

RECEIVED

SPONSOR

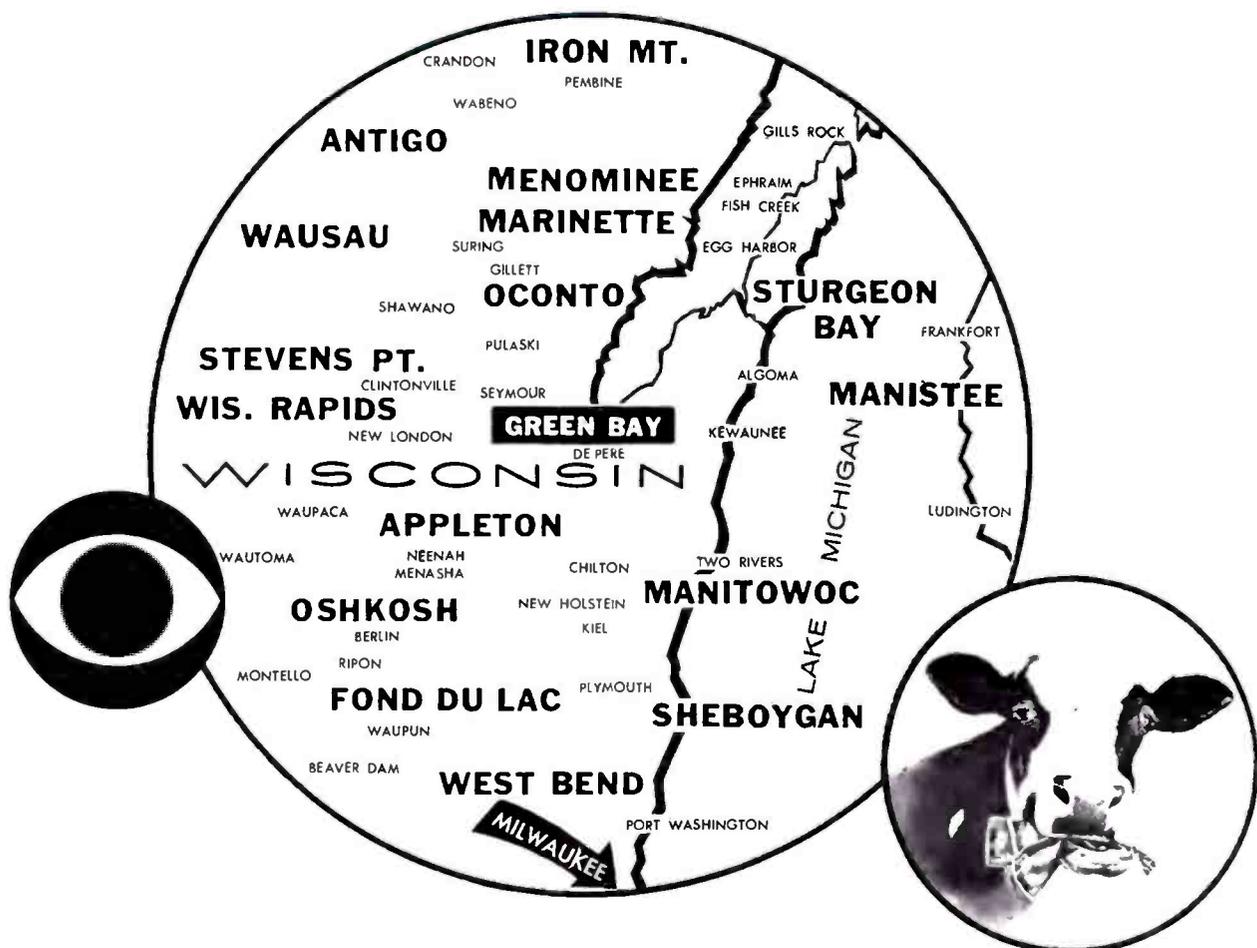
NBC TELEVISION STATION

**10 HOT YOUNG
AD AGENCIES
TO WATCH** p. 29

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

**A radio plan for
women-appeal
products** p. 41

14 JANUARY 1963—40c a copy / \$8 a year



Storybook Market... scores of small cities-thousands of big dairy-farms

HERE'S THE LAND OF MILK & MONEY!

WBAY-TV
GREEN BAY, WISCONSIN

HAYDN R. EVANS, General Manager • Represented by H.R. Television, Inc.



Mary goes to a party three times a week

Until two years ago, Mary Sherman, owner of a St. Louis cosmetics firm, did no radio advertising.

Then she tried KSD Radio. Specifically, three spots a week, for 13 weeks, on Russ Dovid's "Ployhouse Party", the only "live audience", "live music" program on St. Louis radio.

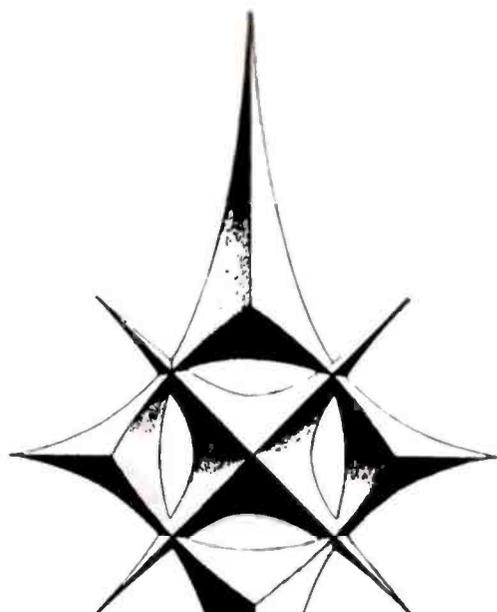
While sales continued to increase in all of the markets where her cosmetics are distributed, sales increased most dramatically in St. Louis. And Mary says the only thing she did differently in St. Louis during that 13-week span was to advertise on KSD Radio.

Today, her schedules on "Ployhouse Party" have jumped from 13 weeks to 39 weeks.

One problem. Mary would like to advertise on radio in other cities, but she can't find a program like "Ployhouse Party" anywhere else.

St. Louis advertisers sell St. Louis on
KSD RADIO 55
The St. Louis Post Dispatch Station

Charter NBC Affiliate / Represented nationally by the Katz Agency, Inc.



DATELINE '63

SIX O'CLOCK REPORT
with **DICK JOHN**

ELEVEN O'CLOCK REPORT
with **LARRY GAFFNEY**

For the first time in the Pittsburgh area, the news takes on a big, bold look. It's DATELINE '63—a twice-a-day, close-up portrait of local, area and world events.

The Six O'Clock Report of DATELINE '63 features Dick John, nationally acclaimed newscaster, along with Red Donley, Bob Cochran, and the award-winning Huntley-Brinkley Report in a solid hour of news, weather and sports.

DATELINE '63's Eleven O'Clock Report features Larry Gaffney in a round-up of local, area and world news—up-to-the-minute—followed by sports with Red Donley.

The news is bigger . . . the news is hotter on Channel 11, because around the clock, WIIC newsmen and cameramen are there when it happens.

WB **WIIC CHANNEL 11**

For availabilities and adjacencies, see your Blair TV representative

WCCO Radio delivers TOP ACCEPTANCE

68.1%

← *share of audience* →



*Twice as many listeners
as all other Minneapolis-
St. Paul stations combined!*

Powered by an enormous 68.1% share of audience, WCCO Radio provides a setting of outstanding acceptance for your advertising story. You get sales-sparking coverage of two markets in one: the 5-county Twin Cities metro area plus 119 non-metro counties. Big audiences, top acceptance and great coverage are yours at the lowest cost-per-thousand in the market—less than one-third the average of all other Minneapolis-St. Paul stations.

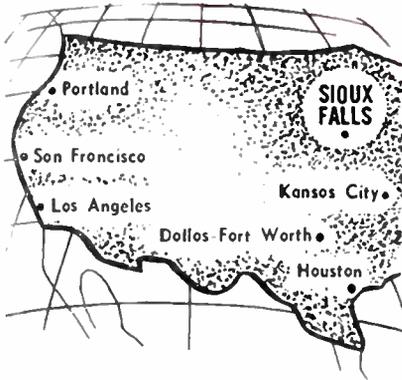
WCCO *radio*

MINNEAPOLIS • ST. PAUL
Northwest's Only 50,000-Watt 1-A Clear Channel Station

REPRESENTED BY **GBS** RADIO
SPOT
SALES

SIoux FALLS... 7th MARKET IN THE WEST

IN TV HOMES DELIVERED BY CBS



Among all the market strongholds west of the Mississippi River, only a half dozen other CBS stations deliver your sales message to a larger audience than does KELO-TV SIOUX FALLS.* How does KELO-LAND TV elevate Sioux Falls into this top tier of major markets? Through three strategically placed transmitters operating as one station. Your sales message gets major station coverage of Sioux Falls' entire KELO-LAND 103 County Market — simultaneously, completely, efficiently. Only KELO-TV makes this the mighty, natural market it is. Only KELO-TV can deliver it to the advertiser.

ARB March '62—6:30 p.m. to 10 p.m.
Sun. thru Sat., Avg. Quarter-Hour.

CBS • ABC

KELO-TV LAND

KELO-TV SIOUX FALLS; and interconnected
KDLO-TV and KPLO-TV



JOE FLOYD, Pres.
Evans Nord, Executive Vice
Pres. & Gen. Mgr.
Larry Bentson, Vice-Pres.

Represented nationally by H-R
In Minneapolis by Wayne Evans

SPONSOR

14 JANUARY 1963

Vol. 17 No. 2

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KEY STORIES

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100-MARKET 'LIVE' HOOK-UP SET / Live telecast of Bing Crosby
Celebrity Golf Tournament will be seen in 100 markets on independent
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WHERE THE FIRST TIMEBUYERS ARE NOW / Career tracing of the
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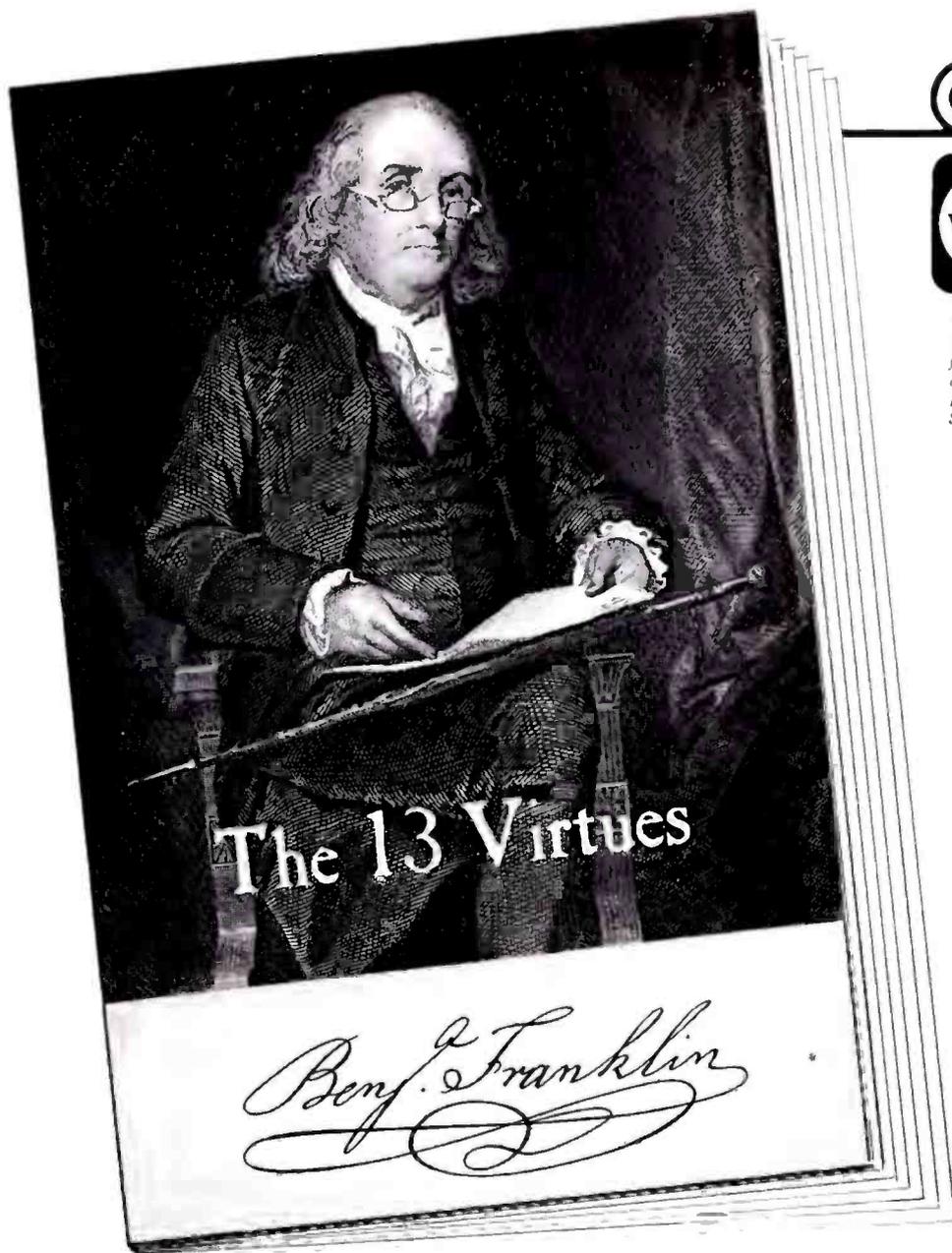
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SPONSOR ® Combined with TV ®, U.S. Radio ®, U.S. FM ® Executive, Editorial, Circulation,
Advertising Offices: 555 Fifth Ave., New York 17, 212 MUrray Hill 7-8080. Midwest Office: 612 N.
Michigan Ave., Chicago 11, 312-611-1166. Southern Office: 3617 Eighth Ave. So., Birmingham 5,
205-322-6528. Western Office: 601 California Ave., San Francisco 8, 415 YU 1-8913. Los Angeles
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year, Canada \$9 a year, Other countries \$11 a year. Single copies 50¢. Printed U.S.A. Published
weekly. Second class postage paid at Baltimore, Md. © 1963 SPONSOR Publications Inc.



"The 13 Virtues," Franklin's significant and timely method for self-improvement, is available upon request. Please write WIBG, Radio 99, Suburban Station Building, Phila. 3, Pa.

FIRST IN PHILADELPHIA

Philadelphia, rich in "firsts" in many fields, was the home of Benjamin Franklin, considered by many, Colonial America's foremost citizen. Franklin's numerous firsts and talents ranged in astounding diversity. His experiments with lightning and electricity are well known. Franklin also developed the rocking chair, the Franklin stove, bi-focals... he was the driving force behind the first hospital in America,

the first fire insurance company to receive a charter, the first circulating library and many other activities.

Franklin, a man of the highest moral inclination, conceived a "bold and arduous project of arriving at moral perfection." WIBG, first in listenership in Philadelphia,* is proud to offer "The 13 Virtues of Benjamin Franklin" in a handsome and inspiring booklet.

*According to Pulse, Hooper and NCS.

Represented by Katz Agency

LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJKB	STORER BROADCASTING COMPANY
NEW YORK W11N	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJKB-TV	



PRESENTING

30

30

ALL-STAR

GREATEST POST '48 FEATURE ENTERTAINMENT EVER OFFERED TELEVISION STATIONS

Last year the MGM 30/62 feature films were acknowledged the finest single offering of post '48 films yet released. Now we're topping those with the 30/63. It's a truly exciting array of entertainment values that will keep audiences and advertisers looking and buying.

Some of the titles from Metro-Goldwyn-Mayer Television's 30/63
"I'll Cry Tomorrow" • "Malaya"
"Silk Stockings" • "Pat and Mike"
"First Man Into Space" • "Ambush"
"Dream Wife" • "Blackboard Jungle"

Some of the stars:

Cary Grant • Elizabeth Taylor
Gregory Peck • Ava Gardner
Clark Gable • Grace Kelly
Spencer Tracy • Debbie Reynolds
Gene Kelly • Fred Astaire

**HIGHLY PROMOTABLE!
HIGHLY SALEABLE!**

Get individual prices and availabilities on the 30/63 from any MGM Television office. Presentation and film available right now.

MGM



TELEVISION



HOW DO YOU MEASURE A BROADCASTING STATION?

The lady cannot see. Still, she knows our station and wanted to visit us. We are told that she “sees” WTIC-TV programs, as do many who are sightless. Their vivid imaginations supplement the audio with a video of their own. And, of course, WTIC Radio has been her friend and companion for many years.

But this lady had to “see” with her hands the statue of “The Broadcaster” which stands in Broadcast House.

Surveys, such as A. C. Nielsen and ARB, clearly define WTIC-TV’s outstanding audience leadership in southern New England. The latest Politz survey of our area has proved that WTIC Radio is also without peer.

But somehow, a blind lady who came to visit us tells of another kind of leadership which cannot be measured in sheer numbers . . . and reminds us anew of the awesome trust which our viewers and listeners repose in our station.

WTIC  TV3/AM/FM

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Righter & Parsons, Inc.
WTIC AM-FM is represented by the Henry I. Christal Company

SPONSOR-WEEK

Top of the news
in tv/radio advertising
14 January 1963

NC&K EXPANDS IN EUROPE, MERGING WITH GERMAN AGENCY

Norman, Craig & Kummel, Inc., in its second international move within the past year, has merged with Markenwerbung KG in West Germany. The merger was in conjunction with its London partner, Crane, Norman Craig & Kummel, Ltd., formed last June when the agency affiliated with Crane Advertising Ltd. Norman B. Norman, agency president, said world wide billings will be nearly \$75 million in 1963 with an agreement either in Italy or France expected some time this year. NC&K accounts served internationally include: Colgate, Hertz, Dow, Willys, Revlon, Chanel and Maidenform.

FALK ELECTED V.P. AT COMPTON

Albert Henry (Hank) Falk, Jr., manager of the market development department of Compton Advertising, has been elected a vice president. Falk joined Compton in 1957 as a marketing executive after serving with Comstock Foods as national sales manager.

AD GROWTH TO BE MORE IN LINE WITH ECONOMIC GROWTH

Advertising expenditures have risen less since the '20s and '30s than the economy generally, according to a report by the *Value Line Investment Survey*, published by Arnold Bernhard & Co., investment advisers. The maturity of television has slowed even the post-war upsurge in advertising, says the report. It predicts that future growth will be more in step with general business activity. The survey also released a review and forecast of the most important financial events of the movie and tv industries in 1962-63.

WMAL-TV AND KTVI TO CHANGE REPRESENTATIVES

WMAL-TV, Washington, has selected Harrington, Righter & Parsons as its new representative and KTVI, St. Louis, has moved to H-R. WMAL-TV move takes effect 1 February and KTVI in April, or perhaps earlier. H-R has handled WMAL-TV, Blair has had KTVI.



ALCOA TRADEMARK TO BOW ON ABC

Major introduction of new trademark for the Aluminum Co. of America's new trademark is scheduled on *Alcoa Premiere* on ABC TV this Thursday. A 30-second commercial will be devoted to the new symbol. Trademark will be used in all advertising. Development took place under the guidance of the company's graphic design committee headed by T. M. Hunt, general manager of advertising and promotion.

SPONSOR-WEEK | Top of the news in tv/radio advertising (continued)

REASSESS AGENCY-CLIENT RELATIONSHIP: K&E'S STEWART

Advertising relationships and functions between clients and agencies call for drastic reassessments. David C. Stewart, president of Kenyon & Eckhardt, told The Adcraft Club of Detroit Friday. "This is imperative because of the big rise in advertising costs and the need for more effective and productive mobilization of advertising manpower, he declared. Mobilization is needed in such areas as planning and goal-setting, the area of advertising measurement and the area of advertising creativity, he asserted. He also said the time had come to toss "into the ashcan the old 'partnership' concept." Stewart insisted that the ideal relationship is not that of partners at all but a "relationship between two strong, independent, self-respecting organizations — each with its own aims, goals, duties, responsibilities, specialized skills, manpower, and resources—who work together on specific, common problems."

O'BRIEN ELECTED PRESIDENT OF METRO-GOLDWYN-MAYER

Robert H. O'Brien has been elected president and chief executive officer of Metro-Goldwyn-Mayer, succeeding Joseph R. Vogel, who becomes chairman. George L. Killion resigned as chairman, and moves to the MGM Executive Committee. O'Brien was MGM Executive Vice President and Treasurer and formerly was a director and financial vice president of American Broadcasting-Paramount Theatres.

CBS TV SALES NEAR SRO IN 1962

CBS TV Network nighttime sales were at the 90% or better mark throughout most of 1962 while 12 Noon to 5 p.m. programs were almost continuously SRO last year, the network's year-end review reveals. Altogether 177 different sponsors advertised on CBS TV in 1962, of which, 36 were new to CBS TV and 13 new to network television. The network also reported the Morning Minute Plan hit the SRO mark in the last quarter of 1962.

HEALTH, FITNESS DEBATED IN RADIO SERIES

Survival of the Fit, a four-part series on the health of America, will be premiered next month on the six Westinghouse Broadcasting radio stations. The series will be heard on prime time on various starting dates beginning 3 February.

\$2 BILLION IN AD COUNCIL CAMPAIGNS IN 20 YEARS

Over \$2 billion in time and space has been contributed to its public service campaigns in the last 20 years, the Advertising Council announced today. The amount was contributed by advertising media and by businesses advertising commercially. In addition, more than 80 advertising agencies have participated in the campaigns.

SPONSOR-WEEK continues on page 14



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

There's been something fishy going on in New York. That probably isn't news to most people, but those in the broadcasting and advertising fraternity in general are being subjected to a new aroma of Eau de Fulton Fish Market.

For the past year or more the FCC has been spending the taxpayers' money to find out if UHF would work in a place like New York. (We could have saved them a lot of time and the taxpayers a lot of money, but somehow the "experts" on UHF television didn't want to know what UHF broadcasters have accomplished in their own markets.)

Anyhow the FCC, having spent all this dough and then studied the results, has found that their UHF channel works pretty well: in fact, they said, it works as well as the VHF channels operating from the same location.

Then guess what? The "Fat Cats" of TV stirred their stumps, dipped into their gigantic slush funds and assigned their expensive engineers to prove such statements on UHF were tantamount to treason.

Then guess what again? These expensive engineers, very objectively (?) studied the same channel and, lo and behold, they found it wasn't any good at all. You figure it out.

Meanwhile, back at the Bench, FCC Commissioner Robert E. Lee, under whose guidance the UHF tests had been conducted for more than a year, said, "Whoa." And Commissioner Lee rejected the conclusions drawn by the "Fat Cats" expensive, objective (?) engineers.

We can tell you one thing for sure. The FCC was not interested in seeing if this UHF channel could put a good signal into Poughkeepsie, or Providence, or even here in Springfield. The Commission was interested in seeing if the UHF channel worked in the area it was supposed to serve: for, in case you didn't know, there are other channels assigned to Poughkeepsie, Providence and Springfield which do the job they are supposed to.

But the "Fat Cats," being what they are, would prefer to operate one station that would cover all three towns and New York as well, so naturally they disagree with the FCC findings.

Like we've been trying to get across all along: UHF channels are not good for the "Fat Cats," but they are great for the people they serve so well.

Represented nationally by HOLLINGBERRY

MAYES PREDICTS SWITCH TO RADIO, MAGAZINES

Rising costs of television advertising will cause some big advertisers to switch back to magazines and radio, predicts Herbert R. Mayes, president of the McCall Corp., in an interview with the *Wall Street Journal*. Mayes also noted that *McCall's* magazine was in the black in the fourth quarter of 1962 for the first time in several years.

NEW "GEMINI" TAPE-FILM SYSTEM ELIMINATES KINESCOPE

A system created for the elimination of the kinescope in multi-market spot placement of videotaped commercials and programs was announced last week by George K. Gould, president and general manager of MGM Telestudios, producers of videotape. Telestudios has acquired exclusive rights to the device which enables advertisers to produce 16mm film and videotape at the same time. The entire system has been named "Gemini" and the prints are called "Gemprints."

RKO GENERAL BROADCASTING NAMES ADMINISTRATIVE V.P.

Charles G. Drayton has been named v.p.-administration of RKO General Broadcasting, latest in a series of moves that reorganizes RKO General operations. Drayton will head finance, auditing, systems, procedures, real estate, and personnel administration for the company's 12 radio and tv stations. He had been controller for RKO General.

CONDON TO MANAGE MIDWESTERN SALES FOR TVAR

William Condon, formerly an account executive in the New York office of Television Advertising Representatives, will head up that firm's Chicago office as midwest sales manager. He succeeds Lamont L. (Tommy) Thompson, recently named sales manager of KPIX, San Francisco.

CBS NEWS FELLOWSHIPS OFFERED AT COLUMBIA U.

Eight fellowships for study at Columbia University during academic 1963-64 are available through CBS Foundations. Deadline for applications is 1 March; winners will be announced in April. Those eligible: news and public affairs employees of CBS News, CBS o&o stations, affiliates, non-commercial educational outlets, and teachers of news and public affairs in colleges and universities.

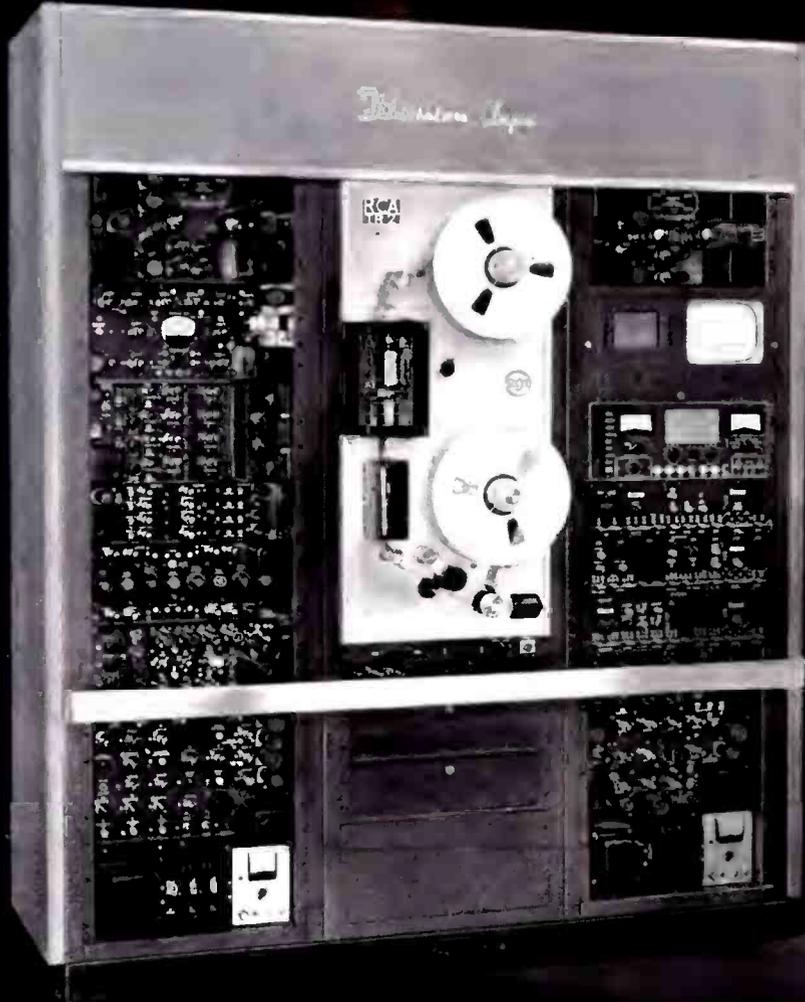
BOB HOPE FIRST ENTERTAINER TO WIN IRTS MEDAL

Winner of the 1963 Gold Medal of the IRTS is comedian Bob Hope for his "contribution to broadcasting and to international good will." Hope started radio show in 1938, tv career in 1950. Award will be made at IRTS 23rd anniversary banquet, 6 March, Waldorf-Astoria, New York. Previous Gold Medal recipients: Brig. Gen. David Sarnoff (1960), John F. Kennedy and Richard M. Nixon (1961), and Dr. Frank Stanton (1962).

SPONSOR-WEEK continues on page 52

RCA
TR 2

ANOTHER IN RCA'S FAMOUS FAMILY OF TV TAPE RECORDERS!



Universal TV Tape Recorder

The Basic Compact with Provisions for Adding PixLock, Cue, ATC and Color

The Universal model enables you to obtain in one compact unit very high standards of performance, reliability and interchangeability... at lowest cost. You buy this basic unit and add exactly what you want in the way of accessories to achieve your desired type of operation.

The availability of a complete line of accessories provides programming flexibility and operating convenience, making the TR-2 an excellent choice for many applications. Circuits of proved performance are utilized throughout. Transistors are employed where they do the most good in achieving materially improved performance and significant savings in space.

STUDIO AND MOBILE MODELS. The studio model is available in a single (3-rack)

cabinet 70" wide, 84" high, and 24" deep. It requires less than 10 square feet of space. For mobile applications the TR-2 is housed in two separate cabinets each measuring 66" high, 24" deep, and 50" wide. Both models are designed for adding color.

ACCESSORIES. The wide range of accessories which can be integrated in the basic TR-2 include: Air Bearing Headwheel, PixLock, Picture Monitor, Waveform Monitor, Audio Cue Channel, Automatic Timing Corrector (ATC), Two-speed operation, and Color.

See your Broadcast Representative for complete details. Or write to RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.

Outstanding Features

- Lowest Priced Compatible Quadruplex Recorder
- Optional Two-Speed Operation
- Electronic Quadrature Control
- Designed for Adding Color
- Complete Line of Accessories



The Most Trusted Name in Television

SUNNY'S REALLY COOKING



More advertisers are spending more dollars on WSUN... than at any time in our 35 year history

ONE OF THE NATION'S GREAT STATIONS

WSUN

5 KW 620 KC

Broadcasting 24 hours daily!
TAMPA-ST. PETERSBURG

Get all the facts from
Natl. Rep: VENARD, TORBET & McCONNELL
S. E. Rep: JAMES S. AYERS

DATA DIGEST | Basic facts and figures on radio and television

"Dimensions '62," a qualitative study of the U. S. Radio Audience underwritten jointly as a contribution to the industry by The Pulse AM Radio Sales, H-R, Katz, and Radio-TV Reps, reveals a number of radio basics: these are presented below. Pulse interviewed a sample of 2,5000 radio households distributed among 250 separate clusters nationally. From the data collected, AM Radio Sales produced the charts that are reprinted below.

WHEN RADIO AUDIENCE IS DIVIDED INTO FOUR GROUPS

TOTAL RADIO AUDIENCE	TOTAL HOURS OF LISTENING OF FAMILY MEMBERS ON AVERAGE DAY <small>6 a.m.-midnight MON-FRI.</small>
HEAVIEST LISTENING 25 %	11.8 HOURS per day
MODERATE HEAVY LISTENING 25 %	7.8 HOURS per day
MODERATE LIGHT LISTENING 25 %	5.8 HOURS per day
LIGHT LISTENING 25 %	3.8 HOURS per day

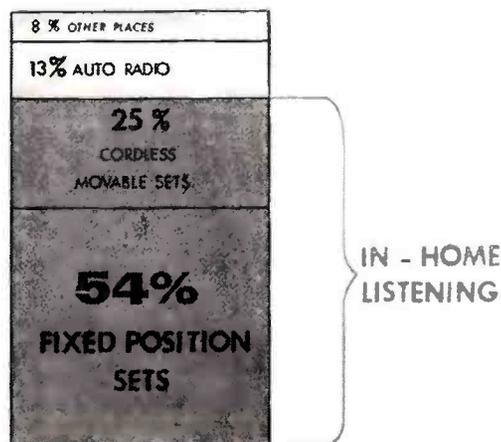
BY SIZE OF FAMILY (Average weekday, 6 a.m.-midnight)

	% Listening in one day
1 person	86.6%
2 persons	84.2%
3 & 4 persons	85.9%
5 or more persons	91.5%

MOBILITY

Every weekday, the average home listens to radio four hours.

OUT OF HOME LISTENING



BY INCOME

(Average weekday, 6 a.m.-midnight)

	% Listening in one day
Homes earning \$7,500 or more	87.8%
Homes earning \$5,000-\$7,499	86.2%
Homes earning under \$5,000	86.7%

In Detroit...

"This is WWJ NEWSMAN
KIRK KNIGHT"



City-County Building Reporter for WWJ News, Kirk Knight covers the many administrative offices governing Metropolitan Detroit—heart of WWJ's primary coverage area. Especially noted for crisp, accurate reports of activities in the Mayor's Office and at daily Detroit Common Council meetings, Knight is another important member of the great WWJ News operation—the only local service that includes:

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

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

Owned and Operated by The Detroit News

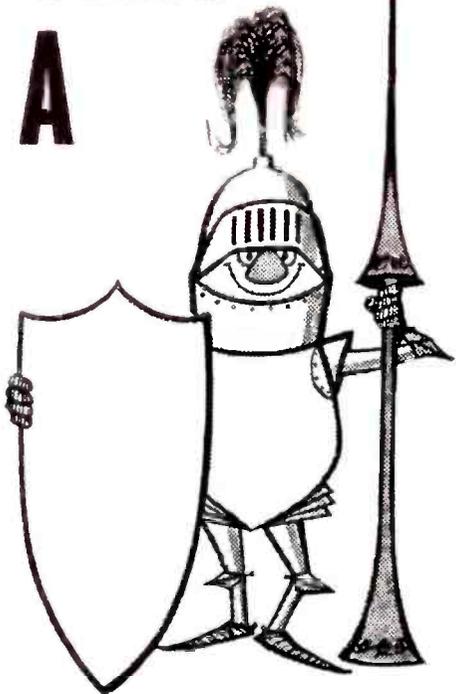
National Representatives: Peters, Griffin, Woodward, Inc.

SPONSOR/14 JANUARY 1963

17

look South . . . and you'll see **TV-3**

**We
Take
A**



STAND

Express an opinion and you're likely to get disagreement. The more controversial the issue, the more disagreement.

Such is the case with "Personal Opinion"—TV-3's daily editorial. The issue: everything from a pedestrian crosswalk to an event of world-wide scope. Most of the time we are praised . . . sometimes not!

But to say nothing usually means you stand for nothing.

Taking a stand takes "guts." But it's rewarding. It's the satisfaction of a job well done. A public better informed. A confidence fulfilled.

That's the attitude of TV-3. It has built an image of integrity, confidence, dependability. That's the backing your sales message gets from the "fabulous following" of TV-3 viewers in Georgia and Alabama.

WRBL Television

Columbus, Georgia

TELECASTING FROM THE
WORLD'S TALLEST TOWER
"1749 feet above ground"

J. W. Woodruff, Jr., Pres. and Gen. Manager
Ridley Bell, Station Manager
George (Red) Jenkins, Dir. National Sales



CBS
NBC

REPRESENTED BY
GEORGE P. HOLLINGBERY COMPANY

SPONSOR-SCOPE

14 JANUARY 1963 / Copyright 1963

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

Everyone from time immemorial has enjoyed a battle between a David and a Goliath and there may be one in the making, at least in one product area, between Alberto-Culver and no other than P&G.

The object of the pair, which has the earmarks of a slugfest, is share leadership of the two new anti-dandruff shampoos, namely, A-C's Subdue and P&G's Head and Shoulders.

It happens that the newcomers are breaking nationally at the same time and the anti-dandruff duel will bring into play the contenders' massive weight in both network and spot tv. The two companies have never met head-on before.

Sideliners might be amiss in belittling A-C's chances in this particular arena, because of these two quite pertinent factors:

1) It was about this time last year that A-C introduced the VO-5 Shampoo coincidental with Helene Curtis' debut of its own Suave Shampoo. Within six months VO-5 had over 10% of the entire shampoo market.

2) Leonard Lavin's formula for product success, which is to spend in introductory advertising as much as is spent by the leading competitive brand and to spend all this in tv.

BBDO Chicago is the agency on Subdue and Tatham-Laird has Head and Shoulders.

Could a certain trend which took on speed and scope during the past year indicate a diminishing relationship of trust between major clients and their agencies?

The accelerated trend: the client staffing himself up with a counterpart for almost every function that the agency performs. The exceptions are art and copy.

Veteran agency men in observing this phenomenon think that the counterparting stems from more than supervising, or coordinating, the activities of the account's several agencies.

They suspect that, while agencies do have highly proficient people working for them, corporate problems like that of product growth and diversification and a closer evaluation of sales to advertising has made it necessary for the client to lean more and more toward the judgment of his own specialists in marketing, research, media, programming, commercials, etc.

What disturbs these veterans most of all is the tendency of such clients to reduce the agency relationship to strictly that of execution, that is, following orders.

The Four A's Committee on Broadcast Media has advanced a suggestion which can't help but cause a lot of eyebrow-raising among the sellers of spot tv.

The proposal concerns the granting of a period of sponsor protection to the buyer of a preemptible spot. And this protection, in the committee's own language, would work this way:

1) No preemption (of the preemptible spot) during the initial two weeks of a schedule.

2) At least seven days notice of preemption at any time during the schedule (unless specifically waived by the agency).

Immediate reaction from some reps: The setting up of such ground rules would only serve to complicate the whole purpose of the preemptible spot, which basically is a special rate, to permit better sales maneuver ability for the station and perhaps even cause stations with a preemptible rate structure to abolish it altogether.

Noted one rep to SPONSOR-SCOPE: Apparently the Four A's Committee is not conversant with the fact that the preemptible spot is based on price and aim of the buy.

McCann-Erickson has switched course again in its media planning and buying procedure.

After a year of wrestling with the system which put the emphasis on specialists working in groups the agency has gone back to the account group plan.

The account group plan has been a way of life for most of the bigger shops for a number of years.

Under the re-embraced plan at McCann-Erickson an associate media director will have authority over a top-billings account or several accounts and he will have under him supervisors who will have buyers, estimators, etc., reporting to him.

The specialist system was composed of four sections: print, broadcast spot, trade-papers and outdoor. Reason for its scrapping: the group plan lends itself more efficiently to the needs of modern media planning and buying.

Miradel, the new toiletries company headed by George Abrams, should be soon making its entry into tv through a deodorant named Dry.

Commercials are set and the Miradel agencies are Donahue & Coe and Mogul, W&S.

These are the weeks in which rep personnel assiduously scrutinize the November ARB ratings for their markets with either switch-pitching or fence-mending aforethought.

Those with stations whose ratings are good will press arguments to timebuyers as to why they should move to cozier spots, while reps with stations who haven't been faring so well from their network schedules will fortify themselves with defensive data stressing the audience composition factor as against numbers.

And that's the way it's been going with each successive January, becoming a sort of ritual in the midseason consortium between timebuyer and rep salesman.

SPONSOR-SCOPE last week garnered the inference from a cross section of tv reps that there was hardly any prospect of wholesale basic changes in tv station rate structures.

What is meant here is that stations may do some jockeying around to get advantages over their competitors but they'll, broadly speaking, maintain the status quo as to package plans, discounts, etc.

One of the inhibiting factors perhaps is this: the continuing tendency among agency copywriters to favor the minute commercial and the disposition on the media side to let them ignore the efficiency of the midweek prime 20s.

A hard economic fact of life that may, among others, interest Newton Minow, is the failure of the smaller market to garner a proportionate share of the record national spot tv boom that the medium has been experiencing this season.

The source of this picture are reps whose lists contain a broad assortment of large and smaller markets.

Their consensus: despite the increase in spot tv expenditures, the trend has been sharper than ever toward concentrating it in the top 50 markets, with the result that what trickles down to what might be referred to as below the top 75-80-market level has become a veritable pittance.

Some of the reps quizzed on the situation estimated that stations in smaller markets were getting only about 30% of their volume from national spot, as compared to the 65% average for stations in the larger markets.

Conducive to the wide disparity has not only been the mushrooming of the network minute scatter plans but the agency attitude on the cost of doing business with regard to smaller markets.

Reason for the reference to Minow: his espousal of all-uhf, which, if it is assumed, will proliferate the number of stations in smaller as well as big markets.

Considering the time of the season, NBC TV sales the past week turned out a fairly cozy record of new buys and renewals.

The asset side included:

- Ralston Purina (Gardner) taking on about 85 minutes in the Merv Griffin show and Your First Impression for 26 weeks, starting in March.
- ExLax (Warwick & Legler) renewing 26 daytime minutes to run off during the first 1963 quarter.
- Revere Copper signed an order for a spring campaign of 15 commercial minutes, effective in April.
- Purex (Weiss) continued its daytime specials for March and April.

P&G seems to be taking CBS TV's vacating of Edge of Night from the 4-4:30 niche come the fall with much forbearance and equanimity.

The Cincinnati giant, like anyone else, prefers to ride with a winner—on the rating side CBS TV has had plenty of that this season—and so it will wait awhile before deciding what to do with Edge of Night, which, incidentally, ranks among the top five in daytime ratings.

Two gambits are in the offing:

- 1) Tie the soaper in with what CBS TV is able to do for P&G nighttimewise next season, with Edge replacing a film rerun, say, the Millionaire, on that network's schedule.
- 2) Put the serial on NBC TV, which has already expressed an interest in it, and in the process sweeten the pot with large doses of nighttime.

Agencymen who are in the position of being able to recommend a tv network buy without having to run the critical gauntlet of other agencies on the same account can count themselves lucky.

Why is this being brought up at this time?

Well, the networks are complaining that this business of agencies looking over the shoulder of the agency of record for a buy is getting too rambunctious and sticky for the network's own comfort.

The hub of the gripe: in their zeal to second-guess the other fellow, such agencies are making it increasingly rough on the network to wrap up a deal with dispatch.

The agency of record is now disposed to explore every conceivable facet of a buy so as to preclude the "opposition" pointing out some loophole in the selection of the participating minutes. Like, for instance, the schedule time, audience composition and compatibility of the programs with the various brands.

The ground rules on the program billboard, which have been the source of wrangling between agencies and tv networks, appears headed for an overhauling.

The three networks have been asked by the NAB Code Board to discuss among themselves whatever revisions they deem necessary in the treatment, length and placement of billboards and submit a common agreement designed for incorporation in the code at the next meeting of the board.

CBS TV is plumping for a new wrinkle on billboards. It would like to expand the time allowance to 30 seconds for programs running over an hour. At present the quota is 10 seconds opening and close for a half-hour show and 20 seconds for a program covering an hour or more.

According to the networks, there's been a constant argument about the inclusion of copy in the billboards which smacks of sell. It's their contention that the billboard is designed to merely identify the sponsor or sponsors and that even a description adjective about company or product violates the spirit of the billboard.

A moot point being debated by the networks: whether the time consumed by the billboards shouldn't be excluded from the commercial time standards.

Sellers of national spot tv should be heartened by the fact that they'll have a couple of astute business development specialists hitting the cross-country trail in behalf of the medium during the next two months.

The duo, each going his own way and armed with fresh-off-the-research board presentations: Katz's Halsey Barrett and Harrington, Richter & Parson's John Dickinson.

Barrett is taking his Launching Your New Product story on two-three-day stands in Pittsburgh, Minneapolis, St. Louis, Atlanta, Chicago, Dallas and other points west.

Dickinson heads early next month for the westcoast with a batch of material on the spot theme with the object of stirring up a little more dollar interest in the medium, but is, more than has been accruing from this potentially rich region.

Following this exploratory trip Dickinson and his HR&P associates will apply themselves to a documented summer pitch that he will likewise take on the road. Obvious problem-solver target here: iron out that summertime billings valley.

Radio reps may be overlooking an angle that would ease their sales penetration of agencies, at last with the smaller ones.

From what SPONSOR-SCOPE has gathered among media people in smaller Chicago agencies they could become a rewarding source of revenue if the reps would provide them with total data on a station's market.

Pointed out by these agencies: they're not equipped with the research staffs that prevail in larger agencies; hence they'd appreciate the reps' furnishing them with the sort of comprehensive material that they themselves could incorporate in a recommendation to a client.

The over-all boost in average hours of viewing per day the past November can easily be attributable to the fact that there was quite a jump in daytime attention.

In other words, the hike in daytime more than made up for the slide in nighttime.

Tv usage this November for the entire day was five hours and 35 minutes, as compared to five hours and 25 minutes for 1961 and five hours and 47 minutes for November 1960. Here's a three-year comparison of average daytime usage by hours of the day:

TIME SEGMENTS	NOV. 1962	NOV. 1961	NOV. 1960
8- 9 a.m.	11.8	11.2	13.6
9-10 a.m.	14.5	13.3	15.5
10-11 a.m.	17.2	14.6	17.4
11-noon	20.8	17.1	20.5
1- 2 p.m.	24.3	23.0	24.2
2- 3 p.m.	22.1	19.7	20.1
3- 4 p.m.	21.3	20.5	20.8
4- 5 p.m.	25.9	24.8	25.9

SOURCE: Nielsen, Monday through Friday, average audience per minute.

Educational breakout for adults supplied by TvQ in its December report would indicate that the Ford Division had got on the right audience-mix track when it bought football this season to buttress its Hazel series.

TvQ's educational-level quotients are based on adults from 19 up and here's how these levels stacked up for the Ford Division's three principal tv network investments:

FACTORS	HAZEL	NFL FOOTBALL	NCAA FOOTBALL
Adult Avg.	35	48	46
Grade School	40	35	32
High School	35	48	46
College	29	58	57

the course of this typical day
on Manager Ed Pfeiffer

helps develop new format for
News-Weather-Sports shows
at 6 and 10 p.m. (Makes note
to set up screening for local
agencies and advertisers.)

has phone conference with
program department of rival
network regarding loan of
mobile cruiser for two-week
1,000-mile taping trip.

checks over equipment maintenance
records with chief engineer.

has lunch with Petryman and client
giving weight to rep's proposal
for important spot buy.

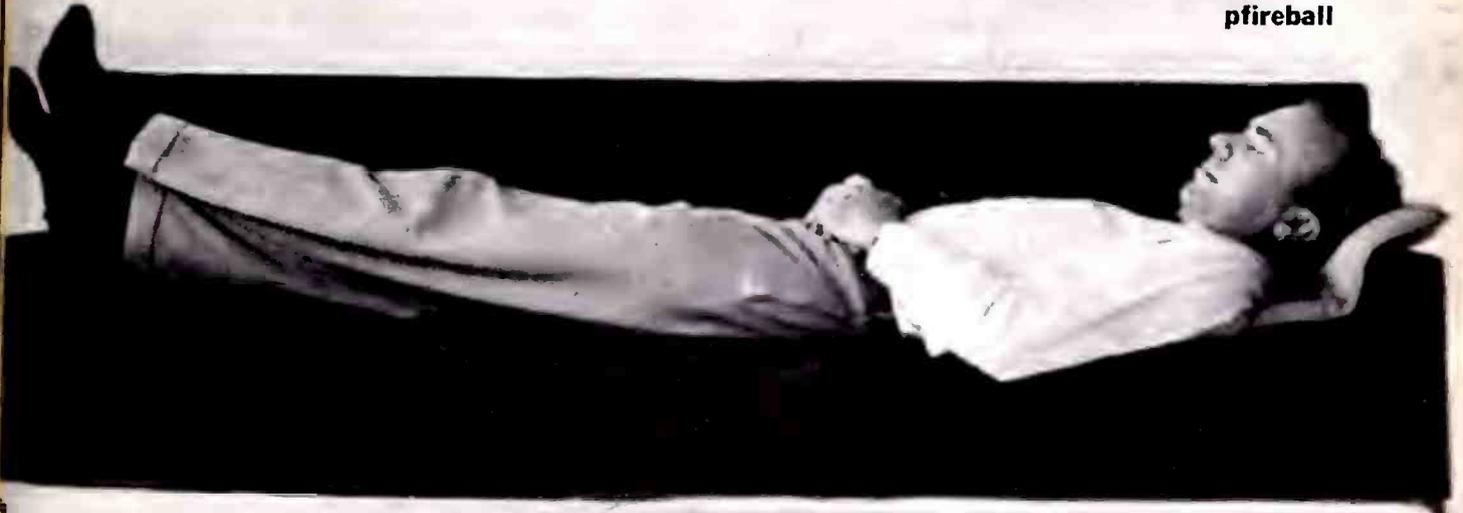
interviews new commercial manager
from Chicago after interviewing
scores of prospects.

decides to send reporting
team to Pecos, Texas (object:
television-produced documentary
on the Billie Sol Estes case).

works on countless small and large
matters that ultimately affect the station's
typical operation . . . its profit . . .
its responsibility to the community.

of which necessitates an
occasional pause for Pfeiffer .
to get his second wind. For alas,
he has one more place to go.
Tonight, another awards banquet
with his boss, Mike Shapiro.*

**Our
Mr. Pfeiffer
is a
fireball**



WFAA-TV

Channel 8 abc
WFAA-AM-FM-TV
Communications Center

Broadcast services of
The Dallas Morning News

Represented by
Edward Petry & Co., Inc.

* Most recent — 1962 Man of
the Year — from
Associated Broadcasters
of Texas.

THE CLEAR DOPE

Here is the clear dope about a good broadcasting operation.

Although most guys and gals our age who are in the advertising business know almost everything about us, we are often reminded that time flies and each day new people are joining the ranks of agencies of the country. Some of them sit in judgment on us, and so they need to know all about us.

Well—We operate KRNT Radio, KRNT Television, and KRNT Theater out here in Des Moines, Iowa. All under the same roof. All run by the same people. Many of the personnel are up to their necks in all three all the time.

Our radio station has led in service and adult audience most of its 27 years. The television station reflects credit on its parent and generally leads in ratings, and in every one of its seven years, it has done around 80% of the local business! Both stations are affiliated with CBS. The CBS know-how together with the KRNT “know-how and go-now” keeps us out in front. The theater is the largest legitimate theater in the U.S.A. Everything from the Grand Opera to the Grand Ole Opry is shown in it. It truly is the “Show Place for All Iowa.”

So what happens? Well, the stations promote the theater and the theater promotes the stations, and we learn show business from running all three. We learn about people, too. Nothing will straighten out a person's thinking about what appeals to people as well as the box office. 'Tis the till that tells the tale. People either put their money where their mouth is at the box office or they don't—they kid you not.

Out of this baptism of fire comes some pretty hep people in programming and promotion and market knowledge.

Few organizations, if any know this market as well as the KRNT organization knows it.

Few organizations know more about program appeals—

Few organizations know more about promotion and publicity—

Few organizations are held in as high esteem by its public.

Few organizations of our kind in the U.S.A. have the track record that KRNT Radio and KRNT Television post year after year.

The KRNT name means leadership and has for a long time.

What about right now, today?

Well, take KRNT-TV:

The hot CBS-TV schedule is hotter here.

The hot Steve Allen Show is **hotter** here.

The **hottest** movie package is here.

The **hottest** news outfit is here. In fact, one of the top daily nighttime news programs in a multiple station market in America is here on KRNT-TV.

The **hottest** sports programs are here. The football coaches of the three largest universities in Iowa are seen exclusively in this market on KRNT-TV.

The most and the best and the best-known local personalities are on this station.

Civic, cultural and religious groups know from long experience that they can count on our eager cooperation and support. They know we do operate in the public interest, convenience, and necessity.

And—this is the station, in this three-station market, that carries around 80% of the local television advertising and has since the station's inception. Yes—where the cash register has to ring today to make today's profits, this is the station the local merchants depend on for sales—some of them selling products your agency represents.

Then about radio:

Every Des Moines survey a fellow can find shows KRNT Radio leading in total audience, total adults . . . leading in believability, too. KRNT "Total Radio" has the solid sound of success you like. You're proud to be associated with it. It, too, is a great news station, a great sports station, and it has the most and best known local personalities. It, too, is an outstanding public service station.

Our KRNT Radio personalities appear regularly on KRNT Television. This is a big advantage: Radio listeners know what KRNT personalities look like. Likewise, television viewers are constantly reminded of their local KRNT-TV favorites because of their frequent exposure on KRNT Radio. One medium helps the other in our operation. And personalities are pictured in heavy newspaper promotion, too. Our personalities are "old friends" to Central Iowa people—an important plus in their merchandising and sales effectiveness.

These stations of ours provide the proper climate for responsible advertisers—a climate of leadership, believability and responsibility. It is said that Lord Chesterfield once invited his young friend thusly: "Come walk down the street with me. It will make your fortune!"

We invite responsible advertisers to come walk down the street with us. It will go a long way toward making your fortune.

KRNT RADIO—KRNT TELEVISION

An Operation of Cowles Magazines and Broadcasting, Inc.

Represented by the Katz Agency, Inc.

VIEWER PAYS THE PIPER

Your 24 December issue carries a long and rambling letter about advertiser's freedoms which includes several confused points and slightly misused quotations. To avoid similar confusion, I'll dwell on only one of them: "He who pays the piper has the courtesy of calling the tune."

Aside from obvious contradiction to the principle of public ownership of the airwaves, the writer overlooks the fact that the viewer pays the piper to far greater extent than the advertiser. While the advertiser's investment is measured in tens of thousands, the cumulative investment of the show's viewers in terms of set depreciation alone would be in the hundreds of thousands. While the advertiser's investment in terms of man-hours would number in the thousands or possibly only hundreds, the viewers' investment would be in the millions.

To answer a quotation with a quotation: Mr. Oakes' kind of thinking could "kill the goose that laid the golden egg."

DAVID A. COURSE, promotion manager, WJRT (TV), Flint, Mich.

THE MORNING AFTER

We suppose such fluffs as transposed lines are inevitable on New Year's Eve; but we'd like to have this one corrected:

On page 56 of your 31 December issue you have moved our Channel 2 station from Las Vegas to Reno, with the most undesirable effect of leaving Las Vegas a one-station market for KLAS-TV. And it did not help matters to make Reno a 3-station market either!

Finally, the station thus moved by 457 miles to the northwest is no longer named KLRJ-TV but KORK-TV (as of 19 November 1962).

Thanks for letting us be a part of your morning after.

HARRY HUEY, development director, Donrey Media Group, Fort Smith, Ark.

RADIO FREE EUROPE

A few weeks ago I was privileged to inspect the European facilities of Radio Free Europe. I was not only impressed with the powerful technical facilities but with the dedication and expertness of the staff at the headquarters in Munich.

One thing that may be of interest to your readers is that the Radio

Free Europe staff of experts listen regularly to all the Communist radio stations in the satellite countries and read all major publications of the Communists. Recently, they have heard some unbelievable broadcasts emanating from these Communist stations—broadcasts indicating not only a breach in relations between China and Russia but that serious problems exist between the Reds and the captive countries. The RFE monitors really perked up their ears about a week ago when comments like these were heard:

Nikita Khrushchev was called a "blind admirer" of President Kennedy by the Albanian Communist Party daily, *Zeri I Popullit*. Albanian Premier Mehmet Shehu accused Khrushchev of "high treachery."

In Czechoslovakia, Communist Party Secretary Vladimir Koucky said: "The Albanian slanders remind us of the methods of Hitler and Goebbels."

The Chinese delegate to the Italian Communist Party congress denounced Tito as a "servant of American imperialism—a 100% traitor to the cause of world Communism."

Peiping charged that Khrushchev and his ilk have submitted to "imperialist pressure" and that they are "scared stiff before the policy of strength of United States imperialism."

Khrushchev himself finally struck at the root of the anti-Moscow charges by saying that the "so-called Marxist-Leninists" (the Red Chinese) apparently are trying to provoke a clash between the USSR and the USA.

The raging dispute has been caused by a basic ideological difference in Communist thinking. Khrushchev, impressed by Western strength and unity, has been advancing "coexistence" theories. Mao Tse-tung, the hard-line Marxist-Leninist, still believes in the inevitability of war between East and West.

Although differences between the Russians and the Chinese have been smoldering for a number of years, the conflict burst into flames in the last two months. Cuba was the spark. When Khrushchev agreed to remove his missiles from

(Please turn to page 49)

4-WEEK CALENDAR

JANUARY

Academy of Television Arts & Sciences film presentation of BBC's documentary "Television and the World": Hollywood, 14.

National Assn. of Broadcasters board meeting: Camelback Inn, Phoenix, Ariz., 14-18.

South Carolina Broadcasters Assn. annual winter meeting: Hotel Wade Hampton, Columbia, S. C., 17-19.

Advertising Assn. of the West mid-winter conference: Mapes Hotel, Reno, Nev., 18-20.

Georgia Radio-TV Institute annual meeting, co-sponsored by Georgia Assn. of Broadcasters and U. of Georgia, Athens: Athens, Ga., 22-24. Among the participants: FCC Commissioner E.

William Henry; Georgia Governor-elect Carl Sanders; Stephen Labunski, WMCA, New York; Maury Webster, CBS Radio Spot Sales; Stephen Riddleberger, ABC owned radio stations; Edmund C. Bunker, president-elect, RAB.

Nebraska Broadcasters Assn. convention: Hotel Cornhusker, Omaha, 23-24. NAB President LeRoy Collins will be principal speaker.

American Women in Radio & Television board of directors meeting: Savoy Hilton Hotel, New York, N. Y., 25-27.

FEBRUARY

National Advertising Agency Network eastern regional meeting: Hotel Roanoke, Roanoke, Va., 1-3.

The KINE is dead! LONG LIVE GEMINI*



The Anatomy of PRIMACY...Part I

The GEMINI process is an exclusive MGM Telestudios development which produces a twin high quality 16mm film simultaneously with the video tape.*

Pardon the slogans, but we've been working on this for a long time and we're really excited. At MGM—and only at MGM—the kine finally is dead; not just reworked, disguised, or renamed. It's dead! The tape industry has worn this albatross for too many years. We at MGM Telestudios decided that trying to improve it further was an exercise in

futility. So we focused our energies in a completely new direction—and perfected GEMINI.

*GEMINI is a direct film process, capable of producing unlimited 16mm GEMPRINTS.**

GEMINI is made as a twin product to MGM Video Tape, shot scene-by-scene, simultaneously.

With the last roadblock removed by MGM Telestudios you can now have the superiority of tape for network and major markets, and supply local markets with superb 16mm GEMPRINTS.

This is one of a series of major announcements from MGM Telestudios. Look for Part II of The Anatomy of PRIMACY

MGM


TELESTUDIOS
 1481 BROADWAY, N.Y. 36, N.Y.

Today, tape, more than ever before, is TV's prime production tool. For more information, call Bob Fierman, Sales Manager, LO 3-1122

*Trademark

*Why it pays
to advertise your station
in a broadcast book*

BECAUSE THE TIMEBUYER IS KING

There's nobody better qualified to advise you how and where to invest your national advertising dollars than your own national representative.

He'll tell you that the time-buying system really works. Which means that at any of the top 50 (or top 100) advertising agencies placing national spot business the recognized time-buyer, backed up by his supervisors, decides which stations get the nod. Sure, there are exceptions to the rule. Of course there are some account executives and ad managers that exert a heavy influence. But, by and large, the

timebuyer is king.

Reaching the timebuyer, and the other men and women who strongly influence a spot buy, is a job for a specialist. That's why the several thousand time-buyers (by job title and job function) who buy national spot read the broadcast books. Moreover, they rely on them. They rely on one or two favorites almost to the exclusion of all others.

Buy broadcast books to give your national campaign impact where it will do the most good . . . at least cost.

a service of

S P O N S O R



Younger agencies scorn the status quo and traditional techniques

Carson/Roberts uses slogan "have a happy day" on signs in Calif. while Henderson Advertising, S.C., flies staffers everywhere

10 young agencies to keep an eye on

- ▶ **Ten ad agencies rated comers of tomorrow**
- ▶ **Industry execs pick those with most potential**
- ▶ **They are regarded as agencies to watch**
- ▶ **PKL, GB&B, D&C, C/R, S/G in the top ten**

Each year, like crackerjack baseball rookies, sees the emergence of real hot, bright, aggressive advertising agencies. These happen to be agencies that instantly recall, say, Ogilvy, Benson & Mather or Doyle Dane Bernbach. These are agencies—some teen-years old, others sturdy moppets with the breath of birth barely wiped from high pink brows—that in the evaluation of communications connoisseurs may be the comers of tomorrow.

Last week, SPONSOR asked some savvy industry observers, including

a number of radio/TV station and network executives, top station reps and key Madison Avenuers to select 10 agencies who, in their educated opinion, should mature into the big ones of tomorrow.

Industry figures polled by SPONSOR came up with these agencies which possessed that extra creative twist and bend so deeply necessary in order to stand out in a field so fertile with copy and marketing notions:

- Papert, Koenig, Lois, New York.

- Guild, Bascom & Bonfigli, San Francisco.
- Daniel & Charles, New York.
- North Advertising, Chicago.
- Carson/Roberts, Los Angeles.
- Smith/Greenland, New York.
- Henderson Advertising, Greenville, S.C.
- Hockaday Associates, New York.
- DeGarmo, New York.
- Trahey/Cadwell, New York.

Observers in the industry view Papert, Koenig, Lois, which went public recently by selling a portion of its stock to outside investors, as the Cinderella of recent times. PKL started with \$100,000 in billings three years ago. It is figured that the young agency should be billing in the region of \$20 million in 1963. It billed \$7 million in 1961 and over \$14 million in 1962. Approximately 40% of its billings

Reps and station execs pick some smaller agencies that may easily become big ones of tomorrow

goes into the television medium.

Don't use scared money. What advice has Frederic Papert, chairman of the board, for launching a new agency? "I think it is important if you go into business that you not try to do it with scared money," he said. "Collect some money or collect accounts or collect some assets of some kind and give yourself six months or three months or however long you need to relax and say, 'I'll go till July, and I'm going to try to do it my way, and if I can't, I can always go back and get a job,' and you can as a matter of fact."

What prompted Julian Koenig to join Papert and George Lois? Koenig had a good copywriting job at Doyle Dane Bernbach. He left, he said, because he was "crazy." "After all, Lois and I had the best jobs in advertising. We should have been bankrupt within a month. But we weren't. . . . So my advice to you is this. If you like what you are doing, quit and start an advertising agency." Another active figure at PKL is Norman Grulich, exec. v.p.

What's PKL's creative philoso-

phy? As Koenig puts it succinctly: "Rosser Reeves has a creative philosophy and it is enormously successful. Mr. Ogilvy has a creative philosophy and it is brilliantly tabulated. What is our creative philosophy? We have none. All we do is make ads."

It is Papert's contention that a great deal of advertising is inefficient. "Better take a chance on something and slip once in a while, but at least keep people awake."

Bah to status quo! The unconventional pays off brilliantly in advertising, particularly when humor is applied. This appears to be one of the precepts followed at Guild, Bascom & Bonfigli, the sizzling agency which berths in San Francisco and has a "branch" office in New York. "We don't believe in the *status quo* in anything" is the way Walter Guild, president of the firm, expresses it.

Guild is the key-administrator-marketing genius at the agency. Dave Bascom is the creative brains and Dante Bonfigli the art man. Billing is now running close to \$20 million (including fees). Interestingly, the agency's New York

"branch" has turned into pretty much of a full-fledged office. Billings accounted for by the Gotham office are almost \$5 million and a GB&B execs point out, that's bigger than many New York-headquartered agencies. The agency is rated the largest West Coast based agency with national accounts.

About 65% of GB&B's billings are in television, network and spot sponsor's annual estimate place GB&B in 34th position among the agencies in television with more than \$13 million in total air billings.

"We don't want to be the biggest agency," Guild has said. "We just want to be the best. Size is no particular virtue." Like his counterparts at PKL, Guild is a proponent of chance-taking and tradition smashing. "Be contrary," Guild says in discussing his agency's creative behaviour. "The hell with tradition. Take the opposite point of view. There are other ways to go than the usual way." But above all, he insists, don't be afraid to take a chance.

An agency based outside of New York should not regard itself as handicapped, according to Guild. "Advertisers will come to North Platte, Neb., for good advertising," Guild observed recently.



Steadily pushing forward at S/G, GB&B and DeGarmo

Leo Greenland (l), president of Smith/Greenland, operates "no-formula" shop; Walter Guild (c), president of Guild, Bascom & Bonfigli, doesn't believe in status quo in anything, and Elliott Nomas (r), exec. v.p., DeGarmo, emphasizes tasteful creativity



Two women are partners in this Madison Avenue shop

Among top-rated of younger advertising agencies is Trahey/Cadwell, presided over by Jane Trahey. Left to right: Miss Trahey, who founded the agency three-and-a-half years ago; Frankie Cadwell, her partner; Hal Davis, v.p. and senior art dir.

North's three offices. North Advertising, founded in 1955, is presided over by Don P. Nathanson; Bruce Dodge is executive v.p.; Reggie Schuebel is v.p. in charge of media, radio and tv. Miss Schuebel will be recalled as one of the outstanding media directors for Craig & Kummel and the old Biow agency. Prior to joining North she was v.p. of GB&B, heading their New York office.

In 1962 North billed at \$16.5 million. Television gets about 60% of North's billings. The agency has offices in New York, Chicago and Hollywood. Both the New York and Chicago offices are complete, self-contained operating agencies; Chicago serves midwestern clients and New York serves eastern clients.

Alice Westbrook is v.p. and director of creative services for North Advertising. She's also one of the agency's founding members. Two

years ago she was voted Chicago's Advertising Woman of the Year. Her television commercials and ads have won numerous awards. Mort Heineman, v.p., New York creative service, previously was v.p. of the Franklin Bruck Agency. He joined North two years ago leaving his post as senior v.p. of Kastor Hilton Chesley Clifford & Atherton.

"Involvement" is the key. When one encounters the name of Carson/Roberts, one thinks instantly of a Los Angeles-based agency that, since its inception in the late 40's, has increased its gross billings 200-fold. Under the aegis of Ralph Carson and Jack Roberts, the agency has racked up a staggering number of "firsts" for such clients as Mattel, Inc., California toymaker; Max Factor Cosmetics and Rose Marie Swim Suits. Roberts, the agency's executive v.p. and creative director, has been a steadfast critic

of the pompous and tasteless in copy. Carson, president of the firm, plays a vital role in planning and formulation of direction of all agency accounts. He's been a newspaperman, a broadcaster and a public relations man.

"Why they refer to Carson/Roberts as an 'independent' agency I'll never know," Carson declared recently. "We're pretty independent, all right, but that's more a frame of mind rather than a physical state. We do have only one headquarters office, but we service accounts nationally, just as do the agencies with branches throughout the country. We happen to do it differently." The Carson/Roberts boys insist on what they term "first-hand translation." This means doing away with middlemen and "long, involved chains of communications between clients and the people who direct the actual work

PROSPECTUS

100,000 SHARES
PAPERT, KOENIG, LOIS, INC.
 CLASS A STOCK
 (\$.30 Par Value)

The 100,000 shares offered by this Prospectus are being sold by certain stockholders named under "Principal and Selling Stockholders." The Company will receive none of the proceeds of this offering. Of such 100,000 shares 15,000 are initially being offered by Andresen & Co. to employees of the Company (including officers) without Underwriter's discount. There is no assurance that any of these offers will be accepted, but to the extent they are, the number of shares available to the general public will be reduced. (See "Underwriting".)

THESE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SECURITIES AND EXCHANGE COMMISSION NOR HAS THE COMMISSION PASSED UPON THE ACCURACY OR ADEQUACY OF THIS PROSPECTUS. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

Prior to this offering, no market existed for the Class A stock of the Company. The offering price was determined by arms-length negotiations between the selling stockholders and the Underwriters.

	Price to Public	Underwriting Discount (1)	Proceeds to Selling Stockholders (2)
Per Share: 85,000 Shares	\$6.00	\$.48	\$5.52
15,000 Shares (To Employees) ..	\$5.52	None	\$5.52
Total(3)	Maximum \$600,000	Minimum \$592,800	Maximum \$48,000
		Minimum \$40,800	\$552,000

(1) The Company and the selling stockholders have agreed to indemnify the Underwriters against certain liabilities, including liabilities under the Securities Act of 1933. The selling stockholders have agreed to sell to the Underwriters, for a total consideration of \$120,000, Warrants to purchase an aggregate of 12,000 shares of the Company's Class A stock at a price of \$6.00 per share (see "Warrants") of which 3,500 warrants will be purchased by Oppenheimer & Co. and 8,500 by Andresen & Co. The selling stockholders have agreed to reimburse the Underwriters for certain advertising expenses and fees and disbursements of their counsel not to exceed \$16,500.

(2) Before deducting expenses payable by the selling stockholders estimated at \$47,000, including the \$16,500 referred to in Note (1).

PKL surprised the advertising industry by going public

Here is the front page of young, rapidly-rising ad agency's prospectus for 100,000 shares Class A stock (\$.30 par value) which went on the market over-the-counter several months ago. Issue reportedly was "oversubscribed and widely distributed"

which is done on the account."

Carson/Roberts expects to go beyond \$10 million in 1963 billings. The agency topped some \$7 million in 1962 billings. This Los Angeles agency radiates an impression of a superb blend of estheticism and colorful frontierism. This is how Carson says it: "Here in the still pioneer west we are able to communicate directly to the founders of the firms we represent. Each of them . . . the Handlers at Mattel; the young Firesteins and Factors at Max Factor; the Gallos at the Gallo Winery; the Kesslers at Rose Marie Reid; the Hoffmans at Hoffman Electronics . . . pioneered in his particular business. Each of them looks for and appreciates the same pioneer quality in communication. For each of them we are interpreting and projecting 'the dream.' Each of them is today a Horatio

Alger story. So our gratification in growth is very personal. 'Involvement' is the key to our associations. We are able to be 'part' of every company, and to make contributions in all areas. That opportunity—and the appreciation of our work in all these areas—makes our growth vibrant and very worthwhile."

Provocative copy at D&C. Daniel & Charles, launched 10 years ago with \$500,000 in billings, achieved a billing record of \$16.5 million in 1962. It has projected billings of \$20 million for this year. Nearly 40% of its billings is allocated to television. Its tv production department, in the opinion of experts, is turning out some of the most unusual commercials in the field. The agency's Fresh Roll-on commercial won the top award in the cosmetics and toiletries division in the TV

Commercials Festival three years ago. It also scored significantly in the 1961 and 1962 competitions. More than two-thirds of its current billings derives from accounts with the agency five years or more.

Among the recent additions which indicate the extent to which the agency has diversified from its soft-goods beginning are the Univac Division of Sperry-Rand, Colorforms children's toys and games, Topps Chewing Gum, and Highway Trailer Corp. A partial list of its other clients include American Broadcasting Corp.—o&o radio stations, Kayser-Roth Corp. (Support-Stockings and Men's & Women's Hosiery & Gloves), Manhattan Shirts, and Melville Shoe Co. Principal agency personnel are Charles Goldschmidt, chairman of the board; Daniel Karsch, president, and senior v.p.s

Murray Dolmatch and Joseph Mintzer.

Said Goldschmidt to SPONSOR: "Even though we are known as one of the outstanding creative agencies in the country today, we don't subscribe to the popular conception of the 'hot creative shop.' We don't even know precisely what it means. To us, the only real measure of creative effort is the success of a product. We attempt to translate sound marketing objectives and an understanding of consumer motivations into striking graphics and provocative copy. This end product is our creative effort. But it does not designate us as 'a hot creative shop' until we have proven our creative contention in the marketplace under the pressures of competition. This we have done repeatedly."

Daniel & Charles has a fully staffed marketing service department. The agency employs about 145 people.

"No formula" method at S/G. Smith/Greenland is also regarded with great esteem among the smaller agencies. It started in business in 1958. Leo Greenland and Martin L. Smith spearhead the agency and they are backed up, according to the experts, by a remarkable group of independent thinking men and women. The agency billed \$6.1 million in 1962. Its list of clients is most varied, from pizza (Roman) to perfume (Marcel Rochas), pets and pans (Farberware) to publications (New York Times). Greenland revealed: "We operate on a 'no formula' method. Each marketing problem is analyzed on its own merits. Markets are then segmented. Advertising is aimed at the direct target—and sales respond."

"There is a singleness of purpose in this agency," Smith remarked recently, "and that is to make every advertisement we create memorable and profit-making. We just cannot compromise. The whole staff is imbued with the idea from the top down through the ranks."

Working with Greenland and Smith are such pros as executive
(Please turn to page 47)

100-market 'live' hook-up set

- ▶ Independent line-up ready for golf tourney
- ▶ Crosby and KTTV Productions to do telecast
- ▶ Plans in progress for similar program

Plans for a precedent-setting 100-market "live" telecast of the Bing Crosby Celebrity Golf Tournament on an independent line-up basis were completed last week. Robert W. Breckner, president of KTTV, Los Angeles, announced.

Utilizing leading independent stations and affiliates of all three networks in the top 100 markets, the broadcasts of the tournament on 19 and 20 January will cover an estimated 95% of all U. S. television homes. Signing to sponsor the event was the Kemper Insurance Group, through Clinton E. Frank, Chicago, and two other prospective sponsors are negotiating for time.

Co-producers. Handling arrangements for what is believed to be the largest independent live broadcast ever scheduled is KTTV Productions which entered into a co-production deal with Bing Crosby Productions.

John Vrba, vice president and manager of KTTV Productions, who will produce the broadcast with Walter Gould, pointed out to SPONSOR that the broadcast holds special significance to the industry because now "there is a new way to go for advertisers to present programs of special interest on a 'live,' coast-to-coast basis."

Prior to this year, the pro-amateur event at the Pebble Beach golf course had been aired on the networks.

While the broadcast is the first independent "live" line-up by KTTV Productions, plans are in progress for other similar programs by the station, it was learned. Al-

together, a gross of some \$375,000 is involved for this tournament, with the Bing Crosby Youth Foundation beneficiary of the receipts.

Larry Crosby is chairman of the two-day tournament, which is being played for the 22nd year. The purse for the event is \$50,000.

Crosby, who is host for the tournament, will also serve as on-the-air host and will do commercials for the advertisers. Working with Crosby will be pro golf star Jimmy Demaret as the key golf commentator and Jim McArthur.

Extensive equipment to cover the tournament is being provided by KTTV and includes five remote trucks, a mobile videotape van to pre-tape on-location interviews and commercials, plus many cameras. Aiding the KTTV crew in coverage will be their past experience in covering other golf tournaments for television.

Station clearances. Working with KTTV Productions in arranging clearances of stations is Sport Network, Inc. and its president, Richard Bailey. All times were cleared "live" on Saturday, 19 January from 3:30 to 4:30 p.m., and Sunday, 20 January from 5 to 6:30 p.m., EST. It is estimated that a total of 5 million homes will be tuned to the broadcast each day.

Stars who will play in the event include Bob Hope, Dean Martin, Fred MacMurray, Burt Lancaster, Phil Harris, and George Gobel. Arnold Palmer, Jack Nicklaus, Gene Littler, Gary Player and Sam Snead are among the professional golfers who have signed to play in tournament. ▀

Where the first timebuyers are now

- ▶ **Old soldiers fade away, not timebuyers**
- ▶ **Some buyers still call for "avails"**
- ▶ **Others become agency, network VIPs**

A famous general once said, "Old soldiers never die, they just fade away" and then signed himself off the muster rolls to a crescendo of applause. Which resulted in one veteran of Dinty Moore's quipping that "Old actors never fade away, they just die."

In these days, with broadcasting a billion-dollar business, station men and reps with hash marks on their memories often cringe when the current crop of spot peddlers downtalk contemporary timebuyers by saying, "They're not buyers, they do everything by the sliderule, yardstick and the numbers."

Started as buyers. What makes those old professional program peddlers cringe is something the newcomers never knew, namely, that many a topman in modern broadcasting started as a timebuyer. Among these are:

Hubbell Robinson of CBS who bought time for Young & Rubicam; Charles Ayers, the ABC vice president for sales, who bought for the now defunct Buchanan Co. and for Ruthrauff & Ryan; Joseph Holmes, Jr., now a senior vice president for Dancer-Fitzgerald-Sample, who went from the messenger corps at Young & Rubicam into its timebuying department; another Y&R graduate is Ralph Starr Butler, Jr., now a vice president at Benton & Bowles.

Hagen Bayles, now a partner in Sullivan, Stauffer, Colwell & Bayles, was a Ruthrauff & Ryan timebuyer back in the days when Radio Row chuckled over what one of the R&R scions said when he nixed a Sunday afternoon timebuy: "Sunday at three? Jumping Jehovah, that's a bad time. No one'll be listening to the radio.

That's when the polo matches are on and everyone goes to the polo games!"

Turn the wheels. Others who started as timebuyers and now make the wheels turn in agency circles are: Frank Kemp of Compton, who started as a timebuyer and now is the vice president in charge of media; Reggie Schuebel, one-time timebuyer for Biow, Duane Jones, etc., and now the media vice president at North Advertising; Terry Clyne, the executive vice president at Maxon, Inc., who

started as a rep, went to Biow as a timebuyer, and then moved to McCann-Erickson's upper echelon; John Kucera, now the Ted Bates vice president for network relations, was a timebuyer for Young & Rubicam and, after a hitch in service, started his executive climb in the Biow organization; Tom Luckenbill, now and for many years a vice president at William Esty, was a timebuyer for J. Walter Thompson back in the days when that shop thought it should have a man in the buying post rather than Linnea Nelson; another Thompson alumnus is Howard Meighan, now head man at Videotape Productions, who was a bell-ringer for the Thompson research department and served some time in that agency's timebuying ball-

Once timebuyers, now agency v.p.s



Hagen Bayles



Terry Clyne



John Kucera



Reggie Schuebel



Frank Kemp



Tom McDermott

ick before moving on.

Jack Latham, remembered by many as the former president of American Cigarette and Cigar Co. and later as an executive for Philip Morris, started as a timebuyer for Young & Rubicam back in the days when the radio department consisted of Latham, Hub Robinson, the late Bill Stuhler, and the now retired Don Stauffer. Today he is sales executive for Raymond Lowery-William Snaith, Inc., the industrial and product designers and architects, and needs urging to recall the tales of how he bought time for Lucky Strike and Pall Mall and how the late George Washington Hill tapped him to head the American Tobacco operation.

Lots of muscle. Another Y&R graduate was Carlos Franco, now a consultant to reps and agencies, who started as an NBC time salesman, went to Y&R where he had the unusual status of being a stockholder—possibly the only timebuy-

er of those days to have that much muscle—and then saw service with Kudner, Weintraub, and other firms as an account executive and new business supervisor before opening his own shop.

The late Myron P. Kirk, affectionately known as "Mike," came out of NBC in the 1930-31 era to be a timebuyer and, before finishing up as a vice president for Lennen & Newell, had bought a flock of time for Old Gold cigarettes when the agency was known as Lennen & Mitchell.

Some of the original timebuyers are still in action. Tom McDermott and Frank Barton are still with N. W. Ayer, albeit McDermott wears the stripes of a vice president. Beth Black, now at Donahue & Coe, starred as a buyer back in the halcyon days of the late Joseph Katz Agency in Baltimore. Bill King is still active at the J. M. Mathes shop. Vera Brennan, who followed Reggie Scheubel from Biow to Duane Jones, is still

calling for "avails" at Sullivan, Stauffer, Colwell & Bayles; Helen Thomas, another graduate of the Biow shop, is in action at Street & Finney; and Mary Dunleavy, who had been at Ruthrauff & Ryan, is buying for an agency in Philadelphia.

Trailblazers. Others of the original trailblazers were Gertrude and Eleanor Scanlon of Batten, Barton, Durstine & Osborn. Gertrude is up in the timebuyers Valhalla, along with Fritz Schneider, who several years ago had retired to a dude ranch outside of Peekskill, N. Y.; and none of the veterans knows where Eleanor Scanlon can be reached.

Frank Coulter, who had been with N. W. Ayer and Young & Rubicam, retired last fall and is now relaxing in the sun of Sarasota, Fla. And Margaret Jessup, the McCann-Erickson veteran, is, according to cronies, enjoying life in San Francisco.

The two old pros of the timebuying business who, along with Carlos Franco, were the deans of the business in terms of service, influence, savvy, and sagacity, are Linnea Nelson of J. Walter Thompson, and Frank Silvernail, of BBDO. Both are now retired, Frank to Bennington, Vt., and Linnea to Long Island where she happily indulges her ancient hobbies—teaching millinery, sewing, and silk screen painting to other housewives as the chairman of the Babylon Unit of the Home Demonstration Division of the Suffolk County Extension Service.

In those hectic days when broadcasting was born, timebuying was inhabited by a different breed of people. Linnea Nelson, who had started with Thompson as a typist and wound up in media as a stenographer, was the new girl in media when the agency started buying radio; since no one wanted the job, she was stuck with it and had to blaze trails to do it properly since there was no one to ask. Likewise Frank Silvernail, who had been a sales promotion man for General Outdoor and a guitar player for WEAJ back in 1925 before NBC was born, did sales pro-

Five were, one still is buying time



Howard Meighan



Jack Latham



Charles Ayers



Beth Black



Frank Silvernail



Carlos Franco

motion and merchandising for NBC before joining Pellar & Ryan and buying time for Camay, then going to Y&R and finally to BBDO.

More than sliderules. In those days timebuyers had to be and were involved in everything. They bought programs, provided ideas, suggested and often sold clients, advised networks, knew station managers all over the country, had to keep their finger on the pulse of the business to know what "names" would draw in the small towns, what stations were unhappy with the network and might switch affiliations, what local programs had audiences. Since they spent so

much time in the field, many a station and network executive was hired because a Nelson, Silvermail, or Franco recommended them.

In these early days the timebuying business was a much more personal affair than it is today. It was an era of pioneering in the sense that nothing like it had been done in agencies before, and anyone in the shop had a crack at the new game—from mail room boys and secretaries right up to the agency president. For nearly 25 years the new crop of buyers cut their teeth on radio, and when television came along they were ready to move into this medium and learn again. By

this time agencies had not one buyer, or two, but entire departments. And the buying they did was suddenly not just *Jack Benny* for Jell or the *Lucky Strike Hit Parade* or a few spot campaigns in a few markets.

They started when the business was one network and a handful of stations. They retired when the business was four radio and three video networks and more than 4,000 stations. And although they won't say it, buying as they knew it in the days before computers was more exciting, and the seat of the pants was more important than the sliderule. ▼

10 tips on improving spot tv buys

- ▶ **Buyers and reps strive to alleviate problems**
- ▶ **Give suggestions on systems, thinking**
- ▶ **Efficiency and effectiveness are analyzed**

A survey of opinions among media men and reps has revealed at least 10 ways a buyer can improve his methods.

Sponsor has compiled these suggestions to aid buyers looking for more efficient and effective procedures.

Agreed upon by both sides of the buying-and-selling discussions are the following ideas, which should prove a helpful checking chart for advertisers, as well as a guide for media men.

Hot availabilities. Don't sit on the buys. Take hot availabilities before someone else takes them. Unfortunately, strong belief in this buying philosophy has no bearing on buyers' procrastination. He often has to wait for other availabilities from other reps or stations.

This problem causes both sides irritation. The rep, while anxious

to please the buyer and have his information on time, often feels it is better to be late, because, oddly enough, he is penalized for being on time. When the buyer waits, the last avails are the freshest and most accurate while the first ones may be completely out of date. If this happens, it means the first availabilities turned in may be jettisoned, or the rep handling them has to go through the work all over again. The answer is to set a due-date for reps and stick with it, buyers say.

Hold that date. If the buyer or client has a reputation for buying when he says he will, the reps will respect it and get the work in on time, even if it means taking the material to the agency in person. There is nothing more embarrassing, one rep commented, than explaining to your boss that a sta-

tion was not used in a campaign because the avails weren't submitted to the buyer on time.

Given a reasonable amount of time and a firm due-date, there is no reason why avails can't be ready on time for the buyer to make his decision with his superiors, who he says he will, and have all the up-to-date facts he needs at his fingertips, buyers admit.

Problem buys. To keep media plans running at a steady pace, experienced buyers recommend working on problem markets first—those with special situations involving overlapping coverage, conflicting audience composition, or a high c-p-m.

While the rep is working on the more routine buys, problems can be working themselves out so the whole campaign can be ready by the same time.

Stagger the buys. The staggering of submission dates for reps can save frustration for both rep and buyer. If 30 markets are under observation for a spot tv campaign, reps could do a better job if five availabilities were due a day. This is not because the rep cannot g



Studying special problems that may arise in a market

Going over special situations in Connecticut tv spot buys are Dee Demirjian, timebuyer at Benton & Bowles, and Bob Lamkin, account executive at Harrington, Righter & Parsons. Often a rep gives the buyer new insight into the market

the material to the buyer all on one day if given enough time, but the buyer cannot possibly act on them all, and each day of waiting means the rep report is less useful.

This system not only would relieve pressure on both buyer and station representative, but keep all availabilities current.

Buy early. No need telling anyone that some of the hottest and biggest shows have been gobbled up by astute advertisers while competitors for the time were pondering the buys in conference rooms.

In the business of timebuying, hesitation can mean frustration and lost money; if the buyer can exert any influence on the campaign schedule he should take his assignment and get to the station market as soon as possible.

Whether through planning or chance, reps claim Chicago agencies as a group beat large New York

agencies to some of the biggest and best buys last fall by some two weeks.

Early can mean days as well as weeks when the buying season reaches its height. Thus, many reps would like the buyers to have more responsibility to choose and make firm decisions quickly. And if astute buyers had this opportunity it might add to the value, pay, and enthusiasm of the timebuyer and make timebuying more sought-after as a permanent job.

The fast turnover of buyers makes it difficult for reps and buyers to make the best buys as efficiently as possible. Many do not understand the problems in certain markets and therefore rely heavily on the c-p-m crutch. More responsibility in making buying decisions might mean better training, better buyers, better rep relations, and faster and more qualita-

tive buys, reps claim.

By being able to buy quickly, the best availabilities can be obtained for the client and the buyer may not have to settle for third or fourth best.

Harness cost-per-1,000. Worshipping at the altar of the cost-per-1,000 inhibits efficient buying, reps claim. But with mass buying in short periods it is a common agreement among buyers that it is the safest way when in doubt.

The following should also be weighed:

1. Overlapping tv coverage in the markets being bought.
2. Homes reached outside the metro area, as well as homes within the metro area.
3. Sales of the individual product in the market or station area.
4. Ratings of programs available on each station.
5. Media competition in the

markets under consideration.

6. Prestige and reliability of the stations in question.

Reps consider a good timebuyer one that uses his judgment when necessary even when it transcends the rules set up for him. He should not be afraid to stand up for what he believes even though the cost-per-1,000 may be against him. In many markets different sets of considerations prevail. It is the very advantage of spot buying that enables the media man to study these considerations. In these cases, the

reps wish the buyers would do less talking and more listening.

"The timebuyer is often pegged to the c-p-m philosophy and we have to follow it, but with great reluctance," says one spot tv representative. "However, most buyers are overworked and too much is demanded of them. They cannot be expected to be as accurate and efficient as possible. In their position shortcuts are often understandable."

Efficient system. Because there is often so much to do in so little

time, oldtimers in the buying field have often established systems for the top 50 or 100 markets. Some choose market size or the alphabe for the first criterion and deviate from there. Others choose cost-per-1,000, but only as the first guide rule—any station buy should violate the formula when it appears merited.

Some system is needed, however buyers and reps concur. When avails on 50 or 100 markets come in at once it is physically impossible to go through the material without a system, and the more time that passes the more out-dated the material gets.

Buying plans. Some buyers recommend taking advantage of station representatives' buying plans when possible. These plans offer discounts based on frequency or dollar volume, depending on the stations. Such plans could offer great savings when the buyer has a limited budget.

Representatives believe they can be a greater help in offering the best availabilities for the client if the buyer reveals what he's bought in the competition and how much money is available for the campaign. In this way the rep can offer important suggestions on improving the campaign schedule as a whole and planning more intelligent buys.

Consider 10s and 20s. Minute buys are as popular as chocolate ice cream with kids, and lapped up just as fast. Minutes on major programs are difficult to secure unless buying is done early. Reps feel that when a relatively poor minute is the only choice available, the buyer should consider the excellent 10s and 20s open.

The 10s and 20s may be limited in the overall buy, but if the buyer feels strongly enough he should follow his convictions and take them back to the client. Buyers are reluctant to go to the client and recommend a change in policy even when they believe in it. Although they may maintain the respect of the reps they may lose an account.

Reps also would like buyers to consider the good daytime minutes

(Please turn to page 49)

Buyers and reps offer 10 tips on buying spot tv more effectively

1. Don't sit on buys. Take the hot availabilities before someone else snatches them.
2. Set a due-date for reps on availabilities and stick with it.
3. Work on problem markets first, so the information will be ready along with that of less-difficult markets.
4. Stagger the buying so the rep can give availabilities on time and buying decisions can be made more quickly.
5. Buy early so that availabilities can be purchased in the best interests of the client.
6. Don't lean on cost-per-1,000. Use judgment when needed.
7. Design an efficient system for multi-station buys, but one that can be deviated from when necessary.
8. Use station rep buying plans which offer special discounts when possible.
9. Consider excellent availabilities in 10s and 20s, instead of taking third or fourth buys in minutes.
10. Try to have as much contact with station people as time allows, in order to better understand the markets.

Y&R's 'field hands' hoe media row

- ▶ **New Field Services Div. aids clients, agency**
- ▶ **Information sent direct from markets**
- ▶ **Data swells agency's media files**

Since August 1962, from four to nine media men from Young & Rubicam have been spot checking cities throughout the country in a new effort to find out everything possible about the nation's markets and advertising media which serve them.

Called the Field Services Division, this unit acts as a service arm of the agency's media relations and planning department, and, essentially, fulfills a fourfold need:

1. Transmitting up-to-date market/media reports which benefit media people and therefore clients.
2. Providing Y&R's media and other departments with useful information.
3. Further training younger men toward more responsible jobs within the agency.
4. Cementing relationships for the agency with local media.

Cover all media. The FSD, which covers radio, tv, print, outdoor, car cards and all other local media, is headed up by Thomas J. Lynch as associate media director reporting to Warren Bahr and Joseph St. Georges, senior media directors.

Working as supervisors in the FSD are Raymond E. Jones, Jr., and John I. Hembre, formerly with National Outdoor Advertising Bureau as vice president in charge of NOAB field services.

Assisting Lynch, Jones and Hembre, who work in the field as well as in the New York office, are from two to six agency personnel who, in this way, are being trained for a media buyer's job. From time to time, buyers from Y&R offices in Chicago, Los Angeles, Detroit, and San Francisco also are called upon to assist in the field work.

FSD job description. These media men in the field, or FSDs, are sent out to a market by Y&R not only to gather facts, but to explain the function of the FSD at agency and client meetings, to interpret the media program of a client to sales and distribution personnel, and to provide assistance, upon request, to clients in the area of local merchandising.

One thing FSDs *do not* do is purchase from the field without prior approval; all buying is done by the assigned media buyers within the various Y&R offices.

An FSD receives his assignment from Lynch, who generally requests specific information for a client or a thorough survey of a market, not necessarily a large market.

However, according to Lynch, the number of activities in which FSDs become involved in following through on their assignments is almost limitless.

Out in the field. For instance, one job may require information of the scheduling of a client's commercials on a radio or television station; that is, whether they are being aired punctually, completely, or properly, or whether the surrounding programing is beneficial or detrimental.

Another typical assignment calls for a study of suburban newspapers in order to determine their value in media programing.

Another object is to gather information on placement of outdoor boards in conjunction with the NOAB field staff; whether they are placed as ordered; whether they may be placed to better advantage, or what the potential of outdoor showings is in a specific area.

Still another assignment will

send an FSD on a round of calls to retailers who sell a client's products in order to advise them of the client's media program and how it is being merchandised throughout the market. Through this retailer contact, information on the movement of a client's merchandise as well as the competition is usually determined.

Filling in the blanks. When sent to cover a market—and the local media in it—an FSD is well supplied with instructions from the New York office, a long list of guides to be followed, and the use of a Field Service Manual as he goes along.

After a trip, the full report is sent to Lynch who channels the data into the media department or any other Y&R department which will benefit from it.

"For example," Lynch explained,



Heading up new media arm

Thomas J. Lynch, assoc. media dir., funnels Field Services Division data

"a media buyer may be interested in the merchandising aspects of an account; what the shelf talkers for a certain product look like and how they are placed in a given market. In the same area of merchandising, the field men may be requested to check shelf facings, competitive pricing and condition of product on the shelves. Full reports of this type of activity are sent to our merchandising department as well as the media buyer who is interested in it.

"Another thing we ask an FSD to keep his eye open for," Lynch went on, "is good local programing. If

there has been a noticeable change for the better on a woman's show, kid's show, quiz show or sports' show, we would like to know as much about it as possible—the station, time of day, personality, format, length, etc. These things always come in handy. In this way, the FSD helps in the buying function, although he doesn't directly buy. Also, the face-to-face contact and rapport with advertising managers, station managers, and general managers is beneficial all around.

"Our men in the field are also in daily contact with sales people—from all media, as well as from

advertisers and retailers—and other local representatives, including brokers.

"The FSDs serve very much as reporters—making sure that every bit of information about media and the markets is thoroughly reported.

"The demands on a man in the field," Lynch said, "are many and require people with confidence and a sound working knowledge of advertising.

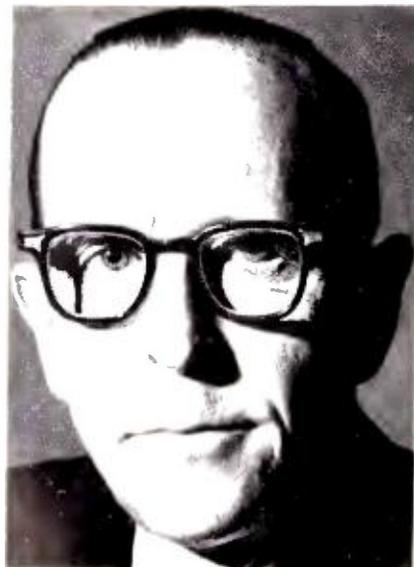
"At one time, we used beginners in some of these functions, but now we use intermediate people who have had basic training for a time in various service units of the media department, such as research, statistical, estimating or traffic—all feeders for the buying function. Most of these people have previous training in business, either with advertising agencies or manufacturers.

"Then," Lynch continued, "depending upon a man's ability and the needs of the media accounts divisions, these people become media buyers."

Such development proved impractical in the earlier program in which media trainees were taken from the mail room, for example, and given a course in outdoor. They were then called "outdoor reps," but, being green to all media, their first exposure to outdoor was much less than satisfactory and the program was quickly dissolved.

Local media helpful. The work of the FSDs is invaluable in keeping the agency abreast of changes in the markets. The studies show the kind of building construction going on; what the commuting times and facilities are; what ethnic groups predominate in a market; the number of private homes, *ad infinitum*. In one study, Y&R found that a basically manufacturing town had changed over the years to a servicing function.

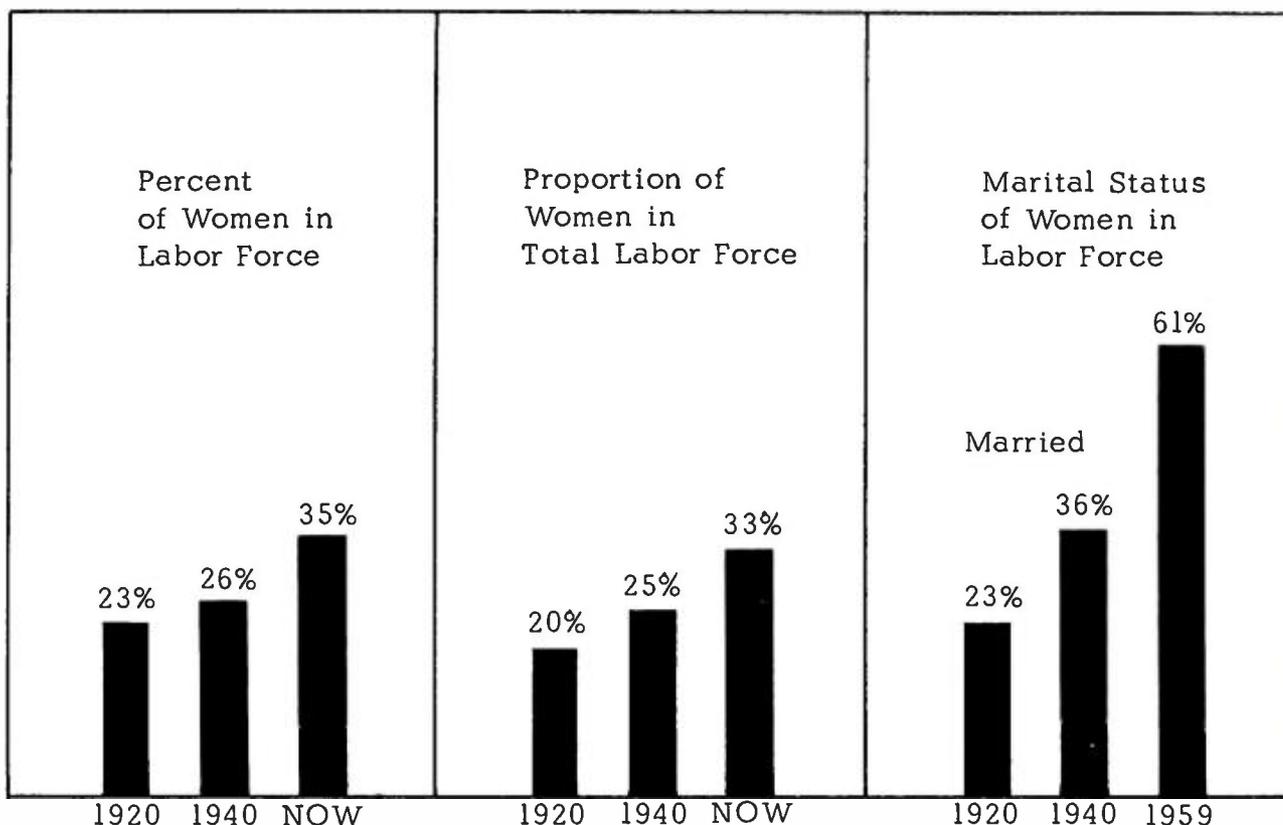
"Much of the success of the program," Lynch said, "is due to the fact that the personnel involved in the local media in the markets where studies have been made have been as cooperative as you could possibly expect." ▀



Execs and supervisors guiding Field Services Division

Aiding Y&R's FSD set-up are: (top l-r) Joseph St. Georges and Warren Baht, both senior media directors at the agency. (Bottom l-r) John I. Hembre, supervisor, outdoor and transportation, and Raymond E. Jones, Jr., supervisor, radio and tv

Number of women who work has changed radically since 1920



The rising number of women who work is indicated above. Also, proportion of married women has doubled since 1940, making it difficult for advertisers to reach this important consumer group. Figures provided by U. S. Dept. of Labor

SPECIAL INDUSTRY REPORT NO. 5

Women's products: a radio plan

- ▶ Advertisers to women face social changes
- ▶ More women work, are harder to reach
- ▶ Marketing affected by private label inroads
- ▶ Spot radio plan offers admen solutions

Two fundamental evolutionary developments in the economic framework of the United States signal the need for marketers of mass consumer items directed to women to examine the very foundations of their marketing-advertising structure.

These two changes have by and large escaped significant notice. However, manufacturers of women-appeal products—particularly

household laundry products—must now take a hard, research-bolstered look at the advertising strategy designed to reach and sell the nation's women. Because of these fundamental changes in the economy, the time-honored methods of advertising to women are no longer the most efficient and must be re-evaluated.

These changes are:

- 1) Composition of the labor

force—with a steadily increasing percentage of women, particularly married women with school-aged children.

2) Increased competition from private-label brands. Their emergence as a marketing factor has engendered greater sales problems for the nationally advertised brands, which are usually higher priced than the supermarket chain's own brands.

It is the conviction of many that efficient and well-planned use of spot radio will aid advertisers of women-appeal products in solving both problems: reaching the elusive, working housewife, and combating the threat from lower-priced, private labels.

To explore the changes affecting advertisers of these products, McGavren-Guild, Inc., representatives has prepared a study detailing the affect of increased numbers of working women on buying habits, and outlining the role that spot radio can play in adapting to these new patterns. Their findings are reproduced here so that they may be shared with advertisers and with those in the radio industry who have vital interest in such problems.

The composition of the labor force today accents the married housewife with children. Furthermore, the number of women who

too, as shown by these figures from the Department of Labor: in 1920, 23% of all working women were married; in 1940, 36%; and in 1959, 61% (see chart page 41).

At the same time, the proportion of married women who work has more than doubled from 15% to 31% between 1940 and 1959. The proportion of single women in the labor force dropped from 48% in 1940 to 43% in 1959. Others, such as divorced women, widows, advanced slightly from 36% to 41%.

To quote the U. S. Department of Labor (Bulletin #20):

Increase of working mothers in labor force

Change, April 1951 to March 1961

	Number increase	% of total increase
Children under 18	1,170,000	28
Children 6-17 only	2,019,000	48
Children under 6	991,000	24
Total	4,180,000	100

Source: Special Labor Force Report #20

Number of married women with children, especially age 6-17, increased heavily in less than 10 years. This group is important because it consumes more goods

are in the labor force has increased more rapidly than the number of women in the population.

More working wives. Today, almost one out of three workers in the total U. S. labor force is a woman. Of these, more than 61% are married.

Between 1940 and 1960, the number of women in the population increased by 13%; during the same period, the number of women in the labor force went up 73%. To further show the added numbers of women working in this country, here is the record between 1920 and 1960: while women in the population increased 77%, women in the labor force rose by 174%.

The percent of married women who work increased dramatically,

"Although the average amount of the wife's income available for family use is relatively small, the size of her income is often a key factor in the family's standard of living. Today a large proportion of families with above average income owe their position in no small part to the wife's earnings. . . . The median percent of family income contributed by wives' earnings was 13% in these families (\$3,000-\$5,000) as compared with 28% in families in the \$7,000 to \$15,000 clan."

Working mothers. Between April 1951 and March 1961 (the years of television's biggest growth), the number of married women in the work force rose by 4 million to 13.3 million, accounting for 45% of the total labor force increase.

"The substantial labor force increase among older married women was reflected in a large gain of about one million in the number of working wives with no children under 18. However, the most striking labor force increase for all married women in terms of the presence and age of their children was among those with children of school age only (6-17 years), whose number rose by two million.

"Among women with children of pre-school age, the increase was one million, or about the same as for those without children under 18."

Moreover, the Labor Department goes on to say that while discussions of employment trends of married women have usually emphasized part-time work rather than full-time work, married women actually accounted for a greater proportion of the recent increase among full-time workers than among part-time workers. Furthermore, relatively few married women work in the recession-affected goods-producing industries.

In March 1961, 74% of the married women with husband present who were working had full-time jobs.

Reach and sell them? It therefore becomes apparent that of the women who constitute the natural market for household laundry products—married women, particularly young married women—significant and rapidly increasing percentages are employed and therefore out of their homes every day. Naturally, they are not available during normal "housewife time" to the advertiser.

How to reach and sell them?

"Dimension '62," a Pulse national radio survey of March 1962, shows that more employed adult females listen to the radio at all times except the mid-day hours. (See chart, page 44.)

Also heavy radio listening is associated with higher family income, which is more and more associated with a working wife.

Radio's advantages. Throughout the years that these fundamental changes have been occurring and gaining momentum, the advertisers of household laundry products have

been emphasizing television.

It is ironic that precisely the women such advertisers want—housewives with families and money to spend—are leaving the home to work, and becoming more elusive and difficult to reach. Further, because of their numerical importance, it is increasingly essential to reach them. By the same token, since time is so important to these working women, they are likely to be more interested in modern, time-saving products. By virtue of the fact that they work away from the home, their housekeeping activities are apt to be performed at different times than the so-called “typical” housewife who is presumably at home most of the day. In fact, the “typical” housewife is increasingly the working housewife.

The working housewife necessarily shops at night or on weekends, not during the weekday. She, as well as the conventional housewife, can be reached via her car radio as she drives to the supermarket. She is likely to do considerable housework, the laundry and so forth in the evening and weekends during which time she will be listening to the radio—which can advise her of products as she is doing the jobs for which they are intended.

New technique developed. It is obvious that neither television—nor even radio as it is conventionally bought—can reach and sell this new breed of housewife that is looming ever more important to most of the largest advertisers.

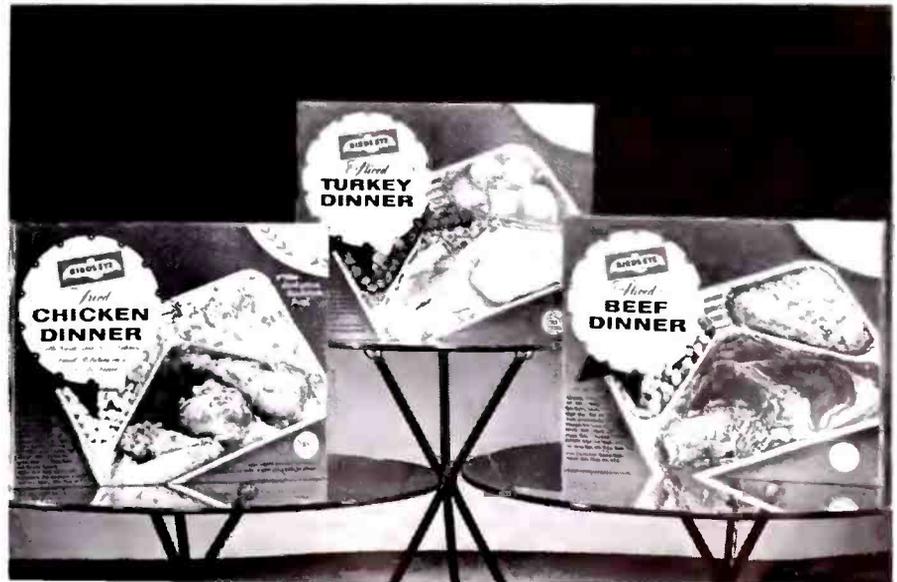
A new radio use technique, developed by Claire R. Horn, research director of McGavren-Guild, and put into use only last week, by two major food advertisers, provides a method of efficiently reaching today's housewife working and unemployed. Called Systematic Rotation (SRO), it is based on the relationship between a station's total weekly cumulative audience and its average quarter-hour rating, and scientifically determines the most efficient minimum number of announcements to be used in a week to reach the maximum unduplicated audience.

With SRO scheduling, the advertiser has available the maximum

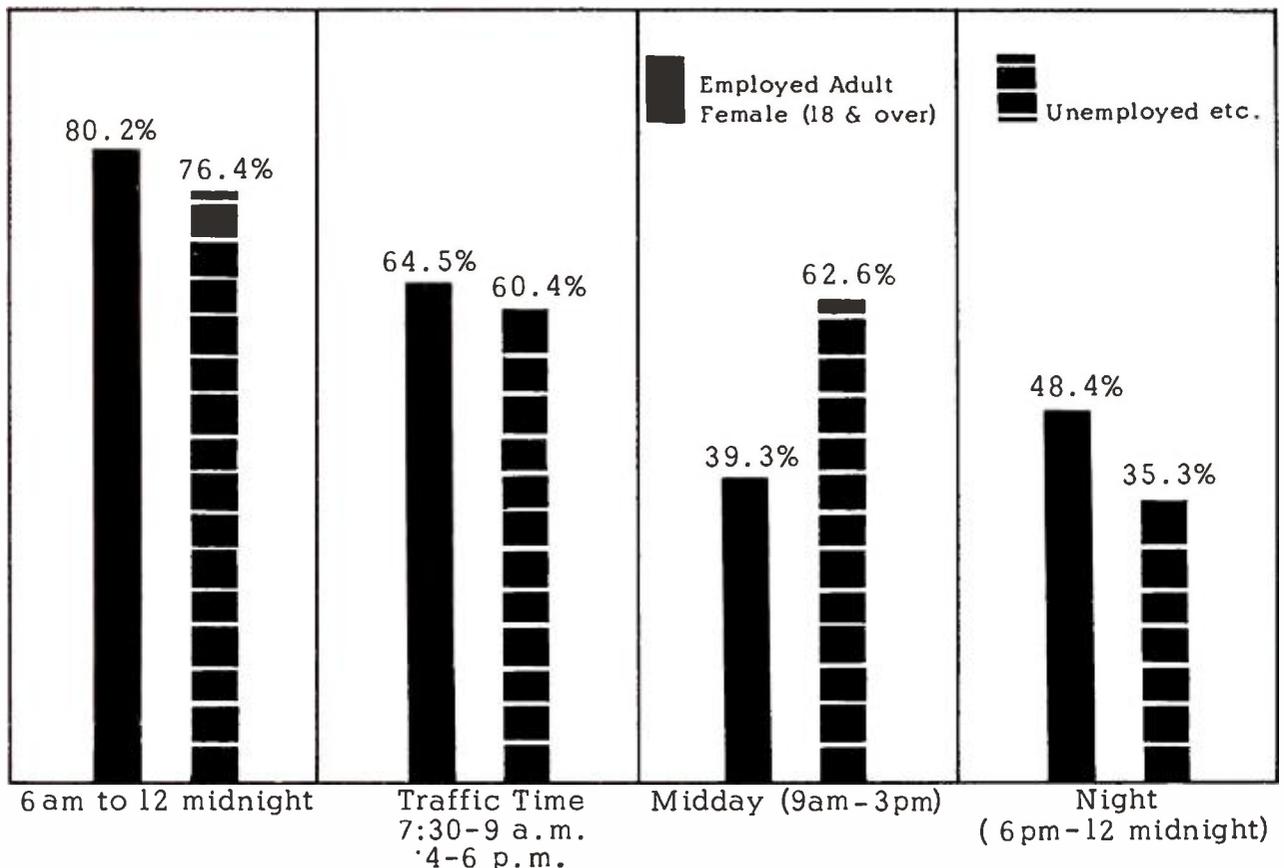


Product categories that appeal to woman are affected

With more women employed than ever before, and the encroachment of private brands on national business, advertisers with products such as these—soaps, furniture polishes, and quick-preparation foods—need to re-evaluate ad strategy



Radio listening of employed women vs. unemployed women



Figures above from "Dimension '62," Pulse national radio survey taken in March 1962, indicate that more employed adult females listen to radio than unemployed females at all times with the exception of the midday hours from 9 a.m. to 3 p.m.

flexibility he needs to reach this exclusive growing market and, because of radio's economy, with sufficient frequency to do the job.

Contributing to the under-utilization of radio's capabilities have been:

1) concentration on quarter-hour ratings;

2) lack of a simple approach to spot placement that would allow advertisers to realize maximum reach with radio and at the same time permit easy station traffic operations;

3) lack of *comprehensive* audience data for individual stations from which cumulative measurements for specific schedules can be made . . . data that incorporate all of the many different forms that radio listening takes today.

4) emphasis on strip buying, limited to weekdays.

SRO goes a long way toward solving the problem of how to

reach radio station cumulative audiences efficiently.

Minimizes duplication. Since SRO is unrelated to personal listening habit patterns, it minimizes both horizontal and vertical audience duplication. The number of cumulative homes delivered by station is maximized while a minimum number of announcements is used. This maximum unduplicated circulation is available at the most efficient cost level.

Since SRO utilizes the entire broadcast program range—all time periods and all days of the week—it reaches not only the housewife who is at home but also the now super-important, and more elusive, working housewife.

Another plus of SRO is that it efficiently reaches housewives in those sections of the country where outdoor living is an important year-round factor, such as California, Florida, and the Southwest—all

rapidly-growing areas.

The working housewife is the person whose extra income and real need for confidence in the effectiveness of products she uses—because of greater pressure of time in her busy schedule—is more likely to be sold on a nationally advertised product—despite price differentials. This is a real factor in the looming battle against private brands.

Private brands are becoming an ever more important factor in the merchandising of mass consumer items, particularly those sold in supermarkets. Most of the private brands, of course, are put out by the supermarket chains, and their advance continues in items ranging from fluoride tooth paste to hair sprays to liquor to gourmet food. No category seems to be exempt. At the present time brand names are under extreme pressure from private brands.

Private label threat. It is not

thoroughly known that local labels outnumber national in chain-supermarket sold products in 12 key metropolitan centers. According to the 13th annual Scripps-Howard grocery product distribution survey, of the 5,699 brand name products found in chain supermarkets of the 12 centers, 58% of these brands are sold in supermarkets in only one city.

Private brands have been successful even in such an unlikely field as cigarettes. A private cigarette label put out by the Shop-Rite chain in New York, New Jersey, Connecticut and Delaware has accounted for 8% of the Shop-Rite cigarette sales since its debut. The interest of other supermarkets has been whetted with this evidence of success.

The threat of private brands runs deeper than the idea that they provide higher markup and increased profits. Actually, in certain cases the reverse is true. However, many stores use them to develop customer loyalty and create store identity. But it is true that the selling price is invariably less.

It is estimated that at present private labels account for 30% of dry-groceries volume in supermarkets.

Through adroit combinations of stations in a market, SRO offers both reach and the needed frequency, at the most efficient cost levels radio can offer. Note that this is talking about weekly frequency—and tv is usually evaluated in terms of monthly frequency.

Because of SRO's flexibility, radio can reach housewives while they are doing their laundry as well as while they are preparing their shopping lists and on the way to buy.

Expert radio copy—that is copy which is directed to the housewives' needs, wants, and interests—is of course, essential.

Above all, radio has a solid history of success in selling to women, and with SRO the medium offers advertisers the reach and frequency they need to sell effectively in today's market place.

Radio aids women-appeal products

A program to effectively reach the working housewife—a factor in today's marketing—was developed by McGavren-Guild, Inc., under Claire Horn, director of research.

Here Daren F. McGavren, president, explains the approach his company developed in solving the marketing problem of mass consumer products.



Radio can best sell the working wife

When many major national companies began to decrease their radio budgets they thought they were taking a marketing step that was inevitable and natural and right. Television offered excitement and appeal and a vast viewing audience. Those of us in radio were saddened by the fact that so many budgets were diverted from our medium. We felt then and feel even more strongly now—particularly because of the significant and growing number of working housewives—that effective selling of nationally advertised products purchased and used by women must involve greater use of radio.

But radio has changed and is no longer a program medium, in the sense that television is, but rather a "total" station entity, with each station having its selective audience. Nonetheless, advertisers have continued to evaluate radio in terms of quarter-hour ratings as though it were a program medium. This kind of evaluation leads to a conclusion we now know is false, namely that to buy a radio station's circulation involves a very heavy expenditure.

The solution was to find an economical and feasible key to reach radio's circulation, including the difficult-to-reach working housewife. With the development of SRO by Claire Horn, we feel that we have made a major breakthrough by providing advertisers a means of accomplishing this goal.

Furthermore, it is easier to administer at the station level and simplifies buying. SRO also contributes to easing pressure on time periods currently in heavy demand by buyers, thus enhancing announcement impact. SRO buys on adroit combinations of stations in a market make it possible for radio to deliver both the necessary frequency and maximum reach at advantageous cost level—which are but a fraction of television costs. It is time for serious evaluation of radio's role in media mix decision.

HARTFORD

PROUDLY
PROCLAIMS

Centronic Program System

A Development of
Central Broadcast
Corporation

WPOP

Phil Zoppi
V.P. & Gen. Mgr.

Irv Schwartz
Mgt. Consult.

Adam Young, Inc.
Mid-West Time Sales

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

From the way desks are being shoved about in the media department of McCann-Erickson's New York office, you can tell the holiday recess is all over. The resbuffling sounds? The agency is scrapping its present media operational set-up and is going back to its former group plan. The result—aside from the desk moving: a lot of accounts will be changing hands and some buyers will be sporting new titles. First word has it that Nabisco buyer Joe Kilian has been upped to an assistant supervisory capacity.

In other agency action: At BBDO (New York), associate media director Ed Kohler is about to seat himself at a new desk as assistant to Mike Donovan, the agency's v.p. and media manager. Ed's old place will be taken over by Mal Oakes, who's traveling all the way from McCann-Erickson's Minneapolis office to do so.

Speaking of replacements: The accounts left orphaned by Chris Russell at Young & Rubicam (New York) when he quit the buying game to take over as station manager of WERI, Providence, R. I., a couple of weeks back, will be handled by Bob Colgan. Bob is a graduate of the Y&R media trainee course.



Timebuying defector in his new habitat

Former Bates Colgate buyer, Jack Flynn (l), who switched to selling by joining Advertising Time Sales, N. Y., recently, is shown here with new boss Jim McManus (r), v.p. for tv, ATS, and John Francis (c), also of the ATS staff

Promotion dept.: McCann-Marschalk's (New York) Kathy Noble has been promoted to associate media director. She was broadcast supervisor in charge of all timebuying there.

And in the agency-hopping dept.: Lennen & Newell's (New York) Mike Widener switched to Dancer-Fitzgerald-Sample (New York) . . . Lynn Baker's (New York) Mary Lavis Carlson starts this week as a

(Please turn to page 48)

YOUNG AGENCIES

(Continued from page 33)

v.p. Dr. Myron J. Helfgott, formerly president of the Package Research Institute. He also spent some productive years as research director for David Ogilvy. Peter Grove Weinberg, v.p., is a marketing man of rare talent, according to industry leaders. He cut his eye teeth in the electronics and hardgoods business and later swung from this area, "very capably," Greenland observed, into the food area. Douglas Warren, v.p., came to the agency in 1959. He was formerly ad director for a client, Seabrook Farms. Murray Platte is v.p. and general manager, Murray Klein, v.p. and copy chief who learned what it took to sell under the tutelage of Bernice Fitzgibbons. Lou Musachio is the executive art director. He joined the agency about 10 months ago. Beryl Seidenberg is media director, formerly with Kastor Hilton, and considered an experienced, analytical media expert.

"The biggest share of the growth of our billings hails from the increased budgets from clients based against their increased sales," Greenland declared. "That's the healthiest way. It also attracts new business."

Creativity in the South. Vivid proof that all creativity is not bottled up in such areas as Madison Avenue can be seen by any prober who happens to poke his nose into the bustling Henderson Advertising Agency in Greenville, S. C. The agency has been billing over \$6 million and its present goal is to double billings within three years. According to those in the know, the wish should be fulfilled before that time. The agency was launched in 1946. Two years ago Jim Henderson acquired the Ayer and Gillett Agency in Charlotte, N. C. Henderson heads up the agency; Howard K. McIntyre is executive v.p. The agency's philosophy is "to be bold, be imaginative, be first." Henderson believes that "creativity must be our most important function." Moreover, the agency recruits only top people and every key jobholder is a marketing man—"first, last and always." Henderson regards tv as a superb medium for packaged goods. Henderson also

feels there'll be more agencies like his springing up across the country.

"I believe that the next few years advertisers will come to realize more and more that not all the imagination and creativity stem from New York," Henderson said. "Already the creative people are beginning to spread out across the country. Many are looking for more compatible surroundings, less rarefied working atmospheres than the concrete city canyon." Henderson execs have no trouble getting to their clients or checking markets in a hurry. They fly here and there in a twin-engine Aero-Commander with a full-time pilot at their command.

Individual to the core. Hockaday Associates is another agency that commands considerable respect, in the opinion of those polled by SPONSOR. It has been billing around \$6 million. Margaret Hockaday is chairman of the board; Alvin Chereskin, president; Zimi Rosten, overall copy chief. Miss Hockaday spent five years at Marshall Field and then worked on *Vogue* as well as *Holiday*. She believes that advertising must have an ingredient or idea of such personality that it belongs inescapably to the client's product. Everything Hockaday does appears individual to the core, according to the experts, be it Healthtex (Standard Romper clothes for children), Adler socks, Grant's Scotch, or Dumbar Furniture. Says Miss Hockaday: "In all good advertising today the twain must meet. No consumer is at the bottom of the market for long and who's in the middle wants everything at the top—motorboats to mink. Even if you're not the best, you have to act that way."

Females, also both attractive and aggressive, run the Trahey/Cadwell Agency. The agency, which bills more than \$1 million, was started three and a half years ago. At first the agency had small fashion accounts but soon extended itself into cosmetics, perfumes, fabrics and other allied industries. Jane Trahey, founder and president, said: "My one goal for the past year was to divert some of our talents into fields which are allied to women but not necessarily to fashion, such as food, beverages—you can see the paper products division of

Weyerhaeuser (a small but fascinating path to food makers) is one step we've made."

Frankie Cadwell, Miss Trahey's partner, has been a partner since the beginning of the agency. Both of them previously worked at the house agency of Kayser Roth. Hal Davis is v.p. and senior art director. "I would say we all like visual advertising with a kick; both Miss Cadwell and I try our darndest to sell it, and thank heaven most of the time we do," Miss Trahey said. Davis was at Serwer prior to his joining the agency. "He's got enough art director awards to burn, and occasionally, he lights his cigar with one," Miss Trahey smiled.

Before working for Kayser Roth, Miss Trahey did sales promotion for eight years for Nieman-Marcus. "That's crackerjack boot training for any client-agency relationship," she observed. As for advertising, it is a bit like teaching, she philosophized, because so much material has to be explained and fed to a client and to a reader. "Some teachers make the subject matter fascinating, and you remember them as well today as you did when you were in school—some teachers read from yellowed notes and were just plain cream of wheat," she observed. "Advertising isn't too different."

Tasteful creativity. DeGarmo billed about \$3 million in 1962. The agency was founded by Louis deGarmo in 1919. When the founder died, the son, John deGarmo, took over. Elliott Nonas joined the agency in 1959 as v.p. and became executive v.p. in 1960. The agency says it believes that there is no such thing as hard or soft sell. "All ads must be commercial," an agency spokesman said. "If we have properly defined the problem and its solution, the application of tasteful, exciting, eye-catching art and copy will result in a greater sell than if these same selling points were made prosaically. Tasteful creativity, we say, is the most profitable policy."

DeGarmo clients include American Rolex Watch, Republic Aviation, Youngs Rubber, Olympic Airways, Irish Tourist Office, Grolier, Inc., Peerless Photo Products, and C. R. Gibson Co. 



TIME
is not all
we offer...

- personal attention
- effective merchandising
- value-plus rate plans

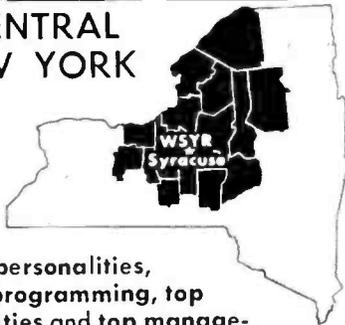


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OF QUALITY RADIO IN
CENTRAL
NEW YORK



Top personalities,
top programming, top
facilities and top manage-
ment combine to insure adver-
tisers a really effective selling job
in WSYR's 18-county service area.
WSYR's big margin of superiority
is confirmed by all recognized
market coverage studies.



Represented Nationally by
THE HENRY I. CRISTAL CO., INC.
New York • Boston • Chicago
Detroit • San Francisco



TIMEBUYER'S CORNER

Continued

buyer at Fuller & Smith & Ross (New York). Mary, whose husband, Frank Carlson, is a salesman in the radio division of Avery-Knodel, worked in the production department and also did some buying at Lynn Baker. The full-time buying chores she'll be taking on at F&S&R make her—and Frank—quite eligible to join the timebuying broadcast spouse club.

If you're keeping a list of spouses involved in timebuying-broadcast sales, you might jot down these Chicago names: Evelyn Adell, buyer on Wrigley at Arthur Meyerhoff, and husband, Charles Adell, a CBS radio network salesman... And, until just recently also of Meyerhoff, timebuyer Donna Hanson Zapato, who left the agency business because of approaching motherhood, is married to Dick Zapato of Hollingbery's Chicago office.



Maria Carayas

The Corner pays its respects this week to Kudner's (New York) chief radio/tv buyer, Maria Carayas. Maria, who started the New Year off in the right direction by copying kudos from Broadcast Time Sales with the rep firm's Timebuyer Award, is a gal with a diversified background in buying skills. Now buying on such accounts as Fisher Body division of General Motors, Sylvania and Goodyear, Maria came to Kudner well endowed with buying experience. She started her career at Roy S. Durstine where she wasted no time moving up to head buyer. From there she went to

Hilton & Riggio, and later, to Maxon where she became one of the first buyers to try out field buying for the Gillette account. This latter training Maria considers an invaluable asset. "It's the perfect way," she comments, "to acquire, firsthand, a good working insight into the markets you're buying." Maria, whose blonde beauty adds an aura of incongruity to her capability as a buyer, boasts also a wealth of experience in political buying. A native New Yorker, Maria delights in her work and spends most of her free time "talking advertising" with colleagues in the business. The few moments when she isn't thus engaged, she indulges in her other favorite pastimes—skiing or playing bridge. The Kudner buyer has some pretty strong feelings about how to get along in advertising: she believes that the only way to do a good job in this dog-eat-dog business is to get along with other people. "A good working relationship," she says, "is based on complete rapport and understanding—not only with reps, but with your own agency people." Obviously Maria practices what she preaches because she's quick to credit her love for her work to "all the great people I work with here at Kudner."

BUYING HINTS

Continued from page 38)

available, instead of taking third-fourth buys in nighttime.

Personal contact. There are always some things to be explained about a station that does not show up in *Standard Rate and Data*, and reps plead for more personal contact with buyers to explain them.

Buyers claim there is no better way to learn about markets than hearing reps and station people from competing stations tell the story. It's the only way to learn more about the business, as well as individual markets, buyers think.

Many of the suggestions given were well-known and some little-known, but reps claim and media men confess that most of them are not taken advantage of—often because multi-market buying leaves little time for considerable thought in methodology.

55/FIFTH

Continued from page 26)

the island, Mao called him a coward. For a while, China's closest friend, Albania, was used as Peiping's sounding board. However, no one doubted the real source of the criticism, and China soon began attacking the Kremlin directly.

Khrushchev answered China's abuse by posing as world peace-maker in the Cuban crisis. He countered Peiping's charges that the USSR bowed low before the American "paper tiger" by reminding Mao that the tiger "has nuclear teeth." Khrushchev also rallied the support of the satellite countries to his cause. Gomulka of Poland, Kadar of Hungary, and Novotny of Czechoslovakia were summoned to Moscow for "conferences."

The reinstatement of the former Kremlin whipping boy Josip Broz Tito of Yugoslavia has been Khrushchev's most significant slap at the Red Chinese. Tito's visit to the Soviet Union and the treatment accorded him there is being taken by the Chinese as further provocation and as proof that Khrushchev has sold himself to the imperialists.

As for Communist Parties in other parts of the world, Khrushchev's "coexistence" is winning more supporters than Mao's "war is inevitable" policy. The Italian

CP, largest in membership outside Communist territory, has denounced China. The French Communists have scored Mao's "incomprehensible and dangerous attitude." After China's attack on India, the Indian Communists have backed Nehru. And, as a result of President Kennedy's strong stand on Cuba, Latin American Communists have had serious doubts about the possibility of support from either Khrushchev or Mao.

For many years now, one of the chief objectives of the Communists

has been to separate the United States from our Allies. Apparently, now "their own chickens are coming home to roost," due I believe to two reasons: 1) oppression and unrest in the captive countries and 2) the effectiveness of Radio Free Europe, the Voice of America, and a few other non-military but potent tools which we are privileged to have—thanks to the American people.

CHARLES H. CRUTCHFIELD, executive v.p.,
Jefferson Standard Broadcasting Co., Charlotte,
N.C.



Pete Holland, of S.S.C.&B., joins the Tricorn Club

How come? He's wise, that's how. Wise to the fact that North Carolina's No. 1 metropolitan market (in population, households and retail sales) is that combined three-city "tricorn" . . . Winston-Salem, Greensboro, and High Point. Want to join the Tricorn Club? You're probably eligible already, if you're also wise that North Carolina is the No. 12 state in population. And in the market upper crust today, my dear, one simply doesn't ignore the No. 1 market in the No. 12 state! And while you have your lognette out, remember WSJS Television is your best sales entree to all this Confederate money.

Source: U. S. Census

WSJS 
TELEVISION

WINSTON-SALEM / GREENSBORO / HIGH POINT

Ted VanErk, of Peters-Griffin-Woodward, "hats" Pete with Club symbol

FOCAL POINT

A LONG-RANGE COMMITMENT TO THE USE OF RADIO & TELEVISION TO SPUR PUBLIC ACTION ON VITAL ISSUES

Focal Point is a year-long project that attempts to harness the power of broadcasting to the forces at work on community and statewide issues and problems. The function of Focal Point is to overcome citizen apathy and to encourage action.

Focal Point in Baltimore

In Baltimore, on WJZ-TV, Focal Point is tackling the varied and complex problems of metropolitan expansion as they apply to education, transportation, urban renewal, police administration, roads and highways, and other areas. The project was started with a leadership conference, which included among its participants Senator Harrison A. Williams, Jr., Federal Housing Administrator, Dr. Robert Weaver, FCC Commissioner, Frederick W.

Ford and former Mayor J. Harold Grady of Baltimore.

Focal Point in Boston

Most recently, in Boston, Focal Point is taking a penetrating look at the state, its government and its problems. The project began with three 90-minute forums given prime time on three successive week nights over WBZ-TV and Radio. Participants included Attorney General Robert Kennedy, Governor LeRoy Collins, Archibald MacLeish, Moderator Erwin D. Canham and Paul C. Reardon, Associate Justice Supreme Judicial Court.

Discussion areas—as related to government—were “Morality” (can it be legislated?), “Modernization” (can statutory and constitutional law be changed to keep pace with the

WBZ • WBZ-TV • BOSTON WINS • NEW YORK WJZ-TV • BALTIMORE KYW • KYW-TV • CLEVELAND KDKA • KDKA-TV • PITTSBURGH WIND • CHICAGO WOWO • FORT WAYNE KPIX • SAN FRANCISCO

times?), and "Manpower" (how can political parties be revitalized?).

Two audiences were involved: those present in New England Life Hall, where the programs took place; listeners and viewers at home (estimated at 500,000), including members of audience action groups.

"New and Better Directions"

These programs represent the kick-off to a year-long project, but already their effect is being felt. Focal Point has fired the imaginations of critics, columnists, and viewers. "The phrase 'focal point' is likely to be one that Massachusetts citizens will remember for a long while... it may mark the turning of a corner that leads to new and better directions," said the Pilot, official organ of the Archdiocese

of Boston. The Boston Herald called it "... the most interesting, but more important, informative, program of a local nature... this season."

Its success ultimately will be measured by the public's involvement. In Baltimore and Boston, additional programs on specific issues of state and local significance are being contemplated. Other WBC stations are already applying the Focal Point concept in their particular areas.

The Power of Broadcasting

The Westinghouse Broadcasting Company has long believed that the power of broadcasting can successfully be brought to bear in the practical area of community improvement as a constructive force in the solution of social and political problems.

WESTINGHOUSE BROADCASTING COMPANY, INC.   

ADVERTISERS/AGENCIES

Date set for commercials festival

The year's best tv commercials will be screened in New York on 24 May, the date set for the awards luncheon of the Fourth Annual American TV Commercials Festival. Presentations in other cities will follow in May and June.

Festival director Wallace A. Ross estimates the final selection will be made from more than 1,300 entries (closing date for which is 15 February).

General organization of the event is relatively unchanged. Last year's big innovation was the creation of five regional councils to choose semi-finalists; with this accomplished, Ross feels the 1963 task is to "consolidate the national status of the projects."

As in previous years, the council's chairman is John P. Cunningham, chairman of the executive committee of Cunningham & Walsh. However, the festival council will announce the appointment of two vice-chairmen in March. One of these will assume control in 1964.

All commercials broadcast in the U.S. and Canada between 1 March 1962 and 1 March 1963 are eligible. They will compete in approximately 40 product categories. There also may be special citations for outstanding achievement.



Name wanted

Amer. TV Commercials Festival is seeking name for its award statue (above), nominations should be sent to hdqtrs.

Entries may be on either film or videotape. Ross reports that discussions are still being held with leading tape producers on the problem of screening and projection methods for prizewinning tape entries. (Optical projection on large-screen does not reveal the claimed visual superiority of taped commercials. This led the major tape producers to protest at last year's festival.)

The 1963 winner will again re-

ceive a symbolic golden statuette, introduced last year. However, it's hoped that the emblem will have a suitable name this year. Nominations are open, and among those already received by the festival organizers are Telly, Addy, Mindy, IDY, Wally, and Tad.

As in earlier years, the fourth festival is being guided by a council of 135 prominent advertising executives. These experts serve on five regional groups, which select semi-finalists in each product category. In the final judging, the overall criterion is "based on the strength of the sales message, visual and aural appeal, and technical skill . . . commercials so superior to the average that they may be set up as examples of what the advertising profession stands for and believes in."

In announcing the opening of the competition, director Ross last week said, "It is again our hope that the cooperative nature of the festival will continue to attract outstanding entries, talented people to judge them, and the broadest possible range of advertising executives to see and be influenced by the exceptional winners."

Headquarters of the festival is at 40 E. 49 St., N. Y. 17.

Tv is target in U.S. probe of aged

The Senate Committee on Aging, which will spend three days this week on hearings dealing with frauds, quackery and other schemes aimed at old people, is due to put the spotlight on advertising in general and tv in particular. Staffers who have collected data for the probe indicate much will be said

about admen and ad media failing to police false advertising relating to the old. Also that some of the witnesses will assail tv advertising of nostrums. Among those lined up as witnesses are the National Better Business Bureau, AMA, the FTC, and the Consumers Union.

GOP names Burnett

It may not mean a lot in the long-range billings picture, but its

selection as agency for the Republican National Committee is quite a feather in Leo Burnett's "image" cap.

The GOP elected to throw its account Burnett's way for a two-year period starting this month, thus including the 1964 Republican Convention.

In addition to placement of all advertising—radio, tv and print—Burnett's extensive research and public relations resources become available to the national committee

as supplement to its own staff activities.

William E. Miller, national chairman, said the committee "was impressed with the grass roots philosophy," creative talent, and research strength of the Burnett organization.

Advertisers

The charge of conspiring to restrain trade and eliminate competition through retail price fixing was leveled by the FTC against Revlon and five other companies.

Helena Rubinstein was also cited, along with two other cosmetic companies and two lipstick container manufacturers.

The order, not final, to cease conspiracy to fix prices or conditions of the sale of lipstick containers and refills, reverses an initial decision filed last 28 February, which would have dismissed the original complaint of 16 June 1958.

A gamble which paid off handsomely for Colgate-Palmolive and agency Ted Bates was the rather unique launching of Soaky, a liquid bath soap for children.

Introduced in January 1962, the item came from nowhere into a highly competitive market. In just a year it has not only taken over sales leadership, but quadrupled sales in the field, according to Colgate.

Most unusual aspect of the Soaky introduction was its plunge, via network and spot tv, into national distribution, unlike most new products which travel the test market route.

Both Colgate and Bates credit the unusual package with most of the product's success: the cartoon character bottle can be used as a toy long after the bath soap has gone down the drain.

"Ford Means Business": That's the theme of a new hard-hitting trade advertising campaign which will review the Philco consumer products and merchandising accomplishments since Ford Motor took over in December 1961.

Ad groups ready '63 campaign: The

Advertising Assn. of the West and the AFA will have as the theme of their joint 1963 program "Advertising is the Voice of Free Choice." Leaders of the National Advertising Recognition campaign are Peter Folger, of J. A. Folger, San Francisco, and Douglas L. Smith, of S. C. Johnson.

The sound of music: Does more than soothe, it seems. Greyhound Corp. and agency Grey Advertising, gambling on its selling qualities, have added music (four singers and 13 musicians) to the slogan "Go Greyhound . . . and leave the driving to us."

News for scholars: A professional course in advertising copy will be offered in the Adult Education division of Hunter College, New York, starting 19 February from 7:30-9:10 p.m. The course will examine the latest techniques of writing for tv, radio, and print.

PEOPLE ON THE MOVE: Richard A. Lipsey to director of marketing research for three consumer product divisions of Helene Curtis Industries—Helene Curtis Products,

KM Products and Lenthier . . . Mark L. Finch to director of sales development for Hallmark Cards . . . James J. Mahoney, general sales manager since 1958, to group products director of Miles Products; he'll be succeeded by William N. Sallee . . . James V. Bassett, president of the Borden Foods Co. division, to vice president of the parent company, succeeding Theodore O. Hofman . . . A. Richard Diebold to a director of American Home Products . . . Paul L. Farber to director of advertising of Mogen David Wine . . . Stephen E. Upton to director of customer quality and services department at RCA Whirlpool . . . D. A. Laird to executive vice president of Borden's southern division . . . Frederick M. Hoar to manager of advertising and information, RCA Electronic Data Processing . . . Robert P. Swan, vice president for trade relations, has been elected to the management board of Personal Products Co., a division of Johnson & Johnson.

Agencies

Recent Washington regulatory interest in broadcast-market research

EASTERN EXECS DISCUSS TV FLIGHT



In preparation for its first big splash in network television sponsorship, two top Eastern Air Lines officials, Frank Sharpe (l), executive v.p. for sales & services, and Malcolm A. MacIntyre (c), pres., get together with Hugh Downs (r), host of NBC TV's "Today" show. Eastern's participations began last week, on a twice-weekly basis. The campaign centers on the carrier's pitch for winter vacations. Agency: Fletcher Richards

WING

the COLOSSES



of Dayton Radio

Check Pulse and Hooper . . . check the results. You don't have to be a Rhodes scholar to figure out why more national and local advertisers spend more dollars on WING than on any other Dayton station. WING delivers more audience and sales. Think BIG . . . buy WING!



robert e. eastman & co., inc.
NATIONAL REPRESENTATIVE

**DAYTON . . . Ohio's
3rd Largest Market**

activities hasn't discouraged at least one new firm from entering the industry.

It's called Marketing Evaluations and is based in Manhasset, New York. Jack B. Landis and Henry Brenner are the principals.

The firm will issue monthly measurements of brand awareness, attitude, image, advertising penetration and purchasing behavior.

Agency appointments: Breakstone Foods, division of National Dairy Products, to Papert, Koenig, Lois . . . Pepsi Cola Bottling of Puerto Rico to Lenner & Newell, San Juan . . . Corinthian Broadcasting to Van Brunt & Co., New York . . . Netherlands National Tourist Office to C. J. LaRoche . . . Farm and Home Savings Assn. to Grant Advertising for state of Texas . . . Seven Arts to Scope Advertising, New York . . . Trans-Lux Tv to Brownstone Associates. Appointment includes Television Affiliates Corp. (TAC), a relatively new Trans-Lux division.

New agency: Al Eicoff, vice president of Mohr & Eicoff, has resigned from the agency to his own firm, Gottschalk & Eicoff, Chicago. The two agencies will provide reciprocal services for each other's clients in Chicago and New York.

Headquarters switch: Kenyon & Eckhardt moves its main West Coast operation from Los Angeles to San Francisco, effective 1 April. A tv-radio service office will be maintained in Los Angeles, but all accounts which have been handled exclusively in L. A. will be resigned 31 March. Move is linked to the loss of four key accounts in Los Angeles over the past 14 months. These, totaling some \$3 million annually, were: Max Factor, Eldon Industries, Reddi-Wip, and Mercury division portion of the Lincoln-Mercury Dealers Assn.

New quarters: On 1 January, one year after its founding, C. C. R. Hood moved to new and larger offices in the Architects Building, 17th and Sanson Streets, Philadel-

phia. New phone number is L.Ocust 3-2767.

Top brass: Kenneth W. Hayden to executive director of Holtzman-Kain Advertising, Chicago . . . Gordon H. Johnson to executive vice president of Dancer-Fitzgerald-Sample . . . Gerald V. Kelleher to senior vice president of Erwin Wasey, Ruthrauff & Ryan . . . Harry J. Lazarus member of the executive committee and the board of directors, has been appointed administrative vice president of the western division of Guyer, Morey, Ballard, a new post. Lazarus now has, in addition to his account responsibility, supervision of financial, personnel and office operation matters.

New v.p.s: William B. Lowther and John P. Hoag at Hoag & Provandie . . . Jack E. Kannapell, Jr., and Fred Burghard at Erwin Wasey, Ruthrauff & Ryan . . . Eveleth W. Bridgman, Jr., Ernest E. Cooke, Jr., and Frank I. Wheeler at Van-Sant, Dugdale . . . Harold Gold at Jay Victor & Associates.

PEOPLE ON THE MOVE: Thomas Shull and Edward Van Horn to account executives at Doyle Dane Bernbach on ABC TV and General Mills respectively, and John Robinson to assistant to the director of radio-tv programing . . . Budd F. White to creative director of W. B. Doner, Philadelphia . . . Mike Cammuso to art director in the Chicago office of Erwin Wasey, Ruthrauff & Ryan . . . C. Arthur Cochran, former market analyst for Thiokol Chemical, to marketing director and account executive of Eldridge, Trenton.

Kudos: Vincent R. Else, administrative director for Knox Reeves, has been elected treasurer by the agency's board of directors.

Resignation: Herbert S. Gardner, Jr., has given up his post as secretary-treasurer of Gardner Advertising, the agency founded by his father in 1902, to become a full-time private consultant to other agencies.

WASHINGTON WEEK

14 JANUARY 1963 / Copyright 1963

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

Newspaper monopoly probe by Rep. Emanuel Celler (D., N. Y.), originally set for January, now appears to be off at least until February: also the direction of the inquiry may change.

If the New York newspaper strike is still in progress that situation will take at least the opening brunt.

Cellar had in mind going into the effect on the public of newspaper mergers, and also taking a long look at **newspaper ownership of broadcasting stations**. But the newspaper strike is right in his back yard and these other matters could be long delayed by a lengthy sub-committee look at the New York situation.

Prospects for a probe of the rating services, following FTC consent decrees, are far from clear.

Though the FTC in its announcement did not differentiate, most of the claims of **inadequate or inaccurate methods** were aimed at **single-market**, rather than national ratings. An outside study made for the House Commerce Committee had already given national ratings a relatively clean bill of health, while looking askance at the local picture.

Sen. Mike Monroney (D. Okla.) is the lone member of the Senate Commerce Committee with any great interest in the topic. He held one set of hearings, promised others, but has never since been able to interest committee chairman Warren Magnuson (D., Wash.). The idea that something has already been done by the FTC might cool rather than fan interest. As to the House Committee, much will depend on the workload.

The Administrative Conference of the United States, appointed at the start of the Kennedy administration but growing out of studies started during the Eisenhower regime, has wound up its work: major recommendation was that it be continued to keep an outside eye on regulatory bodies.

FTC wasn't mentioned by name in a very long report filled mostly with very general recommendations, but **FCC came in for notice**. One suggestion was to the effect that when FCC spends time and taxpayer money holding hearings between competitors for a radio or tv station, and then winning applicant sells, the **buyer should also be required to be superior to losing applicants**.

Commission, which has criteria by which it chooses winning applicant in such cases but which appears to give different weight to different factors case-to-case, was **urged to set up stronger criteria**. To the point, even, that "some applicants would be automatically preferred over others."

Small business is handicapped because national advertisers push local sponsors out of the best tv time through discount practices, network option time and network-affiliate relationships in general, a House Small Business subcommittee report holds.

The report said that the small businessman has no such handicap in radio, but that radio has lost nighttime audience to tv. It called for **new hearings in the current Congress**, because of "a serious problem for the small business sponsor or local advertiser as well as the station representative or advertising agency who seeks time on a (local) station."

SPONSOR HEARS

14 JANUARY 1963 / Copyright 1963

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

Like CBS TV (Richard aSlant), ABC TV has a lawyer-executive who exercises the authority over the network's news division.

With ABC TV it's Everett Ehrlich, general counsel and director for both AB-PT and the American Broadcasting Co. In other words, under the reorganization of the division, administrator Robert Lang reports on the policy level to Ehrlich.

Background: Ehrlich got his start in the business via Y&R's legal department.

One of the tv networks is both mystified and dismayed at the affiliate pullouts it's getting on a daytime strip with a decided public service slant.

The strip's share has been good for a show of that type and the series' commercial position (minutes sold) is holding up nicely.

CBS TV is now making it a routine matter of closed-circuiting for affiliates daily a program culled from the next day's batch of scheduled telecasts.

The network says there are no controversial implications in the procedure; in other words, the selection of a show is not determined by its possible inclusion of something that an affiliate might find objectionable.

Last week's pick for affiliate previewing: the Lloyd Bridges Show, CBS Reports, Twilight Zone, Rawhide and the Jackie Gleason Show.

You may have wondered lately, because of certain migrations, how key executives have been able to settle their stock and fringe-benefits and then join a competitive setup with impunity.

Your musing may also have included this premise: it would seem logical for the organization making the settlement to include a clause circumscribing the departing executive's subsequent business involvement.

Trade lawyers have challenged such clauses as non-enforceable on the ground they pose a one way street; in other words they are not bilateral.

The issue got its comeuppance some years back when D-F-S tried to enforce the provision in a settlement agreement which barred the departee from going to work on an account competitive to P&G, the group he had been aligned with.

In other media, looking five years back has the approximate aspect of a yesterday but with tv, because of its dynamic and constant change, five years can appear to be a long time ago.

For instance, it was five years ago this month that:

- Advertisers were muttering about the impracticality for them of 52-week tv network contracts and the imperative desirability of the resurrection of the 13-week cycle.

- The scatter plan of network buying, as propounded by ABC TV, was beginning to be embraced as one way of meeting the rising costs of the medium, that is, by spreading the risk.

- The application and prospects of magnetic tape were an issue of debate.

- The CPM of the average nighttime minute on the networks, according to Nielsen, was ABC TV, \$3.06; CBS TV, \$3.00 and NBC TV, \$3.54.

- ABC TV was selling some of its repeat-show minutes at \$12-14,000 (time and talent), with an estimate of 75-85% coverage of all U. S. homes.

Bache forecasts network growth of 5.5 to 6.2%

Outlook for 1968: The financial future of the networks is excellent. National advertisers will steadily increase their tv spending. More importantly, the networks' ratio of profit to revenue will also improve.

This is the opinion of the investment house, Bache & Co., in a report to its clients which closely examines the advertising and network structures.

The investment analysts point out that advertising is closely linked to spending on non-durable goods. The market for these goods has expanded at a 3.4% rate over the past decade, and will continue at that pace for three to five years. Ad expenditures should follow the same pattern.

National advertising is about 61% of the total, and network tv is getting a bigger share: a jump from 6.3% in 1952 to 10.6% in 1956 and 11.2% in 1961. (The 1962 take was probably a record 12%.)

Since 1956, Bache calculates that network spending has grown by 6.2% annually. It predicts over the next five years an annual increase between 5.5% and 6.2%.

"We assume," says the report, "no great changes in the state of the economy or of the place of advertising. Nor do we look for a major diminution of television's fascination for millions of people and therefore its value as an advertising medium."

These assumptions mean that:

- "Total advertising will reach \$14.1 billion in five years (from \$11.84 billion in 1961).
- "National advertising may hit \$8.75 billion at that time.
- "Network spending will be \$1.10-\$1.14 billion in 1966—a compound annual growth rate of 5.5%—

6.2% for network revenues over the next five-year period."

This is an average for the period and it is expected that swings in the business cycle will cause faster or slower growth over short periods of time. Bache figures also predicate a continuation of the slowing rate of growth of network tv, which grew at 14.4% per year rate over the 1952-1961 period, and 6.2% per year from 1956-61.

In the profit area, the financial experts believe that the networks' take-home will increase in at least the same proportion as revenues, about 6%. This doesn't sound spectacular *but* it involves a profit boost of 45-50% above the 1961 level. Reasons:

"ABC suddenly became an effective third force in network television in the post-1955 period . . . this resulted in intense price competition among the networks during the period 1956-61. The supply of time outran the demand. While more time was sold, price cutting kept the rate of growth of dollar volume (gross time billings) down.

"Indications are that demand for network time will be more in line with supply. Little price cutting is occurring this year . . . (There is) a fundamental change in the supply and demand situation."

Bache points out that during tv's growth, each of the networks in turn has had to pay a high price for securing its affiliates. There now is greatly reduced competition for outlets, and each network in turn is expected to renegotiate its contracts at substantial savings.

The new CBS contracts, for example, should add about \$3-4 million to network profits before taxes in 1963 without additional cost. NBC has announced similar changes in its affiliate contract.



... and barrel your way through the Madison market!

The dramatic climb of WKOW-TV, Madison's dynamic UHF station, is hot news to advertisers. But a familiar story to viewers in Wisconsin's booming South Central market. WKOW-TV has always been *their* station.



Example: Dane County's 99%, Green County's 98%, Sauk County's 90%, Iowa County's 99%. These percentage points tell the near-perfect score WKOW-TV's local live personalities and network shows have earned with over a half-million people in Wisconsin's 2nd retail trade zone. Your product displayed and sold on WKOW-TV will earn that enthusiastic acceptance too. WKOW-TV concentrates on this Madison trade zone . . . allows you plenty of dollar-power for massive frequency. Make that U-turn to WKOW-TV now!



MADISON, WISCONSIN



Ben Hovel,
Gen. Sales Mgr.

Tony Moe,
Exec. Vice-Pres. &
Gen. Mgr.

Larry Bentson,
Pres.

Joe Floyd,
Vice-Pres.

Represented by Adam Young



Midcontinent Broadcasting Group

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

WHAT ARE YOUR PHOTO REQUIREMENTS?

"HADIBUTKNOWN"

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

BAKALAR-COSMO PHOTOGRAPHERS

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



Because of price cutting and the fight for affiliates, profits before taxes of the three nets were much lower in 1961 than in 1956 (24.3 million, 3.2%, compared with \$13 million, 8.1%).

In 1962, however, total pre-tax net income should be well above 1961. Volume for eight months is up 12.7% and the increase for the balance of the year could be well in excess of this. The combination of volume increases, the abatement of price cutting, and reduced competition for affiliates is being translated into increased profitability.

Bache estimates that network pre-tax profits for '62 should reach at least \$35-\$36 million, a healthy 45-48% rise over '61. For the future, there should be stable prices and therefore improved margins as volume increases.

"In fact, there may be opportunities in the next two or three years for prices to be raised, further improving the profit picture."

Bache's report is particularly concerned with one group, CBS. Its informed guess is that, in 1961, CBS made a total pre-tax income of \$17 million, of which \$22 million was contributed by the television network. An estimated further \$21 million came from the o&os.

Ad effectiveness gets new formula

NBC research director Dr. Thomas F. Coffin called on the advertising industry last week to spend more money in measuring the impact of its messages.

In a talk to the American Marketing Assn.'s research discussion group on Thursday, Dr. Coffin presented a new formula for effectiveness of different media. The formula is stated as $E = A \times I$, or, advertising effectiveness equals size of audience multiplied by impact per member of the audience. This equation allows evaluation of different media, he said, because measurements are reduced to comparable terms.

However, Dr. Coffin warned, the formula can work only with precise measurements of both audience and impact, and at present "the precision of our audience measures far outstrips that of our impact measures." Impact studies promise the greatest improvement in the efficiency of advertising evaluation, he declared, and it is time the industry began spending more money on them.

BUTTER-NUT MAKES NETWORK DEBUT



Jack J. Bard, director of media activities for Tatham-Laird, signs the dotted line which will initiate client Butter-Nut Coffee into the network tv sponsorship fraternity. The buy involves three ABC TV nighttimers, "Going My Way," "The Sunday Night Movie" and "Premiere, Presented by Fred Astaire." On hand for the contract signing were top network executives Julius Barnathan (l), vice president and general manager of ABC TV, and Slocum Chapin, ABC vice president in charge of tv network sales, western div.

STATIONS

FCC reply to 'shirtsleeve' proposals seen in month

Quick action by the FCC was anticipated last week on amending, if not ending, the am station freeze. This opinion was expressed at the end of the two-day shirt-sleeve session between the FCC and NAB, and the FCC and other groups, on the problem of radio's overpopulation. A spokesman for the FCC intimated, however, that announcement of a change would not be forthcoming for about a month.

NAB president LeRoy Collins said that he believed good things would result from the sessions, but they would depend on the Commission and its reaction to NAB proposals. The sessions were, he added, "a basis for corrective efforts on the part of the Commission that can be meaningful."

In presenting its position to the FCC, the NAB radio development committee recommended strongly against the use of economic factors as a base for limiting the number of stations in a community. The committee proposed 1) changes in engineering rules (which it expects would cause economic factors to adjust themselves, within reason) and 2) encouragement of mergers between stations where broadcasters are in violation of engineering standards.

The report suggested that the FCC revise its rules on directional antennae to be more in line with population shifts of recent years. It also urged the FCC to drop its "10%" rule, which permits granting a license to an applicant who can show an overlap with another station of no more than 10%. NAB feels the restrictions should be tightened.

The next step belongs to the FCC, which must now take NAB recommendations under advisement, and it is believed that within a month rule-making proposals

will be announced. In the meantime, an FCC spokesman indicated there is "some possibility" that part of the freeze would be lifted on engineering grounds, but any such development would be relatively "insignificant."

Tv Stations

Little change is expected in programming, personnel or policies of WREC (AM & TV), Memphis, following transfer of both operations to Cowles Magazines and Broadcasting, Inc.

WREC Broadcasting Service, Inc., owned by Hoyt B. Wooten, sold the two stations for \$8 million, subject to FCC approval.

New call letters: WRGP-TV, Chattanooga, greeted the new year with



Morning man and mouse

WMCA, New York, d.j. Joe O'Brien (c), who first spun the new popular "Pepino the Italian Mouse" on his morning show, examines action model of the melodious mouse with writer Lou Monte (l), model creator Philip Florio

WALA-TV 10

—the only Mobile station providing city-grade coverage to Mobile and Pensacola.

COMPARE COVERAGE

The Mississippi Gulf Coast, West Florida and South Alabama all get NBC Color from WALA-TV.

COMPARE COST

When comparing metro rankings, don't forget to combine the Mobile and Pensacola figures: the only NBC coverage in both cities is yours for the price of one on WALA-TV.

The WALA-TV Market—
Over A MILLION PEOPLE with
nearly \$2 BILLION to spend!

Contact:
Select Stations, Inc.
or
Clarke Brown Co.



TALLEST TOWER ON THE GULF COAST

WALA-TV 10



MOBILE - PENSACOLA

WTRF-TV

STORY BOARD



"Awards"

ANNUAL AWARDS ANNOUNCED!

DIRTY BIRD AWARD goes to the father of the little guy who told his mother, "We had fun sitting in the park. Dad imitated a bird every time a girl passed by."

wtrf-tv Wheeling

ASSET TO MUSIC AWARD goes to the Twist, the footloose and fanny free frolic that put the E back in -motion!

Wheeling wtrf-tv

JOB DEDICATION AWARD goes to the executive who is so devoted to his work that he keeps his secretary near his bed in case he gets an idea during the night

wtrf-tv Wheeling

APPROPRIATE NAME AWARDS . . . the first goes to the home builder who called his new development "Gesund Heights" . . . second goes to "Mafia," the foreign car with a hood under every hood and a heater in the glove compartment . . . and third is awarded to the SOB, the new organization of so-called "Sons Of Business"

Wheeling wtrf-tv

EFFECTIVE TV AWARD goes to NBC for having such a powerful Wheeling area affiliate and for the wtrf-tv NBC audience survey that reported that a man, born deaf, viewed just two episodes of Dr. Kildare then heard from his cousin in California.

wtrf-tv Wheeling

APPROPRIATED GIFT AWARD goes to the courtin' cannibal who went wooing his lady fair with a box of Farmer Fannie's and a book entitled "How To Serve Your Fellow Man"

Wheeling wtrf-tv

BEST REP AWARD is presented to George P. Hollingbery for being the REPutable national authority on the Wheeling-Steubenville Industrial Ohio Valley and what WTRF-TV can sell for alert advertisers who want results!

CHANNEL SEVEN



WHEELING, WEST VIRGINIA



TvB exec. v.p. dons college cap to help fete Lancaster station

George Huntington lectured to and fielded questions from students of Franklin & Marshall, part of celebration of WLYH-TV's entry into Lancaster as basic CBS affiliate. At reception (l-r): Al Spiece, M. W. Hartung; Thomas Makeel, Watt & Shand Dept. Store; Huntington; Clifford Coulson, Watt & Shand; William Sullivan, stn. a/e. Event was quite a departure from usual receptions

a change in its call letters. The station is now WRCB-TV, a closer identification with parent company Rust Craft Broadcasting.

Kudos: The news and information services department of the WFBM stations swept nearly all the honors in the 1963 Indianapolis Press Club Journalism Award program. The tv station won all of six possible prizes for spot news, community problems, documentary, editorial, feature stories and sports. The radio station won plaques for community problems, editorial and feature stories.

PEOPLE ON THE MOVE: Bob Sprouse to national sales manager of WBNS-TV, Columbus . . . Tom Burkhart to local sales manager, Jim O'Rourke to assistant national sales manager and Frank Boscia to senior account executive at WTVJ, Miami . . . Kendall Smith, assistant program manager, to program manager of WTIC-TV, Hartford . . . Mary Ann Casey, for nine years the director of programing and women's news editor for KEYT, Santa Barbara, has resigned . . . Tom Gillies to farm director for WFLA-TV and radio, Tampa-St. Petersburg, replacing Frank Johnson . . . Harold C. O'Donnell to

program director and Edward J. Ryan to promotion and merchandising manager of KEYT, Santa Barbara . . . Arthur "Duke" Struck to tv director and Arnold Collins to production manager at WTOP-TV, Washington . . . Frederick M. Espy to account executive of WLWT, Cincinnati.

Radio Stations

Transfer of ownership of WCKR (AM & FM) from Biscayne Television Corp. to Miami Valley Broadcasting took place in Miami.

Milton Komito will continue as general manager of the radio stations and, effective next month, James LeGate assumes duties of station director.

Changing hands: WTTM, Trenton, sold by Peoples Broadcasting for \$375,000 to Scott Broadcasting Co., Herbert Scott, president. Peoples Broadcasting hopes to expand into larger markets with purchase of another station. Blackburn brokered the deal . . . WEET, Richmond, sold for \$300,000 to J. Olim Tice, Jr. by Burton Levine, with Blackburn the broker.

News expansion: WTCN, Minneapolis, has set up its own separate news department and hired three veteran radio newsmen to handle the coverage . . . Intermountain Network has formed a Montana Intermountain Network News Bureau, with feeding facilities located in KBLB, Helena, and placed it in charge of Terry Bass; on another front, Wendell Weaver has been named news head of the Idaho Intermountain group, stationed at KGEM, Boise.

Power increase sought: WSPA (FM), Spartanburg, has filed a proposal with the FCC for a power boost to 100 kw. This would be maximum power for the station under FCC rules. Outlet was South Carolina's first fm station and the Southeast's first stereo station.

PEOPLE ON THE MOVE: Arnold C. Johnson, manager of WGEE when the station signed on the air in Indianapolis in 1956, returns to



Houston heralds arrival of Bob, Ray, and 'cast of thousands'

The zany team of Bob Elliott and Ray Goulding (alias Wally Ballou, Mary Backstayge, etc.) joined the KXYZ roster 1 January, spoofing for Gulf Coasters from 6-9 a.m. during the week and throughout the weekend. They do some spoofing here on the subject of stn. mgr. Jack Carnegie's hat

the station in the capacity of general manager . . . John Kirkpatrick to managing director of WSPA, Spartanburg . . . Timothy F. Moore to vice president of Star Broadcasting, owners and operators of KISN, Portland . . . Robert E. Klose, program director of WFIL, Philadelphia, to program manager of KFRE, Fresno . . . Don Shepherd, promotion director of WLOS-TV, Asheville, to promotion director of KFRE stations, Fresno, and Guy B. Farnsworth, of WUSJ, Lockport, to assistant general manager in charge of sales for the am station . . . Otto A. Goessl rejoins WTIK, New Orleans, as account executive . . . Joe Tucker and Robert McLaughlin to the sales staff of WLW, Cincinnati . . . Paul Allen to national program director for the four Trigg Vaughn radio stations . . . Homer K. Peterson to general manager of the IMN group of five radio stations in Utah, Idaho, and Montana, affiliated in ownership with The Intermountain Network. Peterson, who has been sta-

tion manager of KALL, Salt Lake City, will also serve as general manager of KGEM, Boise; KOPR, Butte; KMON, Great Falls; and KGHL, Billings.

Reps

Robert E. Eastman has opened its 10th sales office, this one in Boston.

Raymond A. Gardella, who has been sales promotion manager for Eastman, headquartered in New York, will take over as manager of the office.

Rep appointments: KTEN, Ada, Okla., and KTTS-TV, Springfield, Mo., to Select Station Representatives . . . WHLL, Wheeling, to Ohio Stations Representatives, for Ohio sales . . . WJAR, Providence, and WFGM, Fitchburg, to Eckels & Co., for New England sales . . . WHJB, Greensburg, WLEC, Sandusky, and WTAP-TV, Parkersburg, to Penn State Reps . . . KWYZ, Everett, Wash., to Grant Webb . . . KPAM, Portland, and

KETO, Seattle, to Broadcast Time Sales.

New subscriber: Pearson National Representatives has signed for the automated centralized billing services offered by Broadcast Clearing House. All time orders for spot radio campaigns will henceforth be processed by the BCH billing and payment system with the aid of Bank of America electronic data processing machines.

PEOPLE ON THE MOVE: Bram Emous to the sales service staff of the BTA Division, Blair Television . . . George Swearingen to Atlanta sales manager for CBS Radio Spot Sales, a post he'd previously held for four years. He replaces George Crumbley, resigned to form his own advertising agency . . . John C. Liddy to sales promotion manager at Robert E. Eastman . . . Richard J. Quigley, head of Blair's St. Louis office, to vice president of Blair Television . . . Thomas M. Lawrence to senior account executive for H-R Television, New York.

Newsmakers in tv/radio advertising



Harold C. Sundberg is the general sales manager for WZZM-TV, Grand Rapids, western Michigan's newest tv station. Sundberg comes to his post with a 10-year background in the radio/tv industry. He has, for the past three years, been general manager of WMBD (AM-FM & TV), Peoria. Mark L. Wodlinger is general manager.



William L. Brown replaces Harold Sundberg as general manager of WMBD (AM-FM & TV), Peoria. He was formerly assistant manager in charge of the radio station and, most recently, sales manager of the tv outlet. Prior to 1957, Brown was with the Ralph Jones Advertising Agency of Cincinnati and Crosley Broadcasting.

Anthony G. Kupris brings to his new job of marketing vice president for Donahue & Coe 15 years background. His most recent post was vice president of the Market Planning Corp. affiliate of Interpublic. In 1946 he joined Standard Oil as assistant advertising manager, later becoming sales manager. In 1954, he joined R. M. Hollingshead.



Alan Henry has been named assistant to John W. Kluge, president and chairman of the board of Metromedia. Henry joins Metromedia following a two-year association with KWK, St. Louis, as general manager. Before that he was general manager of WCKR, Miami Beach, and v.p. and general manager of KXEL, Waterloo-Cedar Rapids.



LEADER'S POINT

By James Gerity, Jr.
President, general manager
WNEM (FM & TV), Flint-
Saginaw-Bay City
WABJ, Adrian, Mich.

Building an audience with the GMA

Recently, SPONSOR had occasion to report on a statement by the president of the Grocery Manufacturers of America, Paul Willis, at the TvB meeting in New York.

I do not intend to discuss the pros and cons of Mr. Willis' statement except to note that I feel his remarks were possibly misunderstood and misinterpreted. What I would like to bring out, however, is the fact that Mr. Willis and all members of the Grocery Manufacturers Representatives groups around the country are becoming more and more important to the broadcast industry.

The importance and influence of these people, particularly at the local level, is becoming greater every day. I feel that for far too long the local food and grocery brokers have been overlooked by the broadcast people with whom they should have a closely knit alliance.

I consider the food broker the first line of attack for local tv dollars. He knows his market and he knows his principals. His suggestions can bring a lot of new money into the tv till. Consequently, I make sure that my station people maintain an extremely close alli-

ance with the food brokers in our area and keep them informed as to the latest developments in the television industry.

We arrange seminars and special meetings for the brokers in our particular area, most of whom are members of the Northeastern Michigan Grocery Manufacturers Representatives, lend them merchandising support for their campaigns, provide them with economic reviews of the State of Michigan, attend all their functions and try to aid and advise them about the tv industry in as many ways as possible.

Just recently I was deeply honored by the GMR people of northeastern Michigan and was presented an award for "the long and continued cooperation between WNEM-TV and the Eastern Michigan GMR and for our support and effort on behalf of this group." This was a high point in our close relationship as it was the first individual award ever given by these men.

I am not pointing this out to prove how good we are, but rather to point out that tv as a whole has not truly provided the food brokers throughout the country with

the type of information, assistance, and understanding that they need. Consequently, one of the tv industry's most affluent and vital customers has been neglected.

When you consider that food and grocery advertisers spent in the neighborhood of \$850 million in 1961 and that more and more of these advertising budget placements are being assisted in the field by the food brokers who know the local and regional aspects of the market, it would be safe to assume that tv stations and their management would lend every effort to offer more information and greater service to the food brokers. However, such is not the case, I would venture to say that less than 20% of the stations in the country are aware of the rapidly increasing importance of the food brokers or take the time to get to know them or the extent of their operation.

Recently, in a discussion with Mr. Willis, I suggested that, rather than the editorial support idea, which was brought up during the New York TvB meeting, the GMA itself document some of the more dramatic aspects of their industry and produce a series of 13 half-hour films which might then be distributed to local tv stations in a manner similar to that utilized by the NAM which has had a resounding success over the years. This documentary approach might have more value to tv stations from a programing standpoint and would obviate the awkwardness implied by the term "editorial support." It would include the added advantage of having the people who know the food and grocery business tell their own story which would have much more impact than any editorial commentary by various stations.

I feel that this approach to making tv stations more aware of the activities and potential of members of the GMA might provide the opportunity for a closer spirit of cooperation and a better understanding between the members of the GMA and the broadcasters themselves. It could be an extremely interesting, informative, and educational presentation on the various aspects of this important adjunct to the tv industry. ▀



Not only a successful broadcast executive but also an industrialist is the Toledo-born James Gerity, Jr. In 1948 he acquired WABJ and put WNEM (FM & TV) on the air in 1954. A firm believer in the importance of tv's role in the local community, he has enlisted his station to aid the Grocery Manufacturers Representatives of Eastern Michigan and other such groups.

SPOT-SCOPE

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

The introduction of four new products is providing the impetus for a heavy television push by BernzOmatic (Rumrill), with a major emphasis on national spot.

The four products set to make their debut in 1963: (1) a new spray enamel which harnesses the advantages of propane as a propellant in the aerosol field; (2) a new Bernz-O-Matic Dual Flame Propane Torch; (3) portable ice-making refrigerators; and (4) a portable radiant heater which provides a total of 24-hours of steady heat wherever set up.

Tv budgets will be greatly increased over 1962, with current plans calling for three 13-week campaigns, the first covering the top 40 markets and the subsequent schedules blanketing the top 70. Some network will also be used.

Leo Burnett threw some unexpected money spot tv's way, this on behalf of Salvo.

Budget to cover spots in quite a number of markets stems from an expired ABC TV schedule. About three minutes per week of the 40 some Wally Cox commercials are being used.

The year began with an enormous upbeat on the midwest spot tv buying front, with all the major agencies stirring up activity for the tv reps.

Here's what's breaking: Betty Crocker Brownie Mix (NL&B), buying day and night minutes for 10 weeks beginning 28 January. Five or six spots a week will be used; Betty Crocker's potato products and Wheaties (Knox Reeves), both using daytime and late night minutes. Potato products, buying from an extensive market list for a six-week run, begins today, and Wheaties, using a moderate number of markets, begins next Monday, varying its schedule according to markets.

Kitchens of Sara Lee (HRM&S) is buying another two week flight starting 23 January, as is United Biscuit (Hartman); Climalene (D'Arcy) has switched from radio, in which it was very active last winter, to spot tv, buying a four-eight week schedule slated for late January start; Kleenex (FC&B) kicks off another spot tv flight beginning 18 February; and Pearl Brewing (John W. Shaw) is buying again.

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

SPOT TV BUYS

Readers Digest is lining up several markets for a one-week saturation spot campaign starting the end of the month, 27 January. Minutes or IDs will be used, depending on the market. The buy is out of J. Walter Thompson and Larry Reynolds is the contact.

Peter Paul Candy is active in top markets. The campaign, which kicked off last week, will continue for 14 weeks. Time segments: nighttime chainbreaks and minutes. Agency: Dancer-Fitzgerald-Sample. Buyer: Dorothy Medanic.

Lever Brothers gets a campaign off the ground this week on behalf of its Golden Ladle Sauces. Schedules consist of daytime and fringe night minutes and will have a five-week run. Chuck Woodruff is the buyer at SSC&B.

Crackerjack Co. kicks off today, 14 January, with kids minutes in and



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



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THOMASVILLE
BLAIR TELEVISION ASSOCIATES



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Sales Secretary
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CIRCULATION

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Jack Rayman
John J. Kelly
Mrs. Lydia Martinez
Anna Arencibia
Mrs. Lillian Berkof

ADMINISTRATIVE

Business Manager
C. H. Barrie
Assistant to the Publisher
Charles L. Nash
Accounting
Mrs. Syd Guttman
General Services
George Becker
Madeline Camarda
Michael Crocco
Mrs. Rose Alexander
Dorothy Van Leuven
H. Ame Babcock

around kids shows. The action, heavy in several primary markets, is scheduled for seven weeks. Agency is Doyle Dane Bernbach. The buyer: Nace Rind.

Borden will break a campaign next week, 21 January, for its Instant Coffee. Schedules of prime-time and fringe IDs will run for 13 weeks in selected markets. The account is handled out of DCS&S and the buyer is Frank MacDonald.

Lestoil will promote various products with a 15-week spot tv drive which gets started either this week or next. Daytime and fringe minutes will be used. Agency is Fuller & Smith & Ross and Mary Meahan is the buyer.

Schlitz breaks its major 1963 spot push on 27 January, with a long list of markets included. Spots are being set to run through mid-December of 1963. Time segments: nighttime minutes, 20s and IDs. Agency: Leo Burnett.

Colorforms has a call out for minutes in several markets, to start in late January. Campaign will run for seven weeks. The agency on this account is Daniel & Charles. Buyer: Isabel Stannard.

Kraft starts today with schedules on behalf of its Miracle Margarine. Spots are daytime minutes with housewife appeal and they will run for five weeks. Mark Oken is the contact at Needham, Louis & Broby.

Edward Dalton, which kicked off the first of the year with 13-week schedules in some markets for Metrecal, is adding seven-week runs in several other areas starting tomorrow, 15 January. Nighttime minutes are the mainstay of the campaign, placed out of Kenyon & Eckhardt by Phil Ganz.

General Mills starts today for Noodles Romanoff, via Doyle Dane Bernbach. Day and night minutes and breaks will continue for six weeks. Buyer is Marie Luisi.

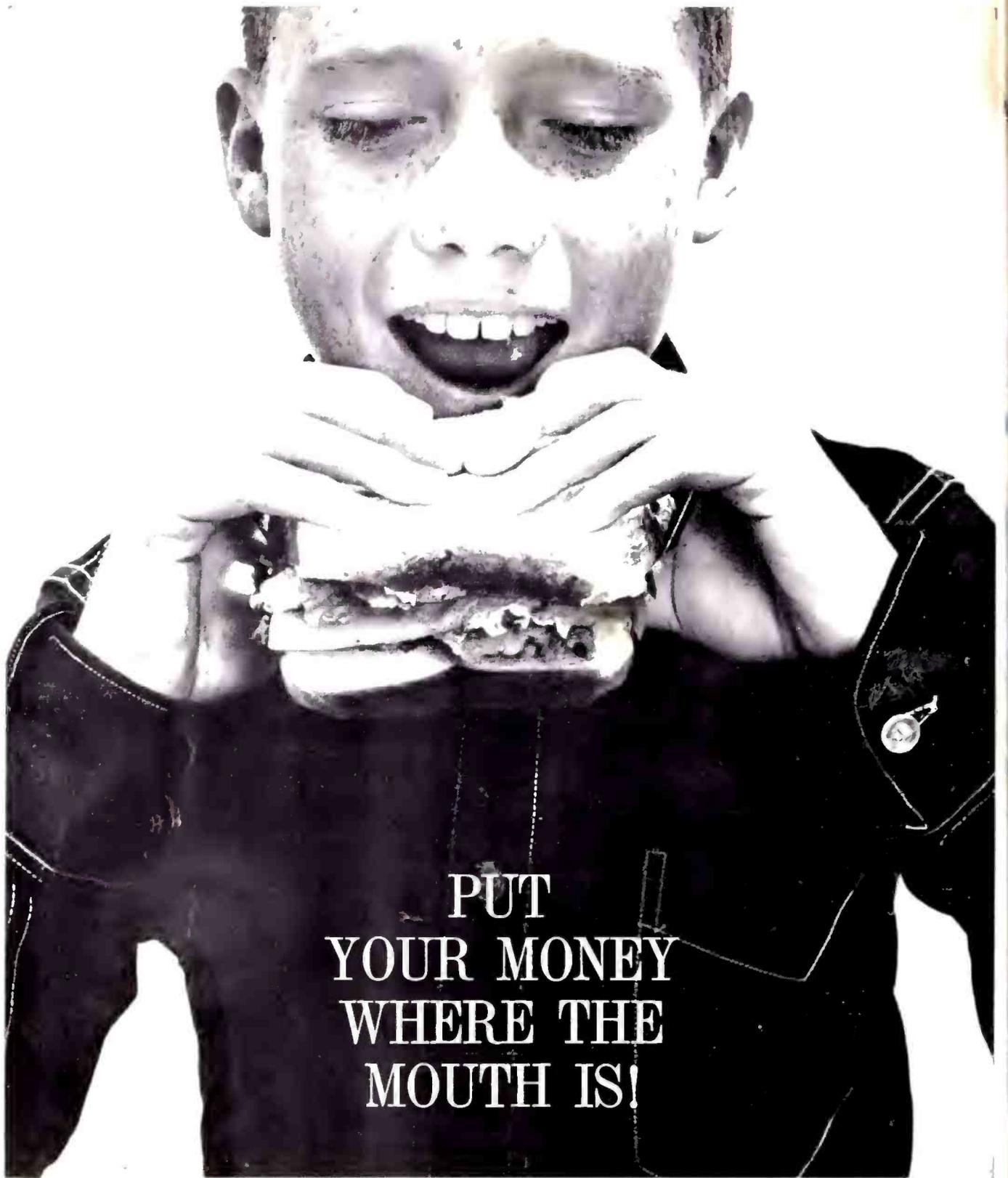
SPOT RADIO BUYS

Equitable Life Assurance Society will launch a spot radio campaign in over 100 markets, beginning in early February. Object of the campaign: to give local advertising support to Equitable agents. Foote, Cone & Belding, New York, is the agency and Martha Sykes Murray is the buyer.

American Tobacco is issuing contracts on behalf of Pall Mall for six two-week flights during 1963, the first of which kicks off on 11 February. Agency for the buy is SSC&B. Buyer: Nick Imbornone.

P. Lorillard has some action going in some 30 to 50 markets for its Kent, York, and Newport cigarettes. Schedules, which call for minutes, 20s and IDs, will run from 22 to 26 weeks depending upon the market. Starting date for the campaign was 1 January. Lennen & Newell, New York, is the agency. The buyers: Sally Reynolds and Bob Kelly.

Beecham Life Savers is going into all the major markets for a 13-week push in behalf of its Tetley Tea. Minutes are being used in womens audience shows and drive times. The agency: Ogilvy, Benson & Mather, New York. Art Topal is doing the buying.



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

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

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

CBS

KFDM-TV CHANNEL 6