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THE WEEKLY MAGAZINE RADIO/TV ADVERTISERS USE

**MEDIA BUYING
VIA COMPUTER
STIRS REPS** p.38

**ARB Exec looks
at syndicated tv
film drama** p.30

1 JULY 1963—40c a copy / \$8 a year

CHEYENNE

107 HOURS OF ACTION-PACKED WESTERN DRAMA

Starring Clint Walker, CHEYENNE is the first of the great Warner Bros. western hours—and one of the greatest in television history. Standing six-feet-six-inches in height, Walker as Cheyenne Bodie presents a towering figure of strength. To a man like Cheyenne Bodie, no obstacle is too big to tackle, no danger too big to risk, in his efforts to break the lawless spirit of the west.

In its six full seasons on the network, CHEYENNE won an average Nielsen National rating of 24.8, good for a 38.6 share of audience.* Now available on an individual market basis—for fall start.

* 18+ Age Averages



WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y., Circle 6-1000

ALSO: MAVERICK • SURFSIDE 6 • SUGARFOOT • THE ROARING 20'S • BRONCO • BOURBON STREET BEAT • LAWMAN • HAWAIIAN EYE



GROUP W MEANS INNOVATION . . .

Steve Allen

Take the area of literate comedy. Farce approaching satire. Humor that ranges from slapstick burlesque to pithy commentary. A new dimension to late-night TV. "The Steve Allen Show." On the air over a year. Seen on over 40 major stations coast to coast. It's fast-paced. It's fun. It's a Group W—Westinghouse Broadcasting Company project.

How does Group broadcasting get in-

involved with the production of programs like "The Steve Allen Show"? It's a natural. It's the reason Group stations are organized the way they are. They have creative manpower, management, and financial resources greater than the individual station. They have the local impact no network can match. These resources represent an opportunity as well as a responsibility to serve their

communities in ways neither individual stations nor networks are capable of doing. To develop new areas of programming. To expand existing program content. To add dimension to the broadcasting industry. To serve the interests of their audiences.

Group W means Steve Allen. Sheer entertainment also calls for the vision and flexibility characteristic of Group broadcasting.



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

WESTINGHOUSE BROADCASTING COMPANY



1950



1963



**in philadelphia, WPEN has more local
advertisers than any other station - &
they stay on WPEN!**

(like Frank's Beverages for the last 13 years!)

how are you going to rate that?

Represented by AM Radio Sales Company

KEEP WATCHING THE OZARKS

MISSOURI'S BIG
THIRD MARKET
ONE OF THE
NATION'S TOP
TEST MARKETS

When KWTO
Speaks
The 4-State
Area Listens

Compare our
LOW COST
Per Thousand Homes with
any Midwest Station

Hooper
March—1963
(Metropolitan)

MONDAY THRU FRIDAY

7:00 A.M. — 12:00 NOON	
KWTO	40.3
Station B	30.5
Station C	15.4
Station D	11.4
12:00 NOON — 6:00 P.M.	
KWTO	41.3
Station B	34.9
Station C	10.3
Station D	7.1

PLAN AHEAD

Contact Your Pearson Office

kwto

5000 WATTS - 560 - ABC
SPRINGFIELD, MISSOURI

SPONSOR

1 JULY 1963

Vol. 17 No. 26

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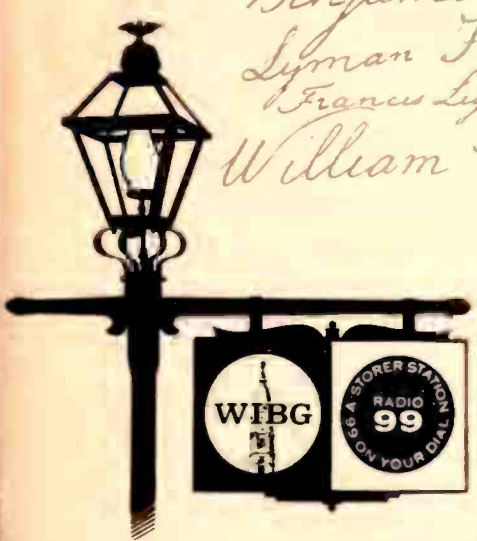
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John Hancock
 Sam Adams
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 John Jay
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 George Walton
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 James Wilson
 Richard Henry Lee
 John Jay
 Benjamin Rush
 John Adams
 Robert Morris
 Lyman Hall
 Joseph Hewes
 Button Gwinnett
 Francis Lightfoot Lee
 William Ellery
 Edward Rutledge
 John Smith



First in Philadelphia

In Philadelphia during July, 1776, the first of fifty-six men pledged their lives, fortunes and honor when they signed a declaration written by 33-year-old Thomas Jefferson. About five years later, the last signature was inscribed on our nation's first great resolution of personal liberty.

Today, many of these men are all but forgotten. Each signature, bold or trembling, it should be recalled, is the mark of a man who risked death . . . for the freedom of his family and ours.

Represented by Katz Agency

STORER BROADCASTING COMPANY	LOS ANGELES KGBS	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	WIBG PHILADELPHIA
NEW YORK W'HN	MILWAUKEE WITI-TI	CLEVELAND WJW-TI	ATLANTA WAGA-TI	TOLEDO WSPD-TI	DETROIT WJBK-TI	



WANTED TO PURCHASE

Small power tools for wood and metal working needed by distributor in Latin America.

(One of thousands of typical export opportunities for American businessmen)

The world is your market place. From South America to South Asia there's an immediate need for furniture, construction equipment, appliances, plastics, aluminum. The list is endless. And so are the business opportunities.

To help U. S. businessmen to take advantage of these opportunities, the U. S. Department of Commerce is issuing a new weekly publication. *International Commerce* contains hundreds of specific opportunities—like the one above—every week. It is designed to tell U. S. businessmen—quickly and in plain language—what products are wanted abroad and whom to contact.

For example, one company writes:

"We cannot overestimate the assistance we received from . . . your publication. . . . Starting from scratch just 18 months

ago, this company is now selling in 25 countries in Europe, Asia, Australia, Central and South America, and North Africa."

The United States Department of Commerce is ready and able to help you in many other ways: It can help you find agents abroad, survey your best markets, carry your business proposals overseas through Trade Missions, exhibit your products at International Trade Fairs and Trade Centers.

To find out more about how to get your share of profits in growing world markets, contact the United States Department of Commerce—field offices in 35 major cities. Or write: Secretary Luther H. Hodges, United States Department of Commerce, Washington 25, D. C. You'll get a prompt reply.



BUILD YOUR BUSINESS BY BUILDING AMERICA'S EXPORTS

Published as a public service in cooperation with The Advertising Council and the United States Department of Commerce.

PUBLISHER'S REPORT

One man's view of
significant happenings in
broadcast advertising

A word to national advertisers about radio

It's still too early to prove out in the statistics, but national radio is showing signs of busting out all over.

It shows up in the increasing confidence and enthusiasm reflected by many top stations.

It shows up in the number of national advertisers who for the first time in many years are thinking of spot radio as a major force in their advertising programs rather than just an extra-added feature.

It shows up in the flexing muscles of the radio networks.

It shows up in the larger interest the RAB is demonstrating in the national fields and its two-fold station service plan.

If the signs are right, this is good news. In my opinion national radio billings fall short of their potential by several hundred millions. Radio today would be a billion dollar medium if its inherent ability to sell merchandise and ideas were recognized by the national advertiser as thoroughly as by the local.

Here are a few things to think about if you're a national or regional advertiser considering radio for your fall and winter campaigns.

1. Don't wait too long. There will be a bigger rush for avails on the better stations this season.
2. Remember that radio is one medium which never gets full credit for all listening. There is no known system of measuring radio listening that can count up all the multiple-set in-home and out-of-home listening which really goes on. So, in actuality, you generally get more than you bargained for when you buy radio. The major auto manufacturers have learned this in recent years and are taking full advantage of it.
3. Think of radio as you do magazines as far as station categories are concerned. In the magazine field there are good books in the general field, others not so good; good books in the women's field, others not so good; good books in the sports field, others not so good. So in radio there are many categories with good stations in each.
4. Look for other factors besides rating. The ability of one station to outsell others because of listener loyalty, public service, station reach, community acceptance, is well known. Several years ago KPRC, Houston, did a profile which expressed its characteristics as listeners saw them. Other stations should be encouraged to supply information of this type.

Sincerely,



METRO-GOLDWYN-MAYER TELEVISION PRESENTS



View from the Lion's Den

Egg In The Audience's Beer

■ Some people don't wait until the flag is all the way up the pole before they salute. These people ought to be given more note and credit. Call them "the perceptibles." They look an idea in the eye and see that it can lead to new opportunities. Like the idea that full sponsorship of a brand-new-to-TV feature film market-by-market can make a spectacular special. Be a treat for the audience, sales force and sales curve.

■ This idea had a precedence of sorts. But in particular, could it be done for a specific advertiser, and most important, what product (pictures) was available? Things began moving when the new 30/63 MGM-TV feature listings came on the market. Our Chicago office noodled with MacFarland, Aveyard, and their client, *Drewrys Beer*. They picked the pictures and the "event days." They presented the pictures and the plan to the sales force. Promotion was set. The idea became a reality. Is already working in the market place. Audiences in 15 markets are being treated to top features on summer weekends—courtesy of a single sponsor. Big time entertainment presented with maximum care and minimum interruption for the viewer (5 commercials). That's egg in their beer and a competitive edge in *Drewrys*.

■ *Details.* *Drewrys* picked these first-run post '48 features: "Angels in the Outfield," "Green Fire" and "Tender Trap." They picked the weekends prior to Memorial Day, July 4th and Labor Day. They picked 15 stations in: Chicago, Detroit, Toledo, Lansing, Flint, Grand Rapids, Cadillac, Marquette, Fort Wayne, South Bend, Indianapolis, Terre Haute, Rock Island-Davenport, Cedar Rapids and Des Moines. *Drewrys* bought the features directly from MGM-TV for ten markets. In the others, deals were made directly with the stations which had previously licensed the features from MGM.

■ *A tangent observation here.* A good movie has a long life in bringing the public entertainment. This was pointed out in a recent look at Nielsen figures on a great MGM movie, "The Wizard of Oz." It has now been televised five times on CBS. Each was a smash. The rating has never been below 32.5, nor the share below 52. No other repeated special comes close to this performance. "The perceptibles" will continue to see new ideas in the yet unreleased features for television.



Lous woman wishes part-time employment in laundry. She is highly skilled in pressing and mending and is able to supply good reference from most recent situation. Address A. G. Box 491

WAITRESS—Woman of 5 years experience in service of meals desires a position in a large restaurant. Able to assist in cooking and general kitchen duties. Unmarried, religious, reliable and temperate. Address C. P., General Delivery

HOUSEKEEPER—A refined woman of 45 years will consider employment as housekeeper to a cultured and well-behaved family of no more than six. Will require ample quarters and privacy. Salary is a minor consideration. Address B. W., Box 741

TUTOR—University-educated young lady, experienced in teaching of the young, is interested in obtaining a position as tutor to a child in a respectable household. Best of references can be obtained. Address P. C. Box 249

SITUATIONS WANTED—MALES

AS CATTLEMAN—An experienced handler of cattle, looking for position in Southwest. Hard working, sober, reliable. Takes well to the overseeing of men. Good reference from last employer. Address S. D. Box 696

IN A RETAIL GROCERY—a young man, an American, wishes to procure a situation in some retail grocery; has a good knowledge of business and can give the best of City reference. Box No. 1,235 Post-Office.

AS RANCH FOREMAN—wanted a position as foreman of ranch, 5,000 acres or more, 10 years experience large crew, all types livestock. Other skills. Best of references. Address J. S. Box 1003

HAVE GUN WILL TRAVEL

One of television's all-time classics is now available for regional and local sponsorship. Stars Richard Boone. Experience: 6 record-breaking seasons on the CBS Television Network. Season after season ranked among television's top five. For information about the hottest 156 half hours in first-run syndication, contact...

CBS FILMS ©

OFFICES IN NEW YORK, CHICAGO,
SAN FRANCISCO, DALLAS, ATLANTA.

WANTED — EMPLOYMENT OF ANY KIND by a stout young man, who has four years experience as a clerk in a first-class grocery. Address H. B. Box 7191

TO MANUFACTURERS and wholesale houses. A Commercial Traveler, of ten years' experience, will shortly make a tour through the West. In addition to commissions already engaged, he would like to add one or two more from houses

AS RANCH FOREMAN—wanted a position as foreman of ranch, 5,000 acres or more, 10 years experience large crew, all types livestock. Other skills. Best of references. Address J. S. Box 1003

AS COACHMAN AND HORSEMAN—A young Englishman, enough groom and coachman, horses well, is a very capable waiter on table if required, self otherwise useful. Can refer from his last place. No. 1003. Address R. B. Box 7885

A NEAT AND RELIABLE accurate accountant, or assistant bookkeeper in any city, wishes to obtain employer's address. C. B.

BLACKSMITH—a young man, ready to set up on his own, with a strong back. Prefer good work. Address W. B. Box 666

SELLER OF DRY GOODS—12 years experience in other merchandise during same time. Recent employer vouched for. Address J. L. Box 987

GOOD HORSEMAN—in good health, would like employment. Experienced in the handling of all sorts. Skilled horseman.

LIVERY WORKER—with experience in the care of horses and the grooming of horses and harness. Address T. A. Box 3

AS FARMER AND RANCHMAN—wanted a situation by a strictly temperate hard worker; understands the care of all kinds of stock and stock of all kinds; work needed. The best of references. Address T. M. Box No. 204

WANTED — A POSITION in some mechanical or electrical work, by a man, who is a good penman, a good bookkeeper, correspondent and a good reference given. Address

TO CALIFORNIA—A man, who wishes to get to California will work for 6 months in a hotel or restaurant, for his passage to California. A man who will negotiate with the hotel or restaurant. Unexceptionable. Address J. V. Box No. 152

COOK AND HAND—on ranch. Able to do all kinds of jobs. Good carpenter. Work needed. Address J. A. Box 836

AS HARDWARE C—wanted a situation in a hardware business. Has had eight years' experience. Can furnish the best of references. Address H. L. Box 638

A LAD OF 16 WIS—wanted a situation in a wholesale store. Can refer to his parents. Address E. M. Box No. 204

RANCH LABORE—wanted a situation on a ranch, by a man, who is a good worker, good references. B.



Courtesy of The Detroit Institute of Arts

"RIDER"

a 10 1/2-inch tall bronze Etruscan figure found on the Adriatic coast of Italy, dates from the 5th century B. C. Once mounted on a horse, now lost, it closely resembles figures on the Parthenon frieze in Athens. Sculptor unknown.

in a class by itself

Masterpiece — *exceptional skill, far-reaching values.* This is the quality of WWJ radio-television service—in entertainment, news, sports, information, and public affairs programming. The results are impressive—in audience loyalty and community stature, and in sales impact for the advertiser on WWJ Radio and Television.

WWJ and WWJ-TV
THE NEWS STATIONS

Owned and Operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.

SPONSOR-WEEK

Top of the news
in tv/radio advertising
1 JULY 1963

Guild, Bascom & Bonfigli names BCH: Broadcast Clearing House has picked up a plumb, signing San Francisco-based GBB for all BCH services. Over 200 ad agencies worked with BCH systems in past year, but GBB is first to contract for all services. Deal involves processing, handling, adjusting, and paying of spot tv and radio orders placed on behalf of GBB clients. GBB expects billings to hit \$20 million at year's end, with over two-thirds going to broadcast media. It presently bills over \$18 million annually, some \$4.2 million of it in spot tv, and \$2.8 million in spot radio. All four GBB offices (S. F., Hollywood, Seattle, N. Y.) are involved in the automated centralized billing processes, as are all spot tv and radio campaigns based for agency's nine spot accounts: Bosco, Carling Brewing, Clougherty Packing, Foremost Dairies, Mary Ellen's Jams and Jellies, Mother's Cakes and Cookies, Pacific Northwest Bell Telephone, Ralston Purina, and Skippy Peanut Butter. West Coast servicing of GBB will be directed by Frank W. Crane, just named BCH exec v.p., with BCH's N. Y. office to service GBB business placed there.

Barnett heads GAC: Larry Barnett, former v.p. of MCA (which he served 27 years) and president of its wholly owned subsidiary, Music Corp. of America, has been elected chairman and chief exec officer of General Artists Corp. and a director of its parent Baldwin-Montrose Chemical Co. Herbert J. Siegel, who continues as president of GAC and chairman of Baldwin-Montrose, said Barnett will become the second-largest holder of common stock in the parent firm. In addition to responsibilities for corporate planning, Barnett will coordinate activities of GAC's four operating divisions, working with their respective presidents: TV, Herman Rush; Personal Appearances, Buddy Howe; Motion Picture-Equity, Martin Baum; Literary, Ingo Preminger.

Blair radio research: A new national radio study conducted by Pulse for Blair rep firm shows sets-in use ranging between 20-30%. Ward Dorrell, John Blair v.p. for research, believes the study will do much for radio. Reporting to N. Y. State Broadcasters Assn. at Saratoga Springs session, Dorrell said it was largest personal interview radio study done. Release of findings is due in several weeks.

Interim period: Thomas J. McDermott, N. W. Ayer v.p., told the N. Y. broadcasters that although "we're going through an interim period, agencies are still paying attention to ratings." He also noted that buys are made for clients on different bases, not just ratings. RAB president Ed Bunker, commenting on RAB methodology study which will concentrate in three markets (cities such as New York, Omaha, and Pocatello), said that "ultimately, the sample does not depend on size." RAB isn't gambling on project, he added, because "we believe we have more listeners."

Advertisers aren't seducers: Advertisers do not "seduce the modern American woman to a fate worse than death," in conspiracy with "women's magazines, home economists, Sigmund Freud, Margaret Mead, most authors, the majority of educators, a good number of husbands, and pretty nearly all mothers," Redbook exec editor Sey Chassler said Friday in answer to a charge by Betty Friedan in her book, "The Feminine Mystique." Debating Mrs. Friedan at the American Home Economist Assn. convention in Kansas City, he stressed that "anyone who has something to sell does not drive his buyers into a state of psychic immobility of the kind (the book) described." In her controversial book, she has charged that magazines — in advertising in particular — have conspired to dictate the goals and standards of American women, to keep them "trapped in endless and empty housewifery."

SPONSOR-WEEK continues on page 12

SPONSOR-WEEK

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

Toiletry goods keep lead: First quarter of '63 saw Toiletries & Toilet Goods hold the lead as No. 1 product category on network tv, with gross time billings up 13.8% from same period last year to \$37,636,600, reports TvB. More than doubling 1962's figure this year was Building Materials, Equipment & Fixtures, with a 109.4% jump from \$1,011,800 to \$2,118,800. Other big boosts were in Travel, Hotels & Resorts, up 89.4% to \$644,600; Entertainment & Amusements, up 61.4% to \$341,100; Office Equipment, Stationery & Writing Supplies, up 59.9% to \$937,300, and Miscellaneous (mostly pet foods and supplies), up 55.5% to \$3,407,800. Top web tv advertiser was still Procter & Gamble, \$12.6 million in billings, with Anacin tablets the top brand, at \$3,037,000.

19 million ad dollars to NBC: A busy sales staff at NBC TV racked up over \$19 million from 27 national advertisers in the two weeks ended 10 June, with 16 clients placing more than \$10 million in daytime programing, and the remainder going to the nighttime sked.

NAB amends tv code: NAB's Tv Board has accepted Code Board recommendation to compute commercial time on percentage basis in prime evening hours, but rejected idea of non-prime-time percentages which would have averaged 20% per hour, with some exceptional stretches to 30%. Code maintains 17.2% maximum per hour in prime time, but individual stations can select their own three prime evening hours, and slot commercials. This eliminates the previous binder of 5 minutes and 10 seconds of non-program material for each half hour.

Press fotogs honor tv: Natl. Press Photographers Assn. has named Houston's KPRC-TV "Newsfilm Station of the Year," with WRCV-TV, Philadelphia, the runner-up. However, WRCV-TV's Houston Hall

was named "Newsfilm Cameraman of the Year." Other top awards, all given out last week at NPPA's 20th annual competition, went to: News Special—*The Tunnel*, Peter Delmel of NBC News; News Documentary—*The Sun Is Not for Sale*, Houston Hall, WRCV; Feature News—*Minutes to Live*, Morris Bleckman, WBBM-TV, Chicago; General News—*Guerrilla Activities in the Florida Keys*, Bernard Nudelman, CBS News; Sports—*Strike*, George Carras, WSOC-TV, Charlotte, N. C.; Spot News—*Suicide*, Charles Boyle, KDKA-TV, Pittsburgh; Sound-on-Film—*The Drop Out*, Morris Bleckman and William Tyler, WBBM-TV; Team Filming—*Fire Rescue*, Doug Downs, Mike Clark, and Irving Smith, NBC News.

Executive suite: Two new executive v.p.'s have been named by Kenyon & Eckhardt. One is Stephens Dietz, senior v.p. and marketing director, and the man in charge of K&E's recently-published "Market Guide"



DIETZ



DEARTH

(See Sponsor-Scope, 24 June). The other is Robert A. Dearth, also a senior v.p. and manager of the agency's Detroit office. . . . Three new v.p.'s have been appointed by Alberto-Culver. One of the appointments is in the ad area, with Charles A. Pratt named director of advertising and public relations. . . . Charles Fritz has been appointed v.p. and general manager of WXYZ, ABC o&o radio outlet in Detroit. Fritz comes to ABC from Blair Radio, where he was a v.p.

SPONSOR-WEEK continues on page 14

Why has Cleveland's taste improved?



Oriental chemistry wrought a tiny pearl-shaped pill for sweetening things like taste buds: Jintan Mouth Refresher. Then WHK Radio started Cleveland tongues wagging when distributor, Inca Land Products, chose the station exclusively to introduce Jintan. Inca Land's president,

Randolph Gregg exclaims, "WHK gave immediate selling action at all distributor levels... Results have far surpassed expectations." If your expectations are high and you too want to taste success, spend your time on the Number One station*
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)

Nabisco diversifies: Assets of the James O. Welch Co. (candy) are being purchased by National Biscuit Co., with "agreement in principle" announced by Nabisco president Lee S. Bickmore. Terms of the deal were not disclosed. It is Nabisco's entry into the candy industry. The new parent company is a regular broadcast advertiser; air-media usage by Welch has been sporadic.

Japanese "Romper Room": One of the most successful syndicated tv formats, Bert Claster's *Romper Room*, will soon be televised, in color, on a 21-station Japanese network. The program deal was set by Fremantle International, outside-U. S. sales agent for the kid-appeal show, which has long been a successful spot carrier in its 98 U. S., Canadian, Puerto Rican and Australian editions. The Japanese version of a "Miss Jones" will be picked, and flown to Baltimore for special training.

Jersey Standard seeks show: Standard Oil of N. J., which recently dropped sponsorship of *Festival of The Performing Arts* after two years, is planning backing of another series after start of '64. Show type isn't pinpointed, but company spokesman said it most likely would be another "quality" program. Jersey Standard has also sponsored tv *Play of the Week* and *Age of Kings* in recent seasons.

Art director is VIP: Role of the art director is "greater than ever" in an age which has seen "the impact of television," said Earle Ludgin & Co. president David G. Watrous in Chicago last week. A half-century ago, advertising was mostly copy "and only about 20% art," Waldrons said. Today, the balance is "more like 50-50, and sometimes even 100%." Other factors which have boomed the art director's importance: improvements

in photography, new art forms, new printing processes.

Nielsen drops radio: After nearly a decade of measuring local radio, A. C. Nielsen is exiting this research field. Too many clients, said Nielsen v.p. John K. Churchill, wanted measurement of auto and battery-portable radio on an individual station basis, rather than the research firm's basis of combined station listening. This, Churchill said, couldn't be done at a "palatable cost." No other Nielsen broadcast service is being dropped.

More quality fm sponsors: QXR Network, which just signed six new affiliates to bring its total to 46, sees fm radio becoming "an increasingly important medium to advertisers of quality product lines as program standards are raised throughout the industry." Web president James Sondheim noted, "they are very anxious to reach the 15 million established fm homes in the U. S. today along with those who are expected to purchase over 3 million new sets in 1963 which can receive fm and fm stereo." He stressed that imaginative new formats, such as the General Electric stereo drama series, the *Victor Borge Music Theatre*, and the *RCA Premiere Showcase*, "pay dividends to the broadcaster as well as to the sponsor. The amazingly enthusiastic listener response to the stereo dramas . . . has prompted fresh advertiser interest in sponsoring more quality programs—and this is the key to radio's future growth." New affiliates are WCRB, Boston; WBML, Hartford; and WPBS, Philadelphia, which replaced former ties, plus WGKA, Atlanta; KFML, Denver, and WQMG, Greensboro, N. C. Sondheim added that a new research study has been launched to supplement last year's report on QXR audience, now is 36 of top 50 U. S. markets.

SPONSOR-WEEK continues on page 46

THE RIVER'S EDGE



ANTHONY QUINN, RAY MILLAND
DEBRA PAGET

VOL. 7—"FILMS OF THE 50's"—NOW FOR TV
FIFTY OF THE FINEST FEATURE
MOTION PICTURES FROM SEVEN ARTS
Seven Arts "Films of the 50's"—Money makers of the 60's

VOLUME

SEVEN ARTS

SEVEN



**SEVEN ARTS
ASSOCIATED
CORP.**

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK 200 Park Avenue 972-7777
CHICAGO 4630 Estes, Lincolnwood, Ill. OP:hard 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

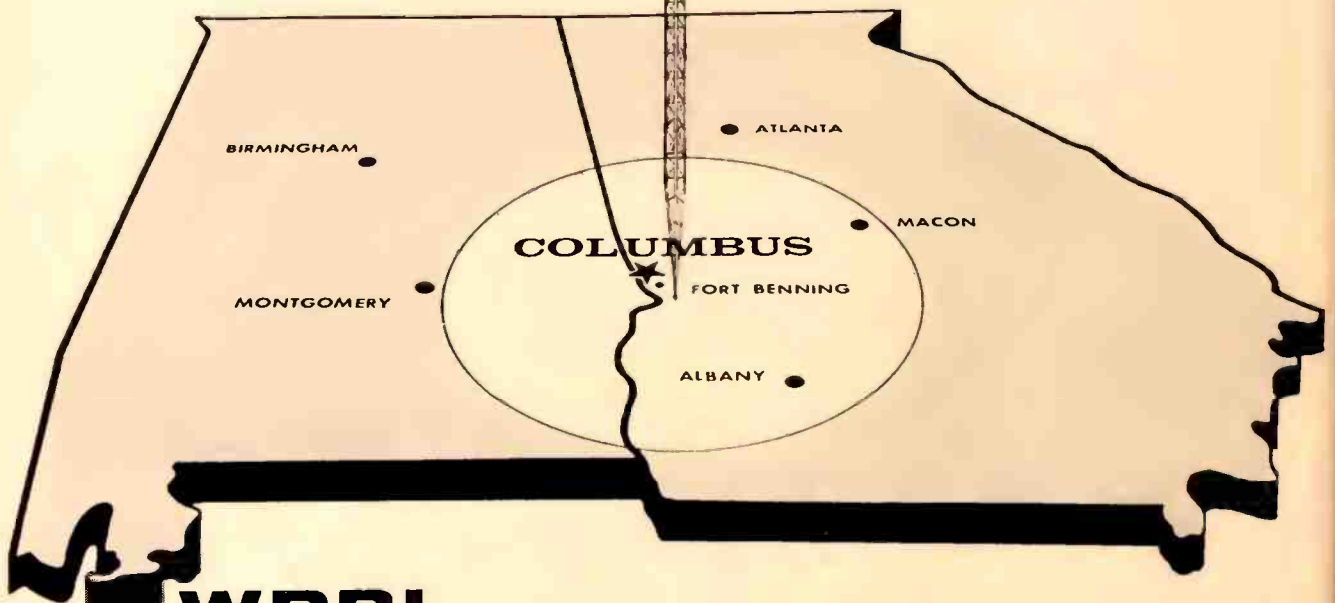
For list of TV stations programming Seven Arts "Films of the 50's" see Third Cover SRODS (Spot TV Rates and Data)

look South . . . and you'll see TV3

Covering 66* counties
in Georgia and
Alabama with annual
retail sales of
1.2 billion dollars!

* GRADE B COVERAGE AREA

Look closely at Columbus, Georgia. It's a market "on the move." The South's newest inland port city in 1963, Columbus is also the retail shopping center of the Chattahoochee River Valley — a top test market with consistently high manufacturing employment and the military payroll of Fort Benning . . . the world's largest Infantry School. Yes — Columbus is on the move . . . and TV3 is the major media moving forward with Columbus!



WRBL
Television
Columbus, Georgia
TELECASTING FROM THE
WORLD'S TALLEST TOWER
"1749 feet above ground"

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



CBS
NBC

REPRESENTED BY
GEORGE P. HOLLINGBERY COMPANY

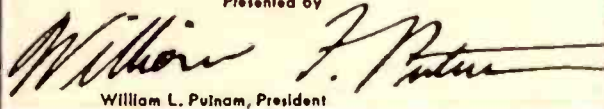
SPECIAL REPORT

A STATEMENT OF THE SPRINGFIELD TELEVISION BROADCASTING CORPORATION

WWLP-22, Springfield — WRLP-32, Greenfield
WWOR-14, Worcester

MASSACHUSETTS

Presented by



William L. Putnam, President



This is hiatus time--which means everyone disappears from view. So will WWLP's bi-monthly reports until sunburn time subsides. In the meantime here are some comments on a few strange items that have appeared about our industry.

Item—Commissioner Robert E. Lee announced the UHF experiment in New York City was an "unqualified success" which definitely proved the performance capability of UHF television even under the most adverse circumstances in a metropolitan area.

Item—A survey from a group named the Association of Maximum Service Telecasters, which is composed naturally enough of VHF operators, said their survey didn't agree with that of the FCC Commissioner despite the fact he had closely followed the results of the experiment for a full year in the New York City area.

COMMENT—Do you think one is really necessary?

Item—Dateline 1958—The Committee for Competitive Television, headed by John English, WSEE-TV, Erie, Pa. and William Putnam, WWLP, Springfield, Mass. have set up a Washington office to try and get a bill through Congress repealing the excise tax on TV sets as an incentive for manufacturers to build more and better UHF sets.

Item—Dateline 1963—Indications are that all-channel TV sets will account for 20% of new TV set sales in 1963 according to a statement by the EIA. EIA members also voted to ask Congress to repeal the 10% excise tax on all channel sets.

COMMENT—"The electronics industry is ever in the forefront of the rapidly changing technological and scientific advances in all areas."

Item—According to a recent survey in a trade publication the New Haven-Springfield-Hartford complex is the 11th ranking market in the United States.

Item—Springfield, Mass. population up; Hartford, Conn. population down, during 1962.

COMMENT—Now if we can only get those agency people to believe that our WWLP signal really doesn't stop dead at the Connecticut State line which is about 12 miles from our tower.

Item—FCC Commissioner sees all-UHF system as the ultimate answer to the national TV service problem.

Item—New surge in UHF Construction Permits throughout the country as big investors take another look.

COMMENT—As ye sow—so shall ye reap.

Item—WWLP Vice President and Sales Manager James Ferguson announces record sales year for WWLP with highest local and regional sales ever achieved.

Item—FCC Chairman E. William Henry urges—Throw out inaccurate ratings.

COMMENT—The first item is why I can enjoy my hiatus and go mountain climbing. The second is what we've been trying to tell agencies all along. If you want to get in on a sure sales thing call that fella Ferguson or Hollingbery, Me. I'm headed for my happy hiatus.

Represented nationally by HOLLINGBERY

enter your
 personal
 subscription
 to
SPONSOR
 for
 essential
 broadcast
 information

\$8 for 1 year

\$12 for 2 years

555 Fifth Ave., New York 17

Radio news packs strength

Network radio newscasts attract a fairly substantial audience each weekday. Though undermeasurement of the radio medium has been a subject of discussion and investigation, radio figures available from Sindlinger show surprising strength for network newscasts (to cite one area), even when compared with daytime tv shows.

With both the ABC and the NBC radio networks using the Singlinger reports at the present time, the figures can confidently be expected to receive increased circulation among major advertisers and agencies.

A look at the April 1963 Sindlinger weekday listener figures shows the average ABC Radio newscast drawing some 2.4 million listeners—at home, in autos, at the beach, or wherever the transistorized portable may take people.

At the same time the report reveals that the average newscast on the CBS Radio network has some 2.7 million listeners, the NBC web 2.5 million and MBS 1.6 million.

If past patterns prevail, the figures can be expected to grow as the summer season moves along.

Following are figures from the April Sindlinger report of radio listening:

TOTAL LISTENERS (000)

(Average per broadcast)

	ABC		CBS		MBS		NBC	
	No. of News-casts	Listeners	No. of News-casts	Listeners	No. of News-casts	Listeners	No. of News-casts	Listeners
Total	16	2,458	9	2,695	14	1,636	17	2,499
Morning	4	3,378	3	3,767	4	2,260	5	3,427
Afternoon	6	2,491	5	2,178	5	1,772	6	2,352
Evening	6	1,813	1	2,071	5	1,002	6	1,873

SPONSOR-SCOPE

1 JULY 1963

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

Radio/tv spot budgets of major airlines are likely to mirror the current shake-outs and upheavals among the carriers.

After more than a year of listening to arguments on the proposed merger of Eastern and American, the CAB has turned thumbs down. You'd think this would spell a cutback in broadcast spot schedules for Eastern (which has lost some \$60 million in three years). **Not so; Eastern may actually increase its radio/tv use.**

Reason: CAB may well turn down Northeast Airlines' request to continue on the profitable New York-Miami run, on the theory that there are too many airlines flying the route. If this happens, the nearly-20% of the N.Y.-Miami traffic which Northeast now has will be up for grabs. Then, Eastern—which has long flown this Florida route—is likely to make a play for the added traffic.

Eastern's advertising director, George Howard, says the veteran carrier, in any case, will have heavy promotion behind two big upcoming events: the World's Fair and the introduction of the airline's new 727 tri-motor jet aircraft.

Early-season tv ratings can't be laughed at, even though some executives feel that the competitive picture will change.

Comparison of October ARB report with recent May ARB findings shows seven of the current top ten showing up originally among October leaders. Top shows then and now were *Beverly Hillbillies*, *Bonanza*, *Red Skelton*, *Jackie Gleason*, *Lucy*, *Ed Sullivan* and *Walt Disney*.

Curiously, top three shows in terms of persons viewing, were the same at the season's beginning and end.

PROGRAM	OCTOBER	PERSONS (000)	PROGRAM	MAY	PERSONS (000)
Beverly Hillbillies		43,227	Beverly Hillbillies		49,467
Bonanza		43,015	Bonanza		44,318
Red Skelton		41,854	Red Skelton		39,468
Bob Hope		40,059	Candid Camera		37,084
Lucy Show		37,220	Andy Griffith		34,778
Ben Casey		35,153	Jackie Gleason		33,721
Jackie Gleason		34,269	Lucy Show		31,280
Walt Disney		34,090	Ed Sullivan		31,250
Dr. Kildare		33,598	Dick Van Dyke		31,173
Ed Sullivan		33,486	Walt Disney		30,828

This fall, Gillette will join one of broadcasting's real inner circles—those advertisers who have had an air campaign which lasted 25 years.

Plans for a Silver Anniversary for the *Gillette Cavalcade of Sports* are already in the works, with the event taking place in early October, timed to the opening pitch of the 1963 World Series.

U.S.-made commercials have once more proved that American television styles set the pace throughout the world.

At the 10th International Advertising Film Festival earlier this month in Cannes, Chevrolet and Campbell-Ewald knocked off the Gran Prix for the well-received "truck egg test," produced by Ty Thyssen and David Greene.

Three other U.S. tv advertisers—Mennen, Eastman Kodak, Goodyear—took first-prize honors in specific tv time-length and film technique categories. Three more firms—Redfield Importers, Mishawaka Rubber (Red Ball Jets shoes) and Polaroid—took second prizes.

The festival drew a lot of film entries; a total of 1,030 were screened, with 602 in the tv group.

For the first time, a dog food will use baseball play-by-play radio sponsorship this summer—and it's a tv-built brand, too.

The client is Alpo, which claims to have "climbed to the top of the league in Chicago canned dog food sales." Starting 10 July, Alpo will be sold in Chicago during WGN's coverage of the Chicago Cubs.

Agency for Alpo is Weightman Inc. (Philadelphia), whose president, S. A. Tannenbaum, snapped up the WGN radio availability before having final client approval. The agency plans to use "several different tests" during the baseball broadcasts to see if sports shows are a good sales framework for a dog food. Spot tv has already proved its worth for the brand.

Newspaper proponents are on the attack again, with the ANPA's Bureau of Advertising taking some knocks at tv in a new presentation.

Some key points made:

- Tv is a different "consumer commodity" today, as compared with its "fresh and exciting" qualities a decade ago.
- The growing number of multi-set tv homes means that "the captive living room audience declines."
- Tv is saturated commercially; "this year 18 million tv commercials will be broadcast."
- Tv is in trouble; "people are spending less time viewing tv . . . time and program costs have skyrocketed."
- Three-fourths of the viewing is done by half the tv homes, although tv actually reaches nine out of 10 homes.

A July-August spot campaign is being launched in the New York market by Zenith to sell the firm's new line of color tv sets.

It's believed to be the first time that factory money from a set maker has been spent in local tv to sell color receivers, although there have been a number of dealer-level (notably with RCA) color campaigns.

Zenith will push the idea that "you can own a Zenith hand-crafted color tv for as little as \$3.99 a week." Station selected for the push is NBC o&o flagship WNBC-TV—whose parent is RCA. Billboards, bus cards and theater programs will be used to backstop the Zenith spot drive.

Sponsors and producers are having some nifty talent headaches this summer—and they're not being caused by old-line stars, either.

Producer Irving Mansfield was forced to tape two versions of an introduction of Cuban singer Maria Teresa Carillo by *Route 66* star George Maharis for the 2 July premiere of *Talent Scouts*. One version had Maharis; the other, host Merv Griffin, who also explained the absence of Maharis. **Reason:** Maharis is in a legal hassle with the producers of *Route 66*, following an illness.

Mohawk Carpet Mills and Maxon Inc. found themselves without a star attraction for their Thanksgiving Day color special on NBC TV when *Ben Casey* star Vince Edwards cancelled out. **Reason:** none given.

With big business making fewer loans, banks are really hustling to seek the small-depositor, small-loan trade with a "friendly" air image.

Good example of this is Chase Manhattan Bank in New York, which has started scheduling a series of 60-second spots which are designed to provide a progress report on the status of the New York World's Fair. Obviously, Chase Manhattan will have to order a **steady supply** of such commercials.

The bank's v.p. and marketing-advertising director, Eugene Mapel, estimates that the spots will deliver to viewers "four million messages a week," with a maximum of World's Fair information and a minimum of direct sell for Chase Manhattan. Bank branches will also give out free maps, reduced-rate admission tickets and information when the Fair opens.

There's a "considerably more mature and intelligent approach" to subject matter in Hollywood-made 1963-64 pilots, agency executives say.

Comments the chief program buyer of one of the P&G agencies: "You can expect to see a goodly number of dramatic shows dealing with serious problems and dealing with them most effectively. The wishy-washy dramatic story is being thrown out the window."

Adds a program executive whose agency handles one of the leading auto accounts: "There's a realization on the part of our clients that the viewing audience has been exposed to a decade of watching tv—and now the audience wants something better, closer to reality."

Watch for Sarra, Inc.—one of the pioneer tv film commercial houses—to try for a real comeback in commercial production.

At one time, Sarra had little competition, and a big slice of the total business in tv commercials. Then, along came upstarts like Filmways, MPO, VPI and others, leaving Sarra to fight hard for its place in the tv sun. The business grew over-all, but Sarra's percentage shrank.

Now, Sarra has signed Mickey Dubin—a fast-moving sales executive with extensive production knowledge—as a v.p., effective last week. Previously, Sarra had hired Lee Goodman as production head.

Both Dubin and Goodman were with Filmways during that firm's rapid rise (a ten-fold increase in billings) in the late 1950's.

Is old-time radio really dead? Two of network radio's oldest performers (not in terms of age) happen to be among the medium's most popular.

April Sindlinger reports Arthur Godfrey with an average of nearly four million listeners to his morning CBS Radio program. ABC Radio's Don McNeill, another veteran, averaged better than 3.5 million listeners, according to Sindlinger.

Only shows with comparable listeners in the Sindlinger report were *David Schoenbrun* with 3.7 million listeners, and CBS Radio's *House Party* with a like number.

Detergent commercials, in the future, are likely to begin stressing the advantages of "soft" detergents which won't foam all over sewage plants.

Widespread use of detergents has long caused an industry headache; the products washed things like mad, but the memory often lingered on in the form of billowing clouds of detergent foam on rivers, lakes and sewage outlets.

Now, the leading manufacturers—notably P&G—are battling to prevent legislation which would ban "hard" detergents after mid-1965, and are seeking instead a government "hands off" policy while the industry is allowed "to continue its rapid voluntary program" geared to late 1965.

Companies among the first to market a "soft" detergent will undoubtedly use it as a selling point.

Many critics of tv, in and out of the medium, are concerned with "maturity" of stories, but the Walter Mitty-type adventures still draw viewers.

This is reflected in multi-market syndication ratings, on which SPONSOR has an exclusive report by ARB's Dr. John Thayer in this issue (see story page 30).

Two syndication oldies which will never win Pulitzer Prizes for Literature, but which are consistently popular, are *Sea Hunt* and *Everglades*. One theory for the popularity of the pair comes from Pierre Weis, v.p. of Economee Tv Programs, a division of UA-TV, distributor of the rerun packages:

"The great appeal that both these shows have for tv viewers is the storyline and locale which gives the series built-in adventure and action."

Just about everybody was watching when Major Gordon Cooper blasted off for a 22-orbit flight on 15-16 May, according to Nielsen.

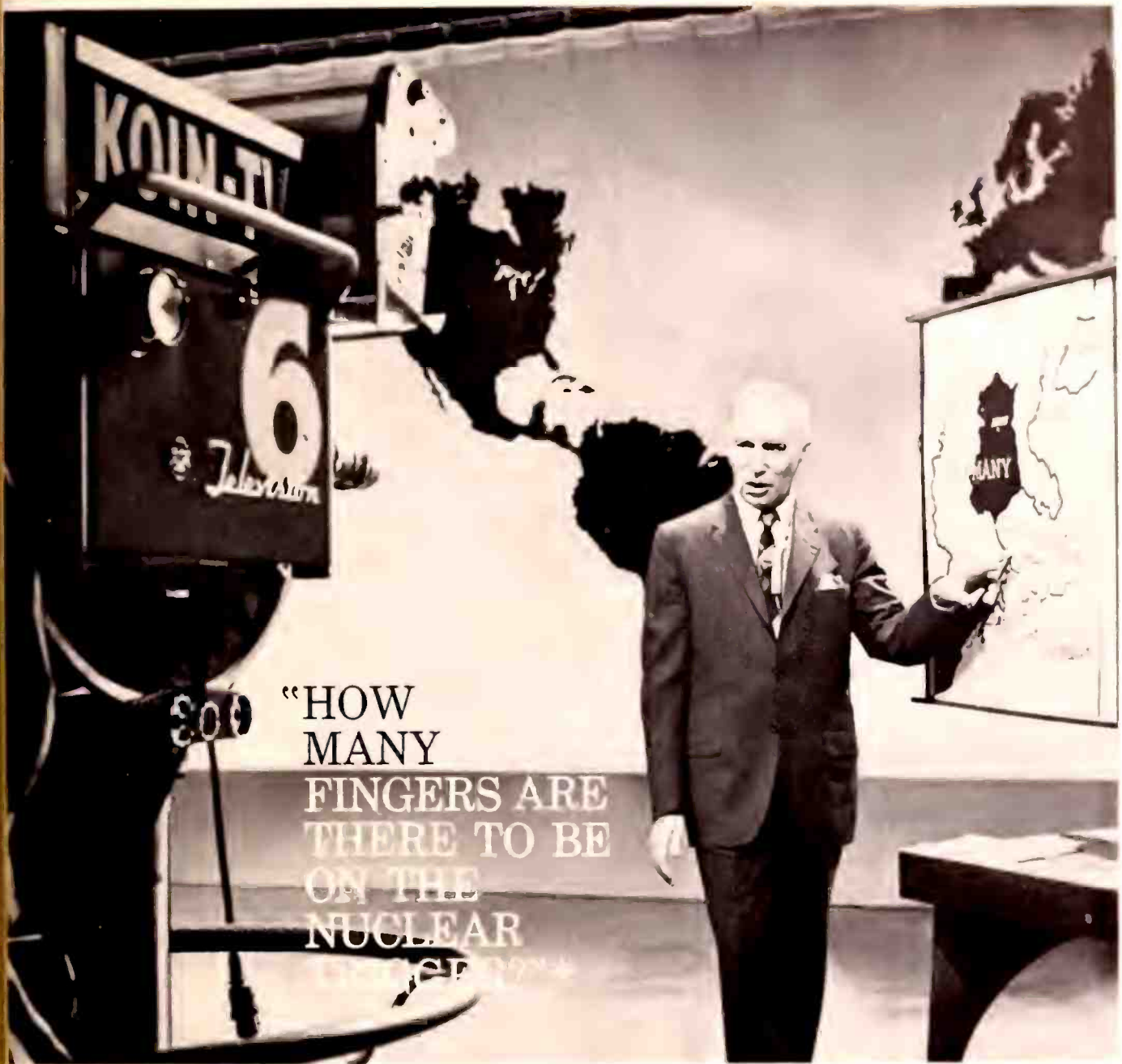
The research firm's final figure for audience size was "an estimated 45,100,000 homes . . . the largest audience ever tuned to a single event."

The average home which viewed the telecasts saw "approximately two hours and 36 minutes of the live coverage," Nielsen calculates.

It's interesting to note that Cooper's audience (91% of homes) was larger than "the combined audience to the four presidential Great Debates."

Mutual Broadcasting System's new rate card (No. 24) reflects price reductions, effective today (1 July).

MBS president Robert F. Hurleigh has notified agencies and advertisers that "business conditions warrant our making these changes because such positive steps are a good indication of growth."



“HOW
MANY
FINGERS ARE
THERE TO BE
ON THE
NUCLEAR
TRIGGER?”

Is the U. S. approaching an era during which we'll have to go it alone in world affairs? Can U. S. self-interest remain compatible indefinitely with that of the European community of nations? Will fateful decisions of tomorrow be made by hardware instead of men?

Not for the light entertainment-minded is "World Accent", KOIN-TV's distinguished program series featuring Dr. Frank Munk, famed scholar and authority on international relations. Dr. Munk, whose own far-ranging influence has helped shape the

... from "Peace By Polaris", a public affairs program in the KOIN-TV "World Accent" series, featuring Dr. Frank Munk. Dr. Munk, an international authority on political science, was for two years senior research fellow in Paris for The Atlantic Institute, which he helped to organize under NATO. He was advisor on intellectual cooperation to Radio Free Europe, in Munich. Famed as an educator in international affairs in both Europe and the U. S., he is now professor of political science at Reed College in Portland, Ore.

pattern of world affairs, shares his experience, his hopes — at times his fears... with thoughtful viewers throughout KOIN-TV's 34-county area during an enlightening half-hour every other week.

"World Accent" exemplifies KOIN-TV's recognition of television's obligation to the community and to the broadcast industry. Through Dr. Munk and "World Accent", one of America's great influence stations makes another contribution to its region's knowledge and culture.

KOIN-TV

One of America's Great Influence Stations

CHANNEL 6 • PORTLAND, OREGON

Represented Nationally by Harrington, Richter & Parsons Inc

► *Editor's Note: Comments below are in response to story published in SPONSOR 3 June (BAR robot check), and 10 June news item reporting BAR use by auditors, in material prepared with assistance of ANA.*

REPORTING, NOT ENDORSING

I do want to state that Air Check Services Corporation of America (Chicago), has been chosen by the NAB for recording and monitoring of NAB member and code subscriber radio and television stations (including fm stations), on a contractual basis, from all fifty states and Puerto Rico.

It seems that some agencies, advertisers, radio and television stations, and public relations firms have received the totally false impression that ANA has endorsed a particular monitoring service over and competitive to our services.

I am confident that the ANA would never endorse or suggest the use of one service over another.

Air Check Services Corporation of America, in actual fact, is the *only* radio and television (including fm) recording and monitoring service covering over 750 markets and employing over 1600 persons in all fifty states, providing recording and monitoring services, to, among many others, the NAB.

I do hope that our firm will also be able to benefit from the publicity that our competitor benefits from, such as the nice picture

story of BAR services in the 3 June issue. Naturally I realize that this is merely a news story of interest to your readers, but I also feel that our firm, covering over 750 markets compared to BAR's current 26 markets, employing many more persons, and serving the NAB, is also entitled to some publicity that might be of interest to your readers.

Richard Drost

President
Air Check Services Corp.
of America

► *The following letters are in reply to SPONSOR's 24 June report, "Advertisers find plus values in superior tv commercials."*

PRIZE-WINNERS PAY OFF

It would seem from our volume on Colombian Coffee the "Not Just a Little" commercial had done the job that it was intended to do. We found our sales had increased on the product after only four weeks on two Boston stations (Channels 1 and 5) and we did not lose the volume after we withdrew the commercial in April.

We had planned our advertising for a 16-week period, January through April, using the above mentioned stations for a total exposure of 52 times a week. This was in conjunction with seven spots per week on the same sections by the Colombian Coffee Federation with their Juan Valdez ads.

We certainly do not intend to disregard the film and will probably come back in the fall with another big push using our award winner plus one or two ads to go along with it.

Kenneth A. Terroux

Advertising Manager
LaTouraine Coffee
Boston

We do feel that commercials of this kind are effective advertising and do sell in their own way. It has been inferred that some advertising may tend to let creativity get in the way of practicality. This we deplore. It is not our objective to win art directors' awards or to fill our cases with cups and plaques. We are much more interested in developing advertising that is creative enough to stop people and get them interested in what we have to say about our products. We feel that this is true of all of our television commercials, in varying degrees.

The winning commercial is not still being used. While we do repeat virtually all of our commercials, the complicated nature of our product line has led us to produce a great number of commercials in a year so as to cover many different models and product features.

John R. Bowers

Mgr., Car Advertising Dept.
Ford Div., Ford Motor Co.
Michigan

We are still using the "Suzy Parker Out West" commercial. Naturally we cannot evaluate its sales effectiveness as we have a full schedule in consumer magazines on the same subject and also we have other commercials running. The reaction we have had from our own operation throughout the U. S. has been little more complimentary, and there has been more enthusiasm shown for this commercial than a number of others running during the last year and a half.

Andrew S. Gantner

Manager, Advertising and Sales Promotion
Hertz Corporation
New York

CALENDAR

JULY

Berlin Film Festival, 13th annual festival. Berlin (21 June-2 July).

Broadcast Pioneers, annual meeting. Park Lane Hotel. New York (10).

National Assn. of Broadcasters, fourth executive development seminar, Harvard Business School, Boston, Mass. (14-26).

International Radio & Television Society, annual fun day, Wykagyle Country Club, New Rochelle, N. Y. (16).

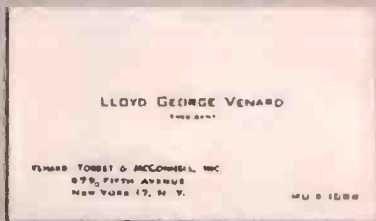
National Audio-Visual Convention, 23rd annual convention Sherman House, Chicago (20-23).

21st Radio-Television-Film Institute alumni day, Stanford University, Stanford, Cal. (22).

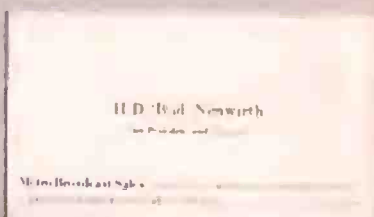
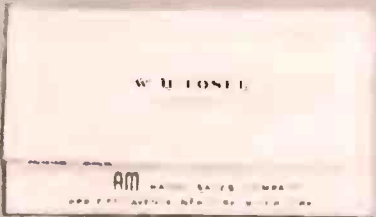
1st National Broadcast Editorial Conference, University of Georgia, Athens, Ga. (25-27).

AUGUST

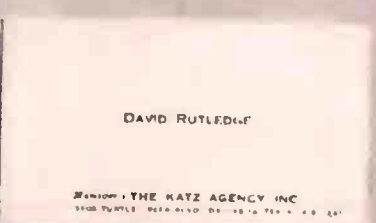
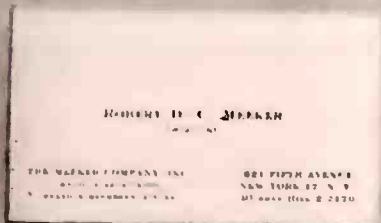
Flaherty Film Seminar, 9th annual seminar, Sandanona, Vermont (24-3 September).



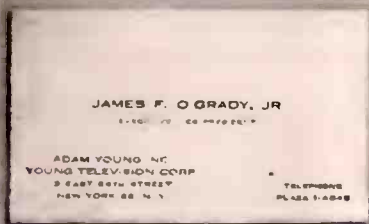
ONLY YOUR REP



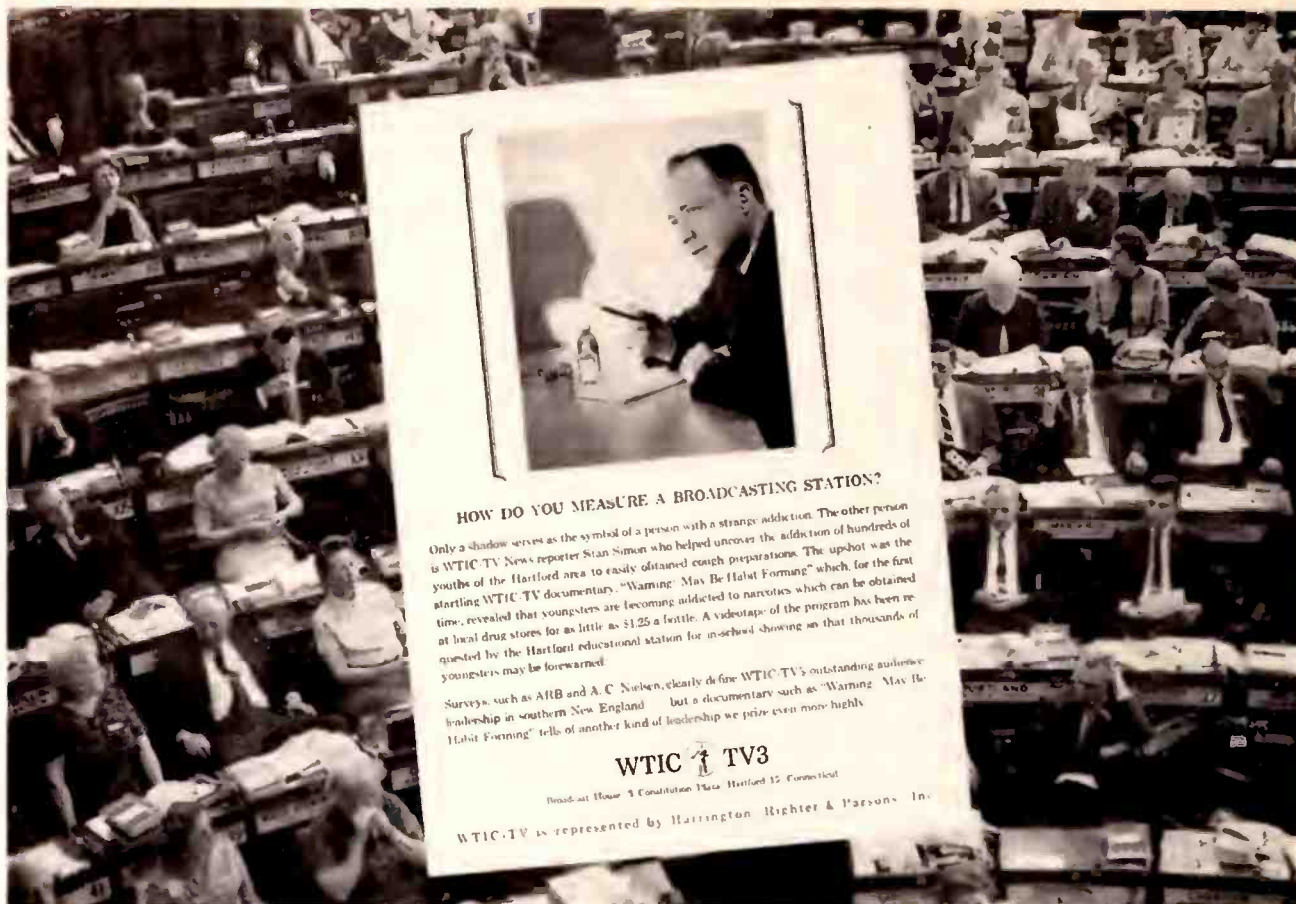
GETS THROUGH TO BUYERS



BETTER THAN SPONSOR



And even he'll admit he can't be in as many places as often. Give your rep all the support a good SPONSOR campaign can be—increasing call-letter recognition; warming up the welcome; making salient points; avoiding a lot of introductory hashing. Why SPONSOR? Because it's the most important 1/4" (sometimes 5/16") in broadcast buying, Because it leads—with the top-of-the-news . . . depth-of-the-news . . . trend of past and present . . . outlook on tomorrow. SPONSOR supports the sale, feeds the buying mix to help make each buy the best possible. Like your buy in **SPONSOR**, the broadcast idea weekly that squeezes the air out, leaves nothing but air in. 555 Fifth Avenue, New York 17. Telephone: 212 MUrrayhill 7-8080



WE ANSWERED OUR OWN QUESTION!

This ad posed a question of its readers last February. We'd like to tell you the result of the WTIC-TV documentary which alerted viewers to the fact that youngsters were becoming drug addicts through easy-to-obtain cough medicines, available without prescription. Before the 1963 Connecticut General Assembly adjourned, it enacted legislation which now makes it virtually impossible for persons to purchase such preparations without a physician's prescription. In fact, Governor John N. Dempsey stated that the program, "in no small measure was responsible for this law." So we'd like to answer our own question. It seems to us that one measure of a broadcasting station is the positive action its programs inspire.

WTIC  TV3

Broadcast House, 3 Constitution Plaza, Hartford 15, Connecticut

WTIC-TV is represented by Harrington, Richter & Parsons, Inc.

Newcomer tackles hair-spray giants

Dignified approach sells Ozon products and wins critical plaudits in fast-growing cosmetic mart

In a comparatively short span, television has compiled a notable list of "classic" sales stories. To this roll may soon be added a new name: Ozon Products.

Within a period of fourteen months, Ozon Fluid Net Hair Spray has emerged on the consum-

er scene and met with resounding success in supermarkets, drug stores, discount houses and other retail outlets. Significantly, it has made consumer sales with commercial techniques which have brought acclaim from peers of the tv advertising fraternity: Ozon recently won a "Clio" at the American Television Commercials Festival for having the best commercial in the hair preparations classification.

Says H. Bruce Hagler, Ozon president: "Within seven weeks after our first commercials began, we

began to see sales results. And not only that, we received a number of telephone calls from customers who had known our products for many years in beauty salons praising the dignified approach we were taking."

A comparative newcomer to the consumer market, Ozon Products is a veteran "ethical" manufacturer in the field. Founded in 1918 by Sam Hagler, the company moved ahead for many years, building up a line of nearly 400 products for sale to beauty salons and barber



Best hair preparation commercial

Less than 14 months after launching Ozon hair spray to consumer market, company scored notable sales gains via the spot tv medium and the above commercial in supermarkets, drug stores, discount houses, and various other retail outlets



Receiving the honors

Sudler & Hennessey vice president Edgar Peck, Ozon president H. Bruce Hagler, and Arthur E. Sudler, agency president, take time to pose with newly-won "Clio"

shops. The business thrived, with the elder Hagler's sons joining the firm during the 1930's.

In the thousands of beauty salons throughout the country (204,000 at latest count), Hagler products were well known (in fact, some made their way to consumers through the beauty salons, though only a trickle). Hagler also sold a few products to drug and department stores, and made cosmetic and toiletry preparations for private-label sale. Before tv, the business was fairly successful; net sales for 1961 were \$1.3 million, with a net profit of \$221,103.

The Ozon prospectus, prepared when the company sold its first stock to the public in early 1962, noted:

A leader in the field

"Although no industry statistics are available, the company believes that in the field of professional products sold under its own labels, it is one of the largest manufacturers in the industry. . . . In the private label field, the company believes it is a leading manufacturer of private label cosmetics and toiletries."

On the heels of going public, Ozon selected Sudler & Hennessey

as its agency, in preparation for marketing its products directly to the consumer.

While the company has advertised in professional beauty publications (*American Hair Dresser*, *Modern Beauty Magazine*, etc.), and had one brief fling at selling West Point Hair Tonic to the public in the 1940's through Grey, it had never tried to enter the consumer market in a big way.

Ozon could have used its own distribution channels to go national in a very short period of time. But Hagler felt distribution had to be properly supported by advertising. Also, "we wanted to make sure all beauty salons and distributors were ready, and informed of our decision."

Thus, Ozon hair spray was introduced first in New York in April 1962, supported by spot tv and with the cooperation of previous users of Ozon products. No special sales gimmicks were provided, though at one point there was a tie-in sale with Ozon Creme Shampoo.

Unlike many other manufacturers, no multiple types of Ozon spray are marketed.

"We feel very strongly," Hagler
(Please turn to page 29)

Hair Spray Sales Expanding Rapidly

Through thick and thin in the post World War II years, women's interest in hair care has shown steady increases. The hair spray field alone, which as recently as 1950 had a dollar volume of less than \$500,000, recorded sales of more than \$100 million in 1962. Sales continue to rise again this year. Increasing number of women visiting hairdressers has also proved a boon to the hair spray field, particularly a company like Ozon, since many beauty shops sell their products as well as using them. Nearly half of all items sold to women in beauty shops was hair spray.

With its VO 5 Hair Spray and other cosmetic products, Alberto-Culver has both spurred and capitalized on the rapidly growing market. From sales of \$400,000 in 1955, Alberto-Culver soared to sales of \$57.4 million in the year ending 30 November 1962. And to prove that its growth is no fluke Alberto-Culver chalked up sales of \$40.7 million in the six months ending 31 May 1963, compared with \$27.6 million in the like period last year. In the recent financial report, A-C president Leonard H. Lavin noted "we are maintaining our aggressive investment spending in the form of advertising. The advertising Lavin speaks of has been tv, though recently a small amount has been placed in magazines.

Commenting on the cosmetic field recently, Merrill Lynch, Pierce, Fenner & Smith said: "Population trends, rising levels of disposable income, and expanding foreign markets all favor cosmetic companies."

(Continued from page 28)

notes, "that different types only serve to confuse the customer. We've even discontinued selling our 'hard to hold' spray in beauty parlors."

Under the guidance of Sudler & Hennessey v.p. Edgar Peck, the campaign has since been extended to Boston and Philadelphia, with Baltimore and Washington next on the list. The step-by-step process, combining advertising and coordination with beauty professionals, will be repeated again and again until national distribution is accomplished on the consumer level. The latter is "around the corner," Hagler predicts.

Hagler cites loyalty

Success of the methods being used are clear to Hagler. "We believe we are now the number one hair spray in the New York metropolitan area. The customers we have won are not switching either; rather, they have shown a strong loyalty to our product."

In addition to the encouraging sales picture, Hagler is also buoyed by the recent approval of F. W. Woolworth and A&P, permitting Ozon to be sold in their chains.

Sales alone are enough to encourage Ozon. In 1962, with only limited distribution, sales were \$5.5 million, against but \$1.3 million for the year earlier. In the first quarter of 1963, they topped \$1.5 million, against less than \$1.1 million in 1962's quarter.

Consumer line planned

In terms of time, Ozon might well be considered in the position of Alberto-Culver less than five years ago. This comparison however, is not completely valid, since Ozon already has the national distribution in professional shops which could prove to be a distinct sales advantage, and has a full line of products which will also be sold to the consumer in time.

The competition of giants is no cause for concern to Hagler.

"Women are more conscious than ever of beauty products," he says. "The market is a fast growing one and there is plenty of room for Ozon to grow with it."

Stereo outlet

is two-channel hit in San Francisco

Good music coupled with intensive merchandising campaigns and buttressed by rigid standards of excellence in station operation has given stereo-voiced KPEN-FM, San Francisco, the opportunity to call itself the dominant fm outlet in the Bay area. Two relative youngsters, James Gabbert and Garry Gielow, have co-managed this successful outlet since its inception in 1957.

Avoiding singing commercials, bizarre sound effects and hard-sell copy, KPEN-FM set out to reach the listener of discrimination. The result is that KPEN-FM's current roster of sponsors reads like a Who's Who of national and local accounts.

For example, it boasts, and rightfully so, of presenting "The Cadillac Hour," the only fm program sponsored in the United States by the Cadillac Motor Car Division of General Motors. The same is true of United States Lines, in its sponsorship of Relaxation.

Other national accounts of note are National Airlines, Ampex Corporation and Bank of America.

Nearly 60% of KPEN-FM's sponsors have been with the station over 12 months and 66.7% have renewed their contracts within this time. This impressive scorecard is, in part, accomplished by aggressive merchandising and constant liaison with clients and agencies. With its own printing department, the station designs attractive mail-outs for accounts. Point-of-purchase reminders also help to coordinate sales and ad efforts. KPEN-FM is keen on doing remotes from local businesses and never misses opportunities for personal appearances by staffers.

"Our programming is directed toward the intelligent adult, who wants the very best of several kinds of music," Wallace Brazeal, sales manager, said. "We have found he can't be reached effectively on any other broad-

(Please turn to page 60)

Gabbert and Gielow co-manage KPEN-FM



New patterns

ARB's John Thayer examines tv ratings trends, film scheduling factors, and looks at popularity of leading syndicated film dramas



Seagoing syndication favorite

ARB research gives nod to *Sea Hunt*, Lloyd Bridges starrer distributed in rerun by Economee Div. UA-TV, as syndication show most often in top rating

by Dr. John R. Thayer

Technical director of market reports and special tabulations, ARB

Outside of network tv, syndication is the largest single supplier of national-level dramatic programming to U. S. stations and audiences. A large slice of all the spot tv spending in the country goes for commercials aired within syndicated drama shows of all types, from brand-new syndicated film series and last sea-

son's hour-long network film shows to venerable oldies that seem to play on forever.

What happens *within* the syndicated program field—its trends, audience research and problems—is therefore important to spot-oriented tv sponsors and agencies.

Here, in general, is the outlook for syndicated dramatic shows in the near future:

- If trends continue as they have

in the past couple of years, the number of *different* syndicated film packages televised will be less than today, although average ratings will remain relatively constant.

- Viewers are likely to be seeing the same titles *more often* in major markets because of a shrinkage of available program product, and a trend toward longer-length syndicated film shows, a reflection of the same trend in network programming.

Other non-network successes draw viewer approval

Third Man, starring Michael Rennie (NTA), (at left) was runner up to *Sea Hunt* as show most often in top bracket of ratings in 60 ARB reports analyzed over 3-year span. Another strong show: *Everglades* (Economee) starring Ron Hayes



emerge in telefilm syndication

Based on a three-year analysis of ARB data in twenty different television markets (top-10 plus 101st to 110th, as defined by ARB), the number of different 30-minute shows being televised is on a steady decline, while hour-long packages are on the increase. Because of the recent surge of hour-long network programs into the syndication field, this reversal may seem at first to be quite logical. However, in terms of total hours of syndicated shows, it doesn't appear that the increase in hour dramas entirely offsets the decrease in 30-minute dramas.

754 in 1961

The table on this page indicates that in 1961 there were 751 different syndicated dramatic programs in 20 markets studied. In 1962, these same markets were scheduling only 676 programs, and by 1963 the number had plunged to 569.

(For purposes of this particular comparison, a program was counted only once in each market regardless of the number of times it was telecast during the week. Further, the word "different," as used here, means unduplicated within each market studied. There was, of course, programing duplication from market to market.)

From 1961 to 1963, then, the total decrease in number of different syndicated programs in the twenty markets combined amounted to 185. Nearly 60% of this drop occurred during the past year. In 60 ARB reports examined, at least three important changes took place between 1961 and 1963:

► A decrease in number of hours devoted to syndicated drama (including multi-weekly telecasts of the same package) accompanied the decrease in number of different titles televised. Again referring to Table I, according to the February-March ARB reports for these markets. This figure dropped to 561

hours in 1962, and remained surprisingly constant at 565 in 1963. The total decrease amounts to approximately 9% of the 1961 level.

It's worth to keep in mind that the number of hours cited here are not true "average weekly" figures. While ARB's market report ratings are published on the basis of an average week, all programs telecast by a station over the entire survey period (usually four weeks) are listed in the reports. Therefore, if a program shared the same time period with another over the 4-week

to the small number of programs telecast in these markets.

► As mentioned previously, the increase in number of hour-long programs in 1962 and 1963 helped somewhat to counterbalance the shrinking schedule of 30-minute shows. Table II shows that there were ten 60-minute syndicated dramas in 1961, compared to 60 such dramas in 1962, and 85 this year.

► The per cent of syndicated programs aired more than once a week increased substantially over the period studied. Table I shows a slump

TABLE I:
Fewer syndicated shows play more markets

An analysis of telecast time devoted to syndicated dramatic programs in twenty selected markets

	1961	1962	1963
Number of different programs telecast in all markets combined	754	676	569
Percent of programs appearing more than once in each ARB report (total of all reports combined)	21%	19%	24%
Number of hours of programs appearing more than once in each ARB report (total of all reports combined)	328	271	309
Total number of hours devoted to televising syndicated drama	621	564	565

survey period, and both were syndicated drama, then both were counted. The result, of course, is a somewhat inflated figure if considered on the basis of an "average week."

Decreases in number of 30-minute shows did not occur in all markets. In a few cases, particularly smaller markets, the trends were in somewhat different directions (see Table II). Likewise, the same thing happened in the case of 60-minute shows. At least some of these deviations probably were due

in 1962 in per cent of programs seen two or more times a week, but in 1963, there were fewer titles but more use made of each of them. This year, from a total of 569 different programs in all markets combined, 136 (or 24%) were televised on a multi-weekly basis.

This was a 5% increase from 1962 when 130 out of 676 shows were televised more than once a week. (It's interesting that in 1963 there were almost as many hours of multi-weekly programing (309) as in 1961 (328), even though the

Table II: 30-min. vs. 60-min. syndicated telefilm shows

total number of programs decreased by 185.)

The viewing public definitely has its syndication favorites, however.

Over the three-year period studied here, 30 different titles appeared in first place in the 60 reports analyzed. Six titles won top honors more than once. They were *Sea Hunt*—rated first in nine reports; *Third Man*—first in four reports; *Death Valley Days* and *Everglades*—each first in three reports; and *Trackdown* and *U. S. Marshal*—

entes in rating estimates between markets. However, as Table II shows, when all 20 markets are combined, the 30-minute programs have maintained either an 8 or 9 rating, and the 60-minute programs have settled on a 7 rating for each of the three years.

There are several reasons why rating levels may have varied from one market to another, such as: (1) hour of the day when the majority of programs were seen. (2) competitive programming, and (3)


ing Hartford-New Haven stations quite regularly. This results, as Table II shows, in overall lower ratings for Springfield-Holyoke than are received by other two-station markets where no outside signals are viewed.

East, West cities compared

However, hasty conclusions should not be drawn at this point, because this is only half the story. If the total number of metro area tv homes is examined in each of the 101st to 110th markets (listed in Table II), the results are very interesting. Springfield-Holyoke is credited with nearly twice as many metro area tv homes (152,700) as the next largest market, El Paso, with 76,900 tv homes estimated in its metro area. Since this is the area on which ratings are based, each rating point in Springfield-Holyoke represents nearly twice as many homes as a rating point in El Paso.

"Total homes" vital

Mention should also be made of "total homes reached," since this probably is becoming a more widely used tool for the buying and selling of time than are ratings. I often happens, for very logical reasons, that a station will receive lower average ratings than a competitor, but end up with more total homes reached to its credit than the competitor. Two of the most prevalent reasons for this are: (1) differences in signal strength between home market stations where by one has a greater physical ability to reach a larger audience than another, and (2) overlap of a station's outer area signal with the signal of a station carrying the same program at the same time in neighboring market. So, ratings do not tell the complete story insofar as total syndication audience concerned. They are very useful tools, however, for analyzing programs on a competitive basis. ▼



Technical director of market reports and special tabulations for ARB since 1960, Dr. John Thayer was previously a producer-writer with Comstock & Co., Buffalo. While working toward his doctorate in radio/tv, he taught speech at Ohio State U. from 1956 to 1959, and was with WCSH-TV, Portland, Maine from 1954 to 1956. Dr. Thayer, married and the father of two children, is an amateur photographer and hi-fi buff. His favorite tv program: "Bonanza."

each first in two reports. Titles appearing two or more times in the same ARB report were counted only once for purposes of this analysis. In all such cases, the rating data for all telecasts were averaged.

In all these analyses, totals are based on a single ARB report from each year (February-March), and it's true that the results are probably somewhat different than if the entire 12-month period had been analyzed. However, there's little reason to doubt that the same general trends would be found, regardless of the number of months examined.

The rating consistency of syndicated dramas over the past three years has been quite astonishing.

Granted, there were wide differ-

overall acceptance of stations telecasting the majority of syndicated programs. Perhaps the most obvious reason, however, concerns the number of stations in a market: the more stations, the smaller the "piece of pie" for each one.

For example, assuming "sets-in-use" is the same, each of Boston's three stations generally receives higher ratings than any one of New York's six stations. Springfield-Holyoke (ranked 105th), on the other hand, has only two home-market stations, but each finds itself in much the same situation as a station in a larger market.

The reason for this is that many of the Springfield-Holyoke metro area viewers also watch neighbor-

**A 20-market analysis of number of syndicated dramatic programs
telecast and corresponding ratings received**

RANK ¹	MARKET	30-Minute Programs ²						60-Minute Programs ²					
		1961		1962		1963		1961		1962		1963	
		No.	Rat.	No.	Rat.	No.	Rat.	No.	Rat.	No.	Rat.	No.	Rat.
1	New York	101	5	98	6	74	5	2	4	8	5	16	6
2	Los Angeles	87	4	85	4	73	3	2	4	8	3	16	3
3	Chicago	58	7	50	7	48	5	1	6	7	5	10	6
4	Philadelphia	23	11	17	14	18	6	5	5
5	Boston	35	10	27	13	22	10	4	7
6	Detroit	55	8	43	8	31	8	1	13	6	6	4	9
7	Cleveland	35	10	30	11	15	12	1	7	2	8	3	13
8	San Francisco	61	7	47	8	30	8	1	13	7	7	5	8
9	Pittsburgh	18	12	16	11	11	9
10	St. Louis	45	7	40	5	21	6	1	9	7	4	4	5
Top-10 Markets Combined³		518	7	453	7	343	6	9	7	45	5	67	6
01	Joplin-Pittsburg	20	16	16	13	14	15	1	15
02	Rockford	14	17	10	11	5	9	2	11	1	27
03	Hannibal-Quincy	14	21	8	16	5	14
04	Waco-Temple	15	19	11	21	14	17
05	Springfield-Holyoke	30	9	19	7	26	7
06	Springfield, Mo.	12	22	8	21	10	9	3	9	2	12
07	Amarillo	40	10	27	10	13	11	4	8	3	13
08	Monroe-El Dorado	25	19	26	17	18	20	2	9	4	11
09	El Paso	44	12	29	8	24	10	1	4	2	12	6	10
10	Burlington-Plattsburgh	12	20	9	15	12	17	1	26	2	13
01-110 Markets Combined³		226	15	163	13	141	13	1	4	15	11	18	12
III 20 Markets Combined³		744	9	616	9	484	8	10	7	60	7	85	7

¹Rank established in ARB's Television Market Analysis Report for 1962 prime nighttime.
²As listed in program column of ARB's local reports for markets analyzed (Feb.-Mar. 1961, p. 62, 64).
³Weighted in relation to number of programs and average ratings received by these programs.



CBS TV executives lend support

Working closely with Fels executives, local and national CBS TV personnel turned out for the event. Shown left to right are: William Miller, CBS TV Stations National Sales; WCAU-TV general sales manager Frank C. Beazley, Jr.; WCAU-TV general manager John A. Schneider; sports broadcaster Jack Whitaker; CBS TV Stations v.p. and general manager Bruce R. Bryant, and WCAU-TV's Herb Clarke

Fels goes to the races to reach influentials

Food brokers, wholesalers, retailers, sales personnel couple business with pleasure to launch ad strategy

In the process of launching a new advertising strategy last week, veteran household-goods manufacturer Fels in cooperation with the tv medium has come up with some new twists to enlist the support of its own sales people, food brokers, wholesalers, and other influentials in the grocery store field who frequently provide added impetus to successful marketing.

Though by no means a newcomer to broadcast media (Fels \$2.8 million gross tv time expenditures in 1962, TvB figures show, were nearly equally divided between spot and network), the company recently decided it wanted added tv advertising impact. As Fels advertising-merchandising director James A. Milne, Jr. puts it, "we want to sell women in depth."

Dropping out of daytime network tv, the company elected to sponsor tv specials on an individual buy basis in the top markets to achieve this goal. While still

pinning down many details, Fels is buying specials, in combination with continued radio and tv spots in news, sports, and other shows.

Radio specials are also possible. Milne notes, though none has been suggested or is under consideration at the moment.

Actually, the Philadelphia company sponsored a University of Pennsylvania *Mash and Wig* special in April, though this event was not part of the main strategy which got under way 25 June. Initial venture was *Women Want Out*, starring Shirl Conway, and concerned with the problems of women and their conflicting roles in modern society, and carried on CBS' WCAU-TV.

Prior to the first special, however, extensive preparations were made to involve various persons involved in the selling chain.

Working closely together, Fels, its agency S. E. Zubrow, and WCAU-TV set out to arrange a

trade presentation which would reach all segments of the trade to make them aware of the policy change, and above all, make them turn out.

"Fels Night at the Races," an unusual event by any standards, was the result. Perhaps a new standard in the broadcast merchandising area, Fels night was staged on the spacious suburban WCAU-TV grounds. In a sense, it was an industry-selling event since top Fels executives were involved in addition to brokers, wholesalers and retailers, and it will provide an example for meeting which Fels is seeking to line up in other cities as the specials are extended to the nation's top markets.

Briefly, the evening went like this: as Fels guests arrived at the station, they were greeted by a model dressed in jockey silks who gave them a racing program, receipt, and \$200 in Fels play money.

Master of ceremonies was Tommy Roberts of Garden State Race Track. After familiarizing the audience with turf racing by displaying jockey silks, saddles, etc

he introduced key Fels representatives and tv talent involved with Fels commercials: Ed Harvey, Gene Crane, Bill Hart, Sid Doherty, Herb Clarke, John Facenda and Jack Whitaker. This portion was the only sales pitch.

Cocktails and dinner, the horse race itself which took place as darkness fell, were the other ingredients. The races were on film and guests were invited to bid-play Fels money on the horses of their choice.

While the money was not real, the American Totalisator betting machines, track personnel, and other elements were genuine, having been obtained from Garden State. Fels tickets having a ten-dollar value were dispensed from three Totalisator machines. After three races, guests were able to

cash in their winning tickets at a cashier's table, and, in return, received their winnings in play money. A total of four races were shown, and at the end of the fourth race, guests were asked to take their play money to cashiers for a receipt indicating their total win.

Then came an auction for prizes conducted by Garden State's Roberts, guests bidding for prizes with the play money.

In addition to Fels sales and buying executives, chain and leading grocery outlet personnel, and their wives, key WCAU-TV and CBS TV Stations representatives took part.

Sol E. Zubrow, assistant to the president at Fels, reports "it was great fun. Also, it accomplished our purpose of having 'our station

in Philadelphia, the trade, and our own people meet for a pleasant and informal evening."

Fels' Milne says a number of packages have been lined up in other markets. They include movie specials, some running weekly, David Wolper specials to run in multiple cities, plus one-shots, all concentrated in top markets. Another example: *Eugene Ormandy and the Sounds of Genius*, to be presented on WCAU-TV later this summer. Additional shows will be sought, he adds.

With the longer show, sponsored solely by Fels, Milne believes the company can use its advertising more effectively to convince women to use Fels products. Through in depth selling, Fels can sell against its major competitors in the household products field, he adds. ▀



Advertiser-media cooperation

John A. Schneider and David C. Melnicoff, Fels president talk over new ad strategy (right) while guests socialize in tents (above) set up on station grounds



Placing the bets

WCAU-TV program director Alvin L. Hollander, Jr. receives his money (left) to place on races, as tellers from the Garden State Race Track dispense tickets from American Totalisator machines

Political "equal time" big problem in 1964

Advertisers and broadcasters worrying about the equal-time tussles going on in Washington will probably have only the temporary suspension for presidential and vice-presidential candidates to cope with in 1964. Editorializing on political candidates may prove the worrisome dark horse in broadcast schedules.

Efforts to extend equal-time exemption to campaigning Hill legislators and state governors will probably go down the slide—even though Sen. John O. Pastore invited 50 governors to talk about it at his Communications Subcommittee hearings scheduled last week. A House bill limited to temporary suspension of equal-time requirements for top party candidates showed a surprising degree of opposition before it was passed.

Political suspicion of the other fellow's broadcast advantage has spurred probe of station editorials on candidates by the House Commerce Communications Subcommittee. Hearings scheduled for July tie in with Rep. John E. Moss' bill to extend equal-time rights to cover station editorializing on politics. NAB is fighting any curbs on broadcast editorials.

FCC may be on the hot seat with its expected July statement encouraging broadcasters to editorialize on controversial issues. Requirement that both sides of any question be aired may be the agency's "out" in the political editorials argument when chairman comes up before the Rogers (D., Tex.) Subcommittee.

On another FCC front, revised program reporting forms for broadcasters, soon due, will spell out new requirements for licensees. FCC Chairman Henry told the Harris Subcommittee last week that the licensees canvass of his community will be a must in the reports.

Community canvass brings broadcasters full circle to Henry's insistence that tastes of the minorities as well as the majority must be accommodated along the broadcast week.



How to keep your engineer happy!

Here's a stimulating bit of verse penned by Jeanne Marie Jones, sales service manager of KYW-TV, Cleveland. Miss Jones observed that "so often when it comes to giving credit, the chief engineer is overlooked. And since his job is of vital importance, and we have a particularly excellent one, I was inspired to write this 'Ode To An Engineer.' It is dedicated to Sid Stadig, chief engineer at KYW (AM-FM-TV), Cleveland." The poem, in full:

Our Vice President is a real gem,
Earth shaking thoughts from him do stem.
Psst! How about your Chief Engineer?
Shhh! You'll spoil my poem, I fear!

Our General Manager is a real joy,
With two degrees—he's our boy!
The orthicon tube is important you know,
Really! You're interrupting, now blow!

Our Sales Manager is very intense,
He's the one who makes dollars and sense.
Audio and Video are my game,
Yes, yes, we know, engineer's your name.

Our Program Manager is creative as can be,
He's responsible for the programs you see.
The technical end is complicated too!
Oh for goodness sake, who asked you?

We all work together with feverish pitch,
To create that moment our audience to bewitch!
What! No picture? What's the 'sitch'?
The Chief Engineer pulled the switch

I can't believe it, whatever do
you mean?
Its simple—no picture can be seen.
Could it be, oh it can't be true, did
that critter?
You guessed it he turned off the
transmitter!



Auto racing event goes international as U.S. firms back shortwave coverage

Two American manufacturers with considerable overseas and below-the-Rio Grande interests are ready with shining affidavits to testify that there are indeed sturdy-sized shortwave audiences tuned to Radio New York Worldwide, the new name for international commercial station WRUL.

The firms are Champion Spark Plug Company and Chrysler International, both of which recently sponsored on WRUL this year's 500 mile Indianapolis Race, a classic sports event in the United States as well as of intense interest to millions overseas.

Aided by the Edward Petry Company, recently appointed station rep for Radio New York Worldwide, the station put together the racing package which reached an estimated overseas audience of 15 million.

Soon after signing up to represent the shortwave station, the Petry office interested the two advertisers in the proposed package. Champion Spark Plug's export advertising manager Ed Bayne looked into the matter, and decided it was a splendid opportunity to tie-in dealers throughout the coverage area of the broadcast. Champion Spark Plugs, naturally, were to be found in most of the racing cars in Indianapolis. Simultaneously, C. A. Kelso, overseas advertising manager for Chrysler International in Geneva, evinced interest because Chrysler's 300 was the official pace car of the Indianapolis Race.

Bayne reported back to his people at J. Walter Thompson in Detroit and to Chrysler that he wanted to make the buy. The Petry office in Detroit, manned by Bill Cartwright, coordinated the dual sponsors and merchandising plans were launched.

At the outset, Radio New York

Worldwide placed a number of time-in ads in the New York Times International Edition from Paris. Advance repro proofs were supplied to the client. Champion, in turn, mailed repro proofs with suggested local dealer changes to 100 distributors in Latin America and Europe.

Also, a special chart of the auto course at Indianapolis was produced and the shortwave station of-

tered the chart to listeners. More than 1,000 charts were sent to listeners and to dealers who used the chart to follow the race visually while the description was being aired.

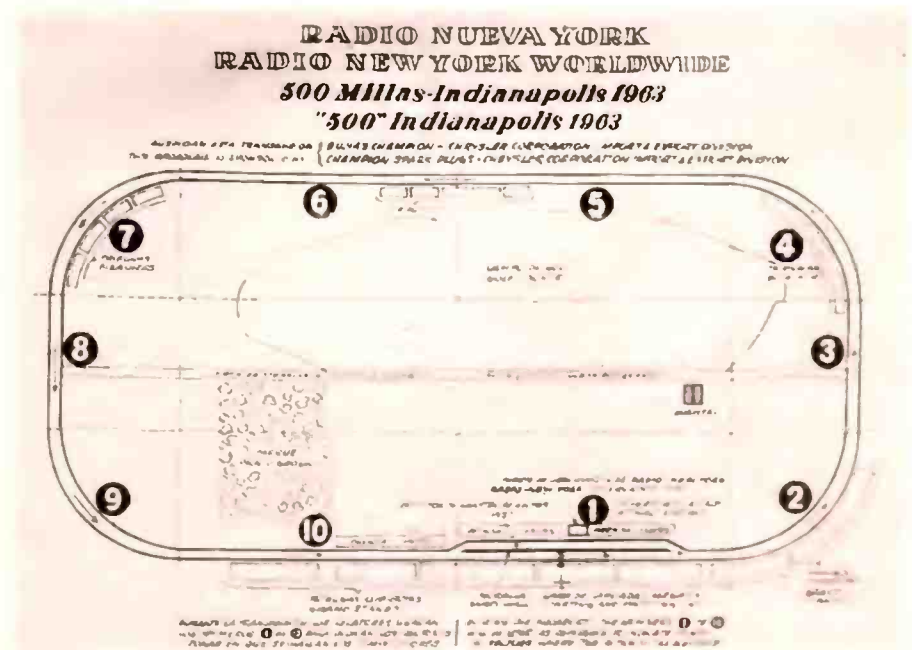
Additionally, both the sponsors and station contacted local outlets to rebroadcast the shortwave transmission. As of last week, some 75 local stations indicated that they

(Please turn to page 60)



International radio contest

William Seaberg, v.p. of Chrysler International (c) participates in drawing of winning letters as part of Indianapolis 500 promotion on Radio New York Worldwide. Spanish sportscaster Miguel Boman (l) and Louis Uncal (r) help sort avalanche of letters. Special chart (below) of race course was offered to listeners and to dealers so they could follow the highly-publicized race conveniently and visually.





BBDO briefing for RKO General sales executives

Ed Papasian, associate media director, explains BBDO's "linear programing" system of electronic data processing to RKO General reps and sales officials. BBDO is one of several large agencies which have either installed computers, or plan to

Sales reps gear up for "computerized" air buying

Ad agency trend is toward automatic data evaluation and reps like RKO General are learning new strategy

More than a half-dozen of the biggest ad shops are getting ready to plunge into the computer race.

By the start of the fall season, it's probable that more than \$700 million worth of tv and radio billings will be processed in one fashion or another, by news electronic equipment.

In addition to two agencies—

Y&R and BBDO—which already have computers at work, firm orders have been placed by seven more shops.

Lining up for IBM, National and RCA data-processing machines are giant J. Walter Thompson plus Ted Bates, Compton, Dancer-Fitzgerald-Sample, Doyle Dane Bernbach, Erwin Wasey Ruthrauff & Ryan, and Lennen & Newell.

When they've been installed, it will mean that about half of all broadcast business will pass through these systems.

Though the full buying impact of agency automation can't yet be gauged, some of the sellers of tv and radio time are already taking the hint.

Thus, RKO General's national sales division has already had four briefing sessions for its staffers, including demonstrations at the two agencies currently using computers in media selection and analysis. H-R, Group W, Blair, and other rep firms are becoming similarly computer-conscious.

Says RKO sales director Donald Quinn: "Unless the broadcast salesman is aware of the capacities and limitations of these machines, he will play only a minor role in their use."



Management consultant discusses computer effects

Joseph Fischbach, of Fischbach McCoach & Associates, consultants on management techniques to agencies and other business firms, describes effects of computerized data processing in advertising to same RKO General group in briefing conference

Quinn takes a realistic view of the current state of computer application by commenting that his conclusions are not based on present agency usage. "We should recognize that there are countless untried advertising approaches which may be unlocked through the time-saving characteristics of automatic data evaluation," he explains.

RKO salesmen, in recent skull-busting sessions, have come to grips with the computer at BBDO; Y&R; at Data Inc. (a processing house), and also have been addressed by management consultant Joe Fischbach, who's helped install computers in several major agencies.

These sales briefings are part of a growing recognition that EDP systems will have a big part in handling tomorrow's broadcast business. Though the media analysis and selection possibilities have been

widely publicized, many other roles are possible for EDP equipment.

Madison Avenue today is already using them in:

- Estimating & billing
- Media selection & intermedia comparison
- Paying media, and handling agency payrolls
- Sales analysis, pilot testing, and coverage analysis.

Within ad agencies there's still wide opinion divergence on how far the computer can replace or aid the human buyer. BBDO has its "linear programming" system in operation, but according to Herb Maneloveg and Ed Papiasian there's no actual buying done via the machines. They're trying to employ it for broad media selection; LP is officially in the trial stage although several BBDO clients have used it.

At Young & Rubicam, the "high

assay" system is used to evaluate complex spot tv schedules, but associate director Tom Lynch emphasizes that personal contact between buyer and seller remains of continuing importance.

A cross-section of agency thought on the problem was given to RKO General in a recent briefing by Data Inc. Conservative-minded admen at N. W. Ayer told Data Inc. that they'd been investigating automation for two years; spot experts at Ted Bates have got beyond the inquiry stage and expect to be on-air with their 1101 computer this month.

Benton & Bowles—the sixth biggest broadcast shop last year—is presently operating in a limited fashion on media applications, and Compton is running an implementation test.

(Please turn to page 60)



\$1.11 an hour staffs your station with IGM SIMPLIMATION

Get the details! Find the way to bigger audiences, lower costs, higher profits with unparalleled flexibility and consistently better sound. Write for free folder, "The Sound of Money."

I G M SIMPLIMATION

P. O. Box 943, Bellingham, Washington.

WDEF-TV CHATTANOOGA a much BETTER BUY NOW than last Fall.

CHECK LATEST ARB and NIELSEN REPORTS

HIGHER RATINGS

MORE HOMES

Greater Popularity



CHATTANOOGA

CALL ADVERTISING TIME SALES INC



NOW!

TIMEBUYER'S CORNER

Media people:
what they are doing
and saying

Follow-up report: Mary Meahan will join Kudner (New York) in the agency's new offices at 605 Third Avenue in mid-July, where she will be a senior media buyer. She is leaving Fuller & Smith & Ross (New York), where she holds the same title and buys for the Lestoil and Clorets accounts. She will replace Maria Carayas, who left Kudner the middle of June (TIMEBUYER'S CORNER 24 June). Mary will buy for the General Telephone & Electronics, Sylvania, Fisher Body, and Goodyear accounts in her new position at the Captain's Wheel agency. Other F&S&R alumni who switched to Kudner this year: Don Leonard, v.p. and media director; and Dorothy Shahinian, media department administrative assistant.

At McCann-Erickson's San Francisco office: Frank Regaldo, with the agency 16 years, upped from broadcast media director to director of media services. Marian Monahan named media director for tv-radio, and Ann Meschery assistant tv-radio buyer.



High noon in New York

At a sun-speckled luncheon, (l-r) Schwab, Betty & Porter assistant radio-tv director Rae Elbroch, Adam Young account exec Lew Krone, and KFOX (Los Angeles) vice pres. and general manager Dick Schofield discuss country and western music and programing and its appeal to the adult audience

Buyer makes a move: Bob O'Connell is now buyer for Lincoln-Mercury at Kenyon & Eckhardt (New York). He was broadcast buyer at D'Arcy (New York) on the Gerber baby foods account.

News front Papert, Koenig, Lois (New York): Paul Steinhacker has been appointed buyer on the Xerox, Martin Marietta, Dutch Masters and Harvester Cigar, Clark Oil & Refining, and New York Herald Tribune accounts. Paul was formerly with BBDO (San Francisco). As previously reported here (TIMEBUYER'S CORNER 27 May), Joe McCarthy, with PKL two years, was upped to media supervisor. Here is an up-to-date list of the accounts he has been assigned to: Harvester and Dutch Masters Cigars, Simplicity Patterns, Clark Oil & Refining and the New York Herald Tribune.

TIMEBUYER'S CORNER

What's doing in the Windy City: SuElen Thomas is now with the Chicago office of McCann-Erickson as a timebuyer. She held the same position with Compton, where she bought for the Alberto-Culver account, and she has also been with Leo Burnett and Grant Advertising.

On the West Coast: Martin Schwager, who was media director at Kenyon & Eckhardt (Los Angeles) has left the agency to join Hunt Foods & Industries (Fullerton, Calif.) as media supervisor.

More from L.A.: Harold Ballman, who was a buyer at BBDO, has been promoted to media director at the agency's Los Angeles office.

From north of the border, up Canada way: Ken Hughes was upped to radio-tv director at McConnell, Eastman (Winnipeg). Lillian Main who was a timebuyer at the same agency, has been elevated to assistant radio-tv director.

On the New York scene: Mildred Taxman has joined Frank-Gary-Thomas as media director, and is now handling the Lovable bra account among others. Mildred, a veteran buyer, has in the past been with Lester Harrison, Inc., Weiss & Geller, and Ogilvy, Benson & Mather.

Hal Miller: "Hey, Meyer!"

Grey (New York) v.p. and media director Hal Miller is a dynamic man of definite opinions with an utter inability to remember names. His fellow workers finally learned to disregard his failing, and have become accustomed to being addressed as "Hey, Meyer!" However, when the salutation becomes "Hey, Bobo!" be careful, Hal is displeased. With Grey three years, Hal was v.p.

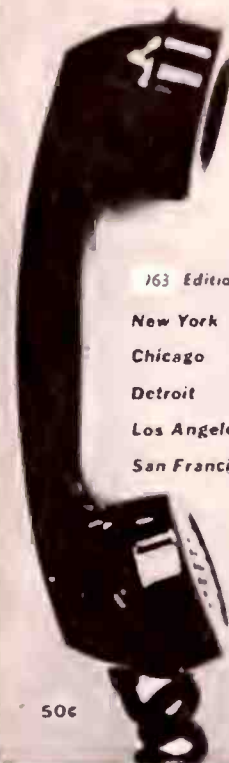
and manager of media at Benton & Bowles for six years, head of the media analysis operation at the Biow Co. for eight years before that. He began his career in sales research with the Seagram Co., spent seven years attending City College of New York evenings as a marketing and statistics major. He says he's aware that too often the media analyst hears a voice in the wilderness yelling, "you've never bought!" But he's found, having been in analysis and buying, that the basic tenets of media research hold true for good media buying. Hal is

against taking the easy way out in buying—sticking to the routine without ever deviating. He says, "to do a better job, and to get ahead, it's not enough just to do what's requested; it's important to find out what's going on, ask questions, want to know, and be interested and alert 24 hours a day." Hal, wife Florence and sons Norman and Howard live on Long Island.



1963 edition off the press!

SPONSOR'S 5-CITY TV/RADIO DIRECTORY



... just about every 'phone number you need in these five big cities is in SPONSOR'S 5-CITY TV/RADIO DIRECTORY.

Networks, groups, reps, agencies, advertisers. Film, tape, music and news services. Research and promotion. Trade associations (and even trade publications).

All in the convenient pocket-size, for only \$.50 per copy; 10 copies, \$.35 each; 50 copies, \$.25 each.

SPONSOR SERVICES

555 Fifth Avenue, N. Y. 17

COMMERCIAL CRITIQUE

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

"T" IS FOR "TAPE"—AND THAT SPELLS TROUBLE!

By A. CARL RIGROD

Oh, Tape, Poor Tape! They've Hung You in the Closet and We're Feeling So Sad!

Who are "they?" Why they're the same characters who laughed at Christopher Columbus when he said the world was round... opined it was just a passing fad when Al Tolson sobbed out "Sonny Boy" in

Laboratories and Dr. Scholl.

But, with suitable apologies to our close friends along film row, we think there's an exciting New Frontier waiting in the vast, uncharted stretches of Videotapeland.

So how come everybody isn't rushing in to stake a claim? Well, maybe it's that old fear of the unknown.

Let's face it. Most agency pro-

tain, as we did for U. S. Tobacco's Ski Cigarettes.)

Nevertheless, just turn the coin to the tape side—and you find a host of advantages that you just can't ignore, such as:

1. Superiority of image in tape's "live" quality;

2. Instant production control via immediate playback;

3. Time-saving through virtually instantaneous completion and delivery of subjects (Example—Recently, two commercials for MGM's "How the West Was Won" were written at 2:30 p.m. and on the air on five stations the next morning!)

4. Lower cost in many instances. In all fairness, this is no longer a constant factor. When the A-B Roll technique is used for example, the cost is competitive with film and—incidentally—so is the flexibility of production.

Agencies will find a variety of tape innovations—all of them exciting and rewarding in the end results, as we have.

For example, Arnold Bakers—which puts the major part of its (Please turn to page 60)



Bright and cheerful Cookie Pops

Arnold, regional advertiser whose Cookie Pops commercial took 1st prize, children's market, at 1962 TV Commercials Festival, is firm supporter of videotape

sound... and shrugged off tv as a shadow box novelty that could never replace the Roxy.

Their latest flash is that videotape is for fine network programs, assorted delayed telecasts and simple stand-up commercials—but when it comes to *real* tv commercial production, you have to stay with film!

Cast a dissenting vote from Donahue & Coe. We love film—but, oh you tape!

Right now, we've got film commercials in varying states of work for such diverse clients as Corn Products, Dell Publications, Squibb

ducers are comfortable with film. They've used it—and with some wonderful results artistically and commercially—ever since advertisers learned they could move goods via the so-called small screen.

There are genuine advantages to commercials created on film. Pure animation is still primarily a matter of film. So is stop motion. So is location shooting in faraway places—like, for example, those virgin fields of snow where we love to shoot skiers smoking our favorite brand of cigarettes. (It is kind of hard to load a tv camera on the back of a skier schussing down a moun-

—A. CARL RIGROD



A v.p. in charge of tv, radio and motion picture production for Donahue & Coe, Rigrod has been active in all phases of communications. He was a director of tv radio for RKO Radio Pictures, feature writer for Universal Pictures, rewrite man for the Boston American, and the New York Daily News. A member of the Motion Picture Academy, the Tv Academy, and the Directors Guild of America, Rigrod was awarded a "first" at American Commercials Festival in 1961.

★★ Sen. Maurine Neuberger has gone after cigarette advertising where Sen. Moss' bill to put smokes under FDA controls left off.

Withdrawal of cigarette advertising from campus promotion is a step in the right direction, Mrs. Neuberger says, but she has giant strides in mind, modeled after British cigarette advertising curtailment program. Latter is by voluntary compliance, but Mrs. Neuberger wants U. S. program to be further regulated by government.

Debut of the long-awaited Surgeon General's study on smoking, expected by late fall, would launch Neuberger plan for: a new FTC rule requiring cigarette advertising and tv commercials to warn of hazards in smoking; a massive anti-smoking educational campaign on tv and in print; research into making cigarettes harmless.

★★ These are openers: additional Neuberger legislation would ban distribution of free cigarettes to minors; require package label warning of nicotine and tar content under FDA supervision.

Increased taxes on cigarettes would finance the research and the tv and other programs warning of dangers of smoking.

★★ NAB Board meetings held here last week were expected to get into tv cigarette advertising question, either on or off the record.

NAB president LeRoy Collins, sympathetic to curtailing youth and glamor appeal in cigarette commercials, had hoped to use Surgeon General's report on smoking during Board meetings. Lacking it, Collins said he would probably bring up the question anyway.

Increasing hue and cry may have made it imperative even for opposing Board members to tolerate the item on the agenda, and hear Collins urge broadcasters and advertisers to get the cigarette commercials off the youth kick theme voluntarily.

★★ Full disclosure of sample size and similar data is safest course for broadcasters and advertisers to follow in use of audience rating measurements until industry standards are set up.

FCC Chairman E. William Henry, and House Investigations Subcommittee Chairman Oren Harris agreed on this at recent hearing. Henry's mild statement of faith in broadcaster self-regulation in ratings area was quite a contrast to recent tough warnings by the Commission on misuse of ratings to exaggerate station market claims.

Regulation would be a last resort—and along the lines of full disclosure, Harris said. Chairman of the rating probers suggested an hour-long documentary by broadcasters explaining the facts of rating life to station listeners and viewers.

FCC Chairman, not unnaturally, agreed with enthusiasm. It remains to be seen whether nets or independents will leap to the challenge—each for their own reasons.



THE TWO FACES OF



ADVERTISING

It's one of the enigmas of the human mind that most men who sell advertising do not "buy" their own philosophies. They have another face for this occasion.

Tho there are exceptions, of course, (and we number some of them among our clients) the broadcast industry, as a whole, is a perfect case in point. Last year it "sold" over \$2,200,000,000 worth of radio and tv time. It "bought" an estimated 7-million dollars worth of trade paper advertising; an expenditure of about one-third of one percent of total sales. It may have matched that expenditure for local advertising—bringing the grand total up to two-thirds of one percent.

It advocates the concept that industry should allocate three to five percent for promotion but it "buys" about 20% of what it "sells".

We wonder what would happen to the broadcast industry, itself, if other industries used their ratio. Thank Heaven it's not likely.

But more important—we wonder why more broadcasters do not realize that if they can do so well with so little, what an enormous potential there actually is out there—and what successes might be achieved if the industry "really believed" in advertising and allocated the same budget for themselves that they so loudly proclaim for others.

The stakes are a piece of \$10,000,000,000 (ten-billion) more American dollars.



Solon calls ad industry to arms

Advertising itself is under the gun in Washington, with 175 bills presently before Congress to regulate the industry, the Advertising Assn. of the West was told in Los Angeles last week by Rep. Bob Wilson of California, chairman of the Republican Congressional Committee, who sounded a call to arms for all agency people.

He said, "Not all advertising, you understand, just that segment that represents private enterprise. Government advertising is booming. . . It's simple. If it is good for business, it's bad for public interest. If it makes government grow, then it must be good all the way around. Bigness is good in federal land, evil in free enterprise."

"Not only are your clients in the breach to defend their right to do business, to salvage something for the future, but your very profession itself is threatened," Wilson asserted. "Now let me tell you this word regulate is one you'd better watch," he said. "The favorite entering wedge of those who operate under the cloak of self-declared in-

terest in the public interest is regulation."

Wilson said the regulators are after advertising "through the devious means of attacking the labeling of products. Tucked away in a bill now before the Senate is language which would give blanket power to administrative agencies of government to control advertising and marketing of products. These are unprecedented powers."

He also noted that during the next 18 months "unprecedented pressure" will be exerted on the communications media, "primarily radio and tv. Dependent for licenses on the federal government," he said, "stations and networks are prime targets for the no-holds-barred operators." (Ed. note: networks aren't subject to license.)

Citing the current emphasis on stations' program content, Wilson said this is resulting in "a rash of federally slanted programs, noting a recent announcement that Robert Taylor will star in a series "glorifying" the Dept. of Health, Education & Welfare, another ser-

ies in the works on the State Dept., and another skein is due "glorifying the administration's last political campaign."

He added that new FCC chief E. William Henry's call for more public service time means that "government propaganda mills will be turning out spots and films at a furious clip, with all to be 'offered' to stations for allegedly optional use. "You know," said Wilson, "what happens at license renewal time to those who do not choose to 'cooperate.'"

"I don't believe you in the advertising field are going to watch your livelihoods being taken away without a fight . . . You've got to get angry with people . . . who accuse you of stirring up natives with artificial wants . . . You just have to stop being the good guys and become defenders of your own future."

"You must not only defend yourselves," said Wilson. "You must defend the system that allows you to work intimately with business and labor in a climate of free competition. We have more material, cultural, and spiritual benefits than any other civilization ever dreamed possible. Advertising played a major role in all of it."

He urged the industry to watch closely for attacks on advertising; read all the informational journals available; be sure each national group is channeling plenty of information down on what various proposed laws would do; keep track of congressmen and senators, getting them to commit themselves on how they feel about every questionable bill; write letters to newspapers and magazines when unwarranted attacks on advertising appear; stir up interest among related business firms and clients.

More use of tv in '62 boosts Schlitz sales

Anheuser-Busch remained the number one brewery in terms of sales last year, but found Schlitz breathing down its neck as a result of the latter company's more extensive increase in advertising expenditures, mostly channeled into tv.



Mighty Meaty, Matey

This inspired alliteration, introduced on a comic commercial, is sending meat-loving Britons to markets in droves for a package of Dring's Pork Sausage, according to Gardner Advertising, whose English affiliate Butler & Gardner Ltd., dreamed up titillating tv campaign for the product

Cat's cavorting results in in-grown lawn

Heritage House Products, of Philadelphia, which in the spring became one of the first lawn products companies to undertake a saturation spot tv campaign—43 stations in 30 markets—has come up with what it feels is another first in its industry—sponsorship of a fall network show. The initial spot drive was used to introduce the newly organized firm to the public, and proved so successful that Heritage House, via Wermen & Schorr of Philadelphia decided to see what new heights it can hit through network tv. It will co-sponsor the NFL Hall of Fame football game between the Cleve-

land Browns and Pittsburgh Steelers on CBS TV 8 September from Canton, O., using its commercials to promote seed and lawn food primarily. Decision to back a gridcast was made, says Heritage House advertising director William J. Connelly, Jr., because "it is well established that the man of the family buys seed, fertilizer, and other lawn aids, and that fall should be the time that the home-owner does his major lawn planting and renovating, since fall is the time grass in nature reproduces itself." The commercials star "Jester," a Siamese cat.

First shooting took place in Princeton, N. J., but a cold snap forced a move to Birmingham. However, difficulties with Jester chasing butterflies caused a move back to N. J., where a lawn was grown inside a studio to prevent such intrusions. The script called for Jester to knock over a box of Heritage House seed, so it would pour out naturally before the tv audience. To increase the cat's interest in the project, a shrimp was placed inside the seed box. A smooth shooting followed. The first drive utilized one-to-three stations per market in the East and Midwest, via minutes, 30's, and ID's.





Even first-graders get into ratings act

The first-grade class at St. Mary's School in Bird Island, Minn., took matters into their own hands recently to test the accuracy of weatherman Don O'Brien of Twin Cities' WCCO-TV over a 12-day period, giving him a star each time he was correct and a dot when he wasn't. O'Brien ended up with ten stars and two dots, plus a letter of commendation from members of the class

Of the top ten brewers, Schlitz was first in overall advertising at \$14,223,960, up some \$1.5 million from 1961, with 63.2% or \$8,984,876 going into video and making it first there also. Its tv outlay including distributors was \$6,991,400 for spot, and \$2,882,126 for network.

The top ten brewers as a whole poured \$35,966,987 into tv in '62, giving it 55.9% of their measured media expenditures. This was 27.7% more than the previous year in tv. Their overall gross time and space billings were \$64,386,511, against \$57,313,306 in '61.

Also topping Anheuser-Busch in '62 tv expenditures was Falstaff Brewing, which ranked second to Schlitz by putting \$6,016,174 into the medium. Falstaff put only some \$2.1 million into all other measured media last year, as tv garnered 73.9% of its ad outlay. Falstaff was also the biggest network advertiser among the top ten brewers last year, budgeting it for \$3,415,614.

Anheuser-Busch's total ad expenditure in '62 was \$13,090,203, with only 41.8% or \$5,467,288 going to tv, ranking it third among brewers using the medium. Its tv dollars with distributors went almost entirely into spot, \$5,577,190, giving it

second ranking there.

All figures except sales ranking include distributors, with network totals supplied by TvB/LNA-BAR, and spot by TvB-Rorabaugh.

Allport booms agencies

An advertising investment, in the present state of the art or science of research, cannot be evaluated on the basis of sales—with very few exceptions—according to ANA president Peter W. Allport. Addressing the National Advertising Agency Network last week in Newport Beach, Calif., he told the meeting that this is because of the many variables and imponderables, such as price, distribution, and competitive effort.

But on the other hand, Allport stressed that the communications results of advertising—the degree and extent to which advertising has influenced thought, emotion, and opinion—are easily measurable.

"Still," Allport stated, "the industry must be able to answer the individual businessman's question. What do we get for what we spend? When we can do this, many of our other image problems will evaporate. The prime responsibility for finding the answers may well lie

with the advertiser. After all, his dollars are at stake. But advertisers need the help of agencies, the real advertising pros. Agencies can best determine the communications goals which will contribute the most to achieving the advertiser's marketing objectives. And they have the research skills as well."

APPOINTMENTS: Molly Corp. to Geyer, Morey, Ballard . . . The Hinton Co., manufacturers of pet food products, to Norman Steen Advertising . . . Chicagoland Rambler Dealers Assn. to Powell, Schoenbrod & Hall . . . Upjohn Company to Robert A. Becker for several products . . . United Audio Products to Kameny Associates for its high fidelity components . . . Arnold Carpets to Vinti Advertising . . . Avis Rent a Car Canada Ltd. to Doyle Dane Bernbach (Canada) Ltd., effective 1 September, from J. Walter Thompson Ltd. . . Harry C. Weiskittel Co. to S. A. Levynne, Baltimore . . . Dean Witter, investment and banking firm, to J. Walter Thompson, San Francisco, from Albert Frank-Guethner Law after 15 years, effective 15 October . . . A new line of low calorie beverages of Canada Dry Ltd. to the Toronto office of Young & Rubicam . . . Colgate-Palmolive to Norman, Craig & Kummel for all its products in the Caribbean, except in Puerto Rico and the Dominican Republic. Advertising will be directed through the agency affiliate, Lindo, Norman, Craig & Kummel Ltd, in Kingston, Jamaica which is opening a new office in Port Au Spain, Trinidad, to facilitate full coverage of the account . . . The office furniture division of Hamilton Cosco to Noble-Dury, Nashville . . . Quality Food Centers a new corporate enterprise of five Seattle supermarkets, awarded it \$125,000 account to Lemmen & Newell . . . Jack Lang Clothes to Ball Associates, Philadelphia . . . H. J. Heinz line of condensed soups (\$2 million) to Doyle Dane Bernbach from Maxon, which will continue to handle advertising for all Heinz varieties except soup (\$1 million). Star-Kist Foods, Hein

subsidiary, will remain at Leo Burnett.

CAMPAIGNS: Zenith Radio Corp. of New York will go all out to promote color tv receivers during July and August, using 25 announcemen a week on WNBC-TV, in addition to newspapers, *Cue* magazine, billboards, bus cards, and the Jones Beach and Lewisohn Stadium concerts. If successful, the campaign will be extended into the Fall . . . To introduce its newest addition—Betty Crocker Toasted Coconut Frosting Mix—General Mills will launch a campaign in July including commercials on CBS TV and NBC TV programs. Magazines will also be used. Needham Louis & Broby is the agency.

BEHIND THE SCENES: Hot off the press is the new edition of the "Back Stage Tv/Industrial Film & Tape Directory" issued by Back Stage Publications, 155 West 46th Street, New York. The 72-page directory contains special articles and

detailed listings of film producers, video-tape firms, musical commercial producers, and advertising agencies. Complete categories of equipment and supply houses, and service companies in the tv, industrial, and commercial film industry are contained in the new edition. It's available for \$1 on newsstands or from the publisher.

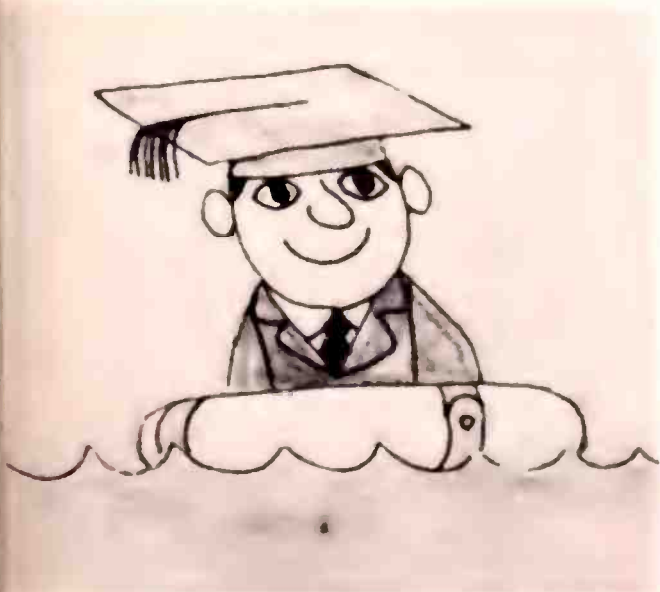
EXPANDING: McCann-Erickson International has taken over Ruescas Publicidad of Madrid and Barcelona and will operate the agency as a wholly-owned subsidiary. The Ruescas staff of 62 will form the core of the new agency. Several McCann-Erickson International executives, in such specialties as research, marketing, and creative advertising, are currently visiting the Ruescas-McCann-Erickson offices to conduct orientation seminars and personnel training . . . Larry W. Scott has joined R. Jack Scott, Inc. as executive vice president. He was formerly a principal of Hill, Rog-

ers, Mason and Scott. In addition, Thomas P. O'Connell and Lou Sargent will become principals in the agency, the name of which will be changed to Scott & Scott. Grey Advertising has formed an independent subsidiary firm, Grey Public Relations, Inc., with its current vice president for public relations and merchandising services—Warren W. Schwed—as president. Beginning July, the new firm will handle assignments for Grey clients and outside accounts also. . . . Cities Service Co. acquired assets of Tennessee Corp. and, in compliance with a consent decree negotiated with the Department of Justice, has become the sole owner of Petroleum Chemicals, Inc. by purchasing the 15% minority interest previously held by Continental Oil . . . Philco Corp. has purchased the John M. M. Otter Companies, independent Philco distributors in Philadelphia, New York, and Newark, and will operate them as Philco Distributors Inc., branches.

Light-hearted ad plumping for money

Tv stations across the country are receiving new "fast cut" spot prepared by N. W. Ayer & Son for The Council for Financial Aid to Education, themed on "College Is America's Best Friend." Available in b&w or color, in 60, 30, 20, and 10-second versions, the commercial is done in a light-hearted, friendly mood to build acceptance for an appeal for money. Original music in the background punctuates the copy points. The commercial was prepared

for the non-profit, college-aiding agency by Ayer as a voluntary effort in association with the Advertising Counsel, and the drive is being coordinated by General Electric vice president Willard H. Sahloff. Newly elected CFAE chairman is Neil H. McElroy, Procter & Gamble board chairman. Almost every visual technique is used in the spots: woodcuts, engravings, original water color artwork, animation, film clips, and graphic effects.



NEW AGENCIES: Three former senior vice presidents of Klau-Van Pietersom-Dunlap, Milwaukee, have gotten together to form a new shop which will provide complete marketing services, including advertising, sales promotion, merchandising, public relations, product publicity, sales tools and literature, and audio-visual aids. Principals are E. E. Cooper, C. L. Strock, and Thomas F. Scannell, Jr. . . . Two former senior officers of Biddle Advertising, Bloomington, Ill., have formed a new Chicago-based agency, E. H. Russell, McCloskey. Agency, which becomes active today, has an estimated \$2 million in billings . . . Allee Hatfield Associates organized at 1650 S. Harbor Boulevard, Anaheim, Cal., by Charles Allee and Carl Hatfield, Jr., with

the latter as president. Allee is former tv director of KTTV, Los Angeles, and Hatfield was public relations director for the city of Anaheim.

G&R INCORPORATES: Gray & Rogers, Philadelphia, is changing from partnership to corporation, effective today. Jerome B. Gray, founder of the agency and corporation president, said the change is being made because "the restrictions of a partnership denied many younger employees a voice in management and an opportunity to share in the growth of the agency through stock ownership." All former partners will be senior vice presidents; department heads and associate heads will become vice presidents; and stock will be held

initially by 33 key employees who have been with the agency for five years or more.

NEW QUARTERS: Marketing Impact Research opened larger New York offices at 515 Madison Avenue . . . Magnavox moved part of its executive offices into New York, in the Union Carbide Building where it also occupies a half-block of store space facing Madison Avenue for its product showroom . . . Booming business and a fast growing personnel roster have forced Frank B. Swadon Co. to move from the luxurious penthouse offices in the Fuller Building to the sixth floor at 3 West 57th Street, New York.

PERSONNEL NOTE: James I. Scott has opened a placement service for those interested in radio, tv, publishing, advertising agencies, broadcast representation, art and recording studios. Company, located at 3600 West Alabama, Houston, will serve Texas, Louisiana, Oklahoma, Mississippi, and major markets in Alabama and Georgia.

MERGER: Cappy Ricks & Associates, Seattle, has consolidated with Botsford, Constantine & Gardner, adding approximately \$1 million in ad volume to BC&G and bringing consolidated agency's total billing to about \$10 million. Cappy Ricks will become a senior vice president of BC&G and will be Seattle office manager . . . Facts Consolidated, national market research firm based in Los Angeles, established New York offices by absorbing ARB Surveys. Both companies are divisions of C-E-I-R, Inc. Facts Consolidated in New York will be at 1180 Avenue of the Americas.

KUDOS: Fran Riley, partner of MacColl-Riley Associates, New York, became the fourth woman to be elected president of the Publicity Club of New York in its 23-year history. She assumes office 1 July succeeding Ted Cott, president of Ted Cott Associates . . . Robert E. Kilgore, president of Gray & Kilgore, Detroit, succeeds William I. Sauborn, president of Winius-Brar



Washington Ad Club picks Paro

Elected to a three-year term on the board of the Advertising Club of Metropolitan Washington, WRC-TV station manager Tom E. Paro talks with Carole Randolph, who campaigned for his election

don, St. Louis, as president of Continental Advertising Agency Network, the nation-wide group of marketing and advertising agencies in the U. S. and Canada with billings approximating \$95 million.

AROUND COMMERCIALS: Don Fedderson Commercial Productions, Hollywood, opened offices in New York and Detroit, in line with expansion plans. Jack Rose will be in charge of the New York operation and Jerry Rallery will helm the Detroit office . . . Julius Edelman appointed executive vice president and producer-director of Mickey Schwarz Productions. Edelman was at Ted Bates where he was production group supervisor working on such accounts as Brown & Williamson, Colgate, American Chicle, and Mobil Oil. John Griffiths has been named vice president in charge of production of Academy TV Film Productions of Canada, Canadian affiliate of Schwarz Productions. Griffiths was with Young & Rubicam.

NOTE FOR SCHOLARS: A 15-installment advanced home study course in industrial advertising for ad managers, sales and marketing officials, agency account executives, and publication representatives being offered by Advertising Management Seminar, Chicago. It is designed to "advance the executive capacity of advertising men and women through a better understanding of management problems and objectives, improved techniques for increasing profits, and maximum utilization of motivation psychology."

FINANCIAL NOTE: For the year ended 28 February 1963, Jervold Corp.'s volume rose 38% to \$21,020,000, vs. \$18,002,000 in the preceding year. After tax earnings were \$739,617, 21% higher than the \$597,234 of a year ago . . . Advances of 59% in earnings and 18% in sales over the comparable half-year period of 1962 reported by Alberto-Culver in its semi-annual report for the period ending 31 May 1963. Consolidated net sales were 10,704,506 against \$27,604,539 for the comparable 1962 interval, with net earnings at \$1,603,680 against 1,010,989. Per share earnings for the period were 80¢ against 51¢

Picks up tab, but gets no spots

Plumrose (the General Foods of Europe) paid all expenses for Sonny Fox and "Wonderama" crew to film four-hour show for Metromedia featuring kids in Denmark, but has no ads in it—just displays its foods. Regular sponsors get spots. A short preview of the full program was recently aired on New York's WNEW, and the full-length version—opening with a pre-taped interview with Danish Ambassador Count Knuth Winter-Felt—will bow 15 September. Plumrose is sole distributor of Plumrose Danish meats and cheeses, available throughout the United States, handled by Crestwood Advertising, New York.



MOVING: Ira Zames to the newly created post of administrative coordinator, Pilot Radio Corp.

Charles H. Wolfe to vice president in charge of creative research, Charles Hager to art director for merchandising, promotion, and packaging, and Lawrence Drake to head of production and graphic research, all at Baker & Byrne.

Rita Patterson to senior copywriter at Mogul Williams & Saylor.

Ralph J. Johnson to Grubb Advertising, Champaign, Ill., as account executive in the new business area development department.

Edward E. Van Horn to the New York office of Guild, Bascom & Bonfigli as account executive.

Norbert S. Garbisch, Jr. to Reuter

& Bragdon, Pittsburgh, as director of sales activities.

Robert M. Oksner rejoined Doherty, Clifford, Steers & Shenfield as vice president and group copy supervisor.

Eva T. Muntzer to the production department of Doremus & Co., Philadelphia.

Harry E. Ellis to director of public relations for Dr. Pepper Co., replacing Elliott G. McLean who has resigned.

Frank C. Freeman to creative director of Advertising Counselors of Arizona.

Marvin M. Jacobson, formerly with Benion & Bowles, to Fletcher Richards, Calkins & Holden as copywriter.

Sponsors flock to kiddies' block

Advertisers have flocked to NBC-TV to take advantage of the network's revamping of its Saturday kiddie show lineup for 1963-64, which sets up a solid block of children's programming from 9:30 a.m. to 2:00 p.m. More than 50% of the block will be in color, with the four and a half hours to blend adventure, information, comedy, and fantasy. Sponsorship is primarily for breakfast foods, toys, soft drinks, and candy.

Already SRO is *Dennis the Menace* (11-11:30), which has been signed by General Foods' Kool-Aid Division, via Foote, Cone & Belding, for 26 alternate weeks beginning 5 October, plus Mattel, via Carson-Roberts, and Heublin's Maypo, via Fletcher Richards, Calkins & Holden. Sold out for the first 13 weeks (21 September-14 December) is *The Bullwinkle Show* (12:30-1:00), to Emencee Corp., via Abco Advertising; General Mills, Dancer-Fitzgerald-Sample, and Old London Foods, Richard K. Manoff.

Virtually SRO is *Ruff-n-Reddy* (9:30-10:00), bought by Kenner Products, Leonard M. Sive & Associates; DeLuxe-Reading, Zlowe Co.; Miles Labs, Wade Advertising; Louis Marx & Co., Ted Bates, and General Foods Cereal Division, Benton & Bowles. Kenner, DeLuxe-Reading, Miles Labs, Marx toys, and General Foods cereals are also picking up *The Hector Heathcote Show* (10:00-10:30).

The rest of the kiddie lineup is: *Fireball XL-5* (10:30-11:00), to General Mills, DFS; Borden, Young & Rubicam, and Mattel, C-R; *Fury* (11:30-12:00)—Ohio Art Co., Anne Stahl Advertising; Mattel, C-R; Kool-Aid, FC&B, and General Foods cereals, B&B; *Sgt. Preston of the Yukon* (12:00-12:30)—Maypo, FRC&H and Mattel, C-R, and *Exploring* (1:00-2:00)—Upjohn Co., McCann-Marschalk, and Hassenfeld Bros., Bruns Advertising.

Programs in color are *Ruff 'n Reddy*, Hanna-Barbera show starting its fifth year on NBC; *Heath-*

cote, new Terrytoons product; Jay Ward's *Bullwinkle*, and *Exploring*, fun and information programs emceed by Dr. Albert R. Hibbs.

Food industry hails tv's aid to grocers

Grocery retailers will learn of manufacturers' fall and winter tv promotions in the September issue of *Food Merchandising Magazine*, which is being geared as a salute to video for its role in generating grocery store sales.

Robert E. Farnham, general manager-editor of the Detroit-headquartered trade publication, said the issue's theme will be: "What the Grocery Clerk Did Yesterday, Television Does Today." Promotion for the special salute is being handled by Dunwoodie Associates, advertising-p.r. firm in Garden City, N. Y.

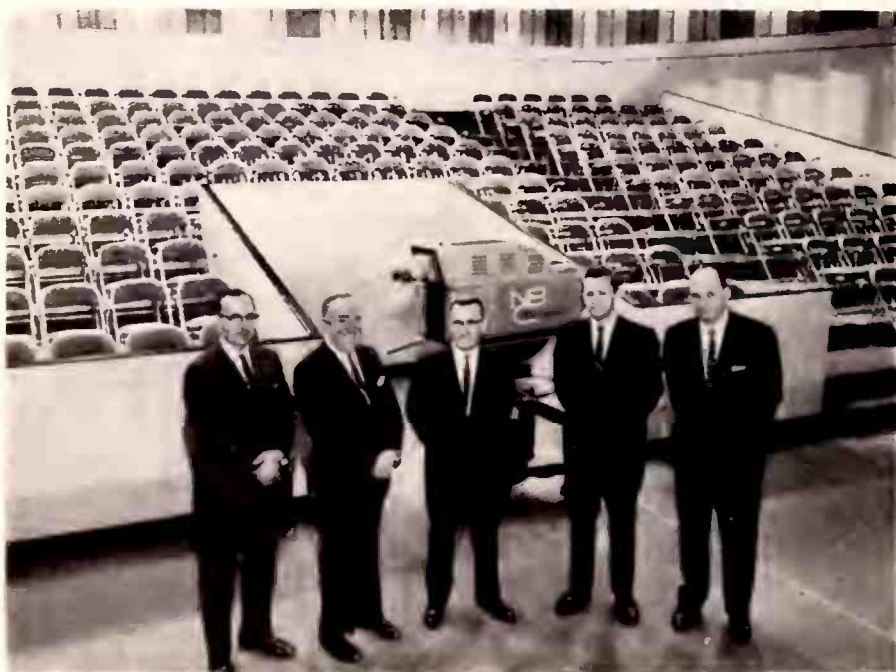
Farnham said the issue will devote much of its editorial space to grocery manufacturers and how they utilize tv to persuade retailers to stock their products and move them in heavy volume.

Explaining the move, he pointed out: "Years ago, the grocery clerk had to hold up a product before his customer and tell him or her all about it. Today, instead of reaching one customer at a time, tv does the same job—but to millions in a minute or less."

NBC lines up two for Sept. golf classic

Zenith Radio, via Foote, Cone & Belding, and Amana Refrigeration, through MacFarland, Aveyard, will pick up the tab on NBC-TV's colorcast of the second annual *World Series of Golf*. The match, in which the winners of four major tournaments will compete for golfdom's biggest purse (\$50,000), is set for 7 and 8 September (4:30-6 p.m. each day).

Julius Boros, as winner of the U. S. Open, and Jack Nicklaus, a Masters Tournament titleholder, have already qualified. The other two members of the foursome will be the winners of the British Open and PGA Championship tournaments to be played during July.



The metamorphosis—8-H now Peacock Studio

The studio in New York's RCA Building which has, since 1933, been known as 8-H and which has, in 30 years, housed such network greats as Arturo Toscanini, Al Jolson, Bob Hope, to name just a few, has been overhauled primarily for color tv programming. Named after NBC TV's color insignia, Peacock Studio is the work of (l-r) Hjalmar Hermanson, scenic designer; Joseph J. Arnone, mgr., design and construction; William Trevarthen, NBC v.p., operation and engineering; James Wilson, dir. of engineering; Allen Walsh, senior project engineer and supervisor

ABC TV kicks off new weekend sports roundup

Agencies are being pitched by ABC TV salesmen on a new Saturday afternoon (1:30-5 p.m.) grid iron roundup show called *AFL Highlights*, which debuts 7 September. The network has been championing the American Football League tv cause since the League's inception four years ago. The new program occasions the first time football fans all over the country will have an opportunity to see portions of every game played.

Curt Gowdy and Paul Christman are anchormen on this weekly round-up, which will include a filmed and live studio report of all the games played the previous weekend, preview the upcoming games scheduled for that weekend, and present special features and occasional guests, live and on film. Series runs through 21 December.

SALES: Ralston-Purina (Guild, Bascom & Bonfigli) signed for alternate-week, half-hour sponsorship of *The Danny Kaye Show* on CBS TV. Other sponsors are Armstrong Cork (alternate-week full hour) and American Motors Corp. Compton's Pictured Encyclopedia, in its first use of network tv, brought into NBC TV's *Today* Procter & Gamble (Benton & Bowles) signed for alternate-week half hours of CBS TV's *Judy Garland Show* and *Route 66*, both effective in the fall. This sells out both shows. Frank Hemingway's morning newscast over 110 ABC radio West affiliates in ten western states is major vehicle of a 52-week, \$50,000 campaign for an entire new village project costing \$55 million, now being developed Crystal Bay, Lake Tahoe, Nev. Thomas C. Wilson of Reno is the agency.

NEW AFFILIATES: WHOO, Orlando, has reaffiliated with ABC radio. WMBR, Jacksonville, added to Mutual Broadcasting System affiliate roster.

PROGRAM NOTES: Lucille Ball, Dick Benny, Andy Griffith, Garry Moore, Phil Silvers, and Danny Thomas will star in the *General Foods Opening Night Special* on



On upbeat developments in St. Louis

Gov. John M. Dalton of Missouri was in New York for a luncheon at the 21 Club hosted by KMOX-TV v.p. Gene Wilkey to brief CBS TV Stations National Sales on the market. Here (l-r) Craig Lawrence, v.p., CBS TV Stations; Gov Dalton; Merle S. Jones, CBS TV Stations pres.; Wilkey

CBS TV 23 September (9-10 p.m.). General Foods, in addition to sponsoring the hour-long season-launch program, also sponsors a portion of all of the six programs on which these stars will appear next season. Benton & Bowles is the agency.

FORM D.C. NEWS BUREAU: Looking toward the fall when all the CBS TV o&o's will carry approximately three hours more local news per week, in addition to the new half-hour daily network news program, the stations have formed their own Washington News Bureau. Starting in September, the bureau will operate separately from CBS News in the capitol and will work directly with the news directors of the five stations to provide coverage of specific Washington stories relating to their markets.

DGA ELECTIONS: George Sidney was re-elected to his 10th term as president of the Directors Guild of America. Also elected were the following vice presidents: Franklin Schaffner, John Rich, Karl Genus, John Clarke Bowman, Fielder Cook. Sheldon Leonard was named secretary; John Sullivan, assistant secretary; Lesley Selander, treasurer; Jerry Fritz, assistant treasurer.

NEW PROPERTIES: Filming will begin later this year on *Great Stories from the Bible*, a new full-

hour series which MGM-TV is producing for the 1964-65 season on ABC TV. Henry Denker is executive producer.

SPORTS NEWS: The American Football League games, which will be carried on ABC TV for the fourth straight year, will be sponsored by Gillette (Maxon); Lincoln-Mercury (K&E); Lorillard (L&N); Goodyear Tire & Rubber (Y&R); American Gas Assn. (L&N); Chesebrough-Pond's (Norman, Craig & Kummel); Union Carbide (Esty); Liberty Mutual Insurance (BBDO). Telecast schedule begins 8 September. General Mills (Knox Reeves) will sponsor *All-Star Scouting Report*, the 15-minute show narrated by Lindsey Nelson, which precedes NBC TV's *All-Star Baseball Game* on 9 July. The show highlights action-film clips of players in the starting lineups for the National and American League teams.

KUDOS: Royal E. Blakeman, independent producer of several network shows, was elected president of the New York chapter of the National Academy of Television Arts and Sciences. Ron Cochran, ABC News, was elected first vice president, and Dick Pinkham, senior vice president in charge of media and programs and director of Ted Bates, was elected second vice president.

Negro radio building ad prestige

Advertisers on the national, regional, and local levels, becoming more and more aware of the rapport between Negro-programmed radio stations and their listeners—as well as the buying power of the Negro audience—are steadily increasing their ad budgets in this area, according to station execs attending a recent seminar in Chicago.

Initiated by the Bernard Howard & Co. rep firm to look into "The Status of Negro Stations Today," the two-day session was attended by 28 of the 31 Negro-programmed outlets Howard handles. Howard sought to determine if Negro programmers — particularly those he represents to advertisers and agencies—are fully meeting the new challenges being raised by the fast-stepping growth pattern of each Negro community.

It was unanimously agreed at the seminar that the Negro listener now depends almost completely on his radio set—and his favorite Negro-programmed station—for the daily information he wants and needs about himself and his race and, as a direct result, the empathy and rapport between station and listener is one of the most binding to be found in any communications medium.

This was borne out by two speakers at the seminar—Quaker Oats merchandising manager Richard Fenner and Edward Renno, Quaker account exec at the Chicago-based John W. Shaw & Co. ad agency — who detailed how ad budgets for two Quaker-manufactured and distributed corn meal products have been readjusted in light of new information about the impact of Negro radio. They said that this fall, as a result of the realignments, 70% more money within the overall budget will be added to the radio side of the ledger—primarily to Negro radio.

However, their enthusiasm wasn't shared by Dr. Seymour Banks, Leo Burnett exec v.p. in charge of media and research, who stated that at his agency all media except tv are considered peripheral and that extensive research findings are necessary to justify other time and space buys.

This prompted Howard to reveal that his rep firm is presently in the midst of underwriting an in-depth study of the national Negro market, with first findings to be available in September. He said 33 markets are being used in the study.

In the programming area, meantime, the station execs noted that

more and more air time is being devoted these days by Negro-oriented outlets to news and special events, but felt that the amounts and labels are the qualifying factors, dependent on the geographic regions in which the stations are located. A suggestion was made for formation of an informal Negro News Network by Alexander Klein, president-gen. mgr. of WMBM, Miami, and endorsed by the conclave. They named group-station owner Egmont Sonderling to chair a committee to study the matter and work out some form of concrete plan to be submitted to them.

From the standpoint of music and other phases of programming, one basic factor became apparent: Negro audiences, regardless of geography, are demanding more air time for gospel music, with the type qualified by area. As an example, it was pointed out that in the deep South the established, heavily liturgical gospel renditions are favored, while other areas favor the more modern beat arrangements of gospel sounds.

CAL. Oil pumps profits with NBC Films series

The use of NBC Films' off-network *Hennessey* series as an advertising vehicle which California Oil Co. began last year in 10 markets will be expanded this fall. The gasoline firm has renewed the program in all 10 markets and is adding eight other markets, all for 5 weeks.

Included in the deal are: Amarillo; Sherman, Tex.; Albuquerque; Abolene; Colorado Springs; Denver; El Paso; Lubbock; Midland, Tex.; Missoula; Roswell, Colo.; Salt Lake City; Wichita Falls; Billings; Butte; Great Falls; Idaho Falls; and Twin Falls.

White & Shuford, Denver, is the advertising agency.

Quarton tops NAB bd.

NAB's 42-member Joint Board holding its semi-annual meeting last week in Washington, D. C. elected as its new chairman William B. Quarton, president WMT-TV, Cedar Rapids, and executive v.p. of WMT Radio.



Distaffers bedeck dais at station seminar

The sole distaffers attending the 28-station seminar on Negro programming were naturally honored with head-table seats at the luncheon at which account executive Edward Renno (r) of John W. Shaw was speaker. The ladies are Thelma Kirschner (l), gen. mgr. of KGfJ, Los Angeles, and Molly Low, her sales mgr. They flank Jack Davis (l), exec. v.p. of Bernard Howard rep firm and Bernard Howard himself. Thirty-one Howard stations are Negro programmed outlets

Quarton, tv board chairman for the past year, succeeds Clair R. McCollough, president-general manager of The Steinman Stations, Lancaster, Pa., who had headed the Joint Board for two one-year terms and was ineligible for re-election.

Composed of the combined membership of NAB's radio and tv boards, the Joint Board is the association's policy-making body.

Tex. outlets link sales

Spot advertisers have had their buys made easier by two Texas stations, which have banded together to form the "Tex-a-Twin Combination," featuring a one-buy/one-rate/one-rep package for their respective markets.

The new sales device was created by Advertising Time Sales for KPAR-TV, Abilene-Sweetwater, and KCTV, San Angelo, and becomes effective today with the takeover by ATS of national representation for KCTV. ATS has already been handling KPAR-TV.

The two stations will each continue under separate ownership-management while being sold jointly as the "Tex-a-Twin Combination," and will also be available as individual buys. ATS is handling the sales, as well as national trade advertising and publicity for the combination plan.

Tv alone doesn't alter beliefs, says Creshkoff

A mass medium like tv is only one voice, one influence, in a free society, something that both its advocates and detractors have often overlooked, says TIO executive director Lawrence Creshkoff. Speaking Friday at the International Council of Women Triennial Conference in Washington's Statler-Hilton, he reminded delegates that tv doesn't exist in a vacuum, and it not only do its work through a wide variety of other influences. Most of these, he said, are much more important and much closer to the individual—like home and the family, group traditions, church, school, and profession.

"The idealist, the educator, and the reformer," said Creshkoff, "see tv as a means to open doors, to wipe out ignorance, to raise public taste in literature and the arts.

Others fear tv's influence as a degrader of public taste, as a wasteful diversion, as a propaganda device for political control."

But he noted that researchers have found that when it comes to important matters of attitudes, beliefs, and behavior, the mass media tend to help reinforce beliefs, attitudes, and behavior already in existence. "For every person who is converted to a different point of view through mass communications, there are nine or ten people whose old attitudes are strengthened as a result of mass communications."

Creshkoff stressed that this refers to important beliefs and attitudes—deep-rooted concepts that make up the individual's personality and contribute to his outlook on life—"not the brand of soap or breakfast food he buys."

"Tv is just like many of the communications developments that preceded it, from the printing press to radio. Whenever a new method of mass communication has appeared, it has been both praised and damned." Creshkoff noted that as changes take place in the medium, tv cannot be expected to go it alone, but warned not to try to do

too much at once. "Just stick to it and you'll go farther in the long run," he told the delegates.

Cracks French Canada

Independent Television Corp.'s international sales since the first of May hit a rousing \$1,900,000, the highest in the company's history for a comparable period. Pacing the sales streak was a contract with Cockfield Brown Advertising for *The Saint*, a one-hour series now in 31 countries, for all of French Canada.

Terming it a "difficult and critical market," ITC executive vice president Abe Mandell said "I wouldn't be surprised if *The Saint* is the only new one-hour series to be sold this year for all of French Canada."

Also sold in Canada, to CBS, was the one-hour documentary, *Irish Rebellion*, produced by Television Reporters International. Cockfield Brown also purchased *Man of the World* for the English Canada market. With the easing of restrictions in Japan, sales have been progressing at a record-breaking pace with almost \$600,000 in contracts signed during a four-week period. With the sales of *The Pursuers*, *The*



B&B's antique auto buffs

Thirty years later, this Super-8 Packard convertible can still rule the road as far as owner Gordon Webber (l) is concerned. He's v.p. and dir. of Benton & Bowles commercial department, founding pres. of the Classic Car Club of America, and annual host for Founder's Day Spring Meet. With him is Arthur Einstein, copywriter at the agency, who assisted with the show

Beachcomer, Count of Monte Cristo, Stage 7, and Mystery Is My Business, ITC has 16 series sold for Japanese network telecasting. Mandell also reported that sales in Brazil are coming in at a swift pace, despite that country's unsettled economic and political conditions.

FCC defines defaults

Four stations had the magnitude of their broadcasting violations slightly minimized as FCC reduced the amount of forfeitures assessed them, but lest leniency be attributed to the commission, another station was notified that it had incurred an apparent liability of \$3,500.

KVOB, Bastrop, La., originally fined \$1,000 for repeatedly broadcasting teaser announcements without identifying either sponsor or product, had the fine reduced to \$250. WCHI, Chillicothe, WCHO, Washington Court House, and WKOV, Wellston, all Ohio, and all owned by Court House Broadcasting, were originally fined a total of \$6,500 for failing to employ a first-class radio operator full time. In addition, WCHI was charged with over-modulation. Li-

censee contended, among other things, that failure was due to the "extreme difficulty that small stations are having in obtaining and keeping first-class operators." Amount of forfeitures originally assessed was reduced by \$3,000.

Meanwhile, FCC notified Royal Broadcasting Co. that it is liable for \$3,500 for failing to have a radio telephone first-class operator in regular full-time employment at WVAR, Richwood, W. Va.

STATIONS

CODE CLARIFICATION: The NAB has asked the White House to clarify its proposed stand-by voluntary censorship code, including conditions under which it would be activated, and plans for embodiment in the Code of the principles of free speech and press. While endorsing the system of voluntary censorship used in World War II to safeguard vital information, NAB is opposed to "the imposition of a censorship code or censorship procedures, directly or by implication, during any period short of actual war." NAB also called for continuing review and study of proposed Code, with all news media having

equal representation in such discussions.

NEW GROUP: Seven California stations have formed the **California Pacific Network**, with Reg Streeter of KSLY, San Luis Obispo, as committee chairman. Other members are KSMA, Santa Maria; KPRL, Paso Robles; KDB, Santa Barbara; KWIZ, Santa Ana; KUDE, Ocean-side; and XEMO, San Diego-Tijuana. National representative is Gates/Hall and Spencer/Benveniste. Advertising of Los Angeles is developing promotion plans.

HAPPY ANNIVERSARY: **KTBC-TV** is celebrating its tenth in Austin, Tex. . . . **WADS**, Ansonia, Conn., took to the road (in its mobile unit) to meet its audience for a seventh birthday celebration. Thousands of listeners turned out.

SALES: **Schlitz Brewing** purchased a big sportscast package on **KIIX-TV**, Los Angeles, negro uhf outlet, consisting of total sponsorship of the Dick Bass-Pervis Atkins sports summary at 6:45-7 p.m. and a five-minute wrap-up at 10:25 p.m., both Monday through Friday. Bass and Atkins, pro football stars, will make personal appearances in behalf of Schlitz' southern California dealers. Burnett is the agency . . .

WDTM (FM), Detroit, launched a new, daily program called *Turning Leaves* which features readings from newly released books. **Doubleday Book Shops** of Detroit in cooperation with Doubleday Publishing is sponsoring . . . **Bayuk Cigars** (Wermen & Schorr) and **Fels** (S. E. Zibrow) will sponsor the 9 July rerun of *The Most Powerful Woman of the Century*, a profile of the late Eva Peron, on **WPIX (TV)**, New York . . . All of last season's sponsors have again signed for the **UCLA** football-basketball package on **KMPG**, Los Angeles, for the 1963-64 season. They are **Allstate Insurance** (Burnett); **Farmer Jol Packing (GB&B)**; **Ford (JWT Kent (L&N))**; **Canada D1 (Mathes)**; **Bonanza Airlines** (Ste bins); and **Maytag** (direct).

EXPANDING: **KSLO**, Opelous, La., increased daytime power



Petersmeyer chairs Republican powwow
Hershey, Pa., was the scene of a two-day workshop for the members of the Rublican Citizens Committee. Here C. Wrede Petersmeyer, Corinthian Broadcasting pres. and chairman of the meeting, talks with other top party members, Clare Booth Luce and former President Eisenhower

1 kw from 250 watts . . . WRKD, Rockland, Me., upped its daytime power to 1 kw, also from 250 watts . . . KXOA, Sacramento, which recently expanded to full-time operation, is undergoing extensive remodeling, estimated to be over \$20,000.

NEW STATIONS: The Monterey, Cal., Peninsula's only Country and Western music station, KRSA, Salinas, goes on the air today, owned and operated by Robert McVay, who also owns KRKC of King City. Station is a 250-watt daytimer on 1570 kc. McVay will be general manager and Ray Morris, for seven years with another C&W station, KEEN of San Jose, will be program manager. National representative is The Sandberg Co. McVay, a veteran of California radio circles, was formerly general manager of KWG, Stockton, and a partner in KGEN, Tulare. He was also associated with KYOS, Merced, and KFJL, Klamath Falls, Ore. KRSA's address is P.O. Box 2138. Phone: 124-1128.

NEW QUARTERS: RKO General Broadcasting executive offices now located at 1290 Avenue of the Americas, Sperry Rand Building, New York 19 . . . Headquarters of the Society of Motion Picture and Television Engineers will be moved July 1 to 9 East 41st Street, New York 17. Floor space will be more than doubled in the new offices, which will feature a new test film projection and editing room, along with a committee conference room.

PUBLIC SERVICE: For the third consecutive year, WAST-TV, Albany, has published "A History of Community Service." Book consists entirely of comments from the consumer and trade press on the station's service activities.

PROGRAM NOTES: Two new radio series produced by Group W (Westinghouse Broadcasting) for its own stations are *Challenge for Democracy*, 19 programs done in cooperation with the Fund for the Republic Center for the Study of Democratic Institutions, and *ESP . . . The Way Out Frontier*, 13 half-hour programs on questions relating to parapsychology, or the study of extrasensory perception.



Respite from Mad. Ave. for day at the races

Enjoying ocean breezes on the way to Monmouth Race Track with 1,200 other guests of WNBC stations, New York, are Betty McCauley, BBD0; Bob Anderson, McCann-Marschalk; Frank Reed, SSC&B. This was 9th annual boat ride and race day hosted by the NBC Flagship stations



Twin anniversaries call for Savings Jamboree at WVEC-TV and radio

To celebrate the 15th anniversary of WVEC radio and the 10th of WVEC-TV both Norfolk-Hampton, the stations distributed 200,000 32-page color and black and white advertising supplements in which more than 23 advertisers were represented. Tied in with this was a \$10,000 contest with a Rambler Station Wagon as top prize. Mulling the supplement are Harold A. Brauer, Jr., (l), stn. sales v.p., and Troy Davis, manager of the Norfolk div. Sears Roebuck

KUDO: KMOX, St. Louis, presented the Gold Bell Award of the National Catholic Broadcaster's Assn. as the "outstanding radio station in the nation." This is the fifth time the station has been honored by NCBA.

MOVING: Arnold Seidner from sales executive with KLOK, San Jose, to similar post at KBTV, Denver.

Virgil Clemons promoted to station manager of KFMB (AM & FM), San Diego.

Diane A. Halbert to WNEW, New York, as assistant to publicity director Frank Young.

Richard Stern to general sales manager of WAH-TV, Atlanta.

Sidney A. Abel to the sales staff of WRC, Washington, D. C.

Phil Brestoff to vice president and general sales manager for KBLA, Los Angeles.

Aubrey Morris to public affairs editor of WSB, Atlanta, a new post.

John Pearson to account executive with KMBC, Kansas City.

David A. Moss, presently assistant general manager of WKDN, Camden, to station and sales manager of WHWH, Princeton, new station which is expected to start broadcasting the last week in August.

John Crowley to station manager for radio, Gene Spry to tv station manager, Lou Reker to sales manager, Larry Burroughs to assistant station manager, and Sanford Gibbons to program director, KPHO-TV and radio, Phoenix.

O. P. Bobbitt, vice president of sales for tv and radio for KTBC, Austin, named manager of the radio stations, and Charles L. Howell, sales manager for tv, named manager of KTBC-TV.

Doug Thompson to station manager of KBMT-TV, Beaumont, succeeding John Fugate, resigned.

E. Boyd Seghers, Jr., to sales promotion supervisor, WGN, Inc., Chicago.

John W. Doscher to national sales manager of WLBW-TV, Miami.

Bill McCreary to night program manager of WWRL, New York.

Bernie Carey to the new post of production supervisor at KIRO-TV, Seattle.

Newsmakers in —tv/radio advertising



Chester R. Simmons

Formerly v.p. of Sports Programs, Inc., (AB-PT subsidiary handling sports for ABC-TV), Simmons has been appointed v.p. and general manager. Roone Arledge was named v.p. and executive producer for Sports Programs. Simmons, who has been with the company since 1957, will supervise all ABC-TV sports and sports production personnel.

Leonard Tarcher

Tarcher has been appointed v.p. and media director of Morse International. He had been v.p. in charge of media and marketing for Sackel-Jackson agency and formerly associate media director at Lennen & Newell. He also held posts with Biow-Beirn-Toigo, Cecil & Presbrey, and J. D. Tarcher & Co. Morse accounts include Vicks, Clearasil, Lavioris.



Stanley F. Nelson

A v.p. of Jack T. Holmes & Associates, Nelson has been named creative director for the marketing, advertising and public-relations firm. Nelson, who is director of Research Assoc., a division of the Holmes firm, has been plans and copy chief for the agency since 1958. Jack T. Holmes, president of the company, made the announcement.



Robert L. Edens, Jr.

Elected to the board of Leo Burnett, Chicago, were Robert Edens, Jr., Cleo Hovel and Dewitt Jones. Edens and Hovel are v.p.'s and creative directors, Jones is a v.p. in charge of client service. Edens came to Burnett as v.p. and assoc. copy director; Hovel joined as v.p. and asst. to tv dept. head; Jones started as acct. exec. and later promoted to acct. supv.



Robert M. Weitman

Metro-Goldwyn-Mayer has announced the election of Weitman to the board of directors. Weitman, who has been v.p. in charge of production at MGM's Culver City studio since 1962, joined the company in 1960 as v.p. in charge of television operations. Weitman's election to the board followed the resignation of Joseph R. Vogel.



Larry K. Justice to production director at WIBC, Philadelphia.
 Wynne Keith to executive secretary of the Institute of Broadcasting Financial Management.
 Edward M. Fouhy, WBZ, Boston, news director, to the same job at WBZ-TV. He'll be replaced by Ronald E. Mires.
 Dick Richmond to director of news on WQAD-TV, Davenport.
 Tommy R. Stillwagon to new post of assistant to the general manager in charge of radio operations at WFBG, Altoona.

SYNDICATION

SALES: NTA has sold *Top Rank*, its package of post-1948 feature films, in 68 markets to date . . . *What's Going on Here?*, the satire originally presented on WNEW-TV, New York, sold by Metropolitan Broadcasting Tv to Associated Rediffusion for showing in England.

CONOMEE TAKES OVER: As United Artists Television's *Ripcord* enters its third year of syndication, the 76-episode, half-hour adventure series will move over to UA-TV's conomee Television Programs division. The program, during its first two years on the syndication circuit, has been programmed by more than 100 stations.

MOVING: Murray Oken to national sales manager of Trans-Lux Television Corp. He was formerly eastern division manager.



Adman makes big splash at Crown stations promotional party
 Hoping to get to the bottom of things, J. Walter Thompson's Dennis DeSousa dives into Motel City's swimming pool to join Norman, Craig & Kummel's Ed Finley in a search for pool-bottom clues. This was a major point in the New York Treasure Hunt staged by Crown Stations last week for agency people. Similar hunt was held in Chicago and is planned for L.A., S.F.

Stanley R. Jaffe to the newly created position of executive assistant to Thomas D. Tannenbaum, Seven Arts vice president in charge of television production and packaging.

Leonard Freeman, producer-writer, signed by MGM-TV to develop properties for tv, create his own show, and write for firm's current series.

Robert O'Brian to the sales staff of IFC, headquartered in Chicago.

Daniel Endy and John Hentz, producers of sports films, to Tel Ra Productions.

Richard Berman to Screen Gems as administrator of international operations.

REPRESENTATIVES

APPOINTMENTS: WNHC, Triangle station in New Haven, to Mort Bassett & Co. . . . KSON, San Diego, to J. A. Lucas . . . WSLR, Roanoke, and WLOD, Ft. Lauderdale, to Roger O'Connor, from Broadcast Time Sales and Spot Time Sales respectively.

EXPANDING: Roger O'Connor, Inc., which just opened a west coast office under the helm of Roland Kay at 105 Montgomery St., San Francisco, is branching out in other areas. Added to offices in New York, Chicago, and San Francisco, will be Felts Dove Cannon in Seattle (Lower Building); an office in the Morgan Building in Portland, Ore.; and Bob Hix Co. in Denver (280 Columbine St.).

MOVING: Martin Colby to Blair Television, BFA Division, as a sales specialist, from eastern tv sales manager and national sales specialist for the radio-tv division of Triangle Publications.



Lami to get a tv taste of Kentucky Fried Chicken
 Discussing the debut of a tv campaign on WLBW-TV are Kentucky Fried Chicken officers Margaret Sanders Simmons, pres., and John Wurster, v.p. (c); franchisees Don Solomon and Bob Marant (l); Barclay Powers, WLBW-TV prom. mgr.; and stn. sales mgr. Charlie Mathews

COMMERCIAL CRITIQUE

(Continued from page 42)

advertising budget into tv—produces all of its commercials on tape.

Bakery products look especially good on videotape because of the greater contrast range available. This factor, coupled with the speed potential in production, makes tape especially suitable for Arnold.

To illustrate, Arnold recently introduced a new product, *Toasting Muffins*, which achieved quick distribution in all its markets. Because of the speed of tape, we were on the air in less than two weeks with selling commercials that would have been impossible to produce in the same time period on film.

Arnold has found that the A-B Roll method can be used with considerable success in its commercials. Although this is known as the "one-camera" method, strictly speaking it isn't. More often than not, a multiple-camera setup is used for refinements in specific sequences—and the various picture elements are then blended electronically.

Maradel, (selling Tender Lip Lipstick and Life Home Permanent) was among the first advertisers to employ the new Gemini system, whereby both videotape and film are recorded simultaneously through the same camera lens. This allows for top quality on networks and selected individual stations—and at the same time permits the economical manufacture of quantity prints for DBs and other film projected situations.

Kiwi Shoe Polish went on location with tape—shooting on the bustling streets of White Plains—with gratifying results. Shoes were never shinier.

In the Kiwi shooting, picture control was a critical factor. The instant playback of tape provided a valuable advantage.

We tried instant animation, producing the first Aniform commercials ever made. And we have even ventured into the field to use the tape facilities of a number of local stations, including color tape at WHDH in supposedly staid Boston. You should have seen those Arnold Butter Rolls in living color!

It all adds up to the fact that videotape—or any other technical development that allows for a

broader scope in the handling of advertised products—should be thoroughly explored and utilized by the agencies for their clients' benefit. Keeping up with technical progress—or slightly ahead, if possible—would seem to be an inherent agency responsibility.

So hitch your creative sights and come on in. The taping's fine! ▀

STEREO OUTLET

(Continued from page 29)
cast medium."

KPEN also presents news, sports, weather, and stock market reports. Lately it has been increasing its live, remote pickups of public service and special events broadcast in multiplex stereo.

The young owners claim that KPEN with its 120,000 watts maximum power is western America's most powerful fm station. But, most significantly, they assert that their station alone accounts for 55% of the gross revenues of all fm stations in the San Francisco-Oakland area.

The sage of KPEN-FM's rise was so outstanding that early this year Gabbert and Gielow were headliners at a special meeting in Washington called by the electronic industries association. Even members of the FCC were invited to hear the story of KPEN's successful operation. ▀

"COMPUTERIZED" BUYING

(Continued from page 39)

The D'Arcy shop already has a good deal of equipment in its St. Louis central office, where the objective is to first automate the agency's accounting systems. FC&B similarly handles its accounting on ADP equipment from Chicago, while the New York office is working out further applications with Remington Rand.

DDB and EWR&R both are currently investigating the most fruitful media applications, and discussions are being held at FS&R and Grey.

J. Walter Thompson has no doubt of its ability to master the new RCA 301; the agency plans to cover all its media and accounting requirements with this system.

A balanced comment upon the buyers and sellers' place in this revolution came recently from Anthony DePierro, media director

at Geyer, Morey & Ballard.

His view: "Perhaps in our haste to idolize this equipment, we seem to overlook the fact that the computer is now more than 15 years old.

"We do not regard it as a replacement for media experience and knowledge . . . the computer doesn't think, it can only help to improve your decision-making ability.

"We also know that what you get from the computer is governed by what you put into it. This equipment has proved itself fully capable of handling masses of mathematical data quickly and accurately," says the GM&B adman. ▀

SHORTWAVE ACTIVITY

(Continued from page 37)

rebroadcast the race. In numerous instances, local Champion or Chrysler dealers sponsored the rebroadcasts—thus making the international promotion a local one as well.

In some instances, as for example in Santiago, Chile, the leading local radio station (Radio Portales) broadcast a roundup of highlights of the race. This was a 30-minute program from 5 to 5:30 p.m. local time. In Costa Rica, the local Champion dealer bought the entire rebroadcast on his local station Radio Monumental. Throughout Europe, racing car clubs got together to listen to the account of the sports event.

To see if it could get a mail pull from outside the country, Chrysler made an offer of some 50 plastic models of the official pace car to be drawn after the race. More than 750 responses came even though postage costs averaged 25 cents. One week after the broadcast, William Seaberg, v.p. of Chrysler International, drew the winning names.

"Until Radio New York Worldwide made possible the merchandising approach utilized by Chrysler International and Champion Sports Plugs in this promotion, most international advertisers had to rely upon magazines," Ralf Brent, president of Radio New York Worldwide, says. "Long distance radio via short wave—now becomes a vital force in bringing to the attention of millions of consumers overseas the products and services of United States manufacturers." ▀

SELLING TO KIDS: BEWARE THE PITFALLS

By ANDRE BARUCH

Vice president radio and television, Helitzer, Waring & Wayne, New York, N.Y.

There's a reason Helitzer, Waring & Wayne puts about 90 per cent of its clients' budgets into television: tv reaches kids in a dramatic and effective way. But tv has lost some impact in recent years as kids have become inured to its persuasions. That's why we—admen with experience in this youthful market—are getting more for our television dollars as *specialists* in the advertising and marketing of children's products.

The children's market now numbers some 60 million youngsters under 16 and is growing at the rate of 1 million every five years. Children today—through their parents and themselves—represent about \$10 billion in annual disposable income, or 34% of the consumer market. How to reach them and sell them with television is no easy job. Advertisers go tumbling through television doors into kiddie programs, fighting for attention with directly competitive products, and using the same old devices in the vain hope of getting results. Here are just a few of the many things we keep in mind in putting a new hat on the old head of children's television.

Get to the point with kids, and do it! Advertising, to children, is like a primitive painting. Use road-stroke obvious techniques and get directly to the point, whether that point is an idea or an emotion. There's another big reason to get the point fast: many products advertised to children are seasonal, as with toys, games, and gifts at Christmastime. If the tv commercial doesn't sell on the first shot, it doesn't sell—*period*. There's no second chance.

Relate action on the screen directly to something which is familiar to the youngster. Kids see themselves in any commercial, and they tend to identify with something in

it. Even though they're playing a fantasy role—the girl the fairy princess doll and the boy the space-shooting astronaut—they need to feel at home. Some of the modern settings used in commercials don't encourage them to feel relaxed and at ease, because the surroundings aren't familiar.

Tv fails miserably if it's overdone—if it's phony or uncomfortable. Kids sense quickly when a situation is false, and they break into gales of laughter or snorts of derision when a little girl is just *too* ecstatic about her new socks, or a boy goes into the bluest of funks over a baseball game. This over-elation or exaggerated depression is an example of what happens when adman adults second guess. Only kids can judge a commercial directed to youngsters. That's why we pre-test every storyboard with our child experts and a child psychologist, and why rough and finished commercials are screened before the kids themselves.

Tv, and the product advertised, can give the child a much-needed sense of authority. Toys, as well as art and music, offer an escape for the child who has been told all his life what to do, and how and when to do it. But the approach must change with different age groups.

Humor is extremely effective in television. But a child's humor is a vastly different thing than an adult's. Kids love primitive fun—pies in the face, pratfalls. This kind of humor is basic, obvious, unsophisticated—and has more than a shade of cruelty in it. Some exaggerated humor appeals to both adults and kids, but this is rare and difficult to achieve, like the "Hawaiian Punch—Pow!" commercial.

Music is a natural with kids. They love to sing to themselves, hum tuneless melodies, chant. This penchant, as well as their native talent to mimic and memorize, lends itself to the successful use of

jingles. If it's a good jingle, the advertiser has a built-in walking commercial. Kids like adult jingles too. We like the story about one of our staffer's kids who went into a suit when his dad wasn't taking Irish Air Lines to Houston on a business trip!

Convincing child actors must be featured in the tv commercial directed to kids. Once you've cast the right type of person, the boy or girl on screen is very easy to work with. Children learn fast. They take orders well if you work with them in a clear and precise way. They're good at memorizing and fine at pacing and synchronizing action with words. It's a very rare occasion when a take is fluffed because of a child or a baby.

There's no area in television more challenging or more unusual than advertising to children. And there's none that's more fun, either! It makes hard work, digging for new approaches and striving to understand vacillations in the complex children's market very well worthwhile.

ANDRE BARUCH



A long-time professional in broadcasting, he has worked in every phase of the industry, including performing, programming, and producing, as well as station and advertising agency executive administration. He lectures on marketing and merchandising at many U. S. universities.

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TALKING TOTEM TOUTS REALEMON

ReaLemon Reconstituted Lemon Juice spot tv campaign currently appearing in five midwestern (St. Louis, Milwaukee, Chicago, Detroit, Cleveland) and six eastern markets (Pittsburgh, Philadelphia, Boston, New York, Baltimore, Washington D. C.), features "the world's first live talking totem pole." The unique seven-and-a-half-foot Totem pole talks without benefit of animation or stop motion; utilizes foam rubber lips attached to a hand-operated mechanical device. Filmed spots are appearing on an average of 22 times a week in each market, and will continue throughout the warm weather season. ReaLemon's agency is Lilienfeld (Chicago).

X-24 smiles on tv

Coty campaign for X-24 summer lipstick is now running in prime time on tv stations in about 20 top markets. Drive started the end of June; will run for an indefinite time using minutes and 20-second spots mostly in black and white, but in color where feasible. Agency is Ellington (New York).

Salems hit 100 +

R. J. Reynolds' Salem cigarettes summer radio campaign is now underway in 100+ markets, using minutes. Harry Martin at Esty (New York) is the buyer.

TV BUYING ACTIVITY

- **Van de Kamp's** Dutch Holland Bakeries' frozen food line will be introduced in the Pacific Northwest late in July using a two-week flight of 50 spots on KING-TV and KOMO-TV (Seattle), KIMA-TV (Yakima), and KVOS-TV, Bellingham. Plan also includes a radio schedule of 25 spots on KVI, KOL, and KING (all Seattle). Later promotions are expected to follow the initial wave. The new products are: Chicken Pie, French Frie Northern Halibut, Halibut Croquettes, Beef Enchilada Americana, and Cheese Enchilada Americana. The line has been marketed in the Los Angeles area for the past two years, with some prior test marketing in San Diego and Santa Barbara. William J. Martin at Lemmen & Newell (Los Angeles) is account supervisor in charge of the campaign.

- **ABC Union Discount** stores (Anaheim, Calif.) will spend \$250,000 in spot during the next year, starting with a campaign due to get under way late in July. Stations have not as yet been selected. Stores are located in Santa Ana, West Covina, Riverside, Bakersfield, Ventura, and Montclair. Roy Kabat is the account executive at J. Allen Trudeau & Associates (Hollywood).

RADIO BUYING ACTIVITY

- **Hebrew National Kosher Foods** (New York), which has distribution in 11 western states, will introduce three new products in the southern California market with a multi-media \$90,000 ad campaign. Program includes saturation spot schedules on Los Angeles area stations. Agency is Ashe Gould (Los Angeles); account supervisor is Hal Asher.

- **Bristol-Myers' Mum deodorant** starting a 13-week run of minute spots soon as possible in scattered markets. Buyer at Grey (New York) is Mc Goldstein.

What can one company do to improve audience measurement?

Continue Research Leadership!

It is a simple and certain fact that any improvements in any industry come from the innovator . . . the developer of new and advanced techniques. Isn't it more likely then that future refinements in audience research will come from a company who has consistently contributed these advances for more than a decade?

ARB thinks it is . . . and we're set on proving it. The quickest review of ARB's contributions will indicate we were first to use the interview-supervised family viewing diary for syndicated television audience measurement . . . to offer instantaneous television audience measurement via ARBITRON . . . to implement a means within the diary to record viewing by individual members of the family . . . to provide detailed information on the survey area to define and survey total market areas . . . to

provide simultaneous audience measurement for every television station in every U.S. market . . . and, to expand local audience composition estimates. And these are only **some** of ARB's contributions.

While these advancements have been incorporated as beneficial additions to ARB reports, they are by no means the end. Responsibility to both clients and ourselves dictates continued leadership in audience research through self-initiated search for improvements.



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WWDC radio salutes Washington's finest

Thanks to The National Brewing Company and its president Jerold C. Hoffberger, the nearby "Chesapeake Bay, Land of Pleasant Living" is all the nearer and dearer to the hearts of Washingtonians. The Bay Country's rich history, gracious traditions, fine foods and good fun have all been extolled in the distinctive rhythm and rhyme radio jingles of National Beer. These saturation spots have made for pleasant listening, and they've gone on to do their job by making pretty music on local cash registers. Our thanks to National Beer and its agency, W. B. Doner & Co., for the privilege of playing a key part in this success over many years. National sells to *people*—and WWDC is "the station that keeps *people* in mind."

Represented nationally by John Blair & Company

