

THE NATIONAL WEEKLY OF TV & RADIO ADVERTISING

Sponsor

DECEMBER 7, 1964

PRICE 40c

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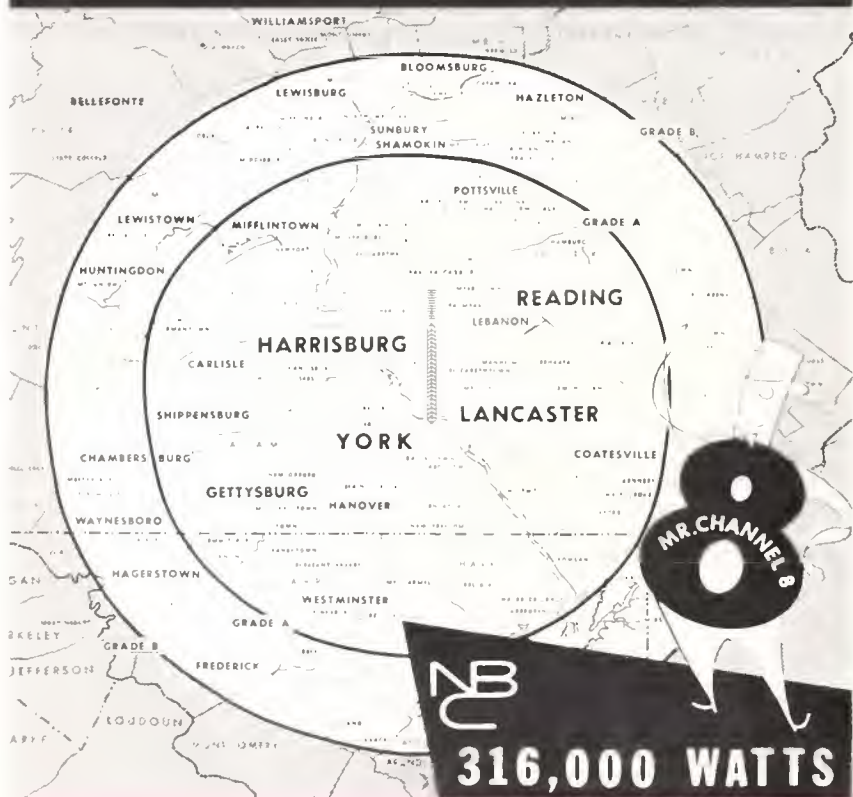




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Lancaster, Pa.**

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Nielsen Sample Reduces Youth Factor Just as Do-or-Die Ratings Appear

Chicago — More tv-watching children aged 6 to 17 may be "seeing" without being heard from.

Reason: Nielsen is revising its national sample (heretofore somewhat youth heavy) just as today's (Monday's) critical ratings appear. Pros informally agree today's listing will play hefty role in determining surviving programs this season, new series for next.

Observers predict a close race.

Sample-shuffling — a gradual process that goes on for some time and should be "reasonably complete" by the end of 1965 — should equate any extra advantage scored by shows appealing primarily to youngsters. This season's neck-and-necking between NBC-TV and ABC-TV has raised question of audience age (as well as size) more than once.

It should also remove whatever ratings handicap the non-children's program has suffered. Most important is the over-all intent: to achieve a more precisely constructed sample.

That's fully in keeping with the Broadcast Rating Council's objectives. Says its executive head, Dr. Kenneth Baker: Nielsen has a stable sample, "but no sample can stay the same,

unchanged. A sample normally rotates because families drop out, move away or just get 'fed up.'" He points out that age, itself, is a continually shifting factor (currently "on way down toward younger side"). "To be representative," Dr. Baker asserts, "a rating service has got to keep changing its sample."

The Nielsen sample-shuffling is, actually, just one of a series. Initially, it was sparked by Washington's Harris Committee hearings in 1963, when Nielsen's sample appeared to include more older people than U.S. Census figures indicate is true of over-all population breakdown. To correct that, Nielsen mixed in more families with children.

Then, last week (Wednesday), Nielsen's executive vice president Henry Rahmel announced his firm has been revising its sample again — "to eliminate substantial bias" in favor of families with 6- to 17-year-olds. In short

they probably overcorrected the first time.

U.S. Census Bureau reports number of tv homes with children in that age span is 27,050,000 — or 51 percent of all tv-equipped homes. (The October Nielsen included 58.3 percent of such homes.) Government data indicates the remaining 49 percent of tv homes do not include such children. (October Nielsen included 41.7 percent "childless" homes.)

Straightening out discrepancy is "important factor," says Mel Goldberg, research chief for Blair station rep firm and former NAB research director. Major problem is highly technical one — "to find the right families."

Goldberg explains importance of today's Nielsen: It's the first after elections, thereby omitting political coverage that necessarily was included earlier this fall.

Eliminating such non-normal political programming (and viewing) will, in effect, perform same feat that the sample-change is intended to — refine another element of the survey and thereby hopefully deliver greater accuracy.

New Radio Network Aims at Taxi Riders

New York — Advertisers may soon have a new mobile captive-audience radio medium in which to place spot ads. It's the Red Carpet Network, of which sportscaster Connie Desmond is executive director, and it has picked as its audience target the 1.5 million taxi passengers daily in New York, with expansion plans blueprinted for other cities like Chicago, Detroit, Philadelphia and San Francisco.

Here's how the system will work: In New York, Red Carpet will use an FM subcarrier of WEVD, an existing independent, and hopes to use the call letters WCAB. Cabs — there are more than 12,000 in New York — will be equipped with a single-channel transistorized FM receiver pretuned to the multiplexed frequency. Cab operators will receive a gratuity of \$2 monthly for the installation.

Program service planned is for a 22-hours-daily potpourri of background music, public service and traffic spots, police messages, and the like. Commercials will be sold as radio minutes, for an estimated \$50 apiece, with National Time Sales acting as rep.

Red Carpet Network hopes to tap

a number of ad revenue sources for its operation not particularly active in radio such as hotels, amusements, restaurants, department and specialty stores, guided tours, expositions, etc., in addition to regular national, regional and local clients.

Manoff Gains Tussy

New York — Lehn & Fink's \$1.1 million ad budget for its Tussy cosmetic division will be handled by Richard K. Manoff as of Feb. 28, 1965. The Tussy account, currently held by the Kudner Agency, has been using spot advertising, as well as magazines. "The Tussy account involves a tremendous number of products (about 500) and may take some time to analyze," says Manoff spokesman. Manoff already handles Lehn & Fink's Stri-dex Div., a \$750,000 account, mostly in network tv.

The acquisition of Tussy marks Manoff's second new account last week — the other being the \$500,000 Ronrico Puerto Rican rum account. Manoff now bills about \$13.5 million, about \$11 million in broadcast.

Will NAB Ease Ban On Personal Products?

Washington — There's a chance that the NAB Code's frown on the air selling of such products as Preparation H may relax into a smile.

A study subcommittee of the Code met in Denver last week to discuss whether some products in previously "delicate" areas might be accepted, in commercial form, by Code subscribers provided those commercials met the general standards of good taste.

Although the report of the subcommittee is still under wraps, it could represent a step forward for a number of manufacturers whose products like the hygiene group are "acceptable" for print ads but not for broadcast media. It also forecasts possible new sources of billings in the broadcast area.

CONTINUED ON NEXT PAGE

Community Antenna Television Under More Attack—From TAME This Time

Washington—While the NAB again last week urged the FCC not to try to regulate community antenna service on a piecemeal basis (limited to microwave units, program duplication control, etc.), the Tv Accessory Manufacturers (TAME) put out a four-page bulletin of assorted anti-CATV ammunition, and invited all electronic equipment manufacturers to join the association in battle.

To top it all, New York City's Bureau of Franchises has proposed to put licensed CATV service into the utilities category, limiting profits and supervising all of its activities. The CATV service would be barred from originating any programing or advertising, or meld with pay tv service. It will have to carry all local stations at high quality standards, including educational tv. No programing could be wired in from competing stations outside the city area.

Further complicating the issue before the Board of Estimates are demands made by United Artists at the Thursday session. Louis Nizer, representing the company, asked the board to refrain from acting on the applications until the applicants had come to terms with film companies on their copyright claims on films shown over CATV.

The week before these developments, the FCC had tossed out a strong hint to the West Coast about protection to local stations. The FCC suggested that grant of a Bakersfield, Calif., CATV all-wire franchise be contingent on protection of three local UHF stations. Latter would have

to compete with piped in Los Angeles stations on CATV.

The commission tactfully addressed its remarks to counsel for KLYD-TV Bakersfield, who had asked that the city council be informed of CATV ramifications in today's television situation. The city council was also made aware of pending proposals at the FCC either to assume federal authority over all-wire CATV's as well as air-link systems now subject to control, or go to Congress for the authority to regulate the whole CATV field.

DGA Seeking Tape Commercial Residual

New York — Strengthened by the signing last week of a new four-year contract in Hollywood covering feature movies, tv film shows and Hollywood-produced film commercials, the Directors Guide of America wants to lock up another union area before the end of the year: directors' fees for live and tape commercials in New York.

Furthermore the DGA wants something new: residuals for directors of tape commercials, which would follow a pattern resembling the residuals which directors now receive through DGA on taped programs.

DGA presented these initial demands to four major tape production houses in New York—Videotape Center, MGM Telestudio, Taped Programs and Teletape Productions — which, together, represent about 95 percent of all video tape commercial production done outside the tv networks.

A similar move may eventually be launched in New York covering film commercials. DGA does not cover directors of film commercials in the cast, but is negotiating for a merger with the primarily local Screen Directors International Guild in New York. If the DGA scores its residuals point in tape commercials, it may speed merger negotiations with the SDIG.

The New York-based tape firms are currently preparing an analysis of the effect on commercial costs of residuals for DGA directors. Such a tab, actually, would have to be picked

NBC To Shift U.N.C.L.E.

New York — At week's end, NBC-TV finalized some program shifts which had been in the works (see Sponsor Week story, p. 20) for some time.

Instead of dropping in *Hallaballoo* as a replacement for part of *90 Bristol Court*, NBC elected to spot its teen-appeal package on Tuesdays in the slot now occupied by *The Man From U.N.C.L.E.* The spy series will continue however, but in a Monday slot starting Jan. 11.

Chevrolet, major sponsor in the spy show, is re-allocating this budget to other NBC shows.

up by the advertisers using video taped commercials, and would almost certainly raise their costs in network and spot tv. Informal feeling among tape producers is that directors have less claim to residuals than do actors since directors are seldom concerned with product exclusivity.

Personnel Shifts Noted At Interpublic, EWR&R

New York — The appointment of David B. Williams as senior vice president and group officer of the Interpublic Group has been announced by Marion Harper, Jr., president of Interpublic. Williams, chairman and president of Erwin Wasey Ruthrauff & Ryan, will continue to have world-wide responsibilities for the development of the agency, in addition to his corporate duties for Interpublic.

At the same time, Williams announced the appointment of Marvin Corwin as president and chief operating officer of EWR&R. Corwin, who will be based in New York, resigned last week from his post as senior vice president and plans director in charge of media, research and marketing at Doyle Dane Bernbach where he was management supervisor on General Foods, Heinz, Quaker Oats and Lever Bros. accounts.

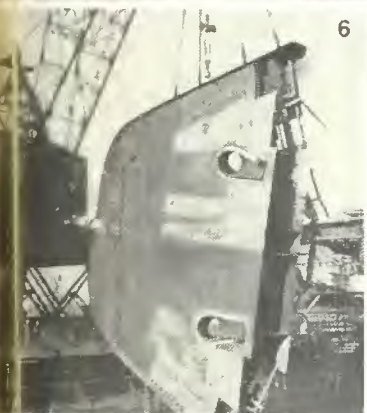
Fred Mitchell, executive vice president of EWR&R was promoted to chairman of the company.

'CBS Reports' Hassle

New York — This week's *CBS Reports* episode, "Segregation: Northern Style," has run into a client hassle with an unusual angle.

The objection, in this instance, had nothing to do with the theme but with the fact that hidden cameras and mikes were used to gather evidence, Sponsor Scope has learned. Norelco, which cancelled, held that this was an invasion of private rights for which it might directly be legally accountable.

1 Washington: Interior Secretary Udall says development of Ellis Island offers possibilities. 2 Washington. Los Angeles Angel's Bo Belinsky bounced from team for slugging sports writer. 3 Washington. Navy Secretary Nitze optimistic about Philadelphia shipyard future. 4 Washington: Senator McClellan says underworld is doubtless behind Chicago bombings. 5 Washington. Brooklyn Navy Yard workers protest threatened shutdown. 6 Washington: Senator Clark urges purchase of Army Base Piers by Philadelphia. 7 Washington: California's Engle makes final Senate appearance. 8 Washington: FBI unofficially investigating Chicago bombings. 9 Washington: Illinois Senator Douglas says Dunes must be saved. 10 Washington: St. Louis businessman, named "King" of West African village, poses protocol problem. 11 Washington: Representative Curtis reports on efforts to preserve old St. Louis Post Office.



Washington news, yes. But of particular local interest. When anything of special local or regional import happens in the capital, our 7-man Washington News Bureau headed by John Hart and Ivan Scott gets the whole story (279 stories filmed in the past 90 days alone). And speeds it directly to the CBS Owned station in the community where it matters most. That's what the Bureau was designed to do. That's what it does. And that's one more reason why audiences in five major U.S. population centers find—and have always found—the best, most complete news coverage on their local CBS Owned television station! **CBS TELEVISION STATIONS** ©

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- 40 Overseas visitors 'oversees' U. S. television**
Broadcasters from many lands participate in 60-day, one-way exchange
- 42 College radio and the college man**
Often overlooked, sometimes for good professional reasons, student stations are coming into their own as a meaningful commercial buy

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how to sell **AUTOMOBILES** in Detroit

Talk to the right people with Detroit's leading radio station

For example, between the hours of 4 PM and 7 PM WKNR is first in men between the ages of 25-34, third of all Detroit stations in men between the ages of 35-49 and first in women between the ages of 35-49.

You'll find these figures in the Radio Pulse LQR-100-II (Supplement) for April, May, June, 1964 just released.

For the complete story of WKNR's complete audience . . . for automobiles or almost anything else you have to sell . . . see your KeeNeR salesman or your Paul Raymer man.

WKNR

THE STATION THAT
KNOWS DETROIT



KNORR

BROADCASTING CORPORATION
Mrs. Fred Knorr, President
Walter Patterson, Ex. V. P. & Gen. Mgr.
Represented nationally by the Paul H. Raymer Co.

ABC
TELEVISION SPOT SALES





This is our House of Representatives

This is the ABC Television Spot Sales office in New York. There are others in Chicago, Los Angeles, San Francisco and St. Louis.

The thing that sets ABC Television Spot Sales apart is the fact that the men really represent the markets they sell.

Six of our salesmen came to the New York office after serving in our other markets. And they keep going back to keep up to date.

They know our stations. They know our markets. That's one of the rules of the house. It makes for total service to advertisers.

It's no wonder that the best way to reach the people in

New York, Chicago, Detroit, Los Angeles and San Francisco is through the five stations represented by ABC Television Spot Sales.



ABC Owned Television Stations

WABC-TV New York • WXYZ-TV Detroit

WBKB Chicago • KABC-TV Los Angeles • KGO-TV San Francisco

WWDC radio salutes Washington's finest

Milton L. Elsberg, personable president of Drug Fair, modestly relates an incredible success story of the phenomenal rise of Drug Fair in the Washington D.C. area from a one-store operation in 1938 to over a \$50,000,000 corporation of 84 stores in 1964. Drug Fair, one of the fastest growing drug chains in the country, attributes much of its success and growth to the effectiveness of local radio promotion. WWDC, "the station that keeps people in mind", is pleased to have been an important cog in the wheel of good fortune that has contributed to the success of Drug Fair and has made their catchy motto a household phrase: "Don't say Drug Store —say Drug Fair—there's a Big Difference."



Represented nationally by John Blair & Company

WWDC RADIO WASHINGTON, D.C.

Photograph by Schonbrunn





Publisher's Report

Those top 50 radio/tv agencies

What makes an advertising agency big?

Or putting it another way, how can an advertising agency grow best?

I've put this question to an astute advertising man. His answer was blunt and quick—"By helping his clients grow."

Each year we do an analysis of the top 50 radio/tv advertising agencies in terms of billings. We show total billings, total air billings, tv network and spot billings, radio network and spot billings. We also show the percentage of air billings at each agency in relation to its total billings.

We've been doing this for years, as have other publications.

Each year I'm fascinated by individual growth. For example, SPONSOR's research this year shows no less than 14 agencies with domestic billings of \$100,000,000 or more.

But what rivets me to the chart (see page 18 of Nov. 16 SPONSOR) are the year by year evidences of increasing confidence by experienced agencies in the air media.

In 1964 eleven agencies will place \$80,000,000 or more with air media.

In 1964 thirty-four of the top 50 agencies will invest 50 percent or more of their clients' media dollars with air media. Four more will invest 46 percent or more.

Fifteen will invest 70 percent or more.

Six will invest 80 percent or more.

That's confidence.

Since these 50 agencies represent many hundreds of diversified clients, whose ad budgets seem to prosper in the invigorating climate of air advertising, it's obvious that big agencies have discovered that there's a definite relationship between emphasizing air advertising and growing bigger.

Some while back, one of these top 50 agencies (which happens to be in the top 10) placed some impressive house advertising in the metropolitan dailies and trade magazines to the effect that they had few new clients. But they had been growing like Topsy because their old clients were finding new products to put on the market with the full force of advertising behind them.

This agency is putting 93 percent of its dollars into tv and radio this year. It comes close to being No. 1 in spot radio . . . a medium that many agencies (even some in the top 50) virtually ignore. If its tried and true clients keep asking it to introduce new products, and to improve the sale of old products, you know that tv and radio can't be doing too badly for them.

The automotive agencies, whose business is dominated by car billings, are generally low in ratio of air percentage to total. One shows 33 percent, another 22 percent, and still another 36 percent. But even these show decided air media gain in recent years.

The big agencies are the first to tell you that they don't know all the answers. But they are knowledgeable. They rely more than ever on better ways to evaluate media. They know that there's much to be gained with any medium when properly used. They also know that tv and radio, when properly used, get closer to people than any other.

Youn Glenn



WHAT IS A RADIO STATION?

It is a lot of different things to a lot of different people. One gets a glimpse of the part we play in the lives of our listeners during unusual circumstances. For example: when the Albany newspapers struck last week . . . special phone installations and increased operators could not keep up with the calls.

How late are the stores open?

What was the ball score?

What time does the parade start on TV?

What's playing at the movies?

It was to us a most gratifying example of our listeners turning to a friend whom they have learned to rely upon for information. Do you think these WPTR regular daily efforts helped to create this image?

News twice an hour.

Expanded news six times a day.

Daily editorials.

"Dignity of Man," "Voter's Guide To Amendments,"

And other special in-depth reports.

Emergency message service.

Lost-dog announcements.

Largest news team.

Massive on-air charity drives, etc.

Even though we are Number One, we try harder. It seems as though our listeners know it. Do **you** know that in addition to WPTR's top coverage, (50,000 watts) largest Metro ratings, greatest media value, WPTR also offers you and your clients the area's most responsible, dependable and believable advertising medium?

Ask your East-man more about WPTR.

Perry S. Samuels
Vice President and General Manager
—WPTR

Ask your Eastman about . . .

WPTR

Represented by the
Robert E. Eastman Company

*fifteen
forty* **PTR**

50,000 Watts

1540 KC

ALBANY — TROY — SCHENECTADY



20'S VS. 30'S

For a long time now, Ben Bodec has been probing the spot business horizon with a long lens. He feared that what looked like an unobtrusive dot in the traffic lanes might prove to be some hard ice that would soon look somewhat larger and more dangerous.

Time seems to be proving that his concern was well founded. There is more than an occasional meeting of media with what had become a path-blocking trend of cold spot fact that is really even more dangerous beneath the surface.

Many, many advertisers have gradually cut down and even discontinued the production of 20-second commercials. The 30s are solid. This is borne out by the job orders that have been fulfilled by the leading production houses. More importantly, it is borne out by the mounting record of 20s that have gone unsold, and the growing list of availabilities for 20s that are flimsily ribboned on some odd-shaped packages — or find no takers at all.

What is perplexing to some and frightening to others is that there doesn't seem to be any media blame for the tumbling status of the 20. The client and agency decision for the length of the vehicle they need, dictates whether 20s will be used—rather than the principal reasons that clients buy spot: because that's all they can afford, or to bolster advertising weight in particular markets that need it, or to introduce and test a new product.

What it seems it must boil down to is this: whether or how the seller of spot can afford to accommodate these changing patterns. This in no way does now—or would, if the accommodation is accomplished — reflect on the client's evaluation of the seller's value of spot utility.

Sam Elber

LETTERS

Chicago: Switchyard

Needless to say, my sponsor Max Steiner and I greatly appreciate your story on WGN's *World of Advertising* ["The Broad, Broad 'World of Advertising,'" Nov. 16 issue.]

However, I was quite embarrassed to see that I was marketing columnist of the *Chicago Tribune*. As you know I've been with the *Daily News* since 1961.

GEORGE LAZARUS

*Advertising Columnist
Chicago Daily News
Chicago*

ED NOTE: Proofreaders sometimes prove what they think ought to be instead of what is. Equating WGN and the *Chicago Tribune* came naturally. Our congratulations to the *Chicago Daily News* for the coup of having Lazarus.

Congratulations!

Congratulations for your brilliant syndication feature round-up in the current issue, Nov 30. It is not only the most comprehensive analysis of this industry I have ever seen, but certainly stands as the text for any future study of the subject.

HARVEY CHERTOK

*Director of Promotion
Seven Arts Associated
New York*

Please Note Location

We were very pleased to be included in your interesting life insurance article, "Life Insurance Companies Buy Tv 'Policies,'" in the Nov. 2 issue of SPONSOR.

Should we be fortunate enough to be mentioned in SPONSOR in the future, I would like to ask your cooperation in the way in which you mention the name and location of our company. It is Royal Dadmun & Associates, Inc., Baltimore, Md.

You see, we have a special problem about our location. Most people assume that all important design organizations are in New

York City. Some of them become discouraged when they can't find us there. So you can see how important it is to us.

ROYAL DADMUN

*President
Royal Dadmun & Associates, Inc
Baltimore*

Senor Espanol

This is to compliment you on your recent feature article covering the Spanish language market. Naturally, we in this field are always pleased by the attention given to this most important group of Americans who, with or without legislation become a gregarious and at the same time important element in our communities. In spite of the legal requirements that they learn English in schools, they inevitably revert to Spanish. They are proud of their heritage and perhaps we would be wise to emulate them.

The writer does not want to create a "tempest in the teapot" but would like to correct the errors in your Spanish language release.

... Harlan G. Oakes & Associates is the exclusive United States representative for the following Spanish language stations:

KIFN—Phoenix
KEVT—Tucson
XEHF—Nogales
XED—Mexicali-Calexico
XEGM—Tijuana
XECB—San Luis-Yuma
KFSC—Denver
KABQ—Albuquerque
KLVI—Houston
XEO-XEOR - Brownsville-McAllen
XEAS—Laredo
XEMU—Piedras Negras

As the oldest representative in the Spanish language field in the United States, we humbly submit that our contribution to the Spanish language picture may not be as flamboyant or as impressive as other representatives listed by you but for the sake of the record, we would like to be given credit in the areas outlined above.

HARLAN G. OAKES

*President
Harlan G. Oakes & Associates
Hollywood*

December 4, 1964

Scarcely a cross word was spoken during last week's eighth annual get-together here between the FDA and the food and drug manufacturers. At the jointly sponsored FDA-Food Law Institute conference, the main topic was "How to Educate the American Consumer." Next came best ways to get maximum "voluntary compliance" from industry with increased industry education and minimum regulatory crackdown.

The big problem turned out to be the "lethargic" consumer. The housewife--prime buyer of household grocery and drug items--feels almost too comfortable and protected. She is highly optimistic about industry and government safety and purity standards. She makes a few complaints and shows little enthusiasm for being educated in the wisest shopping choice.

Both industry and government people who have worked in this field admit that the consumer is generally careless about reading labels, about reading and keeping pamphlets of instruction for reference. She still leaves medicines and hazardous household products within baby's reach. Instructions and ingredient listings bore and confuse her if they are complex, or couched in unfamiliar jargon.

On the other hand, an FDA pamphlet notes, she is too prone to believe in the myth of "overprocessing" and pass up nutritionally improved foods for faddish diet supplements.

Some 50 speakers from the food and drug industry and government crammed speeches into the one-day conference. Given another day or two on their monumental topic, they might have found better ways to transform the lethargic consumer into the consciously wise "chooser."

Wise consumer choice is the goal of the Johnson administration, preferably through government-industry partnership. Industry agrees with the goal--but insists on the equally vital need to be given a free hand to develop new products, and the labeling, packaging and advertising to market them.

Speakers for both sides agree that so far, all approaches to the problem have been piece-meal, and uncertain. The educating has gone on in committees and conferences; in commissions and surveys and studies; on tv and radio; in the press and magazines and women's clubs, and on the Hill in consumer-protection bills.

Everyone in government and industry has done his bit, but the bits have not added up. It was pointed out that educated consumers would not still be buying a billion dollars worth of medical quackery and unnecessary nutrition supplements a year.

One conclusion reached was that there must be an end to the "average

CONTINUED ON NEXT PAGE

THE WEEK in WASHINGTON

AS VIEWED BY OUR WASHINGTON NEWS BUREAU

consumer" myth. Consumer variety includes: the rushed young family-with-children buyers; the low, medium and high income bracketers; the illiterate and the foreign language speakers who can't read labels; the 18 million in the 65-and-over age group; the young 20-and-unders who make up 40 percent of today's American population.

Different approaches have to be devised to meet differing needs.

The Food and Drug Administration in 1963 set up a brand new Bureau of Education and Voluntary Compliance to educate consumers and teach industry the need for voluntary compliance with the law. FDA commissioner George P. Larrick told the conference he was there to ask what more can be done to promote "an even higher level of voluntary compliance..."

Answering Larrick was Franklin M. Depew, president of the Food Law Institute, founded 15 years ago by Grocery Manufacturers of America. Depew was a bit tart about the new FDA bureau.

He said industry welcomes government cooperation--but he took the FDA to task for past failures in enlightening the food and drug manufacturers. Depew hopes industry will get a better break in the new advisory bureau, which is equal to, but separate from the Bureau of Regulatory Compliance charged with regular law enforcement.

The FLI president said industry leaders have in the past found some of FDA's advisory opinions so strict that the company following them was out-paced by non-complying competition. Competitors went ahead and interpreted the law differently, without incurring FDA action.

Another trouble spot is FDA past refusals to approve a permissible additive unless the product label is also approved--which means the label must be changed. The innovating company is thus penalized, although there has been no question on its previous labeling or on that of non-innovating competitors.

Depew says FDA has neglected to assure industry that if it seeks advice from the new bureau, disclosures will not constitute self-incrimination. Depew reminded the federal representatives that individual states give industry this kind of assurance, and in return get full disclosure based on mutual confidence.

Depew also scolded food and drug manufacturers for not giving enough financial and moral support to the FLI to assure partnership with government in the increasing bent toward consumer protection.

The best idea to come out of the conference seemed to be the setting up of a cooperative government-industry-consumer central office. Here, all information could be pooled and accessible. At the same time, the central office could mobilize the overlapping and separate industry-government information programs, fanning them out to industry members and consumers.

Mildred Hall

Cool Mule!



ame's Francis. Means business. No horsing around. Had strong track record as youngster in coast-to-coast theatrical outings. Showed exceptionally good form at boxoffice. True professional. Matured beautifully.




low a top TV Star!

ust slayed 'em in New York for WCBS-TV. (Now the apple of their .

kicked up a rating storm in Tulsa for KVOO-TV.

hey're still cheering his amazing April performance in Los Angeles for KABC-TV.

he Volume 9 "Francis" Sweepstakes: 7 Great Rating Races From 7 Arts.

 NEW YORK WCBS-TV	 TULSA KVOO-TV	 LOS ANGELES KABC-TV
<p>"FRANCIS" Date: October 12 Time Slot: The Early Show, 5:00- 6:30 P.M. A.R.B. Rating: 12.6 A.R.B. Share: 36% Comment: Twice the Rating and Share of closest competition. Think this performance is great? Stay tuned-in for the next 6!</p>	<p>"FRANCIS JOINS THE WACS" Date: September 21 Time Slot: Mon. 6:30- 8:30 P.M. A.R.B. Rating: 20 A.R.B. Share: 37% Comment: Pretty nifty considering the fact that this rating race was run on opening night of ABC's new Monday night Prime Time schedule!</p>	<p>"FRANCIS" Date: April 25 Time Slot: "Saturday Night Movie" A.R.B. Rating: 15 A.R.B. Share: 38% Comment: This was the highest rating received by any feature film ever telecast by KABC-TV! What else is there to say?</p>



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
 NEW YORK: 200 Park Avenue, YUkon 6-1717
 CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
 DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
 LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
 TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193

For list of TV stations programming Seven Arts' "Films of the 50's" see Third Cover SRDS (Spot TV Rates and Data)

TvB Notes Continued Upward Spiral in Billings

New York — There's no end in sight to the billings growth in both spot and network tv, although the spot medium continues to grow at a more rapid rate than does network tv advertising. So reported TvB here last week in nine-month summaries of 1964 activity. Highlights:

Third-quarter spot spending by top tv advertisers (see chart for client breakdown), based on reporting from 382 stations, was just below the \$227 million mark, a gain of 22.5 percent over the comparable period in 1963 when the total invested was somewhat more than \$185 million, as reported by 368 stations.

In spot tv, the bluest chips among the leaders boosted their spending steadily. P & G, for example, spent just over \$18 million — a gain of almost one million over the third-quarter P & G figure in 1963. But the spectacular jumps were scored further down the line, by advertisers like Hazel Bishop (which jumped its \$151,200 spot tv third-quarter expenditure nearly ten-fold to \$1.3 million) and Gulf Oil (up to over \$1 million in 1964 from a mere \$57,700 in 1963).

Most noticeable gain by a product category in spot tv third-quarter spending was that of "sporting goods, bicycles and toys," which boosted over-all spending 169 percent (from a bit more than \$1 million to nearly \$2.9 million). Most popular spot length, in terms of the weight of dollars invested, during the third quarter of this year was minutes (actually, 40 second or more), which accounted for 64.3 percent of spot spending. Interestingly, prime-time slotting — which is usually in top demand by spot tv advertisers — only accounted for 31.7 percent of third-quarter spot spending, with other day-parts (day, early-evening, late-night) running not too far behind.

At the network level, billings for the first nine months of this year rose 6.9 percent over the compar-

able 1963 period. Chief growth area, but only by a small margin, was nighttime network tv, which grew 7.7 percent between the three networks in the nine-month period. Of special interest, however, is the fact that in the month of September the biggest 1964 percent gain was in Saturday-Sunday daytime billings,

which jumped 13.1 percent over the 1963 level.

Of more than passing interest was the fact that both ABC and NBC boosted their tv billings, respectively, about \$200,000 and \$1.1 million in September, 1964, over the May, 1964, figure, while CBS dropped about \$1.5 million.

TOP SPOT TV ADVERTISERS — THIRD QUARTER 1964

1. Procter & Gamble	\$18,066,700	51. National Biscuit Co.	879,800
2. Colgate-Palmolive Co.	10,343,400	52. Carter Products, Inc.	869,900
3. General Foods Corp.	7,814,400	53. Frito-Lay, Inc.	852,100
4. Coca-Cola Co./Bottlers	6,722,900	54. Quaker Oats Co.	845,300
5. Lever Brothers Co.	6,501,900	55. Liebmann Breweries, Inc.	843,100
6. Bristol-Myers Co.	5,750,900	56. Chesebrough-Pond's, Inc.	828,600
7. R. J. Reynolds Tobacco Co.	5,673,100	57. Johnson & Johnson	814,500
8. William Wrigley, Jr., Co.	5,673,000	58. Corn Products Co.	754,800
9. General Mills, Inc.	4,040,000	59. Sterling Drug, Inc.	749,200
10. American Home Products	3,982,000	60. American Motors Corp., Dealers	732,300
11. American Tobacco Co.	3,640,000	61. Theo. Hamm Brewing Co.	730,900
12. Warner-Lambert Pharm.	3,313,900	62. Helene Curtis Industries	702,700
13. Kellogg Co.	3,087,500	63. Seven-Up Co./Bottlers	675,200
14. Alberto-Culver Co.	3,078,900	64. American Oil Co.	673,300
15. Ford Motor Co., Dealers	2,271,100	65. Associated Products, Inc.	666,900
16. Pepsi Cola Co./Bottlers	2,267,500	66. National Dairy Products, Corp.	636,300
17. Jos. Schlitz Brewing Co.	2,198,600	67. American Airlines, Inc.	629,900
18. Beech-Nut Life Savers, Inc.	2,191,000	68. DeLuxe Reading Corp.	627,300
19. Miles Laboratories, Inc.	2,114,200	69. U.S. Borax & Chemical Corp.	612,600
20. Ralston-Purina Co.	1,913,700	70. Pearl Brewing Co.	605,800
21. Shell Oil Co.	1,871,700	71. Phillips Petroleum Co.	589,100
22. Mars, Inc.	1,829,100	72. Arnold Bakers, Inc.	589,000
23. General Motors Corp., Dealers	1,744,300	73. C. Schmidt & Sons, Inc.	583,700
24. Pet Milk Co.	1,731,700	74. Stroh Brewery Co.	575,600
25. P. Lorillard Co.	1,684,800	75. Ideal Toy Corp.	574,500
26. Standard Brands, Inc.	1,679,800	76. Pacific Hawaiian Products	567,400
27. Chrysler Corp., Dealers	1,556,400	77. Lestoil Products, Inc.	567,300
28. Royal Crown Cola Co./ Bottlers	1,527,800	78. Foremost Dairies, Inc.	562,900
29. Pabst Brewing Co.	1,509,900	79. Murine Company, Inc.	561,200
30. Revlon, Inc.	1,459,000	80. Standard Oil Co. (Ohio)	549,000
31. H. J. Heinz Co.	1,388,400	81. P. Ballantine & Sons	508,100
32. Brown & Williamson Tobacco Corp.	1,379,600	82. Chrysler Corp.	477,500
33. Hazel Bishop, Inc.	1,319,400	83. Mattel, Inc.	475,900
34. Avon Products, Inc.	1,315,900	84. F. & M. Schaefer Brewing	469,800
35. Eastern Air Lines, Inc.	1,288,400	85. Menley & James Laboratories	469,500
36. Sears Roebuck and Co.	1,254,500	86. Greyhound Corp.	450,400
37. Continental Baking Co.	1,231,200	87. Olin Mathieson Chemical	446,700
38. Liggett & Myers Tobacco	1,228,300	88. Kimberly-Clark Corp.	428,800
39. Gillette Co.	1,225,700	89. Safeway Stores, Inc.	425,900
40. United Vintners, Inc.	1,187,100	90. B. C. Remedy Co.	425,800
41. Anheuser-Busch, Inc.	1,174,600	91. M.J.8. Co.	422,200
42. Pillsbury Co.	1,164,900	92. Piel Bros.	418,800
43. Canadian Breweries, Ltd.	1,098,400	93. General Motors Corp.	416,400
44. Scott Paper Co.	1,076,800	94. Salada Foods	414,400
45. Gulf Oil Corporation	1,073,400	95. Pacific Tel. & Tel. Co.	411,000
46. Falstaff Brewing Corp.	1,048,200	96. Beatrice Foods Co.	497,000
47. Richardson-Merrell, Inc.	1,041,300	97. Hills Bros. Coffee, Inc.	400,800
48. American Can Co.	1,025,700	98. Atlantic Refining Co.	395,700
49. Borden Co.	924,400	99. Sinclair Refining Co.	394,000
50. Welch Grape Juice Co.	883,100	100. Noxzema Chemical Co.	391,300

Top Web Radio Advertisers

Place \$29 Million in First Half

New York — Radio Advertising Bureau today released its listing of the top 75 network radio advertisers for the first half of 1964, with estimates of each firm's investment.

A similar spot radio advertisers list will be available in a few weeks.

Based upon reports of all four

radio networks, General Motors is the leading network advertiser.

Total network radio advertiser investment for 75 leaders: \$29,355,000 for the first half of 1964. Figures reported are gross figures, before discounts and agency commissions, RAB stressed.

RAB president Edmund C. Bunk-

er saluted ABC, CBS, MBS and NBC "for their continued cooperation in making data available to the Radio Advertising Bureau for publication."

"Radio continues solidly within the ranks of the measured media, a move begun earlier this year with RAB's first quarterly spot and network breakdown," Bunker said. He pledged that spot and network figures will be available "from now on" at regular intervals to advertisers and agencies.

Miles David, RAB administrative vice president, commented on the diverse advertiser categories represented, "from the automotive firms who sell directly to the motorist via the car radio to the drug and food advertisers whose prime target is the housewife." He called it proof of radio's ability to adapt to the needs of virtually any advertiser.

David said that, based on the compilation, "network radio is making substantial progress. For the first six months, the networks are running a solid 5 percent ahead of 1963, which was also an excellent year."

'Pick Top Men,' Agency Head Tells Boston Ad Club

Boston — If the members of the Advertising Club of Greater Boston expected some bland, non-controversial remarks from Jim McCaffrey, board chairman of C. J. LaRoche Agency and the guest speaker last week, they received a sharp surprise.

McCaffrey, whose agency has zoomed its billings from \$10.5 million to \$19.5 million in the past year or so, and which has a solid 70-percent-plus in broadcast media, was blunt in his challenge to the Bostonians. The New York adman told his Boston audience to stop complaining about New England-based clients taking their business to New York ad shops, and start winning the business back by hiring the most creative admen in New York — including radio-tv specialists — and moving them to Boston.

"Don't deal with 'schnooks,'" he cautioned. "Once you pick out the guy you want, don't ever accept second best."

TOP NET RADIO ADVERTISERS — FIRST HALF 1964

Rank	Company	Est. Expenditure		
1.	General Motors Corp.	\$2,842,000	43.	Coca-Cola Co. (Minute Maid Div.) 196,000
2.	Mennen Co.	1,610,000	43.	Smith, Kline & French Laboratories
3.	Bristol-Myers Co.	1,265,000		Menley & James Labs Div. 196,000
4.	Sterling Drug, Inc.	1,085,000	45.	Morton House Kitchens 194,000
5.	William Wrigley, Jr., Co.	1,058,000	46.	Mentholatum Co. 184,000
6.	Campbell Soup Co.	979,000	47.	Jeffrey Martin Laboratories 181,000
7.	R. J. Reynolds Tobacco Co.	941,000	48.	Sinclair Refining Co. 176,000
8.	Mars, Inc.	873,000	49.	Ocean Spray Cranberries, Inc. 171,000
9.	International Minerals & Chemical Corp. Accent International Div.	864,000	50.	P. Lorillard Co. 164,000
10.	Metropolitan Life Insurance Co.	808,000	50.	Mutual of Omaha Insurance Co. 164,000
11.	Wynn Oil Co.	777,000	50.	P. Lorillard Co. 164,000
12.	Ford Motor Co.	752,000	53.	Westgate California Products, Inc. 163,000
13.	Nestle Co.	722,000	54.	American Telephone & Telegraph Co. 158,000
14.	National Dairy Products Corp. Kraft Foods Div.	718,000	54.	Purex Corp. (Campana-Cuticura Div.) 158,000
15.	Chrysler Corp.	636,000	56.	Armstrong Cork Co. 156,000
16.	American Motors Corp.	635,000	57.	Pet Milk Co. (Whitman Candy Div.) 151,000
17.	Borden Co.	519,000	58.	General Electric Co. 150,000
18.	Standard Brands, Inc.	477,000	59.	Rexall Drug Co. 149,000
19.	Eversharp, Inc. Schick Safety Razor Div.	466,000	60.	Minnesota Mining & Manufacturing Co. 147,000
20.	A. F. of L. / C. I. O.	437,000	61.	Tupperware Home Parties, Inc. 142,000
21.	Kellogg Co.	432,000	62.	Singer Sewing Machine Co. 140,000
22.	General Cigar Co.	422,000	63.	Columbia Broadcasting System, Inc. Columbia Records Div. 135,000
23.	General Telephone & Electronic Corp. Sylvania Electric Products Div.	392,000	64.	Mogen David Wine Corp. 130,000
24.	American Dairy Assn.	349,000	64.	Pillsbury Co. 130,000
25.	American Express Co.	336,000	66.	Merle Norman Cosmetics 119,000
26.	Foster-Milburn Co.	325,000	67.	Mail Pouch Tobacco Co. 118,000
27.	General Mills, Inc.	317,000	67.	Stewart-Warner Co. (Alemite Div.) 118,000
28.	Miller Brewing Co.	308,000	69.	Meredith Publishing Co. (Better Homes & Gardens) 102,000
29.	Florists Telegraph Delivery Assn.	305,000	70.	Bank of America 99,000
30.	Cities Service Oil Co.	275,000	71.	Holiday Inns of America, Inc. 98,000
31.	Bankers Life & Casualty Co.	260,000	72.	Pharmaco, Inc. 96,000
32.	J. M. Smucker Co.	256,000	73.	Cambridge Tile Co. 93,000
32.	Sun Oil Co.	256,000	74.	W. F. Young, Inc. 89,000
34.	B. T. Babbitt Co.	245,000	75.	Tyrex, Inc. 82,000
35.	Wander Co.	234,000		Top 75 total \$29,355,000
36.	Time, Inc.	224,000		Figures shown are gross before any discounts or agency commission as reported by ABC, CBS, MBS and NBC Radio networks. This makes them comparable to data for other media including spot radio, spot tv and network tv.
37.	Hastings Manufacturing Co.	211,000		
37.	MacFadden-Bartell Corp.	211,000		
39.	Church & Dwight Co., Inc.	209,000		
39.	Cowles Magazine & Broadcasting, Inc.	209,000		
41.	Aetna Life Insurance Co.	203,000		
42.	Billy Graham Evangelist Assn.	199,000		

ABC-TV Head Lauds Billings, Ratings

New York — Quick general inventory, with emphasis upon its strengthened competitive position, was outlined for eastern regional affiliates of the ABC-TV network Monday by network president Thomas W. Moore. Not only has the network moved into a strong intra-network competitive position, he said, but, with continued work and cooperation between web and affiliates the momentum will continue.

Emphatic evidence of advertiser confidence in these new developments, Moore pointed out, is the number of major sponsorship buys announced by ABC-TV the past week (see SPONSOR, Nov. 30, p. 4).

Newest addition is a switch in emphasis by American Home Products through Ted Bates. The \$15 million deal, which runs from the first quarter through the 1965-66 season, increases American Home Products' current 2½ minutes per week on ABC-TV to 6 minutes. That involves renewals for *Lawrence Welk*, *The Fugitive*, *Ben Casey* and *Burke's Law*, plus the addition of *Peyton Place* and others. (This season, American Home Products has placed some 7½ minutes weekly with CBS-TV in addition to the 2½ minutes on ABC-TV).

The \$10 million worth of advertising announced last week included a \$2 million General Electric order, plus a hefty S. C. Johnson quest for participations in some nine programs. Others placing more than \$1 million billings include Consolidated Cigar Sales, John H. Breck, Procter & Gamble, Joseph Schlitz.

Also addressing the day-long affiliates' session, Julius Barnathan, ABC vice president and general manager, gave what amounted to a statistical count-down on ABC-TV's (and competition's) performances. The ABC-TV showing has increased by 18 percent, Barnathan said, using national research material to pinpoint typical audiences by age, household size and the

like. In terms of viewers, he emphasized, the network now reaches some 15 million adults per average minute.

Four additional top network executives also appeared before the regional meeting of talk turkey:

Edgar J. Scherick, ABC vice president in charge of tv network programming, said that shows-in-the-works for the 1965-66 season "will provide the network with the best choice of new material it has ever had."

Elmer Lower, president of ABC News, gave details of the new Daily Electronic Feed service to television affiliates and announced that John T. Madigan will head the new unit (see separate story). Rate-

structure for the service hasn't yet been decided.

Edward Bleier, ABC vice president in charge of tv programming and sales, depicted how the network has improved its daytime lineup and sketched in some new proposals for new season. Sales, he noted, continue at a "virtual sell-out."

Roone Arledge, vice president and executive producer of ABC's Sports Programs, Inc., gave affiliates a sampling of the American Sportsman series of specials, scheduled for next season. He also announced that new equipment is being developed to allow even more mobile and "creative innovations" in ABC-TV sports coverage.

Diversified FM Programming Urged

Atlanta — Elmo Ellis, WSB Radio general manager, has caused a stir here with his call for an end to specialized programming on FM radio.

Speaking before an "Fm Day" meeting of the Georgia Assn. of Broadcasters last month, Ellis pointed out that, technically, FM is simply a superior signal, and asserted: "It is high time that FM got off its high class podium, removed its tuxedo and started talking plain American language."

His remarks, reported widely in the Atlanta press and by the UP and AP, stirred up a hornet's nest among some classical music devotees, who accused him of wanting to "kill classical music." Ellis has since been busy explaining that he is not against classical music ("I love classical music") but rather the exclusive preoccupation of the medium with programming directed at one audience segment.

Among broadcasters, Ellis reported "an excellent reaction" to his remarks. "I was surprised by the great interest," he added.

Ellis said in his speech — directed to building the FM audience —

that programming must be diversified if it is to hold an ever-increasing audience.

Nevertheless, he maintained, "in city after city the FM stations are either pumping out classical music all day long, or perhaps standard instrumentals all day long, or some equally restrictive diet."

This was "duplicating services," he said, and causing FM stations to "divide a limited audience and handicap their sales potential."

In calling for a change, Ellis said: "I think, in essence, that we should start considering Mr. and Mrs. FM listener as something more than patrons of the arts."

"This in no way argues against the technical quality of FM in reproducing music," the Atlanta general manager said. But he asked: "What is wrong is using the superiority of FM for transmitting voices and sounds and all of the other wonderful attractions that listeners also might welcome?"

In appealing for intensive promotion of FM among the general public, Ellis called for pushing installation of more FM radios in automobiles.



To our fellow broadcasters and friends in the advertising fraternity, a warm invitation is extended to visit Constitution Plaza's Christmas Festival of Light.

Being a part of an area of incomparable beauty is something wonderful for a broadcaster to share with viewers and listeners. So for Christmas, we added a skyful of tiny white lights, heroic angels and reindeer of exquisite wire sculpture, animated woodland animals, lofty starbursts, and a cascading fountain of light.

Soft music fills the air and choraleers perform in various areas of the Plaza virtually every day and evening.

If you're within harking distance of Hartford, come to Constitution Plaza's Christmas Festival of Light any evening through January 1.

The children will enjoy it too.

President

BROADCAST-PLAZA, INC.

WTIC  **TV3 -AM-FM**
HARTFORD, CONN.

Networks Begin Mid-Season Program Pull

New York — So far the networks have been fairly quiet about shifting and axing programs this January. Some programs have been officially earmarked for burial — *Mickey*, *Outer Limits*, ABC; *Mr. Broadway*, CBS; *Bill Dana* and two parts of *90 Bristol Court* ("Tom, Dick and Mary" and "Harris Against the World") on NBC.

But the networks are apparently waiting for the latest Nielsen rating report being released today. This report will be of unusual importance, as all former ratings on this season's programs have been marred by political programs. The interference of political buys not only meant that many network prime-time shows were preempted, but that the competition changed, lead-ins changed, and possibly audience numbers and composition changed.

With the current Nielsen now in hand, the networks can be expected to make decisions on shifts, killings and new programs soon.

It has already been announced that the NBC slots left open by the loss of *Bill Dana* and two *90 Bristol Court* programs will be filled by the new program *Branded* starring Chuck Connors and *Hullabaloo*, a musical variety show. *Outer Limits* will be replaced by *The King Family*, a variety show.

There are a number of shows that have been weak on both the TvQ and Nielsen ratings, but this does not mean that networks plan to pull them. A program may be doing poorly for either of two reasons, or both: (1) some are hurt because of situations peculiar to their time slots or (2) some could not succeed under any conditions. Among these two groups: *Baileys of Balboa*, *Doctors and Nurses*, *My Living Doll*, *Many Happy Returns*, *Cara Williams*, *Slattery's People*.

SPONSOR checked with the advertisers and/or agencies sponsoring the above programs but did not find any evidence indicating these shows were slated for time changes or axing. However, the media director of one of the country's top five agencies reported he had heard

from reliable sources that *Cara Williams* would be dropped, but CBS has not made any comment.

There are considerations other than strength or weakness of a show that affect a network's decision. A show may be weak but cater to a select audience (*World War I*) or it may be strong, but not doing as well as it might in another time slot (*The Defenders*). If a show is weak it may not be dropped because of full-season commitments by all advertisers or because of production considerations. In all, it is estimated that it costs \$1 million for a network to scrap a show.

TvQ has provided SPONSOR with data for three hypothetical moves of new shows to time periods that would possibly give them more strength.

A better spot for *Kentucky Jones*, according to TvQ, in terms of its profile and compatibility with lead-in, competition, etc., might be the Sunday 8:30 spot currently filled by outgoing *Bill Dana*. Here *Kentucky Jones* would have a strong compatible lead-in — *Walt Disney* — excellent in child and teen support and exceptional in 35-and-over appeal. Its competition would be *Broadside*, below average in all categories, and *Sullivan*, whose appeal is to older adults. A better position for *Man From U.N.C.L.E.* (NBC), says TvQ, might be Satur-

day at 8 p.m. This would give *Flipper* as a lead-in, a program very strong in the same age segments. *Outer Limits*, now slated to go off the air, might have given *Man From U.N.C.L.E.* a battle for the kids and teens, but its replacement, *The King Family*, appears to have a female slant with a special appeal for adults and young girls. *Jackie Gleason* is also skewed to adults, and is weakest in the area favoring *The Man* — teens and young adults.

Twelve O'Clock High (ABC), currently on Friday at 9:30, might benefit considerably by being moved up a half hour to 9 p.m. It is being hurt by its lead-in, *Valentine's Day*, and especially by its principal first-half competitor, *Gomer Pyle*.

Twelve O'Clock is strongly male oriented and its proposed lead-in *The Addams Family*, is also more popular with the men and the boys. *The Entertainers* would certainly be softer competition, even among the 6-to-11-year-olds — that show's only above-average TvQ score. Also, *Bob Hope* is lower in every age group but the 50-and-over.

A recent survey among Madison Avenue tv experts shows executives feel the networks made a number of mistakes in scheduling for the 1964-65 season — both in changing program slots and in introducing new programs.

Madigan Head of ABC Wire-Fed Service

New York — ABC-TV affiliates will have the opportunity of beefing-up their locally produced news shows (with attendant benefits for local newscast sponsors) starting Feb. 1, when ABC News launches its new Daily Electronic Feed service under the guiding hand of its new director, John T. Madigan.

The service, announced recently at the ABC affiliates meeting at Montego Bay, will wire-feed a daily budget of six to eight news stories, with strong emphasis on pictorial coverage, at 5:00 p.m. ev-

ery weekday. Included will be hard news stories, features, special advance stories for holidays, and sports highlights. The service complements, but doesn't conflict with the network's regular dinner-hour news show, and will have its own staff of writers and reporters.

Stations subscribing to the service will be able to video-tape the feed, editing segments into their own local news shows. They'll also be allowed to record the network's early-evening newscast for later use that particular day.

Clairol Takes Action Against Revlon's 'Comparison-Chart' Pack

New York — Revlon's decision to use a hair-color comparison chart mentioning Clairol on the side of the package for Colorsilk, a new product which will be introduced on spot tv, has sparked legal action by Clairol.

Last week, Bruce L. Gelb, executive vice president of Clairol, a subsidiary of Bristol-Myers, announced the filing of unfair competitive action in the New York State Supreme Court against Revlon.

"We strenuously object to Revlon's announced plans to trade upon our goodwill and reputation through the use of our Miss Clairol trademark on the Revlon package," Gelb said.

Both Clairol and Revlon are big users of tv. Clairol, acknowledged to hold 50 to 60 percent of the hair-coloring market, has used tv as its primary medium since 1955 through Foote, Cone & Belding. Clairol's ad budget has increased

four-fold since 1960 alone, from \$5 million to \$20 million. At the present time about \$10 million goes into nighttime network tv, with additional spending in daytime network and spot tv.

Revlon spent \$1.5 million in spot tv last year, but has increased use of the medium considerably. During first half of this year Revlon spent \$3.2 million in spot; third quarter \$1.5, already three

times more than in '63. Revlon has used spot tv to advertise Super-natural hair spray, Top Brass hair dressing, and will begin a Christmas spot tv drive today. Revlon uses no network tv.

Colorsilk represents Revlon's first entry in the home-use permanent haircoloring field. It will be introduced on spot tv and in four-color magazines in late January.

A spokesman for Revlon told SPONSOR the comparison with Clairol on the package of Colorsilk is intended merely as a reference point in terms of shade selection and would probably not be utilized in the tv commercials.

UHF Hopes Boosted as WKEF-TV Reopens

Dayton, Ohio — Ultra High Frequency — frequently a drift in troubled waters, caught some wind in its sails last week with the official reopening of station WKEF-TV in Dayton. FCC commissioner Robert E. Lee, who attended the ceremonies, hailed the re-opening as a "milestone in the future of the television industry as a whole."

The commissioner tabbed the station a "pilot model" for the success of UHF in VHF dominated metropolitan areas throughout the country. "It is the beginning of a new era," he said, "for markets throughout the country that have been restricted in tv outlets due to the lack of VHF allocations available."

WKEF-TV, competing against two VHF stations in the Dayton market, has been dark for several years, but went on the air again six weeks ago.

Station manager John Fergie reports that the station had already amassed a list of more than 60 advertisers, 80 percent of which are national accounts. "We have a solid list of blue chip accounts," he said, "which include leading national beer, soft drink, cigaret, food and detergent accounts."

Lee asserted that the success of station WKEF-TV would increase interest in UHF broadcasting, help remove the cautious attitude previously held toward UHF.

Tv Expected to Regain Blue Chip Ad Money

New York — The "institutional money" of the country's blue-chip corporations is expected to return to tv next year with the closing of the New York World's Fair.

Industry estimates are that tv advertisers diverted millions in advertising this year due to corporate budget reallocations to meet excessively high costs of the Fair. Since the second year of the Fair will involve only routine upkeep expenses, the corporations are expected to resume their normal investment in institutional tv sponsorship.

A survey by the New York Times revealed the following developments among the blue-chips:

The General Electric Co., aloof from the regular television sponsorship since the 1962-63 season, has contracted for \$2 million worth of announcements within ABC's *Valentine's Day*, *Burke's Law* and *Ben Casey*. The contract, which runs from January to September, gives General Electric an option on

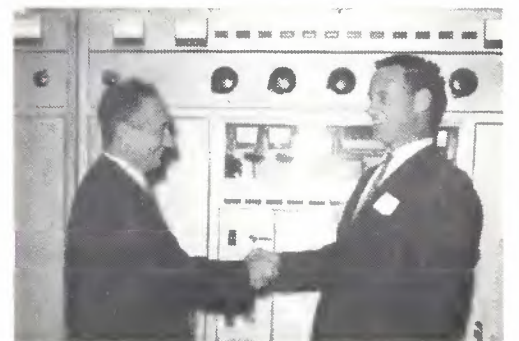
new properties in the fall, including a Sunday evening shot.

E. I. du Pont de Nemours & Co. is considering a proposal for sponsoring four to six special travelogues on ABC, modeled after Sophia Loren's recent tv tour of Rome.

The General Motors Corp. is interested in institutional tv advertising on a major scale and is expected to reactivate its call for agency plan submissions that had been delayed by its recent labor strife.

The Ford Motor Co., as network circles report, is also looking for a big venture in institutional tv.

The United States Steel Corp., which built the symbolic Unisphere for the World's Fair and sponsored tv coverage of the Fair's opening, is looking for a tv spot next fall. The show would be partly institutional and partly product support of steel-made merchandise.



All smiles at WKEF-TV

Farm Directors Annual Meeting Highlights \$49 Billion Market

Chicago, Ill. — Stripped down to a new name, the National Assn. of Farm Directors, (NAFB), formerly the National Assn. of Television and Radio Farm Directors, held its annual meeting Nov. 27-29 at the Conrad Hilton Hotel, Chicago.

The new association name, said newly elected president, Orion Samuelson of WGN and WGN-TV, Chicago, represents the activities of the group in more simple terms.

One of the highlights of the meeting was a reception and luncheon in honor of farm advertising agencies and their clients. This was held at the close of the convention.

Some 70 agency representatives and clients attended the meeting.

Supporting the farm broadcaster's theme that radio and tv media are effective in marketing products at the farm level, a tape presentation of sampled farm broadcasts throughout the country pointed up the immediacy and accuracy of information provided daily to the farmers.

Stressed was the "personal touch" between the farm directors and their listeners and viewers which is also carried into the sponsor's message.

The broadcasters emphasized that personal contact on a current basis with farmers and county agencies provides first hand observations of problems and conditions which help guide the sponsor in reaching the farm market.

Examples were shown via on-site filmed interviews with farmers and commercial messages of the sponsors were included.

Samples of color tv programs were shown to illustrate current programs in the first field.

Advertising representatives and clients were presented with a brochure, "Reach the \$49 Billion Farm Market with the 7-League Boots of Tv and Radio Farm Directors."

The brochure breaks down some of the expenditures for equipment and farm services involved in the \$49 billion figure but, primarily, describes and illustrates the activities of broadcasters in providing a service enabling the advertiser and sponsor to reach the rich farm market.

Samuelson noted that the association membership has grown to 240 active farm broadcasters, an increase of 20 members over last year, "despite" he said, "the fact

that the farm population is declining." This significantly points out the growing value of broadcasters service to the farmer, he added.

Attendance at the meeting was one of the largest in the association's history. Some 400 members and guests registered.

Other officers elected, in addition to Samuelson, were Wilbur Levering, WIBW and WIBW-TV Topeka, Kans., vice president George Stephens, KCMO, Kansas City, Mo., secretary-treasurer; and Frank Raymond, WDVA, Danville Va., re-elected historian. Lola Barrett continues as assistant secretary-treasurer and Clyde Keathley WRFD, Worthington, Ohio, continues as parliamentarian.

Regional vice presidents elected included John Heiskell, WSAZ, Huntington, W. Va., northeast region; Gil Stamper, WBT, Charlotte, N.C., southeast region; Ben Werk, WHOF, Canton, Ohio, east-north central region; Chuck Conger, KRVN, Lexington, Neb., west-north central region; Marvin Vines, KAAY, Little Rock, Ark., re-elected mid-south region; Bob Ethredge, WBAP, Fort Worth, Tex., west-south central region; C. W. 'Jack' Robinson, KWG, Stockton, Calif., Pacific southwest; Robert Kull, KIT, Yakima, Wash., re-elected Pacific northwest region.

RCA Victor Launches Christmas Tv Promotion

New York — RCA Victor home instruments has launched its biggest Christmas tv advertising campaign in history.

With the idea of stimulating record Christmas buying, RCA Victor has reserved 12 minutes of special Christmas announcements on the Walt Disney *Wonderful World of Color* show during the Thanksgiving-Christmas interval.

In addition, an RCA Victor spokesman reported that the company's entire 80-member list of home instrument distributors has signed up for a special 60 second co-op spot commercial. The spot is a 50 second RCA Victor announcement with a 10 second dealer tag.

RCA Victor's television campaign is one prong of a general holiday attack via all media.

ABC Expands European Sales Representation

New York — Reflecting increasingly active advertising by European firms to the developing nations, ABC International Television, Inc., has expanded its sales representation in Europe.

ABC International is associated with ABC Worldvision, a group of 53 independent stations in 23 developing nations. ABC International buys programs for the stations and sells time on their behalf; it also has a financial investment in many of them.

Starting immediately, Overseas Media Corp. will represent ABC

International to sponsors in continental Europe who want to advertise over ABC Worldvision. The company will also represent ABC International in England beginning Jan. 1.

The move reflects the growing involvement of European firms in world trade and their awareness of tv as a powerful tool in opening new markets, according to Patrick A. Petrino, manager of sales for ABC International.

Advertisers in the United States buy time on Worldvision directly through ABC International.

If you lived in San Francisco...



*...you'd be sold on **KRON-TV***

SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

What account men might say re tv

You're an account man and your client asks you to fill him in on some of the latest surface and undercurrents of tv. As a starter, you might tick off these: (1) in general, the average sets-in-use is at record level; (2) the networks have never been as closely bunched from the viewpoint of over-all nighttime dominance; (3) there are flops galore among the new series, but the casualty percentage may not be as big as the levels for the two previous seasons; (4) NBC-TV and CBS-TV may take a cue from ABC-TV's \$25 million take from regional sales and see whether they're overlooking something they shouldn't; (5) more and more tv stations, faced with too many unsold prime 20s, are looking for "convenient" ways to induce 30-second commercials into station breaks; (6) the economic equation makes it imprudent for the networks to do too much program changing in mid-season, and hence prices for the second and third quarters will be attractively tailored down to encourage advertiser continuance; (7) on the other hand, network daytime has all the aspects of an extended seller's market.

Day of reckoning for whom?

If the NTI which becomes available today (7) symbolizes a day of reckoning, it is far less so for agencies than the tv networks themselves. The agencies have done their home work long before this. The earlier ratings and such elements as reach, frequency and demographics had already been analyzed and put in their proper form to reinforce the agency's initial decision on program selections. Whatever analytical material that may become available thereafter is mostly used for further support of that initial decision. But for the networks, today's NTI report has a manifold import. It serves not only as a tool but a momentum, which attends success or the opposite. As a tool the report can strengthen the network's selling position for the critical second quarter (April-June) facing it and beyond that, the fall selling season. Where the momentum factor comes in: success breeds a bandwagon psychology in show business, and, if your box office, or, in this instance, your ratings are riding high, you've got a big edge over the competition in attracting the cream of the new Hollywood tv product to your

fold. That, in essence, is why the networks have a greater stake in today's NTI revelations than the agencies.

Sara Lee, S.S.S. buy spot radio

Two accounts showing up last week in national spot radio's slim pickings were Sara Lee Kitchens and S.S.S. Tonic. For Sara Lee it'll be a two-week campaign for its frozen cakes just before Christmas, while S.S.S., which is still good for \$5-600,000 a year in the medium, took on 26-week schedules. Readers' Digest must be going after some of that Christmas gift money. It's buying a week's campaign the first week in January.

National spot tv perks again

The month-old quiet in new national spot tv activity seems to have come to an end. The pendulum took a sharp swing the other way in rep precincts last week as agencies submitted availabilities needed for schedules due to start in January. Among the accounts were (1) Lipton Tea, minutes and syndication participations, starting January 17; (2) American Tobacco for Pall Mall filter tips, prime 20's and minutes, starting January 4, 14 weeks; (3) Chesebrough-Pond's, fringe minutes from January 4 to mid-March; (4) Standard Brands for Blue Bonnet margarine, etc., 20's, starting January 4; (5) National Federation of Coffee Growers of Columbia, starting January 13; (6) Squibb's Antieil, fringe minutes; (7) Continental Baking, fringe minutes, starting January 4. P.S. Colgate will shortly be calling for avails for Dental Cream-Fab piggybacks.

Abbott plugs up G Foods nick

General Foods is following an old pattern as regards behavior toward the networks: cutting back on expenditures for the first quarter to bolster profits. March 1 is GF's fiscal year end. The brand hit hardest by the cancellations is the new beverage, Awake. Several products in the Jell-O division will also be affected. As far as NBC-TV is concerned, the loss from General Foods in daytime will be substantially overbalanced by an order

from Abbott Laboratories in behalf of Preem and Sucaryl. Abbott's commitment: 468 commercial minutes over 52 weeks, totalling about \$1.8 million. One thing the three networks have in common daytime-wise: they'll be going into the first 1965 quarter in the healthiest state they've ever been in. Each can boast of having but a handful of available commercial minutes for that quarter.

Hard days for the switch pitch

Tv rep salesmen with switch pitches on their mind are becoming a frustrated lot. The reason for their dismay: their inability to get decisive action on switch pitches from three of the more important spot agencies. The reps couldn't understand why these agencies didn't respond with alacrity to a chance to upgrade a client's spot position until they did some behind the scenes digging. They found that the buyers weren't indifferent to the opportunities but rather to the buyers' own frustration from these intramural plights: (1) ever mounting paperwork; (2) frequent turnovers in the department's personnel; (3) lack of clerical help to process the spot switches.

Ayer goes west to buy for west

Only if, as a seller, you've been conversant with N. W. Ayer's buying syndrome over the many years will this recital strike you as off-beat. The agency's doing its buying for Hills Bros.' Coffee for west coast stations actually on the west coast. It's been virtually a tradition of Ayer to perform all spot transactions in the Philadelphia office. Now and then it did depart from this norm and collect availabilities through the New York branch.

Pick afternoons for older women

If you're a tv advertiser and you're main target is the older housewife, it would seem that the afternoon makes your best bet as to time. The older women are rather light viewers in the morning. But the younger lady of the household is an entirely different breed of viewer. She's got the tv set going in substantial ratios, regardless of the hour of the day. Obviously, she finds the time,

even though she's got the bigger and younger broods. That perhaps is "the" phenomenon of daytime tv. You'll find other deductions to make about the housewife daytime audience in the following lady of the household viewing pattern, based on the complete NTI reports for September-October, 1964.

TIME SEGMENT	UNDER 35 YRS.	35-49 YRS.	50 PLUS YRS.
9 - 10 a.m.	28.4%	13.1%	6.5%
10 - 11 a.m.	26.1%	14.0%	10.9%
11 - Noon	27.1%	17.1%	15.1%
Noon - 1 p.m.	33.1%	22.8%	22.7%
1 - 2 p.m.	34.1%	23.7%	26.5%
2 - 3 p.m.	31.6%	22.1%	28.0%
3 - 4 p.m.	33.6%	25.1%	28.5%
4 - 5 p.m.	37.3%	28.9%	22.9%
5 - 6 p.m.	41.8%	35.8%	20.2%

Giving the advertiser his due

Advertisers over the past five years have controlled but a smidgeon of the programs on the tv network's nighttime schedules. The two reasons: (1) network reluctance to grant a choice period to anything they don't control; (2) preference among advertisers generally for spreading the risk over multiple programs. Nevertheless, the advertiser who takes a chance on his own judgment is deserving of a posey whenever the opportunity presents itself. That opportunity can be found in the latest Nielsen Top 10 roster. To wit, four of the Top 10 programs are advertiser-controlled, namely, **Bewitched**, **Gomer Pyle**, **Andy Griffith** and **Lassie**. Adding sheen to the posey is the fact that **Bewitched** and **Pyle** are the only season's newcomers in the Top 10. JWT tagged **Bewitched** for Quaker and Benton & Bowles had its finger in the Pyle show as well as the Griffith series.

Compton looking for computer pals

Compton media chief Frank Kemp's latest mission: to induce a number of agencies to join his shop in centralizing a computer operation. Basically, it's a co-op idea. First, a group of agencies would agree to divvy up the rental on a computer with its prime function to be the determining of media selection. The next step — and this is probably where the headache will come in — would be to decide collectively what data was to be pre-fed into the computer. Sophisticates would prefer to have this function described as

CONTINUED ON NEXT PAGE

SPONSOR SCOPE

PROBING THE CURRENTS AND UNDERCURRENTS OF BROADCAST ADVERTISING

the programming system. According to Kemp, no one agency could afford the project he has in mind, and, anyway, he's convinced that the suggestions from multiple media experts in such an undertaking would be far better than the thinking of a single agency. So far none of the agencies Kemp has talked to has put anything on the line.

ARB's overnight radio push

ARB is now reaching out for radio dollars on the overnight front as well as through syndicated monthly market reports. It's the first time the ARB has gone after overnight radio survey business on a broad scale. Rate cards were made available last week to stations, rep and agencies. Most survey orders require five days notice. A two-and-a-half-hour survey of a station's programming, with an allotment of 500 coincidental phone calls, can be had, for example, for \$145. ARB looks on the overnight radio as something that can be easily fitted in with its tv enterprises.

ABC-TV time rates up 5 percent

ABC-TV last week rushed through a time rate increase for nighttime, to take effect immediately (December 1). If you take into account the network's complicated discount setup and the varied rate scale for prime time segments, the hike distills down to around 5 percent. As is the custom of the business, current advertisers are protected for six months. The network's plans for a daytime increase seems to be hanging fire.

Is tv football on the toboggan?

Probers into the wherefores of program category trends may have an item for research in the apparent drift-off in football viewing. Judging from initial returns, the sport isn't doing so well this season. Compared to 1963, both the NCAA and the AFL games show audience losses. The slide is somewhat softened by the circumstances that the NFL games are coming out a little better than the previous season. But the NFL gain is paltry when contrasted to the huge leaps in popularity right through the 1961, 1962 and 1963 seasons. Between 1961 and 1963 average tune-in

and audience doubled. In appraising the NFL audience picture, this economic factor should be noted: the cost per commercial minute has almost doubled since the 1963 season. The following football audience comparison, with the number of games measured shown in parentheses, is based on September-October NTIs.

SERIES	AVG.	1963	
		RATING	AVG. HOMES
NCAA	(7)	12.1	6,210,000
NFL	(7)	14.2	7,310,000
AFL	(8)	6.4	3,280,000
AVG.		10.7	5,600,000

SERIES	AVG.	1964	
		RATING	AVG. HOMES
NCAA	(7)	10.5	5,520,000
NFL	(7)	14.5	7,630,000
AFL	(7)	5.3	2,790,000
AVG.		10.1	5,310,000

Note: The drops for the NCAA and AFL, respectively, were 11.1 percent and 15.5 percent. The AFL increase was 4.1 percent. The over-all average decrease was 5.4 percent.

Merger effects perplex stations

Many stations apparently are not aware of how complex the diversifications of some of the industrial giants have become. This unawareness is brought home to reps when stations balk at having to extend corporate discounts suddenly on two or more accounts with which they had been dealing separately for many years, and, which in many cases, produce products utterly unrelated to one another. The stations, for instance, can't understand why Richardson-Merrill, Inc., which puts out the Vick's line, is now entitled to a corporate discount on schedules from Hess & Clark, which makes medicines for farm animals. Or, Glidden paints and Durkee Famous Foods should come in for a combined discount.

A block radio spot discount?

Are radio stations' ratecards way behind the times with regards to the specifications of the end rate? Some major stations think that the CWD, or consecutive week discount, as applied to 26-week and 52-week spans, can stand adjustment to the realities of today's buying practices. To these stations the procedure of applying the CWD only to advertisers who are on 26 or 52 weeks is too constrictive. It is the advertisers' contention

that the end rate should be extended to those who use the stipulated totality of spots, regardless of the number of weeks they're on the air. It is quite common for radio users to heavy up their schedules at certain times of the year, and the advocates of a revised CWD feel that this approach should be rewarded. What they're urging, in essence, is that the 10 percent end rate be allowed on a bulk spots basis. They're convinced the change would encourage many advertisers to do a lot more periodic heavying up than they've been doing.

Next big CBS \$ play: education?

Investment circles have, more or less, a suspicion of what direction CBS' next big diversification move will take. Their guess: educational facilities. Such as books, films and whatnot. Might be described as taking cognizance of the population explosion and setting an investment course by it. Mentioned as possible CBS, Inc., gambits: (a) acquisition of McGraw-Hill's educational book division; (b) acquisition of the Encyclopedia Britannica along with its unique educational film library. Incidentally, CBS' genius inventor, Peter Goldmark, in a recent talk before the IRTS had much to say about the importance of educational planning for the generation to come from the population explosion.

No hope for Latex spot in '65

The world of spot tv would only be disappointed if it looks for International Latex to relent and return to that medium some time during the 1964-65 season. Sponsor Scope checked on that possibility last week. Response from Latex: virtually the entire tv budget of \$8 million for 1964-65 has been committed to network. Only participation in spot: continuation of market tests in Portland, Ore., and Omaha; sporadic buys in markets where the network clearances need propping. Latex withdrew as an important spot customer (it spent \$7 million in that medium in '63), because it didn't like the ground-rules many stations adopted on piggybacks. Breakdown of the \$8 million budget: \$6 million for daytime, \$1 million for fall-winter-spring nighttime and another \$1 million for summer

nighttime. Latex's tv is now administered by a single agency, Bates. This applies to the trafficking of commercials as well as dealing with the networks. Prior to Latex's exit from spot, Y & R had a certain amount of autonomy. It bought all the markets required for Latex's Sarong line.

In summer housewives prefer comedy

Situation comedies are the only daytime tv commodity that does better in the warm months than in the winter. The climate doesn't make much difference when it comes to the viewing of soap operas. These observations derive from an average ratings breakout of winter vs. summer daytime viewing that Sponsor Scope requested of Nielsen. The breakout, comparing the four weeks ending Feb. 9 with the four weeks ending Aug. 9, follows:

PROGRAM TYPE	WINTER	SUMMER
Soap opera	10.3	9.4
Situation comedy	7.1	8.8
Quiz	7.8	6.5
General drama	5.2	4.8
Others	4.7	4.2

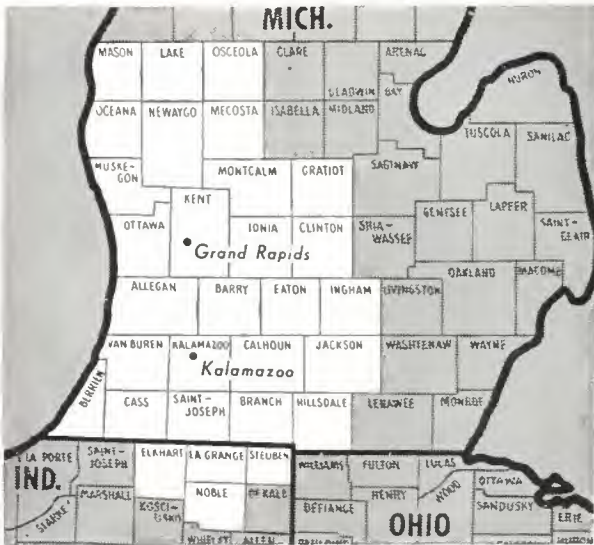
Magazines romance tv specialists

Do you know where the younger generation of experts in tv audience and demographic analysis are finding plush spots for themselves? The answer: among the giant consumer magazines. Today such magazines not only sell against one another, but are given, as almost a matter of routine, to sell against the tv networks. They've given up doing it on a general basis. Their course now is to do a penetrative job on an advertiser's tv involvement. Say he's got 67-70 percent of his ad budget in tv. The tv expert on a magazine's research staff takes the advertiser's cumulative audience and analyzes all its demographic facets in relation to the advertiser's either targeted or potential market. The next step is to point out the "weaknesses" in the schedule and show how the magazine's own audience can be fitted into the chinks and thereby improve the advertising campaign. Time was, and that's not so long ago, when air media recruited them from the magazines to help do the pitching on the analytical level. The drift now, obviously, is the reverse, which, in a way, is completing the circle.



YOU MAY NEVER SEE A PORPOISE JUMP 16 FEET* —

**WKZO-TV MARKET
COVERAGE AREA • NCS '61
MICH.**



Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audiences.

BUT... WKZO-TV's Ratings Reach Highest in Greater Western Michigan!

Advertisers get off the ground in a big way via WKZO-TV — most-watched Michigan station outside Detroit. Here's how NSI (July, '64) measures our ascent of the viewing heights:

- 9 a.m.-midnight, Sunday — Saturday, WKZO-TV has the jump on Station "B" by 29% more homes.
- 7:30 p.m.-11 p.m., Sunday — Saturday, WKZO-TV really soars—scores with 53% more viewers than Station "B."
- 9 a.m. noon, Monday — Friday, WKZO-TV scales the heights with 166% more viewers than Station "B."

Before you leap, look to your Avery-Knodel man and high-flying WKZO-TV! *And if you want all the rest of upstate Michigan worth having, add WVVTV/WVVUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.*

*A 350-pounder does it regularly at Marineland, Fla.



The Feltzer Stations

RADIO
WKZO KALAMAZOO-BATTLE CREEK
WJEF GRAND RAPIDS
WJFM GRAND RAPIDS-KALAMAZOO
WWTV-FM CADILLAC

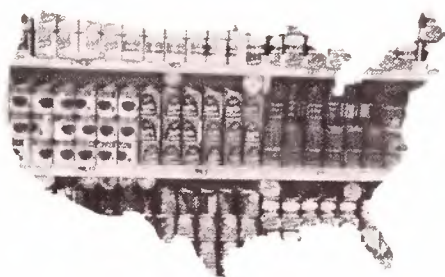
TELEVISION
WKZO-TV GRAND RAPIDS-KALAMAZOO
WWTV/ CADILLAC-TRAVERSE CITY
WWUP-TV SAULT STE. MARIE
KOLN-TV/LINCOLN, NEBRASKA
KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER

Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan

Avery-Knodel, Inc., Exclusive National Representatives



Brand popularity: it still zig-zags

TvAR's fifth annual report on brand usage again specifies wide variations from market to market, even among items with big national backing. The answer: extra spot weight?

■ A "national" brand of regular coffee, Maxwell House, is the top-selling brand in Jacksonville, Fla. But it's only in fifth place in San Francisco. Folger's regular coffee, which has near-national distribution, is tops in San Francisco. But it's only in fifth place in Jacksonville.

Esso gasoline, sold in most marketing areas in the United States, is the top-selling brand in Washington, D.C., as well as in Boston, Baltimore and Charlotte, but it's far down the list in northern Florida, where Gulf is the top gas brand.

These are but a few of the market-to-market variations in brand standings as clocked by TvAR in the station rep firm's fifth annual Brand Comparison Report. It is an eight-market study conducted for TvAR by Pulse in two survey

sweeps that touched over 600 families in the metropolitan areas surveyed.

The study also provided some basic clues to 1964-65 marketing that many admen would do well to study:

- An increase in families using regular coffee only.
- A drop-off in housewives buying margarine.
- Sizable consumption of low-calorie bottled sodas.
- Reduced usage of proprietary cold remedies.
- More purchases of dry dog food, fewer of canned.

Some of these trends were more complex than would appear at a quick glance. In seven of the eight markets in which TvAR has a reped station (all except Jack-

sonville), more families reported drinking regular coffee *only* in the spring of 1964 than was the case in the previous year.

Did this mean that instant coffee was on the way out? Not at all. Increases were recorded by the survey in four markets in the *usage* of instant coffee only. Conclusion: more and more families are becoming users of either regular *or* instant coffee, with less crossing back and forth between kinds.

Another striking marketing trend — obvious to any adman who has lately pushed a shopping cart around a modern supermarket — is the inroad made in the soft-drink field by sugar-free brands. Virtually every major beverage line has included low-calorie flavors, if only in self-defense against the ris-

ing sales of Tab, Patio, No-Cal, etc.

The TvAR study found that about one out of ten families in early summer of this year were using sugar-free soft drinks only in their household, ranging from a low in Jacksonville of 6.2 percent to a high of 12.1 percent in Baltimore.

Unlike their pattern in coffee buying, however, where the tendency was toward the use of regular *or* instant but not necessarily both, most families buying low-calorie sodas also buy regular soft drinks, too.

Interestingly, regional tastes also show up in the buying of soft drinks, of whatever type. Top markets in the percentage of families buying soft drinks were Washington (very much a "Southern" city in terms of eating and drinking tastes),

where the consumption level was 89.4 percent and Jacksonville, with 87.4 percent. Low score was in San Francisco (more "cosmopolitan") with 69.9 percent and Pittsburgh (more an industrial "Northern" city) with 71.2 percent. Nor do the patterns end there.

On another familiar household front in eight TvAR markets— Boston, Baltimore, Washington, Charlotte, Jacksonville, Pittsburgh, Cleveland and San Francisco — increased purchases of dry dog food were reported.

The trend was clear and only two markets — Jacksonville and San Francisco — did not follow it. Usually, the step-up in sales of dry dog food was accompanied by a step-down in canned dog food volume (a fact significant to the

Brand usage was checked by Pulse for TvAR in 5000 homes



Typical interview in each of eight TvAR markets begins when Pulse researcher Gloria Kaplan meets housewife Corinne Orr.



Survey revealed that low-calorie sodas have made "sizable inroads" in field, but many buy both regular, sugar-free brands.



Top brand rank for hair sprays varies from market to market. Here researcher notes Alberto VO-5 in cabinet; it isn't in all cases.



Family poodle, Noelle, is now on dry dog food diet, a type of product which has gained at the expense of canned dog food.

manufacturers of heat-processed canned dog fare).

Generally speaking, Gaines dry dog food had the sales edge in most TvAR markets, with Purina Dog Chow snapping at its heels in some close races. The standing of nationally-advertised Purina, incidentally, swung widely, depending on what market was being measured. In Cleveland, for example, purchases of Gaines were reported by 19.7 percent of families, with 17.2 percent going with Purina Dog Chow. In Jacksonville, however, the Gaines' score was 20.7 percent while that of Purina was only 9.8 percent.

Carefully sifting the returns from all eight markets, TvAR found only a handful of brands that ranked in the top place in their categories:

- Pall Mall cigarets (and only among women who smoked non-filter brands).

- Instant Maxwell House coffee (in homes using instant coffee primarily).

- Kellogg's corn flakes (although some of the moppet-angled new brands were showing gains).

- Bayer aspirin (with Bufferin, interestingly, showing sales drops and Excedrin showing gains).

- Vicks cold remedies (nose drops, chest rub and cough drops, in their respective categories).

When measured against the total number of brands checked — 590 brands, most of them national or major regional, in 12 product categories, — the number of market-to-market leaders making a clean sweep in their particular category

is astonishingly low in an era of mass marketing and national network media.

What did TvAR have to say of this? And what of brand leadership in women's hair sprays, in which Alberto VO-5 leads in four markets while Aquanet leads in three others? Or of margarine marketing where a different brand is tops in more than half the markets?

The moral, as TvAR's Robert M. McGredy, managing director, stated it, was one that TvAR had cited before:

"There is an increasing awareness on the part of advertisers and agencies that product usage and brand popularity zig-zags from one market to another. This, in turn, has been reflected in an increasing use of and reliance on spot tv." ♦

EXAMPLES OF VARIATIONS IN BRAND POSITION

BRAND	MARKET	RANK	SHARE*
Budweiser beer	Jacksonville	1	21.5%
	Pittsburgh	10	1.9
Folger's regular coffee	San Francisco	1	24.8
	Jacksonville	5	3.1
Maxwell House regular coffee	Jacksonville	1	36.6
	San Francisco	5	6.8
Nabisco Shredded Wheat	Boston	3	13.5
	Charlotte	11	3.7
Coricidin cold tablets	Washington	1	38.5
	San Francisco	4	9.2
Pertussin cough syrup	Baltimore	2	12.7
	Jacksonville	7	2.7
Calo canned dog food	Boston	1	22.7
	Baltimore	11	1.3
Esso gasoline	Washington	1	35.9
	Jacksonville	11	2.2
Aquanet hair spray	San Francisco	1	34.9
	Charlotte	7	6.3
Mrs. Filbert's margarine	Baltimore	1	37.2
	Cleveland	9	4.4
Vitalis hair dressing	Baltimore	1	29.9
	San Francisco	5	8.6
7-Up	San Francisco	1	35.5
	Charlotte	5	4.2

* Figures shown represent families buying (or using) the brand expressed as percent of those buying (or using) the product. For example, in Jacksonville 21.9 percent of the families buying beer for home consumption purchased Budweiser.

Source: 1964 TvAR Brand Comparison Report, based on interviewing during March and May.

\$50,000 pre-Christmas television campaign for Dante cologne and after shave lotion marks New York firm's debut in broadcast media

Shields meets competition

■ It's no crime to follow success — and it looks like that's why Shields, Inc. of New York is entering tv.

Shields considers its chief competitor for Dante cologne and after shave lotion to be Swank's Jade East. After highly successful tests with tv in three markets last Christmas, Swank some time ago announced that Jade East would make a full tv plunge this December, scheduling \$250,000 in the medium for a holiday campaign

to be spread over forty markets.

Other competitors — English Leather and Canoe — also use broadcast media. English Leather does some co-op advertising in radio and tv, while a number of Canoe's franchise operators use radio spots.

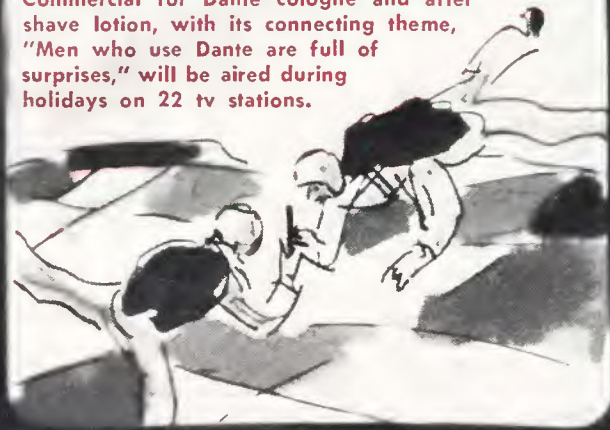
So now Shields, too, is entering the broadcast ring. The company's debut is marked by a \$50,000 holiday drive in 25 markets, including New York, Chicago, Los Angeles, Philadelphia and Detroit. From 12

to 30 spots a week will run on 22 stations from the first week in December through Christmas.

Heretofore, Shields billings, amounting to \$250,000 a year, have been placed entirely in print. The company's agency, Edward M. Meyers Associates, divided the ad dollars among *The New York Times*, *Gentlemen's Quarterly*, *Playboy* and *The New Yorker*.

"We have decided to supplement our print program with television to reach consumers more efficient-

Commercial for Dante cologne and after shave lotion, with its connecting theme, "Men who use Dante are full of surprises," will be aired during holidays on 22 tv stations.



VIDEO
OPEN ON TWO SKY DIVERS PASSING
BATON IN MID-AIR

AUDIO
(Appropriate Music Under Throughout)



VIDEO
CUT TO UNDERWATER SCENE OF SKIN DIVER
ABOUT TO SHOOT HARPOON GUN.

AUDIO
(Appropriate music under)

on tv battleground

ly," says Edward M. Meyers, agency president. "We believe there is a vast market for men's fragrances, and tv can help us tap that market."

"Once more," he continues, "menswear specialty and department stores will be able to tie in their own merchandising with Shields' tv campaign. Stores will be informed of the stations we're using in their markets and the times the commercial will be aired. A tag on the end of the commercial will identify our retailers in the area."

The Shields' commercial opens with two sky divers passing a baton in mid-air, followed by scenes of a skin diver shooting a harpoon gun under water and a ski jumper making a spectacular leap. A woman's voice-over for each scene repeats "Men who use Dante are full of surprises." The commercial then features shots of Dante packages, a man applying the fragrance and a woman entering the scene to show her approval. After an affectionate exchange between the couple, the

woman says once again, "Men who use Dante are full of surprises."

Dante copy puts emphasis on it as the Roman fragrance for 20th century men, for after baths, shaves and showers.

Exploitation of the long-neglected field of men's fragrances has just begun. Just how big a dollar market is involved nobody knows, but one thing seems certain: advertisers are turning more and more to television in an effort to capture their share of the business. ♦



VIDEO

CUT TO SAME SCENE AS CAMERA PICKS UP SKIER COMING OFF END OF SKI JUMP

AUDIO

Appropriate music under)



VIDEO

PULL BACK AS DANTE NAME BECOMES PART OF LABEL OF DANTE PACKAGE. BOTTLE OF COLOGNE STANDS NEXT TO PACKAGE OF AFTER SHAVE.

AUDIO

WOMAN V.O.: Dante...the Roman fragrance for the 20th century man.



Win, place or show--

Econo-Car, number four in the \$300 million car-rental field, rides radio heavily as it jockeys for number three spot

■ Take the heatedly competitive car-rental field. Introduce a relative newcomer, Econo-Car International, a firm that's just three years old. Pit it against the big-money, big-timers who lead the field. And what vehicle will the newcomer use to promote its advantages?

Radio.

So sure is Larry G. Dixon, president of Econo-Car, that his advertising methods will pay off that he's developed a pet phrase: "Number

3 in 65," which means that his firm intends to climb from fourth to third position sometime next year. The motto—3 in 65—sounds a little like the combination to a safe. Actually, it anticipates the results of a safe combination—rentals and radio.

When Econo-Car appointed Mogul Williams & Saylor as its advertising agency in March, 1964, its entire previous ad appropriation had been earmarked for print—local newspapers, co-op dealer ad-

vertising and an occasional national magazine ad. Within three months, however, car-man Dixon and his agency had the budget of slightly under \$900,000 divided equally between print and radio.

Econo-Car believes it may have been the first national car-rental system to use radio extensively. Whether or not it was the first to start doing so, it did start with a test campaign in the tricky New York market. The kick-off schedule of 162 one-minute spots per week was placed on five New York stations — WHN, WNEW, WOR, WQXR and WVNJ. On the theory that both long-range continuity and saturation are vital to the correct use of radio, Econo-Car signed firm 52-week contracts with several of the stations.

First target was to develop a strong corporate image for this relatively new firm and, of course, to attract potential customers' attention. The agency did so by employing a catch-phrase frequently used by Dixon: "Bright new star in rent-a-car." The agency integrated a second copy point, "We got so big 'cause we charge so little," into a bouncy jingle that caught on almost at once. And New York dealers were quick to realize the support they were being given.

Anxious for immediate, not protracted, results, the client ran a spot check of dealers and radio listeners just three short weeks after its radio schedule began in New York May 4. Two important facts told them that they certainly had tuned in to the right medium:

(1) The company's cars-in-use



When stage and screen star Bert Lahr rented an Econo-Car, president Dixon provided curb service.

with radio



Econo-Car's Dixon: The market's undeveloped.

barometer had suddenly jumped from 70 percent to 92 percent.

(2) The number of cars ordered by New York dealers also shot up—by an impressive 41 percent. (President Dixon believes this figure would have been still higher had more cars been available.)

This short, sweet success story in New York was about all the evidence that Econo-Car management needed; they realized they could put radio to work for them in other markets, too. So late the same month (May), company and agency officials took to the road to present the New York test-run as the basis of a late-spring and summer radio campaign. Once they heard about it, the dealers, too, were sold. Their unanimous approval resulted in an extension of Econo-Car radio to 47 stations in major markets throughout the country.

How is it working out nationally?

Econo-Car management asked the same question. So a few weeks ago, Mogul Williams & Saylor checked out their client's radio impact. They found the dual themes—"Bright new star" and "We grew so big"—scored extremely well in all aspects of identification and memorability.

And again two facts underlined the results of the consumer study:

(1) The car fleet of Econo-Car's franchised dealers jumped an impressive 33 percent!

(2) Tellingly, *other* rent-a-car firms were beginning to use radio, some for the first time!

Such intelligent management and inventive advertising will serve Econo-Car in good stead in the

months ahead. It faces a tough fight in a tough field.

The \$300 million rent-a-car industry is paced by Hertz, the long-established leader that spends an estimated \$9 million on advertising each year. Number two position is held by Avis, which spends some \$7 million annually, chiefly for newspapers and magazines.

But parked in the number three spot is National whose \$1.4 million ad budget is within the competi-

tive grasp of Econo-Car this year. National buys mostly magazines, but some radio, too.

Econo-Car's Dixon, who confidently predicts that his firm will move from fourth to third place behind Hertz and Avis in 1965, indicates "a vital role" for radio in his over-all marketing plans.

In fact, last month Dixon (along with other company officials and executives from their agency) was out passing the word to key dealers at

CAR RENTALS AT A GLANCE

- **General sales:** Industry grosses (both for rented and leased cars) in 1963 reached a record \$700 million, an increase of 16 percent over the 1962 volume. Anticipated volume for 1964: \$830 million on 470,000 vehicles.

- **A recent survey** indicated the following uses of rented cars:

Business use 64%

Vacation or pleasure 31

Other personal use 9

104%

(Some families rent for more than one purpose.)

Number of families renting a car over 12-month period: 1,844,000

Total times rented 5,347,000

- **Estimated ad budgets** of the four leaders:

1. Hertz \$9-million budget, primarily for magazines and tv, resulting in approximately \$70-million share-of-market in 1963.

2. Avis \$7-million budget, mostly newspapers and magazines.

3. National \$1.4-million budget, mostly magazines with some radio.

4. Econo-Car \$.9-million budget for radio and newspapers in equal proportions. Estimated budget for 1965: \$1.5 million.

- **Local competition:** Discount rental firms have multiplied in recent years, adding such firms as Budget, Discount Rent-a-Car, Kinney, Alexander's, Thriftway, Olin's, King's and Airways.
-

regional meetings in Los Angeles, Denver, Atlanta, Chicago, Houston, Montreal and other major markets. The message is the same at all meetings: First, Econo-Car is solidifying its hold on fourth place in the car-rental sweepstakes and then it's zeroing in on the third position.

That's a big order for such a new company. But Econo-Car, judging by past performance, is equal to it.

The firm was founded only in 1961, when Larry Dixon and his associates staked out a nationwide network of dealer franchises. The crux of their plan was to build up a *strong* dealer setup. The core of their sales appeal was to base it all on a *low-price* marketing platform. Today, they attribute their fast rise into the Big Four in just three years to the success of those two concepts. That they really hit on something seems indicated by the response of competition: Hertz and others now have entered the low-price arena (Hertz by establishing a separate division for mass-market business).

Another key factor in the swift rise of the company was its policy

(still maintained) of dealer support via local advertising (primarily newspapers) and, in earlier days, a smattering of national advertising as well.

Once national distribution had been well established, Econo-Car determined to develop a national corporate image. This was to focus on the concept of low price, but high quality. It was then that the burgeoning new company really reached for advertising as a crucial management weapon.

Yet, advertising is being used as a pointer to locate—and answer—real needs, not as a tire pump to inflate the market's true dimensions.

"The car-rental and leasing industry hasn't begun to scratch the surface of its potential," Dixon told SPONSOR. "I would estimate that no more than 4 percent of the potential car-rental market in the U.S. and Canada has been tapped."

With a 96-percent market potential to explore, Econo-Car clearly is looking beyond the airline-traveling executive, heretofore the best customer in the car-rental business.

Dixon's management insights go something like this:

In the first place, the airport locations are dominated for all practical purposes by Hertz, Avis and National. In fact, those companies reportedly realize 70 percent of their total volume at airports.

Moreover, Dixon feels, the real growth potential lies beyond airports and business executives who use airport facilities (including car rentals) on company charges.

The barely-touched big money will come from a market that's been virtually unexplored—until now, that is. This market is made up of salesmen, students, housewives, commuters and dozens of other consumer categories. These are people who want to be mobile, who'd like to rent cars and who undoubtedly will, once they realize that opportunity is realistically within their grasp. Or so goes the Dixon thinking.

Although generally identified as the first to recognize the potential of the mass market, Econo-Car certainly is no longer alone in this field. Many others besides Hertz have sought discount rental business on a market-by-market basis. The challenge posed by the swarm of new arrivals is discounted, however, by Dixon who holds that the market potential is "enormous for strong, aggressive and promotion-minded companies," especially those who know how to combine service with low price.

Despite the proliferation of local competitors, Dixon is unreservedly optimistic about 1965. His most recent projection indicates that Econo-Car's nationwide fleet will increase between 40-50 percent next year, with a proportionate jump in the ad budget. Obviously pleased. Dixon says the company's advertising appropriation will be the largest ever in its brief history. While National, in third place, spends an estimated \$1.4 million this year, Econo-Car expects to top that next year by placing advertising worth \$1.5 million. And, as noted, radio's role will be "major."

The race is on. And it'll be exciting to watch. For if Econo-Car joins Hertz and Avis as third member of The Big Three, it'll be the only economy-priced member of the ultra-exclusive triad. ♦

New St. Louis dealer Marvin Saks opens an Econo-Car door for first customer, Doris Brooks.

..Econo-Car

In Canada, where basic price is \$1 higher than in United States, Frank McGuire (r), Canadian operational manager, congratulates Frank Wahl, newly signed dealer for London, Ont., Canada.





Kudner vice president and director of media Donald E. Leonard feels that today's media rep is "your key to extensive marketing and media information," told recent IRTS seminar it was wise practice to consult them often.

Media reps are important to good media planning

Proper utilization of late-model information is a key part of development of sound media plans, says Kudner media vice president

■ Growing recognition among agencies that media representatives, such as station reps and network or local radio-tv salesmen, are a vital part of today's advertising planning was crystalized in New York this fall by a top agency media executive.

The adman speaking in praise of media reps was Donald E. Leonard, vice president and director of media for Kudner agency. The forum: a recent session of the IRTS' "Time buying and selling seminar."

Said Leonard to the IRTS group:

"I believe the media representative is becoming more and more important to the media department every day, because of the marketing and media data he has, plus the fact that he is among the more knowledgeable people in media."

Many an agencyman has griped outside his office that media reps have a tendency to pop out of the woodwork, and Leonard — addressing a group of more than 100 industryites seeking to improve their working knowledge of broadcast advertising practices — did not quarrel with this feeling.

"You must realize that this is his job," said Leonard. "The qual-

ified media representative is your key to extensive marketing and media information, exciting ideas and new techniques in media usage.

"A well-organized, highly efficient media department is quite like a finely tuned high-powered motor. But, no matter how finely tuned, how well lubricated and precisely organized a media department may be, it cannot run without fuel. In essence, the media representative supplies a great deal of the fuel necessary to your function."

There is another aspect of the media representative of which media buyers should be keenly aware, according to Leonard, who put it this way:

"The media representative is not only in the position of calling upon the agency and all of its departments, but he also calls upon your client. He will make a presentation with you or assist you in the preparation of a presentation for your client.

"There will be times when a media representative will go to the client and pitch very strongly against a plan you have recommended. This is part of the game — and is all the more reason why you must not only be able to justify what

you are recommending, but clearly establish why you are not recommending other opportunities which may exist. I think you get the message—the media representative is important, should be cultivated and taken into your confidence (as far as business ethics permit), and he should be consulted frequently.

"In short, if you do not listen to the media representative, you are seriously limiting your media department's value to the agency and to your client."

Leonard painted no rosy picture for the IRTS seminar members of what life in a large agency's media department was like ("It is a tough, demanding, day and night job, because you have upon your shoulders the responsibility of spending someone else's money . . .").

But he did take heart about the status of media buyers in today's agency field. "There is no doubt," he said, "that the stature of the media buyer or media planner today has achieved heights never before seen in the advertising business. This is because advertisers are looking long and hard at the results of advertising in terms of audience, efficiency, and, most of all, for direct results." ♦

Celebrating 15 years of sponsorship of "TV Kitchen" on WRCV-TV Philadelphia, are (from l): Florence Hanford, program hostess; Milton Allen, vice president, sales, for Philadelphia Electric Co.; Harold Pennypacker, WRCV-TV account executive; M. N. Morrison, vice president of Al Paul Lefton Agency, and WRCV-TV station manager Arthur A. Watson who holds a plaque presented to Mrs. Hanford and the utility company. Philadelphia Electric has sponsored the program since its inception in October 1949. The October anniversary was the 760th program in the series for the weekly cooking show.



Selling better electrically

■ While it can likely happen only in local television, it's still rather unusual that a client will pay no attention to program ratings and place no prepared commercial announcements in a program sponsored for 15 uninterrupted years. And to top it off, the program format—once television's local program backbone—has all but disappeared from many of the nation's television markets.

The Philadelphia Electric Co.'s *Television Kitchen* has, for a decade and a half, been—without direct sell—integrating the advantages of the electric range, mixer, freezer, refrigerator and toaster, among other electrical appliances (the washer and dryer manage to get worked into the show) via the kitchen capers of the utility company's supervisor of home economics, Mrs. Florence Hanford, who has conducted the program since the inception of its present format in 1949.

The program, telecast live and in color from a specially constructed all-electric kitchen in the color studios of WRCV-TV (Tuesdays, 1-1:30 p.m.), is aired for Philadelphia Electric about 50 weeks a year. Its only preemptions are for such airfare as the World Series, presidential press conferences, occasional holiday football games, or, as was the

case this year, special political convention programming.

Why does this client pay no attention to program ratings?

"We judge the program's effectiveness entirely by viewer response," says Ernest R. Laws, advertising manager for Philadelphia Electric. "This has been a particularly effective method for determining viewer interest and the mail response over the years has been highly gratifying."

The mentioned "viewer response" is the year-after-year increase in requests for free recipes for the complete meal prepared (from salad through main course and dessert) by *TV Kitchen's* long-time hostess Florence Hanford.

Recipes are not given on the air. Instead, viewers are invited to write for them.

"We feel that it slows down the program to give the recipe," says the utility company's home economist and tv personality. "It's hard to copy down and listen at the same time, and then so many mistakes might be made in copying the recipe from verbal instructions."

"We also like the viewer to write us because it gives us a good idea of what they are most interested in," she adds. "Mail gives us a good pulse of our audience and enables

us to plan our programs accordingly."

Television has virtually done away with Philadelphia Electric's old platform-type cooking school, held in a movie theatre or auditorium. Among the many advantages cited by ad manager Laws is the tremendously increased audience which in turn results in a lower cost per thousand, that can be reached with a single television program. Philadelphia Electric estimates it would take upwards of 500 cooking schools to reach an audience of the size that sees a single telecast of *TV Kitchen*.

As another advantage Mr. Laws points out that "there is no doubt that we are also reaching a younger average age group. Our requests now come from young homemakers many of them newlyweds, as well as the older age groups we always reached before. We even note an increase in school-age girls during vacation times."

"That," he concludes, "is most valuable to Philadelphia Electric from a long-range public relation and promotional viewpoint."

Officials at Philadelphia Electric realize that while a recipe is something that viewers cannot easily be stimulated to write for, the company can point with pride to the fact that



Mrs. Florence Hanford in the specially built all-electric kitchen in the color studios of WRCV-TV. The Philadelphia Electric Co.'s home economist hasn't missed a program during its decade and a half on the air.

Philadelphia Electric Co.'s route to the family purse turns its back on ratings and downgrades hard sell in favor of weekly mail pull

the cumulative mail for 15 years is pushing the 1,350,000-mark. Summer viewing accounts for only a minor decrease in mail response. (A per-program average of 10 programs this past summer—June 30 to August 26—came to 2718 recipe requests.) The steady increase of viewer requests for free recipes since 1959, when the year's total mail count was 96,945, is clearly indicated in the total 1963 count of 155,196.

In planning her menus, Mrs. Hanford considers that the majority of her viewers are average homemakers and consequently she avoids exotic and gourmet specialties. Her only deviations from the complete meal format occur in late November when she devotes a program entirely to Christmas cookies, by far the most popular with viewers who last year mailed 14,000 requests—which is considerably above the per program average of 2800 letters—and in the spring with a program on Lenten dish specialties.

There is no announcer on the program which is totally conducted by Mrs. Hanford, just as there are no formal commercials. The sell on *TV Kitchen*—a purely promotional activity for the electrical industry in the five metropolitan counties of Pennsylvania served by Philadelphia

Electric—is solely in Mrs. Hanford's occasional comments about the appliances she uses during the meal preparation.

"We attribute much of the program's success," explains Mr. Laws, "to the fact that there are no commercials. Thousands of women have written to say they enjoy the program because it is *not* interrupted by high pressure commercials."

Philadelphia Electric's entry into television started in February 1947, which encourages the utility to claim the enviable title of "the oldest continuously sponsored tv program in the country" for the weekly cooking program. The utility, wanting to help electrical dealers sell the newest of appliances—in those pioneer days, the tv set—decided to sponsor a daytime television show on WPTZ which was, at that time, Philadelphia's only tv station. While the station call letters have since then undergone a series of changes—from WPTZ to KYW to WRCV-TV, an NBC o&o—the utility has remained steadfastly loyal to its audience. Since dealers were then open only during the day and almost never at night, the client's agency, Al Paul Lcfon, slotted the show on Channel 3's daytime schedule as part of the merchandising effort to aid dealers.

The first program, *Television Matinee*, was formulated as three 20-minute segments: a guest shot with fashion or beauty tips, a film and a food show. The latter was the forerunner of the present *TV Kitchen*. The entire hour was planned for the lady of the house who actually bought, or influenced the buying of, most appliances.

In October 1949 the present 30-minute, once-a-week cooking show with Mrs. Hanford was inaugurated. The home economist has never missed a show in the 15 years since then.

Even in these days of heavy use of television tape by which sponsors can insure the control of all elements of a program like *TV Kitchen*, the show is telecast live since the utility feels that "the live show is better because of its spontaneity and immediacy."

While other sponsors pay more and more attention to the figures in the rating books and much of the industry declares that women's cooking shows are all but dead and buried, Philadelphia Electric and *TV Kitchen* move into the 16th television year unconcerned with ratings, happy with an ever-growing mail count—and obviously doing things electric for the sales of dealers in their area. ♦

Commercial tv in action

Overseas visitors 'oversee' U.S. television

Broadcasters from many lands participate in 60-day, one-way exchange

■ Fledgling foreign broadcasters, or their established associates who are interested in the workings of a sophisticated commercial tv system, often face a problem: how can they get a behind-the-scenes look at U.S. station operations?

The State Department first tried providing an answer in 1957, working through the United States Information Agency (USIA), in what began as an informal, one-way exchange to educate broadcasting visitors as well as to further international relations.

Result: a casual yet highly effective system for placing tv personnel from other countries in observer roles at stations from coast-to-coast. Until now, the exchange has operated via the USIA and hit-or-miss contacts here. But the program has grown big and important enough to necessitate a more organized approach to the entire organization. And, in the near future, the USIA will work directly with the NAB in making personnel placements.

Although many of the 800 some foreign tv facilities that went on the air during 1963 were government operated, commercial stations did open in Jamaica, Malaysia, Aden and Gibraltar — nations previously

without tv of any kind. Also, in recent years, Japan, Great Britain, Australia and West Germany have had substantial additions to their commercial operations. And, after years of non-commercial operation, France now has decided to make its entry into sponsored broadcasting.

A driving force behind the one-way exchange program is Jack Harris, 15-year member of the Broadcast Television Committee of the USIA and vice president and general manager, KPRC-TV Houston.

During the past seven years, Harris has been instrumental in placing foreign personnel in observer posts, often taking it upon himself to contact stations personally. More than 60 tv exchangees from abroad have found temporary offices at approximately 35 stations (six have served at KPRC-TV) — thanks to Harris' efforts. Many observers have established permanent lines of communication. Upon returning home, invariably they keep in touch with their former hosts, often supplying and/or requesting material for special programming.

Arrangements permit an observer to spend 60 days at a station, followed by a two-week period for

travel prior to returning to his native land. Each station pays its observer on a per diem basis (about \$12) during the 60-day stint, and the State Department pitches in and picks up the bill for all travel and living expenses (exclusive of the 60-day period).

The on-the-job training is invaluable and all-inclusive. Covered are such facets of broadcast operation as: the complexities of station traffic; the fine points of timetables and how to adhere to them; the details of buying syndicated programming; a look at how costs can be kept down; how to handle the latest technical equipment, and the like.

As a participant in the exchange program, Houston's KPRC-TV recently played host, for example, to Maurice DeWilde, a newsman from Flemish Television in Brussels.

DeWilde participated in all aspects of the station's activities. He also found time to study the Houston market and film a documentary for airing on *Panorama*, a special report series on Belgian video.

As an observer from a government-operated tv system, DeWilde when asked for his criticisms of American tv, expressed his view



Observer Maurice DeWilde (c) of Flemish Television, Brussels, is briefed during his first day at KPRC-TV Houston by station news director Ray Miller, (l), and Jack Harris, vice president and general manager.



DeWilde (l) learns the fine points about KPRC-TV's videotape cruiser from Mark Davis, production manager. While at the station, DeWilde filmed a documentary about Houston for Belgian tv.

that there was an "over-abundance of commercials and movies."

KPRC-TV's Harris has much praise for the stations participating in the program. Among the facilities he singles out for applause are WFIL-TV Philadelphia; WWJ-TV Detroit; KSL-TV Salt Lake City; WSM-TV Nashville; WTVJ Miami; KSTP-TV Minneapolis-St. Paul; WSB-TV Atlanta; WFAA-TV Fort Worth-Dallas; KTRK-TV Houston; WLWT Cincinnati; KRON-TV San Francisco; and WBTV Charlotte, among others.

"With no organization, no committees, no 'must' or 'must not's,' we were able to provide a surprising number of foreign specialists with observation privileges in some of the finest tv stations in our country," Harris says proudly.

And with more and more foreign countries looking to U.S. television for guidance, it's a good bet that the NAB, in its new role as coordinator, will be channeling increasing numbers of observers to U.S. stations, he adds. The benefits of the program are also long-range: "It's a tremendous goodwill gesture that will be remembered by the many foreign tv specialists who participate," Harris emphasizes. ♦



College radio and the

■ Although most of the nation soberly watched tv the night of Nov. 3, college students throughout the country proceeded pretty much as usual.

Always confronted with the need to "crack books," most strayed from their rooms only from time to time, checking election returns on the tv set in the commons. But with righteous dedication, poly sci majors could claim that watching *was* their homework and sit there half the night. No doubt quite a few other students (like the 66.8 percent of college males who consider themselves regular beer drinkers) saw the vote as just another reason to sneak off to the campus pub.

There was a signal difference at eight Ivy League colleges and 20-some additional schools throughout the northeast, however. Students there were able to listen to their campus station's coverage of the national elections on their own radios. (And when it came to beer, some 83.6 percent would hoist the mug, thereby contributing to the \$1.3-million beer bill that Ivy Lea-

gue students pay every 30-week school year.)

Starting at 7 p.m. election night, an experienced team of Ivy broadcasters reported and analyzed returns from Network Election Central located in Radio City, New York, for some 40 college stations. Coverage included expert diagnoses by top-notch professors, taped telephone pickups from correspondents at national party headquarters in Washington and reports from all major states with Congressional races of importance. The network filled 40 minutes of each hour, leaving local affiliates 20 minutes for local reports.

Participating stations included the eight-member Ivy Network (see list), plus stations like those at Williams, West Point, Amherst, Lehigh, Holyoke and a few as far west as Oberlin, and the Universities of Illinois and Chicago. (Each campus outlet not on the Ivy Network paid line charges linking it to the nearest campus facility.)

Best of all, the college election summary, as well as seven hour-long progress reports broadcast

throughout the fall, had a sponsor: Western Electric. The manufacturing arm of Bell Telephone picked up the tab for relatively modest but meaningful, \$8000.

The whole package was the climax to months of planning and selling by two Yale juniors who represent the sales energy of the New Haven-quartered Ivy Network: Scott Robb and John Sullivan. Valuable help was offered in the pinches by Bill Gottschalk, like the others a Yale junior majoring "American Studies," an examination of our socio-cultural heritage peculiar to Yale's curriculum. Robb (son of NBC's director of special programs, Arch Robb) is vice president and general manager of the network, while Sullivan serves as director of the political broadcast unit. To get their political coverage launched early and successfully, the two came to New York last summer, took a three-month lease on Fifth Ave. office space and hit the pavement.

First results, as noted, were the "Election Count Down" series throughout the fall, seven hour-long programs em-



Statisticians talk shop with Bob Baker, mid-west regional analyst, whose arm in cast didn't seriously interfere with his service.



Statisticians pause between reference-checks in the Ivy Network's own election central studios atop Radio City Music Hall in New York.



Commentators acting as a student Huntley-Brinkley team are Bob Rice of Cornell (l) and Jeff Panitt of Dartmouth.

college man

Often overlooked, sometimes for good professional reasons, student stations are coming into their own as a meaningful commercial buy

nating from Dartmouth's WDCR Hanover, N.H., and transmitted by long lines to the seven other Ivy Network stations from 9 to 10 p.m. Mondays. Then along came election night.

"As far as I know," says organizer Sullivan, "there's no real network programming by the college radio stations otherwise. After our election series, I think it'll be easier to sell this type of sponsorship in college radio."

Such rumblings on the campus mean it's time to take another look at college radio, the 30-year-old stepchild that's never quite gone (or wanted to go) commercial. Yet, as Western Electric executives perceive, the medium is not to be underestimated. Chief reason: the audience reached is a carefully distilled quintessence, not only of today's hardest-to-reach quintiles, but also of tomorrow's leaders in virtually every major community in the country. In that sense, college radio epitomizes demographic buying of radio today. And, like vitamins, it must be used now and on day-to-day basis in order to

achieve and maintain good health tomorrow.

"If you don't get the kids thinking about you now, your company will be dead in 15 years," is the advice of Frank E. Zimmerman, manager of special vehicles for Ford Motor Co. This is one advertiser that rates college youth so highly that it's formed a special promotion unit to carry mobile shows to campuses, to meet students in Florida during Easter vacation and the like. In automobile terms, at any rate, the youth market seems to be "where the 'buys' are."

Explaining Western Electric's purchase of the college election package, company spokesman Alvin von Auw says there were two underlying purposes. "We had no hardware to sell."

For one, Western Electric has a standing policy of encouraging employees to take an active interest in public affairs and, says von Auw, "the subject matter of election coverage matches that interest." This purpose "triggered" the buy, he reports.

Second purpose, considered

equal in importance to the first, was longer-range: "To convey to students some interest in — and some concept of — careers in business." This wasn't done directly nor was it intended to recruit this year's graduates to Western Electric; rather, the intention was to secure for the over-all business community its proper share of tomorrow's potential leaders.

Von Auw identifies the purchase as frankly "experimental" and points out that it's Western Electric's first venture into college radio.

Yet, it won't be their last if the Ivy Network's two star salesmen (with a year and a half of college still to go) have their way. They've sold the following advertising big-timers, none of which can be accused of naivete':

Newsweek magazine has bought seven 6-second "time tones" on the hour, Monday through Friday, for a total of 35 "time tones" per week, per Ivy Network station, for a 26-week period. They've also slotted two one-minute spots each night for the same 26-week period. The buy delivers a total of 7280 "time tones"

plus 2080 one-minute spots for a total of about \$25,000.

William Scherman, *Newsweek* promotion director and vice president, explains that college radio (bought directly, not through an agency) is in line with the magazine's policy of addressing itself to "the really important readers of our time . . . And there is no more important breeding ground for such people than the Ivy League campuses."

Indeed, sociologist C. Wright Mills identifies the student population, especially those at prominent universities, as among the power elite of modern America.

The second factor in *Newsweek's* buy, Scherman continues, is the magazine's intent of improving its image among opinion-makers. He explains that, surprised as students themselves often are when told about it, they're respected trend-setters with peers, parents and many others.

Is *Newsweek's* college radio buy designed to match competition — i.e., the very successful college edition of *Time* magazine? (*Time*, which virtually got its start at Yale, continues to curry the college-educated, recently estimated that 78 percent of its subscribers are college alumni.)

The *Newsweek* answer: "Not necessarily." *Newsweek* already does "pretty darn well" on the campus "without spending anywhere near the promotion money" that its competitor does. College radio, Scherman summarizes, is a medium by which key college people "can be attacked economically and in a concentrated way."

Examine the buy on an empirical basis, he urges, and "your conclusion is inevitable:"

(1) Most students have a radio in their room.

(2) They rely on it for information (like official notices, meetings, weather, news and time signals) that they consider essential.

(3) They're keenly interested in campus events, especially as seen and reported by their peers.

(4) Hence they're most interested in student stations during evening, heavy-listening periods.

(5) They like to have a radio playing in the background, even while studying.

Still another Ivy Network spon-

MAJOR COLLEGE RADIO STATIONS

	Enrollment	
	Men	Women
ALABAMA		
WABP U. of Alabama, Tuscaloosa	6,295	3,376
*WAUD Auburn, Auburn	7,059	2,760
ARIZONA		
KASN Arizona State, Tempe	10,837	6,209
CALIFORNIA		
KFSR Fresno State, Fresno	5,135	3,988
KCMC Claremont Men's, Claremont	554	
KXLU Loyola, Los Angeles	1,900	186
KHSM St. Mary's, St. Mary's College	875	
KZSU Stanford, Palo Alto	8,015	2,435
COLORADO		
KVDU Denver, Denver	4,185	2,334
CONNECTICUT		
WHUS U. of Connecticut, Storrs	8,637	4,996
*WYBC Yale, New Haven (Ivy)	7,647	696
DISTRICT OF COLUMBIA		
WAMU American, Washington	6,632	3,444
IDAHO		
KUOI U. of Idaho, Moscow (tentative)	3,547	1,537
ILLINOIS		
WPGU U. of Illinois, Champaign	25,395	10,464
WIIT Illinois Institute of Tech., Chicago	7,266	352
INDIANA		
*WTTS Indiana, Bloomington	20,349	13,683
WSND Notre Dame, South Bend (and St. Mary's, adjacent)	6,677	120
*WASK Purdue, Lafayette	17,740	4,935
WVUR Valparaiso, Valparaiso	1,797	1,777
KANSAS		
KBUB Baker, Baldwin	401	335
KUOK U. of Kansas, Lawrence	8,068	4,418
KENTUCKY		
*WEKY East Kentucky State, Richmond	2,969	2,251
LOUISIANA		
WTUL Tulane, New Orleans (tentative)	5,236	2,224
MARYLAND		
WJHU Johns Hopkins, Baltimore	7,461	1,505
WMUC U. of Maryland, College Park	19,090	10,200
MASSACHUSETTS		
WECB Emerson, Boston	305	466
*WHRB Harvard, Cambridge (Ivy)	11,328	1,244
WCHC Holy Cross, Worcester	1,826	
WTBS M. I. T., Cambridge	6,624	238
WMS Williams, Williamstown	1,234	15
MICHIGAN		
WFSR Ferris State, Big Rapids	3,612	1,173
WJMD Kalamazoo, Kalamazoo	501	408
WCBN U. of Michigan, Ann Arbor	19,334	11,492
WIDR Western Michigan, Kalamazoo	7,113	6,401
WVRW Michigan College of Mines, Houghton	3,394	248

	Enrollment	
	Men	Women
MINNESOTA		
KARL Carleton, Northfield	778	558
KMCL Macalester, St. Paul	716	778
WMMR U. of Minnesota, Minneapolis	32,850	16,378
*WJON St. Cloud, St. Cloud	2,916	2,149
KSJU St. John's, Winona	1,045	
KSTO St. Olaf, Northfield	1,012	1,061
MISSISSIPPI		
WMSU Mississippi Southern, Hattiesburg	3,804	2,231
WCBH U. of Mississippi, Oxford	3,734	1,945
MISSOURI		
KBIL St. Louis, St. Louis	6,834	3,010
*KOKO Central Missouri State, Warrensburg	3,642	2,638
NEBRASKA		
KOCU Creighton, Omaha	2,331	1,237
KOVF Kearney State, Kearney	1,458	1,472
KNUS U. of Nebraska, Lincoln	7,925	3,528
NEW HAMPSHIRE		
*WDCR Dartmouth, Hanover (Ivy)	3,439	14
NEW JERSEY		
*WPRB Princeton, Princeton (Ivy)	4,362	22
WRCR Rider, Trenton	3,308	1,386
WRSU Rutgers, New Brunswick	16,027	6,997
NEW MEXICO		
KNMA New Mexico State, University Park	3,648	1,352
KNMD U. of New Mexico, Albuquerque	6,255	3,386
NEW YORK		
WRCU Colgate, Hamilton	1,457	24
WNTC Clarkson, Potsdam	1,643	
*WKCR Columbia, New York (Ivy)	14,418	10,383
*WVBR Cornell, Ithaca (Ivy)	9,806	3,325
WEOS Hobart, Geneva	982	354
WICB Ithaca, Ithaca	1,346	994
WITR	6,431	1,403
WRPI Rensselaer Polytechnic, Troy	4,653	68
WRUR U. of Rochester, Rochester	4,846	2,440
WOFM St. Bonaventure, Olean	1,753	444
KSLU St. Lawrence, Canton	941	649
WRUC Union College, Schenectady (tentative)	2,578	
KDET U. S. M. A., West Point	2,615	
NORTH CAROLINA		
WDDB Duke, Durham	4,545	1,876
WWWS East Carolina, Greenville	4,327	3,375
WKNC North Carolina State, Raleigh	8,668	524
WVVO Western Carolina, Cullowhee	1,525	1,113
NORTH DAKOTA		
KDSC North Dakota State, Fargo	2,985	1,003
OHIO		
WBWC Baldwin-Wallace, Berea	1,255	1,165
WDUB Denison, Granville	881	749
WKCO Kenyon, Gambier	601	
WOBC Oberlin, Oberlin	1,355	1,113
OKLAHOMA		
VRO Oklahoma State, Stillwater	11,323	3,971
UVY U. of Oklahoma, Norman	10,230	5,075

	Enrollment	
	Men	Women
OREGON		
KPUR Pacific, Forest Grove	651	332
KDUP U. of Portland, Portland	1,082	670
PENNSYLVANIA		
WRCT Carnegie Inst. of Tech., Pittsburgh	3,947	1,129
WCCR Chatham, Pittsburgh	6	597
WXDT Drexel Inst. of Technology, Philadelphia	7,345	1,073
WWFM Franklin & Marshall, Lancaster	1,858	68
WWGC Gettysburg, Gettysburg	1,224	629
*WDAD Indiana State, Indiana	2,385	2,824
WLRN Lehigh, Bethlehem	3,740	175
*WMAJ Pennsylvania State, State College	20,990	8,703
*WXPN U. of Pennsylvania, Philadelphia (Ivy)	13,648	4,963
WRTI Temple, Philadelphia	16,990	8,893
WVMM Mt. Mercy, Pittsburgh		1,310
WWVU Villanova, Philadelphia	5,914	1,191
WAJC Washington & Jefferson, Washington	826	
RHODE ISLAND		
*WBRU Brown, Providence (Ivy)	3,178	1,273
WDOM Providence, Providence	2,711	221
WRIU U. of Rhode Island, Kingston	6,100	2,791
SOUTH DAKOTA		
KAGY South Dakota State, Brookings	2,620	1,094
TENNESSEE		
WETS East Tennessee State, Johnson City	3,816	2,483
*WHUB Tenn. Polytechnic, Cookeville	2,747	1,222
*WGNS Middle Tennessee State, Murfreesboro	2,566	1,588
WRVU Vanderbilt, Nashville	3,237	1,133
TEXAS		
KYBS Baylor, Waco (no tobacco adv.)	3,968	2,527
KSTM St. Mary's, San Antonio	2,351	280
*KSAM Sam Houston State, Huntsville	3,065	2,356
*KORA Texas A & M, Bryan	7,993	182
KVOF Texas Western, El Paso	3,906	2,249
UTAH		
*KEYY Brigham Young, Provo	8,051	7,343
VERMONT		
WRMC Middlebury, Middlebury	784	559
WSSE St. Michael's, Winooski	1,181	
WRUV U. of Vermont, Burlington	2,545	1,465
VIRGINIA		
WUVT Virginia Polytechnic, Blacksburg	6,432	2,486
WCRC U. of Richmond, Richmond	2,899	872
WUVA U. of Virginia, Charlottesville	9,446	4,184
WASHINGTON		
KCAT Central Washington, Ellensburg (tentative)	1,884	1,912
KEWC Eastern Washington, Cheney	2,278	1,409
KUGR Washington State, Pullman	5,430	3,362
WISCONSIN		
WBCR Beloit, Beloit	525	516

* For representation, see SRD
Most others can be purchased through College Radio Network,
New York.

sor this year is Budweiser Beer, which has signed for four one-minute spots nightly, Monday-through-Friday, for 26 weeks on six Ivy stations. (Dartmouth and Brown don't accept beer advertising.) Additional breweries that have taken time on the network within the past decade

include Carling, Guinness, Kruger, Liebman, Pabst, Schaefer, Schlitz and West End (Utica Club beer).

That grand old sage of advertising, Coea-Cola, is also buying college radio via the Ivy Network: four one-minute spots every week night for 26 weeks on all eight stations.

Including bonus spots, that means a total of well over 4800 spots. It doesn't take a computer to figure out why the soft drink advertiser looks towards this youthful market.

Other advertisers with Ivy Network radio contracts this year include RCA Victor, the New York

THE FABRIC AND FACTS OF THE COLLEGE MARKET

- The college market, including tuition, amounts to an estimated \$15 billion annually.

- There are more college-educated people 25 and over in the U.S. than the entire adult population of Canada.

- By 1965, an estimated 43 percent of the U. S. population between 18 and 21 will be enrolled in college.

- The college student has 37 percent more to spend than the average American or about \$525 for personal expenses during the school year. Ivy League students spend twice as much.

- The college market is the fastest growing market in the U.S.

- Nearly half (48.5 percent) of college men are in their teens.

- The U.S. Census Bureau cites the entire teen market as worth \$10 billion right now, an amount expected to reach \$30 billion by 1970. Teenagers spend an estimated \$180 million annually just on greeting cards, for example.

- Between 1960-70, the Ford Motor Co. estimates, the number of Americans in the 18-24 age group will increase by 8.2 million and by 1970 some 7 million will be attending college each year. Ford thinks enough of youthful consumers to establish a separate division for handling youth activities.

- College students like cars. An estimated 43 percent own one, another 10.7 percent have full-time use of one and 12 percent influenced their family's choice of car.

- Currently, about 1 million new students enter college every fall.

- Contrary to the usual belief, students don't do all their buy-

ing at home before going to college. A 1961 survey of 884 college men and women by the National Advertising Service indicated 15.4 percent had bought shoes within the previous two weeks, for example; 25.6 percent had bought shoes within the previous month.

- Items that 25 percent or more college students buy for the first time when they're away from home (though they may have used such items previously) include: furnishings, 42.4 percent; drugs or cosmetics, 34.5 percent; clothes, 32.9 percent; food, 32.3 percent; grooming accessories, 30.6 percent; gas and oil, 26.9 percent. (Reported by the American College Panel.)

- A survey of 12,000 college men conducted by "Playboy" magazine, December, 1962, indicated 63 percent had table radio and 17.9 percent had selected the brand; 53 percent had a transistor or portable radio and 20.8 percent had selected the brand; just 16.5 percent had a tv set at school and 25.5 percent had chosen the brand. In addition, 49 percent reported owning a record player and 16.9 percent said they had a tape recorder.

- The 447,000 girls beginning college the fall of 1963, according to a survey of 1774 freshmen at 34 colleges by "Seventeen" magazine, spent a total of \$192 million on consumer goods in preparation — an average of \$430 each.

- Same survey indicated that 15.2 percent were given gift radios (half as many — 7.2 percent — received portable tv sets, still fewer got typewriters). When it came to buying for themselves, however, nearly three times as many bought radios as bought portable tv: 6.1

percent got tv while 5.3 percent got a table radio; 5.9 percent, a portable; and 4.2 percent, a clock radio.

- As many students have a radio (new or old) as own wrist-watches — 87 percent. On the average, 72 percent reported listening "yesterday or last night."

- Students, like other consumers, change brands frequently. The National Advertising Service reports these changes after students entered college: soft drinks, 21.1 percent changed brands; toilet soap, 17.5 percent; hair tonic, 17.8 percent.

- In another two years, according to "The New York Times," half the U.S. population will be 25 or under.

- Ivy League students prefer campus stations four to one over all other professional stations combined. Yale men listen an average of 14.1 hours a week.

- A survey of 25 colleges reported by BBDO's marketing and media departments in 1959 indicated that average cost-per-thousand on college stations then ranged between \$.65 and \$2. It hasn't increased appreciably since then.

- Half (52.8 percent) of male college students get summer jobs and only 15 percent do not have some sort of salary-paying work sometime during the calendar year.

- Some 42 percent of the fathers of college students are top executives; the next largest group, 19 percent, are managers.

- Even before graduation, one out of every ten college students is married and taking his legal and moral position in society as a responsible adult.

World's Fair, Carling beer (Harvard only), Utica Club beer (Cornell only) and the New York Telephone Co. (Cornell and Columbia only).

It's evident that the trend is currently upward. The Ivy Network started with just two sponsors and \$500 in billings back in 1948. Last year, the eight-station network billed a total of \$17,000 in national advertising. This year, the combined group expects to gross at least \$60,000. (Student salesmen get a small selling commission and office expenses, but most of the income is distributed equally among participating stations.)

Perhaps the most interesting radio contract this fall was signed by Selchow and Righter Co., game manufacturers who've already produced "Parcheesi" and "Scrabble." For an estimated \$10,000 expenditure, they're acquiring a month-long saturation campaign that will yield 425 20-second spots per station between Nov. 16 and Dec. 15.

Significantly, this is preliminary to a proposed national advertising campaign on regular commercial tv stations.

"If all goes well, their national advertising will emphasize the fact that 'Tangle'—the new game they're introducing—is the current fad of the Ivy League," says the student network's sales director.

Is it smart business to sell to Ivy students via radio first, then tell the rest of the nation about it on television? The answer lies in some of the trends that marketing men generally concede had their origins on the campus: filter cigarettes, beer in cans, Chino slacks, the Ivy League book and the renewed popularity of electric shavers.

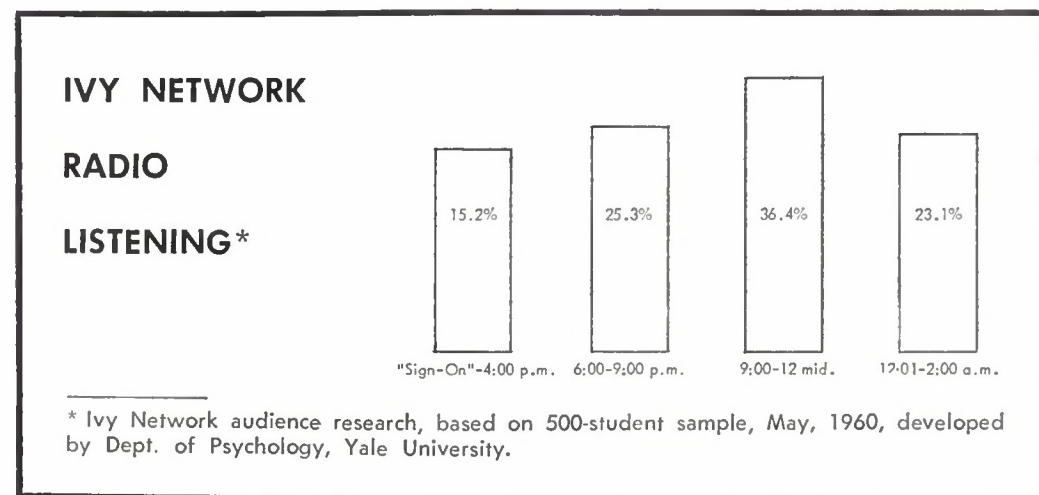
For years, most tobacco men attributed the steady hold on the market that Lucky Strikes enjoyed to the fact that American Tobacco always carefully promoted them on the campus. It's said, in fact, that the company should directly correlate Lucky sales rises with college advertising.

Successful as it was, tobacco advertising was also the cause of still-belt tragedy when the mother-lode of student media income was closed down in the summer of 1963. The tobacco industry had voluntarily decided *enmasse* that it wouldn't promote cigaret-smoking among

youth. With the loss of such dependable income, some 50 college radio stations were forced to drop their U.P. news and sports wire service (which had cost about \$1000 per year per campus). Many of them still haven't been able to reinstate the wire service, an obvious neces-

with programing, production and even classes. On the other hand, some national accounts just are not available unless you are willing to perform merchandising services as a "sweetener."

That point is certainly corroborated from the agency point of view.



sity if they're targeting for professional-level news programs.

The result is that college stations, more than ever, are on the prowl for national advertising. And their hunger has made a big difference in their methods.

• "National business has become important enough that campus stations have darned well *learned* reliability," says Robert R. Vance, Jr., New York, president of the College Radio Corp., the national sales rep for some 100 campus stations.

Yaleman Sullivan agrees: "It's trouble enough selling ads in the first place, so when we get them, we *have* to do a good job."

• Alluding to the Ivy Network's triumph in getting Selchow and Righter to use their stations for trial campaigns of the "Tangle" game, John Sullivan points out, "All our stations will be doing a great deal of merchandising and promotion of the game." Thus, the Yale junior puts his finger on another important advertising artery that college stations are beginning to recognize—merchandising.

National rep Vance (whose list does not include the Ivy Network) has long alerted college stations to the need for extra promotion. Writing in *College Radio*, a publication of the non-profit Intercollegiate Broadcasting System, Vance says: We know station staffers are busy

James Bridges, account executive at Ketchum, MacLeod & Grove, who selected college radio in the past for American Tobacco and General Electric, currently for the U.S. Army, says that promotion is one of the strong "peripheral values" in college radio. It yields advertising pluses that simply cannot be obtained otherwise.

• Collegiate broadcasters are also becoming more aware of the usual Madison Avenue reservations and are trying to counteract, if not correct, them. The criticism list ranges from a station's annual turnover in personnel to its sometimes-divergent points of view, occasional laxity and the like.

For their part, students point out that they often operate with limited staffs and limited facilities, requiring that a few students put in long hard hours. And, to consider "professionalism" from another angle, they explain that they work without pay.

Adman Bridges, whose experience with college radio stations probably matches that of any other pro along Madison Avenue, is reassuring on the subject: "There's no problem in setting up a schedule if you participate in or sponsor an established program — such as the music-and-news format offered by most college stations." He admits worrying "a little bit," however, when it comes to innovating an

original and entirely student-devised program package.

- Bridges concedes the average timebuyer complaint that the college radio audience is "almost unmeasurable" — hard to verify because it's not included in the usual rating reports—but points out that "there are other ways" to determine listenership.

One is to conduct a contest or any other offer that invites a write-in response. "You'll find out in a hurry whether or not you're really getting through," he promises.

To test the advertising response of young audiences a few years ago, Beech Nut placed "substantially the same commercials" both on adult-oriented tv and the youth-directed *Dick Clark Show*. Among adults, only 17 percent remembered Beech Nut sponsorship, as against a 74-percent recall among the youngsters. Beech Nut concluded that young minds are "sharp, analytical and motivated by a fierce loyalty to advertisers willing to meet them on common ground."

- To attract more national advertising, sales methods of college stations are also making necessary adjustments. More and more, college radio is being touted as "one of the few ways — along with campus newspapers and student magazines — of reaching a highly selective audience." (The phrase is Bridges' who, as a broadcasting veteran, adds, "But I personally feel that the broadcast medium psychologically makes a much deeper impression than the others.")

National rep Vance regrets that, although about 100 college stations accept advertising to a potential audience of more than 900,000 students, "too often an advertiser buys 'either-or' — either college radio or the student newspaper — and ends up taking print because of sheer numbers." As a result, Vance urges using a media mix, in colleges as elsewhere, to assure broader reach.

Students at NYU have nurtured a similar concept, according to Michael Marcovsky, manager of WCAG, the Washington Square station (as opposed to NYU's second outlet located 12 miles uptown at Washington Heights). Rather than compete, WCAG and the campus paper have joined forces, assigned the campus marketing so-

COLLEGE-EDUCATED ADULTS IN UNITED STATES*

Calendar Year	Number (in millions)	Percentage of adult population
1940	7.5	10%
1950	11.6	13
1960	16.4	16
1970 (est.)	20.4	19
1980 (est.)	28.2	22

*U.S. Census figures

ciety (The Triad Club) to act as their mutual sales rep and actively seek mixed-media buys. The station and paper even cooperate editorially by such acts as exchanging interviews (whether text or tape) so that they can both report the same facts and promote each other with cross references.

- Vance, a former collegiate broadcaster himself (general manager of the Amherst station) also emphasizes "the tremendous advantage that radio has as a medium — frequency" and urges advertisers to buy three or four spots per station per day.

"College radio, like any other medium, must be used *correctly* to get your money's worth," this national sales rep explains.

Advertisers who've taken him at his word and placed time on stations represented by his College Radio Corp. include Coca-Cola (news on 35 campuses), Ford Motor (which, he says, has bought time every spring for three years now) and telephone companies (some 94 percent of all students live a long-distance call away from home).

NYU's Marcovksy suggests additional sponsor categories that could benefit from college buys: Banks (most students require their own accounts and many seek educational loans); bus and airline companies (the young are foot-loose); gas and oil companies (to fill the tanks of all the student-owned cars); industrial companies (to recruit future employees and customers); and motion picture companies (especially to boost *cherché* art films into big-money prominence).

National ad income varies enormously among the 100-some college stations that do accept advertising. Stations on the upswing Ivy Network may gross between \$8000 and

\$25,000 annually, and one (Dartmouth's WDCR Hanover) is not only a successful commercial AM operation within its own locality, it also reputedly the only such student operation in the U. S. At the other end of the spectrum are the student stations that "don't have to" seek advertising because they're underwritten by their colleges anyhow, and "whatever advertising is sold is pure gravy."

Whichever the advertiser uses, he's wise to appeal to college students in their own terms. "After all," says one college spokesman, "advertising is *supposed* to be creative."

(1) Before buying, conduct research (whether an official survey or mere campus eavesdropping) to discover whether students really want or need your product.

(2) Don't use a mass-media approach. Instead, design your copy to appeal to your audience. Don't be afraid to be informal, friendly and humorous, but — above all — remember to be genuine. Students are, after all, specialists in learning, who've spent the last 12-16 years coping with facts and figures.

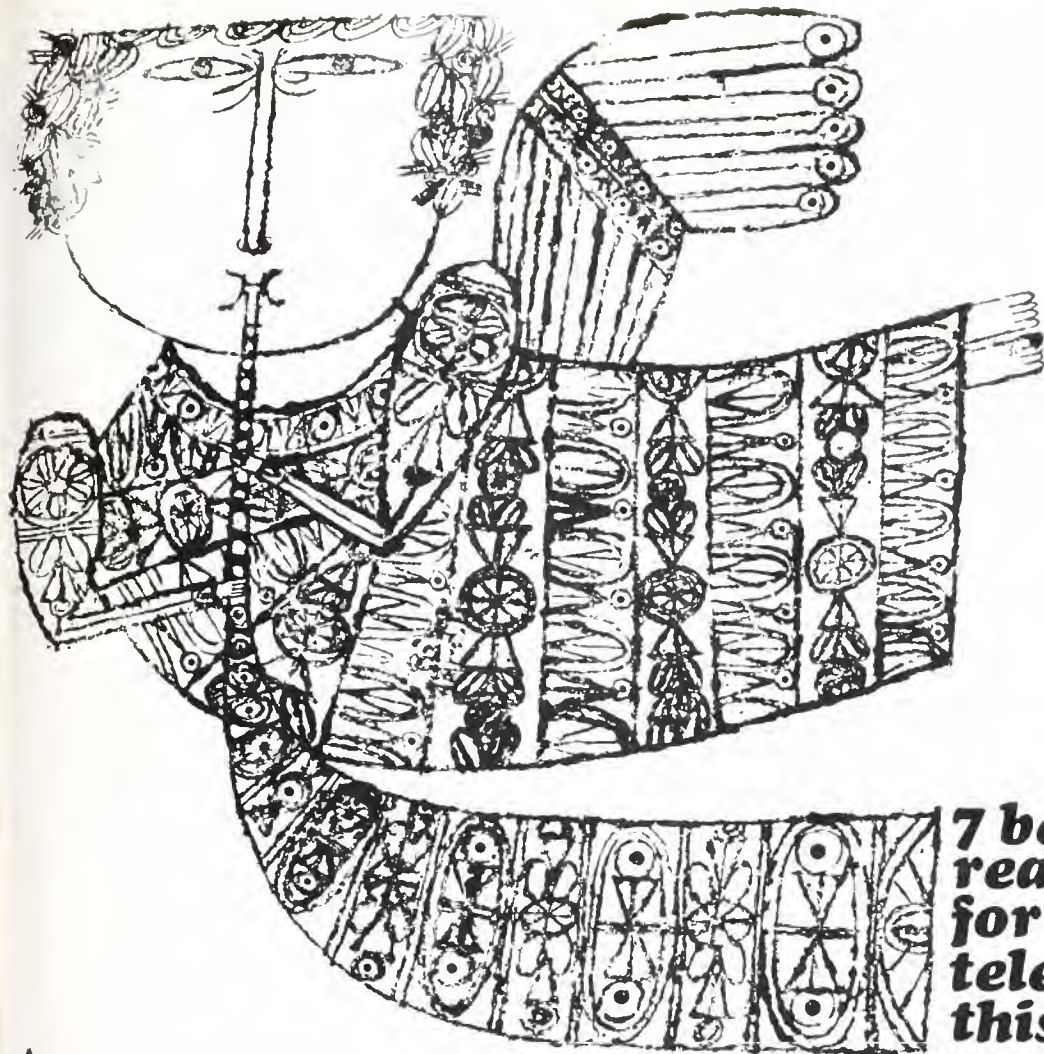
(3) As young adults, college students resent being talked down to. Be especially sure not to address them as "teenagers," an age category that, to them, means high school kids.

(4) As with radio generally there's "no point in using college radio without using it properly." Don't spread spots too thin.

(5) Make certain your product is available on or near the campus. At some colleges, it's possible to hire student representatives.

(6) Take full advantage of student promotions like campus posters and displays, tie-in announcements for your local distributor, station ads in campus papers citing your sponsorship, counter displays, delivery or promotional materials to student rooms, courtesy spots, contests, parade participations and the like.

In many ways, college radio's true importance lies in its being a herald of tomorrow, a sturdy example of today's demographic market-buy and — most important of all — a microcosm of the many problems that have confronted a number of commercial radio stations since the advent of television. ♦



7 beautiful reasons for watching television this season

At no other time of year does television mean so much to so many millions. It deepens and enriches the true meaning and spirit of the holidays. This year, outstanding programs of music, fantasy, drama and religion will be yours from which to choose. Let the listing below help you plan your viewing. You won't be disappointed.

Christmas Specials

Rudolph, The Red-Nosed Reindeer

Burl Ives narrates an animated musical fantasy about the Christmas reindeer performed by puppets.
Sunday, December 6 (5:30-6:30 PM)

L'Enfance du Christ

The Berlioz dramatic cantata in pageant form with Alfredo Antonini conducting.
Sunday, December 20 (10-11 AM)

Sing a Song for Christmas

Contemporary play with music.
Sunday, December 20 (1-2 PM)

The Coming of Christ

Story of Christ told through paintings. Alexander Scourby narrates.
Monday, December 21 (8:30-9 PM)

The Sound of Christmas

The Burke Family Singers visit Baroness Maria van Trapp in the Trapp family lodge in Stowe, Vt.
Thursday, December 24 (11:30-12 Midnight)

Christmas Eve Services, New York City

Cathedral of St. John the Divine (11:15-12 M)
St. Luke's Lutheran Church (12 M-1 AM)
St. Patrick's Cathedral (12 M-1:45 AM)

Carol for Another Christmas

An original fantasy based loosely on Dickens' Christmas Carol. Starring (alphabetically) Peter Fonda, Ben Gazzara, Sterling Hayden, Pat Hingle, Steve Lawrence, Percy Rodriguez, Eva Marie Saint, Peter Sellers, Robert Shaw.
Monday, December 28 (9:30-11 PM)

Other programs of special interest this December

Vietnam: It's a Mad War

In-depth probe of the conflict in S. Vietnam. Chet Huntley narrates.
Tuesday, December 1 (10-11 PM)

Menace of Age

Dinah Shore, hostess. Stars Arthur O'Connell, Jeanette Nolan and Marjorie Lord.
Thursday, December 10 (3-4 PM)

Junior Rose Bowl Game

From Pasadena, Calif. Leading junior college teams compete for the National Junior College Football Championship.
Saturday, December 12 (4-6:45 PM)

National Finals Rodeo

From Las Angeles, California
Saturday, December 12 (5-6:30 PM)

Nobel Prize Awards

Documents the history of the Awards, shows how the choices are made and includes the actual presentation of the 1964 Awards and interviews with recipients. With Alistair Cooke.
Saturday, December 12 (7:30-8:30 PM)

Battle of the Bulge

The 20th anniversary of the World War II battle is narrated by American soldiers who fought in this bloody combat.
Tuesday, December 15 (10-11 PM)

Duke Ellington Swings Through Japan

A musical portrait of the famous jazz musician.
Sunday, December 20 (6-6:30 PM)

Alice in Wonderland

Sunday, December 20 (7:30-8:30 PM)

Golf Classic

Professional golfers compete in second annual \$166,000 team best-ball match-play elimination tournament.
Saturday, December 26 (4-5 PM)

Noye's Fludde

The Chester Miracle Play set to music by Benjamin Britten and performed by a company of 200 in St. George's Episcopal Church, NYC.
Sunday, December 27 (10-11 AM)

Art of Stained Glass

Origins, development and present uses of stained glass in church architecture.
Sunday, December 27 (1-1:30 PM)

Anthony Eden

England's former Prime Minister discusses world problems. Walter Crankite narrates.
Sunday, December 27 (6-6:30 PM)

Year End News Special

Correspondents' review of the past year.
Sunday, December 27 (10:15-11 PM)

Projection '65

Correspondents' projections for coming year
Tuesday, December 29 (10-11 PM)

Regularly Scheduled Programs

Monday to Friday: Today/Captain Kangaroo/Sunrise Semester

Tuesdays: World War I/That Was the Week That Was

Wednesdays: CBS Reports/ABC Scope

Fridays: International Showtime/The Entertainers

Saturdays: Sunrise Semester/Mr. Mayor/Exploring/Sparks Special/Wide World of Sports/Mr. Magoo

Sundays: Lamp Unto My Feet/Look Up and Live/Bullwinkle/Camera Three/Discovery/Face the Nation/Watch Mr. Wizard/Directions/Issues and Answers/Sunday/Wild Kingdom/Collage Bowl/Twentieth Century/Profiles in Courage/Walt Disney

NOTE: Times, programs, titles, and casts are subject to change. Please consult local listings.

Television Information Office

666 Fifth Avenue, New York 19, N. Y.

This ad appears in the NEW YORKER (November 28), in THE REPORTER (December 3), and in the SATURDAY REVIEW (December 5) is printed here as a service to the Television Industry through the courtesy of SPONSOR."

THE CHANGING SCENE

UHF Station Successfully Competes with VHF

The up-hill battle of UHF stations competing in VHF markets took on a David and Goliath aspect, with a huge time buy by central Pennsylvania's largest department store on WLYH-TV, the Lancaster-Lebanon television outlet of Triangle Stations.

Watt and Shand, Lancaster's biggest retail emporium, began a substantial weekly spot schedule and sponsorship of 10 local newscasts weekly, marking the store's return to electronic media after a long absence. The newscasts are the only current coverage of local Lancaster news on the air, something absent from the Lancaster-based VHF stations. The Lebanon-located WLYH-TV, despite its being a UHF station, has fought its way to equality in the Lancaster market during the past year, under the direction of manager Jay Sondheim. Both the program and the store's spot schedule were launched on Nov. 16. Lured

from the Huntley-Brinkley staff to be the chief cameraman for the Watt and Shand telecasts is Martin Bloomberg. Art Sherman is the newscaster.

That Watt and Shand chose this means of re-entering the television media after withdrawing for several years of non-video advertising is a clear indication that 1) the right vehicle can bring a hesitant sponsor back to tv, and 2) a UHF station can deliver as many, if not more, homes in a mixed market, Sondheim pointed out.

Watt and Shand this week began a strong promotional campaign to accent the total Lancaster angle of its telecasts, utilizing store window displays, newspaper ads, direct mail and in-store flyers.

Triangle's other UHF outlet, KFRE-TV Fresno, Calif., has a matching success story of growth during the past year. The station group's television outlets also include: WFIL-TV Philadelphia, Pa.;

DEEP SOUTH AWARD



Miss USA, Bobbie Jean Johnson of Washington, D.C., presents a Deep South Region AFA Award to WSB-AM, Atlanta, Ga. for commercial campaign in the 30-second category. Receiving the award is Mrs. Lois Hanvold, station continuity director. The client was Metro Multi-List, an Atlanta realty corporation.

WNHC-TV Hartford-New Haven Conn.; WNBC-TV Binghamton, N.Y. and WFBG-TV Altoona-Johnstown, Pa.

Firms to Sponsor Colorcasts on NBC

One of television's works of permanence, *The Coming of Christ*, will have its fourth presentation on the NBC-TV network Monday, Dec. 21 (8:30-9 p.m. EST). Union Central Life Insurance Co. will sponsor the *Project 20* color program. Critics have hailed this program variously as "masterpiece," "classic," "one of television's lasting accomplishments," "one of the most remarkable programs ever to appear on the nation's tv screens." Its premiere Dec. 21, 1960, attracted 35,000,000 viewers, and its two subsequent screenings won audiences almost as large. Meldrum & Fewsmith Inc. is the agency for Union Central Life Insurance Co.

"In a spirit of free and open inquiry, committed neither to the acceptance nor the rejection of England's historic ghost lore," NBC News will present a full-hour color special, *The Stately Ghosts of England*, with the noted British actress Margaret Rutherford, Monday, Jan. 25 (NBC-TV, 10-11 p.m. EST). The program will be sponsored by the Institute of Life Insurance through its advertising agency, the J. Walter Thompson Co., and the Mennen Co., through Grey Advertising Agency, Inc.

The United States Capitol will

HFC CORP. SIGNS SPONSORSHIP CONTRACT



Gil Harris, advertising manager of Household Finance Corp. in Los Angeles, signs contract for sponsorship of numerous major events on KHJ-TV Hollywood. Looking on are (l to r) Vint Hall, account supervisor and vice president of Needham, Louis & Brorby of Chicago; Al G. Waack, vice president and director of advertising for HFC in Chicago; and Mal Klein, vice president and general manager for KHJ-TV. HFC purchased full sponsorship of 10 major motion pictures, half sponsorship in four Los Angeles city school championship sports events, and quarter sponsorship in the annual Miss California Beauty Pageant, all to be televised over the West Coast RKO general station.

spotlighted as a monument to freedom, a symbol of democratic government, and a national art treasure in a full-hour NBC News color television special, *The Capitol: Chronicle of Freedom*, Tuesday, Jan. 12, 1965 (10-11 p.m. EST). The Savings and Loan Foundation will be the sponsor.

McCann-Erickson is the agency for the Savings and Loan Foundation.

Television Used By Durkee Famous Foods

Four major consumer magazines and four national network television shows are being utilized by Durkee Famous Foods in the firm's new year-long promotion of quality Durkee sauce and gravy mixes.

Theme of the current Durkee promotion is, "All sauce and gravy mixes are made for convenience, but Durkee's is for dining."

National television shows included in the Durkee promotion are *Regis Philbin Show*, *The Price is Right*, *Say When* and *Let's Make a Deal*.

Syndication Sales Continually Rising

Five more markets have been added to *East Side/West Side* sales bringing the total to 35, announced Pierre Weis, vice president and general manager, syndication division of United Artists Television, Inc. The UA-TV one-hour dramas consisting of 26 episodes, have been purchased by WMUR-TV Manchester, N.H.; XETV San Diego, Calif.; WRGB-TV Schenectady, N.Y.; WREX-TV Rockford, Ill. and KPLR St. Louis, Mo.

Syndication of Goodson-Todman's *Richard Boone Show* has gotten off to a fast start with sales in 23 domestic and foreign situations in less than two months. According to George A. Graham, Jr., vice president in charge of NBC Enterprises, the Boone show is already on the air in Washington (WTTG), Los Angeles (KCOP) and Ft. Myers, Fla. (WINK). The hour-long anthology series, for future showing, has also been sold domestically in New York (WNEW), Milwaukee (WUHF), Albuquerque (KOB) and San Francisco (KRON). Overseas,

the Boone show has been sold in the United Kingdom, Cyprus, Finland, Germany, the Netherlands, Sweden, Australia, the Philippines, Japan, Bermuda, Canada, Rhodesia, Mexico, Argentina, Venezuela, Puerto Rico and Uruguay.

Official Films president, Seymour Reed, reports that negotiations have been successfully completed for his firm to again distribute the classic television series, *Little Rascals*. The series is available now for a Jan. 1, 1965 starting date.

Seven Arts has concluded 37 additional sales of its *Films of the 50's* and other product, it was announced by Donald Klauber, vice president and national sales manager. Seven

Arts' Vol. 9, 215 Universal post-'50 features was sold to KATV Little Rock, Ark. Vol. 8, a total of 42 features was sold to KBOI-TV Boise, Idaho. Volumes 4 and 5, a total of 93 features, was sold to KRCR-TV Redding, Calif. and KTVM Medford, Ore. KTVM Medford, Ore. also acquired volumes 2 and 3. *A Christmas Carol* was sold to 33 markets for 1964 Christmas telecasts. *Mahalia Jackson Sings The Story of Christmas* was sold to 16 markets and *Churchill, The Man*, half hour documentary went to KRCR-TV Redding, Calif.; KTVM Medford, Ore. and the Forbes Advertising Agency in Wichita, Kan. Total markets sold to date: 69.

BROADCASTERS HOLD MEETING IN JAMAICA



Shown at Half Moon Hotel in Montego Bay, Jamaica, British West Indies, at the meeting between the ABC-TV Affiliates Advisory Board and American Broadcasting-Paramount Theatres, Inc. and ABC-TV executives are, left to right: Thomas P. Chisman, chairman of the board and president and general manager of WVEC-TV, Norfolk, Va. (at head of table in dark glasses); Thomas W. Moore, president of ABC-TV; Joseph Hladky, president, KCRG-TV Cedar Rapids; Henry W. Levinson, manager of Affiliated Communications, tv station relations; Robert Coe, ABC vice president in charge of tv station relations; Everett H. Erlick, vice president and general counsel of AB-PT and its divisions; Michael J. Foster, vice president in charge of press information; Herbert Cahan, general manager, WJZ Baltimore; Elmer W. Lower, president of ABC News; Leslie Norins, vice president and general manager, KEYT-TV Santa Barbara; Edgar J. Scherick, vice president in charge of tv network programming; Edward Bleier, vice president in charge of daytime programming and sales; Julium Barnathan, vice president and general manager of ABC-TV; James G. Riddell, vice president in charge of the Western Div. Continuing clockwise, Burt Ladow, KTVK Phoenix, secretary of the board of governors; Robert Wiegand, WTVN-TV Columbus, treasurer of the board of governors; Jesse Zousmer, vice president and director of television news; Joseph Brechner, WFTV Orlando, Fla.; Donald S. Shaw, director of tv station relations; Don Foley, vice president in charge of advertising and promotion; Martin Umansky, KAKE-TV Wichita, Kan.; Paul Sonkin, director of research, tv network; Joseph E. Giaquinto, director of tv station clearance; Mike Shapiro, WFAA-TV Dallas, Tex.; James E. Duffy, vice president in charge of tv network sales; Michael P. Boland, vice president in charge of financial controls; Alfred R. Schneider, vice president and assistant to executive vice president on AB-PT; and executive vice president of ABC and Leonard H. Goldenson, president of American Broadcasting-Paramount Theatres, Inc.

ABC TV Expands News Activities

ABC-TV is beefing up news activities with expanding programing, a film syndication service and creation of a permanent election unit.

Also, in a surprise move, ABC indicated that in revising its early evening tv news programing, the network was dropping Ron Cochran as anchor-man. In commenting on the news, Cochran pointed out that his contract has only a short time to run. "I may be the only guy who ever increased a rating 68 percent and wound up being bounced," he said.

Announcement of the changes was made by Elmer Lower, ABC News president, at a meeting of the

network affiliates board of governors and ABC-owned station managers.

Step one will be expansion of the network's regular Monday through Friday tv news programing to include Saturday and Sunday evening, making ABC Television the only network to broadcast evening news seven nights a week. This will be coupled with increased emphasis on early evening news, sparked by a new revised early evening program beginning Feb. 1, 1965.

Still another feature of the revamped news setup will be a new nationwide film syndication service to affiliates. It was pointed out that the service "will enable all ABC-TV stations which carry the network's news programs to utilize the manpower of ABC News' world wide staff to broaden the scope of their local late evening news programs.

CHRISTIAN HONORED



Broadcast House was the site of a cocktail party and reception honoring Harold S. Christian, WXYZ's vice president in charge of merchandising, upon completion of 32 year of service. More than 100 food brokers and buyers in the Detroit area were there. Le McMahan, board chairman of the Detroit Assn. of Grocery Manufacturers' Representatives (DAGMR), presented "Hy" with a scroll honoring his 30 year membership in the organization.

Finally, ABC News has created a permanent election unit, headed by Arnold Snyder, who directed election coverage this year. Commenting on the move, Lower said it "should give us a big edge and prove an immense help in our coverage of the 1966 elections."

CHRYSLER GIVEN 'BEST OF SHOW' AWARDS



Chrysler Corp.'s print and television advertising both were awarded "Best of Show" Bravo awards by the Art Directors Club of Detroit. Richard E. Forbes, corporate advertising director for Chrysler Corp., (second from right) is shown accepting one of the two "Best of Show" honors from Lee Bleifeld, president of the Art Directors Club. Looking on are R. T. McKelvey, senior vice president of Young & Rubicam, Inc., and Robert P. Leonhard, (seated) vice president and account supervisor for Y&R.

Rollins Announces Record High Profits, Stock Split

Rollins Broadcasting, Inc., had good news for its stockholders last week with the announcement that revenue, earnings and cash flow for the six months ending Oct. 31 had hit record highs. The company's board of directors also voted to recommend a three-for-one stock split to be followed by a 20 percent hike to the cash dividend.

In still another action, the Rollins board suggested the name of the firm be changed to Rollins, Inc., to "better portray its diversified operations."

Rollins' six-month earnings increased 214 percent to \$13,374,413 as compared with \$4,252,750 the previous year. Net earnings were boosted 63 percent (or 81 cents per share) to \$791,629 compared with \$486,385 (or 51 cents per share), in the first half of 1963.

It was pointed out that revenues from the newly-acquired Orkin Division were included in the six month report for a period of only two months, beginning Sept. 1.

Heavy Advertising For Roman Meal

Introducing Roman Meal Cereals in the midwest, the Roman Meal Co. of Tacoma, Wash. has scheduled saturation radio advertising on stations in 18 key markets in Minnesota, Wisconsin, upper Michigan, Iowa and the Dakotas.

Tom Flemming & Associates of Hopkins, Minn. have been appointed mid-west brokers for the cereals.

The radio campaign will be supported by newspaper advertising and by a large scale consumer sampling program. This three-way drive features "Roman Meal-the hot cereal with the natural goodness of whole grains," and is timed to hit the market at the peak period of demand for hot cereals.

Honig-Cooper & Harrington, San Francisco, is the advertising agency.

Station Sales

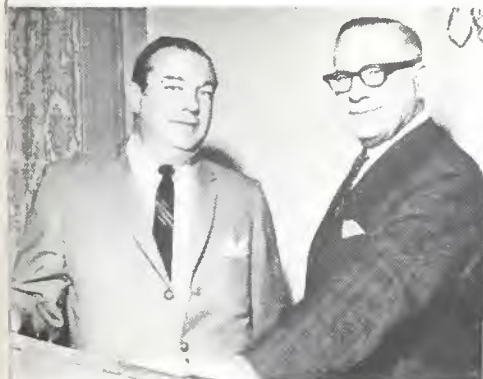
Raymond M. Beckner, owner of KRLN Canon City, Colo., announced that he has sold his station to Norton Warner and Associates, who own KIMB Kimball, Neb. and KKAN Phillipsburg, Kan. The total consideration was \$90,000 and Hamilton-Landis & Associates, Inc.,

nationwide brokers, handled the sales.

K & M Publishing Co., Inc. has sold WSAR Fall River, Mass for \$250,000 to Quality Radio Corp., owned by Norman Knight of Boston, Mass., who also owns: WHEB-AM-FM Portsmouth, N.H.; WGIR-AM-FM Manchester, N.H.; WTSV-AM-FM Claremont, N.H.; WTSR-AM Hanover, N.H.; WEIM-AM Fitchburg, Mass. and WSRS-FM Worcester, Mass. The broker was Blackburn & Co., Inc.

The assets of station KVOX, licensed to Moorhead, Minn. and owned by KVOX Broadcasting Co., whose largest stockholder is E. J. McKellar of Fargo, N.D., has been purchased by Central Minnesota Television Co. of Alexandria, Minn., whose largest stockholder is Tom Barnes of Fargo, N.D. The sale price was \$165,000.00. The building and land was a separate transaction with McKellar, Hamilton Landis & Associates, Inc. handling the transaction.

TV, PAPER HEADS MEET



Meeting in a spirited debate before the Cincinnati chapter of the American Assn. of Advertising Agencies, at the Queen City Club, Cincinnati were John T. Murphy, president of the Crosley Broadcasting Corp. and Charles W. Staab, executive vice president of the Cincinnati Enquirer. Attending the meeting were members of the 4 A Agencies in the Cincinnati area including: Stockton West, Burkhart, Inc.; The Ralph H. Jones Company; Campbell-Ewald Co.; J. Walter Thompson Co.; Leonard M. Sive & Associates, Inc.; Helton & Collett, Inc.; Robert Acomb, Inc.; and Strauchan & McKim. In addition to agency representatives from other national agencies in attendance, were educators from local universities including Dr. M. R. Karas from the College of Business Administration of the University of Cincinnati.

WHAT'S IN THE MIDDLE
MAKES THE BIG DIFFERENCE



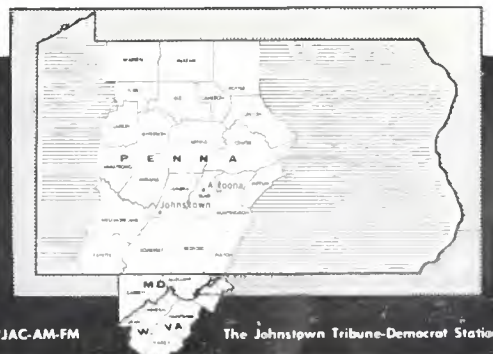
...and, IN PENNSYLVANIA, IT'S
WJAC-TV

To tame the lion's share of Pennsylvania's huge market, you need WJAC-TV. Here's the TV station that single-handedly captures the big market - in - the - middle! A million dollar TV market America's 27th largest . . . that is trained to turn your client's campaign into a roaring success!



Represented
Nationally
by
Harrington,
Richter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



people

+

money

=

a major market

**ORLANDO
DAYTONA BEACH
CAPE KENNEDY**

the Mid-Florida Urban Complex
has **MORE** of both

WESH-TV

FLORIDA'S CHANNEL 2

Don't wish—buy WESH-TV selling
FLORIDA'S No. 3 MARKET

REPRESENTED BY THE KATZ AGENCY, INC./NBC

THE CHANGING SCENE

Agency Appointments

Warren, Muller, Dolobowsky, Inc. appointed advertising agency for CBS Laboratories, Stamford, Conn.

McCann-Marschalk Co. appointed advertising agency for all sterling, silverplate and stainless products for The Gorham Co. of Providence, R.I.

Stemmler, Bartram, Tsakis & Payne, Inc., St. Louis, appointed advertising and public relations counsel for University Dormitory Development, Inc., Chicago.

Butler & Gardner, Ltd., of London awarded the advertising in the United Kingdom for Alitalia Airlines, a domestic client of Gardner Advertising Co. The appointment is effective Jan. 1.

Phillips-Ramsey, Inc. appointed to prepare a complete promotional campaign for a Mexican cigarette manufacturer. The San Diego advertising and public relations agency was also recently selected as advertising representative for the Chevrolet Dealers Assn. of San Diego County.

D'Arcy, Chicago, selected as the advertising agency for International Milling Co., Inc., Minneapolis. It

will be responsible for consumer and bakery flours and mixes and for Kretschmer Wheat Germ.

Fuller & Smith & Ross, Cleveland, acquired three new national advertising accounts: Tectum Products, manufactured by National Gypsum Co.; Gates Radio, a subsidiary of Harris-Intertype Corp., and the corporate advertising of Thompson Ramo Wooldridge, Inc.

John E. Hayes Co., Inc. of Williamsville, N.Y. appointed to handle the nationwide advertising and sales promotional programs for Brant Machine, Inc. of Brant, N.Y.

Jameson Advertising Inc. appointed to handle the advertising of David Douglas & Co., Inc., Manitowish, Wis., manufacturer of housewares.

Woody Kepner Associates, Inc. and **Bishoprid-Green-Fielden, Inc.**, Miami-based public relations and advertising agencies, awarded contracts by Watsco, Inc., national manufacturer of refrigeration, air-conditioning, and related products.

Bofinger-Kaplan Advertising Inc., Glenside, Pa. named to handle advertising for Plantation Chocolate Co. and Educational Foundation, a division of Eastern Guild Inc.

Gardner Advertising Co. and Northrup, King & Co. jointly announced plans to terminate their four-year relationship effective Jan. 1, 1965.

ANA HOLDS TV COMMERCIAL WORKSHOP



Attending the Assn. of National Advertisers, Inc. workshop on television commercial production are (l to r) Mitch Leigh, president, Music Makers, Inc.; Phil Feld, vice president, Street & Finney, Inc.; Gordon Webber, vice president, Benton & Bowles, Inc.; Joe Tinney, manager, commercial production, Colgate-Palmolive Co.; John Lanigan, vice president and general manager, Videotape Productions of New York and Bob Bergmann, president, Filmex, Inc. The workshop was held at M.P.O. Videotronics Studios, New York.

NY TIMEBUYERS WIN CONTEST 'TREASURES'



The smiling faces are just a few of those New York time buyers who have won a treasure from the WRYT (right) Key Contest (l to r) Charlie Camilleri — SSC&B, Jean Tregre — J.W.T., Dick Sharp — J.W.T., Bob Turner — Ogilvy, Benson & Mather (showing the watch that he won). On the extreme left is Ed Argow, executive vice president and on the extreme right, Ralph Conner, vice president and New York sales manager — both of Daren F. McGavern Co. More than 10 New York time buyers won treasures. The contest is now going on with Philadelphia time buyers.

Chirurg & Cairns, Inc., New York and Boston advertising agency, appointed advertising and marketing counsel for Mister Donut of America, Inc.

Harry W. Graff, Inc. appointed agency for Automated Diners Corp. (Pat Boone's Dine-O-Mats).

Stemmler, Bartram, Tsakis & Payne, Inc. appointed advertising and marketing consultant for Haas Baking Co., Overland, Mo.

Young & Rubicam, Chicago, appointed by Armour Grocery Products Co. to handle advertising for Magic Finish, a spray sizing, purchased from Sta-Nu Corp., Chicago.

Leber Katz Paccione, Inc. appointed by Grossman Clothing Co. of New York as their agency.

Kenyon & Eckhardt, Providence, appointed to handle advertising, sales promotion, and publicity for Stanley-Judd Div., the Stanley Works, Wallingford, Conn.

Doyle, Dane & Bernback, Los Angeles, named agency for Interstate Bakeries Corp.'s Blue Seal Bread Bakeries in Oakland and Sacramento, Calif. **Honig-Cooper & Harrington** will continue as agency for Interstate's Weber's Bread divi-

sion in Southern California.

Ralph Schiff & Partners, Inc. of Boston and Montreal appointed to handle advertising and marketing for Winslow potato chips.

Warren, Muller & Dolobowsky, Inc., New York appointed to handle advertising for H. P. Hood & Sons, Inc.'s Kitchen Window brand of frozen bread dough.

Glenn Advertising, Inc., Dallas, appointed to handle Sloan's Lini-ment and a new product of Warner-Lambert Pharmaceutical Co., Morris Plains, N.J.

Four Nations Join NBC International

Four more nations — Aden, Ethiopia, Mauritius and Sudan — have brought to 80 the number of countries to which NBC International, a division of NBC Enterprises, supplies programs and services.

Announcing the new clients, Joseph M. Klein, president of NBC International, said Aden and Mauritius purchased *Bonanza*, Ethiopia bought both *Bonanza* and *Dr. Kildare*, and Sudan ordered *Laramie*.



Bill Bennett, Owner
Bill Bennett's Restaurant

Success Clients buy K·NUZ Houston's Success Station

KNUZ has always done a good job for Bill Bennett's Restaurant and this has been proven over a period of many years. KNUZ helped me to build the old Bill Bennett's Grill, and now I expect it to continue to help me in the brand new, modern Bill Bennett's Restaurant just opened.

Bill Bennett

K·NUZ

HOUSTON'S 24-HOUR MUSIC AND NEWS

Notional Reps.:

THE KATZ AGENCY, INC.

New York • Chicago

• Detroit • Atlanta •

St. Louis • San Francisco

• Los Angeles • Dallas

In Houston: Call DAVE MORRIS — JA 3-2581

Petry Seminar Highlights Promotion Activities

Edward Petry & Co., Inc. conducted its Tenth Annual Promotion Seminar in conjunction with the Broadcasters' Promotion Assn. Convention at the Pick-Congress Hotel in Chicago. The co-moderators were Robert L. Hutton, Jr., vice president of the Petry Co. in charge of television promotion, and William H. Steese, vice president for radio promotion. Twenty-nine promotion managers of Petry-represented radio and television stations, and some members of top station management were in attendance at the meeting.

The seminar featured talks by the station executives who capsuled and highlighted their "Most Successful Promotion Of The Year." These ranged from audience promotion successes to outstanding trade pa-

per advertising campaigns, merchandising coups, Worlds Fair tie-ups, successful contests, "get out the vote" campaigns, on through to dollar producing sales presentations.

In addition to Messrs. Hutton and Steese, co-hosts from the Edward Petry Co. included William Hegman and Ron Stack from the Petry office in Chicago.

Gomer Pyle Among Top Five Shows

Highbrows, lowbrows and middlebrows seem to like *Gomer Pyle, U.S.M.C.* This was the finding of TvQ's first November report, which released a survey entitled, "Top Five New Shows Among Adults, by Education.

Both grade school and high school educated adults listed Gomer as their favorite program; even the college educated liked him second best.

For first spot as their favorite new program, the college educated

chose *Bewitched*. The program also scored high among the high school group, rating in second place. However, the grade school educated failed to be bewitched by *Bewitched*. It didn't make their first five.

More suited to lowbrows, the survey found, are high child-appeal programs, the lowbrows choosing *Flipper* as their second favorite and *Daniel Boone* as their fifth.

On the other hand, a program like *World War I*, which is low in child appeal, is patronized by the college set, TvQ said.

New Ad Agency For ABC Radio Stations

A new advertising agency takes over the account of ABC owned radio stations starting December 1. The firm, Robinson, Donino & West, Inc., will continue the group's heavy current advertising and promotional campaign stressing the theme "RADIO . . . One of the good things about America."

The ABC owned radio stations are WABC New York, KQV Pittsburgh, WXYZ Detroit, WLS Chicago, KGO San Francisco and KABC Los Angeles.

The previous agency for the group was Ketchum, MacLeod and Grove. The agency and ABC mutually agreed to a termination on Nov. 15, 1964, said Ronald L. Sack, director of advertising and publicity for the station group.

THRIFTIMART PLANS EXTENSIVE ADVERTISING



Soaring suburban populations and plans for additional stores in the area have brought Orange County's KEZY and San Fernando Valley's KGIL into Thriftmart, Inc.'s extensive radio advertising schedule. Additions bring to seven the stations used daily by the super-market chain, others being KCOY and KSMA Santa Maria, KLAV Las Vegas; XTRA Los Angeles-San Diego and KMPC Los Angeles. Pictured here at signing ceremonies of the new continuing-basis contracts are: seated, left to right: Howard S. Kester, vice president and general manager of KEZY and Robert Laverty, vice president of sales, Thriftmart, Inc. Standing, left to right: Harold B. Arkoff, vice president and sales manager, KGIL; Merv Oakner, vice president and account supervisor. Anderson-McConnell, advertising agency for the marketing chain; Dave Keller, ad manager and Don Conroy, sales manager, Thriftmart.

Communications Award Presented Sarnoff

Robert W. Sarnoff, chairman of the board for the National Broadcasting Co., received the 1964 award for Distinguished Service in the field of communications from the University of Texas.

The award, the first in the series, was presented in the university's new Academic Center. It read:

"In recognition of his distinguished achievement and wise foresight in the field of communications, the committee on Arts and Letters presents this certificate of appreciation to Robert W. Sarnoff."

In accepting the award, Sarnoff said, in part, that "it marks another advance in the growing relationship between the intellectual community and the world of communications."

'DISCOTEK' SLACKS



WINS Radio New York, has been selected by S. Klein Department Stores as the only medium used for the introduction of a new line of men's wear—"Discotek" slacks, the first evidence of the discotheque dance fad in the men's field. In addition to the heavy schedule of commercial spots, WINS was host at a press breakfast to introduce the line to fashion editors. Pictured at the press showing (Hob Nob restaurant, Nov. 10) are (l to r) Phillip Harris, president of S. Klein; Johnny Holliday, WINS air personality; and Joseph Pollard, sales promotion director, S. Klein. Holliday emceed a program, which featured dance instructors modeling the slacks and demonstrating the newest dance fads.

Texaco Is 'Met' Sponsor On CBC Radio Network

Texaco Canada Ltd., through Ronalds-Reynolds & Co., Montreal, will again sponsor the Metropolitan Opera Broadcasts on 18 stations of the CBC radio network starting Saturday, Dec. 5 at 2 p.m. EST.

The 1964-65 series of live broadcasts from the stage of the Metropolitan Opera House, New York, will begin with Lucia di Lammermoor, by Gaetano Donizetti. The leading roles will be sung by Joan Sutherland, Nicolae Herlea and Sandor Konya. Conductor will be Silvio Varviso. The series will run 20 weeks, ending April 17, 1965.

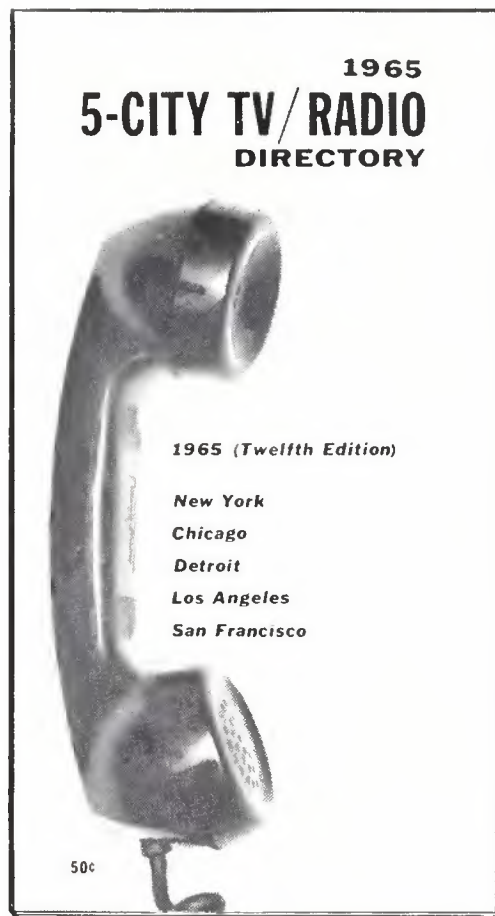
The Metropolitan Opera Broadcasts were heard in Canada before the CBC began operations in 1936. The new season will be the 25th year in which the programs have been commercially sponsored on CBC radio.

L. Herschel Graves Dies After Surgery

L. Herschel Graves, for many years, managing director of John H. Phipps Broadcasting Stations, WCTV Tallahassee-Thomasville, passed away on Oct. 25. He died shortly after undergoing surgery for appendicitis.

December 7, 1964

NEW, 1965 EDITION JUST OFF THE PRESSES



AGENCIES • REPRESENTATIVES • NETWORKS • RESEARCH
ASSOCIATIONS • TRADE PUBLICATIONS • NEWS SERVICES
PROMOTION/PUBLIC RELATIONS • FILM/TAPE COMMERCIALS
FILM/TAPE PROGRAMS • TRANSPORTATION • HOTELS
ADMAN'S EATING DIRECTORY

52 PAGES WITH JUST ABOUT EVERY PHONE NUMBER YOU NEED IN SPONSOR'S 5-CITY TV/RADIO DIRECTORY

This is the twelfth annual edition of this unduplicated pocket reference guide for everyone in the broadcast advertising business. Get the complete directory for only 50c per copy; 10 copies, 40c each; 50 copies, 35c each.

JUST WRITE TO **Sponsor**

25 West 45th Street,
New York, N.Y. 1003
212 581-4200

SPONSOR SPOTLIGHT

ADVERTISERS

Arnold E. Keller named chairman of the public relations advisory committee of the Business Equipment Manufacturers Assn. (BEMA). He is director of information services at Honeywell's electronic data processing division.

Robert S. Burgess appointed director of marketing of the consumer products division of Union Carbide Corp.

Peter J. Petropoulos appointed manager of advertising and sales promotion for U.S. Rubber Tire Co., a division of United States Rubber.

Edward (Ted) Royal named director of advertising and public relations, consumer products division, the Singer Co.

Earl V. Wise appointed a vice president of Borden Foods Co. and a member of its directing board.

William B. Sprague, Jr. appointed director of corporate public relations of the Parker Pen Co.

Richard C. Munsche elected vice president and treasurer of the Coca-Cola Export Corp. and Coca-Cola Interamerican Corp.

Harry D. Barger appointed vice president in charge of the company's food merchandising division for Wilson & Co.

Steven R. Mihalic named marketing manager for General Electric's television receiver department in Syracuse, N.Y.

John Edwards named head of the new marketing services department for the Climatrol Div. of Worthington Air Conditioning Co.

Paul E. Andrepont appointed director of marketing of the Systems & Instruments Div. of Bulova Watch Co., Inc.

Harry F. Schroeter named to the post of vice president-packaging, National Biscuit Co.

Donald J. (Robbie) Robidoux named district sales manager for the East Central Region for Whirlpool Corp.'s utility division. **Albert E. Taylor** named an area dealer development manager for Whirlpool Corp.

Dawes Walter, Victor N. Musmanno, James E. Hopkins and Hugh W. Johnson, III named manager of advertising and public relations, advertising manager-equipment and systems, corp., assistant advertising manager and advertising manager-chemicals and plastics group for the Pennsalt Chemicals Corp., Philadelphia, Pa.

AGENCIES

Hans Lopater, has been named director of the research department of West, Weir and Bartel advertising agency, and elected a vice president of the company.

Charles E. Reilly, Jr., joined Young & Rubicam as an assistant to Michael J. O'Neill, vice president and director of corporate relations.



Arnold Rohlifing



David Stotter

Arnold H. Rohlifing named vice president and account executive on the Standard Oil Co. of New Jersey account at Needham, Louis and Brorby, Inc.

David W. Stotter joined Campbell-Mithun, Chicago. He will serve as marketing director.

Charles F. Bennett joined Street & Finney as account supervisor on Colgate-Palmolive.

Alice Dech Brooks joined Erwin Wasey, Ruthrauff & Ryan, Inc. as account executive.

Richard Ferrelli joined the creative department of Street & Finney, Inc. to work on Colgate-Palmolive.

Irwin Fleischer joined Papert, Koenig, Lois, Inc. as media supervisor on Piel Bros. Inc., Breakstone Foods Div. of National Dairy Products Corp., and Jack Frost and Quaker Sugar of National Sugar Refining Corp.

Leon Miles joined the Chicago office of Batten, Barton, Durstine & Osborn as a supervisor on the Alberto-Culver account.

Mike Keenan, Malcolm Gordon and Ted Paszkiewicz named manager of media operations of New York office, associate media director and media buyer of Fuller & Smith & Ross, Inc.



Harry Barger



Steven Mihalic



Dawes Walter



Victor Musmanno



Leon Miles



Mike Keenan



John McElroy



Wayne Wiggins



Warren Bahr



Alvin Sarasohn



Cecil Webb



Robert Allen

John P. McElroy appointed vice president and account supervisor of Earle Ludgin & Co.

John S. Schubert and **Wayne A. (Al) Wiggins** named account supervisors at Leo Burnett Co., Inc.

David S. Blaney joined MacManus, John & Adams' Bloomfield Hills headquarters as a broadcast buyer.

Sau Kampf joined Dunwoodie Associates Inc. Garden City and New York advertising and public relations agency, as senior vice president.

John D. Meyer, **Robert A. Brown**, **Dean Lierle** named vice presidents of Campbell-Ewald Co. and **Donald Wright**, account supervisor.

Jerome B. Harrison joined the main New York office staff of Albert Frank-Guenther Law, Inc., national advertising and public relations agency, as an advertising account executive and new business representative.

Sherman E. Rogers named senior vice president and director of all creative services of Buehen Advertising, Inc.

Donald L. Patrick and **John S. Scanlan** elected vice presidents at Ted Bates & Co., Inc.

Warren A. Bahr made a senior vice president at Young & Rubicam, Inc.

Alvin N. Sarasohn appointed director of creative services at Kenyon & Eckhardt, Inc.

John J. McNamara and **Dominic Algieri** elected assistant vice presidents in the New York office of Albert Frank-Guenther Law, Inc.

TIME/Buying and Selling

John Fenster appointed eastern sales manager of Prestige Representation Organization, national radio sales representative headquartered in New York.

James Hoffman, a sales executive with a varied background both in broadcasting and in industry, named an account executive in the Philadelphia office of Blair Television.

TV MEDIA

Robert Jameson appointed production manager and **Wallace Dunham** appointed chief director of WCPO-TV Cincinnati, Ohio.

Andrew Muldoon, Chicago financier and a member of the board, has been appointed acting general manager of WCIU-TV Chicago.

Cecil Webb and **Boyd Mullins** appointed operations manager and salesman for KRON-TV San Francisco.

Robert W. Allen appointed sales manager at WNAC-TV Boston, Mass.

Joseph B. Foster promoted to the position of national sales manager of WBTW-TV Florence, S. C.

Edwin C. Tracy has been appointed to division vice president, broadcast, technical and scientific sales department of the RCA Broadcast and Communications Products Div.



Donald Patrick



John Scanlan



Jerome Harrison



Sherman Rogers

If You Want

- ... 25-county coverage in Western Virginia.
- ... Simultaneous AM/FM broadcasts.
- ... Mostly adult listeners.
- ... Exceptional merchandising services.


then You Want

WDBJ RADIO

Now celebrating 40 years of broadcasting service to advertisers and listeners.

CBS RADIO IN ROANOKE, VA.

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,500 watts

 **PETERS, GRIFFIN, WOODWARD, INC.**
National Representatives

SPONSOR SPOTLIGHT

M. C. Watters elected executive vice president of Scripps-Howard Broadcasting Co.

Fred Sayles appointed director of New Jersey programming for WNJU-TV Newark, N.J.

Thomas J. Swafford appointed as assistant to the general manager, WCBS-TV New York.

Ward L. Quaal named to the Illinois Agricultural Export Advisory Committee. He is executive vice president and general manager of WGN, Inc. and president of WGN subsidiaries KDAL, Inc. Duluth-Superior and WGN Televents, Inc. Houghton-Hancock, Mich.

RADIO MEDIA

Stanford M. Horn named national sales manager at KCBS San Francisco.

Dennis R. Israel appointed account executive for WFDF-AM Flint, Mich. He was previously with WFDF as an air-personality. Dennis R. Darnell.

John M. Peters recently joined WFBG-FM Altoona, Pa. as a sales representative.



M. C. Watters



Fred Sayles



Richard McCreary



David Moss

Stan Vogin named national account executive with WIP-AM Philadelphia, Pa.

R. E. (Pat) O'Brien returned to KIUP Durango, Colo. as general manager.

Harold K. Deutsch named director of national radio sales in New York for Capital Cities Broadcasting Corp.

Fred King and **Daryl Laub** appointed program director and account executive for KEVE-AM-FM Minneapolis-St. Paul, Minn.

Tony C. Malara appointed director of radio for the Watertown, N.Y. operation of the broadcast division of the *Watertown Daily Times*, including sales, programming and production services.

Joan Z. Baldwin appointed to the sales representative staff of WPIX-FM New York.

Duane Brady appointed program director for KOOL radio, the CBS affiliate in Phoenix, Ariz.

Jay Whalen appointed to the position of national sales manager for WHN New York.

John C. Burpee promoted to director of public relations and advertising of the Crosley Broadcasting Corp.

Richard F. McCreary appointed general sales manager of KNX and the CBS Radio Pacific Network, effective Dec. 5, 1964.

David A. Moss elected vice president and general manager of WHWH Princeton, N.J.

SYNDICATION & SERVICES

Michael Mindlin Jr. elected vice president of Filmways, Inc. by the board of directors.

Audrey Gellen Maas resigned from Talent Associates-Paramount Ltd., after a 10 year association with David Susskind, to concentrate her professional activities on a full time writing career.

Thomas D. Tannenbaum joins Wolper Productions, Inc. as vice president and executive assistant to David L. Wolper, president and executive producer of the integrated television and motion picture organization.

Carter Ringlep, southwestern division manager of CBS Films and head of its Dallas office since 1953, will retire, at his own request.

Sully Ginsler appointed general manager-syndication, Canada, for United Artists Associated, effective immediately.



Jay Whalen



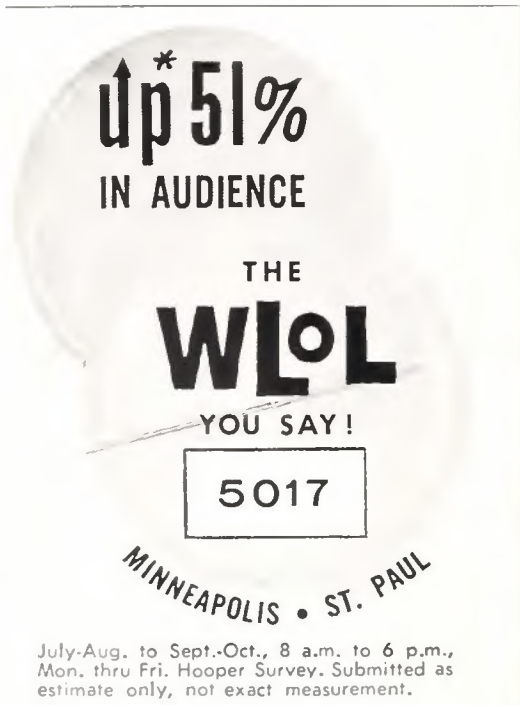
John Burpee



Carter Ringlep



Sully Ginsler



↑* 51%
IN AUDIENCE

THE
WLOL
YOU SAY!
5017
MINNEAPOLIS • ST. PAUL

July-Aug. to Sept.-Oct., 8 a.m. to 6 p.m., Mon. thru Fri. Hooper Survey. Submitted as estimate only, not exact measurement.

Top Canadian radio commercials honored



Visiting American: Robert Alter, vice president of RAB, presents world premiere of an RABB tape presentation on radio commercial creativity at recent 1964 Canadian Radio Commercials Festival seminar held in Toronto.

Radio commercial creativity in two languages, English and French, was the subject of a round of honors in Toronto at the 1964 Canadian Radio Commercials Festival. Advertisers in the United States and on the international scene were involved indirectly, since at least three of the winning commercials were designed to sell Canadian listeners on the merits of products which originated in the United States, and one was created for a Volkswagen dealer.

The U.S.-linked commercials, all of which won Radio and Tv Executives Club (RATEC) trophies in their categories, were: an English-

language commercial by CKOV Kelowna, B.C., for Koret of California (sportswear); an English commercial for Barlow Yuban coffee by MeKim Advertising of Toronto; a French commercial by McCann-Erickson (Canada) Ltd. of Montreal for Coca-Cola. Other winners involved Canadian products and services.

The afternoon-and-evening event, a combination of creative seminar and gala dinner party, was co-sponsored by RATEC and Canada's Radio Sales Bureau. Henry H. Nimmo, advertising-promotion director of Nestle (Canada) Ltd., served as general chairman.



The winners: Broadcasters and admen are honored with trophies from Radio Sales Bureau and Radio & Tv Executives Club. Front row: John Bermingham, CKLC Kingston (top radio public service spot); Corey Thompson, CKVL Verdun (RSB and RATEC awards for French-language commercial in large market); Achille Soucy, CJMT, Chicoutimi (French commercial, small market). Back row: Jacques Durand, McCann-Erickson (Canada Ltd.) (best agency-produced French commercial, for Coca-Cola); George Leech, MeKim Advertising (best agency-produced English commercial, for Barlow Yuban coffee); J. S. MacKay, All-Canada Radio & Tv Ltd., who accepted award for CKOV Kelowna (best English commercial, small market, for Koret of California); Gerry Ferrier, CHUM Toronto (RSB and RATEC awards for commercials for a Volkswagen dealer and a bakery). Awards were given at gala banquet presentation.

WE'VE MOVED...

TO...

25 WEST 45th STREET
NEW YORK CITY, 10036
212 581-4200

Sponsor
EDITORIAL AND
ADVERTISING OFFICES

YEAR AFTER YEAR



A LEADER

Hit Central New York's rich 24 counties with commercials delivered by WSYR-TV—the leader in the market year after year. It's important to use the leading station in a market that has:

- Population of 2,508,700
- Buying Power—\$5,334,133,000
- Total Homes—740,870
- TV Homes—689,800
- Retail Sales—\$3,273,465,000
- Food Sales—\$789,846,000
- Drug Sales—\$94,327,000

(Market Data Source: SRDS, Jan/64)

WSYR-TV DOMINATES

... because of SEVEN YEARS of UNBROKEN LEADERSHIP in the market. In ARB REPORTS NUMBER ONE in HOMES DELIVERED . . . *20 PER CENT over Station No. 2 . . . *65 PER CENT over Station No. 3.



*ARB for March, 1964. Sign-on to Sign-off, Monday thru Sunday

WSYR-TV

Channel 3 • NBC Affiliate • 100 KW
SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGTER & PARSONS

MOVING?

Be sure to let us know your new address at least six weeks in advance. And please enclose a complete address label from one of your recent issues.

SPONSOR

Ojibway Building
Duluth, Minn. 55802

WRCB-TV CHATTANOOGA

PROVEN SUPERIORITY
|
IN HOMES DELIVERED!

RUST CRAFT STATION

CALENDAR

DECEMBER

Du Mont TV Network Alumni annual reunion, Hotel Elysee, New York, (7).

Hollywood Advertising Club luncheon, Hollywood Roosevelt Hotel, Hollywood (7).

Los Angeles Advertising Club luncheon, Statler-Hilton, Los Angeles, Calif. (8).

American College of Radio Arts, Crafts and Sciences fourth annual awards program, Conrad Hilton Hotel, Chicago, Ill. (9).

American Women in Radio and Television Inc., New York City chapter, annual Christmas party for the benefit of the United Nations Children's Fund, United Nations, West Terracc, New York (9).

National Assn. of Broadcasters, Tv Code Review Board meeting, Washington, D.C. (9-10).

Art Directors Club of Los Angeles awards luncheon, Statler-Hilton Hotel, Los Angeles (10).

Broadcasting Executives Club, Christmas party, "Jingle Ball," Sheraton Plaza Hotel, Boston, Mass. (17).

American Marketing Assn. education division conference, Chicago (28-29).

JANUARY

American Women in Radio and Television board of directors meeting, Hilton Hotel, New York (15-17).

Retail Advertising Conference, Walter Tower Inn, Chicago, Ill. (16).

Federal Communications Bar Assn. annual banquet, Sheraton-Park, Washington (22).

National Assn. of Broadcasters radio code board meeting, Los Angeles (22-23).

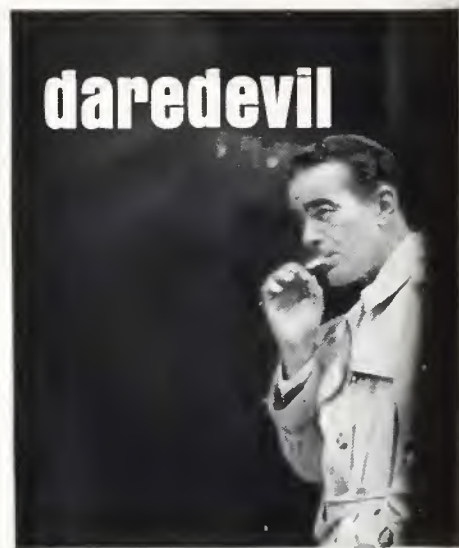
Advertising Assn. of the West convention, World Trade Center, San Francisco (22-24).

National Assn. of Broadcasters winter boards meeting, Palm Springs Riviera, Palm Springs, Calif. (25-29).

Georgia Radio-Tv Institute of the Georgia Assn. of Broadcasters twentieth annual meeting, University of Georgia, Athens, Ga. (26-28).

South Carolina Broadcasters Assn. winter convention, Columbia, S. C. (28-30).

National Advertising Agency Network regional meeting and board of directors meeting, Guest House Motor Inn, Birmingham, Ala. (29-31).



Doesn't think of himself as the reckless type at all. But he goes on taking the *big* risk. Clings to a habit which causes 100 deaths every day from lung cancer and which contributes to many, many more from coronary artery and respiratory diseases. Studies show that the death rate from lung cancer alone for cigarette smokers (one-pack-a-day or more) is 10 times higher than for nonsmokers.

Nobody says it's easy to stop. But living *that* dangerously often winds up in not living at all.

american cancer society
THIS SPACE CONTRIBUTED BY THE PUBLISHER

Too late to beg for the business

after the schedules start running.

Oh, you may get on the list someday. But the time you really wanted to be well-represented was at the hush-hush media session that firmed the list for a new, surprise campaign strategy.

You can't usually get invited to agency/client media meetings. But SRDS is there* as a matter of course.

So, with your Service-Ads in **SRDS, YOU ARE THERE** selling by helping people buy.



SRDS

STANDARD RATE & DATA SERVICE, INC.

*The National Authority Serving the Media-Buying Function
C. Laury Botthof, President and Publisher*

5201 Old Orchard Road, Skokie, Ill. 60078 YOrktown 6-8500
Sales Office—Skokie • New York • Los Angeles

WE QUOTE.

"My father has a middle size head. He has black eyes and black hair like my brother. He wears black shoes and he is very polite. My father is fourthy-five. He is pretty big and likes to play pool and cards. My father works at WMT-TV. He sales comerchals. He is friendly and helpfull too. He has a middle sized nose. He is skinny. His ears stick out a little bit but just a little. Oh there is one more thing. His name is Gorge Dorrington."

Eight-year-old Debbie's third-grade teacher corrected a few words here and there and thought the essay could be neater. We think it's pretty neat as is.

George Dorrington, our Regional Sales manager who likes to play pool and cards, still finds time to sale a lot of comerchals, perhaps because, like all WMT-TV and Katz Agency salesmen, he is friendly and helpfull too.



WMT-TV

*CBS Television for Eastern Iowa
Cedar Rapids—Waterloo*

Affiliated with WMT; WMT-FM;
K-WMT, Fort Dodge; WEBC, Duluth.

National Representatives:
The Katz Agency