



Standing 2049 Feet Above Sea Level For Greatest South Texas Coverage

For many years San Antonio's Channel 12 has been a leader in the metropolitan audience share. Now, with its new Sky Scraper maximum tower and maximum power ...this coverage has been extended to outlying communities of the San Antonio trade area. The new Channel 12 Sky Scraper will add an estimated 185,000 homes to its coverage...the greatest unduplicated ABC network coverage in the Southwest.

San Antonio's



Channel 12

MISSION TELECASTING CORP. • SAN ANTONIO, TEXAS

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

BIG

Even by Texas Standards!

The New KONO-TV—Channel 12

SKYSCRAPER



PROgramming

The big pros in Madison radio are on WKOW / 1070. Each of these exclusive personalities is a leader in his field.



ROY GUNTOW

ROY GUNTOW, Farm News Reporter — each morning and again at noon. Roy's farm programs sparkle with person-to-person excitement. As WKOW'S Farm Director, he travels all of Southern Wisconsin—more than 25,000 miles each year — to tape interviews and address farm organizations.

10,000-watt WKOW, Wisconsin's most powerful full-time radio station, is the major listening post for all listening groups. First in total audience. First in total weekly homes. (NCS '61). WKOW/1070 delivers 28% more counties than station B. And 61% more than station C. Phone your H-R man for EXCLUSIVE avails.

CBS IN MADISON

WKOW 1070

Wisconsin's Most Powerful Full Time Station

TONY MOE, Vice-Pres. & Gen. Mgr.

Ben Hovel, Gen. Sales Mgr.

Larry Bentson, Pres.

Joe Floyd, Vice Pres.



represented nationally by H-R

MIDCO

Midcontinent Broadcasting Group

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

SPONSOR

8 OCTOBER 1962

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KEY STORIES

TIMEBUYING: 10 BIG CHANGES / Timebuying today differs from what it used to be. Factors involved in this transformation: increase in facts and figures, new metro tv markets, computers. **P. 33**

FAST ACTION SELLS DODGER-GIANT GAME / NBC salesmen sped selling play-off broadcast with only 21 hours to game time. **P. 36**

SITUATION WANTED: ADVERTISING MAN / Heads of a few New York employment agencies, specializing in the advertising field, take a look at the Madison Avenue job market today. **P. 37**

HUMOR BREAKS THROUGH FOR YOGURT / Having solidified sales in '61. Breakstone's humorous '62 campaign continues rise. **P. 39**

FAST GROWTH OF TWO-SET TV HOMES / Media researchers are beginning to consider those 7 million tv homes with more than one set. How do they think these homes will affect tv buying? **P. 41**

TV'S GREAT BUST-AND-CHEST BOOM / Debbie Drake has 260 episodes in syndication. La Lanne's goal is 80 stations by the end of the year. Hills starts on *Today* with Matchabelli as sponsor. **P. 42**

HOW TO SPOT A PRO REP SALESMAN / There are certain tell tale signs which mark a rep salesman as a pro or rank amateur. **P. 44**

CHEVROLET'S SIX-MINUTE COMMERCIAL / Last week Chevy introduced its '63 models with a dazzling six-minute tv commercial. Here's how and why the car-maker chose this approach. **P. 46**

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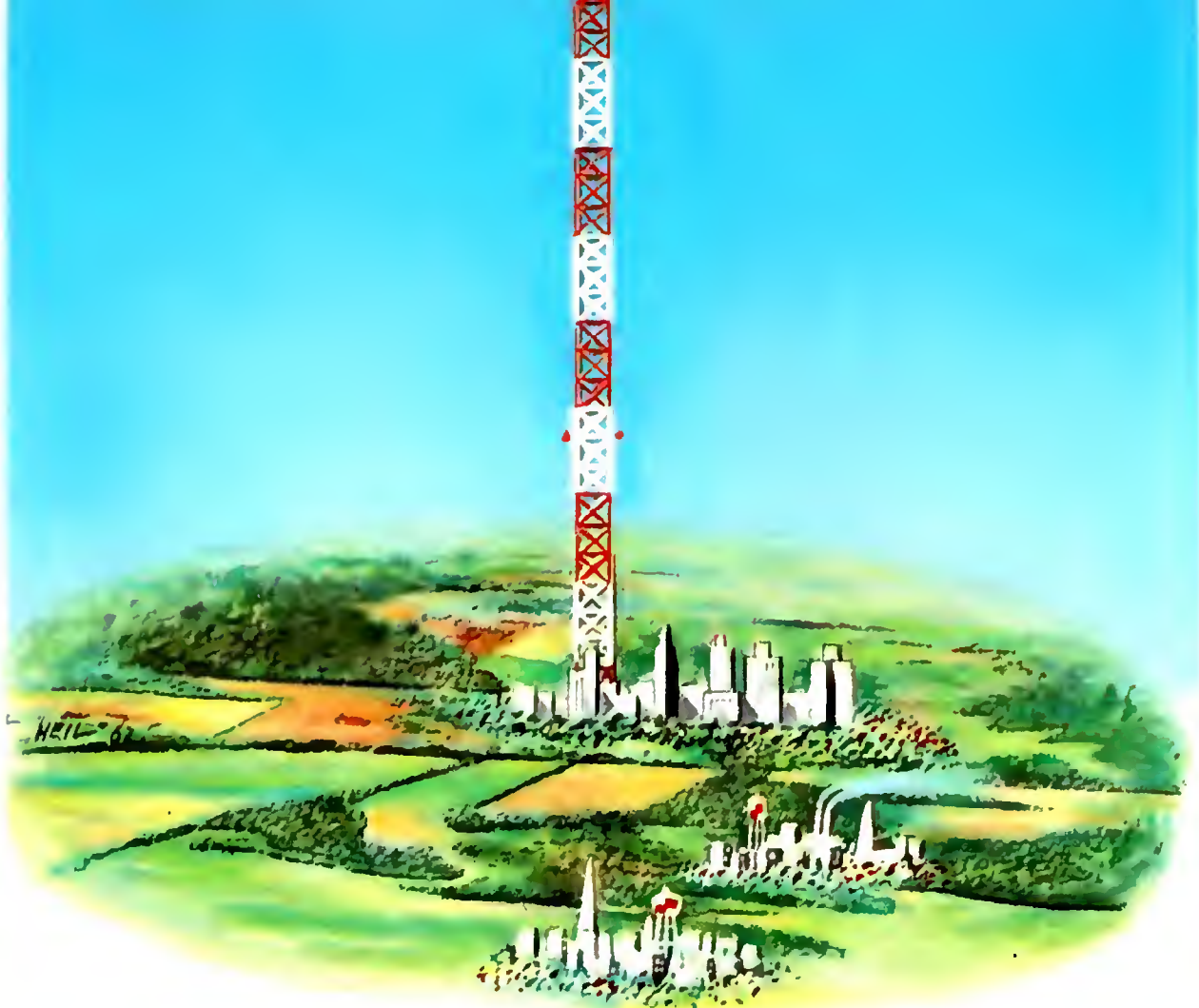
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BIG... even by Texas Standards ...
The New KONO-TV Sky Scraper

Towering 2049 feet above sea level, the new KONO-TV Sky Scraper stands, by comparison, 1013 feet taller than the Paris Eiffel Tower... 838 feet taller than Chicago's Prudential Building... 445 feet taller than New York's Empire State Building... above sea level. This new maximum tower and maximum power is your assurance of extra home coverage... many additional thousands of viewers of your television messages. Get the full picture story about KONO-TV from your Katz man.

San Antonio's



Channel 12

MISSION TELECASTING CORP.

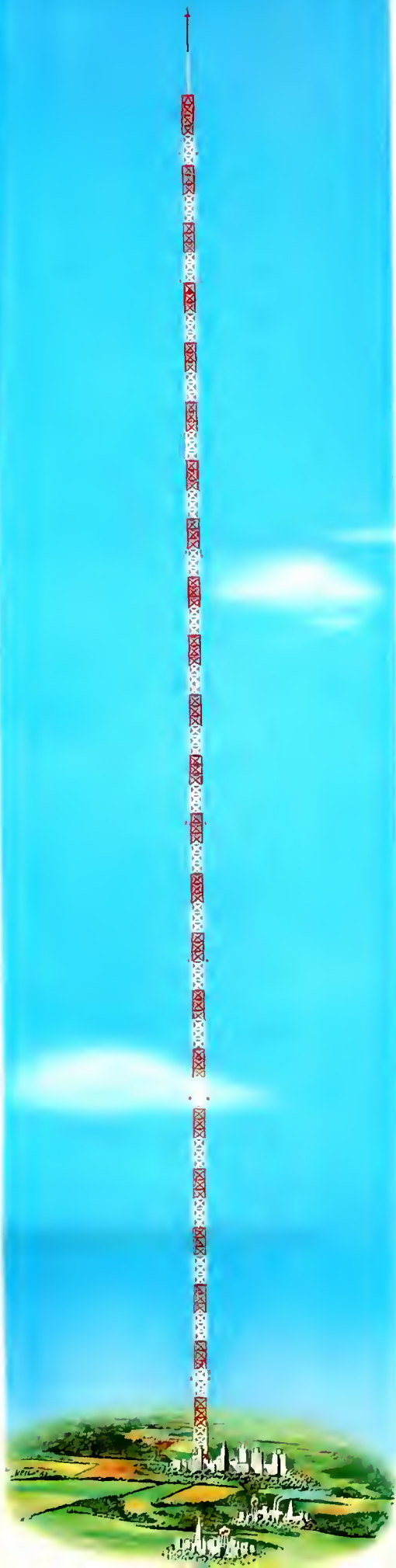


SAN ANTONIO, TEXAS



THE KATZ AGENCY, INC.

National Representatives



COMMERCIAL STUDY

We read with extreme interest your "Top of the News" item in the 10 September 1962 SPONSOR, regarding the "3,400 Tv Commercials for Study." We are most anxious to arrange to review these commercials, but there was no indication of the sources. Is there a way that you could advise us?

We are particularly interested in the product categories: beer, paint, food-restaurants, banks, and ladies' shoes.—**CHARLOTTE L. SHOCKLEY**, research librarian, Stockton, West, Burkhart, Cincinnati.

• Product category reels of 3,400 top tv commercials are being distributed by Wallace A. Ross, American Tv Commercials Festival, 40 E. 49th St., New York.

TV MARKET RANKINGS

Your article "The Myth of Tv Market Rankings" in the 17 September SPONSOR is excellent.

Most people in the broadcast industry realize that variations in market ranking exist; however, it is interesting to read information

on the subject unified into one story.

Congratulations on a fine article.—**TOM W. MAHAFFEY**, advertising-promotion director, WJXT, Jacksonville.

40-YEAR ALBUM KUOOS

Please accept a belated thank-you for the handsome copy of SPONSOR's 40-Year Album of Pioneer Radio Stations forwarded to me last month.—**DAVE GARROWAY**, New York, N. Y.

I just returned from vacation and found my bound edition of the 40-Year Album.

It is a handsomely finished book. I had congratulated you previously on the contents and am so happy that we were able to contribute to the project.—**GEER PARKINSON**, v.p., station manager, WRYT, Pittsburgh.

I'm late with my congratulations on your superb 40-Year Album, but nonetheless sincere.

Will you please send one dozen

copies.—**EDWARD C. OBRIST**, director of broadcasting, Boston University, Boston.

FM SET COUNT

We noted with interest the summary on fm set counts in your 17 September SPONSOR issue. Going back over the years to 13 June 1959 SPONSOR, there was a quote stating: "Nearly 400,000 fm receivers were manufactured in the U. S. last year, an increase of about 150,000 over 1957."

Assuming 400,000 fm receivers manufactured per year, the total of 5,548,300 fm sets credited to New York, Los Angeles, Chicago, Philadelphia and San Francisco would require all of the sets manufactured in a 14-year span of time to be shipped to these markets. Fourteen years would take us back to 1918. Obviously, the figures seem implausible.

We realize that there are various sources for this type of information. About three years ago the same source for the figures quoted in your 17 September issue did a special study in Southern California which estimated 1,006,385 fm homes. The validity of that figure was questioned at the time on a similar basis.

Currently, according to your 17 September issue, Los Angeles is credited with 1,100,800 fm sets. This would be a gain of 94,415 over the fm sets credited to the market by the same source three years ago. It would mean an annual growth rate of 31,472 sets per year in the last three years. If the growth rate for the last three years were normal, it would take 35 years to achieve 1,100,800 sets. Something seems overstated in the number of sets credited to these markets.—**GEORGE ARNOLO**, director of marketing and client relations, CBS Radio Spot Sales, New York.

PARTIES, PITCHES, PRIZES

Congratulations on the fine Commercial Commentary "Parties, pitches, and prizes" in the 26 August issue.

I am sure that if you continue this kind of commentary it'll keep all of us in broadcasting much more alert to the job that we should do and that is to pay attention to our business.—**ALBERT GILLEN**, general sales manager, WPRO TV, Providence.

4-WEEK CALENDAR

OCTOBER

National Federation of Advertising Agencies eastern regional meeting: 12-14, Traylor Hotel, Allentown, Pa.

Advertising Federation of America third district meeting: 11-13, Hotel Columbia, Columbia, S. C.; seventh district meeting: 14-16, Hermitage, Nashville, Tenn.

National Association of Broadcasters fall conferences: 15-16, Dinkler-Plaza Hotel, Atlanta, Georgia; 18-19, Biltmore Hotel, New York; 22-23, Edgewater Beach Hotel, Chicago; 25-26, Statler-Hilton, Washington, D. C.

American Association of Advertising Agencies central regional meeting: 17-18, Hotel Ambassador West, Chicago; 20-25 western region convention, Hilton Hawaiian Village, Honolulu, Hawaii.

NAB-International Radio & Television Society joint luncheon featuring NAB president LeRoy Collins as speaker: 18, Biltmore Hotel, New York.

Mutual Advertising Agency Network final

meeting for 1962: 18-20, Palmer House, Chicago.

National Educational Tv & Radio Center fall meeting of station managers of affiliated tv stations: 18-20, Park-Sheraton, New York.

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

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

International Radio and Television Society time buying and selling seminar: begins 30, CBS Radio, New York.

NOVEMBER

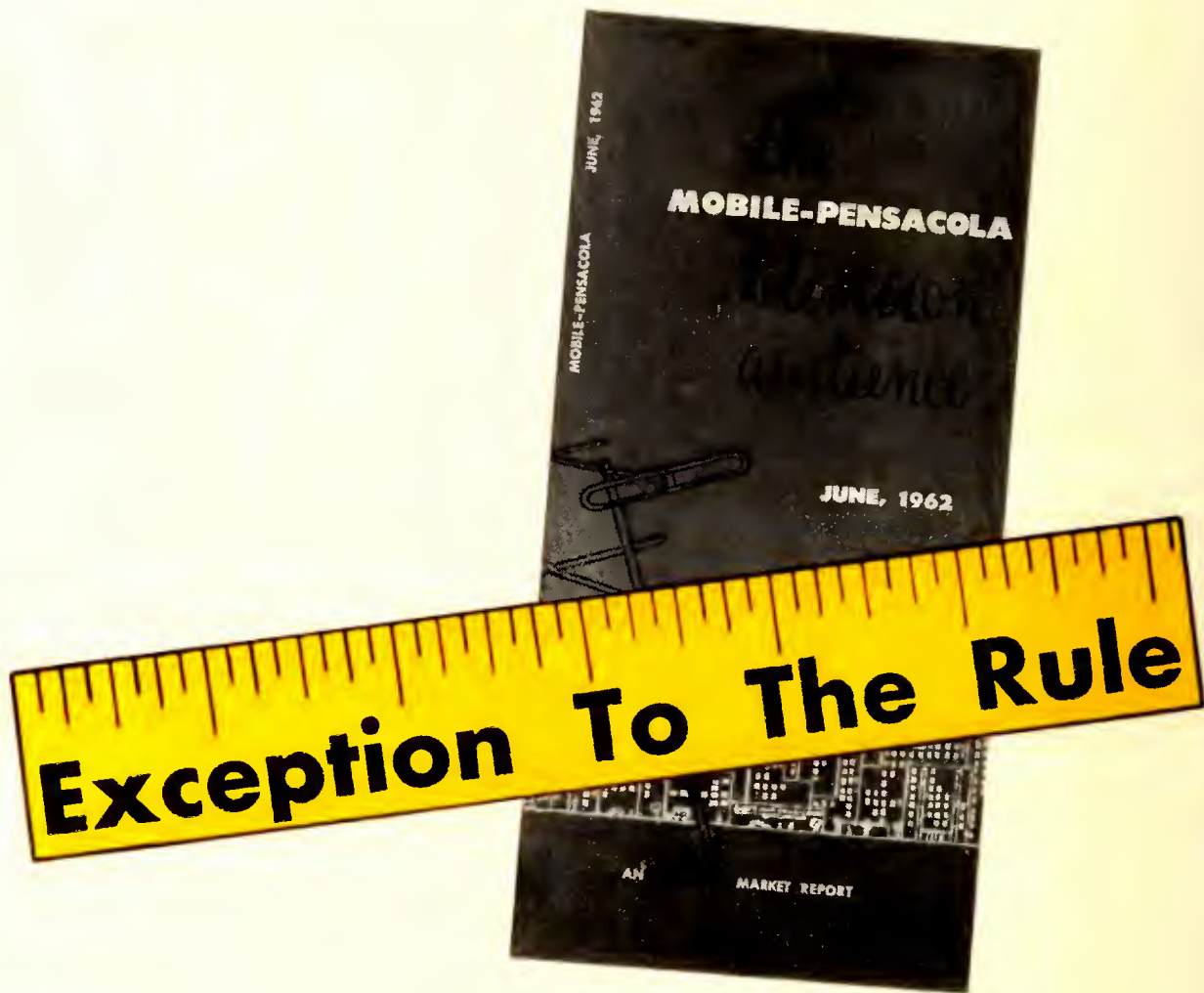
American Assn. of Advertising Agencies east central regional meeting: 1, Statler-Hilton, Detroit.

National Association of Broadcasters fall conference: 8-9, Sheraton-Dallas Hotel, Dallas.

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

W K R G • T V

Mobile—Channel 5—Pensacola



WKRГ-TV delivers 100% more TV homes,
9:00 AM to Midnight, than either Station A or Station B
in Mobile-Pensacola. ARB, June, 1962.

Effective Immediately Call
H-R TELEVISION, INC.

OR

C. P. PERSONS, JR., General Manager

SPONSOR-WEEK

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

SEVEN DAYS THAT SHOOK AIR MEDIA

It would be hard to recall when air media has gone through as intensely exciting a week on the special events front as it did last week. The sequence—the Mississippi U. upheaval, the Giant-Dodger playoff, the Schirra orbit, the World Series—probably commanded for tv and radio a record audience for any one week. It was also a week which saw NBC TV virtually carrying two programs simultaneously (the playoff and the space shoot), unprecedented paper work for affiliates in terms of preemptions, rebates and makegoods, and a strenuous work out for transistors.

ISODINE TAKES OVER THOREXIN—BILLS \$1 MILLION

Isodine Pharmacial's line of cough remedies has been rounded out with the addition of Thorexin cough medicine bought from Gillette Laboratories. North continues as agency for the \$1 million account and spot tv as the main stay of media activity.

WARNER-LAMBERT MERGES AMERICAN CHICLE

You've got to be on your toes to keep track of all the activity at Warner-Lambert these days. Latest development at the drug firm is the merger of American Chicle, a hefty tv user (\$2.5 million in spot last year and \$4 million in network). The amalgamation adds another breath sweetener to W-L's line, American Chicle's Clorets (Bates), to compete with W-L's own Listerine (\$5 million) just assigned to JWT.

NIELSEN RELEASES FIRST SUMMER PORTABLE RADIO DATA

There was good news for radio last week, with the release of the Nielsen Radio Index Battery Portable Report. Major upbeat note: the overall level of radio usage remained at slightly over 20 hours weekly per radio home, substantially the same as winter levels. Dramatic shifts were noted in the shares contributed to the total by plug-in and portable listening. Plug-in usage dropped to nine hours and 32 minutes and battery portable listening soared to six hours, 30 minutes, up 49% over winter levels.

NAB RADIO BOARD GETS TOUGH WITH CODE VIOLATORS

The expulsion of four radio stations from the Code was recommended by the Radio Code Board of the NAB, part of a new get tough policy. The move followed monitoring which disclosed that the four were carrying Preparation H (Bates) hemorrhoidal remedy commercials, a Code taboo. Nine other stations resigned to avoid the action, while 21 other stations cancelled or refused schedules for such advertising. Final action will be taken by the Radio Board of Directors on 16 January.

FCC APPROVES DENVER PAY TV SYSTEM TEST

The second pay tv system in the U. S. got an FCC go-ahead last week. Authority was granted to Gotham Broadcasting, owners of KTVR, Denver, and the Macfadden-Bartell Corp. to conduct a three-year test in the city. Tele-globe Pay-TV Systems of New York owns one-third of the new corporation.

B.V.D. BREAKS INTO BROADCAST IN BIG WAY

Traditionally a print media advertiser, the B.V.D. company is hurtling into spot radio with hefty saturation schedules this last quarter. The play for the medium: 8,000 one-minute commercials on 31 radio stations in New England, New York, Pennsylvania, Ohio, Illinois, Indiana and Michigan. The regional radio saturation technique is not only unique for B.V.D. It's a rare occurrence in the men's and boys' wear field.

UNITED AIRLINES BLANKETS FOUR FM MARKETS

Documenting the major commercial inroads made by fm, United Airlines (Ayer) last week launched an eight-week campaign of 490 spots a week on multi-stations in New York, Chicago, Los Angeles and San Francisco. The buy, made via FM Group Sales Inc., marks the first such extensive use of fm by a domestic airline. Also making news on the fm front last week was Ampex (Cunningham & Walsh) which kicked-off with 26-week multiplex stereo programs in 10 markets, for a total of three half-hours a week.

TED BATES MOVES INTO WEST GERMANY

Chairman of the board Rosser Reeves sprung a most fitting curtain closer for the four-day Paris Seminar of top brass in Ted Bates' associated European agencies. It was the announcement launching Ted Bates Werbegesellschaft mbh, Frankfurt, West Germany. The new agency will be headed by Robert P. Eaton, general manager, and Fritz K. Wolff, creative director. It's starting out with about \$3 million in billings.

ABC RADIO REPS SELLING REGIONALS ONLY

The ABC Radio Representatives setup, just founded by ABC Radio Network, will serve strictly as a sales force for the network's regionals. There is no connection between ABC Radio Representatives and the representation of the ABC Radio o&o's, which is the concern of Blair, Eastman and Katz.

P&G HIKES SPOT TV EXPENDITURE

Procter & Gamble poured \$31,972,300 into spot tv the first half of the year, according to TvB-Rorabaugh figures. This is a 12% increase over the first six months of 1961. Figuring heavily in the hypoed budgets were the introduction of Salvo and Crisco Oil. (For more on this see SPONSOR-SCOPE, page 26.)

NETWORK TV BOOSTS AUGUST BILLINGS 16%

All three tv networks posted healthy billings gains in August. The total for the month was \$64,274,198, up 16% over \$55,385,728 in August, 1961. Cumulative total for the year is running 12.7% over 1961's billings, at \$516,443,077. Advertiser interest in daytime tv continues to pace the 1962 upbeat network billings picture.



a statement of **WWLP & WRLP**

SPRINGFIELD — MASS. — GREENFIELD

(Television in Western New England)

by William L. Putnam

Ten years ago right about now we commenced clearing the trees where our studios and transmitter are located at the Springfield television station (that's WWLP for the benefit of those who haven't been here).

In the years since then we feel rightly that we have established one of the best known broadcasting outlets in this nation. We have done this by diligent work. (The good Lord and a few others as well know that UHF television hasn't been blessed with much luck.)

We have managed to stay in business for these ten years by virtue of two policies. . . . We have always tried to do our best by our viewers, no matter what the cost. . . . And we have always tried to do our best for our advertisers, no matter what the budget.

But of these two, the first is always foremost.

Represented nationally by **HOLLINGBERRY**

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

GULF RENEWS NBC TV INSTANT NEWS SPECIALS

Gulf Oil (Y&R) gave NBC TV the green light last week on the renewal of "Instant News Specials" and the one-shot "Projection '63" set for 6 January. With the nod from Gulf, the big five in gasoline-oil distribution have network tv going for them. The others: Mobil (Bates), Texaco (B&B), Shell (OBM), and Humble (McC-E.)

B&B STRESSES 'PEOPLE ELEMENT' IN COMPUTER AGE

On the heels of dramatic unveilings of high-powered computers by agencies like Y&R and BBDO (see 1 October SPONSOR-WEEK), Benton & Bowles gave the ARF a progress report on its experiments in the area. Senior v.p. Richard F. Casey criticized agencies for placing too much emphasis on the marvels of the machines themselves rather than what's going into them. He stressed B&B's search for the long-term place of computers in advertising and especially the proper "people element."

NBC SALES SCORE MIGHTILY ON PENNANT PLAYOFF

Walter Schirra had little on the sales departments of NBC TV and radio last week, as they faced a count down all their own. In the 21 hours after the close of the Los Angeles-St. Louis game, the tv network picked up 10 sponsors for the play off series and NBC Radio signed Schlitz just 55 minutes before the first game. (*For story, see page 36.*)

ABC TV REP UNIT TAKES A NEW NAME

Those keeping track of recent developments in the ABC selling setup should make a note of this: the group formed last year to represent the five ABC TV o&o's has changed its corporate title from ABC TV National Station Sales to ABC Television Spot Sales, Inc. The reason: it's a more natural and convenient way of referring to the organization.

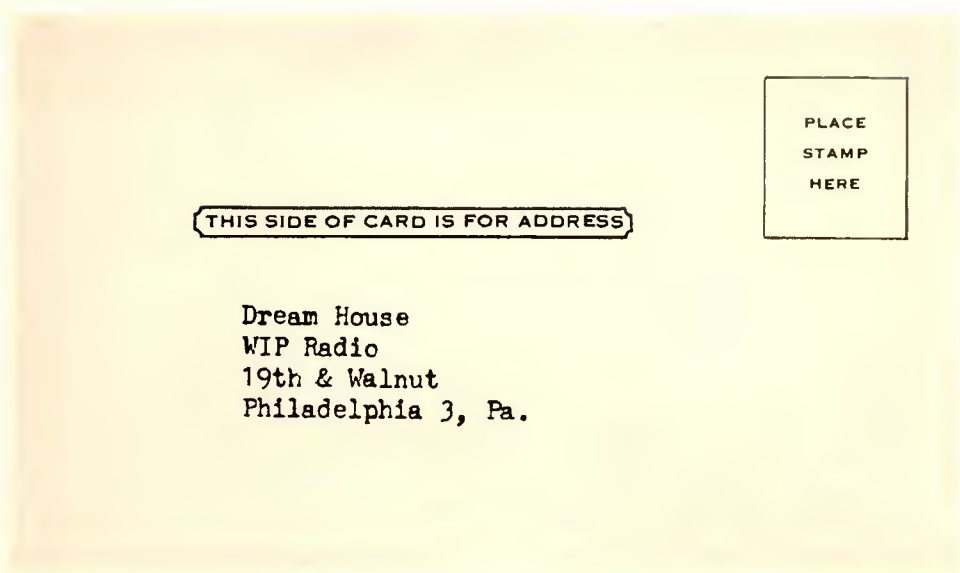
WHN BECOMES MUTUAL'S NEW YORK OUTLET

On 14 October, Storer's WHN becomes the third New York flagship station of the Mutual Broadcasting System in less than a year and a half. MBS affiliated WINS in August of last year after the loss of its charter outlet WOR. This latest peregrination was precipitated by the Westinghouse Broadcasting takeover of WINS.

STALEY TRANSFERS BULK OF BILLINGS TO NBC TV

Making one of its most extensive network tv buys in its nine years in the medium, A. E. Staley Manufacturing has swung the bulk of its business over to NBC TV. The order, via Erwin Wasey, R&R, is for the "Tonight" show and four daytimers.

SPONSOR-WEEK continued on page 58



The 1,199,000 cent post card

The post card above represents the winning entry in WIP RADIO's "Dream House" promotion and brought Mr. Joseph Venuto and family a spanking new home worth \$11,990.

Even more significant, this post card was just one among an astonishing 113,069 entries received by WIP in just four weeks.

Berkeley Shore Estates—the Bayville, New Jersey Home Developer that tied-in with the promotion—puts an equally high dollar-and-cents value on this effort. Berkeley Shore Estates had advertised in Philadelphia newspa-

pers with no noticeable results. Soon after the "Dream House" promotion started on WIP, the company observed a sharp increase in prospects from Philadelphia and South New Jersey areas. And now, according to Berkeley Shore Estates' Sales Director, Pat Bosco: "We plan an intensive advertising campaign on WIP."

You'll find it makes good sense (and dollars) to include WIP in your future selling efforts, and for this reason: nice things happen to people who listen to (and advertise on) WIP—Philadelphia's Pioneer Radio Station.

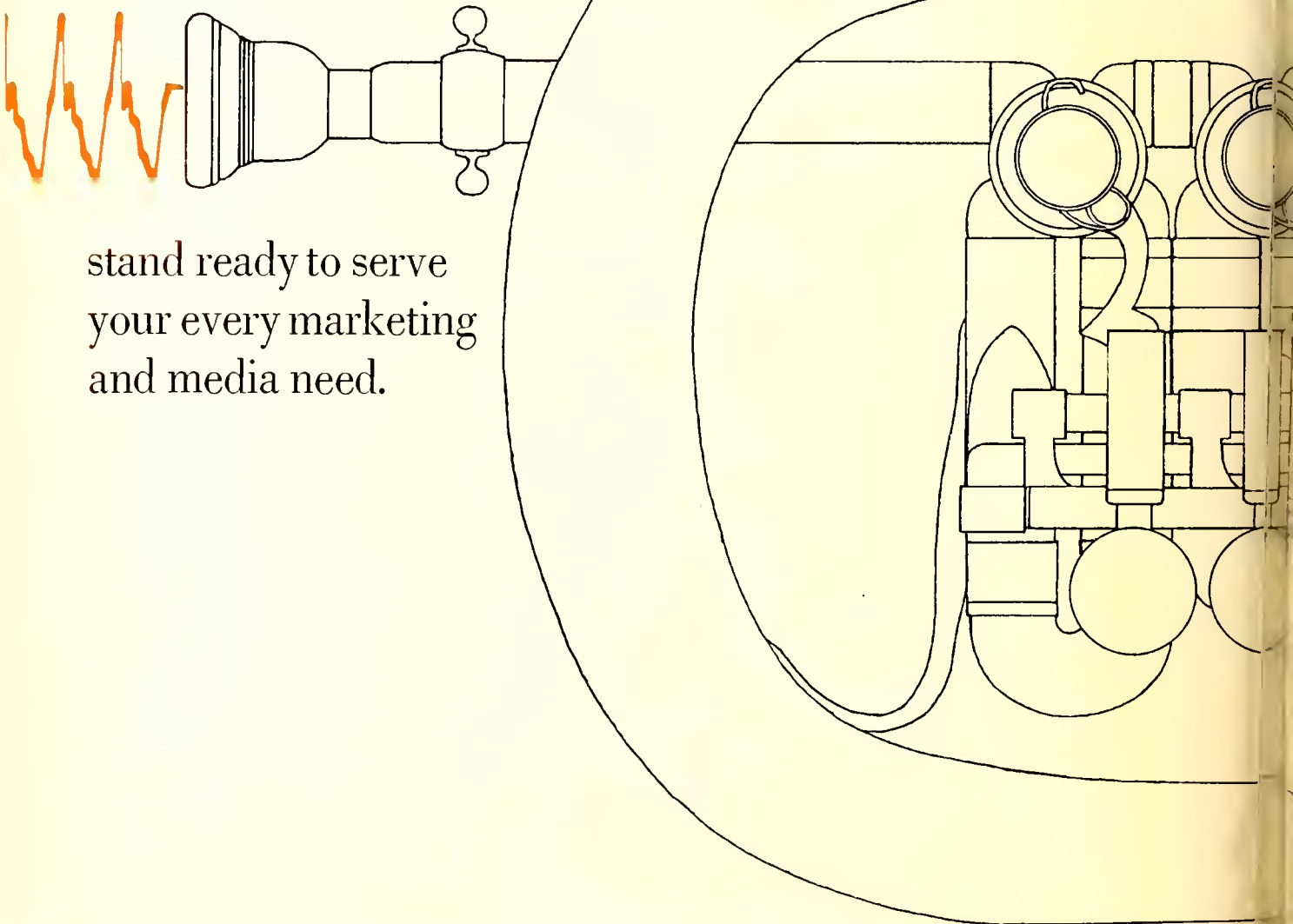
WIP/610, Philadelphia

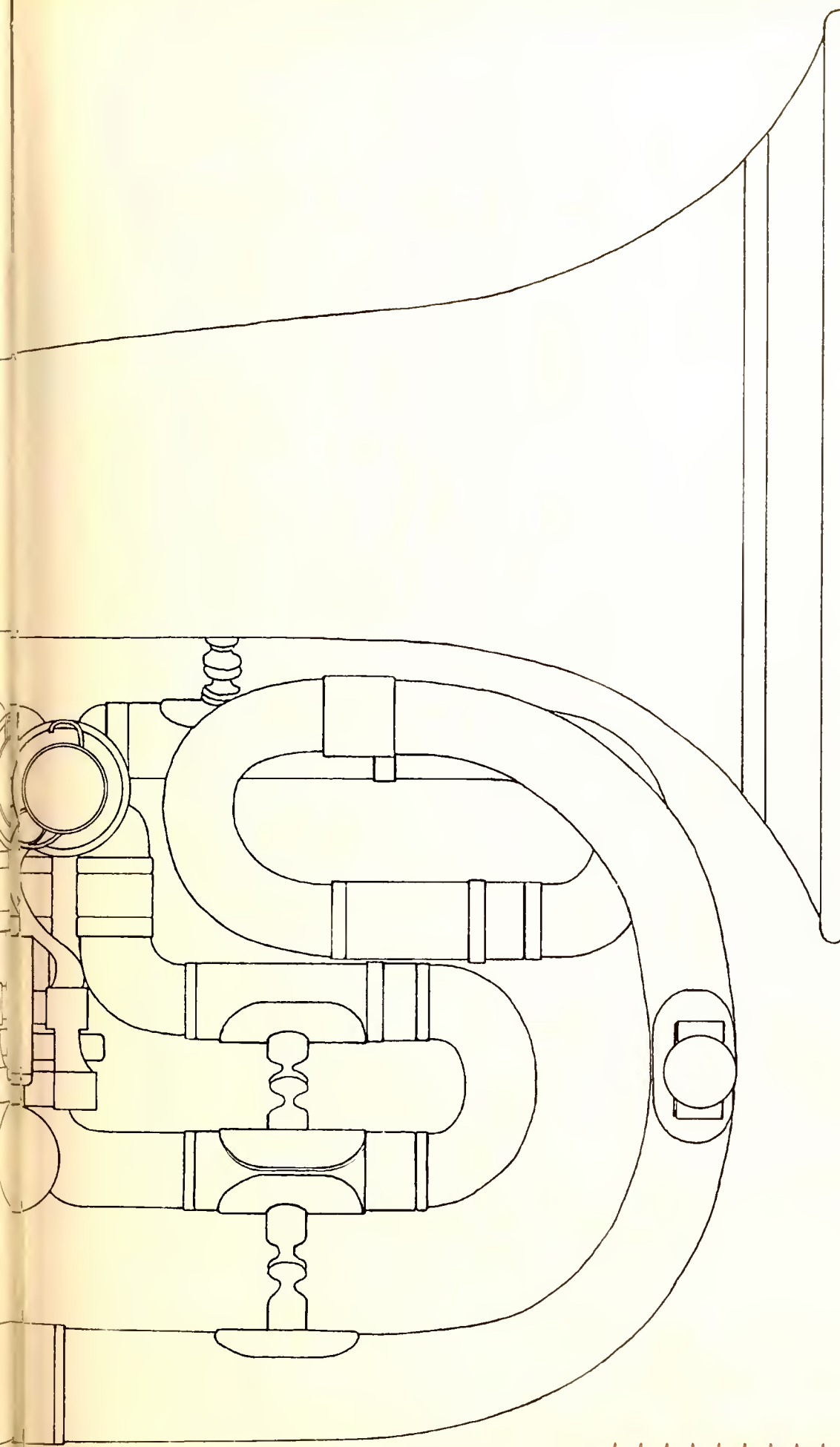
HARVEY L. GLASCOCK, V. P. AND GEN. MGR. REPRESENTED BY METRO BROADCAST SALES METROPOLITAN BROADCASTING RADIO

SOUND SELLING

Pardon us, but we have to blow our own horn because of the great stations we represent. Metro Broadcast Sales represents a select group of major stations in major markets. Our salesmen are experienced and know the product they have to sell. They

stand ready to serve your every marketing and media need.





TELEVISION:

WNEW-TV

NEW YORK, N. Y.

WTTG

WASHINGTON, D. C.

KMBC-TV

KANSAS CITY, MO.

KOVR

SAC.-STOCKTON, CALIF.

WTVH

PEORIA, ILLINOIS

WTVP

DECATUR, ILLINOIS

RADIO:

WNEW

NEW YORK, N. Y.

WIP

PHILADELPHIA, PA.

WHK

CLEVELAND, O.

WGBM

BALTIMORE, MD.

KMBC

KANSAS CITY, MO.

COMMERCIAL COMMENTARY

by John E. McMillin

The Case of the Saleable Flop

"Don't you ever dare to say another word against Newton Minow," snorted my wife, kicking the coffee table in a spasm of feminine fury.

"Don't you ever defend the networks to me," she went on relentlessly. "After looking at cheap, disgusting trash like that, I think Mr. Minow is entirely right. And don't you be mean to him."

Are you listening, Newton?

The immediate cause of this domestic explosion was the opening episode of *The Virginian* which Joe Csida reviewed here last week.

But we had been building up to it by watching the season premieres of a couple of other tv turkeys, *Sam Benedict* and *Saints and Sinners*, and my wife, whose boiling point is amiably low, and who thinks I've been much too tough on the FCC Chairman ("He's really a very nice man") had reached the end of her patience.

"Who do they think they are," she demanded, "insulting the public like that?"

The "they" in this case was NBC which carried all three shows, but it could have been any of the networks, and what I tried to say in behalf of Messrs. Sarnoff, Kintner, Adams, Werner *et al*, would have to be said, on other occasions, about CBS or ABC.

No, I told her patiently, they are not dumb, they are not stupid, they are not vicious, they are not unprincipled, they are not deliberately trying to insult you, and they don't purposely set out to put on poor shows.

"Well then, what's the matter with them?" she sneered.

No cultural Carrie Nation

Perhaps at this point, I ought to explain that my wife is no cultural Carrie Nation, determined to impose high brow tastes on a reluctant public with a flaming intellectual hatchet.

Her own list of tv favorites reads like a Nielsen honor roll—*Casey, Kildare, The Defenders, Wagon Train, Gunsmoke, Have Gun, Garry Moore*, and she dotes on such diverse stars as Carol Burnett, Hunt and Brink, Mickey Mantle, Arnold Palmer (she loathes Jack Nicklaus), Leonard Bernstein, and Paul Niven.

In fact, it is the very orthodoxy of her tv tastes which makes her so hard to answer. How do you explain to such a critic?

Why is it that year after year so many mediocre new shows are scheduled in prime evening time, and face inevitable doom?

My own best explanation is what I call the "Theory of the Saleable Flop," and it is known to most of us inside, but few outside the business.

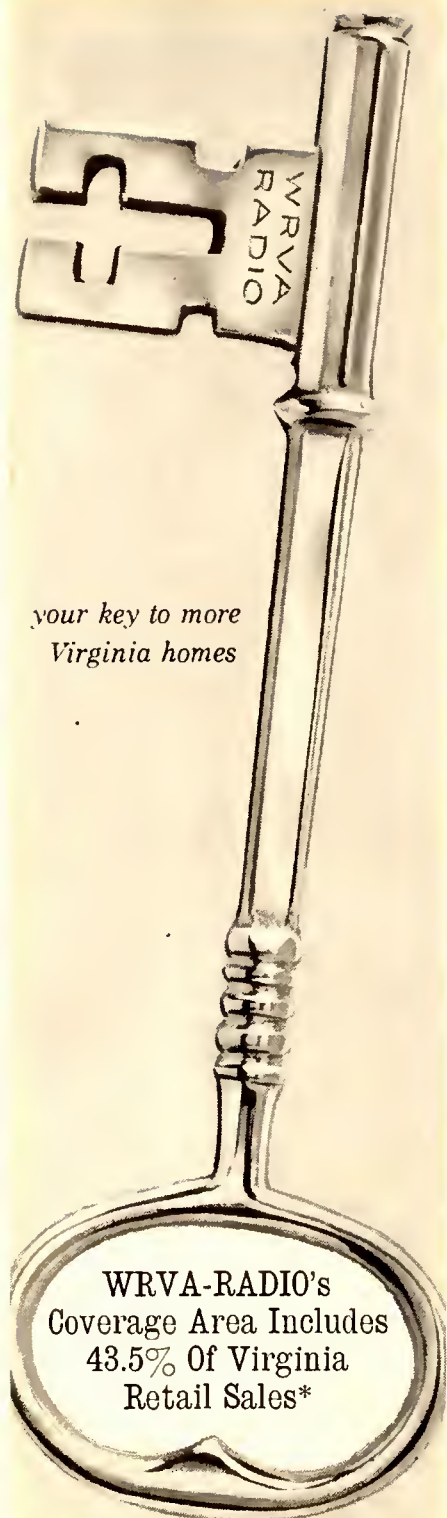
Briefly, it's this: before any show gets on the air it must be sold—to producers, networks, stations, agencies, and advertisers. *And the qualities which make a show saleable are seldom the qualities which make it good, solid, or popular.*

In fact, the more promotable a new show is, the more suspicious of it you should be.

Two and a half years ago I sat in Chicago and listened as Henry
(Please turn to page 30)



your key to more
Virginia homes



WRVA-RADIO's
Coverage Area Includes
43.5% Of Virginia
Retail Sales*

* Sales Management
Survey of Buying Power—1961

WRVA-RADIO

50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
Richmond, Virginia



National Representative:
PETERS, GRIFFIN, WOODWARD, INC.

What's in volumes 4 and 5 of Seven Arts' "Films of the 50's"?

Broadway Way

Broadway from 20th Century Fox in:

FOR HEAVENS SAKE—starring Clifton Webb, Joan Bennett, and Robert Cummings
CHICKEN EVERY SUNDAY—starring Dan Dailey and Celeste Holm, and many more top hits contained in Volume 4's 40 great "Films of the 50's."

Broadway from Warner Bros. in:

THE PAJAMA GAME—starring Doris Day, John Raitt and Carol Haney
THE BAD SEED—starring Nancy Kelly, Patty McCormack, and Eileen Heckart
NO TIME FOR SERGEANTS—starring Andy Griffith, Nick Adams, and Myron McCormick and many more top hits contained in Volume 5's 53 great "Films of the 50's."

AND...SUSPENSE...COMEDY...SCIENCE FICTION... ACTION...DRAMA...

Seven Arts Volumes 4 & 5 have everything—everything to please your audiences—top stars—top stories—top directors—they're all in Seven Arts' "Films of the 50's" "Money Makers of the 60's" Volumes 4 & 5 now available from Seven Arts.



BERNADINE
Pat Boone, Terry Moore
Janet Gaynor



KISS THEM FOR ME
Cary Grant,
Jayne Mansfield



AUNTIE MAME
Rosalind Russell,
Forrest Tucker, Peggy Cass



DAMN YANKEES
Tab Hunter, Gwen Verdon,
Ray Walston



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 270 Park Avenue YUkon 6-1717
CHICAGO: 8922-D N. La Crosse (P.O. Box 613), Skokie, Ill. ORchard 4 5105

DALLAS: 5641 Charlestown Drive AOams 9-2855
LOS ANGELES: 3562 Royal Woods Drive SState 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West • EMpire 4-7193

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

it took a lot of **[guts]** to kick \$150,000 billing off the station

We could have let those dollars keep rolling in a little longer, say another fiscal year.

It's always easier to put off any major policy decision. Especially if it seriously affects station revenue.

Trouble is we've got a bunch of hard heads in the front office with strong notions on what our audience does and does not want to hear. Unfortunately, most of the 150 thou was in the latter category.

So we kicked it off.

And started replacing the money almost immediately. Because we replaced order-taking with ideas. Ideas that attracted a flock of new advertisers and their agencies. Ideas that came full circle in a new

broadcast concept. A new format that made us (yes) unique in the Dallas-Ft. Worth market.

But that's another story. It deserves to be told another time. Watch for "Which comes first — the programming or the audience?"



WFAA-AM-FM-TV
Communications Center / Broadcast services of The Dallas Morning News / Represented by Edward Petry & Co., Inc.

SPONSOR-SCOPE

8 OCTOBER 1962 / Copyright 1962

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

Belittlers of tv advertising, particularly those who bleat about the flight of business from the medium, ought to get themselves posted on the actual facts.

For instance, on the total number of advertisers in network tv from year to year.

Here's a comparative count of the number of sponsors listed in the first September Report of Nielsen's Tv Index for the past three years: 1960, 147; 1961, 151; 1962, 178.

Did you know that rep salesmen have among themselves composed a list of elite spot agencies which they refer to as "swingin shops"?

They define such shops as places where the spot tv volume is great and where after availabilities are submitted they can get a quick presentation and answer.

The list: Bates, Benton & Bowles, Compton, JWT, Grey, BBDO and D-F-S.

Colgate last week went on a tv cuthack romp, affecting the fourth quarter, in an effort, so it was said, to give a little more substance to the year's profits.

The rush to save involved: (1) asking the tv networks to see what they can do about disposing of a lot of nighttime commercial minutes which Colgate has under commitment for the balance of the last quarter; (2) cancellation of spot outlays for Fab, Colgate Dental Cream, and slicing of schedules in selected markets on Dynamo.

It may be a couple weeks too early to reflect on Madison Avenue's general reaction to the network's new fall tv fare, but there's one broad comment from that sector that's worthy of marking down at this time.

The observation: regardless of the quality of the material emanating from the Hollywood film lines, you can't sell short a season which offers so many live variety programs, with virtually all of them headed by conspicuously successful personalities.

If nothing else does, the observation continues, this collection of programing will invest the schedules with an excitement that the business hasn't had in years.

Also pointed out is this: in view of the turbulence and problems involved on both the international and domestic news front, the informational-public affairs programing will probably set new levels of quality in reporting and production.

Nielsen's putting a bigger foot forward than ever in the contest of demographic data packages among the tv rating services.

Its new hall of socio-economic wax is due out in December and will cover the October-November period. There'll be five such breakouts.

The emphasis will be on people and include such information as specific age breakdowns by not only key viewers but teenagers, housewives, all on a time viewed basis. It will be geared to the audience reached by the individual advertiser.

General Mills' cereal division will expand its three-fifths support of the Rocky & His Friends cartoon strip in 70 markets by January first.

Eventually the list will be up to around 100 markets.

The 15-minute episodes are spotted within the stations' kid programing.

Price Waterhouse hasn't got around yet to compiling an estimate of national and regional spot radio billings for the first six months of 1962, but if you want to make a guess you probably won't go far wrong if you peg it \$99,600,000.

That would put the margin of increase between 5-6% over 1961's first half.

P&G, like General Foods, gave spot tv a bigger ride the first six months of this year than the like period of 1961, with the increase coming to 12%.

Where spot got its hefty shot from P&G was the initial quarter, the expenditure this time running \$15,528,700 against \$12,167,300 for last year.

Largely accounting for the 36% difference were the introduction of Salvo and Crisco Oil.

The half-year P&G spot billings, as reported by TvB-Rorabaugh, were \$31,972,300 as against \$28,586,000 for January-June of 1961. Network billings were roughly the same.

A current speculation in the household cleanser field is how soon P&G's Mr. Clean will mount its competitive counterattack against Colgate's Ajax APC.

It is assumed that Cincinnati has already drawn up its strategy plan, but the questions raised are: (1) how extensive will the tv blast be in spot and network? (2) will there be newly minted commercials? (3) is another splurge of sampling on the way?

Mr. Clean is roughly estimated to have spent about \$11 million in tv last year, three and a half of it going to spot.

It may be to Young & Rubicam's advantage to invite reps to a presentation of the agency's new computer system for media selection, which it unveiled to the trade press the week before.

The reps have some conceptions about the computer system's impact on buying that could be changed in the agency's favor.

It is by now no secret to Y&R that some of the major reps feel that by its method of doing spot tv business the agency has undervalued their role as a bridge between the buyer and the station.

Another gripe: Y&R doesn't know, or doesn't want to know, the selling business and hence is letting itself be outmaneuvered by other important spot agencies when it comes to the relaying of information on the latest availabilities.

Note the reps significantly: after all 60% of the station's revenue comes through the reps.

To a rep salesman the motivation of a timebuyer often defies logic, but there's one angle of behavior that sophisticated salesmen say floors them completely: it's the issuing in September of cancellations based on June ratings.

How, the rep will ask, can the buyer use this yardstick sensibly when he knows that the ratings along with sets-in-use will go up in October and that the spots he picks up as subs for the cancellations may not turn out as equally efficient?

Another buyer practice that frequently has the salesman talking to himself in exasperation: basing fall chainbreak buys on last March's ratings and sets-in-use when the buyer knows, or should know, that network scheduling undergoes the beginning of each season a turnover of at least 60%.

Veteran repmen estimate that anywhere from 80% to 90% of the fall buying is influenced by these March ratings.

The Disney spot tv exploitation budget, worth last year about \$1 million, has quietly slipped away from the national branch of the medium.

The film company is using its spot tv budget as a co-op tool with exhibitors, permitting them to use it in their own locality.

When the budget was handled out of one buying source the station list ran as high as 250.

The switch to co-op constitutes a victory for the sales management of Disney's distribution arm, Buena Vista. Top management had preferred direct control over buying.

SPONSOR-SCOPE

Continued

To keep the record up-to-date SPONSOR-SCOPE has done a revamp on the ratio of nighttime spot carriers on the tv networks this fall.

The upshot of this analysis, which may surprise you: in terms of hours of programming the share of spot carriers, as compared to single sponsorships and alternate week sponsorship, is about the same as it was last fall. The percentage this fall is 53%.

Here's the breakdown of relative hours with the time brackets Sunday 6:30 p.m. to 11 p.m. and weekdays 7:30 to 11 p.m.:

NETWORK	SINGLE	ALTERNATE WEEK	SPOT CARRIERS	TOTAL
ABC TV	3½ (14%)	3½ (14%)	18 (72%)	25
CBS TV	3½ (12%)	13 (54%)	8 (34%)	24½
NBC TV	4 (16%)	7½ (30%)	13 (54%)	24½
Total	11 (15%)	24 (32%)	39 (53%)	74

ABC TV's nighttime advertiser schedule has a characteristic all its own: it's loaded with regional lineups.

The network admits it's got a lot more regional commitments than it had the year before, but won't specify the number that now prevails.

What it does divulge is that it's made it heaps easier for small advertisers to come in under the network umbrella. Last week's recruit was Ballantine Beer, which picked up participations in four shows for around 30 markets.

Immersed in all this is an economic philosophy as voiced by the network's sales promotion department: it can make more money from regionals than from selling complete lineups.

Credit NBC TV with innovating a new low in participation units for a special event.

It's now selling the election returns in one-twelfth sponsorships. Two takers of this ratio are Block Drug and Carter Products.

The pair will be entitled to at least two commercial minutes during the course of the marathon which will run from 7 p.m. to the wee hours of the next day.

Still on tap for sale are four twelfths.

From reports simmering in to reps, tv stations are going to find it tougher than ever to fit in the requirements of political candidates.

Rather than sell time in bits and pieces, some station operators would prefer that the candidates get together and stage some form of debate, with the series distributed among the local stations on a basis of public service.

One way out of the dilemma that's become quite common among stations: making available the last five minutes of the early and late evening features and selling spots in local programming in time preempted from the networks for the season.

Talking about such prime time preemptions, reps report they've never seen so much local programming in double A time and that the cutouts from network scheduling are as numerous in the secondary markets as they are in the major markets.

Network radio may be back in the teenage-appeal market, something which in recent years has been pretty much a local radio commodity—like Coca-Cola perennially using disc jockey programs in well over 100 markets.

The account that's contemplating that teenage market via a network is the American Dairy Association.

The ADA via Compton has asked the networks about making available time for a weekly late afternoon or early evening show which would be headed up by Rickey Nelson or Fabian, say, the beginning of spring.

Product emphasis: milk and ice cream.

Radio might jot this one down as quite a coup for the medium, particularly in view of the fact it involves the suburban audience.

Wanamaker's Westchester, N.Y., department store has assumed the sponsorship of news on the hour, throughout the day and throughout the week on the Tribune's two stations in that county, WVIP and WVOX.

Wanamaker's approach: we take it all or nothing.

It will be recalled that the chain's founder, John Wanamaker, was the first retail merchant in America to buy page newspaper ads on a regular basis.

It appears that the only program type last season that made any real advance in popularity over the previous season was the anthology drama.

The two categories that didn't do so well comparatively were quiz and audience participation shows and news-informational programs.

Here's how the classifications stacked up for the two seasons, using the March-April NTL's as indices:

PROGRAM TYPE	1962*			1961**		
	NUMBER	AVG. %	AVG. HOMES	NUMBER	AVG. %	AVG. HOMES
General drama	13	18.4	9,016,000	8	15.3	7,176,000
Suspense-crime	15	18.4	9,016,000	19	18.7	8,770,000
Situation comedy	28	19.6	9,604,000	27	18.8	8,817,000
Westerns	15	21.5	10,535,000	21	21.7	10,177,000
Adventure	2	15.9	7,791,000	5	14.5	6,801,000
Variety, musicals	16	21.0	10,290,000	14	20.2	9,474,000
Quiz-Aud. partic.	8	19.1	9,359,000	8	20.4	9,568,000
News, informational	6	8.4	4,116,000	7	10.4	4,878,000

*Tv homes base 49.0 million; **Tv homes base was 46.9 million.

P&G apparently meant business when it recently took the position that it would not abide by rate increases from U.S. tv stations that in any way based the hike on Canadian coverage.

The account has cancelled about \$2,000 worth of business on one such station. (What-with the tight availability situation that exists in that market, the abandoned spots were immediately sold elsewhere.)

What P&G seems to be bent on in such cases is to establish this premise: the advertising done on this side of the border has nothing to do with its Canadian operation. A brand sold in the U.S. may carry the same name in Canada, but due to different drug and food laws there the ingredients of the product may differ and hence require a different copy platform.

Cited as an instance is Gleem. P&G was in the Canadian market long before it got on to the theme about people not being able to brush after every meal. Colgate in Canada quickly picked up the phrase when it was introduced over here, which barred Gleem from exploiting it in the Dominion.

When the SRA gets around to considering its next timebuyer awards it might be mete to give a thought to a rather forgotten man: media director, Rudy Klagstad, of the Monroe Dreher agency.

Here's a fellow who in his rather methodical and unruffled way dishes out millions of dollars yearly (in 1961 TvB had it at \$4.5 million) in behalf of the Avon cosmetic spot tv domain.

You don't see much about Klagstad in the tradeprints, but his grasp of the art of buying plus his courtly manner has made quite an impression on the sellers.

The winnah!



Round one: WRAL-TV announces change to ABC Television, effective August 1. Round two: Switch is made and ARB study of Raleigh-Durham metro audience is authorized. Round three: WRAL-TV the winner! ARB telephone coincidental reports WRAL-TV the dominant station with king-sized 49% share of audience.

Two area stations split what's left. Ringside comment: Your commercial has Sunday punch impact seven days a week on Champion Channel Five. See your H-R man for the complete ARB report and for suggestions how to K.O. your competition in the nation's 50th tv market... Channel 5 Raleigh-Durham North Carolina

WRAL-TV

Data Source: Raleigh-Durham ARB Nighttime
Telephone Coincidental August 15-21, 1962

COMMERCIAL COMMENTARY

Continued

J. Kaiser, Spyrous Skouras, and Ollie Treyz whipped themselves, and an ABC affiliates meeting into an orgy of enthusiasm for the upcoming *Hong Kong*.

What glamor! What excitement! What romance! The inscrutable East! The unfathomable Orient! Slant-eyed maidens in slit silk gowns! Love, death, intrigue in the world's most mysterious city!

All of which, of course, was pure promotional hogwash. *Hong Kong* was going to succeed only if it had superior scripts, direction and casting—not for its idea or glamorous locale. It didn't have—and so it flopped, despite the high-powered ballyhoo.

I've found it absolutely amazing that hard-boiled business men (including broadcasters and advertisers) are so often mesmerized into program misjudgment by promotional gimmicks and formulas.

Years ago, for instance, I was called in to try to save the Philco Corporation from a costly radio disaster, *The Philco Hall of Fame*.

The Philco boys, in their innocence, had been sold a dreadful bill of goods, an expensive hour of "top talent recommended by the foremost authorities in show business"—the editors of *Variety* and the William Morris office (each got a \$500 weekly "consulting fee").

There was no saving the show—it had no program guts—but Philco was disconsolate. "It was such a great idea—and we could put out a line of Hall of Fame Radios."

Chicanery in Cincinnati

On another occasion, I was named account man on Peter Paul, just after the Naugatuck candy company had fallen for a sales pitch for a tv version of *Buck Rogers*.

It was pitiful to see how they had been taken in by the network arguments ("most popular comic strip in the U. S.—umpteens million readers, etc.") and how little they understood that popularity in another medium means nothing in broadcast programming.

Yet these are the type of spurious arguments by which programs are sold and, lacking these phony reasons, are often unsaleable.

Last year, for instance, a lot of NBC TV stations refused to carry the new show *Hazel* because they thought a show built around a maid "could never be popular." How wrong they were!

The only way I know to beat the fallacy of the Saleable Flop is the kind of chicanery Bill Ramsey and I pulled once on P&G.

Bill, then P&G's radio chief, and I wanted to buy a new daytime show by Irna Phillips, most successful of serial writers.

When her sample scripts came in, Bill called me. "You and I know this is great daytime radio," he said, "solid, slow-paced emotional conflicts, and real characters. But it isn't what my people think a serial ought to be. What do we do?"

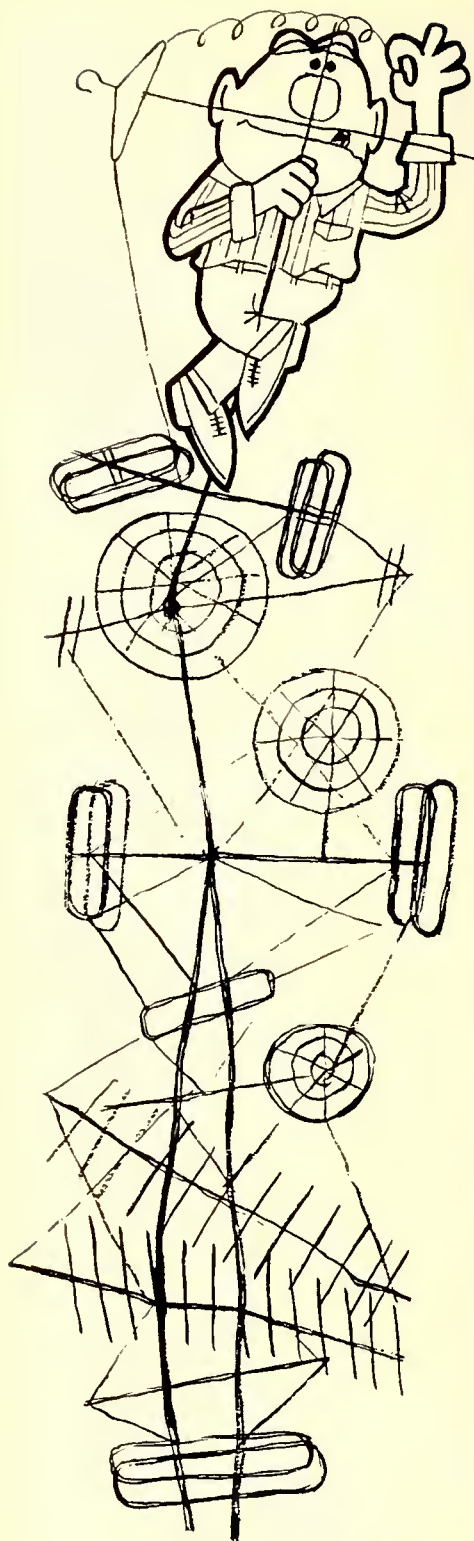
What we did was have Irna write a hair-raising, cliff-hanging fire-and-rescue script, which we auditioned for Cincinnati.

"Great stuff," said P&G management. "Great stuff," echoed the P&G brand men. "But can you keep it up?"

We assured them (what barefaced liars!) that we could. With their blessing, we bought *Guiding Light* and watched it zoom quickly up to the top of the ratings.

But we were smart. We threw that damned audition script away and never used it. It was just a lousy, saleable, program.

What the P&G brass didn't know didn't hurt; it helped them! ▀



It's probably possible to get another television signal in this market, but most people apparently don't bother. Metro share in prime time is 90%, and homes delivered top those of any other station sharing the other 10%. (ARB, March, 1962) Your big buy for North Florida, South Georgia, and Southeast Alabama is

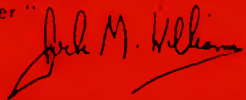


WCTV TALLAHASSEE
THOMASVILLE
BLAIR TELEVISION ASSOCIATES

I'LL SAY THIS...

YOU CAN QUOTE ME...

"RCA Victor distributors tell me they select the WLW Television Stations to advertise RCA Victor Color sets because they're among the Colorcasting leaders in the nation ... with their Color TV engineering skills, wonderful Color programming, and Color selling power."



Jack M. Williams, Vice Pres Advertising and Sales Promotion RCA Sales Corporation

"WLW Television Stations have gone all out to sell RCA Victor Color TV sets in the grand tradition of the Crosley Broadcasting group ... covering store fronts and home fronts to really mean business for RCA Victor. Advertisers have a pot of gold waiting for them at the end of the WLW Television Color rainbow!"



Raymond W. Saxon, Vice Pres Marketing RCA Sales Corporation

COLOR TV



Call your WLW representative ... you'll be glad you did!
The dynamic Crosley Stations

WLW-C
Television
Columbus


WLW-T
Television
Cincinnati

WLW-I
Television
Indianapolis

WLW-D
Television
Dayton



Crosley Broadcasting Corporation



WITH
WBT RADIO
YOU FOCUS
ON THE
ONE WHO
PAYS THE
BILLS

"Nice looking car, Jimmy. Who bought it for you?" Probably his father in the background... one of the nation's adults, who receive and control 98% of the U.S. income. WBT, for over 20 years the Charlotte radio station with the biggest general audience, also has the highest percentage of adult listeners. They turn to WBT because of responsible programming, outstanding service and fine entertainment. In the WBT 48-county basic area, adults receive and control most of the \$2,690,786,000 worth of spending money. If you want to make more sales for your clients, clearly the radio station to specify is the one that reaches more of the adult listeners... **WBT RADIO CHARLOTTE.** Represented nationally by John Blair & Company
Jefferson Standard Broadcasting Company

Timebuying: 10 big changes

- ▶ Agency buying policies in transition
- ▶ Increase in facts and figures a factor
- ▶ Metro tv markets cause changes
- ▶ Computers free media men for planning

That timebuying has changed, no one will deny. But how it has changed, and why, depends on who is answering the questions. For what is one man's meat is another's matzoh balls; and what is one gal's salad is another's stew.

The old pro, with a chestful of

campaign ribbons dating back to the heyday of radio, says, "It's a slide rule business now, with the timebuyer under the thumb of the media department and unable to exercise any judgment."

A not-so-old pro, with more tv service stripes, says, "Timebuying

today is like ordering dinner by reading the righthand side of the menu, the pricelist. You buy what the budget dictates not what your appetite wants. And today with so many station and markets to be looked at, you rarely get real hungry."

Another veteran campaigner, younger but with more than 10 years on the buying line, agrees that "numbers are the criteria today." And then explains, "because the cost factor is so much more critical than it used to be. Client competition for the consumer dollar is so keen we have to watch the c-p-m's. This makes timebuy-



The computer: in industry and now in media
Charles H. Brower, BBDO president, and T. C. Dillon, general manager, at the agency's new computer which will produce in minutes, answers people require days to provide



Before the computer: a potful of paperwork
Some of the paperwork the computer will now do, and do faster, and so free timebuyers to spend more time on such activities as more definitive data for market selection

ing much more demanding but it's also that much more satisfying and rewarding."

Each timebuyer answer was influenced by the number of years in the business and by the operation of the agency where the buying was done. The older campaigners remember when they pioneered radio sales by going direct to the account executive or client advertising manager and "nuts to

"Timebuying today is like ordering dinner from the righthand side of the menu. You buy what the budget dictates not what your appetite wants."

the print people."

Others take *sotto-voce* umbrage at having to justify their buys and substantiate their suggestions by comparative cums and c-p-m's. They point to such coups as Leston's original late-night spot buys as an example of what can no longer happen.

And then there are the second generation buyers, who saw their departments blossom as video billing boomed, that welcomed the challenge of competing directly against other media. These seasoned troupers get their creative kicks out of applying the definitive data provided by the researchers toward devising a smarter buy. They also know that "In the old days a timebuyer might, if lucky, become a broadcast v.p. but mostly that was an area reserved for program and production people. Today we have all of media to promote into."

But all of them, whatever their seniority, agree on the how and the why the timebuying business has changed. And so do the reps; although the reps tend to be much more critical in direct ratio to their effectiveness as time sellers. The 10 changes in buying, as they see it, are:

1. The increase in facts and figures, definitive facts, keyed less to

ratings and more to c-p-m in terms of reach and frequency, i.e., what percentage of the tv audience in that market does the client have as an objective and how frequently shall we expose our commercial?

2. Rise of the tv metro market, and decline of the standard one.

3. The end of the 'prestige' station buys, i.e., no longer does the ad manager or sales director say, "Be sure to use channel XX in the hometown. The president, or the chairman, always watches it."

4. The burgeoning of network participations. Three years ago, the fad was for full or alternate sponsorship of network programs.

5. The development of the corporate 'pool' buy, i.e., with corporate mergers and product expansion the major soap and drug companies are now able to buy prime spots that can be used throughout the year by various products—and so earn maximum discounts.

6. The growth of 'plan' buys, i.e., with the 6-plan or 8-plan, etc., you get a lot more impact for a few more dollars. Developed by the stations and the reps.

7. The demise of 'tonnage' buys, i.e., the station sales manager, in search of instant billing, would sell tons of time to deliver the required total of rating points to get the dollars needed by the station. The rate card always went out the window on tonnage deals. Today buyers want reach and frequency within a week, not three or four weeks.

"Numbers are the criterion today because costs are so much more critical. Client competition for the consumer dollar is so keen we have to watch the c-p-m's."

8. The combination buy, i.e., a rep combines two or more stations in adjacent markets or areas to create one larger and more important market. These are sold with one set of avails, one order, one contract.

9. The end of buying in a vacuum, i.e., telling the buyer what

the client's objectives are, bringing buyers into client meetings. Most buyers spend more of their days listening to salesmen and trying to keep tabs on trends; more buyers firm up their schedules after 5 p.m.

10. The coming of the computer to curtail the paperwork, free the media people for planning and reduce the importance of and reliance on forms and formulas.

Actually the use of the computer, as an aide in marketing and in timebuying, is indicative of the way timebuying has kept pace with the changes in business and in advertising.

In the early days of broadcasting, and in the days before that, the individual was the important

"In the old days of broadcasting, a timebuyer could move out, rarely up. Today we have all of media to promote into."

factor in business and in advertising. Henry Ford was Ford Motors, Lou Wasey was Erwin-Wasey, there was a Barton at BBDO; and in this individualistic environment the timebuyers also tended to be prima donnas.

In those days the world was full of prima donnas. The businessmen were basically production men with a genius for turning out a lot of anything at a price. In those days the agency people were the selling men, had the touch of genius that came up with the slogan, with the sales pitch, that sold the product that was mass produced.

Then, as competition increased, the production genius was replaced by the financial expert and finally by the sales expert. And, as these people took over the reins of corporate business and industry, they insisted that their own staff of sales, marketing and advertising people be alert and knowledgeable. They insisted upon knowing more about their business than did the ad agency.

Nuances, shadings, segments, bits and pieces became important to

the advertiser and to the agency. For the agency had to keep ahead of the client or lose him.

And with all this transition both

"The ultimate objective is still the same, to get there the fustest with the mustest."

the client and the agency changed. The emphasis shifted from the individual to the group or committee. Today many of the old names remain but few of the individuals still hold the reins.

Today, according to a number of upper echelon agency and client people, business is run about the way a modern army operates. Roosevelt and Churchill set the objectives, after consultation between and with the various military chiefs. Then the objective was turned over to the military for implementation.

At that level the top general called in his generals and more meetings and discussions were held before the combat men got their orders. In the modern world of business and advertising the time-buyers are the combat team of the media division and all of them are part of a commercial marketing conflict.

And, since that conflict never ends and is so intricate and involved, no one, two or three people can handle all the planning and work without assistance, advice and administration.

They had to have a staff, just as the military C-in-C has staff, and there came into being various echelons of timebuyers; and the bigger the agency the more echelons and the more bodies in each.

The end objective is still the same, "to get there the fustest with the mustest" but today the strategy is separated from the tactics and strategy evolves from knowledge. This is where the computers come into the media and buying picture.

Instead of people doing all the figuring and analyzing and comparing that precedes a decision,

and doing it each time a new campaign is contemplated, the computer will store the information and provide it in minutes, rather than days, as it is needed.

The machine will not decide, for example, that the campaign should be aimed at 'women between 23-38 years of age' and at 'families of at least five people.' But once that is decided the computer can, from the information within it, speedily provide the answers as to which medium is more economical, what size commercial to use in that medium, etc.

It will still be up to the people in media, the time and space buyers, to keep aware of what is happening in the combat zone and to keep feeding that information into the computer.

Salesmen will still talk with and sell to buyers, and buyers will have more time to probe, study and search. The big change will come in the kind of information they

want and need; no longer will it be ratings, coverage, homes. From here on in, it may well be, "How many formula-fed babies?" or "How many women do their own nails?" or even "How many men with mustaches?"

For timebuying has changed, is changing and will continue to change; just as the business of making, selling and living changes.

The knack for deals. What has not changed is the knack of reps and station sales people for adapting to the needs of the moment; and the better the pitchman the better his flair for finding the figures or flavors required to make a deal.

Thus with the continued pressure on lower c-p-m's has come a diversification of 'plan' buys that, in effect, wind-up being nothing more than a flexible rate card. Few contemporary stations and station execs will admit that they have a fluctuating rate card; technically,

How timebuying has changed

The increase in facts and figures.

Rise of the tv metro market.

The end of prestige buys.

The growth of network participations.

The corporate pool buy.

The many and varied plan buys.

The demise of tonnage buys.

The coming of the combination buy.

The end of buying in a vacuum.

The computer.

we must grant, they are correct.

But actually, by having so many 'plan' buys, or package deals, they have a flexible rate card under another name. The original 'plan' was designed to get a premium price for a premium spot without driving the customer away; then it served to link a premium spot with a non-premium spot.

But invariably the 'plan' buy was designed to get the advertiser on the station across-the-board, i.e., Monday-thru-Friday or Monday-thru-Saturday schedules. Thus most

plans were multiples of 5 or 6.

With the current drive for c-p-m's, there came 'plans' as short as 3 spots and multiples thereof. Sales people justify this as typical of current spot being in a buyers market so they "have to give a little to get the business." The buyers explain it as "stations are so competitive we never know when a new package deal will show up in *Standard Rate*; we have to check rates whenever we make a buy."

Nor has the advertiser lost his knack for getting full utilization of

the time he buys. Thus there came the increase in piggyback commercials with more than one product being sold in the same time period without any attempt to integrate the multiple commercials.

One rep rap. Each of these, the plan and the piggyback, is an irritant—one to the buyer, the other to the station or rep—but neither is a major factor. At least with the reps the big blast was against timebuyers not being permitted to
(Please turn to page 52)

Fast action sells Dodger-Giant games

- ▶ **NBC sales staffs on alert previous Sunday**
- ▶ **Find 10 sponsors in just 21 hours**
- ▶ **Schlitz radio copy arrives just in time**

Some fast and fancy work was afoot last week in the sales departments of NBC Radio and NBC TV. With the close of the Los Angeles-St. Louis baseball game last Sunday, the salesmen had just 21 hours to pick up sponsors for the National League playoff series between Los Angeles and San Francisco. At the end of the stretch NBC TV wound up with 10 advertisers and 60% sponsorship of the game, while NBC Radio signed Joseph Schlitz Brewing for one-quarter sponsorship of its broadcast just 55 minutes before the game.

A tense Sunday. The networks were down to the wire before they even knew they had a show. Richard McHugh, manager of NBC TV sports and special program sales, spent a tense Sunday in his living room, which was converted into a command post to keep abreast of the day's games. He

followed the Giants' game via the Armed Forces Network's short wave broadcast, listened to radio and watched tv for bulletins on the progress of the Dodgers' game.

When the Dodgers' game ended, a tv sales cliff-hanger began.

McHugh immediately called prospective advertisers and alerted other members of the NBC sales force of the 21-hour countdown.

A four-way telephone conference was called at 9:30 p.m. Sunday. It was decided to sell the show on a participating basis. Early Monday morning the team arrived at NBC, which then became the "command post." All the while they had to juggle sponsors' products to maintain product protection.

Some close calls. On the Schlitz buy, it was 14 minutes before the opening game when a messenger delivered the copy to Candlestick Park, San Francisco. For the telecast, a sale to Hills Brothers Coffee

(N. W. Ayer) was completed at 5 p.m. Monday, one hour after the first game started. A Hills commercial was on the air less than two hours later. On a later buy by Hormel Meats, the advertiser didn't have a tv commercial ready; BBDO and NBC combined efforts to present a "live" commercial.

NBC Radio sold the following advertisers for the second and third games: E. I. duPont de Nemours (BBDO), Buick (McCann-Erickson), Chemical Compounds (Standard & O'Hern, Kansas City, Mo.), and Studebaker Packard (D'Arcy).

In the 21 hours before the first game, NBC TV had signed these sponsors: Bristol-Myers (DCS&S), Schick (Norman, Craig & Kummel), Liggett & Myers (J. Walter Thompson), Union Carbide Consumer Products (William Esty), Thomas Leeming (Esty), Chesebrough-Ponds (Esty), Sterling Drug (Dancer-Fitzgerald-Sample), P. Ballantine (Esty), and Kemper Insurance Group.

In the next 24 hours, five additional sponsors were signed, making the telecasts 93% sold: Noxzema (DCS&S), Block Drug (SSC&B), Dodge (BBDO), Hills Bros Coffee (N. W. Ayer), and Hormel Meats (BBDO). ■



Adman 'shaping up' in Madison Avenue vineyards

Among the leading employment agencies which specialize in filling positions in advertising is that run by Mrs. Betty Z. Corwin, seen here interviewing an applicant. Many job-hunters are not out of work, interviews show, but 'just looking'

Situation wanted: advertising man

- ▶ **A look at the advertising job market today**
- ▶ **Where do admen hunt for jobs?**
- ▶ **'Good' people are working—many shopping**

Where are the Lowens of yesterday?

In order to find out where admen have been going to get or fill jobs in the three years since Walter Lowens cleaned out his desk and sold his 30-year collection of files to Jerry Fields Associates (then known as Jobs Unlimited), SPONSOR interviewed a few employment agency heads in New York.

Among those who found time to talk were Fields, Mrs. Betty Z. Corwin—both long recognized as leaders in the field—Mrs. Katherine S. Falk, who began to specialize in

advertising four years ago, and Miss Jean Landeau, senior manager, Professional Placement Center of the N.Y. State Employment Service, 444 Madison Ave.

The views of the first three were similar in that the majority of job-seekers are already holding down a job but looking for something better. The agency chiefs also indicated that working with, and placing the already employed is less arduous than working with the unemployed.

A second point of accord was that there are many job opportunities

outside New York for advertising people and non-creative radio and tv people.

Fields, who advertises his agency as the largest of its type for advertising personnel, revealed that "85% of the people we place in jobs are people who are working."

The three areas in which there is always a demand for experienced personnel, he said, are 1) tv commercial copywriters, 2) tv commercial art directors, and 3) tv commercial producers.

Tv account execs are fairly scarce, Fields said, adding that he always has an eye open for "tv account men who have been heavily budgeted in programing.

"Ad agencies can no longer continue with merely adequate help," Fields went on. "They need superb craftsmen. A good, competent journeyman (especially a creative per-



Getting down to business

Namesake head of Jerry Fields Associates gives minute attention to samples in an applicant's copy proof book. Fields also is in charge of copywriters' placement

son) finds it hard to get jobs today, although most good people are working."

Where is youth? Fields observed that "we don't see as many good, young people around as we'd like." Later on he said that "clients buy experience, not potential."

Stating that things have leveled off ("the big money is not around") Fields pointed out that the floor has come up on salaries, while the ceiling has come down.

"For instance," he explained, "the salaries used to run from about \$7-8,000 a year to \$25,000. The figure is now about \$12 to \$20,000." He said competition makes this possible; an employer would rather pay a little more for a better man in the lower slots, while at the same time being able to get a very good man for less in the higher brackets.

Radio/tv station jobs. "Most of the available jobs on the station level," Fields said, "such as station managers, promotion managers, and news directors, are outside New York."

He explained that these jobs are all handled by Miss Sherlee Barish, who is director of Broadcast Personnel, a division of Jerry Fields Associates. Fields declared that the aim of the division is "to try to be a national clearing house for broadcast talent (radio and tv) at all levels."

Tv account executives and media and research people at all levels are processed by Bob Russell, executive placement manager, account and marketing division. Other departments, such as art and copy, are headed up by other experienced people, including Fields, who have practical knowledge of the work.

Mrs. Corwin, who heads her agency, said there is much demand for media people, because they, as a group, are always moving on to better jobs. She said there is also a "great demand for good, young creative tv writers who have good visual sense for commercials." She accounts for part of the shortage of applicants in their mid-20s to the low birth rate during the depression years.

Fewer but better. "The agencies are doing away with mediocrity," Mrs. Corwin said. "They're hiring less people, but more efficient ones in the media, research, and copy areas."

"The days of the handshaking boys and drinking boys among the account men are gone," she continued. "Today, companies only want people who can deliver the goods."

Later she added that "most of the old time account men who came up through traffic and production are being eased out and replaced by account men who are very strong in marketing or who are creative."

"In many cases, agencies are bringing up strong marketing men from lower levels to replace them. Media background is very good to have."

"All the good people are working," Mrs. Corwin said. "When a firm wants to fill a vacancy, or whatever, they give us a call and we know where to find them."

Salary not everything. "However, most of the good men that make moves today are looking for proper inducements because they have seen so many men over 45 thrown out. Bigger salary is not always the determining incentive. They want to get into stock insurance plans and profit sharing, for instance."

"One very important thing these boys (agencies) have found out, Mrs. Corwin noted, "is that the agency has got to be run like business—and has got to be run not only by creative people, but by people who know business and budgets."

Mrs. Corwin also said that there are "a lot of opportunities out of New York, especially for writer-ad managers, and marketing men. Best cities to try, she said, are Boston, Chicago, or in Minnesota or the Midwest; but not Los Angeles."

State's job search. At the National State Professional Placement Center, Miss Landeau disclosed that 185 account executives and media buyers were in the active files

(Please turn to page 52)

Humor breaks through for yogurt

- ▶ Breakstone's yogurt sales up 100% in 18 months
- ▶ Humorous radio messages deliver impact
- ▶ Emphasis on many flavors a success factor

Always leave 'em laughing" is an old showbiz hand-down which has been adhered to successfully in many enterprises. When applied to advertising, there is a running debate on whether the results of humor are effective. A recent vote for its effectiveness is a humorous radio campaign on behalf of Breakstone's Yogurt. In the 18 months from December 1960 to June 1962, for instance, sales rose more than 100%.

This doubling of sales, however, reflects only the first six months of this year's humorous campaign which was faced with the difficult challenge of following the amazingly successful 1961 campaign and sales rise (see chart).

But the steady climb began before that, according to Jules Lennard, vice president, marketing and merchandising, and account group supervisor at Mogul Williams & Saylor, Inc., the agency which handles the Breakstone account.

"In 1960," Lennard said, "when we started our intensive advertising program for Breakstone's Yogurt, our primary objective was to provide exposure for the Breakstone brand with a complete line of yogurt.

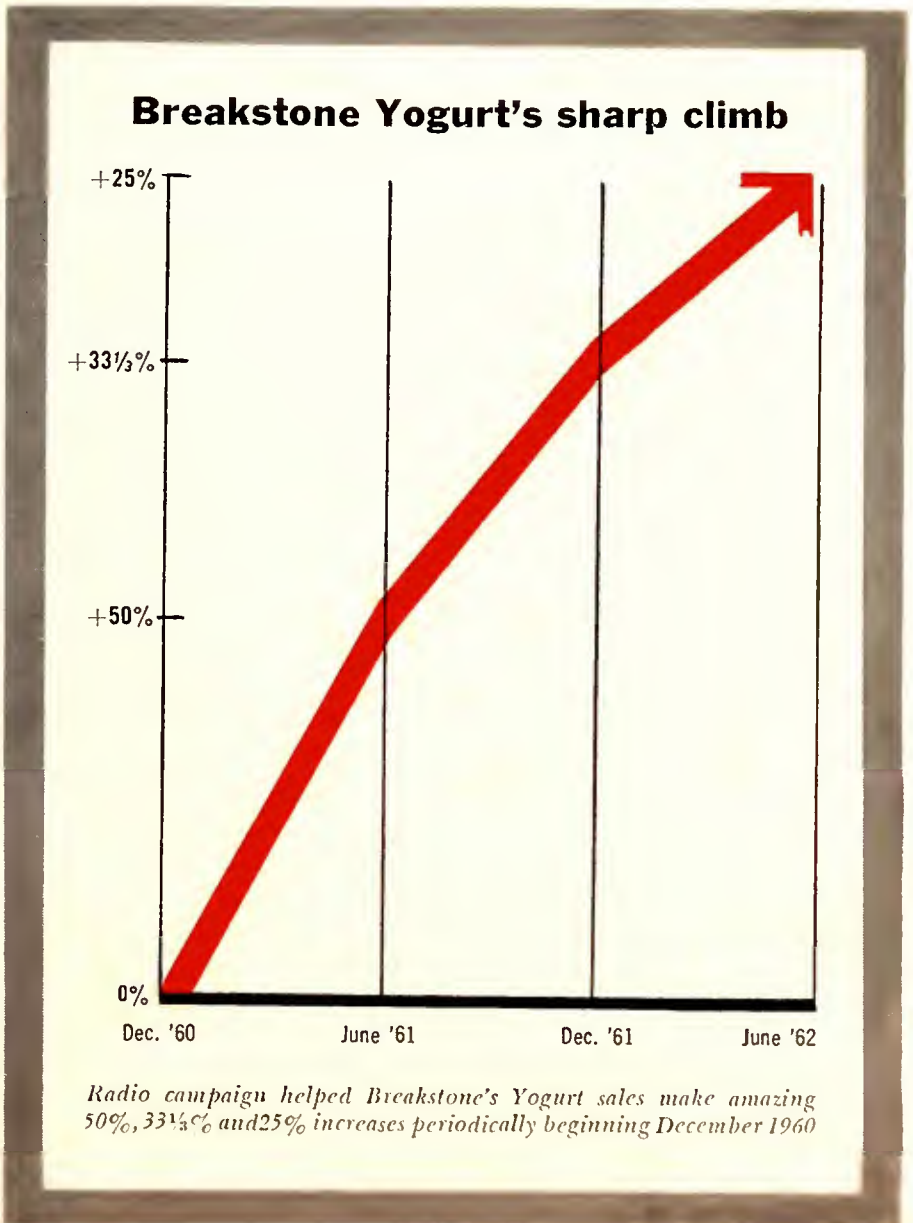
"For this, we used live copy with local radio personalities wherever possible. The basic appeal of our commercials was directed at a broad segment of the market—all potential consumers, that is—as part of our effort to obtain a share of the existing market for yogurt and, ultimately, to expand it.

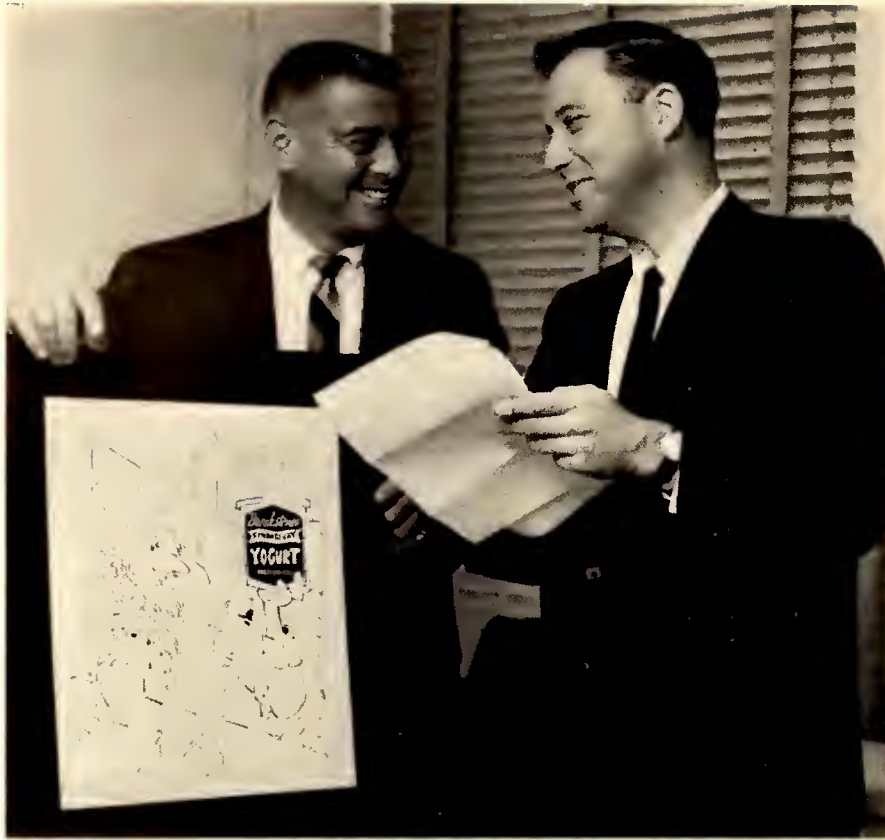
Solidified gains in '61. "We broadened our marketing approach in 1961," Lennard went on, "and

employed one-minute musical jingles designed to solidify Breakstone's position and to increase still further its share of the yogurt market."

Ray Samuel, Breakstone's advertising and sales promotion director, picked up the background from there.

"By 1962," Samuel continued, "we felt that our basic objective had been achieved. We then set out to sell Breakstone's Yogurt with a completely new and different creative approach for this product. The result was a radio campaign combining the humorous device of historical characters with a hard-





Perplexed Bard of Avon draws smiles

Chuckling over display art built around 'Shakespeare' radio commercial are (l): Jules Lennard, MW&S v.p., and Ray Samuel, Breakstone's ad and sales promo dir.

hitting, attention-getting sales message."

50% of budget in radio. With 50% of this year's total yogurt ad budget in radio, the minute commercials are aired on 19 stations in seven Breakstone markets: Boston-New Haven-Hartford, metropolitan New York, metropolitan Philadelphia, metropolitan Washington, Tampa-St. Petersburg-Orlando, and Miami-West Palm Beach-Ft. Lauderdale.

The messages, which began in January and are scheduled to conclude 10 December, are aired on an average of about 25-30 times a week in each market (although there was a two-month hiatus in each market). The commercials are usually heard on adult programs from 8 a.m. to noon.

"We appeal to the kids' market through moms," Lennard said, "by pointing out that yogurt, especially with the flavors, is a very good tasting item and nutritious dairy food for between-meal snacks.

Flavors popular. "Flavors are the fastest growing area in the yogurt market," he said, adding that sales "have gone way beyond expectations in the last three years" because of them.

"We are not doctors," Samuel countered. "And we do not advertise yogurt as a health item. We promote it strictly as a good tasting dairy food.

"It is well known, however," Samuel added, "that yogurt got its big impetus from Gaylord Hauser's book, 'Look Younger, Live Longer,' in 1950, and it was looked upon mostly as a health food until the flavors came out."

In addition to plain yogurt, Breakstone's now has these flavors: strawberry, pineapple, vanilla, prune whip, and apricot.

Yogurt eaters busy. Lennard revealed that while studies indicate that per capita consumption in relation to total population may be low, the rate of consumption among users is really high. "People who

eat yogurt really love it," he said. "It is not unusual for the average user to buy three or four packages a week."

Taking stock of sales, Samuel said that Breakstone's Yogurt is the number one seller in all of its markets, except New York, where it is a strong second to Dannon, and growing fast.

(Note: John Metzger, president of Dannon Yogurt—which was 20 years old last Monday—said his firm does not distribute in Florida. He would concede Boston, but would dispute Philadelphia and Washington claims. He also claimed that his firm more than doubles any competitors' total yogurt sales.)

As for campaign plans after December, Lennard said, "We intend to review our status to determine where we want to go."

It goes without saying that all concerned hope that direction—in sales—will continue to be a sharp curve upward as the chart shows. In June 1961 sales rose 50% over December 1960; December 1961 was 33 1/3% above the previous June, and June 1962 was 25% above last December.

Typical of the humorous messages is the following Shakespeare copy in its entirety:

SOUND: BRITISH MUSIC, FADING UNDER

ANNCR: *It might have been different. The year . . . 1598. The place . . . Stratford on Avon.*

MAN: *Hey, Will. Will Shakespeare! Whatcha been doin' with yourself?*

WILL: *Oh, writing a little.*

MAN: *Swell! I need a slogan for Breakstone's Yogurt. Any ideas?*

WILL: *Oh, Breakstone's. A name long famous for quality dairy foods. But . . . yogurt?*

MAN: *Yeah! It's a dairy food lots of vitamins and minerals and stuff.*

WILL: *How about . . . But soft what yogurt through yon . . .*

MAN: (INTERRUPTING) *Well, it's soft and creamy . . . like a custard.*

WILL: *Or maybe . . . a yogurt by any other name . . .*

MAN: (INTERRUPTING) *Catch, Will. There's only one name i*

yogurt. Breakstone's. And besides . . . that slogan doesn't get in all those different flavors.

WILL: Flavors?

MAN: Like Strawberry, Pineapple, Prune Whip and Apricot.

WILL: Apricot?

MAN: Yeah . . . a first by Breakstone: Then there's velvety Vanilla . . . and Breakstone's tangy Plain Yogurt. Try one, Will.

WILL: Right here?

MAN: Sure . . . just eat it right from the cup!

WILL: M-m-m! Everyone should try Breakstone's Yogurt!

MAN: That's our slogan, Will, Everyone should try Breakstone's Yogurt! You're a genius!

WILL: Maybe I should try writing a play . . .

The other five messages are also little dramatized slices of life in the pasts of William Tell, Cleopatra, Ferdinand and Isabella, Peter Minuit, and Julius Caesar.

Minuit buys Manhattan from the Indians for 24 cups of yogurt; Brutus tells Caesar about a yogurt "bacchanal"; Cleopatra can sense to share her cup of yogurt with Mark Antony, and Ferdinand and

Isabella hear that Columbus' trip to the new world is being delayed by disappearances of yogurt supplies.

In all six humorous commercials, a brief musical introduction sets the scene with a recognizable work such as the "William Tell Overture," or by a trumpet fanfare which slides off key at the end.

The visual potential of this colorful cast of historical characters is being utilized by agency and client this fall in print advertisements which are supplementing the radio campaign. ◆

Fast growth of two-set tv homes

- ▶ Rise of 2-set homes sparks agency interest
- ▶ BBDO, D'Arcy, Ayer query Nielsen for facts
- ▶ Buying changes seen if qualitative data comes

The growing number of homes with more than one television set, once remotely considered by agency media departments, is now getting closer scrutiny. SPONSOR learned last week that at least three agencies—BBDO, D'Arcy, N. W. Ayer—have held a series of meetings with A. C. Nielsen Co. to explore the possibilities of compiling qualitative audience data on these homes. The results of these conferences are expected to be announced soon.

Reason for the stepped-up in-

terest is the fact that multi-set homes now represent 14% of all tv homes in the U.S. and continue to grow steadily. In New York City, owners with two-or-more sets now number 1,250,000, or 25% of all tv homes in that city, according to figures of the Advertising Research Foundation. And a Nielsen study of the multi-set growth in New York shows that these homes have increased 51% since 1959. Similar jumps are expected in the rest of the country. One expert estimates that most markets now have from

7-9% two-set penetration.

The growth of this new tv "market" puzzles media research men as to just what it means in terms of future buying. This is one reason why Nielsen has been called in to discuss qualitative data. The research firm already has a head count of such homes by county, based on figures of the 1960 U.S. Census.

Agencymen are interested in the answers to such questions as: What is the location of the second set in the home? If both sets are used at night, how many viewers does each have? Do the man and wife watch separately? Are the children using the second set? If two sets are being watched, shouldn't the home be counted twice? These are the questions of men like Ed Papazian, *(Please turn to page 52)*

% of 2-set homes in relation to total tv homes

	Total U.S.	New York City
Tv homes	48,900,000	5,000,000
Multi-set homes	6,900,000 (14%)	1,250,000 (25%)

Source: Advertising Research Foundation, national survey of tv sets in U.S. households, January 1962.

Growth of multiple-set homes New York market

	Tv homes	Multiple set homes	%
1959	4,600,000	830,000	18%
1962	5,000,000	1,250,000	25%
% change	up 9%	up 51%	

Source: A. C. Nielsen Co



These physical fitness exponents keep television viewers on their toes

Debbie Drake (first), billed as America's Physical Fitness Queen, now has 260 episodes in syndication under Banner Films imprint; Bonnie Prudden (second), member of President's Citizens Advisory Committee on Fitness of American Youth, is

Tv's great bust-and-chest boom

- ▶ **Debbie Drake has 260 episodes in syndication**
- ▶ **La Lanne's goal is 80 stations by year's end**
- ▶ **Hills with Matchabelli as sponsor on "Today"**

With all the talk about physical fitness and flabby Americans, it is rewarding to see video finally doing something about it. Informed observers last week noted that television broadcasters are heeding President Kennedy's note that America was "under-exercised" and putting more programs on the air designed to improve our physical condition.

Station managers are busy buying syndicated exercise programs and networks are in the midst of fashioning stalwart early morning features on physical health.

Now in demand. The Debbie Drakes, the Jack La Lannes, and the John Hills—with their clear complexions and upright chests—

are more in demand on tv than ever before. Significantly, many advertisers are discovering that there's considerable box office appeal in sponsoring programs that convert the female viewer's bulges into alluring curves. And if things continue at the present rate, "America the Lazy" will soon turn into "America the Beautiful," the experts predict.

Currently the hottest piece of female property in the tv knee-bend and draw-a-deep-breath school is Debbie Drake. She was launched as an exerciser in Indianapolis at WISH-TV by Robert McConnell, the station's general manager. Said McConnell: "Debbie was an overnight sensation." Soon after, the

show was syndicated nationally. The first series of 130 shows, taped in 15-minute segments, was sold in 106 markets. Charles McGregor, president of Banner films, national syndicator of *The Debbie Drake Show*, said last week that the second series of 130 new 15-minute episodes has already been sold to a flock of markets including WTIC-TV, Hartford; WTMJ-TV, Milwaukee; WALB-TV, Albany, Ga.; KSTP-TV, Minneapolis; KLBK-TV, Lubbock, Tex.; WSOC-TV, Charlotte; WHDH-TV, Boston; WJHG-TV, Panama City, Fla.; WHBF-TV, Rock Island, Ill.; WSJS (TV), Winston-Salem; WLVA (TV), Atlanta; WMAZ-TV, Macon, Ga., and other areas.

Big mail pull. Station managers and advertisers attest to Miss Drake's mail pull and commercial success for national, regional, and local accounts. "The regular weekly mail pull of *The Debbie Drake Show* was enough to persuade us to buy it," Harry McDaniel, Krc



preparing new tv series: Jack La Lanne and his Glamour Stretcher are currently seen on 64 stations; John Hills (fourth), physical education expert, last week launched new exercise series on NBC TV's *Today* with Prince Matchabelli as sponsor

ger Company advertising director, Indianapolis division, declared recently. McDaniel has been the Debbie Drake sponsor since five weeks after the show's WISH-TV debut two years ago. Miss Drake (5' 5", 38½-22½-36 and 117 lbs.) has a comparatively new book out, "Debbie Drake's Easy Way to a Perfect Figure and Glowing Health"

(Prentice-Hall). She also has a syndicated newspaper column that calls blimps, beanpoles, and slug-guards to sharp attention. The New York Herald Tribune Syndicate handles Miss Drake's column. Miss Drake believes that her tv exercises are helpful to both men and women. "The exercise that helps a woman build her bosom helps a

man expand his chest," she observed recently.

No stranger to network audiences, Miss Drake was a recent guest on the NBC TV *Today* show. In a Howard K. Smith program (ABC TV) on physical fitness, Miss Drake said there was a big need for what she was doing.

(Please turn to page 51)



'I feel 10 years younger and 10 pounds less,' they said Pioneer radio exercise man Arthur Bagley served 15 years as chief of Metropolitan Life exercise program. He is seen here with company execs. Program in 1925 inaugurated long line of favorites culminating in today's styles



Exercise man meets program and agency executives Seated (l-r): Frank Stamberg, v.p. and gen. mgr., Prince Matchabelli Div.; John Hills; Hugh Downs, *Today's* host; standing (l-r): Al Morgan, producer; Hankness Cram, Jr., acc't rep., JWI; E. Roger Muir, pres., New Merritt Entrp.

How to spot a pro rep salesman

- ▶ **Timebuyers cite 10 standards of excellence**
- ▶ **Say real pros are never cry-babies**
- ▶ **Believe ex-buyers make better salesmen**

Several weeks back, SPONSOR asked some of the top representatives in the business this question: how can you tell, particularly at first meeting, if a timebuyer is a pro or just an amateur? The replies appeared in "How to Spot a Timebuyer Pro," 23 July. Last week, however, SPONSOR turned the tables on the reps and polled a number of timebuyers on how to spot a pro rep. Here are the answers.

Although buyer and seller operate on opposite sides of the broadcasting fence, the findings of the "how do you spot a pro rep" query points out a marked resemblance between the two—in one area, anyway. The point: neither age nor

time spent in their respective chores enter into the determination of what it takes to turn out a pro. It is, instead, an inherent quality—a certain "something" which can't be bought for love or money.

"You either have it, or you don't," exclaimed one outspoken timebuyer, adding "an amateur rep can remain an amateur no matter how long he works at peddling his stations, if he just hasn't got the right savvy."

A pro, on the other hand, could easily be a youngster—a beginner equipped with a lot of native intelligence when it comes to knowing when to quit pitching, to lose without crying, and to come up with

ways to help a buyer better the campaign.

Although the SPONSOR query managed to stir up a variety of opinions (and a few facetious ones like "a pro rep is a guy who wears a \$150 suit" and "it takes a pro timebuyer to spot a pro rep"), the majority of those replying felt that a prime telltale sign of a pro rep was the amount of knowledge he—the rep—exhibited about his own markets.

Must know markets. He has a working understanding of competitive stations, not merely lone figures and facts about his own station. Additionally, say the timebuyers, the pro rep is one who can quickly muster up a creative idea on how to better the campaign in that particular area.

A pro rep, they say, is one who understands the objectives of a specific campaign and is able to produce avails which are tailored to suit the needs instead of trotting out a "mile long list of avails that

You know the rep is a pro if he:

- 1. Is conversant with all facets of his market**
- 2. Is able to speak intelligently about competitive stations**
- 3. Doesn't bad-mouth competitors or their stations**
- 4. Confines pitch to what will help the specific campaign**
- 5. Knows how to exit the buyer's office gracefully**
- 6. Comes already prepared with necessary research data**
- 7. Knows when buyer is busy and doesn't waste his time**
- 8. Can come up with suitable substitutes if original requests fail**
- 9. Doesn't clutter up office (unexpectedly) with station men**
- 10. Doesn't cry when he doesn't get the order**

are not even applicable." What's more, a pro rep will confine his pitch to what will help the specific campaign instead of angling it merely to make his own station look good.

Ex-buyer best salesman. Interestingly enough, the majority of those queried opined that ex-time-buyers made the best reps. Already cognizant of timebuyer problems, they were better equipped to minister to the needs of a timebuyer's requests.

A definite sign of a pro rep, according to timebuyer comments, is organization. A well-organized seller, one who comes prepared to supply the necessary data requested by the buyer without having to make dozens of "check-out" phone calls from the buyer's office, is a pro.

He is also the guy who knows when to quit pitching. Once he realizes that the station he is peddling is not going to help the campaign, he exits gracefully, and returns another day with a switch pitch. An amateur, on the other hand, will continue to angle his pitch to make the station look good despite the fact it (the station) isn't geared to the particular needs

sought by the buyer.

A pro rep, they say, is one who is capable of losing a sale without making a fuss. According to a well-known Gotham buyer, a sure sign of the rank amateur is one who, after being turned down by the buyer, takes his case to a higher-up in the agency. Instead of driving everyone to hysteria, he should take his leave and make ready a switch pitch, advises the buyer.

A pro rep is also one who makes appointments and doesn't barge in on the busy buyer with a lot of small talk and a host of unexpected station people. While timebuyers do not disapprove of seeing visiting station men, they do feel that the consideration of the "buyers time" separates the men from the boys. The mark of a pro is the one who is considerate enough to phone first and pre-warn the buyer of the "company" arrivals. The amateur doesn't bother.

Pro clears avails fast. A pro rep is the man who is quick, precise, and honest. He is quick to clear avails while the amateur will wait around a few days, then call and say the time requested was not available. The

pro, on the other hand, will quickly arrange a substitute time—something equally suitable—if this happens. And, so say the buyers, the pro will clear the spots immediately. The difference between the pro and amateur is easily defined in this instance. A pro will immediately set in operation the wheels to clear the spots bought even if they are as little as five per-week. An amateur will procrastinate and perhaps waste several days getting clearance even if it involves a large order of time.

Amateur talks down rivals. A rank amateur will bad-mouth the competition or downgrade what he doesn't understand, according to comments from queried timebuyers.

An amateur is also one who, according to quite a few heated opinions, is the guy who just sits around and takes down the order. He doesn't even try to sell his market, he just delivers the avails and "pesters you until you give him an order."

Additionally, the amateur is the fellow who "beats around the bush"—doesn't come to the point and
(Please turn to page 56)

You know the rep is an amateur if he:

- 1. Doesn't know when to stop selling**

- 2. Is a sore loser; goes to a higher-up when buyer nixes sale**

- 3. Doesn't understand specific campaign problems**

- 4. Concentrates only on angling pitch to make station look good**

- 5. Doesn't "sell": is merely an order-taker**

- 6. Trots out list of avails "a mile long" not applicable to buy**

- 7. Is lax when it comes to clearing spots ordered**

- 8. Is disorganized: uses buyer's office to tie-up details**

- 9. Isn't hep to changing situations in the business**

- 10. Isn't quick to come up with ideas to help buyer better campaign**



Cast of a commercial extravaganza for Chevrolet's new-model cars

Entire cast of commercial to introduce new cars came from three Chevy-sponsored tv programs. They line up here before the shooting: (l-r) Dan Blocker, Lorne Greene, Pernell Roberts, Fred MacMurray, Marty Milner, Mike Landon, George Maharis, Bill Frawley, Tim Considine, "Hop Sing," Don Grady, Stanley Livingston, and (front) Tramp, popular tv dog

Chevrolet's six-minute commercial

- ▶ **Chevy unveils new cars with star-studded spot**
- ▶ **Chooses long commercial instead of a 'special'**
- ▶ **Agency faced complex production problems**

Last week, one television sponsor passed from an era of the spectacular special into another of the spectacular commercial. It did so with that rarest of television oddities, the six-minute commercial, which made its '62-'63 debut in a blaze of glory on Chevrolet-sponsored *Bonanza*, NBC TV. The commercial had billing of its own as "The Ponderosa Party" and its talent was drawn from 11 stars who appear in Chevrolet's three current tv offerings, *Bonanza*, *My Three Sons*, and *Route 66*.

"The Ponderosa Party" (Ponderosa is the name of the ranch film-site of *Bonanza*) was dreamed up six months ago when Chevy's agency, Campbell-Ewald, Detroit, began planning the introduction of the sponsor's 1963 new-model cars. The agency rejected the traditional method, a one-shot spectacular, because Chevrolet now sponsors three high-rated tv shows. A special would not add enough extra audience.

Not only was the special out the window, but the agency creative

team was faced with a production problem. With four different kinds of cars to be announced, the usual one or two minutes per commercial wasn't enough to give the viewer a good look. The single six-minute commercial solved the dilemma. Then several months of preparation began.

Content dilemma. As soon as planning was under way, the big problem was what to put on the screen for six minutes. Viewer boredom was the biggest pitfall in a commercial of this length. To create excitement the agency chose to make the setting a party at the Ponderosa ranch to which the *Bonanza* stars would invite the talent from Chevrolet's other programs.

C-E then checked A. C. Nielsen Co. for audience flow figures

(would the viewers still be around at the tail-end of the show to see the commercial?), reviewed past research for viewer attentiveness to star commercials, and searched for indication of viewer reaction to longer commercials.

Production complexities. After tallying the pros and cons, the agency went ahead after client approval. Numerous conferences followed between C-E creative and programming people. NBC was contacted to clear the way for a continuous commercial of six minutes. The *Bonanza* program group was told to write a story that needn't keep in mind commercial breaks.

Then the big job of gathering the stars together for shooting began. The agency met with the producers of Chevy's three shows.

Next came endless talks with the star's agents to contract for their services.

Meanwhile, several versions of the script were developed. The final script was written so that it could be shot in short sequences to allow for different availabilities of the stars. Production was planned so that all of the stars would be before the cameras at the same time for some of the sequences. The script was broken down into a total of more than 100 camera setups. The cars' and stars' movements in the setting were plotted. Logistics of the production were solved for shooting the commercial in three fast-pace days—a rigid timetable.

Final shooting took place 14-18 September, just two weeks before the commercial went on the air. Chevrolet officials viewed the finished project, and the completed extravaganza moved toward air date 30 September.

Open and close. The six-minute commercial was divided into two segments, a 30-second opener at the top of the show and a five-minute, 30-second close. In the opening, star Lorne Greene told viewers that *Bonanza* would be uninterrupted by commercials and the punch would come at the end.

From this division developed an amusing sidelight, says one Camp-



Stars cavort with new Corvette

George Maharis (l) and Martin Milner (r), stars of *Route 66*, show Sheri Rice (l) and Liza Seagram new Corvette Sting Ray during filming of "Ponderosa Party"

bell-Ewald official. The network's "B" relay for the midwestern time zone lost 13 minutes of the *Bonanza* beginning. But an NBC announcer saved the moments by summarizing the lost portoin, includ-

ing the 30-second opener.

On cost, the agency isn't talking, but one executive did say, "It wasn't as expensive as it sounds. In fact I'd say it was a pretty good value for the money." ❏



Ponderosa partners check the goods

Fred MacMurray (l), star of *My Three Sons*, and Dan Blocker, co-star of *Bonanza*, examine 1963 Corvette from top to bottom during commercial shooting

WPOP

OFFICIALLY

ACCLAIMED*

#1

IN

HARTFORD

*July-Aug. Hooper

12 N-6 p.m.

Mon. thru Sat.

WPOP

Phil Zoppi
V.P. & Gen. Mgr.

Adam Young, Inc.
Mid-West Time Sales

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

It isn't generally the rule of the game that when an account does an agency switch that the buyer goes along with the deal. It happened, however, in the case of Listerine which went over from Lambert & Feasley to J. Walter Thompson last week. Both account and buyer Frank Sweeney made a dual exit.

The latest one to swell the tide of timebuyer defectors is none other than Bates' senior buyer, Frank Moran. Frank, who bought for such accounts as Anacin, is now peddling tv time out of H-R's New York office.

It may be strictly coincidental, but Moran's departure from the Bates agency is simultaneous with a bit of personnel reshuffling there. Some of the activity: the moving up of Bill Warner from special syndicated show buyer on Brown & Williamson, to assistant media supervisor on Colgate household products; and the addition of Paul Fitzgerald to buyer on Brown & Williamson. Paul comes from Gumbinner where he bought for Block Drug and Browne Vintners.



It wasn't all work for these admen

Taking time out from her "Funsville" program, KDKA-TV, Pittsburgh, personality Josie Carey chats with Dave Logan, FC&B (c), and B&B's Ira Kaltinick

A potpourri of fun and facts was dished up to some 200 agency toilers during a 24-hour whirlwind excursion around and about the Pittsburgh market hosted by KDKA-TV and its rep, TvAR, recently. The unsuspecting guests who flocked in from New York, Chicago, Philadelphia and Detroit, became more than a little apprehensive when advance programing notices hinted they were in for some pretty dull "fun" by featuring "egghead" lectures topped off by a visit to a local Indian Reservation. But as it turned out, the expected "program features" were all in fun (designed perhaps to frighten away the stal

(Please turn to page 50)

Signs of Success

Local signposts *alone* are a poor guide to putting advertisers on the map in the *total regional market* served by WJXT. You tap all of North Florida/South Georgia with WJXT . . . and enjoy a "bonus" of *239% more homes* per quarter hour outside the Jacksonville metro area. With *all 25 top programs* in homes reached . . . with a whopping *85.4% penetration* of the market, estimated by TV Digest . . . all signs point to WJXT!

WJXT



JACKSONVILLE, FLORIDA

Represented by TvAR

**POST-NEWSWEEK
STATIONS** A DIVISION OF
THE WASHINGTON POST COMPANY

Source: March 1962 NSI



GOING UP!
Daytona Beach
Orlando

NOW
FLORIDA'S
THIRD
MARKET

AND
SPACE AGE
CENTER
OF THE WORLD



WESH-TV

FLORIDA'S
CHANNEL **2**

WESH-TV for Orlando
Daytona Beach
Cape Canaveral

TIMEBUYER'S CORNER

Continued

warts?). The group was treated instead to a series of events which included a moonlight boat ride (fully equipped with jazz sextet); dinner at the Beau Brummel Club; and a revue provided by KDKA-TV talent. After a night's sleep and breakfast in bed, the buyers attended a presentation at the studio and participated in a fun quiz game. Among those who managed to cop prizes for high scores during the fun quiz: Lennen & Newell's Bob Kelly, Marion Jones; McCann-Erickson's Helen Burgurt; Y&R's Lorraine Ruggiero; Compton's Carl Sandberg; Donahue & Coe's Dan Delargy, all New York. Also, Cal Wilcom, Burnett; Irene Hess, EWR&R, Chicago; Len Stevens, Weightman; and Betty Lavaty, North Advertising, Philadelphia.

Promotion dept.: Young & Rubicam's Jerry Baldwin moved up to media account supervisor on the Bristol-Myers account.



Getting the low-down on "Big Coverage Radio"

Presentation by WOW, Omaha gen. mgr. Bill Wiseman (far r) during recent luncheon series in New York attracted large turnout. Among them: (l-r) Gordon Gahland, Donald Foote, Polly Langbort, all Y&R; Carrie Senatore, JWT; Mary Ellen Clarke, Morse International, and Emmett Hurdt, Blair

Evidence that business must be popping at Grey, New York, is news that Joel Segall, buyer on such accounts as Westinghouse appliances, G. E. flash bulbs, Catalina bathing suits, Downey Fabric Softner, Ivory Shampoo, has hired himself an assistant. Joel's new right arm is Don McCarthy who hails from San Francisco. He was in government work there.

Can't help wondering: Who can top Compton's Noel Becker when it comes to traveling the shortest distance from office to home? Noel who has been with Compton for some three years now and buys off Ivory Soap, P&G Canada, and Cunard, lives right across the street from his office. (We're terribly interested in learning what excuses he manages to muster up whenever he's late for work!)



**WESTCHESTER
COUNTRY CLUB?**

TAKE A SECOND LOOK

It's **Northland Country Club**, in **Duluth**. Take a second look at the **Duluth-Superior-Plus** market—it's bigger than you think! Bigger because **KDAL-TV** now delivers **Duluth-Superior—plus** coverage in three states and **Canada**—through fifteen licensed translator stations!

This ranks **Duluth-Superior-Plus** 63rd among **CBS affiliates*** in homes delivered—it's bigger than you think! And only **KDAL**—serving over 250,000 television homes—delivers it all!

KDAL
a WGN station

*Duluth-Superior-Plus
—now 63rd in average
homes delivered!*

RAHALL RADIO STATIONS



KNOWN
for the company they
keep in
Prestige Advertisers!

KNOWN
for community
Public Service!

**W
T
S
Y**

**No. 1
RADIO**

Tampa - St. Petersburg,
Florida
Sam Rahall, Manager

**W
K
A
B**

**No. 1
RADIO**

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

**W
W
N
R**

**No. 1
RADIO**

Beckley,
West Virginia
Tony Gonzales, Manager

**W
N
A
R**

**No. 1
RADIO**

Norristown-Philadelphia
Area
John Banzhoff, Manager

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

also **WQTY**

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

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

BUYING CHANGES

(Continued from page 36)

buy new programing until it had first achieved a rating structure.

As one rep put it, "With new first-run-off network programing that everyone, including the buyer, knows will get higher ratings than the dog shows formerly in that time, they are forced by orders from above to wait until the ratings are in and c-p-m's can be justified. By that time they have to pay a higher rate and they lose the chance to buy a bargain—the new programing at the original rate—and we lose the revenue we need to justify the investment in the new programing."

Obviously this type of give and take tugging will always make for differences that vary only in degree not in intent. Some salesmen will be more effective than others: some buyers will have more leeway than others.

And few buyers today have the authority that did such a pioneer as Carlos Franco when he was THE timebuyer for Young & Rubicam. He heard a network audition that piqued his interest; learned the network saw no future in the script, the idea or the personality.

But Franco thought it was a natural, and convinced agency people to expose it to the client, then convinced the client to try it. The program, a big success, was *Duffy's Tavern* starring Ed Gardner.

Another CF coup stemmed from the inability of CBS to find a video sponsor for Arthur Godfrey. Timebuyer Franco came up with the idea of a simulcast, i.e., the same show on radio and tv at the same time—then something new. The sponsor was Lipton's Tea, the program—Talent Scouts.

SITUATION WANTED

(Continued from page 38)

of a routine check last week.

The number of new people who registered with the Center from January to June 1962 was 551, Miss Landeau said. This number included account execs, copywriters, and media, traffic, and production people.

Miss Landeau then explained five points of the Center's job development program, namely:

- (1) to telephone firms for qualified individuals;
- (2) to mail resumes to firms;
- (3) to mail four or five profiles of people (selected by occupation) to firms;
- (4) to visit employers to show how the Center can help them;
- (5) to cooperate with and address the meetings of professional agencies, such as 4As, Media Planners, and League of Advertising Agencies. Stanton Gottlieb, supervisor of the advertising unit, heads up the speaking program.

Recruits from campus. One of several areas of agreement Mrs. Falk (who heads her agency) has with Fields and Mrs. Corwin, is that many agencies and big companies recruit their young talent directly from colleges and graduate schools and then start them through their training programs.

"Very often, though," Mrs. Falk continued, "the kids start to call us about six months after they've had a taste of the job."

TWO-SET TV

(Continued from page 41)

associate media director, BBDO.

The steady leaning toward owning more than one television set in the home is nothing short of phenomenal, but has always been somewhat anticipated. According to one broadcaster with an eye on second-set progress, Lawrence J. Pollock, director of research, WABC-TV, New York, the single most important reason for the growth in multiple sets is "the importance and vitality of television in the home." Its importance is reflected, he says, in several ways. 1) The second set provides an alternate viewing choice for a member of the family. 2) Television sets are often looked upon as desirable decorative items. 3) Prices are substantially lower than they were several years ago.

Convenience is also a factor in the growing consumer demand for two television sets. A family member does not have to watch the livingroom set if there is another in the den or bedroom.

Programing as well as media planning stand to change. Programs in the future may appeal more to one viewer than to the total family as they do today.



The Voice of the Land

It's a big land . . . a proud land . . . that sweeps from sea to sea. Only a strong voice can fill it . . . reach it . . . move it to its very heart.

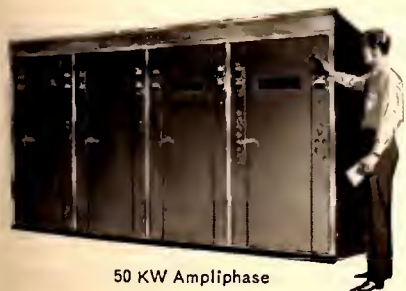
Listen to this voice. It talks to motorists as they crowd the busy roads. It gives a warning to farmers that frost is ahead. It sings a sweet song to lovers. It carries the news to businessmen. It wakes millions every morning and sends them off to work . . . informed . . . entertained . . . often inspired. For this is a practical voice, a spiritual voice, the very voice of America. *It is the voice of AM Radio.*

RCA has played an essential part in the steady progress

of AM. You will find the RCA nameplate proudly affixed to transmitters whose owners never toy with quality . . . never compromise with dependability. You will find the RCA nameplate your highest assurance of superior performance no matter what your broadcast requirements may be. Why not call in your RCA Broadcast Representative today. He speaks your language.



The Most Trusted Name in Radio



50 KW Ampliphase



5/10 KW Type BTA-5U/10U



5 KW Type BTA-5T



250/500/1000 W Type BTA-1R1

EXERCISE ON TV

(Continued from page 43)

"Over the past 10 or 15 years we've had a tremendous change from manpower to automation and so require physical exercise of some sort," she observed. "And people have realized that they need it. Then, too, it's sort of a trend. People are interested in looking good and feeling good, and they grasp at anything that will help them to look better and to feel better. Even various types of food and exercise

—anything to make them look and feel better."

Idol of fair sex. Idol of many women tv viewers is Jack La Lanne. This exercise and diet personality got his start in 1952 on KGO-TV, the ABC station in San Francisco. La Lanne is currently appearing on some 64 stations across the country. According to his Hollywood office, 48 are trade-outs, six are modified trade-outs and the rest are straight buys by the La Lanne office. Henry C. Akerberg, general manager of La

Lanne, Inc., told SPONSOR that the station trade deals call for each outlet to give La Lanne two minutes for his own commercials. The station keeps four minutes of each of the Monday-through-Friday 30-minute programs for its own use. Akerberg said that he hoped to have some 80 stations lined up by the first of the year.

All told, there are some 400 shows available for syndication. Compton Advertising (Los Angeles) has been handling the La Lanne account since 1959. According to Akerberg, some \$750,000 is spent annually on production and time, mostly, he said, in production costs.

Mail-order technique. The *Jack La Lanne Show* uses the mail-order technique with emphasis on such La Lanne products as a "Glamour Stretcher," "Exclusive Formula Shampoo," "Woman's Trimsuit" and "Instant Breakfast." In a pamphlet sent to viewers who purchase La Lanne's products, he explains "Why I sell La Lanne products when I should be concentrating 100% on my message of 'physical fitness through exercise.' The answer is simple. No one pays me to do my daily tv show. It is very costly to buy tv time for five half-hour shows each week, and because we are not on a network, each station carrying the show must have films or tapes to play. This too is very costly. The original filming—the hundreds of film prints, production charges, shipping to stations—it all costs a lot of money. Thus, the only way I can bring you my daily half-hour show is through the sale of products I believe in."

Doesn't hawk gadgets. Unlike some video exponents of health and physical education who hawk their own exercise gadgets and gimmicks, John Hills insists that he provides the viewer with the same results by using such everyday objects as towels, brooms, chairs and books. Hills, who last week made his bow on NBC TV's *Today* as a regular 8:30 to 9 a.m. segment of the weekday series, was last seen on WNBC-TV, New York, as a regular weekday morning feature. Hills, who racked up a sturdy sale record with his *Slimnastics* program on the NBC flagship station started his new *Today* segmen



Ed Coughlin, of Peters, Griffin, Woodward, passes the club hat to Bob

Bob Rowell, of F., C. & B., joins the Tricorn Club

Our club hat is crowning some of the smartest market-media brains in the land. It makes no difference whether they're adorned with crew-cuts, flat-tops, ivy-league-trims, Jackie K. bouffants—or just a flesh-tone expanse. Bob made the club's exclusive ranks by winning this required quiz: 1. What is the Tricorn Market? 2. What is North Carolina's No. 1 metropolitan market in population, households and retail sales? Answer to both: the 3-city "tricorn" of Winston-Salem, Greensboro, High Point. He then scored a triple parlay by knowing what state ranks 12th in population. (Sure you knew it's North Carolina?) But the real money winner is the marketing team that knows WSJS Television is the No. 1 sales producer in the No. 1 market in the No. 12 state.

Source: U. S. Census.

WSJS TELEVISION  
WINSTON-SALEM / GREENSBORO / HIGH POINT



Bill Roberts and Carl Coleman—Washington correspondents for five Time-Life Broadcast stations.

HOW CAN A DENVER STATION HAVE A WASHINGTON BUREAU?

The same way a station in Grand Rapids, Indianapolis, Minneapolis/St. Paul and San Diego can—through the resources of Time-Life Broadcast. Bill Roberts and Carl Coleman cover Washington for the Time-Life stations. They keep track of home-state senators and congressmen, follow up news leads of special interest to their listeners. Each day they feed each of the group's radio stations the particular news that people in that area care about. They ship exclusive TV film, too. Roberts and Coleman are two reasons why Time-Life Broadcast listeners and viewers stay on top of the important news from Washington. And there are eighteen more reasons—the skilled, specialized correspondents who man the Time Inc. Washington news bureau.

TIME-LIFE BROADCAST, INC.

KLZ-TV-AM-FM DENVER, WOOD-TV-AM-FM GRAND RAPIDS, WFBM-TV-AM-FM INDIANAPOLIS, WTCN-TV-AM MINNEAPOLIS ST. PAUL KOGO-TV-AM-FM SAN DIEGO

with a faithful sponsor, Prince Matchabelli, Inc.—a division of Chesebrough-Pond's—via the J. Walter Thompson Agency.

When Hills was on WNBC-TV, one of its charter advertisers was Polyderm Face Cream, made by Prince Matchabelli. When a trial size jar of Polyderm for 25 cents was offered to viewers, more than 2,000 requests were received.

Minimum of effort. Hills, who has a university (Ohio State) background, was athletic director of the Columbus Athletic Club for many years. He made his tv debut in 1955 on a Columbus station. In 1958 he moved his program to KDKA-TV, Pittsburgh, when it was seen every day. In 1961, he shifted his program to WHIC (TV), NBC TV's affiliate in Pittsburgh; it can still be seen daily on tape.

Attacks sit-itis. Another persistent flogger of tv "sit-itis" and "spectator-itis," two common maladies of 20th Century Man, is Bonnie Prudden. Miss Prudden is in her middle forties and as winsome (5'3½", 33-23-34, 125 pounds) as a Vassar lass on a daisy chain. She claims to have been the first of her sex to have promoted the idea of push-ups as a means of well-being for tv viewers. It was on the old NBC TV *Home* show with Arlene Francis that Miss Prudden introduced the theme of physical fitness. Subsequently she was seen on the *Today* show with Dave Garroway and in guest appearances on radio/tv programs with Arthur Godfrey.

Miss Prudden has written many authoritative books and articles and was an active member of President Eisenhower's Citizens Advisory Committee on the Fitness of American Youth.

New tv show in works. Miss Prudden said that she is readying a new physical fitness program for tv called *The Bonnie Prudden Fitness Show*. The pilot of this Monday-through-Friday 15-minute series will soon be shown to potential clients. Meanwhile, she is convinced that tv is about 65% responsible for the poor physical condition that Americans find themselves in. The automobile contributes the other 35% to man's flabbiness, she thought. She also believes that tv could do a big job in reducing

heart attacks and many other ailments. She is determined that tv shall do all it can to lift the fitness level of American children who, according to medical findings, are below European children. "What we are doing now on tv is throwing the public a few reducing exercises, none of which work unless the viewer understands that proper diet must go with it," she asserted. Tv, she is convinced, could do much to harden the mushy underbelly of viewers, if they would dedicate time to family exercises.

Without moving muscle. Bearing in mind what President Kennedy recently said about the importance of physical fitness, many local stations are launching special exercise segments in an effort to improve the situation. In the New York area, for example, Vic Obeck, director of athletics and physical education for New York University, recently started physical fitness exercises during half-times on WABC-TV's *High School Sports* presentation of the "Scholastic Football Game of the Week." Obeck recently produced a record, "Isometric Exercising—How to Exercise Without Moving a Muscle." Obeck invites both tv viewers and spectators at each game to do a bit of it.

Meanwhile, gymnasium owners and makers of electronic vibrating gadgets for reducing weight, appear to be momentarily cutting down on their broadcast advertising. With few exceptions they have pruned their radio/tv budgets considerably.

Tanney promises return. One of the biggest buyers of spot tv until recently was Vic Tanney. Currently the Tanney gymnasiums are going through a franchise-holding re-organization and consequently are cutting back on their video advertising which at one-time reportedly reached nearly \$2 million annually. Its New York agency is Kastor, Hilton, Chesley, Clifford & Atherton, its West Coast agency, Stahl, Lewis & Patton. Vic Tanney is reportedly doing some limited tv advertising on the West Coast and some newspaper advertising in the East but no tv advertising of any consequence. Its New York agency said there would be a considerable spurt in tv advertising as soon as

the Tanney re-organization problems are squared away.

Niagara to go on tv. Niagara Therapy Mfg. Corp., maker of the Cyclo-Massage, is currently spending some \$100,000 in a radio campaign in San Francisco, Cincinnati, Boston, Cleveland, and Columbus, according to Maxwell Sackheim-Franklin Bruck, its agency. Niagara is also conducting a \$50,000 tv drive in Cleveland, Cincinnati, Columbus and Boston. The agency said it was contemplating the expenditure of approximately \$100,000 starting the first of next year, perhaps on NBC TV's *Today*.

A drive to increase sales of the Relax-A-Cizer is under way, according to Metlis and Lebow, the agency on the account. The agency said last week that "over the past 10 years we have utilized participating announcements in both radio/tv 'personality' shows." "We have found that this recommendation and endorsement method of advertising is extremely effective," Stevens P. Jackson, v.p. of the agency, said. "During the past year we have used such personalities as Dorothy & Dick (WOR, New York), Ron McCoy (KFI, Los Angeles) and Jack Spector (WMCA, New York). We plan to expand this 'personality' radio and tv advertising this fall in both large and small markets throughout the country."

REP PRO

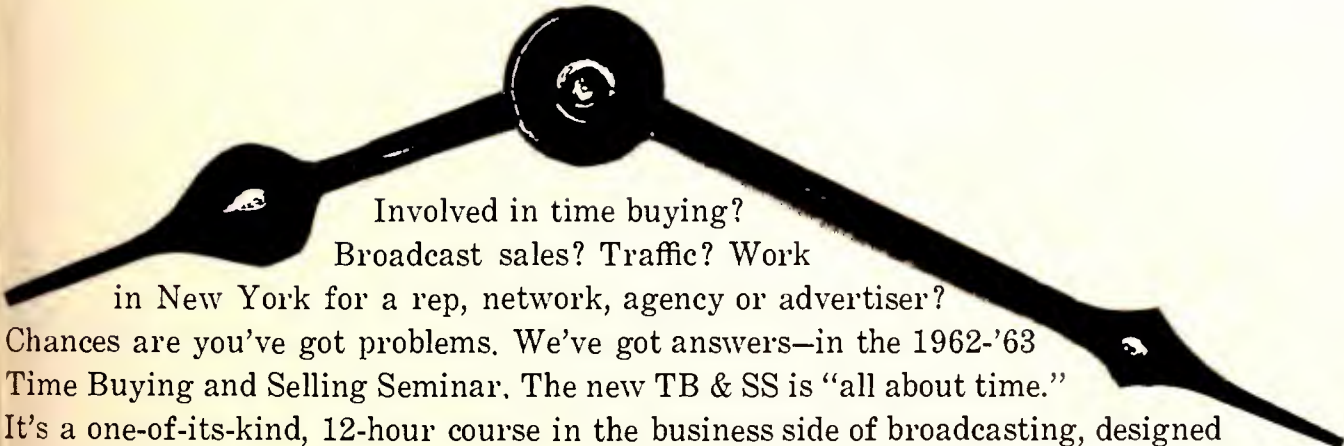
(Continued from page 45)

"wouldn't recognize a creative or unique method for furthering the campaign if he fell over it." He's also the guy who doesn't know how to service the buy, before or after

Amateur isn't hep to changes
Another sign of a rank amateur according to some, is the salesman (specifically the radio salesman who fails to understand the change in the broadcast advertising business and act accordingly.

"On the shoulders of a salesman," says a well-known buyer "rests the very image of the rep shop." If he is sloppy and inefficient, or antiquated in his thinking, the buyer is apt to relate this image to the entire shop. "That's why," he adds, "former timebuyer make the best salesmen. The know what a buyer is looking for in a seller."

All about time... in 12 hours



Involved in time buying?
Broadcast sales? Traffic? Work

in New York for a rep, network, agency or advertiser?

Chances are you've got problems. We've got answers—in the 1962-'63
Time Buying and Selling Seminar. The new TB & SS is "all about time."

It's a one-of-its-kind, 12-hour course in the business side of broadcasting, designed
to help make your work easier and provide the know-how that can mean faster advancement.

☞ Curriculum: Covers everything from the basics to the nuances of time buying and selling.

Sessions: Eight, 5:30 to 7:00 p.m., every Tuesday starting October 30. Instructors: Industry
executives representing advertiser, rep, agency and network operations. ☞ Enrollment

is limited to 75. So use the coupon below *today* to reserve your place. (The check you send is
tax-deductible. But then it's probably also a step toward a higher tax bracket.) ☞ If you

prefer to first see a program listing the Seminar subjects, call Claude Barrere, International
Radio and Television Society, PL 8-2450.

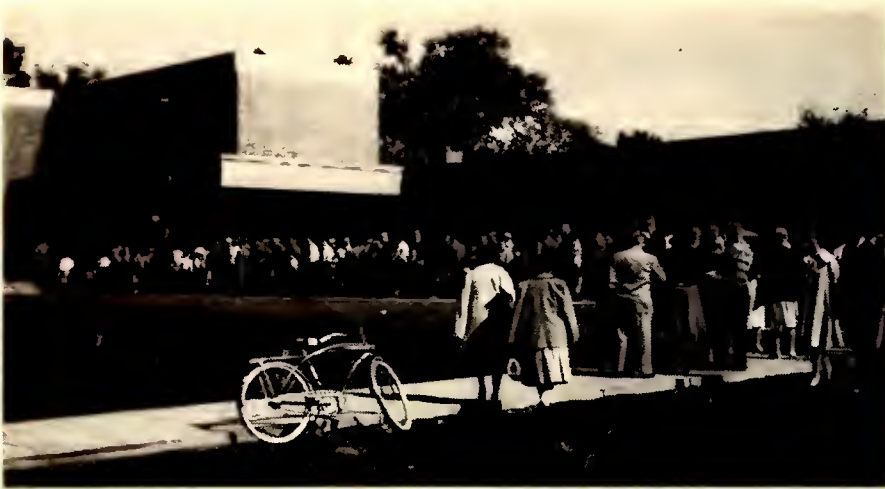
Enroll me immediately in the 1962-'63 IRTS Time Buying and Selling Seminar (Fee: \$15)

Check enclosed
Please bill me

Name _____ Firm _____

Address _____

SPONSOR-WEEK | Continued



Stepping into its 41st year

Seen here is but a portion of the crowd of more than 12,000 persons who visited WSYR, Syracuse, during 40th anniversary open house. Event was radio-promoted



Fall fashions for Uncle Sam

Uncle Sam gave a fashion show for the people of Winston-Salem over WSJS-TV. Sporting the newest styles in Armed Forces uniforms—from Navy blues to space zoot suits—the models demonstrated what was coming in fall fighting fashions



Heralds public service

Stephen Riddleberger (l), pres. of ABC Radio o&o's, gets award from the National Multiple Sclerosis Society presented by Bd. chmn. William C. Breed



Merit for teenager's march

WLS, Chicago, pres. Ralph Beaudin (c) accepts plaque from George Simon (r) dir. of Aiding Leukemia Stricken Children, press director Steve Healy

One of the heftiest broadcast users in its category, Gallo Wine is going through some West Coast agency peregrinations.

The bulk of the account had been at BBDO, until Y&R was named to handle specialty brands. Y&R even moved John Galbraith from their New York office to San Francisco to buy time. Now Y&R has resigned its portion of the Gallo account and Carson/Roberts will handle the business, which comes to about \$2 million. BBDO retains about \$2 million of the Gallo account.

Airkem takes over the marketing of its Airwick air freshener for the first time since the development of the Airwick formula in 1943.

Effective 2 January, Airkem acquires all domestic rights to Airwick from Lever Brothers. Lever has marketed Airwick products since 1958 and Seeman Brothers handled the line prior to that time.

Lawrence D. Benedict, former senior product manager of Lever, has been elected president and director of Airwick Brands with headquarters in New York. Advertising budget for the first year marketing program is estimated at \$1 million.

Gillette (Maxon) will spend \$1, 300,000 to pre-sell its Christmas gift line of shavers.

The campaign includes Gillette's ABC TV sports shows and "Wagon Train." Spot radio in the top 100 markets will get spots, in addition to newspapers and trade journals

Campaigns: Cinzano Vermouth doing its first tv advertising with a spot campaign of 84 commercials on WABC-TV and WNBC-TV New York. The schedules, 20-second spots, run for 14 weeks. Agency: FRC&H . . . Kellogg and Heir have teamed up to promote "Hot Doggies," a hot dog baked with a breading blanket of Kellogg's Corn Flake Crumbs and Heinz Ketchup . . . A special fall consumer promotion featuring a wide variety of hand puppets is planned by the

Photolamp Operation of Sylvania. The puppet offer will be pre-sold through October and November on NBC Radio and the Mutual radio networks.

PEOPLE ON THE MOVE: George P. Howard to director of advertising at Eastern Air Lines . . . Richard H. Heaton to controller of Gillette . . . John W. Twiddy to director of media relations of Brand Names Foundation. . . Ben N. Pollak retired at the end of September after 32 years as advertising and sales promotion manager of Richfield Oil Corp. . . Thomas W. Casey, Paul M. Cuenin, W. George Gress, and Edward G. Mclaugh to vice presidents at Gillette.

Agencies

The 4A's concern over bad taste in advertising has prompted the appropriation of \$30,000 for a pilot study on gauging public reaction.

The project, designed to select the most effective opinion research methods, was revealed by Marion Harper, Jr., chairman of the Board of the 4A's, speaking before the opening fall luncheon of the association's Philadelphia Council.

Harper expressed concern over glaring examples of bad taste, pointing particularly to television advertising.

Fletcher Richards, Calkins & Hollen has chalked up another million in billing with the takeover of the defunct R. W. Webster Agency, Los Angeles.

Six Webster staff members have been added to the Los Angeles staff of FRC&H.

Meldrum and Fewsmith, Cleveland, has reorganized its media operation into two formalized parts, consumer and industrial.

Taking over as media group manager for consumer products is Bruce Hardy and his counterpart for industrials is Henry Plank. Both move up from associate media director posts.

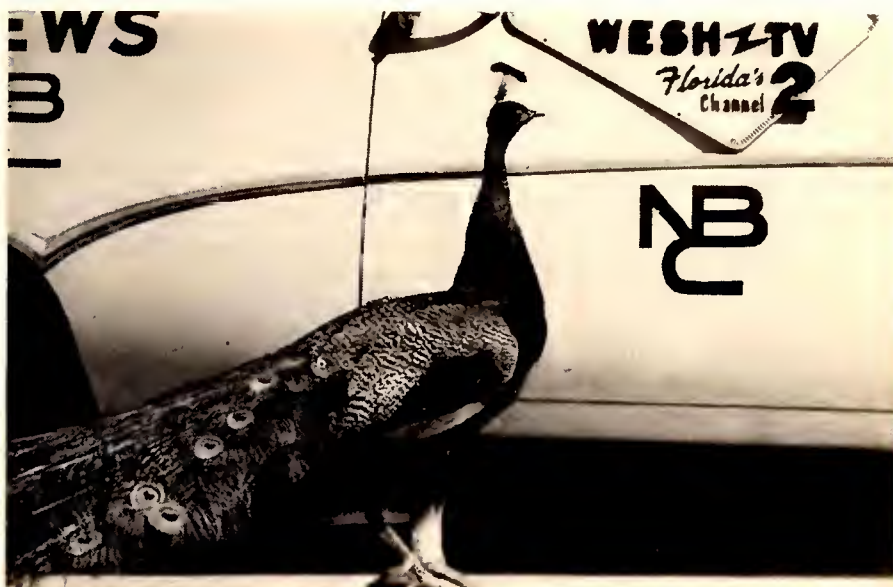
Other personnel moves: Robert Davison moves up from associate research director to associate



Agencies attend Stadium Day
The first Annual WJW-TV Day at the Stadium for Agency Executives brought out 150 admen to the Cleveland park. The only not-so-festive note of the occasion: Indians lost to White Sox, 10-1



Launch ABC TV/AFL season
Joe Foss, AFL commissioner, talks over coming season with agency men representing network sponsors. L-r: Joel Nixon (Maxon); Harold Miller (Grey); Foss; Taylor Alexander (Y&R)



Peacock prepares for color panorama
Color is the key-note, as WESH-TV, Daytona Beach, pet peacock prepares to greet arrivals at the recent closed circuit color preview party of the 1962-63 season



Telling the market story to new rep
Leading the discussion at the two-day weekend series of workshop sessions, held by WPEN to indoctrinate the sales staff of AM Radio Sales in the station and Philadelphia market stories, is Erwin Rosner (standing), WPEN general sales mgr.

media director of industrial products, and James A. Ziegler, new from Ketchum, MacLeod & Grove, Pittsburgh, has been named associate media director of consumer products. Alan St. George will work in media research and evaluation.

Appointments: Maccabees Mutual Life Insurance to D. P. Brothel . . . Volkswagen to Doyle Dane Bernbach GmbH (Dusseldorf) . . . Beta Corp. of St. Louis to Richard C.

Lynch . . . WOKR, Rochester, to Huchins Advertising . . . Warner-Lambert Pharmaceutical's Richard Hudnut cosmetics and toiletries, DuBarry cosmetics and toiletries, Ciro Perfumes, Sportsman toiletries and the Fizzies line of soft drink tablets (worth in total about \$3 million) to Lennen & Newell, from Lambert & Feasley . . . Executive Auto Leasing Co. to Holtzman-Kain Advertising . . . The Ice Cream Division of DCA Food Industries to Smith/Greenland . . .

The Pharmaceutical and Laboratories division of Schieffelin & Company to Gardner, from Sudler & Hennessey.

Merger: Post, Morr & Gardner and Keyes, Madden & Jones, Chicago. Combined billings are in excess of \$30 million. Merger date is 1 January.

Talent merger: United Talent Management, Ltd., and International Management Associates, have formed an association in the agency management and representation fields. Both firms were formed within hours of each other in July shortly after MCA announced the cessation of its talent agency business.

Top brass: Adrian Brown to chairman of the Plans Board and member of the Board of Management of the Los Angeles office of McCann-Erickson . . . Jeremy Gury, J. Ross MacLennan, Richard A. R. Pinkham and Dan Rodgers to the Executive Committee of Ted Bates . . . Reva Korda and Clifford Field to senior vice presidents at Ogilvy, Benson & Mather.

New v.p.'s: William J. Casey at Kelly, Nason . . . Albert P. Molinaro, Jr., at Robert A. Becker . . . Tom D. Scholts at Wade Advertising, Los Angeles . . . William F. Craig at Young & Rubicam . . . James W. Beach, broadcast supervisor, Harvey W. Clements, account executive and John A. Libberton, director of the commercial production department, at Foot Cone & Belding, Chicago . . . William Casey at John W. Shaw . . . Herbert Arnold, Samuel Bernstein Helen Van Slyke and Murray Rolfs to vice presidents at Norman Craig & Kummel.

PEOPLE ON THE MOVE: John McKee, Jr., to assistant manager of the Detroit office of BBDO . . . Edmond F. Cohen to copy chief at Elkman Advertising . . . Richard McClenahan to media director of Guild, Bascom & Bonfigli . . . Thomas E. Fraioli to vice president of sales for Advertising Associates . . . Richard K. Burton to radio-tv director at Houck & Company, Roanoke . . . Lee D. Carlso

POLITZ KNOWS WHY LISTENERS PREFER WGY IN ITS 25-COUNTY COVERAGE AREA

■ Characterizing WGY, 203,000* listeners consider WGY more "public spirited" . . . 228,000* favor WGY as "most helpful" . . . and 170,000* specify WGY as having "best advertising." WGY competes with 110 other stations for these listener preferences.

■ Only the Politz study tells advertisers who, what, when, where and why people listen in Albany, Schenectady, Troy, Northeastern New York and Western New England. For the complete Politz survey on WGY's 25-county listening audience, contact WGY or your Henry I. Christal Co. representative.

**Those expressing an opinion.*

982-26

WGY 810 KC
50 KW
A GENERAL ELECTRIC STATION
ALBANY • SCHENECTADY • TROY

WASHINGTON WEEK

8 OCTOBER 1962 / Copyright 1962

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

It was a hard session of Congress for the lawmakers, with frequent collisions on policy matters: however, little of the battling spread over into broadcasting, for which it was a very easy session.

Absent from the 1962 scene were the fire-breathing investigations which were embarrassments at best. It was the first year in which there were mere threats of headline-grabbing probes, but no performance, since all the way back before events led to formation of the Harris subcommittee.

On the minus side, there was also no action whatever on the thorny question of political equal time, beyond one inconclusive round of hearings. There was an adopted resolution calling on the FCC to **hold off on putting new stations on the clear channels and asking consideration of higher power.**

The bill to require that all TV sets sold in interstate commerce be equipped to receive UHF as well as VHF did go all the way through Congress. And Congress exacted as part of the price a **promise not to indulge in any additional deintermixture.**

The Boston channel 5 decision, allowing Boston Herald-Traveler subsidiary WHDH-TV to continue in operation, is interesting from the point of view of FCC policy toward newspapers.

Interesting, but not conclusive, because the final outcome may have been as **much anti-Minow as pro-anything else.**

It was Commissioner Lee, probably as little anti-Minow as anybody else on the FCC with the possible exception of Bartley, who is said by FCC sources to have insisted on immediate consideration of the question. There had been a disposition to **hold over for new Commissioner E. William Henry's vote.**

As it turned out, the vote was 4-1 for WHDH, with Minow being the one. Neither Bartley nor Craven voted.

The Herald-Traveler is both a newspaper and a corporation which has had antitrust difficulties, as have many other corporations in the broadcast field. It also faced an applicant which was not handicapped by a "black mark" for alleged misconduct in the original contest for the channel.

The majority **dealt most strongly with the newspaper aspect and with the past broadcaster performance situation.** It acknowledged the FCC criterion of diversification of the media of communications when choosing between applicants. It said, however, the Herald-Traveler doesn't have the dominant newspaper position in Boston that its opponents have alleged.

The majority concluded that the admittedly excellent broadcast record of the Herald-Traveler with WHDH-radio and WHDH-TV more than outweighed the diversification factor. This would appear to be a **turn away from what appeared to be a growing FCC hostility toward newspaper ownership.** Admittedly, the anti-Minow factor can't be felt or weighed, although it was there.

Even if Henry turns out to share the Minow ideas on the subject, thus subtracting the Cross vote, the Craven vote against discrimination against newspapers **would make it pop right back up to four.**

Aside from the fact that the Commissioners were rushing to get as many votes in as possible before Minow brought up at least one reinforcement last week, the excellent WHDH record which everybody admitted acts against considering this case any kind of a sweeping precedent.

Even after all these cautions, however, the **WHDH decision does seem to bulwark the future hopes of newspapers in contested cases—and substantially.**

SPONSOR HEARS

8 OCTOBER 1962 / Copyright 1962

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

Looks like Phillips Petroleum will make a decision by the end of this week on the agency that's to succeed Lambert & Feasley in the administration of the \$7-8-million Phillips account.

The Phillips coterie designated to pick an agency has been in New York the past three weeks talking to candidate agencies and evaluating their respective advantages.

Making the task a tough one is the fact that Phillips has had the same agency for 35 years, ever since it emerged as an important figure in the oil industry.

Getting special lines from the Bell System for regionals, feeds and cut-ins has become quite a headache for the traffic departments of the tv networks.

Two things have created the problem: (1) the Government's call on such facilities for its space shots, Dew Line and computer uses and (2) the fact that the need for the cables has expanded faster than the conservative Bell System wants to expand.

The solution: the FCC stepping into the situation.

Just about a year ago James Vicary and his technique of subliminal projection kicked up quite a verbal storm.

Ernest Dichter called the device "subliminal manipulation" and the FCC issued a verboten ukase against this tinkering with the unconscious. Bills were even introduced to outlaw the thing.

It's interesting to note what happened to Vicary subsequently: he ceased being a freelance research consultant and took a job with Dun & Bradstreet.

One way that an agency can put its continuance with an account in jeopardy is the attitude that it exercises toward attendance of important client sales meeting.

A choice piece of business in the midwest appears to be on tenderhooks mainly because nobody of real consequence in the agency has shown up at such a gathering in some time.

One of the smaller reps has composed a folksy bit of similitude to counteract the efforts of the bigger boys to alienate his cream stations.

The argument runs something like this: The people in our organization are of the lean breed and not fat cats. Hence they're going to work harder and more efficiently for your station than those who already have it made.

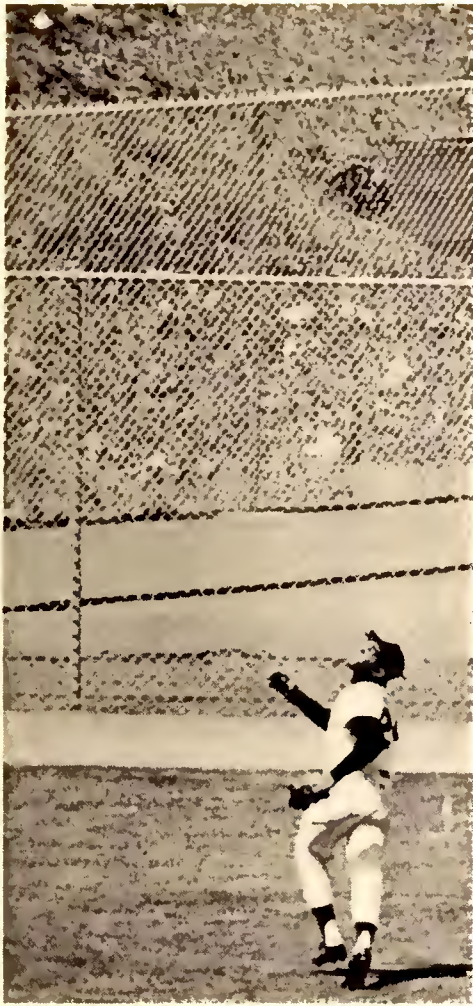
A cozy arrangement prevails on the sponsoring end of one of the cartoon series. Two people in the client organization and an executive in the agency involved in the account all have pieces in the firm producing the cartoon.

The latest quarter from which Madison Avenue is expecting a blast is Time Magazine.

The publication has been doing a researching job on advertising research, with what is said to be an emphasis on tv.

It's no secret to any one in the business that the ad fortunes of print haven't been so happy, particularly when compared to tv.

ACTION...



...live and direct. That's what sports fans associate with **San Francisco's KTVU**. San Francisco Giants baseball, college basketball, ice hockey, pro football, wrestling... they're all live and direct on **KTVU**. Sponsors know **KTVU** offers still another kind of direct action...the immediate buying action of audiences tailor-made for the advertiser's product message. Top syndicated shows, post '50 movies, children's programs, local productions. Match the program to your product and watch sales go.

The Nation's **LEADING**
Independent TV Station



SAN FRANCISCO • OAKLAND

Represented by H-R Television, Inc.



Baseball's great center fielder, S. F. Giant Willie Mays, displays ease and grace in robbing another batter of a sure hit. San Francisco Examiner photographs by Charlie Doherty.

SPONSOR
CIRCULATION
NOW AUDITED
BY



Member of the Audit Bureau of Circulation

SPONSOR

THE WEEKLY MAGAZINE
RADIO/TV ADVERTISERS USE

to media director and manager of the media department of Roche, Rickerd, Henri, Hurst . . . Sydney H. Lawrence to Norman, Craig & Kummel as marketing account executive . . . Frank Fitzgerald to director of programing at Warwick & Legler.

Kudos: Esty Stowell, president of Ogilvy, Benson & Mather, has for the third consecutive year been named chairman of the Advertising Committee of the United Hospital Fund.

Associations

There were some interesting developments to come out of the Grand Bahama Island meeting of the Florida Assn. of Broadcasters.

First, the 1963 Convention was set for Jacksonville, Hotel Robert Myer, 20-22 June.

The Mid-January Board meeting will be at the Hotel Cherry-Plaza in Orlando.

The association announced the continuation of its \$500 College Scholarship started this year and the establishment of ten high school awards to be presented in late spring, 1963.

Here's news for advertising scholars: the fall series of Time Buying and Selling Seminars of the IRTS kicks off 30 October.

The eight-week course in the business side of broadcasting will be conducted on Tuesday evenings, 5:30-7:00 p.m. at CBS Radio, 49 E. 52 Street, New York.

A majority of the radio stations in New York State have launched a six-week campaign designed to increase the consumption of milk.

Coordinated by the state Broadcasters Assn., the campaign includes the airing by each station of 21 one-minute spots a week on the theme "Milk is a Masterpiece of Nutrition."

PEOPLE ON THE MOVE: Hugh DeSamper, radio-tv manager for Colonial Williamsburg, to executive secretary of the Virginia Assn. of Broadcasters, a new post . . . Alfred A. Whittaker, vice president and director of marketing, Bristol-Myers Products division, to

chairman of the ANA's Committee on Planning and Evaluation.

Tv Stations

KTTV, Los Angeles, which several weeks ago broke away from Blair to set up its own selling organization, has opened its San Francisco regional sales offices.

Headquarters are at 68 Post Street under the helm of Ed Hawkins, formerly with Lennen & Newell.

Phone number: SUtter 1-3705.

Syracuse looked like "the entertainment capital of the world" last week when **WNYS-TV** played host to a raft of Hollywood stars and civic, business and educational dignitaries.

The occasion was the 2 October Gala Premiere and Open House at Shoppingtown to mark the "official" opening of the new station's tv facilities.

The public had an open invitation to come in and look around throughout the week.

Ideas at work:

- **WFLA-TV**, Tampa-St. Petersburg, used a contest among high school students to pick a guest teenage reporter for its news staff.

- **WIIC** and the Pittsburgh Golden Triangle Assn., a merchants group, drew more than 30,000 persons to downtown Pittsburgh for a salute to the 175th anniversary of the University of Pittsburgh. Event included a two-hour-long parade and an hour-long display of dramatic pyrotechnics.

- A unique advertising insert—a gate fold which opens upward, rather than out—is being used by **KONO-TV**, San Antonio, in its trade paper advertising, to dramatize the station's new tower which boosts coverage from 8,000 to 18,000 square miles.

- **WNAC-TV**, Boston, in view of the changeable New England weather, has decided to have seven different weather girls this season, one each night of the week. The girls were introduced to the public last week via a whirlwind motorcade tour to City Hall, the State House, the Weather Bureau at Logan Airport and several other populated spots.

PEOPLE ON THE MOVE: George L. Griesbauer to account executive in the local sales department of **WMAL-TV**, Washington, D. C. . . . Charles Macatee to national sales representative for **WMAL (AM-FM & TV)**, Washington, D. C. . . . Edgar R. Smith to account executive for **WOKR**, Rochester . . . Steve Kronquest to local sales representative at **WIIEC-TV**, Rochester. He'll be replaced at the radio station by Gary Sankey as sales rep . . . Austin Heywood to director of promotion and publicity at **KTLA**, Los Angeles, replacing **E. Robert Nashick**, now advertising and sales promotion manager of **KPIX**, San Francisco . . . **Howard E. Bolton** to advertising and promotion manager for **WHM-TV**, Grand Rapids . . . **Tom E. Paro** to station manager for **WRC-TV**, Washington, D. C. . . . **John T. Murphy** to executive vice president of **Crosley Broadcasting Corp.** . . . **Dolores Wagner** to head of the rating research department at **KHJ-TV**, Los Angeles . . . **Richard H. Burt** to the sales staff of **WOKR**, Rochester, from vice president and general manager of **WDOE**, Dunkirk . . . **Crawford Rice** to administrative assistant of **KTVT**, Sioux City . . . **Charles Kelly**, station manager of **WCKT**, Miami, to vice president of the **Biscayne Television Corp.**, parent company.

Radio Stations

Richard H. Ullman, sales division of **The Peter Frank Organization**, revealed its 1963 line of production and station concept packages at its semi-annual series of sales meetings in New York.

Included in the 1963 materials of the radio syndicator: updated versions of **RHU's** "The Big Sound," "Dimensional Radio," and "Formatic Radio" and a new line of musical commercials ranging from simple open-end jingles to custom-created commercial concepts.

In addition, **RHU** will now distribute product created by another firm, **Music Makers**.

Financial report: **Wometco Enterprises** reported net income for the 12 weeks ended 8 September was

up 34.8% to \$100,834 over the \$297,462 reported for the same period in 1961. Per share earnings were 36 cents vs. 27 cents and gross income was \$1,181,811 compared to \$3,797,053.

Sports sales: The Notre Dame football games on **WABJ**, Adrian, Mich., to Wilson Motor Company, Tecumseh.

Inspection tour: A group of 25 U. S. businessmen and broadcasting officials, led by the Radio Free Europe Fund, leaves New York 12 October for a look of RFE's facilities in West Germany and Portugal.

Happy anniversary: **WSUN**, Tampa-St. Petersburg, celebrates its 35th year in November.

New quarters: **WSIX**, Nashville, held an open house to mark the opening of its new Broadcast Center.

PEOPLE ON THE MOVE: Dave Valentine to news director at **KEX**,

Portland, replacing **Pat Wilkins** who moves to **KATU-TV** . . . **Charles Kennedy** to station manager of **WONE (AM & FM)**, Dayton . . . **Michael Laurence**, former director of public relations for the Straus Broadcasting Group, to vice president of Continental Public Relations . . . **Bob Cooper** to director of programming and assistant general manager at **KEX**, Portland . . . **Robert Karr** to account executive at **KGMB**, Honolulu . . . **Neil E. Derrough** to national sales representative at **KCBS**, San Francisco . . . **Chuck Heiser** to merchandising director of **WCAU**, Philadelphia . . . **Jack J. Link** to general manager of the Chem-Air radio stations.

Fm

WPEN (FM), Philadelphia, began operating as a separate and independent station on the first of the month.

Simultaneously, **John E. Surrick** was named sales manager, setting in action the first step to individ-

ualize the operation of the fm station.

Surrick is on transfer from national sales manager post at the am station.

Due on the air: Fort Worth's 10th radio station—and its fourth fm facility—will take to the air in late October or early November. The station: **KXOL (FM)**. **Jere Hahn** has been named manager.

PEOPLE ON THE MOVE: **Morton Stern** to merchandise manager of the **QXR Network** . . . **Dale Peterson** has resigned as general sales manager of **KGBS**, Los Angeles, to become director of broadcasting of **Harry Naizlish Enterprises**, which includes **KRHM (FM)**, Los Angeles, **KPAL**, Palm Springs, taped radio and tv shows and real estate interests.

Networks

There were no requests for rebates from the three sponsors of **ABC Radio's** coverage of the **Patterson-**

Newsmakers in tv/radio advertising



Fulton Wilkins has been named general manager of **KEX**, Portland. He's been on the sales staff at **KSFO**, San Francisco, and previously, spent four years with **CBS Spot Sales** in New York. Before that **Wilkins** was with **KNX**, Los Angeles. **KEX** operation has recently been taken over by **Golden West Broadcasters** from **Westinghouse Broadcasting**.



Donald F. McCarty, formerly sales manager of the **Avery-Knodel** radio division in New York, has been named director of radio sales development and special services for the rep firm. Before joining **A-K**, he was an account executive and in media at the **S. E. Zubrow** agency. He also worked for **Schlitz** and **BBDO**.

Vance L. Eckersley is the general manager for **WTEV**, the new third station in Providence-New Bedford-Fall River. He's been in tv since 1953 when he was named management representative for **WDAU-TV**, Scranton. Previously he was an attorney and CPA. In 1954 he became head of **WDAU (AM & TV)** for **Scranton Broadcasters**.



Peter R. Allen, a sales executive in **John Blair's** Detroit office since July 1960, has transferred to the same post in New York. **Allen** started as a salesman for the **Burroughs Corp.** for two years, then worked for **WWJ**, Detroit, as a time salesman, for the **D. A. Marks** agency as an account executive and **WXYZ-TV**, Detroit as a salesman.



Liston fight, advised the network.

Although the bout lasted only two minutes and six seconds, the network was on the air from 10:05 to 11:17 p.m. with coverage and commentary. This satisfied all advertiser guarantees. Sponsors were Hudson Vitamins Products, Bristol-Myers and The Memmen Co., which had the pre-fight segment.

Note from Sindlinger: 67,783,000 people in the continental U. S. heard the radio network's coverage, the largest audience for any commercially sponsored event in broadcast history, according to ABC.

CBS Radio still has quite a bit of mileage to go in connection with the presentations of "The Third Dimension," its audio-visual pitch on transistor-battery radio usage based on the new Nielsen service.

Since mid-September, the network has given public showings in New York, St. Louis, Chicago and Minneapolis. Cities still on the itinerary for October presentations: Philadelphia, Boston, Cleveland, Akron, Detroit, Cincinnati, San Francisco and Los Angeles.

Sales: One-third sponsorship of NBC TV's coverage of the elections 6 November to Purex (Edward H. Weiss) . . . "NBC News Morning Report," a new series of five-minute daily news reports, to General Mills (NL&B) and Bristol-Myers (Y&R) . . . "Alumni Fun," a new Sunday afternoon question and answer show which premieres on ABC TV in January, to American Cyanamid . . . ABC TV's "Fight of the Week" to General Cigar (Y&R), which joins Gilette on the weekly boxing series . . . NBC TV's "Today Show" to Westclox, starting 15 October . . . ABC TV's "discovery '62" to Post division of General Foods.

Happy anniversary: "Sunoco Three Star Extra," NBC Radio's Monday-through-Friday 15-minute newscast, celebrated its 15th year on the air 28 September.

PEOPLE ON THE MOVE: Milton Brown, manager of program publicity for the NBC Press department to coordinator of NBC News Information Services and

Merryle S. Rukeyser, Jr. to director of program publicity . . . Gene F. Seehafer, account executive in the Chicago office of CBS Radio sales, to the New York staff.

Reps

Thomas E. Rankin, formerly of KETV, Omaha, was named branch manager of the new Broadcast Time Sales office in Pittsburgh.

The office is the second of five to be set up this year.

BTS plans the opening of three more offices before the end of this year.

Rep appointments: WNDR, Syracuse, to Robert E. Eastman . . . WMMM, Westport, to Prestige Representation Organization . . . WFBL, Syracuse, to Advertising Time Sales . . . WSLS-TV, Roanoke, to Katz . . . WAH, Atlanta, to Blair-TV.

PEOPLE ON THE MOVE: Robert Mugnai to the sales force of National Time Sales . . . John A. Thackaberry, Los Angeles manager, to vice president, Lee A. Lahey to secretary, and Frank L. Boyle to vice president of Robert E. Eastman.

Obit: Stanley J. Reulman, vice president of the Western division of Katz and manager of the San Francisco office died 28 September.

Film

News out of Four Star the past week included figures on a prosperous fiscal year just over, a sales report from the newly-formed distribution arm and consumer advertising plans for the future.

Four Star Television net profit for the fiscal year ended 30 June totaled \$734,077 or \$1.20 a share compared to \$647,422 or \$1.06 per share the previous year. Gross revenues for the 1961-62 fiscal year were \$19,962,980 compared with \$24,193,715 the previous fiscal year.

More than \$750,000 in market-by-market sales was grossed by the new Four Star Distribution Corp. in the first four weeks of its existence, according to vice president and general manager Len Firestone. The company is selling five Four Star off-network shows.

Set against this bullish background, the syndication branch of Four Star has scheduled an unprecedented consumer ad campaign to supplement its trade advertising. Included will be ads in local consumer newspapers just prior to the arrival of the Four Star representatives in each market, to inform both station executives and the public.

Warner Brothers and Red Skelton's Van Bernard Productions have gotten together for the development of some new tv material.

Under the new production arrangement, Guy della-Gioppa, executive producer of Van Bernard, will be in charge of project development for Van Bernard in its association with Warner Bros.

A new film production company to produce and package tv documentaries and industrial programs has been set up by three former CBS TV executives.

The three: Charles Romine, Charles R. Fagan and David Moore.

Name of the new company is East End Productions.

Sales: Screen Gems' new package of 73 post-1950 Columbia features to WGAN-TV, Portland, following the initial sales to four CBS TV o&o's . . . Allied Artists Television's Cavalcade of the 60's, group 1, features to WLOS-TV, Asheville, WTAF-TV, Marion, WPRO-TV, Providence, WOKR-TV, Rochester, WSAV-TV, Savannah . . . NTA's "Probe" to Idaho First National Bank for stations in Boise and Idaho Falls, KXLY-TV, Spokane, WEAR-TV, Pensacola, WHBF-TV, Rock Island-Davenport, upping total markets to 40 . . . Seven Arts volumes four and five of 93 post-1950 Warner Bros. features to 15 more stations, following initial sales to three CBS TV o&o's . . . Warner Bros. first half-hour series release, "Lawman," to WNEW-TV, New York; KTLA, Los Angeles; WWJ-TV, Detroit; KHOU-TV, Houston; KPTV, Portland; KFDX-TV, Wichita Falls.

Financial report: Official Films had pre-tax earnings of \$133,000

for the fiscal year ended 30 June. Net income after taxes was \$205,000, equal to 7 cents per share.

New quarters: United Artists Associated has entered the second phase of its expansion program for 1962 with the removal of its New York home office to 555 Madison Avenue. The former headquarters at 247 Park Avenue will continue to house accounting, advertising, promotion and research departments.

PEOPLE ON THE MOVE: Don Joannes to western division manager of 20 Century-Fox Tv, replacing William L. Clark, who moves to New York as eastern division manager.

Public Service

WNOX, Knoxville, took to the air to explain to its listeners the whys and wherefores of its broadcasting policy.

This more or less offbeat public service concept takes the form of a 10-minute tape called "Profile" which the station ran on alternating days during the week of 24 September.

Originally devised for Blair presentations, the tape was presented in program form, narrated by program director Bob Hood. It presented a montage of both network and local programs.

Public service in action:

- **KCBS**, San Francisco, served as the official broadcast information center for the Bay Area medical associations-sponsored K. O. Polio campaign.

- The 90-minute public forums dealing with Morality, Modernization and Manpower in Massachusetts government, will be presented by **WBZ-TV** and radio, Boston, in the latter part of November.

- In conjunction with the opening of public schools in the Washington area, **WWDC** is in the midst of an editorial campaign to stop school vandalism.

- All Congressional candidates seeking offices in 20 Southern California districts have been invited to appear on a two-hour and 15-minute program on **KTTV**, Los Angeles, 4 November.

- All five Corinthian stations will telecast the educational "Magic Room" series which was developed and produced by **KHOU-TV**, Houston. It's designed to stimulate young minds and encourage the whole family to enjoy the world of books.

- New York stations **WNBC-TV** and **WCBS-TV** have extended invitations to gubernatorial candidates Rockefeller and Morgenthau to debate campaign issues, in the hopes of breaking the deadlock over efforts to arrange such a confrontation.

- **WHLI** (AM & FM), Hempstead, has launched a new series called "Pioneer 6-1000" designed to tell the story of the Nassau County Police Department.

Station Transactions

WERI, Westerly, R. I. has been sold by Dr. Augustine L. Cavallaro and family to Westerly Broadcasting Co.

Westerly is 60% owned by William E. (Pete) Matthews, recently retired Y&R media executive.

Price: \$185,000.

Negotiations were handled by Hamilton-Landis.

KSTB, Breckenridge, Tex., 1kw daytimer, has been sold by Hugh M. McBeath to a group headed by Frank Junell of Lubbock.

Junell has interests in **KBYG**,

Big Spring, and **KNIT**, Abilene.

Total consideration was \$60,000 and the transaction was handled by Hamilton-Landis.

New quarters: Blackburn & Co. has moved to new California offices in The Buckeye Centre at Wilshire and Beverly in Beverly Hills.

New tower: **KVKM-TV**, Monahans, now under the sole proprietorship of John B. Walton, Jr., is broadcasting from a new tower.

Equipment

A new **VTR Sweep Generator** designed to simplify optimum alignment of videotape recorders is being manufactured by Visual Electronics Corp.

The new unit can test the entire **VTR** signal system from video input to video output, provide an output for simultaneous display of individual head and electronics performance on a four-channel basis, evaluate combined or individual performance of playback pre-amplifiers, switcher, modulator and demodulator chassis, and aid in pinpointing sources of excessive noise.

A new 1,000 watt am broadcast transmitter has been introduced by Gates Radio.

The transmitter is available with either silicon or tube rectifiers.

depth perception: the facts as seen through our eyes

Hundreds of satisfied clients in the past have depended on Blackburn's clear analysis of the facts on changing markets before entering into a media transaction. Protect your investment, too, consult Blackburn.

BLACKBURN & Company, Inc. RADIO • TV • NEWSPAPER BROKERS NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.

James W. Blackburn
Jack V. Harvey
Joseph M. Sitrick
RCA Building
FEderal 9-9270

CHICAGO

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

ATLANTA

Clifford B. Marshall
Stanley Whitaker
John G. Williams
Gerard F. Hurley
1102 Healey Bldg.
JACKSON 5-1576

BEVERLY HILLS

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

471%

**INCREASE DOESN'T
JUST HAPPEN**

Take two pro football teams.
Give one a solid ground game plus a strong aerial attack.
Give the other a solid ground game.
Want to bet on the winner?
Take two good radio stations in a market that interests national advertisers.
Give one a fine local acceptance plus strong national identification.
Give the other fine local acceptance.
Who walks off with most of the marbles?
WWDC is one station that believes in telling buyers its spot advertising story through advertising.
It tells them month after month, and year after year.
It believes that the spot buying season never ends.
Ask any timebuyer, or account executive, or ad manager concerned with national spot to locate WWDC, to tell you something about it.
You'll be impressed with the high recall percentage. At the right time this . . .



5000 WATTS • ROUND THE CLOCK

1627 K Street, N.W. • Washington 6, D.C.
Phone TUCKERMAN 2-7600
Studios and transmitter • WWDC Park
8800 Brookville Road, Silver Spring, Md.

September 10, 1962

Mr. Norman R. Glenn
Sponsor
555 Fifth Avenue
New York 17, New York

Dear Norm:

Since 1952 WWDC's national spot business has increased nearly 500%.
And bear in mind that we weren't doing badly in 1952.

This is a good story for trade paper advertising and for Sponsor.

It might have been even better if it had not been necessary during the
last few years to often turn down business because of a lack of avail-
abilities.

Much of the credit for this growth must go to our very able representatives,
John Blair & Company, with whom we have been associated since 1951. And
they're the first to admit that their job has been made easier by the
image created for WWDC through consistent trade press advertising.

Sponsor has been a basic medium year after year through this growth
period. A few weeks ago we renewed with another regular schedule of
full pages for the next twelve months.

We're looking forward to more healthy spot increases. So, of course we'll
continue big space schedules in Sponsor.

Sincerely yours,

Ben Strouse
President



BS:km

the station that keeps people in mind

... recall adds up to sales. Ask any Blair man about WWDC.
It's a standout. They all think of these call-letters
with enthusiasm and pride.
Advertising has something to do with this.

Your station has a secret weapon.
 The weapon of national advertising. We suggest you
 make full use of it. After all, it's your business.

JOHN BLAIR & COMPANY
 717 FIFTH AVENUE NEW YORK 22 NEW YORK · PL 2-0400
 BLAIR GROUP PLAN
 AMERICA'S MOST INFLUENTIAL GROUP OF RADIO STATIONS

September 11, 1962

Mr. Bernard Platt
 Sponsor
 555 Fifth Avenue
 New York 17, New York

Dear Bernie:

WWDC's documentation of its excellent growth in national sales speaks for itself. It's a factual evidence of how consistent use of strong broadcast books, coupled with a good product and a hard-hitting sales organization, can produce a beautiful P&L statement year after year.

Here at Blair we're strong believers in trade paper advertising. And from our recent discussions with many of our station managers we're convinced that more stations in 1963 will be consistently using SPONSOR. The service that you are performing in our industry provides an ideal climate for these radio stations to tell their individual stories. Every good station with a good story to tell national advertisers can profit with a consistent campaign. WWDC proves the point.

Sincerely yours,

Arthur H. McCoy
 Arthur H. McCoy
 Executive Vice President

**WWDC National
 Spot Sales Increases**

1952 Base Year—100%

	INCREASE
1952 (base year)	0%
1953	34%
1954	28%
1955	79%
1956	128%
1957	326%
1958	397%
1959	439%
1960	493%
1961	471%

Note: Both 1954 and 1961, according to Ben Strauss, president of WWDC, suffered because of recessions.

SPONSOR / THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

SELLER'S VIEWPOINT

By Joe Baisch
V.P. and general manager,
WREX-TV, Rockford, Ill.

Ode to the dignified salesman

Give me sales people who are not idolaters of the dollar—men who are not hypnotized by money!

Rather give me salesmen who love to sell—who are optimistic in meeting the challenges of each day. Men who can keep the dollar sign in proper perspective, but who can develop public service ideas to enhance the value of the station-client-community relationship.

A station's entire sales department should be oriented to create and develop community service opportunities as they occur on the area scene. And when they create and develop such public affairs opportunities, they should do so with an eye toward selling the resulting program to an advertiser—very possibly a specific advertiser. And then they should go out and sell that programing!

There are many reasons why salesmen should do this; some obvious, some less so. In any city, there are numerous events which are of great civic interest and uplift to the citizenry: fairs, parades, sports tournaments, church services. But remotes cost a tremendous amount of money. You must set up microwave relays, rent extra zoomar

lenses, secure additional insurance, deploy a remote operating crew while still maintaining studio crew, etc. Therefore, it is important that this severe out-of-pocket drain be at least partially defrayed by a local, able sponsor who helps underwrite the program. Because without such sponsorship, the average stations in a medium (or especially smaller) market, would be able to program very few remotes indeed.

This is the course we took at WREX-TV. But as time went on, another effect became apparent—and one which we did not foresee. The local advertisers who sponsored such public service remotes began to accrue benefits far and above the realization of expected marketing objectives. Some began to become so identified with promoting the community weal, that they developed a truly new image, if I may be pardoned for using an overworked expression.

A case in point. An area dairy, Muller's Pinehurst, had been using a vehicle called *Space Patrol*. A creative salesman came up with the idea of presenting a safety patrol award each week to boys and girls

chosen by fellow students as outstanding members of the school patrol. Featured were films of patrol children in action at the winning school, and an on-air award by a local police officer. Muller's Pinehurst devotes one of its three weekly programs to safety.

The results could hardly be foretold. For one thing, Muller's Pinehurst received a National Safety Council citation for exceptional service to safety, and ran a print campaign based on this fact.

This is the crux of my exposition. By selling public service, you may well benefit the sponsor most of all.

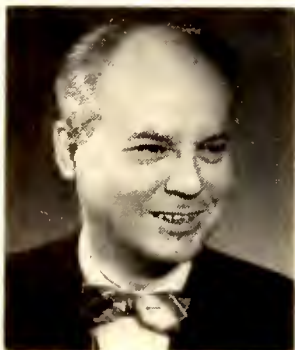
Sales personnel should get personal gratification by making public service a part of their normal selling activities. Certainly a salesman should be well paid, but in addition, there's a personal reward in seeing the coming to life of an idea that he conceived, executed and made possible. Such salesmen share the pride of accomplishment with administration, programing and production.

This is the kind of creative selling oriented to community service that makes the difference between an average tv salesman and a great one. To sum up, such a man resourcefully captures the imagination of advertisers by integrating service to community with his calls.

Give me a salesman with a wide and elastic mentality . . . a man able to cut through the crust and find the heart of an idea with a quick slice. Give me a man who can weigh commercial possibilities yet amplify the community service aspect into the pulse beat of the commercial structure of business.

Give me a salesman with sufficient mental acuity to meet constant temptation without compromising principle or quality—anyone can sell it cheaper—and the character and integrity to earn their own respect. Above all, give me men who win respect, but first have a deep respect for themselves.

If these modest requirements are fulfilled, we need to have no fear or apprehension about the future freedom of broadcasting in America, for we will still be serving the needs of our country, and we will have deserved our God-given right to remain a free people. ▀



Joseph Michael Baisch, vice president and general manager of WREX-TV, Rockford, Ill. came to broadcasting via the motion picture exhibitor route, as manager, booker and film buyer for chains of theaters. He was a much decorated bomber pilot during World War II. In recent years, he has become an outspoken champion of individual liberties and foe of government interference in business.



THE PLAY OFF! To get a man today, a girl should be able to play a lot; play house, golf, tennis, bridge, the stock market and dumb.

"Spot shot?" **wtrf-tv Wheeling**
NOW HEAR THIS! If you can't hear a pin drop, your biggest problem is that you're a lousy bowler.

Handy Advice! **wtrf-tv**
HANDY ADVICE! Mister, if you want the gals to eat out of your hand, just become a waiter.

THIS'LL BUG YA! **wtrf-tv Wheeling**
 A wasp bite over the same spot that the mosquito gotcha? Sting Along With Itch?

LIKE MAN! **wtrf-tv**
 The little boy had strayed away from his father at the fairgrounds and cried to a policeman that he was lost. "What's your father like?" asked the officer. The little fella quickly replied, "Beer and women."

DIAGNOSIS! **wtrf-tv Wheeling**
 With a bushel of apples, you can have a wonderful time with a doctor's wife.

BATTLE OF THE BULGE! **wtrf-tv**
 Remember gals, if it melts in your mouth, you'll see it bulging in your mirror later on.

BATTLE OF THE SEXES! **wtrf-tv Wheeling**
 She: "Don't you know what good clean fun is?" He: "No, what good is it?"

THE AMERICAN TOURIST **wtrf-tv**
 looked into the crater of a famous Italian volcano and commented, "Looks like Hell." His admiring guide shrugged his shoulders and said in amazement, "Uh, you Americans have been everywhere!"

***SPOTLIGHT** **wtrf-tv Wheeling**
 your next advertising campaign to the Wheeling-Stuebenville TV audience, the big and buying bunch delivered by WTRF-TV from Wheeling. Hollingsbery will get you Wheeling on the Merchandising Brandwagon, too.

CHANNEL SEVEN



WHEELING, WEST VIRGINIA

SPOT-SCOPE

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

Hoover Vacuum (Burnett), which bought some 50 markets for 15 October starts, may have to delay its schedules for two weeks.

The reason: the four-week campaign is for Hoover's new portable vacuum, and factory production hasn't kept up with schedule start dates. This is quite a snag for Hoover, because lots of stations won't hold avails for a two-week delay, especially mid-October, when the bulk of fall business starts.

Hanes Hosiery has taken to the spot tv circuit to introduce its new runless sheer seamless stocking, Sheerloc.

The campaign, an extravagant one for the stocking manufacturer which spent a modest \$384,940 in spot tv last year, involves 43 stations in 28 major markets.

Schedules of 10- and 20-second spots aimed at Christmas shoppers, run until 9 December. Agency is James R. Flanagan.

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

SPOT TV BUYS

Lever Brothers is active with heavy schedules on behalf of Golden Glow Salad and Cooking Oil. Schedules of daytime and fringe minutes continue through 15 December in selected markets. The agency is SSC&B and the buyer is Brian Barry.

Mobil Oil schedules which start this month will run through the end of the year. Time segments: prime and fringe minutes. The account is at Ted Bates and the buying contact is Don Kelly.

American Home starts today, 8 October, with eight-week schedules for Sani Flush. The campaign is based on day and night minutes and 20's. The buying is being done out of Ted Bates by Jerry Van Horsen.

Dow Chemical is running 13-week schedules for Handi Wrap, all spots being minutes in fringe time. Agency: Norman, Craig & Kummel. Buyer: Stan Yudin.

Colgate launches a campaign on 14 October for Florident. Requests are for fringe-time minutes to run for seven weeks. The buy is out of Street & Finney and the contact is Eleanor Scanlan.

Chesebrough-Pond's is going in on a short-term basis for Prince Matchabelli Prophesy Perfume. Schedules of prime and fringe time 20's will run from 22 October to 4 November. The agency: J. Walter Thompson. The buyer is Helen Davis.

H. Breck launches schedules for various products today, 8 October. The campaign is based on 11-week runs of day and nighttime minutes. The buying is being done out of Reach, McClinton by Irene Bourgouin.

Eastern Airlines begins 26-week schedules next week, 15 October. Chain

Cuisine Exquise . . . Dans
 Une Atmosphere Élégante



575 Park Avenue at 63rd St
 NEW YORK

Lunch and Dinner Reservations
 Michel: TEmpleton 8-6490

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Assistant to the Publisher
Charles Nash
Accounting
Mrs. Syd Guttman
Reader Service
Dorothy Van Leuven
General Services
George Becker
Madeline Camarda
Michael Crocco
Rose Alexander

breaks and prime time are being sought. The agency is Fletcher Richards, Calkins & Holden and the buyer is Jim Kelly.

Martini and Rossi has lined up 10's, 20's and I.D.'s in prime and fringe time for a 10-week campaign beginning 10 October. Herb Stone is the buyer at Reach, McClinton.

General Foods begins a three-week drive on behalf of Instant Maxwell House on 15 October. Prime 10's and 20's will be used. Benton & Bowles is the agency and Laurie Pamentel is the buyer. Schedules also start next Monday for Post Cereals. Here the run is from three-six weeks, depending on the market. Time segments: prime 20's. The buyer at B&B is Stu Hinkle.

Corn Products has scheduled Mazola Oil for an all-out one day election coverage buy, 6 November. Minutes, chain breaks and I.D.s are being sought. The agency is Lennen & Newell and the buyer is Dee Heather.

Thomas Lemming Co. is going in on 15 October with 20-week schedules for Ben-Gay and Pacquin. Time segments: 20's, 30's, and minutes. Markets: 25. The agency is William Esty and the buyer is John Phalen.

Jergens Lotion is choosing night minutes and 20's for four-week schedules beginning 5 November. The buying is being done out of Cunningham & Walsh by Rick Vusciglio.

International Latex is looking for minutes in a host of markets to promote Isodine. The campaign is scheduled to kick-off on 4 November and continue for 26 weeks. The agency is Reach McClinton and Rene Rays is the buyer.

Yuban starts at the end of the month with schedules in top markets. The request is for prime and fringe 20's and fringe minutes, to run for seven weeks. Benton & Bowles is the agency and Tom Field the buyer.

SPOT RADIO BUYS

Chevron (California Oil Company) encouraged by the success of its summer-time auto safety seat belt push, is breaking out an extensive campaign for that product in Boston, Washington and Philadelphia. Multi-stations in each market are involved in the fall campaign which is scheduled to run through November. Starting dates and flight durations vary in each market. Minutes, at the rate of 25 per week are being used. Agency is BBDO. Buyer: Mal Murray.

Dodge Dealers of Philadelphia, buy multi-stations in the Philadelphia area for a 4-week flight beginning early this month. Minutes are being used. Mal Murray is doing the buying out of BBDO.

Pennsylvania State Political Party is lining up three Philadelphia station for a heavy saturation campaign scheduled to run from 10 October through 5 November. Daytime minutes in housewife and adult time periods are being sought. Agency is North Advertising. Buying is being handled by Betty Weimers and Reggie Schuebel.



It's PENNSYLVANIA Avenue in Washington, D.C....

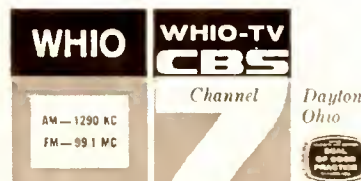


It's MAIN STREET in Ohio's Third Market

The President may travel Pennsylvania Avenue during his inaugural drive, but if he is feted in Dayton he'll ride down Main Street. And nowhere in Ohio's Third Market do we make any bones about the fact that so many of our main streets are called just that. ■ This doesn't suggest, we trust, that we are altogether provincial, but it does point up the fact that people are a little different here. Not better. Just different. And it explains why we take such pains to program precisely to those differences with a varied fare of facts and entertainment. With the result—and we have piles of statistics to prove it—that people on our Main Streets, and our side streets, and down our country lanes, consistently prefer our signals—on TV, on AM, on FM. ■ And, by and large, they have more spending money in their pockets (sometimes nicknamed “discretionary income”) than people in any other Ohio market. Ask George P. Hollingbery.

DAYTON, OHIO WHIO-AM-FM-TV

*Associated with WSB, WSB-TV, Atlanta, Georgia
and WSOC, WSOC-TV, Charlotte, North Carolina*



EUREKA!

You'd think that a local businessman who is getting outstanding results from his investment in KRNT-TV advertising would keep it to himself, like a gold prospector who had hit a rich mother lode.

But, it seems, one man can't keep from exclaiming to another "Eureka! I have found it." Result? Nearly 80% of the local television dollar in this major 3-station market is invested on KRNT-TV, a one-rate station. Amazing? It's a true testimonial by FCC figures! It's been true since KRNT-TV signed on more than 7 years ago.

Des Moines' largest buyer of local television time spends more than 90% of his advertising budget on our station. Been doing it for years, too.

The best salesmen we have are satisfied local sponsors, who spend "the critical dollar" that must come back many fold the next day in profit from added sales.

Like we've been telling you in these pages for a long time. Think—'tis the till that tells the tale.

If you're not selling like you should in Iowa's capital and biggest city, you ought to be selling on KRNT-TV. We sell results. People believe what we say.

KRNT-TV
Des Moines Television

Represented by the Katz Agency

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