

SPONSOR

THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

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**WHO CAN CUT
COMMERCIAL
NOISE?** p. 29

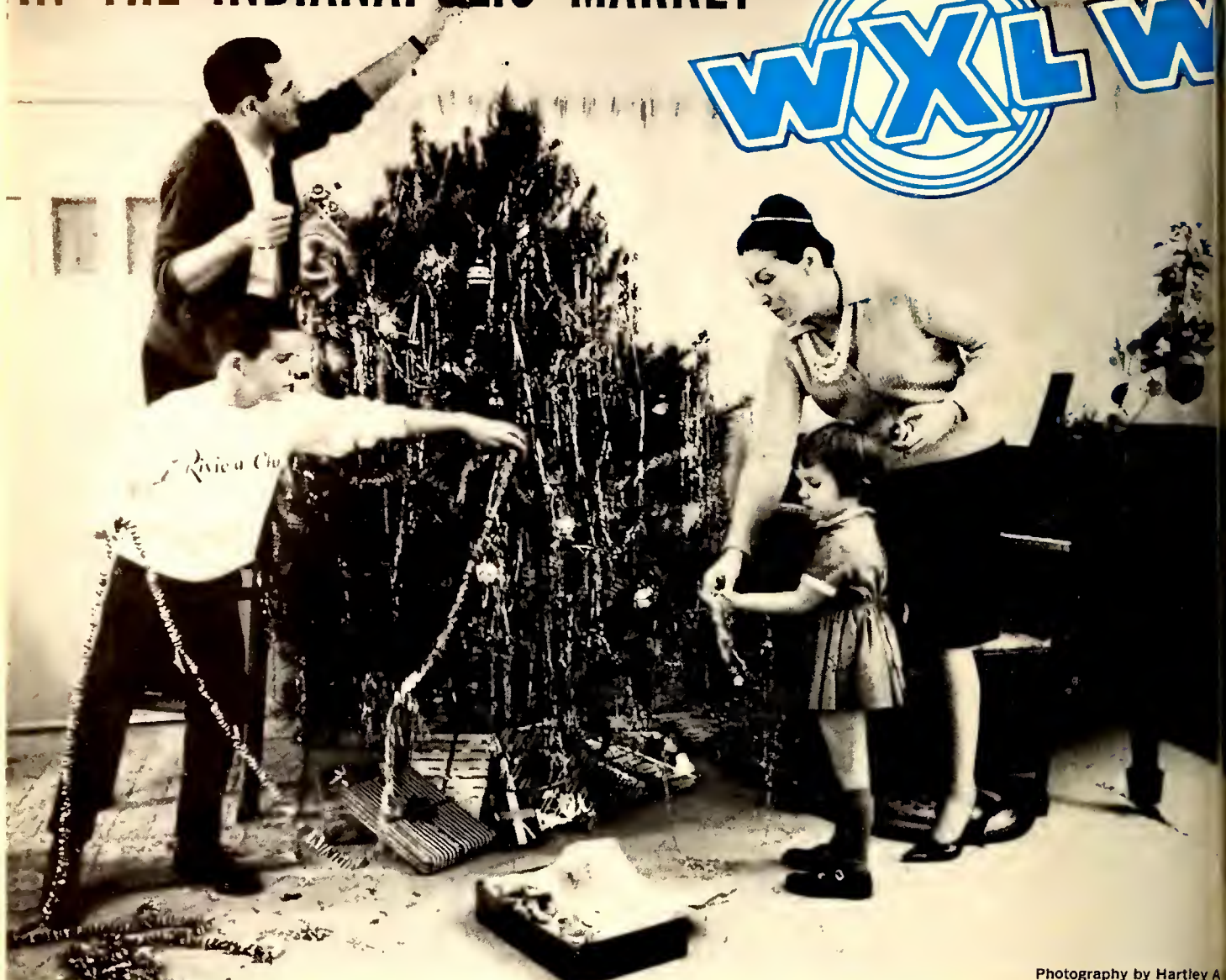
**Alberto-Culver
head talks tv
strategy** p. 35

PEACE ON EARTH



EDWARD PETRY & CO., INC.

IN THE INDIANAPOLIS MARKET



Photography by Hartley A

The Richard Elliotts, "typical WXLW family," trim their Christmas tree.

... OFFERS A GIFT WRAPPED PACKAGE FOR ASSURED GREATER SALES SUCCESS-AN ABOVE AVERAGE "PROFILED" ADULT LISTENING AUDIENCE!

Here's one-third of the booming Indiana market all tied up with a big red ribbon to brighten your sales picture at Christmas . . . and throughout the year! Creative research* reveals our "typical listening family" as civic and community minded citizens who are building and planning for the future! Whether it's decorating the Christmas tree . . . or taking part in family hobbies and activities . . . as family groups our listeners enjoy doing things together!

This above average adult listening audience . . . of which 94% own homes . . . is a year 'round gift wrapped package of sales success with your client's name on it . . . when you buy WXLW in Indianapolis!



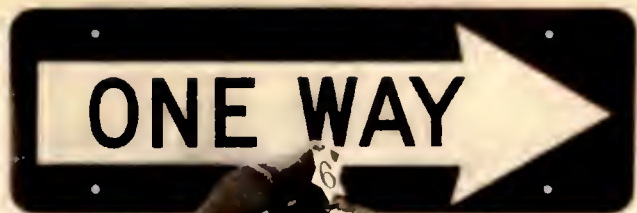
5000 Watts

950 Kilocycles

Indianapolis, Indiana



*Ask your Robert East/man for "the typical WXLW family" profile!



**DON'T
MISS
MICHIGAN**

Cop a tip from pretty, blue-coated Carol Jean Van Valin (Miss Michigan '62) and get going in the right direction!

A glance at either ARB OR Nielsen figures prove that you will miss Michigan without WJIM-TV...dominant for over 12 years in that rich industrial outstate area made up of LANSING - FLINT - JACKSON and 20 populous cities... 3,000,000 potential customers... 734,700 TV homes (ARB June '62) ...served exclusively by WJIM-TV.

Ask your Blair TV man



WJIM-TV

BASIC



**Strategically located to exclusively serve LANSING . . . FLINT . . . JACKSON
Covering the nation's 37th market. Represented by Blair TV. WJIM Radio by MASLA**

Why KBAK-TV bought volumes 3,4, and 5 of Seven Arts' "Films of the 50's"



Says John E. Barrett:

Executive Vice President and General Manager KBAK-TV, Bakersfield, California

"Operating a UHF television station in a market with a VHF television station is an interesting, exciting, challenging and sometimes nerve racking experience. Since our station was purchased, by Reeves Broadcasting & Development Corp., we have built complete new facilities in the center of town and have established our transmitter and tower atop Mt. Breckenridge giving us the highest tower in the West.

We felt that our Friday night movie at 9:30 PM should be the very best available. After careful consideration, we purchased Volumes 3, 4 and 5 of Seven Arts' "Films of the 50's" and

within 48 hours we had our Friday night movie sold

to two fine sponsors: Leo Meek Automobiles, and All Cool Aluminum.

KBAK-TV went to great effort and expense to provide an opening and closing to the movies which would complement this fine group of films.

We feel it is an accomplishment for a UHF station to be able to purchase these movies and to sell them at a profit, both to the advertiser and to the station."



**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 Charleston Drive ADams 9-2855
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif. STate 8-8276
TORONTO, ONTARIO: 11 Adelaide St. West EMpire 4-7193

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

SPONSOR

10 DECEMBER 1962

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WHAT TIMEBUYERS THINK OF PROMOTION / Buyers reveal what station promotion works best and why. P. 40

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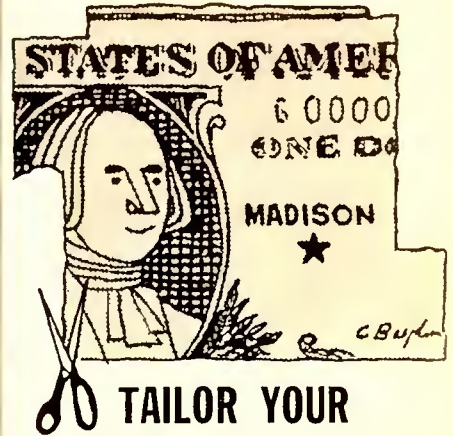
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SPONSOR ® Combined with TV ®, U.S. Radio ®, U.S. FM ®, Executive, Editorial, Circulation, Advertising Offices: 555 Fifth Ave., New York 17, 212 Murray Hill 7-8080. Midwest Office: 612 N. Michigan Ave., Chicago 11, 312-6611166. Southern Office: 3617 Eighth Ave. So., Birmingham 5, 205-322-6528. Western Office: 601 California Ave., San Francisco 8, 415 YU 1-8913. Los Angeles phone 213-464-8089. Printing Office: 311 Elm Ave., Baltimore 11, Md. Subscriptions: U.S. \$5 a year, Canada \$9 a year, Other countries \$11 a year. Single copies 40¢. Printed U.S.A. Published weekly. Second class postage paid at Baltimore, Md. © 1962 SPONSOR Publications Inc.

When you buy Wisconsin's
2nd Retail Trade Zone . . .



TAILOR YOUR DOLLAR TO THE MARKET!

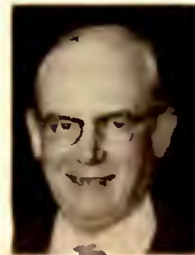
You can get a lot more penetration for considerably fewer dollars in the Madison/South Central Wisconsin market — if you direct your coverage to the actual 8-county market. And not to "added" counties where you're already covered.

Buy WKOW-TV to make sure that you're paying solely for audience within this actual market. WKOW-TV brings your commercial into 90 per cent of tv homes, bright and clear and unduplicated. You display your product more frequently, more efficiently.

Ask your Young TV rep to prove this to you!

WKOW-TV abc

MADISON, WISCONSIN



Ben Hovel,
Gen. Sales Mgr.

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

Larry Bentson, Pres.

Joe Floyd, Vice-Pres.

Represented by YOUNG TV

MIDCO

Midcontinent Broadcasting Group

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

EDITORIAL ON WILLIS' SPEECH

Thanks from all of us for taking off on Mr. Paul S. Willis and his talk before the TvB. Your editorial in the 26 November SPONSOR is excellent. The all-food issues of *Life* and some of the other publications bear complete testimony to the fact that the GMA is out to grab every piece of space and time it can get its hands on for strictly p.r. purposes.

Thanks from all of us for alerting the broadcast media. We and our station associates will certainly keep our dukes up.

The SPONSOR editorial is most provocative and worthwhile.

ROBERT L. HUTTON, JR., vice president, Edward Petry & Co., New York.

TESTING TV COMMERCIALS

We thoroughly enjoyed your very excellent study on television commercials testing (19 November), because of the meaningful way in which you presented this controversial subject.

So few articles of this nature cover a subject in as broad a fashion as yours did. It gave the reader an understanding of the scope of this subject by being so generous with its content. We feel it is this kind of meaty, yet lucid, writing which makes people look to

SPONSOR as a means of keeping abreast of developments in this fast changing business.

EDWARD E. KATZ, The Film-Makers, Chicago.

L.A.'S AD WORLD

I just finished reading your interesting article "Los Angeles: what the advertising world is like in this No. 4 ad city" (19 November). I'm sure most of the story is very accurate, but you must have used a very broad definition of "advertising agencies" to include as many as 600. I doubt if there are more than half that many full-fledged agencies. You must have been counting calendar sellers, ashtray printers, manufacturers of P.O.P. display units and a good many others. And to say that "More than 600 different agencies are concentrated in the Wilshire Boulevard area" . . . whew!

And you went on . . . "most of Los Angeles' 7 tv, 31 radio, 33 fm stations are concentrated along this advertising row." None of the tv stations are in the Wilshire area; they're all in Hollywood and that's hardly Wilshire. SRDS lists 26 radio stations and 25 fm stations. I believe there are only 3 radio stations in the Wilshire area. The three of us also have fm stations, and in addition there are

two independent fm stations that would qualify as "Wilshire area" stations. That's a far cry from what you said.

Maybe you were forecasting! It could be that the future will make your statistics correct, but they aren't quite right just now.

FREDRICK D. CUSTER, station manager, KPOL, Los Angeles.

RADIO'S GAIN IN AUDIENCE

With regard to Harley Samuels' article in *Seller's Viewpoint* (19 November), I would like to suggest that radio has not actually been losing audience.

In truth, radio has been picking up audience, but like so many people, Mr. Samuels is ignoring the most dynamic part of the entire spectrum: fm.

With some 16 million fm sets now in use and reaching at least 10 million homes a week (according to Y&R's research v.p. Dr. Peter Langhoff), fm has indeed taken on gigantic proportions—as many alert advertisers are discovering.

Mr. Samuels is right: specialized programming can draw audiences. Fm listeners have known it for years!

ROBERT E. RICHER, president, Robert Richer Representatives, New York.

SPANISH MARKET

In looking over the 5 November issue of SPONSOR regarding Spanish language broadcasting, I think it will do, in general, a lot of good.

All of the reps that were quoted in the article were reps who have been in the business a lot less number of years than I have—who originally organized the first group of Spanish-language stations in the country and Texas. Presently, I have under contract more Spanish-language stations than any other rep in the business!

HARLAN G. OAKES, Harlan G. Oakes & Associates, Los Angeles.

PUBSERVICE TV PACKAGES

"Pubservice Tv Packages Click Locally" (26 November) is an excellent article. You did a masterful and comprehensive job in reporting what all the stations are doing in this field.

PETER M. AFFE, station manager, WNBC-TV, New York.

4-WEEK CALENDAR

DECEMBER

Academy of Television Arts & Sciences panel discussion: Hollywood Palladium, 19. FCC Chairman Newton N. Minow will participate with other industry leaders in discussion of "What Is Right and What Is Wrong with Television."

Assn. of National Advertisers first creative workshop: Hotel Plaza, New York, 11. Subject: management techniques in using creativity in advertising.

Southern California Broadcasters Assn. 25th anniversary banquet and Christmas party: Beverly Hills Hotel, Beverly Hills, 12. FCC Comr. Robert Bartley will be guest of honor.

International Radio and Television Society Christmas party luncheon: Roosevelt Hotel, New York, 18.

National Assn. for Better Radio & Television luncheon honoring FCC chairman Newton N. Minow: Wilshire Country Club, Los Angeles, 19.

American Marketing Assn. annual winter conference: Hilton Hotel, Pittsburgh, 27-29. Theme of the conference is "Marketing in Transition." Information and registration materials may be obtained from the American Marketing Assn., 27 East Monroe St., Chicago 3, Ill.

JANUARY

NAB-FCC joint conference on air growth problems. 7-8.



FINCHLEY?

TAKE A SECOND LOOK

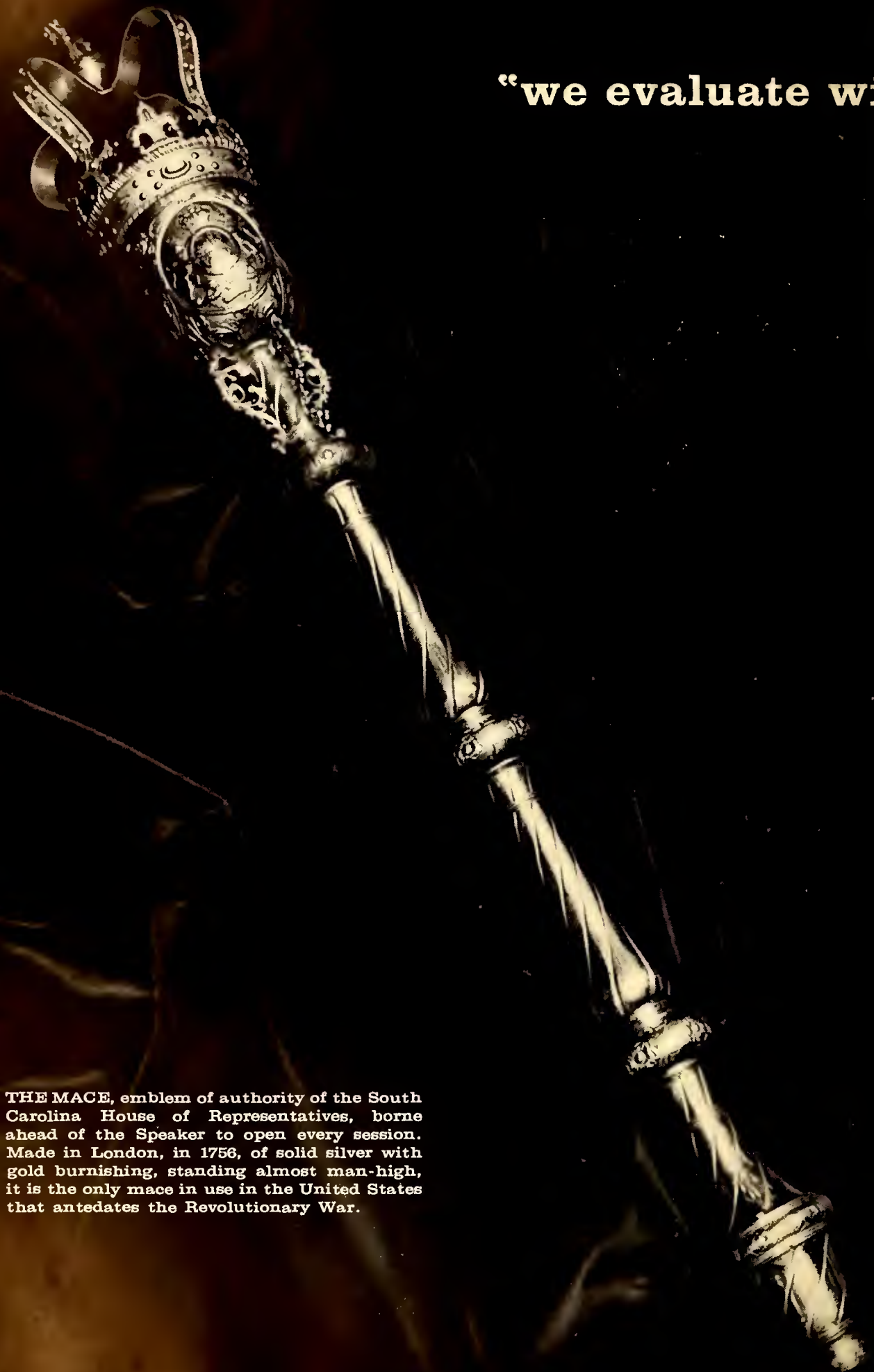
It's Allenfall's, in Duluth. Take a second look at the Duluth-Superior-PLUS market—it's bigger than you think! Bigger because KDAL-TV now delivers Duluth-Superior—plus coverage in three states and Canada—through fifteen licensed translator stations!

This means Duluth-Superior-PLUS now has more than 250,000 television homes. It's bigger than you think! And only KDAL delivers it all!

KDAL
a WGN station

Duluth-Superior-Plus
2nd largest market in both
Minnesota and Wisconsin

"we evaluate with



THE MACE, emblem of authority of the South Carolina House of Representatives, borne ahead of the Speaker to open every session. Made in London, in 1756, of solid silver with gold burnishing, standing almost man-high, it is the only mace in use in the United States that antedates the Revolutionary War.

highest commendation the performance of WIS-TV"

unanimous resolution of the South Carolina General Assembly

"We evaluate with highest commendation the performance of WIS-TV, Channel 10, particularly for its alert, fair, and comprehensive news coverage of the affairs of our State government, its initiative in bringing thought-provoking discussion to enlighten our citizens on the problems of our State," says a recent resolution, unanimously adopted by the State legislature. The resolution adds that "there is urgent and compelling public need for the continuation of this praiseworthy performance by WIS-TV and its highly-trained personnel."

Need we add that our constant effort is not only to continue but to improve the performance our legislature has found praiseworthy? This has been our unending task in over 30 years of operating broadcasting facilities in South Carolina.

WIS TELEVISION

NBC / Columbia, South Carolina

Charles A. Batson, Managing Director

a station of



The Broadcasting Company of the South

G. Richard Shafto, Executive Vice President

WIS television: Channel 10, Columbia, S.C.

WIS radio: 560, Columbia, S.C.

WSFA-TV: Channel 12, Montgomery, Ala.

All represented by Peters, Griffin, Woodward, Inc.





more
toiletry
sales per
dollar

Whatever your product, Channel 8 moves goods.

On WGAL-TV your sales message reaches *more* families in the prosperous Lancaster-Harrisburg-York-Lebanon market. Why? Because WGAL-TV blankets these key metropolitan areas and is the favorite by far with viewers in many other areas as well. Your cost per thousand viewers? Less than that of any combination of stations in the area.

WGAL-TV
Channel 8

Lancaster, Pa. • NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

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

SPONSOR-WEEK

Top of the news
in tv/radio advertising
10 December 1962

FCC REPORTS 35% DROP IN RADIO PROFITS

Radio income declined 1.2% to \$590.7 million in 1961, but pre-federal tax profits fell 35.9% to \$29.4 million, the FCC reported last week. But the four nationwide networks and their o&o's reported a slight profit of \$206,000—compared to a \$3 million loss in 1960. (For chart of top 50 spot radio markets in 1961 compared to 1960, see p. 14.)

RADIO'S LOCAL-SPOT-NETWORK SHARES

For the third straight year, reports the FCC, radio time sales have had the same distribution: network, 6%; national spot, 32%, and local 62%.

TOTAL FM REVENUE HITS \$10 MILLION

The total revenue of fm reached \$10 million last year, the FCC reported this past week. Independent fm stations' revenue rose \$1.3 million to \$7.1 million, while fm revenues for stations operated by am licensees declined \$700,000. But expenses rose faster than income and fm's loss for 1961 totalled \$2.6 million, slightly more than \$2.4 million in 1960.

NIELSEN REHEARSING NEWSPRINT SEQUEL BEFORE TVB

Nielsen will be giving the TvB's standards and practices committee tomorrow (Tuesday) an advanced peek at the coming expansion of the rating firm's media service to include newspaper audiences as well as tv and magazine audiences. The presentation holds a lot of curiosity for the reps on the committee, to this extent: how newspaper circulation and its demographic breakout can be compared to a schedule of tv spots and their demographic profile. Petry's Martin Nierman is chairman of the TvB Committee.

SPOT TV UP 17% IN THIRD QUARTER

Gross time billings for spot tv were \$151.9 million in the third quarter, up 17% over last year, measuring the 299 stations reporting in both quarters. The total dollar amount was up 19%, reports TvB. (For details, see story, p. 42.)

TOP TRIBUNAL WEIGHS PRE-TRIAL TV EXPOSURE

The U. S. Supreme Court has agreed to pass on a question involving pre-trial exposure of an alleged felon to a tv news camera. The appellant is a young man who was convicted of murder during a bank robbery at Lake Charles, La., and the appeal is based on the claim that the broadcast of his quizzing by the sheriff had been witnessed by three members of the jury.

WCPO BECOMES CBS RADIO CINCINNATI AFFILIATE

WCPO will replace WKRC as CBS Radio's Cincinnati affiliate effective 30 December. The network's version for the break: there was a difference of opinion over the station's discretionary way of scheduling CBS programs, with Dimensions a case in point.

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

NBC & NIELSEN TALKING ON RADIO RATINGS

NBC Radio and A. C. Nielsen have been talking recently on how to better measure the enormous out-of-home radio audience, reported executive v.p. William K. McDaniel to the radio affiliates meeting last week. The research lag was also of concern to NBC chairman Robert W. Sarnoff. (*For story, see p. 32, this issue.*)

NBC TV, RADIO AFFILIATES ELECT NEW OFFICERS

A. Louis Read of WDSU-TV, New Orleans has been elected chairman of the NBC TV affiliates committee. Otto Brandt of KING-TV, Seattle, and Richard O. Lewis, KTAR-TV, Phoenix, have been elected vice-chairmen, and Marcus Bartlett, WSB-TV, Atlanta, has been elected secretary-treasurer. Lyell Bremser of KFAB, Omaha, last week was elected chairman of the NBC Radio network affiliates executive committee. Thomas Carr of WBAL, Baltimore, was elected secretary.

SYMON COWLES NAMED ABC TV O&O AD CHIEF

A new advertising and promotion director has been named for the ABC TV o&o's. He is Symon B. Cowles, who formerly held a similar post with the Metropolitan tv stations.

NBC AFFILIATES HEAR OF PROGRAM CHANGES

A new *Art Linkletter* show will replace *The Price is Right* on Monday night, and the latter show replaces *Don't Call Me Charlie* on Friday, it was announced to NBC TV affiliates meeting in New York last week. Mort Werner also reported that Richard Boone and Clifford Odets would team up in a new full-hour drama series.

SPONSOR-WEEK continues on page 14

GREBE NAMED EDITOR OF SPONSOR



Robert M. Grebe succeeds John E. McMillin as editor of SPONSOR on 1 January 1963, according to an announcement by publisher Norman R. Glenn.

Grebe, since the spring of 1959 director of public relations, personnel, and meetings at the Television Bureau of Advertising, has a broad background in broadcasting and editorial work. Between 1955 and 1959 he was in charge of business news for American Broadcasting Company. His previous connections include the Mutual Broadcasting System, Radio-TV Daily, and the radio desk of United Press International.

McMillin, who has resigned as SPONSOR editor in order to go into business as an editorial consultant, will continue his Commercial Commentary column regularly in SPONSOR.

How Halle's got the goods on Cleveland



Soft (or hard) goods simply won't hang around when Halle's—Cleveland's famed Department Store—advertises on WHK. Halle V. P. Norman Z. Wechsler says: "Without question, WHK has an audience that responds. They come to see our Fashion Shows. They buy our merchandise."

Obviously, WHK does quite a job for its advertisers. Why not follow the example of Cleveland marketers (they're close to the matter, they know who's the leader*) and advertise on the station that commands fifty percent of the local radio business: **WHK RADIO, CLEVELAND**

METROPOLITAN BROADCASTING RADIO, REPRESENTED BY METRO BROADCAST SALES JACK THAYER, V. P. AND GENERAL MANAGER, A DIVISION OF METROMEDIA, INC.

SPONSOR-WEEK

Top of the news
in tv/radio advertising
(continued)

JFK THANKS 10 OF CUBAN "NETWORK"

President Kennedy last week thanked executives of the 10 stations used in place of the Voice of America during the Cuban crisis. The stations are: WSB, Atlanta; WWL, New Orleans; WCKY, Cincinnati; WKWF, Key West; WCKR, WGBS, and WMIE, all Miami; KAAV, Little Rock; WRUL, New York, and KGEI, San Carlos, Calif.

NBC RADIO REPORTS \$2.6 MILLION SALES

Since 2 November, NBC Radio had done new and renewal business to the extent of \$2,636,000, sales v.p. William Fairbank reported last week.

VIDEOTAPE PRODUCTIONS EXPANDS STAFF

Charles Adams, formerly with MGM Telestudios, and Don Kyser, formerly with QXR Network, have joined the sales staff of Videotape Productions. Herb Hobler has been named director of production operations and Dick Rendeley, formerly of H&G, had joined the production staff.

TOP 50 SPOT RADIO MARKETS—1961 FCC DATA

Below are national-regional radio time sales for 1961 compared to 1960. (For earlier years, see SPONSOR-WEEK, 13 November 1961, p. 12.)

Market	1961 (000's)	1960 (000's)	Market	1961 (000's)	1960 (000's)
1. New York	\$24,614	\$26,613	26. Portland, Ore.	1,476	1,598
2. Chicago	11,519	12,374	27. Indianapolis	1,463	1,577
3. Los Angeles	9,933	9,241	28. Columbus, O.	1,448	1,649
4. Philadelphia	6,915	6,924	29. Albany, N. Y.	1,369	1,396
5. Detroit	6,188	6,770	30. San Diego	1,285	1,188
6. Boston	5,341	5,215	31. Denver	1,284	1,322
7. San Francisco	5,296	5,113	32. Memphis	1,196	1,218
8. Cleveland	3,678	3,437	33. New Orleans	1,186	1,256
9. St. Louis	3,630	3,744	34. San Antonio	1,157	1,213
10. Washington, D. C.	3,158	3,420	35. Providence	1,129	1,324
11. Cincinnati	2,892	3,081	36. Sacramento	1,100	1,122
12. Pittsburgh	2,632	3,038	37. Rochester, N. Y.	1,079	1,286
13. Minneapolis	2,550	2,491	38. Nashville	1,078	947
14. Buffalo	2,376	2,505	39. Omaha	994	1,012
15. Baltimore	2,273	2,308	40. Ft. Worth	935	843
16. Hartford	2,041	1,986	41. Jacksonville	933	811
17. Kansas City	2,012	2,090	42. Tampa	926	927
18. Houston	1,938	1,948	43. Syracuse	888	984
19. Dallas	1,910	1,872	44. Richmond	869	875
20. Miami	1,903	1,817	45. Dayton	859	942
21. Atlanta	1,855	1,873	46. Newark	837
22. Seattle	1,648	1,742	47. Charlotte	826	853
23. Milwaukee	1,568	1,659	48. Cedar Rapids	805	874
24. Louisville	1,505	1,538	49. Birmingham	788	860
25. Des Moines	1,502	1,493	50. Oklahoma City	770	798

SPONSOR-WEEK continues on page 56

CHECK OUR
FACTS,
THEN BUY:

TERRE HAUTE

WITH

Indianapolis

WTHI-TV in combination with Indianapolis stations offers more additional unduplicated TV homes than even the most extensive use of Indianapolis alone.

More than 25% of consumer sales credited to Indianapolis comes from the area served by WTHI-TV, Terre Haute.

More than 25% of the TV homes in the combined Indianapolis-Terre Haute television area are served by WTHI-TV.

So, let an Edward Petry man document the foregoing with authoritative distribution and TV audience data.

This unique situation revealed here definitely suggests the importance of re-evaluating your basic Indiana TV effort . . . The supporting facts and figures (yours for the asking) will show how you gain, at no increase in cost . . .

1. *Greatly expanded Indiana reach*
2. *Effective and complete coverage of Indiana's two top TV markets*
3. *Greatly improved overall cost efficiency*



Edward Petry & Co., Inc

WTHI-TV
CHANNEL 10
TERRE HAUTE,
INDIANA

WTHI-TV
delivers more homes
per average quarter
hour than any
Indiana station*
(March 1962 ARB)
*except Indianapolis



The Embassy of Peru

His Excellency Señor Don Fernando
Berckemeyer, Ambassador of Peru
to the United States, and Señora
de Berckemeyer, in the Drawing
Room of the Embassy . . .
another in the WTOP-TV series
on the Washington diplomatic scene

WTOP-TV
WASHINGTON, D.C.



REPRESENTED BY TVAR

POST-NEWSWEEK
STATIONS A DIVISION OF
THE WASHINGTON POST COMPANY

Photograph by Fred Maroon



announcing

*Serving the
Greater Providence
Area beginning
January 1*



***WTEV, ABC-TV for
Providence-New Bedford-Fall River,
proudly appoints H-R Television, Inc.
as exclusive national representative
effective immediately***

SPONSOR-SCOPE

10 DECEMBER 1962 / Copyright 1962

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

The No. 1 topic of trade palaver in Madison Avenue tv circles last week was the nature of the midseason changes applied by the networks to their nighttime schedules and the possible flaws revealed thereby in the networking planning structure.

Key question stemming from talk: could the fact that NBC TV had to resort to a second weekly exposure of feature films and that ABC TV plugged up a prime hour with reruns indicate an absence in the business of programing planning in depth?

The posers of the query noted that they realized that the networks were making a tremendous investment in regularly scheduled programing but what they couldn't understand is how come the networks, in order to keep up quality, do not provide for some spares to draw from in the event of a midseason emergency.

A side inventory of this sort, they pointed out, would seem mandatory if only to protect the flow of short term contracts.

Loads of optimism about spot tv's state of health for the first quarter of 1963 prevails among key reps.

A gauge cited by one of these reps: last week his office submitted availabilities for four times the number of accounts as it did the parallel week of the year before.

Another happy sign: quite a number of the inquiries point to a 7 January schedule start, whereas last year the new year buyers in large measure pencilled in their schedule for late January takeoffs.

Still another factor favoring spot tv: advertisers who haven't fared so well in ratings with the current season's network schedules will from agency indications transfer hunks of their investment to the other side of the medium.

If you take the estimates coming out of the TvB as an indicator of eventual ratios, national-regional spot tv could wind up ahead of network tv in the FCC report on the industry's 1962 revenues.

Should the figures turn out that way it would be the first time that spot has had the edge in at least eight years.

Spot billings, as it is, have been steadily edging up on network in the FCC reports in recent years: that is, the margin has been getting narrower and narrower.

With TvB's indicator as a base, SPONSOR-SCOPE is herewith taking a stab at guesstimating what the FCC 1962 time sales report might show for the various sectors of the medium—as compared to 1961:

SOURCE	1962	1961
Network	\$535 million	\$480.2 million
National-Regional spot	515 million	168.5 million
Local	220 million	211.2 million
TOTAL	\$1,300 million	\$1,160 million

(For TvB's estimate of spot tv billings for third quarter see SPONSOR WEEK, page 11.)

The SRA is getting closer on its annual radio spot estimates: for 1961 it was only 2.3% under the FCC national-regional spot tally of \$137,352,000.

Estimate out of the SRA showed a 1.6% loss on the year, whereas the FCC computation makes the national spot revenue for 1961 an increase of 1.3% over 1960.

For highlights of FCC's radio-fm financial data for 1961 see SPONSOR WEEK, page 11.)

If Y&R is looking for general acceptance of its new plan for availability submission, the agency, it would seem, has quite a selling job to be done on some of the tv reps with heavy stakes in top markets.

SPONSOR-SCOPE garnered this impression last week from a cross check of the key reps.

The reps who said they didn't warmly cotton to the idea of turning in their availabilities by rote for feeding into a computer advanced arguments such as these:

- The system suggests preeminence for the cost-per-1000 factor.
- Overlooked is the fact that a single rating doesn't tell the full story of a spot's value and efficient evaluation comes from knowing all the qualitative elements, something for which Y&R's new availability submission form doesn't provide ample room.
- The machine cannot replace the judgment which comes from personal contemplation of various nuances that are not even contained in demographic data.
- A rep can't represent his station with utmost capacity if budgets are kept secret and he is barred from pitching for all, half or less of the schedule.

Sidelight: Y&R communicated its plan by individual letter to reps rather than calling them in for a collective session on advice of counsel. The advice was an outgrowth of the Petke litigation against the agency, which resulted in a \$125,000 settlement.

Lorillard's Old Gold Spin Filter (L&N) would like to get into radio sports on a sizeable scale for 1963.

Reps who've been quizzing their stations on that score report that they're finding very little with which to encourage the brand's pursuit.

With local stations sports ranks as much a premium commodity as it does in tv and a beer or oil account can always be found in line waiting for a sports spot to open up.

The hours of viewing in October, according to Nielsen's count, were off an insignificant three minutes as compared to the like month of 1961.

This time the average viewing per home came to 5 hours; 4 minutes, whereas a year ago it figured 5 hours; 7 minutes. The difference was mostly in the shank of the evening.

Sealtest, through a traveling contactor out of Ayer, is trying to get local rates from radio as well as tv stations.

Radio reps report that Sealtest's success so far has largely depended on the reaction of the higher positioned station in the market. If that level of station holds out firmly enough it's able to get the schedule on a national spot basis.

Sealtest plans to use six to eight flights in either media during 1963 and it has bid for the local rate on this premise: it's entitled to the same price allowed a local or regional dairy on the theory that they are as much a competitor as a national distributor.

Some of the Madison Avenue agencies with extensive buys in nighttime spot carriers are deeply disturbed by the report that CBS TV is giving serious thought to eliminating billboards from all multiple sponsored programs of that type.

The source of that contemplated step: frequent wrangling between agencies and the network's commercial acceptance department over the tendency of copywriters to embellish the billboards with descriptive and other phraseology.

Apparently CBS TV's abolition advocates figure that this problem will be solved if the minute participation buyers have no billboards to argue about.

Say the disturbed agencies: if we can't get the added glamor of these billboards we might as well recommend that these client convert to selective spot.

The only two giant spenders that have done conspicuously well by themselves in network tv audiences this season are General Foods and Lever Bros.

According to the 11 October Nielsen, as broken out by an interested agency, General Foods came out with an average rating of 24.7 and Lever, a 24.3.

Bristol-Myers, among the drugs-toiletries, carved out an average of 19.1. In contrast American Home Products and its Whitehall Division fashioned a 15.3 average.

The averages for the other soaps: P&G, 17.9; Colgate, 17.6.

The average of nighttime averages for the period was 16.5, which, incidentally, was a point less than prevailed for the 11 October report in 1961.

Metropolitan Insurance (Y&R) will be going blacktie the day after Christmas with the sponsorship of CBS TV's 90-minute Years of Crisis at a cost of over \$250,000.

The insurance company has an instant news commitment with the network, but lately there hasn't been enough crisis to go instant about. Hence this one-time shot does two things: (1) absorbs the yearend money left over; (2) creates an air of added prestige and status for the Metropolitan name.

The broadcast will actually be a blacktie event out of the Casperly auditorium and there'll be a simulcast over CBS Radio.

An interesting sidelight on the rating encompassed by the 11 October Nielsen is the relative number of nighttime series contained in the various rating segments by individual network, as evolved by a Madison Avenue agency.

Here's how these segments break out:

NETWORK	20 AND ABOVE	15 TO 20	UNDER 15
ABC TV	20	13	17
CBS TV	10	8	9
NBC TV	2	12	8
TOTAL	32	33	34

The Institute of Life Insurance (JWT) will be ducking in and out of network tv during the balance of the 1962-63 season with sponsorships in specials of a documentary nature which have specific human interest appeal.

An example: The Adopted Child (NBC TV).

NBC TV garnered two-thirds of the \$1.5 million that S. C. Johnson is spending on a special spring campaign, starting around 1 February, with B&B the agency.

The remaining \$500,000 was allocated to ABC TV for a package of day and night minutes. At NBC TV it'll be daytime only.

Because of the order's limited run, NBC TV had to do some tall schedule squeezing. CBS TV couldn't participate: it didn't have the open time.

Price figured prominently in the negotiations.

There's a school of agency men who think that network tv documentaries, especially NBC TV's, would be graced with a higher standard of commercials if the news departments would cooperate with sponsors.

Argue these agency men: the commercials would be far more compatible in taste with the documentaries if the news departments would let the participants see the contents of the documentaries in ample advance time.

The nub of their complaint: the news departments lean so far back in their efforts to avoid sponsor influence that they make it almost impossible for the agency to blend in the right sort of commercial.

The attitude is described as highhanded and unreasonable.

NBC TV has found in the L&M brand a frequent customer for documentary specials of various kinds.

It's the only cigarette that has adopted that type of programing as a continuing thing for the 1962-63 season.

The premise: it is through such specials that the lightest of viewers are certain to be reached and in a mood that blends in particularly with the L&M copy theme.

A being-dreamt-about move that could rock both CBS TV and General Foods: expanding Ben Casey to 90 minutes and scheduling it 8:30 to 10 the same night.

Implications: (1) ABC TV might take over Monday command from GF's strip of top-raters; (2) ABC TV would have strong bait in the three added minutes for package buyers; (3) it would mean much for Ben Casey's revenue in the European feature market.

For those who like to indulge in the philosophical, a lively subject of introspection might be: what is it that distinguishes the eminently successful agency from the others?

An answer that veteran admen often cite: a dynamic personality that serves as rallying point for the organization.

He can be either a good businessman or administrator grounded in the creative.

What makes such a rallying point imperative is that unlike a manufacturing plant things in the agency field are not highly stratified or permanently organized. The product cannot be specifically defined or labelled.

Therefore there has to be a figure at the top who through either intellectual sweep or driving force invests the agency with a distinctive aura. In other words what it stands for.

When that is gone an agency may go along for a while on past momentum, but the lack of the rallying point will catch up with it.

Has media research shackled itself to expanding the grooved approaches instead of trying to cut new paths?

Some Madison Avenue thinkers will answer this poser in the affirmative and single out research in tv as a blatant case in point.

The rush to the computers, they'll tell you, may be defined as merely an attempt to give further sustenance to accepted approaches and harden the grooves.

Those immersed in the computer pother are inclined to talk about assaying for the qualitative but what they're really doing is piling up more quantitative data and not seeking, for instance, to find out how to use tv in special ways.

Nielsen has a diplomatic answer to the query raised in 28 November SPONSOR-SCOPE as to how come Nielsen local reports give higher audience than ARB while in national reporting it's the reverse.

The reply: "Add up a program's NSI audiences and they'll total pretty close to the Nielsen national figure."

Implied translation: at least Nielsen agrees with Nielsen.

Marketing and media people handling farm accounts in the midwest say they find their efforts to develop farm business for tv rather perplexing.

The core of their complaint: station managements and tv reps don't seem to be in command of the kind of audience information that could be used to support the recommendation of a tv plan.

Also discouraging to them is a general disposition among stations and reps to come up with ideas on how this type of advertiser can most effectively implement a tv campaign in their particular markets.



In Indianapolis—people are listening for the "SOUNDS OF THE CITY"

The "Sounds of the City" are keeping people attuned—and tuned—to WFBM in Indianapolis!

At any moment they might hear a just-for-fun broadcast from a city school-yard at recess . . . or an interview with anyone from a visiting celebrity to a local shoe shine boy. We have even sent our man up on a girder to interview a riveter

at work high above the city's skyline.

In short, our audience expects the unexpected from WFBM Radio . . . and they listen for it. WFBM has their attention.

If that sounds like the climate you'd like for your advertising, this sounds like the time to call your KATZ man!

WFBM RADIO

1260 INDIANAPOLIS

TIME-LIFE BROADCAST INC.
Represented Nationally by the KATZ Agency

PULSE



**60
MINUTES
LONG**

On November 5, 1956, WTVT began telecasting a full hour of information each week night at 6 o'clock. Sports, fishing, weather, local and world news, and the station's nightly editorial are combined under the title PULSE in a flexible format that permits the updating of late-breaking stories throughout the 60 minutes the program is on the air. We are happy that our viewers have found PULSE to be an attractive way of presenting the news: Prime time starts at 6:00 on WTVT, where PULSE frequently outrates many of the top programs, both local and network, in the Tampa - St. Petersburg market. And we are gratified that other television station operators have begun to embrace the extended, in-depth, informational program concept. Six years old is young—but that's nearly half the lifetime of the television industry. We are proud to have taken this pioneering step.

...“the heartbeat of a changing world”



**6
YEARS
OLD**

WTVT



TAMPA/ST. PETERSBURG

THE WKY TELEVISION SYSTEM, INC.

WKY-TV and Radio, Oklahoma City

KTVT, Fort Worth—Dallas

Represented by the Katz Agency

THE STATION ON THE MOVE . . . IN THE MARKET ON THE MOVE!

IN
PORTLAND
OREGON...

IT'S
EYE-CATCHING



KOIN-TV

Women can get bored to death when all they have to look forward to every day is housework. KOIN-TV sees to it that women in Portland, and 34 Oregon and Washington surrounding counties, have something else to look forward to... a really eye-catching array of daytime programs. That's why, according to Nielsen, daytime's a good time to buy KOIN-TV.

Channel 6, Portland, Oregon
One of America's great influence stations



Represented Nationally by
**HARRINGTON, RIGHTER &
PARSONS, INC.**

Give them a call, won't you?

SPONSOR BACKSTAGE

by Joe Csida

Television's Travail

Travail, thy name is television. Hardly a day goes by that broadcasting doesn't have its full measure of bumps and knocks. If Jim Hagerty isn't being blasted because an ABC TV news show features Alger Hiss on Richard Nixon, Lucille Ball is getting subtle threatening notes from the National Italian-American League to Combat Defamation indicating every confidence that she will not permit good Italian names to be used excessively for gangsters on *The Untouchables*. If the FCC isn't having at video, the FTC is, and if a Congressman from somewhere has turned his carping attentions elsewhere for the moment a Senator from somewhere else has not.



Television people are accustomed to this. But even so, last week was rather much! SPONSOR editor John E. McMillin had hardly finished calling the attention of the industry at large to the completely out-of-line speech of Paul Willis, president of the Grocery Manufacturers' Assn. (see speech and editorial, 26 November issue) when LeRoy Collins, president of the National Assn. of Broadcasters, himself, told the Portland regional meeting of the NAB (and thus the entire country) that he thought broadcasters should make "corrective moves" to avoid influencing high school-age (and lower) children to smoke. Understandably, since the tobacco firms spend over \$100 million in television, and over \$30 million in radio, many broadcasters were quite upset. Even more understandably, many tobacco people were upset too.

The trade press has dealt extensively with Collins' speech and the reaction to it. The consumer press has had quite a ball with the subject as well. Two of the most interesting sidelights of the situation which have come to my attention are these:

1. By quite an odd coincidence the president of the Tobacco Institute, George Allen, who is leading the outraged cigarette industry in protesting Collins' remarks, was one of Collins' closest rivals in the race for the presidency of the broadcasters' association.

2. Jack Gould of the New York Times, in a piece on the subject Wednesday, 28 November, quotes "one broadcaster's" reaction as follows: "The Governor has us over a public relations barrel. How can you seem to be against school children?" This last remark, of course, apropos of whether Collins' contract as the \$75,000 per year prey of the NAB will be renewed when the question comes up in January.

Cigarette problem still red hot

We may all be sure of one thing. Neither the nation at large, nor the broadcasting industry has heard the last of the cigarette problem. It is fairly well known, of course, that in England both the Royal College of Surgeons and the Government itself have been conducting most aggressive campaigns to discourage smoking. British television doesn't carry cigarette or other tobacco commercials before 9 p.m. There are certainly enough forces in the country who are convinced that smoking is harmful and must be curtailed, if not eliminated, to keep the issue red hot.

(Please turn to page 65)

IN SAN ANTONIO



K•BAT

FORMERLY
KENS
RADIO

**Sells to a 105-county market of
more than 4,800,000 Texans...via**

CAROUSEL RADIO

★ A brilliant new programming format beamed to modern adults ★ GOLDEN HIT MUSIC of familiar tunes ★ COMPREHENSIVE NEWS REPORTS of local, regional and national interest every half-hour ★ THOROUGH SPORTS COVERAGE featuring Colt .45 baseball, Southwest Conference and Professional football, plus complete sports results.

**50,000 watts
at 680 kc**

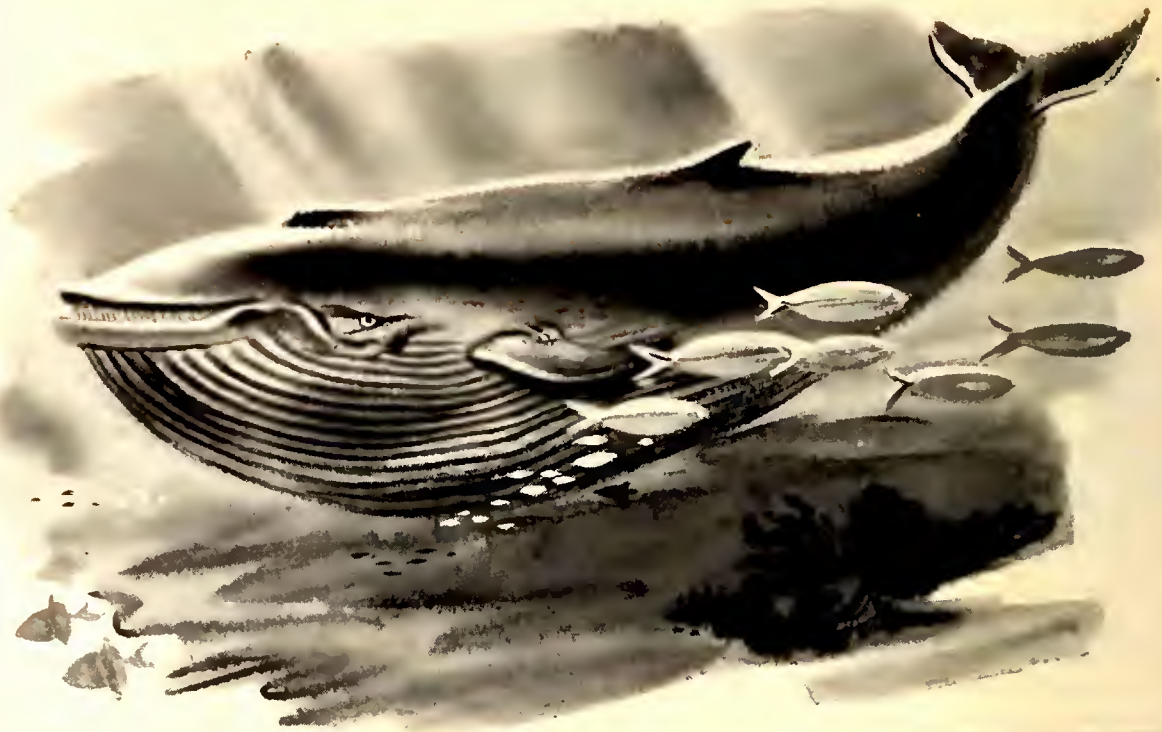
Represented by

PETERS, GRIFFIN, WOODWARD, INC.



K•BAT

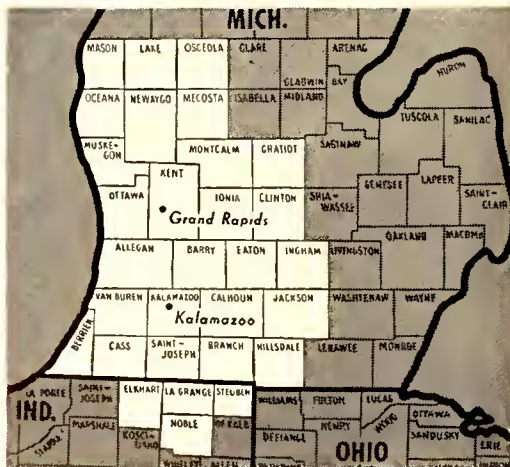
FORMERLY KENS RADIO



YOU MAY NEVER SEE THE BIGGEST ANIMAL*

BUT... WKZO-TV Will Give You Mammoth Coverage in Greater Western Michigan!

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



Every day, every night, every week—WKZO-TV reaches more homes than any other Michigan station outside Detroit. It's a whale of a station in a whale of a market!

See for yourself in NCS '61. WKZO-TV has weekly circulation in 456,320 homes in 30 counties in Western Michigan and Northern Indiana. Prosperous homes, too SRDS credits the area with retail sales of over two and one-half billion dollars annually.

Let Avery-Knodel give you the full story. *And if you want all the rest of outstate Michigan worth having, add WWTU/WWUP-TV, Cadillac-Sault Ste. Marie to your WKZO-TV schedule.*

**The Blue Whale reaches a length of 108 feet and a weight of 131 tons.*



The Felzer Stations
RADIO
 WKZO KALAMAZOO-BATTLE CREEK
 WJEP GRAND RAPIDS
 WJEP-FM GRAND RAPIDS-KALAMAZOO
 WWTU-FM CADILLAC
TELEVISION
 WKZO-TV GRAND RAPIDS-KALAMAZOO
 WWTU/ CADILLAC-TRAVERSE CITY
 WWUP-TV SAULT STE. MARIE
 KOLN-TV LINCOLN, NEBRASKA
 KGIN-TV GRAND ISLAND, NEB.

WKZO-TV

100,000 WATTS • CHANNEL 3 • 1000' TOWER
 Studios in Both Kalamazoo and Grand Rapids
 For Greater Western Michigan
 Avery-Knodel, Inc., Exclusive National Representatives

Who's to blame for noisy messages?

- ▶ One adman says broadcasters should control
- ▶ Another says agencies need self-policing
- ▶ Networks say they're doing all they can
- ▶ "Lumped together" commercials proposed

Like Mark Twain's weather, tv commercials occasion a great deal of comment, and, like the weather, nobody seems to do anything about it except to dress accordingly.

However, one serious "rain-maker"—William B. Lewis, Ken-

yon & Eckhardt board chairman—several weeks ago pelleted the tv commercial cloud with a few recommendations which he hoped might precipitate some changes.

His suggestions were: 1) that broadcasters play a more decisive role in seeing that messages are not

too "noisy," too numerous, badly placed or in bad taste; 2) that commercials be shown bunched together without interrupting any program as is the practice in England and Italy.

The first recommendation evokes two responses from network executives. The first is an articulate sigh; the second is that the networks have long been monitoring commercials for content and noise level to a degree which they feel is their limit.

The second recommendation, although considered worth study, is deemed unworkable in the United States because of the tremendous



The most "gainfully" employed man in the control room at a network studio in New York, audio control engineer (left foreground) keeps sound variations between limits ("riding the gain") via knobs (pots) on audio console. He mixes, fades, etc., with one eye on volume indicator on vertical panel

Agency heads advocate soft-spoken tv sell



Putting the blast on noisy commercials, "bad taste"

Changes would improve entire media according to William B. Lewis (l), Kenyon & Eckhardt board chairman, and Edward H. Weiss, head of own Chicago agency

competition here, unlike the English and Italian systems.

Another interesting suggestion—that advertising agency people not only write messages but participate more actively in programing—was also put forth several weeks ago by Edward H. Weiss, who heads his own agency in Chicago.

Lewis, in an address before the Broadcasters' Promotion Assn. in Dallas, said:

"Stricter control." "My recommendation is simply that broadcasters and telecasters take stricter control of their *commercial* content and scheduling just as they have taken stricter control of their *program* content and scheduling.

"If you fear this move will bring retribution from many advertisers, remember that many advertisers bitterly opposed (and some still do) the regaining of program control by the networks, yet they still keep increasing the millions of dollars they spend in tv.

"The main body of complaints the FCC receives," Lewis continued, "from viewers about radio and tv concern commercials in one way or

another. There are too many of them. They are too loud and strident (and this complaint has just been verified by H. H. Scott, Inc., engineers, who found that on 65% of 40 tv programs monitored, the commercials were louder than the programs they inhabited).

"Many of them are nauseating. Much too often they interrupt programs without thought, taste, or common courtesy. It is most important to remember that these complaints do not originate principally with minority groups; they come largely from viewers and listeners who otherwise find American broadcasting entirely to their liking.

"Now I am about to suggest," Lewis went on, "that broadcasters cut down the number of commercials they carry (I, too, know on which side my bread is buttered). And I strongly suspect that listeners and viewers would complain a lot less about the *numbers* of commercials if the more flagrant program interruptions were eliminated.

Lower the decibels. "But I am going to suggest," he said, "as force-

fully as I know how, that broadcasters have the right to better control the content and scheduling of the commercials they broadcast and that if they will exercise that right to the extent of lowering the decible count of the more obnoxious hog-callers, of banning outright the commercials in palpable bad taste which irritate, antagonize or nauseate large segments of the viewing and listening public, and of adopting a scheme for eliminating program interruptions which has proven profitably feasible in England, they will then materially increase the value—and the imagination—of their medium to their critics to all of their publics, and eventually—to their advertising customers."

Lewis then turned to England and Italy to show how "the more maddening of the program interruptions" are avoided "with phenomenally good results.

England and Italy. "In British commercial tv there are no program interruptions by commercials. In a well-defined three-act play there may be single commercial between the acts (where they interrupt nothing) but otherwise all the commercials are bunched between programs."

He noted that British "commercials are not so hurried and frenetic as our station-break quickies. Our trouble is that we have program interruptions *as well as* bunch-up at the breaks.

"In Italy," Lewis continued, "advertising is allowed for only about 15 minutes a day. Never is there a commercial break in the middle of a play or opera or movie. But with all of these limitations, ingenuity and showmanship have solved the problem of advertising effectiveness on Italian tv.

"The most popular program in Italy is a daily program devoted entirely to commercials and nothing else! It is called *Carosello*; it is made up of five two-minute commercials; it employs the best actors, comedians, and singers in Italy; it amuses, entertains, and sells to beat hell; and it is telecast in prime evening time, that is from 8:55 to 9:05."

Controls on loudness. In referring to "noisy" commercials, William B. Lodge, CBS TV vice president in charge of affiliate relations and engineering, said that changes in audio level "is an easy thing to criticize, but a complex problem to police properly" because of the wide ranges in audio level in the course of a program.

In order to compensate and control these variations, CBS TV utilizes three technical devices: a volume indicator, a volume limiter, and a recording volume indicator.

The VI enables audio controllers to make adjustments as they are needed. The limiter electronically and automatically prevents audio volume from exceeding maximum limits. It is similar to a safety valve on a boiler.

The recording VI makes a permanent record, via an inked chart, of how audio level was controlled moment by moment. It is not used as a spy system on audio men, Lodge said, but is a practical way to re-examine steps which may have led audio to exceed limits.

Not truly loud. One of the main reasons why it is not simple to maintain a steady sound level, he continued, is that "the measured intensity of the audio level does not always agree with apparent loudness to the human ear."

A mellow voice, he explained, sounds low, while the intonations of a staccato voice, or a staccato delivery, sound louder, although, scientifically, the air molecules are moving at the same rate.

A commercial demands greater alertness from an audio man, Lodge said, because none of the valuable time is wasted, whereas in programming, there are many intervals of no dialogue, etc.

One of several techniques employed to alter original sound variations, Lodge revealed, is called "volume compression." When recording on tape, film, or sound track, this method enables volume variations to be smoothed out by bringing up (making louder) the weaker passages.

Noting that "nobody can be 100% perfect no matter how dili-

gent," Lodge concluded that "insofar as our network is concerned we make every possible effort to prevent disagreeable audio level changes. We have extensive training programs, instruction booklets, and a standard operational procedure, just for this one problem."

The content problem. Also of "constant concern" to CBS TV is the style and content of commercials, according to Joseph H. Ream, vice president, program practices.

Nearly all messages are reviewed in the storyboard stage before any filming or taping is done to allow for changes where necessary. All commercials are looked at before they go on the air.

The network not only adheres to the NAB Code, Ream said, "... but we think our standards are higher. The Code's just the starting place for us."

Most problems in "taste" in commercials arise in certain categories, he said, such as cold and headache and antacid (proprietary). "We prefer to present the positive rather

(Please turn to page 51)

**Network execs claim
telecasters do their
utmost to control . . .**



Eyes and ears at the switches
(L. to r.): Carl Watson, NBC director of broadcast standards (radio and tv); Joseph H. Ream, CBS TV vice president program practices, and William B. Lodge, CBS TV vice president in charge affiliate relations and eng.



**. . . noise and taste
in messages before
airing and on-the-air**

NBC Radio stresses more research

- ▶ **Affiliates hear out-of-homes data**
- ▶ **Sarnoff, McDaniel point to new studies**
- ▶ **Nielsen outdoor data being updated**

New out-of-home listening data and new uses for computers were two main themes of addresses before the NBC Radio affiliates meeting in New York last week.

NBC board chairman Robert W. Sarnoff stated that radio is today's "biggest bargain in advertising" because measurements often miss 75% of the audience, which is listening to automotive or portable radios.

Sarnoff stated NBC has been "taking conscientious measures to close this research gap." Trade observers sensed in his talk a veiled illusion to ABC Radio's new Sindlinger figures, but Sarnoff did not mention them.

Executive v.p. William K. McDaniel stated that NBC Radio was following up its C. E. Hooper study, made last fall, of out-of-home radio listening, with a series

of meetings with A. C. Nielsen in the hope of coming up with a solution to the problem. He stated that Nielsen estimates were improving.

Need for ingenuity. McDaniel called for ingenuity in finding methods to measure "the great bulk of today's listening—and the growing part," the use of millions of portable and automobile radios manufactured each year. "The audience to car and portable radios is huge," he stated, mentioning that "we have indications that, on a Sunday afternoon, it is nearly double the audience listening to plug-in sets."

JWT v.p. Richard P. Jones, the first agency media man to address the meetings in 11 years, spoke of the big challenge of competitive merchandising and suggested that computers might be the tool to prove the value of the radio media

for specific advertising needs.

McDaniel also reported on NBC Radio business and program progress. He claimed NBC Radio was now three years in the black with 40% of all measured sponsored network radio hours.

McDaniel, referring to stationary mechanical devices used to measure radio listening, said that they were no longer adequate to measure today's large non-plug-radio audience.

He pointed out that 25 million new radios are made every year; three-fourths of them self-powered. McDaniel estimated that 2,700 million radios were now made an hour.

He called Nielsen figures on the out-of-home radio audience rough estimates, but stressed that work to improve these early figures is progressing.

McDaniel gave credit to NBC Radio for pioneering non-plug-studies, such as the one Hooper did last fall.

The Federal Bar Association, the Boston Symphony, and the Pennsylvania Symphony of Brevard, N. C. will provide new NBC Radio programming in 1963, reported McDaniel.



Radio called "biggest bargain in advertising" today

Addressing NBC Radio affiliates meeting last week were (l to r) Robert W. Sarnoff, NBC board chairman, William K. McDaniel, exec. v.p., and Richard P. Jones, JWT v.p.—the first agency media man to address meetings in last 11 years.

EDITORIAL

what we believe in
and what we fight for

Governor, please calm down

We are deeply distressed and upset by the uproar, the public controversy, and the extreme bitterness which has been generated by the "Portland Speech" of NAB president LeRoy Collins on the subject of tobacco advertising.

It is hurting the industry and, let no one be mistaken about this, it is hurting LeRoy Collins as well.

We believe the time has come for new, clear-headed thinking about the problem by everyone involved, including most especially the Governor.

We admire and respect Roy Collins. We know him as a man of character, integrity, and high ideals. We are certain he acted out of deep personal convictions. And we do not quarrel with him for that.

But we do believe that the Governor has been trapped—by his own idealism and perhaps by his own courageous stubbornness—in a wholly indefensible position. We do not think he is all wrong. But we are afraid he does not yet fully realize that he is not all right.

We think it would be tragic for him, and for the industry, if the rift between the NAB presidency and the NAB membership continues to widen.

That is why we want to try to say here—to Roy Collins, to broadcasters, to advertisers, and to agencies—certain things which have not been said in all the wide press coverage which the Portland speech has received.

The worst thing about the entire cigarette incident is that it has seemed to array a fearless, peerless Sir Gallahad Collins against a robber band of black-hearted broadcast brigands interested only in preserving the tobacco industry's \$150 million advertising expenditure.

Not good guys vs. money-makers

Roy, you must know in your heart that this is wrong—even if the over-simplification has strong appeal for gleeful enemies of private business, enemies of broadcasting, and other biased special interests.

You're a good man. But in some of the newspaper stories and quotes that have appeared since your Portland speech, you have sounded like a prig.

You have sounded, in fact, as if you had drunk too deep of that most dangerous of all crusader cups—the opiate of spiritual pride.

Undoubtedly you've felt you had your provocations.

The most vociferous of your industry critics have simply stressed the "we mustn't lose the bucks" argument. Others have quarrelled with you for parliamentary reasons (you should have consulted the NAB board).

Obviously you haven't been impressed by such talk.

But there is another aspect of the problem which we hope you will consider: dozens of thoughtful, sincere men in our business question the propriety of your Portland remarks on *moral and ethical grounds*.

EDITORIAL

Continued

They believe, with considerable reason, that you have tried to justify basically unethical methods because of your own high purpose.

They believe you have been carried away by personal idealism at a sacrifice of moral integrity that you have let your zeal for reform color your judgment.

And they deserve your most thoughtful attention.

No responsible broadcaster, agency man, or advertiser in America today will deny that certain areas of tv advertising do need clearing up.

Perhaps there are certain phases of cigarette commercials which deserve more careful Code scrutiny than they have yet received.

A leader not a czar

But Roy, never forget this. In your NAB post, you are neither a dictator, a luehrer nor a czar. You are the leader of an organization of free men. And you must respect your membership if you expect them to follow you.

There were certain aspects of the Portland incident which implied a strong disrespect for some of your closest NAB advisors.

There were indications, in the comments attributed to you in the daily press, that you considered your actions wholly unchallengable, immaculate and inviolate. You were determined not to give even an honorable inch.

We hope that in this you were misquoted and misinterpreted.

But in any case we ask you to consider these facts. Over 17 million Americans are dependent in whole or part on the tobacco industry. It is one of the economic mainstays of several of our states. It has made great contributions to government through taxes, and to various charities and educational organizations over the years.

No matter what you, or anyone else, may think of the effect of smoking on teenagers, or the improprieties of cigarette commercials, the tobacco industry, if indicted, deserves a fair hearing like any American institution.


We do not believe that you consciously intended at Portland to deny the industry its basic rights.

But we do think that you failed to understand that your speech, coming from the head of an important national organization, had this effect.

And in our opinion, this was a more serious moral lapse than the employment of a Roger Maris to give cigarette testimonials, or the use in tobacco commercials of bright gay young socialites.

We ask you to consider this within your own conscience.

The reason why we presume to speak so bluntly and publicly to a man we are proud to call our friend is because we believe that broadcasting needs LeRoy Collins, and that LeRoy Collins needs broadcasting.

In the NAB Code meetings and Board meetings which lie ahead we hope that there will be a meeting of minds, and a meeting of hearts, and a reestablishment of mutual respect. This is what the industry needs, what we all need. 



"Tv Spectacular," theme of sales convention

At Alberto-Culver's convention (25-26 July), held at O'Hare Inn, Chicago, sales plans were presented in the form of skits based on tv shows, starring company execs, and a mock tv set adorned the stage. Tv stars of company-sponsored shows attended

Alberto-Culver's tv success formula

- ▶ President traces VO5 Shampoo's climb
- ▶ Places \$30 million in medium for '63
- ▶ Tv is "conservative investment," no gamble

Television is an integral part of our company's philosophy, emphasized Leonard Lavin, president of Alberto-Culver, in his talk before the Chicago Broadcast Advertisers' Club on 13 November.

Reprinted below are excerpts from this speech in which Lavin outlines the principles the firm followed in order to realize such gains in sales: \$400,000 in 1955 to over \$55 million in 1962.

... exactly 10 minutes after 2 on a Monday afternoon in 1955, 100,000 viewers in Philadelphia wit-

nessed a commercial for a strange product called Alberto VO5 Hairdressing. Two days later, on a Wednesday morning at 11:30, the same commercial was run. And two days after that, viewers saw the commercial again—at 3:00 on a Friday afternoon.

While this was going on, a handful of men who comprised the infant Alberto-Culver Co. crossed their fingers with the optimistic expectation that these three commercials would sell the entire greater Philadelphia market . . . and sell them on a hairdressing.

Needless to say, our three-spot-a-week schedule didn't sell the entire market. Not by a long shot. But it did sell enough people to enable us to soon expand our television effort to include Kansas City, then Atlanta. Naturally, in order to do this, we needed immediate sales. And immediate sales is what we got.

With such a rich return for our advertising dollars, we labeled television a conservative investment . . . the same label we affix to it today.

Tv not a gamble. The only difference between treating television as a conservative investment and television as a gamble, is the way you *think* about it. You purchase your television time the same; you arrange your schedules the same; you create your commercials the



A-C president chats with stars of company-sponsored shows

At left, A-C president Leonard H. Lavin (second from l) discusses fall tv season at convention with stars Merv Griffin (l) and Amanda Blake, Milburn Stone of *Gunsmoke*. At right, VO5 Shampoo, an A-C product which has had great success

same. However, if you consider it a gamble, with a high risk of loss, you may be reluctant to use it. If you consider it a conservative investment you leap head-long into its use . . . fully confident of rich rewards.

This is exactly what Alberto-Culver has done. In fact, this is also what you yourselves have done by investing your time and energies into the medium which has brought such a change in the American economy. There is no one among us here who can deny the tremendous opportunities which television has made for selling on a grand scale, least of all me. Television has been cited as the single most important factor in the growth of Alberto-Culver. And nothing could be more true. Nevertheless, television alone is not the whole story. It is one part of a basic philosophy that we have at Alberto-Culver . . . a philosophy, I am happy to say, that put to work, has resulted in many successes.

Three tenets. The philosophy is a simple one based on three main tenets. They're: 1) marketing of quality products at premium mass prices with distribution in all pos-

sible outlets; 2) executive staff, small in numbers but extremely capable and 3) a maximum number of advertising dollars concentrated on television. This is a simple formula which, actually, almost anyone could think of and do. But they haven't and still don't. Why? They shrink away from the obvious. They're afraid to deviate from the accepted paths and take a risk.

Don't play it safe. We consistently avoid the temptation to try and play it safe. We don't price a new product at exactly the same level as the competition. We don't cut back our advertising or even allow it to level off when we've made it to the top. We don't waste our time or our money on creating "me-too" products. And we've shortstopped Parkinson's law by hiring the best people and stretching them to the fullest of their capabilities. These are our principles. But unlike others who sound off with many platitudes and then stretch their rules in practice, we stuck to our guns.

To show you how these principles can be put to work in the most profitable manner, I shall discuss just one of our products, from the

time that it was only a glint in our eye, until now. That product is our VO5 Shampoo.

Two years ago, the shampoo market was in need of an upgrading of its most popular size. It is a well-known fact that when you give consumers a range of prices from which to choose their favorite brand, they will invariably choose the medium or lowest priced size. As a consequence, before we entered the market, the most popular shampoo was a four-ounce bottle retailing at 60 cents. The first thought, it would seem, would be to introduce a new shampoo at 60 cents for three or four ounces . . . and to offer a range of sizes.

But the first thought isn't necessarily the right one. So VO5 Shampoo was introduced in one size—seven ounces. And it sold at \$1.00. Our goals were three in number: to capture 10% of the market for the first year and 20% the second; to make the \$1.00 size the most popular size, and to help increase the size of the market by 10%.

Market vulnerability. As with all of our past entries, we first determined the market vulnerability. To do this, we had to explore the

history of the product class. We learned that Fitch Dandruff Shampoo started the market in 1898, followed by Ogilvie Sisters in 1912, Monti Castille in 1925, and Breck in 1929. These early shampoos weren't really much different than a bar of soap. Only they came in clear liquid form. They left the hair manageable, and easy to comb. However, after shampooing, they left the hair with an oily and uneven texture. To remedy this situation, Procter and Gamble introduced Drene Shampoo in 1933. There was the first shampoo formulated of synthetic detergents, and started a whole trend. Every major and minor toiletry company in America followed suit with its own detergent shampoo. But, although these new shampoos left hair feeling clean and shiny and looking clean and shiny, they washed so well that they washed away the oils that bind the hairs together. Therefore, consumers had another complaint: unmanageability. This complaint has kept consumers constantly switching from one shampoo brand to another.

Research showed us that two-thirds of all shampoo users buy more than three different brands per year. Not only that, but only one person in ten sticks with the same brand all year. This is the worst kind of loyalty. But it is to be expected if no shampoo can deliver both cleanliness and manageability.

Two large companies tried to meet this problem with a novelty approach, but ended in dismal failures. In test markets, Bristol-Myers introduced Tandem, and Lever Brothers brought out Starlight. These shampoos tried to solve the manageability dilemma with a twin pack: one side of the product as a shampoo, the other a creme rinse and conditioner. But the public wanted one shampoo, one bottle, one process that would give them both clean and manageable hair. Seemingly, the public wanted what was impossible.

Improving the product. We put our technicians to the task in early 1961. After many stages of development, a shampoo began to take

shape. Almost from the start it was a good shampoo . . . as good as the best on the market. But this wasn't enough.

After several experiments, we developed a unique feature in the shampoo: flash suds. This meant that the shampoo lathered instantly . . . even on the first lathering. Because it could do this in spite of impeding oil and grime, the need for a second lathering was eliminated. Yet, although we had a dramatic improvement, this still didn't deliver the much-desired manageability. And in addition, research showed us that people actually want to lather their hair twice.

It wasn't until late 1961 that we developed a formula that was effective in the area of manageability. The formula was comprised of five ingredients: three ingredients created a rich, lasting lather for cleanliness . . . two ingredients

served as conditioners to make hair controllable and easy to manage.

To back our belief in the product, we conducted blind product tests. Our belief was overwhelmingly confirmed.

Ad campaign problems. Work had commenced on an advertising campaign even before the final formula was developed. First, our advertising agency analyzed the competitive campaigns. Their analysis pointed up another market vulnerability . . . on the advertising level. It seemed that all shampoo brands were making similar claims.

Ten shampoos said they were new. Nine shampoos said they leave hair shining. Six shampoos said they make hair clean, have a rich lather, and come in more than one type. Five shampoos claimed that they leave hair soft, healthy and easy to manage.

Not only were the claims alike,

Alberto-Culver's agency views its client

Barton A. Cummings, president of Compton, made the following remarks about Alberto-Culver's price and ad policy in a speech last month before the ANA on private vs. national brands.

I'd like to cite an example in our own agency experience that indicates how sound pricing is essential to a brand's success and, second, that having the lowest retail price need not be the determining factor in making a sale.

Two years ago, the woman's hair spray business was in the doldrums. Shelves were glutted with cheap brands and most of the major national brands were so busy fighting each other with trade deals and price-off packages that the category was suffering from under-advertising.

At this seemingly unpropitious time, a marketer [Alberto-Culver] with vision and guts introduced a new hair spray under an established name. It was a fine product and it was backed by the most powerful advertising campaign ever put behind a brand in this product category. In a matter of months, it was the leading seller—at the end of a year, it had 20% of the market. At the same time, the entire category took on new

life and the market for hair sprays expanded by almost 50%. The quality of the product and the weight of the advertising were made possible by sound pricing. What would have happened had the brand entered the market to compete on a price basis with no more than competitive quality and with a meager advertising budget, we believe, is obvious.

but so were the commercials. Not that we complained, though. It left the field wide open for an original presentation.

Following hundreds of good commercial ideas, and several actually-produced commercials, we conducted commercial tests.

Final commercial. Our most effective effort turned out to be the simple, yet direct promise that Alberto VO5 Shampoo makes your hair do what you want it to. After making the promise, our final-for-air commercial explained how the promise was delivered: the sham-

poo contained five special ingredients . . . three for cleanliness, two for manageability. It made your hair do what you wanted it to. Here was an honest description of exactly what the product was . . . and exactly what the product did.

In January of 1962, we furnished VO5 Shampoo to the trade . . . in the seven ounce glass bottle at \$1.00 that I mentioned earlier.

Deals to the trade were made appetizingly profitable. The number of pieces in each deal was kept low so that the smallest outlets could afford to take the deal and

stock the product. Grocery distribution, notoriously slow in coming, was especially crucial since 75% of the volume for some shampoos came from these type outlets.

Ad dollar philosophy. With distribution accounted for, the advertising broke on 1 March of this year, employing our favorite conservative investment—television. Our philosophy regarding advertising dollars is to eventually spend at least at the same level as the leading brand. At the beginning however, the expenditure is nursed along and increased as sales start

'Benchmark research' aids sponsors

- ▶ **Benchmark necessary factor, experts say**
- ▶ **Measurement is must as a starting point**
- ▶ **Concept is described as simple, yet sound**

Advertising results can be measured and one of the basic elements in achieving these objectives is benchmark research. In the highly-regarded best-selling book, "Defining Advertising Goals," published by the Association of National Advertisers, there is a vital chapter headed "Buying Attitude Benchmark." Its author, management consultant Russell H. Colley, goes on to say that "Out of our research (into markets, motives, and messages) we can now establish what we shall call 'buying attitude benchmark.' It tells us where we stand today in the minds of the particular audience we want to reach with respect to the particular message we want to register." Colley declares that the benchmark is needed for two reasons: 1) to reach a decision on what message is to be communicated to what audience and 2) to measure accomplishment.

One of several forces. The book makes it abundantly clear that ad-

vertising "is only one of several marketing forces that lead to the ultimate objective of a sale." Cited are some seven other forces "that must be blended with advertising to consummate a sale."

In a recent address on measuring marketing effectiveness, Marion Harper, Jr., chairman of the board, Interpublic, Inc., and chairman of the board of the 4As, singled out "Defining Advertising Goals" as a noteworthy contribution to advertising. "Its whole premise is the need for the isolation of advertising from other advertising influences for the purposes of assigning goals and measurement," Harper observed. ". . . many advertising programs either fail to include objectives, or they include such generalities as 'to increase sales' or 'to improve share-of-market' or 'to build prestige.' If a goal is stated as a generality, it will be impossible to relate advertising to its achievement. On the other hand, if a specific goal is assigned to an

advertising program—for example to increase brand awareness by 15%, or to increase knowledge of the trademark by 30%—progress toward these goals can be determined."

And time and again, Harper and other advertising experts have advocated benchmarks over present practices in defining goals and measuring advertising.

On the subject of benchmark measurement and goal setting, Dr. Clark L. Wilson, director of research and member of the marketing plans board of BBDO, observed that very little has been said about these aspects of advertising research. "This has probably been at the root of much of the confusion," he declared. "One might, in this context, define goal-setting as 'stating a desired level on any measure or combination of measures, of performance.' Since the objective of most business enterprises is to make a profit, then we can start with profit as the ultimate and most important type of goal. Then we can line up other measures in a rough order of decreasing importance: (1) Profit (2) Sales (3) Share of Market (4) Brand Preference (5) Conviction in Accepting Product Claims (6) Penetration of Selling Claims (7) Awareness of

rolling in, and distribution gaps are filled.

So our initial budget was set at three million, while our major competitors were spending upwards of four million. Within 60 days, Alberto VO5 Shampoo enjoyed robust sales. Significant gains in distribution were achieved because of consumer demand. So we raised the budget to four million, and have been adding to it ever since.

Product sizes. We had introduced the product in one size . . . knowing full well that the top

competition had a minimum of five facings. But once the demand for the product hit a high level, the time was ripe for the introduction of a flanker brand, and for the loading in of regular merchandise. So VO5 Shampoo For Dry Hair was introduced in June. It, too, came in a seven ounce bottle and sold for \$1.00. The Dry Hair Shampoo was sold to the trade in a combination deal with the regular shampoo. So we created a second facing, and we partially corrected a money-wasting out-of-stock condition.

In September, fifteen ounce bottles of both the regular and the dry hair formula shampoos were sold to the trade. The new sizes were designed to retail at \$1.75. Right now . . . today, we have four facings, and four fast-moving items.

That has been our story, and not just with shampoo, but with product after product after product. The results alone speak for themselves.

Today, VO5 Hairdressing is the leading women's hair conditioner with 63% of the market. In addition
(Please turn to page 51)

Advertising Among Target Groups of People."

Other performance measures. Dr. Wilson went on to say that one could, of course, add many other types of performance measures on which goals could be set. He cited, for example, coupon returns, slogan identification, reduction of confusion between brands and claims, etc. "Most all of these have the property of being capable of being put on to some kind of numerical scale," Dr. Wilson continued. "Thus, by making repeated measurements one can estimate the extent to which he moves up and down the scales.

"The use of goal setting procedure has a tremendous advantage of helping to sharpen the planning of advertising or marketing campaigns," he added. "It forces the marketing or advertising personnel to deal with hard facts that can be measured rather than with hunches. The advantages are often difficult to see at first because one frequently lacks a track record or any history of past experience. The benefits begin to accrue in increasing amount with time and successive measurements. A benchmark measurement of some kind is a definite requirement as a starting point.

"There are some traps in the procedure. Sometimes managers will be satisfied with attaining stated goals on certain measures of

(Please turn to page 54)



Urge the defining and measuring of advertising goals

Marion Harper, Jr. (l), chairman of board, Interpublic, Inc., calls for measuring of marketing effectiveness. Jack Landis (r), exec. dir., Marketing Evaluations, says concept of benchmark research is simple, yet sound, but not a final measure



Benchmark measurement as starting point

Horace Schwerin (l), pres., Schwerin Research, says benchmark is only realistic in relationship to given point in time. Dr. Clark Wilson (r), director of research, BBDO, says benchmark measurement is definite starting point requirement

What buyers think of promotion

- ▶ Buyers tell how well station efforts work
- ▶ Say why they remember gimmicks, stations
- ▶ Give opinions on aids to sound promotion

How to get the attention of the much-sought-after timebuyer is a problem that continues to vex and perplex every station on the air. Some station men claim it's impossible, while others constantly seek new ways to supply buyers with something special in information and promotion. One timebuyer referred to such alert station men as the "attention seekers."

Great quantities of literature are devoured with the morning coffee, timebuyers say, but a lot of the morning's mail also goes in the circular file, or bluntly speaking, the garbage. Few are able to say "I have time to read everything that comes across my desk."

SPONSOR last week asked timebuyers what *they* would do to lure buyers if suddenly cast in the role of station promoters. Their first step: itemize the kinds of things the buyer loathes, lauds, and remembers, which are, as they tell it, the following.

Aids. Combining the merits of the talked-about gimmick and the needed information, timebuyers find aids or devices, designed to help them in their work, most successful. A current example is the comprehensive AM Radio Sales Expediter (SPONSOR, 3 December) which aids timebuyers, by the use of wheel charts, to find market relationships, cost of announcements,

specific market data, homes reached, and cost-per-1,000. The TvAR slide rule and the Katz cost calculator were also given high ratings by buyers. (See picture below.)

On another scale are items with other uses: telephone files such as Storer Broadcasting gives out; personally monogrammed pads such as WSYR, Syracuse, distributes; or ash trays similar to those of KPIX, San Francisco. Such mail is not thrown away and keeps the station call letters constantly in front of the buyer. "As far as I'm concerned, these things are like advertisements every day," says one buyer. "I'm always chewing on a pen or using some ash tray with call letters on them. Then one day I used one of those stations and thought to myself 'Holy smoke, they caught me.'"

Rate cards. "I don't pay any attention to rate cards," was the overall response. If buyers want that information they feel it's very

SPOT TELEVISION ADVERTISING COST SUMMARY NO.31

WITH FORMULAS FOR ESTIMATING
SPOT TELEVISION BUDGETS

BASED ON PUBLISHED RATES
AS OF MARCH 15, 1962


THE KATZ AGENCY, INC.
TELEVISION STATION REPRESENTATIVES

DOUGLAS DOES IT!

AND YOUR SPOT SALES WILL "DO IT" TOO ON
THE BRIGHTEST AND NEWEST PROGRAM
IN CLEVELAND'S TELEVISION HISTORY
THE MIKE DOUGLAS SHOW



Buying aids and personality information rate high with timebuyers

The Katz spot tv cost summary (1) is aid timebuyers like and use. Strong station personalities such as Mike Douglas of Cleveland's KYW-TV (bottom l) and co-entertainers Carmel Quinn, Joe E. Brown act as magnets for listeners and advertisers.

handy in *Standard Rate and Data*. Unless rates are exceptionally low, the unsolicited rate card is usually overlooked, sponsor editors found.

Program personalities. Some timebuyers find news of changes in program personalities of primary importance—especially in radio. In radio or tv, however, it was felt that a well-known figure coming on a station can grossly affect station listenership. One strong personality may capture the attention of an important audience group, for instance, women. Advertisers recognize and take advantage of this.

On special appeal programs for Negroes, kids, and Spanish-speaking listeners, personality changes are considered most important.

Trade advertising. A trade paper advertisement can bring the station to the attention of the timebuyer, but little more, timebuyers say. This attention is peaked when the ad is well placed in special issues on the market or subject the buyer is interested in.

In trade ads, buyers prefer hard sell techniques so the station message can be comprehended quickly. Some of the slogans or selling pitches remembered and mentioned by those interviewed were, "only full-time Spanish-language station in Florida," "delivers 50% more homes than station B in Syracuse area," "Pulse says has top adult Negro circulation in Atlanta," or "radio station of *The New York Times*." If not meaningful and documented, the station slogan should be clever and attractive, buyers said. "In the land of milk and money" was one such eye-catcher.

Several timebuyers mentioned it takes two or more ads to sink in the call letters and image. Then, subconsciously, there is a recognition when they look through SRDS and begin picking stations.

More important than trade paper ads is trade paper news, was a frequent opinion. Although ads are looked at if they are good, being in the news shows objective prominence in some way, and not often subjective station promotion.

Good music. Although "good music" is not a general category of promotion, it was so often referred



Gimmicks are not only conversation pieces

Buyers may not always use gimmicks, but remember the station. When buying time comes the station recall is quick. Above is WJZ-TV, Baltimore, game for admen

to by buyers as objectionable, it is included here separately. Promotion material barking "lively station," "rich market," "high ratings," and "good programing," are all bedfellows of such nebulous promotion. One buyer comments, "Much of it is grossly inaccurate poetic license."

But the specific term "good music," so often held up as a sales highlight, is most challengeable. Hillbilly, classical, and western are more popular in certain parts of the country than others. "In Phoenix the bank president might very well listen to western music, while a man in the same position in New York might call classical good music," one buyer contended. Aside from the region there are personal likes and dislikes. Two men from the same office buying in the same market could very well have different opinions. The term has about as much meaning as good candy, good cigarette, or good automobile, buyers say.

Who's to say "good music" can be associated with the best-selling format, anyway? one buyer commented. "Unfortunately, often a constant barrage of low, discordant,

gin-mill type music resulting in a heartless bludgeoning is what people want—good or not."

"Every station screams we're the best," said another timebuyer. "If our advertising were as bad as the stations' we'd be in a sorry state."

Program schedules. Buyers disagreed as to the value of station schedules. Some said "I keep all the latest ones"; others said "I throw them all out." When a timebuyer works almost exclusively in one market, schedules are watched closely and matched against the competition. "In such a case we watch everything," said one buyer, "new news, program packages, personalities, and where they're all being put."

Gimmicks. "If a station wants to catch my attention, their pitch stands out much more with a gimmick," says one buyer. Buyers claim even inexpensive gimmicks such as cracker-jack boxes, candy, or glasses seem to give them a hanger for remembering.

"But don't get the wrong idea," a buyer hurried to add. "The gimmicks themselves won't do the trick, but we talk about them, use

(Please turn to page 51)

How spot tv product categories compare in 3rd qtr. spending

	1961	1962
Agriculture	\$ 221,000	\$ 208,000
Ale, beer & wine	14,227,000	14,394,000
Amusements, entertainment	533,000	710,000
Automotive	4,023,000	5,375,000
Building material	557,000	631,000
Clothing, furnishings	1,420,000	1,220,000
Confections & soft drinks	9,197,000	12,381,000
Consumer services	4,172,000	4,961,000
Cosmetics & toiletries	13,626,000	18,090,000
Dental products	3,804,000	3,594,000
Drug products	7,023,000	8,531,000
Food & grocery	29,163,000	35,947,000
Garden supplies	47,000	66,000
Gasoline & lubricants	5,081,000	5,462,000
Hotels, resorts, restaurants	53,000	159,000
Household cleaners	5,123,000	6,795,000

	1961	1962
Household appliances	927,000	1,057,000
Household furnishings	410,000	498,000
Household laundry	10,955,000	13,595,000
Household paper	1,527,000	2,032,000
Household, general	1,592,000	2,014,000
Notions	5,000	39,000
Pet products	1,668,000	2,194,000
Publications	867,000	804,000
Sporting goods, bicycles, toys	1,405,000	1,590,000
Stationery, office equipment	504,000	348,000
Tv, radio, phonograph	81,000	77,000
Tobacco products	6,288,000	4,990,000
Transportation & travel	1,151,000	1,601,000
Watches, jewelry	390,000	811,000
Miscellaneous	1,604,000	1,748,000
TOTAL	\$127,644,000	\$151,922,000

Source: TVB-Rorabaugh

Tv spending on a one-way spree: up

- ▶ **Spot tv 17% ahead this year in 3rd quarter**
- ▶ **Network billings up 13% for first nine months**
- ▶ **Early evening increases its popularity**

Spot tv billings for the third quarter 1962 continued the pace set in the year's earlier quarters by making a 17% rise over the same period last year, according to figures released today (10 December). TvB-Rorabaugh totals for gross time billings were \$151,922,000 for the quarter, compared with \$127,644,000 in the same 1961 period.

Early evening emerged as the time period gaining most ground in share of the billings, continuing a pattern set in previous quarters. Late night advanced somewhat

while daytime and particularly prime nighttime periods were down in their share.

For spot tv in the first nine months, gross time billings were \$523,453,000, an increase of 19.1% over last year's \$439,571,000.

Actual percentage increase for the summer quarter on a dollar basis was 19%. But an analysis of figures from 299 stations that reported in both quarters indicated a 17% increase.

Network up 13%. Network television billings for the first nine months of this year show a 13% rise

over the same months of 1961, another TvB report says. From January through September 1962 the networks billed \$580,135,091, while in 1961 the comparable figure was \$513,523,662. Network figures are compiled for TvB release by Leading National Advertisers Broadcast Advertisers Reports.

Important increases were shown in spending by major categories in both network and spot tv.

In third quarter spot, increased activity was highlighted by these categories: automotive from \$4,023,000 to \$5,375,000, up 33.6%; confections and soft drinks \$9,197,000 to \$12,381,000, up 34.6%; cosmetics and toiletries \$13,626,000 to \$18,090,000, up 32.8%; household cleaners \$5,123,000 to \$6,795,000, up 32.6%; household paper products \$1,527,000 to \$2,032,000, up 33.1%; pet products \$1,668,000 to \$2,194,

000, up 31.5% and watches, jewelry, and cameras \$390,000 to \$811,000, up 107.9%. (See chart, page 42.)

Toiletries became the leading advertiser classification in network television, January through September, increasing 20.9% from \$89,282,651 to \$107,985,397. Other network categories showing increases were food, up 6.4% to \$100,536,706; automotive, up 8.1% to \$31,513,683; household equipment, up 17.1% to \$23,833,742, and soaps, up 9.3% to \$61,889,857.

Brand leaders. Anacin was the leading brand in network billings, spending \$8,042,171 during the period. Bufferin was second, with \$6,628,715. Among the remaining top 25 brands, those that increased spending markedly were Colgate Dental Creme, Campbell Soups, Falstaff beer and Pillsbury chilled products. Both Procter & Gamble products in the top 25, Crest toothpaste and Tide, dropped network expenditures slightly. But P&G was the leading network advertiser with gross billings of \$39,573,853. American Home Products was second with \$23,185,374.

In spot television, three advertisers wound up on the top 100 list (see chart, page 43) for the first time. Charles Gulden & Co., with billings of \$341,700; Knox Gelatine, with \$317,000, and W. F. Young Co., makers of Absorbine, with \$305,000.

Time periods. In time of day, early evening this year took 23.9% of all billings, or \$36,318,000, during the third quarter. Last year this segment earned 21.8% of all billings. Late night increased its share to 23.5%, or \$35,749,000, compared with 22.1% last year. Prime night was down to 29.7% from 33.1% the previous season. Daytime spending was 22.9% of the whole, just below last year's share of 23%.

I.D.s continue to decline in favor, while announcements strengthened their lead in types of activity preferred. The latter accounted for 79.3% of all activity, up 5.3% compared with last year. I.D.s took 8.4% of the billing, or 2.6% below previous figures. Programs were down, too, dropping from 15% last year to 12.3% this year.

Top 100 spot tv advertisers

1. Procter & Gamble	\$14,207,100	51. Foremost Dairies	558,200
2. Colgate Palmolive	6,513,300	52. Falstaff Brewing	555,000
3. William Wrigley	4,333,300	53. Johnson & Johnson	550,600
4. Lever Brothers	4,037,300	54. P. Ballantine	550,500
5. General Foods	3,891,600	55. Golden Press	542,600
6. Alberto-Culver	3,277,200	56. Phillips Petroleum	542,500
7. Bristol-Myers	3,094,800	57. Pet Milk	537,800
8. General Mills	2,822,800	58. International Latex	529,800
9. Coca-Cola bottlers	2,766,200	59. Star-Kist Foods	518,600
10. American Home Prod.	2,207,700	60. Hills Bros. Coffee	515,800
11. Standard Brands	1,950,400	61. American Chicle	508,100
12. Jos. Schlitz Brewing	1,825,200	62. H. J. Heinz	493,300
13. Kellogg	1,748,800	63. Stroh Brewery	432,200
14. Corn Products	1,738,800	64. Lucky Lager Brewing	481,400
15. Philip Morris	1,516,800	65. Greyhound	477,400
16. Gillette	1,317,500	66. New York Telephone	473,200
17. Miles Laboratories	1,295,000	67. Laddie Boy Dog Foods	469,300
18. Carter Products	1,294,800	68. Andrew Jergens	462,400
19. Ford Motor dealers	1,266,200	69. M. J. B.	431,800
20. Food Manufacturers	1,214,900	70. Sinclair Refining	459,700
21. Pabst Brewing	1,203,400	71. J. Nelson Prewitt	451,600
22. Pepsi Cola bottlers	1,201,900	72. Lehn & Fink Products	438,800
23. Continental Baking	1,047,200	73. Ball Bros.	438,100
24. Avon Products	1,026,700	74. American Tobacco	437,100
25. Simoniz	999,600	75. Du Pont	428,200
26. Associated Products	992,500	76. Nestle	391,600
27. Anheuser-Busch	989,500	77. Maybelline	386,900
28. General Motors dealers	986,300	78. Sears Roebuck	385,500
29. P. Lorillard	963,500	79. Climacene	380,200
30. Canadian Breweries	891,700	80. E. & J. Gallo Winery	378,900
31. Welch Grape Juice	857,900	81. Chrysler dealers	370,000
32. J. A. Folger	854,100	82. Cott Beverage bottlers	355,000
33. R. J. Reynolds	844,200	83. Atlantic Refining	353,900
34. C. Schmidt & Sons	813,200	84. Kimberly-Clark	346,000
35. U S. Borax & Chemical	808,800	85. Schaefer Brewing	343,700
36. Shell Oil	804,000	86. Charles Gulden	341,700
37. Ralston Purina	742,600	87. A&P	340,700
38. Armour	715,300	88. Standard Oil (Ohio)	334,700
39. Chesebrough-Pond's	709,300	89. Armstrong Rubber	332,100
40. Liggett & Myers	706,900	90. Shulton	329,400
41. United Vintners	705,600	91. B. C. Remedy	329,400
42. Campbell Soup	692,500	92. General Toy	325,400
43. Warner-Lambert	675,700	93. National Biscuit	319,900
44. Theo. Hamm Brewing	657,700	94. Knox Gelatine	317,700
45. American Oil	653,300	95. Scott Paper	310,900
46. Charles Pfizer	626,200	96. Texize Chemicals	310,700
47. Humble Oil & Refining	611,900	97. Hunt Foods & Indus.	308,200
48. Pacific Tel. & Tel.	588,900	98. Frito-Lay	305,800
49. Armstrong Cork	531,100	99. Oscar Mayer	305,500
50. American Motors Corp.	570,400	100. W. F. Young	305,000

Source: TVB Borabaugh

Radio campaign wakes up a sleeper

- ▶ 50-year-old bedding firm overhauls ad effort
- ▶ Pushed mattresses on talk radio shows
- ▶ Sleepmaster sales up 365% so far in 1962

Since 1910, when Sleepmaster was founded by Nathan and Mary Gennet among the stately elms and maples of Newark, N. J., the firm has produced quality articles of bedding and has grown respectfully large in the classic American tradition.

But last January, Abram Roland Gennet, president of Sleepmaster since 1943, decided the

time had come to whip the company out of its horse-and-buggy approach to sales and advertising.

He drove to Budd Getschal's advertising agency on Madison Avenue, talked the problem over with the Getschal Co., and in a short time a "talk station" radio campaign and merchandising program was mobilized for the Sleepmaster Dr. Mattison mattress.



Commercials emphasize body balance and support

How well customer sleeps is important thing. Picture above shows standard double bed leaves only crib-width (27") room per person. Selling point for king-sized or twin beds is that adults need minimum 39" space for restful, healthful sleep

Results: In the first 10 months of this year, sales have increased 365%. The month of August alone was 600% ahead of August 1961. In addition, the campaign opened up dealerships where none existed and also boosted sales of Sleepmaster's four lower-priced mattresses.

The first thing Getschal convinced Gennet (accent on first syllable) to do was to increase the annual advertising budget from \$100,000 to \$165,000 for 1962. Half of this was allocated to radio, about \$60,000 was put aside for sales incentives, and the rest was for direct mail and print.

Streamline trademark. The agency then went to work on the old Sleepmaster trademark; gave it simpler, cleaner lines for quick impression. *Sleepmaster* and *Sleepmaster Dr. Mattison* now stand out against a white elliptical background.

Picking the right "talk station" to penetrate Sleepmaster's main distribution areas (metropolitan New York, northern New Jersey, southern Connecticut, and metropolitan Philadelphia) wasn't too much of a problem, according to Getschal.

"We felt that WOR was the right station from the start," he said. "It was a natural. The ratings are right, the cost-per-thousand is right, the audience composition is right, and it has a lot of good talk programming around the clock." He ran down the list: John Gambling, Dorothy and Dick, Martha Deane, the McCanns, Arlene Francis, and Long John Nebel.

Newlyweds tune in. "These people," Getschal continued, "have a loyal listening audience and they keep them over the years. Their message is believed and is more effective. The audience is composed of many young marrieds and established families—no juveniles. For us, it was ideal."

(Please turn to page 55)



Tv was found to be the solution behind supermarket problem

Like other supermarkets, Pagnataro's, New Haven, must go far beyond its own neighborhood for enough shoppers to make business profitable. To reach shoppers, store used tv (WNHC-TV). Research in story below documents effectiveness

Tv is proved a supermarket builder

- ▶ **Before and after research measures tv campaign**
- ▶ **Supermarket chain achieves desired reach**
- ▶ **TvB and local tv station cooperate on research**

Measuring the concrete results of advertising is a sophisticated enough game for advertisers in the big league, but the rules do not keep smaller leagues out of action. In many ways the more local the advertiser, the better his facility for tabulating the results in a more tightly defined area.

Last week, Television Bureau of Advertising released the details of a study it did in cooperation with a New Haven, Conn., tv station to determine the reach and impact of tv for a retail food advertiser. The study turns up important documentation of television's advantages in securing the ends desired by an advertiser, new to the medium, and bears most of the marks of the "benchmark" method of research

(see "Benchmark Research Aids Sponsors," page 38).

Before—after survey. TvB and the station, WNHC-TV, commissioned The Pulse, Inc., to gather data on supermarket shopping of housewives both before a campaign on the station for Pagnataro's Supermarkets and nine months later.

As with most food retailers in the supermarket era, Pagnataro's specific marketing goal was to reach further and further from its immediate neighborhood for enough customers to supply the traffic and volume necessary. Finding that the newspapers' reach was more confined to the area around the supermarket itself, Pagnataro's turned to television for the first time.

To measure the effectiveness in

reaching shoppers from outside the neighborhood, the study establishes those coming from a mile or more away as those sought. It involved two Pagnataro stores, one in central New Haven, another in suburban Hamden.

Reach increased. The results showed that tv vastly increased the New Haven store's reach by bringing in 12% more of their customers from the area outside the one-mile circle. In suburban Hamden, 12% more customers were gained. (See chart, page 46.)

Personal interviews were made by Pulse in two waves eight months apart, using a sample of 500 housewives. The first interview occurred in October 1961, before the start of the tv campaign, the second in June 1962.

In the interviewing period the supermarket sponsored a television schedule of two five-minute news programs per week and 20 one-minute spots per week. Newspaper advertising continued at its previous level.

Effect of tv in gathering supermarket shoppers from outside immediate vicinity

	% shoppers living mile or more away	
	New Haven store	Hamden store
Before tv (10/61)	24%	68%
After tv (6/62)	34%	76%
% change	+42%	+12%

Source: TVB

Awareness changes. A comparison of data from the two interview waves indicated that the housewives' awareness of Pegnataro's advertising in all media increased from 16% to 81%. And at the end of the test period 43% of the housewives said they were aware of ads in newspapers, while 62% were aware of television advertising. Thus, the cumulative impact of

eight months of tv resulted in 44% greater awareness of tv, in spite of the store's long use of newspapers.

A measure of awareness of Pegnataro's advertising in relation to other supermarkets showed that knowledge of all supermarket advertising increased 24% during the period. However, awareness of Pegnataro advertising increased 65%.

Housewives were asked which su-

permarket they would suggest to a stranger in the neighborhood, in order to detect changes in attitude. At the time of the first interview, 24% named a competitor and 23% named Pegnataro's. At the time of the second interview, 27% named Pegnataro's, while the competitor figure remained the same. Thus, 18% more housewives recommended Pegnataro's after the tv campaign, making it the most recommended of seven stores in the area, the majority of which were national or regional chains. All other markets except one remained unchanged or slipped in prestige.

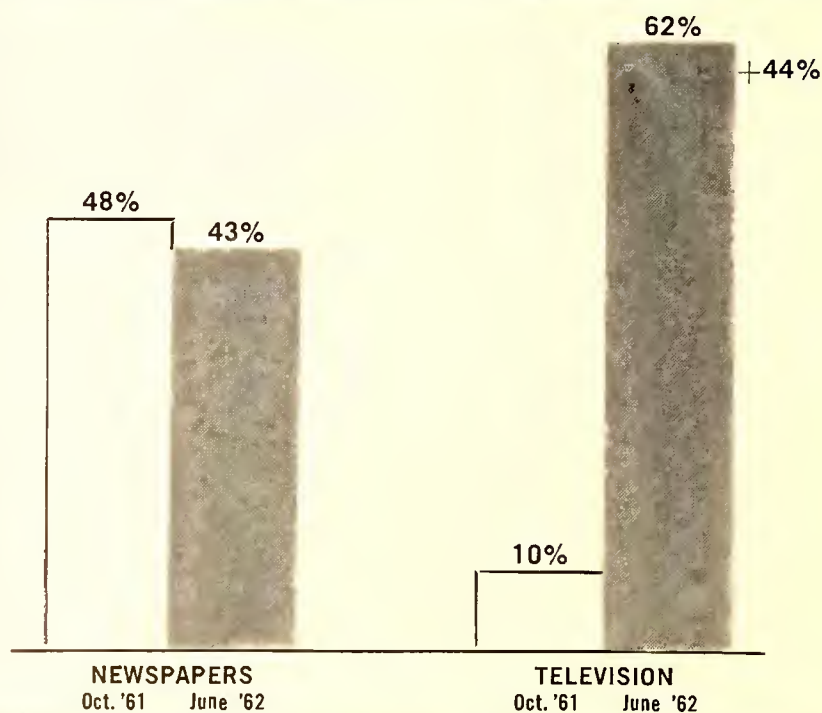
Viewers and non-viewers. Television's part in the store's increased recommendation value is displayed by an analysis of those housewives who did recommend the store. 21% of these women were non-viewers, 28% light viewers, and 33% heavy viewers. Thus 33% more light viewers than non-viewers recommended the store, while 57% more heavy viewers than non-viewers gave it a plug.

Asked "Where do you do most of your shopping?", housewives answers were correlated with frequency of viewing. While only 21% of non-viewing housewives said they did most of their shopping in Pegnataro's, 28% of light viewers and 35% of heavy viewers said they did most shopping there. The incidence of shopping at Pegnataro's was 39% higher among viewers than non-viewers.

Tv schedule. The supermarket's 20 spots per week were scheduled half in daytime, a fourth in early evening, another fourth in late evening. The schedule operated seven days a week, but was lightest on Saturdays. In addition the local news was sponsored Mondays and Thursdays from 11:15 to 11:20 p.m.

Such a bulk schedule was unique among supermarkets' use of television in New Haven. Three other supermarkets in the New Haven markets advertise on television, but scheduling and commercial content are different from the Pegnataro approach. The latter's commercials sell the "personality" of the supermarket, describing it as a family-

44% more were aware of Pegnataro's on tv



Source: TVB

operated market where the selection and presentation of groceries is done under close supervision. Particular emphasis is placed on the store's meats. Commercials point out that only the best cuts of meat are chosen and approved by the store's proprietor himself. Price is hit hard in all commercials. There is no differentiation of commercials for the newscasts and the spot schedule; all are used interchangeably.

Meanwhile, Pagnataro's has renewed its schedule with WNHC-TV on a long-term basis. Under present arrangements the schedule will run for at least one year.

Expansion time. The television campaign comes for the store at a

time of expansion. Pagnataro's is constructing the third and newest unit in its chain in the heart of New Haven's downtown redevelopment complex. It will serve several high priced apartment houses and the business area of New Haven. Almost adjacent to the Yale New Haven Medical Center and New Haven Community Hospital, the new store is costing more than \$500,000 to complete and equip.

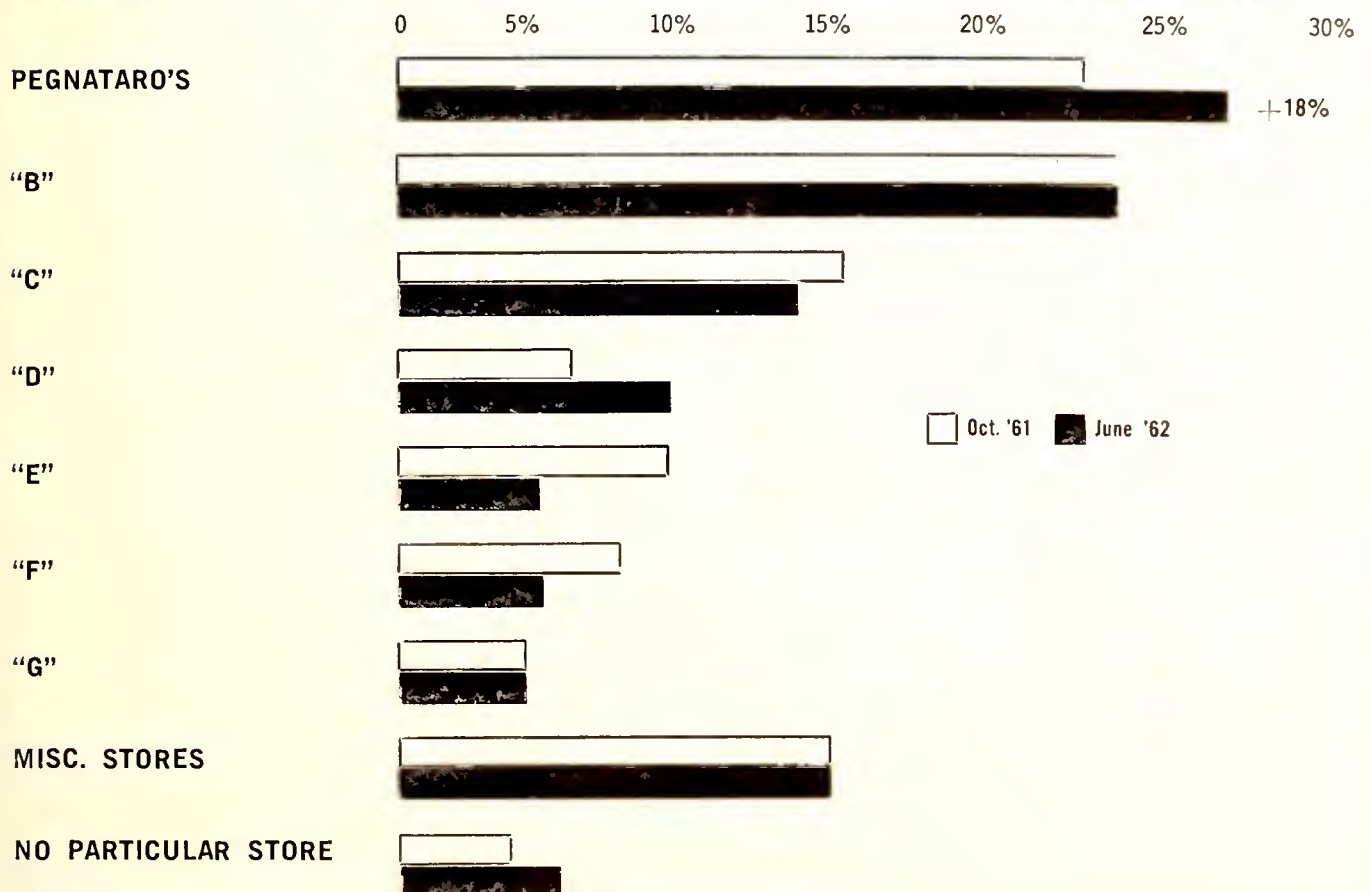
A fourth unit in the Pagnataro chain is scheduled to open in the fall of 1963 in the city's Fairhaven area. It will be the largest of the chain's stores when completed.

The unit presently located in the Hamden Plaza Shopping Center formerly housed a national food op-

eration which closed after only two years in business. Pagnataro's reports that when it took over the store, remodeled, and installed new equipment, it became the most profitable of its two units within a year, despite the fact that it was competing with three national chains in the immediate area.

The use of television by food stores, TvB says, is probably made necessary by the fact that tv's signal reaches beyond the area served by local newspapers to deliver new customers. In a random week in May 1962 in 26 top markets monitored by Broadcast Advertisers Reports, 139 food stores were using television, and were second only to auto dealers in that respect.

After tv, 18% more housewives would recommend Pagnataro's



Housewives were asked which store they would recommend to a stranger

Before tv, 24% named "B" and 23% named Pagnataro's. Later, 27% named Pagnataro while all competitors either dropped or remained same except store "D" whose score was on lower level.

“Wow!”
“What a figure!”
“Sensational!”



39.9! And again all eyes are on Channel 2!

The Thanksgiving Eve showing of "Mister Roberts" on the Schaefer Award Theatre zoomed to the highest rating ever achieved by a feature picture on New York television, according to both Nielsen and Arbitron. Broadcast from 11:15pm to 1:27am, far later than usual peak viewing hours, this classic from Seven Arts Associated commanded a 39.9 Nielsen average rating...with a mighty 80 per cent share of audience. More than 4 million people stayed up far past midnight to watch "Mister Roberts" on Channel 2!

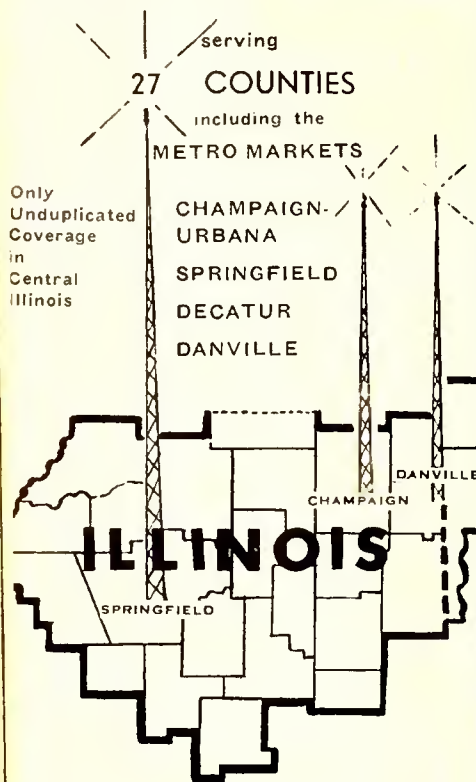
This 21-gun reception—another historic "first" for Channel 2—proves again that, now as always, New York's center of attraction is the number one television station, CBS Owned **WCBS-TV**



BUYING CHAMPAIGN?

132 NATIONAL ADVERTISERS
MUST BE RIGHT
BUYING

WICS 20 WCHU 33 WICD 24
SPRINGFIELD CHAMPAIGN DANVILLE



RETAIL SALES
\$1,224,422,000

POPULATION
953,290

HOMES
288,544

TV HOMES
271,038

SRDS, February, 1962

Madison and Macon Counties are the largest counties in Central Illinois for both Consumer Spendable Income and Total Retail Sales.

WICHS TELEVISION STATIONS

WICS 20 WCHU 33 WICD 24
SPRINGFIELD CHAMPAIGN DANVILLE

Executive Offices 523 E. Capitol Avenue,
Springfield, Illinois; Phone 528-0465

Serving 27 Counties in
the Illinois Heartland



TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

The speculation revolving around which lucky buyer will be tapped to head up buying chores on JWT's latest jackpot, the Phillips Petroleum account, can now be laid to rest. The choice has been made and he's none other than Lambert & Feasley's **Bill Millar**.

A timebuyer defector who chose neither selling nor p.r. work is **Marge Flotron**, one of the notables on the Chicago timebuying scene. She switched, instead, to the advertiser end of the business. Now media director for Helene Curtis, she will be working closely with Curtis buyers at the five agencies of this highly tv-oriented client: Edward H. Weiss, McCann-Erickson, EWR&R, and JWT in Chicago, as well as Altman-Stoller & Chalk, New York. Marge's most recent agency affiliations have been North Advertising and FC&B.



"Partners in Progress" get Royal welcome

The Royal Box in N. Y. Americana Hotel was the setting for presentation by WJXT, Jacksonville, to spotlight N. Fla./S. Ga. Among the 250 admen who attended: (l-r) Glenn Marshall, pres. WJXT; Edna Cathcart, Mathes; Jeanne Sullivan, Vera Brennan, SSC&B; Bob McGredy, exec. v.p. TvAR

And in the agency-hopping game: Stan Pulver, assistant media director, Lynn Baker, New York, to Henry Turnbull, Greenwich (new house agency for Ruppert Brewing) . . . Vic Seydel, from v.p. and account supervisor on Bon Ami, Hoyt Associates, New York, to fill Stan's place at Lynn Baker.

Three-way account switch tangle: At Bates, New York: Everett Kellar, taking over as tv buyer on Blue Bonnet from Bill Abrams who was promoted to Standard Brands account group. And Everett's former Brown & Williamson account? That went to Jim Bisagni.

Len Ziegel, who, as reported here last week, left his longtime post at Manoff, is now at Dancer-Fitzgerald-Sample, New York. Len is warming up to take over the P&G Brand buying chores handled by Don Douglas. Don, who's trading buying for selling, starts next week

(Please turn to page 52)

NOISY TV MESSAGES

(Continued from page 31)

than the negative. Schematics, such as of the digestive system, are handled with full restraint. We don't allow any over-explicit visual devices which border on the clinical.

"We attempt to put the emphasis on the pleasant rather than on unpleasant aspects of a product, and will not allow suffering to be over-emphasized, for instance, for pain remedies.

"Copy for foundation garments is confined to fabric, styling, etc., and live models are not allowed unless fully clothed," Ream concluded.

At NBC TV, Carl Watson, director of broadcast standards (the department which reviews all programming and commercial material submitted for network broadcasting both on radio and tv) said, concerning loudness:

Highs and lows. "The networks do not produce commercials. The agencies produce commercials. And the problem will be greatly overcome, if not totally resolved, on that day when those producers of this type of offending commercial cease the practice of cutting the highs and lows, which creates the resulting commercial 'underpressure' and which cannot be controlled by a decibel meter.

"As for taking stricter control of loud, strident, tasteless commercials," Watson continued with evident good humor, "this appeal very easily might have been made to the agencies by the networks."

Turning to the review of commercials, Watson said, "Broadcasters have taken very strict control of advertising content ever since the establishment of this function (broadcast standards which originally was continuity acceptance) in 1934.

"It is regrettably still not generally known," he continued, "to what degree the networks exercise care in the review of commercial claims and representations.

Claims must be backed. "All commercials are reviewed before they are taped or filmed to ensure that they meet our policies and standards. They are also reviewed again before they are scheduled. A basic requirement is that all claims be supported by written substan-

uation and all representations (such as testimonials) be fully authenticated.

"We do this to protect the public from being misled by any element of the commercial message either by its claims or the inferences growing out of its claims. We also constitute a barrier against material which might result in squeamish responses on the part of the audience."

Referring to the NAB Code, Watson said: "NBC with other networks and individual NAB station members have supported development and enlargement of the Code Review Board.

"One result of this was the establishment of the N.Y. Code Authority office which increasingly is concerning itself with the review of commercial advertising content and back-stopping the efforts of our office and our counterparts at the networks."

"Messages beat programs." From his Chicago office, Weiss stated there is a need for self policing on the part of advertisers to eliminate loud commercials. Pointing out that a high decibel rate shows a weakness in the creative end, Weiss asked, "You wouldn't go into somebody's office and try to sell him something by yelling at him. Why do it in broadcast advertising?"

Going a couple of strides farther, Weiss recently made out a case before the Chicago Broadcast Advertisers for "creative people who are working for advertising agencies . . . to come out of hiding, get off their perches, raise a little hell" in the programing end of tv.

"In many cases the commercials on tv and radio are better than the programing itself. They are often more imaginatively written, more skillfully presented, and more artistically unified. . . Now it seems to me a ridiculous state of affairs that the men and women capable of creating these commercials are not called upon to lend their minds and talents to the programing end of the industry.

"I am not suggesting," Weiss continued, "that the radio and tv stations, and the package producers should relinquish their roles as creators and producers of broadcast programing—after all, they have the talent, the staffs and the facilities to develop such projects. But

it must not be . . . a closed corporation. Inbreeding kills off industries, just as it kills off people.

"Bring in the admen." "Television desperately needs *outbreeding*," Weiss went on. "It needs the minds, the imaginations, the gifts, of all who are connected with it. And none are more intimately connected than the advertising people themselves."

Emphasizing that talent is talent wherever it may be found, Weiss later said: "There is no Iron Curtain to creativity; you cannot arbitrarily say, 'On one side of the curtain we have the writers of programs; on the other side, the writers of commercials.'"

He said there is "a profound *interdependence* between the commercials and the program material itself. The success or failure of one usually depends upon the success or failure of the other. A bad program will leave the viewer hostile to the message; a bad commercial will sour the taste of the program.

"Unlike magazine and newspaper content—where the reader feels little or no conjunction between the editorial matter and the advertisement next to it—in tv there is an intimate emotional association between the two."

To show what already has been done by agency people in the programing end of tv, Weiss referred to the multi-award-winning *Purex Specials for Women*, the basic idea of which was created by a copywriter in Weiss' own agency.

ALBERTO-CULVER

(Continued from page 39)

tion, the brand is fast taking over the men's hairdressing field. VO5 Hair Spray leads the enormous hair spray field with a rate of growth that is twice that of the market itself. Rinse Away is the leading dandruff treatment with almost 40% of the market. Get Set Hair Setting Lotion is number one. And with our VO5 Hair Setting Lotion, the two make up the entire product class. And VO5 Creme Rinse has become the second leading brand in its field in just a year and a half. Furthermore, the fruits of these successes have been shared by every retailer with whom we deal. In every one of the mar-



TIME BUYER HAILED!

BUYS

WHLI_{island}*

—4TH LARGEST MARKET IN
U.S.—A SEPARATE, INDEPENDENT
AND DISTINCT MARKET

*Nassau-Suffolk (Long Island) accounts for more Food Sales than 32 states and its \$3¼ Billion Retail Sales out-ranks the following major metro markets:

Philadelphia	Dallas
Detroit	St. Louis
Cleveland	Milwaukee
Washington, D.C.	Seattle
Boston	Minneapolis
Houston	Pittsburgh
San Francisco	Kansas City
Baltimore	Atlanta

Long Islanders listen, and are loyal to WHLI because WHLI provides exclusive programs and services that are vital to residents of Long Island.

→ 10,000 WATTS

WHLI

AM 1100
FM 98.3

HEMPSTEAD
LONG ISLAND, N.Y.

*the voice of
long island*

PAUL GODOFISKY, Pres. Gen. Mgr.
JOSEPH A. LENN, Exec. Vice-Pres. Sales
REPRESENTED by Gill-Perna

TIMEBUYER'S CORNER

Continued

as account executive at Harrington, Righter & Parsons. Don's wife, incidentally, is a sales secretary at HR&P.

Other timebuying defectors: Harvey Schulman, Monroe Greenthal media director, goes to WNBC (AM & FM), New York, as account exec. . . Elaine Martha Pappas switched from media supervisor at North Advertising to sales development director at Metro Broadcast Sales, New York.

Name-alike confusion dept.: To this department, add the names John Cole. One is manager of the broadcast facilities department at Needham, Louis and Brorby; the other is tv-radio director at Buchen Advertising, both Chicago. Both Messrs. Cole are closely allied with the timebuying activities at their respective agencies and thoroughly established in broadcast advertising in Chicago. To enhance the confusion, neither one uses a middle initial. Contributions, anyone?



Admen help celebrate opening of St. Louis Avery-Knodel office

Sharing in the festivities: (l-r) A. James Ebel, v.p.-gen. mgr. KOHN-TV, KGIN-TV, Lincoln/Grand Island, Neb.; Rose Busalacki, Gardner, St. Louis; Floyd Warmann, D'Arcy, St. Louis; Roger O'Sullivan, sr. v.p. A-K, Chicago

Can't help wondering: How the Dancer-Fitzgerald-Sample, N.Y., media department likes the view from their just-moved-into new quarters on the agency's third floor?

Promotion dept.: Tom Lawson, who worked as assistant to Art Topol at OBM, has been upped to buyer on Good Luck margarine and Lucky Whip. (These are the accounts once handled by Bert Hopt who departed OBM for Foote, Cone & Belding to fill the vacancy created there by Walter Reed). . . Harvey Bargamian, Monroe Greenthal media buyer for nearly two years, moved up to media director there.

Expectant father-mother dept.: BBDO's (New York) Dave Persons . . . Elkman's (Philadelphia) Kathy Johnson.

kets we have entered, Alberto-Culver has brought in a flood of new consumer dollars by speeding up turnover and by increasing the basic prices paid by consumers for these products.

Sales gain. It is that story upon which we have built our philosophy and our business. And it has taken us from sales of \$100,000 in 1955 to sales of \$25 million in 1961 and over \$55 million in 1962. In 1963, Alberto-Culver again expects a solid increase for all its current brands. The fast growing international division will add still more volume. And it won't stop there. Our philosophy has worked so effectively in the past, that we have great expectations for the future. In short order, we will introduce five or six new products, in product classes in which we've never competed before, in which vast numbers of advertising dollars will be necessary. It is our hope that this aggressive expansion will continue to be standard procedure at Alberto-Culver.

What has happened at Alberto-Culver in the past seven years has had several far-reaching and very deep effects on the industry as a whole. What we have done has shaken at the roots, the basic concepts of package goods merchandising.

Upgrading industry. When we started out, we went into competition with the market leaders. Now we are the market leaders and they must compete with us. The rest of the industry will have to upgrade and improve their products to stay in the running. We have advertised heavily, indeed, extravagantly. They will have to try to match it to keep pace and not lose their share of market.

So when I tell you about the success of VO5 Shampoo, it doesn't just mean that Alberto-Culver has found a way to make more money. It also means that something vital is happening which will undoubtedly affect the entire economy in certain and due course. And when I tell you that our advertising budget for fiscal year 1963 was established at \$30 million and is now starting to move up again, it doesn't just mean that our agencies and you in the broadcasting



Are you sure you're considering the whole ball of beeswax?




Your advertising plans for Inland California and Western Nevada are incomplete if you're forgetting about the best way to reach this entire vital market — BEELINE RADIO. It's a fact that the McClatchy stations reach more radio homes here than any other combination of stations — at the lowest cost per thousand. (Nielsen Coverage Service 1961, SR&D.)

McClatchy Broadcasting Company

delivers more for the money in Inland California-Western Nevada

KOH RENO • KFBK SACRAMENTO • KBEE MODESTO • KMJ FRESNO • KERN BAKERSFIELD



industry will be reaping benefits from Alberto-Culver. It also means that more and more people in packaging will be working harder to build better campaigns in which broadcasting will be an integral part. All that we wish to ourselves, we also wish to you. 

BENCHMARK RESEARCH

(Continued from page 39)

performance which are less important than they should be. An example of this is the familiar, though now pretty much extinct, tendency to cite Starch-noted scores as 'proof' of the success of an advertising campaign. Most people today tend to feel that noting scores, while they should be favorable, are far from the best or ultimate criterion of success of an advertising campaign."


Simple yet sound. The concept of benchmark research is simple yet sound, Jack Landis, executive director of Marketing Evaluations, told SPONSOR. Landis put it thusly: "Take a measurement today to determine how you stand; repeat the measurement in some future period to determine how much you've progressed. Then the repeat measurement can serve as the benchmark for the next period, and so forth."

Landis, however, wanted to add one caution to benchmark research. The concept of benchmark research may be a little too simple and not quite sound enough if viewed as the final measure of tv advertising effectiveness, Landis maintained. "The trend performance is merely a tracking of what has occurred as a result of all the factors influencing the consumer," he said. "In order to measure effectiveness we need to know what would have happened without the tv advertising—and this can only be established through experimental control or by sophisticated statistical analysis. Thus, the benchmark research is only the beginning of our efforts, not the end."

Dangerous fallacy. "The term 'benchmark research' has a comforting sound," Horace S. Schwerin, president of Schwerin Research Corp. said. "It implies immutability, a kind of research pole star from which advertisers can confi-

dently chart their position. This I believe is a dangerous fallacy. If the essence of a benchmark is its fixity, the nature of the forces that advertising research is measuring is dynamic.

"An ever-shifting alignment of products and campaigns is forever changing the competitive battle forces in every product field. The 'benchmark' is only realistic in relationship to a given point in time. The only certainty is that it will change." The "awareness-attitude model" is the name Eric Marder, head of Eric Marder Associates, has given to the theory he has been developing and applying for a number of years, initially at Kenyon & Eckhardt, and since then in his own shop. Marder told SPONSOR that advertisers are increasingly recognizing the need for a basic theory of advertising. The "awareness-attitude model" is such a theory, he said, adding that it states the objectives of advertising as two-fold: 1) to build awareness for the advertised product and 2) to build favorable attitudes toward the advertised product. The two factors, he said, are highly correlated with actual sales for products marketed under comparable price and distribution conditions.

Objectives do not differ. "Advertiser objectives do not really differ from advertiser to advertiser," Marder said. "When you examine each advertiser's professed objectives, they all boil down to a common denominator. In one form or another—explicitly or implicitly—every advertiser is trying to do the same two things: to build awareness and to build attitude. The 'awareness-attitude model' defines these objectives in precise terms. It gives us a powerful set of tools. We can measure awareness and attitude at one point in time, and again at a later point. We can measure awareness and attitude before a campaign and after a campaign." 

PROMOTION

(Continued from page 41)

them, and remember them; therefore we pay more attention to what the station offers. It still has to offer something good in the face of its competition."

A Baltimore station, in a stunt much talked about by buyers, last year sent out oysters with pearls inside by registered mail. One or two even had rubies in them, buyers claim.

In Detroit, a station is remembered by buyers for its recent mailing of 16 ounces of Juicy Jonathan's cider "made from apples picked on the rustic two acres at the broadcast house of WXYZ-TV."

Sunshine in a can was sent by a Tampa tv station. A female buyer says, "It's silly, I know, but we remember the stunts and the call letters. On a rainy day other buyers will come in and ask me to open my WSUN can of sunshine.

Another timebuyer reported he kept an aspirin-sized jar of dirt from a station tower location for a longer time than any other gimmick.

The WJZ-TV, Baltimore, ad man's game distributed this fall was mentioned in several cases. Produced for men and women "who have chosen advertising as their game of life, the outcome of the game shows (naturally) that the richest awards come to those who buy time on WJZ-TV."

Newsletters. When newsletters contain news and are interestingly written, timebuyers admit they take notice. Better to be short and to the point or written in an amusing vein, however.

A series of giant tv newsgrams sent out for WZZM-TV in Grand Rapids and WNYS-TV in Syracuse, timebuyers reported, had both the light touch and news content that was informative and easy to take. Both were progress announcements of the new channels. One read:

"300 foot tower now in the air. Transmitter equipment now being set up. In control room vidicon assembled and in place. Universal multiplexer is assembled, globetray for video is completed. Electrical wiring in progress. Looking forward to air date Sept. 9."

Success stories. The general opinion is "anybody can write a success story. I don't care how good they are." Also, it is often hard to determine whether success can be directly attributed to the station, with marketing and prod-

uct factors to be considered.

On the other hand, there are those who believe if a station can sell a large amount of an unknown product in a new marketing center, then it must be good. A case in point might be William Dailey's Paint Co. which increased business three times within the first month he used KETV (TV), Omaha, after he'd been in business five years. Under such circumstances the power of the advertising vehicle cannot be denied.

Market data. Share of market studies are always well received by those timebuyers interested in that product. However, they are also interested in the level of buying power in general categories such as automobiles, beers, and soaps, which point up the general wealth of the community. ARB and Nielsen survey to determine the number of homes but it is important and often expedient in the long run, buyers claim, for the station to survey and find out what these homes buy.

Coverage maps are sometimes kept, sometimes not, but in general

timebuyers consider them more valuable than rate cards because the information is harder to get quickly. SRDS or a quick lift of the phone will supply rates, but in no place are maps catalogued. Katz sends out useful maps, it was reported.

The timebuyer, then, likes to get informative, factual, accurate, easily understood material presented with brevity and taste.

Most effective pieces in general follow the formula of catching the eye and then mind, timebuyers say. "But heaven forbid, don't everyone send us something unusual—and please, no monkeys." 🐒

SLEEPMASTER ON RADIO

(Continued from page 44)

While the copy department worked on the commercials, the timebuyers worked on the schedule. Since late January, as many as 20 one-minute messages—and never less than 10—have been and are being aired weekly on the programs listed above.

All commercials contain tags for mention of dealers in various localities, for instance: Drop in today at Jones Furniture Store at Pine and Main Streets in Midville—29 years in the same location.

Message with a WEB. The messages were wrought through Getschal's WEB method, which, like electricity, hasn't yet been defined, although it is in constant use at the agency. Here's how the formula was applied to the Dr. Mattison mattress:

A Worthwhile Exclusive Benefit (WEB) was found by which the product could be sold, and which no competitive product possessed. In this case, the worthwhile, exclusive benefit is the weight-balance formula invented by Dr. Norman D. Mattison, an M.D. specializing in orthopedics who began his practice in 1907.

In 1930, Dr. Mattison developed a "differential stress formula" of body weight, from which he developed his weight-balance formula which he applied to mattresses.

The formula, which is secret
(Please turn to page 64)



LOOK WHO'S 10 YEARS OLD!

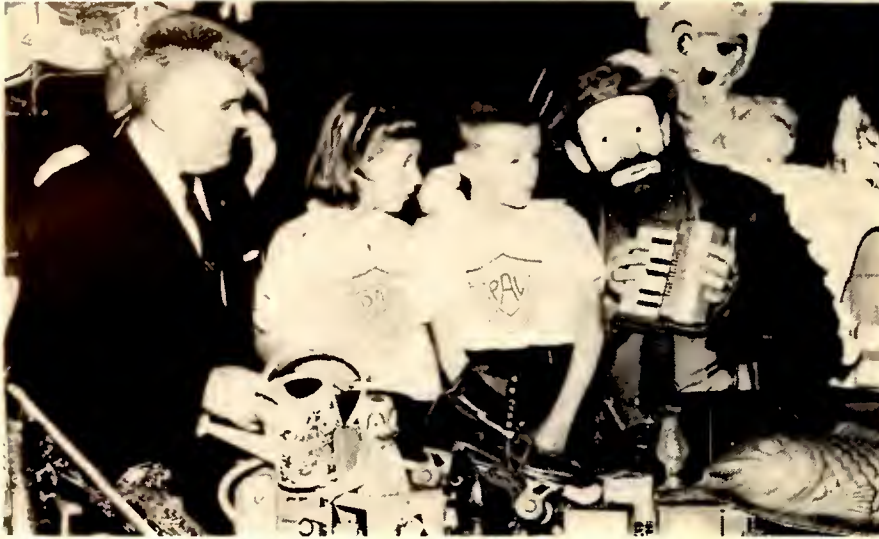
WSLS-TV 10 in
ROANOKE, VA.
ON DEC. 10th
THAT'S WHO !!



THE KATZ AGENCY, INC.
National Representatives

SPONSOR-WEEK

Continued



Weary Willie kicks off Christmas toy collection

The world's saddest clown, Emmett Kelly (alias Weary Willie), is pre-season Santa Claus for the Police Athletic League's toy collection for underprivileged children. He presents John J. Foley (l), PAL exec. dir., with all toys used in Seven Arts' new tv series, "The Emmett Kelly Show"



Senator salutes station on tenth anniversary

The Great Danville Fair set aside one entire day as WSLs-TV Day to fete the Roanoke station on its 10th birthday. Senator Lyndon Wyatt presents gen. mgr. Horace Fitzpatrick with a cake



For traffic safety

Paul B. Marion (l), WBT, Charlotte, gen. mgr., accepts Traffic Safety Leadership Award trophy from Gov. Terry Sanford at award ceremonies



For public service

Robert W. Wilson (l), KXTV, Sacramento, gen. mgr. accepts Corinthian's annual programing award from pres. C. Wrede Petersmeyer

Advertisers

Perhaps the most intensive radio saturation program in butter advertising history is underway in New York for Hotel Bar Foods.

The blitz involves as many as 45 spots a day on WOR and WCBS, and will run well into January.

The agency is Pace.

PEOPLE ON THE MOVE: J. E. Drew, who recently retired as public relations director of Lever Bros. after 14 years in that post, to head of his own public relations business . . . Walter J. Phillips to vice president—advertising and public relations of National Car Rental System . . . Charles R. Kelley to assistant to the director of advertising for Interstate Bakeries . . . M. E. Peck to vice president of Lehn & Fink Products Corp.

Agencies

A musical-chairs shifting of top echelon executives at Y&R shapes up as follows:

James P. Wilkerson, senior v.p. and managing director of the London office, returns to the U. S. in charge of client services; Francis E. Gearon, managing director in Frankfurt, also returns to New York as senior v.p. and head of International Operations.

Wilson H. Kierstead, senior v.p. and division manager in New York, replaces Wilkerson; Walter H. Smith becomes senior v.p., replacing Kierstead.

Kenneth B. Loftus, currently stationed in Frankfurt, replaces Gearon; Sumner J. Winebaum, formerly stationed in London, will head the new Milan office which opened in November.

A new agency, Lane & Huff, will open in San Diego 15 January, with annual billings in excess of \$700,000.

Principals are James B. Lane and Frank Huff, both former executives of the Barnes Chase agency.

The agency will be located in the new Home Tower Building with temporary offices at 1029 9th Avenue. Phone: 239-7681.

Initial accounts of the new shop:

Home Federal Savings & Loan Assn. and Rohr Aircraft.

Agency appointments: The Bastian-Blessing Co., Chicago, to William Hart Adler for its subsidiary, Metherlo Dispensers . . . "Woman's Day" magazine to Carl Ally, from Donahue & Coe, effective 31 December . . . The Bank of Sacramento, which opens in January, to Runyon & Associates. Media plans include radio and tv spot . . . Freeman Shoe Corp. (\$250,000) to Roche, Rickerd, Henri, Hurst, Chicago, from J. Walter Thompson . . . REA Express (\$500,000) to Erwin Wasey, Ruthrauff & Ryan from Benton & Bowles, effective 1 January . . . Thompson's Spa to The Allenger Advertising Agency, Brookline, Mass. . . Trans-Texas Airways to Glenn Advertising of Dallas . . . The Cunard Line (\$1 million to Ted Bates, effective 1 March, from Compton . . . O&C products of the Glidden Company's Durkee Famous Foods group to Meldrum & Fewsmith.

Divorcement: Fletcher Richards, Calkins & Holden has cancelled its contract with the Elizabeth Arden Sales Corp., to have taken effect 31 December, due to disagreement in advertising policy.

Merger: New agency in Boston is Stern/Frank Advertising, the result of the joining of Gabriel Stern Inc. and the Herbert W. Frank Advertising Agency. Combined billing of the merged operation, located at 296 Boylston Street, will be in excess of \$2,500,000.

International entente: Compton has signed an agreement with Dai-Ichi Kikaku, Tokyo, to provide reciprocal service to clients of both agencies in Japan and the U. S. Dai-Ichi Kikaku is the fourth largest user of tv time in Japan.

Top brass: Edward D. Kahn and J. Desmond Slattery have been promoted to senior vice presidents of Pritchard, Wood.

New v.p.'s: John E. Baird to vice president of The Manchester Organizations, Washington and New



Nice work if you can get it
WLS d.j. Dick Biondi launches Chicago's Xmas season by crowning Star Queen Barbara Bolling while 1961 queen Nancy Pearson looks on. Loop retailers sponsor a month-long celebration



Helping out public universities
Eldon Campbell (r), v.p. of the WFBM stations, Indianapolis, confers with Purdu U. pres. Frederick Hovde on script. Hovde used donated tv time to outline financial needs of state schools



Internal Revenue Service honors Michigan broadcaster
Les Riederman (l), pres. of the Midwestern Broadcasting Co., accepts award from the IRS from Ray Nixon (c), Michigan dir. and Douglas Barns, regional commissioner for "above normal aid"



Search ends for listener who "fits" secret description
WABC, New York, community services dir. Rick Sklar (l) and Robert Chiang, mgr. of Chemical N. Y. Trust branch, unlock description from vault. "Look-a-like" fell heir to "international fortune"

York . . . Ray Freedman at Sander Rodkin Advertising Agency, Ltd., Chicago . . . Edward J. Maroney and Robert H. Cremin at McCann-Erickson, Chicago . . . John Currie, Jr., art director, and John Lucinaitelli, media, at Pritchard, Wood.

PEOPLE ON THE MOVE: Mason Plank, formerly with Y&R and McCann-Erickson, to K&E, Boston, as an account supervisor . . . Lee Ross, former advertising manager of Savarin, John Troy, formerly of Clairrol, and DeWitt Taylor, of Colgate-Palmolive, to Kastor Hilton Chesley Clifford & Atherton as account executives . . . W. Robert Wilson, Jr., to media analyst at Guild, Bascom & Bonfigli, San Francisco . . . Estes Jones to the public relations department of N. W. Ayer . . . H. Blake Chatfield to the publicity department of Y&R, Los Angeles, from NBC's publicity staff . . . Grover Allen to director of television production of Wade Advertising.

Station Transactions

Kaiser Broadcasting Division of Kaiser Industries has purchased KBAY (FM), San Francisco, subject to FCC approval.

Selling corporation is KGMJ, Inc. of Bellingham, Wash.

The station has been broadcasting since February 1960, from studios in the NBC Building at Taylor and O'Farrell Streets. Additions and modifications of equipment are contemplated and programing will be expanded in hours and scope.

KBIC-TV, Los Angeles, has been sold to a Nashville group.

Consideration for the station, still under construction, was \$300,000.

New owners are Martha White Mills, Inc., flour producers, and H. C. Young, Jr., operating as Central Broadcasting Corp. of California.

The seller is the John Poole Broadcasting Co., licensee of KBIG, Los Angeles.

WVIP, Mount Kisco, N. Y., has been sold to a semi-weekly local newspaper, "The Patent Trader."

The station had been owned by

VIP Radio Inc. (Suburban Broadcasting Co.).

WMRC, Inc., has bought out the capital stock of Southeastern Broadcasting Co., operators of WMAZ (AM & TV), Macon.

WMRC Inc. owns and operates WFBC (AM-FM & TV) in Greenville, and WBIR (AM & TV), Knoxville.

Transaction is subject to FCC approval.

KBEA (AM) and KBEY (FM), Kansas City, have gotten an FCC green light for a continuous 24-hour am license.

The grant allows for the first simultaneous broadcasting on both am and fm outlets for the full day.

The expansion should take place in mid-January, coinciding with the move to new studios now under construction at 5820 Outlook in Mission, Kan.

Associations

NAB has decided to skirt court proceedings and battle in another way the upcoming FCC hearings into tv programing in Omaha.

The association will register its opposition to this type of FCC probe by participating in the hearings.

The three stations involved are KETV, KMTV, and WOW-TV.

Ken DeVaney has resigned as managing director of the California Broadcasters Assn.

George Whitney, president (KFMB, San Diego) will fill the vacancy until DeVaney's successor is named by the board of directors in their next meeting set for February.

Three out of the seven Golden Mike Awards of the American Legion Auxiliary were presented in New York last week.

The honors, which represent the polled opinions of members in every state, went to: "Twentieth Century," Burton Benjamin, executive producer, for Best Americanism Series; the three networks for individual and pooled coverage of John Glenn's orbital flight, for Best Special Production; and to

General Electric (for the second year), for Most Informative Commercial.

Awards for Best Adventure Series, Best Family Comedy Series, Best Musical Series, and Junior Member's Favorite Program will be presented on the west coast at a future date.

New officers: Irwin Adams, KGON, Oregon City, will head the Oregon Assn. of Broadcasters for the coming year. Others elected: Robert Chopping, KAST, Astoria, vice president; Bob LaBonte, KERG, Eugene, secretary-treasurer . . . The Maine Assn. of Broadcasters elected Edward Guernsey, WLBZ, Bangor, as president; Stanley Lyons, WAGM (AM & TV), Presque Isle, vice president; Norman G. Gallant, WFAU, Augusta, secretary-treasurer.

Looking forward to: The Georgia Assn. of Broadcasters meeting 22-24 January in Athens. Steve Labunski, vice president and general manager of WMCA, New York, will be one of the featured speakers, along with FCC commissioner E. William Henry.

Awards expansion: Three new categories have been added to the third annual International Broadcasting Awards Competition. They are humorous, series, and public service commercials, in both tv and radio. Presentation dinner is 26 February at the Hollywood Palladium.

Tv Stations

Los Angeles area viewers will have something very new and different for their entertainment fare next year via KMEX-TV.

The tv departure is a 1962-63 season of bullfights from Mexico City each Sunday, videotaped from the Plaza Mexico, world's largest bullring. Tapes of each Sunday's corrida will be processed and flown to Los Angeles for KMEX-TV showing the following Sunday at 8 p.m.

Ideas at work:

• WJXT has been making the rounds with its film presentation

WASHINGTON WEEK

10 DECEMBER 1962 / Copyright 1962

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

The analogy may be a little too broad but the FTC is lifting a leaf from the FCC: it too is going to the people for aid in carrying out its policing activities.

The FCC does it by holding local hearings and in the process giving local citizens a chance to blow off steam and vent gripes against stations.

The FTC's approach: naming a new **consumer relations representative** who will inform the public they can lodge **their complaints through him**.

Named to the new post was **Gale P. Gotschall**, who is and will continue to be assistant to the director of the FTC bureau of deceptive practices. This bureau is mainly concerned with **allegedly false and misleading advertising**. As Gotschall will also be in his "extra" job.

The FTC officially described the new position as **liaison between the Commission and the President's Consumer Advisory Council** as well as private consumer organizations. The two-way funnelling of information, facts about FTC activities to protect consumers and receipt by FTC of complaints about advertisers and others, is expected to be greatly enlarged and speeded.

There has been nothing really new and no perceptible toughening at the FTC under the new administration, and there have been some comments to the effect that **there has actually been a slackening**. This move could indicate that resulting criticism by some **consumer groups** has gotten under the bureaucratic skin.

The FTC, meanwhile, appears to be completely bogged down in its rating service proceedings.

For over six months there were rumors that the Commission was about to conclude consent decrees with these services, and now even the rumors have faded away.

The House Commerce Committee turned over its own highly inconclusive study of rating services, and the Commission was also asked to investigate by the Senate Commerce Committee. Despite passage of much time, FTC sources are **not promising any fast action**.

Commission appears to be overwhelmed with statistics and even more importantly with evidence that rating services do not misrepresent their methods of the accuracy of their results to clients. If clients sometimes slant the results a bit to reflect more nearly the wanted conclusions, it would be difficult to place **too much blame with the services**.

The consent decree route would involve agreement by the services either to stop doing something or to start doing something the FTC wanted them to do. If the services refused to agree to an FTC request, the only Commission alternative would be to issue an order, and that could go to the courts. A proveable and significant misrepresentation would be required for defense of an FTC order. And this could be the reason FTC action has been slow.

Chances are very strong that the FCC, which skipped a year in asking Congress for power of direct regulation over networks, will renew that request next year.

This could well be the immediate result of the 1962 renewal of network programing hearings.

A lengthy and recommendation-studded staff report on the program study is said to be circulating within the FCC. However, staff reports mean little until a **majority of commissioners agree on the recommendations in them**. Much of the first, and much larger, network study report (the Barrow Report) still waits Commission action—including a bid for network regulation.

SPONSOR HEARS

10 DECEMBER 1962 / Copyright 1962

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

The new top management look at Young & Rubicam suggests a kitchen cabinet to George Gribbin of three men who are within the 40-50 age range.

It consists of Edward L. Bond, Jr., executive v.p., whose main account satrapy is Lipton; William Coulihan, v.p. in charge of media, research and merchandising; Edward Ney, assistant to the president, whose long service with the agency has included supervision on General Foods and Johnson & Johnson.

Esty has yet to find a buyer for half of Ballantine Beer's two-thirds tv-radio sponsorship of the New York Yankees games for the 1963 season.

The price being asked for this share is \$1,080,000. This includes the radio hookup. For New York City only the tag is \$886,000.

R. J. Reynolds sublets a third of the games and Atlantic Refining is also in the picture as sponsor of about a sixth of the radio hookup.

P.S.: JWT has still to rustle up a taker for a portion of the N. Y. Mets games, which are under contract to Rheingold.

What makes it especially tough for a tv network to substitute a new series in midseason even when it controls a pilot is the dispersed talent factor.

With so much work available in Hollywood, the leads in a pilot put a sharp limitation on the optioning of their services.

The effect: the leads' unavailability, or even recasting, which takes considerable time, forefends getting the series, as represented by the pilot, into production for two or three months. By that time the spring-summer season has rolled around.

This circumstance of tv's servitude to Hollywood rituals explains in large measure turning to quizzes and game shows for midseason replacements.

A top management executive for one of the network organizations is conspicuously known by his associates for one thing: he never writes an interoffice memo.

If a matter has to do with policy, he passes it on to an associate, or lieutenant, in person. He transmits thoughts and instructions, otherwise, by telephone.

However, he's a profuse letter writer on themes involving him personally.

The spinoff program series has become as indigenous of tv as the rerun.

Take the case of Beverly Hillbillies. Filmways has on the planning boards a sequel to be billed as Ozark Widow and CBS TV has the first option.

A Madison Avenue wag suggests a second spinoff: Son of the Ozark Widow.

Showmen who have lately departed from network posts voice this lament in essence: the verve and excitement has gone out of programing because of the committee operation.

As ratings become more and more the lone standard and the casualty rate keeps spiraling, the resort to a hedge or alibi in the area of decision becomes stronger and stronger.

One man's intuition of show values, born of extended experience, sensitivity to broad appeal and track record, is subordinated to the rule of the committee or the reference to a subcommittee report.

on the Jacksonville market called "Partners in Progress." The 20-minute color film describes the growth of industry and the expanding economy of the North Florida/South Georgia region.

• It was Major Mudd Day in Peabody, Mass. on 1 December, and the whole community turned out to greet **WNAC-TV**, Boston's newest personality in a mammoth parade through the city. Major Mudd is the host of the "Three Stoges" weekdays at 5 p.m.

Happy anniversary: Everyone from State officials to NBC notables are joining in the Birthday chorus for **WLS-TV**, which is celebrating its 10th anniversary in Roanoke.

Sports note: **WFIL** (AM & TV), Philadelphia, have acquired the exclusive broadcasting rights for the 1962-63 schedule of 62 collegiate basketball games of the U. of Pennsylvania. Four games will be televised, and all be radio broadcast.

Off the press: The ARB "TV Market Survey Guide for the 1962-63 Season." The Guide is a complete description of more than 230 markets where 667 ARB local market surveys are conducted.

PEOPLE ON THE MOVE: Clark E. Hefner to the "shopper-topper" merchandising department of **WSTV**, Wheeling . . . E. Mitchell Shulman to manager of public service and promotion for **KETV**, Omaha . . . Elizabeth Morris to promotion manager of **KPTV**, Portland, succeeding Albert McLaughlin, now a sales executive for the station . . . Lou Frankel to director of publicity and John F. Wade to director of research for the **WFIL** tv and radio stations in Philadelphia . . . Gilbert H. Thompson to account executive with **WFIL-TV**, Philadelphia . . . P. T. "Pete" Richardson to **KVOO-TV**, Tulsa, as account executive . . . Richard Gassaway, manager of local sales for **KIMA-TV**, Yakima, Wash., to national sales manager of Cascade Broadcasting. He'll be replaced in local sales by Robert DiPietro . . . William Mulvey to the new position of assistant to the

sales manager of **WFIL-TV**, Philadelphia . . . Robert C. Wisniewski to director of program operations at **WIS-TV**, Columbia . . . Philip J. Richtscheidt, vice president and general manager of **WKST-TV**, Youngstown, has resigned.

Radio Stations

Ralph Beaudin, president of **WLS**, Chicago, had some encouraging words on radio to say to the Peoria Advertising and Selling Club.

He answered critics of the medium who say radio is just "background" with this: "For a medium which supposedly only presents background music, radio can and does sell merchandise by the ton to people who aren't listening."

Among the six guide lines Beaudin gave the Club members: believe in advertising; buy on facts; have a plan in mind before making a spot buy.

The seven Storer radio program managers have wound up their three-day meeting on programing and promotion.

The series, called "The Sound of Storer," was headed by radio programing vice president Grady Edney.

Ideas at work:

• As a result of a campaign currently underway on **WFLA**, Tampa, hundreds of thousands of trading stamps are coming in, in response to the station's Stamps for Santa promotion. The stamps are being given to the Salvation Army to obtain toys for needy children.

• **WEBC**, Duluth, made Newsweek 3 December because of a campaign it started to save Mr. Magoo the Mongoose. Magoo had been donated to the city zoo and was delighting zoo-goers, when the state Wildlife Service cited a 1900 law banning mongooses from the country. Reason: they reproduce amazingly fast and have a unsatiable appetite for other small animals. **WEBC** heard that Magoo was to be "dispatched humanely" and spearheaded a "no noose for the mongoose" drive which swept the city. Result: Interior Secretary Stewart Udall gave Magoo at least a temporary reprieve.

Happy anniversary: Syracuse's oldest continuous radio program, "Meeting at the Crossroads" with Dr. Clavin M. Thompson, Jr. celebrated its 28th birthday on **WSYR**.

A click: Broadcasting media were used exclusively to bring a crowd to the Southgate Shopping Center of Augusta for a recent Christmas show. The entire promotion, which cost less than one newspaper ad, was handled by **WFNL** and the Bureau of Artists and Promotions of Augusta.

Sports note: **WFIL**, Philadelphia, has acquired the exclusive broadcast rights to the Second Annual Eastern Collegiate Athletic Conference Quaker City Basketball Tournament to be held at the University of Pennsylvania Palestra on 26, 28 and 29 December.

PEOPLE ON THE MOVE: Lou Gillette to news director of **KVI**, Seattle-Tacoma, succeeding Bill Golf who moves to operations manager . . . Jim Reece to **KSXX**, Salt Lake City, as an account executive . . . Curtis Blank to business manager at **WINS**, New York . . . David E. Kenney to general manager of **WADS**, Ansonia, replacing Sydney E. Byrnes who moved to president and general manager of **WSOR**, Windsor . . . Herman "Sonny" Fields to director of sales for **WJRZ**, Newark . . . Harry W. Reith, general manager of **WKST**, New Castle, has also been named general manager of sister tv station, **WKST-TV**, Youngstown . . . Cecil M. Sansbury to the directorate of **WIIP**, Inc., Harrisburg. He was also elected to the post of executive vice president.

Kudos: **WADO**, New York, received six awards for outstanding programing to the New York Spanish market, presented by "Fandula," a Spanish entertainment magazine.

Fm

Two successful fm stereo operators made a plea to receiver makers on behalf of the more than 70% of the country's stereo broadcasters who are losing money.

Gary Gielow and James Gabbert, co-owners of KPEN (FM), San Francisco, made the presentation before the EIA's radio meeting at the 1962 Winter Conference.

Their key point: Manufacturers can lend a helping hand in the form of increased advertising and promotional guidance.

Commercials in stereo on stereo stations to advertise stereo products is the plan of General Electric's Southern California major appliance sales division.

The buy is for a series of minutes during the Christmas season on KRHM, KMLA and KCBH, via Fuller & Smith & Ross, Los Angeles.

Freudian slip: While relishing the slip of the wrist which resulted in the appealing call letters "WITY" (26 November, p. 64), the San Antonio station with the clever commercial department reminds us that "KITY is wity . . . but KITY is KITY."

PEOPLE ON THE MOVE: Francis Martin to sales manager and Clarence E. "Dusty" Rhodes to administrative assistant to the president of the Mid-State FM Network, East Lansing.

Networks

ABC TV is using the month of December as a period of conversion to its new trademark.

The new symbol comprises the letters a, b, c encompassed in a circle.

It will be in complete use by all network departments by 1 January.

New show: "Alumni Fun" which debuts on ABC TV 20 January (4:30-5 p.m.), sponsored by American Cyanamid (D-F-S). The question and answer show features two teams of prominent alumni matching wits for cash awards to their colleges.

PEOPLE ON THE MOVE: Donald E. Lowstuter to research director of Mutual Broadcasting System . . . Henry Grossman to director of national film and video recording services for ABC TV, and NTA.

Kudos: NBC Radio last week be-

came the first broadcast organization to receive a citation from the FBI.

Reps

H-R Television and H-R Representatives have opened their 12th sales office.

New branch is in Boston at 1400 Statler Office Building, headed by Santo Crupi.

Rep appointments: WFEA, Manchester, to Kettell-Carter for New England sales . . . KRLA, Los Angeles, to Avery-Knodel for national sales except New York, Los Angeles . . . WENE, Endicott, to George P. Hollingbery . . . WMAK, Nashville, to H-R . . . WAAP, Peoria, to Midwest Times Sales for regional sales.

New member: Mort Bassett & Co. has been accepted for membership in Station Representatives Assn.

PEOPLE ON THE MOVE: Robert L. Stephens to the tv sales staff of Katz, San Francisco, from PGW . . . Audrey Heaney, who was assistant to the promotion director at H-R, to senior account executive with The Softness Group . . . Jerome McCauley to senior account executive in the New York office of H-R Television, from director of sports sales at ABC TV.

Film

Screen Gems reports the highest first quarter earnings in its 14-year history.

Profits before taxes for the first three months of fiscal 1963 (1 July-29 September) were \$958,061 and after taxes were \$467,717, or 18 cents per share.

This compares to a net after taxes of \$341,735 or 13 cents per share for the first three months of fiscal 1962.

Four Star Distribution Corp. passed the \$1,250,000 mark in gross sales in less than four months of operation.

The mark was reached last week with sales of Four Star properties to five new markets.

Stations signing: WKST-TV, Youngstown; WTVN-TV, Columbus; KREX-TV, Grand Junction;

WJAR, Providence; KTBS-TV, Shreveport.

Sales: Seven Arts has sold volumes four and five of "Films of the 50's" in 40 markets to date via the signing of WTMJ-TV, Milwaukee, and KRDO-TV, Colorado Springs . . . NBC Films scored the 50th sales of "Outlaws" with the sale to WTVC, Chattanooga . . . Sales for both the 22 Science Fiction Feature and "Bomba the Jungle Boy Features" were recorded in six markets over the Thanksgiving holiday week by Allied Artists Tv . . . Official Films has closed sales with WABC-TV, New York WGN-TV, Chicago, WCCO-TV, Minneapolis, WINR-TV, Binghamton, and WDBO-TV, Orlando, for its newly acquired "Songs for Christmas."

A living room smash: Seven Arts' tv feature, "Mr. Roberts" (Warner Bros.) walked away with tv feature film rating honors 21 November. Aired on WCBS-TV, New York's Late Show (11:15 p.m. -1:30 a.m.), the film pulled an overall audience of four million, an average quarter-hour Nielsen rating of 39.9 (80% share of audience) and a quarter hours rating of 43.1 at midnight. Show was fully sponsored by the F & M Schaefer Brewing Co. (BBDO)

PEOPLE ON THE MOVE: Harold L. Danson to general sales manager, syndication, of ITC . . . Allen Wallace to vice president in charge of sales for Video Tape Unlimited, New York . . . Steve T. Marchetti to vice president—marketing, at the Marshall-Burns division of Technicolor, Inc . . . John H. Louis to eastern sales manager of Official Films, from midwestern spot sales manager of Ziv-UA.

Public Service

The end of the year is the time for taking stock of many things, including stations' public service dollar investment.

These two stations last week issued reports on their outlay in this area:

• WABC, New York, reporting on October, devoted time valued at \$134,062, up 9.8% over September. Time consisted of 47 pro-

grams totaling 25½ broadcast hours and 1635 spot announcements adding another 12 hours and 45 minutes for a total of more than 38 hours.

• WXYZ, Detroit, broadcast 8,399 spots and 436 non-commercial sustaining programs during September and October, valued at \$123,733.

◆
KBTB, Denver, has donated 100 half-hour films to KRMA-TV, the city's educational channel.

These 100 half-hours are from the library of the Television Affiliates Corp., the Trans-Lux-owned industry organization to which KBTB belongs. TAC distributes station-contributed documentaries among its members.

◆
Public service in action:

• WXYZ-TV made a gift to the Detroit Educational Television Foundation of a valuable videotape of Robert Frost's recent recital at the University of Detroit. John F. Pival, president of WXYZ, presented the hour and a half tape to the Foundation.

• **KHJ, Los Angeles, offered the facilities of its record library to KRNO, San Bernardino, when the latter lost its record collection recently in a fire. KRNO program director Paul Allen drove 50 miles to Los Angeles, loaded his station wagon with the donated records, and the station is now back on the air.**

◆
• **WINS, New York, has launched a new 26-episode series called "Words in the News" which deals with words or constructions of special contexts that made news, decided issues, shaped policies, etc.**

◆
Kudos: KREX, Grand Junction, was selected as recipient of this year's School Bell Award issued by the Colorado Education Assn. in recognition for programing efforts in behalf of local schools... KXTV, Sacramento, is the winner of Corinthians's Annual Public Service Programing Award for the current year. The 30-minute special, "Death of a Gold Rush Town," marks the second consecutive winner produced by the station... WLOS-TV, Asheville-Greenville-Spartanburg,

for the second consecutive year, has been awarded the North Carolina Governor's Gold Cup for Leadership in Promoting Traffic Safety... **WBT, Charlotte, having won for two consecutive years the N. C. State Motor Club's award for traffic safety and leadership among N. C. radio stations, has been given permanent possession of the trophy... KWKW, Los Angeles, was honored by Mayor Samuel William Yorty for extraordinary and precise coverage of California election returns... KHJ-TV, Los Angeles, received an award from the Hollywood Chamber of Commerce for its telecast of the Hollywood Bowl symphony... WCAU, Philadelphia, won the National Safety Council's 1961-62 public interest award for service to farm safety.**

PEOPLE ON THE MOVE:

James Grant, public affairs director of WTCN, Minneapolis, to the WFBM, Indianapolis, stations, effective 1 January. He'll handle a special "Town Hall Meeting" project designed to bring eminent speakers to the city. ◆

Newsmakers in tv/radio advertising



Morgan J. Cramer, the new chief executive officer of P. Lorillard, has come up through the company ranks. He's been with the broadcast-oriented tobacco firm for 31 years, holding key management posts and serving on the board of directors since 1958. Cramer is succeeding Lewis Gruber, who will continue as chairman of the board.



Edgar R. Smith has been named local sales manager for the new tv station in Rochester, WOKR. His previous background: market researcher for Bausch and Lomb Optical; sales representative for WHAM, Rochester, for six years; and for the past two years, executive with a local advertising agency. The new station is an ABC TV affiliate.

Fred D. Pestorius takes over as manager of WHEC, Rochester, on 1 January. Pestorius joined the station as director of local radio sales in 1953, and was appointed radio sales manager in January 1958. He is immediate past president and chairman of the board of the Grocery Manufacturers Representatives of Rochester.



Ralph Beaudin, president of WLS, Chicago, was named Radio Man of the Year at the American College of Radio Arts, Crafts and Sciences' second annual Chicago awards banquet. Under Beaudin's stewardship since 1960, the modern radio format has rocketed WLS from a low-rated, farm-oriented operation to top place.



DOMINANCE in the AUGUSTA market

THE AUGUSTA TELEVISION AUDIENCE


MARCH 1962

AVERAGE QUARTER-HOUR HOMES REACHED SUMMARY

NETWORK OPTION TIME AND LOCAL TIME DAY-PARTS	STATION AVERAGE HOMES REACHED	
	WJBF (NBC-ABC)	Station "A"
MONDAY THRU FRIDAY 5:00 PM to 7:30 PM	37,400	10,800
MONDAY THRU SUNDAY 5:00 PM to 7:30 PM 7:30 PM to 11:00 PM 11:00 PM to Midnight	36,100	11,100
	39,200	20,800
	5,500	5,400

BROAD DAY-PARTS	WJBF (NBC-ABC)	Station A (CBS)
MONDAY THRU FRIDAY 9:00 AM to 12:00 Noon 12:00 Noon to 6:00 PM	16,800	5,400
	22,300	7,900
SATURDAY & SUNDAY 9:00 AM to 12:00 Noon 12:00 Noon to 6:00 PM	15,100	5,600
	20,500	8,200
MONDAY THRU SUNDAY 6:00 PM to 10:00 PM 10:00 PM to Midnight	43,400	18,700
	13,600	12,100
6:00 PM TO MIDNIGHT	33,500	16,500
9:00 AM TO MIDNIGHT	25,400	10,900

AMERICAN RESEARCH BUREAU



WJBF
CHANNEL
6
AUGUSTA, GEORGIA
call GEO. P. HOLLINGBERY COMPANY, national representatives

SLEEPMASTER ON RADIO

(Continued from page 55)

and held in trust in a bank vault, compensates for the three weight regions through a blending of three types of coils in the inner-spring unit: light springs for the leg region; heavy springs for the middle region, and medium springs for shoulder and head. Manufacturing rights were acquired by Sleepmaster in 1953.

Thus, Getschal built the Sleepmaster commercials around the WEB, or weight-balance formula.

While the radio campaign was being activated, the merchandising program got underway under the direction of I. E. Gennet, vice president and director of sales (and brother of the president), and Abe Cenit, director of marketing. Both also participated in numerous meetings with leading dealers.

Both A. R. Gennet and Getschal realized the vital importance of getting dealers involved in the campaign. "You need dealers on your side," Gennet said. "Otherwise you can lose a sale with a customer three feet from your mattress."

Jet trip for 140. To get the dealership interested, a 12-day jet trip to Paris, Rome and Israel—to be awarded in February—was offered the top 140 dealer buyers. Dealers also were flooded with direct mail, streamers, cards, and posters.

Beginning in January, however, Getschal disclosed, a limit will be placed on the number of dealers, in order to assure best sales efforts. Best performers among the dealers will retain their dealerships, while the least productive will be dropped.

Next year, the Sleepmaster ad budget "will rise substantially," Gennet said, as a result of this year's success. He also predicted there will be more activity next year on behalf of over-sized mattresses.

Gennet, who is New York-New Jersey chairman of the industry's Supersize Bedding Program, referred to the new 60" mattress which is 6" wider than a conventional mattress and 33" wider than a child's mattress.

► SPONSOR BACKSTAGE

Continued

I hope that, even as the debate on the issue increases in intensity, we will be able to develop the same sense of humor about it which the British seem to have developed. British cartoonists, for example, have latched on to the tobacco issue to create some of the most hilarious picture-caption jokes of our time. The *New York Times Magazine* ran a collection of these some weeks back. There was the one from *Punch*, showing an announcer on a home tv screen, holding up a pack of cigarettes and saying, "Figures prove that fewer people are giving up smoking Park Royale than any other brand."

And the one from the *Spectator* showing three plainly British advertising agency men poring over a table full of ads, and one of them announcing: "So that's agreed then, we'll drop the sex angle and play up the death wish."

And the other one from *Punch*, wherein a mustachioed automobile salesman is pointing with pride to the shining new car and explaining to a prospective purchaser: "And of course the latest safety devices such as seat belts and no cigarette lighter."

I realize there's nothing very funny from the broadcaster viewpoint about the possibility of losing \$130 million worth of business. Nor from the viewpoint of the people working for the tobacco firms or any of the businesses which depend on them, but the health hazards are at the least debatable, and the answer, when economic as well as sociological factors are considered, is not an easy one.

Capital punishment issue aired

Talking about television's travail, the only thing that surprises me is that there isn't more. Notwithstanding the continual criticism of the medium's program people for failing to handle difficult and controversial issues, I personally find more shows slamming in where the holiest of angels wouldn't be found dead. Tuesday night, for example, I tuned in *Chet Huntley Reporting* on NBC TV, 10:30 to 11. Chet was dealing with the subject of capital punishment. His guests were Clinton Duffy, the long time warden of San Quentin prison, who was in charge of the gas chamber executions of 88 men and two women, and the chaplain of the same penal institution, Byron Eshelman. Not only did both men speak forcefully against the whole idea of capital punishment; not only did they take the position that there was no real evidence that it served as a deterrent to homicide or any other kind of crime, but both took a violent position of a most shocking nature.

They said flatly that no person of wealth ever had to fear capital punishment under any circumstances, that only the poor and the underprivileged ever paid the supreme penalty. Both Duffy and Eshelman said this bluntly, repeatedly. At one point Eshelman's exact words were:

"I don't know of a single case where a person of wealth or status has been executed. . . . We use Negroes like the Nazis used Jews in this business of execution . . . the only people who ever die in the gas chamber are of minority groups, fixated infants . . . they are the scapegoats."

Yes, that was on the NBC air Tuesday night, 27 November.

But then again on Wednesday you could have caught the *Beverly Hillbillies*, where Louis Nye says to the lass from the backwoods:

"Do you like Kipling?"

And she replies, "I don't know, I've never kippled." ◆

EUREKA!

Nearly 80% of the local television dollar in this major 3-station market is invested on KRNT-TV, a one-rate station. FCC figures confirm this for over seven years.

Des Moines' largest buyer of local television time spends more than 90% of his advertising budget on KRNT-TV. Has for years, too.

Satisfied local sponsors are our best salesmen. They spend the "critical dollar" that must come back many fold in profit from added sales.

Think 'tis the till that tells the tale. We sell results. People believe what we say. We'll sell for you. See Katz.

KRNT-TV

Des Moines Television
An Operation of Cowles Magazines
and Broadcasting, Inc.

ONE BUY! FOUR MARKETS!

walb-tv
CH.10-ALBANY,GA.

- ALBANY
- DOTHAN
- TALLAHASSEE
- PANAMA CITY

GRAY TELEVISION

ABC 

Raymond E. Caraw
General Manager

wjhg-tv
CH.7-PANAMA CITY
FLA.

366,000 TV HOMES*

* ARB, Nov. '61

One buy—one bill—one
clearance!

Or stations may be bought
individually for specific
markets!

Represented nationally by
Venard, Torbet, McCannell, Inc.
In the South by James S. Ayers Co.

SELLER'S VIEWPOINT

By Dan Ingram
Air Personality
WABC, New York

How to choose the right air personality

Sitting behind the microphone, I've made a number of observations over the years as to what is and what isn't good selling. Properly used, radio is the most efficient, effective means of advertising. But many advertisers buy it in a perfunctory, routine way that cannot possibly produce the best results.

Ratings. I would buy radio based on two prime considerations. First, ratings. So much has been said against buying by the "numbers" that it's become an advertising status symbol to say that you don't. It's almost like telling the phone interviewer that you're listening to the classical music station. So let's cut out all this nonsense about ratings. You buy mass media for only one reason—to reach as many people as possible.

Personalities. My second prime consideration would be the "personalities" who would sell my product. "Personality radio," as opposed to strict "formula radio," is the advertiser's most effective tool. In fact, the trend for the last few years has been away from "formula radio" and almost all major outlets

today, in varying degrees, utilize the "personality." The good personality has established a rapport with his audience. As an advertiser, I would take maximum advantage of it. Unless there were special copy points which could only be made effectively on an e.t., I feel the live commercial or e.t. with live would serve me best.

To get the best radio sales personalities for your message, it is essential that you listen. Listening to them on-air is, of course, the best way to judge. But if I couldn't listen to them on-air, I would request demo tapes. The nature of buying in agencies today does not afford time for this. This is a serious error. It would not take that much more time for agency personnel, between campaigns, to listen to tapes.

What makes a good radio sales personality? Since personality, as such, is such an intangible, intuition must play an important part in your selection. But there are some general and even specific guideposts. The good radio sales personality does not sound like a

"personality" or celebrity. Generally, he sounds like the well-spoken, intelligent, nice neighbor down the street. The listener likes him because the "personality" creates an image of the way he sees himself. Above all, the good radio sales personality creates the feeling that he is genuinely concerned about the listener's welfare.

The good sales personality has the ability to relate the product to the audience at the moment he is selling. Whenever possible, the effective radio salesman uses immediacy to create interest in the commercial—whether it be references to the weather outside, or the housewife's lunch preparations.

Another thing to look for in the radio personality—his ability to make the commercial fun for the listeners. Humor can improve the memorability of the commercial and make the listener more receptive. But a word of warning: if the personality lacks a sense of balance, if he uses the commercial as straight lines for gags, he can hurt its believability.

The advantage of the "ad lib" live commercial is that it allows the air salesman to interpret the copy points in terms of his own personality and in so doing afford the advertiser a personalized endorsement. But many advertisers who would not think of placing a salesman on the road without completely familiarizing him with the product and market sends a fact sheet which is poorly prepared. Sometimes it's overdone, other times confusing or does not include vital data. An advertiser should include:

1. A letter clearly defining the product's market and its advertising objectives.
2. A simple, concise fact sheet listing the copy points. Just the facts, nothing more.
3. Two or three different types of sample commercials. The commercials will help him absorb the message and arrange a composite. The fact sheet will give him additional information for ad libbing.
4. The advertiser's do's and don'ts on separate pages. Sometimes they are included in the copy points, and confuse the message.
5. A product sample for his personal use whenever possible. ◆



Now an air personality on WABC, New York, Dan Ingram started his career as a deejay on the Hofstra College station during his tenure there as a drama major. After several station posts in New York, he joined WHNC (AM & FM), New Haven. Later he became production director and morning man at KBOX, Dallas, and then program director at WIL, St. Louis.

SPOT-SCOPE

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

Schlitz (Burnett) has had a few spot tv feelers out and may be asking this week for avails.

This is usually a big tv buy, and an important one for Schlitz because it goes into all major markets—or at least into those vital to Schlitz distribution, which is practically everywhere.

Last year the buy occurred during the last week of December, for late January starts. At the time, the campaign was hailed as a very savvy move on Schlitz's part because choice avails were plentiful.

It looks as if Burnett knows when to repeat a good thing, because the timing will be much the same for 1963. There will, however, be some changes in individual station emphasis this go-round, due to the fact Schlitz has revised its marketing structure to conform to tv coverage areas, rather than the previous set up—wholesaler distribution areas (or sales districts). This modus operandi was conceived several years ago at Anheuser-Busch by a bright young man named Fred Haviland. And where is Haviland now? You guessed it. For the past year and a half at Schlitz, as marketing director.

Also active on the midwest spot tv buying scene is another Burnett account—Allstate.

Some action is anticipated on the insurance firm for December.

Reps are also waiting on Toni, for which schedules should be forthcoming via its three Chicago agencies—North, Clinton E. Frank and Walsh.

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

SPOT TV BUYS

Bristol-Myers last week began a month-long push for its children's Bufferin. The action involves the top 150 markets. Schedules call for day and night I.D.s. Young & Rubicam is the agency. Buyer: Lorraine Ruggiero.

Standard Brands, as reported here last week, is lining up nighttime fringe minutes plus a few prime time 20s for a 14-week push for its Blue Bonnet Margarine. Starting date for the action, which will be carried in the top 100 markets, is 14 January. Bill Abrams is doing the buying out of Ted Bates.

Jergens Lotion is buying daytime minutes only for a 12-week campaign to start 7 January. Elenore Accles is the buyer out of Cunningham & Walsh.

Scott Paper is getting ready to break out a campaign for its facial tissues in the Southwest market region. Day and nighttime minutes are being sought. Starting date for the campaign, slated to run 13 weeks, is 1 January. Ted Bates is the agency. Peter Hall, the buyer. Scott is also going after a female audience in a number of selected midwest markets to push its Scotties beginning 1 January. Schedules call for day and night min-

ONE BUY . . .

CITY-GRADE
COVERAGE OF

TWO MARKETS

WALA-TV is the only Mobile station that also delivers city-grade coverage in Pensacola . . .

PLUS coverage of the rich Mississippi Gulf Coast; the industries and military installations of West Florida and dozens of inland cities and towns.

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

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



TALLEST TOWER ON THE GULF COAST

WALA-TV 10 

MOBILE - PENSACOLA

JACKSON, MISSISSIPPI

WJTV CH. 12

OVER
350,000
TV HOMES

OVER 1¾
BILLION
DOLLAR
CONSUMER
INCOME



11615 Ft.

JACKSON, MISSISSIPPI

President and Publisher
Norman R. Glenn
Executive Vice President
Bernard Platt
Secretary-Treasurer
Elaine Couper Glenn

EDITORIAL DEPARTMENT

Editor
John E. McMillin
News Editor
Ben Bodec
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Editorial Research
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Special Projects Editor
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ADVERTISING

General Sales Manager
Willard L. Dougherty
Southern Sales Manager
Herbert M. Martin, Jr.
Western Manager
John E. Pearson
Northeast Sales Manager
Edward J. Connor
Production Manager
Mrs. Rena Shindelman
Sales Service Secretary
Bette Solomon

CIRCULATION

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

ADMINISTRATIVE

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

utes plus some 20s. Duration of the campaign, also out of Bates, is 15 weeks. John Catanese is the buyer.

Colgate is going back into tv for its second flight beginning 1 January for its new room deodorant product, Away. Schedules call for day and night fringe minutes and the action will be carried by the same 12 markets involved in the original buy. Duration of this campaign is slated for 13 weeks. The agency: Street and Finney, New York. Sandy Floyd is the buyer.

Procter & Gamble launched a campaign last week for its White Cloud. Minutes are running around news shows in selected markets. The buy was out of Dancer-Fitzgerald-Sample and the contact is Terry Costello.

Post Cereal has a call out for a campaign on behalf of its Crispy Critters. Schedules being sought are night and day minutes with a kid's audience. Benton & Bowles is the agency, Jerry Walters, the buyer.

Lever Brothers launches new schedules on the first of the year for Vim. Night and day minutes to reach a women's audience will run for 52 weeks. The Vim agency is Ogilvy, Benson & Mather. Art Topal is the buyer.

Gerber Products will push its baby foods for eight weeks and is looking over avails to reach a women's audience. Schedules would kick off 21 January in several selected markets. Agency is D'Arcy and Bob O'Connell is doing the contact work.

R. T. French, in addition to schedules for its potatoes out of K&E, is lining up minutes and 20s for a long-term campaign for its Copper Kitchen Sauce. Schedules would run from 1 January through 22 April. Don Miller is the buyer at J. Walter Thompson.

Clearasil wants to place some spots in dance or party-time shows to start in mid-January. Agency: Morse International. Buyer: Mary Ellen Clarke.

Pharmaco is scouting markets for Sunday morning half-hour tv gospel time shows. The campaign would start the first week in January and run for a full 39 weeks. The agency is N. W. Ayer and Ed Hardison is doing the buying.

Whitehall Laboratories division of American Home Products started in several markets with 52-week schedules for Anacin. Nighttime minutes are being used during the week and daytime minutes during the week-end. Agency: Ted Bates. Buyer: Steve Silver.

SPOT RADIO BUYS

Continental Brands is going into several top markets with a saturation radio campaign on behalf of its new Six Month Brand Clean and Clear Floor Wax. Schedules of 400 minute spots will run throughout the broadcast day in Houston, Dallas, San Antonio, Los Angeles and San Francisco.

International Nickel has renewed its radio flights in all 34 markets for the year 1963. Schedules will remain as before: participation in morning newscasts. The agency: McCann-Marschalk. Frank Finn is the buyer.

If you lived in San Francisco...



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

IMPORTANT ANSWERS FROM WASHINGTON, D.C. TRENDEX SURVEY

Q.

**Which station
are you
listening to/
have
listened to?**

A.

WWDC ... 21.4%
Station A 17.2%
Station B 16.9%
Station C 16.3%
Station D 14.0%
Station E 9.7%

Q.

**Which station
comes closest
to playing the
kind of music
you like?**

A.

WWDC ... 18.4%
Station F 12.6%
Station C 12.5%
Station D 9.5%
Station B 8.4%
Station A 7.6%

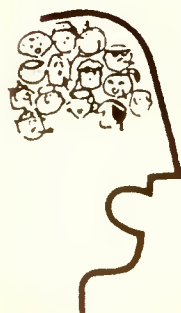
Q.

**Which station
do you
FIRST tune
to for
the news?**

A.

WWDC ... 20.7%
Station B 17.7%
Station A 17.4%
Station D 12.2%
Station C 9.3%
Station E 5.0%

Based on completed interviews in 2,598 homes, September 9 to 20, 1962.
Additional demographic material from this Trendex survey available.
Contact WWDC, 1627 K St. N.W., Washington 6, D.C. or your John Blair man.



... the station that keeps people in mind

WWDC RADIO

WASHINGTON, D. C.

representative nationally by John Blair & Co.

