currently sweeping the area, largely motivated by KYW personality Joe Mayer. He's giving his "recipe" over the air and is planning an exhibition of art works supplied by listeners, utilizing shattered fried

marbles.

• KBOX personalities are having their say in the controversy over whether Dallas-Ft. Worth should have two separate airports. They've set to music their support of Love Field as the only airport for the area. The parody is being distributed to all Texas radio stations.

Sales: The perennial "witch on the broomstick" won't be alone on the air waves on Halloween Night. The

mystic voice of "The Shadow" will also be heard via stations WGN, Chicago; WQSR, Syracuse, WISN, Milwaukee, and WJAR, Providence. Charles Michelson has sold the re-released show to these stations.

Pyrrhic victory: KHJ, Los Angeles, d.j. Lucky Pierre Gonneau has been named the favorite radio personality by The Chino men's prison. A footnote to their award stated "some of us have followed



Weary Willie's not so dreary after look at SPONSOR

Emmett Kelly doesn't clown around during production breaks on his kid's show for Seven Arts. A candid camera caught this

you across the country."

PEOPLE ON THE MOVE: Norman Wain to the sales staff of WHK, Cleveland . . . Vic Siman to general manager of WFIF, Tucson, and Ernie Davis to program director . . . Richard J. Schade to account executive and Delwin H. Enzinger to merchandising and promotion manager at KNBC, San Francisco . . . Steve Bailey to the newly-created post of director of station operations at KMPC, Los Angeles . . . Ed McLaughlin, manager of spot radio for Peters, Griffin, Woodward, San Francisco, to general sales manager of KGBS, Los Angeles . . . Warren Merrin to sales manager at WSGN, Birmingham . . . Benton Paschall has resigned as general manager of KSON, San Diego . . . Charlie Esposito to general manager of WNVL, Nicholasville, Ky. . . . William O. Dahlsten, general manager of WLPO, La Salle, will also serve as general manager of KAWA, Waco-Marlin, Tex. Dahlsten is only 25 years old . . . George A. Edgar, station manager of KETO (FM), Seattle, will assume the same post at KETO (AM), a new station.

Networks

Trade sentiment is that ABC TV daytime sales can take a bow for the job it has done in disposing of the youth-oriented strip, "Discovery."

The strip as of last week was 90% sold for the fourth quarter, a position that's away beyond the expectations of sideline observers.

Roster of participants in "Discovery": Wrigley's Gum, General Foods, General Mills, Matey, Chunky, Welch Candy, Binney & Smith (Crayola), Sawyer toys.

NBC TV isn't sparing any promotional efforts on its new kid's educational series "Exploring."

The network has mailed Teacher's Guides suggesting classroom projects relating to material in the series to principals of 70,000 elementary schools.

Upon request, NBC will furnish the schools with any desired quantity of teaching aids. The regular Guides will be mailed well in ad-

vance of air dates. "Exploring" began 13 October. It's time is Saturday, 12:30-1 p.m.

Sales: ABC Radio's new weekend sports commentary shows featuring Sam Huff and Bobby Bragan, to Buick (McCann-Erickson) and Celotex (MacFarland, Aveyard) . . . J. Nelson Prewitt, makers of "Matey" bought into ABC TV's "Discovery '62." Order was placed through John W. Shaw . . . Bob Hope's six 1962-63 specials on NBC TV are completely sold with the purchase of half of the second program by Kitchens of Sara Lee (Hill, Rogers, Mason & Scott). Hope's other sponsors: Timex, Lever Bros. and Chemstrand.

New affiliate: WBBR, St. Louis, has joined ABC Radio.

PEOPLE ON THE MOVE: Roy Hall, an account representative at Peters, Griffin, Woodward, to the sales department of CBS Radio.

Reps

Stepped up business in the Detroit area has prompted the move to larger quarters by John Blair & Co.

The new office, under the direction of Charles D. Fritz, is now located at 11 Boulevard West Building, Detroit 2. Phone: 871-3060.

Incidentally, Bob Ward has replaced Peter Allen in the Motor City office. Allen is now in New York.

Rep appointments: KAVE-TV, Carlsbad, N.M., has appointed The Devney Organization as national sales rep.

PEOPLE ON THE MOVE: Dorothy Hay, for the past eight years with the parent company, to assistant treasurer of Venard, Torbet & McConnell . . . Edward M. Tripplett, formerly at NBC, to the New York sales staff of Broadcast Time Sales.

Film

Seven Arts has lined up eight banks as sponsors of its one-hour concert specials, featuring the Boston Sym-



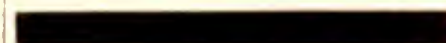
We're whompin' up a reeul ol' fashion hoe-down for y'all at the Holiday Inn Central Bunkhouse . . . better. pack yer saddlebag and head on down to Bee-Ug D



Harold Medec, Secretary-Treasurer Broadcasters' Promotion Association, Inc. 215 East 49th Street New York 17, N.Y.

Dear Podmah: I'm attachin' my check for \$40 as advance registration for the 1962 BPA Seminar in Blk 'D'. Have them fellers down at the bunkhouse set up housekeepin' for me October 29-31.

Name Station Address City State Date





WANTED TO PURCHASE

Supplies and equipment of every type for commercial fishing by prominent firm of ship chandlers.
Genoa, Italy

(One of thousands of typical export opportunities for American businessmen)

The world is your market place. From South America to South Asia there's an immediate need for furniture, construction equipment, appliances, aluminum. The list is endless and so are the business opportunities.

To help U.S. businessmen take advantage of these opportunities, the U.S. Department of Commerce sponsors specialized Trade Missions to countries throughout the Free World. Each Mission is composed of specialists in particular industries who volunteer to carry abroad hundreds of specific business proposals from American manufacturers to their opposite numbers overseas. One Result: A Trade Mission recently helped a Chi-

cago manufacturer fill an order to ship a million dollars' worth of goods.

The United States Department of Commerce can help stimulate export trade in many other ways: It can help you find agents abroad, survey your best markets, and exhibit your products at International Trade Fairs and Trade Centers.

To find out more about how to get your share of profits in growing world markets, contact the U.S. Department of Commerce—field offices in 35 major cities. Or write: Secretary Luther H. Hodges, U.S. Department of Commerce, Washington 25, D.C. You'll get a prompt reply.



BUILD YOUR BUSINESS BY BUILDING AMERICA'S EXPORTS

Published as a public service in cooperation with The Advertising Council and the United States Department of Commerce.

phony Orchestra.

Local tie-in advertising and promotion campaigns used by these banks are being publicized by Seven Arts as examples for other financial institutions which might be interested in the series.

Public Service

Maxell House Coffee, which spends most of its budget in the east on spot tv, has made a hefty buy of public affairs shows on the west coast.

The purchase, via Ogilvy, Benson & Mather, is on KNXT, Los Angeles. It includes full sponsorship of two locally-produced prime-time, hour-long documentaries, the monthly "KNXT Reports" series and alternate weeks of "Viewpoint" and "Los Angeles Reports," two half-hour public affairs series.

Additionally a campaign of spot announcements will be presented weekdays on the early morning "Odyssey" classroom series.

The contract extends through the 1962-63 season.

Another substantial multiple public affairs schedule was sold in early September to Chock Full O'Nuts Coffee by WCBS-TV, New York.

Public Service in action:

- **KALL**, Salt Lake City, gave a large stack of LP's to Neighborhood House (a welfare home giving care to children of all ages). The home had asked for help in providing music for their dances.

- **WCAO**, Baltimore, had two doctors standby to answer questions of listeners pertaining to the oral polio vaccine, a project run in conjunction with the City and State Health Departments.

- In order to launch the United Fund campaign well, **WNAC**, Boston, devoted its entire public service time on 16 October to different phases of the United Fund. The station invited several business leaders to be co-hosts with **WNAC** personalities.

- **WBTV**, Charlotte, has debuted a monthly half-hour public affairs program called "WBTV Reports," modeled after the network series "CBS Reports."

Kudos: **WHK**, Cleveland, has received commendation for their announcements which aided in bringing forth some 3,000 teenagers who canvassed the city and collected over \$44,000 for research against Leukemia . . . **KGO-TV**, San Francisco, received an Award of Merit from Secretary of Labor Willard Wirtz for its 1961-62 "Summer Jobs for Students" campaign, and a Presidential citation for its "Formula for Fitness" tv series . . . **KDWB**, Minneapolis-St. Paul, has been named sole recipient of the 1962 Hallie Q. Brown Public Service Award in recognition of special efforts on behalf of the Hallie Q. Brown Community House of the Twin Cities.

Equipment

Distributor sales of tv in August edged over the 500,000 mark for the third month this year and pushed the 1962 sales total to nearly 3.7 million sets, according to EIA.

TV distributors sold 518,451 receivers in August, bringing the year-to-date total to 3,692,017 against 3,366,805 sold in the January-August period last year.

August was 1962's fourth best month for distributor sales of radios. A total of 848,881 sets were sold and the year's total of 6,570,544 remained ahead of the 6,023,224 sold in the same period last year.

Happy Birthday: The electronic "eye" that led to today's highly sensitive tv cameras is celebrating its 25th anniversary. The forerunner of the present image orthicon was first developed by Dr. Albert Rose of RCA.

Station Transactions

Pending FCC approval, **WCCB-TV**, Montgomery, will change hands.

Purchasers are a group of local businessmen headed by Tine W. Davis, executive vice president of Winn-Dixie stores, and Aaron Aronov, realtor-land developer.

KRIZ, Phoenix, has been sold for \$500,000.

The station's ownership changes from Radio Denver to Shamrock Broadcasters, a new corporation headed by Frank Flynn.

Flynn recently was general manager and part owner of **KYOS**, Merced, Calif.

Sale was handled by Hamilton-Landis & Associates.

KEYE, Perryton, Tex., has been sold by Great Plains Broadcasting, to Radio Perryton.

The buying corporation is headed by Frank Junell of Lubbock, who also has interests in other West Texas radio properties.

Total consideration was \$160,000. Negotiations were handled by Hamilton-Landis.

check our "ratings." too, before buying or selling a broadcast property

Join the hundreds of satisfied clients who have benefited from Blackburn's *Total View* of all media. Our analysis of the ever-changing market puts all of the facts—pro as well as con—in proper perspective.

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Bank of America Bldg.
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Beverly Hills, Calif.
CRestview 4-8151

SELLER'S VIEWPOINT

By Perry S. Ury
General sales manager
WGMS, Washington, D. C.

Capital's market for high-brow music

With an increased emphasis in the current administration on culture and the arts, it is natural that in the very seat of government, Washington, D. C., there would be a growing interest in classical music as an entertainment source. Additionally, the climate of business today requires a close liaison between corporations and government and in this area, too, classical music is playing a very important role. Finally, the division of this market into an official and unofficial Washington stimulates two separate *raison d'etres* for broadcast media.

First, let us consider the increased Washington interest in the arts over the past two years. Subscriptions to our classical music program guide have been increasing as have our shares of audience, attesting to this growing interest in things cultural. Washington provides a potpourri of entertainment sources upon which the culture-oriented radio station can draw. WGMS, Washington, D. C., for example originates most of the broadcasts of the National Symphony Orchestra directly from Constitution Hall; all of the Library of Congress music series, fea-

turing the Budapest String Quartet; all of the National Gallery of Art concerts, as well as concert series from the Corcoran Gallery and the Pan American Union. Even the youngsters get early exposure to the classics via the National Symphony "Tiny Tots," concerts for children three to seven years old.

We once sponsored an unusual promotion for a "classical" operation. The "Happy Birthday Beethoven Club" was its name, and drivers with "Beethoven" bumper stickers honked at each other.

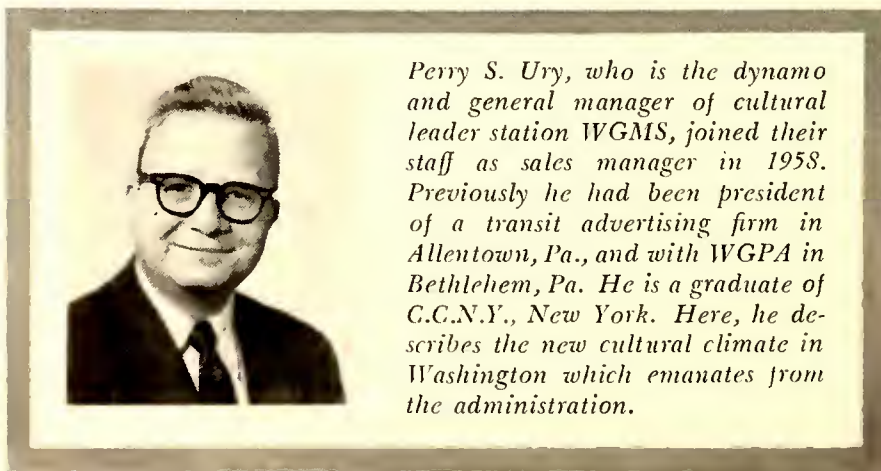
The relationships between government and business today have led to a new emphasis on corporate advertising in the Washington market. Here, the advertiser "talks" via radio not only to the general public but to legislators, the defense establishment, and the other government agencies that directly affect his business. Recognizing the importance of such a media usage are the General Dynamics Corporation, General Telephone and Electronics, the Marquardt Corporation, Melpar, Inc., and the Anderson Company. While any Washington radio station can benefit from this "accident" of

geography, research has clearly established the greater appeal of the classical music format among official Washington.

This division of Washington into official and unofficial segments has a definite affect on station programming as well as on advertiser interest. An example of this difference was reflected in the recent Ted Kennedy-Ed McCormack debate held in Boston. It was carried "live" to Washington via WGMS which took the feed from its sister RKO General station, WNAC in Boston. The reason lies in the uniqueness of the Washington market. While the Washington general public may have had little or no interest (apart from normal curiosity) in the debates, official Washington, especially the members of Congress, had considerable interest in this closely contested Massachusetts primary for the senatorial nomination from that state. Such an interest did not exist in other cities. Later however, the debates received wide mention in all news media.

Apart from the aforementioned peculiarities of the market, it must be noted that Washington ranks third in the nation on the basis of household income. Furthermore, suburban growth in Washington, like that in many other cities, tends to relate itself to income levels. In other words, if advertising is not directed towards upper income homes, entire geographic areas can be excluded from effective advertising pressure. This is particularly true in Washington, where downtown Washington's income level contrasts sharply with the income level of homes situated in the Maryland and Virginia suburbs. Obviously, the radio tastes of these two areas vary greatly, and complete market coverage can be achieved only by media which will appeal not only to the lower class and lower middle class groups' tastes but to the taste of the affluent Washington suburbanites as well.

The characteristics which I have described present the picture of a unique market, providing unique possibilities for entertainment and advertising via a classical music radio format.



Perry S. Ury, who is the dynamo and general manager of cultural leader station WGMS, joined their staff as sales manager in 1958. Previously he had been president of a transit advertising firm in Allentown, Pa., and with WGPA in Bethlehem, Pa. He is a graduate of C.C.N.Y., New York. Here, he describes the new cultural climate in Washington which emanates from the administration.

SPOT-SCOPE

Significant news, trends, buys in national spot tv and radio

Major-market spot tv figures heavily in the new-image campaign for Pharmaco's Chooz (Ayer).

Reason for the special push: a new package which accents the medical role of the product. The company has been somewhat disturbed at the degree of consumer identification for Chooz as a confection and this new image emphasis precedes an imminent swing to national distribution.

Never a very big spender, Chooz is, however, the strongest Pharmaco spot tv spender (\$24,830 last year) and a traditional old standby of the medium.

Now, with this special promotion, top stations can expect to exact at least a few extra dollars from the medicated chewing gum.

West Coast radio reps are reportedly not too happy about the imminent departure of Morton House Kitchens from Guild, Bascom & Bonfigli, San Francisco, to Bozell & Jacobs, Omaha.

GB&B has had the account, which bills half a million dollars, the past 13 months, putting the company's entire budget into a massive spot radio campaign.

The agency switch, which takes effect 1 December, may affect media habits.

Sunkist Growers are switching to daytime spot tv for the 1962-63 fresh lemon promotion handled by Leo Burnett, Chicago.

Initial thrust will be a 10-week test drive aimed at children, which will run from early January to mid-March in Portland, Detroit, Hartford, Omaha, and Dallas.

The coming year's orange budget has been increased substantially over last year's outlay, with a 1962-63 total of \$2,240 being administered by Foote, Cone & Belding of Los Angeles.

General Cigar (Y&R) is doing a test in the midwest in behalf of its William Penn brand via radio.

The brand has gone back to a nickel from six cents and apparently the manufacturer wants to find out the degree of radio's effectiveness in planting the news.

For details of other spot activity last week see items below.

SPOT TV BUYS

Eastman Kodak has finalized its Christmas gift campaign in spot. The firm is going into the top 30 markets with eight prime 20's and six nighttime fringe minutes daily, seven days a week. With schedules running from 25 November to 22 December it brings total spots to 392 per market. Agency is JWT.

RAHALL RADIO STATIONS



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for the company they
keep in
Prestige Advertisers!

KNOWN
for community
Public Service!



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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 notionally
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

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Assistant to the Publisher
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Accounting
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Reader Service
Dorothy Van Leuven
General Services
George Becker
Madeline Camarda
Michael Crocco
Rose Alexander

Colgate-Palmolive is buying for Baggies, its new household wrap. The account is handled out of Street & Finney.

Procter & Gamble is looking for day and night minutes to promote its new all-purpose detergent Thrill. Dancer-Fitzgerald-Sample is the agency.

Tillie Lewis Foods is involved in a year-end campaign for its Anderson Soups. West coast stations in Los Angeles, San Diego and San Francisco-Oakland are carrying schedules through 17 November. Agency is Beaumont, Hohman & Durstine, San Francisco.

National Biscuit is kicking off today in a host of markets on behalf of the Cream of Wheat Division. Schedules are all minutes, both daytime and early fringe and the campaign is for nine weeks. The buy was made out of Ted Bates and Ken Caffrey is the contact.

Pharmacraft Laboratories is back on the buying line for Coldene. The account is lining up 10-second spots in both prime and fringe time for the lengthy promotion which it launches next week, 29 October. It will run through 3 March. Agency: Papert, Koenig, Lois. Buyer: Carole Lewis.

SPOT RADIO BUYS

Dr. Pepper Bottling Co. has launched a special radio spot drive on the West coast. The campaign will continue through the first week in December. Schedules were placed out of Grant Advertising.

Bristol-Myers last week kicked off a nine-week campaign for its Minit Rub. The activity centers around the top 30 markets. Schedules call for morning drive time and afternoon drive time minutes. DCS&S is the agency. Larry Reynolds is the buyer.

Ironized Yeast (Sterling Drug) has a spot campaign going in some 14 markets scattered throughout the West Coast, South, and mid-West. Minutes are being used at the rate of 5 to 10 per week. Starting date for the flights which are scheduled to run 13-weeks, was 17 September. The agency: Thompson-Koch. Donald Lumsden is the buyer.

S&H Green Stamps is launching a heavy spot push in selected markets. The campaign which is scheduled to get off the ground today, will run three weeks in some areas and four in others. Minute ET's will be used. Brian Barry is doing the buying out of SSC&B, New York.

Vicks Cough Drops has issued a call for avails for a 10-week campaign scheduled to kick-off 12 November. Plans for the flights call for a heavy usage of minutes—10 to 20 or more spots per week—in most areas. Agency is Morse International. The buyer: Mary Ellen Clarke.

Old Briar Pipe Tobacco broke an eight-week push 21 October. Traffic minutes, at the rate of 5 per week, are being used. The agency: DCS&S. The buyer: Norm Ziegler.

IN RADIO'S WONDERFUL WORLD



Broadcast With The Fidelity Of Direct FM

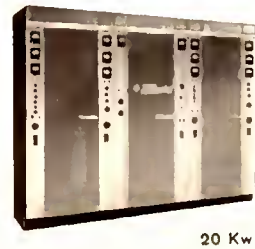
What makes the listener turn the dial to your FM station? Quality. And quality alone. Programming at such levels virtually demands highest fidelity transmission. To achieve such standards the unquestioned choice of knowledgeable FM stations is RCA's unmatched Direct FM Transmitter. This system is easiest to tune and holds its adjustment best. Whatever the power class, you are assured minimum distortion and wide frequency response. Such performance is

the happy result of RCA's long background of pioneering and achievement in the wonderful world of radio.

RCA designs and builds its complete line of transmitters to accommodate stereophonic signals and an SCA multiplex subchannel. For complete technical details on any of RCA's Direct FM transmitters, see your RCA Broadcast Representative. Or, write: RCA Broadcast and Television Equipment, Dept. ND-264, Building 15-5, Camden, N. J.



The Most Trusted Name in Radio



NOW ON **WMAL-TV**

A NEW CONCEPT IN LATE NIGHT PROGRAMMING!

*Audience-tested ONE HOUR action, adventure, mystery SHOWS
Plus Hollywood's FINEST FIRST-RUN FEATURE FILMS, and
BROADWAY'S FINEST PLAYS*



SUN. 11:15 P.M.
**PLAY OF
THE WEEK**



THUR. 11:30 P.M.
**ADVENTURES
IN PARADISE**
SOLD OUT



MON. 11:30 P.M.
THRILLER



**FIRST RUN
MOVIES**
SOLD OUT

FRI. 11:30 P.M.
SAT. 11:15 P.M.



TUES. 11:30 P.M.
**SURFSIDE
6**



"Mogambo," "Don't Go
Near the Water," "Summer
Stock," "Bhowani Junction,"
"Above and Beyond," etc.



WED. 11:30 P.M.
**CHECK
MATE**
SOLD OUT

wmal^{abc}-tv

Washington, D. C.

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