

40c a copy and \$8 a year 23 DECEMBER 1963

**Admen apathetic
to K&E's appeal
for active aid to
NAB Code—p. 19**

SPONSOR

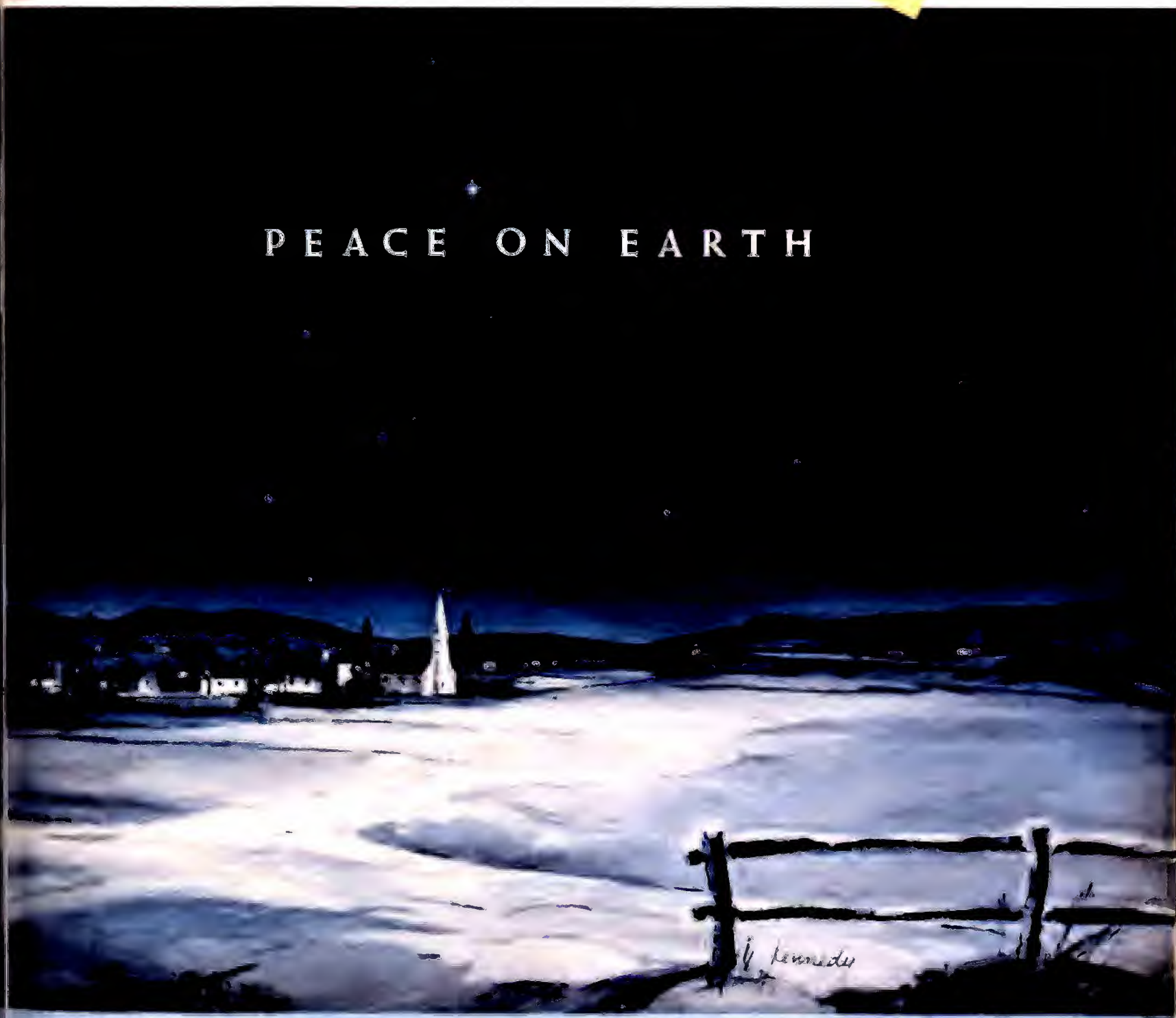
THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

CONTENTS—see p. 6

NBC CENTRAL CITY

PS2 2547 DAN 10-11
MILDRED L JOY ROOM 274
100 B ROCKEFELLER PLAZA
NEW YORK N Y 10020

PEACE ON EARTH



EDWARD PETRY & CO., INC.

WGAL-TV

8 steps to up your sales on 8 CHANNEL 8

AUDIENCE
Potential customers for your product delivered on a mass basis.*

COVERAGE
Great, central-Pennsylvania market, known for continued economic stability.

LOW COST PER DOLLAR
More families consistently reached than by all other stations located in the WGAL-TV area combined.*

RESULTS Advertisers achieve sales results as proven by continuing renewal of contracts.

COLOR Only area station equipped to originate color. As NBC affiliate, it telecasts more color to an ever-growing audience.

MODERN FACILITIES Latest, diversified facilities for future growth and expansion. Spacious studios, latest equipment, including two color tape recorders, color cameras, stand-by transmission units.

VIEWER LOYALTY
Programming developed to meet the needs of its communities results in viewer loyalty to Channel 8.

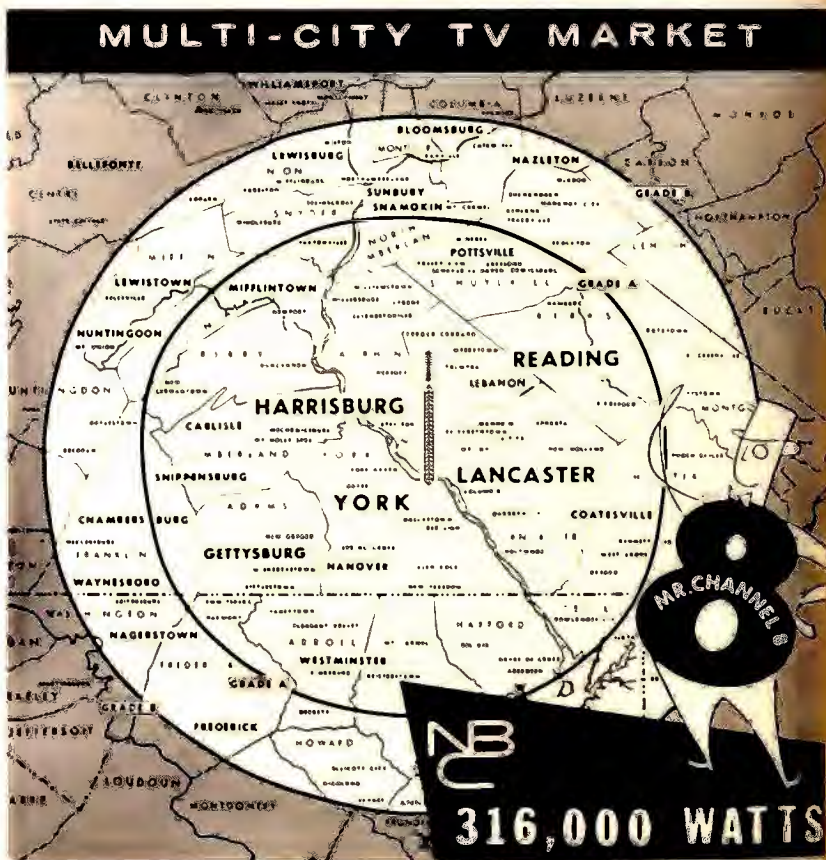
PIONEER VHF STATION Established 1949, one of the first, WGAL-TV pioneers with new and better services.

*Statistics based on ARB data and subject to qualifications issued by that company, available upon request

WGAL-TV Channel 8 Lancaster, Pa.

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco



SPONSOR-WEEK

Late news
in tv/radio advertising
23 December 1963

Give and take: Evidence of changing White House attitudes toward broadcasting (see **SPONSOR**, 2 December) came last week when top network executives held separate sessions with President Lyndon Johnson. While presence of network news heads led to speculation that news conferences, political coverage, and other related problems were a major subject, it's also believed that sessions were for prime purpose of better understanding and friendship. NBC led off on Wednesday with president Robert E. Kintner, news executive v.p. William McAndrew, news v.p. Julian Goodman, and Washington bureau chief William Monroe attending. Thursday went to CBS with chairman William S. Paley, president Frank Stanton, CBS News president Richard Salant, CBS News general manager Blair Clark, and Washington bureau chief William Small present. At week's end, it was AB-PT president Leonard H. Goldenson, corporate vice president James C. Hagerly, television news director Jesse Zousmer, and Washington bureau chief Robert Fleming meeting with the President.

Thomas back to NBC: As expected, Danny Thomas will quit CBS TV at the end of this season to return to the network where he got his big tv start in the *Four Star Revue*. The deal with NBC calls for a series of five hour-long color specials in the '64-65 season, with Thomas taking an active part in the production as well as starring in them. This is the second General Foods-sponsored CBS comedian lured back by NBC. The first was Jack Benny, who returned to the network several weeks ago.

Resignation announced: John F. Meagher, v.p. for radio of NAB, has resigned, effective 1 February, to return to "private business." Meagher joined the broadcasters association in 1954, after serving as general manager of KSYM Mankato, Minn.

ASCAP expirations: All stations whose ASCAP licenses expire 31 December may continue to use ASCAP music after that date by sending a notice to ASCAP before the first of the year making application for a license, with the organization to advise the station in writing what fee it deems reasonable. If a reasonable fee can't be agreed on within 60 days, the station may apply to the U.S. District Court for the Southern District of N.Y. for the fixing of a reasonable fee to ASCAP. Then, either the station or ASCAP may apply to the court "to fix an interim fee pending final determination of what constitutes a reasonable fee." When a reasonable fee has been determined by the court, ASCAP is required to offer a license at a comparable fee to other applicants similarly situated. Any radio station has the right to perform any composition in the ASCAP repertory pending final determination of a reasonable fee. Until such determination, a radio station is required only to render such reports and pay such fees as may be required by the interim fee order of the court.

Denial: National Research Corp., maker of Enuro, has denied false advertising charges brought against it by FTC. The FTC complaint charged that Enuro, in its advertising, misrepresents itself in claiming prevention and cure of arthritis and other degenerative diseases. National Research countered that it has "never claimed (it) would 'prevent and cure' arthritis, but that it will relieve arthritis, etc." No further action has been announced by FTC.

Sharing the profits: The stock participation plan of Edward Petry & Co., originally offered to 26 executives of the firm in August, has been extended to include 26 more. The expansion brings to 52 the total number of stockholders, just under 25% of Petry's personnel. Martin L. Nierman, executive v.p., said other employees may be "invited to participate in the future."

4A's to Rating Council: The 4A's informed NAB it wishes to join the Rating Council, although it has "misgivings about the structure" of the council. It said it is subordinating its misgivings and applying for membership because: (1) it wants to actively support broadcasters in eliciting cooperation of ratings services; (2) it approves aims of the audit and hopes for direct benefits stemming from it; (3) it acknowledges responsibility of agency business in improvement of ratings, and this is "an important initial step;" (4) this is an important demonstration of practical ability of broadcast advertising business to improve its standards itself; and (5) it believes it's important to show government the willingness of buyer elements in the industry to support efforts of broadcasters to achieve more reliable audience measurement data.

Promote sales promotion: That's the advice given by Herbert M. Cleaves, executive v.p.-marketing, of General Foods, to the Sales Promotion Executive Assn. last week. Sales promotion people must do "a far better job of selling their skills, their competence, their professionalism to management," he said, if they are to make their important contribution to the total marketing mix. Describing sales promotion as including premium incentives, point-of-purchase display, direct mail, and package design, Cleaves called it a "unique key to provide the spark that starts the engine; to synchronize the gears that throw the whole machine into high."

Mutual sales up: A 16% gain over the preceding year's time sales headed a long list of forward strides made by Mutual Broadcasting System during 1963. President Robert Hurleigh heralded increased volume over the past three years as "clear indication of the advertisers' new attitude of dollars-and-cents reality." MBS now has 489 affiliates, an increase of 22 over the previous year.

NAB commercials confab: President LeRoy Collins highly optimistic over ice-breaking accomplished during last week's meeting of top network and advertising brass to explore "problems and possibilities" in the future of tv commercials. Because of informal and exploratory nature of get-together in N.Y., Collins, who presided, said no official report or details would be released on session . . . but more meetings of similar nature are expected to be held soon. Collins stressed: "We all feel this is the beginning of something very fruitful." Representing the nets were v.p.'s Joe Ream for CBS; Lee Jahncke for NBC; and Al Schneider for ABC. From advertising: 4A's president John Crichton and chairman Arthur Tatham, and ANA president Peter Allport, plus some of their top committee and staff aides. For NAB: Code Review Board members William B. Quarton (WMT-TV), Joint NAB Board chairman; past chairman Clair R. McCollough; and Donald H. McGannon (Group W), who also heads NAB's Rating Council, plus newly appointed Code Authority director Howard W. Bell.

Drop-ins stay axed: The FCC has affirmed its November action denying any further hope for drop-in VHF's in the seven two-VHF markets. It turned down any and all petitions for reconsideration entered by ABC and individual broadcast firms seeking to acquire the drop-ins. Cities involved were Johnstown, Pa.; Baton Rouge; Dayton; Jacksonville; Birmingham; Knoxville; and Charlotte, N. C.

K&E merger: Noyes & Co., Providence agency, has joined forces with Kenyon & Eckhardt, effective 1 January. The Noyes firm, founded in 1921, will continue to service its clients locally. Frederick C. Noyes will be manager of K&E's new Providence office, and Henry C. Hart, Jr., and Albert E. Van Wagner have been appointed v.p.'s of K&E.

philadelphia comes alive on...



ACCENT

an exclusive presentation of

WPEN NEWS



It's all about Philadelphia and Philadelphians . . . like a "hidden treasure" buried in the heart of City Hall . . . the reactions of a Peace Corps youngster just returned from Africa . . . job opportunities currently available . . . or how to authentically restore a colonial home.

It's anything and everything that expresses the vitality of a city and its people — actually using the voices of the individuals involved.

ACCENT

8 times daily...

PHILADELPHIA 6-10 a.m./2-6 p.m.

exciting radio about an exciting city

WPEN

radio 95

Represented by AM Radio Sales Company



!mira!

1. Los Angeles metropolitan area Spanish-speaking population: **900,000 plus**

2. Average yearly income: **\$800,000,000**

3. For automotive products: **\$72,540,000 annually**

4. For food products: **\$434,700,000 annually**

YOU CAN HAVE YOUR SHARE!

72 National Advertisers on Spanish-language KWKW reach approximately 277,880 Latin-American homes per week at a CPM of \$0.72. KWKW's 5000 watts speak the language convincingly to a loyal audience. KWKW has 20 years' proof waiting for you!

KWKW

5000 WATTS

Representatives:
N.Y. — National Time Sales
S.F. — Theo. B. Hall
Chicago — National Time Sales
Los Angeles — HO 5-6171



SPONSOR

23 DECEMBER 1963

Vol. 17 No. 51

GENERAL

- 19 Admen lukewarm to K&E plea for aid to NAB's Code**
Policy of buying time only on Code-adhering stations seen gallant but impractical by many agencies. Others fear charge of collusion

ADVERTISERS

- 23 "Legal violations" of broadcasting code NAB problem**
Association's hands tied as advertisers, agencies see how far they can go without breaching. Often rely on broad interpretation

AGENCIES

- 32 Comprenez-vous world of French-Canadian video**
Province of Quebec is unique on this continent, with more than the language barrier between admen and French-speaking segment
- 34 Agency entering mart abroad innovator, not imitator**
Merely follows trail-blazing clients into new international market, says McCann-Erickson's Arthur Grimes, addressing joint meeting

TV MEDIA

- 40 Daytona jewelers find gems-television happy mixture**
Store puts 95% of its ad budget into nightly tv stock market report. Finds local video programs ideal for the low-pressure approach
- 43 P&G maintains number one spot as webs' tv customers**
Billings total \$16,780,900. American Home Products is runner-up. Estimated expenditures of network video advertisers are listed

RADIO MEDIA

- 49 Radio pays off for Kroger in Cleveland "Sell-o-Rama"**
Personalities featured on WERE, with each assigned to promote specific product. Results exceeded the company's expectations

SYNDICATION


- 52 Shorty features offered by Sands for local sponsorship**
Syndicator finds capsulized radio shows with informational slant hire the advertiser who is seeking a "made-to-order" audience

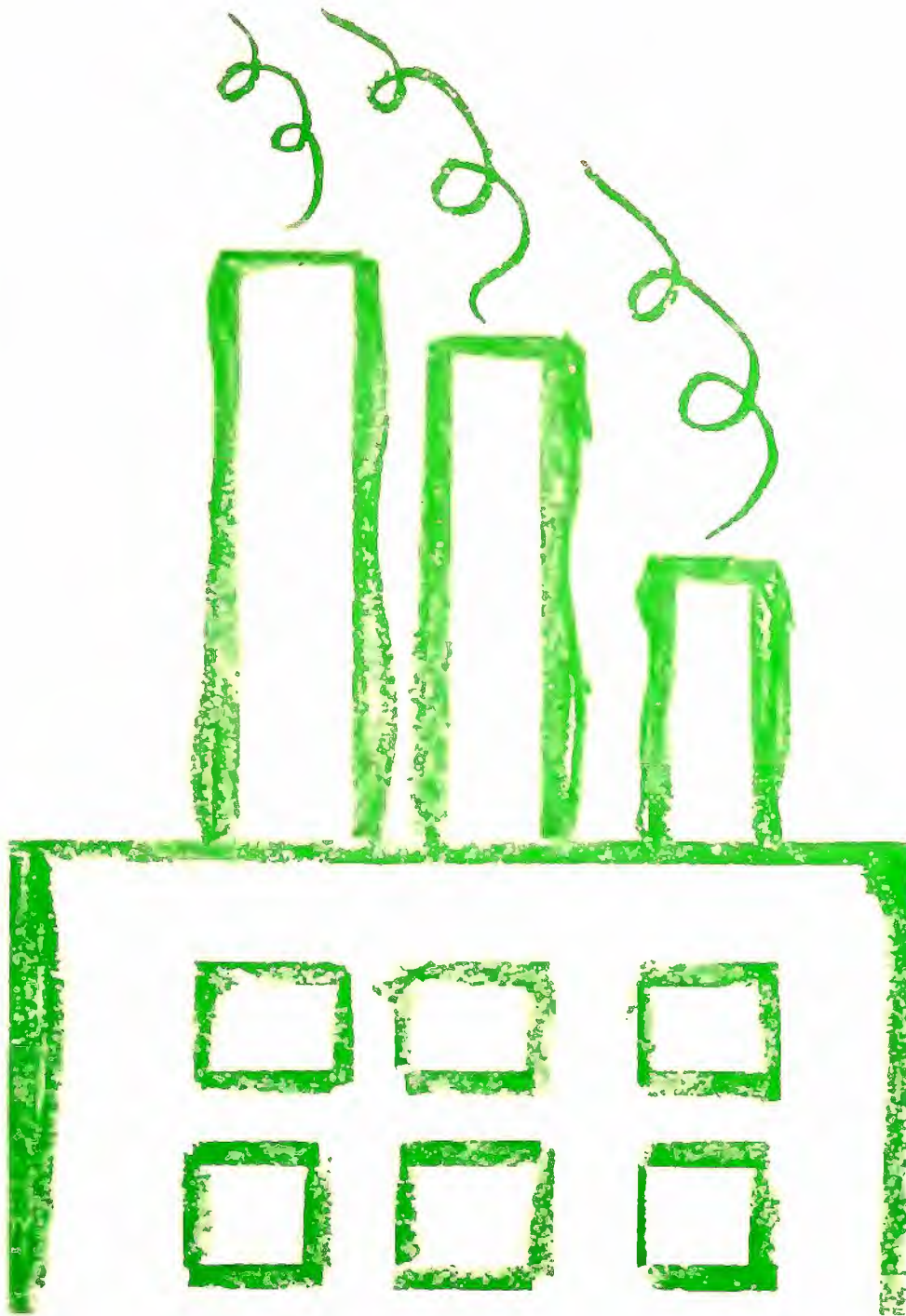
STATION REPRESENTATIVES

- 54 Spot tv costs rose 2-5% in the six months since March**
Semi-annual Katz summary shows cost for daytime paced the rise. Top 200 markets covered for "rule-of-thumb" estimating

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Acquisitives* are diversified in Cleveland

Cleveland is *not* a one industry city! Cleveland ranks third with the number of the nation's top 500 manufacturers located within WJW-TV's coverage . . . just behind the big financial centers of New York and Chicago. Cleveland business is diversified over many basic industries—steel to satellites . . . paint to printing . . . tires to trucks . . . machinery to mining. That's why acquisitives have steady employment in Cleveland.

Acquis-i-tive—given to desire, to buy and own.

ACQUISITIVES WATCH

LOS ANGELES KCBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	STORER BROADCASTING COMPANY
TOPEKA KSN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WJW-TV

KNUZ

Award
Winning
NEWS



Builds an image of
BELIEVABILITY
for Advertisers'
Products and Services
... that's why more
Houstonians are
SOLD on

KNUZ

**THE
KATZ AGENCY
INC.**

NATIONAL REPRESENTATIVE

IN HOUSTON call

DAVE MORRIS

JA 3-2581

PUBLISHER'S REPORT

One man's view of
significant happenings in
broadcast advertising

Is Governor Collins good for the industry?

LEROY COLLINS, president of the NAB, is under fire again.

Actually, he's been under fire since he took the job some three years ago. But this time he's touched a really sensitive nerve—his talk on civil rights in Columbia, S. C., inflamed an area which has been going about the excruciating task of integration positively and courageously. Furthermore, he laid himself open to an oft-repeated charge: as president of the NAB he's dead wrong to wander so far afield.

What prompts a man of his experience and skill to rock the boat? And is he good for the industry?

First, some say he's paving the way for reentry into politics. Others, he believes that his controversial speeches rub off to the credit of the industry. Governor Collins says that when he took the job it was with the understanding that he would speak out on broad subjects.

While I admire many of the Governor's objectives, his unquestionable courage, I can't say as much about the way he goes about achieving some of them. I get the impression that he is goaded into expressing himself. Faced with the most unfriendly trade press that an NAB head ever had, this sensitive man has been viewed with suspicion by a large portion of his membership almost since the beginning.

Yet there are reasons why I suspect that he is perhaps as good a president as the NAB has ever had.

Looking at the record, here's what I see.

▶ *Plenty of regulatory harassments and attacks. But during three years tenure no vital adverse rulings or legislation.*

▶ *The FCC overcommercialization issue: dead.*

▶ *The ratings issue: taken out of government hands. The industry through NAB quietly working to solve the problem. Rating ratings no longer a serious issue.*

▶ *Local hearings: threats of more to come after Chicago and Omaha. But no encore developed.*

▶ *State legislator support: NAB under Collins aiding state associations in close liaison with state legislators.*

▶ *Washington effectiveness: despite the "vast wasteland" specter and numerous threats to the industry the NAB and its president, in high repute in official Washington, work quietly and effectively behind the scenes. FCC roadblocks are lessening. During his presidency the industry has gone on to record prosperity and prestige.*

LeRoy Collins was hired, above all, to protect and advance our system of free enterprise broadcasting. On balance, he's doing a fine job.



*How Brand X
became
the envy
of the
alphabet!*

... for surprisingly little cost increase.

VERY SIMPLE. Manufacturer of this product gave his TV commercials the PLUS OF COLOR. Customers came—saw—recognized what they saw—and bought. Overnight, "Brand X" became one-of-a-kind, thanks to color.

Note: Your black-and-white commercials will be even better when filmed in color. Prints will come alive . . . shades and subtleties will stand out as never before.

For more information on this subject, write or phone: Motion Picture Film Department, **EASTMAN KODAK COMPANY, Rochester 4, N.Y.** Or—for the purchase of film: **W. J. German, Inc.**, Agents for the sale and distribution of EASTMAN Professional Film for Motion Pictures and Television, Fort Lee, N.J., Chicago, Ill., Hollywood, Calif.

FOR COLOR .



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555 FIFTH

Letters to the Editor

LAUDS NEW LIGHT ON FM

We were most pleased to see the recent article on FM audience research by Northwood Institute. The job of audience research is the biggest one facing the FM industry now, and as a member of the FM industry, I would like to thank you for shedding new light on the current situation.

Dusty Rhodes
vice president
Mid-States Broadcasting Corp.
East Lansing, Michigan

SUGGESTS "PRACTICAL" THANKS

It is gratifying to see that Benton and Bowles appreciates the radio and tv industry for its recent coverage of the nation's tragedy. As you know it cost the broadcasting industry millions of dollars in advertising revenue which the newspapers did not give up but in many cases increased their lineage during the days of the tragedy. May we suggest that a more practical thanks would be to spend the money on broadcast media and not enrich the coffers of a medium that gained advertising revenue from the nation's ordeal.

C. K. Patrick
president
WCLV Radio
Cleveland

B & B TOOTS HORN

I have noted in the advertising press that whenever Benton & Bowles' spectacular growth is mentioned, the item usually refers to our acquisition of Eastern and Beech-Nut.

We admit that these two accounts were the newsmakers of 1963. But our "spectacular" growth also comes in less spectacular ways. We're proudest most of the many new assignments that we get from the people who know us best—our present clients.

Here's what made us hot in 1963:

Squibb's Vigran, Sweeta and Spectrocin - T; Paxton; Burma - Sha Personna and Pal Stainless Steel Blades; Edward Dalton Company Heublein's Bell scotch . . . and, of course, Beech-Nut and Eastern.

The three biggest accounts switch agencies in open competition during the past two years. Texaco, Beech - Nut and Eastern B & B was awarded all three.

Geo. C. Whipple
director of public relations
Benton & Bowles
New York

WOULD REPRINT "ENIGMA"

We would like to reprint your very excellent article titled "Age alleviates attire enigma," which appeared in 2 December issue of SPONSOR.

May we have your permission to do so (and would you please specify the credit line you desire)?

Edward A. Nym
public relations department
Chirurg & Co.
New York

THANKS FOR TRIBUTE

Thank you for your words of tribute to our late President and for the nice things you said about NBC's coverage of those tragic events. All our people worked unstintingly in this matter and it is good to know that their efforts were appreciated.

Robert E. Kinter
president
National Broadcasting Company
New York

Many thanks for WITH A COE UNSEEN. It is very impressive and a wonderful tribute to the industry.

Leonard H. Golden
president
American Broadcasting
Paramount Theaters, Inc.
New York

**THE LIEUTENANT
WORE SKIRTS**

TOM EWELL
SHEREE NORTH
RITA MORENO



**WOMAN
OBSESSED**

SUSAN HAYWARD
STEPHEN BOYD
BARBARA NICHOLS



**THE LAST
WAGON**

RICHARD WIDMARK
FELICIA FARR
NICK ADAMS
SUSAN KOHNER



VOLUME 8

Top stars, top directors, top notch stories all in these forty two excellent feature films guaranteed to please audiences and advertisers alike.

'FILMS OF THE 50's'

**THE REMARKABLE
M. PENNYPACKER**

CLIFTON WEBB
DOROTHY MCGUIRE
CHARLES COBURN
JILL ST. JOHN
DAVID NELSON
DOROTHY STICKNEY



Contact your nearest Seven Arts' salesman at the office listed below for a complete listing of the Volume 8 "Money Makers of the 50's".

FROM SEVEN ARTS

**THREE
GAME HOME**

CLAUDETTE COLBERT
PATRIC KNOWLES
SESSUE HAYAKAWA



**GLORY
BRIGADE**

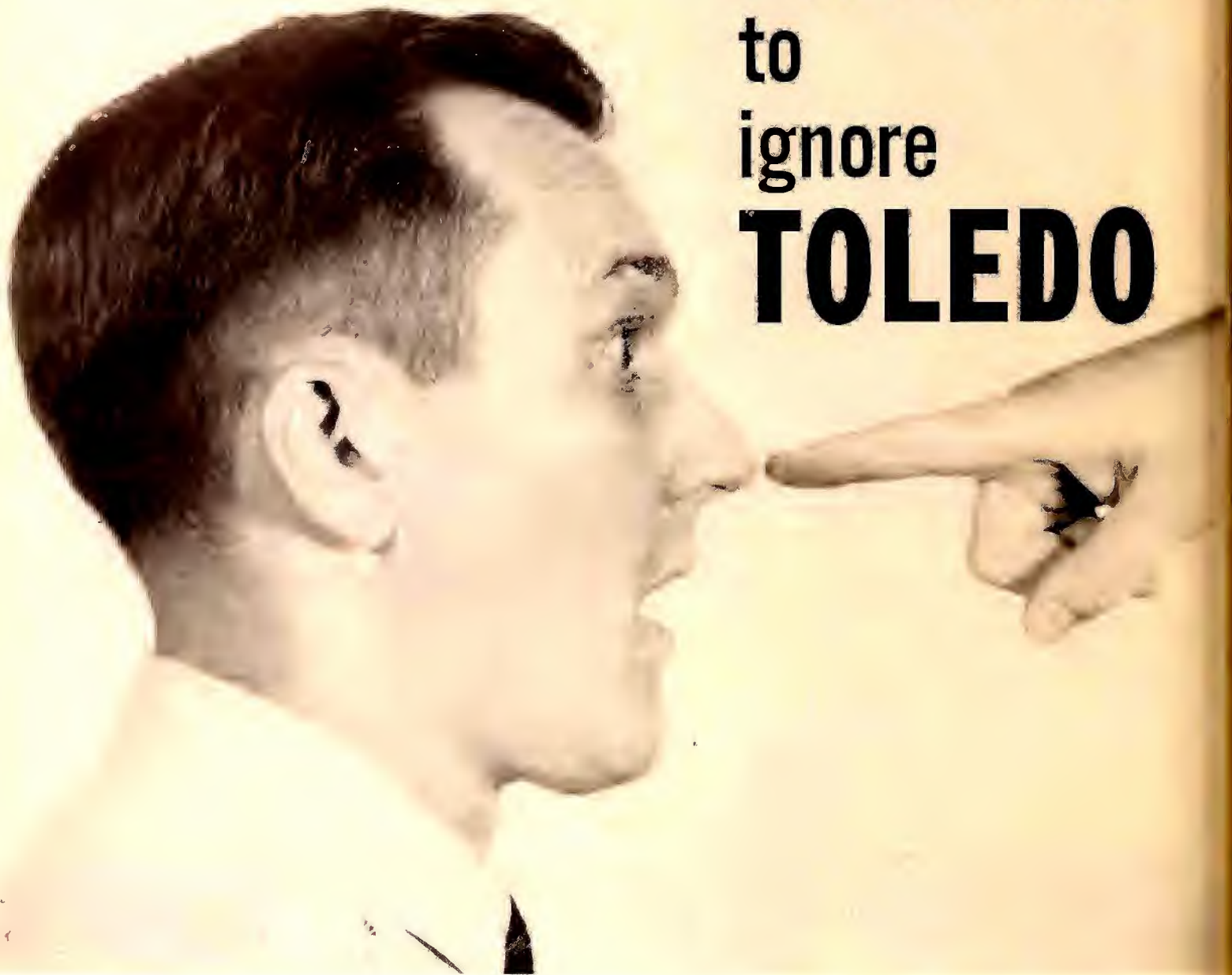
VICTOR MATURE
LEE MARVIN
ALEXANDER SCOURBY
RICHARD EGAN



**SEVEN ARTS
ASSOCIATED
CORP.**

A 165 DARY OF SEVEN ARTS PR
NEW YORK 200 Park A
CH A 44 E
DALLA 5481
LAWYEE R
T 11 A
L 4
D

you
can't afford
to
ignore
TOLEDO



... **NOW** the **44**th largest metropolitan market!

(Official U. S. Bureau of Budget Figures)

To Sell Toledo, you need **WSPD RADIO** and **TV**

NATIONAL SALES REPRESENTATIVES

WSPD-RADIO. The Katz Agency, Inc.
WSPD-TV. Storer Television Sales, Inc.

LOS ANGELES <small>WSPD</small>	PHILADELPHIA <small>WSPD</small>	CLEVELAND <small>WSPD</small>	MIAMI <small>WSPD</small>	DETROIT <small>WSPD</small>	TOLEDO <small>WSPD</small>	TOLEDO <small>WSPD TV</small>
NEW YORK <small>WSPD</small>	MILWAUKEE <small>WSPD</small>	CLEVELAND <small>WSPD</small>	ATLANTA <small>WSPD</small>	DETROIT <small>WSPD</small>	STORER <small>BROADCASTING COMPANY</small>	



A levelling-off in giant one-stop stores may spell a switch in some tv commercial techniques. Grocery-sold consumer products have, in recent years, put considerable emphasis on pre-selling the supermarket customer, figuring this was necessary in light of a bewildering choice of items and a minimum of clerk assistance. Now, agency research on the subject — such as a recent study made by Doyle Dane Bernbach — shows that the saturation point in one-store units may well be in sight, and that specialty shops are staging a strong comeback.

Such shops now come in various basic forms — the limited-inventory discount retailer in the food field, the deluxe grocery operated by a food chain which goes in for such frills as charge accounts, the “bantam” store that is a scaled-down supermarket, and the “satellite” type of shops.

In the latter area, a thought-provoker is Macy's, which operates a number of auto centers near regular Macy stores; these offshoot shops may do \$25 million or more next year.

For tv admen, these trends may mean greater emphasis on the assistance in product selection rendered by store clerks and considerably less pressure to pre-sell the viewer.

Radio stations and networks won't be the production base for a stereo radio “renaissance.”

Here's the situation in a nutshell: Most network and station facilities — studios, mikes, sound effects, etc. — date from the days of radio's commercial heyday. Money for improvements has been tight. Meanwhile, record companies and specialty recording studios charged into the stereo area in 1958, and have been there ever since, constantly adding new equipment and testing new techniques.

Where once radio could count on offering the best facilities to agencies for program and commercial production, this is no longer true. Increasingly, agencies eyeing the growing (slowly, but growing) stereo radio market — such as Young & Rubicam, Campbell-Ewald and McCann-Erickson — are turning to independent recording studios as their production bases.

There's a human factor, too. Few network and station radio engineers and technicians have kept pace with stereo techniques the way their counterparts in the record industry have been required to do. Watch, therefore, for an upbeat in radio commercial production at studios like Capitol, RCA Victor, Fine Recording, Gotham and others.

Tv set manufacturers continue to look to print, not tv, to sell tv sets.

Although such firms as Admiral, Motorola and Philco were among the pioneer big-time sponsors on tv, their activity in recent seasons has been confined to a few flings in spot or tv specials, combined with heavy print and other-media schedules.

Hopes that ownership of Philco by tv-minded Ford would change Philco's attitudes toward tv have been blasted, however. Philco announced last week it was increasing its 1964 ad budget by 50% over 1963 levels — but 67% of the Philco ad dollar would go into newspapers, with the rest to national magazines and trade publications.

This marketing approach, Philco also stated, was based on dealer attitudes uncovered in a special study. Among other new Philco tactics, regional offices will be given the responsibility and authority for advertising and promotion programs.

The CBS o&o tv outlets continue to protect their investment in late-model feature films.

Last week, four of the five CBS-owned tv outlets (exception: KNXT, L. A.) signed for a package of 215 Universal-International post-1950 features, now distributed by Seven Arts. Price for the package was over \$2 million for the New York market alone, at least that much for the other three markets. Two of the CBS outlets also picked up nearly three dozen MGM features for exposure in New York and Chicago.

WCBS-TV, whose film-buying operations are headed by Bill Lacey, is probably the biggest single sale a feature-film syndicator can make. It is the key outlet of a group which is regarded among syndicators as a bellwether in feature buying. In 1963, WCBS-TV has bought some 280 pictures, enough to keep secure its four-to-five-year supply.

It's not easy for WCBS-TV to stay in front. Features are in short supply, pricing keeps edging upward, and the station's regular schedule calls for over 30 feature showings weekly. However, the *Late Show* on WCBS-TV and other o&o's produces several millions yearly in spot billings, making the buying effort well worthwhile.

A leading "spoken-word" record company is finding real values in fm radio sponsorship.

The record firm is Living Shakespeare, a New York concern which sells carefully-abridged recordings (mono and stereo) of Shakespeare plays with British casts for \$2.98 per record. Cast members include some hefty box office names — Richard Burton, Ralph Richardson, Vivien Leigh, et al., with Michael Redgrave as host.

Executives of the recording company recently approached rep-consultant Roger Coleman to ask him how they could promote the Shakespeare sets on the air. Coleman suggested that the recordings be used, with appropriate lead-in, lead-outs and commercials, as the basis of a show series, placed on a spot basis.

The series is now running in several markets. Sales of the albums — which are promoted to educators — are booming.

In the network audience race, CBS is in better-than-ever Nielsen position at night.

As its season-to-date average (from the first of Nielsen's October reports through the second report for November), CBS has been pulling down a 19.5 AA. This is about three points better than the lead CBS had over NBC a year ago, and is considerably ahead of ABC.

What is doing the audience-attracting job for CBS is its roster of top nighttime tv shows. Only *Bonanza*, on NBC, is a top-ten Nielsen show to date which is not seen on CBS. Highest-rated ABC show, interestingly, is in 15th place in the season-to-date figures. Is it *Ben Casey*? *My Three Sons*? *The Flintstones*? No, it's *Donna Reed*.

ABC TV has its own favorite Nielsen "top ten" to push, based on age of viewers.

Boxed out of the big AA numbers by CBS, ABC is putting stress on Nielsen breakouts "where the head of the house is an adult under 40."

In this specialized category, ABC has six shows in the top Nielsen ranks in the current season (*Donna Reed*, *Flintstones*, *Combat*, *My Three Sons*, *Outer Limits* and *McHale's Navy*). The same shows also pop up (although not with the same rankings) in a top ten based on "households with incomes of . . .6,000-plus and children."

It's long been an ABC contention that the basic Nielsen sample favors shows appealing to an older audience, including many of the shows on CBS.

RCA
BC-7

Closest to Custom in a Production Console!



RCA Transistorized Console

for Dual-Channel AM/TV and FM Stereo

Take a good look at this smart new model. Here's that "custom" appearance to satisfy the proudest management; "custom" quality and flexibility to please the most discriminating engineers...all in a production-model!

CUSTOM STYLING—Striking new lines in blue and silver bring a color accent to control rooms. Color-coded operating controls are engineered to avoid errors. Only 39" long, it is compact and self-contained...to satisfy new or existing arrangements.

CUSTOM QUALITY—The BC-7A is fully transistorized for long-term reliability. All amplifiers have input and output transformers...precise impedance matching for both program and monitoring circuits. You get quality stereo monitoring (10 watts out-

put), quality gain controls, quality leaf-type key switches on all program circuits.

CUSTOM FLEXIBILITY—You have interchangeable plug-in modules...preamplifiers, isolation/balancing units, program amplifiers, monitoring amplifiers, cue amplifier and power supply—all in one self-contained unit. You get three-mode operation...selector switch to instantaneously convert from dual channel, parallel or stereo operation.

We can't name them all here, but we believe you will agree that this is the kind of customized styling, quality, and flexibility you want. Let your Broadcast Representative show you all the features that make this console your best buy. Or write RCA, Broadcast and Television Equipment, Bldg. 15-5, Camden, N. J.



Plug in flexibility preamplifiers for low level sources isolation balancing units for high level sources



High quality mixers, ganged step type attenuators when in stereo and dual step-type when in dual channel use



THE MOST TRUSTED NAME IN ELECTRONICS

WHAT ARE YOUR PHOTO REQUIREMENTS?

RATES are rates the world over, and ours are competitive (\$22.50 for 3 negatives)

BUT QUALITY is something else again ours is superlative.

And SERVICE is still another matter ours is unbeatable!

**BAKALAR-COSMO
PHOTOGRAPHERS**

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



CALENDAR

The when and where
of coming events
23 December 1963

DECEMBER

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

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

Pepper Sound Studios, annual sales meeting, Memphis (27-30)

JANUARY

National Retail Merchants Assn., 53rd annual convention on "The Challenge of National Growth," Statler Hilton Hotel, N. Y. (6-9)

International Radio and Television Society, first newsmaker of the year (8); first of a series of seven production workshops, Waldorf-Astoria, New York (9)

National Academy of Television Arts and Sciences, dinner and show for the New York chapter, Americana Hotel, New York (17)

Milwaukee Advertising and Graphic Arts Groups, Ben Franklin Banquet (16); 6th annual graphic arts workshop (18); Special workshop sponsored by the Sales Promotion Executives Assn. (4 February); Exhibit and Awards Night (15); Silver Award Banquet sponsored by the Milwaukee Advertising Club and the Advertising Women of Milwaukee (27), Coach House Motor Inn, Milwaukee

Georgia Assn. of Broadcasters, 19th annual Georgia Radio-TV Institute "day-long debate" with FCC, University of Georgia (21-22)

National Religious Broadcasters, convention, Mayflower Hotel, Washington, D. C. (21-23)

Advertising Assn. of the West, mid-winter convention, Bakersfield, Cal. (24-26)

American Women in Radio and Television, board meeting, Hilton Hotel, New York (24-26)

South Carolina Broadcasters Assn., 17th annual convention, Jack Tar Poinsett Hotel, Greenville, S. C. (31-1 Feb.)

FEBRUARY

Electronic Sales-Marketing Assn., 2nd annual electronic marketing conference, Barbizon Plaza Hotel, New York (3-5)

Advertising Federation of America, mid-winter conference, Statler-Hilton Hotel, Washington, D. C. (4-5)

International Radio and Television Society, newsmaker luncheon with NAB president LeRoy Collins, Waldorf Astoria, N. Y. (5)

Michigan Assn. of Broadcasters, annual legislative dinner and mid-winter convention, Jack Tar Hotel, Lansing, Michigan (5-6)

Minnesota Associated Press Broadcasters Assn., meeting, Minneapolis (6)

Mutual Advertising Agency Network, annual meeting, Royal Palms Inn, Phoenix (20-22)

Directors Guild of America, annual awards dinner, Beverly Hilton Hotel, Hollywood; Waldorf Astoria Hotel, New York (22)

International Broadcasting Awards for 1963, banquet presentation for best commercials on radio and television, Hollywood Palladium, Hollywood (25)

Southwest Council of the American Assn. of Advertising Agencies, annual meeting, Menger Hotel San Antonio (27-28)

MARCH

1964 Variety Merchandise Fair, at the New York Trade Show Building, New York (8-12)

Electronic Industries Assn., three-day Spring conference, Statler Hilton Hotel, Washington, D. C. (9-11)

COMMERCIAL CRITIQUE

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

POTPOURRI FOR '63

BEA ADAMS

vice president on special tv projects at Gardner Advertising, St. Louis

CRUMBS OF HOPE from the tv kookie jar:

The voice in Betty Crocker series on foreign-dish mixes. Video gets "A" for appetite-whetting. Copy smacks good. Background voices add atmosphere, but subtle impact factor is that voice. Hard to describe. Hard to forget. A sharp, almost forgotten tv tool is a distinctive yet not distracting voice . . . a voice that fits the subject. This one does. Hope.

The idea, even in some strong impact commercials, isn't always verbalized. Boosts remembrance when it is. Good examples: Wisk puts its strength where the dirt is. Glass Wax gobbles up dirt. Set to go in ice and snow with Prestone's De-Icer. Things go better with Coke. (Don't underestimate the sock of that Coca-Cola inflection.) Worth noting: Each of above incorporates brand name.

The water is still with us. Models all but walk on it to sell eggs, beer, tooth paste, what not. Confucius say: Faraway beach velly fine place



BEA ADAMS joined Gardner as copywriter 1935, upped to i.p. 1941, made a board member and creative director 1946, later served as a creative director. She is a regular Critique contributor.

participate in tv production. Adams say: No so good when situation and location contrived rather than purposeful.

The rain is all wet when it drives cigarette smokers into handy shelter, when cook-outers are forced by sudden shower to have their beer indoors. Hope: There are those who apply "the useful trouble of rain" to good purpose. Frinstance. Breck-Set. Girl who's used it walks in rain to mail-box. Natural demonstration of products claim, and oh, so simple. Credit Y & R team: Eloise Francis, writer; Lee Scherz, art director; John McShane, agency producer. Another frinstance: Nestle's Quick premium offer of Poncho Rain Covers. Boy, girl, puppet in Ponchos in rain tell of offer. Finale: rain stops, sun comes out, puppet explains: "When you mention Nestle's Quick, the sun shines." Agency, McCann-Erickson, Inc. Writer-producer Patricia Grossman; art director Harry Samalot. WCD Prod. with Tom Dunphy directing.

The gimmick lingers. The now-weary hidden camera—candid consumer comments followed not unexpectedly by giggles, comes the revelation. Also, sans camera, candid comments re headaches, detergents, diaper rash. And, of all things, deep male voice seeming to come from female lips. Peggy crows about new detergent freshening her whites. Them as know say this queer gimmick series rates "somewhat higher" than average for detergents. Hope: awareness that a gimmick can never be looked upon as a milestone in tv commercial progress.

The bigger-than-life slice of cake, each tender crumb big as a ball of bubble gum. The giant eye which blinks a giant tear, prelude to reminder (for monsters?) that there's a cure for headaches. The screen-size lips that tell of an oral antiseptic. Hope: Each takes a giant step to-

ward uncluttering. A reasonable retreat could bring them back to life size, still retaining simplicity.

"Our life is frittered away by detail. Simplify . . . simplify." So wrote Thoreau before the clutter and clatter of tv. Example of great simplicity with precision-aimed sell is DDB's 30-sec. masterpiece for Lord Buxton Organizer. Man thumbs through Organizer, thinks his own thoughts, lets us in on them. Decision. Register rings up \$5.95 sale. Posies to John Capsis, producer, Ben Spiegel, art director, Mary Ellen Flynn, copywriter.

The discontent of creative teams is our big hope. The hope that this discontent will finally become vocal enough to end the purposeless, the contrived, the gimmick posing as an idea, the confusing clutter and clatter. Come Dancer, come Prancer! And God bless you, every one! ■



LORD BUXTON ORGANIZER commercial ranks posies from Miss Adams. It's simple, clear, clean and decisive.

computer are going to prove a great boon to the broadcaster who runs his station on a quality basis.

It is hardly necessary to quote the words of F. D. R. in 1933, but it is amazing to encounter so many people, so luckily in the world's greatest medium, who think television status will always be quo. If it had been the case, there would have been no television at all and we would still live in the dark age of radio only. If research has destroyed us, it is a marvelous wonder why we go because today our medium—the national advertising medium—and newspapers have obviously suffered because of lack of serious research. The radio people are beginning to realize that this has been one of their major drawbacks also.

I hope that through your efforts you can encourage broadcasters to look at the positive aspects of the future and realize that with true cooperation with agencies we will get further individually and group-wise. It will be

WHICH IS THE BEST-CLIPPED TRADE PAPER IN THE BUSINESS OF BUYING TIME?

destroy.

The experts even made the mistake of saying television was putting radio out of business.

basic principles of broadcasting, which have been the result of years of trial and error, have been destroyed by the bright young men who sit in the high seat of authority.

Linow, made his scars, proved his "public service" had been misjudged after only two years of a seven-year appointment. The former chairman of the FCC has been appointed to the first place. If by error, he had been appointed, he should have become a member. Then, in his first year, if he studied and worked hard, he just may have been a member during the next ten years.

Here we are, his successor, a bright young man, proud to say that he is an Newtonian. During the last month, he confronted another member of the

basic principles of broadcasting, which have been the result of years of trial and error, have been destroyed by the bright young men who sit in the high seat of authority.



SPONSOR



"It gets thoroughly read and routed every week! Frequently 'clipped.'"

Harold J. Beeby, *Adv. Mgr.*
Miles Laboratories, Inc., Elkhart

"I often clip articles and send them along to clients—since you uncover things we'd never know."

John Morgan, *Pres.*
John D. Morgan, Inc., Chicago

"Scarcely an issue I don't clip two or three items of interest not only to myself but others in the office."

Dale G. Casto, *VP*
BBDO, Buffalo



Admen are lukewarm on joining K&E

Policy of buying time on only NAB Code-subscribing (or adhering) stations strikes many agencies as being gallant but very impractical. Others fear 'collusion'

GOOD COMMERCIAL PRACTICES, with- in or without the NAB Code, are becoming increasingly important to the buyers of radio and television station time, so claim the nation's top agencies.

Yet despite endorsement of commercial limitations by stations, the major broadcast agencies aren't willing to get behind an industry-wide boycott against those who exceed the limits or won't join the Code. And here the reasons given vary widely.

For one, many say they don't want to proclaim Code endorsement publicly because of possible government anti-trust action. One agency executive puts it this way: "We're in an impossible situation. If we support the Kenyon & Eckhardt idea (to buy only Code stations), we could be accused of collusion. If we don't speak out,

we'll be accused of being irresponsible and having no morals or conscience."

NAB president LeRoy Collins questions this. "Agencies can and should proceed to enforce the Code by buying Code-subscribing stations. We have been asking this for a long time. I see no problem along the anti-trust lines if the agencies work individually to support Code stations. Only if a large meeting were organized for joint action could there be difficulties."

Almost every agency contacted has discussed the possibility, many recently. In addition to anti-trust possibilities, other reasons cited were:

► *Subscription to the NAB Code is not all that significant. Although as a rule, they believe stations which subscribe to the Code are more responsible, exceptions are frequent*

► Many well-run responsible stations are not Code subscribers.

NAB Codes need tightening, are too loose on commercialization, especially in radio, and therefore, Code subscription doesn't tell them enough about stations' policies. (The NAB limits the number of radio commercials to 24 per hour).

► Real responsibility of checking commercial standards rests with the agency, not with the NAB Code.

► It is all well, and fine, and gallant to set honorable restrictions on buying, but for themselves, the idea is impractical. When the time comes

to make buys, the best availability counts uppermost, Code or no Code.

Commercial standards have come to the fore anew in recent months. Former FCC chairman Newton Minow proposed the FCC adopt the NAB Code for its own rules. The NAB opposed this. Then a bill was introduced into Congress to bar the FCC from establishing time limits. While the FCC staged hearings on the Minow proposal a week ago, the bill has been moving ahead in the legislative branch.

In the meantime, Kenyon & Eckhardt announced it was buying time

on only those stations who were Code subscribers. K&E offered the help to any of like minds, but little has come in the way of support from other agencies.

While NAB opposed the government getting into the act, it has not been against the idea of agencies supporting the Code itself. As long ago as April 1961, Governor Collins in an address to the 4A, urged the placing of commercials on Code-subscribing stations.

Here is what individual agencies say:

- Benton & Bowles "I'm concerned about the legal aspects," says Bern Kanner, v.p. director of media. If the government gives a o.k. for agencies to act together without fear of legal infringement, however, Kanner mentioned the agency might speak up.

"We will not buy triple-spot positions or buy into positions where the station exceeds the accepted number of commercials per half-hour. We have the station monitored by BAR. If we find our requirements are not followed we ask for reruns or our money back. We have been doing this for years."

"I hope the K&E policy will spur other stations into subscribing to the Code. If they don't regulate themselves the government may do it for them," says Kanner.

- J. Walter Thompson "We try to buy the best stations," says Bill Hylan, sr. v.p. in charge of broadcasting. Hylan says the media people are aware of what stations subscribe to the Code. However, many good stations do not belong, not because they are irresponsible, but because they are not joiners, do not want to spend the money, or some other reason.

- Lennen & Newell Herb Zeltner, media director, reports his agency is sympathetic but he also feels the problem is application. Identification with the cause, Zeltner feels would subject the agency to charge of collusion.

- L&N also subscribes to BAR to check stations. "It is the scheduling during the time periods we want to buy that we are interested in," he says. Stations such as WQXR he considers as having high standards even though they do not subscribe to the Code.



A formal plea from NAB, 1961 . . .

"We need more cooperation — not just among broadcasters and among advertisers, but 'between' broadcasters and advertisers . . .

"As you know, NAB has been devoting increasing attention to its own Codes. Some splendid results have been achieved . . .

"We need and anxiously seek your help (the agencies' help) in these efforts. These Codes, like your own efforts of self-discipline, represent the best possible insurance for the continued advancement of broadcasting as the world's most effective medium for advertising . . .

"I urge you to recommend the placement of your advertisements with stations subscribing to the Code . . .

"The fact that broadcasting is a mass medium does not warrant lowering of our sights . . . as a mass-communication medium we have a massive responsibility to reach for higher goals.

—LEROY COLLINS, President

- Foote, Cone & Belding "Admittedly we do buy many non-Code-subscribing stations," says Frank Gromer, agency media director, "but we do tend to favor the subscribers even though we have to iron-clad rule. We have discussed internally the merits of buying Code subscribers."

"I think the K&E thing is a desirable beginning, but in my opinion the Code allows for a pretty loose operation in terms of number of commercials allowed on one station. In my opinion one can over-commercialize and still be within the Code," Gromer notes.

- McCann-Erickson The agency has discussed the relative weight that should be given to buying on Code-subscribing stations but no directive has been sent to buyers on the subject yet, a spokesman says. It is a good idea, but we realize in many cases we'd have to make an inferior buy. There is a lot of inertia in this business, I know, but the fact is we have a great deal to do and don't have time to go out and crusade. In the field of radio the commercial restrictions don't mean much anyway. They allow for a very liberal dose of commercial time."

- BBDO "The K&E policy is very virtuous and everybody applauds the agency for it, but I don't think things are that cut and dried in the real world," Mike Donovan, v.p. and media manager, said "Every agency has a responsibility to set up its own set of principles and order within those principles. If all other things are equal, we'll take the NAB station, but I'm not prepared to say we will support K&E's idea. We'll just sit back and applaud."

- Young and Rubicam A media executive says the agency does not want to boycott any station. "It wouldn't make practical sense. This is something you have to evaluate on your own. The use of a boycott isn't going to accomplish anything."

- Compton "I don't think a firm policy boycotting non-Code subscribers is necessary," Frank Kemp, media director, reports. "It could be that stations are responsible even though they are not subscribers to the Code. On the other hand all NAB Code-subscribing stations are not that perfect either. You can't use Code subscription as an excuse

for not examining the stations yourself."

- N. W. Ayer "At this point we'd like to see more teeth in the Code, then we'll think more about how it should influence our decisions," comments George S. Burrows, media director. We haven't let the K&E decision affect any of our policies. Just because stations subscribe to the Code it doesn't mean they follow it.

- Campbell-Ewald The agency has talked at great length on the subject, according to Carl Georgi, Jr., v.p. and media director. "Most

of our clients being automobile people they buy mostly network tv and radio. In radio we naturally want drive-time and we have to take the best we can get whether it's NAB or not. Our buyers are aware of the Code subscribers, however, and when everything else is equal they usually come out on top, while the violators come out down the list"

- Dancer - Fitzgerald - Sample "We've been thinking about K&E's idea but we naturally have worries about anti-trust suits," an agency executive notes. "We have to be careful not to play favorites. It isn't



... formal response from K&E, 1963

"Quite simply, our policy is this. Wherever practical, and where we can secure the approval of our clients, we will confine our television and radio spot purchases to stations which subscribe to the NAB Code or to an equivalent code. Or to stations which can show us that they enforce equivalent rules without actually subscribing to a formal code.

"We decided to go ahead after careful analysis of all existing codes in the broadcast industry and after studying code operations in the top 50 tv markets and the top 25 radio markets . . .

"My first call is to every responsible advertising agency in our field. I urge each of them to take a long and serious look at the K&E policy and then to take action on their own.

"I want to say that K&E offers to assist any advertising agency that comes to us with a sincere interest in our policy. We will help them in any way we can

SULLIVAN DIETZ, Executive Vice President

quite as simple as it sounds, although the principle is good, and it would make everyone's job more simple. Stations may all say they abide by the Code whether they're members or not. You'd have to monitor them all constantly to be sure, and then if you found a circumstance where the station didn't abide and you stopped buying time the station could challenge you for taking an isolated situation."

Another media man, from a top 15 agency, feels the support of Code subscribing stations is a good idea if it gets support from enough agencies. But I don't feel this will arouse any more active interest than agency appeals on product protection. I really don't think it will go far. Few people are going to go in and pass up a good availability just because the station is not a Code subscriber. The competition is too strong, especially in tv.

"There is also the anti-trust problem. Look at the fix Y&R got into a couple of years ago on a barter deal. They agreed on taking united action and had a lawsuit on their hands," he added.

The agency spokesman also referred to the Procter & Gamble policy a short while back. P&G said they would not buy into stations that triple-spotted. On the other hand they told the agency not to pass up an excellent avail because of the policy. "You either have a policy or you don't," spokesman said.

STATION RESPONSE

Steve Dietz, K&E executive v.p. and primary spokesman on the agency's new policy, says he has heard from "a number of" radio and tv stations that not only show interest in joining the Code subscription list but "say they *will subscribe*." He did not feel he could release the names, however.

The NAB Code Authority says it has not seen any unusual interest in subscription from either tv or radio stations. Even if it had it would be difficult to relate such activity to recent agency discussions on the relative merits of buying only Code stations. The NAB does not know why stations want to join or not join. What they do know well is that a great many stations haven't. At present, a little more than two-thirds of all tv stations are Code

subscribers; fewer than 40% or radio stations belong.

"I do think the K&E policy is creating interest among radio stations but I have not seen any noticeable reaction here," Charles Stone, manager for radio, NAB Code Authority. "Radio Code subscription has had a fairly steady rate of increase over the past two years, about 13 to 14% each year," he says.

According to Ed Bronson, manager for tv, NAB Code Authority, five new tv stations applied for subscription last month, but the Code office cannot attribute any of them to changing agency policies, "Several stations have expressed interest in the K&E policy," says Bronson, "but I believe they were already subscribers."

Perhaps the only station to admit publicly it has made official changes in light of the K&E policy is WMCA.

A recent letter from Stephen B. Labunski, v.p. and general manager of WMCA, to K&E stated that the station was reducing its total advertising time and the number of commercial units per hour, even though the station's regulations were already under the maximum requirements set by the NAB Code Authority. WMCA's reduction involves an average decrease of two to three units per hour from its former policy, Labunski estimated.

"The K&E letter (asking what the station's policies were) prompted us to write and make explicit what we had recently arrived at and already promulgated," according to Labunski.

Even if other agencies jump on the bandwagon station response may be slow, says one industry man. Those stations who do not wish to adopt the standards set by the NAB cannot be forced to. Thus, the stations with honorable intentions that do subscribe to the Code are penalized by not having as much commercial time available as the non-subscribers.

THE AGENCY SPARK

As stated previously, Governor Collins, and others, have been promoting more consideration of Code-subscribing stations by advertisers for some time. Yet it was not an American adman that spurred

Steve Dietz at K&E to conceive the new policy.

The idea took shape when Dietz heard a British advertiser describe what had been done in England on behalf of self-regulation. "So naturally I began wondering what could be done in the U.S. under our ground rules," says Dietz. In addition, impending government action on over-commercialization provided a major motivation to act. (Federal Communications Commission Chairman E. William Henry recently told the International Radio and Television Society that some solution to the problem of over-commercialization is needed, and if broadcasters don't seek and find their own, they very likely will discover the government, through FCC, getting into the act.)

And so Dietz went to work getting the machinery started. After a meeting of the K&E media policy committee in May, of which Dietz is chairman, projects were put into operation. Representatives were queried regarding their stations' adherence to the Codes. Stations and groups that didn't subscribe were asked why. In some cases their own codes were considered adequate. A study was made of tv stations in the top 50 markets and radio stations in the top 25 markets, as ranked by K&E.

In October a proposal to boycott stations not adhering to the NAB Code was passed by the executive committee. Last month and this month K&E clients, which spend about \$40 million in broadcast media annually, are being contacted. These include Beccham, Mead Johnson, R. T. French, International Latex Isodine Division, National Biscuit cereals and dog food divisions, Pabst Brewing, Whirlpool Quaker State Refining, Ford Motor Co., and Lincoln-Mercury.

Dietz made a formal statement to admen in other agencies late in November urging them to "take a long and serious look at the K&E policy and then to take action of their own" (see box for more excerpts on his appeal).

If other agencies and advertisers take a similar action it is quite possible that the self-regulation force will be given enough strength to do the enforcement job without any help from the FCC.

"LEGAL VIOLATIONS," NAB HEADACHE



Advertisers and agencies see just how far they can go without actually violating NAB Code, often rely on broad interpretation of taste. NAB hands are tied

WHETHER it's a college student who has figured out how to get Cokes out of the Coke machine without using a dime, or an executive who is revising his tax structure to take advantage of a newly discovered loophole, or a housewife who has decided to stretch a meatloaf by adding bread crumbs, the process is the same: a built-in part of the American Way of Life is the challenge to "beat the system" somehow.

This is just as true in tv advertising as anywhere else.

There's hardly a major advertiser and agency unfamiliar with the principal codes governing what you can or can't do in tv commercials.

But there's hardly an adman on the tv firing line who hasn't eyed the codes—NAB, network, station-group or whatever—and looked for a loophole, or who has wondered just how far he could go, and get away with it.

Since such a practice is the advertising second-cousin to the technique of "Gamesmanship" (a pastime invented by Britain's Stephen Potter, and which involves winning

games without actually cheating), it might well be called "Brinkmanship."

Brinkmanship represents a problem in tv, both for its general popularity among advertisers and for the possible consequences which might arise from it.



It is difficult for the NAB or network standards departments, or anyone, to tackle Brinkmanship. As far as individual segments go, a commercial might be acceptable by Code standards, but as an overall

idea it could be objectionable. "We are often accused of splitting hairs," says an NAB spokesman. On the other hand, the NAB feels it must do something about the infringements or the public just won't believe in or listen to commercials.

Stockton Helffrich, head of NAB's New York Code office, believes that many complaints by viewers about "the length" or "loud sound" of commercials are really an outgrowth of a basic disbelief in advertising on tv. Viewers feel a distasteful element, but do not know how to express themselves — so they voice their smaller irritations.

Who is guilty? Too many advertisers, and agencies alike. "It is inconceivable that advertisers and agencies don't know they are treading on thin ice," says one industry man.

Different product categories are often guilty of a particular type of "crime." Toy commercials on tv for awhile, back in 1961, were rampant with misleading claims, although the field has reportedly been cleaned up now. The Code Authority recently approved over 100 toy commercials for the Christmas holidays.

Last year it was personal products for women, often violating good taste standards. Other product categories with problems: toothpaste, cosmetics, foods, medicine.



The Federal Trade Commission has said "The problem of deceptive television advertising, although recent in origin, is making its appearance on the Commission's docket with increasing frequency."

But the greatest concern is the even larger number of commercials that are not challenged by the FTC or disapproved of by the NAB simply because they are on the so-

called brink but not quite over it.

Sponsor did some delving into the different areas of Brinkmanship and came up with the following:

MEN IN WHITE

Early this year the NAB's Television Board of Directors, acting on the recommendations of the TV Code Review Board, drastically tightened provisions of the Code against the use of doctors, or "men in white" in commercials.

The new Code amendment, effective since July, prohibits the use in all tv commercials of physicians, dentists, nurses and other practitioners of the healing arts, as well as actors who portray them in any connection with medicine. Yet Bayer Aspirin, for one, attempted to use a cardboard model of Dr. Kildare in a commercial not long ago. The idea was turned down by the NBC talent department so the question did not have to be discussed in terms of standards.

The "men in white" problem came to the foreground about two years ago. Sam Jaffe was one of the first to get involved. Dressed in a doctor's garb, Jaffe did a public service announcement for the Kidney Foundation. Network standards reactions were mixed. Today such use of a "tv doctor" would be rejected. However, Richard Chamberlain was used not too long ago to make an appeal on tv for the Multiple Sclerosis Society, without problems. The difference was that he was not dressed in white or identified as Dr. Kildare.

NAB's Helffrich believes that the use of "tv doctors" to plug non-medical products, such as toys, is all right. Dr. Kildare recently introduced a stethoscope on tv which was clearly identified as a toy. A "tv doctor" could also support a car, for example, says Helffrich. In such a case he would be used merely as a status symbol, not as an implied medical endorsement for a product involving health considerations.

ALCOHOLIC BEVERAGES

The NAB Code provides that the advertising of beer and wine on tv is acceptable only when presented in the best of good taste and subject to existing laws.

However, a problem has come up



several times of advertisers subtly suggesting the liquor interests their companies as well as those pertaining to wine and beer. Such a fine distinction was brought in relation to Schenley. Not too long ago Schenley advertised wine on tv and at the very end of the commercial showed the logo with copy something like "another fine product of Schenley." The last thought lingering in the viewer's mind would probably be Schenley liquor.

There are a few cases, such as Dubonnet, where a trade name of wine is registered as a permittee. There are other cases where the permittee is a distributor not involved in distilling (Renfield Importers for Martini & Rossi). There are several other instances, such as Cinzano (National Distillers Producers Co.), where the permittee is a company directly involved with the distilling of hard liquor.

An executive at Norman Crane & Kummel, agency for Schenley Dubonnet wine, says: "We tried to get away with it but couldn't because the company's whisky is actually called Shenley. Commercials do not list Dubonnet Co. as the permittee."

A problem arises because NAB prohibits any gratuitous reference to, or identification with liquor, though at the same time the government demands it under certain circumstances.

Section 62 of Regulation No. 1 of the U.S. Treasury Department issued under the provisions of t-

federal Alcohol Administration Act, called "Mandatory Statements," requires that wine advertisements state the name and address of the permittee who is responsible for the broadcast. (A "permittee" is any person holding a basic permit under NAB takes the position that in all cases the mandatory statement usually in the form of a closing (chief video super) must be accepted for television. The decision was based on the fact that such an announcement is for identification, not advertising. No commercial in this product category would be considered acceptable if a special attempt was made to draw attention to the company. Yet the difference between exploitation of a name and identification is often a matter of interpretation.

EDICINES

Ethics and taste in advertising medicine are of primary concern. This is a dangerous area and one in which the public is easily misled. Anacin has been in the news a long time, challenged for the copy

to avoid any implication that the product does more than relieve minor aches and pains. This restriction could include the use of such terms as "agonizing," "torture," and before and after comparisons demonstrating a dramatic marked improvement of joint movement.

The FTC's Sigurd Anderson believes that countless crimes are committed by advertisers "in the name of health and healing."

MORALS

The problem of "showing too much" or using the human body in a distasteful way can very easily arise when advertisers want to display products like foundation garments, soaps, oils, and deodorants.

Some advertisers have tried to show women coming out of the bathtub, in the shower etc. Others have made dummies of nude women which were so lifelike as to be offensive anyway. An NAB spokesman says that many a commercial has had to be edited heavily for such reasons. To avoid run-ins and maintain good taste many advertisers in the personal items category use ectoplasm, a technique which makes the model and the background black, and therefore does not show the female shape but merely the product.

The infringements or near infringements discussed so far have been limited to particular areas of use of "men in white," alcohol references, medical claims, and taste as related to usage of the human body.

There are other areas of Brinkmanship more generic in nature which cross over into many product categories. Some of them are the use of mock-ups, competitive claims, deceit by implication or outright double-talk.

MOCK-UPS

It is well-known that many advertisers follow the NAB announcements and the FTC decisions very closely — some because they want sincerely to remain well within the boundaries of what is acceptable and others because they want to get as close to the boundaries as possible.

The decisions on the long-discontinued "sandpaper" commercials of Rapid-Shave, a Colgate-Palmolive product, for example, were followed

as a precedential case. The commercials were challenged by the FTC as being false and misleading.

While the particular facts of the case seem trivial they raised the broad question whether mock-ups or simulated props could be used in tv commercials where the audience is told that it is seeing one thing when actually it is seeing something else.

The NAB and the FTC both have no objection to the use of mock-ups or substitute materials where they are only "incidental" to a commercial and are not presented as proof of a product's quality or appearance.



For example, there is no objection to showing a person drinking what appears to be iced tea, even if for technical reasons it is actually colored water, and saying, "I love Brand X tea," assuming the appearance of the liquid is merely incidental and not presented as proof of the fine color of the tea.

Similarly, an announcer on tv may wear a blue shirt which photographs white; but he may not advertise a soap or detergent's whitening qualities by pointing to the whiteness of his blue shirt.

COMPETITIVE CLAIMS

The NAB Code states that copy should contain no claims dealing unfairly with competitors, competing products, or other industries, professions or institutions. Naturally an invidious comparison would be over the brink but many advertisers still take the liberty of comparing — in a fair and factual way, but nevertheless putting their product in the favorable light. Thus if only by implication, the comparison is considered distasteful but not unlawful and not an actual violation of the Code.

Advertisers that take advantage



case "like a doctor's prescription; that is, a combination of ingredients." Bayer Aspirin has also been under observation and up for hearings at the FTC.

Among the concerns nowadays are arthritis and rheumatism claims which sometimes enter into the gray areas of Brinkmanship.

As yet all the causes of arthritis and rheumatism are unknown and there are no complete cures for all cases. Yet several medical products are implied they could provide considerable treatment. The audio-visual message on tv must state that the product can only provide temporary relief of minor aches and pains. Advertisers have been asked

of such strong competitive comparisons: American Airlines, Renault, Bayer Aspirin, Volvo, All detergent, among others. Such advertisers do not hesitate to either name the competitors or make them easily identifiable by referring to the products well-known selling tools, such as slogans.

Bayer Aspirin, perhaps the most cited example, has succeeded in airing the following copy: "One yelled I have extra ingredients (Anacin). And one says I'm 50% stronger (Excedrin). And one says I'm the modern drug for pain (Bufferin) . . . a test of five leading pain relievers showed that two extra-ingredients products upset the stomach the most and they weren't any stronger."

"But at least the situation is better today than in the past when an advertiser could claim his product could cure anything from asthma to falling arches," says one industry man.

Claims like "whiter, brighter, cleaner, smoother, softer, than any other product" are considered harmless puffery today and not within the objectionable areas of brinkmanship. Even statements like Fantastic "doesn't break like some other long line lipsticks," or Comet "gets stains out better than any other leading cleanser," usually go unchallenged. The NAB really gets tough when it comes to medical claims, however.

NAB-FTC COOPERATION

The NAB-FTC relationship is one of cooperation and respect. Although both work independently the opinions of each are respected by the other. The NAB Code Authority TV News is devoted in great part to publicizing FTC decisions, for example. "We pass on what we believe is right or wrong regardless of what the FTC does, but when the FTC makes a decision we consider it as a guideline for our actions," says an NAB spokesman.

Regardless of the NAB, the FTC, the network standards departments, and the individual station evaluation of commercials, the areas of taste, ethics, and good judgment cannot always be defined, and therefore not always enforced. The responsibility for the veracity of a commercial lies first with the advertiser and the agency. ■

Pulling a few international strings



Podrecca Piccoli Marionettes perform a Latin American number in preparation for hour Christmas special to be aired by Central American Tv Network in six countries sponsored by Essosa (Esso, South America), via McCann-Erickson Intl., Miami. Produced by Triangle, the special is hosted by Dick Clark and will be aired in Guatemala, Costa Rica, El Salvador, Nicaragua, Honduras, and Panama during the current holiday season

NAB's Collins fans flames in cigarette ads controversy

PRESIDENT LeRoy Collins of NAB continues to flare up publicly on the subject of cigarette advertising aimed at minors.

His latest platform: National Educational Television's weekly half-hour series, *At Issue*, carried on some 80 non-commercial stations. Collins was one of a panel gathered to discuss "Tobacco Troubles," including two U.S. senators and representatives of the tobacco industry and medical profession.

He reiterated his irritation with the Lucky Strike commercial about "separating the men from the boys," calling it "a brazen, cynical flouting of the concern that millions of parents and others have for the youth of America." Broadcasters must "exercise greater control over cigarette commercials," Collins charged.

But broadcasters will be relieved to note that Collins did not place total responsibility on their shoulders. The hazard of smoking is a national responsibility, he said. "I

don't think that the people should expect the broadcasters to carry the whole load of this—or the newspapers—or the advertising media, because this responsibility starts really, long before you get to advertising media."

Clifton Read, vice president of public information and education for The American Cancer Society, reported on its efforts to change the image of the smoker for youngsters. The society was able to intercept the Madison Avenue agency Hockaday Associates in planning a campaign to make the "smokers seem a square," said Read.

The result has been a series of public service ads featuring such athletes as Bob Mathias and Whitey Ford on "why they don't smoke." So far the pitch has been made purely to print media. It seems likely that it would arouse anything but the hostility of broadcasters who depend so heavily on tobacco billings, but things are changing rapidly in the smoking arena. A

Collins' emphatic position on minor-appeal cigarette advertising may be an indication of more things to come.

Among others appearing were Sens. Neuberger (D., Ore.) and Morton (R., Ky.), and George Allen, president of the Tobacco Institute. ■

Hall appointed pres. Bristol-Myers Canada

Robin L. Hall, executive vice president and general manager of Bristol-Myers Company of Canada, Ltd.,



has been appointed president of the wholly-owned subsidiary. Hall joined the company as marketing director in 1962. Previously, he had been an account supervisor with Ogilvy, Benson and Mather Ltd. in Toronto, and before that, with the Toronto office of Young and Rubicam. The announcement was made by Myers B. Cather, chairman of the board of the Canadian company. In addition, Cather is executive vice president of Bristol-Myers Products Division, U. S. division of the Bristol-Myers Company.

Parker Fair pavillion: a pen pal's paradise

What may prove to be the most mammoth experiment in mass communicating is the promotion planned by Parker Pen for the New York World's Fair.

Called the "International Pen-friend Program," the project will match a million or more persons of all nations by electronic computer. Names are currently being gathered by Parker affiliates around the globe. Registrants can select the language in which they wish to correspond, the area of the world to which they desire to write, and can choose from 389 specific subjects of interest about which they would like to write (including advertising, baby care, existentialism, retirement, and taxes).

Topples mystique of Ivory Tower thinking

Despite the claims of many people, creativity is not the miracle drug that brings business growth and wealth. Far too many people confuse the getting of ideas with the carrying out of ideas. They confuse creativity with practical innovation.

Propounding the case for action and a measure of "audacity," Richard S. Reynolds, Jr., chairman of the board of Reynolds Metals, addressed the graduating class of the U.S. Army Management School.

No shortage, he says

There is no shortage of creative people in business, he said. "The scarce people are those who have the ability, energy, and enterprise to carry out ideas that they believe in."

Reynolds defined management as the bringing of "cohesion and vitality to the human effort within its control." It should "change ideas and materials into units of greater

value, to add value." He noted that during the past 50 years management has changed from the "one boss" philosophy to a multiple effort but that its fundamental purpose is the same.

"The majority of industrial companies among the top 100 today—and I'm pleased to say Reynolds is one of these 100—reached this position because they didn't play it safe," he concluded. "They are the doers, the innovators—the companies who have started new industries, introduced new products, opened new markets. They are the ones with a management that realizes some measure of audacity for growth and prosperity."

Nielsen denies rumors

Charges of insufficient sampling and rumors that it is dropping various measuring systems have been emphatically denied by A. C. Nielsen of Canada, Ltd.

It answered on behalf of both the Canadian and United States services.

ROLL OUT THE BARREL



Getting ready to fill record 7.5-millionth barrel of Schlitz Beer are U.S. president Robert A. Uihlein; marketing-corporate planning v.p. Fred R. Haviland, Jr., and racking machine operator John McCarthy. New record was reached second week of December and tops previous Jos. Schlitz Brewing Company high of 6,565,629 barrels reached at end of last year.

Wishing upon a Telstar



Three-way shake consummates plans for two-way, live telecast between Minnesota and Norway via Telstar II on 17 May, anniversary date of Norway's independence, which is observed annually in Twin Cities with a public celebration. Arrangements for the special programing were worked out by (l-r) Axel Moltke-Hansen, consul general for Norway in Minneapolis; F. Van Konynenburg, exec v.p.-gen. mgr. of WCCO-TV; and G. A. Holmes, general marketing mgr. in Minn. for Northwestern Bell Telephone Co. Telstar II is an experimental project of the Bell System

SNEEZIN' SEASON '64



Sirius P. Sneezy, Kleenex tissues' popular cartoon character with the big cold, has begun his ninth season of promoting sneezin' season relief. This year Sneezy rides into the cold season astride a motor bike and carrying a full-size, spring-open umbrella to help promote the new Kleenex Drive tied to tv ads featuring the Harry James "trumpet test"

Specifically disavowed were claims that Nielsen is pulling out of metered systems for measuring television viewing in the U. S. and Canada—in fact, said Nielsen, the plan is to expand the local area application of the Recordimeter/Audilog system—and that Nielsen October 1963 NBI report for the Toronto area was produced using records from only 46 sample homes. The fact is, said Nielsen, that the report used records received from 473 different households (185 in the Toronto Central area and 288 in the outer area).

"We invite elients to visit our offices to reassure themselves of the continued thoroughness of our techniques and the number of home records actually used for each report," coneluded executive vice president George Ralph.

Tape firms merge

Tele-Tape Productions becomes the nation's largest independent mobile video tape producer via the acquisition of Video Industries Corp. of America (VICOA), according to board chairman William J. Marshall, Jr.

Both companies are on-location producers of eommercials, tv shows, and industrial closed-circuit.

Tele-Tape retains its name as well as its executive and sales headquarters in New York and Chicago. Firm's engineering and technical facilities and equipment will continue to be centered largely in Ridgefield, N. J.

Until the merger, the four-year-old Tele-Tape outfit had operated principally in the northeastern and southeastern states, while VICOA, established in 1960, had been primarily active throughout the midwest. Under the new set-up, the firm can service every part of the country except west and southwest.

LNA installs computer

Latest move has Leading National Advertisers, statistical service firm, installing a Honeywell 400 computer at its South Norwalk, Conn., headquarters. The electronic data processing system will prepare PIB statistical analyses of magazine advertising and the LNA/BAR network tv analyses.

Mover aims tv at tots, picks up load of sales

Contest awarding plastic replicas of Mayflower vans wins friends and influences business for coast firm

IN SACRAMENTO, Mayflower moving van drivers arriving at a home to start a household move have grown accustomed to being greeted by eager, wide-eyed children the instant they step down from a truck. The children are waiting for a plastic scale model of the big green and yellow Mayflower moving van that will soon begin transporting their parents' household belongings to a new home. They were promised the toy van on Sacramento's KXTV.

The moving job itself was more than likely the result of a decision by Lawrence-Mayflower Moving & Storage Co., franchised Mayflower agent in Sacramento, to risk a portion of its \$25,000-a-year advertising budget on a new departure for its industry—sponsoring of a children's program on tv.

Dick Hubbard, sales manager for the company, noted that all Mayflower agents always had the toy vans available to them through the parent Aero-Mayflower in Indian-

apolis, and almost all agents give them to children of families they move. It was just a matter of taking advantage of business possibilities involved in the good-will give-away of the vans, he said.

Agreeing with Hubbard was Bill Hibbitt, co-owner of Lawrence-Mayflower, who assigned the company's ad agency, Gerth, Brown, Clark & Elkus of Sacramento, to come up with a plan involving the vans.

The agency decided that a children's tv show would provide the right audience at a practical cost, and account exec Bob Cline came up with an idea for a contest in which no one would lose.

Children were asked to submit drawings of a Mayflower van as their entry, with first-prize winners being awarded the toy vans. However, all entries, regardless of their distinction, were given a "dime a piece" die-cut cardboard Mayflower van kit.

During July and August, a six-week schedule of 60 minute participations in KXTV's early morning children's show carried the offer between 9-9:30 a.m. Mondays, Wednesdays, and Fridays, with commercials taped by program host *Diver Dan*. Five winners were selected every two weeks, and all first-place entrants were invited to appear on the *Diver Dan Show* with their parents to receive the replicas of the moving vans.

At the end of the six weeks, a total of 1,356 drawings were received. Fifteen vans were given away as first prizes, as well as another 26 to families whose moves by Mayflower were directly attributable to the tv offer.

Says Hibbitt: "In the local competition for moving business, where there is really no basic point of difference in the services offered by various companies, a small thing like a toy van can actually be a big factor. In fact, we continued to get so many jobs from the tv advertising, we decided to begin another kids contest. This time we're placing a single spot on Saturday, since children are in school now." Mayflower agents in the KXTV coverage area are sharing costs on the latest contest. ■



At left is entry typical of those submitted. Above, KXTV's "Diver Dan" (Norman Bales) delivers the Mayflower commercial and tells children about the contest.

NEWS NOTES

Hill book due out: "The Making of a Public Relations Man" by John W. Hill, chairman of Hill & Knowlton, tells the colorful story of public relations in terms of Hill's personal experience, just published by David McKay. In the book, Hill reports on many of the personalities and incidents of the past 30 years in which he, as a public relations advisor, has played a part, including the Little Steel strike in 1937, President Truman's seizure of the steel mills in 1952, the aircraft industry's battle to keep the nation alert after World War II, and the natural gas industry's battle against Federal rate controls, to name a few. With a Presidential election coming up next year, there's added interest in Hill's analysis of the role public relations is playing at the White House and his chapter, "What is the Public Interest?", an analysis of the late President Kennedy's public relations acumen.

Orient leads off: *Orient Express*, a program about the trans-Europe train of the same name, is the lead-off program in the first of 26 NBC TV specials Humble Oil will sponsor in 1964. *Orient Express* will be telecast 7 January (10-11 p.m.). McCann-Erickson is Humble's agency.

Bigger ad spin for RCA discs: RCA Victor Records, who's traditional tack has been an advertising cut-off after the introductory campaign—leaving new releases to generate their own sales momentum, is boosting its advertising budget 50% in 1964. New philosophy calls for advertising and promotion emphasis on product with proven sales potential, as well as on newly introduced artists, for as long as that product sustains its market appeal.

Photolab acquired: Technicolor Corp. of America, a subsidiary of Technicolor, has acquired all of the assets and assumed the liabilities of Town Photolab in exchange for 133,500 shares of Technicolor's com-

mon stock. Additional Technicolor shares, if any, up to 13,350 shares may be issued to the Town shareholders under a market price formula contained in the deal. Town's business in the fields of consumer photographic processing and the sale of film, photographic equipment, and accessories will be continued under the Town management as part of Technicolor's Consumer Products Division. That division will also continue to manufacture and sell floor maintenance products through Town's DU-EV Division in its Brooklyn, N.Y., plant.

From moose calls to cricket chirps: Sound specialist Frank Andierle tried just about everything till he came up with the musical slide-whistle "black out" which is featured in the current American Safety Razor campaign. Both radio and tv commercials are testimonials from users of Pal and Persona stainless steel blades. Idea of the black out was to allow the men to speak freely and naturally without



being inlubited in their remarks concerning competitive blades. An average of eight spots per week will run on nine CBS TV shows during the rest of the year, with added push in major markets. Benton & Bowles is the agency.

New Gen. Mills mix: A 12-week tv campaign will pave the way for the national introduction of Vienna Dream Bars, General Mills' sixth cookie mix on the national market. Day and nighttime spots begin in January, via Needham, Louis & Brorby. Print advertising will be one-page four-color ads in the March issues of *Family Circle* and *Woman's Day*.

Calgon stays with tv: Network and spot tv form the mainstay of the 1964 ad plans for Calgon water conditioner, Calgonite, and Calgon Bouquet (Ketchum, MacLeod & Grove). NBC TV's *Tonight Show* has been signed up for the sixth consecutive year. Other NBC programs are *Loretta Young Theatre*,

Missing Links, and *Word for Word*. In addition to television, Calgon will use national magazines and newspaper supplements.

Successful year for ARF: Some of broadcasting's biggest clients joined the ranks of the Advertising Research Foundation since 1 January 1963. Total new membership of 43 includes 16 regular members (advertisers, advertising agencies, and media), 14 associate international members (advertisers, agencies, and media concerns operating outside the U.S.), three associate association members, and ten associate academic members. Among the "regulars" were Colgate-Palmolive, Humble Oil & Refining, Oscar Mayer & Co., Memmen, MGM, Pfizer Laboratories, and Ralston Purina.

Magnussen given membership: Magnussen Advertising Agency of Fort Worth, Texas, has been elected to membership in the American Assn. of Advertising Agencies.

NEWSMAKERS

MONIE R. YOUNG to vice president of Borden Foods Co., and a member of its directing board. He was president of Old London Foods, which became a part of Borden last month.

EMIL G. JOUSSON to executive director of American Marketing Assn. He was formerly general manager of the midwest division of Pepperidge Farm.

PATR H. SCHMIDT to advertising manager of the photographic film division of 3M Co.

SALLY DOSANT to director of sales promotion and publicity for the Los Angeles firm of DeWeese Design. She was an executive of Annette Bullock.

FRANCIS M. BRENN to vice president, marketing for Edward Dalton Co., a division of Mead Johnson. **WILLIAM A. FRASER** to vice president for sales.

FRANK S. MISTENLY to staff v. p., RCA patent operations.



WFAA-TV
Dallas-Fort Worth

Announcement Rate Card

	1/WK	3/WK	5/WK	10/WK
P 1	\$1000	\$918	\$864	\$816
P 2	800	734	692	648
P 3	640	588	544	518
P 4	512	470	442	416
P 5	408	374	352	332
P 6	326	300	282	264
P 7	260	238	224	212
P 8	208	190	180	168
P 9	168	154	144	134
P 10	134	122	116	108
P 11	108	100	94	86
P 12	86	78	74	70
P 13	68	62	58	56
P 14	52	48	46	44
P 15	42	38	36	34
P 16	34	32	30	28
P 17	28	26	24	22
P 18	22	20	18	16

If you had the Quality touch

You'd be a connoisseur of fine beef...and a good judge of TV time. Both have much in common. You'd know when ground round was masquerading as filet...or marginal spots getting prime prices. You want what you pay for. That's why we developed a simple, equitable and highly versatile rate card that's easy to follow as a menu. We didn't exactly think of it, but we're willing to accept the honors. We like to brag it's the kind of rate card that gives you a feeling of quality because it's 'custom-cured' to fit your particular requirements...providing choice time purchases on the basis of their individual values. Simple...purposeful...analyzed buying power. Want quality spots? Call Petry.

WFAA-TV

The Quality Station serving the Dallas Fort Worth Market

ABC, Channel 8, Communications Center / Broadcast Services of The Dallas Morning News/Represented by Edward Petry & Co. Inc.

Parlez-vous le French-Canadian?

Commercials can be an art form to some Canadians, and there's more than a language barrier between tv admen in Canada and the prosperous, French-speaking segment



R. W. HARWOOD,
director r/tv services,
Cockfield, Brown & Co.

WITHIN the Province of Quebec there is a world apart from the rest of Canada and of North America—the world of French television.

The English-language advertiser wishing to use French tv to sell his wares in Quebec knows it offers a tremendously powerful medium but often fears that it can be a trap for the unwary.

Montrealers close to the French television scene claim that this fear is not altogether warranted. Certainly, they add, there are ground rules to watch and what applies in English does not necessarily do so in French, but if the television job is in competent hands there is little to fear. These hands, they note should be French-Canadian.

It is agreed generally that TV is a more important form of entertainment to the French Canadian than to the English speaking Canadian. The French Canadian is less exposed to the U. S. literature and films which come into Canada and thus his tv has a more prominent place in his everyday life.

Of interest is the fact that Montreal is the world centre of French television, producing a greater proportion of "live" French language shows than any country. These, of course, are necessary to overcome the language barrier, for the Canadian Broadcasting Corporation frowns on using French dubbed versions of U. S. canned shows. A little comes to Quebec from France save feature movies.

The two most important subjects in approaching French Canadian television are: vehicle and message.

French Canadian viewers like sports, particularly hockey and bowling. Quiz shows are popular especially where there is a pay-off.

Soap operas, based on the French Canadian way of life either in the present or from the past, are particularly in favor.

The skillful French Canadian writer frequently and deliberately neglects plot and action in favor of emphasizing characterization and tradition.

Keen observers of the tv field in the province have often admired the loyalty of the French-Canadian

viewer. They point out that Quebec is the only place in the world that can produce soap operas in weekly sections, each section a "cliff-hanger." To enjoy the series, a watcher must be at his television set at the appointed hour and evening each week. That many thousands are attested by the fact that one such soap opera, "Les Belles Histoires des Pays d'en Haut" has the Number Two rating in the province and has been in operation for the past 13 years—first on radio under another name and now on television.

French-Canada also likes personality shows, for it has created its own tv personalities. They are stars that shine by popular consent, and are "home grown," as it were, and have not been subjected to any popularizing process as practiced by Hollywood.

These artists are born, developed, play often brilliant roles and passion, generally without causing a ripple of interest in the great English-language universe which surrounds French-Quebec on all sides.

French television has a great wealth of talent from which to choose. To a large extent this is due to the healthy state of French theatre in Montreal, the production centre for both tv and theatre in this province. The theatre is most often the training ground for the artist before his venture into tv, and today many perform in both media.

Summing up the difference be-



"It is agreed among French-language tv producers that French commercials must be believable."

tween English and French language viewers, it would seem that—possibly apart from soap operas—their tastes are similar. And perhaps not even in soap operas; "La Famille Plouffe," for example, was well received in English-Canada.

The experts are in agreement, however, that the commercial message is another story. It is here that the English-language advertiser can most readily fall in error.

As one French-Canadian tv executive recently put it: "If you don't understand the French-Canadian's attitude, his feelings towards himself, his life, his family, then your commercial is going to fall flat on its face."

A second speaker noted that "A costly French tv series deserves original commercials. One cannot translate the bubble bath commercials of an English show and transplant them into a French drama series."

Certain things which are acceptable in English are ridiculous in French. An example of this was given recently at a tv session when the speaker pointed to a commercial showing a girl caressingly soaping herself in the bath. "In French it would be ridiculous to make love to a cake of soap," he declared. "Love is a personal thing."

It is agreed among French-language tv producers that French commercials must be believable. Women need not necessarily always be young, slim and modern. Are housewives never plump? On French tv, yes.

Other admonitions to the English-language advertiser are: When

preparing a French campaign use a French personality—not an obvious English type; avoid the hard sell approach; create your French and English commercials simultaneously, it's better—and cheaper.

It has been found that adaptations are better than translations. In tests conducted by Schwerin Systems Limited, Toronto, of 100 French-language tv commercials to measure their effectiveness it was found that the translations averaged only about 70% as effective as their English versions had been. The adaptation, however, averaged more than 50% better than their English counterparts.

An adaptation usually entails recasting with French talent, use of French settings and perhaps a more idiomatic rendering of the spoken copy.

What is the significance of these differences to the English-language advertiser?

Obviously the answer is that forewarned is forearmed—and with the accent in changing French-Quebec heavily in favor of nationalism, it behooves the advertiser to tread warily and always with competent French-Canadian counsel.

The changing pattern in the province is bringing a changing market, and the English-language advertiser must keep himself informed of these variable winds if he is to find the right approach to his French-Canadian viewers.

It is generally agreed that English-language marketers, particularly those with headquarters in Quebec, are well aware of the idiosyncrasies—as they effect advertising—which mark the differences between the two races. The most likely offenders are newcomers from outside the province who sometimes will not accept wise counsel until the damage is done.

There has been much said and written about the alleged differences between English and French-language live tv audiences. Those close to the scene claim that there is little or no difference. The French-Canadian has his funny-bone in the same place as his English-language friend. The same jokes are laughed at. Pie in the face is still basic.

However, where there is a difference, the experts claim, is in the attitude of the French-language



"Certain things which are acceptable in English are ridiculous in French . . . in French it would be ridiculous to make love to a cake of soap . . . love is a personal thing."

person in his or her approach to a show. They will go to see something expecting to enjoy it. They will be more than half sold on the probability of its success before they see the show.

English-language people, it is claimed, are far more dubious. They go to a tv show with a "prove you're good!" attitude.

There is a school of thought which believes that French performances are given tremendous reality because most of them deal with the French-Canadian home and the writers, producers, actors, et al, are products of the same milieu. They have an instinctive feeling, an understanding, which cannot be acquired.

Though comparisons are odious, it might be of interest to note that there is a fairly widely-held belief that, where drama is concerned, the French-language tv group is superior to its English-language counterpart. However, the contrary is believed where variety shows are involved.

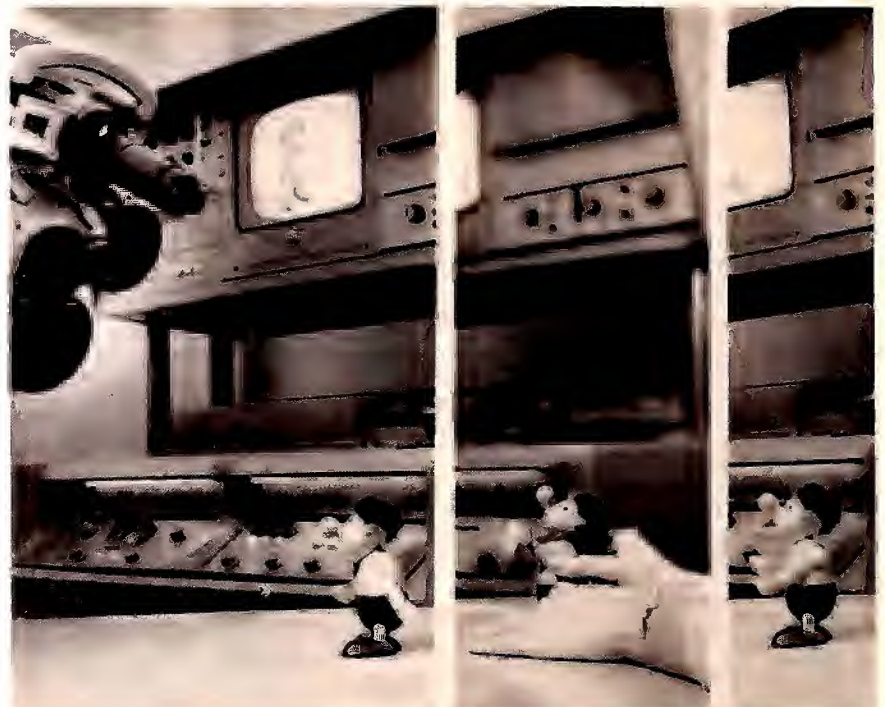
In tv technology, including such things as special effects, lighting, etc., the nod is given the English group by many observers. The French attitude is rather the play's the thing—let's not worry too much about the small things.

Most recent figures show that 98 per cent of French-Canadian homes are within the range of tv, and 93 per cent of homes have sets. Household members spend 40 hours per week viewing tv. The audience is a potential 4,000,000 people. ■



Spanson is pleased to have Canadian adman R. W. Harwood, director of Cockfield, Brown & Co.'s radio tv services in Montreal since 1945, as a guest contributor represented by this article. Bilingual producer-director Harwood knows the French-Canadian market well

Color animation on tv tape



Frame-by-frame animation of color tv on video tape with the Ampex Editec time element control system and the Electronic Editor was demonstrated recently at joint SMPTE-AES meeting in NBC studios at Burbank. At left, a one-frame image of a puppet is recorded on tv tape. Puppet is then moved into different position (center), and at right is in the second position being taped for another frame. Animation results by adding single frames to the tape as often as necessary. A 10-second color commercial with sound was produced at the demonstration in 20 minutes

Agencies entering foreign markets felt innovators, not imitators

HA VE ADVERTISING AGENCIES merely followed their trail-blazing clients into new international markets? Or are they pioneers in their own right?

According to Arthur Grimes, executive vice president of McCann-Erickson (International), the answer is a bit of both. While the trend has been to follow business abroad, once in foreign markets agencies are welcomed as innovators, not as imitators. Grimes, who addressed the joint meeting of the International Advertising Assn. and the International Executives Assn. in New York, is an informed observer of the international scene. He has helped set up some 14 McCann-Erickson operations in 22 countries on five continents.

In addition to increased local sophistication, Grimes sees three major trends which make the international company a formidable and imposing client for the advertising

agency.

First is the accelerated pace of competition since the last war. Many factors, including the crumbling of historical spheres of influence and the emergence of scores of new nations, have contributed to the reduction of trade barriers. International companies now challenge each other in all territories and must also meet the rising thrust of stronger local competition.

The stepped-up pace of innovation encouraged by international facilities poses the second big challenge, said Grimes.

These first two parallel a third trend for international companies: the internationalizing of their personnel. This includes development of methods for giving executives and technicians the advantages of experience which their company accumulates from many parts of the world.

How the agency meets these cha

allenges may best be judged, according to Grimes, "by the contribution the agency makes to the advertising business wherever it operates." Like the client, the agency must innovate, must bring new knowledge to a market. It must contribute techniques, personnel training, ethical leadership, and new marketing concepts.

"When the credits and demerits are totaled," he concluded, "the international advertising agency that has not helped upgrade the level of advertising in its area of action overseas would have done better to have stayed at home." ■



Bowen



Cuddeback



Turner



Young

B&B names four to top management level

Benton & Bowles has named four management supervisors. They are John S. Bowen, with responsibility for Procter & Gamble toilet goods account; Alva C. Cuddeback, for Texaco; Michael G. Turner, for Eastern Air Lines; and Robert F. Young for Instant Maxwell House and the Gaines accounts. Bowen joined the agency in 1959 as account executive. He became an account supervisor on Crest in 1960, and was promoted to vice president in 1961. Cuddeback came to B&B as account executive on General Foods in 1958. In 1962, he was named vice president on Texaco. Turner, who joined the agency as assistant account executive on Zest and Ivory Snow in 1950, was named account executive in 1954 and successively supervisor and vice president in 1959. In 1960

he was a board member of Benton & Bowles, Ltd. Young joined the company in 1956 as account executive. In 1959 he was named account supervisor and a vice president in 1960. He has handled both Procter & Gamble and General Foods.

Agency incorporates

Eight executives of The Lowe Runkle Co. have incorporated the Oklahoma City agency, formed in the 1920's by Ray K. Glenn and operated under Runkle's individual ownership since 1946.

Listed as incorporators with president Runkle are: executive vice president Howard Neumann; vice president Oscar Heuser; vice president Roger Pishmy; vice president Vern Morelock; vice president Ken Kay; treasurer and assistant secretary George Mitten; and secretary Bob Newton.

Largest agency in the state, Lowe Runkle is a member of the 4A and The Continental Advertising Agency Network. Stock will be limited to those within the company.

Major appointments in MJ&A administrative



Jones



Garrison

In a realignment of top administrative personnel, Donald E. Jones has been appointed a senior vice president at MacMunn, John & Adams, and manager of the advertising agency's New York operations. Robert L. Garrison, also a senior vice president, who has been MJ&A's New York chief, moves to the agency's Twin Cities office as regional director whose supervisory responsibilities will include the West Coast. Succeeding Jones as Los Angeles manager is John A. Masterson, vice president and group supervisor in New York. Jones joined the agency in 1954.

Agency sells itself on advertising



Omaha's Lloyd Advertising recently emphasized its belief in advertising by buying a spot campaign on KMTV to advertise itself. This is the first such use of tv by the agency, which previously pitched itself via radio and billboards. The KMTV schedule, consisting of 10 and 20 second slides and audio, was aired during telecasts of the baseball World Series, and others are during the station's local and network specials. Above, Lloyd Berg signs contract with the local sales manager, Joe H. Baker

the more
important
judgment becomes
in timebuying
decisions,
the more important
SPONSOR becomes...

these are **days of**

... because SPONSOR provides
the basis of good judgment...
because SPONSOR is where the
buyers are in broadcast
advertising

reappraisal has been agonizing. Formulas are thoroughly shaken. Buying is now seen as the complicated process it has always been. It involves intensive probing under, around, and beyond the numbers, for the differences between stations—some subtle, some not so subtle. These are indeed days of judgment, for which the broadcast trade press (and your advertising in it) is the fastest, surest, most economical

Judgment

means of protection. Never has the trade press been more vital to buyer or seller. Which trade magazine? Today more than ever the answer is SPONSOR, because SPONSOR concentrates on one mission alone: to feed buyers of broadcast advertising with information and illumination. SPONSOR highlights what's being bought and what isn't . . . what's working and what isn't. SPONSOR points up changes, trends, techniques, and direction. In the process, SPONSOR has become more vital than ever in buying decision. Don't take our word for it. Ask to hear the frank, unbiased tape recordings on trade paper values as given by spokesmen from 20 key broadcast buying agencies. These are days of judgment in trade paper buying, too. Times call for probing behind the kinds and sizes of numerical claims, to determine how many are relevant and how many are not. When you do, you'll find that SPONSOR gives you the inside track on the judgments of the "few who do the choosing".

SPONSOR HAPPY MEDIUM BETWEEN BUYER AND SELLER

AGENCIES

Geoffrey Martineau to Geyer, Morey, Ballard

Geoffrey Martineau to creative director, western division, of Geyer, Morey, Ballard



Martineau

Morey, Ballard in Chicago. He was previously a creative group head at Leo Burnett & Co. in Chicago, was with the agency for 11 years. He has won art and copy awards from the Chicago Copywriters' Club, the Advertising Club of Chicago, and the New York Advertising Club. He is a graduate of Northwestern University, Medill School of Journalism.

NEWS NOTES

A new trend: The commercials production houses may logically be stepping along right behind the many advertising agencies who have established themselves abroad in the last few years. Case in point is Group Productions, Inc., which has already produced many tv commercials abroad and which is now opening a permanent office in

Rome, to service "the expanding market of American companies interested in having their commercials produced in Europe." Duilio Giovagnario has been named director of European services and will head the office, located at 30 Via Donna Olimpia. He has worked in the past on many of the Group commercials filmed in Europe including a series for Pan American Airlines and those for the Federal Savings & Loan Assn. which are currently being shown in this country. He recently directed and photographed the full length movie, "The Fisherman," soon to be released here. The Rome location is the sixth of Group's operation offices. Other locations are New York, Detroit, Hollywood, Toronto, and Windsor.

Insurance plans to Knox Reeves: Minnesota Hospital Service Assn. appointed the Minneapolis agency to handle advertising programs for Minnesota Blue Cross and Minnesota Indemnity, effective with the new year. Other accounts changing agencies include Auerbach Corp., Philadelphia, to The Ullman Organization. Auerbach is a technical services organization specializing in design and development of data and information systems; Kirkwood Moving & Storage Corp., Greater St. Louis agent for North American Van Lines, to Stemmler, Bartram,

Tsakis & Payne, same city. This is the firm's first appointment of an agency and indicates plans for rapid expansion, according to sales vice president Charles Vogt; Morefield Valley Estates, community of new homes in northeast Philadelphia, to Ball Associates of that city. Agency handles several other housing developments; Walter R. Gayner's housing projects in California to Vineyard-Hernly & Associates; The Stephan Company to Campbell-Mithun, Chicago, from Post, Keyes Gardner.

Good news for new Chi. shop: Arnold E. Johnson Associates of Chicago has found its first client in Good News Broadcasting Co. of Lincoln, Neb., a non-profit organization operating an international series of religious radio programs. No newcomer itself, Good News celebrates its 25th year next May, employs 200 people in its Lincoln headquarters, and maintains offices in nine foreign countries with approximately 70 employees. About Johnson Associates, president is Arnold Johnson, vice president and broadcast facilities director of Needham, Louis & Brorby. He's taking a part-time leave of absence to set wheels in motion on this project. His associates are Grace R. Jordan, vice president, and Harold B. Mackenzie, secretary-treasurer. Other account shifts include Minor Food Packers to S. E. Zubrow Curled Wire Corp. and E. B. Millar & Co. to Shaffer-Rothenberg, Inc. Chicago; W. A. Brown Manufacturing Co., producer of photomechanical equipment, to the Chicago office of Reach, McClinton; Spice Club Foods of Burlingame to the San Francisco office of Post-Keyes-Gardner for its new Instant Kona Coffee introduced last summer on the West coast and in Hawaii. General distribution on this and other products is planned.

Typography in this century: The International Center for the Typographic Arts has issued a competition call for outstanding examples of typography in 20 different categories, including television (commercials, titles, trailers, etc.). All entries must be post-marked on or before 1 February 1964 and judging will take place in Toronto in April

Where are they now? — Here!



Renewing acquaintances at eighth annual "Alumni Association" reunion (and Christmas party) of the former Du Mont Tv Network are (l-r) Joe Madden, now v.p.-controller, Metropolitan Broadcasting; Mel Goldberg, NAB research director; Dr. Allen G. Du Mont; Jim O'Grady, exec v.p., Adam Young companies; and Ted Bergmann, Charter Productions

Typomundus 20, as the collection of selected entries will be called, will have its initial showing in New York in October, and will then travel to major cities throughout the world. All selected entries become part of the permanent archives of the ICTA—a research center for designers, educators, students, and others concerned with typographic problems. There is an entry fee of \$2 for U. S. and Canadian entries, which may be sent to R. Hunter Middleton, Society of Typographic Arts, c/o Ludlow Typograph Co., 2032 Cloybourne Avenue, Chicago 14, Ill.

Off to a good start: A new San Diego agency, Irving Alexander Advertising, acquired five accounts in its first two weeks of operations in the Spreckels Building there, according to president Irving Alexander. They are San Diego Glass & Paint (\$100,000); Time Savings & Loan Assn. (\$70,000); Daes, Inc., chain of automotive centers; Disco, an Oxnard discount store; and David's Furniture Stores of San Diego.

Dividend declared: Papert, Koenig, Lois will pay 9 cents per share of "A" stock for the quarter ending 30 November, to stockholders of record 30 December 1963. It will be issued 7 January.

New ties on West coast: Joe Wolhandler Associates, public relations outfit in the broadcast-entertainment industry, has dropped its affiliation with McFadden & Eddy on the West coast and tied up with Richard Carter Public Relations, 805 Sunset Blvd. The Wolhandler office will continue to handle national publicity on network tv programs under the name of Audience Building Counselors.

CARF announces award: J. N. Lilhe, chairman of the Canadian Advertising Research Foundation, announced last week the establishment of an award of \$1,000 to be presented for new and original contributions in the field of advertising research. The annual award will be known as the MacLaren Advertising Research Award and will be bestowed in 1964 to the author of the best theoretical solution to a problem faced in the measurement



CBS strikes oil

Shaler Co., via Stern, Walters & Simmons, Chicago, has set a 16-week campaign on CBS Radio as sponsor of the Doug Edwards 5 p.m. and 7 p.m. drive-time news on weekdays, except Monday, starting in February. The Waupun, Wis., company will feature its Rislone oil alloy for autos in major spring and fall eight-week promotions as part of its overall 1964 ad drive, largest in its history.

of media effectiveness. Entries for the 1964 award must be made on or before 31 March, 1964, and will be appraised by a panel of judges to be announced soon.

Marketing Memo: Beware of overcontrolling the test market situation, warns "Marketing Memo," a new bulletin of marketing and merchandising for the ethical drug field. It will be issued periodically by The Shaller-Rubin Co., agency whose client roster includes a number of firms in the ethical field. The first issue deals with the reviving of old products via test markets.

NEWSMAKERS

HUGH D. WIGAN to president of the Portland Assn. of Advertising Agencies. EVERETT A. MITCHELL to vice president, and HENRY A. WATSON to secretary-treasurer.

WILLIAM F. SCOURZ to vice president of Ted Bates & Co.

DASHI BARD and HARVEY FIELDER to vice presidents of Compton.

MARY FRANN to vice president

in charge of account management and planning for Leon Shaller Goldnick Advertising. He was sales and marketing director for an industrial chemical manufacturer.

G. FRANK JOHNSON to account executive with the Miami office of Grant Advertising. He was previously director of promotion for Brown-Forman Distilling Corp.

WALTER K. WUKINS and WYNNIS R. JACOBSON to vice presidents of Sudler & Hennessey.

JOHN L. SORHVID, JR. to senior vice president of McCann-Erickson and a member of the board of management, home office.

TED CARTER GLEYSIEFF to marketing supervisor at Leo Burnett in Chicago. He was formerly senior vice president and a director at Compton Advertising.

ROBERT SOWLES to Ogilvy, Benson & Mather as account supervisor on General Foods. He was account supervisor at Batten, Barton, Durstine & Osborn.

STANLEY H. TAYLOR to television account supervisor in the Los Angeles office of Klau-Van Pieterston-Dunlap. He was a vice president and partner of Norman Rose & Assoc.

HAROLD CHRISTIANSEN to vice president of Wade Advertising in Chicago; FRANK RYHLECK in Los Angeles; HENRY J. OPPERMAN in New York; and ANDREW J. QUALE, also in Chicago.

FRED C. CZEFIN to vice president of Gardner Advertising.

JOHN COLLINS and LOUIS SAGE to account executives at Cunningham & Walsh. Collins was with the Colvert division of Joseph E. Seagram & Sons. Sage joins the agency from BBDO.

C. MILTON GOSSETT to creative director of Compton Advertising.

RELY McNAMARA to vice president of Grant Advertising. She was with Wesley Assoc.

FREDERICK H. HAWKINS to Doherty, Clifford, Steers & Shenfield as an account executive on Pet Milk. He was formerly with L. M. Frohlich.

HYROLD P. KANE to associate representative with the Patt McDonald Co., media brokers in Austin, Texas. Kane, previous owner-president and general manager of WJOC Radio (now WYJ) Lumberton will be headquartered in Phoenix.

Happy mix: gems & tv

Family-owned Florida jewelry firm for past seven seasons has found local tv program sponsorship to be a strong sales partner in low-pressure approach

HERE'S a one-minute exercise in tv media selection:

You're a successful jeweler in Daytona Beach, the upper-income Florida resort community. You're looking for a local tv vehicle which will reach those with high disposable incomes. You're willing to put as much as 95% of your advertising-promotion budget into it. Now, what do you buy?

The answer, as far as the William A. Ritzi & Sons jewelry firm in Daytona Beach is concerned, lies in *Market Report*, a five-minute evening series on WESH-TV, Daytona Beach-Orlando, Florida.

Here's how William A. Ritzi, head of the fourth-generation jew-

elry firm, sums up his basic approach:

"When we went on television, we wanted to reach an affluent group of adults who prefer quality—and can afford it. We are not pitchmen, and stay completely away from the dollar-down, dollar-a-week method of selling jewelry. Our firm has been in business since 1881. Consequently, we have a reputation for quality and service that must be maintained."

To a cynic, such a policy would seem a nice attitude to take—until the practicalities of jewelry merchandising make necessary a switch to hard sell. Ritzi, however, is no newcomer to the ranks of tv clients;

his jewelry firm has sponsored the evening (6:25-6:30 p.m.) stock-market newscast for over seven and a half years, with family members appearing in the commercials.

Does the low-pressure method pay off? The sales figures would certainly indicate that it does.

"The first few years were phenomenal," says Ritzi. "Our sales rose 35% the first year, and 25% over that the following year. Since then, in the face of a major increase in competition, we have enjoyed 5% to 10% increases each succeeding year. Television brings results and has ever since we've been on the air. We've used radio and newspapers in the past with no measurable response. But, with tv, when we draw customers from as far as 85 miles to our Daytona Beach store, we know we're in the right medium."



Ritzi family, Daytona jewelers since 1881, put 95% of store's ad budget into nightly tv stock-market reports, enjoy steady sales gain

RATE CHANGES

KOTA-TV, Rapid City, S. D.: New rate \$250 per evening hour, effective 1 January. Former rate \$225.

WLWD, Dayton, O.: New rate \$1,300 per evening hour, effective 1 January. Former rate \$1,200.

KHOL-TV, Kearney, Neb.: New rate \$500 per evening hour, effective 1 January. Former rate \$400.

WJBF-TV, Augusta, Ga.: New rate \$675 per evening hour, effective 1 January. Former rate \$600.

WJHL-TV, Johnson City, Tenn.: New rate \$475 per evening hour, effective 15 January. Former rate \$425.

WSTV, Steubenville, O.: New rate \$725 per evening hour, effective 26 January. Former rate \$625.

WWTV, Cadillac, Mich.: New rate \$450 per evening hour, effective 1 February. Former rate \$425.

KVTV, Sioux City, Ia.: New rate \$550 per evening hour, effective 1 February. Former rate \$525.

KDAL-TV, Duluth, Minn.: New rate \$675 per evening hour, effective 1 February. Former rate \$650.

WREX-TV, Rockford, Ill.: New rate \$650 per evening hour, effective 1 February. Former rate \$600.

WNBQ, Chicago, Ill.: New rate \$4,600 per evening hour, effective 1 February. Former rate \$4,500.

KARD-TV, Wichita, Kan.: New rate \$800 per evening hour, effective 1 February. Former rate \$700.

KCRA-TV, Sacramento, Cal.: New rate \$1,200 per evening hour, effective 1 February. Former rate \$1,100.

WCBI-TV, Columbus, Miss.: New rate \$200 per evening hour, effective 9 February. Former rate \$150.

WAGM-TV, Presque Isle, Me.: New rate \$175 per evening

hour, effective 15 February. Former rate \$150.

KLAS-TV, Las Vegas, Nev.: New rate \$175 per evening hour, effective 23 February. Former rate \$150.

KOAM-TV, Pittsburgh, Kan.: New rate \$125 per evening hour, effective 1 March. Former rate \$400.

KYTV, Springfield, Mo.: New rate \$475 per evening hour, effective 1 March. Former rate \$450.

WSAU-TV, Wausau, Wis.: New rate \$550 per evening hour, effective 16 March. Former rate \$500.

WAVE-TV, Louisville, Ky.: New rate \$1,650 per evening hour, effective 1 March. Former rate \$1,550.

KCBD-TV, Lubbock, Tex.: New rate \$500 per evening hour, effective 1 March. Former rate \$475.

WFLA-TV, Tampa, Fla.: New rate \$1,250 per evening hour, effective 1 March. Former rate \$1,100.

WTRF-TV, Wheeling, W. Va.: New rate \$800 per evening hour, effective 1 March. Former rate \$750.

KEND-TV, Fargo, N.D.: New rate \$400 per evening hour, effective 1 April. Former rate \$300.

WCKT, Miami, Fla.: New rate \$1,350 per evening hour, effective 1 April. Former rate \$1,200.

KRCR-TV, Redding, Cal.: New rate \$275 per evening hour, effective 1 April. Former rate \$225.

KXAB-TV, Aberdeen, S. D.: New rate \$175 per evening hour, effective 1 April. Former rate \$100.

WIBW-TV, Topeka, Kan.: New rate \$500 per evening hour, effective 3 May. Former rate \$450.

WHDH-TV, Boston, Mass.: New rate \$3,250 per evening hour, effective 17 May. Former rate \$3,000.

Weston is NBC dir., unit mgrs., telesales

NBC TV has appointed Stephen Weston as director, unit managers and telesales.

With the net work since 1955, he has been in the business affairs area since 1960 as manager, program budgets and servicing.



Weston

Weston began with NBC as a unit manager, working on such shows as *Hit Parade* and on various specials as *The Devil and Daniel Webster* and those headlining Art Carney, Victor Borger, and Georgia Gibbs. He began his tv career with Du Mont in 1949, and was a tv director when he left to join NBC.

Willie Harris to v. p., Harbenito B'casting

Willie Harris, Jr. has been elected vice president of Harbenito Broadcasting Co., which operates KGBT-TV-AM and

KELT-FM in the Lower Rio Grande Valley of Texas. Harris, a nephew of Congressman Oren Harris, has been associated with KGBT for seven years. He



Harris

was first employed as a local account executive, and for the past three years has been associated with national-regional sales. He was appointed national sales manager for both AM and FM in 1962, a position he still holds, to which has been added the title of vice president.

Wolper goes dramatic

David L. Wolper, producer of tv documentary films, has announced his intention to branch out into the fields of dramatic tv programs and theatrical films.

Wolper received long-term financing for his new ventures from Westland Capital Corp. and the

City National Bank of Beverly Hills. The money will be used immediately for the development of panel and daytime tv programs and motion pictures.

Wolper is opening a New York sales office this month, and sales people will be hired to represent Wolper Productions in conjunction with the William Morris Agency.

Nettere to gen'l sales mgr. of ABC Spot Sales

Fred L. Nettere has been promoted to the new post of general sales manager for ABC Television Spot Sales. During the past year, he has served as eastern sales manager and has been with ABC Television Spot Sales since 1961. His broadcast sales experience includes associations with CBS Television Spot Sales, NBC Television Spot Sales



Nettere

and the Katz Agency. The organization is the national sales representative for the ABC owned stations: WABC-TV, New York; KGO-TV, San Francisco; WXYZ, Detroit; KABC-TV, Los Angeles; and WBKB, Chicago.

RCA set sales strong

Radio Corp. of America sold more television sets in the first ten months of 1963 than in all of 1962; and both color and black-and-white set sales achieved the highest tv dollar volume in company history. A third quarter national survey of consumer purchases shows industry color sales running at an annual rate of at least 750,000 receivers, according to RCA, which estimates 1964 color sales will top 1.2 million sets. Color sales to dealers by RCA Victor distributors currently are 59% ahead of the similar period in 1962 when sales were at an all-time high—substantially ahead of the previous year.

Black-and-white unit sales by RCA Victor distributors are now 10% ahead of a year ago the company disclosed.

Judge Burton elected president of BMI, Inc.

Judge Robert Jay Burton has been elected president of Broadcast Music, Inc., music performing rights licensing organization. Judge Burton succeeds Carl Haverlin, president of BMI since 1947. Although he has retired his post, Haverlin will act as a consultant to BMI.



Burton

The new president was executive vice president of the company at the time of his appointment. He has been Acting City Judge of New Rochelle since 1960 and vice president of the New Rochelle Board of Education. He is also chairman of the Copyright Committee of the American Patent Law Assn. and trustee of the Copyright Society of the U.S.A. He has also been a chairman of the Radio and Television Committee of the Federal Bar Assn. of New York.

Whose survey (not ours) showed SPONSOR's regular readership highest in its history, and first among broadcast books?

Sorry. Can't tell you in print, because the survey wasn't ours. But our salesmen can tell you about this one, and six other surveys that show you SPONSOR's quality story.

That's not all. We have the tape-recorded words of key buyers in 25 top broadcast advertising agencies, enthusiastic in their SPONSOR response even beyond our wildest expectations.

Why such response? Why such unanimous survey findings? Because we are the SPOT specialists . . . edited for spot specialists. They need us for vital information. You need them for spot sales success.

SPONSOR Happy Medium Between Buyer and Seller 555 Fifth Avenue, New York 17 MUrray Hill 7-808

P & G MAINTAINS NUMBER ONE PLACE IN NETWORK HEARTS

PROCTER & GAMBLE, television's biggest customer, continues to pace network television spending. In a compilation of network tv billings released last week by Television Bureau of Advertising, the

ESTIMATED EXPENDITURES OF NETWORK TV ADVERTISERS

PRODUCT CLASSIFICATIONS	Jan.-Sept. 1963	Jan.-Sept. 1962	% Change
Agriculture & Farming	\$ 24,400	\$ 102,900	76.3
Apparel, Footwear & Accessories	6,870,700	5,839,700	17.7
Automotive, Automotive Accessories & Equipment	41,984,200	34,514,000	21.6
Beer, Wine	6,214,000	7,048,300	11.8
Building Materials, Equipment & Fixtures	6,669,300	3,666,200	81.9
Confectionery & Soft Drinks	13,804,700	18,735,800	26.3
Consumer Service	2,703,900	4,338,800	37.7
Drugs & Remedies	86,298,600	73,402,900	17.6
Entertainment & Amusement	1,050,300	679,400	54.6
Food & Food Products	102,522,800	100,547,100	2.
Freight, Industrial & Agricultural Development	68,700	76,600	10.3
Gasoline, Lubricants & Other Fuels	6,931,900	13,663,000	49.3
Horticulture	569,200	304,300	87.1
Household Equipment & Supplies	23,876,800	23,833,700	.2
Household Furnishings	2,249,000	2,584,800	13.
Industrial Materials	12,258,600	14,625,400	16.2
Insurance	12,081,500	11,025,500	9.6
Jewelry, Optical Goods & Cameras	6,635,500	8,095,300	18.
Office Equipment, Stationery & Writing Supplies	3,007,100	2,645,800	13.7
Pets & Pet Supplies	9,142,000	6,494,100	40.8
Political	6,900	100.
Publishing & Media	655,700	881,700	25.6
Radio, TV Sets, Phonographs— Musical Instruments, Accessories	3,071,500	3,604,300	14.8
Retail & Direct by Mail	33,400	137,600	75.7
Smoking Materials	70,895,100	65,151,200	8.8
Soaps, Cleansers & Polishes	65,828,000	64,889,900	1.4
Sporting Goods & Toys	4,934,600	4,405,700	12.
Toiletries & Toilet Goods	119,666,800	107,985,400	10.8
Travel Hotels & Resorts	1,826,200	691,500	164.1
Miscellaneous	180,100	159,900	12.6
TOTAL	\$612,054,600	\$580,137,700	+ 5.5

giant advertiser ranks as number one spender, with third-quarter 1963 network billings of \$16,780,900 — leading runner-up American Home Products (\$8,396,100) by more than \$8 million. The rest of the top ten third-quarter network tv advertisers, in order, are Bristol-Myers, General Motors, Lever, Colgate-Palmolive, R. J. Reynolds, General Foods, Gillette, and Alberto-Culver.

Top billing network brand in the third quarter of 1963 was Anacin tablets, with \$2,937,200. Second-place Alka-Seltzer, with \$2,607,700, was followed by Salem cigarettes, Crest tooth paste, Winston cigarettes, Bufferin, Chevrolet passenger cars, Excedrin, Bayer aspirin, and Camel cigarettes.

Automotive billings in network

tv for the nine-month period jumped 21.6%, from \$34,514,000 in 1962's first nine months, to \$41,984,200 this year. Other product categories with substantial increases in the medium were drugs and remedies, with a 17.6% rise in network tv, from \$73,402,900 in 1962 to \$86,298,600 this year; smoking materials, up 8.8% from \$65,151,200 to \$70,895,100; and toiletries and toilet goods, which climbed 10.8%, from \$107,985,400 to \$119,666,800, to become the leading product category in network tv.

TvB's network billing figures are compiled by LNA-BAR. On the preceding page is a breakdown of nine-month 1963 spending by product classification. Below, leading advertisers and brands in the third quarter. ■

**LEADING COMPANIES IN NETWORK TV
ADVERTISING THIRD QUARTER 1963**

SOURCE: TvB/LNA-BAR

Procter & Gamble	1	\$16,780,900
American Home Prod.	2	8,396,100
Bristol-Myers	3	7,671,000
General Motors	4	6,737,500
Lever Bros.	5	6,533,900
Colgate-Palmolive	6	6,240,200
Reynolds Tobacco	7	6,183,300
General Foods	8	5,229,900
Gillette	9	5,032,400
Alberto-Culver	10	4,259,100

**LEADING BRANDS IN NETWORK TV
ADVERTISING THIRD QUARTER 1963**

SOURCE: TvB LNA-BAR (Est. Gross Time Billing)

Anacin Tablets	1	\$2,937,200
Alka Seltzer	2	2,607,700
Salem Cigarettes	3	2,287,900
Crest Tooth Paste	4	2,181,100
Winston Cigarettes	5	2,105,000
Bufferin	6	2,031,000
Chevrolet Cars	7	1,798,500
Excedrin Tablets	8	1,761,600
Bayer Aspirin Tablets	9	1,602,500
Camel Cigarettes	10	1,578,600

NEWS NOTES

Another sale on sports series: Bristol-Myers (DCS&S) bought into the *NBC Sports Special* series which debuts 4 January (4:30-6 p.m.). The 90-minute tv programs will cover a variety of sports events, including track and field, hockey, and basketball. Other sponsors signed so far are the Autolite division of Ford Motor Co. and Consolidated Cigar Corp.

Oklahoma station sold: John Griffin and James C. Leake, who had owned 50 per cent of the common stock of Oklahoma Television Corp., acquired all outstanding common and preferred stock in the corporation, which operates KWTU Oklahoma City. Sellers are Roy Turner and Luther T. Dulaney, who had owned 25 per cent each of the common stock, and Edgar T. B... whose interest was in preferred stock. Buying corporation is KATV Inc., wholly-owned by the Griffin Leake families, which also own KATV Little Rock, and KTUL Tulsa. New ownership has signed a five-year contract with Bell to continue as executive vice president and general manager of KWTU.

Headed for ABC TV? Revue Studios is beginning production on a new half-hour situation comedy, *Ma and Pa Kettle*, based on the motion pictures of the same name. Andy Devine and Patsy Kelly will star in the series, which is destined, according to a Revue spokesman, for ABC TV next fall.

Sidewalk suavity rewarded: Frisped New York City, where skyscrapers are rising and falling at almost every corner, took time to notice an unusual sense of "city pride and responsibility." City CBS for the manner in which carrying out construction of its new headquarters building, Avenue of the Americas Assn. noted "it is refreshing to find someone who, above and beyond the call of duty and good neighbor, gives consideration to the appearance of its property and the welfare of those who must pass by." CBS has introduced a series of innovations and special measures designed to avoid congest

and inconvenience and to improve the appearance of the blockfront between 52nd and 53rd streets while the 38-story skyscraper is being built. Particularly cited was the sidewalk fence on which CBS has maintained a display recalling memorable news events of the past 7 years in both photographs and sound.

Book to enlarge on telecast: A book containing most of the conversation recorded for a special one-hour CBS news documentary, *The Dialogues of Archibald MacLeish and Mark Van Doren*, will be published by E. P. Dutton. While the telecast, 2 August 1962, used edited segments of 12 hours of recorded conversation, the book will contain about 10 hours of their dialogue. The book is scheduled for publication in September 1964.

Commercials into museum: All winning radio and tv commercials in the annual International Broadcasting Awards competition, sponsored by the Hollywood Advertising Club, will be contributed to the new Hollywood Museum. Nearly 750 commercials, including 1960-62 IBA trophy winners and finalists, will form the nucleus of the collection for the museum's archives. Catalogued in the Museum's electronically controlled library, the commercials will be available to ad executives, producers, and educators throughout the world.

BCer's book in classrooms: Colleges and universities have adopted for classroom use Giraud Chester's book, "Television and Radio." Since last spring's third edition printing, 44 colleges in 40 states have ordered the book for classes. Chester, program administrator, for BC-TV wrote the book with Prof. Garnet R. Garrison and Edgar E. Willis of Michigan U.

Electronic innovation: NBC Engineering Dept. has announced the development of a new system, Audlok, designed to synchronize the broadcasting of tv pictures from widely separated remote locations. Audlok consists of taking a submultiple (below 5,000 cycles of the 500 synchronizing generator sig-

NBC scores collegiate TD



NBC has obtained the rights to telecast NCAA football games next season for a record bid of \$13,044,000, topping both ABC and CBS as well as Sports Network. CBS obtained the rights two years ago for \$10.2 million. This time it was third in the bidding. Participating in contract signing are (l-r) Asa Busbnell, NCAA Sports tv program dir., NBC Sports v.p. Carl Lindemann, Jr.; Paul W. Breehler, NCAA Tv Committee chairman. Next major bidding spree on the

horizon is rights to NFL games, which comes up in January. CBS paid \$9.3 million to air the profits past two seasons. It is expected to bid high to offset loss of college games. Within hours of the acquisition of the rights, NBC was able to report the games sold. Each buying a quarter sponsorship were: Chrysler Corp. and General Cigar Co. (Young & Rubicam); Gillette (Maxon); and Texaco (Benton & Bowles).

V.I.P.'s feted for 'V.I.P.'s'



CKLW-TV, Detroit-Windsor, recently hosted 60 top people at reception kicking off its "V.I.P.'s" (Very Important Pictures) series. Looking over plans for the program are (l-r) S. C. Ritchie, president and general manager of CKLW-AM-TV; Donald E. Bailey, district sales manager for Colgate-Palmolive; and CKLW sales director Edwin C. Metcalfe



SUNNY ROPES THE "MAVERICK MARKET"

Sunny ties up what the "Sunshine State's" business magazine, *Florida Trend*, cites as "FLORIDA'S MAVERICK MARKET."

WSUN's home county has the nation's highest incidence of auto and stock ownership; brain power industries; high discretionary income . . . *Florida's 2nd market should be 1st on your list.*

**WHAT A MARKET,
AND SUNNY SELLS IT!**

WSUN

TELEVISION - RADIO
TAMPA - ST. PETERSBURG

Mail Rep. VENARD, TORBET & McCONNELL
S E Rep. JAMES S. AYERS

It's the little things that count



Johnny Philip Morris, live symbol of Philip Morris, Inc., visits "Route 66" starring Glenn Corbett (l) and Marty Milner on location at Savannah. The tobacco company is a sponsor of the weekly series aired on CBS TV

nal) and transmitting this signal, phase-controlled over an audio circuit, to a distant remote city and thus controlling the remote pictures so they arrive at the originating city in the same time phase.

New Hiken series: Writer-producer-director Nat Hiken and comedian Alan King have signed with CBS TV for a new half-hour comedy series for 1964-'65. The show is slated to be a comedy-panel type, rather than a situation comedy. Hiken produced both the *Phil Silvers* (Sgt. Bilko) *Show* and *Car 54, Where Are You?*

Horse of another color: Independent Television Corp. is planning a new, "modern-look" version of its *Fury* series. The current version of *Fury* is telecast Saturday mornings by NBC TV, and has been for eight years. Production plans on the new *Fury* call for the half-hour series to be filmed in color on location in California. It will be geared for an evening time slot, and will feature the addition of a teenage daughter and "more mature" story lines.

Permission granted: KPTV Portland, Ore., has been granted approval of its application to construct a new transmission tower. The sta-

tion, in gaining the approval of the Multnomah County (Ore.) Planning Commission, won over area residents who objected to the new tower. The KPTV tower will be the third in the area; the others are operated by KGW-TV and KATU-TV.

ABC TV-20th pilot: *Valentine's Day*, a new 20th-Century-Fox series being produced in conjunction with ABC TV, has gone into production in Hollywood. Anthony Franciosa, Jack Soo, and Anne Francis star. George Marshall is directing. Executive producer Hal Kanter.

NEWSMAKERS

NED JAY to president of the Atlanta chapter of the Sales Promotion Executives Assn. He is promotional manager of WAGA-TV Atlanta.

BOB GREENSTEIN to WAH-TV Atlanta as sales service manager. He was media planner at Grey Advertising.

JACQUES BIRABEN to vice president and director of sales for WOAM-TV New York.

JERRY MADDEN to director of special news projects for NBC.

JOHN J. HEYWOOD to a member of the board of directors of Crosley Broadcasting Corp.

TIMEBUYER'S CORNER

Media people, what they
are doing, buying and saying
23 December 1963

■ **New media director at C. J. LaRoche:** John McLaughlin becomes media director at C. J. LaRoche (New York) today, with responsibility for such accounts as Noreleo and the ABC TV Network. John was a media supervisor at Ogilvy, Benson & Mather (New York) on the Pepperidge Farm, Schweppes tonic, Helena Rubenstein, and Tetley tea accounts.

■ **News from the marrying-est agency:** Young & Rubicam (New York) senior media buyer Fred Roeben (General Cigar, Borden's, Drake Bakeries, Dictaphone) and his wife, the former Patricia Haczela, who is also with Y&R, have returned from their honeymoon. Married 16 November, Fred and Pat spent their honeymoon at Montego Bay, Jamaica.

■ **Eaton goes to W&L:** Charles A. Eaton, Jr., has joined Warwick & Legler (New York) as vice president and media manager. He goes to W&L after more than six years at C. J. LaRoche

(New York), where he had been vice president-media director, and a plans board member.

■ **Ellington buyer joins Mattel:** Gwen Mason, most recently a media buyer at Ellington (New York), and formerly a timebuyer at Hixson & Jorgensen (Los Angeles), has joined Mattel, Inc. (Hawthorne, Calif.), toymakers, as tv advertising administrator.

■ **D-F-S media department on the move:** The New York Dancer-Fitzgerald-Sample media department, formerly located on the 3rd and 6th floors at 347 Madison Avenue, are now on the 5th and 6th floors. The General Mills account media people have moved from the 6th to the 5th floor, and the Sterling Drug folk have moved from 3rd to 6th.

■ **CFRB Radio presentation:** Among the agency media people and advertisers attending the recent CFRB Radio (Toronto, Ontario) lunch-

DICK OLSEN:

if the viewers drown, what?

"Spot tv today is riding on the crest of prosperity. Never before have there been so many advertisers in tv, a situation which is making it increasingly difficult to buy good spots, especially in major markets. This," says Doherty, Clifford, Steers & Shenfield media supervisor Dick Olsen, "has brought on the problem of spiraling rate increases." Dick feels that stations and reps should realize they're reaching the point of diminishing returns—that rate increases are creating problems in buying and planning, pricing some advertisers out of the market, causing advertisers to turn to piggybacks, and giving viewers a picture of over-commercialization. Dick asks, "If the flood of commercials starts driving the viewer away from his set—then what?" Dick, with DCS&S (New York) almost four years, plans for Jax beer, Narragansett beer, Bristol-Myers' Softique, Manhattan shirts, Eastman Kodel, U.S. Tobacco, and



Pet Milk. He was a timebuyer with the William Esty Co. for over five years, after graduation from Hofstra College and N.Y.U. A native New Yorker, Dick "skis a little" and plays golf. He and his wife Phyllis live in Sea Cliff, Long Island.

TIMEBUYER'S CORNER

23 December 1963

con presentation at the Sheraton East in New York, the Corner noticed Yolán Toro and Arlene Grossman, Peerless Adv.; Robert Kutsche and Don Lumsden, Thompson-Koch; Don Aberg, marketing director, and William Greenaway, advertising manager, both of Vick Chemical; Ralph Butler, New York Advertising Services; Robert Pape, Compton; Larry Colen, Benton & Bowles; and Joan Rutman, Wesley Associates. For more attendees, see photos below.

■ **Spot campaign brewing at Burgermeister:** Burgermeister Brewing (San Francisco) will utilize 200 radio stations and 38 tv outlets in 17 major western markets in 1964 "Roll Out the Burgie" advertising drive. Agency is Post-Keyes-Gardner (San Francisco).

TV BUYING ACTIVITY

▶ *Pet Milk* (St. Louis) will use a heavy spot tv sked along with four national magazines to introduce its two new flavors of Segó liquid diet food flavors — cherry and chocolate-coconut. New "candy-dish" flavors were tested successfully in 10 markets; accounted for over 20% of the volume in one test market's "most influential chains" after only two months on the shelf, according to *Pet Milk*'s brand manager, Larry Youngblood. The television spot activity will start on various dates very early in 1964, depending on distribution, with the number of spots varying by market. Campaign will be national in scope, utilizing daytime fringe and late night minutes. With the two new additions,



NEW "CANDY-DISH" FLAVORS: Spot tv will be utilized when *Pet Milk* begins national distribution of two new Segó liquid diet food flavors very early in 1964

Segó now offers dieters a total of 11 flavors. Gardner Advertising (St. Louis) is the agency; Fred Webber heads the buying group.

▶ *Nabisco's Millbrook* bread campaign being readied for an initial nine-week flight to start 13 January in about 15 selected markets. Buyer Bob Storch at McCann-Erickson (New York) interested in daytime minutes.

▶ *National Dairy* campaign of minutes for Seal-test ice cream products will get under way early in January, utilizing flights of varying lengths to run throughout the year. (Sealtest does not distribute west of the Rockies, and has very little distribution west of the Mississippi River.) During the third quarter some kid show participations (20s) will probably be used. Buyer is Jim Egan, media supervisor is George McCoy, at N. W. Ayer (Philadelphia).

BUYERS GATHER FOR CANADIAN PRESENTATION



CFRB LUNCHEON IN NEW YORK CITY: Agency media folk got together recently for lunch, libation, and a slide presentation packed with facts about CFRB Radio (Toronto). Shown above at left are (l-r) MaryAnn Babuz, Morse International; Charles J. O'Donnell and



Marilyn Maske, Maxon Adv.; Arthur Scott, Jr. and Carmen Girardin, Adam Young, Inc.; and William M. Brennan, CFRB Radio. Chatting at right are (l-r) Ruth Bayer, Parkson Adv.; Helen Thomas, Street & Finney; Aurora Blando, Morse Int.; & Adam Young, rep pres.

Radio pays off in Kroger drive

Cleveland 'Sell-o-Rama' ties in WERE personalities, with each one assigned to promote specific product; results of innovation exceed company's expectations

FINDING an innovation for food merchandising is usually a pretty hard task, but WERE and Kroger in Cleveland came up with a "Sell-o-Rama" campaign themed on a personalized sales effort and packaged into a one-week span with an all-out saturation radio promotion. Unlike many other "blitz" drives, their effort employed the use of single product concentrations . . . but with a switch.

Ed Paul, national sales director for WERE, said it was felt that "if a single product emphasis produces a strong sales picture, then the same

emphasis with the added strength of radio personality tie-in should even double the results." The idea was put forth at a meeting of a four-man committee, including Paul, which was formed to lay the groundwork and devise a basic structure for the campaign.

Kroger, which uses WERE exclusively in Cleveland, employed its existing radio schedule, plus added promotional announcements to round out the "Sell-o-Rama." Items were selected to be used as "WERE Feature Products of the Week," and each station personality was then

assigned to one specific product.

WERE morning man Bob Neal featured "Skinless Franks" Randy Hall whose program is geared to the housewife, tied in with "Kroger Bread." WERE mid day personality Dex Card promoted "Kroger Orange Juice." The comedy team of Baxter & Riley split two products between them "Kroger Donuts" and "Katahdin Storage Potatoes." Early evening man Mike March featured "Fair Lady Liquid Detergent." And WERE anchor man Dick Conrad tied in with "Fatmore Margarine."

The personality surge was enhanced by all printed material carrying both a personality picture and the tie-in to which he had been assigned. All Kroger store managers also cooperated, with each store featuring displays of the printed material, and there were also shelf talkers, basecart displays, and giant window banners. Said Kroger grocery merchandiser Chet Lowe: "The results were beyond our expectations." ■



"Sell-o-Rama" committee: (l-r) Kroger ad-sales promo-p.r. dir. Lawrence Flinn; WERE's Paul; Kroger's Lowe; Flinn's asst. Tom Kinsella

Joseph elected v. p. for NBC Radio o&o's

Michael Joseph has been named to the newly created position of vice president, NBC owned radio stations. He'll report to Raymond W. Welcott, executive vice president in charge of the NBC owned stations and Spot Sales division. Joseph's



Joseph

career in radio has been primarily in the field of programing, but he also has served in a variety of diversified positions in the industry, starting as an announcer in Cleveland in 1947 and becoming vice president in charge of radio for Capital Cities Broadcasting in 1959. Most recently he served as a program consultant for Trans-Continent, Corinthian, and the Fetzer Broadcasting companies.



Standing Pat

Pioneer Chain Saws, subsidiary of Outboard Marine Corp., has renewed sponsorship of five-minute, thrice-a-week dawn radio show on over 500 Keystone Network outlets featuring cracker-barrel comedian Pat Buttram. Show began three-month run in September and is renewed for spring. List of markets to get the show is worked out between Pioneer's ad department and salesmen who, in turn, work with their lineup of distributors to tie in co-op campaigns for local dealer identification

special schedule of Christmas messages.

While 25 December is "business as usual" for most stations, volume is not up to workaday schedule on many. National and local advertisers nearly all run greeting copy rather than straight sell. Another factor in the holiday commercial scene is the special holiday advertiser, the sponsor with corporate greetings, some of whom buy on holidays, and some buying, where possible, a station's entire broadcast day.

NEWS NOTES

Steering committee: George Storer, Jr. named chairman of the RAB-NAB Radio Methodology Study Steering Committee, which held its first organizational meeting in New York, is seeking "one more valid method of measuring the full radio audience." Members appointed by NAB are: Hugh Beville, NBC; Tom Carr, WBAI Baltimore; Ralph Glazer, Group W Melvin Goldberg, NAB, Ben Samers, KICD Spencerville, Ia.; Ben Strong, WWDC Washington, D.C. and Vincent T. Wasilewski, NAB. Members appointed by RAB are: Miles Davis, RAB; Charles E. Gates, WGN Chicago; Robert F. Hurleigh, NEB; Robert Kieve, WBBS Rochester; Mary McKenna, Metromedia; William D. Shaw, KSFO San Francisco and Alfred Watson, RAB. Mrs. McKenna heads a special technical subcommittee consisting of Bevil Goldberg, and Watson.

New mgr. in Pittsburgh

Andrew F. Hofmann has just been appointed general manager of WPIT Pittsburgh, a Rust Craft Broadcasting station. He replaces Don Isolet, managing director, who will retire the first of year. Hofmann, who was sales manager with Storer Broadcasting's WWVA Wheeling, will also supervise WSOL Tampa, and WWOL Buffalo, additional radio stations operated by Rust Craft Greeting Cards.



Hofmann

Triangle radio series: *Anniversaries in Sound*, a series of 30 radio shows linked to important days of the year, is being produced and syndicated by Triangle Stations' program sales arm. Six holidays and birthdays of ten prominent people among the events to be marked the individual salutes. The programs, which are in production, Triangle's WFIL-TV Philadelphia are designed for annual repeat all syndicated outlets.

No aired ads on yule

No commercials but hourly devotional announcements will be the order of the day for WBAB-AM-FM, Babylon, N.Y., on 25 December. Agreement of several hundred national and local sponsors to the day hiatus was announced by Sol Florenstein, president of the stations.

Local clergymen have taped the

Lane new leader: Homer Lane, general manager of KOOL (AM & TV) Phoenix, is the new president of the 1964 of the Arizona State Broadcasters Assn. Others elected are Ray Smucker, KTAR-TV Phoenix.



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

vice president, and Willard Shoecraft, KIKO Globe-Miami; KATO Salford, and KINO Winslow, secretary-treasurer.

Special election: Richard D. Dudley, WSAU Wausan, Wis., will fill the vacancy on the NAB Radio board of directors created by the death of George T. Frechette, WFHR Wisconsin Rapids. Term expires at the end of the 1965 NAB Convention which will be held in the spring. Dudley is from the 9th district.

Triangle sports pack: Triangle Program Sales has begun syndication of *Keiter Contacts*, a series of five-minute radio sports interviews featuring Les Keiter, sports director of WFIL Radio Tv, Philadelphia. The series is currently being aired on WFIL as well as Triangle's other four radio stations: WNBW Binghamton; WFBC Altoona; WNHC New Haven; and KFRE Fresno.

New radio property: KOLN-TV Lincoln, and KGIN-TV Grand Island (both Nebraska), are syndicating a daily one-hour radio program, *The Joe Martin Show*. The show, which features music by Al Lambo, guest stars, and records, is sponsored by Storz Brewing of Omaha and Blue Cross-Blue Shield of Nebraska. Outlets signed to date in-

Clete gets another coat



Sinclair Paint, which sponsors Clete Roberts news program on KIHJ (Hollywood), signs contract for weekday 5 p.m. radio show. Front are company v.p. Harry Sinclair (l) and adv. v.p. Al Sinclair. In back (l-r) are agency principal Gerry Sherman; Roberts; and Irv Raskin, account executive for the RKO station

Yes, there still is a Virginia



Dr. Laura Virginia Douglas, who as a 7-year-old girl prompted the famous newspaper editorial, "Yes, Virginia, There Is a Santa Claus," visits with WSYR-TV (Syracuse) president E. R. Vadeboncoeur while taking part in a special to be aired twice by the station Christmas Eve. The 74-year-old Dr. Douglas now resides in North Chatham, N. Y.

clude KMMJ Grand Island, and WJAG Norfolk (both Nebraska), and KFNF Shenandoah; KRCD Council Bluffs; and KTTT Columbus (all Iowa).

CBS exec dies: Kenneth M. Fickett, 60, associate director of CBS Radio, died 14 December. Fickett joined the radio network as an associate director in 1941, and with the exception of a short absence, was continuously affiliated with it until his death.

Presentation: Advertising executives in New York, Chicago, San Francisco, and Los Angeles, last week viewed a presentation from WBEE, Chicago Negro-oriented station. The presentation included the 21 merchandising services offered by the station, and embracing a tie-in with 300 A & P stores in Chicago.

R.I. powerhouse to Gill-Perna: WLKW Providence, the only 50 kw radio station in the state of Rhode Island, has appointed Gill-Perna as its national representative.

NEWSMAKERS

THEODORE M. WRONIA to account executive for WABC Radio, New York. He was the Philadelphia representative for Metromedia Television Sales.

FRED J. MONTI to general sales manager of WTRY, Albany-Schenectady-Troy.

JACQUES BURNIS to vice president and director of sales for WOR-AM-TV, New York. **BURT LYNN** to vice president and director of sales planning for both stations.

TERRY WOOD to production manager of WFLA Radio, Tampa-St. Petersburg.

BARRY L. BREFF to news editor of WMCA Radio, New York. He has been a commentator on WINS New York.

JOHN R. GALLOW to the sales division of the Mutual Broadcasting System as account executive. He was with the Storer sales group in New York.

ROBERT L. HOSKING to general sales manager of WCBS Radio New York.

Local firms buy shorty features

Radio syndicator Alan Sands finds capsulized shows with informational slant lure specialized sponsors seeking 'made-to-order' audience for their services

LOCAL radio stations are successfully luring local advertisers who have avoided the medium for years. Bait? Several shorty features with a specialized and informational slant which virtually provide a made-to-order audience for the specialized advertiser.

The abbreviated programing format—usually 45-seconds to a minute—is working very well for at least one syndicator. Alan Sands Productions of New York now handles seven such series.

Advertisers have balked at having their messages sandwiched between records, says Sands. But appetites can be whetted by providing an attentive audience and an atmosphere of maximum acceptance. Sands believes that by preceding commercials with compatible minute features, the best climate is created.

He cites as an example *Minute Tips on Your Child and You*, a series of 260 recorded capsules, each around one-minute long, offering mothers constructive tips on bringing up baby from infancy to the age of ten. Stations have been able to attract previously impenetrable laundry and diaper services, drugstores, milk companies, juvenile furniture and toy shops, etc. to sponsor the series. One imaginative manager sold it to two advertisers, a dairy company and savings bank whose campaign theme was "Mothers, start a savings account for your child from crib to college." Another station sold *Minute Tips* to an insurance broker whose pitch was that with the increase in the family, the head of the household should take out additional insurance.

Drugstores are another prime example of the appeal of the short, capsulized program. Sands has found The drugstore operator wants programming that is authoritative and

sincere, he notes—programing that will prompt intense listening which carries over to the commercial. On this basis, Sands' outfit has sold stations on the idea of *Your Guide to Good Health*, another program in his hopper. WHBC Canton, O., recently bought the series and immediately sold it to a local drug chain. Paul Gilmer, station's general manager, came up with this twist. He combined three of the 45-second capsules, added live commentary, and thus created a five-minute show. KITN Olympia, Wash., sold it to local Rexall drugstores.

Radio sales usually sag in the summertime, notes Sands. Yet, there are local businesses that only come to life during the warm weather. The flexible short format again filled the bill. Sands began offering *Boating Tips* with Bill McKeon, one of the top boating authorities. Stations used the programs as a hook to sell schedules to boat dealers, boating suppliers, marinas, and even regional soft drink and beer bottlers who urged boatmen to stock up before a weekend of cruising. WNAV, Annapolis, sold the series to a local yacht yard; WHDH, Boston, made use of the material as a weekend information feature with other program material keyed to outdoor weekend activities.

Sands is impressed with other advantages of the program briefs besides this specialized advertiser attraction. They give a station a programing identity distinct from the competition and, by scheduling the capsules each day at the same time, the station can also encourage a daily tune-in habit, he says.

In addition to those noted, the Sands catalogue of short program series includes *Marriage, Before and After*; *Amy Vanderbilt*; *Great American Women*; *Let's Talk It Over*. ■

'Rifleman' does strip for half its outlets

Four Star Distribution reports that 50% of the stations programming its *Rifleman* series strip it during late afternoon. Thirty-four stations use the series on a once-a-week basis, while the other 34 program it daily. (The 168 episodes can be programed five-times-a-week and run for almost two years without repeats.)

Stations stripping the off-network series include KTVI, St. Louis; WRC-TV, Washington; WGR-TV Buffalo; and KPTV, Portland, Ore. WABC-TV, New York; KDKA-TV Pittsburgh, and KPIX, San Francisco, are among those airing *Rifleman* once a week.

In addition to the 68 stations now carrying the stories, nine other have not yet scheduled it. Some of these nine purchased *Rifleman* with an option to delay the starting date as late as September 1965 and are stockpiling it for programing next season.

NEWS NOTES

Christmas buys: Five more stations have purchased MGM TV's *Christmas in the Holy Land*, a one-hour color special of Art Linkletter on pilgrimage to Israel and Jordan. They are WCIS-TV Charleston, W. Va.; WFTV Orlando; KGBT-TV Harlingen, Tex.; WTVT Tampa and KVIQ-TV Eureka, Calif. Foreign sales of MGM TV properties include *Science All Stars* in Japan; *Eleventh Hour* to Southern TV Southampton, England, and Rhodesia (Africa) TV Ltd.; *135 MGM Cartoons* to Panamerica de Television, Lima, Peru; *Father of the Bride* to Rediffusion Ltd. of Hong Kong; a second season of *National Velvet* to Associated Rediffusion, London; and 50 pre-'48 features to CJIC-TV Sault Ste. Marie, Ontario. Domestic sales include post-'48s to KTBC-TV Austin, and KIFI-TV Idaho Falls; pre-'48s to KCMO-TV Kansas City; *135 MGM Cartoons* to KTTV Los Angeles; *The Islanders* to WINK-TV Ft. Myers, Fla., and WTVV Evansville, Ind.; 52 *Our Gang* comedies to KHJ-TV Los Angeles; *Sarabenedict* and *Cain's Hundred* to WTVW and WINK-TV; and A

phalt Jungle to WTVW.

UA Canada: United Artists *Showcase for the '60s* has added 13 more station sales in Canada, bringing to 22 the number of Canadian stations carrying the features. Latest sales in Canada were made to CFRN-TV Edmonton, Alta.; CHBC-TV Kelowna, B.C.; CKBI-TV Prince Albert, Sask.; CHCA-TV Red Deer, Alta.; CJLI-TV Lethbridge, Alta.; CKX-TV Brandon, Man.; WHTV White Horse, Yukon Territory; CBWT-TV Winnipeg, Man.; CKCK-TV Regina, Sask.; CKRS-TV Janquiere, Que.; CBUT-TV Vancouver, B.C.; CBHT-TV Halifax, N.S.; and CHCT-TV Calgary, Alta.

Post-'50s to CBS group: Seven Arts Assoc. has sold its 215 Universal post-'50 features to four of the five CBS-owned tv stations—WCBS-TV New York, WBBM-TV Chicago, WCAU-TV Philadelphia, and KMOX-TV, St. Louis.

Jo in '78: Independent Television Corp.'s *Jo Stafford Specials* has been sold to three advertisers for nine markets, bringing its total to 75. Gold Strike Stamp Co. bought six of the one-hour musicals for seven markets: Salt Lake City, Butte, Great Falls, Billings, Twin Falls, Idaho Falls, and Boise. Harris & Love Adv. is the agency. Southern New England Telephone Co. bought the series for WNHC-TV New Haven, while 17th Street National Bank of Denver bought it for KLZ-TV Denver.

Special 'Battle Line': Official Films, which has so far racked up 122 U.S. market sales for its first-run *Battle Line* series, is producing a special, based on episodes from the series, which will be made available to stations which are carrying the full series.

'Corrupters' on move: Four Star Distribution Corp., which just launched a new promotional campaign for its *Target: The Corrupters*, has reported three sales in the first week of the drive. KTVL, St. Louis, WKOW-TV, Madison, Wis., and KSHO-TV, Las Vegas, purchased the series after seeing Four Star's sales kit tying in current headlines with the story lines of *Target*.

Jockeying for audience



Chicago's WGN-TV set up this "Sampson Chariot" to parade through The Loop as a promotion for its new series of 26 "Spectacolor" films aired Saturday nights. Purchased from Medallion Pictures, package includes "Son of Sampson," "Fury of Heracles," and "Valley of the Lion." Putting finishing touches on the chariot are WGN-TV merchandising supervisor Jack Devlin, and his promotion-research assistant, Miss Sherry Congdon.

'Box Office' grows: *Box Office 26*, United Artists Tv feature package, is now sold in 130 markets. Latest sales were made to KFEQ-TV St. Joseph, Mo.; WSPA-TV Spartanburg, S. C.; WTCC-TV Savannah; WBOC-TV Salisbury, Md.; WRVA-TV Richmond; WPIX San Francisco; WRAL-TV Raleigh, N. C.; WSOC-TV Charlotte; KFDA-TV Amarillo; and WSHS-TV Charleston, W. Va.

AA-TV subscribers: Five stations have been added to the list of those carrying Allied Artists Tv's *Science Fiction Features*. They are WKBW-TV Buffalo, WTIC Washington, WGHF-TV High Point, N. C.; KAVE-TV, Carlsbad, N. M., and KSBW-TV Salinas, Calif.

Christmas cheer: Seven Arts reports sales of its *Story of Christmas* to 11 stations, and *A Christmas Carol* to 17 stations. *Story of Christmas*, featuring Mahalia Jackson, was sold to KCOP-TV Los Angeles, KOB-TV Albuquerque, WTVP Decatur, KBTW Denver, WFRV Green Bay, KLAS-TV Las Vegas, WKOW-TV Madison, Wis., WOW-TV Omaha,

KOLO-TV Reno, KSL-TV Salt Lake City, and KAKE-TV Wichita. The motion picture, *A Christmas Carol* has been purchased by KRON-TV San Francisco, WGR-TV Buffalo, WDAF-TV Kansas City, KCLO-TV Denver, WNYS-TV Syracuse, KSL-TV Salt Lake City, KERO-TV Bakersfield, KULR-TV Billings, WCIA-TV Champaign, WFRV Green Bay, KVAL-TV Eugene, Ore., KVIQ-TV Eureka, Calif., KRTV Great Falls, Mont., KGBT-TV Harlingen, Tex., WEEK-TV Peoria, KPHO-TV Phoenix, and WTHH-TV Terre Haute.

NEWSMAKERS

LEE SWAGG to creative director of Elektra Film Productions. He succeeds the late *Abc Tass* who died 1 December.

STANLEY PUGH to producer director with United Artists Television.

NARV DONVIO to general manager of United Artists Television in Canada. He was with Screen Gems of Canada, Ltd. as director of national sales.

Spot tv costs are up 2-5% in

Semi-annual Katz summary shows dollars for daytime pace spot tv cost gains

TOP FIFTY TELEVISION MARKETS	
<i>† Market ranking includes TV Homes circulation of satellite operation.</i>	
<i>‡ Rate includes satellite operation.</i>	
New York, N.Y.
Los Angeles, Cal.
Chicago, Ill.
Philadelphia, Pa.
Boston, Mass.—Manchester, N.H.
Detroit, Mich.
San Francisco—Oakland, Cal.
Cleveland, Ohio
Pittsburgh, Pa.
Washington, D.C.
Total Cost for 1st 10 Markets
St. Louis, Mo.
Baltimore, Md.
Dallas—Fort Worth, Tex.
Cincinnati, Ohio
Minneapolis—St. Paul, Minn.
H'ford—New Haven—New Brit., Conn.
Providence, R.I.
Indianapolis—Bloomington, Ind.
Miami, Fla.
Milwaukee, Wis.
Total Cost for 1st 20 Markets
Kansas City, Mo.
Charlotte, N.C.
Sacramento—Stockton, Cal.
Seattle—Tacoma, Wash.
Atlanta, Ga.
Buffalo, N.Y.
Jolmstown—Altoona, Pa.
Lancaster—Harrisburg—York, Pa.
Grand Rapids—Kalamazoo, Mich.
Houston, Tex.
Total Cost for 1st 30 Markets
Dayton, Ohio
Memphis, Tenn.
Tampa—St. Petersburg, Fla.
Columbus, Ohio
Portland, Ore.
Syracuse, N.Y.
Wheeling, W. Va.—Staubenville, Ohio
Greenville—Spartanburg, SC—Asheville, NC
Nashville, Tenn.
Birmingham, Ala.
Total Cost for 1st 40 Markets
New Orleans, La.
Charleston—Huntington, W. Va.
Albany—Schenectady—Troy, N.Y.
Louisville, Ky.
Flint—Saginaw—Bay City, Mich.
Greensboro—Winston-Salem, N.C.
Toledo, Ohio
Lansing—Okondaga, Mich.
Raleigh—Durham, N.C.
Total Cost for 1st 50 Markets

MARCH 1963 PRIME TIME							
DAYTIME				LATE NIGHT			
½ Hour	20 Seconds			Minute		Minute	
Base (1-Time)	Base (1-Time)	3 Per Week	6 Per Week	6 Per Week	12 Per Week	6 Per Week	12 Per Week
\$ 6,120	\$ 2,400	\$ 2,400	\$ 2,400	\$ 800	\$ 440	\$ 1,800°	\$ 900°
3,000	1,250	1,250	1,250	425	260	450°	300°
3,000	1,300	1,300	1,300	500	300	980°	800°
2,500	1,200	600	500	412	302	612°	400°
1,800	800	800	800	245	192	275°	200°
1,980	1,100	1,100	1,100	160	150	231	150
1,380	800	800	800	123	96	160°	110°
1,320	775	640	560	225	180	280	200
1,500	700	700	525	188	150	281°	200°
1,110	450	450	450	140	105	170°	110°
\$ 23,730	\$10,775	\$10,040	\$ 9,685	\$ 3,218	\$ 2,175	\$ 5,239	\$ 3,500
1,260	395	395	395	183	134	213°	150°
1,050	425	425	425	115	100	120°	100°
1,200	400	400	400	112	105	105°	100°
1,050	380	275	240	70	60	115°	100°
1,200	475	475	475	105	91	225°	150°
1,110	400	400	400	173	150	135°	100°
1,000	350	350	350	110	80	140	100°
840	380	380	380	95	80	50°	100°
925	500	500	500	128	94	105	100°
900	370	350	330	98	84	126	100°
\$ 34,265	\$14,850	\$13,990	\$13,580	\$ 4,407	\$ 3,153	\$ 6,573	\$ 5,000
840	375	375	280	115	90	198°	100°
840	290	290	290	113	113	68	100°
880	350	350	300	75	65	35°	100°
900	375	375	375	95	85	95	100°
720	300	300	285	105	99	60	100°
1,000	500	500	500	115	100	150°	100°
660	275	275	275	98	85	98°	100°
720	240	240	240	101	81	101	100°
900	400	350	325	90	80	100°	100°
780	325	325	325	100	88	126	100°
\$ 42,535	\$18,280	\$17,370	\$16,775	\$ 5,414	\$ 4,039	\$ 7,604	\$ 5,900
720	285	285	285	56	40	85°	100°
600	225	225	225	60	48	64°	100°
600	230	230	230	70	65	70	100°
720	275	275	275	80	70	80	100°
540	250	250	250	80	70	80	100°
660	350	220	220	100	70	100	100°
480	200	170	145	65	55	65	100°
480	175	175	100	56	45	30	100°
600	225	225	225	75	60	64°	100°
700	300	300	300	80	65	38	100°
\$ 48,635	\$20,795	\$19,725	\$19,030	\$ 6,136	\$ 4,627	\$ 8,280	\$ 6,400
700	325	300	275	70	60	170	100°
700	250	225	210	80	70	45	100°
750	285	285	275	95	85	95	100°
810	260	260	260	125	125	125	100°
600	200	200	200	75	66	48	100°
600	200	200	200	75	65	60	100°
800	300	280	260	87	72	60°	100°
600	275	275	275	65	55	140	100°
600	200	200	180	80	80	60°	100°
510	180	180	180	80	60	48	100°
\$ 55,275	\$23,270	\$22,130	\$21,345	\$ 6,968	\$ 5,365	\$ 9,131	\$ 7,200

Six months since March

Compilation covers top 200 markets for "rule of thumb" budget estimating

SEPTEMBER 1963 PRIME TIME				DAYTIME		LATE NIGHT	
Hour	20 Seconds			Minute		Minute	
Base (1-Time)	3 Per Week	6 Per Week	6 Per Week	12 Per Week	6 Per Week	12 Per Week	
120	\$ 2,500	\$ 2,500	\$ 2,500	\$ 800	\$ 440	\$ 1,800	\$ 990
000	1,300	1,300	1,300	450	270	500	260
000	1,300	1,300	1,300	525	315	1,120	675
520	1,200	600	500	412	302	666	500
800	800	800	800	245	192	275	275
980	900	900	900	200	180	231	198
470	800	800	800	140	110	175	138
380	775	600	500	225	180	400	400
500	700	700	525	225	180	338	270
110	450	450	450	140	105	170	125
\$80	\$10,725	\$ 9,950	\$ 9,575	\$ 3,362	\$ 2,274	\$ 5,675	\$ 3,831
260	395	395	395	183	134	225	225
050	450	450	360	120	110	188	150
200	400	400	400	112	105	120	105
050	380	350	325	70	60	80	70
200	475	475	475	135	120	225	195
170	450	450	450	188	163	150	130
000	408	374	352	116	108	116	108
840	450	450	450	115	95	65	60
925	530	530	530	144	106	105	90
900	370	350	330	98	84	158	135
475	\$15,033	\$14,174	\$13,642	\$ 4,643	\$ 3,359	\$ 7,107	\$ 5,099
924	375	330	300	115	90	198	176
870	300	300	300	113	113	68	50
990	360	360	310	80	70	50	35
900	375	300	275	95	85	95	85
840	350	300	280	100	90	60	60
000	500	500	500	115	100	150	150
680	250	212	212	85	72	70	70
720	240	240	240	101	81	101	81
800	375	350	325	100	80	100	90
780	408	374	352	104	91	150	150
959	\$18,566	\$17,440	\$16,736	\$ 5,651	\$ 4,231	\$ 8,149	\$ 6,046
780	285	285	285	65	50	110	110
720	225	215	205	70	60	64	51
660	260	260	260	80	75	80	75
720	275	275	275	85	85	85	85
600	275	275	275	70	60	70	60
660	350	350	350	90	80	120	120
480	200	170	145	80	70	65	55
480	180	163	145	45	36	35	18
600	235	210	210	80	70	64	56
700	300	300	300	80	65	45	35
359	\$21,151	\$19,943	\$19,186	\$ 6,396	\$ 4,582	\$ 8,887	\$ 6,712
750	340	300	280	70	60	75	75
840	250	225	210	80	70	35	35
750	285	285	275	100	90	95	85
810	275	275	275	125	125	100	100
600	225	225	225	75	66	48	42
600	200	200	200	83	72	60	48
850	300	280	260	105	90	60	50
600	300	300	270	80	70	160	140
600	200	200	180	80	80	60	60
510	185	185	185	92	69	48	36
269	\$23,711	\$22,418	\$21,546	\$ 7,286	\$ 5,674	\$ 9,628	\$ 7,383

ADVERTISERS must allot about 4 1/2% more money to buy daytime minutes in the top 50 (or top 200) tv markets than they did six months ago.

This estimate derives from the desk-side guide to spot budget planning—the 34th Spot Television Advertising Cost Summary just out from The Katz Agency. The top 200 markets are ranked according to industry-accepted tv homes data and rates, based on the highest-priced station in each market, and have been revised according to the 15 September SRDS.

The Summary must be used cautiously and only for estimating, warns Katz research director Daniel Denenholz, as in some cases a substantial six-month dollar hike in the aggregate cost for a group of markets may be precipitated by one or two stations.

With this in mind, advertisers will note that while prime time is still very much the big daddy of the rate family, daytime is less and less the poor relation it once was, showing a rate growth greater than any other time classification.

"About normal" is the way Denenholz would describe the estimated six-month cost increases. Reading across the board for a top-50 buy, the one-time rate for the popular prime-time 20 is up a little less than 2%, as is the prime-time half hour, daytime, as noted, has risen 4 1/2%, and the late-night minute (with a six-per-week frequency) is up some 5%. While the other cost differentials hold substantially the same throughout the 200 markets, late night defies analysis and appears most volatile on a market-by-market basis. In markets like Chicago and Cleveland, there was a significant rate boost in this time period, in others of the top 50 such as Cincinnati, Providence, and New Orleans late night costs were slashed. For the total 200 markets, late night costs barely rose at all on a six-plan basis and fell off on the 12-time plan.

Computers seen boon to local media buys

"At the agency planning level, computer-based systems will lead in time to much more detailed consideration of the merits of 'individual local media,' as contrasted with the present, rather arbitrary, gross budget allocation procedures." That's the verdict given in a study of electronic processing of media buys prepared by The Diebold Group for The Katz Agency.

The Diebold specialists expect that in the next five years, decisions concerning local media buys will be made increasingly at the planning level, "and, to a large extent, the distinction between national and local media will tend to disappear with time." The report added, however, that there will be a "long interim period" before media selection equipment is operational, and "the responsibility for decision-making on local media will remain largely at the buying level.

Afterward, the report continued, "spot radio and television campaigns will most likely be treated as an 'equivalent network of spots.' When this is done, the practical impact of its use on the Katz salesmen dealing with the buyers will be negligible. Its use will result in a determination at the planning level that certain percentages of the available budget be spent for vari-

ous media and Katz salesmen will then deal with the agencies media buyers as they now do in order to obtain as much of the available money as possible for the vehicles they represent."



Blair



McCoy

Executive changes at John Blair & Company

Effective 13 January, John Blair & Co. will make several changes at the executive level. Blair will become chairman and chief executive officer and Arthur H. McCoy will assume the title of president of the overall company. Replacing McCoy as president of Blair Radio will be Tom Harrison, currently vice president in charge of Blair Radio's Chicago office. Harrison, in turn, will be replaced by Stu Cochran, Harrison's assistant in the Chicago office. McCoy, who has been in the station representatives field for nearly 25 years, has been associated with the firm since 1955.

Canadian Club does its part



Planning future campaigns at reception hosted by All-Canada Radio & Tv at Canadian Club in N. Y. are (l-r) Louis Dorkin, v.p.-account exec at Dancer-Fitzgerald-Sample, N. Y.; R. Bickerton, All-Canada Radio & Tv, N. Y.; and E. T. Gater, ad-sales v.p., Sterling Drug of Canada

NEWS NOTES

What's happening up north: Gordon Ferris, president of Radio & Television Representatives Ltd. was elected president of the Station Representatives Assn. of Canada succeeding Andy McDermott of Radio & Television Sales. Other new officers of the 13-member group, include: first vice president Paul Mulvihill, of the company of the same name; second vice president, John Malloy, sales manager of the CBC; secretary, Lorrie Potts who heads Lorrie Potts & Co. Treasurer Gaston Belanger of Pau L'Anglais, was re-elected. Summing up the year, the group considers the continuing success of the Radio & Television Executives Club its greatest achievement. SRAC developed the project three years ago and actively participates in it. Other successes include definite plans for providing radio as well as tv advertising figures on a quarterly basis; some headway in solving the national-local rate conflict; co-operation with CAB in setting up an accurate mailing service to people in the industry; successful implementation of the use of the new broadcast order forms, with all but one rep conforming.

Colorado outlet switches: KKTU the CBS TV affiliate for Colorado Springs which is licensed to Garvey Communications Systems, Inc., is now represented by Avery-Knodel

Island hopping: Weed Television is now representing KTRG-TV, channel 13 in Honolulu, Hawaii.

For ABC TV: Revue Studios has begun production on *Night People* one of several series being developed in association with ABC TV. *Night People* portrays people who begin their days when most go to sleep. One one-hour show will be shot entirely on location in Los Angeles.

NEWSMAKERS

INEZ AIMEE to promotion director at McGavren-Guild. She was previously media supervisor at Norman Craig and Kimmel.

WASHINGTON WEEK

News from nation's
capital of special
interest to admen
23 December 1963

★★ National tv advertising looms as half villain, half hero, in the FTC's recent order for Procter and Gamble to spin off its 1957 acquisition of Clorox Chemical Co.

It will come as a shock to advertisers and networks that the commission implies it can decide when intensive national tv advertising of a particular product is a praiseworthy competitive expense--and when it is a "wasteful" type of product differentiation.

In this case, FTC disallows P & G claim that substantial savings in advertising costs would be one benefit derived from the merger. P & G said acquisition of the Clorox company would be more economical than building up a liquid bleach of its own from scratch.

Cmnr. Philip Elman, author of the opinion, admits P & G can, by including Clorox in its multiple product advertising on national tv, get substantial volume discounts not available to the bleach previously. P & G network tv programs can saturate regions where Clorox is weak, without sacrificing national lineup. P & G can show that with the \$1.7 million dollar tv budget of Clorox in 1957, the larger firm could increase tv advertising reach by one-third or more.

★★ But FTC says P & G cannot prove the savings are a matter of "efficiency" and "economy" valid to justify a merger.

Although the question of advertising was to have been only one of five factors in the decision for divestiture, it seems to have gone from a minor to a major role in an opinion that embraces some odd contradictions.

★★ " 'There does reach a point at which . . . mass advertising loses its informative aspect and merely entrenches market leaders'."

This is FTC's justifying quote from a Houghton publication on "Mergers, Superconcentrations and the Public Interest." Apparently, FTC feels qualified to decide on which product, at what point in its sales, national advertising ceases to be valid in a company's overall operation and expansion. FTC can also decide when it is or is not of ultimate benefit to the consumer.

★★ In a reverse view of tv advertising, Cmnr. Elman regards the rising volume of advertising by Clorox, before the 1957 merger, a commendable method of acquiring 50% of market sales and promoting its brand name.

The 1957 Clorox ad budget comprised nearly 10% of its \$40,000,000 annual sales, and \$1,150,000 was on tv. Said FTC: "As a result of Clorox's long-continued mass advertising, its trade name had become widely known to, and preferred by, the consumer notwithstanding its high price and lack of superior quality."

Proof of the advertising value, says FTC, is P & G's willingness to pay a \$30,000,000 purchase price of which \$17,400,000 was for good will and actual assets only \$12,600,000.

★★ The FTC order also takes a kindly view of the way Clorox managed to outpoint rival firms in the liquid bleach field via tv advertising.

FTC points out that Clorox' rival, Purex, also advertised heavily, but was not able to link national distribution with national advertising of its bleach.

"It is apparent that the effectiveness of advertising in media of mass circulation normally is enhanced if the product is sold nationally." So Clorox won major share of the market. But: "Allegiance to a particular brand created by mass advertising tends, in the case of low-cost, high turnover household products to be somewhat ephemeral," says FTC.

By way of example, the commission says Purex put on an intensive ad campaign in Pennsylvania, won 30% of the 50% held by Clorox--but was put down when Clorox got intensive, too, and won it all back except for 7% of the market--and all happened in a matter of a "few weeks."

★★ The highly volatile nature of advertising and marketing is thus recognized in the order--but the P & G opinion still rests on six-year-old data.

FTC finds the delay "regrettable," but goes on citing 1957 history.

The order says P & G spent \$80,000,000 or more in advertising, largely on tv, in 1957, and total net sales were \$1,156,000,000. Heavy advertising of P & G's new "Comet" cleanser won it 36% of the national market in 20 months, on an advertising outlay of \$7.2 million dollars.

FTC finds no fault here--this is a cleanser, not a bleach. Point seems to be that liquid bleach has always been basically a small-firm industry, and FTC wants to keep it that way.

★★ FTC says bigness per se is not the question in this case.

Bigness itself is not necessarily anti-competitive—but when bigness acquires liquid bleach, the result could be deterrent to new entries.

The reason: "We are dealing in this case with an industry in which advertising figures very prominently as a factor in competition . . . the discount structure of the advertising industry favors very large national advertisers to an unusual extent."

★★ By the end of the FTC order, tv advertising and its volume discounts emerge as full-sledged villains in the life of liquid bleach.

The commission says net volume discount required spending at least \$3 million on both CBS and NBC networks in 1957. The single-product Clorox Chemical Co. had to spread its \$1,150,000 tv budget, and so was only able to get minor discounts--as are other single-product bleach manufacturers. P & G can get Clorox the multi-product volume discount, which means at least a "potential" kill of future competition, FTC claims.

The P & G order, bound for the courts, came out on New Frontier momentum. President Johnson's request for "more cooperation and less control action" by agencies may put brakes on decisions with so wide a wingspread.

Dear Santa:

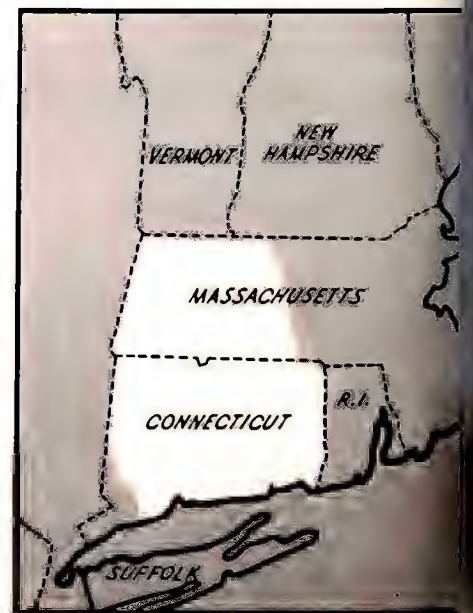
All year long we have been a
good station. We have run only
12 spots per hour and we have
not said any naughty words on
the air. We have been covering the
national state and Dallas news with
clarity and have been honest with
our comments. Our president has
made some editorials saying what
he thinks should be said and saying
it in a way that did not pull any
punches. We have played good
music and we have picked up a
lot of new listeners. Now we have
the second largest local billing in
town. Santa, what we want to ask
of you, since we have been so
good this year, is would you please
send us some national business.

signed: KVIL AM, FM, DALLAS
national Rep: SPOT TIME SALES, INC.

**WTIC MEANS
GREATEST COVERAGE**

TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE

**IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

RTFORD, CONNECTICUT

Y H N Y I CHRISTAL COMPANY